



**Strategic Plan
2010**



Mobility Management Coalition Humboldt Coordinated Transportation Alliance

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THE MISSION

To create and maintain an inclusive, seamless transportation system that is sustainable yet affordable, promotes independence and will be the preferred choice of transportation for all residents including those who may have a choice of multiple other modes.

WHAT IS MOBILITY MANAGEMENT?

Everyone needs some sort of transportation – whether it is individual cars, buses, or bikes – to get groceries, go to the doctor, or play in a park. Unfortunately, transportation can be hard to come by, especially for folks of limited means. Sometimes the public transportation system doesn't go everywhere; sometimes we don't own or have access to cars; and sometimes it can be too dangerous or far to ride a bike. In the United States, an estimated 30% of the population experiences hardships when it comes to transportation – they can't or don't drive. About fifty percent of Humboldt County residents live outside the Humboldt Bay area, where most of the transportation services exist. The others? They lack transportation security. Transportation security means food security, health security, and job security. This is where Mobility Management comes in – how can the transportation resources a community has – the vehicles, the buses, carpools, even the information about what transportation options exist – be coordinated and shared so that people can get to where they need to go?

Mobility Management is the use of a number of strategies that result in a more efficient and effective use of transportation resources. It emphasizes the movement of people and goods, not just motor vehicles, and gives priority to public transit and transportation services,

coordinating and/or centralizing transportation information, ridesharing, non-automobile access to goods, services, and employment and provides information about non-motorized modes of transit. Coordination of transportation services (such as access to medical or senior services, transport for the mobility-impaired, rides to town for rural residents, or getting homeless children to school) is often identified as a missing link in the transportation infrastructure of Humboldt County.

THE SUMMIT

In 2009, a Mobility Management Summit was organized to explore how we can coordinate existing resources to help Humboldt County residents meet their transportation needs. To date, there had not been a comprehensive dialogue with participation from all geographic regions of the County and agencies interested in transportation coordination regarding how to manage 'mobility' in Humboldt County.

Approximately 70 participants attended the Summit, ranging from residents/community members, social services providers, volunteers from organizations such as the American Cancer Society, transportation providers, bicyclist advocates, elected officials, representatives of Caltrans and HCAOG, and local foundations, Department of Health and Human Services Staff, and others. Dave Cyra, United We Ride Mobility Management for California, trained participants on the fundamental aspects of a mobility management program and presented case studies from other areas. Frank Thomas, of the Community Connection of Northeast Oregon, Inc., presented on the Community Connection program and the success and challenges of providing such comprehensive transit in a rural area. Glenna Blake, Marketing and Planner for Mendocino Transit Authority (MTA), offered the case study of MTA, which has funded one full time position to act as a Mobility

Manager for Mendocino County. As part Local transit provider Larry Pardi of the Arcata and Mad River Transit System presented on existing mass/public transit in Humboldt County, and Christina Fritschi of the Area 1 Agency on Aging presented on existing social services transportation. Alyson Hunter of Caltrans District 1 informed participants of available funding from state grant sources and the eligibility requirements for each.

THE COALITION

Following the Mobility Management Summit, a participation in the Humboldt Coordinated Transportation Alliance broadened into a coalition to explore rural models of mobility management programs and identify how Humboldt County transportation providers, social services programs, non-profits, and other agencies and programs may support such a program.

Members of this unique coalition include the HTA and A&MRTS system managers; the Area 1 Agency on Aging Director of Services; Executive Director of the McLean Foundation; the Regional Manager of the Humboldt/Del Norte Counties United Way of the Wine Country; a city councilmember; HCAOG staff; City Ambulance staff; Department of Health and Human Services Public Health staff; HCAR's Director of Transportation; Community Access Advisor; transportation planning consultants; community members; as well as many others.

THE VISION

A Humboldt County Mobility Management Program will create a coordinated, intermodal, inclusive, and seamless transportation system that is people's preferred choice and meets the needs of all Humboldt County residents.

Key destinations in the County will be easily

reached by 'Express Routes', which could include transportation for community events. By creating new or expanding existing service options, evenings and Sunday transportation programs will be implemented. Bus routes to currently unserved communities, such as Ferndale, will be created. Intermodal connectivity will exist that not only enables residents' to meet their basic daily and weekly needs, but will also increase access to recreational activities.

A central **Information and Assistance Center** will be created. A user will be able to call one number and get the transportation information they need; the system will be easy for consumers to use and will be inclusive of all regions of Humboldt. The center will be a one-stop-shop that is affordable for all users. Training would be provided for transportation providers, as well as risk managers when coordinating services.

Information about the Mobility Management Program will go to people who aren't or haven't been thinking about alternative transportation methods to their cars or current mode.

The Information and Assistance Center will be: accessible by intergenerational users; would target agricultural workers; would provide individual riders with 'travel plans' to assist in getting them to their destinations; and would provide multiple methods of dissemination to ensure the program is widely known and used, including a 'real person' to help plan trips. Any information about Humboldt County transportation options will be produced in online and paper sources that are informative and easy to use. Volunteer programs would be included in the Mobility Management Program. Services would be provided outside of the jurisdiction to connect people to out-of-County destinations.

Data collection will be a key component of the Mobility Management Program and will create a comprehensive database of existing transportation resources and needs in Humboldt County.

THE STRATEGIES

The Summit culminated in participants creating a group vision for Mobility Management and then breaking into small groups to form strategies to begin a Mobility Management program here in Humboldt County. Both activities were 'graphically recorded' by Heather Equinoss of the Humboldt Area Foundation, creating a visual representation of what participants, representing a wide spectrum of transportation users and providers, see as the future of Mobility Management in Humboldt County.

Intermodal/Integrated Services Strategies:

- Collecting and mapping current services
- Identify gaps
- Create a team to integrate services

Information Assistance & Marketing Strategies:

- Pathway to 211: create a 211 number, much like the 411 number, to provide transportation users with available choices
- Formalizing a coalition
- Create a centralized place with Mobility Manager
- Work with appropriate service providers to update, maintain, and disseminate information
- Identify the best places to distribute information

Central Coordination Strategies:

- Outreach
- Ensure the providers are at the table
- Disseminate information
- Send information to groups and individuals
- Commit to attend meetings

Workplace Programs Strategies:

- Research existing programs
- How to get workplace based program at Calworks
- Create/research tax incentives for employers & employees

Land Use Planning Strategies:

- Identify people who we need in future discussions
- Work with school systems
- Consider mobility EARLY in development of projects
- Connect people to Blueprint process
- Identify available resources to help each other tap into money
- Concentric circles of development

Funding Strategies:

- Apply to local foundations for start-up funds
- Meet with Caltrans District 1, HCAOG, and local transit providers to determine most applicable state and federal funding sources to continue the program
- Consult with other Mobility Management programs across the state of California for funding ideas
- Apply for grants

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American Cancer Society
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City of Eureka
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Green Wheels
Humboldt Area Foundation
Humboldt County Association of Governments
HSU Student
Humboldt Community & Access Resource Center
Humboldt Transit Authority
Humboldt County Board of Supervisors
Humboldt County Planning
Humboldt Senior Resource Center
Klamath-Trinity Non-Emergency Transportation
McKinleyville Low Vision Support Group
McKinleyville Senior Center
McLean Foundation
Mental Health/HumWORKS
Natural Resources Services Division, RCAA
Public Health Branch, NorCAP
Public Health Branch, CHDP
Public Health Branch, CHIP
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Redwood Coast Regional Center and In-Home Support Services Advisory Board
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