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# Short-Range Transit Development Plan for the Redwood Coast Transit Authority

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*Prepared for the*  
**Del Norte Local Transportation Commission**

*Prepared by*



**LSC Transportation Consultants, Inc.**



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Del Norte Local Transportation Commission  
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# Chapter 1

## Introduction and Study Area Characteristics

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### INTRODUCTION

Public transportation is a vital service to many residents of the Del Norte region. Transit services provide mobility to residents, including access to important medical, recreational, social, and economic services and opportunities. In addition to being important to the quality of life of residents in the region, public transit services assist in the functioning of educational programs, public and private employers, and social service programs throughout the region.

This Short Range Transit Development Plan (SRTDP) update study assesses transit and related transportation issues in the region and provides a “road map” for improvements to public transit programs over the upcoming five years. This study evaluated the specific needs for transit services, and developed plans for improvements and service revisions. This was accomplished through the review of existing transit conditions and evaluation of operations, as well as through public outreach via onboard surveys and community-based meetings. Additionally, an important element of this study was to identify stable funding sources for operations and capital improvements of transit services. The resulting Plan provides a comprehensive strategy of short-range service, capital, and institutional improvements, with a supporting financial and implementation plan.

This document provides a thorough review of the existing demographic conditions in the study area, an analysis of current transit conditions including survey results, detailed service alternatives analysis, a review of management and marketing strategies, a capital improvement program, and a detailed financial plan. This Plan provides the leaders and transportation providers of the area with a blueprint for transit operations over the coming five years.

### STUDY ISSUES

This study takes direction from specifically identified study issues surrounding transit in the region. These issues were identified by RCTA staff and local stakeholders and community representatives, and include the following:

- **Funding:** What public and private sources of revenue are available? What is the funding outlook for the next five years? What cost-sharing opportunities or expectations are involved?
- **Yurok Transit:** The Yurok Tribe is expanding their existing services to include a demand response service which will increase mobility options for local residents and visitors in the Klamath and Crescent City areas. How can their services and Redwood Coast Transit services best be coordinated? What opportunities are there for shared resources such as joint training?
- **Isolation:** How can transit succeed and meet the needs of area residents in isolated locations?

- **National Parks/State Parks:** Can there be increased coordination between transit and the parks? What opportunities are there to bring visitors and residents to parks? Are there opportunities for joint marketing or other information sharing? How can service best be coordinated?
- **Newton B Drury Scenic Parkway:** This road (formerly the old Highway One) is closed in winter, and the State Park does not allow RCT to use the route any time of the year. It is a safer route (without ice in winter) and has less wear and tear on vehicles. Can RCT work with the State Parks to change this?
- **Gasquet/Hiouchi Route:** This service has been in place for four years and has the lowest productivity. Can the service be provided more efficiently? Should it be reduced?
- **Bus Stop Development:** Most recommendations from the *Del Norte County Passenger Facilities Plan* of 2007 have yet to be implemented, but there is still a strong need for the amenities. RCTA does not have the staff or expertise to provide the engineering and installation. Can RCTA work with Crescent City and the County of Del Norte to form a partnership where this can be jointly achieved? What would this arrangement look like? How would it be financed?
- **City Routes:** Is on-time performance an issue? Is the on-time goal being met? What is the appropriate on-time performance goal?
- **Service Cuts and Fare Increases:** Due to budget constraints, the span of service was reduced and fares were increased. What impact has this had on ridership and passengers' ability to use transit?
- **Klamath Service:** Service to Klamath Glen was also recently reduced. What were the biggest factors for this decision? Are residents and visitors being adequately served with current transit options to and from Klamath Glen? What is the impact of this change?
- **College of the Redwoods:** Are students being adequately served at College of the Redwoods in Crescent City? How could service to College of the Redwoods be improved, and is it financially feasible? Can the College purchase reduced fares or discounts for students?
- **Non-Emergency Medical Transportation:** This is an increasing need with fewer and fewer resources to provide service. How can the Del Norte region best address the NEMT needs?

These issues were considered as part of a comprehensive look at the role of transit in the Del Norte region and the service plan that best serves this role. This study provides the area an opportunity to take a look at the transit services in the next five years and identify the optimal manner in which public transit can meet both the present and the future needs of the area.

## REVIEW OF PREVIOUS STUDIES AND PROJECTS

There are a number of recent studies and projects that have preceded this study which address transit issues and planning. These studies and their relevance to the current plan are described below.

***Del Norte County Transit Development Plan Update***, LSC Transportation Consultants, Inc. June 2009

The previous Transit Development Plan Update evaluated the need and strategies for local and regional transit services. In particular, route modifications and minor schedule changes were applied to local fixed routes, Dial-A-Ride service improvements were implemented, and a new service was added to the only un-served developed portion of the county (Gasquet/Hiouchi). The project included on-board surveys to evaluate operating characteristics, rider demographics, and opinions of the transit service. This helped identify some of the concerns and needs for improvements. After vetting numerous service alternatives through the local community, Yurok Tribe, and local decision-makers, the preferred alternatives were detailed with a year-by-year implementation and financial strategy.

***Del Norte County Intercity and Regional Bus Service Development Plan***, LSC Transportation Consultants, Inc., June 2008.

As a first phase to the Transit Development Plan, an intercity bus study was conducted specifically to examine the existing intercity and regional connections within and to/from the region. This study examined services provided by RCTA, services provided in northern California and southern Oregon by other providers, and the potential to enhance existing services. A particular goal of the study was to determine if services could be developed which would take advantage of FTA Section 5311(f) grant funding for intercity services, which require only a 50 percent local match. The findings in the study show that the Route 20 connection to Arcata is the best and most appropriate intercity connection and should further be enhanced should funding be available. The study also showed good potential for developing service from Gasquet and Hiouchi to Crescent City, though this service would not likely qualify for intercity funding.

***Triennial Performance Audit of the Redwood Coast Transit Authority, FY 2006/07 to 2008/09***, Donald Reynolds, CPA

A mandated Triennial Performance Review was completed in June of 2010. This was only the second audit for the RCTA. The auditor found that the Redwood Coast Transit Authority met the tests of compliance with respect to the Transportation Development Act (TDA) regulations in all areas. The only finding was that the reported data are not consistent between internal and external reports. However, this is a very common finding as data reported to the State Controller's office is generally unaudited. A Triennial Performance Audit is being completed concurrent to this Short Range Transit Development Plan.

***Del Norte County Regional Transportation Plan***, LSC Transportation Consultants, Inc., June 2011

The Regional Transportation Plan (RTP) provides a coordinated, 20-year vision of the regionally significant transportation improvements and policies needed to efficiently move goods and

people in the region. The Plan defines the mobility conditions, needs, and actions necessary for a coordinated and balanced regional transportation system. It is based on the existing system and describes the development needs for all transportation modes in the county. The relevant findings of the report include:

- Demographics - Census data indicates that Del Norte region residents have fewer resources available and therefore are generally more dependent on alternative modes of transportation such as transit, bicycling or walking than the statewide population.
- Transit Issues - According to the *US Census American Community Survey 2005-2009*, approximately 8.3 percent of households in Del Norte County had no vehicle available to them and therefore are dependent on Redwood Coast Transit, family/friends or taxi service for transportation. Public input efforts for this RTP as well as the most recent Transit Development Plan update indicate a need for transportation to larger urban cities such as Medford, Redding, Eugene, Portland, or San Francisco. As far as transit capital improvement needs, there is a need for more passenger amenities such as benches, signage and shelters.

Its preparation and implementation is done at the direction of the Del Norte Local Transportation Commission (DNLTC), which uses the document to direct future transportation improvements throughout Del Norte County. This document provided information of existing public transportation services, future transit needs, public transportation policies, short- and long-term public transportation actions, and the funding environment.

***Coordinated Public Transit - Human Services Transportation Plan***, FLT Consulting and Caltrans, September 2008.

As a requirement to receive certain FTA funds, transit agencies must complete a Human Services Transportation Coordination Plan. The DNLTC hired FLT Consulting to conduct their coordination plan. The *Coordinated Public Transit – Human Services Transportation Plan Existing Conditions* report was completed in September 2008. Some of the recommendations of the report include:

- Create a staff position shared by the DNLTC and RCTA to coordinate social service transportation and transit.
- Develop service standards for transportation providers, and monitor and report performance.
- Create a one-stop transportation resource as a central source of information, planning, and trip coordination.
- Transition General Public riders to fixed-route services.
- Expand service in and out of the region.
- Create a marketing plan.
- Create a volunteer program.

- Include members of the school district on the SSTAC and work towards coordination with the school districts.
- Transportation providers should consider consolidating their maintenance services.

***County of Del Norte General Plan***, Mintier and Associates, Jones and Stokes Associates, Steve Lowens, PE, County of Del Norte Community Development Department, January 2003.

The *General Plan* included the goals and policies in the transportation and circulation section of the report. Policy statements specific to public transit are outlined below.

### ***Public Transportation***

***8.C. Goal:*** *To develop and maintain a safe and efficient public transportation system that reduces congestion, and provide viable alternative transportation in and through the Del Norte region.*

### ***Policies***

***8.C.1.*** *The County and City, jointly, shall continue to work with public transportation service providers to plan and implement additional services within and to the County that are timely, cost effective, and responsive to growth patterns and ridership demand.*

***8.C.2.*** *The County shall continue to pursue all available sources of transit funding for transit services.*

***8.C.3.*** *In conjunction with the Local Transportation Commission, the County shall consider the transportation needs of senior, disabled, minority, low-income, and transit-dependent persons in making decisions regarding public transportation services and in compliance with the Americans with Disabilities Act.*

***8.C.4.*** *The County shall continue to support efforts to provide demand-responsive service ("dial-a-ride") and other transportation services for those unable to use conventional transit.*

***8.C.5.*** *The County shall give highest priority for public transit facilities and services within or connecting to urban areas of high intensity use and/or focused commuter-employment areas.*

***8.C.6.*** *The County shall encourage connectivity between public walkways, bicycle routes, and transit services through provision of bicycle racks and in sitting bus stops.*

***Del Norte County Passenger Facilities Plan***, LSC Transportation Consultants, Inc., June 2007.

To support the growing and changing transit service, LSC prepared the *Passenger Facility Development Plan*, which provides passenger facility improvement standards specific to the

service area. Through this study, all existing passenger facilities for RCT, both locally in Crescent City and regionally from Smith River to the Humboldt County line, were inventoried and recommendations were made for developing future passenger facilities. The study product is a tool for individual jurisdictions and business leaders throughout Del Norte County to consider how best to incorporate land uses and road networks that support public transportation, while providing transportation infrastructure that supports overall community goals. Since the report was completed, some of the projects have been completed, but many have not.

## **STUDY AREA CHARACTERISTICS**

### **Geography of the Del Norte Region**

Del Norte County is the northernmost coastal county in California, bordered by Oregon on the north, Humboldt County on the south, and Siskiyou County on the east. It is physically isolated and rather sparsely populated. The terrain is mountainous and forested, with cool, wet weather. Crescent City, 17 miles south of the Oregon state line, is the county seat and the only incorporated city. Other unincorporated communities in the county include Smith River, Fort Dick, Gasquet, Hiouchi, and Klamath. The road system includes US Highway 101, which connects Crescent City to Brookings, Eugene, Portland and Seattle to the north as well as Arcata, Eureka, San Francisco, and Los Angeles to the south. US 199 connects Crescent City with US Interstate 5 in Grants Pass, Oregon and beyond, and provides access to interstate transportation services, including Greyhound and Amtrak. The study area is shown in Figure 1.

### **Population**

#### Historic and Projected Population

Population growth in Del Norte County has been slightly lower than the average rate of growth in California, as shown in Table 1. The population grew from 14,600 in 1970 to 25,244 in 2010, with the fastest growth occurring between 1970 and 1980 (2.2 percent annually); growth has slowed to 0.6 percent per year in the last decade, and has actually declined slightly in the past two years (to 24,715 in 2012). In the next decade, the population is projected to grow at a rate of 0.4 percent annually, reaching an estimated 26,169 by the year 2020. The population over the age of 65 will outpace other groups, increasing from 13.5 percent of the population in 2010 to 18.4 percent in 2020.

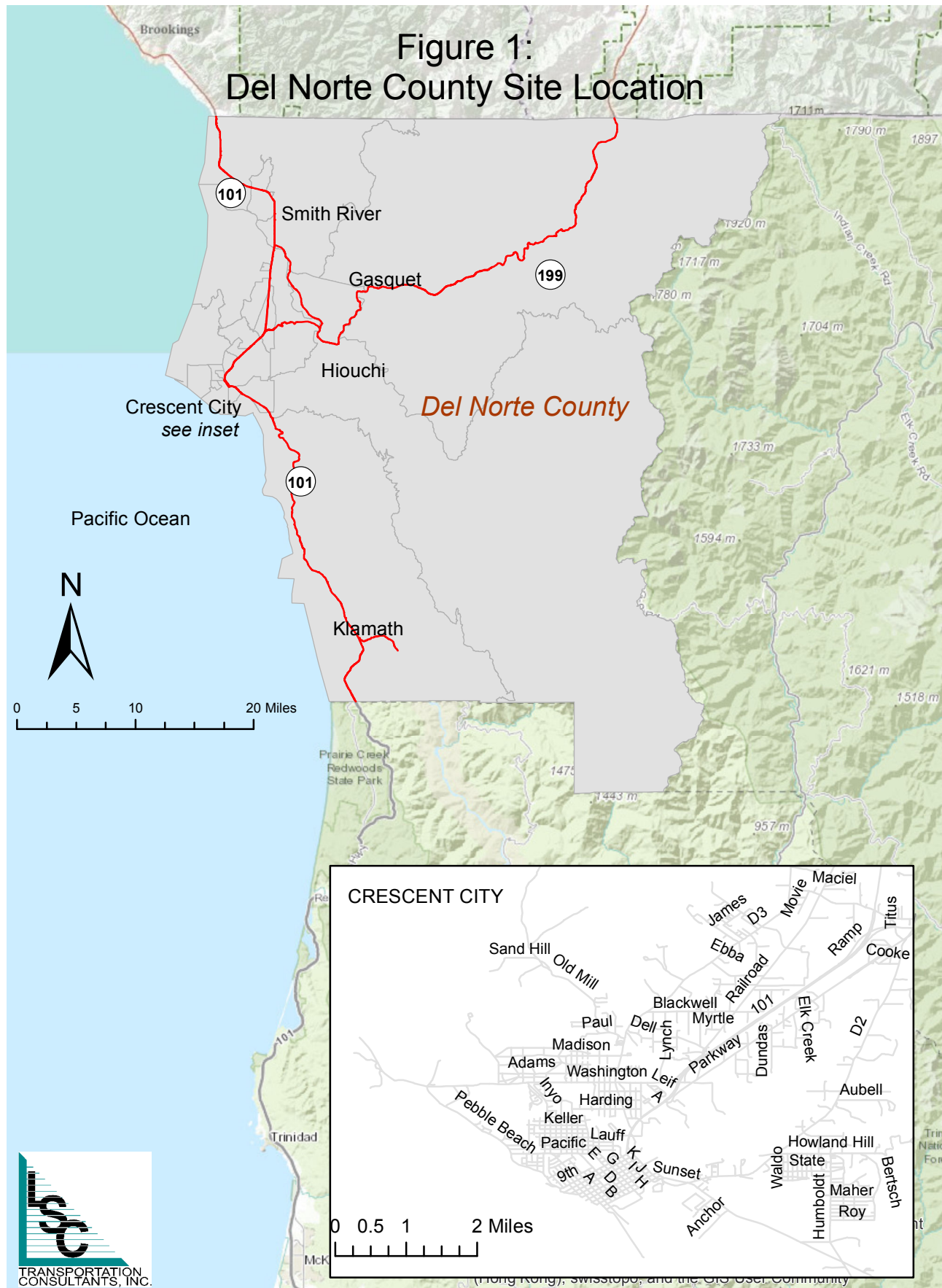
#### Current Population

Estimates of current population are available through the US Census Bureau and the California Department of Finance Demographic Section. The population of the county in 2010 was estimated to be 25,144 people (excluding those incarcerated), with over 65 percent (16,556) residing in the Crescent City area. Population by Census Block Group (CBG) is shown in Table 2 and Figure 2.

#### Transit-Dependent Population

Nationwide, public transit ridership is drawn in large part from the potentially transit-dependent population consisting of elderly and youth, low-income, disabled, and members of households with no available vehicles:

**Figure 1:  
Del Norte County Site Location**



**TABLE 1: Del Norte County Historic and Projected Population**

	1970	1980	1990	2000	2010	2020
Del Norte County Population <sup>1</sup>	14,600	18,217	21,029	23,674	25,144	26,169
Annual Percent Growth	--	2.2%	1.4%	1.2%	0.6%	0.4%
Over Previous 10 years	--	24.8%	15.4%	12.6%	6.2%	4.1%
California Population	19,953,134	23,667,902	29,760,021	33,871,648	37,253,956	40,643,643
Annual Percent Growth	--	1.7%	2.3%	1.3%	1.0%	0.9%
Over Previous 10 years	--	18.6%	25.7%	13.8%	10.0%	9.1%

Note 1: Excludes incarcerated population

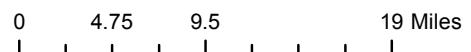
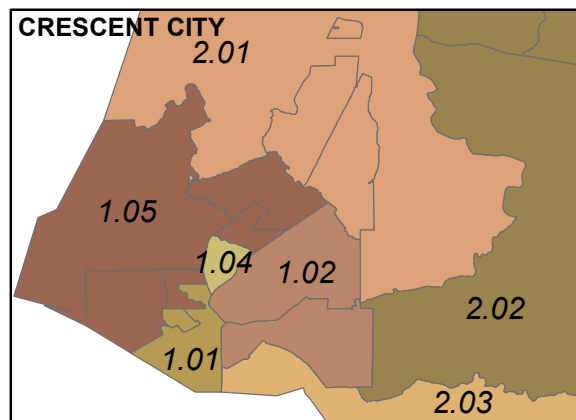
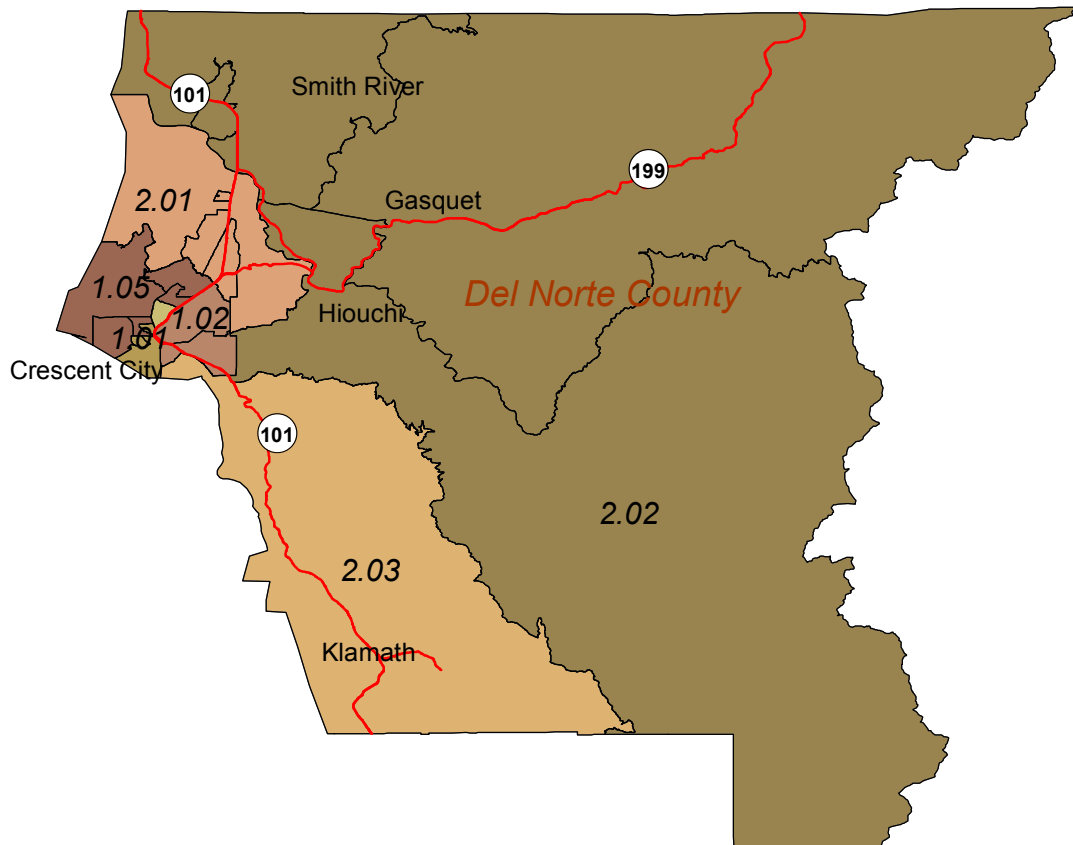
Source: US Census and California Department of Finance

- **Youths** represent a transportation-dependent population, as those younger than 18 are often unable to drive and may not have a parent available to transport them. In particular, junior high school students who are independent enough to attend after-school activities but are unable to drive are a representative group. The population between 10 and 17 years of age (inclusive), delineated by population district, is presented in Table 2 and Figure 3. Approximately 2,868 transit-dependent youths live in Del Norte County, comprising 11 percent of the total population. The proportion of population in each block group that are youths is generally consistent across the county. Of all youths in the county, 67 percent live in the Crescent City area. The proportion of youths has been declining.
- **Elderly** population 65 years of age and older comprise 15.3 percent of the countywide population (3,842 individuals), which is higher than the statewide average of 11.4 percent. The proportion of elderly has been increasing in the county. The population of elderly is shown by Census Block Group in Table 2 and Figure 4. The Smith River block group has a relatively high proportion of elderly residents (24 percent), comprising 7 percent of the countywide total elderly population. Overall, 60 percent of the elderly live in the Crescent City area.
- Individuals with a **disability** are often transit dependent. The 2010 Census did not provide disability data at the census tract or county level. The 2000 US Census included data regarding the population that had a disability that limited their ability to go outside of the home (mobility-limited). Table 2 and Figure 5 depict the population with a mobility-limitation by census block group. The block group with the highest proportion of mobility limited residents is located in the Lake Earl area, though it is not clear why disabilities were higher in this area. Of all countywide residents with a mobility disability, 71 percent live in the Crescent City area.



# Figure 2

## Del Norte County Census Tract Location



Census Tract	Block Group	Area Description	Square Miles	Residential Population <sup>1</sup>	Households	Youth (10-17)	Elderly (65+)	Mobility-Limited <sup>2</sup>	Below Poverty <sup>3</sup>	Zero Vehicle Households <sup>3</sup>
						#	%	#	%	#
1.01	1	Downtown/Historic Crescent City	0.28	1,989	961	215	10.8%	252	12.7%	130
1.01	2	Downtown/Historic Crescent City	0.75	1,950	811	249	12.8%	206	10.6%	156
1.02	1	Eastern Crescent City / Elk Valley	3.67	1,647	722	184	11.2%	312	18.9%	117
1.02	2	Eastern Crescent City / Elk Valley	5.17	2,122	883	235	11.1%	275	13.0%	163
1.04	1	Sutter Coast Hospital Area	0.78	1,881	835	218	11.6%	274	14.6%	139
1.05	1	North-west Crescent City	0.97	1,765	726	236	13.4%	210	11.9%	131
1.05	2	North-west Crescent City	8.39	1,304	530	158	12.1%	236	18.1%	96
1.05	3	North-west Crescent City	2.68	1,266	652	129	10.2%	176	13.9%	94
1.05	4	North-west Crescent City	0.59	525	214	45	8.6%	87	16.6%	39
1.05	5	North-west Crescent City	0.73	2,107	817	254	12.1%	279	13.2%	156
<b>Crescent City Area</b>			<b>24.01</b>	<b>16,556</b>	<b>7,151</b>	<b>1,923</b>	<b>11.6%</b>	<b>2,307</b>	<b>13.9%</b>	<b>1,221</b>
2.01	1	No. of Crescent City: Lake Earl	2.93	919	381	120	13.1%	143	15.6%	97
2.01	2	No. of Crescent City: Elk Cross Rd.	3.18	1,051	463	119	11.3%	229	21.8%	73
2.01	3	Fort Dick (Including Pelican Bay)	29.18	1,343	567	171	12.7%	213	15.8%	15
2.01	4	North of Pelican Bay	0.26	247	91	36	14.6%	33	13.4%	5
2.02	1	Smith River, Including Rancheria	4.25	1,139	605	102	9.0%	270	23.7%	83
2.02	2	Smith River, Historic	338.96	838	350	118	14.1%	103	12.3%	17
2.02	3	Gasquet	394.78	814	458	89	10.9%	152	18.7%	76
2.02	4	Houli	66.43	864	473	72	8.3%	171	19.8%	27
2.03	1	South of Crescent City to Klamath	142.38	1,373	647	118	8.6%	221	16.1%	103
<b>TOTAL STUDY AREA</b>			<b>1006.372946</b>	<b>25,144</b>	<b>11,186</b>	<b>2,868</b>	<b>11.4%</b>	<b>3,842</b>	<b>15.3%</b>	<b>1,716</b>
										<b>663</b>
										<b>5,137</b>
										<b>20.4%</b>
										<b>5.9%</b>
Note 1: US Census 2010 Note 2: Mobility limited not available for 2010; used percentages by tract for 2000 Note 3: Available at the Census Tract level only; percentages applied to the block group level.										

Figure 3:  
Del Norte County Youth Population

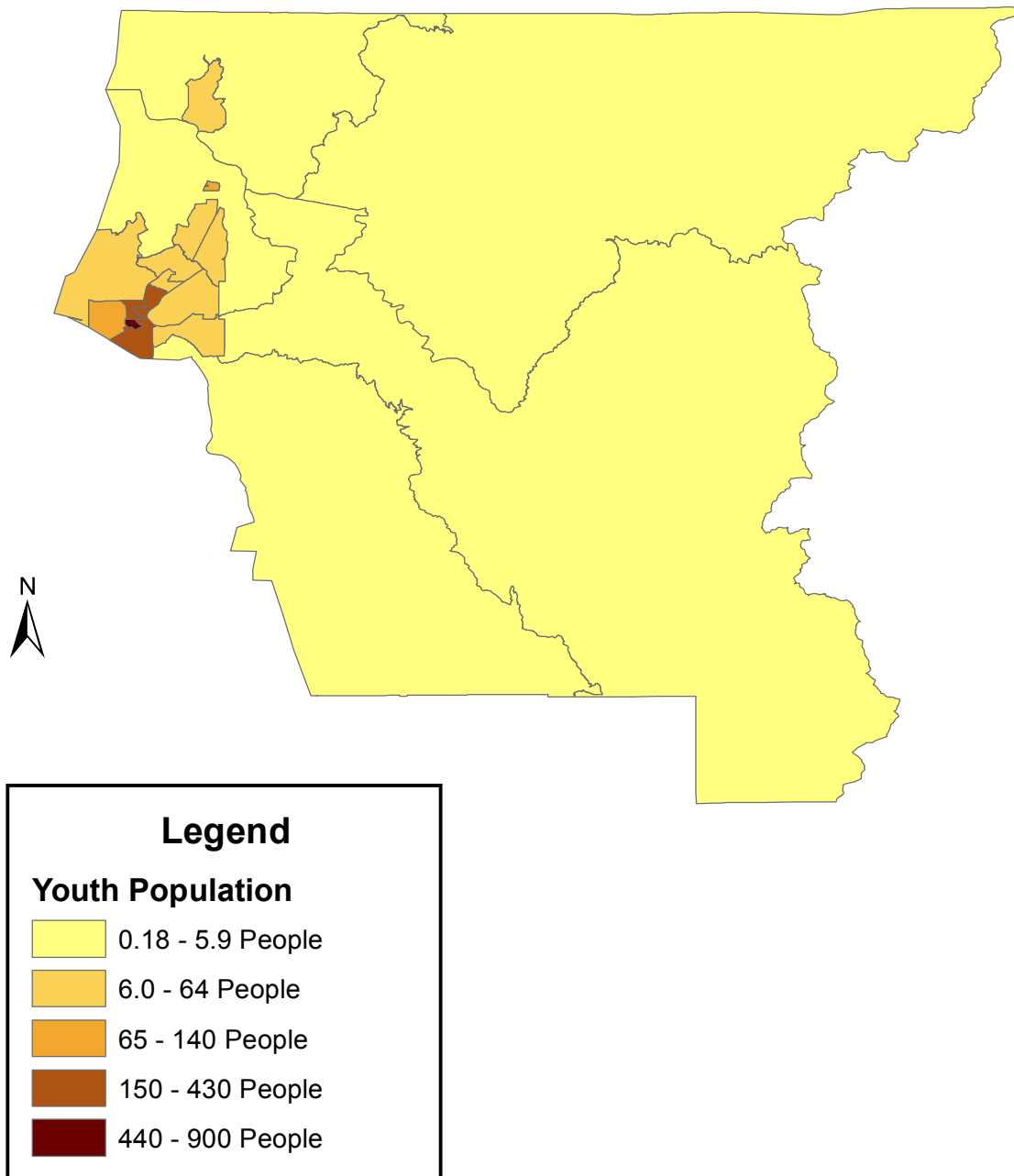
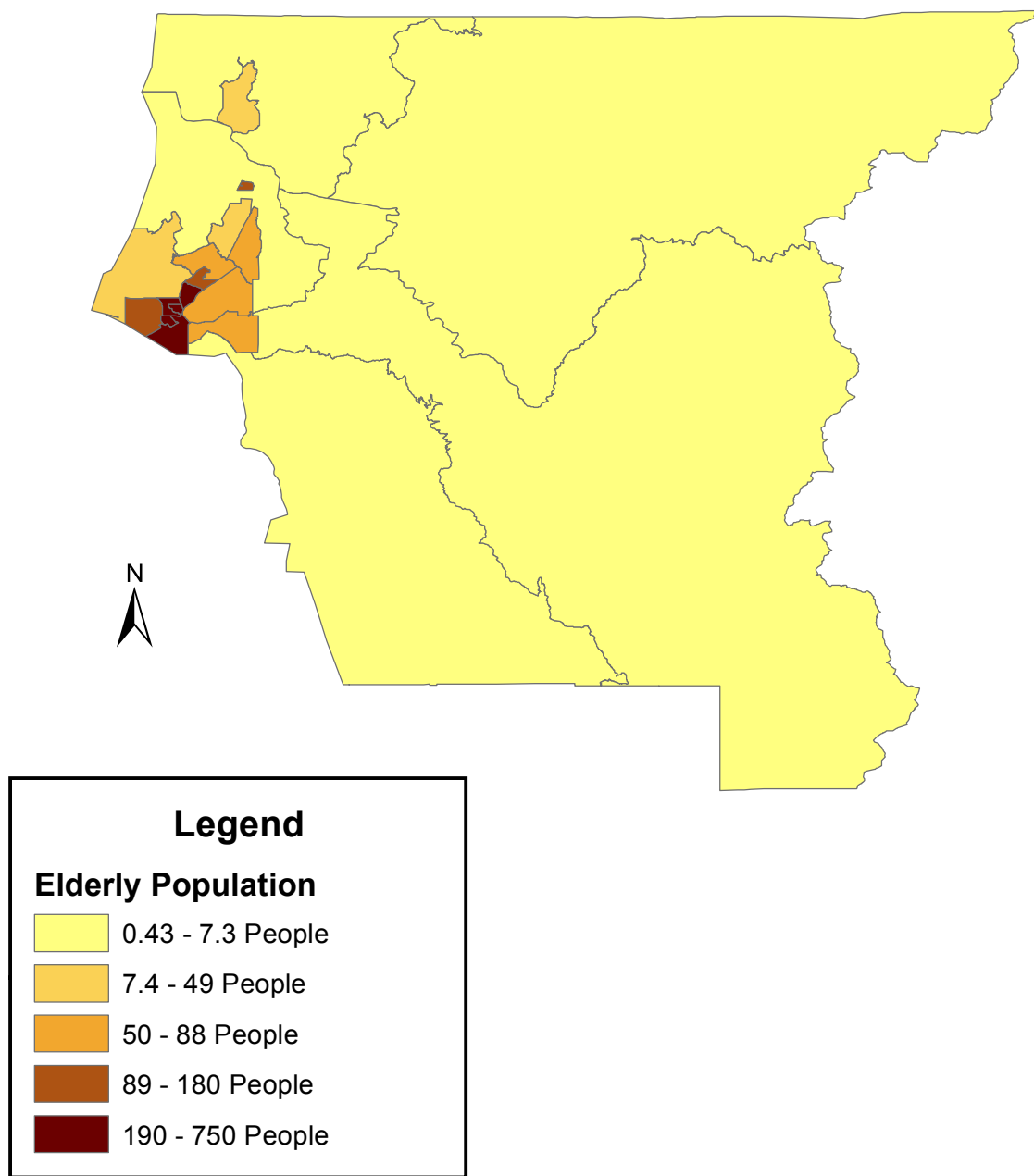


Figure 4  
Del Norte County Elderly Population



The US Census also counts the **population living below the poverty level**, defined by a number of factors including household income and the number of dependent children. Residents living below the poverty level comprise 20.4 percent of the countywide population, compared to 14.4 statewide. As shown in Table 2 and Figure 6, the areas with the greatest percentage of population below the poverty level include historic neighborhoods such as Crescent City, the vicinity north of Washington Boulevard to Old Mill Road, and the area between US 101 and Lake Earl. Of all persons living below the poverty level, 79 percent are in the Crescent City area.

- Finally, one of the strongest indicators of transit dependency is the number of **households without a vehicle available**. There are a total of 663 households in Del Norte County without a vehicle, 86 percent of which are in the Crescent City area. As shown in Table 2 and Figure 7, the downtown core of Crescent City includes census block groups with as high as 17 percent of households without a vehicle available.

## **Economy**

The Del Norte region has a service-oriented economy, which is a shift away from its agricultural and natural resource roots. The largest employers are the Pelican Bay State Prison, government and retail businesses, followed by health care and social services, and accommodations/food services.

## **Labor Force**

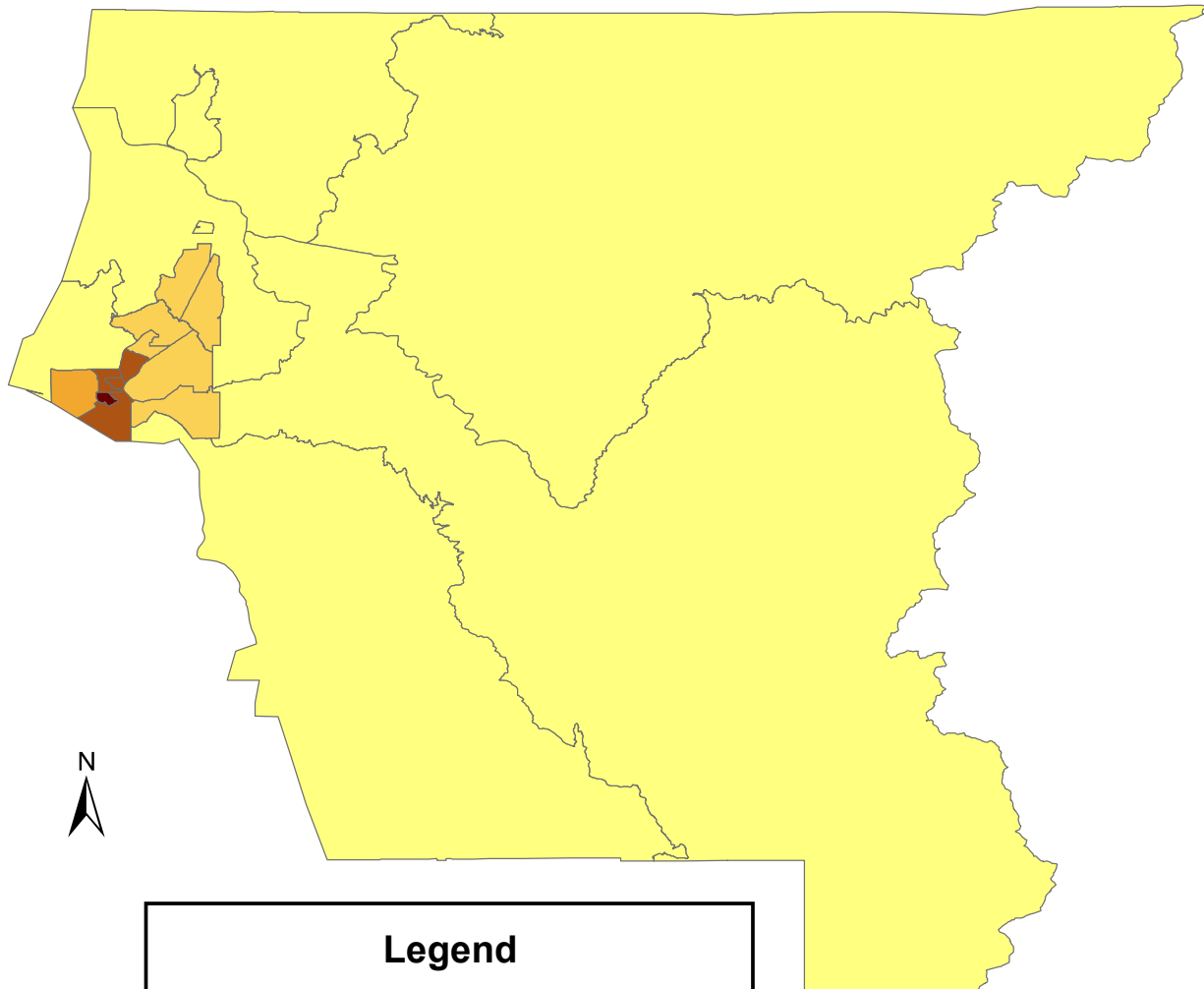
The American Community Survey conducted by the US Census provides data on the number of individuals in the labor force and employment rates, as shown in Table 3. According to the ACS, there are 22,989 individuals over the age of 16 in Del Norte County, of which 10,374 are in the labor force. Of these, 9,316 are employed and 1,055 are unemployed, indicating an unemployment rate of 10.2 percent. However, unemployment is particularly high in the downtown Crescent City area (24.1 percent) and in Klamath (15.3 percent).

## **Commute Flow and Distances**

The U.S. Census Bureau maintains the Longitudinal Employment-Household Dynamics dataset, which provides detailed information on where employees live and work, and where employed residents live and work. Table 4 shows the inflow and outflow of workers. As shown, there are 8,561 individuals employed countywide and 9,511 employed persons living in the county, indicating a net flow of 950 commuters out of the county.

Additionally, while there are 9,511 employees living in the county, only 6,458 of these employees work in the county, with the remaining 3,053 working elsewhere. In the opposite direction, there are 2,103 employees who work in the county but reside elsewhere.

Figure 5:  
Del Norte County Mobility-Limited Population



**Legend**

**Mobility Limited Population**






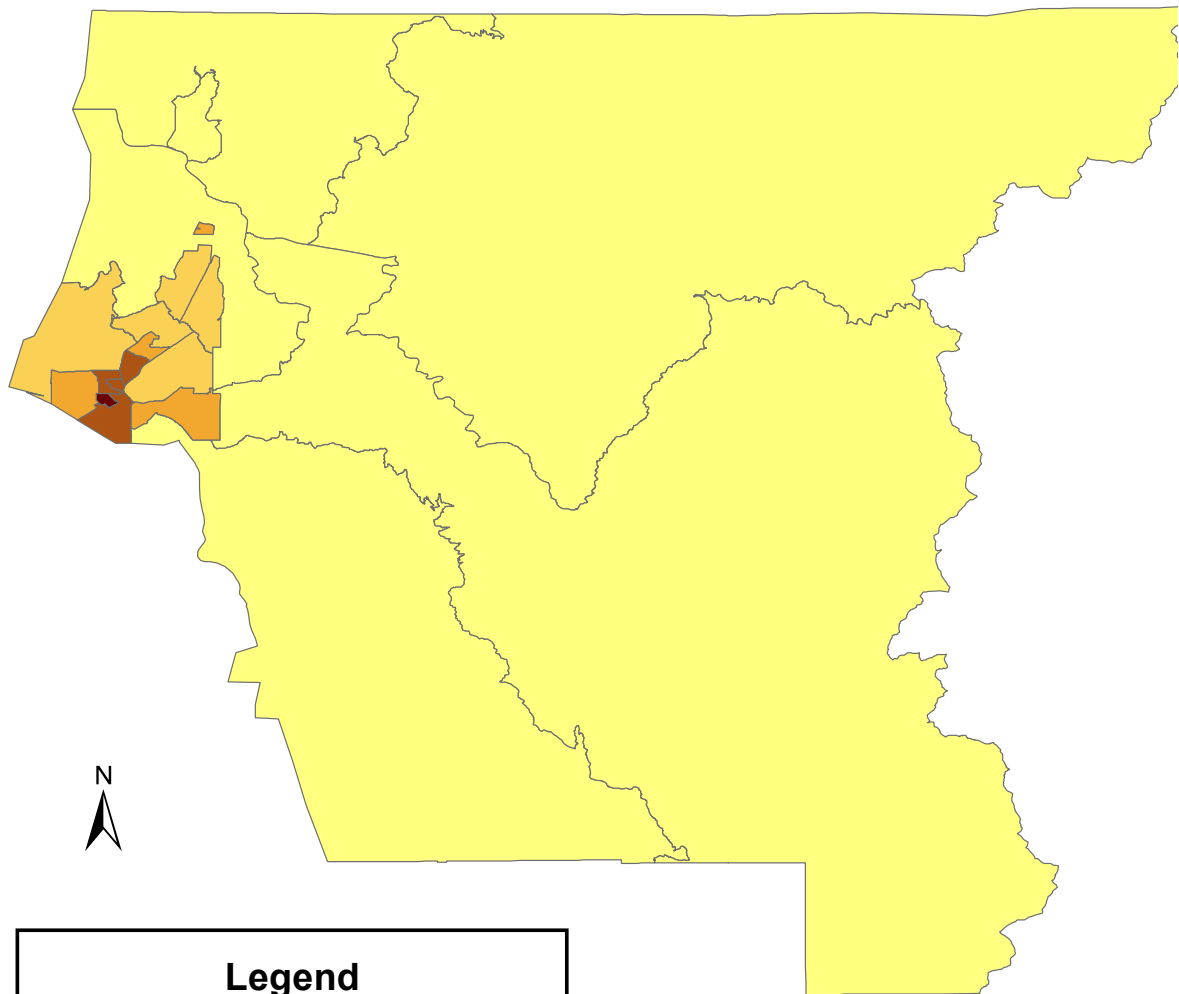
	0.068 - 19 People
	20 - 53 People
	54 - 97 People
	98 - 270 People
	280 - 570 People

Figure 6:  
Del Norte County Low-Income Population



**Legend**

**Low-Income Population**






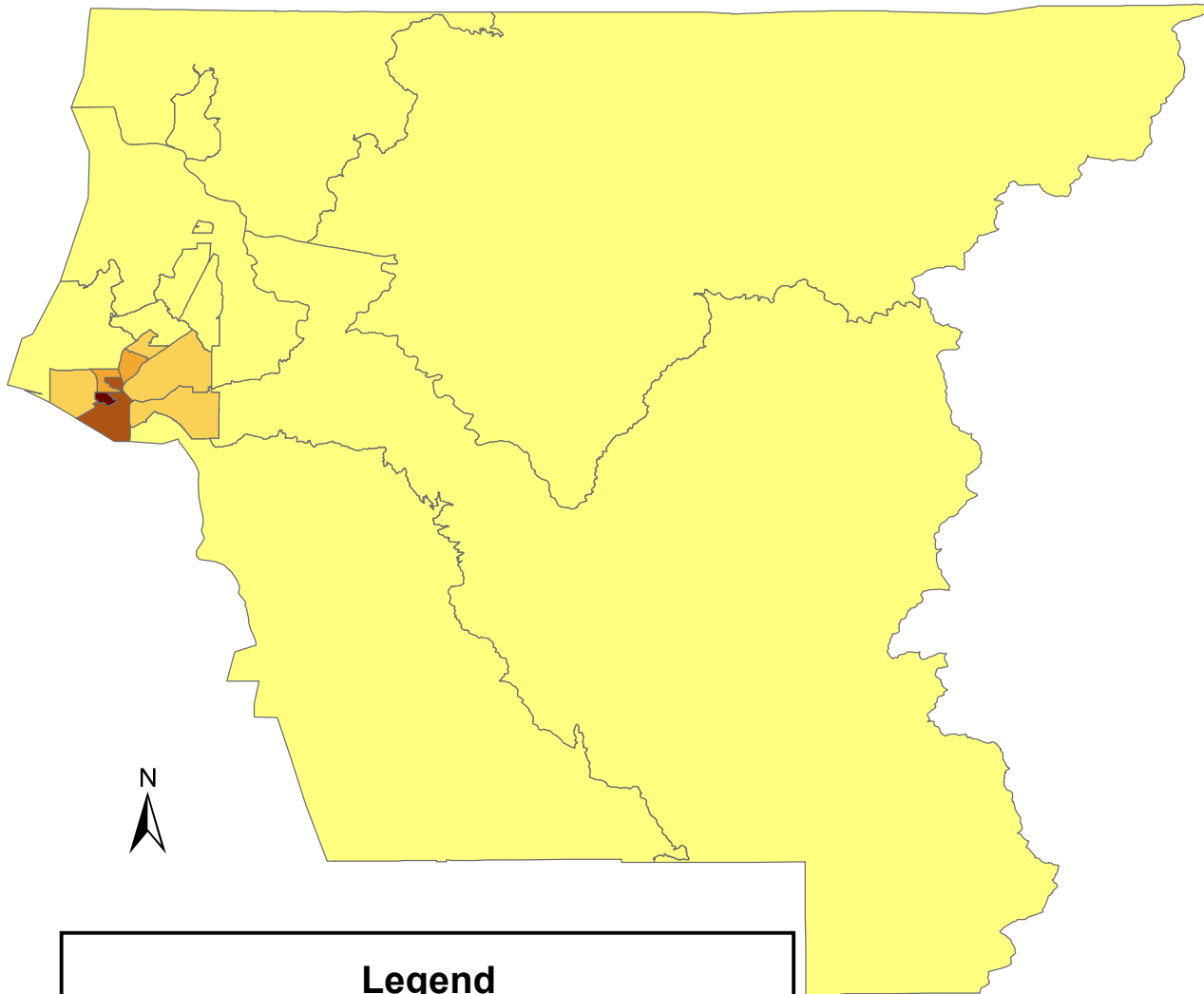
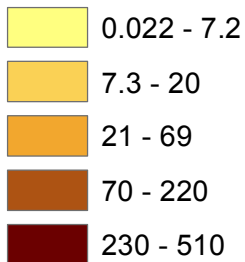
-  0.22 - 20 People
-  21 - 77 People
-  78 - 210 People
-  220 - 1000 People
-  1100 - 2800 People

Figure 7:  
Del Norte County Zero-Vehicle Population



**Legend**

**Zero Vehicle Household Population**





**TABLE 3: Del Norte County 2010 Employment Statistics**

Census Tract	Area Description	Population Over 16 yrs	In Labor Force		Employed		Unemployed	
			Number	Percent	Number	Percent	Number	Percent
1.01	Crescent City Area	3,128	1,498	47.9%	1,136	36.3%	361	24.1%
1.02	Elk Valley	2,884	1,425	49.4%	1,342	46.5%	80	5.6%
1.04	Sutter Coast Hospital Area	1,540	733	47.6%	702	45.6%	31	4.2%
1.05	North-west Crescent City	5,272	2,973	56.4%	2,667	50.6%	309	10.4%
	<b>Crescent City Area</b>	<b>12,824</b>	<b>6,629</b>	<b>51.7%</b>	<b>5,847</b>	<b>45.6%</b>	<b>781</b>	<b>11.8%</b>
2.01	No. of Crescent City: Lake Earl	6,037	1,690	28.0%	1,593	26.4%	96	5.7%
2.02	Smith River, Including Rancheria	2,763	1,453	52.6%	1,368	49.5%	86	5.9%
2.03	South of Crescent City to Klamath	1,365	601	44.0%	508	37.2%	92	15.3%
	<b>Del Norte County</b>	<b>22,989</b>	<b>10,374</b>	<b>45.1%</b>	<b>9,316</b>	<b>40.5%</b>	<b>1,055</b>	<b>10.2%</b>

*Source: U.S. Census Bureau, 2007-2011 American Community Survey*

**TABLE 4: Del Norte County Commuter Inflow/Outflow Report**

	#
<b><u>All Jobs in Del Norte County</u></b>	
Employed in Del Norte County	8,561
Employees Living in Del Norte County	9,511
Net Job Inflow (+) or Outflow (-)	-950
<b><u>Employed Persons Living in Del Norte County</u></b>	
Living in Del Norte County	9,511
Living and Employed in Del Norte County	6,458
Living in the Del Norte County but Employed Outside	3,053
<b><u>Persons Working in Del Norte County</u></b>	
Total Employed in Del Norte County	8,561
Employed and Living in Del Norte County	6,458
Employed in Del Norte County but Living Outside	2,103

*Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2010*

This dataset also provides data on the distance that residents travel for work, as shown in Table 5. According to this data, while most workers commute less than ten miles to work (62 percent), a significant number (2,747 or 29 percent) commute distances of more than 50 miles for work. Table 6 shows where employees work who are living in Del Norte County. Over six percent of workers are employed in Arcata or Eureka (587 workers). Almost two percent each

are employed in Redding (159 workers); Sacramento (157 workers) or Brookings (148 workers). Similarly, Table 7 shows where persons employed at locations within the county reside. A total of 313 workers live in Brookings, Oregon and 101 live in Harbor, Oregon.

**TABLE 5: Travel Distance of Persons Employed in Del Norte County**

Travel Distance	Employees	
	#	%
Less than 10 miles	5,853	62%
10 to 24 miles	819	9%
25 to 50 miles	92	1%
Greater than 50 miles	2,747	29%
Total	9,511	100%
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2010		

**TABLE 6: Where Employees Work Who Live in Del Norte County**

Work Location	Employees	
	Number	%
Crescent, CA	3,484	36.6%
Bertsch-Oceanview CDP, CA	567	6.0%
Eureka, CA	415	4.4%
Arcata, CA	172	1.8%
Redding, CA	159	1.7%
Sacramento, CA	157	1.7%
Brookings, OR	148	1.6%
Medford, OR	88	0.9%
Smith River CDP, CA	78	0.8%
Klamath CDP, CA	68	0.7%
All Other Locations	4,175	43.9%
Total Workers	9,511	
<p>CDP = Census Data Place</p> <p>Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2010</p> <p>Note: LEHD figures represent estimates of commute patterns, synthesized from several sources of US Census residential location, business location, and commute data. These figures exclude Federal, railroad and self-employed employees, and include trips that are not made each workday. While the best available data, this data should be considered to only provide a general commuting pattern.</p>		

**TABLE 7: Where Employees Live Who Work in Del Norte County**

Residential Location	Employees	
	Number	%
Crescent City, CA	1,190	13.9%
Bertsch-Oceanview CDP, CA	614	7.2%
Brookings, OR	313	3.7%
Smith River CDP, CA	156	1.8%
Harbor CDP, OR	101	1.2%
Redding, CA	74	0.9%
Eureka, CA	70	0.8%
Gasquet CDP, CA	47	0.5%
Arcata, CA	43	0.5%
Klamath CDP, CA	41	0.5%
All Other Locations	5,912	69.1%
Total Workers	8,561	
CDP = Census Data Place		
<i>Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2010</i>		
<i>Note: LEHD figures represent estimates of commute patterns, synthesized from several sources of US Census residential location, business location, and commute data. These figures exclude Federal, railroad and self-employed employees, and include trips that are not made each workday. While the best available data, this data should be considered to only provide a general commuting pattern.</i>		

## Government

The Board of Supervisors is the governing body for the County of Del Norte and certain special districts. The Board enacts ordinances and resolutions, adopts the annual budget, approves contracts, appropriates funds, and appoints certain County officers and members of various boards and commissions. The only incorporated city is Crescent City. Crescent City uses a Council-Manager form of municipal government.

## Tribes in Del Norte County

Four federally recognized Indian Tribes have territory in the study area. Each of these Tribes is self-governed.

### The Yurok Tribe

The Yurok Tribe is the largest federally recognized Tribe in California with 5,800 members. In 1891, a small part of the Yurok Ancestral Territory was established as a reservation extension of the Hoopa Valley Indian Reservation. Then in 1988, the Yurok Indian Reservation was established through the Hoopa-Yurok Settlement Act. This Includes the Klamath River and one mile of land on both sides of the riverbank, extending from the confluence of the Trinity and Klamath Rivers to the Pacific Ocean. The majority of Reservation lands span Humboldt County,

although the most populous portion falls within Del Norte County. The population of the Reservation in 2010 was 1,367, according to the US Census Bureau ACS, 20 percent of whom are aged 65 or older. Tribal offices are located in the town of Klamath at the southernmost end of the Del Norte County.

The Klamath River is the lifeline of the Yurok Tribe. The River is utilized for fishing, transportation, and recreation by tribal members, local residents, and visitors. Tribal members exercise their inherent right to fish with gill nets in the Klamath River both for subsistence and commercially. The river is an important emergency evacuation route for the communities of Weitchpec and Waitec. During the summer season the Tribe's Economic Development Corporation operates a jet boat tour company on the Klamath River available to tourists and local residents. The Yurok Tribe has recently completed a transportation study with a dual focus on utilizing both land and marine modes of transportation.

#### The Tolowa Tribe of the Smith River Rancheria

The Tolowa Tribe of the Smith River Rancheria was established in 1908 and has grown to over 500 acres of land in Tribal ownership and over 1,200 Tribal members. The Rancheria is on either side of US 101 about 16 miles north of Crescent City near the community of Smith River. As of 2010, the Smith River Rancheria had 1,408 enrolled tribal members. The aboriginal homeland of the Tolowa Tribe extended from Wilson Creek north to Sixes River and east up to the Rogue River to the Applegate River in Oregon. The existing Smith River Rancheria is comprised of about 500 acres. A casino and gas station are located on the Rancheria. The US Census 2010 identified 113 members living on the Rancheria. Approximately twenty percent of the population on the Rancheria is over age 65.

#### The Elk Valley Rancheria

The Elk Valley Rancheria, which is mainly comprised of Tolowa people, is located approximately two miles east of Crescent City. The Rancheria holdings include the Elk Valley Casino, Tsunami Bowling Center, Hiouchi RV Park, Del Norte Golf Course, Ocean Way Motel and First Chance/Last Chance Liquors. According to the US 2010 Census, 99 people live at the Elk Valley Rancheria and approximately 19 percent of the Rancheria population is over age 65.

#### The Resighini Rancheria

The Resighini Rancheria is a federally recognized Tribe. The Rancheria is located on the south bank of the Klamath River, with the Highway 101 Bridge running along the southwest border. It is also adjacent to privately owned land within the Yurok Reservation. The Rancheria is approximately 430 acres in size. It is currently the only Rancheria within a Reservation in the State of California. The Rancheria has been active since 1975 and has about 120 members. Tribal citizens are culturally Yurok People. According to the US 2000 Census (no 2010 Census data was available for this area), the Rancheria had a total population of 36 people, and five households.

### **Activity Centers**

Throughout the Del Norte region, there are activity centers which are transit trip generators. These are considered both in terms of areas that produce transit trips (residential locations) and

those that attract transit trips (commercial, employment, educational, recreational, medical and social service agency locations).

Residential areas which are likely to generate the highest transit demand are those with high-density housing, such as apartments or other multi-family housing, areas with a high percentage of households without vehicles available, or areas with high proportions of transit dependent populations (as defined earlier as youth, elderly, low income and mobility limited). Residential areas with the highest potential to generate transit trips include the following:

- Census Tract 1.01-1 and 1.01-2 in the historic downtown of Crescent City have relatively high proportions of individuals living in poverty (39.4 percent) and a high number of households without vehicles available. This area is considered a high trip generator.
- The area around Census Tract 1.04-1, which surrounds Sutter Hospital, also has a high proportion of low income individuals, and higher than average households without a vehicle available. This area is considered a high trip generator.
- The area around Census Tract 2.03-1 which covers the entire area from south of Crescent City to Klamath, including Klamath, has a high proportion of individuals living in poverty (26.3 percent), making it an area that is a high trip generator.
- Census Tract 1.02-1 and 1.02-2 in eastern Crescent City (both north and south of Elk Valley Road) have relatively high proportions of youth, elderly, low income, mobility impaired and households without vehicles available. This area is considered a high trip generator.

Commercial and service areas which are likely to attract a high number of transit trips include the following:

- Commercial Trip Generators
  - Wal-Mart
  - Safeway / Rays Food Place / Grocery Outlet
  - Shop Smart
  - Downtown Crescent City
  - Pem Mey Market
  - Lucky 7 Market
- Medical Trip Generators
  - Sutter Coast Hospital, Crescent City
  - United Indian Health Services (Crescent City, Elk Valley and Klamath)
- Social Service Trip Generators
  - Senior Center
  - Social Services Office
  - VA Administration
  - County Courthouse
  - Family Resource Center
- Employment Trip Generators
  - Pelican Bay State Prison

- County and City Administration
  - Yurok Tribal Offices, Klamath
- Education Trip Generators
  - Del Norte County High School / College of the Redwoods
- Recreation Trip Generators
  - Jedediah Smith Redwood State Park
  - Del Norte Coast Redwoods State Park
  - Beach Front Park
  - Crescent City Harbor
  - Redwood State and National Parks
  - Gasquet / Hiouchi
  - County of Del Norte Fairgrounds
  - Elk Valley Rancheria Casino
  - Smith River Lucky 7 Casino

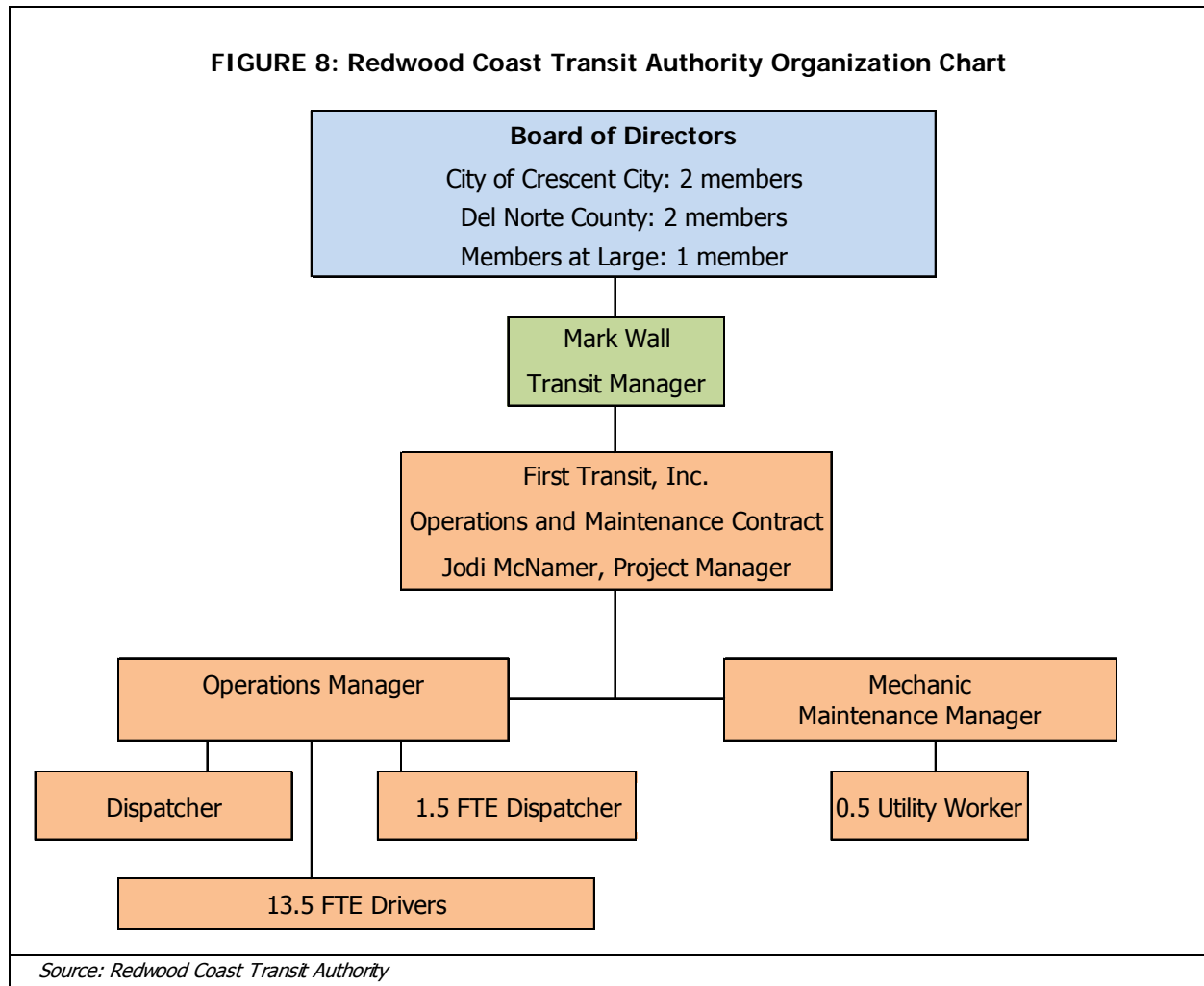
## Chapter 2

# Review of Transit Services

Transportation is provided by a number of providers in the Del Norte region, with Redwood Coast Transit being the largest and the primary focus of this Plan. This chapter reviews existing Redwood Coast Transit Authority (RCTA) services in detail, and provides an overview of additional available transportation options.

### REDWOOD COAST TRANSIT AUTHORITY

The RCTA became an official operating body in July of 2004. RCTA service is provided under the policy direction of a Board made up of five members, with two representatives each from the City of Crescent City and the County of Del Norte and one at-large member appointed by the other members. An organization chart of RCTA is depicted in Figure 8.



## Redwood Coast Transit

Redwood Coast Transit (RCT) operates both fixed-route and Dial-A-Ride (DAR) service in Crescent City, as well as three intercity routes. A description of each service is provided below.

### Crescent City Fixed-Route Service

RCT operates four local fixed-routes using two buses on hourly headways in Crescent City, as shown in Figure 9. All routes meet at the Cultural Center, which is the main transfer location. The local fixed-route service was expanded from a two-route service in June of 2006. The Crescent City service is available from 7:00 AM to 7:00 PM Monday through Friday, and from 8:30 AM to 7:00 PM Saturday. Each route takes under half an hour to run and can be described as follows:

- **Route 1 (Blue) Parkway/El Dorado** operates in a counter-clockwise direction traveling north along US 101 to Washington Boulevard, serving commercial and residential uses in the area, then services Del Norte High School and residential neighborhoods along El Dorado and H Streets before returning to the Cultural Center.
- **Route 2 (Red) A/Inyo/Washington** is paired with Route 1 (one bus alternates between Routes 1 and 2) and covers much of the same area in a clockwise direction, serving the neighborhoods around A and Inyo Streets, Del Norte High School, and the commercial area around Northcrest and Washington Boulevards.
- **Route 3 (Green) Northcrest** makes an out-and-back trip along Northcrest north of town to the Community Assistance Network (CAN) on Standard Veneer Road.
- **Route 4 (Orange) Bertsch/Howland Hill** is paired with Route 3 and makes a small loop in town before serving lodging south along US 101 to Sandmine Road. The route then serves the Bertsch/Howland Hills residential neighborhood and Elk Valley Casino returning to the Cultural Center via Elk Valley Road.

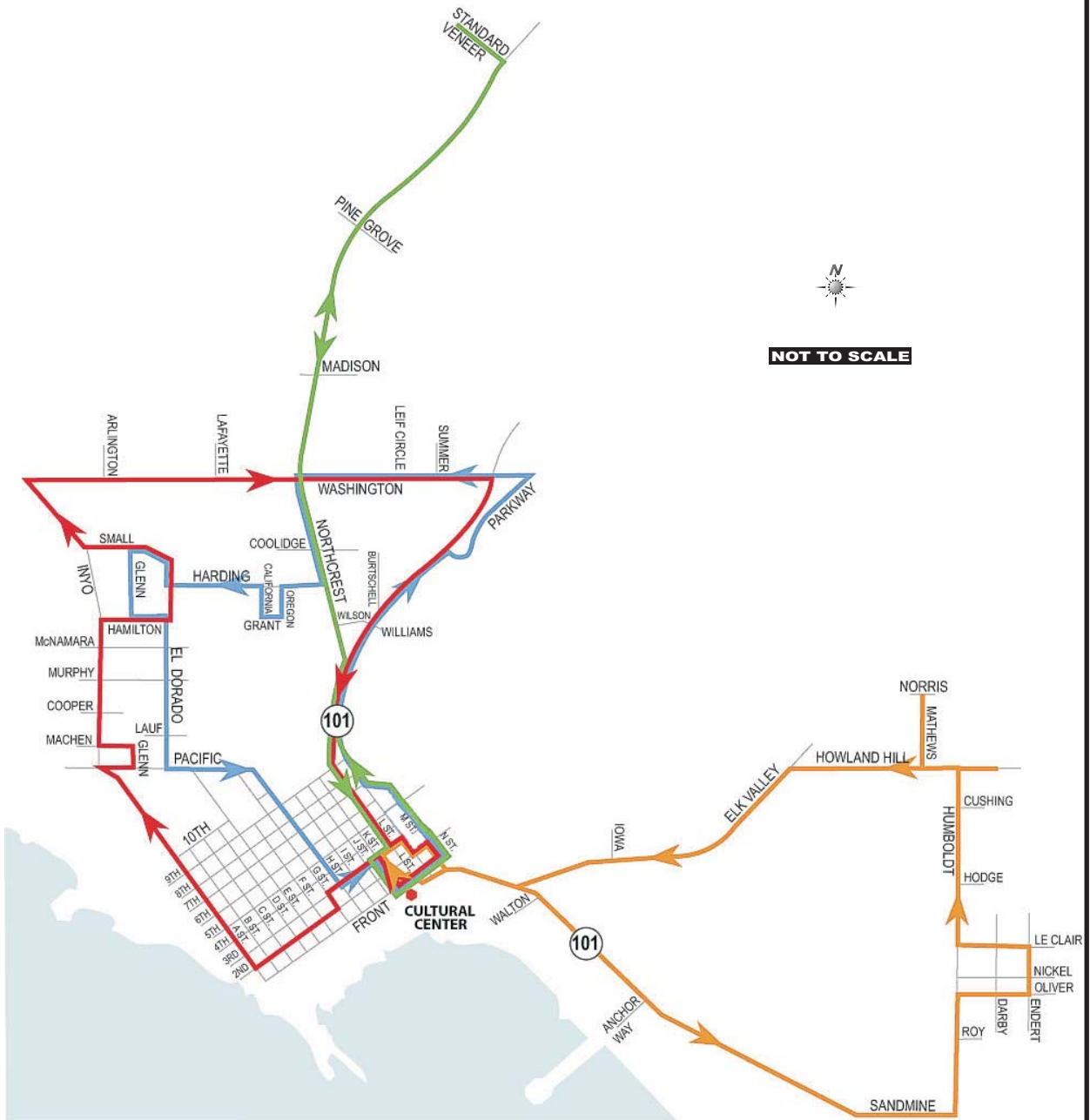
In November 2012, the hours of service on Crescent City routes were reduced. On weekdays, Routes 1, 2 and 4 were adjusted to start one hour later, and Routes 1, 2 and 3 were adjusted to end one hour earlier. On Saturdays, Routes 1, 3 and 4 were adjusted to start two hours later and Route 2 one hour later, and Routes 1, 2 and 3 were adjusted to end one hour earlier.

### Dial-A-Ride

DAR is a door-to-door demand-response service operated in Crescent City by RCT for elderly and disabled persons, as well as the general public. Service is provided Monday through Friday from 7:00 AM until 7:00 PM and Saturday from 8:00 AM to 7:00 PM. In November 2012, Dial-a-Ride service was reduced by one hour per weekday (starting 30 minutes later and ending 30 minutes earlier) and two hours per Saturday (starting 90 minutes later and ending 30 minutes earlier). Up to three 12-passenger wheelchair lift equipped vans are in service during peak hours.



Figure 9  
Crescent City Fixed-Routes



## Intercity Routes

RCT operates two coastal routes and an inland route, shown in Figure 10 and described below:

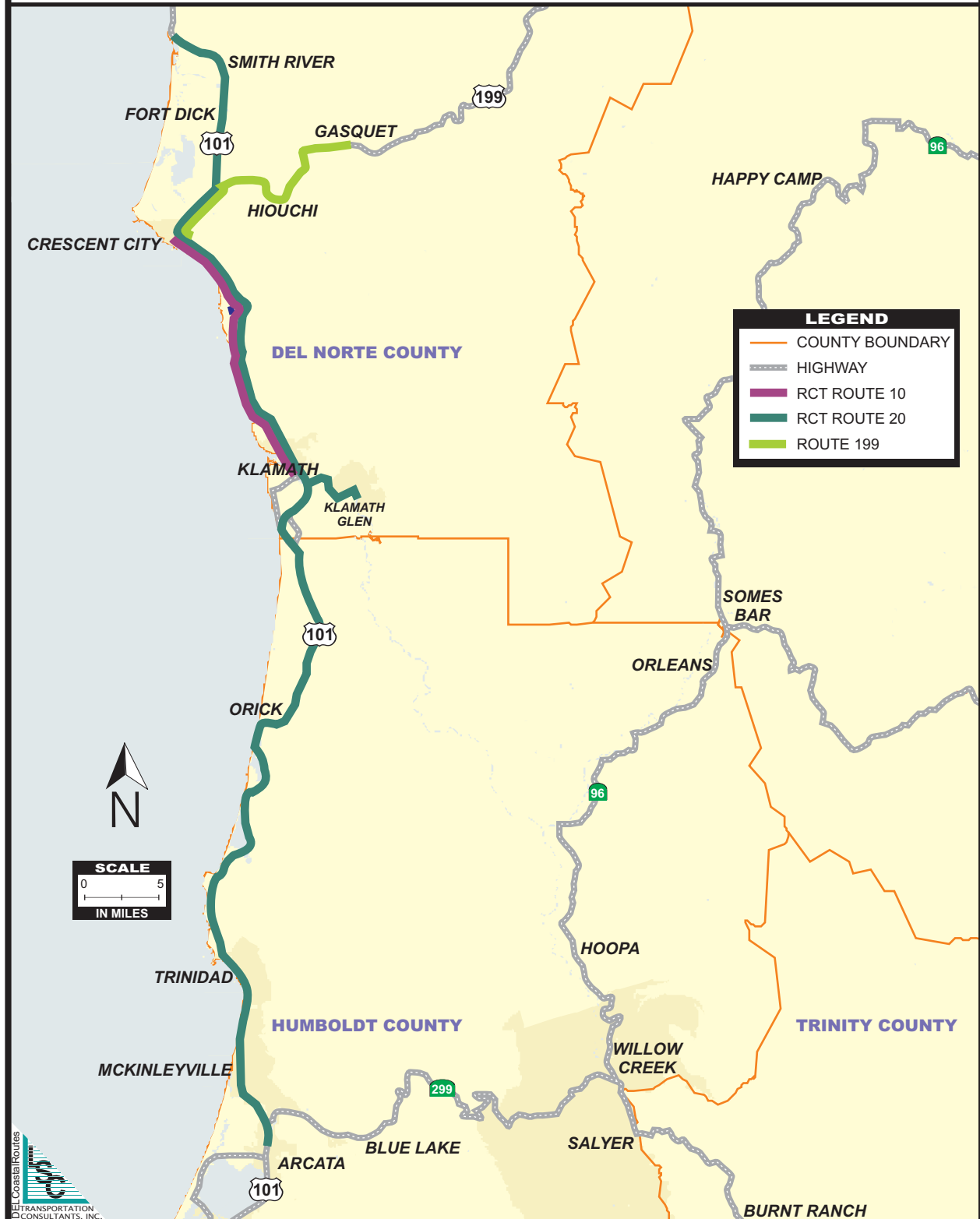
- **Route 10 Del Norte Coast/Klamath:** This route provides one morning and two afternoon round trips Monday through Saturday. The morning bus leaves the Crescent City Cultural Center at 6:30 AM, travels south along US 101, exits at Ehlers Avenue to serve the town of Klamath, and arrives at the Steelhead Lodge in Klamath Glen at 7:30 AM. The return trip arrives at the Cultural Center at 8:30 AM. In addition to scheduled stops, passengers may call ahead to arrange for a pick-up at additional locations. The afternoon runs depart the Cultural Center at 2:30 PM and 4:15 PM, arriving back at 4:15 PM and 6:15 PM.
- **Route 20 Smith River/Arcata:** This intercity route was initiated July 1, 2005, to replace the loss of Greyhound Bus Lines' intercity service to Del Norte region. Route 20 operates between Smith River (three miles south of the Oregon border) and Arcata, which is 78 miles south of Crescent City in Humboldt County. Each Monday through Saturday, five round trips are made between Smith River and Crescent City and three round trips are made between Crescent City and Arcata.

The first run departs the Cultural Center at 6:15 AM, arriving at Rays in Smith River at 6:35 AM, and at the Lucky 7 Store at 6:45 AM. Passengers can transfer to the Curry Public Transit Coastal Express which leaves the Lucky 7 Store at 6:45 AM arriving in Brookings, Oregon at 7:15 AM, or as far north as North Bend at 10:50 AM. The Coastal Express operates Monday through Friday and offers connections to Porter Stage Lines in Coos Bay, which continues to Eugene and Portland. The Coastal Express connections can be made again at 9:10 AM, 2:10 PM, 5:10 PM and 6:20 PM as far as Brookings. Curry County Transit also provides local DAR service within Brookings and Gold Beach, and the Coastal Express continues north as far as North Bend.

Route 20 passengers have a number of transportation options in Arcata as well. The Arcata Mad River Transit System (AMRTS) operates local service on hourly headways in Arcata. The Redwood Transit System (RTS) operates service between Scotia in the south and Trinidad in the north, as well as limited service to Willow Creek to the east. Using RTS to get to Eureka, passengers can then use Eureka Transit to get around locally. Greyhound Lines, Inc. and Amtrak Thruway both operate services to Arcata, providing intercity connections to and from the south, as discussed below. The Route 20 night run leaving Arcata at 10:00 PM was specifically added to provide a complete connection from Amtrak (via San Francisco) to Crescent City without requiring passengers to spend the night in Arcata, as was previously the case.

- **Route 199 Crescent City/Gasquet:** This route was implemented in 2010 and operates three times a day in each direction between Crescent City and Gasquet, Monday through Saturday. The eastbound morning bus leaves the Crescent City Cultural Center at 7:15 AM arriving at Hiouchi at 7:31 and Gasquet at 7:43 AM. The westbound bus leaves Gasquet at 7:48 AM, arriving at the Cultural Center at 8:25 AM. Eastbound buses also leave the Cultural Center at 12:15 PM and 5:15 PM, and westbound buses leave Gasquet at 12:48 PM and 5:48 PM. In addition to scheduled stops, passengers may call ahead to arrange for a pick-up at additional locations.

FIGURE 10  
**Redwood Coast Transit Regional Routes**



## RCT Fare Structure

The fare structure for the various RCT services is presented in Table 8. In November 2012, the base fare for local Crescent City routes was increased from \$0.75 to \$1.00 and discounted fares for seniors and persons with disabilities was increased from \$0.50 to \$0.75. DAR fares for the general public are \$5.00 for same day service or for an advanced reservation. Seniors and disabled passengers pay \$2.50 for same day service and \$1.50 for service with an advanced reservation.

<b>TABLE 8: Redwood Coast Transit Fares</b>				
<b>Cash Fares</b>			<b>Passes</b>	
<b>Service</b>	<b>Discount</b>	<b>General Public</b>	<b>Pass Type</b>	<b>All Passengers</b>
Crescent City				
Local Routes 1, 2, 3, 4	\$0.75	\$1.00	Monthly Pass	\$35.00
Dial-A-Ride, Same Day	\$2.50	\$5.00	<i>Good for unlimited rides on all regular bus routes within Del Norte County.</i>	
Dial-A-Ride, 1-Day Advanced Resv.	\$1.50	\$5.00		
Klamath Route 10	\$1.50	\$1.50		
Smith River/Arcata Route 20			Punch Pass	\$12.00
Between Del Norte & Humboldt County	\$30.00	\$30.00	<i>Valid for Redwood Coast Transit fares up to the amount of unpunched symbols remaining.</i>	
Smith River & Crescent City	\$1.50	\$1.50		
Crescent City & Klamath	\$1.50	\$1.50		
Within Humboldt County	\$5.00	\$5.00		
Hiouchi / Gasquet			Redwood Rider Pass	\$35.00
Designated Bus Stops	\$1.50	\$1.50	<i>Good for unlimited rides between Smith River and Arcata for 5 days after the date first used.</i>	
Flex Stop Option--Add On	\$1.50	\$1.50		
<b>Transfers:</b> Free of charge to any equal or lower priced RCT bus route. Passengers pay the difference in price when transferring to a route with a higher priced fare. Transfers may only be made to continue a single one-way trip.				

Fares on the Coastal Routes depend on trip origin and destination. Between Del Norte County and Humboldt County the single fare is \$30.00. Between Smith River and Crescent City the base fare is \$1.50, and within Humboldt County the fare is \$5.00. There are two pass options as well, some of which provide very significant discounts. For \$35.00, passengers can buy a "Redwood Rider" pass which allows unlimited rides between Smith River and Arcata for five days after the first use. The Redwood Rider pass is the best option for passengers who regularly travel between Del Norte and Humboldt Counties. Passengers can also purchase a \$10.00 pass worth \$12.00 of fare, and a monthly pass for \$35 good for unlimited rides on regular bus routes in Del Norte County.

## Vehicle Fleet

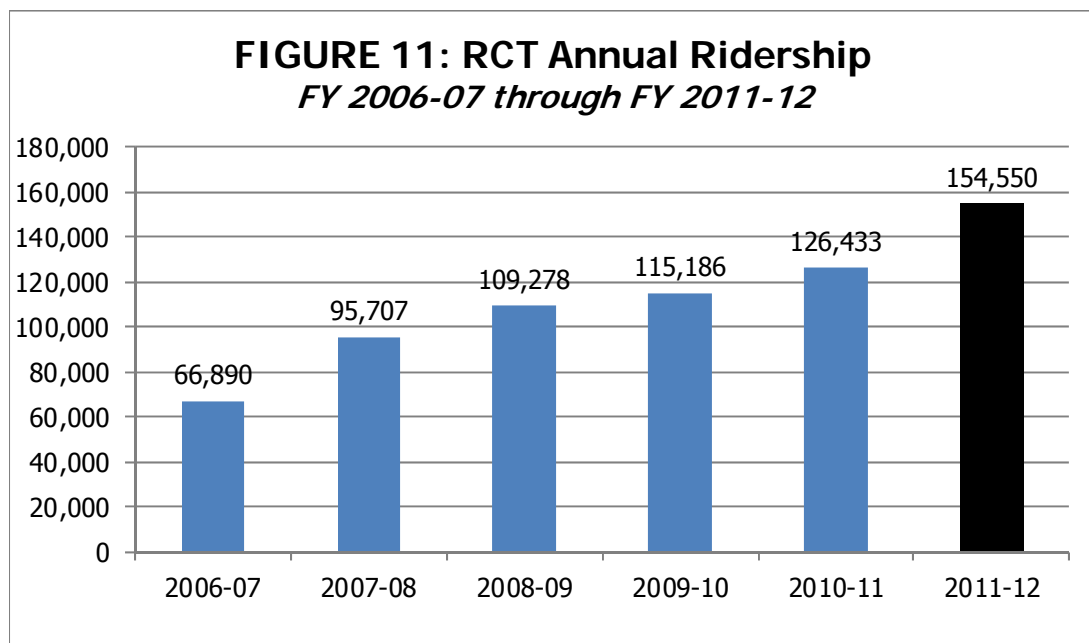
The RCTA vehicle fleet consists of twelve vehicles. The vehicle roster is shown in Table 9. All of the vehicles are wheelchair accessible, with two wheelchair tie-down positions, and range in seating capacity from 10 to 25 passengers, and all have a bike rack. The three vehicles used to serve Route 20 to Arcata are diesel fueled, and the rest are gasoline fueled. Nine of the twelve vehicles need to be replaced in the time frame of this Short Range Transit Plan.

**TABLE 9: Redwood Coast Transit Vehicle Roster**

Vehicle Number	Year	Chassis Make	Body Make	Fuel Type	Fixed Seats	Folded Seats	Wheel-Chair	Bike Rack	Length	8/31/2012 Mileage	Replacement Schedule	Fund Source	Status	Primary Use
280	2007	Chev	Eldorado	Diesel	18	6	2	1	32'	271,841	2012/13	5311-f	Active	Arcata
281	2009	Chev	Eldorado	Diesel	18	6	2	1	32'	195,994	2012/13	5311-f	Active	Arcata
282	2009	Ford	Glaval	Gas	14	4	2	1	25'	105,126	2015/16	PTMISEA	Active	All
283	2009	Ford	Glaval	Gas	14	4	2	1	25'	116,074	2015/16	PTMISEA	Active	All
284	2009	Ford	Glaval	Gas	14	4	2	1	25'	89,631	2015/16	PTMISEA	Active	All
285	2010	GMC 5500	Glaval	Diesel	19	6	2	1	31'	118,049	2013/14	5311-f #649309	Active	Arcata
286	2011	Ford	Glaval	Gas	14	4	2	1	25'	46,426	2017/18	ARRA 5311 STP 649901	Active	All
287	2011	Ford	Glaval	Gas	14	4	2	1	25'	44,936	2017/18	ARRA 5311 STP 649901	Active	All
288	2011	Ford	Glaval	Gas	10	6	2	1	22'	32,789	2017/18	ARRA 5311 649875	Active	All
289	2012	Chev	ARBOC	Gas	17	6	2	1	26'	18,717	2018/19	STIP (\$120,000)/PTMISEA (\$32,964)	Active	All
290	2012	Chev	ARBOC	Gas	17	6	2	1	26'	8,814	2018/19	STIP (\$120,000)/PTMISEA (\$32,964)	Active	All
291	2012	Chev	ARBOC	Gas	17	6	2	1	26'	13,743	2018/19	STIP (\$120,000)/PTMISEA (\$32,964)	Active	All
Source: RCTA														

## Transit Ridership

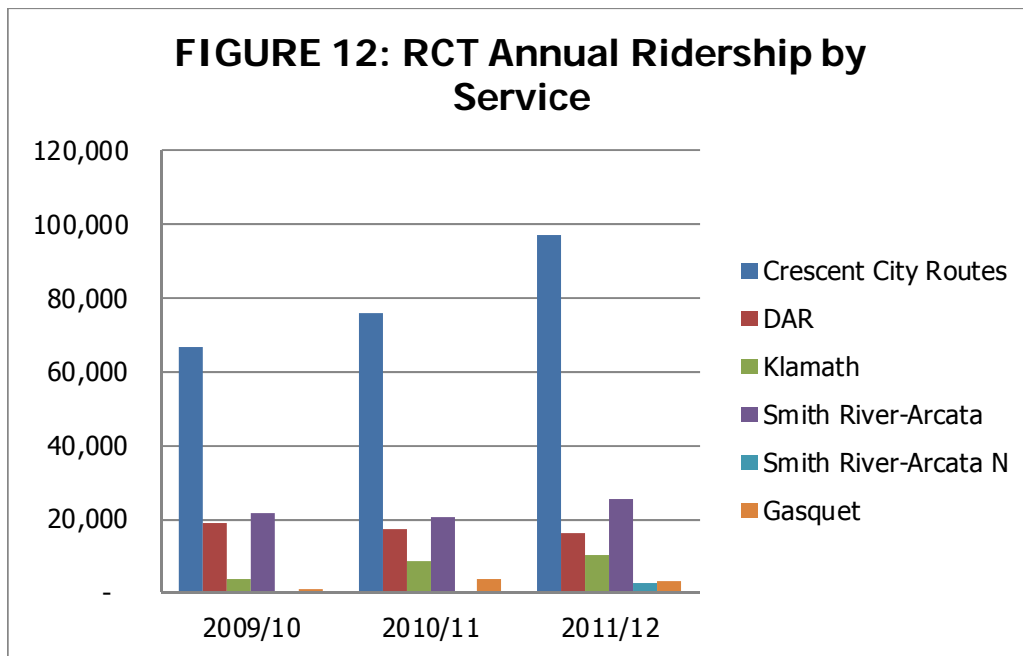
Between 2006/07 and 2011/12, RCT systemwide ridership increased substantially, as shown in Figure 11. From 66,890 one-way passenger-trips in 2006-07, ridership has more than doubled to 154,450 in 2011-12. Ridership by service type is shown in Table 10 Figure 12, and indicates the most rapid growth over the past three years was on the Crescent City Routes, which grew from 66,561 in 2009-10 to 96,984 in 2011-12. There was a midday run added to the Klamath Route which shifted some of the Route 20 ridership to Route 10, but both routes grew in this time frame as well. Additionally, the Crescent City to Gasquet route was initiated in 2009, and ridership picked up substantially in 2010-11, though it remained essentially unchanged in 2011-12. The only service to decline in ridership was the Dial-a-Ride service, which had 18,826 passengers in 2009-10 and 15,985 in 2011-12. This drop can be attributed to enforcing Americans with Disabilities Act (ADA) guidelines of eligibility and efforts to encourage those who are able to use the fixed route services. As per-passenger costs are lower on fixed-route services than on Dial-A-Ride, this shift increases the overall effectiveness of the transit program.



**TABLE 10: Redwood Coast Transit Historic Ridership**

Routes	2009/10	2010/11	2011/12	Change from 2009/10 to 2011/12	
				#	%
Routes 1-4: Crescent City Routes	66,561	76,007	96,984	30,423	31.4%
Dial-a-Ride	18,826	17,383	15,985	-2,841	-17.8%
Route 10: Klamath	3,800	8,761	10,391	6,591	63.4%
Route 20: Smith River-Arcata	21,386	20,801	27,773	6,387	23.0%
Route 199: Gasquet	1,095	3,481	3,441	2,346	68.2%
Systemwide	111,668	126,433	154,574	42,906	27.8%

*Source: RCTA Annual Compilation Spreadsheets*



Systemwide ridership by month over the past three years is shown in Figure 13. As shown, the ridership is relatively stable over the year, with slightly lower ridership in December and January and slightly higher ridership in the spring and fall months.

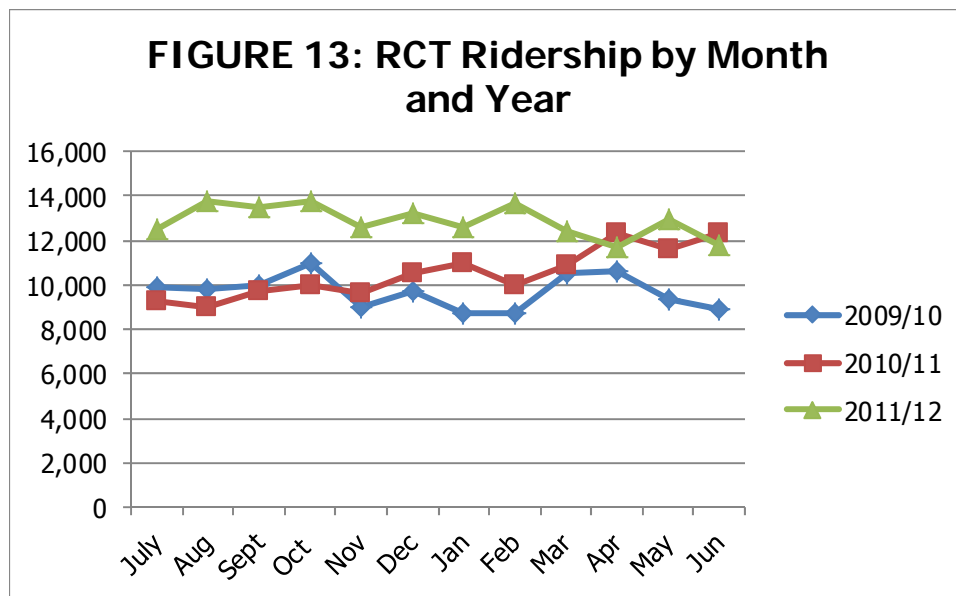
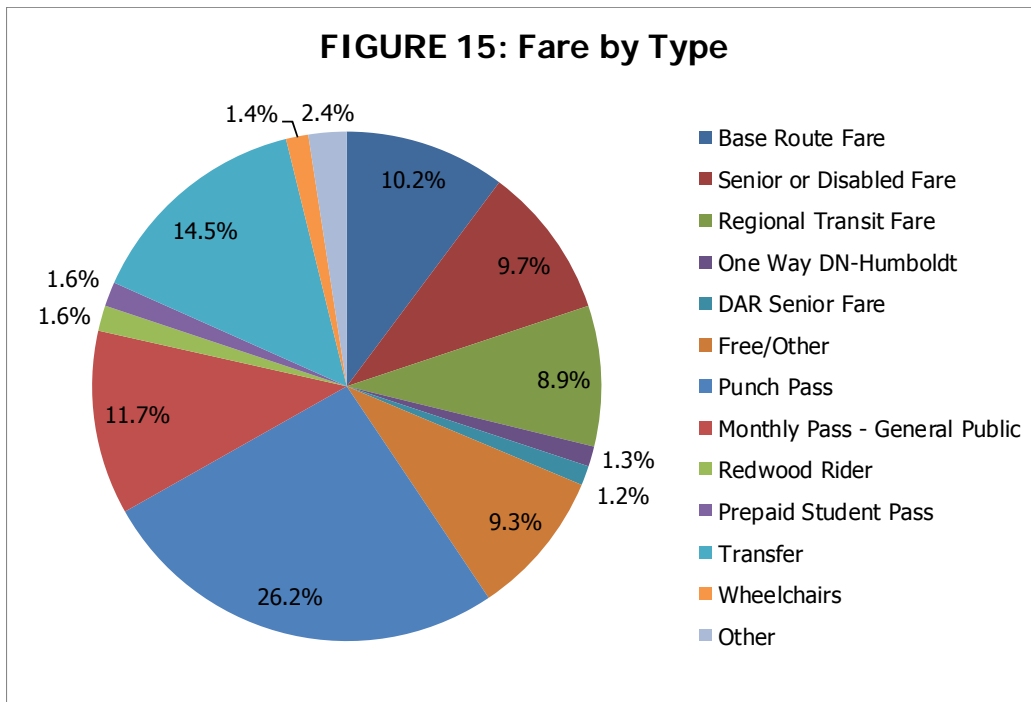
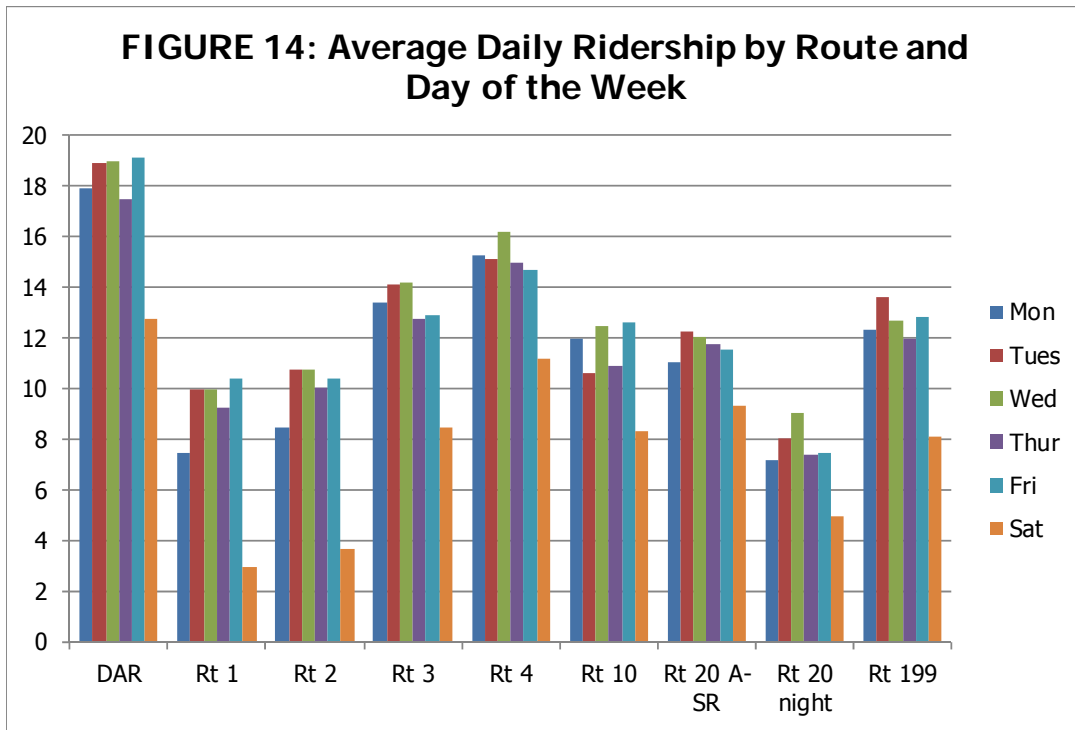


Figure 14 shows average daily ridership by route and day of the week. The data is derived from monthly ridership between January and June, 2012. Ridership is lowest on Saturday, though the ratio of Saturday to weekday ridership is relatively high compared with other similar transit services. Overall, Tuesday and Wednesday have the highest ridership, followed by Fridays.

Ridership by type of fare for all RCT services is shown in Figure 15. As indicated, the most frequently used type of fare is a punch pass (26.2 percent of all fares), followed by transfers, which make up 14.5 percent of trips, monthly passes for the general public (11.7 percent of all

trips), base fares (10.2 percent of all fares) and senior or disabled fares (9.7 percent). The number of free fares, which is mostly comprised of youths, is 9.3 percent.



Focusing on the DAR program, fully 73 percent of riders board using the Senior Fare, while an additional 20 percent use the ADA/Disability Fare (16 percent making advanced reservations, and 4 percent making same-day trips). Only 7 percent of DAR passengers are general public not using a Senior or ADA/Disability fare option.



## Boarding Data

Driver logs were analyzed over a week period from late October to early November, 2012 (before service cuts). This data provides insight into which stops have the heaviest boarding activities, although alighting data was not available. Tables 11 through 17 show boardings by stop for each route, sorted by busiest stop to least busy stop. For all routes, the Cultural Center has the highest number of boardings. As shown in Table 11, after the Cultural Center, the next five busiest stops on Route 1 include Wal Mart, Safeway/Rays, Sutter Coast Hospital, El Dorado/Hamilton and the Wellness Center. Table 12 shows that Wal Mart has a lot of activity, along with the Department of Social Services and a number of stops along A Street. Route 3 has its highest activity at the Senior Center, Safeway and Rays, and Social Services, as shown in Table 13. Route 4 is busiest at the Casino, Rays, and residential locations including Endert/Nickel, Howland Hill/Elk Valley, Humboldt/Cushing and Norris/Matthews, as shown in Table 14.

**TABLE 11: Average Daily Boardings on RCT Route 1**

Stops	Average Daily Boardings <sup>1</sup>	
	Number	Percent
Cultural Center	24.8	38%
Wal Mart	9.5	15%
Safeway/Rays	7.2	11%
Sutter Coast Hospital	2.9	4%
El Dorado/Hamilton	2.3	4%
Wellness Center	2.1	3%
DNHS/CR	1.9	3%
101 @ Williams DR	1.7	3%
Addie Meedom	1.6	2%
Northcrest/NV Bank	1.3	2%
Harding/California	1.2	2%
Pacific/E St.	1.2	2%
RHS	1.0	2%
Harding/Northcrest	1.0	2%
H St/11th St.	1.0	2%
H St./8th St.	1.0	2%
El Dorado/McNamara	0.9	1%
El Dorado/Murphy	0.9	1%
1125 Oregon St.	0.8	1%
Total	64.4	99%
Note 1: Sorted from highest # of boardings to lowest; does not include stops with less than 0.5 boardings per day. Source: RCT driver logs, Fall 2012 (eight days)		

**TABLE 12: Average Daily Boardings on RCT Route 2**

Stops	Average Daily Boardings <sup>1</sup>	
	Number	Percent
Cultural Center	21.1	37%
A St./Pacific	4.4	8%
DNHS/CR	4.1	7%
Wal-Mart	3.6	6%
A St./ 10th St.	3.4	6%
A St./condor	3.1	5%
El Dorado/Dream	2.2	4%
Grocery Outlet	2.1	4%
Seawood East	1.8	3%
2nd/B St.	1.7	3%
Crescent Arms Apts	1.4	2%
Pacific and Glenn	1.3	2%
2nd/D St.	0.8	1%
Shopsmart/Hwy 101S	0.8	1%
Sangri-La Tailor	0.7	1%
A St./3rd St.	0.6	1%
Inyo /Murphy	0.6	1%
Wash./Seascape	0.6	1%
Pacific Vision	0.6	1%
Grocery Outlet	0.6	1%
Total	55.3	96%

Note 1: Sorted from highest # of boardings to lowest; does not include stops with less than 0.5 boardings per day.

Source: RCT driver logs, Fall 2012 (eight days)

**TABLE 13: Average Daily Boardings on RCT Route 3**

Stops	Average Daily Boardings <sup>1</sup>	
	Number	Percent
Cultural Center	19.3	49%
Senior Center	3.9	10%
Safeway	3.3	8%
Rays	3.3	8%
Social Service	2.2	6%
ShopSmart	1.1	3%
Westpark Properties	1.1	3%
Best Self Storage	1.1	3%
Northcrest Trailer Park	1.1	3%
Family Dentistry	1.1	3%
Wellness Center	0.6	1%
CAN	0.6	1%
JR. Academy	0.6	1%
Total	39.1	100%

Note 1: Sorted from highest # of boardings to lowest; does not include stops with less than 0.5 boardings per day.

Source: RCT driver logs, Fall 2012 (eight days)

**TABLE 14: Average Daily Boardings on RCT Route 4**

Stops	Average Daily Boardings <sup>1</sup>	
	Number	Percent
Cultural Center	34.9	43%
Casino	7.6	9%
Endert/ Nickel	5.6	7%
Howland Hill/EV	5.5	7%
Rays	4.0	5%
Humboldt/Cushing	3.3	4%
Norris/Matthews	3.0	4%
101 S/Watson	2.8	3%
EV Comm. Center	2.8	3%
Oliver/Darby	2.3	3%
Safeway	2.1	3%
LE Clair/Darby	1.9	2%
Elk Valley/Iowa	1.9	2%
Humboldt/Hodge	1.7	2%
Anchor Beach Inn	1.1	1%
Humboldt/Le Clair	0.7	1%
C. Beach Motel	0.6	1%
Total	81.8	100%

Note 1: Sorted from highest # of boardings to lowest; does not include stops with less than 0.5 boardings per day.  
Source: RCT driver logs, Fall 2012 (eight days)

Route 10 boarding data is shown in Table 15. Southbound, over 80 percent of boardings occur at the Cultural Center, Klamath Glen, Pem-Mey and Safeway/Rays. Northbound, over 80 percent of boardings occur at Pem-Mey, Arbor Glen and Camp Marigold.

Route 20 data included just the route segment between Crescent City and Smith River. As shown in Table 16, northbound, the Crescent City Ray's, points between Rays and the J& L Market, the J&L Market and Fort Dick have the highest boardings on the route. Southbound, the highest number of boardings occur at the Lucky 7 Store, Fort Dick Market, Smith River Ray's and Ship A Shore.

Route 199 boarding data is shown in Table 17. Eastbound, not surprisingly, most passengers board at the Cultural Center or Williams and Highway 101, though a few also board in Gasquet at the market or mobile home park. Westbound, passengers most often board at She-she's drive in or the Gasquet Market.

**TABLE 15: Average Daily Boardings on RCT Route 10**

	Average Daily Boardings <sup>1</sup>	
	Number	Percent
<b>Southbound Stops</b>		
Cultural Center	9.10	32%
Klamath Glen	5.70	20%
Pem-Mey	4.80	17%
Safeway/Rays	4.10	14%
Arrow Mills	2.50	9%
Klamath Mill Rd	0.80	3%
Damantion Creek	0.60	2%
Camper Corral	0.40	1%
Camp Marigold	0.20	1%
Arbor Glen	0.20	1%
Wilson Creek Rd.	0.10	0%
<b>Total</b>	<b>28.50</b>	<b>100%</b>
<b>Northbound Stops</b>		
Pem-Mey	4.00	59%
Arbor Glen	1.20	18%
Camp Marigold	0.60	9%
Woodland Villa	0.50	7%
Hunter Creek	0.40	6%
Minot Creek	0.10	1%
<b>Totals:</b>	<b>6.80</b>	<b>100%</b>
Note 1: Sorted from highest # of boardings to lowest; does not include stops with less than 0.0 boardings per day.		
Source: RCT driver logs, Fall 2012 (eight days)		

### Service Performance Analysis

To gain further insight into the efficiency and effectiveness of the RCT services, it is useful to conduct an analysis of ridership and operating data on a service category basis. Ridership and operating statistics for FY 2011/12 were reviewed to identify average passenger activity, fares, and operating quantities. The cost to operate each service based on the service contract costs of \$17.39 per vehicle hour and fuel costs of \$227,249 for the year (fixed costs are not included). Applying the fuel cost to 458,393 revenue miles of service provides a cost estimate formula \$0.50 per revenue mile of service. Applying these amounts to the hours and miles of each service yields the marginal cost per service, as shown in Table 18. A series of "performance indicators" can then be calculated for the various services. The performance indicators are further illustrated in Figure 16, and summarized below:

**TABLE 16: Average Daily Boardings on RCT Route 20 to Smith River**

	Average Daily Boardings <sup>1</sup>	
	Number	Percent
<b>Northbound Stops</b>		
Cultural Center	37.9	48%
CC Ray's Food Place	24.0	30%
Between Ray's CC/J&L Mtk	7.6	10%
J&L Market	4.4	6%
Ft. Dick Market	2.5	3%
SR Ray's Food Place	1.3	2%
Ship A Shore	1.3	2%
Total	78.9	100%
<b>Southbound Stops</b>		
Lucky 7 Store Depart	36.0	52%
Ft. Dick Market	15.2	22%
SR Ray's Food Place	8.8	13%
Ship A Shore	4.4	6%
La Joya Market	3.2	5%
J&L Market	1.9	3%
Totals:	69.5	100%
Note 1: Sorted from highest # of boardings to lowest; does not include stops with less than 0.0 boardings per day.		
Source: RCT driver logs, Fall 2012 (eight days)		

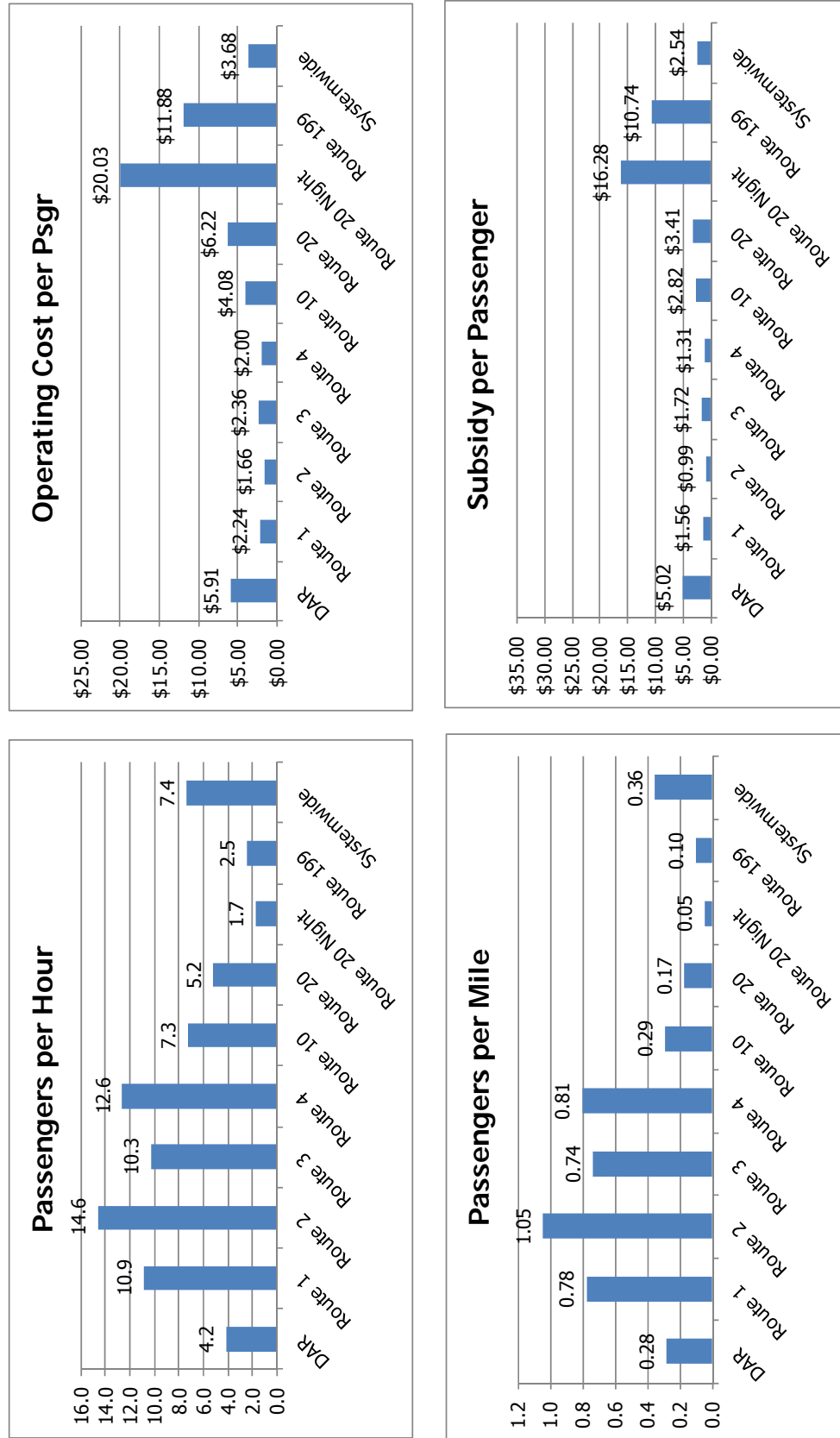
**TABLE 17: Average Daily Boardings on RCT Route 199**

	Average Daily Boardings <sup>1</sup>	
	Number	Percent
<b>Eastbound Stops</b>		
Cultural Center (eastbound)	3.00	69%
101 & Williams	0.48	11%
Gasquet Mobile Park	0.48	11%
Gasquet Market	0.24	6%
American Legion Hall	0.12	3%
Total	4.32	100%
<b>Westbound Stops</b>		
She's she's Drive-In	1.92	46%
Gasquet Market	1.44	34%
Madrone Mobile Park	0.72	17%
Hiouchi Hamlet Market	0.12	3%
Total	4.20	100%
Note 1: Sorted from highest # of boardings to lowest; does not include stops with less than 0.0 boardings per day.		
Source: RCT driver logs, Fall 2012 (eight days)		

**TABLE 18: Redwood Coast Transit Performance Measures FY 2011-12**

Measure	DAR	Route 1	Route 2	Route 3	Route 4	Route 10	Route 20			System-wide
							SR-A	Night	Route 199	
Marginal Operating Cost <sup>1</sup>	\$94,460	\$48,680	\$48,730	\$48,710	\$50,360	\$31,900	\$157,920	\$47,390	\$40,890	\$569,040
Passengers	15,985	21,763	29,294	20,661	25,242	7,816	25,407	2,366	3,441	154,550
Vehicle Hours	3,818	2,003	2,003	2,002	2,002	1,073	4,892	1,373	1,394	20,917
Vehicle Miles	56,603	27,937	28,028	28,028	31,356	26,712	146,940	47,424	33,588	434,984
Farebox Revenue	\$14,202	\$14,659	\$19,801	\$13,189	\$17,274	\$9,822	\$71,369	\$8,870	\$3,944	\$176,476
<u>Marginal Operating Cost per...</u>										
Passenger Trip	\$5.91	\$2.24	\$1.66	\$2.36	\$2.00	\$4.08	\$6.22	\$20.03	\$11.88	\$3.68
Vehicle Hour	\$24.74	\$24.30	\$24.33	\$24.33	\$25.15	\$29.73	\$32.28	\$34.52	\$29.33	\$27.20
Vehicle Mile	\$1.67	\$1.74	\$1.74	\$1.74	\$1.61	\$1.19	\$1.07	\$1.00	\$1.22	\$1.31
Marginal Farebox Recovery Ratio	15.0%	30.1%	40.6%	27.1%	34.3%	30.8%	45.2%	18.7%	9.6%	31.0%
Passengers per Hour	4.2	10.9	14.6	10.3	12.6	7.3	5.2	1.7	2.5	7.4
Passengers per Mile	0.3	0.8	1.0	0.7	0.8	0.3	0.2	0.0	0.1	0.4
Marginal Operating Subsidy	\$80,258	\$34,021	\$28,929	\$35,521	\$33,086	\$22,078	\$86,551	\$38,520	\$36,946	\$392,564
Marginal Subsidy per Passenger Trip	\$5.02	\$1.56	\$0.99	\$1.72	\$1.31	\$2.82	\$3.41	\$16.28	\$10.74	\$2.54
<p><i>Note 1: Operating cost is based on the hourly contract cost (17.27 in 2011-12) and the marginal mileage cost (\$0.50 per mile, based on fuel and lubricant costs). Does not include fixed costs.</i></p> <p><i>Source: RCTA 2011-12 Annual Report and LSC Transportation Consultants, Inc.</i></p>										

**FIGURE 16: Redwood Coast Transit Performance Measures FY 2011-12**



Source: RCTA Annual Reports and LSC Transportation cost allocation formula (see Table 10).

- Figure 16 graphically illustrates the service productivity. As shown, Routes 2 and 4 have the highest productivity in terms of **passenger-trips per service hour**, with 14.6 and 12.6 passengers per hour respectively. Routes 1 and 3 are also reasonably productive with 10.9 and 10.3 passengers per vehicle hour. The Route 20 night service and Route 199 service are the least productive in terms of passenger trips per hour (1.7 and 2.5 respectively, compared to the average of 7.4).

Also shown in Figure 16 is the service effectiveness of the RCT system based on the number of **passenger-trips per service-miles**. All of the Crescent City routes perform well in this area, carrying between 0.7 and 1.0 passengers per mile of service. While the Route 20 (day and night services) carried 0.2 or fewer passengers, this level of performance is to be expected on long distance routes. Route 20 is RCT's longest route and some of the route's effectiveness is improved because it operates primarily on the highway at high speeds.

- Dividing the marginal operating cost by the number of passenger-trips served on each route yields the **marginal cost per passenger-trip**. As shown in Table 18 and Figure 16, marginal operating cost is significantly highest for the Route 20 night service at \$20.03 per passenger trip, followed by the Route 199 service which has a marginal cost of \$11.88 per passenger trip, and the Route 20 day service at \$6.22. The DAR had a marginal cost of \$5.91 per passenger trip, and \$4.08 on Route 10. The Crescent City routes performed best, with marginal costs as low as \$1.66 per passenger trip on Route 2, and no higher than \$2.36 (on route 3). The system average is \$3.38 per passenger trip.
- The **marginal subsidy per passenger-trip** is calculated by subtracting fare revenues from the marginal cost of each route and dividing by the number of passenger-trips. This is a particularly useful performance measure, as it directly relates the key public input to a public transit program (subsidy funding) with the key output (passenger-trips). As shown in Figure 16, the most effective services are the Crescent City Routes with relatively low marginal subsidies per passenger-trip between \$2.33 and \$3.63. On the other end of the spectrum, Route 20 night service requires a marginal subsidy per passenger trip of \$27.71.

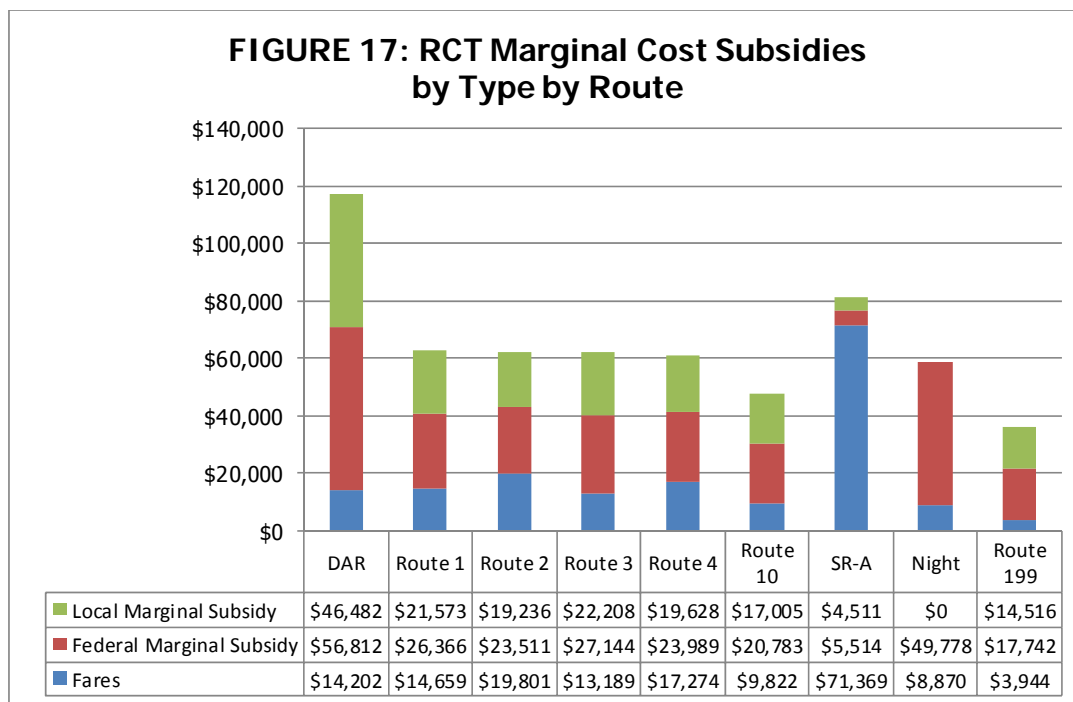
However, the type of subsidy should also be considered. After fares, 5311 (f) grants pay for 55 percent of the Route 20 operating cost (including fixed costs), and 100 percent of the Route 20 night service operating cost.<sup>1</sup> Figure 17 shows the subsidies (fare, federal or local) for each of the RCT services. Route 20, which is an intercity route, has a lower local cost burden than other RCT services.

- The **marginal farebox ratio** is calculated by dividing the passenger revenues by the marginal operating costs. As also shown in Table 18, the marginal farebox ratio ranges from lows of 5.8 on Route 199 and 8.4 percent on DAR, to highs of 28.1 percent on the Route 20 day service and 22.5 on Route 2. The system-wide average is 18.1 percent. Note that, as the marginal operating costs do not include fixed operating costs (such as management and utility costs) that are included in Transportation Development Act farebox ratio calculations, these figures are not directly comparable with the figures annually reported to the state.

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<sup>1</sup> A new grant subsequent to preparation of this section of the report now covers 100 percent of the Route 20 subsidy requirements, eliminating the need for local subsidy for this route.



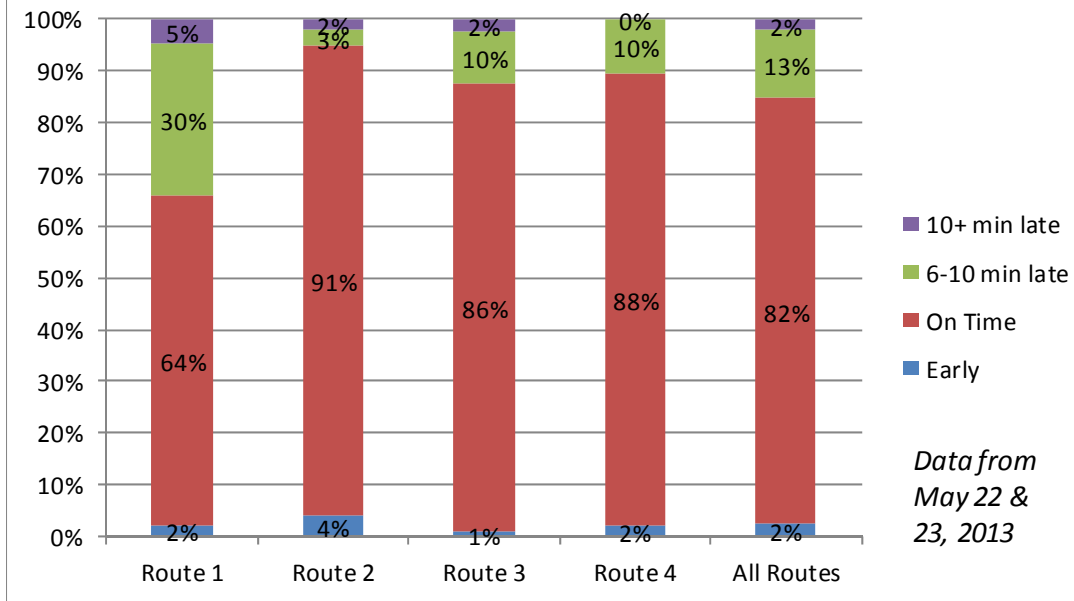


### On-Time Performance

On-time performance has improved significantly over the past several years, but is still a concern on the Crescent City routes. On-time performance was tracked for local Routes 1, 2, 3, and 4 over each run on May 22 and 23, 2013. Drivers called dispatch to report the departure times from key points in each route. Vehicles were considered "on-time" if they were not early or more than five minutes late. With these criteria, Route 2 performed best, with 91 percent of surveyed runs operating on-time, as shown in Figure 18. Routes 3 and 4 were on time 86 percent and 88 percent of the time, respectively. Route 1, which is interlined with Route 3, had the poorest performance with only 64 percent of stops served on-time. While the bus generally leaves the Cultural Center on time and serves Wal-Mart on time, by the time it gets to Del Norte High School, it is often behind schedule, and it arrives late at the Cultural Center. While this rate is far below typical industry standards of at least an 85 percent on-time performance, they are greatly improved over rates in 2009 which ranged from 36 percent to 62 percent on-time for these same routes.

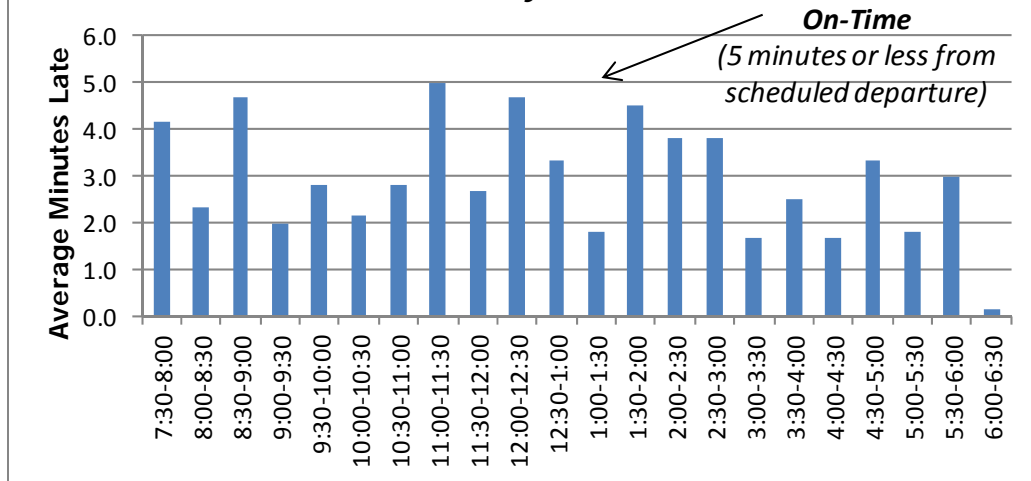
The average minutes late for each run is shown in Figure 19 (Routes 1 and 3) and Figure 20 (Routes 2 and 4). Again, this data is averaged over two days of performance monitoring. Over eleven hours of service, Routes 1 and 3 never averaged more than five minutes late and generally departed an average of two to four minutes after the scheduled time. Routes 2 and 4 departed the timed stops less than two minutes past the schedule on more than half of all runs, and averaged more than five minutes late on just one run. This is a significant improvement compared to 2009 when a majority of these routes operated more than 10 minutes late from 1:00 PM to 6:00 PM. An issue that has caused delays in the past was that already late drivers sometimes waited for a transfer from another route. Redwood Coast Transit developed a policy where the driver is instructed not to wait more than five minutes past the scheduled departure time. However, this has frustrated some passengers who were on a late bus and therefore missed a transfer and had to wait an hour for the next transfer. Drivers are therefore instructed to call dispatch for a tripper if the route is operating late and unable to make a transfer. This has greatly reduced on-time performance issues and customer complaints.

**FIGURE 18: On Time Performance of Crescent City Routes**



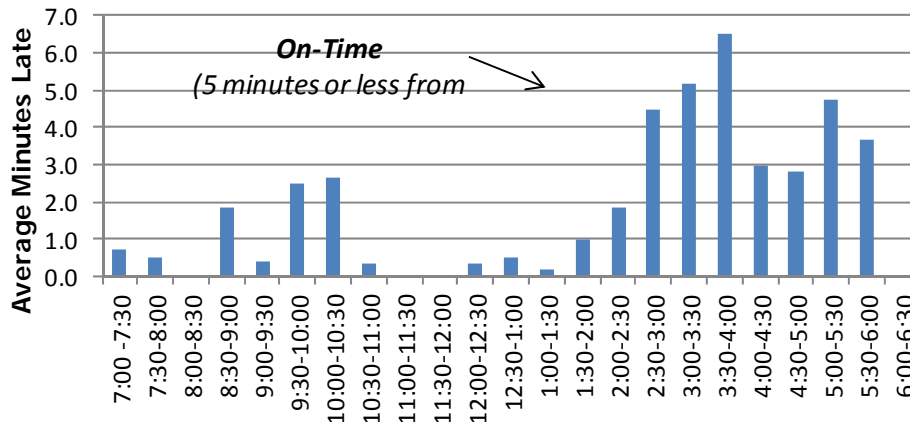
**FIGURE 19: Average Minutes After Scheduled Departure for Routes 1 and 3**

*Data from May 22-23, 2013*



On-time performance was not tracked for Routes 10, 20 and 199 for this study. Because these routes have fewer stops over greater distances and are not interlined with other routes, they have historically performed on-time over 95 percent of the time.

**FIGURE 20: Average Minutes After  
Scheduled Departure for Routes 2 and 4**  
*Data from May 22-23, 2013*



## RCTA Budget

The RCTA budget is presented in Table 19 for fiscal years (FY) 2009/10 through 2011/12, and the estimated budget for 2012/13. Operating expenditures increased from \$997,230 in 2009/10 to \$1,158,592 in 2011/12, with an expected slight reduction to \$1,153,542 in 2012/13. Over three quarters of the increase in operating costs from 2009/10 to 2010/11 were due to the addition of night service on Route 20 which not only expanded service, but expanded the operating day and requires more dispatch & mechanic resources that were charged directly to this 100% federally funded route. Additionally, there was a significant increase in fuel costs. RCTA increased its miles of service operated by 8 percent in 2010/11 and 7 percent in 2011/12, followed by a reduction of services in November 2012. Contract costs increased by 2.5 percent from 2009/10 to 2010/11, and then by 5.4 percent in the 2011/12, and are budgeted to increase to \$843,941 for fiscal year 2012-13 (a 2.8 percent increase). While hours of service increased in 2010/11, they decreased slightly in 2011/12, and will decrease in 2012/13 due to the reductions in hours of service initiated in November 2012. The management contract cost remained the same through 2011/12, and is budgeted to decrease in 2012/13.

Total operating revenue increased by \$253,496 between 2009/10 and 2011/12, but decreased the next year. While TDA funds were down by nearly \$150,000 in 2010/11, RCTA received State Transit Assistance (STA) funding for the first time in several years, in the amount of \$225,066. RCTA also received an increase in FTA 5311(f) funding for the increased Route 20 service. In 2012/13, operating revenue is budgeted at \$1,226,931, a \$46,965 reduction, primarily from a reduction in TDA funds.

## OTHER TRANSIT PROVIDERS

There are a number of regional and intercity transit providers in the Del Norte region. A brief description of each of these providers is given below.

**TABLE 19: Redwood Coast Transit Authority Budgets**

	FY 2009-10	FY 2010-11	FY 2011-12	2012-13
<b>Expense Items</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Budgeted</b>
Accounting Services	\$1,899	\$2,223	\$2,166	\$4,000
Legal Services	\$1,442	\$76	\$57	\$1,000
Maintenance-Bus Shelters	\$0	\$1,391	\$0	\$2,500
Printing & Postage	\$2,320	\$2,064	\$3,154	\$3,733
Operations Contract	\$573,290	\$567,497	\$548,553	\$756,436
Operations Contract - 5311(f) project	\$167,909	\$180,727	\$184,230	\$0
Operations Contract - Hiouchi-Gasquet	\$8,721	\$0	\$0	\$0
Operations Contract - Route 20 Night Service	\$0	\$30,760	\$88,253	\$87,505
Operations Contract - Route 21	\$10,092	\$0	\$0	\$0
Other Services	\$0	\$300	\$0	\$4,545
Management Contract	\$79,042	\$79,042	\$79,044	\$71,138
Advertising, Brochures, Printing	\$1,264	\$0	\$2,386	\$2,000
Rent-Structures	\$21,915	\$22,356	\$23,500	\$24,000
Fuels & Lubricants	\$94,147	\$126,109	\$154,779	\$178,970
Route 20 Fuel (diesel)	\$35,190	\$47,119	\$54,786	\$0
Route 20 Expansion Fuel	\$0	\$6,457	\$17,684	\$17,715
<b>OPERATING SUB-TOTAL</b>	<b>\$997,230</b>	<b>\$1,066,121</b>	<b>\$1,158,592</b>	<b>\$1,153,542</b>
ARRA Preventive Maintenance	\$75,881	\$0	\$0	\$0
Intercity Bus Preventive Maintenance	\$25,710	\$0	\$0	\$0
ARRA STP Buses	\$0	\$181,562	\$0	\$0
ARRA 5311-F Buses	\$0	\$133,509	\$0	\$329,196
PTMISEA Bus Replacements	\$0	\$0	\$98,891	\$780,242
13-22 Passenger Buses	\$241,864	\$0	\$0	\$0
Passenger Shelters	\$0	\$0	\$0	\$103,106
Mobile Radio System	\$0	\$24,906	\$20,300	\$23,000
Capital Reserve (Deficit)	\$126,275	\$251,100	-\$109,497	\$95,674
<b>CAPITAL SUB-TOTAL</b>	<b>\$469,731</b>	<b>\$673,049</b>	<b>\$9,694</b>	<b>\$1,331,218</b>
<b>TOTAL EXPENSES</b>	<b>\$1,466,961</b>	<b>\$1,739,170</b>	<b>\$1,168,286</b>	<b>\$2,484,760</b>
<b>Revenue Items</b>				
<b>Operating Revenue</b>				
TDA-LTF	\$510,056	\$366,309	\$463,884	\$421,835
TDA-LTF Carryover (incl cash on hand)	\$12,080	\$58,871	\$79,463	\$12,905
State Transit Assistance	\$0	\$225,066	\$126,480	\$169,676
FTA Section 5311	\$238,756	\$227,941	\$113,025	\$187,999
FTA Section 5311-F Operating	\$81,715	\$159,631	\$182,027	\$110,004
FTA Section 5311-F Night Operating	\$0	\$35,016	\$99,090	\$105,220
Passenger Fare Revenue	\$97,991	\$83,150	\$105,016	\$99,382
Fare Revenue from 5311(f) Project	\$59,927	\$67,630	\$71,483	\$84,000
Passenger Fares Route 20 Night Service	\$0	\$2,200	\$6,848	\$10,128
Special Transit Fares	\$19,756	\$16,281	\$8,846	\$0
Miscellaneous Reimbursements	\$0	\$0	\$0	\$8,182
Auxilliary Transportation Revenue	\$0	\$5,346	\$17,614	\$17,500
<i>Total Operating Revenue</i>	<i>\$1,020,280</i>	<i>\$1,247,442</i>	<i>\$1,273,776</i>	<i>\$1,226,831</i>
<b>Capital Revenue</b>				
Proposition 1B - PTMISEA Carry-over Funds	\$235,629	\$0	\$0	\$132,643
Proposition 1B - PTMISEA	\$0	\$0	\$0	\$679,804
Proposition 1B - CTSGP	\$0	\$24,906	\$20,300	\$23,000
Section 5311 ARRA - Preventive Maintenance	\$0	\$75,881	\$0	\$0
FTA 5311(F) ARRA Capital Projects	\$109,460	\$131,835	\$0	\$390,687
FTA 5311 ARRA - Vehicle Replacement	\$0	\$81,972	\$0	\$0
FTA 5311 ARRA - Passenger Shelters	\$0	\$0	\$0	\$31,795
FTA 5311 ARRA-STP Vehicle Replacement	\$0	\$177,134	\$0	\$0
<i>Total Capital Revenue</i>	<i>\$345,089</i>	<i>\$491,728</i>	<i>\$20,300</i>	<i>\$1,257,929</i>
<b>Total Revenue</b>	<b>\$1,365,369</b>	<b>\$1,739,170</b>	<b>\$1,294,076</b>	<b>\$2,484,760</b>

Source: RCTA, compiled by LSC Transportation Consultants, Inc.

## **Community Assistance League**

The Community Assistance League (CAL) is a non-profit organization in Crescent City offering services to low income, elderly and disabled individuals. Previously operated as Easter Seals, it is a volunteer-run organization with a pool of over twenty volunteers. In late 2012, the Community Assistance League was designated as the Consolidated Transportation Services Agency (CTSA) for Del Norte County. Statewide, CTSA's were created in 1979, when the state legislature passed Assembly Bill 120, "Social Services Transportation Improvement Act". The vision behind creating the CTSA model was to foster coordination among social service transportation providers in order to utilize existing transportation. Although the Community Assistance League is not a direct provider of transportation, its role in the community compliments its role as the CTSA.

The DNLTC funds the CTSA with approximately \$24,000 annually (fluctuating based on economic conditions in the State). With these funds, the CAL assists individuals in finding transportation options for non-emergency medical needs, and pays for transit fares or gas vouchers for needy individuals. Public transit options are fully funded and strongly encouraged, but transit is not always a feasible option. The CAL conducts a "Care and Treatment Clinic" every Wednesday from 1:30 to 3:00 PM. Individuals in need of assistance attend the clinic to request travel funds. Two volunteers collect information from the individuals regarding medical needs and income. It takes approximately 15 minutes to process a person's file the first time, and five minutes each time thereafter once a file is on record. CAL either issues a check to RCT for a bus pass (\$35) or a gas voucher to be used the day before or day of the trip. No reimbursements are made after the trip. Volunteer staff members conduct cross checks to ensure that passengers do indeed have an appointment and they randomly follow up with a portion of the trips to determine that the individual kept the appointment. In this way, CAL ensures that the CTSA dollars are used appropriately, whereas when Coastline was the CTSA there was a higher level of fraudulent use of bus passes. The CAL overhead is very low because it is staffed by volunteers.

## **Del Norte Association for Developmental Services / Coastline Enterprises**

Del Norte Association for Developmental Services (DNADS)/Coastline Enterprises is a non-profit corporation established in 1973 serving individuals with developmental disabilities and seniors living in Del Norte County. Since 1973, DNADS/Coastline Enterprises has provided a variety of programs aimed at enhancing the lives of individuals with developmental disabilities and seniors.

DNADS/Coastline Enterprises office is located in Crescent City. Transportation services provided include transporting clients for Redwood Coast Regional Center within Del Norte County and transporting dialysis patients from Del Norte County to McKinleyville in Humboldt County three days a week. DNADS serves clients in Crescent City and in the outlying, unincorporated towns of Hiouchi, Gasquet, Fort Dick, Smith River, and Klamath. The transportation program employs three part time drivers and has four eight-seat buses.

Currently, DNADS is awaiting approval from Redwood Coast Regional Center for a Mobility Training Program. Additionally, DNADS has submitted a 2013 Caltrans 5317 Grant Application for Mobility Training to seniors and people with disabilities in Del Norte County. This will allow DNADS / Coastline Enterprises to hire two mobility trainers who will work with local residents to train them to be safe pedestrians and to use public transit services. In the second year of

operation, the program may expand to four trainers. DNADS / Coastline will conduct outreach through the Regional Center, senior centers, local businesses and social services to identify residents who could benefit from mobility training.

The various programs operated by DNADS with transportation elements are described below:

#### DNADS NEMT/Dialysis Transportation

DNADS provides life sustaining infusion therapy transportation from Del Norte County to the McKinleyville Dialysis center located in Humboldt County, three days a week (Monday, Wednesday and Friday). The daily round trip is 195 miles. The dialysis trip begins at 7:30 am and returns at 7:30 pm. During the 2012/2013 fiscal year, DNADS Dialysis Transportation will provide approximately 2,316 one way trips and travel approximately 32,000 miles. The operating budget is approximately \$56,000 annually funded by Medi-Cal and private pay. MediCal only reimburses transportation to the nearest dialysis center, which is currently in McKinleyville. If the McKinleyville clinic is unable to accommodate all of the patients, Coastline transports them to McKinleyville and the clinic transports them to another clinic in Eureka. It is possible a dialysis clinic will open in Brookings, Oregon, which is only 26 miles from Crescent City.

#### DNADS Redwood Coast Regional Center Clients Day Program Transportation

DNADS employs and trains drivers to transport adult Redwood Coast Regional Center (RCRCC) clients to and from day programs or work sites using Coastline Enterprises vehicles. Clients are transported Monday-Friday, 7:30 am-5:00 pm. Drivers generally work split shifts running both 'AM' and 'PM' routes. During the 2012/2013 fiscal year, DNADS will provide approximately 4,160 one way trips and travel approximately 26,000 miles. The annual operating budget is approximately \$40,000. This is funded through the RCRC, although the reimbursement rate has recently changed and is currently under negotiation. Previously, the RCRC reimbursed each client at \$1.50 per mile that they were transported. As an example, for a vehicle with 8 passengers traveling 35 miles, DNADS would be reimbursed \$420. Now RCRC only reimburses \$1.50 per vehicle mile, regardless of how many passengers are carried, so the same 35 mile trip with 8 passengers would be reimbursed at \$52.50. While the first formula more than paid for DNADS transportation costs, the current formula does not cover DNADS costs, and the program is in jeopardy of being discontinued or reduced. Part of DNADS high costs are due to increased workers compensation insurance, which increased dramatically after two claims.

### **Redwood Transit System**

RTS is an intercity transit service operated by the Humboldt Transit Authority. Bus service is provided as far north as Trinidad, and as far south as Scotia daily. One route also operates between Arcata and Willow Creek Monday through Saturday. Transfers between RTS and RCT are most conveniently provided at the Arcata Transit Center. Service is not on clock headways, but is offered between 30 and 45 minute headways at Arcata Transit Center. Trip planning can be accomplished on Google Transit.

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

The AMRTS is a local service in Arcata, California. Passengers arriving on RCT Route 20 can transfer to the local service to access various destinations such as medical facilities, Humboldt

State University, and shopping. Service is primarily on hourly headways, and trip planning can be accomplished on Google Transit. AMRTS coordinates with RCT to maximize connections with the Route 20 service between Smith River and Arcata.

### **Curry Public Transit – Coastal Express**

Curry Public Transit provides intra- and inter-city transportation for elderly, disabled, students, and the general public. Local dial-a-ride serves the communities of Gold Beach and Brookings, and the Coastal Express buses travel the US Hwy 101 corridor from Smith River northward through Bandon, Coos Bay, and North Bend. Connections are available to Porter Stage Lines in Coos Bay and Redwood Coast Transit in Smith River.

In the Brookings area, dial-a-ride service runs from 8:30 am to 4:00 pm Monday through Friday. In the Gold Beach area, service operates from 9:00 am to 2:00 pm Monday, Tuesday, Wednesday, and Friday.

The Coastal Express schedule for Smith River was developed as an extension of service already in place from Brookings to North Bend. For this reason, the scheduled times in Smith River are based on Curry Transit vehicle and driver availability. There are four southbound timed transfers with RCT's Route 20 during the day: at 6:30 AM; 9:20 AM; 2:20 PM and 6:35 PM. There are four northbound transfer opportunities from Route 20 to the Coastal Express: at 6:45 AM, 9:10 AM, 2:10 PM and 6:20 PM. The schedule and transfer opportunities are shown in Table 20.

Fares on the Coastal Express are \$4.00 per city segment. A "city segment" is defined as extending from before the first designated stop within a city limit to the other city limit beyond the last designated stop. A fare from Smith River to Harbor or Brookings is \$4.00; to Gold Beach is \$8.00; to Port Orford is \$12.00, etcetera. A trip all the way to North Bend (the furthest extent of the route) is \$24.00. Fares for students, seniors and persons with a disability are half priced. Active duty military personnel ride free, as do veterans with an appointment at the Brookings or Coos Bay Veterans Administration clinics.

Ridership by type of service for the past six years is shown in Figure 21. As indicated, the total ridership has been steadily increasing, from 22,348 in 2006/07 to 28,580 in 2011/12. The dial-a-ride service has slightly decreased during this time, while the Coastal Express service has doubled from 7,065 in 2006/07 to 14,590 in 2011/12. The percentage of general public riders has increased from 25 percent in 2007/08 to 34 percent in 2011/12.

### **Southwest POINT**

The Oregon Department of Transportation (ODOT) established an intercity route between Klamath Falls and Brookings in April, 2009, operated by Klamath Shuttle out of Klamath Falls, Oregon. The SouthWest POINT (which stands for **P**ublic **O**regon **I**nter-city **T**ransit) operates eastbound and westbound runs, each starting in the morning and ending in the early evening, as shown in Table 21. The eastbound bus leaves Brookings at 8:00 AM, arriving in Smith River at 8:15 AM, Crescent City at 8:40 AM, Gasquet at 9:17 AM, Cave Junction at 10:05 AM, Grants Pass at 11:00 AM, the Medford Airport at 11:55 AM and Medford Greyhound at 12:20 PM, where there is a three hour layover. The bus then continues to Ashland and Klamath Falls, ending at 6:05 PM.

**TABLE 20: Curry Transit Coastline Express Schedule**

*Monday through Friday*

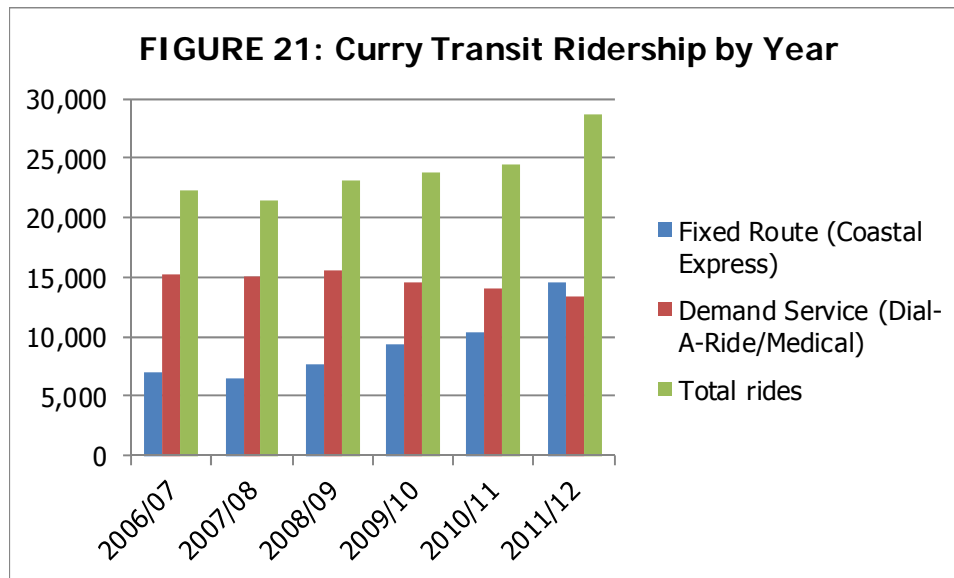
SOUTHBOUND (Brookings to Smith River)		Run Times	SOUTHBOUND (North Bend to Smith River)		Run Times
Brookings (Ray's)		8:45 AM	North Bend** (SWOCC Library)		11:10 AM 2:30 PM
Harbor (Chevron/Apple Peddler)	6:20 AM	8:50 AM	North Bend (Safeway/VA Clinic at Marion St.)		7:25 AM 11:25 AM 2:45 PM
Smith River (Rancheria)	6:30 AM	9:15 AM	Coos Bay (Porter Stages/Tioga Bldg)		7:30 AM 11:35 AM 2:55 PM
<b>NORTHBOUND (Smith River to North Bend)</b>			Coos Bay (Fred Meyer)		7:40 AM 11:45 AM 3:05 PM
Smith River (Rancheria)	6:45 AM	9:15 AM	Bandon (Ray's)		8:30 AM 12:20 PM 3:45 PM
Harbor (Umpqua Bank)	7:05 AM	9:35 AM	Port Orford* (Ray's)		9:15 AM 1:05 PM 4:40 PM
Brookings (Ray's)	7:20 AM	end	Gold Beach (Ray's)		10:00 AM 1:55 PM 5:25 PM
Gold Beach (Ray's)	8:05 AM	11:15 AM	Brookings (Ray's)		10:45 AM 2:40 PM 6:05 PM
Port Orford* (Ray's)	8:50 AM	12:00 PM	Harbor (Chevron/Apple Peddler)		6:10 PM
Bandon (Ray's)	9:35 AM	12:45 PM	Smith River (Rancheria)		6:30 PM
Coos Bay (Fred Meyer)	10:15 AM	1:30 PM	<b>NORTHBOUND (Smith River to Brookings)</b>		
Coos Bay (Porter Stages/Tioga Bldg)	10:25 AM	2:10 PM	Smith River (Rancheria)		6:30 PM
North Bend (Safeway/VA Clinic at Marion St.)	10:35 AM	2:15 PM	Harbor (Umpqua Bank)		6:50 PM
North Bend** (SWOCC Library)	10:55 AM	2:35 PM	Brookings (Ray's)		7:05 PM
Connects with Redwood Coast Transit to Arcata			end		

Connects with Redwood Coast Transit to Arcata

Connections from Route 20 to Coastline Express

Source: <http://www.currypublictransit.org/cesched.html>





**TABLE 21: SouthWest POINT Schedule**

Eastbound			Westbound		
Stops	Arrivals	Departures	Stops	Arrivals	Departures
Brookings- 624 Railroad St		8:00 AM	Klamath Falls Amtrak	10:20 AM	10:30 AM
Smith River Lucky 7 Casino Store	8:15 AM	8:20 AM	Klamath Falls Shuttle Office	10:30 AM	10:45 AM
Crescent City	8:40 AM	8:45 AM	Great Meadows Snow Park	11:30 AM	11:35 AM
Hiouchi	9:05 AM	9:05 AM	White City- Cascade Bingo	12:20 PM	12:20 PM
Gasquet	9:17 AM	9:17 AM	Medford	12:50 PM	12:55 PM
Collier Tunnel Rest Stop	9:30 AM	9:40 AM	Ashland	1:15 PM	1:20 PM
OBrien	9:59 AM	9:59 AM	Medford Greyhound	1:40 PM	3:30 PM
Cave Junction- Junction Inn	10:05 AM	10:15 AM	Medford Airport	3:40 PM	4:00 PM
Selma	10:26 AM	10:26 AM	Gold Hill- Ray's Market	4:20 PM	4:25 PM
Grants Pass- Greyhound Station	11:00 AM	11:10 AM	Grants Pass- Greyhound Station	4:45 PM	4:50 PM
Gold Hill- Rays Market	11:30 AM	11:35 AM	Selma	5:15 PM	5:17 PM
Medford Airport	11:55 AM	12:05 PM	Cave Junction- Junction Inn	5:35 PM	5:40 PM
Medford Greyhound	12:20 PM	3:30 PM	OBrien	5:48 PM	5:48 PM
Ashland	3:55 PM	4:00 PM	Collier Tunnel	6:00 PM	6:10 PM
White City Cascade Bingo	4:25 PM	4:30 PM	Gasquet	6:31 PM	6:31 PM
Great Meadows Snow Park	5:15 PM	5:20 PM	Hiouchi	6:43 PM	6:43 PM
Klamath Falls Shuttle Office/Amtrak	6:05 PM		Crescent City	7:00 PM	7:05 PM
			Smith River- Lucky 7 Casino	7:25 PM	7:30 PM
			Brookings- 624 Railroad Street	7:50 PM	

Source: [www.southwest-point.com/](http://www.southwest-point.com/)

The westbound route leaves Klamath Falls at 10:30 AM, arriving at the Medford Greyhound station at 1:40 PM, laying over for two hours for a 3:30 PM departure. The westbound route serves Del Norte locations consisting of Gasquet (6:31 PM); Hiouchi (6:43 PM); Crescent City (7:00 PM); and Smith River at 7:25 PM. The route ends in Brookings, Oregon at 7:50 PM.

Adult fares range from a low of \$13.00 (Smith Rivers to Brookings or Crescent City, for example) to \$50.00 (Brookings to Klamath Falls). Children's fares are discounted approximately

25 percent. Adult fares from Crescent City to Grants Pass and Medford are \$25.00 and \$32.00, respectively.

This intercity service connects passengers with other regional transit systems, including RCT serving the Del Norte region; Curry Public Transit serving the Southern Oregon coast; Josephine County Transit serving Grants Pass, Wolf Creek and Cave Junction; Rogue Valley Transit serving the Greater Medford area, Ashland, Phoenix and Talent; and Basin Transit serving the Klamath Falls area.

Annual ridership on this route is approximately 9,000 annual passenger trips. On average, approximately 100 to 120 passengers are picked up or dropped off monthly in Crescent City, and 3 to 5 passengers are dropped off monthly each in Smith River, Hiouchi and Gasquet. Summer months have higher use, due to recreational travel. For example, 16 passenger trips originated in or ended in Hiouchi in August 2012, and 154 in Crescent City.

### **Amtrak Thruway**

Amtrak Thruway motorcoach services are available between Arcata and Martinez and between Klamath Falls and Sacramento. Southbound service departs the Arcata Terminal at 6:30 AM and 10:25 AM, while northbound service arrives at the Arcata Terminal at 4:40 PM and 9:40 PM. The trip to Martinez takes roughly 6 hours and 15 minutes. In addition, the SouthWest POINT route is part of the Amtrak Thruway network, accessing *Coast Starlight* rail service in Klamath Falls.

### **Greyhound**

Greyhound operates a route along the I-5 corridor from Sacramento to Seattle, going through Redding, Medford, Eugene, and Portland. On the coast, Greyhound travels from Arcata to Oakland. Greyhound provides important links to the Del Norte region via Route 20 in Arcata, California and via the Southwest Point in Klamath Falls, Oregon.

Northbound, Greyhound passengers can connect to the Route 20 night run in Arcata allowing passengers to travel from Oakland and beyond to catch morning buses in Crescent City (Route 20 to Coastline Express or Southwest Point to Klamath Falls). This provides an important interstate link. Prior to operating this night run, northbound trips required at least a two night stay (one night in Arcata and one night in Crescent City) to connect further north, whereas now just one night is required in Crescent City.

Southbound, passengers can take Greyhound via Route 20 from the Coastal Express to travel from Portland/Eugene/Coos Bay to points south of Arcata. Passengers can also take the Southwest Point from Grants Pass to Crescent City to Arcata to catch Greyhound to points south.

### **Yurok Tribe**

The Yurok Tribe has recently conducted studies and has been successful in obtaining FTA funding to establish and increase passenger transportation services. The Tribe was granted 5311(f) funding to purchase a 16-passenger vehicle and contracted with KT-NET in Humboldt County beginning in December 2009 to bring their services as far as Wautec, better serving the upriver portion of the Yurok Reservation. Wautec residents can now get to Weitchpec, Hoopa,

Willow Creek, and Arcata utilizing a combination of KT-Net and Redwood Transit. Additionally, 5311 (c) funding will be used to provide local dial-a-ride service in Klamath. The Tribe was granted two years of operating funds.

While a service plan for local service is not yet complete, the intention is to begin providing local dial-a-ride services sometime in the spring or summer of 2013. The Tribe indicates that it will coordinate with Redwood Coast Transit to complement the benefits of the two transit systems and to minimize any duplication of services, as well as to enhance dispatching efforts. Additionally, there may be opportunities for joint training (driver training, emergency preparedness training, customer service training and etcetera). Coordination efforts are further discussed in the Plan Chapter (Chapter 9).

#### Yurok Vanpools

The Yurok Tribe supports three vanpools for commuters from Klamath to Crescent City. The vanpools pick up passengers in Klamath and arrive in Crescent City at approximately 8:30 AM and leave Crescent City around 5:30 PM. Currently there are thirty participants.

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### INTRODUCTION

An important element of this Plan is public outreach. A number of activities were developed to reach the public in general and passengers in particular. These activities include the following:

- **Presentations to the Social Services Transportation Advisory Council:** A meeting was held with the SSTAC to obtain input regarding the primary issues the region faces in regards to transportation.
- **Stakeholder Interviews:** The SSTAC, DNLTC and Redwood Transit staff identified stakeholders in the community to be interviewed regarding transit issues. Stakeholders included social services department staff and Senior Center staff.
- **Information Booths:** In an effort to try to reach the non-riding general public, information booths were hosted in Klamath and Crescent City. Posters and brochures of the current services were presented, and by passers were asked their opinion of transit services and how well they met people's needs. Information booth sample outreach materials and a complete listing of comments received are included in Appendix A.
- **Onboard Surveys:** First Transit distributed onboard surveys the week of April 29 to May 3, 2013. The survey results are summarized in this Chapter and presented in detail in Appendix B.

### Stakeholder Interviews

Stakeholders were contacted in person, by phone, and typically with follow-up emails. A list of questions was used to generate responses, though this was a guide for discussion and not followed verbatim. The responses are summarized with the following comments:

***Issues Perceived by Stakeholders (social, economic, etcetera) faced by the region as they relate to transit:***

- We're seeing brand new, educated clients that have never been out of work before.
  - Sawmills closed in Brookings 4-5 years ago
  - County, hospital are biggest employers
  - Hotels are busy, but only seasonally, leaving many unemployed except in summer.
- Transit is important in getting people out into the community, and to their jobs.
- There's a large low income population without transportation. They need to get around, especially in outlying areas to get to Crescent City for medical care, social services, the food bank, etc.
- Seniors have additional challenges given their frailties and disabilities. They often can't get to bus stops. Coastline Enterprises used to have a senior bus to pick up seniors for

meals. Since they stopped, there has been a significant decline in attendance, and an increase in home delivered meals. We had one client go into assisted living because she could no longer come to the meals.

- Transportation is a big issue for the population of disabled and elder residents. Limited mobility is also a big issue when looking at transportation needs. At times, simply getting to the location to access transit is a huge barrier.
- High unemployment and a high percentage of the community receive public assistance. Due to their economic situation, many in the community must rely on public transportation.

***The importance and role of transit identified by Stakeholders:***

- The service provided now is geared toward able-bodied. Dial-a-ride is not viable because the fares are challenging for many. In the past, reliability was an issue. Passengers needed a lot of cushion time to get anywhere.
- The role of transit is still very limited. It's geared to mobile individuals with time to get to the stops.
- For elderly and disabled populations, the primary role is accessing medical care, obtaining medications and purchasing groceries.
- Many of those on public assistance must rely on transit to get to and from destinations such as employment, the grocery store, doctors' appointments, and CalWorks. The primary role of public transit in the Del Norte region and Crescent City should be to provide access to safe and reliable transportation to needed destinations.

***Strengths and weaknesses of the transit system as identified by Stakeholders:***

- Transit doesn't do a good job of meeting the needs of seniors or anyone with a mobility issue. They do well with able-bodied passengers. The DAR could be improved. The DAR fares are high (while Coastline was free) and the drivers are not as attentive to seniors' needs as Coastline was.
- Transit does a good job with the resources on hand.
- Strength: Provides safe and reliable transportation.
- Weakness: Due to the hours of operation of the regular routes, many that work must rely on DAR which is more costly than the regular route. Others must rely on other forms of transportation.
- More could be done to encourage the use of transit.

***Changes affecting transit as identified by stakeholders:***

- The aging population is increasing. It's 13% now. There is a greater need for out of area travel. There is speculation among stakeholders that Sutter Hospital may decrease

services based on trends in other rural communities where hospitals and clinics have downsized. When patients are sent away for medical care, they're often left stranded with no way to get back.

- More seniors are asking for service for Non-Emergency Medical Transportation (NEMT). Some services will get you to Greyhound and leave you to fend from there. How many seniors are capable of doing that? There is a desperate need for door-to-door NEMT. This is especially important for frail elderly or individuals with acute conditions.
- An increasing elder and disabled population who are struggling simply to be able to get to the location to access transportation.
- For many, public transportation is their only option.
- It will take time for our economic situation to improve and as a result, more in our community may need transit services.

***Areas not served by transit according to Stakeholders:***

- Needs in the county? Better signage and outreach, publications. I live in Fort Dick, but I don't know where the bus stops. I see buses, but no signs.
- The Surf apartments are a senior complex at Front and H. Residents can't walk far to the bus. The bus doesn't go close enough to elderly and disabled housing.
- Looking at elderly and disabled, cost remains an issue along with the lack of mobility to reach a stop. Perhaps closer stops to senior and disabled housing areas; possibly door-to-door service if it is along the route? Possibly even an attendant to help the client board so it doesn't fall upon the driver?

***Improvements for transit as identified by Stakeholders:***

- Extended hours would be nice. Wal-Mart and the casinos are open 24 hours and employ a lot of people.
- We'd like to have the senior bus back, especially for meals, but also for NEMT. We've tried getting service through the Community Assistance League, but it didn't work for individuals who didn't have someone to drive them and for whom public transit wasn't an option.
- We would like to see the hospitals and community as potential funders of transportation services, particularly as they're creating more need.
- Humboldt Area One has a volunteer transportation program. We should look into that opportunity for the Del Norte region.
- There are elements of the community that have not used public transit. More outreach should be attempted to encourage more ridership among the community.

- Possibly extending the hours for the transit routes would be beneficial. Also, consider new options for bus stops during inclement weather.

## Community Representative Meetings

In addition to the stakeholder interviews, several community representatives were also contacted, including the Yurok Tribe and the Redwood State and National Parks. A summary of these meetings is provided below.

***Yurok Tribe:*** The Yurok Tribe has recently completed studies which have lead them to view transportation as an important part of meeting residents' needs as well as a means of enhancing their ability to improve economic conditions through tourism. The tribe ultimately hopes to provide a unique experience to visitors of the Yurok ancestral lands through jet boat tours, traditional canoe tours, and possibly bus tours in the area, as well as enhancing many other aspects of tourism. At the same time, they hope to increase local services to residents to meet their transportation needs for medical appointments, shopping, education and employment. The local transportation needs in Klamath are primarily to get people to Crescent City, which is where most services and shopping are located. This can be accomplished by getting individuals to the Redwood Coast route at Pem Mey, or providing direct service to Crescent City. However, if the latter is to occur, it will be important not to duplicate RCT services or over-supply transit trips so that resources are maximized and grant funding applications continue to be competitive for both transit providers.

***Redwood State and National Parks:*** The purpose of this meeting was to determine if RCT could provide better service to visitors of the parks, and to determine if there are opportunities to better coordinate provision of information to the public. In particular, RCT is interested in providing bus service along the Newton B. Drury Parkway at Prairie Creek State Park. This roadway has a lesser grade than Highway 101 and is therefore more suitable for buses, but more importantly, it would allow passengers to access trail systems and the visitor center in the park.

State Parks staff indicates that the state regulations limit commercial vehicles on the Parkway except by permit. Greyhound used to have a stop at the Visitor Center at Prairie Creek, but that ended when the route was discontinued, and now only tour buses are permitted and they pay a fee to access the parkway. Because Redwood Coast Transit would be improving access for the public, it would be a matter of making a request to the State Parks office in Crescent City. The request would provide the schedule of RCT service on the Parkway, discuss how the transit service would serve the park visitor, and identify specific stop locations.

It was noted that there are not currently good pullouts along the Parkway. The few potential pullouts are likely to be in use as visitor parking during busy times, which would necessitate buses stopping in the travel lane, which is not recommended. It was also noted that, while there are several trailheads, the majority of trails can best be accessed at the Visitor Center. There are also no campgrounds along the Drury Parkway. Access would probably be most beneficial April to November.

Other options for access to Parks might include Patrick's Point State Park. The Visitor Center is about a half mile off Highway 101. One challenge is that, if the bus went into the park to turn around, it could be caught in traffic congestion at peak times. Another option would be to take



the drop and pick-up passengers at the US 101 interchange, though this would require passengers to walk into the park. This might best be served as an on-demand stop.

Another potential transit stop serving the Parks is the flag stop for Damnation Creek, which has been popular for hikers. It may be that this stop could be signed and marketed as a one-way hike, allowing passengers to get dropped off at Damnation Creek in the southbound direction and hike north to Enderts Beach or Crescent City. Another great potential, though probably more appropriate for a tour organization than Redwood Coast Transit, would be to create a loop via Howland Hill Road and 199, which has great scenery.

As far as marketing, Redwood National Park does not have a budget for marketing and relies on press releases, Facebook, the Chamber of Commerce, etcetera to provide information. However, the Parks would be willing to provide web links to RCT information and have the same done on the RCT site. The National Park has an annual newsletter that is produced in May, which could include a brief write-up of transit access options.

### **Information Booths**

Information booths were hosted in Klamath at Pem Mey and at Safeway, College of the Redwoods, and Wal-mart in Crescent City. Posters and brochures of the current services were presented, and bypassers were asked their opinion of transit services and how well they met people's needs. Individuals were asked to fill out comment cards (see Appendix A), and verbal comments were also recorded. Most people to provide comments have used transit or are current transit users. Highlights of the responses are as follows:

- Several individuals commented on the reduced schedule to Klamath Glen, with particular concern for senior citizens unable to get to Crescent City for medical appointments, or required to stay in Crescent City for many more hours than they desired.
- A number of individuals commented on the reduced span of service. Some wished to see a return of longer hours, especially if a community program was provided past the hours of bus service. The only specific program example given was that the pool stays open until 9:30 PM but there is no bus service available at that time.
- A number of people complimented the transit system and expressed gratitude for having the service. Many said it worked well for them as is.
- Several individuals asked how they could plan a trip and what their options would be for traveling long distances. A few noted that Eureka is a larger city than Arcata, but service is only provided to Arcata (though they were informed intercity connections are available in Arcata). Some students noted that it is difficult to use transit for classes they must occasionally take at the Eureka Campus of College of the Redwoods.
- There were several complaints of difficult drivers and unfriendly/unhelpful dispatchers. One person expressed dismay that a driver passed him at two stops when he tried to flag the bus down.
- An employee at Wal-Mart and an employee at College of the Redwoods said RCT should post brochures/schedules at their sites (at the Wal-Mart bus stop and the College of the Redwoods library).

- One frequent transit user stated that the monthly pass is a great deal, but feels many people do not know about transit and its affordability.
- One current transit user noted that the bus condition is often poor.

The complete responses are also included in Appendix A.

## **Onboard Passenger Survey**

Information on the characteristics of passengers using the RCT transit services was collected in onboard surveys conducted May 1 through May 6, 2013. Surveys were placed on the buses during this week and drivers encouraged passengers to complete and return surveys. The survey form was one page, in English on one side and Spanish on the reverse. In all, 94 surveys were completed. Copies of the survey instruments and detailed findings are included in Appendix B. Summaries of the survey results are provided below.

### Survey Results for Fixed Routes

A total of 94 surveys were completed on the fixed routes. Of these, 39 percent were on the Crescent City Routes, 15 percent on Route 10, 25 percent on Route 20, 9 percent on Route 199, and 2 percent indicated multiple routes. Two respondents (2 percent) used the Spanish forms, while the remainder used the English forms. The following are survey findings for the fixed routes:

- When asked where passengers just came from, 45 percent were coming from home, followed by 12 percent from shopping, 10 percent from school/college, and 9 percent from personal business. When asked where they are going, 30 percent were heading home, 16 percent were traveling to shopping, 11 percent were commuting to work, and 10 percent were heading to recreational/social destinations.
- Most respondents (68 percent) walked to get to the bus, while about 13 percent were dropped off, and 7 percent rode their bike to the bus stop.
- When asked how they will complete their trip, 48 percent said they will walk, followed by 25 percent that will transfer, 8 percent that will ride in a private vehicle, and 4 percent that will bicycle.
- When asked how often they use the bus, one third (33 percent) said daily, while another 40 percent said 2 to 4 times per week.
- The results regarding other services used by the passenger reflect the high level of joint use of the various services. Of all the responses on the Crescent City routes, 44 percent indicated that they also use the longer routes (10, 20, 199). Of all those turning in surveys on a longer route, 31 percent indicate they use other longer routes, while 62 percent indicate they use the Crescent City fixed routes.
- Most passengers (80 percent) did not have a vehicle available for their trip, and 62 percent did not have a driver's license.

- Most passengers (61 percent) were adults aged 25 to 61. Seniors accounted for 17 percent of respondents, while 11 percent were young adults (19 to 24), and 6 percent were teens. 9 percent were college students.
- Passengers were asked to rank service quality factors on a scale of 1 to 5, with 1 being poor and 5 being excellent. The highest ranked service factors were driver courtesy and system safety (both averaging 4.5), followed by travel time (4.4), bus cleanliness (4.3) and printed materials (4.3). The lowest performing service factor was stops and shelters (3.6).
- When asked how they would rate RCT service overall, fully 87 percent indicated that it was either excellent (42 percent) or good (45 percent). Only one respondent said it was poor. The average score on a 5.0 scale was 4.3.
- When asked what customer improvements passengers would like to see, the highest response was for increased service frequency (74 percent), followed by new or extended routes (68 percent), Sunday service (39 percent), and later weekday service (33 percent). As detailed in Appendix B, common detailed responses to this question are: 11:30 AM service to Klamath Glen, later service, and Sunday service.
- General comments praised driver courtesy and safety, and the overall transit system. Respondents would like to see more bus stop shelters, later service, Sunday service, and lower fares.

Overall, this survey indicates that riders are satisfied with the existing fixed-route services, and appreciate the availability of service. Particular areas of desired improvements include expanded service times (especially to Klamath Glen), Sunday service, and installation of bus stop shelters.

### Survey Results for Dial-A-Ride

The DAR surveys were also available on the buses between May 1 and May 6, 2013. Nineteen surveys were collected. Key findings are as follows:

- Of those who responded, 5 boarded the bus prior to their reservation, 8 boarded at or no more than 5 minutes behind the reservation time, while 1 was picked up approximately 12 minutes later.
- Respondents tended to make reservations two days in advance (7 of 18 respondents), with a small number (2) calling for same day reservations. Additionally, 2 respondents called more than one week in advance, and one had a subscription trip.
- The highest percentage of use was for respondents going to work or shopping (26 percent each), with 21 percent traveling on personal business and 11 percent traveling for either medical purposes or recreation/social purposes.
- Only 10 percent had a vehicle available to them, though 39 percent have a driver's license.
- Notably, 37 percent would not have made the trip if not for the availability of DAR, reflecting the important of the service to mobility of disabled residents.

- Most riders indicated that they ride either 2-4 days a week (42 percent) or 2-4 days a month (37 percent).
- 6 of the 19 respondents indicate that they also use the Crescent City fixed routes, and 2 use Route 20.
- The most prevalent reason (50 percent) for using the DAR is that disability makes the fixed route too difficult.
- The highest proportion (37 percent) are age 62 to 74, with a 21 percent between 19 and 24 and 21 percent between 25 and 61.
- 21 percent of respondents indicated that they need the wheelchair lift, and 79 percent did not.
- DAR passengers were satisfied with the service, with an overall ranking of 4.6 on a scale of 1 to 5. The highest scores for individual service characteristics were for driver courtesy (4.9) followed by a 4.8 score for safety and vehicle cleanliness. The lowest ranking (though still relatively high) was a 4.2 score for on-time performance.
- The key requested improvements were for expanded service area (53 percent), increased service frequency (37 percent) and availability of a monthly pass (37 percent).
- Specific comments included a desire to reduce long wait times (late afternoon times were mentioned), and the need for medical transport out of the region.

Overall, the survey responses reflect a DAR service with satisfied customers. While additional services could improve service quality, it appears from these surveys to be largely meeting needs and providing an essential mobility resource.

## Chapter 4

# Transit Demand and Unmet Need

### INTRODUCTION

A key step in developing and evaluating transit plans is a careful analysis of the mobility needs of various segments of the population and the potential demand for transit services. The best approach for forecasting demand and estimating need is to use multiple methodologies and then evaluate the results in the context of the specific conditions in the Del Norte region. The demand analysis presented in this Chapter is based on methodologies developed for the Transportation Research Board (TRB) of the National Academy of Scientists. The demand estimation models are presented in *Methods for Forecasting Demand and Quantifying Need for Rural Passenger Transportation* published as a web-based document in 2009 by the Transit Cooperative Research Program and authored by Vannasse Hangin Brustlin, LSC Transportation Consultants, Inc., and Erickson Consulting, LLC. The methodology developed for this project is based on data available through the US Census (American Community Survey) and is an update of initial work on estimating demand for rural passenger transportation that was published in 1995 in TCRP Report 3.<sup>2</sup> The document will herein be referred to as the *Workbook*. The Workbook includes a linked spreadsheet for applying the procedures to quantify need and estimate demand. The data input spreadsheet is presented in Table 22 and the data output of need and demand estimation is shown in Table 23. The applications of the methodologies are discussed below.

TABLE 22: TCRP Service Area Characteristics Input Table		
Service Area:	Del Norte County	
<b>Transit Need Inputs</b>		
Number of households residing in households owning no vehicles:	Households	Persons
1-Person households:	344	344
2-Person households:	140	280
3-Person households:	56	168
4-or-more-Person households:	123	492
<b>General Public Rural Non-Program</b>		American Community Survey Table Number
Population Age 60+	5,626	B01001
Population Age 18 - 64 with a Mobility Limitation	1,716	S1810
Persons Living in Households with No Vehicle Available	1,284	B08201
<b>General Public Rural Passenger Transportation (eligible for reporting to NTD)</b>		
Referenced from Mobility Gap analysis		
Annual Vehicle-miles of Service:	183,306	Annual Revenue-Miles
<b>Small City Fixed Route Inputs</b>		
Population of City:	16,556	Persons
Annual Revenue-Hours of Service:	8,000	Annual Revenue-Hours
<b>Demand - Commuter by Transit to an Urban Center</b>		
Workers Commuting from Rural County to Urban Center	587	
Distance from Rural County to Urban Center	77	Miles

<sup>2</sup> The current web-based document with detailed information on the methodology can be found at [http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp\\_webdoc\\_49.pdf](http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_webdoc_49.pdf).

**TABLE 23: TCRP Service Area Characteristics Output Table**

Service Area: Del Norte County		
<b>Estimation of Transit Need</b>		
Total households without access to a vehicle:	663	Households
State Mobility Gap:	1.1	Daily 1-Way Psgr.-Trips per Household
Total need based on mobility gap:	730	Daily 1-Way Passenger-Trips
	218,800	Annual 1-Way Passenger-Trips
<b>General Public Rural Non-Program Demand</b>		
<i>Estimate of demand for general public rural transportation</i>		
Rural transit trips:	23,300	Annual 1-Way Passenger-Trips
<b>General Public Rural Passenger Transportation</b>		
<i>Estimate of demand for rural transportation</i>		
<b>Total Rural Non-Program Demand</b>	30,100	Annual 1-Way Passenger-Trips
<b>Small City Fixed Route</b>		
Annual Ridership:	63,900	Annual 1-Way Passenger-Trips
<b>Demand - Commuter by Transit to an Urban Center</b>		
Proportion of Commuters using Transit:	0%	
Commuter trips by transit between counties:	10	Daily 1-Way Passenger Trips
	1,500	Annual 1-Way Passenger-Trips

## QUANTIFYING TRANSIT NEED

Need is defined in two ways—as the number of people in a given geographic area likely to require a passenger transportation service, and as the number of trips that would be made by those persons if they had minimal limitations on their personal mobility. Because the incremental cost of a trip using a car is low for those who have ready access to and ability to use a car, the difference between the number of daily trips made by persons with ready availability of a personal vehicle and by those lacking such access is used as the indicator of the unmet need for additional person-trips. Not all of this unmet need will be provided by public transit services. Persons lacking a personal vehicle or the ability to drive access transportation through friends, relatives, volunteers and social service agencies, as well as from public transportation services.

Using the TCRP methodology, the initial input for estimating transit need includes the number of persons residing in households with income below the poverty level, plus the number of persons residing in households owning no vehicle. According to the Census Data, there are 5,137 persons residing in households with incomes below poverty in Del Norte County. Additionally, the number of households without a vehicle available was multiplied by the occupancy of households without a vehicle available to estimate the total number of individuals who need transportation. This data was derived from the American Community Survey. The calculated result, or output, is shown in Table 23. As indicated, based on the income and households without a vehicle available, as well as a “mobility gap factor” determined by evaluating travel trends across the United States, the estimated transit need is calculated to be 218,800 annual one-way passenger trips. Again, this need represents the entire travel need of those without vehicles, only a portion of which would potentially be served by a comprehensive, high quality public transit program. Currently, Redwood Coast Transit services is providing over 150,000 one-way passenger trips annually, indicating they are meeting approximately 70

percent of the need. This is a relatively high proportion of met needs, in comparison with other small urban or rural transit systems in California.

## **FORECASTING TRANSIT DEMAND**

While transit need is defined by the number of people requiring trips and the number of trips made by those people, demand is defined as the number of trips likely to be made over a given period within a given geographic area at a given price and level of service.

The TCRP methodology has been developed to provide planners with the ability to answer questions regarding the magnitude of the need for public transit services within a geographic area, as well as the annual ridership (i.e. "demand") that a transit service would be expected to carry. The procedures for preparing forecasts of demand have been stratified by market:

- General public services
- Small City service
- Program or sponsored trips
- Commuters
- Intercity transit services (service between two or more cities).

### **General Public Demand**

The TCRP model uses several methods of estimating general public demand, as described below.

#### General Public Demand Non-Program Demand

The first method estimates general public demand by evaluating general purpose trips not related to social service programs. The input data (Table 22) includes the number of elderly and disabled individuals and the households without a vehicle available to determine the likely non-program transit trips in a rural area. The estimate for Del Norte County is 23,000 (Table 23). However, given that Redwood Coast Transit provides 154,550 transit trips in 2011-12, it is likely that more than 23,000 are general purpose, non-program trips. This indicates that the area is served with a higher level of transit service than the national average determined by the model.

#### General Public Rural Demand

The second method uses the mobility gap applied to the miles reported to the National Transportation Database (NTD) for local fixed and regional fixed route services. With this method, the estimate for Redwood Coast Transit is demand is 30,100 (Table 23). As with the previous method, this generates a low demand given that RCT provided 154,550 transit trips in 2011-12. This method likewise indicates that the study area is provided a higher level of transit service than the national average determined by the model.

#### General Public Peer Demand

Another method to gauge demand is to look at the level of service that is provided by Redwood Coast Transit in comparison to similar rural counties. As shown in Table 24, service characteristics of nine California Counties were compared to RCT service to predict what the expected ridership would be. The model found:

**TABLE 24: TCRP Demand Analysis Peer Data Worksheet**

Input Data from Peer Transit Systems or Existing Transit Service											Input Data for Del Norte County
	Lake County	Plumas County	Calaveras County	Modoc County	Glenn County	Siskiyou County	Lassen County	Trinity County	Tuolumne County		
Name of Peer System	63,983	19,399	44,742	9,327	27,992	44,154	33,658	13,526	54,008	25,144	
Population of Area											
Size of Area Served (Square Miles)	1,257	2,553	1,020	3,944	1,314	6,286	4,557	3,178	2,235		
Annual Vehicle-Miles of Service Provided	742,958	198,229	263,345	119,205	232,681	468,267	50,498	109,186	201,318	183,306	
Annual Vehicle-Hours of Service Provided	30,225	16,361	9,043	3,959	16,442	17,816	3,408	37,104	13,344	11,155	
Service Type (Fixed Route, Route- Deviation, Demand-Response)	Fixed Route	Route- Deviation	Route- Deviation	Fixed Route	Route- Deviation	Fixed Route	Fixed Route	Fixed Route	Fixed Route		
Number of One-Way Trips Served per Year	371,916	50,216	60,080	9,216	69,033	105,574	34,418	8,994	75,849		
Degree of Coordination with Other Carriers (Low, Medium, High)	Medium	Low	Medium	Medium	Medium	Low	Medium	Medium	Low		

**Annual Transit Ridership Expected in Del Norte County**

	Based on		Based on	
	Population	Vehicle-Miles	Annual	Vehicle-Hours
Maximum	145,835	128,314		137,207
Average	52,802	54,992		62,468
Median	35,202	54,992		63,584
Minimum	17,601	18,331		2,231

Peer System Observed Trip Rate	Annual		Annual	
	Population	Vehicle-Miles	Vehicle-Hours	
Maximum	5.8	0.7	12.3	
Average	2.1	0.3	5.6	
Median	1.4	0.3	5.7	
Minimum	0.7	0.1	0.2	

Note: Based on 2011 NTD Data



- The minimum level of service expected based on peers would be 17,601 annual one-way passenger trips
- The average level expected would be 52,802
- The maximum level expected would be 145,835

This indicates that the Redwood Coast Transit, which provides over 105,000 trips per year on local and regional fixed route services, provides a more than average level of service compared to its peers, but not as high as the maximum that would be expected.

### **Crescent City Transit Demand**

The TCRP methodologies include a specific methodology for small urban areas (less than 50,000 population) which is applicable to Crescent City. This methodology simply takes into consideration the total population and estimated annual vehicle hours of service. Assuming 8,000 vehicle hours of service (which is approximately what is currently provided in Crescent City), the forecast ridership would be an estimated 63,900 one-way trips annually. However, RCT is currently providing 96,960 one-way passenger trips within Crescent City, indicating that Redwood Coast Transit serves a substantially higher level of patronage than is typical on average in small cities in America.

### **Commuting Demand to Arcata/Eureka**

An important element of the total demand for transit services in the region is commuter services. This element has become an important market for many transit systems, including for RCT. The TCRP methodology for this market segment is strictly a function of mode split for the number of employees commuting from Del Norte County to another county. Based on commuter pattern data shown in Table 6, it can be determined that 587 residents commute to locations in Humboldt County. Given the mode split which assumes an adequate transit service is available to Arcata and Eureka, the model predicts 1,500 passenger trips by transit annually (over 255 work days) which is less than three passenger round trips per day. This very low level of commuter demand would not be effective to serve on its own. However, it is important to note that there are other needs for transit service along this corridor, such as access to medical services, education, and intercity transportation services. Commuter demand to other commuter locations such as Smith River and Brookings is even lower.

### **Intercity Transit Demand**

As Redwood Coast Transit provides connections to intercity bus, rail and air services in Arcata, another potential source of transit demand is persons using the local transit program as part of their longer intercity trip. In order to estimate demand for intercity bus service, a model was used from the report "*Planning Techniques for Intercity Transportation Services*." In general, the model considers data including the number of passengers traveling one-way on a given route, the frequency of service, the population served, the cost to the rider and the distance of the trip.

In Del Norte region, assuming five round-trips would be made to Arcata each day throughout the year at a fare equivalent to \$0.10 per mile (an industry standard (an industry standard also identified in the "*Planning Techniques for Intercity Transportation Services*.")), the total demand for intercity service can be calculated to equal 4,700 one-way passenger trips per year.

Ridership from Crescent City to Arcata already exceeds this projected demand, indicating yet again that the Del Norte region generates a high level of ridership (and RTC is successful in serving this demand) in comparison to national peers on which the model is based.

## **QUALITATIVE TRANSIT DEMAND**

While the methods for quantifying data indicate there is currently a high level of transit service provided in the Del Norte region, it should be noted that there are still perceived needs that should be discussed. These needs are more individualized and more difficult to meet. Qualitative transit needs have been identified through outreach efforts including stakeholder interviews, community representative meetings, public information booths, and onboard passenger surveys. These are summarized below by the category of need (span of service, area of service, etc).

### **Span of Service**

Through outreach efforts, members of the public expressed a desire for extended service, particularly later into the evening on weekdays. The Crescent City service day was shortened in November 2012 by six hours per weekday and ten hours per Saturday. The desire for extended hours were specifically noted for students at the College of the Redwoods wishing to attend evening classes and other residents wishing to access recreational or service programs with evening hours, such as the public pool.

### **Area of Service**

The public was generally satisfied with the areas served with a few exceptions. Service from Klamath Glen has been reduced, and passengers and community members would like to see more service between these locations, particularly for elderly individuals. Additionally, passengers expressed an interest in later service to Smith River (through onboard surveys), and residents at information booths expressed an interest in service to Eureka not requiring a transfer in Arcata.

### **Cost of Service**

Cost plays into transit needs in that the higher the cost, the less likely individuals can have their needs met through transit. A number of individuals expressed a concern that the cost of service was a limitation to meeting the transit needs of some residents. For example, some members of the community expressed a need for more affordable service for medical trips from the region to Humboldt County, particularly for medical trips, and particularly for Tribal Members whom must receive some of their medical services in Arcata. Current fares are perceived as high for one-time trips. An individual traveling from Crescent City to Arcata is required to pay \$30 each way, or purchase a Redwood Rider pass for \$35 (allowing unlimited trips between the two locations for five days). Some feel the \$35 fare is cost prohibitive for individuals needing to make one round-trip for medical purposes.

Another example is that seniors, who used to receive free transportation to the Senior Center for meals, now must pay \$3.00 for a round-trip on dial-a-ride to attend meals, and the attendance has dropped notably. However, when trips were being provided previously by Coastline Enterprises, they were using funds meant for another program, and the funding could no longer support free rides for seniors. Still, some perceive this cost factor as limiting the number of seniors who would like to attend meal sites.

## Non-Emergency Medical Transportation

The demand models provided above do not take into consideration the need for non-emergency medical transportation. This particular need is growing exponentially in most rural areas as medical services and hospital facilities are leaving rural communities, forcing residents to travel long distances to facilities which offer more services and higher levels of care. Medical providers are often required to transport patients to an out-of-area facility for care they cannot provide onsite, but they are not required to provide return transportation, leaving residents (often in fragile condition) to find their own means of returning. These increasing needs are particularly difficult to serve with transit because the trips' origins and destinations are highly individualized (one trip at one time to one location—rarely are there multiple people going at the same time to the same location) and because the individual traveling is often in a fragile state.

## SUMMARY OF TRANSIT DEMAND

A summary of the results of the various demand methodologies above are presented in Table 25. These estimates are not cumulative; some are different approaches to the same target market, and different methods forecast demand for different target markets. While the demand forecasts have highly variable results, they are useful in determining a range of service which might be appropriate in the future, particularly in light of what service is available. Table 18 also presents the current service available to Del Norte residents. Currently, an estimated 112,945 trips are made on the fixed route and Dial-a-Ride in Crescent City, and 39,030 trips are made on the intercity routes. This would seem to indicate the level of service very nearly meets the demand generated in the Del Norte region. However, as stated, additional qualitative needs have also been identified.

<b>TABLE 25: Summary of Del Norte County Transit Demand</b>	
<b>Estimation Methodology</b>	<b>Annual 1-Way Passenger-Trips</b>
<u>General Public Demand</u>	
General Public Non-Program	23,000
Peer Analysis Method (Maximum)	145,835
Small City Fixed Route TCRP Method	63,900
<u>Commuter Demand</u>	
To Arcata/Eureka from Crescent City	1,500
<u>Intercity Demand</u>	4,700
<u>Current Level of Service in Del Norte County</u>	<u>Total</u>
Crescent City	123,336
Intercity	31,214
Total	154,550
<i>Source: LSC Transportation Consultants, Inc.</i>	

## PRIORITIZATION OF UNMET DEMAND

All transit organizations must provide services with given financial constraints. It is therefore useful and practical to prioritize the unmet transit needs. Based on the quantitative and qualitative findings, the following unmet demands are prioritized as high, medium or low.

### High

Span of Service—Crescent City: Over the last few years, budget reductions resulted in reduced service hours weekdays and Saturdays. Weekday service should be expanded as soon as possible.

### Medium

Non-emergency Medical Transportation: While this service is needed for a small portion of the community, for these residents this need is critical.

### Low

Span of Service—Smith River: Survey respondents and individuals at outreach events expressed a desire for later service to Smith River. The number of individuals needing this service is likely quite low, and probably includes a few College of the Redwoods students. This is a low priority need.

Area of Service—Klamath Glen: Service to Klamath Glen was reduced as part of a restructuring of Route 20 to ensure it conformed to guidelines as an intercity route. The Yurok Tribe has initiated dial-a-ride service which should better meet the needs of Klamath Glen residents. If needs are not met, Redwood Coast Transit should re-evaluate the need for service in Klamath Glen.

## FUTURE TRENDS IN TRANSIT DEMAND

Future change in actual transit demand will be influenced by a variety of factors, including:

**Increasing Fuel Costs** – The dramatic increase in gas prices over the last several years has increased the demand for public transit services across the nation. This increase particularly affects low income and discretionary riders, and has less of an impact on program-related demand. This factor was not considered in developing the transit demand methodologies used above.

**Change in Senior Population:** The change in the senior population will also impact transit demand. There are no age-based projections available. However, in the past decade, the growth in the number of seniors aged 65 and older in Del Norte County outpaced other age groups, increasing from 12.5 percent of the countywide population in 2000 to 13.8 percent of the population in 2010. As residents age 45-65 constitute the largest age cohort of countywide population (30 percent), it is reasonable to conclude that future demand for senior transportation will increase.

**Availability of Medical Services** – As mentioned, the availability of medical services has a large impact on the need for non-emergency medical transportation. As local services decrease, the demand for out-of-area medical trips will increase.

## INTRODUCTION

The findings in previous Chapters of this document provide a basis for evaluating and developing alternatives for service, institutional and management alternatives, capital improvements, and financing for the Del Norte County transit services. The service alternatives presented below include an analysis of resources necessary to implement the alternative (including capital equipment and cost of the service), ridership impacts, and expected fare revenues. The advantages and disadvantages of each alternative are also described. Based upon the service plan, capital requirements, funding requirements, and appropriate institutional and management strategies can be determined. The preferred alternatives will be selected upon review of this document, and a service plan will be developed and become part of the Draft Final Report, to follow.

It should also be noted that the service analyses reflect long-term ridership estimates for each alternative. Typically, it takes new transit services three years to reach the total ultimate ridership potential. This reflects the fact that it takes potential transit riders roughly two years to become aware of new services and to adjust their travel patterns. While this document evaluates the long-term ridership potential, the transit plan will reflect this “lag” in ridership response.

## SERVICE ALTERNATIVES

### Crescent City Service Alternatives

Crescent City services generate over 70 percent of the ridership for Redwood Coast Transit and incur approximately 53 percent of the operating cost, making this service the backbone of the transit system. In general, the service operates very successfully. Service alternatives that are being evaluated for Crescent City are in response to requests from outreach efforts and as a result of on-time performance analyses.

#### Status Quo

A good starting point for the evaluation of RCT service alternatives is the consideration of the impacts of the “status quo” – if current services remain unchanged over the upcoming planning period.

The operating characteristics of RCT services are shown in Table 26, based on the current operating plan. As service reductions took place in the second quarter of the 2012-13 fiscal year, data was extrapolated for the third quarter of the year (January to March 2013) and factored to estimate the annual impact of the current operating plan. The status quo is used as a basis of comparison and therefore shows the calculated characteristics of the existing service plan so that it can be related to the operating characteristics of the service elements of each alternative. Cost assumptions in the status quo are as follows:

TABLE 26: Redwood Coast Transit Service Alternatives FY 2013-2014 Ridership and Cost Analysis of Services										
Alternative	Marginal <sup>1</sup> Operating Characteristics						Ridership Impact <sup>7</sup>		Annual	
	Vehicles Required <sup>3</sup>	Veh. Serv. Miles <sup>4</sup>	Total Annual			Operating Cost <sup>6</sup>	(One-Way Trips)		Farebox Revenue <sup>7</sup>	Marginal <sup>1</sup> Subsidy Required
			Veh. Serv. Hours <sup>5</sup>	Daily	Annual					
<b>Status Quo--Redwood Coast Transit Services <sup>2</sup></b>										
Crescent City Routes	2	100,550	6,982			\$175,900	322	96,800	\$95,000	\$80,800
Dial-A-Ride Service	3	27,671	1,867			\$47,400	51	15,500	\$19,500	\$27,900
Route 10: Klamath	1	46,466	1,867			\$57,300	37	11,200	\$16,000	\$41,300
Route 20: Smith River-Arcata	2	141,945	4,726			\$157,700	66	19,800	\$60,500	\$97,200
Route 20: Night Run	--	46,546	1,348			\$48,100	8	2,300	\$8,100	\$40,000
Route 199: Gasquet/Hlouchi	1	26,842	1,114			\$33,700	12	3,500	\$4,700	\$29,000
<i>Total</i>	<i>9</i>	<i>390,020</i>	<i>17,903</i>			<i>\$520,100</i>	<i>495</i>	<i>149,100</i>	<i>\$203,900</i>	<i>\$316,200</i>
<b>Crescent City Options</b>										
Reinstate Reduced Weekday Hours (FR/DR)	--	22,400	1,750			\$42,600	21	6,200	\$6,200	\$36,400
Reinstate Reduced Weekend Hours	--	8,900	612			\$15,500	18	900	\$900	\$14,600
Half Hour Headways on Crescent City Routes Weekdays	2	84,700	5,884			\$148,200	140	34,900	\$34,300	\$113,900
Expand Crescent City Routes by Adding 1 Additional Bus	1	50,275	3,491			\$88,000	24	7,300	\$7,200	\$80,800
College Shuttle	--	10,600	528			\$14,900	12	1,600	\$1,600	\$13,300
<b>Intercity Options</b>										
Reduce Route 199 to 3 Days per Week	--	-13,400	-557			-\$16,800	-9	-1,330	-\$1,800	-\$15,000
<b>NEMT</b>										
Once Per Week Medical Trip to Eureka Region	--	14,900	485			\$16,300	4	200	\$3,500	\$12,800
Once Per Week Medical Trip to Medford	--	15,900	485			\$16,900	4	200	\$4,000	\$12,900
Once Per Week Medical Trip to Grants Pass	--	14,300	485			\$16,000	4	200	\$3,500	\$12,500
Once Per Week Medical Shuttle with Rt 20/HTA DAR	--	8,320	221			\$8,300	4	200	\$3,750	\$4,550
<b>Park Options</b>										
Serve Prairie Creek via Newton B Drury Parkway Year-Round	--	-3,400	90			-\$200	2	520	\$1,300	-\$1,500
Serve Prairie Creek via Highway 101	--	900	90			\$2,100	2	120	\$1,000	\$1,100
Serve Patrick's Point via Visitor Center	--	400	80			\$1,600	2	120	\$1,200	\$400
Serve Patrick's Point via Azalea Glenn	--	400	30			\$700	2	130	\$1,500	-\$800
Note 1: Marginal costs/subsidies are those which fluctuate depending on the quantity of service and do not include fixed costs. This is the best measure of changes. Note 2: Status Quo assumes one year of operations at current (May 2013) service levels. Note 3: Peak vehicles required to operate service Note 4: Based on average speed of routes, multiplied by hours of service. Note 5: Based on current service hours (derived from monthly reports).										
Note 6: Operating cost is based on FY 2011-12 actual costs allocated to hourly and per-mile services = \$17.67 per revenue hour (contract) and \$0.52 per vehicle mile (fuel and lubricants). Note 7: Based on first three months of 2013 (monthly reports), multiplied by 1.15 to represent an expected 15% increase in growth due to an adjustment to fares and service changes, and because January and February are low performing months.										
Source: LSC Transportation Consultants, Inc.										

- The **marginal** operating cost includes per-hour and per-mile costs, and excludes fixed costs. These are the costs subject to change based on the amount of service that is provided, and specifically exclude fixed costs (such as facility utility costs) that do not vary with changes in the quantity of service. While this does not present a comprehensive representation of the current costs of services (which include both fixed

costs and marginal costs), it is a good metric for comparing the cost implications of service alternatives.

- The marginal operating cost was determined by allocating hourly costs (from the operations contract) to hourly service (annual revenue miles) and per-mile costs (fuels and lubricants) to the annual mileage to determine an hourly cost of \$17.67 per revenue hour and a per mile cost of \$0.52. These costs were based on the contract costs for the third quarter of FY 2012-13 and actual annual fuel costs from 2011-12.

#### Alternative: Reinstate Crescent City and Dial-a-Ride Weekday Hours Cut in November 2012

Faced with an uncertain budget, RCTA reduced service hours in Crescent City in November of 2012. Weekday hours on the Crescent City Routes 1, 2 and 4 were adjusted to start one hour later, and Routes 1, 2 and 3 were adjusted to end one hour earlier, for a total weekday reduction of six vehicle hours daily. Dial-a-Ride service was reduced by one hour per weekday (starting 30 minutes later and ending 30 minutes earlier). Under this alternative, these hours would be re-instated, as shown in Table 26. Service would be provided from 6:30 AM to 7:00 PM on Routes 1 and 4, and from 7:00 AM to 7:30 PM on Routes 2 and 3, Monday through Friday. The Dial-a-Ride would be provided from 6:30 AM to 7:30 PM.

This alternative would increase the hours on the Crescent City routes and Dial-a-Ride by 1,750 hours annually, at a marginal<sup>3</sup> operating cost of \$42,600. Ridership generated by this service improvement was estimated based on a review of ridership by time of day prior to the reductions. This indicates that ridership would increase by 5,600 passenger-trips on the Crescent City fixed route and by 600 on the Dial-a-Ride. The additional ridership would generate approximately \$6,200 in fare revenue, resulting in an increase in required subsidy of \$36,400 per year.

#### Alternative: Reinstate Crescent City and Dial-a-Ride Weekend Hours Cut in November 2012

Similarly, Saturday hours on the Crescent City Routes 1, 3 and 4 were adjusted to start two hours later and Route 2 one hour later, and Routes 1, 2 and 3 were adjusted to end one hour earlier. Dial-a-Ride service was reduced by two hours per Saturday (starting 90 minutes later and ending 30 minutes earlier). Under this alternative, these hours would be reinstated.

This alternative would increase the hours on the Crescent City routes and Dial-a-Ride by 612 hours annually at a marginal operating cost of \$15,500. Reviewing the ridership impact associated with the loss of these service hours, the estimated increase in ridership is 900 passenger-trips per year (100 on Dial-a-ride, and the remainder on the Crescent City fixed routes). As the additional ridership would generate approximately \$900 in fare revenue, the subsidy required for the service would be \$14,600.

#### Alternative: Provide Service on Half-Hour Headways on Crescent City Routes

An often requested improvement during outreach efforts was for increased frequency of service. Under this alternative, service frequency would be increased to 30 minute headways on Routes 1, 2, 3 and 4, Monday through Friday. This would be a near doubling of service and would require two additional vehicles. The annual marginal operating cost would increase by

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<sup>3</sup> Marginal operating costs and marginal subsidies are based on variable costs and exclude fixed costs.

\$148,200. Based on an elasticity analysis<sup>4</sup>, the ridership would increase by approximately 43,500 passenger-trips per year, resulting in an increase in fare revenue of \$42,700, as shown in Table 26. The operating subsidy required would therefore be \$105,500.

#### Crescent City Fixed Route Revisions With Additional Bus

The current route plan for the Crescent City fixed routes uses two buses to operate four half-hour-long routes, resulting in hourly headways. Overall, this scheme has proven to be effective in providing fixed route service within a reasonable walking distance of the large majority of residents and activity centers in the Crescent City area. Beyond the on-time performance issues discussed in Chapter 2, however, this service plan does have some limitations:

- There are some stops only on the A Route or the B Route that are served once per hour in only one direction. This can lead to long travel times in the “off” direction. For instance, while Route A provides a short trip from a home at Washington/Arlington to Wal-mart, a return trip requires either boarding the B Route and riding through the Cultural Center to the A Route (total time on the bus of 37 minutes) or a 1,300 foot walk from the Del Norte High School stop.
- There are some residential areas that are not within a convenient walk of the nearest bus stop, including the western end of Madison Avenue, the North Pebble Creek Drive area, and the area around Meridian Street/Cooper Avenue.
- Some areas are “double covered” with routes, such as Washington/Northcrest and along 101 between Front Street and Northcrest.

With a third bus, a total of six half-hour routes could be operated on hourly headways. A reasonable route structure that uses six buses would be as follows:

Route 1 – 2nd Street, A Street, Condor Street, Pebble Beach Drive, Lauff Avenue, Modoc Street, Murphy Avenue and Inyo Street

Route 2 – H Street, Pacific Avenue, El Dorado Street, Hamilton Avenue, Glenn Street, and Northern Inyo Avenue

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<sup>4</sup> Elasticity analysis is derived from the field of micro-economics, which relates the price of a good or service with the observed demand. As price increases, demand decreases (and vice versa). For instance, if a 10 percent increase in a bag of potato chips results in a 5 percent reduction in the number of bags sold, then the elasticity factor of potato chip sales to price (in simple terms) is considered to be - 0.5. This concept has long been used to estimate the ridership impact of the impact of changes in transit price or service quality. In addition to the direct “price” of transit service as perceived by the passenger (the fare), this methodology can also be applied when the “price” is the time related to waiting for the bus (a function of service frequency), the in-vehicle travel time needed to complete the trip, and other factors that impact the quality of a rider’s travel experience. As presented in documents such as *Estimating Patronage for Community Transit Services prepared by the Urban Mass Transportation Administration* in 1984 and *Traveler Response to Transportation System Changes* published by the Transit Cooperative Research Program in 2004, the observed change in ridership and change in service quality factors or fares in other areas is used to identify the elasticity factor that is expected given the specific conditions in the Del Norte region. An elasticity factor of 0.50 is applied, based on observed elasticity of transit ridership in other similar settings.



Route 3 – No changes from existing

Route 4 – No changes from existing

Route 5 – US 101, Northcrest Drive, Harding Avenue, California Street and central Washington Boulevard

Route 6 – US 101, Parkway Drive (to Bower Way) and eastern Washington Boulevard (to Summer Lane)

This route structure would serve some new areas, and would provide two-way service on some roadways with only one-way service today (such as A Street). However, it would have several disadvantages:

- It would eliminate convenient east-west travel across the northern portion of Crescent City (such as between Del Norte High School and the Wal-mart area), as routes would require travel through the Cultural Center. Overall, this would increase out-of-direction travel.
- It would still result in overlap between route areas.
- Assuming the same span of service as at present, it would add approximately 3,500 vehicle-hours of service and 53,000 vehicle-miles of service per year, increasing operating cost by approximately \$88,000 annually.
- It would incur capital costs for both the additional bus, as well as for installation of new bus stops.
- Incremental ridership would be limited, as the number of additional residences served by transit would be limited, and as travel times for some existing passengers would be increased. Overall, a net increase of 7,300 passengers per year would result.

In reviewing the routing options, there are several factors that limit routing options, particularly the limited number of north-south connections between the downtown area and the areas north of Harding Avenue. The running time needed to serve Standard Veneer on one end and the Bertsch/ Howland Hill area on the other also constrains routing choices. Overall, provision of additional routes in the Crescent City area would not be cost effective, and would negatively impact some existing trip patterns.

#### Alternative: Modify Routes to Reduce Running Time

As presented in Chapter 2, on-time performance is a significant problem on Route 1, with 36 percent of runs more than 5 minutes behind schedule. Routes 2, 3 and 4 have minor delays, with 12 percent of Route 2 runs, 10 percent of Route 3 runs, and 13 percent of Route 4 runs operating behind schedule, as well as two percent per route departing early (buses should never leave stops early). The overall service plan of operating two buses on two sets of paired routes on an hourly headway yields an effective overall service configuration. However, there are specific modifications to the routes that could reduce running time and improve service quality, as discussed below:

- **Route 1** could be streamlined by remaining on Harding Avenue between Marshall Street and Oregon Street. The current route diverts south to Grant Avenue for this single block, to serve a stop on Oregon Street. A review of ridership data shows only 0.8 passenger boardings per day on average at this stop. Depending on delays pulling back onto Harding Avenue, eliminating this diversion could save roughly 1 minute of running time. A replacement bus stop could be established along the north side of Harding Avenue.

Additionally, Route 1 is most often late leaving the Del Norte High School and arriving at the Cultural Center. Adjusting the advertised schedule to better reflect the stop time at Del Norte High School will help improve performance.

- **Route 2** could be streamlined by traveling from A Street to Inyo Street, rather than making the 1 block diversion east on Pacific to Glenn, returning to Inyo Street on Macken Avenue. This diversion serves a single stop, at Pacific/Glenn. A review of ridership logs indicate an average of only 1.3 passenger boardings per day at this stop, indicating that on average the bus diverts to this stop eight times for each single passenger. Eliminating this diversion would save roughly 1 minute in running time. The closest available bus stop at A/Pacific is only roughly 450 feet from this stop.
- **Route 3** could potentially be shortened by serving Standard Veneer only on an on-request basis. The Community Assistance Network (C.A.N.) on Standard Veneer Road is the northernmost stop on Route 3 in Crescent City. This stop has heavy ridership, but only at specific times of the week and month when services are being provided, particularly the food closet.<sup>5</sup> The stop is approximately three minutes past the northbound stop at Northcrest at Crashers Road and three minutes before the southbound stop at Northcrest at Old Mill Road. Serving CAN at Standard Veneer as an on-call stop would save approximately six minutes per run for approximately 90 percent of the runs. While on-time issues are most significant with Route 1, creating some extra time with its interlined partner, Route 3, could help to improve overall on-time performance. RCT could coordinate with CAN to ensure the stop is served any time services are being provided at CAN, as well as being available to passengers by request on the bus or by calling ahead to dispatch for a pick-up. This alternative would require an adequate location for turning the bus around in the vicinity of Pine Grove School or Pine Grove Mobile Home Park. Unfortunately, there are no public roadways forming convenient loops in the area. One option would be to turn around in the driveway of Pine Grove School, at the end of Pine Grove Road. A stop would not be served at the School. Standard school bell times are at 8:00 AM and 2:25 PM, except on Mondays when classes end at 1:15 PM. As the Route 3 bus would be at this location around 10 minutes past the hour, conflicts with substantial parent traffic would be limited to one time per week.<sup>6</sup>

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<sup>5</sup> A review of passenger activity on a total of 20 runs (which did not include a food closet service time) indicated no passenger boardings.

<sup>6</sup> Another option would be to turn around in the wide intersection of Northcrest Drive and Blackwell Street. However, this would be a potentially hazardous maneuver and could block travel lanes if other vehicles are in the intersection, and is not a viable option.

- **Route 4** includes three deviations from the basic loop that were reviewed:
  - Between Oliver Avenue and Le Clair Avenue, the route deviates off of Humboldt Road two blocks to the east to Endert Street. While this adds roughly 2 minutes to the route running time, the three stops served on this deviation generate a relatively high level of ridership (10 passenger-trips per day, on average).
  - The route travels approximately 1,000 feet east from Humboldt Road on Howland Hill Road to serve a single stop at the Elk Valley Casino, adding 1 to 2 minutes to the running time. This stop serves 8 passenger boardings per day.
  - The route travels north on Mathews Street from Howland Hill Road to serve a single stop at the Rancheria Community Center. This adds approximately 2,800 feet to the overall length of the route, adding 2 to 3 minutes of running time. This stop serves 2.8 passenger boards per day on average. Assuming an equivalent number of deboardings, this indicates that approximately half of the time the bus makes this diversion, no passengers are served. This would be a reasonable stop to convert to on-request status.

Designating low patronage stops that are off of the basic route as “on-request” stops would still provide service as needed, while reducing overall route running time and improving on-time performance of the system as a whole. Passengers wishing to deboard at these stops would simply ask the driver to make the deviation to the stop, upon boarding the bus. Passengers desiring a pick up would call the dispatcher in advance (at least 30 minutes prior to the desired pick-up time, so the driver can be informed of the deviation before starting the run). If a pattern of consistent passenger boardings at specific times is found (such as after the end of a class or activity), a “standing request” could be implemented by which the specific run serves the stop.

#### Alternative: Improved Service for Grocery Shopping

Several comments received from the onboard surveys were in regards to difficulties for passengers who are trying to make the bus with groceries in tow. In particular, one passenger complained that trying to rush to catch the bus (which appeared to be by-passing the stop) resulted in broken jars and spilled groceries. Another asked that there be no limit on the weight of cargo<sup>7</sup>.

For those who are transit dependent, RCT may be the only affordable means of accessing grocery stores, and it is important for RCT to accommodate this essential need. However, RCT must balance this with the needs of all passengers. Eliminating the limit on carry-ons both can block seats and aisles, and can delay service as passengers make multiple trips to load their items on the bus. It is therefore appropriate to maintain a limit. It is also important that drivers be trained to always look for passengers waiting at stops so that they are not bypassed (a complaint not only from passengers with groceries, but several others as well). Drivers should stop at every stop that has people nearby to ensure that no one is accidentally bypassed. Passengers should be allowed a moment to gather groceries to board the bus. Improvements in driver training and customer service can help to resolve some of these issues.

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<sup>7</sup> Existing policy is to “limit carry-ons to the size and number you can easily handle.”

It should be noted that under the best conditions, transit is still a difficult mode for grocery shopping. In 2008, students at Wayne State University in Detroit did a survey to determine the extent and ability of passengers to use transit for grocery shopping and found that most individuals, even those without cars, preferred to grocery shop by car due to the difficulty in transporting groceries by bus and the long travel time. People who did not own a car preferred to borrow a car or wait until a friend or relative could take them shopping. This is a preferred mode of travel for most, and transit is often a last resort. The volunteer driver program (described below) may be a desirable alternative not only for non-emergency medical transportation, but also to meet the essential grocery shopping needs of the region's transit dependents.

## **Intercity Route Alternatives**

### Alternative: Provide 11:30 AM Service to Klamath Glen

In November of 2012, RCT discontinued serving Klamath Glen on the mid-morning run in the northbound direction. This service change was implemented for several reasons:

- As an intercity route funded by 5311(f), a criteria of the grant funding is to provide limited stops connecting two or more communities not in close proximity<sup>8</sup> to each other.
- Serving Klamath Glen required a significant detour from Highway 101, adding approximately 30 minutes of travel time for passengers traveling along the route.
- The Yurok Tribe has been granted a grant through the Tribal Transit program 5313 (c) to establish a local dial-a-ride service which will better serve Klamath Glen than the intercity route.

These reasons are still valid, although there has been a gap in service from the discontinuation of Route 20 service to Klamath Glen and the initiation of the pending Yurok Dial-a-Ride.

Residents of the County expressed concern about the lack of service to Klamath Glen during the midday, noting that the limited schedule between morning and afternoon service requires passengers to spend several extra hours in Crescent City than are needed for their errands. This is particularly difficult for elderly passengers or passengers with disabilities. Several individuals expressed this as a priority need. The best method of addressing this need is through the Yurok demand response. Under this alternative, the Yurok Tribe would initiate demand response service which would include a connecting trip to the northbound RCT Route 20 at Pem Mey. RCT and the Yurok Tribe will need to coordinate with each other to ensure good communication between the two services, particularly when weather, accidents or other service disruptions will require coordination of services to ensure that passengers can complete their trips.

### Alternative: Reduce Route 199 Service to Three Days per Week

Route 199 is among the least efficient services in terms of passenger trips per vehicle mile of service (2.7 passenger-trips are carried per hour, compared to a systemwide average of 7.2). Because of this, it is worth considering reducing service to three days per week (from the

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<sup>8</sup> Defined as not less than 15 miles.

current six). Cutting the service altogether is not desirable, as this is the only transportation option for some residents of the area.

Reducing Route 199 to 3 days essentially cuts the service in half, reducing the marginal operating cost from \$33,700 to \$16,900 per year. The onboard survey conducted as part of this study yielded survey results from eight Route 199 passengers, of whom six indicated they were riding for shopping or personal reasons, and only two indicated they were traveling for work. This indicates that a high proportion of riders could potentially accomplish their travel purpose by shifting their travel to another day. Considering these survey results and applying an elasticity model<sup>9</sup>, a reduction in annual ridership of 1,130 trips would be expected, with a reduction in farebox revenue of \$1,800. It should be noted, however, that ridership on this route has steadily increased over the past several years, and in particular, ridership grew when service became available on a daily basis. It is therefore desirable to allow the ridership to continue to grow to its full potential before deciding to reduce services.

#### Alternative: Extend Arcata Bus to Eureka

During public outreach efforts, several people indicated that RCT service would be more convenient if Route 20 terminated in Eureka rather than in Arcata. Completing a trip to Eureka from Arcata currently requires RCT passengers to take Route 20 to Arcata and transfer to RTS, which is an inconvenience and an added expense of \$2.75 for a standard adult fare.

Arcata was established as the terminus in order to avoid excessive overlap between public transit services, and because of the various connecting services available at the Arcata Transit Center. These include local transit (Arcata Mad River Transit System, or AMRTS), regional transit (Redwood Transit System, or RTS) and intercity transit (Amtrak and Greyhound). This alternative evaluates the options for extending RCT service to Eureka.

Currently, Route 20 has a 40 minute layover in Arcata in the morning (which is used as a driver lunch break), but only 20 minutes in the afternoon and 30 minutes in the evening. Extending the route to Eureka would therefore require an adjustment of the Route 20 schedule. Furthermore, a change in the schedule would need to take into consideration the potential connections to services in Crescent City or Smith River.

Extending the route for the morning and afternoon runs would add 13,500 miles and 401 hours of service annually, increasing costs by \$14,000 per year. Based upon a review of existing ridership and passenger survey data, the extended service would only generate an estimated 255 additional passenger trips per year at a marginal cost of nearly \$55.00 per passenger trip. This high cost per passenger trip and the necessary revision of the schedule make this alternative impractical. Furthermore, the majority of passengers are being well served by having access to intermodal transportation at the Arcata Transit Center.

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<sup>9</sup> Applying an elasticity factor of 0.60, based on observed ridership impacts of similar service modifications.

## Other Service Alternatives

### Volunteer Driver Program for Non-Emergency Medical Transportation

A major concern expressed through stakeholder interviews and SSTAC meetings is the lack of Non-Emergency Medical Transportation (NEMT). This is increasingly a concern for rural areas which are experiencing higher needs for dialysis and other acute medical care needs, while at the same time medical services and transportation services are being reduced in rural communities. Currently, the only resources for NEMT are the RCT Fixed Route and Dial-a-Ride services and the Community Assistance League.

RCT's fixed route services are not particularly suited for medical trips, as reflected by the small percentage (3 percent) who stated that as their trip purpose in onboard surveys. Passengers in need of medical services often need door-to-door service, or more personalized assistance. Dial-a-Ride services are better suited, but are limited by hours of service and reservation procedures, which accommodate many medical transportation needs, but not all. In fact, only 10 percent of survey respondents on Dial-a-Ride listed medical or dental appointments as their primary trip purpose. Furthermore, much of the need for NEMT services is for out-of-county trips, such as to Eureka, Grants Pass and Medford.

The Community Assistance League was designated as the Del Norte region's Consolidated Transportation Services Agency (CTSA). The role of the CTSA is to foster coordination among social service transportation providers in order to utilize existing transportation. Currently, CTSA supports this effort by providing information to individuals regarding what transportation options are available for a needed medical trip, and by reimbursing transit fares or mileage for medical trips. However, the CTSA has a limited budget for such purposes.

Volunteer driver programs can be useful in serving rural areas where budgets will not allow all areas to be served, or where demand is so low and infrequent that regular service is not warranted. The biggest challenge in providing a volunteer driver program is finding, training, and maintaining a volunteer base. Managing the volunteers requires extensive oversight, which can be provided by a half-time transit agency administrative position, or under the oversight of a volunteer organization or board. Locally, the Community Assistance League is likely a good candidate to provide this oversight.

A number of rural areas in California have volunteer driver programs which illustrate the various types of programs as well as "lessons learned." These are described below.

#### *Gold Country Telecare*

Gold Country Telecare in Nevada County began in the 1970s as an all-volunteer transportation service. Telecare's program began as a volunteer service to offer various aid to seniors, but it was quickly realized that transportation was the greatest need of those calling for assistance. Telecare recruited drivers to take seniors to medical appointments. By the mid-1970s, the volunteer program was not enough to meet the needs of residents, so a paid driver program was established. The paid program currently has over 20 full- and part-time drivers covering western Nevada County which has a population around 97,100. However, because Telecare has a limited service area, it still maintains the volunteer driver program. There are currently ten drivers (though two are gone for the winter season), but the number has dropped as low as six. Volunteer drivers are reimbursed at \$0.55 per mile, and the client is charged \$0.65 (the \$0.10

difference going towards administration). The driver provides his or her own vehicle and insurance and pays for fuel. Background checks of potential volunteers are conducted, including fingerprinting, and occasionally drug testing. The program provides between 1,000 to 2,200 miles of service monthly, serving an estimated 30 to 35 round-trips each month.

While, trips are allowed for all purposes, the majority are for medical appointments, primarily in Roseville or Sacramento (though some of the drivers will only go as far as Roseville, due to heavy traffic). Previously, trip purpose was limited to medical appointments only, but when Telecare reduced its service area, it opened up the volunteer program to all trip purposes. Nonetheless, despite the occasional shopping trip to town, the primary use is still for medical trips.

Telecare staff has not found that having a parallel paid program impacts the willingness of residents to volunteer. Where there is an unmet need (such as outside of the paid program service area), volunteers continue to feel their service is worthy. However, other factors have impacted volunteerism, such as when volunteers age and become incapable of driving. Additionally, volunteers have declined to continue when their insurance providers increased their premiums after having identified them as "commercial drivers" because they are paid to drive (though many insurance providers do not consider this a problem). Also, volunteers are facing increased liability costs, increased maintenance costs, and increased fuel costs.

#### *Community Resources Connection, Sonoma/Mendocino Coast*

Community Resources Connection (CRC) started in 1999 as a telephone referral service for South Coast Seniors, Inc. in Gualala, California. CRC gave referrals to individuals seeking services in the community, and offered a handy-person service wherein volunteers would go to callers' homes to do minor repairs. As in Nevada County, the majority of phone calls were inquiries regarding transportation services, primarily for medical appointments. Responding to this need, CRC organized a volunteer transportation program offering free transportation to anyone in the region with an "essential need."

Approximately 35 volunteer drivers who use their own private vehicles and gasoline provide the transportation. Drivers do have the option of receiving gas cards as partial reimbursement for their mileage, but 90 percent of drivers opt out of reimbursement. In addition, the regional transit provider (Mendocino Transit Authority) leases a Dodge Caravan to CRC for \$1.00 per year. The van goes to Fort Bragg on the first Wednesday of each month, and to Santa Rosa on the first Friday of each month, then on each Thursday for the remainder of the month. The van also uses volunteer drivers. There are currently four volunteers who are qualified to drive the van, while there have been as many as eight volunteers who could drive the van in the past. Van drivers must be fingerprinted and trained. Passengers are not charged a fare but are encouraged to make a donation to the CRC, and most donate a nominal amount.

The CRC subsequently shifted from being part of the South Coast Seniors to receiving administrative oversight from Redwood Coast Medical Services. In 2004, however, CRC became a 501(c)(3) nonprofit corporation. CRC has Board consisting of eleven volunteers who meet on a monthly basis to handle normal Board matters as well as manage the organization's administrative functions. In addition to Board members, CRC has volunteer committee chairs and members who are not on the Board.

The Redwood Coast Medical Services (RCMS), the only local medical clinic in the region, provides for the operating cost of the van (insurance, gasoline, and maintenance). The in-kind service by RCMS includes office space, office expenses including a toll-free phone number and insurance, maintenance and gasoline for the van. Approximately 60 RCMS clients use the van service annually.

In addition to costs covered by the RCMS, the CMC provides cash outlay of approximately \$5,000 per year. This covers the cost for the Directors and Officers and General Liability Insurance, as well as office supplies and an annual volunteer appreciation dinner. Cash contributions are received from clients, the general public and board members.

CRC provides approximately 500 one-way passenger trips annually: 410 local (less than 20 miles round trip) and 90 to Fort Bragg or Santa Rosa (110 to 170 miles round trip). Passengers call CRC Monday through Friday between Noon and 4:00 PM to schedule trips, with 48-hour advance notice required. Most of the trips are for medical or dental appointments, or for other errands for daily living including grocery shopping. Phone volunteers who arrange the trips encourage the passenger to make efficient use of the service by completing several errands in one trip rather than scheduling trips on multiple days. In total, CRC provides approximately 18,000 miles per year: 12,200 in the public van and 5,800 in personal vehicles.

#### *Tehama County Medical Transportation Services (METS)*

Tehama County has a volunteer driver program to provide medical transportation. The 23-year-old program is under direction of the Transit Manager within the Tehama Department of Public Works, with a Supervisor working part time Monday through Wednesday to oversee daily operations. The Supervisor is paid \$9.34 hourly without benefits and works an annual maximum of 1,000 hours.

METS currently has ten volunteer drivers. Drivers use their personal vehicles and are reimbursed at the federal IRS rate (currently \$0.56 per mile). Drivers are recruited by word-of-mouth. Ten-year DMV records are required, but fingerprinting is not. Drivers are covered by workman's compensation insurance.

The Supervisor coordinates appointments and assigns trips to drivers. This employee is also responsible for recruiting volunteers, record-keeping and reimbursing drivers. Efforts are made to assign drivers who live closest to the passenger, for greatest efficiency.

Clients are asked for a \$5.00 round-trip donation within Tehama County or \$10.00 round-trip donation to Butte, Glenn, or Shasta Counties. An estimated 80 to 90 percent of clients pay this donation. METS receives \$0.16 per mile reimbursement from the American Cancer Society for passengers seeking cancer treatment. There are 150 regular clients. The program provides between 60,000 to 90,000 reimbursed vehicle-miles each year. While the program is for medical trips only, clients may shop in conjunction with picking up prescriptions, at the driver's discretion. Clients must be ambulatory to use the service. Spouses or attendants may accompany the passenger if desired. Most of the clients are elderly, though some children and other adults use the service as well.



## *Riverside County, California*

Riverside County provides the “Transportation Reimbursement Information Project” (TRIP) volunteer reimbursement program, which has proven to be successful in providing low cost transportation to seniors and disabled persons. It is organized as a customer-driven trip reimbursement program, with volunteer drivers. Because passengers recruit their own volunteers, dispatch costs and related difficulties are eliminated and the risk of using volunteer drivers is lowered. Since its establishment in 1993, the program has provided over 1 million free trips for over 5,000 passengers. The program has completed 14.5 million miles of assisted travel through the help of nearly 1,000 volunteer drivers since 1993.

The Beverly Foundation has been promoting the Riverside County program as a model for new programs nationwide. Part of this effort has been the establishment of the [triptrans.org](http://triptrans.org) website, which provides information regarding the benefits of this approach, and the start-up requirements for a new program. This website provides guidance for recruiting volunteers, training volunteers and risk management.

### *Lessons Learned*

The review of volunteer transportation programs in similar Northern California communities and Riverside indicate the following:

- Volunteer driver programs typically start out from a grass roots effort based on an identified need.
- Overseeing the volunteers requires a dedicated individual, likely a paid employee. In CRC’s case, the program is overseen by a board with the rotating chairman overseeing day-to-day operations. Over 40 volunteers keep the CRC program running.
- Some volunteer programs provide reimbursements, and some do not.
- The biggest challenge is to recruit and maintain volunteers. The volunteers want to feel they are providing a worthwhile service. Turnover is high due to burnout or declining ability, which in turn requires sustained ongoing efforts to attract new volunteers. In the Riverside example where passengers recruit their own drivers from among friends or relatives, this issue is reduced.
- Volunteers are more difficult to recruit as gas prices and auto insurance costs increase.
- Grant funding can be obtained to offset costs of reimbursed driver volunteer programs. Using such grants may limit trip purpose and client eligibility.
- Volunteer driver programs require a “sponsor” such as a non-profit or government agency.

### *Establishing a Volunteer Driver Program to Serve Del Norte County Residents*

To establish a volunteer driver program, the first step would be to determine who would oversee or “sponsor” the program. The Community Assistance League, as the County’s CTSA, would be a likely candidate. This volunteer-based organization (previously as Easter Seals) has

operated for over 40 years and is easily the most recognizable source of volunteerism in the community. Another potential sponsor is Coastline Enterprises, which has experience providing NEMT within the community.

Regardless of who oversees the program, it would require a half-time position (paid) and funding for either full or partial reimbursement of mileage costs. A half-time position, without benefits (but with workmen's compensation and unemployment insurance) would cost approximately \$15,000 annually (at \$10.00 per hour). Reimbursement for volunteer mileage would add costs of \$15,000 to \$30,000 depending on the rate of reimbursement and the actual miles provided. While this type of program could previously be funded through a 5317 New Freedoms Grant, this program has been combined under the 5311 Rural Transit Program. Funding this position would therefore likely compete with other existing transit services. The current funding for the CTSA to purchase transit fares and gas vouchers could be used to partially cover this program if it were determined this was a better use of funds. Unless additional grant funding becomes available, this program would require a reduction in funding for other transit services.

#### One-Day-A-Week NEMT Bus Service

Another means of addressing some of the NEMT needs of Del Norte County residents would be to provide a medical trip bus service to an area that has more extensive medical services (such as McKinleyville / Arcata / Eureka, California, Grants Pass, Oregon, or Medford, Oregon). This could be done on a weekly basis (one day to one of these locations each week). For instance, service could be provided every Tuesday, except that the day of service would shift to Wednesday on weeks when Tuesday is a holiday. This service would differ from typical bus service in that it would be tailored to the specific needs of patients:

- Service would be provided by reservation only, with reservations required no less than 2 business days prior to the day of service (such as 5 PM on Friday prior to a Tuesday trip). One option would be to only operate the service only if a minimum number of passenger requests (such as 3) have been received.
- The bus would depart Crescent City at 7:30 AM, providing time for Dial-A-Ride to transport passengers to the Cultural Center and for passengers to transfer from the first southbound Route 20 run. Additional stops south or east of Crescent City would be made as needed to serve passengers with reservations.
- In the destination region, passengers would be dropped off at their specific medical appointment location. Passengers would be required to make all reservations between 10 AM and 2 PM. During this period, the bus would be used to transport passengers between appointments, or to the pharmacy or other medical stops.
- The bus would depart once all appointments are completed, but no later than roughly 3:30 PM from Eureka or Grants Pass, and no later than 2:30 PM from Medford. This would allow transfers to the 5:40 northbound Route 20 departure from Crescent City, as well as adequate time for Dial-A-Ride to take passengers home.
- A straightforward fare policy for this service would be to make it consistent with other services between Del Norte and Humboldt Counties, requiring either a cash fare of \$30.00 per one-way trip or the \$35.00 five-day Redwood Rider pass. For Medford, which

is 25 miles further, a \$35.00 one-way fare would be appropriate, or a \$5.00 surcharge on the Redwood Rider pass to be able to go to Medford.

The marginal operating cost of this service would be the same for Eureka or Grants Pass, as each is approximately 85 miles from Crescent City. As shown in Table 26, the marginal operating cost would be \$16,300 annually. The cost to go to Medford would be slightly higher, at \$16,900 (operating the same number of hours).

Ridership potential of this service is difficult to determine because there are many unknowns. There is no easily available data on where residents of the region go for outside medical services. Based on the ridership for a similar service connecting Placerville, California with medical destinations in the Sacramento area (adjusted to reflect the differences in transit demand), it can be assumed that this service would generate on the order of 200 one-way passenger-trips per year. Farebox revenue would be an estimated \$3,500 to \$4,000, as shown in Table 26.

#### Provide Non-Emergency Medical Transportation in Coordination with Humboldt Transit Authority

A final possible strategy for serving NEMT demand would be to assist Route 20 passengers in making connections to the Humboldt County paratransit system to complete their trips for medical appointments in the Arcata/Eureka area. The Dial-a-ride program in Humboldt County is administered by Humboldt Transit Authority (HTA) and contracted out to City Cab of Arcata.

The HTA Dial-a-Ride program operates under the following parameters:

- Passengers must be ADA-eligible to use the service. Visitors to the system can have their eligibility paperwork faxed to HTA ahead of the trip. HTA honors out-of-county certifications.
- Reservations are required 24 hours in advance. Hours of operation are 6:00 a.m. to 7:00 p.m., Monday through Friday and 7:30 a.m. to 5:30 p.m. on Saturday.
- Fares are \$3.00 per one-way trip per zone, and there are 12 zones in Humboldt County. Del Norte County residents using the service would likely remain within the three zones of Eureka / Arcata / McKinleyville. A one-way trip within the city limits of Arcata is \$3.00. Arcata to Eureka is two zones, requiring a \$6.00 one way fare. Fares are calculated when reservations are made.
  - Eureka Service Area: This service area is the same as that for the Eureka Transit Service which includes Pine Hill, Myrtletown, Bayshore Mall, and Cutten (as far out as Campton Road). One ticket will be collected per trip.
  - Arcata Service Area: This service area is the same as that for the Arcata Transit Service. One ticket will be collected per trip.
  - McKinleyville Service Area: The southern boundary begins at the Mad River, from the Pacific Ocean to the intersection of North Bank Road at State Highway 299. The northern boundary is U.S. Highway 101 at the Little River Bridge located by the Highway Patrol scales, and to Crannell Road where it crosses Bullwinkel

Creek. The eastern boundary ends at the end of Hiller Road, and the western boundary ends at the end of Gwin Road. One ticket will be collected per trip.

- Tickets are \$3.00 each and are sold in strips of six for \$18.00. There are no refunds. Tickets can be purchased online, by mail (once eligibility is established) or by phone with a credit card. Personal Care Attendants ride free (proof of need is required); otherwise, one guest may ride for the same fare if room is available.
- Those who have folding wheelchairs and can transfer to a cab must use the regular cabs or mini-van instead of the Dial-a-Lift wheelchair van. Passengers must schedule rides 24 hours in advance, and be ready to go when the vehicle arrives. Drivers will only be able to make one stop and each time a passenger gets into the cab it will count as a separate trip and require new tickets.

To access this service, passengers would use private transportation or DAR to get to Route 20 for the 7:30 AM departure. Currently, the Route 20 schedule would restrict passengers to departures from the Cultural Center in Crescent City at 7:30 AM, arriving in Arcata at 9:30 AM, and departing from Arcata at 5:15 PM, arriving at the Cultural Center in Crescent City at 7:15 PM (past current DAR service hours). For passengers that require Dial-A-Ride service in Crescent City, this would require extension of Dial-A-Ride hours of service until approximately 8:00 PM. This option would require upwards of 13 hours for a Crescent City resident to complete a round trip, which would be difficult for many persons to complete. As a result, the effective use of this alternative would be limited to those with medical needs that are also healthy enough to undertake a very long travel day.

One option to increase the potential usefulness of this strategy would be to operate a mid-day NEMT trip between Crescent City and Arcata. This could be operated one or two days per week, and only if a minimum number of ride requests are received 24 hours in advance. The midday vehicle would pick up passengers in Crescent City at the Cultural Center at 11:45 AM, and then depart for Arcata stopping in Klamath, Orick and McKinleyville by reservation, arriving at the Transit Center in Arcata at 1:15 PM. The bus would then return northbound at 1:30 PM, arriving at the Cultural Center at 3:00 PM.

This would allow passengers to have either morning appointments (taking Route 20 to Humboldt County, and returning on the midday medical shuttle) or afternoon appointments (taking the midday medical shuttle to Humboldt County, and returning on the Route 20 5:15 PM departure from Arcata). It would provide passengers four hours in Arcata in the morning or afternoon to complete their medical appointments including transportation to and from the transit center. This alternative would include an added stop in McKinleyville on Route 20 on the days of the medical shuttle so that passengers could make connections with the HTA DAR. Route 20 would exit at School Road and make one stop at Rays at School Road and Central Avenue, returning to Highway 101 via Central Avenue.

Administratively, this alternative would require either Community Assistance League (as the CTSA) or First Transit to arrange rides on all portions of the trip. Passengers would likely require a Redwood Coast DAR reservation to get the passenger to Route 20, and up to three HTA reservations to get to medical appointments and back to either the midday medical shuttle or the afternoon northbound Route 20. Under the current fare structure, a typical trip (for a passenger requiring DAR in Crescent City) would be:

- \$1.25 DAR to Route 20 southbound
- \$35.00 Redwood Rider Pass
- \$6.00 to \$12.00 of HTA fare (purchased in strips of 6 for \$18.00) to get to and from medical appointments
- \$1.25 DAR from northbound Route 20 (or the medical shuttle)
- Total of \$43.50 to \$49.50 (\$37.50 on RCT)

If a rider already has a Redwood Rider Pass, the marginal cost of the day's trip would be \$8.50 to \$14.50. Furthermore, for qualifying low-income individuals, the CTSA currently pays the full cost of medical trips made by public transit.

Morning trips could be accommodated on the existing Dial-a-Ride and Route 20, but evening trips would require the DAR to be extended, as passengers would not be arriving on Route 20 until 7:15 PM. Assuming implementation of the alternative which calls for reinstating fixed route and DAR hours to 7:30 PM, hours would need to be further extended to 8:00 PM for returning passengers from Route 20, adding a half hour of DAR service. This would be a marginal cost, however, since dispatch hours would not be required as passengers would only be returned from Route 20 and no pick-ups would be scheduled during this time.

In total, this alternative would require 3.25 service hours per day for the medical shuttle, plus an additional 0.5 hour of DAR, adding 4.25 hours of service per week, or 221 service hours annually at a marginal cost of \$8,300, as shown in Table 26. Assuming ridership of 200 passengers annually, the fare revenue would be \$3,750, for a marginal subsidy of \$4,550.

The benefit of this alternative is that it would provide access to medical appointments at a low cost to Redwood Coast Transit. However, passenger fares would still be relatively high for passengers, at approximately \$45 round trip per visit. Additionally, trip planning could be complicated, requiring coordination between RCT DAR, Route 20 and HTA DAR. Furthermore, if there was difficulty in getting a passenger back to Route 20 at the end of the day, it would either cause significant delays on northbound Route 20 or strand potentially frail medical passengers in Arcata.

Despite the potential negatives of this alternative, at a minimum, RCT should make passengers aware of the HTA Dial-a-Ride services in Humboldt County in the event anyone would wish to plan their own extended trip from Route 20, and provide assistance in coordinating with HTA.

### **Service to Additional Remote Areas of Del Norte County**

With the addition of Route 199 service to Gasquet, RCT routes now serve every community of significant size in Del Norte County, and are accessible to a very high proportion of the population. However, there are scattered pockets of residences in rural/remote areas that are not served, such as the single family homes along SR 197 (North Bank Road) in the vicinity of the Del Norte Golf Course. A review of currently-unserved areas indicates that none could be provided with fixed route service in a manner that would come close to meeting transit performance standards. However, implementation of a volunteer program, as discussed above, could provide additional mobility options for residents of remote areas.

## **Coordinate an Evening Shuttle Serving College of the Redwoods**

The public input process generated several requests for transit service to accommodate evening classes at the College of the Redwoods. The latest fixed route service occurs at 6:13 PM. A review of course offerings for Fall 2013 indicates that there are a total of 24 classes (which is 34 percent of the 71 classes offered) that end after this "last bus". Common class ending times are 6:40-6:45 PM (5 classes), 7:20-7:40 PM (4 classes), 8:25-8:40 PM (5 classes), 9:10-9:25 PM (4 classes) and 10:00 PM (4 classes). While the number of students attending evening classes indicates a demand for later evening service, it is not substantial enough to financially warrant extended fixed route schedules. Rather, a more feasible option could be to work with College of the Redwoods on the implementation of an evening shuttle program.

The shuttle program would be available to students whose classes end when transit is not operating. One strategy would be to have College of the Redwoods contract with RCT to provide a ride home service for students that reside within the Crescent City area that attend later classes. Rather than providing multiple "runs", the shuttle program would consist of five departures from the college (consistent with the times listed above) to provide trips to student's homes (or other locations), provided they are within the Dial-A-Ride service area. (While there are five classes that begin later than transit service is offered, the shuttle program would strictly be for rides home after classes, not service to transport student to campus.)

According to the schedules, classes are held Monday through Thursday, with each day having courses ending after transit is available. To operate the service, a total of 4 vehicle-hours per day would be required. If service is provided during the Fall and Spring semesters (but not Summer, with substantially fewer classes), it would be provided 132 days per year. Total costs for 528 vehicle-hours of service per year would equal approximately \$14,900 annually. Because the service would use existing vehicles that are not in service in the evening, there are no vehicle costs associated with this alternative. Considering the number of individual evening class events per week (26) and the proportion of students that would use the transit service, a reasonable estimate of ridership would be 12 passengers per day, or 1,600 per year. Multiplied by the existing average fare per person on the City Routes, this would generate \$1,570 in fares per year, resulting in an annual subsidy need of \$13,330 per year.

This service could be considered to be part of a comprehensive public transportation program, making it potentially eligible for public funding. However, this need would have to compete with other transit funding needs in Crescent City, such as the existing Dial-A-Ride and fixed route services. As all existing ongoing operating funding sources are fully utilized, public funding would be doubtful. Alternatively, the College could choose to fund the service internally, such as by increasing student registration fees, fundraising activities, or other similar means.

## **Expanded Transit Access to National and State Parks**

The Del Norte region boasts a rich natural environment which draws tourists from all over the world. The Redwood State and National Parks in Del Norte and Humboldt Counties provide year-round recreation to locals and visitors alike. Transit systems are increasingly coordinating with national and state parks to enhance non-auto access to sensitive areas, encourage increased visitation, as well as to generate additional transit ridership. Redwood Coast Transit's Route 20 has the potential to serve numerous trail heads and activity centers within the Redwoods National and State Parks. Key access points already served consist of the following:

- Enderts Beach Road – Passengers deboarding at Enderts Beach Road have a 0.8 mile walk to Enderts Beach.
- Damnation Creek Trailhead – This on-call stop 10 miles south of Crescent City provides access to a 4.5 mile round-trip hike down to a secluded cove. It also provides the opportunity to hike the Coastal Trail (roughly 10 miles) north to Enderts Beach, as well as access in the opposite direction to the DeMartin backpacking campground (roughly 2 miles).
- Lagoon Creek – In addition to a picnic area, this stop 15 miles south of Crescent City provides access to the Yurok Loop Trail (1.25 miles round trip).
- Requa – A passenger deboarding at Requa can walk along Requa Road and the Coastal Trail, either returning to Requa or ending up at the Lagoon Creek stop (approximately 8 miles).
- Elk Meadow – This stop just north of Orick provides access to the 2.75-mile Trillium Falls Trail.

In addition, there are two potential modifications to Route 20 that could increase the recreational access potential of the route, as discussed below.

#### Serve Prairie Creek Visitor Center

Currently, Route 20 between Crescent City and Arcata operates on Highway 101 and bypasses the Prairie Creek Visitors Center. By re-routing the bus to the visitor center, which is just over a mile off of Highway 101 on Newton B Drury Parkway, direct access could be provided to Prairie Creek State Park. There are two options for providing this access, as discussed below.

#### *Re-route Route 20 via Newton B Drury Parkway, Year-Round*

Under this option, Route 20 would operate via Newton B Drury Parkway instead of Highway 101. Newton B. Drury Parkway, also known as “Old Highway 101” is a two-lane roadway within Park boundaries. The speed limit is 45 miles per hour north of the Visitors Center and 35 miles per hour to the south, compared to 65 miles per hour on Highway 101, but the route is shorter at 9.3 miles compared to 11.1 miles. At times, traffic (particularly recreational vehicles) on this narrow roadway north of the Visitors Center also adds to travel time. On the other hand, the grades are less on Newton B. Drury Parkway, which is a benefit in icy conditions and easier on bus engines. It should also be noted that parks staff indicates that, due to the narrow roadway width, lack of shoulders and lack of parking turnouts, the buses would not be allowed to serve other stops along the Parkway north of the Visitors Center.

A comparison of travel times on this route option versus the existing route indicates that it would add approximately three minutes of travel time (including one minute for traffic delays). As shown in Table 27, traveling on the Parkway year round would reduce mileage by 3,400 annually, but would add approximately 90 hours of service hours annually. Overall operating costs would decrease slightly (-\$200). It is estimated this service would increase ridership on Route 20 by several people every summer day, and several trips per week in the off season. As discussed below, a “Parks Day Pass” would result in passenger revenues per one-way trip of

\$2.50, generating additional fare revenues of approximately \$1,300. This option would therefore reduce subsidies by \$1,500 annually.

*Serve Prairie Creek Visitor Center via South End of Parkway in Summer*

Under this option, Route 20 would exit US 101 at the south end of the Newton B. Drury Parkway to serve the Prairie Creek Visitor Center, then return to the same exit (rather than travel on the northern portion of the Parkway). This is a 2.4 mile round-trip detour, which would add 900 miles and 60 hours of service each summer at a cost of \$2,100, as shown in Table 26. Assuming several additional passenger trips daily, this would generate approximately \$1,000 in fares annually, for a subsidy increase of \$1,100 annually. Three minutes would be added to the schedule in each direction in the summer only. As a result, the schedule would change twice a year, which is a potential source of confusion among passengers.

<b>TABLE 27: Route 20 Options for Serving Prairie Creek Visitor Center</b>					
Alternative	From	To	Route	Travel	
				Time (minutes)	Miles
<b>Current</b>	North end of Hwy 101	South end of Parkway	Via US 101	11	11.2
<b>Option: Through Travel on Parkway</b>					
	North end of Hwy 101	Visitor Center	Parkway	12	8.1
	Visitor Center	South end of Hwy 101	Parkway	2	1.2
				14	9.3
<b>Option: Access Via South End of Parkway</b>					
	North end of Parkway	South end of Parkway	Via US 101	10	11.2
	South end of Parkway	Visitor Center/Back	Parkway	4	2.4
	Total			14	13.6
<i>Source: LSC Transportation Consultants, Inc.</i>					

*Summary*

Under either option, three minutes would be added to the schedule in each direction. There is enough leeway in the current schedule to accommodate this and still make intercity connections with Curry County in Smith River and Greyhound and Amtrak Thruway in Arcata. Through travel along the Parkway results in shorter mileage, but there is potential for delays due to slower site-seeing vehicles. In winter, redwood debris can infrequently create slippery conditions or hazards on the roadway. However, the lower grade is an advantage for the vehicles. Because the visitor center is along this route, the added few minutes of travel per vehicle trip would seem like less of a delay for passengers than exiting Highway 101 specifically to serve the Visitor Center (often without serving any passengers) from the south end of the Parkway. The lower operating cost is also a strong argument for this option. Overall, this is the preferable of the two route options.



Given the modest increase in costs and the potential for additional ridership to the State Park, modifying Route 20 to serve the Prairie Creek Visitors Center via a through movement on the Parkway is recommended. RCT staff will need to coordinate with parks staff to identify appropriate bus stops for service in both directions. Furthermore, on occasion the Parkway is closed due to inclement weather and debris on the roadway, which would force RCT to operate on US 101. The State Park provides road closure information to Caltrans, posts it on its website, and makes radio announcements. On days when the Parkway may be closed, it would be a simple matter for RCT staff to determine its status prior to the start of Route 20 runs, and provide this information to drivers and to transit passengers.

#### Serve Patrick's Point Visitor Center

Patrick's Point State Park, located near Trinidad in Humboldt County is one of the more popular State Parks in the North Coast region. In summer, the 120 camp sites are continually booked, and day use is popular for campers and area recreationists.

To serve Patrick's Point via Route 20 would require exiting Highway 101 at Patrick's Point Drive and traveling just over a half mile to the entrance station and visitor center. To turn around would require entering the park and using the turn-around at the kiosk. This area can be quite congested with day users and campers checking in, which could delay the bus by up to roughly ten minutes. Serving Patrick's Point at the Visitor Center would add 400 miles and 80 hours of service each summer, at a cost of \$1,600, as shown in Table 26. Assuming several additional passenger trips daily, this would generate approximately \$1,200 in fares annually, for a subsidy of \$400 annually.

To avoid the congestion associated with the visitor center, the bus could continue along Patrick's Point Drive to Azalea Glen RV Park and Campground, which has a roundabout at the main office. Using this as a turnaround would require permission from the owners, but it would be an easy location for the bus to pull through, and residents and visitors of the RV Park (which has approximately 15 short-term and 15 long-term rentals) could access public transit. The bus would stop in front of Patrick's Point State Park entrance to drop off or pick up passengers. This option would add 400 miles and 30 hours of service each summer at a cost of \$700 annually. Assuming several additional passenger trips daily, plus one per week from Azalea Glen, this would generate approximately \$1,500 in fares annually, reducing current subsidies by \$800 annually.

The additional time to serve Patrick's Point would delay passengers traveling through the area on Route 20, and would increase the possibility of missing connections elsewhere along the route. Given this impact to the overall service, providing access to Patrick's Point State Park on Route 20 would not be a net benefit to the service.

#### Serve Kuchel Visitor Center

Route 20 currently stops at the National Parks South Operations Center in Orick, where Orick residents and Park employees may access transit, but does not stop at the Kuchel Visitor Center. This Visitor Center is located just south of Orick and is considered the "gateway" to the Redwood State and National Parks. The center also includes an interpretive trail and Freshwater Lagoon. The Visitor Center could be served with minimal delays, as it provides a convenient travel path to turn the bus around with little conflict with parking maneuvers, so that serving

the Visitor Center would not affect scheduling or operating cost. It would, however, improve access for recreational travel.

Given the seasonal nature of demand, it would be appropriate to serve this location on a request basis. Passenger desiring a drop-off at this location would simply ask the Route 20 driver upon boarding the bus to make the stop. For pick-ups, a not in the schedule (as well as signage at the Center) would inform passengers to call the RCT dispatcher at least 30 minutes prior to the desired scheduled service time, so that the message may be relayed to the driver.

Improved Marketing of Recreational Access via Route 20

The addition of service to the Prairie Creek Visitors Center, along with the existing recreational access options discussed above, provide a good opportunity for Redwood Coast Transit to expand marketing efforts for visitors and local recreationalists staying in Del Norte County. This effort could include the following:

- Preparation and distribution of a new, separate brochure extolling the recreational opportunities provided by Route 20. This could focus on the existing recreational access locations and the Prairie Creek Visitors Center. It should also provide some examples of recreational day trips using Route 20, such as a 7:30 AM departure from the Cultural Center, drop off at Damnation Creek around 7:45 AM, and a northbound pickup around 12:05 PM at Enderts Beach.
- Development of a new "Parks via Transit" page on the RCT website, using the materials provided in the brochure.
- Inclusion of RCT Route 20 information in the National and State Parks Visitor Guides and website.
- Establishment of a "Parks Day Pass" available for travel between Crescent City and the Kuchel Visitor Center near Orick, in order to avoid the high existing fares for travel between Del Norte and Humboldt Counties (and to provide a consistent and convenient fare for all recreational travel). A reasonable cost for this pass would be \$5.00.

Furthermore, the Yurok Tribe is continuing to focus on eco-tourism and access to ancestral lands through trails, boating and bus tours. RCT should coordinate with the Yurok Tribe to maximize marketing efforts for both entities.

## **COMPARISON OF ALTERNATIVES**

A comparison of the service alternatives is presented in Table 28 and Figures 22 through 26. Note that alternatives which were discussed qualitatively rather than quantitatively are not reflected in this summary. The operating characteristics of each of the alternatives are shown, with the assumption that each would be individually implemented in addition to or as a replacement of the current services, as appropriate. Performance measures of the alternatives can then be evaluated in terms of how the change in service would impact the transit program. A review of this summary indicates the following:

- The impact of the various alternatives on annual ridership ranges from a decrease of 1,330 passenger trips annually (for reducing Route 199 to three days per week) to an

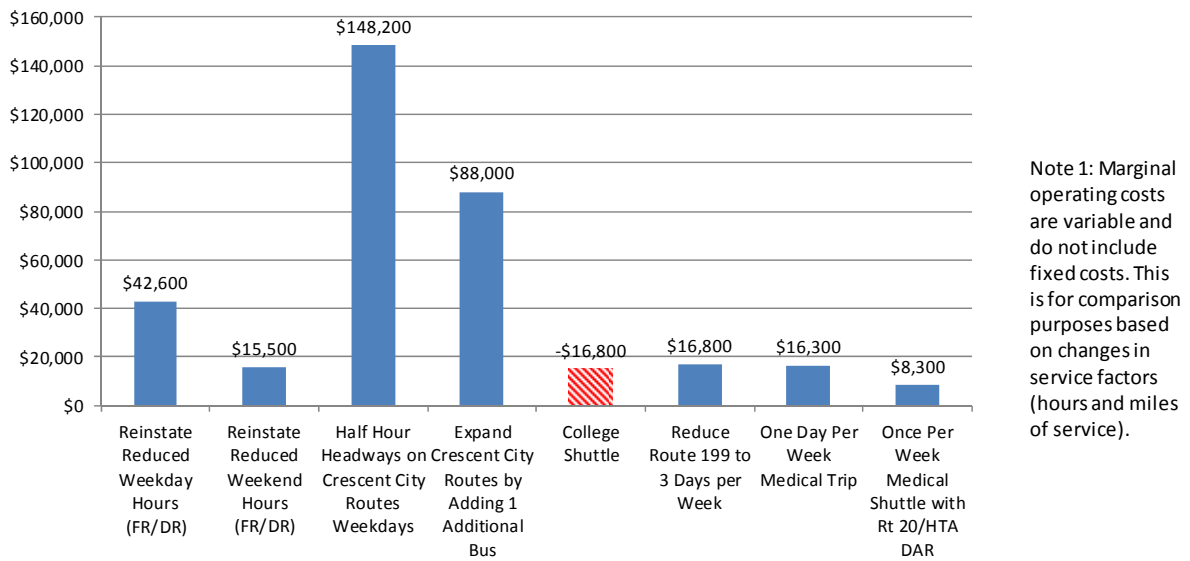
**TABLE 28: Service Alternatives Performance Measures**

TABLE 28: Service Alternatives Performance Measures									
Services	Vehicle Hours	Marginal <sup>1</sup>		Farebox Revenue	Relative <sup>2</sup> Farebox Ratio	Required Marginal <sup>1</sup> Subsidy	Marginal <sup>1</sup> Subsidy/ Psg'r Trip	Passenger Trip per Hour	
		Operating Cost	Ridership						
Status Quo									
Dial-A-Ride Service	6,982	\$47,400	15,500	\$19,500	41.1%	\$27,900	\$1.80	2.2	
Route 10: Klamath	1,867	\$57,300	11,200	\$16,000	27.9%	\$41,300	\$3.69	6.0	
Route 20: Smith River-Arcata	4,726	\$157,700	19,800	\$60,500	38.4%	\$97,200	\$4.91	4.2	
Route 20: Night Run	1,348	\$48,100	2,300	\$8,100	16.8%	\$40,000	\$17.39	1.7	
Route 199: Gasquet/Hiouchi	1,114	\$33,700	3,500	\$4,700	13.9%	\$29,000	\$8.29	3.1	
Crescent City Rts: Status Quo	6,982	\$175,900	96,800	\$95,000	54.0%	\$80,900	\$0.84	13.9	
RCT Systemwide: Status Quo	17,903	\$520,100	149,100	\$203,900	39.2%	\$316,200	\$2.12	8.3	
Alternatives (Impact of Additional Services)									
Reinstate Reduced Weekday Hours (FR/DR)	1,750	\$42,600	6,200	\$6,200	14.6%	\$36,400	\$5.87	3.5	
Reinstate Reduced Weekend Hours (FR/DR)	612	\$15,500	900	\$900	5.8%	\$14,600	\$16.22	1.5	
Half Hour Headways on Crescent City Routes Weekdays	5,884	\$148,200	34,900	\$34,300	23.1%	\$113,900	\$3.26	5.9	
Expand Crescent City Routes by Adding 1 Additional Bus	3,491	\$88,000	7,300	\$7,200	8.2%	\$80,800	\$11.07	2.1	
College Shuttle	528	\$14,900	1,600	\$1,600	10.7%	\$13,300	\$8.31	3.0	
Reduce Route 199 to 3 Days per Week	-557	-\$16,800	-1,330	-\$1,800	10.7%	-\$15,000	\$11.28	2.4	
Once Per Week Medical Trip to Eureka Region	485	\$16,300	200	\$3,500	21.5%	\$12,800	\$64.00	0.4	
Once Per Week Medical Trip to Medford	485	\$16,900	200	\$4,000	23.7%	\$12,900	\$64.50	0.4	
Once Per Week Medical Trip to Grants Pass	485	\$16,000	200	\$3,500	21.9%	\$12,500	\$62.50	0.4	
Once Per Week Medical Shuttle with Rt 20/HTA DAR	221	\$8,300	200	\$3,750	45.2%	\$4,550	\$22.75	0.9	
Note 1: Marginal costs include only variable costs (hourly and mileage) and exclude fixed costs. As a result, subsidies are also "marginal".									
Note 2: The farebox ratio is "relative" as it considers marginal costs, not total costs.									
Source: LSC Transportation Consultants									

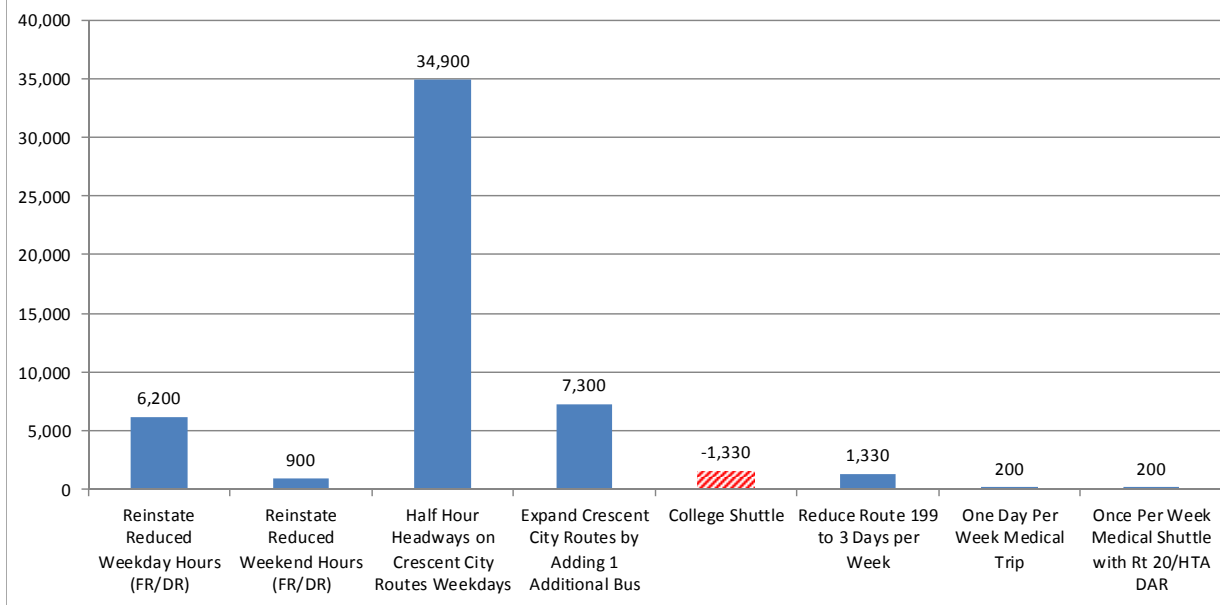
increase of 43,500 passenger-trips (for the alternative offering half-hour headways on Crescent City routes).

- The impact on annual marginal<sup>10</sup> subsidy requirements ranges from a decrease of \$15,000 (again, for reducing Route 199) to an increase of \$36,400 (for reintroducing cut weekday service) to an increase of \$113,900 (for half-hour headways in Crescent City).

**FIGURE 22: Marginal<sup>1</sup> Operating Cost of Service Alternatives**



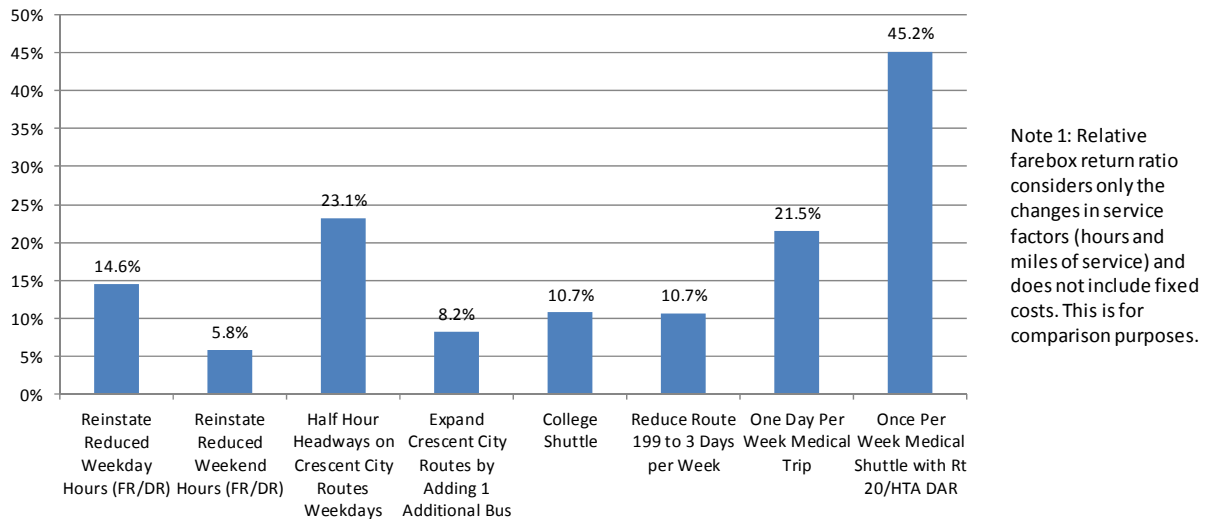
**FIGURE 23: Annual Ridership of Service Options**



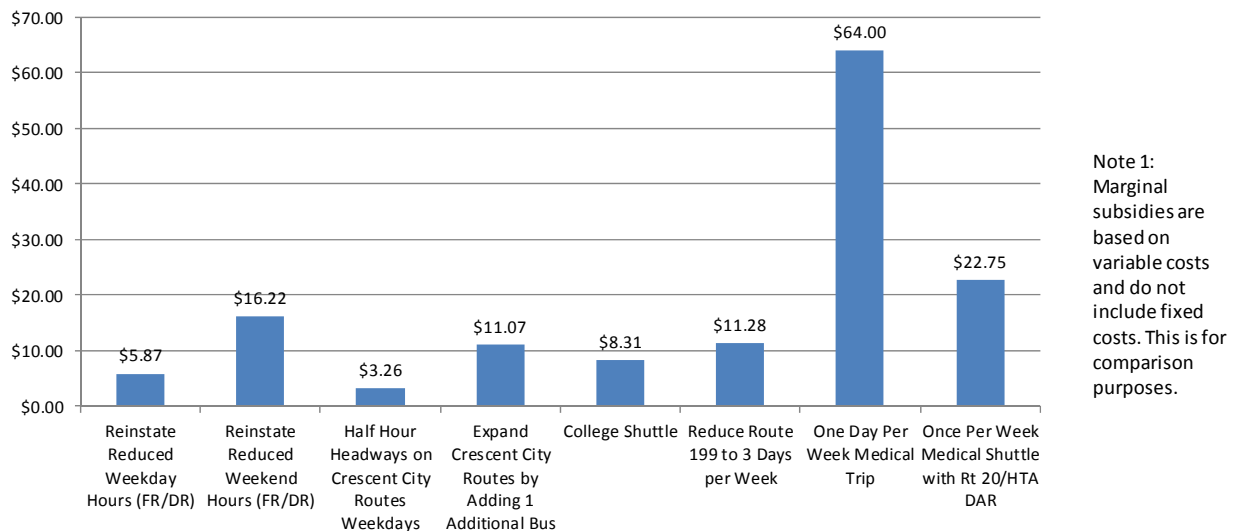
<sup>10</sup> Again, "marginal" is used to define the variable costs and subsidies, excluding fixed costs.

- The estimated additional passenger-trips provided per vehicle-hour of transit service ranges from a low of 0.4 (for the weekly medical van service options) to 3.5 (for reinstating the eliminated Crescent City weekday hours of service) to a high of 5.9 (for half hour headways). This is in comparison to the status quo of 12.1 passenger-trips per hour of service on the Crescent City Routes, and 7.2 passenger trips per hour of service system-wide. In the opposite direction, 2.4 passenger-trips would be “lost” for every hour reduction in Route 199 service associated with reduction to three days of service per week.

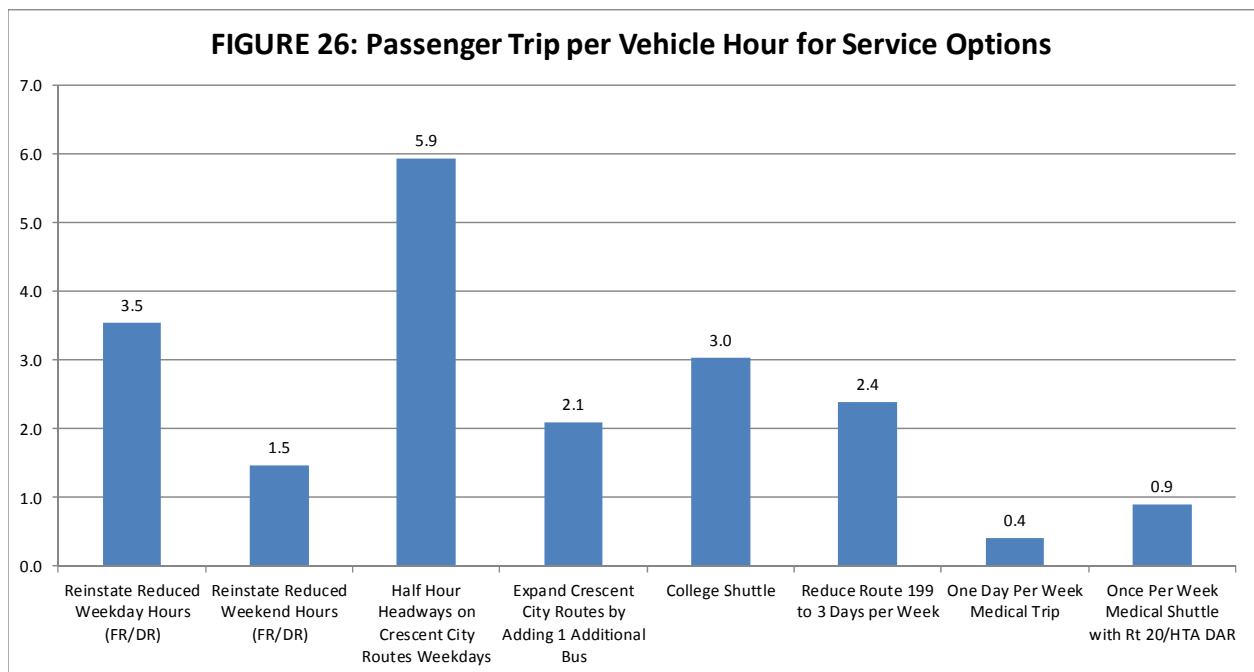
**FIGURE 24: Relative<sup>1</sup> Farebox Return Ratio for Service Options**



**FIGURE 25: Marginal<sup>1</sup> Subsidy per Passenger Trip for Service Options**



- The “relative farebox return ratio” is the ratio of the net change in fare revenues to the total operating costs. While the farebox return ratios in Table 28 are relative (since they are based on marginal costs), they offer a basis of comparison. The once-a-week coordinated medical shuttle to Arcata has the highest ratio at 45 percent, while the reinstatement of weekend hours in Crescent City has the lowest at 5.8 percent.
- The best measure of the value of these alternatives is the resulting marginal subsidy per passenger-trip. Based on this measure, the half-hourly service in Crescent City has the best cost value, resulting in a marginal subsidy of \$3.26 per passenger trip, followed by reinstatement of weekday service hours which results in an estimated \$5.87 per passenger trip. As a comparison, the status quo system has a marginal subsidy of \$2.12 per passenger trip (and only \$0.84 for Crescent City routes). The poorest cost value is for the medical van, which has a very high marginal subsidy at \$64.00 per passenger trip.



Overall, Table 28 presents the differences in the various alternatives. While the half-hour headways in Crescent City generate the greatest ridership, this comes at a relatively high cost. The reduction of Route 199 offers some cost savings, but it results in poorer overall service and upsets the balance of service provided in the County outside of Crescent City. Reinstating the longer span of service on weekdays in Crescent City offers improved service quality and a marginally increased cost.

### MANAGEMENT OF THE TRANSIT SYSTEM

The administration of the Redwood Coast Transit Authority is provided by Mark Wall Associates while day-to-day operations and maintenance management is provided by a private contractor, currently First Transit Group. First Transit directly employs drivers and dispatchers, conducts training programs, maintains vehicles, counts fares, addresses most passenger information requests and complaints, maintains the transit operations facility, and prepares reports utilizing formats provided by Mark Wall Associates. Mark Wall Associates provides higher-level oversight of the program, including the following:

- Oversight of the First Transit Group contract
- Preparation and monitoring of the RCTA budget
- Preparation and management of transit grants
- Preparation of reports to the RCTA Board, and (as necessary) the DNLTC Board
- Procurement of transit vehicles, bus stop equipment, and other major capital items
- Design of bus routes, fare schedules, and other transit services
- Prepares or participates in transit planning studies
- Oversees and coordinates development of marketing materials
- Coordination with other public entities

Mr. Wall is generally in Del Norte County for several days five to eight times per year, including meetings of the RCTA Board. This contract has been in effect since 2005. The current compensation under this contract is \$71,138 per year. Mr. Wall's time is shared with a similar arrangement as contract manager for the Lake County transit program.

This arrangement has generally served RCTA well, as has been reflected in the most recent two Triennial Performance Audits of the program. In particular, Mr. Wall facilitated development of the Authority as an organizational structure for transit. Under the RCTA policy direction and Mr. Wall's recommendations, the transit system has greatly increased ridership and efficiency based on industry standard performance measures. RCTA has substantially increased the contribution of federal grants to pay for needed services, and Mr. Wall designed and implemented successful local, regional, and intercity bus routes. The management arrangement has been successful in negotiating the difficult economic conditions since 2007, while still providing a financially viable transit service that has maintained core services. Part of the reason for this is an effective contract structure and relationship with First Transit that limits rate increases while maintaining flexibility to modify services.

While the arrangement has been successful, Mr. Wall has suggested that this Transit Development Plan Update explore several areas to improve the organization or to anticipate needed change in the administration and management of RCTA and RCT services. These are discussed below.

Bus Stop Development Collaboration: The City, County, and private developers have installed all of the shelters for RCTA, including the 12 shelters and bench purchased in 2013. The approach so far has been reactive rather than proactive. RCTA is working with the City and County to develop Memorandums Of Understanding (MOUs) to describe a collaborative

approach to developing passenger facilities. RCTA could similarly work with Tribal Governments for passenger amenities on Tribal lands. The MOUs could include development standards, planning and location of passenger facilities, engineering and construction of improvements, maintenance responsibilities, liability, and cost reimbursement. This issue is discussed further in the Capital chapter.

Management Succession: Mr. Wall has recommended that the SRTDP include a discussion of management succession, since there is a possibility that he will retire within the time frame of the plan (2014-18). A key consideration is that the knowledge and expertise needed to successfully manage a public transit system is very important, and also relatively rare. This is particularly true in California, given the unique transit funding programs and reporting requirements, such as the Transportation Development Act, Proposition 1B, and etcetera. On the other hand, managing the RCT program (beyond the day-to-day management provided by First Transit) is not a full-time job, and establishing it as a full-time job would increase costs.

The salary and benefits that would be required to attract a qualified candidate to a full-time position would be substantially higher than the current annual contract amount. Given the remoteness of Del Norte County from major urban areas, moreover, the potential pool of candidates with both the necessary level of expertise and the interest in living in a remote (though attractive) region is probably quite small.

The optimal plan should reflect potential transit system financial growth and ability to pay for qualified staff, as well as an evaluation of various employment and organizational arrangements. Employment and organizational arrangements include a consulting contract similar to current practice, hiring an administrator through an at-will employment contract (either directly or through an employee leasing service), collaborating with other agencies to share an employee between several programs, or possibly even contracting with a transit contracting company to provide a manager.

The plan should also consider time required for implementation and transition. This might then be used to build a notice requirement into the existing contract for management services, and to anticipate a transitional period when Mr. Wall would be available on retainer and/or per hour basis for coordination with the administration and the board of directors.

## MARKETING

Transit marketing in rural areas is a particular challenge because the rural transit agency is typically dealing with a small target audience and a small budget. Marketing tools in a rural area can include the following:

***Branding:*** Transit vehicles and bus stops/amenities are a transit system's form of "packaging." They are the most visible and cheapest communication tool. The image they create is a reflection of how the public views the transit system.

Redwood Coast Transit's buses and bus stop signs all use a uniform logo which is attractive and distinctive. However, some passengers have commented on the poor condition of some buses, vandalism to the shelters, and unsanitary conditions on the buses. When reviewing survey results, the conditions of the shelters is backed up by the average ranking respondents gave of 3.2 (5.0 being best and 0.0 being poorest). However, on average, bus cleanliness ranked 4.3,



with 87.9 percent ranking respondents ranking bus cleanliness as 4 or 5. This indicates that the shelters and stops need better maintenance, and that at least on occasion, bus cleanliness is an issue. RCT should review its maintenance procedures to ensure the stops and buses are maintained at a high level. This is particularly important for attracting new users.

***Passenger Information/Riders Guide:*** A transit system's passenger guide provides directions for using the product and is a promotional tool. It should work well for both purposes. Information should be provided in an attractive format, but should be completely functional as well. For function, the guide should provide a map, bus stop locations, a schedule, fares, transfer information, and tell how to get assistance.

Redwood Coast Transit's newly designed rider's guide suits both purposes very well. The guide is colorful and easy to read. It includes individual route maps as well as a regional (Route 10, 20 and 199) or City Maps (Route 1, 2, 3 and 4). All of the basic information is provided, including transfer locations which are shown with a uniform symbol on the maps and highlighted in the time tables.

***Passenger Information/Online Information:*** Transit passengers are increasingly using the internet, and it is a vital tool for a transit organization. In addition to trip-planning tools, it is imperative that rural transit systems maintain a user-friendly, updated website.

The RCT maintains its color scheme on its website (as it does on the buses, passenger amenities, and riders guide), reinforcing brand recognition. The home page is not cluttered, and offers clickable links to all of the same information that is available on the printed guide. However, six months after changes were made in service hours and fares, the information is still not updated on the website. This is a serious concern for people who rely on the internet as their main source of information about the transit services. Such significant changes in fares and hours should be published on the website prior to the actual changes.

***Testimonial Advertising:*** Transit systems inevitably have grateful passengers. The transit agency should let the rider tell their story. This can be done as a newspaper story, as part of a flyer or poster, or as a radio spot. Identify regular passengers on your transit system (a single mom, a student, a disabled passenger, a local politician, etc) and ask why they ride, what they like about the service, and how transit personally helps them. Sharing this with the public can be inspirational and put your transit system in a positive light.

***Public Presentations:*** Public speaking is the ultimate low cost marketing tool. It shows confidence in your message and is a great image builder (if done well). It puts a face on the transit organization. It can be done interactively so that the speaker can answer questions and convey customized information. The target audience would likely be seniors, students, social service program clients, and employee groups. Presentations to schools and the college, businesses, employers, social services, senior residences, senior centers, and neighborhood associations would therefore be appropriate. The presentation can be tailored for non-users as well. Speaking to members of civic and business organizations enables the transit agency to set up an identity as part of the community. It is also useful to present to decision makers and elected officials to maintain a positive image.

***Bus Displays:*** The information on vehicle head signs and internal bulletin display boards on the buses are highly visible to passengers. It is important that the information contained within these displays is attractive, informative and quickly conveys information. Headsigns on the

buses currently are somewhat confusing. On Route 2, for example, the headsign display reads "A / Inyo / Washington" (with "A" indicating A Street, rather than a route letter) without including the route number or identifying color (red). For those unfamiliar with the transit system, it is difficult to know which route the buses are serving. Colored banners matching the route color and/or identifying route numbers should be included in the head signs.

### Expanded Use of the Website

Redwood Coast Transit offers an easy-to-read and easy-to-navigate web page with information on schedules, routing, fares, holidays, types of services available, general information, and links to other transit systems and local recreation and tourism. As mentioned earlier, the website in the past has not regularly maintained, which is a substantial detriment to its usefulness. Once this is remedied, additional features could be offered on the website which would improve customer service to the public. For example, a suggestion box or feedback venue would be useful to allow passengers to express their concerns about service or to weigh in on potential transit changes. This could be provided with a simple email link or through a more guided process where the individual would select categories of feedback with one or more comment boxes to elaborate.

### Social Media

Mirroring the rest of society, transit services are increasingly using social media as part of a comprehensive marketing strategy. The proportion of Americans using social media in 2010 was 61 percent. Even among older adults, social media use is substantial, and growing: 47 percent of persons age 55 to 64 used social media sites (up from 10 percent only the year before), while the proportion of persons age 65 and above more than doubled between 2009 and 2010. All ethnic groups are embracing mobile technologies (including social media): a Pew Center study found that 80 percent of non-Hispanic whites owned a cell phone, while fully 87 percent of both Hispanic and African-American non-Hispanics owned a cell phone.

The Transit Cooperative Research Program's *Synthesis 99: Uses of Social Media in Public Transportation* provides a good summary of current practices in US transit systems (though it focuses on systems serving larger cities). Survey results in this document indicate that the most prevalent platform for social media use is Twitter, which is used by 86 percent of respondents for distributing agency news, and 77 percent for real-time service alerts. This compares with 80 percent using Facebook for agency news and 49 percent for service alerts. Facebook is used more prevalently for feature stories and contests/promotions. In comparison, other platforms (YouTube, LinkedIn, individual blogs) had substantially lower use levels.

Social media is found by transit agencies to be particularly useful in communicating with existing riders (keeping "brand loyalty" by distributing real-time information about services, in particular), as well as distributing general service information. It has been found to be relatively effective in reaching everyday riders (such as commuters) as well as students/young adults, and moderately effective in reaching minorities, persons with disabilities, and seniors.

One potential issue with social media is concern over loss of control of the conversation, as the public responds to social media posts in negative or inappropriate ways. This can be controlled by focusing social media efforts on "outgoing" messages (such as real-time service information bulletins), and posting a policy to only respond to comments received through more controlled channels, such as phone calls or email.

A more significant issue is the staff time needed to conduct social media marketing. A survey of seven small urban/rural systems indicates that, on average, they devote approximately 24 staff hours per week to social media efforts. While these systems are all substantially larger than RCT, this does indicate the substantial time (and costs) that could be incurred by a full social media effort. Given the limited funding available to RCT and the competing funding needs, it would be important for any such effort for RCT to be limited to no more than a few hours per week of staff time.

Based upon this review, a recommended social media marketing strategy for Redwood Coast Transit consists of the following:

- Create and Maintain a Twitter Account – Twitter is particularly useful for transit services in providing real-time service information, as it is more readily accessible by a wider range of cell phones and smartphones. California transit systems that maintain Twitter accounts include Tri-Delta Transit, Roseville Transit, and Torrance Transit, along with many larger systems. Redwood Coast Transit could create a Twitter account which would allow it to send operational updates instantly to followers. Announcements could be made regarding schedule delays, transfers, fare specials, etcetera. This would require dispatch or management staff to regularly create postings, but this is a fast and efficient method for releasing timely, short messages.
- Email List -- These same messages could also be distributed via email, for those that would prefer this option. Once the Twitter message has been created, it would be a matter of only a few minutes to also send out the email to a maintained list of those requesting email alerts. This may include social service agencies and others in office environments that could then pass the information along to program participants. Individuals would be invited to receive emails by creating announcements on the website, posting flyers on buses and at stops and other prominent activity centers. Social Services, the senior center, and Redwood Community College staffs could all be enlisted to provide information on subscribing to emails. Each email sent out would offer an opportunity to unsubscribe, but nonetheless, email maintenance would still be required.

Redwood Coast Transit would need to develop policies with regards to the social media efforts, including who is authorized to make postings, the level of service interruption that warrants a post, appropriate messaging, and how to handle incoming posts and messages. Once these policies are developed in an appropriate manner, however, it is expected that the additional staff time could be accommodated among existing administrative and dispatch staff.

### **Co-Marketing with Redwood National and State Parks**

While funds available for marketing are limited, there are low cost opportunities for Redwood Coast Transit and the Redwood National and State Parks (RNSP) to “advertise” each other’s services on their web pages by posting links to one another. This is currently done to a small extent. On the RNSP website pathway for directions, for instance, there is an RCTA logo and link to follow on getting information on transit. However, there is no specific information on the Redwood Coast Transit page which identifies how to use transit to access the park. RCT could develop a link on its page describing how passengers can access the parks by transit, including opportunities for bicycling within and near the parks and one-way bicycling/one-way transit

opportunities. RCT stops at or near a multitude of desirable recreation sites, including the main Redwood National Park visitor center in Orick, and if service can be moved to the Drury Parkway (Old Highway One), this could increase access to Prairie Creek State Park. The web page could include highlighted locations, the time that routes stop at these locations, and the time that buses reach connecting locations. Furthermore, the site could provide links to local restaurants, lodging, and camping amenities.

### **Coordination with Yurok Tribe Transit Program**

The Yurok Tribe is currently developing plans to expand public transportation options for tribal members and visitors, which may include dial-a-ride service in the Klamath area, visitor-oriented services along the Klamath River, and potentially services to/from Crescent City. In order to provide an efficient overall regional public transit program, it will be important for RCT, DNLTC and the Tribe to coordinate with one another. This should include advance planning for dispatch/driver coordination, joint use of radio system, and joint training opportunities. In particular, routes and schedules should be coordinated to provide additional travel opportunities, rather than duplicating existing services.

### **Participate in Interline Ticketing Program**

While the Route 20 intercity service between Smith River and Arcata has been highly successful, there remains an opportunity to make it a greater tourism generator and more fully self-supported. Tourists that are likely to use bus service often consider Greyhound as a first option. Through Greyhound's website, it is easy and convenient to plan a trip through most areas of the U.S. The 2009 *Del Norte County Short Range Transit Plan* recommended participating in the Interline Ticketing Program through the National Bus Traffic Association (NBTA), and RCTA has explored with Greyhound the opportunity of interlining the Route 20 service, so that it shows up on the Greyhound scheduling website. Along with this, there are opportunities to increase revenue by serving as a local ticket agent, and by handling package express. Greyhound provides training, leases a computer, and provides software, and these services would enhance the value of the route for local citizens and business as well as for tourists.

The NBTA, a non-profit association located in Washington D.C., is the manager of the Interline Revenue Clearing House and the Tariff Publisher for the Intercity Bus Industry. The NBTA offers intercity bus service providers an opportunity to issue an interline ticket or "thru ticket." This thru ticket allows a passenger to buy a single ticket to travel to a final destination that may require transportation from two or more bus service providers. For example, if a passenger wished to travel from Baton Rouge, Louisiana to Denver, Colorado, they could purchase one ticket for a single fare, though they might be on several carriers. The intercity bus service provider located in their town would provide the ticket and collect the fare. The ticket would be sent to the clearinghouse, where the amount due each carrier would be calculated based on the proportion of miles of service they provided between the two trip ends. The provider that collected the fare would send a portion of the revenue to the Clearinghouse to be redistributed to the intercity bus providers.

Tickets may be distributed through an Automated Ticketing System. The most common are Greyhound's TRIPS/MAX system and the Gateway/Galaxy software system used by several carriers. The process is used to determine the billing carrier's proportionate share of ticket revenue, which is a function of miles transported to thru trip miles ("mileage prorate"). Payment is made through the Interline Revenue Clearing House. The Association operates the Interline

Revenue Clearing House, which provides for the monthly settlement of credit and debit accounts electronically. Each month, the carriers submit billing invoices to reclaim their portions of the thru ticket revenue, in addition to other categories of charges associated with bus operations, such as facilities rents, fuel, maintenance, etc. Carriers can submit their invoices requesting payment from other carriers online through the Association's website at [www.bustraffic.org](http://www.bustraffic.org), as well as view the amounts that they owe. Net payments are deposited and credited to the appropriate accounts through an electronic funds transfer.

To participate, First Transit, on behalf of RCTA, would enter into a sponsorship arrangement with an NBTA member carrier (in this case, Greyhound), which would secure a membership application. RCTA would pay a nominal annual membership fee to the Association (currently \$100). This would allow First Transit to sell tickets to intercity destinations on the sponsoring carrier's ticket stock from destinations originating on the sponsored carrier's operating lines. Redwood Coast Transit would honor tickets of NBTA member carriers from intercity points of origin terminating on the sponsored carrier's operating lines. The sponsoring NBTA member carrier would secure all applicable reclaims.

Redwood Coast Transit could participate either as an interline provider, a ticket agent for Greyhound, or a Packages Express agent, or a combination of these. Some of the benefits and challenges of each are discussed below.

#### *Redwood Coast Transit as an Interline Transit Provider*

As an interline provider, tickets would be sold to passengers wanting to make intercity trips which would pass through Crescent City, with RCT providing the service between Smith River or Crescent City and Arcata. While the ticket would be sold and issued as a Greyhound ticket, RCT would be reimbursed on the pro-rated mileage of the portion of the trip provided by RCT, which would generally be \$0.05 to \$0.10 per mile. This is lower than the current published Route 20 full fare, but close to the actual recovered Route 20 fare revenue. The major benefit of this would be that out-of-area travelers would take advantage of the Greyhound ticketing service to use the RCT service without RCT having to market or administer the service directly, and it would increase the awareness of RCT services and likely boost ridership.

RCT would have administrative tasks to establish itself as an interline provider, and would have to regularly send reports and requests for reimbursement, but administrative time and costs would be minimal. Greyhound would provide the computer software and training, and technical support.

The South West Point operating between Brookings-Crescent City-Medford-Klamath Falls is a service interlined with Greyhound and a Greyhound ticketing agent. Point staff indicates that they would find it beneficial for RCT to become a ticket agent and interliner for the following reasons:

- It would allow South West Point to sell tickets from Brookings (and other originations) to Arcata and beyond with RCT providing the link between Crescent City and Arcata. Currently, there is a Greyhound "disconnect" via Highway 101 and no through sales can be made. Because of the benefit that would be gained, South West Point would be willing to change their connections in Crescent City to better connect with Route 20, improving overall intra-regional travel.

- Passengers would have increased access to purchasing tickets, alleviating problems South West Point has in delivering tickets between Brookings and Klamath Falls (where their offices are located). For example, recently a passenger purchased a ticket from the driver to travel from Crescent City to Salt Lake City. The ticket was printed in Klamath Falls, and had to be hand-delivered at the nearest location en route, which was Medford (requiring a staff member to drive from Klamath Falls to Medford and back). If the passenger could have purchased the ticket from RCT in Crescent City, RCT would get the 20% commission (approximately \$50) while South West Point would get mileage reimbursement (approximately \$11.00). Sending a staff member to Medford cost more than the \$60.00 potential profit on the ticket sale.
- Some of the ticket commissions would be shifted to RCT, but overall commissions and mileage reimbursements would likely improve for South West Point with opportunities for through connections on the coast.

#### *Redwood Coast Transit as a Greyhound Ticket Agent*

In addition to interlining, Redwood Coast Transit could become an actual Greyhound ticket agent able to sell tickets for any Greyhound (and interlined) services in the country. The benefit is that RCT would earn commissions on the sales, which currently are 20 percent of most sales or 10 percent of 7+ day advanced tickets. Sales can be made by phone with a credit card, in person, or through the driver with a credit card. However, the actual ticket would need to be printed and provided by RCT, requiring a person-to-person exchange, typically through a manned customer service location. This would require RCT to provide staff and a location for sales, or to meet the bus to deliver printed tickets.

Ticket sales have been fairly successful at intermodal facilities which already serve transit passengers, such as the transit center in Arcata, which makes approximately \$54,000 in ticket commissions annually. However, it has been less successful for transit providers which do not have a centrally located transit facility with office space. In Ukiah, for example, passengers had to travel to the transit facility near the airport to purchase tickets, and then get dropped off at an isolated bus stop (provided with only a bench) to catch the bus. However, part of the success in Arcata is having corporate and non-profit clients, which includes the Del Norte County Department of Social Services. These particular sales would be shifted to RCT. Furthermore, there would probably be options for selling tickets directly to prisoners being released at Pelican Bay Prison, and these could have the possibility of long-distance trips offering greater commissions.

The commitment to selling tickets requires training of multiple staff members. The person selling tickets must be very familiar with the process and an untrained driver or dispatcher could not simply fill in for this position. Furthermore, because this is part of a for-profit enterprise, the position (or the portion of the position dedicated to sales) would need to be funded with non-TDA monies, such as commissions from ticket sales. At the same time, if duties of an existing employee were shifted over to the Greyhound business, this would be a reduction in operating cost which would slightly improve the transit's farebox return ratio.

#### *Redwood Coast Transit as a Packages Express Agent*

Many ticket agents also become Packages Express agents or receive freight. In Arcata, for example, package services earn approximately \$6,000 annually, and in Lodi (which receives

packages but does not send them), the package service earns no more than a few hundred dollars. As with bus ticketing, sending packages requires a trained counter person to be available during at least prime business hours. Furthermore, the package express location needs to be visible and accessible to the public. Currently, setting up a package express location at RCT's maintenance and operations facility on Williams Drive would require a space with scales and a customer service counter. Additionally, the intercity bus (Route 20 and the South West Point) would need to stop at the bus facility to pick up packages, or a driver would need to meet the buses at the Cultural Center to deliver packages. Package pick-ups would be scheduled to have the least interference with the passenger schedules. In Arcata, regular clients of Packages Express include restaurants receiving fresh fish from San Francisco, and small businesses receiving merchandise. In Lodi, incoming freight includes boxed fruit, auto parts, or luggage.

### Lessons Learned from Other Transit Agencies

Several transit agencies were contacted to ascertain their experiences as Greyhound interliners, agents or package express businesses. As shown in Table 29, these transit agencies have different levels of participation. Some of the insights they provided include the following:

- Commissions on ticket sales are generally 20%, or 10% for advanced (7 day/14 day/21 day) sales. Sales have decreased in the last several years as online sales have increased, and as the number of Greyhound runs has dropped (Lodi). Sales change seasonally. Christmas has higher volume, but lower distances. Summer has higher volumes and all distances. Students buy more at spring break and summer break.
- South West Point drops an average of 60 passengers per month in Crescent City, and picks up an average of 40 passengers. Many of these sales would potentially shift to RCT. Arcata Mad River Transit System (AMRTS) sells to prisoners released from Pelican Bay and to social service agencies in Del Norte County. These sales would also shift to RCT.
- South West Point opened an office in Brookings as part of its contract for services. AMRTS hired an individual specifically to handle Greyhound ticket sales. Both entities warned that if the costs of staffing or providing a location are too high, it would not be worthwhile to become a ticketing agent.
- Lodi receives packages (15% commission). Arcata and South West Point receive and send packages (20% commissions on sent packages). Auto parts are heavy and therefore more expensive to send (higher profit for lower volume). Arcata has regular business from a sushi restaurant which requires quickly delivered fresh fish (Crescent City might find this a benefit for the seafood market).
- As Arcata has a drop area for packages, Greyhound drivers can leave packages any time (they have a key) and AMRTS processes during regular business hours.
- Greyhound provides training, leases a computer, and provides software. If the computer goes down or there are any issues, Greyhound is responsible to take care of it.

<b>TABLE 29: Transit Programs with Greyhound Agreements</b>												
Transit Agency	Type of Greyhound Business				Location of Business		Annual Income		Counter Hours		Main Clientele	
	Ticket Sales	Packages Send	Receive	Inter-liner	On-site	Off-site	Ticket	Package	Week Days	Week-ends	Tickets	Packages
Arcata & Mad River Transit System	✓	✓	✓		✓		\$54,000	\$6,000	8 am - 5 pm	Sat 9 am to 11 am	College students to SF, LA, other areas; Residents to airports in SF or Sac; Pelican Bay released prisoners	Restaurants (sushi); local businesses; students returning household goods home.
Lodi GrapelLine	✓		✓		✓		\$6,650	\$350	8 am - 5 pm	Sat 6:30 am - 3 pm Sun 7:45 am - 2 pm	Migrant workers returning to Mexico, So Cal, or to seasonal work in the Valley, Oregon, Washington; truck drivers returning home or to other job sites; local residents in state or to midwest	Receive only; purchased merchandise, auto parts, fruit
Mendocino Transit	✓					✓					NA	NA
South West Point: Klamath Falls	✓	✓	✓	✓	✓		\$25,200	Not specified	7-10 am & 11:30 am - 4 pm	Sat-Sun 7 - 9 am	All types: elderly travelers, college students, hikers, transients, tourists, agricultural workers.	Previously--dairies sending milk samples for testing; auto parts for an ebay seller (volume is low, but weight/price are high.
South West Point: Brookings	✓	✓	✓	✓	✓		\$7,200	Not specified	9 am - 5 pm	Sat-Sun 7 - 9 am	Same as Klamath Falls, plus Pelican Bay released prisoners; air passengers to Medford	Not specified.



- Lodi receives a high volume of phone calls from the Sacramento Greyhound office, which apparently does not answer phone calls often.
- The region (Arcata, Brookings, Klamath Falls, etc.) receives/sends all types of passengers; students, released prisoners, elderly travelers, hikers, transients, etcetera. The Central Valley receives/sends many migrant workers, and to a smaller extent, national travelers.
- All agreed a central location is helpful for increasing sales. The easier the transaction, the more likely it is to occur. But those contacted also said people would likely get to an off-site location if that was their best available option.

### Alternatives for Redwood Coast Transit

Based on the experiences of other transit providers, it would be a benefit for Redwood Coast Transit to be an interlined service, ticketing agent and packages express agent. The RCTA would amend its contract with First Transit to request that the contractor enter into a sponsorship arrangement with Greyhound as an interliner and ticketing agent. First Transit staff would have several employees trained by Greyhound and RCTA would lease the appropriate computer equipment and purchase ticketing supplies.

#### *Use of the Existing Williams Drive Location*

In the short-term, interlined tickets could be sold on buses and/or at the First Transit facility on Williams Drive. However, the current transit facility is not appropriately designed for such sales, and physical modifications would be required, as discussed in the Capital Section, below. This would avoid the need for additional staffing to accommodate intercity ticket sales and package service. On the other hand, this location is not optimally convenient, and would require capital investment.

#### *Use of the Existing Chamber Facility on Front Street*

Another option would be to coordinate with the Crescent City Chamber of Commerce to arrange to provide Greyhound ticket sales and package services at the Visitor Center on Front Street. The Chamber of Commerce currently rents a space in this City-owned building. The Chamber of Commerce staffs this location from 10 AM to 4 PM Monday through Friday from September through May (excluding Mondays in December), and seven days per week from Memorial Day to Labor Day. It would be most beneficial to sell Greyhound tickets and offer package services close to the times of arrivals and departures of Route 20, during all transit operating days. Reasonable hours to staff sales would be 7:00 AM to 9:00 AM and 1:00 PM to 3:00 PM, Monday through Saturday, year-round.

The Redwood Coast Manager would need to negotiate with the Chamber of Commerce staff, and any agreement would require approval by the Chamber of Commerce Board of Directors. A potential arrangement could be to pay Chamber of Commerce staff a modest fee during hours they are already open and have their staff sell Greyhound tickets and receive and deliver packages (a total of 496 hours annually). For purposes of this discussion, it is assumed that this fee equals \$5 per hour, or a total of \$2,480 per year. During the remainder of the time, Redwood Coast Transit would staff the Visitor Center with contract staff (currently First Transit)

during hours the Chamber of Commerce is closed, including 7:00 AM to 9:00 AM Mondays through Saturdays, and any Monday through Friday afternoon which the Chamber is closed. While a specific cost would need to be negotiated, assuming approximately \$20/hour (for staff salaries, benefits and a modest increase in utility costs) and 684 hours annually, the cost to staff this would be approximately \$13,680 annually. In total, the costs to RCT would be \$16,160 per year. In addition, Chamber employees would need to attend training in the Greyhound system, requiring approximately one week of time. RCT would be responsible for the staff costs of this training time, estimated to equal \$1,200 per occurrence.

Total revenues for RCT would likely be in the range of \$500 to \$750 per month (or \$6,000 to \$9,000 per year), as estimated by South West Point, which believes sales would be similar to their Brookings office. Depending on the costs incurred for Chamber employee training, this overall program would result in a net deficit to Redwood Coast Transit of approximately \$7,000 per year. However, this option has several benefits: (1) it provides a more convenient location for sales and package handling, (2) it provides additional staff time that is also available for RCT pass sales and other passenger needs (as well as visitor information), (3) it avoids the inconvenience of additional demand on existing staff, and (4) it minimizes the need for capital investment.

## **PERFORMANCE MEASURES**

Redwood Coast Transit tracks and regularly reports on performance measures specified and defined by the Transportation Development Act (TDA). These performance indicators include:

- Operating cost per passenger;
- Operating cost per vehicle service hour;
- Passengers per vehicle service hour;
- Passengers per vehicle service mile; and
- Vehicle service hours per employee.

First Transit provides monthly reports with these operating statistics to Mark Wall Associates, and Mark Wall Associates provides quarterly, bi-annual and annual reports to the RCTA board with operating statistics and a full analysis of the implications of changes in service factors. The reports are very thorough and comprehensive, including details on ridership, performance measures, changes in operations and a financial analysis. However, one measure that is lacking from the reports is a review of on-time performance, which is a concern on the transit system. On-time performance should be regularly tracked and reported, with a goal to continually improve and to reach a system-wide 90 percent on-time performance. On-time would be defined as not departing a stop early and not departing more than five minutes past the published departure time.

### INTRODUCTION

The continued success of the transit program, as well as any potential improvements, depends on the ongoing provision of reliable equipment and facilities. This chapter evaluates the ongoing needs of the transit program as well as any potential new capital needs related to the service alternatives. In particular, this chapter evaluates the vehicle replacement needs, facility needs (maintenance and operations), and passenger amenities needs. Once service alternatives are selected for implementation, the appropriate capital alternatives will be developed as part of the five year transit plan. The revenue for capital costs will be primarily through Federal and State Capital grants. These funding sources are discussed in Chapter 8.

### VEHICLE NEEDS

Redwood Coast Transit currently has a fleet of twelve vehicles. Eight vehicles are presently needed in service at peak times with four at any one time as backup vehicles. Nine vehicles will require replacement in the next five years based on age and mileage. For planning purposes, it is assumed 17-passenger cutaways (used for Route 199, Route 10 and dial-a-ride services) have a unit cost of approximately \$90,000 and buses for intercity service to Arcata cost \$156,500. A three percent annual rate of inflation is assumed for all vehicles.

Additionally, RCT has purchased low-floor transit vehicles for the Crescent City Routes and found them to be an improvement in serving passengers. RCT would like to continue purchasing low floor vehicles. An example of a well suited vehicle is the ARBOC Spirit of Liberty. This is a low-floor, medium duty 29 to 33 foot rear engine bus featuring an open floor plan, with no steps throughout the passenger area. The standard wheelchair zones are spacious, which would better accommodate disabled passengers and wheelchair boardings, thereby likely improving on-time performance. These vehicles are anticipated to cost approximately \$250,000. Over the next five years, nine vehicles will need to be replaced, at an estimated cost of approximately \$1,450,400, as shown in Table 30.

Most of the service alternatives evaluated do not require additional vehicles. However, if headways were to be increased on Crescent City routes, this would require the purchase of one or two additional vehicles at a cost of ranging from \$180,000 to \$500,000 depending on the type of vehicle purchased. Should this alternative be selected, the cost would be included in the five-year financial plan.

### OTHER CAPITAL NEEDS

In addition to vehicle needs, Redwood Coast Transit has additional capital needs, as discussed below.

#### Security Improvements

As RCT replaces its vehicles, it will continue to equip the vehicles with video surveillance. Video surveillance on buses has reduced confrontations between passengers and between passengers

Vehicle Number	Year	Chassis Make	Body Make	Fuel Type	Fixed Seats	Folding Seats	Wheel- Chair	Bike Capacity	Length	8/31/2012 Mileage	Primary Use	Suggested Replacement Schedule / Estimated Cost <sup>2</sup>				
												2013-14	2014-15	2015-16	2016-17	2017-18
280 <sup>1</sup>	2007	Chev	Eldorado	Diesel	18	6	2	2	32'	271,841	Arcata	\$156,500				
281 <sup>1</sup>	2009	Chev	Eldorado	Diesel	18	6	2	2	32'	195,994	Arcata	\$156,500				
282	2009	Ford	Glaval	Gas	14	4	2	2	25'	105,126	All		\$93,600			
283	2009	Ford	Glaval	Gas	14	4	2	2	25'	116,074	All		\$93,600			
284	2009	Ford	Glaval	Gas	14	4	2	2	25'	89,631	All		\$93,600			
285	2010	GMC 5500	Glaval	Diesel	19	6	2	2	31'	118,049	Arcata	\$159,600				
286	2011	Ford	Glaval	Gas	14	4	2	2	25'	46,426	All				\$300,000	
287	2011	Ford	Glaval	Gas	14	4	2	2	25'	44,936	All				\$300,000	
288	2011	Ford	Glaval	Gas	10	6	2	2	22'	32,789	All				\$97,000	
289	2012	Chev	ARBOC	Gas	17	6	2	2	26'	18,717	All					
290	2012	Chev	ARBOC	Gas	17	6	2	2	26'	8,814	All					
291	2012	Chev	ARBOC	Gas	17	6	2	2	26'	13,743	All					
Note 1: Replacement buses already on order.																
Note 2: Assumes a 2 percent annual rate of inflation.																
Source: RCTA																

Note 2: Assumes a 2 percent annual rate of inflation.

Total by Year	\$313,000	\$159,600	\$280,800	\$0	\$697,000
Total for Plan					\$1,450,400

Source: RCTA

and drivers, has reduced vandalism on the vehicles, and can potentially be used as a resource should any litigation occur from incidents on the bus. It has been a worthwhile investment for the transit system. The cost of equipping new vehicles with video surveillance is approximately \$4,600 per vehicle: equipping nine buses over the plan period will cost in the range of \$41,400, not including inflation.

## **Facility Improvements**

The transit facility on Williams Drive adequately serves the transit program with a maintenance bay, office space and some covered and open parking. However, the facility continues to face drainage problems from a poorly constructed parking lot. To address this issue and other continuing improvements needed for the transit facility, \$5,000 should be budgeted annually during the plan period. Additionally, as is discussed in the management chapter, RCT may wish to become a Packages Express agent, which would require modifications to the transit facility in the short term, or purchasing or leasing an outlet location long term.

## **Passenger Amenities**

Passenger surveys, as well as the consultant's observations, indicate that improving conditions at RCT bus stops is an important "next step" in the enhancement of the transit program. The quality of a passenger's experience while waiting for a bus is an important factor in their overall perception of transit as a mobility option, particularly among those with ready access to a car. The importance of bus stop amenities (particularly shelters) is heightened both by the limited schedule of transit services (which increases waiting time at stops) as well the often challenging climate of the North Coast.

Using American Recovery and Reinvestment Act (ARRA) funds, RCTA has purchased 12 shelters, and Crescent City and County of Del Norte are currently in the process of installing the shelters (a list of planned shelter locations is shown in Table 31). While a good start, there are still additional desirable improvements. The *Del Norte County Passenger Facilities Plan*, completed in June 2007, inventoried all existing passenger facilities for RCT, both locally in Crescent City and regionally from Smith River to the Humboldt County line, and made recommendations for developing future passenger facilities. The study included a prioritized list of passenger amenities to be improved, including construction of 45 pads, 14 shelters, 7 benches, 33 signs, 1 bus pullout, as well as other improvements to accessibility and landscaping. As of the writing of this document, the twelve shelters have been purchased by RCTA and are being installed by the Crescent City Public Works Department and the County of Del Norte Public Works Department. The primary obstacle causing a delay in developing passenger amenities has been the lack of staff available to complete the preliminary engineering for the work. Below is a discussion of an option to formalize arrangements with the Crescent City and the County of Del Norte Public Works staff to address this issue.

### ***Improving Passenger Amenities Through a Memoranda of Understanding***

As reflected in the onboard passenger surveys, improving bus stops (such as shelters, benches and lighting) is a high priority among existing passengers, and a key "next step" in the overall improvement of the RCT transit program. The *Del Norte County Passenger Facilities Plan*, completed in June 2007, inventoried all existing passenger facilities for RCT, both locally in Crescent City and regionally from Smith River to the Humboldt County line, and made

**TABLE 31: Planned RCT Shelter Installation in 2013**

<b>Routes Served</b>	<b>Street</b>	<b>Cross Street</b>	<b>Side</b>	<b>Landmark</b>	<b>Jurisdiction</b>
All	Front Street	K Street	S	Cultural Center	City
1, 2	3rd Street	K Street	N	Grocery Outlet	City
3	Northcrest	Madison	E	Senior Center	County
3	Northcrest	Washington	NE	KRECR	County
1	Pacific	E Street	S	--	County
1	Harding	El Dorado	N	Ed. Resource Ctr.	County
10, 20	Ehlers Ave	Klamath Blvd.	S	Pem-Mey east side	County
20	140 Williams			RCT Facility	City
All	Front Street	K Street	S	Cultural Center	City
1	H Street	5th Street	W	County Court House	City
3	Northcrest	101	W	Social Services	City
1	Washington	Leif Circle	N	Sutter Hospital	County
<i>Source: RCTA, May 2013</i>					

recommendations for developing future passenger facilities. The study included a prioritized list of passenger amenities to be improved. Many of these projects are currently being developed after a long delay. However, there will be an ongoing need to add, replace and install passenger amenities, and there will be a need to seek grant funding to be available to do so. The primary obstacle in developing passenger amenities has been a lack of staff available to complete the preliminary engineering for the work. While transit programs that are part of municipal or county governments have ready access to engineering and construction staff, a separate authority such as RCTA does not have this advantage.

This need could be addressed through a Memorandum Of Understanding (MOU) between RCTA and the County and/or City, under which the County/City provides engineering, construction and/or construction management services in exchange for compensation. This MOU could be a relatively straightforward document, defining the following:

- Hourly labor rates
- Documentation of costs and reimbursement procedures.
- Responsibilities
- Points of contact
- Term of agreement and conditions of termination

Development of this MOU could be an important step in “institutionalizing” bus stop improvements and giving them a higher priority in the City, County and RCT.

### **Capital Requirements for Interlining / Ticket Sales / Package Business**

Any of the options for interlining / ticket sales / package handling includes varying levels of capital equipment, ranging from a minimum of acquiring Greyhound software, leased computers and ticket printers (approximately \$70-\$80/month) for ticket sales, to providing a staffed customer service outlet for ticket sales and packaging services. Locations such as Brookings,

Klamath Falls, Lodi and Arcata all have the benefit of having centrally located transit centers which can double as customer service locations for the Greyhound business. Transit staff doubles as Greyhound agents at these locations, so the locations are easily manned during regular business hours.

If ticket sales and packages are serviced out of the existing Williams Drive facility, improvements would be required to accommodate the public. While at present a representative from a local agency will occasionally stop by to purchase group fares, this location is not currently optimal for public visits, as the point of entry requires the visitor to pass by vehicle storage and the maintenance bay in order to access the office located at the far end of the building. Furthermore, entry to the building provides access to transit staff offices, the dispatch room and the driver break room, and there is no barrier limiting the public to an exterior hallway or entryway. Options to provide public access to the Williams Drive location therefore might include one of the following:

- The entrance area of the facility could be redesigned to provide a secure customer area (including surveillance), with a counter and several chairs for waiting customers. In addition, a separate and securable area would be needed for package storage. A reasonable cost estimate for these modifications would be \$20,000. However, this still allows the public to come into the maintenance yard where vehicles are stored and the maintenance bay (with tools and equipment) is often open.
- A small building could be constructed by the front entrance kiosk could be installed by the front entrance of the facility, in the northwestern portion of the area currently used for old equipment storage, to the west of the transit operations/maintenance building. This building would have an external intercom system to call staff for service. The building would need to be a sufficient size to provide space for transactions, and for storing packages, and secure enough to contain a computer and other ticketing equipment. A cost-effective option would be to purchase a small modular building, installed on a permanent foundation, and provided with electricity and internet utilities (but not plumbing). The facility would need to be ADA-accessible.

Of these two options, the second would be preferable. Capital costs associated with this option are estimated as shown in Table 32, based upon a quote received from one of the larger modular building firms. This includes the following:

- Purchase and delivery of a 12' X 42' modular building
- Installation on an engineered foundation
- Construction of ADA access ramp and paved parking
- Utilities
- Exterior lighting
- Signage (including monument sign on US 101)
- Engineering/permitting, and
- Contingency.

As shown, total budget for this facility is estimated to equal \$110,000.

As discussed in Chapter 5, above, another option would be to enter into an agreement with the Crescent City Chamber of Commerce to use space in the existing Visitors Center. This option would avoid the need for a new facility (or modification of an existing facility) and thus would have a minimal capital cost.

**TABLE 32: Intercity Ticketing Facility Cost Estimate**

DESCRIPTION	QTY	UNIT	UNIT PRICE	TOTAL ESTIMATE
Mobilization	--	--	EA	\$2,000
Construction Staking	--	--	EA	\$1,000
Modular Office Building With ADA Ramp	--	--	EA	\$37,000
Delivery, Foundation, Installation, Fees	--	--	EA	\$9,000
Utilities	--	--	EA	\$1,000
Parking and Vehicle Circulation	810	SF	\$4.44	\$3,600
Security / Lighting	--	--	EA	\$2,000
Signage	--	--	EA	\$5,000
<i>Subtotal</i>				<i>\$60,600</i>
Contingency (5%)				\$9,100
<i>Subtotal</i>				<i>\$69,700</i>
General Conditions (8%)				\$5,600
<i>Subtotal</i>				<i>\$75,300</i>
Overhead and Profit (15%)				\$11,300
<b>TOTAL CONSTRUCTION COST</b>				<b>\$86,600</b>
Design & Permitting (20%)				\$17,300
Furnishings	--			\$5,000
Land				\$0
<b>TOTAL</b>				<b>\$108,900</b>
<b>TOTAL ORDER OF MAGNITUDE ESTIMATE</b>				<b>\$110,000</b>



### INTRODUCTION

Transit programs rely on multiple sources of funding. This chapter discusses the funding programs and potential funding opportunities available for public transit. Funding is affected by local and national economic vitality, as well as local decision making. For each funding source listed, the current status of the program is discussed to the extent possible, as well as current and potential use of the funding sources by RCTA. A detailed financial plan will be developed for the *Draft Final Report*, after preferred service alternatives are selected and developed.

### Current Sources of Funding for Redwood Coast Transit

The revenue sources required to support Redwood Coast Transit's administration, operations and maintenance are drawn from a number of sources. Currently, the largest source of income for Redwood Coast Transit is Local Transportation Funds (LTF) funds, which account for just over a third of operating revenues. This is followed by the FTA Section 5311 program (for transit programs in non-urbanized areas) and the FTA 5311 (f) program (for intercity bus service) which make up just under a third of revenues. Passenger fares account for approximately 16 percent of revenues and which include cash fares and bus pass sales. State Transit Assistance (STA) funds account for approximately 14 percent of revenues. These sources of funding and any potential to increase funding levels for Redwood Coast Transit service are discussed below.

### FEDERAL TRANSIT FUNDING SOURCES

The Federal Transit Administration (FTA) administers a variety of public transit grant programs across the nation. The latest legislation for funding federal surface transportation programs is MAP-21, the *Moving Ahead for Progress in the 21st Century Act* (P.L. 112-141), signed into law on July 6, 2012. Funding surface transportation programs at over \$105 billion for fiscal years (FY) 2013 and 2014, MAP-21 is the first long-term highway authorization enacted since 2005 (which was extended ten times). MAP-21 is intended to create a streamlined and performance-based surface transportation program building on many of the highway, transit, bike, and pedestrian programs and policies established in 1991. Below is a description of the various grant programs, some of which are new, and some of which have been consolidated or changed from previous programs.

### NEW PROGRAMS UNDER MAP-21

#### FTA Section 5339 Bus and Bus Facilities Program

A new formula grant program is established under Section 5339, replacing the previous Section 5309 discretionary Bus and Bus Facilities program. This capital program provides funding to replace, rehabilitate, and purchase buses and related equipment, and to construct bus-related facilities. Authorized funding is \$422 million in FY 2013 and \$428 million in FY 2014. Each year, \$65.5 million is allocated with each State receiving \$1.25 million and each territory (including DC and Puerto Rico) receiving \$500,000. The remaining funding is distributed by formula based on population, vehicle revenue miles and passenger miles. This program requires a 20 percent local match. The demand for this grant funding will be very high, making it a very competitive funding source.

## FTA Section 5326 Asset Management Provisions

MAP-21 requires FTA to define the term “state of good repair” and create objective standards for measuring the condition of capital assets, including equipment, rolling stock, infrastructure, and facilities. Based on that definition, FTA must then develop performance measures under which all FTA grantees will be required to set targets. All FTA grantees and their subrecipients are required to develop transit asset management plans. These plans must include, at a minimum, capital asset inventories, condition assessments, and investment prioritization. Each designated recipient of FTA formula funding will be required to report on the condition of its system, any change in condition since the last report, targets set under the above performance measures, and progress towards meeting those targets. These measures and targets must be incorporated into metropolitan and statewide transportation plans and transportation improvement programs (TIPs). FTA supports this effort through technical assistance, including the development of an analytical process or decision support tool that allows recipients to estimate their capital investment needs over time and assists with asset investment prioritization.

## CONSOLIDATED PROGRAMS UNDER MAP-21

### FTA Section 5311 Rural Area Formula Grants

This program provides capital, planning, and operating assistance to support public transportation in rural areas, defined as areas with fewer than 50,000 residents. Funding is based on a formula that uses land area, population, and transit service. The program remains largely unchanged with a few notable exceptions:

- *Job access and reverse commute activities eligible:* Activities eligible under the former Job Access and Reverse Commute (JARC) program, which provided services to low-income individuals to access jobs, are now eligible under the Rural Area Formula program. In addition, the formula now includes the number of low-income individuals as a factor. There is no floor or ceiling on the amount of funds that can be spent on job access and reverse commute activities.
- *Tribal Program:* The Tribal program now consists of a \$25 million formula program and a \$5 million discretionary grant program. Formula factors include vehicle revenue miles and the number of low-income individuals residing on tribal lands.
- *Other Programs:* The set-aside for States for administration, planning, and technical assistance is reduced from 15 to 10 percent. The cost of the unsubsidized portion of privately provided intercity bus service that connects feeder service is now eligible as in-kind local match.

The FTA 5311 grant program has been an important revenue source for Redwood Coast Transit in the past. In California, a 16.43 percent local match is required for capital programs and a 47.77 percent match for operating expenditures. The bulk of the funds are apportioned directly to rural counties based on population levels. The remaining funds are distributed by Caltrans on a discretionary basis and are typically used for capital purposes. Redwood Coast Transit received \$384,265 in FTA Section 5311 and 5311(f) funds in 2012-13 and anticipates \$360,311 for 2013-14.

## **FTA Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities**

This program provides formula funding to increase the mobility of seniors and persons with disabilities. Funds are apportioned based on each State's share of the targeted populations and are now apportioned to both non-urbanized (for all areas with population under 200,000) and large urbanized areas (over 200,000). The former New Freedom program (5317) is folded into this program. The New Freedom program provided grants for services for individuals with disabilities that went above and beyond the requirements of the Americans with Disabilities Act (ADA). Activities eligible under New Freedom are now eligible under the Enhanced Mobility of Seniors and Individuals with Disabilities program.

Projects selected for funding must be included in a locally developed, coordinated public transit-human services transportation plan; and the competitive selection process, which was required under the former New Freedom program, is now optional. At least 55 percent of program funds must be spent on the types of capital projects eligible under the former section 5310 -- public transportation projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable. The remaining 45 percent may be used for: public transportation projects that exceed the requirements of the ADA; public transportation projects that improve access to fixed-route service and decrease reliance by individuals with disabilities on complementary paratransit; or, alternatives to public transportation that assist seniors and individuals with disabilities. Using these funds for operating expenses requires a 50 percent local match while using these funds for capital expenses (including acquisition of public transportation services) requires a 20 percent local match.

### **Toll Funds in Lieu of Non-Federal Match Funds**

Federal-aid highway and transit projects typically require the project sponsors to provide a certain amount of non-federal funds as match to the federal funds, as described above. Through the use of "Transportation Development Credits" (sometimes referred to as toll revenue credits), the non-federal share match requirement in California can be met by applying an equal amount of Transportation Development Credit and therefore allow a project to be funded with up to 100% federal funds for federally participating costs.

Caltrans has been granted permission by the FTA to utilize toll credits, and has begun to make credits available for FTA Section 5310, 5311, and 5316 programs. RCT has applied for toll credits as a match for its 5311(f) funding. If RCT receives toll credits as match for the Route 20 night service, it will be able to sustain this important link to intercity connections. However, if it is not fully funded, RCT will need to consider discontinuing this poorly performing route. Likewise, if all of RCT's 5311 (f) services receive toll credits as matching funds, this will better position RCT to reinstate services which have recently been cut due to budget constraints.

## **STATE TRANSIT FUNDING SOURCES**

### **Transportation Development Act Local Transportation Fund Program**

A mainstay of funding for transit programs in California is provided by the Transportation Development Act (TDA). The major portion of TDA funds are provided through the Local Transportation Fund (LTF). These funds are generated by a 1/4 cent statewide sales tax, returned to the county of origin. The returned funds must be spent for the following purposes:

- Two percent may be provided for bicycle facilities per TDA statutes. (Article 4 and 4.5)
- Up to five percent may be claimed by a CTSA for its operating costs, purchasing vehicles or purchase of communications and data processing equipment. (Article 4.5)
- The remaining funds must be spent for transit and paratransit purposes, unless a finding is made by the Transportation Commission that no unmet transit needs exist that can be reasonably met. (Article 4 or 8)
- If a finding of no unmet needs reasonable to meet is made, remaining funds can be spent on roadway construction and maintenance purposes. (Article 8)

TDA-LTF funds allocated to the Redwood Coast Transit program in FY 2011/12 totaled \$463,900 (plus \$79,500 carryover). Typically no TDA funds are allocated to streets and roads. In FY 2012/13, LTF funding increased to \$421,800 (with only \$12,900 remaining in carryover). In FY 2013-14, LTF is anticipated to increase to \$525,300.

### **State Transit Assistance (STA) Funds**

In addition to LTF funding, the TDA includes a State Transit Assistance (STA) funding mechanism which is derived from the statewide sales tax on diesel fuel. Statute requires that 50% of STA funds be allocated according to population and 50% be allocated according to operator revenues from the prior fiscal year. STA funds have been inconsistent, with none received in FY 2009-10; \$225,100 received in FY 2010-11; \$126,500 in FY 2011-12, and \$169,700 in FY 2012-13. Redwood Coast Transit anticipates \$158,724 of STA funds will be received in FY 2013-14.

## **OTHER REVENUE SOURCES**

### **Passenger Revenues**

Passenger revenues are an important source of revenue. Fares can be very flexible in that they can be reduced for portions of the population (such as the elderly and disabled) that are least able to pay. When the available supply of transit service is exceeded by demand, fares can ration service so those who most need the service (and are thus most willing to pay) are provided with service.

#### *Alternative: Reduce Passenger Fares*

A general fare price increase took effect on November 10, 2012. The price for a local bus ride increased by \$0.25 for all groups, to a fare of \$1.00 for the general public and \$0.75 for seniors or individuals who have a disability. The Dial-A-Ride fare for same day trips remained unchanged, but the discount fare trips reserved at least one day in advance increased to \$1.50 (a 25 cent increase). Fare prices for regional trips were not changed, but the intercity fare for trips between Del Norte and Humboldt counties increased to \$30.00 (a \$5.00 increase). The fare for trips within Humboldt County increased 25% to \$5.00.

At the same time that fares were increased, the span of service was reduced, as discussed in Chapter 5. One option would be to return to the previous fares. A review of passenger activity by month, along with an elasticity analysis based on typical changes in ridership associated specifically with fare changes (to eliminate the parallel impact of service changes) indicates that this fare increase typically would be expected to reduce Crescent City ridership by nearly 7,300 per year (a

17.1 percent decrease), but would have led to an overall increase in fare revenue of \$7,300. However, ridership only decreased by 12 percent in 2013 (January to March) compared to the same quarter in 2012. This indicates the fares have had a minor effect on ridership. This is not surprising considering RCT fares for local services are relatively low in comparison with other similar public transit services. For example, the average base fare for local transit services in eight other rural California Counties is \$1.50 (ranging from \$1.00 to \$2.00).

#### *Alternative: Monthly Passes for Dial-A-Ride*

Another request has been for a monthly pass valid on the Dial-A-Ride service. While this could reduce costs to frequent users of the Dial-A-Ride program, it would also reduce farebox revenues. At present, Dial-A-Ride passengers only pay approximately 15 percent of the marginal costs of the service (such as driver salaries, fuel and maintenance), and an even lower proportion of costs if other fixed costs (such as dispatchers) are included. Offering passes at discounts does increase ridership. On a fixed route service without capacity constraints, this additional ridership can be accommodated without increasing hours or miles of service (and therefore no added costs). However, on Dial-a-Ride where capacity is constrained, adding passengers through discounts results in increased operating costs and subsidy needs, potentially resulting in a loss of control over the Dial-a-Ride service costs. For these reasons, it is not standard practice in the transit industry to offer monthly passes on Dial-A-Ride services.

#### *Alternative: Provide a Systemwide Daypass*

A common strategy to increase the convenience of transit services is to offer a daypass, allowing passengers to purchase a single pass good for boarding a variety of services. This is particularly convenient for passengers transferring between services, and for those making multiple trips over a day. While RCT currently offers a monthly pass and a five-day Redwood Rider pass (both for \$35), there is no convenient fare option for infrequent riders making connections over the course of a single day. When asked to identify desired improvements, 16 percent of fixed route passengers indicated a desire for a day pass.

Under this alternative, a systemwide daypass would be offered for \$5.00. This pass would be good for all fixed route services in Del Norte County (Routes 1, 2, 3, 4, 10, 20, and 199) and as far south as Orick (Kuchel Visitor Center) on Route 20 in Humboldt County (assuming the recreational marketing strategy discussed above is implemented). At \$5.00, this would provide a reduced fare for persons making more than three trips over the course of a day on the regional services. It would also provide a convenience for passengers who no longer would need to search for cash multiple times over the course of their travels, and could provide a convenience for social service agencies (in that all fixed route transportation options for clients can be provided through provision of a single fare instrument). While it would increase the number of fare options that transit drivers and administrative staff would need to handle, it would reduce the need for handling paper transfers<sup>11</sup>.

At a \$5 daypass price and base fares of \$1.50 for regional services and \$1.00/\$0.75 for Crescent City fixed route services (for general public and discount, respectively), the actual

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<sup>11</sup> Paper transfers would still be made available per current policies, as eliminating paper transfers would substantially increase effective fares for passengers making transfers on only one or two trips per day. In the onboard survey, 30 percent of fixed route passengers said that they were transferring as part of their trip.

number of existing passengers that would make use of a daypass would be modest. A reasonable assumption is that any loss of existing revenue would be roughly offset by new passengers (such as visitors) that are attracted by the convenience of a daypass. Overall, implementation of daypass is recommended. The use of daypass should be monitored for at least the first year, and changes in fare level and/or use policies considered based upon the monitoring data.

## **Advertising Revenue**

Many transit systems typically use advertising on their vehicles and at passenger facilities to raise additional revenue. Advertising on the outside of buses raises the most revenue, followed by advertising at shelters or on benches. Advertising inside buses may bring in significant revenue in urban areas, but usually is not effective in rural areas. One reason advertising on buses is attractive to advertisers is that buses are highly visible and provide a “traveling” advertisement. However, this valuable resource can also be used by the transit system to “brand” itself. RCT began selling advertising on buses in 2011. This generated \$5,346 of revenue in 2010-11, and \$17,614 in 2011-12, and is expected to continue to bring in approximately \$17,500 annually.

## Chapter 9

# Redwood Coast Transit

## Short Range Transit Development Plan

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### INTRODUCTION

The following Plan has been developed for Redwood Coast Transit in light of the characteristics and transit needs of the study area as well as issues identified through public outreach efforts, as documented in previous chapters of this report. This Plan is intended to address the following factors:

- The funding outlook will improve over the plan period due to the likelihood that RCTA will receive toll credits (also known as Transportation Development Credits) which can be applied as local match for Route 20, freeing up some Transportation Development Act (TDA) funds for other services. This will allow RCTA to reinstate recent service cuts and slowly rebuild some reserve funding before determining if additional service expansions are possible.
- The plan needs to balance operating costs with operating revenues, fund substantial needed capital improvements, and retain an adequate financial reserve.
- The plan needs to address service efficiency issues through management, financial, and service modifications.
- The plan should reflect the importance of public transportation in the lives of many Del Norte region residents.

### SERVICE PLAN

Based on the results of the alternatives analysis, financial constraints, and the goals of the transit program, a limited expansion of transit service is recommended. Recommendations are based on performance standards and the desire of local decision-makers to reinstate previously cut services. The plan also includes a prioritized list of additional service recommendations should the funding outlook improve in the next several years. Table 33 presents a summary of the costs, ridership and farebox revenues associated with the Service Plan.

#### **Reinstate Service Hours on Crescent City Routes and Dial-a-Ride, Weekdays**

In the face of an uncertain budget in the fall of 2012, RCTA made the difficult decision to cut service hours on Routes 1, 2, 3 and 4 as well as on Dial-a-Ride on weekdays and Saturdays. Specifically, the length of the service day was reduced by eliminating the first and last 30 to 60 minutes of service (depending on the route). In total, seven service hours were cut on weekdays and eleven service hours were cut on Saturdays. While the hours eliminated were the least productive in terms of ridership, the cuts nonetheless had a negative impact on the ability for many passengers to get around (an estimated 80 percent of RCT passengers are transit dependent). Based on feedback at outreach events and through surveys, passengers would particularly like to see a return of services in the evening. Under this plan, the eliminated

weekday service hours would be reinstated. As the eliminated Saturday hours were far less productive, it is not recommended that this service be reinstated.

This plan element will require an annual increase in marginal<sup>12</sup> operating cost of \$42,600, with a projected increase in ridership of 11,000 passenger trips (300 on Dial-a-ride, and the remainder on the Crescent City fixed routes). The additional ridership will generate approximately \$12,100 in fare revenue. In particular, this service improvement will aid passengers' ability to use RCT to get to work and school.

## **Modify Routes to Reduce Running Time**

To address on-time performance issues and improve service reliability (as discussed in Chapter 5), it is recommended that the following route modifications be implemented:

- **Route 1** should remain on Harding Avenue between Marshall Street and Oregon Street, except when a passenger requests service to the existing stop on Oregon Street. Passengers would request a pick-up by calling RCT by 30 minutes past the hour (for pickup at 43 minutes past the hour), and would request a drop-off simply by asking the driver upon boarding. Depending on delays pulling back onto Harding Avenue, eliminating the current diversion could save roughly one minute of travel time, speeding trips for all passengers on the roughly 90 percent of the existing runs when no passengers are served on this diversion. A replacement bus stop could be established along the north side of Harding Avenue east of Oregon Street.

Additionally, Route 1 is most often late leaving the Del Norte High School and arriving at the Cultural Center. The published schedule should be adjusted to better reflect the stop time at Del Norte High School.

- **Route 2:** No changes.
- **Route 3** should be shortened by serving Standard Veneer only on an on-request basis. The Community Assistance Network (CAN) on Standard Veneer Road is the northernmost stop on Route 3 in Crescent City. Ridership at this stop only occurs at specific times of the week and month when services are being provided, particularly the food closet. At other times (estimated to be 90 percent of the runs), traveling to this stop only adds an unnecessary five to six minutes of running time to the route, which reduces the ability to stay on schedule and make timed connections at the Cultural Center. While on-time issues are most significant with Route 1, creating some extra time with its interlined partner, Route 3, will help to improve overall on-time performance. RCT should coordinate with CAN to ensure the stop is served any time services are being provided at CAN, as well as being available to passengers by request on the bus or by calling ahead to dispatch for a pick-up. This modification will require the bus to turn around in the driveway of Pine Grove School at the end of Pine Grove Road or other nearby location. A stop would not be served at the School. Standard school bell times are at 8:00 AM and 2:25 PM, except on Mondays when classes end at 1:15 PM. As the Route 3 bus would be at this location around 10 minutes past the hour, conflicts with substantial parent traffic would be limited to one time per week.

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<sup>12</sup> Marginal operating costs and marginal subsidies are based on variable costs and exclude fixed costs.



- **Route 4** should be shortened by serving the Rancheria Community Center only on an on-request basis. The route travels north on Mathews Street from Howland Hill Road to serve only this single stop at the Rancheria Community Center. This adds approximately 2,800 feet to the overall length of the route, adding two to three minutes of running time. Due to low ridership at this stop, this would be a reasonable stop to convert to on-request status.

Designating low patronage stops that are off of the basic route as “on-request” stops would still provide service as needed, while reducing overall route running time and improving on-time performance of the system as a whole. Passengers wishing to deboard at these stops would simply ask the driver to make the deviation to the stop, upon boarding the bus. Passengers desiring a pick up would call the dispatcher in advance (at least 30 minutes prior to the desired pick-up time, so the driver can be informed of the deviation before starting the run). If a pattern of consistent passenger boardings at specific times is found (such as after the end of a class or activity), a “standing request” could be implemented by which the specific run serves the stop without the need for a specific request.

### **Non-Emergency Medical Transportation Service to Arcata/Eureka Coordinated with Humboldt Transit Authority**

RCT should implement strategies to expand Non-Emergency Medical Transportation (NEMT) access to the Arcata/Eureka/McKinleyville area, building on the existing RCT Route 20 and Humboldt Transit Authority (HTA) services. As discussed in Chapter 5, the following steps should be undertaken:

- Coordinate dispatching between RCT and HTA staff to organize a complete round-trip between Del Norte origins and medical destinations in the Humboldt County area. RCT dispatchers (as best able to ensure that RCT passengers’ needs are fully met) should be tasked with organizing the full trip, rather than having HTA or the passenger arrange the trip.
- Operate a mid-day additional bus run one day a week (such as Wednesdays) when a minimum of two reservations are received by 5 PM two days in advance (such as on Mondays). This vehicle would depart southbound from Crescent City at 11: 45 AM, with a northbound departure from Arcata at 1:30 PM. This additional run provides the opportunity to access medical services without the physically-demanding requirement to spend a very long 12-hour day away from home.
- As needed to make transfers to HTA Dial-A-Ride services in the McKinleyville area, allow existing Route 20 buses to serve on-request stops at Rays Foods (at School Road and Central Avenue).
- As needed to get NEMT passengers returning on the late afternoon Route 20 run home, extend DAR hours to 8:00 PM.

As a whole, this service will increase RCT operating costs by approximately \$8,300 per year (in current dollars), and will serve several hundred passenger-trips per year.

## **Revise Route 20 to Expand Transit Access to Recreational Sites**

Traversing a dramatic corridor of state, national and tribal recreational sites, RTA's Route 20 has a unique opportunity to provide transit access to recreation, providing economic benefits to the region. The following modifications are recommended:

- Revise the route through Prairie Creek State Park via Newton B. Drury Parkway year-round to serve the Visitor Center, only using the existing US 101 route when weather or road conditions require.
- Serve the Kuchel Visitor Center just south of Orick on an on-request basis.

Also as part of the strategy to expand recreational transit access throughout the RCT system, marketing should be expanded and a systemwide daypass offered, as discussed below.

### **Provide a Systemwide Daypass**

RCT should offer a systemwide daypass, good on all fixed route services (Routes 1-4, 10, 20 and 199) north of Orick (Kuchel Visitor Center) for \$5.00 per day<sup>13</sup>. This provides several benefits:

- It provides a reduction in fare for general public passengers making more than three trips over the course of a day on the regional services.
- It reduces the need to have exact change for making individual fare purchases.
- It provides a convenience for recreational travelers (such as visitors) making multiple trips when using RCT to explore the recreational attractions of the region.
- It provides social service agencies with a simple means of giving clients transit fare for a single visit to a program site, regardless of where they live.

Day passes should be available from the transit drivers, at the transit facility on Williams Road, and at the Crescent City Visitor Center (as discussed in detail below). Any loss of existing fare revenue is expected to be offset with new pass sale revenue.

### **Other Recommended Service Improvements, Contingent on Future Funding**

In addition to the plan elements identified above for the next five-year period, several additional service improvements have been found to be operationally feasible or desirable, if additional operating funding can be accessed beyond the conservative estimates used in this plan. If additional funding becomes available, the following additional service improvements should be considered.

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<sup>13</sup> Consistent with the existing regional fare program, no discount for seniors or persons with disabilities is recommended. Paper transfers should still be made available, as eliminating paper transfers would substantially increase effective fares for passengers making transfers on only one or two trips per day.

### Implement Half-Hourly Weekday Service on Routes 2 and 4 from 10:00 AM to 5:30 PM

Increasing service frequency is a desirable improvement should the financial outlook for Redwood Coast Transit continue to improve over the next several years. By the end of 2014, RCTA should review ridership to ascertain the impacts of the 2012 fare increases, and the reinstated weekday hours. If ridership has continued to grow, toll credits have been granted, and LTF continues to steadily increase, it is recommended that half-hour service on Routes 2 and 4 (the two busiest routes) be implemented from 10:00 AM to 5:30 PM (the period with greatest existing ridership). While half hourly service was evaluated for all four Crescent City routes, that option is twice as expensive as increasing the service on just two routes. This is a reasonable next step in improving service in Crescent City.

This strategy would consist of adding a third bus to the Crescent City routes to operate half-hourly service on Routes 2 and 4. Currently, a bus departs the Cultural Center as Route 2 at 10:00 AM. The additional bus would also depart the Cultural Center at 10:00 AM as Route 4. The buses would continue to be interlined, switching between the two routes. The additional bus would finish as Route 4 at 5:30 PM. This would add 1,875 hours of service annually, at a cost of \$47,600. Ridership would be an estimated 17,300 additional passenger trips per year. Considering the high use of monthly passes on the transit system, the net impact on annual fare revenue is estimated to be \$11,000. Therefore, operating subsidies would increase by approximately \$36,600 per year.

As there are currently nine vehicles in peak service and a total fleet of twelve vehicles, adding another vehicle in service would still provide a 20 percent spare ratio. It would not be necessary to purchase an additional vehicle.

### Volunteer Driver Program for Non-Emergency Medical Transportation

As an alternative to the gas vouchers and fares provided through the CTSA, a volunteer driver program would expand the availability of NEMT services in the region. Under this strategy, a half-time coordinator would be hired by the Community Assistance League (CAL) or possibly Coastline Enterprises to find and train volunteers, and arrange volunteer transportation with reimbursements paid to the volunteer drivers. This type of program typically evolves from a grass-roots effort, and would therefore need to be championed by local individuals or a group such as CAL for it to succeed. The program would cost an estimated \$30,000 to \$50,000 annually. This program could be phased in as the current CTSA medical transportation program is phased out, but this program would ultimately cost more than the current program and would require a dedicated source of additional funding.

### Provide a College-Supported Evening Shuttle

If funding were provided through the College of the Redwoods, an evening shuttle could be provided to allow evening students a means of getting home from classes. Service would be operated a total of 4 vehicle-hours per day during the fall and spring semesters at a cost of approximately \$14,900 annually. Ridership would be 12 passengers per day, or 1,600 per year. Multiplied by the existing average fare per person on the City Routes, this would generate \$1,570 in fares per year, resulting in an annual subsidy need of \$13,330 per year. The College could choose to fund the service internally, such as by increasing student registration fees, fundraising activities, or other similar means (see discussion under institutional plan). Alternatively, the College could agree to purchase discounted monthly passes for all students, and in exchange, RCT could provide the evening shuttle service.

## **MANAGEMENT AND INSTITUTIONAL PLAN**

### **Transit Management Succession Plan**

The current institutional arrangement with a Consulting Transit Manager has resulted in the continued success of a well-managed transit program for more than a decade. Local stakeholders laud and endorse this arrangement, in large part because the current manager is knowledgeable about the complicated grant application and requirements process, is an advocate for transit in the region, and is diplomatic in managing the operations contract with its large staff of managers, supervisors, dispatchers and drivers. Stakeholders did note some disadvantages to not being locally-based, however.

Should the current Consultant no longer be available to manage the transit system, it is important to consider the alternatives for managing the transit system, as discussed in Chapter 6. Based on outreach to local stakeholders, the ideal succession plan would be to hire a locally-based transit manager. However, it is also important for this individual to have the knowledge of transit management and funding needed to effectively guide the transit program, as well as to provide these services in a cost-effective manner. This latter consideration argues for some form of part-time position, as has proven over the last few years to be effective.

The “right” solution will depend on the qualifications of specific candidates and their ability to provide these services on a part-time basis. For instance, the right candidate might also serve as the manager of another transit program in the region, or have responsibilities for other units of local government. If it becomes necessary to consider alternatives to the current contracted arrangement, the RCT Board should develop and release a Request For Proposals (RFP) for transit management services, which will allow individuals, firms and public sector entities the opportunity to provide their qualifications and cost proposal for provision of these services. Optimally, this RFP process would be initiated at least six months prior to the end of the Consulting Transit Manager contract period, to provide adequate time for selection and a transition period.

### **Participate in Interline Ticketing Program / Package Express Sales**

As outlined in Chapter 6, selling intercity passenger tickets or serving as a Package Express agent offer RCT opportunities to increase ridership, provide improved services to customers, and are a potential source of increased revenues. It is recommended that RCTA takes steps to become an interline provider and ticket agent, as well as a Package Express sales agent.

The most feasible means of providing this service is to coordinate with the Crescent City Chamber of Commerce to expand the hours of operation of the Visitor Center to encompass the hours of 7:00 AM to 9:00 AM and 1:00 PM to 3:00 PM on Mondays to Saturdays, year-round. For periods that the Center is currently open, RCT would pay the Chamber a modest amount for Chamber employees to provide these services. For the 684 additional hours per year when the Center is not currently open, additional staff would be provided through the RCT contractor. (This staff would also be “cross-trained” to serve visitors needing non-transit-related information in these additional hours).

In total, this program would incur an annual operating cost on the order of \$16,200 per year, and generate revenues on the order of \$9,000 per year. While it would result in a net cost to RCT, it provides several advantages:

- It provides convenient access to the nation's intercity package express system in Crescent City, which would serve local businesses and residents.
- It provides Del Norte residents with convenient one-ticket access to the nation's intercity bus network.
- It provides a very convenient location for pass sales and passenger information services for the RCT system.
- It avoids the impacts on the transit operations facility and staff associated with other options.
- It has the potential to increase overall intercity ridership, as Route 20 would be designated in Greyhound marketing materials as part of the Greyhound network connecting Oregon routes to the north with routes out of Arcata to the south. As an example, this could make potential passengers from Humboldt County more aware of the opportunity to connect via Route 20 and COAST services to Greyhound services to Portland and Seattle.

Overall, it would provide benefits to the transit passengers, the transit system, and the region as a whole that warrant the additional costs.

### **Coordination Between Redwood Coast Transit and the Yurok Tribe**

As the Yurok Tribe prepares to implement local Dial-a-Ride service, it is increasingly important for the Tribe and Redwood Coast Transit to coordinate in order for all parties to make the best use of limited resources and to best serve residents and visitors in the County. It is recommended that joint meetings or phone conferences be held between the RCT Manager, the Contract Operator for RCT, and transportation staff for the Yurok Tribe. The parties involved should provide updates on current operations and any planned changes in service. These quarterly meetings could help in identifying opportunities for making better connections between the services and in identify opportunities for joint training, shared capital resources, etcetera. These meetings will also ensure that there are not redundancies in services or may help in identifying areas/times that are underserved.

### **Work With College of the Redwoods To Enhance Transit Services**

During outreach efforts at College of the Redwoods, student government and staff expressed a desire to have more transit available to students, and students expressed that this need is particularly important in the evening. RCT should meet with College of the Redwoods staff to explore potential means of expanding the usefulness of RCT services to college students and staff. One option would be to develop an agreement by which College funding (through student fees or other allocations) is provided to RCT to fund evening shuttle services, as discussed above. This would serve the high proportion of college students that attend evening classes after the end of the current transit service day.

Another potential option would be to develop a "U-Pass" program by which College of the Redwoods students (and potentially also staff) are provided with free-fare transit service in exchange for ongoing direct payments to RCT. The funding level would need to be sufficient to

cover the cost of existing fare revenue generated by students, the equivalent fare revenue of additional students, as well as any cost of expanded service to the College (such as the evening shuttle service). By spreading the transit costs over all students (such as through a per-semester student fee), the increase in fees to the individual student can be relatively modest. This type of universal student transit pass program is common at colleges and universities across the nation. In a 2008 survey with 68 colleges and universities responding, 51 indicated that some form of U-Pass program was in effect (as discussed in *TCRP Synthesis Report 78: Transit Systems in College and University Communities*). While many of these responses were from larger campuses with significant parking or traffic congestion problems driving their need to encourage transit usage, the concept can also apply to smaller institutions such as the College of the Redwoods. A regional example is the "Jack Pass" used on Arcata Mad River Transit by Humboldt State University students and staff. Students ride free, and faculty and staff can purchase the Jack Pass for \$60 per semester. Money comes in through the Instructionally Related Activities fee, with \$15 of each student's money going to the Jack Pass program.

## **Marketing Improvements**

As discussed in Chapter 6, RCT engages in myriad marketing efforts including well-designed riders guides for each service, a fully developed website, vehicles with like-color schemes and logs, and etcetera. A few areas of marketing could be improved, as detailed in Chapter 6 and listed below:

- Bus Shelter Maintenance: The bus shelters are frequent targets of vandalism. While the transit operator regularly cleans shelters, damaged shelters often go long periods without repair, which becomes unsightly and leaves a negative impression of the transit system. As discussed in the Capital Plan section below, improved coordination between local governments for replacing bus stop shelters should include repairs for vandalism.
- Website: RCT should improve efforts to keep information up to date. Significant changes in fares and hours should be published on the website prior to the actual changes. The website should also include a convenient opportunity to provide suggestions or requests for information.
- Social Media: After developing appropriate policies, RCT should create and maintain a Twitter account, as well as an email list. These channels are commonly used by transit agencies, and have been found to be effective in informing passengers of service changes/interruptions as well as in building "brand loyalty".
- Bus Displays: The information on vehicle head signs and internal bulletin display boards currently are somewhat confusing. The route should be clearly identified by route number and/or color on the head signs.
- Market RCT's Access to Recreational Amenities: RCT should develop a separate flyer and webpage promoting the recreational opportunities accessible by transit service. These should include suggested itineraries, such as a drop-off at Damnation Creek and pick-up at Enderts Beach Road for persons wishing to hike a section of the Coastal Trail or (for persons less adventurous) a series of stops at the various Visitor Centers and nature trails along Route 20. In addition, there are low cost opportunities for Redwood

Coast Transit and the Redwood National and State Parks to “advertise” each other’s services on their web pages by posting links to one another.

### *Prioritization of Marketing Strategies*

Marketing is an important tool in growing and maintaining transit ridership, and in ensuring passengers get the best use of the transit system. Some marketing strategies are very low cost and effective, while other tools, which may greatly improve awareness, are expensive. Below is a prioritized list of marketing strategies for Redwood Coast Transit.

#### High

Ensure Website is Maintained: At least two weeks before a change is made to the transit system (such as a scheduling change or fare change), the website should announce the change and provide the new schedule, rates, and etcetera. This is a very high priority and particularly affects discretionary transit users.

#### Medium

Social Media: Establish protocols for Twitter and email blasts. Ensure that service contractor agreement includes modest staff time for social media marketing.

Recreational Travel Marketing: Develop a separate flyer and webpage (on redwoodcoasttransit.org) promoting the recreational opportunities available via transit and the daypass. Work with the National and State Parks and the Chamber of Commerce to include transit options in collateral material.

Promote the Daypass: The availability of the new regional daypass should be marketed through flyers on the buses, social media, the website and through modest panel ads in local papers.

### **CAPITAL PLAN**

Providing a dependable and safe public transit service requires a long list of capital items, including buses, facilities, and communications equipment. As discussed below and shown in Table 34, a total of \$1,713,900 in capital expenditures will be needed and warranted over the coming five years.

#### **Vehicle Replacement Schedule**

Redwood Coast Transit currently has a fleet of twelve vehicles. Over the next five years, nine vehicles will need to be replaced, at an estimated cost of approximately \$1,450,400, as discussed in Chapter 7.

#### **Non-Vehicle Capital Items**

RCT is in need of the following non-vehicle capital items and improvements:

## Security Improvements

- Vehicle Video Surveillance: The cost of equipping new vehicles with video surveillance is approximately \$4,600 per vehicle: equipping nine buses over the plan period will cost in the range of \$41,400, not including inflation.
- Telephone with Recording Capability: The Transit Facility has an old outdated phone system. For security purposes, it should be updated and should have the capability to record. A new phone system with recording capability would cost in the range of \$4,000.
- Back-up Power: RCT does not have any means of back-up power, which reduces or eliminates the ability to operate the service in times of power outage. A small commercial-grade generator should be purchased to provide power for computers, back-up radios, and emergency lighting. The cost would be approximately \$9,000, plus \$2,000 for installation.
- Facility Video Camera/Cipher Locks: For security purposes to protect staff and property, RCT should have video surveillance cameras installed at its facility. The cost of procurement and installation would be approximately \$10,000. Additionally, cipher locks should be installed on external doors and the dispatch door (where fareboxes are stored). Four locks are needed at a cost of \$500 each, or \$2,000 total.

## Facility Improvements

- The transit facility on Williams Drive adequately serves the transit program with a maintenance bay, office space and some covered and open parking. However, the facility continues to face drainage problems from a poorly constructed parking lot. To address this issue and other continuing improvements needed for the transit facility, \$5,000 should be budgeted annually (increasing by inflation) during the plan period.

## Other Capital Improvements

- Passenger Amenities: Improvements at bus stops are a key request of passengers as well as other members of the public. While the current bus shelter installation program is a good step towards better bus stop passenger amenities, there continues to be a long list of recommended improvements, as presented in the *Del Norte County Passenger Facilities Plan*, completed in June 2007. To ensure that improvements are ongoing, RCT should budget \$10,000 annually through the plan period (increasing by inflation). Furthermore, a bus pullout would be beneficial on Washington Boulevard, with an estimated cost of \$90,000 that should be included in the 2014-15 budget. Installation of passenger amenities should be conducted by the Crescent City staff or County of Del Norte staff, per the recommended Memorandum of Understanding presented below.
- Automatic Vehicle Location Software: RCT buses are equipped with GPS units. To take advantage of this equipment, RCT needs to purchase software which would allow the transit system to monitor and download data from the GPS devices. The cost of the software is approximately \$7,500.
- Mobile Radio Repeater: RCT radios lose reception in several areas of service, most notably the Klamath area. A second radio repeater is needed to improve



communications. The cost of acquisition, programming and installation is approximately \$20,000. RCT would need to coordinate with the Yurok Tribe to place this repeater at the Requa site.

- Capital Items for Package Express/Ticketing Sales: Depending on discussions with the Crescent City Chamber of Commerce, modest capital items may be needed at the Visitor Center to accommodate ticketing and package express (such as changes in locks, security camera, or a safe for cash). \$5,000 is allocated for this purpose.

## **Memorandum of Understanding for Improvements to Passenger Amenities**

As discussed in Chapters 6 and 7, the ongoing need to improve passenger amenities would best be addressed through a Memorandum Of Understanding (MOU) between RCTA and the County and City, under which the County and City provide engineering, construction and construction management services in exchange for compensation. This MOU could be a relatively straightforward document, defining the following:

- Hourly labor rates
- Documentation of costs and reimbursement procedures.
- Responsibilities
- Points of contact
- Term of agreement and conditions of termination

Development of this MOU will be an important step in “institutionalizing” bus stop improvements and giving them a higher priority in the City, County and RCT.

## **FINANCIAL PLAN**

RCTA’s existing funding programs and new toll credits as grant match will be relied upon over the coming five years to fund ongoing operating costs and capital improvements. A year-by-year financial plan is presented in Table 35. Specifically, the following methodology was followed in developing this plan:

- First, forecasts of annual operating costs were developed, as presented in Table 33. “Base case” operating cost forecasts were estimated using the current 2013/14 approved budget, assuming a 2 percent annual inflation rate of current costs each year. This base case assumes the continuation of all existing services. Next, operating cost estimates were identified for each operating plan element, based on the analyses presented in the alternatives analysis section of this report. These costs also assume a 2 percent annual inflation factor each year.
- Ridership for each service was estimated, as also indicated in Table 33. The base case ridership reflects expected ridership assuming no changes in service, and is based on the expected increase in population of the service area (only 0.4 percent annually overall, but 2.9 percent annually among seniors) and the trend in ridership growth prior to the recent service reductions and fare increases. The base ridership is thus conservatively projected to grow 2 percent annually. The impact of each service plan element is then identified and summed. In total, implementing all plan elements is forecast to increase system-wide ridership from a 2013/14 base case figure of 149,100 trips per year (not including ridership from expanded service hours) to a year 5 total of 168,300 – a 11.4 percent increase.

**TABLE 33: RCTA Transit Plan Operating Costs, Ridership and Fare Revenue**

*All Figures in Thousands*

Project Description	Projected FY13-14	Projected FY14-15	Projected FY15-16	Projected FY16-17	Projected FY17-18	5-Year Total
<b>PLAN OPERATING COSTS <sup>1</sup></b>						
Existing Services <sup>2</sup>	\$1,154.0	\$1,177.1	\$1,200.6	\$1,224.6	\$1,249.1	\$6,005.5
Reinstate Crescent City Hours Weekdays <sup>3</sup>	\$0.0	\$38.6	\$39.3	\$40.1	\$40.9	\$158.9
Reinstate Dial-a-Ride Hours Weekdays <sup>3</sup>	\$0.0	\$1.3	\$1.4	\$1.4	\$1.4	\$5.5
Expand NEMT Service Coordinated with HTA	\$0.0	\$8.5	\$8.6	\$8.8	\$9.0	\$34.9
Intercity Ticketing / Package Costs	\$0.0	\$16.2	\$16.5	\$16.9	\$17.2	\$66.8
<i>Total Operating Costs</i>	\$1,154.0	\$1,241.6	\$1,266.5	\$1,291.8	\$1,317.6	\$6,271.6
<b>ESTIMATED RIDERSHIP <sup>4</sup></b>						
Existing Services	149.1	152.1	155.1	158.2	161.4	775.9
Reinstate Crescent City Hours Weekdays	0.0	5.7	5.8	5.9	6.1	23.5
Reinstate Dial-a-Ride Hours Weekdays	0.0	0.6	0.6	0.6	0.6	2.3
Expand NEMT Service Coordinated with HTA	0.0	0.2	0.2	0.2	0.2	0.8
Systemwide Ridership	149.1	158.6	161.7	165.0	168.3	802.6
<b>ESTIMATED FAREBOX REVENUE</b>						
Existing Services <sup>5</sup>	\$176.7	\$180.2	\$183.8	\$187.5	\$191.3	\$195.1
Reinstate Crescent City Hours Weekdays <sup>3</sup>	\$0.0	\$5.6	\$5.7	\$5.8	\$5.9	\$23.1
Reinstate Dial-a-Ride Hours Weekdays <sup>3</sup>	\$0.0	\$0.7	\$0.7	\$0.7	\$0.8	\$2.9
Expand NEMT Service Coordinated with HTA	\$0.0	\$3.8	\$3.8	\$3.8	\$3.8	\$1.0
Systemwide Farebox Revenue	\$176.7	\$190.3	\$194.0	\$197.8	\$201.7	\$222.2
<p>Note 1: Assumes an annual inflation rate of 2 percent.</p> <p>Note 2: Cost of existing services as adopted by RCTA 2013-14 budget.</p> <p>Note 3: Marginal Costs based on \$17.67 per service hour plus \$0.52 per mile.</p> <p>Note 4: From Table 26. Ridership is projected to grow at 2 percent annually.</p> <p>Note 5: Based on budget projections. Reflects a review indicating ridership continues to be depressed compared to the previous two years, possibly due to cuts or fare increases. Revenues are projected to grow at the rate of increased ridership (2% annually).</p> <p>Source: LSC Transportation Consultants, Inc.</p>						

- Based on the ridership forecasts, the passenger fare revenues presented in the bottom portion of Table 33 were next identified. Revenues were estimated using recent average fares collected (post fare increases). In total, under the plan, farebox revenues are expected to increase from a 2013/14 base case figure of \$176,700 to a 2017/18 total of \$201,700, corresponding to a 14.2 percent increase.
- Capital items and costs were identified in Table 34. A 2.0 percent rate of annual inflation was applied to all costs.
- The next element necessary in the development of the funding plan is to match the plan operating costs (from Table 33) and capital costs (from Table 34) with revenues, as shown in Table 35. In FY 2013/14, 33.5 percent of the operating revenues will come from LTF funds, 30.2 percent from FTA funding, 15.9 percent from fares, 13.3 percent from State Transit Assistance (STA) funds, and 6.3 percent from Toll Credits. Future changes in revenues are assumed as follows:
  - Most of the revenue sources are projected to grow at 2 percent annually (assumed to be consistent with the rate of inflation). As Local Transportation Funds are based on sales tax revenues, and as population is expected to grow, at a minimum LTF can be assumed to grow consistent with inflation.
  - STA, which is relatively uncertain, is conservatively assumed to remain unchanged over the five year planning period.
  - Toll Credits could potentially end after several years. No toll credit revenues are assumed after FY 2015-16.
- The capital costs will primarily be funded through Proposition 1B funds, as well as FTA 5311(f) and LTF funds. A modest amount of LTF funds will also be needed as local match. The capital program is aggressive in terms of vehicle replacement and security and facility improvement, in order to make efficient use of Proposition 1B funding, improve the condition of the aging fleet, address and security and facility needs, as well as to improve reporting, monitoring, and passenger comfort and safety. In total, roughly \$1.71 million is needed for the capital program over the next five years. Prop 1B PTMISEA funds are projected to run out in 2017/18, requiring \$335,800 in LTF funds for purchasing buses. This includes two high-end low-floor buses which are desirable for Crescent City services.

This financial plan relies primarily on revenue sources which have been available in the past and are expected to continue to be available as planned. However, it also includes Toll Credits, which are a newer source of funding. While there is currently some uncertainty in terms of allocation, RCTA has a strong case for applying for the funds and it is expected the funds will be granted. Additionally, the cut-off date for expending Prop 1B funds is somewhat uncertain, and if the funds are no longer available after 2015-16, RCTA will need to seek other sources of funding for capital items in the last two years of the plan, including the two Crescent City replacement buses. These are typical uncertainties associated with transit grant funding. This operating plan results in a modest LTF reserve at the end of the five-year planning period (FY 2017/18) despite the possibility that toll credits will be discontinued and the fact that a substantial amount of the LTF funds are required for capital expenditures in 2017/18.

**TABLE 34: RCTA Capital Plan**

All Figures in Thousands

Project Description		Estimated FY13-14	Projected FY14-15 <sup>1</sup>	Projected FY15-16 <sup>1</sup>	Projected FY16-17 <sup>1</sup>	Projected FY17-18 <sup>1</sup>	5-Year Total
<b>RCTA Replacement Vehicles<sup>2</sup></b>							
Crescent City Low Floor Buses	#	0	0	0	0	2	2
	cost	\$0.0	\$0.0	\$0.0	\$0.0	\$600.0	\$1,200.0
Route/Dial-A-Ride Buses	#	0	0	3	0	1	4
	cost	\$0.0	\$0.0	\$280.8	\$0.0	\$97.0	\$377.8
Route/Intercity Buses	#	2	1	0	0	0	3
	cost	\$313.0	\$159.6	\$0.0	\$0.0	\$0.0	\$472.6
Total Number of Vehicles		2	1	3	0	3	9
<b>Total Vehicle Cost</b>		<b>\$313.0</b>	<b>\$159.6</b>	<b>\$280.8</b>	<b>\$0.0</b>	<b>\$697.0</b>	<b>\$1,450.4</b>
<b>Miscellaneous Capital Equipment</b>							
<u>Security Improvements</u>							
Security Camera Systems on Replacement Buses		\$9.2	\$4.7	\$14.4	\$0.0	\$14.9	\$43.2
Telephone System with Recording Capability		\$4.0	\$0.0	\$0.0	\$0.0	\$0.0	\$4.0
Back Up Power (radios, computers, emergency lighting)		\$11.0	\$0.0	\$0.0	\$0.0	\$0.0	\$11.0
Facility Video Surveillance		\$0.0	\$10.0	\$0.0	\$0.0	\$0.0	\$10.0
Mobile Radio Repeater Location <sup>3</sup>		\$0.0	\$20.0	\$0.0	\$0.0	\$0.0	\$20.0
Door Locks		\$5.0	\$0.0	\$0.0	\$0.0	\$0.0	\$5.0
<b>Total Security Improvement Costs</b>		<b>\$29.2</b>	<b>\$34.7</b>	<b>\$14.4</b>	<b>\$0.0</b>	<b>\$14.9</b>	<b>\$93.2</b>
<u>Facility and Other Improvements</u>							
Office Equipment for Intercity Ticketing in Chamber Building		\$5.0	\$0.0	\$0.0	\$0.0	\$0.0	\$5.0
Facility Maintenance Improvements <sup>4</sup>		\$5.0	\$5.1	\$5.2	\$5.3	\$5.4	\$26.0
Automatic Vehicle Location Software		\$7.5	\$0.0	\$0.0	\$0.0	\$0.0	\$7.5
Bus Stop Shelters and Signage <sup>5</sup>		\$10.0	\$90.0	\$10.4	\$10.6	\$10.8	\$131.8
<b>Total Facility &amp; Other Capital Equipment Costs</b>		<b>\$27.5</b>	<b>\$95.1</b>	<b>\$15.6</b>	<b>\$15.9</b>	<b>\$16.2</b>	<b>\$170.4</b>
<b>Total Del Norte County Capital Costs</b>		<b>\$369.7</b>	<b>\$289.4</b>	<b>\$310.8</b>	<b>\$15.9</b>	<b>\$728.2</b>	<b>\$1,713.9</b>
Note 1: Assumes 2 percent annual rate of inflation. Note 2: See Table 32 for planned funding sources. Note 3: Includes acquisition, programming and installation. Source: RCTA and LSC Transportation Consultants, Inc.		Note 4: Includes drainage issues, miscellaneous upgrades. Note 5: Annual improvements. In 2014-15, includes bus pullout on Washington Avenue.					

**TABLE 35: RCTA Financial Plan***All Figures in Thousands*

Project Description	Projected FY13-14	Projected FY14-15	Projected FY15-16	Projected FY16-17	Projected FY17-18	5-Year Total
<b>OPERATING PLAN</b>						
Total Costs (from Table 33)	\$1,154.0	\$1,241.6	\$1,266.5	\$1,291.8	\$1,317.6	\$6,271.6
<b>Operating Revenues</b>						
Local Transportation Fund Income <sup>1</sup>	\$372.9	\$438.0	\$450.0	\$542.3	\$556.3	\$2,359.5
State Transit Assistance <sup>2</sup>	\$158.7	\$158.7	\$158.7	\$158.7	\$158.7	\$793.6
Passenger Fares (from Table 33)	\$176.7	\$190.3	\$194.0	\$197.8	\$201.7	\$960.6
Advertising Revenue & Misc. Revenue <sup>3</sup>	\$10.0	\$10.2	\$10.4	\$10.6	\$10.8	\$52.0
FTA Section 5311 <sup>4</sup>	\$157.0	\$160.2	\$163.4	\$166.6	\$170.0	\$817.2
FTA Section 5311(f) Intercity <sup>4</sup>	\$203.3	\$207.3	\$211.5	\$215.7	\$220.0	\$1,057.9
Toll Credits <sup>5</sup>	\$75.4	\$76.9	\$78.4	\$0.0	\$0.0	\$230.7
Intercity Ticketing/Package Revenues	\$0.0	\$9.0	\$9.2	\$9.4	\$9.6	\$37.1
<i>Total</i>	\$1,154.0	\$1,241.7	\$1,266.5	\$1,291.8	\$1,317.6	\$6,271.6
<b>Balance</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	<b>\$0.0</b>	--
<b>CAPITAL PLAN</b>						
<b>Capital Costs</b> (From Table 34) <sup>6</sup>	\$369.7	\$289.4	\$310.8	\$15.9	\$728.2	\$1,713.9
<b>Capital Revenues</b>						
Proposition 1B PTMISEA <sup>7</sup>	\$27.5	\$95.1	\$296.4	\$15.9	\$377.5	\$812.4
Proposition 1B CTSGP <sup>8</sup>	\$29.2	\$34.7	\$14.4	\$0.0	\$14.9	\$93.2
FTA Section 5311(f) Intercity Capital	\$277.1	\$141.3	\$0.0	\$0.0	\$0.0	\$418.4
Toll Credits <sup>5</sup>	\$18.0	\$18.3	\$0.0	\$0.0	\$0.0	\$36.3
Local Transportation Fund (as Match)	\$18.0	\$0.0	\$0.0	\$0.0	\$335.8	\$353.7
<b>Total</b>	\$369.7	\$289.4	\$310.8	\$15.9	\$728.2	\$1,713.9
<b>Local Transportation Fund Reserve</b>						
Beginning Fund Balance	\$31.2	\$165.7	\$263.5	\$360.1	\$375.3	--
Revenue	\$525.3	\$535.8	\$546.6	\$557.5	\$568.6	\$2,733.9
Expense - For Operating	\$372.9	\$438.0	\$450.0	\$542.3	\$556.3	\$2,359.5
Expense - For Capital	\$18.0	\$0.0	\$0.0	\$0.0	\$335.8	\$353.7
Ending Fund Balance	\$165.7	\$263.5	\$360.1	\$375.3	\$51.9	--
<p>Note 1: Growth rate is estimated to increase at the rate of inflation (2 percent annually).</p> <p>Note 2: State Transit Assistance annual revenue is assumed to remain unchanged.</p> <p>Note 3: Advertising revenue per adopted 2013-14 budget, plus 2 percent annual inflation.</p> <p>Note 4: FTA 5311 and 5311 (f) are assumed to grow at 2 percent annually.</p> <p>Note 5: As it is uncertain how long Toll Credits will be available, it is assumed they are no longer available after 2015/16. While available, they will provide local match for 5311 (f) operating and capital expenditures.</p> <p>Note 6: Capital unit costs assumed to increase at a 2 percent rate of inflation.</p> <p>Note 7: Prop 1B PTMISEA funds have a starting balance of \$812,400. It is expected all of these funds will be used over the plan period.</p> <p>Note 8: Prop 1B CTSGP funds have a starting balance of \$177,100. It is expected \$93,300 of these funds will be expended over the plan period.</p> <p>Source: LSC Transportation Consultants, Inc.</p>						

## IMPLEMENTATION PLAN

This schedule provides a timeline of the actions necessary to implement the elements identified in this plan.

### Upcoming Fiscal Year (2013/14)

- Develop new Riders Guides for service changes.
- Update website with service changes.
- Procure two Intercity Route buses (replacing Vehicles 280, 281).
- Procure and install Video Surveillance for new buses.
- Install security improvements including security door locks, backup generator, and upgraded telephone system.
- Purchase and implement AVL software.
- Develop and implement a MOU with the City and County to maintain, repair and install passenger amenities. Prioritize bus stop improvements for next year.
- Initiate quarterly meetings between the Yurok Tribe, DNLTC, RCTA and First Transit staff to optimize service coordination.
- Meet with College of the Redwoods to discuss potential evening service and funding options.
- Meet with Crescent City Chamber of Commerce and develop agreement for expanded staffing and accommodating intercity ticketing and package handling at the Visitor Center.
- Meet with State/National Parks to discuss reciprocal recreational transit marketing efforts, and finalize increased access to recreational sites.
- Meet with Humboldt Transit Authority staff to discuss coordination of NEMT trips and dispatching protocols.

### Fiscal Year 2014/15

- Reinstate early morning and late afternoon route service on Crescent City Routes 1, 2, 3 and 4, and the Dial-a-Ride on weekdays.
- Offer daypass fare option.
- Become an Interline Provider, and start staffing Visitor Center in expanded hours.
- Initiate one-day-a-week NEMT service to Arcata, coordinated with Humboldt Transit Authority.

- Design and install bus pull-out on Washington Boulevard. Prioritize bus stop improvements for next year.
- Monitor system performance. By December 2014, if ridership continues to grow and funding outlook is positive, consider implementing half-hourly service on Routes 2 and 4 in the next fiscal year and/or NEMT improvements.
- Install video surveillance at transit facility.
- Acquire and install mobile radio repeater.
- Procure one Intercity Route bus (replacing Vehicle 285).
- Develop social media guidelines and implement Twitter and email services.

#### Fiscal Year 2015/16

- Continue installing bus stop improvements. Prioritize bus stop improvements for next year.
- Procure three DAR/Route buses (replacing Vehicles 282, 283, 284).

#### Fiscal Year 2016/17

- Continue with bus stop improvements. Prioritize bus stop improvements for next year.

#### Fiscal Year 2017/18

- Procure two low-floor route buses (replacing Vehicles 286 and 287).
- Procure one Route bus (replacing Vehicle 288).
- Update the Transit Development Plan.





Appendix A

## Outreach Materials and Comments for Del Norte SRTP Information Booths April 2013

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The following "Comment Cards" were available at Information Booths conducted April 17 and 18, 2013. Spanish versions were also available. Visitors to the booths were encouraged to complete the cards.

**A TRANSIT PLAN is being conducted for Del Norte County focusing on Redwood Coast Transit services. If you're interested in transit, we would like your opinion about services. (Circle answers as appropriate)**

Have you used Redwood Coast Transit services?      ☐ Yes      ☐ No

**If yes, which services?** (check all that apply)   ☐ Crescent City Routes   ☐ Dial-a-Ride   ☐ Route 10

☐ Route 20 to Arcata      ☐ Route 20 to Smith River

What service improvements would you like to see?

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If you **don't use transit**, why not? (check main reason)   ☐ Prefer to drive      ☐ Times don't work

☐ Bus takes too long      ☐ Doesn't serve where I go (list location \_\_\_\_\_)

☐ Other reason (please list ) \_\_\_\_\_

Would you like be able to use transit?   ☐ Yes   ☐ No   **If yes**, what changes could make this happen?

---

Please **WRITE** any additional **COMMENTS** you have regarding the alternatives on the **BACK** of this card, and return it to the envelope marked "comments" on the table. If you want more info, feel free to leave your name and contact information. Thank you for your input!

A poster of Crescent City Routes (derived from Figure 9 in the Tech Memo) and a poster of Regional Transit Routes (derived from Figure 10) were on display at the Information Booths, as well as a wall poster on the purpose of the Information Booths (below).

# TRANSIT INFO BOOTH ON CAMPUS for the

## DEL NORTE COUNTY SHORT RANGE TRANSIT PLAN

**TELL US WHAT YOU THINK!!**



- ★ Do you use Redwood Coast Transit Services?
- ★ If you do, how would *you* improve it?
- ★ If you don't, do you wish you could? What would it take for you to be able to use transit?

Stop by our information table in the entry of College of the Redwood's main building. We will share information on transit and ask for your suggestions. Fill out one of our comment cards. Your input is important to us!

College of the Redwoods, Main Building Foyer  
883 W Washington Blvd, Crescent City  
Wednesday April 17, 6:45 PM to 8:15 PM  
Thursday April 18, 9:00 AM to 10:00 AM  
See you there!

*If you have questions, comments, or you cannot stop by at these times, please contact Selena McKinney at LSC Transportation Consultants, Inc. 800-866-5446 or [selena@lsctahoe.com](mailto:selena@lsctahoe.com).*

## **SUMMARY OF INFORMATION BOOTH COMMENTS**

### **Comments from Cards regarding improvements by current users:**

From Pem Mey

- Want it to go to Eureka, which is the larger city. The stop should be there.
- The service is very good. I like every day me working in Klamath is necessary bus to me appreciate. Thank you.
- More buses to Crescent to Klamath. I would like that it would be more helpful for lots of reasons.

From Safeway

- Later bus that connects to Smith River coming back from Eureka late there is no bus going to SR later than 7:15 PM
- Being able to count on the buses arriving at the scheduled time, not 5-10 min late. The receptionist answering the RCT bus phone # needs to be a lot friendlier.
- Library exit would be nice. Also, the pool closes at 9 PM, so a 9:30 bus would well serve pool patrons and employees. A bus leaving the pool at 9:30 PM would be appreciated.

### **Comments from Cards regarding improvements that would help residents use transit:**

- Would like: Crescent City or Smith River arrive at 7:30-7:45; Smith River to Crescent City at 5:30 or 6:00 PM for going to work at jobs that are earlier. Like I got a job that starts at 5 and ends at 10 PM. Also I like to ride my bike (but not in the dark while raining 8 miles to Fort Dick like I will be doing tonight). A small electric bus for DAR would help with your expenses. Maybe call in for as needed buses going to SR if not available every day.
- Buses don't go as late as they used to. Ending at 6:30 isn't helpful where a program ends at 6:45 and you rely on the buses and have no way home other than to walk. (Weather, far, dark, safety are issues). There should be a bus ticket good for ANY route including DAR. Electronic? Swipe ticket? Refillable?
- 

### **Other Comments from Cards**

- Daniel Potts, ASCR President elect for 2013-14. Interested in fee system for ASCR students. Possibly ASCR subsidization. dpotts641@mycr.redwoods.edu 707-954-4536

### **Verbal Comments recorded:**

From Pem Mey

- I'll never use transit. They made me so mad. I had a massive foot infection, and when the bus came by, I waved and they wouldn't stop. I walked a couple of blocks from the hospital to a stop and waved again, and she wouldn't stop.
- Too expensive. Also, no connection from Arcata to Eureka. Eureka is the bigger city.
- I use it every day for school. It's great. But a lot of times it's inconvenient. If I take the 8 AM bus there, I have to stay until 3 PM –hours after I'm ready to leave.

From Safeway

- (Interested in transit?) No! Well, yes, but every time I call, the dispatcher is so rude.

From College of the Redwoods

- Student government (incoming president) would like to see if they could negotiate student discounts or passes

- RCT should post the route map at College of the Redwoods. Staff would be happy to place one under the plastic display case. Should have brochures in the entry too.
- It doesn't run late enough. I can't take night classes. I have to ride my bike home in the dark to Fort Dick. Also, I can't get back from the Eureka campus at night. I have to wait until the next day.
- A lot of people don't know about the bus and the \$35 fare. It's a great deal.
- I will have to take classes in Eureka next semester. Will transit work for that? What about connections (from Arcata) to Eureka? \$35 is a great deal. Wish I knew last year (re: route 20 to Arcata), although my class was at 8:00 AM. I will probably need to rent a room and stay in Eureka during the week.
- My husband and I share a car, so I might be interested in transit (picked up a CC brochure)
- (From CR student and staff who works with developmentally disabled) Because of the bad weather, students won't take transit at stops without shelters. Clients of mine are disabled. They live in apartments off Pacific and Glen, and they've said they don't want to wait for a bus in the rain without shelter. Also, there's a lot of vandalism to the existing shelters at stops. Maybe a reward for reporting vandals should be posted.
- I have an ADA card. I use transit all the time. It's great. Otherwise I'd be walking a lot.
- I've used it once. I'd like to use it more. I live in Hiouchi. It used to only come once in the morning, then not again until evening. Maybe I'll try it again.

#### **From WalMart**

- I use it. It works pretty well, but is often late. And sometimes when they arrive early, they leave before they're supposed to—I was on time, but the bus had left.
- (From a resident who runs an RV park, picked up brochures for all routes). Some folks arrive without a tow car and want to get around.
- (From a WalMart employee) It would be good if RCT would post a schedule/map at the stop. People are always asking for that information. There's a blank holder for it, but no info. (No place for brochures inside the store—got rid of the bulletin board)
- I have a complaint. One of the drivers is mean as hell.
- 7:30 to Klamath; they drop at Pem Mey but don't go to Klamath Glen. I have to hitch hike.
- 11:30 AM doesn't come into Klamath Glen, also have to hitch hike.
- I just lost my driver's license. I'm thinking of moving to Gasquet. (picked up brochures for 199)
- I use transit in Eureka more than here. They got new buses and when people found out how much they cost, they were very protective and jumped on people who vandalized the buses. They care about their buses. They know without them they would be walking. But not here (Crescent City). They don't care about the buses. The condition of the buses is awful. Seems like people would rather walk than take care of the buses.
- I'm glad they still stop at Rays even though it's closed. But now it's being taken over by homeless.
- 11:30 bus used to go through Klamath Glen, now it doesn't. This affects so many elders. They have to schedule appointments around the bus schedule and get stranded all day in Crescent City. Nonetheless, Klamath Early College of the Redwoods still receives service and is subsidized, even though they need \$80,000 right now to stay open. I told the tribe I would be willing to drive a van for the elders, but they turned me down. (I informed resident of plan for Tribe to provide transit). With the Tribe, you need to have it written up, signed and notarized or nothing will ever happen, guaranteed. It's frustrating what happened with the 11:30 bus. There were 6 regulars on that run. They had to have lost money from those

riders. Yet they work with KECRS. I had to ride my bike in with two bad knees. Imagine how others have had to deal with it. I'm fortunate because I changed jobs and can use the morning and evening bus, but many seniors are affected.



Appendix B  
**Survey Results**

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# Encuesta de Redwood Coast Transit Dial-A-Ride

Redwood Coast Transit está conduciendo una encuesta que se usara para ayudarnos a mejorar los servicios de Dial-A-Ride transit.  
Nos puede ayudar contestando las preguntas abajo y devolviéndolo en el sobre cuando baje del bus

**Todas las respuestas serán confidenciales. ¡Gracias!**

**Marque solo una respuesta por cada pregunta**

1. ¿Qué hora abordo el bus para este viaje?  
\_\_\_\_\_ ☐ AM ☐ PM
2. ¿Cuál fue su hora de reservación para este viaje?  
\_\_\_\_\_ ☐ AM ☐ PM a \_\_\_\_\_ ☐ AM ☐ PM
3. Cuando llamo para este viaje  
☐ Hoy ☐ 1 día de antemano  
☐ 2 días de antemano ☐ 3 días de antemano  
☐ 4-7 de antemano  
☐ Mas de 7 días de antemano  
☐ Suscripción de viaje (viaje con regularidad)
4. ¿Cuál es la razón principal de su viaje? (*Marque solo uno.*) Si está yendo a casa, ¿cuál es la razón principal de su viaje?  
☐ Escuela/Universidad ☐ Trabajo  
☐ De compras ☐ Medico/Dentista  
☐ Centro de ancianos ☐ Personal  
☐ Recreación/Social ☐ Otro \_\_\_\_\_
5. ¿Pudo haber usado otro vehículo para este viaje en vez de Dial-A-Ride?  
☐ Si ☐ No
6. Si los servicios de Dial-A-Ride no fuera disponible, ¿cómo hubiera hecho este viaje?  
☐ A pie ☐ Conduciendo ☐ Aventón ☐ taxi  
☐ Servicios de Bus de Ruta Fija  
☐ No hubiera hecho este viaje  
☐ Otro \_\_\_\_\_
7. Con que frecuencia usa los servicios de Dial-A-Ride?  
☐ Diario ☐ 2-4 Día/Mes  
☐ 2-4 Día/Semana ☐ 1 o menos días/mes  
☐ 1 Día/semana ☐ Primera vez
9. ¿Usa usted los servicios de los siguientes RCT? (*marque todo los que aplique*)  
☐ Crescent City Fixed Route Service  
☐ Klamath Ruta 10  
☐ Smith River-Arcata Ruta 20
10. ¿Cuál es la localización general de su casa?  
Cuidad/Vecindad \_\_\_\_\_  
O calle cercana \_\_\_\_\_
11. Si solamente usa los servicios de Dial-A-Ride, ¿cuál es la razón?  
☐ No estoy al corriente de otros servicios  
☐ Me gustan los servicios de puerta a puerta  
☐ La discapacidad dificulta el uso de bus con rutas fijas  
☐ La parada de bus queda retirada de mi casa  
☐ Es difícil cargar bolsas/compras en el bus  
☐ Otro \_\_\_\_\_
12. ¿Cual es su edad?  
☐ 12 o menor ☐ 13-18 ☐ 19-24  
☐ 25-61 ☐ 62-74 ☐ 75 o mayor
13. ¿Requiere usted del ascensor de silla de ruedas para abordar y salir del bus? ☐ Si ☐ No
14. ¿Tiene licencia de conducir? ☐ Si ☐ No
15. Por favor indique su opinión de los servicios de Dial-A-Ride usando la lista debajo de 1 a 5 (por favor circule su respuesta o deje en blanco si no tiene respuesta):

	Pobre	Excelente
a. Seguridad de sistema	1	2 3 4 5
b. Puntualidad	1	2 3 4 5
c. Cortesía de conductor	1	2 3 4 5
d. Duración de viaje	1	2 3 4 5
e. Areas de servicio	1	2 3 4 5
f. Limpieza de bus	1	2 3 4 5
g. Confortabilidad	1	2 3 4 5
h. Información telefónica de servicios	1	2 3 4 5
i. Procedimiento de reservación	1	2 3 4 5
i. Material de información impreso	1	2 3 4 5
16. El tamaño del bus es suficiente para estos servicios?  
☐ Si ☐ No Comentario \_\_\_\_\_
17. En general cómo calificaría los servicios de RCT?  
☐ Excelente ☐ Buena ☐ Razonable ☐ Pobre

18. ¿Qué servicios o mejoramiento al cliente le gustaría ver? (*Marque todo lo que aplique*)  
☐ Servicio con más servicios – si es así, ¿dónde? \_\_\_\_\_  
☐ Expansión de áreas de servicios – si es así, ¿dónde? \_\_\_\_\_  
☐ Mas servicio directo ☐ Servicio más temprano los sábados ☐ Servicio más tarde los sábados  
☐ Servicio los domingos ☐ Servicio más temprano los días de semana ☐ Servicio más tarde los días de semana  
☐ Mejorar su puntualidad ☐ Pases diarios ☐ Pases mensuales ☐ Otro \_\_\_\_\_
19. Otros comentarios: \_\_\_\_\_

**¡Gracias por ayudar a mejorar los servicios de transito de Redwood Coast Transit participando en esta encuesta!**



# Redwood Coast Transit Dial-A-Ride Survey Form

Redwood Coast Transit is conducting a survey that will be used to help improve Dial-A-Ride transit services. You can help us by answering the questions below and returning the form to the envelope as you leave the bus.

**All responses are confidential. Thank you!**

**Mark only one response for each question**

1. What time did you board the bus for this ride?  
\_\_\_\_\_ ☐ AM ☐ PM
2. What was your reservation time for this ride?  
\_\_\_\_\_ ☐ AM ☐ PM to \_\_\_\_\_ ☐ AM ☐ PM
3. About how long ago did you call for this ride  
☐ Today ☐ 1 day in advance  
☐ 2 days in advance ☐ 3 days in advance  
☐ 4-7 days in advance  
☐ More than 7 days in advance  
☐ Subscription trip (regularly scheduled trip)
4. What is the main purpose of your trip? (*Check only one.*) If you are going home, what was the main purpose of your trip?  
☐ School/College ☐ Work  
☐ Shopping ☐ Medical/Dental  
☐ Senior Center ☐ Personal Business  
☐ Recreation/Social  
☐ Other \_\_\_\_\_
5. Was there a vehicle that you could have used for this trip instead of Dial-A-Ride?  
☐ Yes ☐ No
6. If the Dial-A-Ride service was not available, how would you have made this trip?  
☐ Walk ☐ Drive ☐ Get ride ☐ Take taxi  
☐ Take Fixed Route bus service  
☐ I would not have made this trip  
☐ Other \_\_\_\_\_
7. How often do you use the Dial-A-Ride service?  
☐ Daily ☐ 2-4 Days/Month  
☐ 2-4 Days/Week ☐ 1 or Less Day/Month  
☐ 1 Day/Week ☐ First Time
9. Do you use any of the following other RCT services? (*Mark all that apply*)  
☐ Crescent City Fixed Route Service  
☐ Klamath Route 10  
☐ Smith River-Arcata Route 20
10. What is the general location of your home?  
Town/Neighborhood \_\_\_\_\_  
Or nearly cross street \_\_\_\_\_
11. If you only use the Dial-A-Ride service, what is the reason?  
☐ I am not aware of the other services  
☐ I enjoy using door-to-door service  
☐ Disability makes use of fixed route bus difficult  
☐ Bus stop is too far from my home  
☐ Difficult to take grocery/shopping bags on bus  
☐ Other \_\_\_\_\_
12. What is your age?  
☐ 12 or younger ☐ 13-18 ☐ 19-24  
☐ 25-61 ☐ 62-74 ☐ 75 or older
13. Do you require the wheelchair lift to board or exit the bus? ☐ Yes ☐ No
14. Do you have a driver's license? ☐ Yes ☐ No
15. Please indicate your opinion of the Dial-A-Ride service from 1 to 5 using the list below (please circle your answer or leave blank if you have no opinion):

	Poor	Excellent
a. System safety	1	2 3 4 5
b. On time performance	1	2 3 4 5
c. Driver courtesy	1	2 3 4 5
d. Travel time	1	2 3 4 5
e. Areas served	1	2 3 4 5
f. Bus cleanliness	1	2 3 4 5
g. Bus comfort	1	2 3 4 5
h. Telephone information services	1	2 3 4 5
i. Reservation procedures	1	2 3 4 5
i. Printed information materials	1	2 3 4 5
16. Does the bus size meet the needs of this service?  
☐ Yes ☐ No ☐ Comment \_\_\_\_\_
17. Overall, how do you rate the RCT service?  
☐ Excellent ☐ Good ☐ Fair ☐ Poor
18. What service or customer improvements would you like to see? (*Mark all that apply*)  
☐ Increased service availability – if so, when? \_\_\_\_\_  
☐ Expanded service area – if so, where? \_\_\_\_\_  
☐ More direct service ☐ Earlier *Saturday* Service ☐ Later *Saturday* Service ☐ Sunday Service  
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ Improved on-time performance  
☐ Daily Pass ☐ Monthly Pass ☐ Other \_\_\_\_\_
19. Other Comments: \_\_\_\_\_

**Thank you for helping us to improve Redwood Coast Transit Service by participating in this survey!**

# Redwood Coast Transit Fixed Route Survey Form

Redwood Coast Transit is conducting a survey that will be used to help improve transit services. You can help us by answering the questions below and returning the form to the surveyor as you leave the bus.

**All responses are confidential. Thank you!**

Please check the route you are on: ☐ 1 Blue ☐ 2 Red ☐ 3 Green ☐ 4 Orange

1. What time did you board this bus?  
\_\_\_\_\_ ☐ AM ☐ PM
2. Where did you just come from?  
☐ School/College ☐ Work  
☐ Shopping ☐ Medical/Dental  
☐ Recreation/Social ☐ Home (if home, also  
☐ Personal Business mark where you went)  
☐ Other \_\_\_\_\_
3. What is the location of where you just came from?  
Major cross streets: \_\_\_\_\_ and \_\_\_\_\_  
Description (such as Walmart): \_\_\_\_\_
4. How did you get to this bus?  
☐ Walked ☐ Bicycled  
☐ Drove alone ☐ Was dropped off  
☐ Other (explain) \_\_\_\_\_
5. Where did you get on this bus?  
Name of bus stop: \_\_\_\_\_  
Street: \_\_\_\_\_  
Cross street: \_\_\_\_\_
6. Where will you get off this bus?  
Name of bus stop: \_\_\_\_\_  
Street: \_\_\_\_\_  
Cross street: \_\_\_\_\_
7. After you get off this bus, how will you complete your trip?  
☐ Transfer to another bus (Route # \_\_\_\_\_)  
☐ Ride Dial-A-Ride ☐ Walk  
☐ Bicycle ☐ Drive alone  
☐ Ride with someone  
☐ Other (explain) \_\_\_\_\_
8. Where are you going now?  
☐ School/College ☐ Work ☐ Home  
☐ Shopping ☐ Medical/Dental  
☐ Recreation/Social ☐ Personal Business  
☐ Other \_\_\_\_\_
9. What is the location of where you are going now?  
Major cross streets: \_\_\_\_\_ and \_\_\_\_\_  
Description (such as Walmart): \_\_\_\_\_
10. How often do you ride the bus?  
☐ Daily ☐ Less than one day/month  
☐ 1-4 days/month ☐ One day/week  
☐ 2-4 days/week ☐ First Time
11. Do you use other RCT services? If so, which ones?  
☐ Smith River Rt 20 ☐ Arcata Rt 20 ☐ DAR  
☐ Klamath Rt 10 ☐ Gasquet/Hiouchi Rt 199
12. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
13. Do you have a driver's license? ☐ Yes ☐ No
14. Do you require the wheelchair lift to board or exit the bus? ☐ Yes ☐ No
15. What is your age?  
☐ 12 or younger ☐ 13 - 18 ☐ 19 - 24  
☐ 25 - 61 ☐ 62 - 74 ☐ 75 or older
16. Are you a college student? ☐ Yes ☐ No
17. Please indicate your opinion of the fixed route service from 1 to 5 using the list below (please circle your answer or leave blank if you have no opinion):

	Poor	Excellent
a. System safety	1 2 3 4 5	
b. On time performance	1 2 3 4 5	
c. Service frequency	1 2 3 4 5	
d. Driver courtesy	1 2 3 4 5	
e. Travel time	1 2 3 4 5	
f. Areas served	1 2 3 4 5	
g. Bus cleanliness	1 2 3 4 5	
h. Telephone information services	1 2 3 4 5	
i. Printed information materials	1 2 3 4 5	
1. Bus stops and shelters	1 2 3 4 5	
18. How do you rate Redwood Coast Transit overall?  
☐ Excellent ☐ Good ☐ Fair ☐ Poor

19. What service or customer improvements would you like to see?

☐ Increased service frequency – if so, when? \_\_\_\_\_  
☐ New or extended routes – if so, where? \_\_\_\_\_  
☐ Earlier Weekday Service ☐ Later Weekday Service ☐ Earlier Saturday Service ☐ Later Saturday Service  
☐ Sunday Service ☐ Daily Pass ☐ Monthly Student Pass ☐ Other \_\_\_\_\_

20. Other Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Thank you for helping us to improve Redwood Coast Transit service by participating in this survey!**

# Encuesta de Redwood Coast Transit Dial-A-Ride

Redwood Coast Transit está conduciendo una encuesta que se usara para ayudarnos a mejorar los servicios de Dial-A-Ride transit.  
Nos puede ayudar contestando las preguntas abajo y devolviéndolo en el sobre cuando baje del bus

**Todas las respuestas serán confidenciales. ¡Gracias!**

**Marque solo una respuesta por cada pregunta**

1. ¿Qué hora abordo el bus para este viaje?  
\_\_\_\_\_ ☐ AM ☐ PM
2. ¿Cuál fue su hora de reservación para este viaje?  
\_\_\_\_\_ ☐ AM ☐ PM a \_\_\_\_\_ ☐ AM ☐ PM
3. Cuando llamo para este viaje  
☐ Hoy ☐ 1 día de antemano  
☐ 2 días de antemano ☐ 3 días de antemano  
☐ 4-7 de antemano  
☐ Mas de 7 días de antemano  
☐ Suscripción de viaje (viaje con regularidad)
4. ¿Cuál es la razón principal de su viaje? (*Marque solo uno.*) Si está yendo a casa, ¿cuál es la razón principal de su viaje?  
☐ Escuela/Universidad ☐ Trabajo  
☐ De compras ☐ Medico/Dentista  
☐ Centro de ancianos ☐ Personal  
☐ Recreación/Social ☐ Otro \_\_\_\_\_
5. ¿Pudo haber usado otro vehículo para este viaje en vez de Dial-A-Ride?  
☐ Si ☐ No
6. Si los servicios de Dial-A-Ride no fuera disponible, ¿cómo hubiera hecho este viaje?  
☐ A pie ☐ Conduciendo ☐ Aventón ☐ taxi  
☐ Servicios de Bus de Ruta Fija  
☐ No hubiera hecho este viaje  
☐ Otro \_\_\_\_\_
7. Con que frecuencia usa los servicios de Dial-A-Ride?  
☐ Diario ☐ 2-4 Día/Mes  
☐ 2-4 Día/Semana ☐ 1 o menos días/mes  
☐ 1 Día/semana ☐ Primera vez
9. ¿Usa usted los servicios de los siguientes RCT? (*marque todo los que aplique*)  
☐ Crescent City Fixed Route Service  
☐ Klamath Ruta 10  
☐ Smith River-Arcata Ruta 20
10. ¿Cuál es la localización general de su casa?  
Cuidad/Vecindad \_\_\_\_\_  
O calle cercana \_\_\_\_\_
11. Si solamente usa los servicios de Dial-A-Ride, ¿cuál es la razón?  
☐ No estoy al corriente de otros servicios  
☐ Me gustan los servicios de puerta a puerta  
☐ La discapacidad dificulta el uso de bus con rutas fijas  
☐ La parada de bus queda retirada de mi casa  
☐ Es difícil cargar bolsas/compras en el bus  
☐ Otro \_\_\_\_\_
12. ¿Cual es su edad?  
☐ 12 o menor ☐ 13-18 ☐ 19-24  
☐ 25-61 ☐ 62-74 ☐ 75 o mayor
13. ¿Requiere usted del ascensor de silla de ruedas para abordar y salir del bus? ☐ Si ☐ No
14. ¿Tiene licencia de conducir? ☐ Si ☐ No
15. Por favor indique su opinión de los servicios de Dial-A-Ride usando la lista debajo de 1 a 5 (por favor circule su respuesta o deje en blanco si no tiene respuesta):

	Pobre			Excelente
a. Seguridad de sistema	1	2	3	4 5
b. Puntualidad	1	2	3	4 5
c. Cortesía de conductor	1	2	3	4 5
d. Duración de viaje	1	2	3	4 5
e. Areas de servicio	1	2	3	4 5
f. Limpieza de bus	1	2	3	4 5
g. Confortabilidad	1	2	3	4 5
h. Información telefónica de servicios	1	2	3	4 5
i. Procedimiento de reservación	1	2	3	4 5
i. Material de información impreso	1	2	3	4 5
16. El tamaño del bus es suficiente para estos servicios?  
☐ Si ☐ No Comentario \_\_\_\_\_
17. En general cómo calificaría los servicios de RCT?  
☐ Excelente ☐ Buena ☐ Razonable ☐ Pobre

18. ¿Qué servicios o mejoramiento al cliente le gustaría ver? (*Marque todo lo que aplique*)  
☐ Servicio con más servicios – si es así, ¿dónde? \_\_\_\_\_  
☐ Expansión de áreas de servicios – si es así, ¿dónde? \_\_\_\_\_  
☐ Mas servicio directo ☐ Servicio más temprano los sábados ☐ Servicio más tarde los sábados  
☐ Servicio los domingos ☐ Servicio más temprano los días de semana ☐ Servicio más tarde los días de semana  
☐ Mejorar su puntualidad ☐ Pases diarios ☐ Pases mensuales ☐ Otro \_\_\_\_\_
19. Otros comentarios: \_\_\_\_\_

**¡Gracias por ayudar a mejorar los servicios de transito de Redwood Coast Transit participando en esta encuesta!**

# Encuesta de Redwood Coast Transit Ruta 199

Redwood Coast Transit está conduciendo una encuesta que se usara para ayudar a mejorar los servicios de tránsito. Usted nos puede ayudar contestando las preguntas abajo y devolviéndolo en el sobre al salir del bus.

**Todas las repuestas son confidenciales. ¡Gracias!**

1. Qué hora abordo este bus? \_\_\_\_\_ ☐ AM ☐ PM
2. De donde viene ahora?  
☐ Escuela/Universidad ☐ Trabajo  
☐ De compras ☐ Medico/Dentista  
☐ Recreación/Social ☐ Casa ☐ Personal  
☐ Otro \_\_\_\_\_
3. ¿Qué es la localización de dónde viene?  
Intersección de calle principal: \_\_\_\_\_ o  
Descripción (como Gasquet Market): \_\_\_\_\_
4. Como llego a este bus?  
☐ A pie ☐ Bicicleta  
☐ Conduciendo ☐ Aventón  
☐ Otro (explique) \_\_\_\_\_
5. De donde abordo este bus?  
Nombre de parada de bus: \_\_\_\_\_  
Calle: \_\_\_\_\_  
Intersección de calle: \_\_\_\_\_
6. Donde bajara de este bus?  
Nombre de parada de bus: \_\_\_\_\_  
Calle: \_\_\_\_\_  
Intersección de calle \_\_\_\_\_
7. Después de bajar de este bus, ¿cómo llegara a su destino?  
☐ Trasbordo a otro bus RCT (Ruta # \_\_\_\_\_)  
☐ Ride Dial-A-Ride ☐ A pie  
☐ Bicicleta ☐ Conduciendo sola ☐ Aventón  
☐ Otro (explique) \_\_\_\_\_
8. ¿Donde se dirige ahora?  
☐ Escuela/Universidad ☐ Trabajo ☐ casa  
☐ De compras ☐ Medico/Dentista  
☐ Recreación/Social ☐ Personal  
☐ Otro \_\_\_\_\_
9. ¿Cuál es la localización de donde se dirige ahora?  
Cruce de calle principal: \_\_\_\_\_  
Descripción (como Gasquet Market): \_\_\_\_\_
10. Con que frecuencia toma el bus?  
☐ Diario ☐ Menos de un dia/mes  
☐ 1-4 días/mes ☐ Un día/mes  
☐ 2-4 días/semana ☐ Primera ves
11. ¿Cuál es la localización de donde se dirige ahora?  
Cruce de calle principal: \_\_\_\_\_  
Descripción (como Walmart): \_\_\_\_\_
12. ¿ Con que frecuencia toma el bus?
- 13.Cuál es la localización de donde se dirige ahora?  
Cruce de calle principal: \_\_\_\_\_  
Descripción (como Gasquet Market): \_\_\_\_\_
14. Con que frecuencia toma el bus?  
☐ Diario ☐ Menos de un dia/mes  
☐ 1-4 días/mes ☐ Un día/mes  
☐ 2-4 días/semana ☐ Primera ves
15. Usa usted los otros servicios de transito de Redwood Coast Transit? (marque lo que aplique)  
☐ Klamath Rt 10 ☐ Crescent City Routes  
☐ Arcata/Smith River Rt 20 ☐ Dial-a-Ride
16. ¿Podía haber usado otro vehículo en ves del bus para este viaje? ☐ Si ☐ No
17. ¿Tiene licencia de conducir? ☐ Si ☐ No
18. ¿Es estudiante de universidad? ☐ Si ☐ No
19. Requiere usted de un ascensor de silla de ruedas para abordar y bajar del bus? ☐ Si ☐ No
20. ¿Cuál es su edad?  
☐ 12 o menor ☐ 13 - 18 ☐ 19 - 24  
☐ 25 - 61 ☐ 62 - 74 ☐ 75 o mayor
21. ¿Es usted estudiante de Universidad ahora?  
☐ Si ☐ No
22. Por favor indique su opinión de los servicios de rutas fijas usando la lista abajo de 1 a 5 (por favor circule su respuesta o deje en blanco si no tiene respuesta):

	Pobre	Excelente
a. Seguridad de sistema	1	2 3 4 5
b. Puntualidad	1	2 3 4 5
c. Frecuencia de servicio	1	2 3 4 5
d. Cortesía de conductor	1	2 3 4 5
e. Duración de viaje	1	2 3 4 5
f. Areas servidas	1	2 3 4 5
g. Limpieza de bus	1	2 3 4 5
h. Información telefónica de servicios	1	2 3 4 5
i. Material de información impreso	1	2 3 4 5
j. Paradas de bus y casetas	1	2 3 4 5
23. El tamaño de bus es suficiente para estos servicios?  
☐ Si ☐ No Comentario \_\_\_\_\_
24. En general, como calificaría a Redwood Coast Transit?  
☐ Excelente ☐ Bueno ☐ Razonable ☐ Pobre

25. Que servicios o mejoramiento al cliente le gustaria ver?  
☐ Servicio con más frecuencia – si es así, ¿dónde? \_\_\_\_\_  
☐ Rutas nuevas o rutas ampliadas – s es así, ¿dónde? \_\_\_\_\_  
☐ Servicio más temprano entre semana ☐ Servicio más tarde entre semana  
☐ Servicio más temprano los sábados ☐ Servicio más tarde los sábados ☐ Servicio los domingos  
☐ Pases diarios ☐ Pases mensuales ☐ Otro \_\_\_\_\_
26. Otros comentarios: \_\_\_\_\_

**¡Gracias por ayudarnos a mejorar el servicio de transito de Redwood Coast Transit participando en esta encuesta!**

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# Redwood Coast Transit Route 199 Survey Form

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Redwood Coast Transit is conducting a survey that will be used to help improve transit services. You can help us by answering the questions below and returning the form to the envelope as you leave the bus.

**All responses are confidential. Thank you!**

1. What time did you board this bus?  
\_\_\_\_\_ ☐ AM ☐ PM
2. Where did you just come from?  
☐ School/College ☐ Work  
☐ Shopping ☐ Medical/Dental  
☐ Recreation/Social ☐ Home  
☐ Personal Business  
☐ Other \_\_\_\_\_
3. What is the location of where you just came from?  
Major cross streets: \_\_\_\_\_ or  
Description (such as *Gasquet Market*): \_\_\_\_\_
4. How did you get to this bus?  
☐ Walked ☐ Bicycled  
☐ Drove alone ☐ Was dropped off  
☐ Other (*explain*) \_\_\_\_\_
5. Where did you get on this bus?  
Name of bus stop: \_\_\_\_\_  
Street: \_\_\_\_\_  
Cross street: \_\_\_\_\_
6. Where will you get off this bus?  
Name of bus stop: \_\_\_\_\_  
Street: \_\_\_\_\_  
Cross street: \_\_\_\_\_
7. After you get off this bus, how will you complete your trip?  
☐ Transfer to another RCT bus (*Route #* \_\_\_\_\_)  
☐ Ride Dial-A-Ride ☐ Walk  
☐ Bicycle ☐ Drive alone  
☐ Ride with someone  
☐ Other (*explain*) \_\_\_\_\_
8. Where are you going now?  
☐ School/College ☐ Work ☐ Home  
☐ Shopping ☐ Medical/Dental  
☐ Recreation/Social ☐ Personal Business  
☐ Other \_\_\_\_\_
9. What is the location of where you are going now?  
Major cross streets: \_\_\_\_\_  
Description (such as *Gasquet Market*): \_\_\_\_\_
10. How often do you ride the bus?  
☐ Daily ☐ Less than One Day/Month  
☐ 1-4 Days/Month ☐ One Day/Week  
☐ 2-4 Days/Week ☐ First Time
11. Do you ever use any other Redwood Coast Transit services? (*check all that apply*)  
☐ Klamath Rt 10 ☐ Crescent City Routes  
☐ Smith River/Arcata Rt 20 ☐ Dial-a-Ride
12. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
13. Do you have a driver's license? ☐ Yes ☐ No
14. Are you a college student? ☐ Yes ☐ No
15. Do you require the wheelchair lift to board or exit the bus? ☐ Yes ☐ No
16. What is your age?  
☐ 12 or younger ☐ 13 - 18 ☐ 19 - 24  
☐ 25 - 61 ☐ 62 - 74 ☐ 75 or older
17. Are you now a College student?  
☐ Yes ☐ No
18. Please indicate your opinion of the fixed route service from 1 to 5 using the list below (*please circle your answer or leave blank if you have no opinion*):

	Poor	Excellent
a. System safety	1 2 3 4 5	
b. On-time performance	1 2 3 4 5	
c. Service frequency	1 2 3 4 5	
d. Driver courtesy	1 2 3 4 5	
e. Travel time	1 2 3 4 5	
f. Areas served	1 2 3 4 5	
g. Bus cleanliness	1 2 3 4 5	
h. Telephone information services	1 2 3 4 5	
i. Printed information materials	1 2 3 4 5	
1. Bus stops and shelters	1 2 3 4 5	
19. Does the bus size meet the needs of this service?  
☐ Yes ☐ No ☐ Comment \_\_\_\_\_
20. How do you rate the Redwood Coast Transit overall?  
☐ Excellent ☐ Good ☐ Fair ☐ Poor

- 
21. What service or customer improvements would you like to see?  
☐ Increased service frequency – if so, when? \_\_\_\_\_  
☐ New or extended routes – if so, where? \_\_\_\_\_  
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ Earlier *Saturday* Service ☐ Later *Saturday* Service  
☐ Sunday Service ☐ Daily Pass ☐ Monthly Pass ☐ Other \_\_\_\_\_
  22. Other Comments: \_\_\_\_\_

**Thank you for helping us to improve Redwood Coast Transit service by participating in this survey!**

# Redwood Coast Transit Route 10 Survey Form

Redwood Coast Transit is conducting a survey that will be used to help improve transit services. You can help us by answering the questions below and returning the form to the envelope as you leave the bus.

**All responses are confidential. Thank you!**

1. What time did you board this bus?  
\_\_\_\_\_ ☐ AM ☐ PM
2. Where did you just come from?  
☐ School/College ☐ Work  
☐ Shopping ☐ Medical/Dental  
☐ Recreation/Social ☐ Home  
☐ Personal Business  
☐ Other \_\_\_\_\_
3. What is the location of where you just came from?  
Major cross streets: \_\_\_\_\_ or  
Description (such as *Walmart*): \_\_\_\_\_
4. How did you get to this bus?  
☐ Walked ☐ Bicycled  
☐ Drove alone ☐ Was dropped off  
☐ Other (*explain*) \_\_\_\_\_
5. Where did you get on this bus?  
Name of bus stop: \_\_\_\_\_  
Street: \_\_\_\_\_  
Cross street: \_\_\_\_\_
6. Where will you get off this bus?  
Name of bus stop: \_\_\_\_\_  
Street: \_\_\_\_\_  
Cross street: \_\_\_\_\_
7. After you get off this bus, how will you complete your trip?  
☐ Transfer to another RCT bus (*Route #* \_\_\_\_\_)  
☐ Ride Dial-A-Ride ☐ Walk  
☐ Bicycle ☐ Drive alone  
☐ Ride with someone  
☐ Other (*explain*) \_\_\_\_\_
8. Where are you going now?  
☐ School/College ☐ Work ☐ Home  
☐ Shopping ☐ Medical/Dental  
☐ Recreation/Social ☐ Personal Business  
☐ Other \_\_\_\_\_
9. What is the location of where you are going now?  
Major cross streets: \_\_\_\_\_  
Description (such as *Walmart*): \_\_\_\_\_
10. How often do you ride the bus?  
☐ Daily ☐ Less than One Day/Month  
☐ 1-4 Days/Month ☐ One Day/Week  
☐ 2-4 Days/Week ☐ First Time
11. Do you ever use any other Redwood Coast Transit services? (*check all that apply*)  
☐ Smith River Rt 20 ☐ Arcata Rt 20 ☐ DAR  
☐ Crescent City Routes ☐ Gasquet/Hiouchi Rt 199
12. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
13. Do you have a driver's license? ☐ Yes ☐ No
14. Are you a college student? ☐ Yes ☐ No
15. Do you require the wheelchair lift to board or exit the bus? ☐ Yes ☐ No
16. What is your age?  
☐ 12 or younger ☐ 13 - 18 ☐ 19 - 24  
☐ 25 - 61 ☐ 62 - 74 ☐ 75 or older
17. Are you now a College student?  
☐ Yes ☐ No
18. Please indicate your opinion of the fixed route service from 1 to 5 using the list below (*please circle your answer or leave blank if you have no opinion*):

	Poor	1	2	3	4	5	Excellent
a. System safety		1	2	3	4	5	
b. On-time performance		1	2	3	4	5	
c. Service frequency		1	2	3	4	5	
d. Driver courtesy		1	2	3	4	5	
e. Travel time		1	2	3	4	5	
f. Areas served		1	2	3	4	5	
g. Bus cleanliness		1	2	3	4	5	
h. Telephone information services		1	2	3	4	5	
i. Printed information materials		1	2	3	4	5	
j. Bus stops and shelters		1	2	3	4	5	
- 19.. Does the bus size meet the needs of this service?  
☐ Yes ☐ No ☐ Comment \_\_\_\_\_
- 20.. How do you rate the Redwood Coast Transit overall?  
☐ Excellent ☐ Good ☐ Fair ☐ Poor

21. What service or customer improvements would you like to see?  
☐ Increased service frequency – if so, when? \_\_\_\_\_  
☐ New or extended routes – if so, where? \_\_\_\_\_  
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ Earlier *Saturday* Service ☐ Later *Saturday* Service  
☐ Sunday Service ☐ Daily Pass ☐ Monthly Pass ☐ Other \_\_\_\_\_
22. Other Comments: \_\_\_\_\_

**Thank you for helping us to improve Redwood Coast Transit service by participating in this survey!**

# Encuesta para el Transporte de Redwood Coast Ruta 10

El Tránsito de Redwood Coast está conduciendo una encuesta que servirá para ayudar a mejorar los servicios de tránsito. Usted puede ayudar contestando las preguntas abajo y devolviéndolo en el sobre al bajar del bus.

**Todas sus respuestas son confidenciales. Gracias!**

1. Qué hora abordo este bus? \_\_\_\_\_ ☐ AM ☐ PM
2. De donde viene?  
☐ Escuela/Universidad ☐ Trabajo  
☐ De compras ☐ Medico/Dental  
☐ Recreación/Social ☐ Casa  
☐ Personal ☐ Otro \_\_\_\_\_
3. De que localización viene?  
Intersección de calle principal: \_\_\_\_\_  
Descripción (como *Walmart*): \_\_\_\_\_
4. Como llego a este bus?  
☐ Caminando ☐ Bicicleta  
☐ Conduciendo ☐ Aventón  
☐ Otro (*explique*) \_\_\_\_\_
5. De donde abordo este bus?  
Nombre de parada de bus: \_\_\_\_\_  
Calle: \_\_\_\_\_  
Intersección de calle: \_\_\_\_\_
6. Donde bajara de este bus?  
Nombre de parada de bus: \_\_\_\_\_  
Calle: \_\_\_\_\_  
Intersección de calle: \_\_\_\_\_
7. ¿Cuándo baje de este bus, como completara su viaje?  
☐ Tránsito a otro bus de RCT (*Ruta #* \_\_\_\_\_)  
☐ Ride Dial-A-Ride ☐ A pie  
☐ Bicicleta ☐ Conduciendo  
☐ Aventón ☐ Otro (*explique*) \_\_\_\_\_
8. ¿Dónde se dirige ahora?  
☐ Escuela/Universidad ☐ Trabajo ☐ Casa  
☐ De compras ☐ Medico/Dentista  
☐ Recreación/Social ☐ Personal  
☐ Otro \_\_\_\_\_
9. ¿Cuál es la localización de donde se dirige ahora?  
Intersección de calle principal: \_\_\_\_\_  
Descripción (*como Walmart*): \_\_\_\_\_
10. Con que frecuencia toma el bus?  
☐ Diario ☐ Menos de un día/mes  
☐ 1-4 días/mes ☐ Un día/semana  
☐ 2-4 días/semana ☐ Primera vez
11. Con que frecuencia toma el bus?  
☐ Diario ☐ Menos de un día/mes  
☐ 1-4 días/mes ☐ Un día/semana  
☐ 2-4 días/semana ☐ Primera vez
12. Usa los servicios de otros Redwood Coast? (*marque todo lo que aplique*)  
☐ Smith River Rt 20 ☐ Arcata Rt 20 ☐ DAR  
☐ Crescent City Routes ☐ Gasquet/Hiouchi Rt 199
13. Podía haber hecho este viaje en otro vehículo en ves del bus? ☐ Si ☐ No
14. ¿Tiene licencia de conducir? ☐ Si ☐ No
15. ¿Es estudiante de universidad? ☐ Si ☐ No
16. Requiere de un ascensor de silla de ruedas para abordar y salir del bus? ☐ Si ☐ No
17. Cual es su edad?  
☐ 12 o menor ☐ 13 - 18 ☐ 19 - 24  
☐ 25 - 61 ☐ 62 - 74 ☐ 75 o mayor
18. Es estudiante universitario ahora?  
☐ Si ☐ No
19. Por favor denos su opinión de los servicios de la ruta fija usando la lista abajo de 1 a 5 (*por favor circule su respuesta o deje en blanco si no tiene respuesta*):

	Pobre	Excelente
a. Seguridad de sistema	1	2 3 4 5
b. Puntualidad	1	2 3 4 5
c. Frecuencia de servicios	1	2 3 4 5
d. Cortesía de conductor	1	2 3 4 5
e. Duración de viaje	1	2 3 4 5
f. Areas de servicios	1	2 3 4 5
g. Limpieza de bus	1	2 3 4 5
h. Información telefónica de servicios	1	2 3 4 5
i. Material de información impreso	1	2 3 4 5
j. Paradas de bus y casetas	1	2 3 4 5
20. ¿El tamaño del bus es suficiente para estos servicios?  
☐ Si ☐ No Comentario \_\_\_\_\_
21. Como calificaría al Redwood Coast Transit en general?  
☐ Excelente ☐ Buena ☐ Razonable ☐ Pobre
22. ¿Qué servicios o mejoramiento al cliente le gustaría ver?  
☐ Servicio con más frecuencia – si es así, ¿cuándo? \_\_\_\_\_  
☐ Rutas nuevas o rutas ampliadas – si es así, ¿dónde? \_\_\_\_\_  
☐ Servicios más tempranos entre semana ☐ Servicios más tardes entre semana  
☐ Servicios más tempranos en sábados ☐ Servicios más tardes en sábados  
☐ Servicios los domingos ☐ Pases diarios ☐ Pases mensuales ☐ Otro \_\_\_\_\_
23. Comentarios: \_\_\_\_\_

**Gracias por ayudarnos a mejorar los servicios de transito de Redwood Coast Transit participando en esta encuesta!**

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# Redwood Coast Transit Route 20 Survey Form

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Redwood Coast Transit is conducting a survey that will be used to help improve transit services. You can help us by answering the questions below and returning the form to the envelope as you leave the bus.

**All responses are confidential. Thank you!**

1. What time did you board this bus?  
\_\_\_\_\_ ☐ AM ☐ PM
2. Where did you just come from?  
☐ School/College ☐ Work  
☐ Shopping ☐ Medical/Dental  
☐ Recreation/Social ☐ Home  
☐ Personal Business  
☐ Other \_\_\_\_\_
3. What is the location of where you just came from?  
Major cross streets: \_\_\_\_\_ or  
Description (such as *Walmart*): \_\_\_\_\_
4. How did you get to this bus?  
☐ Walked ☐ Bicycled  
☐ Drove alone ☐ Was dropped off  
☐ Other (*explain*) \_\_\_\_\_
5. Where did you get on this bus?  
Name of bus stop: \_\_\_\_\_  
Street: \_\_\_\_\_  
Cross street: \_\_\_\_\_
6. Where will you get off this bus?  
Name of bus stop: \_\_\_\_\_  
Street: \_\_\_\_\_  
Cross street: \_\_\_\_\_
7. After you get off this bus, how will you complete your trip?  
☐ Transfer to another RCT bus (*Route #* \_\_\_\_\_)  
☐ Ride Dial-A-Ride ☐ Walk  
☐ Bicycle ☐ Drive alone  
☐ Ride with someone  
☐ Other (*explain*) \_\_\_\_\_
8. Where are you going now?  
☐ School/College ☐ Work ☐ Home  
☐ Shopping ☐ Medical/Dental  
☐ Recreation/Social ☐ Personal Business  
☐ Other \_\_\_\_\_
9. What is the location of where you are going now?  
Major cross streets: \_\_\_\_\_  
Description (such as *Walmart*): \_\_\_\_\_
10. How often do you ride the bus?  
☐ Daily ☐ Less than One Day/Month  
☐ 1-4 Days/Month ☐ One Day/Week  
☐ 2-4 Days/Week ☐ First Time
11. Do you ever use any other Redwood Coast Transit services? (*check all that apply*)  
☐ Klamath Rt 10 ☐ Crescent City Routes  
☐ Gasquet/Hiouchi Rt 199 ☐ Dial-a-Ride
12. Was there a vehicle that you could have used for this trip instead of the bus? ☐ Yes ☐ No
13. Do you have a driver's license? ☐ Yes ☐ No
14. Are you a college student? ☐ Yes ☐ No
15. Do you require the wheelchair lift to board or exit the bus? ☐ Yes ☐ No
16. What is your age?  
☐ 12 or younger ☐ 13 - 18 ☐ 19 - 24  
☐ 25 - 61 ☐ 62 - 74 ☐ 75 or older
17. Are you now a College student?  
☐ Yes ☐ No
18. Please indicate your opinion of the fixed route service from 1 to 5 using the list below (*please circle your answer or leave blank if you have no opinion*):

	Poor	1	2	3	4	Excellent
a. System safety	1	2	3	4	5	
b. On-time performance	1	2	3	4	5	
c. Service frequency	1	2	3	4	5	
d. Driver courtesy	1	2	3	4	5	
e. Travel time	1	2	3	4	5	
f. Areas served	1	2	3	4	5	
g. Bus cleanliness	1	2	3	4	5	
h. Telephone information services	1	2	3	4	5	
i. Printed information materials	1	2	3	4	5	
1. Bus stops and shelters	1	2	3	4	5	
19. Does the bus size meet the needs of this service?  
☐ Yes ☐ No ☐ Comment \_\_\_\_\_
20. How do you rate the Redwood Coast Transit overall?  
☐ Excellent ☐ Good ☐ Fair ☐ Poor

- 
21. What service or customer improvements would you like to see?  
☐ Increased service frequency – if so, when? \_\_\_\_\_  
☐ New or extended routes – if so, where? \_\_\_\_\_  
☐ Earlier *Weekday* Service ☐ Later *Weekday* Service ☐ Earlier *Saturday* Service ☐ Later *Saturday* Service  
☐ Sunday Service ☐ Daily Pass ☐ Monthly Pass ☐ Other \_\_\_\_\_
  22. Other Comments: \_\_\_\_\_

**Thank you for helping us to improve Redwood Coast Transit service by participating in this survey!**



# Encuesta de Redwood Coast Transit Ruta 20

Redwood Coast Transit está conduciendo una encuesta que se usara para ayudar a mejorar los servicios de tránsito. Usted nos puede ayudar contestando las preguntas abajo y devolviéndolo en el sobre al salir del bus.

**Todas las repuestas son confidenciales. ¡Gracias!**

1. Qué hora abordo este bus? \_\_\_\_\_ ☐ AM ☐ PM
2. De donde viene ahora?  
☐ Escuela/Universidad ☐ Trabajo  
☐ De compras ☐ Medico/Dentista  
☐ Recreación/Social ☐ Casa ☐ Personal  
☐ Otro \_\_\_\_\_
3. ¿Qué es la localización de dónde viene?  
Intersección de calle principal: \_\_\_\_\_ o  
Descripción (como Walmart): \_\_\_\_\_
4. Como llego a este bus?  
☐ A pie ☐ Bicicleta  
☐ Conduciendo ☐ Aventón  
☐ Otro (explique) \_\_\_\_\_
5. De donde abordo este bus?  
Nombre de parada de bus: \_\_\_\_\_  
Calle: \_\_\_\_\_  
Intersección de calle: \_\_\_\_\_
6. Donde bajara de este bus?  
Nombre de parada de bus: \_\_\_\_\_  
Calle: \_\_\_\_\_  
Intersección de calle \_\_\_\_\_
7. Después de bajar de este bus, ¿cómo llegara a su destino?  
☐ Trasbordo a otro bus RCT (Ruta # \_\_\_\_\_)  
☐ Ride Dial-A-Ride ☐ A pie  
☐ Bicicleta ☐ Conduciendo sola ☐ Aventón  
☐ Otro (explique) \_\_\_\_\_
8. ¿Donde se dirige ahora?  
☐ Escuela/Universidad ☐ Trabajo ☐ casa  
☐ De compras ☐ Medico/Dentista  
☐ Recreación/Social ☐ Personal  
☐ Otro \_\_\_\_\_
9. ¿Cuál es la localización de donde se dirige ahora?  
Cruce de calle principal: \_\_\_\_\_  
Descripción (como Walmart): \_\_\_\_\_
10. Con que frecuencia toma el bus?  
☐ Diario ☐ Menos de un dia/mes  
☐ 1-4 días/mes ☐ Un día/mes  
☐ 2-4 días/semana ☐ Primera ves
11. ¿Cuál es la localización de donde se dirige ahora?  
Cruce de calle principal: \_\_\_\_\_  
Descripción (como Walmart): \_\_\_\_\_
12. ¿ Con que frecuencia toma el bus?
- 13.Cuál es la localización de donde se dirige ahora?  
Cruce de calle principal: \_\_\_\_\_  
Descripción (como Walmart): \_\_\_\_\_
14. Con que frecuencia toma el bus?  
☐ Diario ☐ Menos de un dia/mes  
☐ 1-4 días/mes ☐ Un día/mes  
☐ 2-4 días/semana ☐ Primera ves
15. Usa usted los otros servicios de transito de Redwood Coast Transit? (marque lo que aplique)  
☐ Klamath Rt 10 ☐ Crescent City Routes  
☐ Gasquet/Hiouchi Rt 199 ☐ Dial-a-Ride
16. ¿Podía haber usado otro vehículo en ves del bus para este viaje? ☐ Si ☐ No
17. ¿Tiene licencia de conducir? ☐ Si ☐ No
18. ¿Es estudiante de universidad? ☐ Si ☐ No
19. Requiere usted de un ascensor de silla de ruedas para abordar y bajar del bus? ☐ Si ☐ No
20. ¿Cuál es su edad?  
☐ 12 o menor ☐ 13 - 18 ☐ 19 - 24  
☐ 25 - 61 ☐ 62 - 74 ☐ 75 o mayor
21. ¿Es usted estudiante de Universidad ahora?  
☐ Si ☐ No
22. Por favor indique su opinión de los servicios de rutas fijas usando la lista abajo de 1 a 5 (por favor circule su respuesta o deje en blanco si no tiene respuesta):

	Pobre	Excelente
a. Seguridad de sistema	1	2 3 4 5
b. Puntualidad	1	2 3 4 5
c. Frecuencia de servicio	1	2 3 4 5
d. Cortesía de conductor	1	2 3 4 5
e. Duración de viaje	1	2 3 4 5
f. Areas servidas	1	2 3 4 5
g. Limpieza de bus	1	2 3 4 5
h. Información telefónica de servicios	1	2 3 4 5
i. Material de información impreso	1	2 3 4 5
j. Paradas de bus y casetas	1	2 3 4 5
23. El tamaño de bus es suficiente para estos servicios?  
☐ Si ☐ No Comentario \_\_\_\_\_
24. En general, como calificaría a Redwood Coast Transit?  
☐ Excelente ☐ Bueno ☐ Razonable ☐ Pobre

25. Que servicios o mejoramiento al cliente le gustaria ver?  
☐ Servicio con más frecuencia – si es así, ¿dónde? \_\_\_\_\_  
☐ Rutas nuevas o rutas ampliadas – s es así, ¿dónde? \_\_\_\_\_  
☐ Servicio más temprano entre semana ☐ Servicio más tarde entre semana  
☐ Servicio más temprano los sábados ☐ Servicio más tarde los sábados ☐ Servicio los domingos  
☐ Pases diarios ☐ Pases mensuales ☐ Otro \_\_\_\_\_
26. Otros comentarios: \_\_\_\_\_

**¡Gracias por ayudarnos a mejorar el servicio de transito de Redwood Coast Transit participando en esta encuesta!**

## RCT 2013 Dial-A-Ride Onboard Survey








Survey Completed in Spanish?			
	Responses		
	Number	Percentage	Percent Valid
Yes	0	0.0%	0.0%
No	19	100.0%	100.0%
Total	19	100.0%	

1. What time did you board this bus?			
	Responses		
	Number	Percentage	Percent Valid
7:00 AM	1	5.3%	7.1%
8:00 AM	1	5.3%	7.1%
9:00 AM	2	10.5%	14.3%
10:00 AM	4	21.1%	28.6%
11:00 AM	2	10.5%	14.3%
12:00 PM	1	5.3%	7.1%
1:00 PM	2	10.5%	14.3%
2:00 PM	1	5.3%	7.1%
3:00 PM	0	0.0%	0.0%
4:00 PM	0	0.0%	0.0%
5:00 PM	0	0.0%	0.0%
6:00 PM	0	0.0%	0.0%
7:00 PM	0	0.0%	0.0%
8:00 PM	0	0.0%	0.0%
9:00 PM	0	0.0%	0.0%
Other Response	0	0.0%	0.0%
No Response	5	26.3%	
Total	19	100.0%	










2. What time was your reservation?			
	Responses		
	Number	Percentage	Percent Valid
7:00 AM	1	5.3%	6.7%
8:00 AM	1	5.3%	6.7%
9:00 AM	2	10.5%	13.3%
10:00 AM	2	10.5%	13.3%
11:00 AM	4	21.1%	26.7%
12:00 PM	1	5.3%	6.7%
1:00 PM	2	10.5%	13.3%
2:00 PM	0	0.0%	0.0%
3:00 PM	2	10.5%	13.3%
4:00 PM	0	0.0%	0.0%
5:00 PM	0	0.0%	0.0%
6:00 PM	0	0.0%	0.0%
7:00 PM	0	0.0%	0.0%
8:00 PM	0	0.0%	0.0%
9:00 PM	0	0.0%	0.0%
Other Response	0	0.0%	0.0%
No Response	4	21.1%	
Total	19	100.0%	

## RCT 2013 Dial-A-Ride Onboard Survey



### 3. How long ago did you reserve?

	Responses		
	Number	Percentage	Percent Valid
Today	2	10.5%	 11.1%
1 Day Advance	4	21.1%	 22.2%
2 Days Advance	7	36.8%	 38.9%
3 Days Advance	1	5.3%	 5.6%
4-7 Days Advance	1	5.3%	 5.6%
7+ Days Advance	2	10.5%	 11.1%
Subscription	1	5.3%	 5.6%
No Response	1	5.3%	
Total	19	100.0%	

### 4. Main purpose of trip.

	Responses		
	Number	Percentage	Percent Valid
School/College	0	0.0%	 0.0%
Work	5	26.3%	 26.3%
Shopping	5	26.3%	 26.3%
Medical/Dental	2	10.5%	 10.5%
Senior Center	1	5.3%	 5.3%
Personal Business	4	21.1%	 21.1%
Rec/Social	2	10.5%	 10.5%
Other	0	0.0%	 0.0%
Multiple Responses	0	0.0%	 0.0%
No Response	0	0.0%	
Total	19	100.0%	

### 5. Was there a vehicle available?

	Responses		
	Number	Percentage	
Yes	2	10.5%	 10.5%
No	17	89.5%	 89.5%
No Response	0	0.0%	
Total	19	100.0%	








## RCT 2013 Dial-A-Ride Onboard Survey







6. How else would you have made trip?				
	Responses			
	Number	Percentage		Percent Valid
Walk	1	5.3%	<div></div>	5.3%
Drive	0	0.0%	<div></div>	0.0%
Get Ride	5	26.3%	<div></div>	26.3%
Taxi	3	15.8%	<div></div>	15.8%
Fixed Route	1	5.3%	<div></div>	5.3%
No Trip	7	36.8%	<div></div>	36.8%
Other	1	5.3%	<div></div>	5.3%
Multiple Responses	1	5.3%	<div></div>	5.3%
No Response	0	0.0%		
Total	19	100.0%		



7. How often do you ride the bus?				
	Responses			
	Number	Percentage		Percent Valid
Daily	3	15.8%	<div></div>	15.8%
2-4 Days/Mo	7	36.8%	<div></div>	36.8%
2-4 Days/Wk	8	42.1%	<div></div>	42.1%
1 Day /Mo	0	0.0%	<div></div>	0.0%
1 Day/Wk	1	5.3%	<div></div>	5.3%
First Time	0	0.0%	<div></div>	0.0%
No Response	0	0.0%		
Total	19	100.0%		



9. Do you use other transit services? (list)	
Single Responses	Number of Responses
Crescent City routes	6
Klamath Route 10	0
Smith River 20	2
No Response	11
No Total	

## RCT 2013 Dial-A-Ride Onboard Survey



11. Reason use DAR?			
	Responses		
	Number	Percentage	Percent Valid
Not Aware Of Other	0	0.0%	 0.0%
Enjoy Door-To-Door	2	10.5%	 12.5%
Disability Makes FR Difficult	8	42.1%	 50.0%
Bus Stop Too Far	2	10.5%	 12.5%
Bags On Bus	0	0.0%	 0.0%
Other	1	5.3%	 6.3%
Multiple Responses	3	15.8%	 18.8%
No Response	3	15.8%	
Total	19	100.0%	

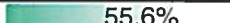



12. What is your age?			
	Responses		
	Number	Percentage	Percent Valid
12 or younger	0	0.0%	 0.0%
13-18	1	5.3%	 5.3%
19-24	4	21.1%	 21.1%
25-61	4	21.1%	 21.1%
62-74	7	36.8%	 36.8%
75+	3	15.8%	 15.8%
No Response	0	0.0%	
Total	19	100.0%	

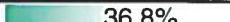












13. Did you require the WC lift?			
	Responses		
	Number	Percentage	Percent Valid
Yes	4	21.1%	 21.1%
No	15	78.9%	 78.9%
No Response	0	0.0%	
Total	19	100.0%	

14. Do you have a driver's license?			
	Responses		
	Number	Percentage	Percent Valid
Yes	7	36.8%	 38.9%
No	11	57.9%	 61.1%
No Response	1	5.3%	
Total	19	100.0%	

## RCT 2013 Dial-A-Ride Onboard Survey

16. Bus size meet needs?			
	Responses		
	Number	Percentage	Percent Valid
Yes	17	89.5%	 94.4%
No	1	5.3%	 5.6%
No Response	1	5.3%	
Total	19	100.0%	

17. Overall RCT rank?			
	Responses		
	Number	Percentage	Percent Valid
Excellent	10	52.6%	 55.6%
Good	8	42.1%	 44.4%
Fair	0	0.0%	 0.0%
Poor	0	0.0%	 0.0%
No Response	1	5.3%	
Total	19	100.0%	
Average Rank\			4.6

18. Improvements?		
	Number of Responses	Percent
Increased Service Frequency	7	 36.8%
Expanded Service Area	10	 52.6%
More Direct Service	1	 5.3%
Earlier Saturday Service	1	 5.3%
Later Saturday Service	5	 26.3%
Sunday Service	5	 26.3%
Earlier Weekday Service	1	 5.3%
Later Weekday Service	4	 21.1%
Improved On-Time Performance	2	 10.5%
Daily Pass	2	 10.5%
Monthly Pass	7	 36.8%
Other	8	 42.1%
No Response	5	 26.3%
Total Surveys	19	
Total Surveys With Responses	14	73.7%

15. Opinion of Dial-A-Ride Service Factors from 1 (Poor) to 5 (Excellent).										
Occurrence of Ranking For:										
Rankings	Safety	On Time	Driver Courtesy	Travel Time	Areas Served	Bus Cleanliness	Bus Comfort	Phone	Reservation Procedures	Printed Info
1	0	1	0	0	0	0	0	1	0	0
2	0	0	0	0	0	1	1	0	0	1
3	1	2	1	1	1	0	1	2	1	2
4	2	5	0	8	3	1	2	2	6	1
5	15	9	17	9	13	16	14	11	10	11
No Response	1	2	1	1	2	1	1	3	2	4
Total Number of Responses	19	19	19	19	19	19	19	19	19	19

Percentage of Valid Response Ranking For:										
Rankings	Safety	On Time	Driver Courtesy	Travel Time	Areas Served	Bus Cleanliness	Bus Comfort	Phone	Reservation Procedures	Printed Info
1	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%
2	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	5.6%	0.0%	0.0%	6.7%
3	5.6%	11.8%	5.6%	5.6%	5.9%	0.0%	5.6%	12.5%	5.9%	13.3%
4	11.1%	29.4%	0.0%	44.4%	17.6%	5.6%	11.1%	12.5%	35.3%	6.7%
5	83.3%	52.9%	94.4%	50.0%	76.5%	88.9%	77.8%	68.8%	58.8%	73.3%
Average Rank	4.8	4.2	4.9	4.4	4.7	4.8	4.6	4.4	4.5	4.5

## Detailed Responses to Q18: Desired Improvements on Dial-A-Ride

### Desired Additional Service Times

### Desired Additional Service Areas

--	Redwood School
Evenings	Route Running opposite direction: Elk Valley Road/Howland Hill/101 to Cultural Center
--	RT 197 North Bank Road
--	Arcata - Mad River Pain Clinic
--	Arcata Pain Clinic
All day	--



## Dial-A-Ride Survey Comments

I know RCT is tightening their budget now but are they still only running one bus from 2 or 3pm on, Long wait times for 'will calls' ('will calls' sometimes cant be avoded when you have a doctors appt or shopping to do).

I sorely need the Medical transport service back. I have to see the Pain Clinice at Mad River Hospital every 8 weeks or more!



Overall this is a much needed service, thank you very much!










Thank you for the bus service

















Thank you for your services!

The waiting time takes an hour to pick up

## RCT 2013 Fixed Route Onboard Survey









Survey Completed in Spanish?			
	Responses		
	Number	Percentage	Percent Valid
Yes	2	2.1%	 2.1%
No	92	97.9%	 97.9%
Total	94	100.0%	

Route			
	Responses		
	Number	Percentage	Percent Valid
Route 1 blue	12	12.8%	 13.6%
Route 2 red	15	16.0%	 17.0%
Route 3 green	5	5.3%	 5.7%
Route 4 orange	11	11.7%	 12.5%
Klamath Route 10	13	13.8%	 14.8%
Smith River Route 20	8	8.5%	 9.1%
Arcata Route 20	14	14.9%	 15.9%
Route 199	8	8.5%	 9.1%
Multiple Route	2	2.1%	 2.3%
No Response	6	6.4%	
Total	94	100.0%	








1. What time did you board this bus?			
	Responses		
	Number	Percentage	Percent Valid
7:00 AM	15	16.0%	 19.0%
8:00 AM	9	9.6%	 11.4%
9:00 AM	6	6.4%	 7.6%
10:00 AM	6	6.4%	 7.6%
11:00 AM	4	4.3%	 5.1%
12:00 PM	4	4.3%	 5.1%
1:00 PM	7	7.4%	 8.9%
2:00 PM	3	3.2%	 3.8%
3:00 PM	5	5.3%	 6.3%
4:00 PM	8	8.5%	 10.1%
5:00 PM	5	5.3%	 6.3%
6:00 PM	4	4.3%	 5.1%
7:00 PM	1	1.1%	 1.3%
8:00 PM	2	2.1%	 2.5%
9:00 PM	0	0.0%	 0.0%
Other Response	4	4.3%	 5.1%
No Response	11	11.7%	
Total	94	100.0%	

## RCT 2013 Fixed Route Onboard Survey









### 2. Where did you just come from?

	Responses (Including Multiple Responses)		
	Number	Percentage	Percent Valid
School/College	10	9.8%	 10.0%
Work	7	6.9%	 7.0%
Shopping	12	11.8%	 12.0%
Medical/Dental	3	2.9%	 3.0%
Rec/Social	5	4.9%	 5.0%
Home	45	44.1%	 45.0%
Personal	9	8.8%	 9.0%
Other	9	8.8%	 9.0%
No Response	2	2.0%	
Total	102	100.0%	









### 4. How did you get to this bus?








	Responses		
	Number	Percentage	Percent Valid
Walked	62	66.0%	 68.1%
Bicycled	6	6.4%	 6.6%
Drove Alone	0	0.0%	 0.0%
Was Dropped Off	12	12.8%	 13.2%
Other	4	4.3%	 4.4%
Other - Transfer	5	5.3%	 5.5%
Multiple Responses	2	2.1%	 2.2%
No Response	3	3.2%	
Total	94	100.0%	

### 7. How will you complete your trip?

	Responses		
	Number	Percentage	Percent Valid
Transfer	23	24.7%	 25.3%
Ride Dial-a-Ride	2	2.2%	 2.2%
Walk	44	47.3%	 48.4%
Bicycle	4	4.3%	 4.4%
Drove Alone	1	1.1%	 1.1%
Ride With Someone	7	7.5%	 7.7%
Other	8	8.6%	 8.8%
Multiple Responses	2	2.2%	 2.2%
No Response	2	2.2%	
Total	93	100.0%	



## ***RCT 2013 Fixed Route Onboard Survey***

<b>8. Where are you going now?</b>				
	Responses (Including Multiple Responses)			
	Number	Percentage		Percent Valid
School/College	4	4.2%		4.3%
Work	10	10.5%		10.9%
Home	28	29.5%		30.4%
Shopping	15	15.8%		16.3%
Medical/Dental	3	3.2%		3.3%
Rec/Social	9	9.5%		9.8%
Personal	18	18.9%		19.6%
Other	5	5.3%		5.4%
No Response	3	3.2%		
Total	95	100.0%		



<b>10. How often do you ride the bus?</b>				
	Responses			
	Number	Percentage		Percent Valid
Daily	29	31.2%		33.3%
Less Than 1 Day/Mo	5	5.4%		5.7%
1-4 Days/Month	15	16.1%		17.2%
One Day/Week	2	2.2%		2.3%
2-4 Days/Week	35	37.6%		40.2%
First Time	0	0.0%		0.0%
Multiple Responses	1	1.1%		1.1%
No Response	6	6.5%		
Total	93	100.0%		



## RCT 2013 Fixed Route Onboard Survey







11. Do you use other transit services? (list)	
Single Responses	Number of Responses
Dial-a-Ride	0
Route 1 blue	0
Route 2 red	0
Route 3 green	0
Route 4 orange	0
Klamath Route 10	5
Smith River Route 20	0
Arcata Route 20	0
Route 199	1
Crescent City	17
<b>Multiple Responses:</b>	<b>20</b>
Dial-a-Ride	3
Route 1 blue	0
Route 2 red	0
Route 3 green	0
Route 4 orange	0
Klamath Route 10	3
Smith River Route 20	15
Arcata Route 20	17
Route 199	5
Crescent City	13
No Response	35
No Total	

12. Was there a vehicle available?			
	Responses		
	Number	Percentage	Percent Valid
Yes	17	18.3%	 19.5%
No	70	75.3%	 80.5%
No Response	6	6.5%	
Total	93	100.0%	



## ***RCT 2013 Fixed Route Onboard Survey***






<b>13. Do you have a driver's license?</b>			
	Responses		
	Number	Percentage	Percent Valid
Yes	32	34.4%	 37.6%
No	53	57.0%	 62.4%
No Response	8	8.6%	
Total	93	100.0%	












<b>14. Did you require the WC lift?</b>			
	Responses		
	Number	Percentage	Percent Valid
Yes	4	4.3%	 4.8%
No	80	86.0%	 95.2%
No Response	9	9.7%	
Total	93	100.0%	

<b>15. What is your age?</b>			
	Responses		
	Number	Percentage	Percent Valid
12 or younger	0	0.0%	 0.0%
13-18	5	5.4%	 5.7%
19-24	10	10.8%	 11.4%
25-61	54	58.1%	 61.4%
62-74	15	16.1%	 17.0%
75+	4	4.3%	 4.5%
No Response	5	5.4%	
Total	93	100.0%	

## RCT 2013 Fixed Route Onboard Survey

16. College student?			
	Responses		
	Number	Percentage	Percent Valid
Yes	8	8.6%	 9.3%
No	78	83.9%	 90.7%
No Response	7	7.5%	
Total	93	100.0%	

18. Overall RCT rank?			
	Responses		
	Number	Percentage	Percent Valid
Excellent	35	37.6%	 41.7%
Good	38	40.9%	 45.2%
Fair	9	9.7%	 10.7%
Poor	1	1.1%	 1.2%
Multiple Responses	1	1.1%	 1.2%
No Response	9	9.7%	
Total	93	100.0%	
Average Rank			4.3

20. Improvements?		
	Number of Responses	Percent
Increased Service Frequency	51	 73.9%
New Or Extended Routes	47	 68.1%
Earlier Weekday Service	11	 15.9%
Later Weekday Service	23	 33.3%
Earlier Saturday Service	8	 11.6%
Later Saturday Service	12	 17.4%
Sunday Service	27	 39.1%
Daily Pass	11	 15.9%
Monthly Student Pass	6	 8.7%
Other	0	 0.0%
No Response	25	 26.6%
Total Surveys	94	100.0%
Total Surveys With Responses	69	73.4%

### 17. Opinion of Service Factors on Fixed Route from 1 (Poor) to 5 (Excellent).

Occurrence of Ranking For:											
Rankings	Safety	On Time	Frequency	Driver Courtesy	Travel Time	Areas Served	Bus Cleanliness	Phone	Printed Material	Stops & Shelters	
1	0	2	3	0	1	5	3	5	1	8	
2	0	6	5	1	1	4	1	3	4	16	
3	8	19	15	11	7	12	9	16	10	15	
4	26	26	23	20	32	23	25	22	25	16	
5	54	37	42	54	45	42	48	39	46	32	
No Response	5	3	5	6	7	7	6	8	7	6	
Total Number of Responses	93	93	93	92	93	93	92	93	93	93	

Percentage of Valid Response Ranking For:											
Rankings	Safety	On Time	Frequency	Driver Courtesy	Travel Time	Areas Served	Bus Cleanliness	Phone	Printed Material	Stops & Shelters	
1	0.0%	2.2%	3.4%	0.0%	1.2%	5.8%	3.5%	5.9%	1.2%	9.2%	
2	0.0%	6.7%	5.7%	1.2%	1.2%	4.7%	1.2%	3.5%	4.7%	18.4%	
3	9.1%	21.1%	17.0%	12.8%	8.1%	14.0%	10.5%	18.8%	11.6%	17.2%	
4	29.5%	28.9%	26.1%	23.3%	37.2%	26.7%	29.1%	25.9%	29.1%	18.4%	
5	61.4%	41.1%	47.7%	62.8%	52.3%	48.8%	55.8%	45.9%	53.5%	36.8%	
Average Rank	4.5	4.0	4.1	4.5	4.4	4.1	4.3	4.0	4.3	3.6	



# Q4 and Q5 Detailed Responses

5. Where did you get on this bus?			6. Where will you get off the bus?		
Street	Cross Street	Description	Bus stop description or	Street	Cross Street
--	--	Cultural Center	--	--	Walmart
Corvallis	hwy 169	--	--	--	cultural center
Smith River	--	shell	Elk River	--	--
Smith River	--	--	Crescent City	--	--
front	101	--	Senior Center	Northcrest	Madison
front	101	front st.	Senior Center	Northcrest	Madison
--	--	High School	--	--	Clock Tower
Pacific	Front	--	Senior Center	Northcrest	Madison
Condor A	--	--	College	--	--
Humboldt	Hodge	--	Grocery Outlet	3rd	K
--	--	--	college	--	--
--	--	Cultural Center	Casino	--	--
--	--	--	Casino	--	--
Pacific	A	--	Walmart	--	--
Nickel	Endert	--	RHS Work force Center	2nd	--
Front	--	Cultural Center	--	Bertsch	Cack
Front	--	--	Pine Grove	Northcrest	--
Pacific	A	--	downtown	101	--
Norris	Mathews	school	Grocery Outlet	3rd	--
--	--	Cultural Center	--	Elk Valley	Howland Hill
Summer	--	--	Chelco	--	--
Seawood	Inyo	Washington	Grocery Outlet	3rd	K
Washington	--	--	King St	--	--
--	--	Casino	Grocery Outlet	--	--
PayMey	--	--	Paymeyer	--	--
--	--	--	Cultural Center	1st	--
--	--	--	--	--	--
--	--	ADST	hospital	--	--
--	--	--	--	--	--
Roy	Humboldt	--	Shangri La	101	--
--	--	Casino	Grocery Outlet	--	--
Pacific	Inyo	--	Enderts	Nickel	--
--	--	Cultural Center	--	--	--
smith river	--	--	Arcata	--	--
101	Orick	--	Transit Center	--	--
--	--	Cultural Center	Arcata Greyhound	--	--
Lucky	--	--	Arcata	no	no
--	--	Arcata Station	Arcata Station	--	--
Front	--	--	Arcata	--	--
--	--	transit station	Arcata Station	--	--
Orick	--	--	Arcata	--	--
101	Front	--	Arcata	--	--
Front	101	Cultural Center	Woodland Villa	101	--
--	--	Arcata Transfer Station	Cultural Center	--	--
--	--	--	--	--	--
Indian Rd	101	Lucky 7 fuel	Grocery Outlet	--	--
SW Point	--	--	Cultural Center	--	--
Hiouchi	--	Madron Trailer Park	Grocery Outlet	3rd	101
--	--	Gasquet Market	Coast Central Bank	--	--
--	--	Gasquet Market	Coast Central Bank	--	--
--	--	Gasquet Mobile Park	Gasquet Mobile Park	--	--
--	--	Gasquet Mobile Park	Gasquet Mobile Park	--	--
101	--	Ship Ashore	Resco	Northcrest	--
Fort Dick	--	--	Fort Dick	--	--
Cultural Center	Front	101	Lucky 7	101	--
Pacific	E	--	Grocery Outlet then Safeway	3rd	M
Oregon St.	None	Oregon St., Crescent City	Oregon St.	Oregon St.	None
--	--	Wellness Center	VA Center	--	--
--	Washington	Safeway	Senior Lunch Site	Northcrest	--
--	--	Senior Center	transfer	Orange to	Norris
3rd	101 S	Grocery Outlet	Senior Center	--	--
--	--	Front St.	Shopsmart	--	--
--	--	Cultural Center	Shopsmart	--	--
--	--	Northcrest trailer park	Welfare	--	--
Front St.	101	Cultural Center to Walmart	Walmart	--	--
Klamath Glen	--	--	Open Door Clinic	Washington	Northcrest
--	--	Crevelles	Suburban Propane	--	--
Paxmeyer	--	Paymeyer	School	--	--
--	--	Hwy 169	Woodland Villa	--	--
--	--	Safeway	--	--	--
--	--	Red Bus Stop	UIHS	--	--
Holland Hill	Mathew	Rancheria	Shopsmart	Hwy 101	none
--	--	Pemmey	Last bus stop	First St.	--
Front St.	--	Cultural Center	Woodland Villa	--	--
Washington Blvd.	--	--	Camp Marigold	--	--
--	--	--	--	--	--
--	--	Senior Center	N.V.B.	--	--
Front St.	--	--	Paymay	Klamath	--
--	--	Senior Center	Court House	5th	--
--	--	Shopsmart	Fort Dick	--	--
Northcrest	--	Shopsmart	Lucky 7	--	--
Front St.	--	Cultural Center	Fuel Mart	--	--
Crivellies	Hwy 169	--	Cultural Center	--	--
Crivellies	Hwy 169	--	Cultural Center	--	--
Front St.	--	--	Paymeyer	--	--
Front St.	--	--	Klamath	--	Hunter Creek
--	--	Camp Marigold	--	--	Grocery Outlet
--	--	Klamath, CA	--	--	--
Front St.	101	Cultural Center	Crescent City, CA	--	--
--	--	Shangri La	Oak Valley Casino	Howland Hills Rd.	Humboldt St.
Hwy 199	Fire House Rd.	She She's	--	--	--
--	--	Cultural Center	Crescent City	Depends	--
--	--	Cultural Center	Murphy and El Dorado	--	--
--	--	Cultural Center	Murphy and El Dorado	--	--

## Fixed Route Survey Comments

Better times from one part of town to other
Continue the good service, thanks
Covered bus stops
Excellent busser to bussee communication. Consistent timing.
Fare for 60-65 year olds went up more than other age groups when the "senior" fare was changed from age 60 to age 65- from .50 to \$1. The bus is a life saver for many people thanks!
God bless you
Good job drivers
Great service
I appreciate the service as a whole
I had to rush and carry many bags and things have gotten broken
I have to pay 10 dollars everytime someone take me to Pemmey.
I need the bus at 6:30 to go to work
I would like to see a stop right at seagull villa apts .Now I have to walk two blocks to either the these stops
I'm permanently disabled, dispatch tells me they can go into Madrone Trailer Park, please tell the drivers they can
It is a long day when I have to go in at 7:30 am
It's cruel and unusual to not let drivers pick up when they drive right by them. Rushing and carrying bags to Smith River. My milk broke, my Ragu sauce broke, I almost got hit by a car.
Keep doing it!
Manners would be nice when they answer calls
Need 11:00 to Klamath Glen
Need earlier bus for Klamath
No complaints
No complaints
Overall service is good/ No service animals, need Saturday/Sunday service early and late, need more weather shelters, you have some not being used
Post times on bus stop, Smith River bus was late, made late for work
Service animals only with credentials
Service good
Service good
Should change time to allow for different wheelchair for the Walmart for the light on Northcrest and Washington Blvd.
Some drivers don't try hard enough with customer service
Somehow making more room for added bicycles
Some drivers will pull too far forward or not far enough and you are forced to step in mud or water to get on the bus
Stick to the schedule!
Thank you
Thank you for serving your community, great job to our team!
There is a need especially in the winter for a later bus. It is far too cold for the elderly and I have caught a cold more than once waiting for bus in the winter.
This bus needs a larger window for connecting with the south bound greyhound in Arcata
To get to my church a bus between 8am- 11:40
Unlimited weight on cargo, no transportation bus, thank you!
We need a stop at the fairgrounds
We senior citizens are vulnerable to cold we would appreciate a later bus
We use the bus for everything. Without it I don't know what we would do.
When people call in for info or etc. the office people gets some manners
Would like a bench at the high school
You doubled the fare for 60-65 year olds instead of .25 for everyone else
Your drivers are very nice people