

# REDWOOD COAST COMMUNITY TRANSIT PLAN

*FINAL REPORT*

*Prepared for the*

Community Transportation Association of America

*Prepared by*

LSC Transportation Consultants, Inc.



March 14, 2006

# **REDWOOD COAST COMMUNITY TRANSIT PLAN**

## ***FINAL REPORT***

*Prepared for the*

Community Transportation Association of America  
1341 G Street, NW  
10th Floor  
Washington, D.C. 20005

*On behalf of*

Action Network  
P.O. Box 1163  
Gualala, California 95445

*Prepared by*

LSC Transportation Consultants, Inc.  
2690 Lake Forest Road  
P.O. Box 5875  
Tahoe City, CA 96145  
530/583-4053 FAX: 530/583-5966

March 14, 2006

# Table of Contents

CHAPTER		PAGE
1	Introduction.....	1
	Project Background.....	1
	Transportation on the Redwood Coast.....	1
	Key Issues .....	2
	Key Person Interviews .....	4
	Efforts to Date – Previous Studies .....	6
2	Setting for Services .....	13
	Project Area .....	13
	Road Network .....	14
	Population .....	14
	Economy .....	22
	Employment.....	22
	Housing.....	22
	School Enrollment .....	22
	Services .....	25
	Major Activity Centers .....	25
	Visitor Activity and Lodging Tax.....	27
	Special Events.....	27
3	Transportation Services .....	30
	Mendocino Transit Authority .....	30
	South Coast Seniors, Inc. (SCS) .....	46
	Community Resources Connection (CRC).....	47
	Tribal Transportation .....	50
	School Transportation.....	50
	Other Transportation Providers .....	50
	Summary of Transportation Data.....	51
	Agency Roles .....	52
4	Assessment of Transit Needs .....	54
	Introduction.....	54
	Employee Transit Demand .....	54
	Rural Non-Program-Related Transit Demand .....	55
	Social Service Program-Related Transit Demand .....	57
	Intercity Transit Demand .....	57
	Visitor Transit Demand .....	58
	Summary .....	60
	Analysis of the Demand Estimates: Met versus Unmet Needs.....	60

# Table of Contents

---

CHAPTER		PAGE
5	Service Alternatives .....	63
	Redwood Coast Service Alternatives .....	63
6	Capital Alternatives .....	82
	Vehicle Needs .....	82
	Management Equipment .....	82
	Bus Shelter, Benches, and Signs.....	83
7	Financial Alternatives .....	85
	Introduction.....	85
	Federal Transit Funding Sources .....	85
	State Transit Funding Sources .....	89
	Local Transit Funding Sources .....	89
8	Management/Institutional Alternatives.....	92
	Roles of Existing Providers .....	92
	Coordination .....	94
	Marketing Program .....	95
9	Transit Development Plan .....	97
	Service Plan .....	97
	Capital Plan.....	103
	Financial Plan .....	104
	Institutional and Management Plan .....	107
	Summary and Conclusion.....	109
	Steps Toward Implementation .....	110

Appendix A – Key Person Interview Responses

# List of Tables

TABLE	PAGE
1	Redwood Coast 2005 Demographics by Block Group .....15
2	Major Employers .....24
3	School Enrollment .....24
4	Route 75 Schedule .....32
5	Route 95 Schedule .....33
6	Route 75 Fare Structure .....34
7	Route 95 Fare Structure .....34
8	Route 75 Average Monthly Ridership by Year .....35
9	Route 95 Estimated Monthly Ridership.....37
10	Weekly Ridership by Stop on Route 75.....39
11	Route 70/75 Ridership From Sea Ranch Apartments .....40
12	Weekly Ridership by Stop on Route 95.....41
13	Operating Revenue for Mendocino Transit Authority.....43
14	MTA Operating Characteristics.....44
15	South Coast Seniors Fare Schedule .....46
16	MTA Funding to South Coast Senior Transportation.....47
17	Community Resource Connection Costs and Endowment Request .....49
18	Transportation Providers in the Redwood Coast Region.....52
19	Estimated General Public Employee Transit Demand.....55
20	Rural Non-Program Transit Demand.....56
21	Estimated Summer Visitor Transit Demand .....59
22	Total Transit Demand .....61
23	Unmet Demand .....62
24	MTA Cost Allocation Model, Estimated Fiscal Year 2004-05 ..... 65
25	CRC Cost Allocation Model for Paid Service, 2006/2007 ..... 66
26	Transit Services Alternatives Analysis ..... 67
27	Transit Service Alternatives Performance Analysis ..... 68
28	Elasticity Analysis ..... 73
29	Redwood Coast Transit Service Alternatives Package..... 81
30	Comparison of Guaranteed Funding Totals by Agency ..... 87
31	Recommended Weekly Schedule of Service ..... 98
32	Redwood Coast Transit Service Plan ..... 99
33	Redwood Coast Transit Financial Plan..... 107

# List of Figures

---

FIGURE		PAGE
1	Community Transit Plan Project Area.....	13
2	Total Population by Census Block Group .....	16
3	Youth Population by Census Block Group.....	18
4	Elderly Population by Census Block Group .....	19
5	Mobility Limited Population by Census Group.....	20
6	Zero Vehicle Households by Census Block Group .....	21
7	Persons Below Poverty Level By Census Block Group .....	23
8	Transient Occupancy Tax in the Redwood Coast Region .....	27
9	South Coast Area Map.....	31
10	Route 75 Ridership by Month and Year .....	35
11	Route 95 Monthly Ridership.....	38
12	Transit Demand by Type .....	61
13	Redwood Coast Service Alternatives – Ridge Route Deviation Service.....	71
14	Redwood Coast Potential Service Alternatives – Local Routes .....	74
15	Redwood Coast Potential Service Alternatives – Summer Trolley Routes .....	78
16	Redwood Coast Recommended Ridge Route Deviation Service .....	101