

SHORT-RANGE TRANSIT DEVELOPMENT PLAN 2023 UPDATE

Technical Memorandum 2: Summary of Initial Public and Stakeholder Outreach



Prepared for the
Mendocino Transit Authority



August 28, 2023

Mendocino Transit Authority
Short Range Transit Development Plan
2023 Update

Technical Memorandum 2
Summary of Initial Public and Stakeholder
Outreach

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The Mendocino Transit Authority (MTA) has retained LSC Transportation Consultants, Inc., to prepare an update to the county's Short Range Transit Development Plan (SRTDP). The SRTDP analyzes existing public transportation services in Mendocino County, considers public input that was collected during the planning process, and provides service and operational alternatives to be implemented by MTA during the next five years. Given that public transit is vital to addressing the transportation needs of many local residents, it is imperative that the SRTDP not only provides helpful suggestions for potential service improvements but also reflects the desires of Mendocino County residents.

To be successful, the SRTDP needs to consider the thoughts and opinions of Mendocino County residents, both transit riders and non-transit riders alike. Therefore, multiple public outreach efforts were conducted during the SRTDP planning process to collect meaningful data and feedback regarding existing transportation services in Mendocino County and overall perceptions of MTA. Data regarding mobility barriers, issues with MTA, and how Mendocino County residents utilize other transportation services was also gathered through the public outreach efforts.

This Technical Memorandum will summarize all public outreach efforts completed thus far in the planning process to prepare the updated SRTDP. These efforts include an onboard passenger survey (Chapter 2), a stakeholder survey (Chapter 3), and one of two public workshops (Chapter 4). Details regarding how each effort was conducted will be discussed, as well as a thorough review of the findings collected for each form of outreach. Ultimately, the findings from this Technical Memorandum along with the analysis of existing conditions presented in the previous Technical Memorandum will be considered in designing a recommended course of action for MTA for the next five years.

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SUMMARY OF ONBOARD SURVEY RESULTS

ONBOARD PASSENGER SURVEY

An onboard passenger survey was conducted during the week of May 15, 2023. During this time, passengers on both MTA fixed route and Dial-A-Ride (DAR) and Paratransit services were invited to complete surveys. Trained survey staff were available on most fixed routes to assist passengers in completing surveys. Drivers were willing and available to answer questions if staff were not present. Surveys were available on DAR and Paratransit services and drivers were provided with instructions on how to assist passengers in completing surveys if needed. Follow-up phone calls to DAR and Paratransit riders were conducted as well by the LSC Transportation Consultants planning team. This public outreach campaign focused specifically on learning more about how current riders utilize the bus system, as well as their opinions of MTA public transit service.

The survey instrument consisted of a one-page questionnaire in English on one side and Spanish on the reverse side, printed on card stock. The fixed route survey included a simple introduction and 17 questions in multiple-choice, short-answer, or comment format. The DAR and Paratransit survey included a simple introduction and 15 questions in multiple-choice, short-answer, or comment format. The surveys were available online via a printed web address and QR code. Flyers were posted at bus stops throughout the County to provide riders with further opportunities to complete the survey.

A total of 272 passenger surveys were collected; 206 fixed route in English, 33 fixed route in Spanish, 32 DAR in English, and 1 DAR in Spanish. A total of 88 percent (238 persons) completed the survey in English while the remaining 13 percent (34 persons) completed the survey in Spanish. Fixed route survey responses represent approximately 60 percent of MTA's average daily ridership on all routes for FY 2022-23. Highlights from the onboard survey results are presented in this section, while detailed results are included in Appendix A.

Additionally, survey results were compared to the results of the 2014 onboard passenger surveys that were conducted for MTA by LSC Transportation Consultants as part of the Countywide Transit Ridership Survey. The 2014 onboard surveys were conducted in the fall and summer. To provide the most accurate comparison between the two survey results, the fall 2014 survey results are used as school was in session for both the fall 2014 and 2023 survey efforts. School was out during the summer 2014 survey effort.

It should be noted that the fall 2014 survey effort did not include DAR; therefore, no comparison is made between the 2023 and 2014 DAR survey results.

FIXED ROUTE SURVEY

Passenger Profile

- While survey respondents ranged from under 18 years of age to 75 and older, the largest percentage of respondents were 41 to 61 years of age (27 percent) followed closely by those 25 to 40 years of age (22 percent). In 2014, the highest percentage of respondents were under the age of 19 (23 percent).
- Slightly less than half of the respondents (44 percent) responded that they were employed, followed by students (26 percent). Of those who were students, half identified that they attended school at Mendocino College. The percentage of employed respondents has increased compared to 2014 and the percentage of students has decreased slightly.
- Only 15 percent of respondents had a car available to them the day they were surveyed. This is lower than in 2014 when 28 percent had a vehicle available to them.
- The most common trip purposes for why survey respondents were riding the bus were work (28 percent) and personal errands (26 percent). This is slightly different from 2014 when the highest percentage of fall respondents were traveling for school (25 percent).
- The majority of survey respondents used MTA services either daily (37 percent of respondents) or 2-4 times per week (35 percent). This equates to 72 percent of respondents using MTA services at least 4 days per week. This is similar to 2014 when 75 percent of respondents indicated that they rode at least 2 days per week.

Travel Patterns

- Most respondents (60 percent) were riding Route 7/9 at the time of taking the survey. This is on par with 2014 when 57 percent of survey-takers were riding Route 9.
- Boarding and alighting data collected by surveyors shows that the most overall boardings happened at Frank Zeek School and Mendocino College (Table 1). The most alightings occurred at the Ukiah Library and Mendocino College (Table 2).
- Major origin/destination pairs were identified by analyzing passengers' boarding and alighting. Frank Zeek School/Ukiah Library was the top pairing, followed by Pear Tree Center/Mendocino College.
- The majority of passengers surveyed walk both to and from the bus stop (87 and 80 percent, respectively).
- Participants were asked to list all of the routes they planned on using to get to their final destination. Results provided insight into the overall travel patterns of passengers on MTA and revealed common route transfer pairs. Among the surveyed respondents, the most common transfer made was from Route 9 to Route 20, followed by Route 20 to Route 9 and Route 9 to Route 5.
- Respondents were most interested in expanded transit service to Sonoma County/East Bay Area.

Table 1. MTA Stops with Most Boardings

Bus Stop	Number of Boardings*	Percent of Total
Frank Zeek School	64	11%
Mendocino College	52	9%
Pear Tree Center	50	8%
Ukiah Library	45	8%
Walmart/FoodMaxx	28	5%
Gobbi St & Main St	25	4%
Feedlot Ln & Bush St	19	3%
Boatyard Drive	19	3%
Alder Ln - Lumber Jacks	13	2%
Willits City Park	12	2%
State St & Blue Bonnet Dr	12	2%
Washington Ave & Dora St	11	2%
Adventist Health Ukiah Valley	9	2%
State St & Gobbi St (Safeway)	9	2%
Main St & Lansing St	9	2%
Total Boardings	590	100%

*Includes boarding data for Saturday runs

Source: LSC Transportation Consultants, Inc. Based on limited runs in May, 2023

Table 2. MTA Stops with Most Alightings

Bus Stop	Number of Alightings*	Percent of Total
Ukiah Library	75	14%
Mendocino College	55	10%
Pear Tree Center	35	6%
Frank Zeek School	34	6%
Walmart/FoodMaxx	31	6%
Boatyard Drive	22	4%
Gobbi St & Main St	19	3%
Bush St & Cypress St/Ave	16	3%
Feedlot Ln & Bush St	16	3%
Bush St & Low Gap Rd	15	3%
Express Mart	12	2%
Gobbi St & Leslie St	11	2%
Pacific Pride	11	2%
Willits City Hall	11	2%
Navarro River Junction	9	2%
Total Alightings	552	100%

*Includes alighting data for Saturday runs

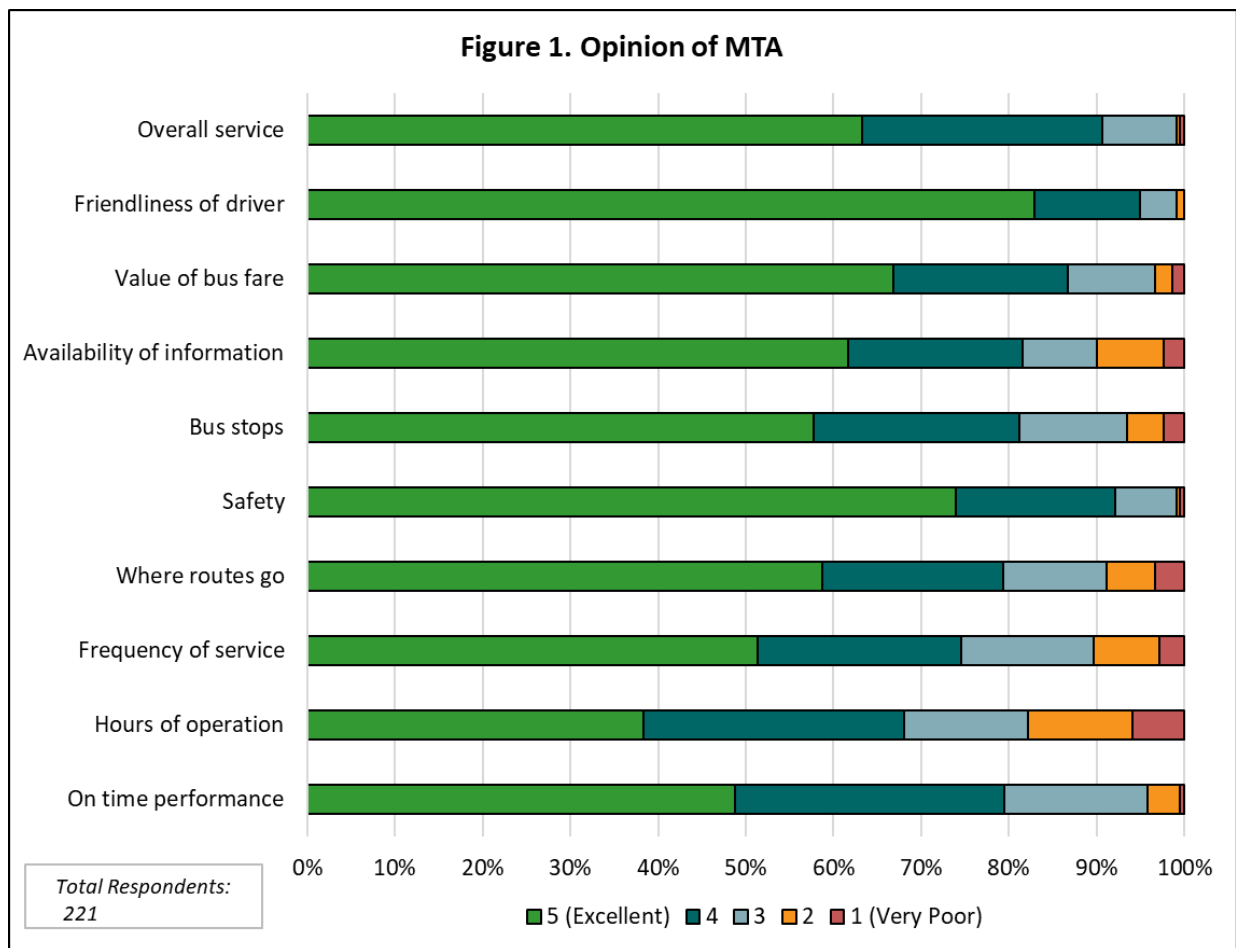
Source: LSC Transportation Consultants, Inc. Based on limited runs in May, 2023

Opinions of MTA Service

In general, survey participants held a very high opinion of MTA and the transit services that are provided. Figure 1 shows how respondents rated ten aspects of MTA on a scale of 1 to 5 with 1 being 'very poor' and 5 being 'excellent'. Key findings are summarized below.

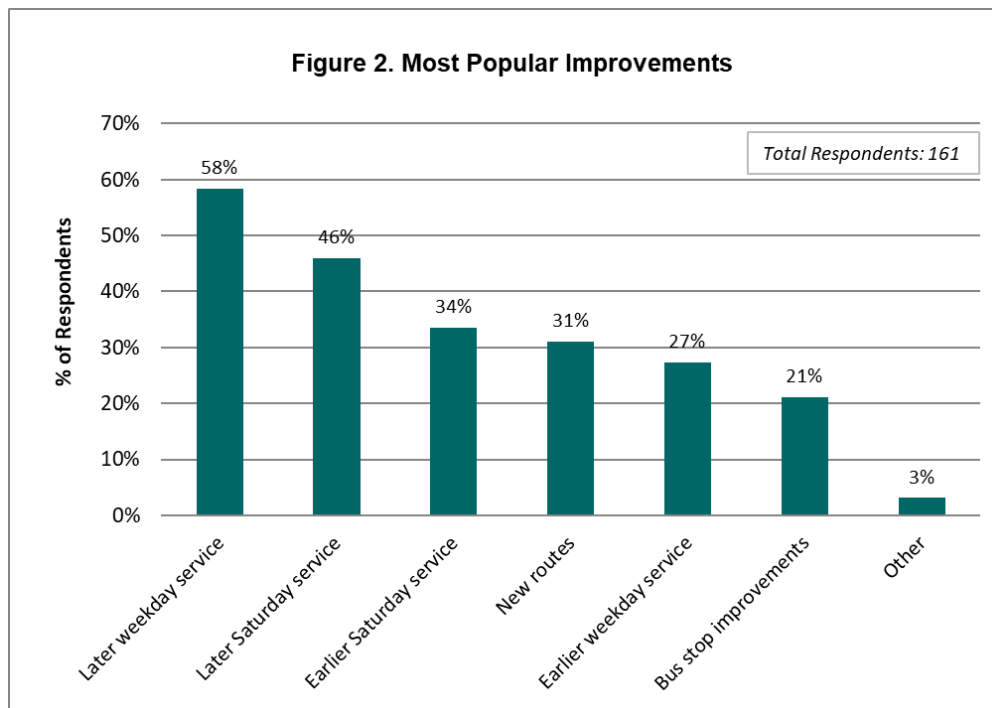
- Survey participants rated overall service very highly with only eight percent rating it a 1-3 and 63 percent rating it as excellent.
- Over 80 percent of respondents rated the friendliness of drivers as excellent.
- Survey respondents were the least enthusiastic about the hours of operation with 32 percent rating them 1-3.

The 2014 survey asked respondents to rank MTA services on a scale of 1 to 7. Even with a slightly different scale, it is clear that MTA service has remained in high regard among riders over the past ten years. Similarly, respondents have maintained extremely positive opinions of drivers, with driver courtesy being the highest-ranked service element in 2014. At the other end of the ranking, "schedule meets need" was the lowest-ranked service element in 2014, not unlike hours of operation during this survey effort.



Desired Improvements

Survey respondents identified a wide range of improvements that they wish to see. These findings are summarized below and in Figure 2.



- The most popular improvement among survey respondents was later weekday service, followed by later Saturday service.
- Over 30 percent of respondents identified new routes as a desired improvement. Specific locations are included in Appendix A.
- Over 20 percent of respondents wanted to see improvements to bus stops, with shelters being the top improvement identified followed by benches.
- A majority of respondents (63 percent) expressed interest in on-demand transportation.

In 2014, New or Extended Routes and Increased Frequency were identified by most respondents. Later Saturday service was also popular among respondents in 2014 (36 percent).

DIAL-A-RIDE AND PARATRANSIT SURVEY

Passenger Profile

- DAR and Paratransit riders are generally older with the largest percentage of respondents 75 years of age or older (34 percent), followed by those 41 to 60 years of age (22 percent) and 61 to 74 years of age.
- Slightly less than half of the respondents (44 percent) were retired, followed by employed and disabled (22 percent each).
- Only 19 percent of respondents had a car available to them the day they were surveyed.

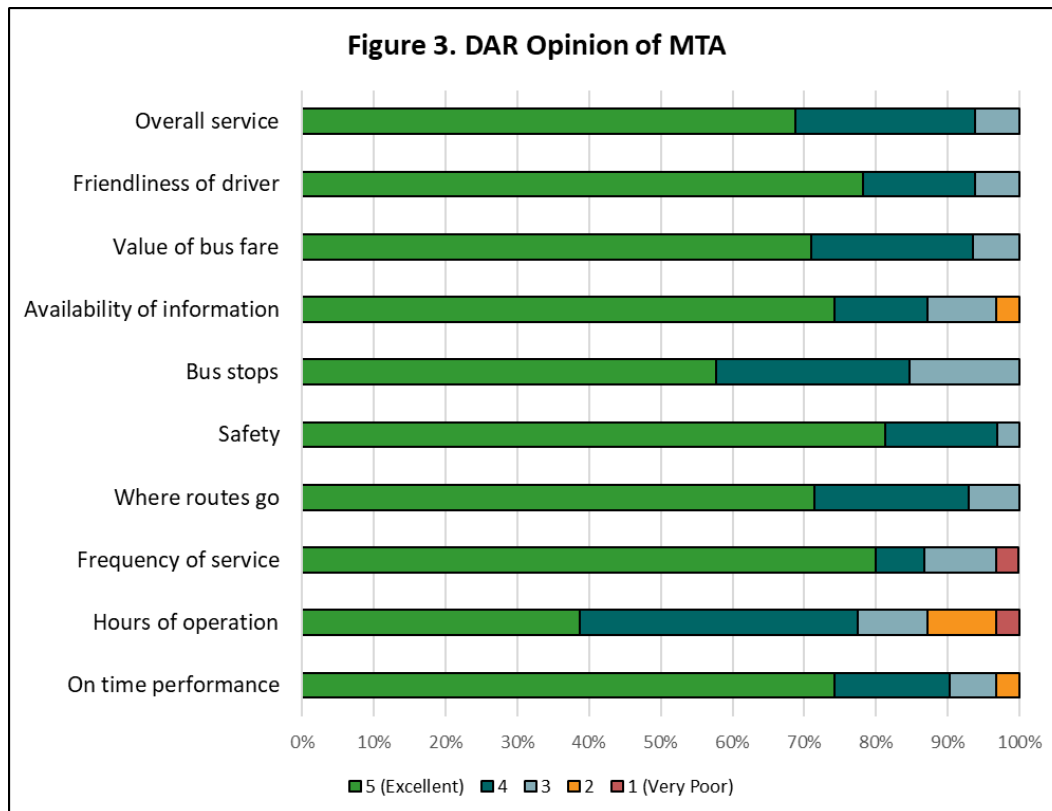
- The most common purposes for why survey respondents were using DAR or Paratransit services were medical/dental (39 percent) and shopping (30 percent).

Travel Patterns

- Most respondents (82 percent) were riding on Ukiah DAR when they took the survey.
- How far in advance respondents had made their reservation was split fairly evenly, with a quarter of respondents having a repeating reservation and a quarter making the reservation the day of.
- Most respondents (65 percent) were not going to transfer as part of their transit ride.

Opinions of MTA Service

Generally, DAR respondents thought MTA services were very good. Figure 3 shows how respondents rated ten aspects of MTA on a scale of 1 to 5 with 1 being ‘very poor’ and 5 being ‘excellent’. Key findings are summarized below.

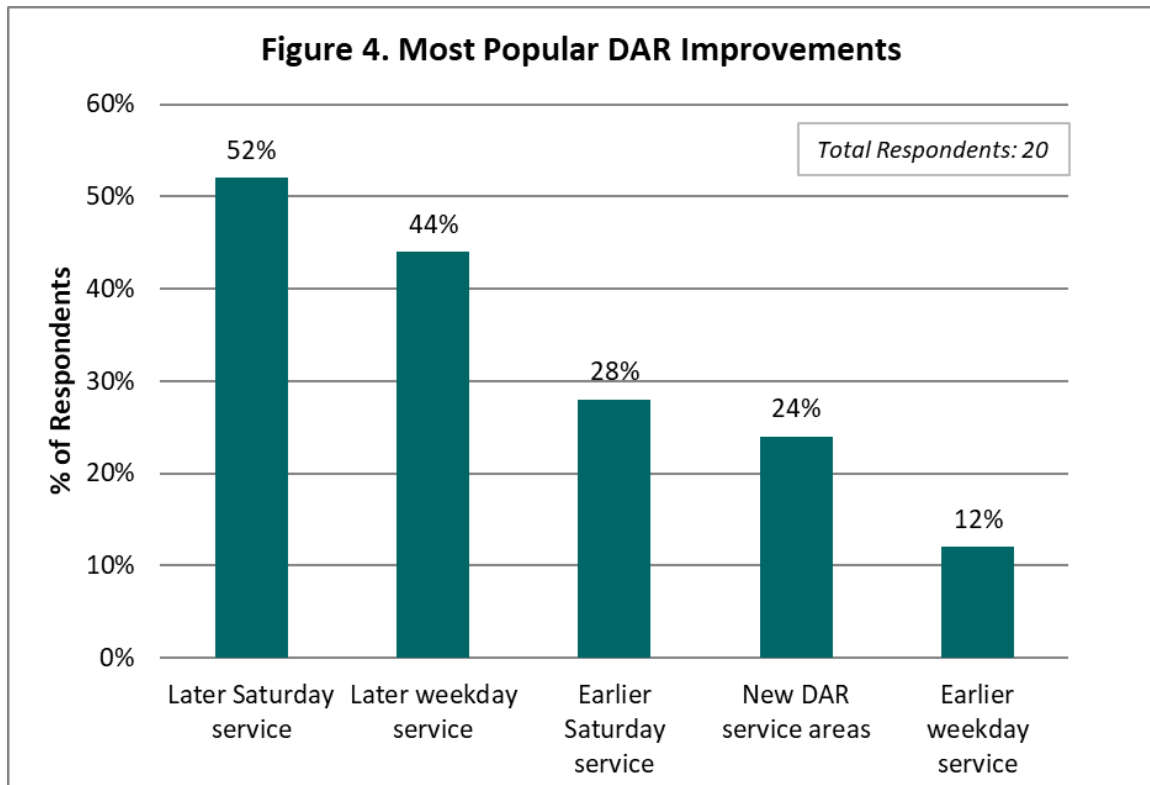


- Survey participants rated overall service very highly with only nine percent rating it a 1-3 and 69 percent rating it as excellent.
- Respondents rated both safety and the friendliness of drivers very highly, with 80 percent of responses rating each as excellent.
- Respondents were least enthusiastic about hours of operation, with 23 percent rating it a 1-3 and only 39 percent rating it as excellent.

Desired Improvements

Survey respondents identified a wide range of improvements that they wish to see. These findings are summarized below and in Figure 4. Specific desired improvements are included in Attachment A-2.

- The most popular improvement among survey respondents was later Saturday service, followed by later weekday service.
- Interest in Sunday service was specifically identified by 15 percent of respondents.



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MENDOCINO COUNTY STAKEHOLDER SURVEY

STAKEHOLDER SURVEY

A total of 60 stakeholders were identified during the course of the study. The list included representatives from current transit and transportation providers, regional Native American tribal organizations, human and social service providers, and senior centers. Through email notifications and individual phone calls, the survey was shared three times during the month of August 2023. Of the 60 stakeholders notified, the following 13 organizations participated in the survey:

- Cahto Tribe
- Redwood Community Services
- Coastal Seniors
- Willits Seniors Inc.
- Happy Rides Inc
- County of Mendocino Dept of Public Health
- Adventist Health Howard Memorial
- Ukiah Senior Center
- Adventist Health Mendocino Coast
- Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank
- Boys & Girls Club of Ukiah
- Anderson Valley Senior Center
- Fort Bragg Food Ban

SURVEY RESPONSES

A detailed table indicating each stakeholder's response is included in Appendix B. The following sections provide a brief overview of these responses.

General Information

The questionnaire began with inquiries about the type of services the stakeholder organization provides and to whom. As shown in Appendix B, a majority of the organizations indicated that their services were intended for people living with disabilities, seniors, and low-income communities. Services by location were generally spread between Ukiah, Willits, and Fort Bragg. Albion had the lowest representation of those participating in the survey. Of those indicating that they provided services elsewhere, Laytonville, Irish Beach, Timber Cove, and Anderson were named as well.

Provided services varied between stakeholders with social and transportation services being more frequently provided followed by education services. A handful of participants also indicated meals and food distribution as their main service. Most of those participating in the questionnaire provide transportation with either their own vehicles and drivers or through the purchase and distribution of bus passes. An overwhelming majority indicated that their program participants and clients prefer printed materials for their primary communication regarding services, followed by their websites.

Major Transportation Needs

When asked what the most critical transportation needs are for each organization's constituents, almost all indicated the need for medical and dental transportation services, followed by shopping, and personal errands. Of those who indicated "other" the following needs were described:

- Well-being classes and social events.
- Door-to-Door services for Medicare recipients.
- Services for pregnant women having to travel to Ukiah for medical appointments as there are no other providers in their local area treating women who are more than 28 weeks pregnant. This is particularly challenging for the community of Covelo.

Origin and Destinations

Stakeholders were asked to describe where their clients live (origin) and where they typically need transportation to (destination). Some of the origins listed included Holy Spirit Assisted Living, Cypress Ridge Senior Housing, Duncan Place Senior Housing, Plateau, River Gardens, and the Walnut Street Apartments. Frequently named destinations included Adventist Health, Mendocino Health Community Center, Pear Tree Shopping Center, Department of Social Services, and Walmart. A detailed table of this information can be found in Appendix B.

Trip Time and Frequency

As could be anticipated, most stakeholders indicated that they needed transportation services in the mornings between 7:30 and 9:00 AM with many needing return trips in the mid and later afternoons between noon and 8:00 PM. Most stakeholders indicated the need for transportation services Monday through Friday with only a few indicating a need on weekends. Half of the respondents indicated that their clients need services 1-3 days a week while the other half indicated a transportation need of 3-5 days per week.

Transportation Barriers

Most respondents indicated that their clients can use MTA services at least some of the time. Of those who know their clients are unsatisfied with MTA services the following issues were described:

- Lack of services to Laytonville and other Mendocino County communities.
- Lack of ability to use services due to physical disability.

The largest barrier clients experience in getting to their destinations in Mendocino County is due to not owning a personal vehicle, followed by living too far from a bus stop, and physical barriers that stop them from getting to public transit.

Community Challenges and Recommendations

Stakeholders were asked to provide input regarding future changes in the community that may impact the need for public transportation. The following two themes emerged:

- Continued poverty in rural parts of the county will result in less vehicle ownership over time due to rising costs of living.
- Difficult terrain and distance continue to impact people's ability to age in place as more of the population gets older.

When asked to provide specific suggestions and recommendations for MTA and their services, the following responses were given:

- Resume service to the Laytonville area to provide connections to Willits and Ukiah.
- Explore alternative options such as ride-sharing, vans, jitneys, etc.
- Additional services to rural areas of the county.
- Implement free-fare policies.
- Free or discounted bus passes for social service providers to distribute to their clients most in need.

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COMMUNITY WORKSHOP SUMMARY

INTRODUCTION

In July 2023, the Mendocino Transit Authority (MTA) hosted a community workshop as part of the MTA Short Range Transit Development Plan. During the workshop, community members had the opportunity to discuss the plan with MTA and the project team, have their questions answered, and learn about preliminary proposed strategies and improvements to MTA’s service. The workshop was open to the public and held on July 27, 2023, from 4:30 - 6:30 p.m. at the Ukiah Senior Center (Bartlett Hall, 495 Leslie St, Ukiah, CA 95482). A total of fifteen community members attended.



Community members reviewing board exhibits

PROJECT OVERVIEW

The MTA is updating its Short Range Transit Development Plan (SRTDP). This planning process allows MTA staff and local decision-makers to take an in-depth look at the transit system currently in place, identify the optimal way transit can meet the public’s needs within Mendocino County, and carefully identify where transit resources should be devoted to best meet rider needs. Once developed, the plan will serve as a guide for the regional transit program over the next five years based on available resources.

The planning team's approach was to first gather and analyze data on current services and riders and to solicit feedback from current riders and the larger Mendocino regional community to understand travel patterns, behaviors, and priorities. This information will then be used to develop strategies and concepts to address needed improvements through MTA’s service. In July 2023, the SRTDP team conducted Onboard Passenger Surveys to collect early data on travel patterns and preferences from MTA riders. In addition to the July 2023 in-person workshop, MTA is also planning for one more in-person community workshop and an online community workshop to be held in Fall 2023. A Draft Plan is expected to be available for public review and comment at the beginning of 2024.



COMMUNITY WORKSHOP PURPOSE & FORMAT

This was the first public workshop held for the Short Range Transit Development Plan. The goals of the workshop were to connect with community members and transit riders in Mendocino County and the

surrounding region to introduce the SRTDP, gather their initial feedback on proposed improvements, and discuss the overall purpose and timeline for the development of the SRTDP.

The workshop began with a presentation by the project team about the SRTDP. After the conclusion of the presentation, project team members including MTA staff were available around the room to answer questions and discuss elements of the plan further. The room included interactive board exhibits on which attendees could share their feedback and informational exhibits with information about the project scope and timeline.



MTA's Executive Director, Jacob King, presents to attendees

Presentation

After beginning the presentation, Katie DeMaio, Outreach Lead with AIM Consulting, provided an overview of the agenda and introduced the planning team present at the workshop. Next, Jacob King, Project Manager with MTA, shared MTA's mission to provide safe, courteous, reliable, affordable, and carbon-neutral transportation service, and provided a summary of the plan's background and purpose. Jacob also summarized the types of services that MTA offers, including a network of long-distance, commute, and local fixed routes, in addition to Dial-A-Ride services in Ukiah and Fort Bragg.

Jacob then handed over the presentation to Genevieve Evans, Consultant Lead with LSC, who provided an in-depth overview of the SRTDP, its approach, and a review of the existing conditions and findings from Onboard Passenger Surveys.



Genevieve Evans with LSC presents

MTA and the consultant team are approaching the SRTDP development in three steps:

First, gather and analyze MTA ridership data and existing conditions.

Second, obtain input on community members' needs and priorities.

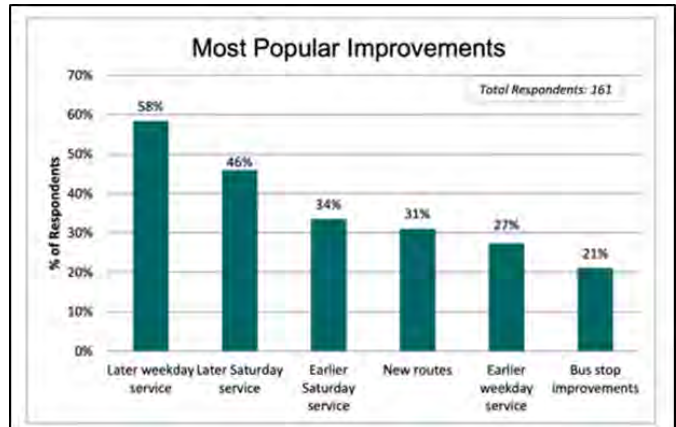
Third, develop strategies and concepts to shape the future of the Mendocino Transit.

Genevieve then discussed how the approach is applied to the existing conditions of MTA's population, needs, and ridership demographics, such as the fact that Mendocino County's

population has remained consistent in size from 2005 to 2020. Mendocino County also has a higher population of seniors, persons with disabilities, low-income households, and zero-vehicle households compared to the rest of California.

Then, Genevieve presented initial findings from the review of MTA performance as well as the Onboard Passenger Surveys. The transit analysis included details such as ridership and performance by MTA route. Key findings included:

- Routes 7 and 9 (Ukiah) have the highest passenger trips per service hour at 5.3.
- The operating cost per service hour of all of the MTA routes is under \$210.00 per hour.
- The smallest operating subsidy per passenger trip was Route 20 (Willits/Ukiah) at \$24.14.



The Onboard Passenger Surveys were conducted in May 2023 and included data from riders of all ages and abilities. Those conducting the survey rode on each weekday route and about half of MTA’s Saturday service routes. Key findings of the Onboard Passenger Survey discussed at the presentation are as follows:

- 27% of riders are between the age of 41-61, while 9% are under the age of 18.
- 37% of riders use MTA daily, while 35% use MTA 2-4 days per week.
- 44% of riders are employed, 26% are students, 12% are retired, and 12% are disabled.
- 27% of riders use MTA to get to work, 22% use it to go shopping, and 11% use it to go to medical/dental appointments.
- 59% of riders want later weekday services, 46% want later Saturday Services, and 34% want Earlier Saturday Services.



Finally, Katie and Genevieve shared the next steps of the SRTDP process, urging participants to share their comments and questions on the interactive boards around the room for the remainder of the meeting. The planning team also dedicated time to facilitating a question-and-answer section with attendees. The next SRTDP community workshop is planned to take place in an area closer to the coast, specifically in Fort Bragg or in Mendocino. A full transcript of the question-and-answer session is available at the end of this document.



COMMUNITY FEEDBACK

Board Displays

Before and after the presentation, participants were encouraged to review the interactive and informational board exhibits posted around the room. Two boards included proposed improvements and prompted attendees to share their input, and the remaining six boards included information on MTA's existing conditions and responses from the Onboard Passenger Surveys. Below is an overview of the input received on interactive boards. Comments for each option are listed in sub-bullets and italicized. Appendix C includes community questions asked during the workshop.

Interactive Board #1: Vote for your top 2 most popular improvements we have heard so far

- Later Weekday Services: 2 votes
 - *We work with low-income families who need service later in the evening. Earlier and later Saturday services would be helpful, but later weekday is critical.*
- Later Saturday Services: 1 vote
- Earlier Weekday Services: 0 votes
- Earlier Saturday Services: 0 votes
- New Routes: 2 votes
 - Brooktrails, Laytonville, Covelo, Potter Valley, Hopland, S. Coast
 - Farmers Market Buses
 - Frequent airport bus connections
- Bus Stop Improvements: 1 vote
 - Shade + Seats
- Other (write them in)
 - Reduced fares for teachers, students, and the disabled
 - Smaller busses (EVs) that are more frequent in Hopland, Ukiah, Coast, Willits, and North out to PR/PV
 - Bus Stops at Farmers Markets
 - Frequent days to encourage ridership. Free for first-time riders
 - Zero-emission busses!
 - Smaller busses in Ukiah
 - Connections to airports
 - Small electric busses
 - Be more aware of climate change – stop using big, mostly empty buses, especially through residential neighborhoods. It's inefficient, wasteful, and senseless.

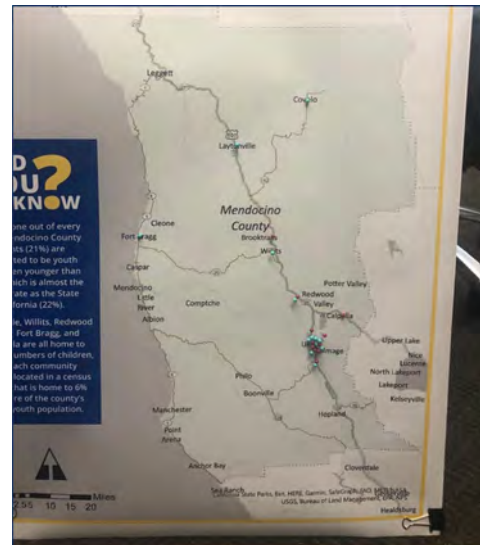


Interactive Board #2: Where are you from?

- 11 blue pins representing work location
- 12 red pins representing a home location
 - A majority of work and home locations were centralized in the Ukiah metropolitan area. Some participants worked in Fort Bragg, Willits, Laytonville, and Covelo.

The remaining informational board displays included the following:

1. Current Mendocino Transit Authority (MTA) Services
2. What is a Short-Range Transit Plan?
3. Existing Conditions
4. Passenger Survey Data & Passenger Survey Graphs
5. MTA Regional Routes
6. Ukiah Routes



Comment Cards

In addition to the question-and-answer section of the presentation, community members were invited to complete a comment card. A total of two cards were submitted:

- Small vehicles that service in rural areas such as Albion, Mendocino, Cleone, Laytonville, and more rural areas.
- The large buses with low to very low ridership are wasteful, produce unnecessary greenhouse gas emissions are inefficient. Many Ukiah residents are complaining. Please don't wait five years to replace them! Thank you.

NEXT STEPS

Feedback from the July Community Workshop, as well as the upcoming in-person and virtual workshops in Fall 2023, will be analyzed and considered in the development of the draft SRTDP. The SRTDP draft and final plans will be presented to the community in early 2024.

AWARENESS AND NOTIFICATIONS

At the beginning of the SRTDP process, the project team created a project website to serve as a community touchpoint with the public. Workshop fliers and information were shared via the project website, and also on a publicly-available Eventbrite page.

Leading up to the event, the Project Team conducted a robust community awareness and notification plan to engage the community to attend the event and become informed about the



Workshop Promotional Flier

SRTDP. More than 120 contacts from key stakeholder groups, including local community-based organizations, transit advocates, elected officials, and businesses were directly contacted via phone and email and invited to participate in the community workshop.

On July 6 and July 16, the project team sent an email blast to key stakeholders and interested community members inviting them to the workshop. On July 20 and 26, event reminders were sent to the project email list and registered participants. On July 18, the project team distributed a press release announcing the workshop and informing the community about the SRTDP to local news outlets.

Next, the project team posted the workshop flier on social media groups local to the Mendocino County region and on MTA's social media pages on July 6, and July 24, and again, as a final reminder, on July 26. These groups included:

- Mendocino County Community Awareness and Info Page
- Ukiah Events and Such
- Willits Events, Awareness, and Concerns
- Fort Bragg/Mendocino Discussions
- Mendocino County Community News and Events

DETAILED MTA ONBOARD SURVEY RESULTS

Public outreach for the Mendocino Transit Authority (MTA) Short Range Transit Development Plan (SRTDP) Update included an onboard survey effort across all MTA fixed routes and Dial-A-Ride (DAR) and Paratransit services. The onboard passenger survey effort was conducted May 17-20, 2023. During this time, trained survey staff were available on most fixed routes to assist passengers in completing surveys and drivers were willing and available to answer questions if staff were not present. Surveys were available on DAR and Paratransit services and drivers were provided with instructions on how to assist passengers in completing surveys if needed. Follow-up phone calls to DAR and Paratransit riders were conducted as well by the LSC Transportation Consultants planning team.

The survey instruments consisted of a one-page questionnaire in English on one side and Spanish on the reverse side, printed on card stock. The surveys were also available online for over a month via SurveyMonkey. The fixed route survey included a simple introduction and 17 questions in multiple-choice, short-answer, or comment format. The DAR and Paratransit survey included a simple introduction and 15 questions in multiple-choice, short-answer, or comment format. Most respondents did not answer every question, therefore the number of answers per question varies.

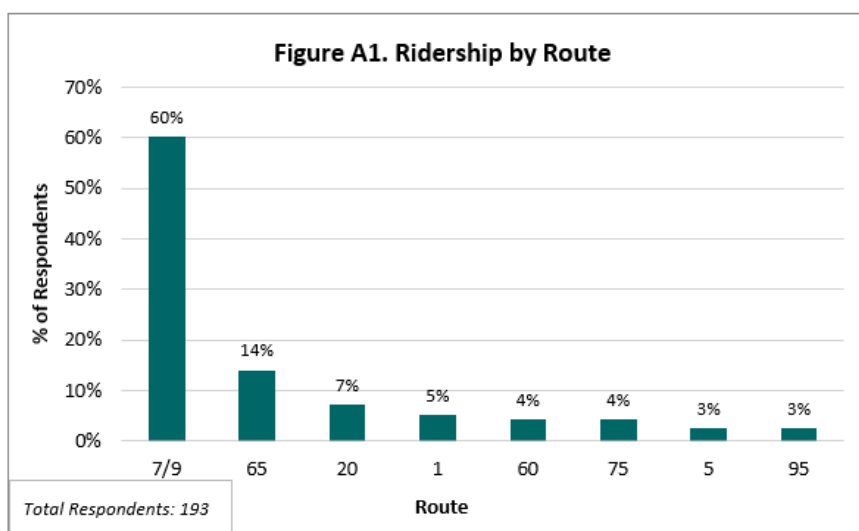
A total of 272 passenger surveys were collected: 206 of the fixed route survey in English, 33 of the fixed route survey in Spanish, 32 of the DAR survey in English, and 1 of the DAR survey in Spanish. A total of 88 percent (238 persons) completed the survey in English while the remaining 13 percent (34 persons) completed the survey in Spanish. Fixed route survey responses represent approximately 60 percent of MTA's average daily ridership on all routes for FY 2022-23. Results by question are discussed below.

Fixed Route Survey

Q1. Ridership by Route (193 responses)

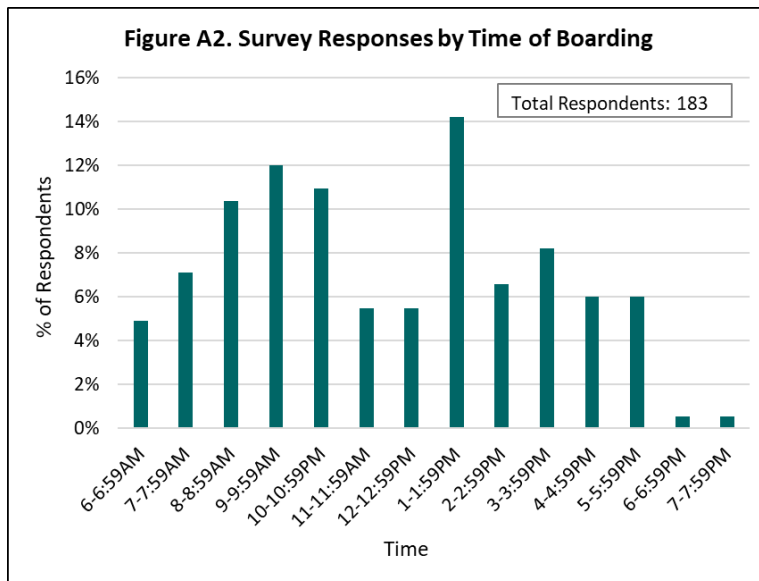
Passengers were asked to indicate which MTA route they were riding on. As shown in Figure A1, the majority of survey respondents were on Route 7/9 (60 percent), with much smaller percentages of respondents on Route 65, 20, 1, 60, 75, 5, and 95. This high ridership on Route 7/9 fits with the annual ridership figures for each route for FY 2022-23.

In the fall of 2014, riders on Route 7 and Route 9 (surveyed as separate routes) also contributed a combined 60 percent of all survey responses.



Q2. Boarding Time (183 Responses)

Survey respondents indicated at what time they boarded the bus. Responses were grouped into one-hour blocks of time and shown in Figure A2. Boardings were the highest between 1 PM and 1:59 PM (14 percent of total boardings) while mid-morning (8 AM-10:59 AM) experienced steady numbers of boardings across the system (11 percent on average per hour for the three hours).



The busiest hour for boardings has shifted from 2014 when 7:00 to 8:00 AM and 3:00 – 4:00 PM saw the highest percentage of boardings (16 percent and 12 percent, respectively). This suggests that fewer riders may have a typical morning-evening commute today than they did in 2014 because the percentage of survey respondents using MTA to get to work has only increased (from 18 to 28 percent) even as the most common boarding times have shifted to be more midday.

Q3. Boarding and Alighting Locations (111 responses)

It is important to know what stops are popular among passengers to best use funds dedicated to maintaining and improving bus stops. Therefore, as part of the onboard survey, respondents were asked to identify where they had boarded the bus and where they planned on getting off the bus. Ultimately, 111 boarding/alighting pairs were able to be identified from the responses. Table A1 shows the major origin and destination pairs for MTA riders and excludes any pairings that have only 1 boarding or alighting count.

In tandem with the onboard survey effort, boarding and alighting counts were recorded by the surveyor or driver on 97 percent of the weekday runs and 50 percent of the weekend runs. While these data are not able to determine origin-destination pairings, they provide a more complete picture of boarding and alighting counts as the activity of all passengers regardless of whether they took a survey or not is counted. The most popular boarding and alighting locations are shown in Tables A2 and A3.

Table A1: Major Origin/Destination Pairs from Onboard Survey Results

	2nd St Transit Mall	Alder Ln - Lumber Jacks	Autumn Leaves	Boatyard Dr	Brutocoa	Bush St & Cypress St/Ave	Clara Ave & Sidnie St	DMV	Feedlot Ln & Bush St	Gobbi St & Main St	Hwy 101 at RR Xing - Earth Lab	Kuki Rd & State St	Mendocino College	Pear Tree Center	Plant Rd & State St	Ukiah Library	Walmart/FoodMaxx	Willits City Hall	Willits City Park	Total
2nd St Transit Mall	--	--	--	--	--	--	--	--	--	--	1	--	--	1	--	--	--	--	--	2
Alder Ln - Lumber Jacks	--	--	--	--	--	--	--	--	--	--	--	2	1	--	--	1	--	--	--	5
Autumn Leaves	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	3
Big Lots - Orchard Plaza	--	--	--	--	--	--	--	--	--	--	--	--	--	--	2	--	--	--	--	3
Boatyard Dr	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	3
Bush St & Cypress St/Ave	--	--	--	--	1	--	--	--	--	--	--	--	2	--	--	--	--	--	--	3
Frank Zeek School	--	--	--	--	--	--	--	--	--	--	--	2	--	5	--	--	--	--	--	7
Gobbi St & Main St	--	--	1	--	--	--	--	--	--	--	--	--	1	1	--	--	--	--	--	3
Jefferson Ln & State St	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	2
Kuki Rd & State St	--	--	--	--	--	--	1	--	2	--	--	--	--	--	--	--	--	--	--	4
Main St & Lansing St	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	2
Mason St & Norton St	--	--	--	--	2	--	--	--	--	--	--	--	1	--	--	--	--	--	--	3
Mendocino College	--	--	--	--	--	--	--	--	--	--	--	--	2	2	--	1	--	1	--	5
Pear Tree Center	--	--	--	2	--	--	--	--	--	1	--	3	3	1	--	--	--	--	--	11
Redwood Tree Service Station	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	2	2
Safeway	--	1	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	4
State St & Cherry St - Ukiah Valley Timber	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	1	--	--	--	3
Sundstrom Mall	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	2
Ukiah Library	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	--	1	--	--	2
Walmart/FoodMaxx	--	--	1	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	3
Washington Ave & Dora St	--	--	--	--	--	1	--	--	--	--	--	--	--	--	2	--	--	--	--	4
West Rd & Hwy 101	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--	3
Wildwood	--	--	--	2	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	2
Willits City Park	--	--	--	--	--	1	--	--	--	--	--	--	--	--	1	--	--	--	--	3
Total	2	3	2	4	2	3	2	2	3	4	2	2	9	15	2	13	6	2	2	111

Note 1: Excludes stops with 1 boarding or 1 alighting total count.

Source: MTA Onboard Surveys, May 2023.

Table A2. MTA Stops with Most Boardings

Bus Stop	Number of Boardings*	Percent of Total
Frank Zeek School	64	11%
Mendocino College	52	9%
Pear Tree Center	50	8%
Ukiah Library	45	8%
Walmart/FoodMaxx	28	5%
Gobbi St & Main St	25	4%
Feedlot Ln & Bush St	19	3%
Boatyard Drive	19	3%
Alder Ln - Lumber Jacks	13	2%
Willits City Park	12	2%
State St & Blue Bonnet Dr	12	2%
Washington Ave & Dora St	11	2%
Adventist Health Ukiah Valley	9	2%
State St & Gobbi St (Safeway)	9	2%
Main St & Lansing St	9	2%
Total Boardings	590	100%

*Includes boarding data for Saturday runs

Source: LSC Transportation Consultants, Inc. Based on limited runs in May, 2023

Table A3. MTA Stops with Most Alightings

Bus Stop	Number of Alightings*	Percent of Total
Ukiah Library	75	14%
Mendocino College	55	10%
Pear Tree Center	35	6%
Frank Zeek School	34	6%
Walmart/FoodMaxx	31	6%
Boatyard Drive	22	4%
Gobbi St & Main St	19	3%
Bush St & Cypress St/Ave	16	3%
Feedlot Ln & Bush St	16	3%
Bush St & Low Gap Rd	15	3%
Express Mart	12	2%
Gobbi St & Leslie St	11	2%
Pacific Pride	11	2%
Willits City Hall	11	2%
Navarro River Junction	9	2%
Total Alightings	552	100%

*Includes alighting data for Saturday runs

Source: LSC Transportation Consultants, Inc. Based on limited runs in May, 2023

Q4. Zip Code of Residence (178 Responses)

Survey respondents identified in what zip code they live. Figure A3 shows that 63 percent of respondents lived in zip code 95482 which encompasses the following communities: Ukiah, Talmage, Vichy Springs, Orrs Springs, Ukiah Rancheria, and the Forks. In total, 33 zip codes are represented.



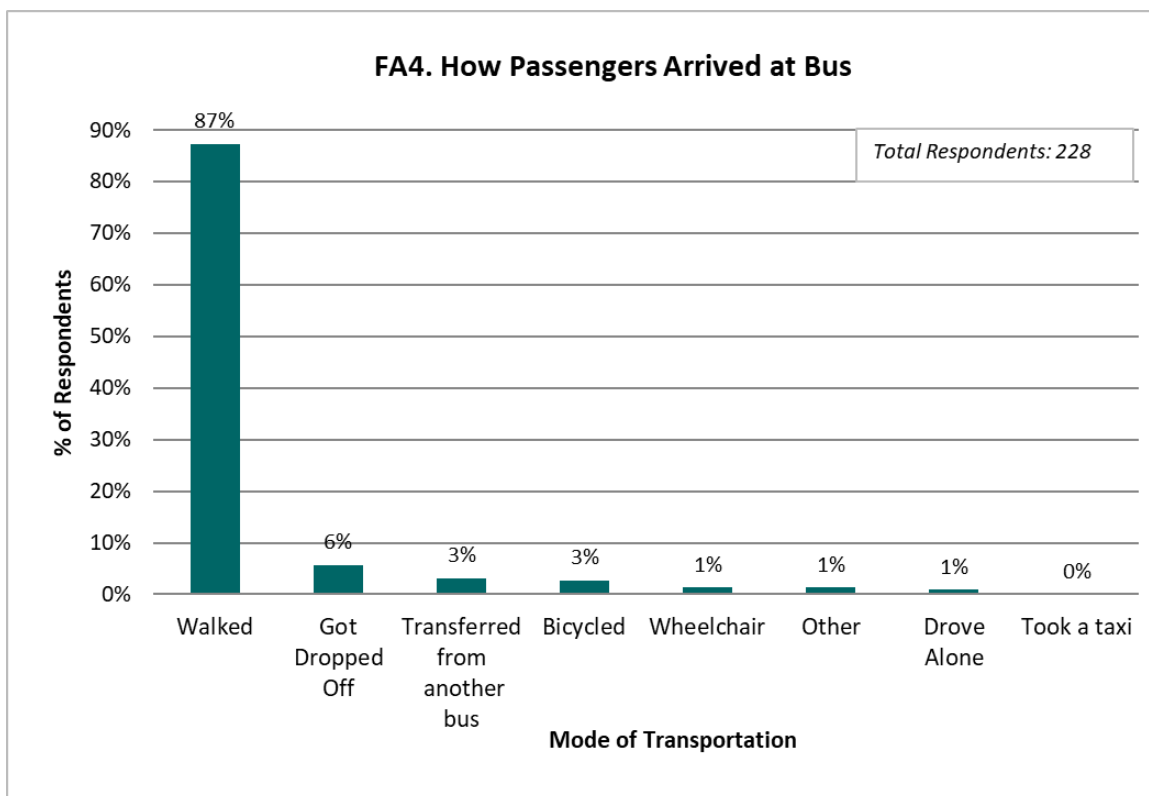
A similar pattern was observed in 2014 despite using different question methodology, when 38 percent of respondents lived in Ukiah.

Q5-6. Mode of Transportation to/from Bus (228 Responses)

Respondents identified what mode of travel they used to get to and from bus stops (Figures A4 and A5). Over three-quarters of passengers walked to the bus (87 percent) and walked to their final destination once they disembarked (80 percent). The second most likely mode of transportation to the bus was getting dropped off (6 percent) while the second most likely mode of transportation for passengers once they got off was a transfer to another bus (8 percent). Very few people reported that they bicycled or drove alone or used a wheelchair or a taxi to get to and from the bus stop. The fact that many of the survey respondents walk to and from the bus is supported by a later survey question where the majority of respondents said they did not have a vehicle available for the trip.

Q7. Routes and Services Used to Complete Trip

Survey participants were asked to identify all the MTA routes and public transit services that they were going to use to complete their current trip. Table A4 shows that the most common linkages used by respondents were MTA Route 9 to Route 20 (14 respondents) and visa versa (9). Respondents used Route 9 and Route 65 to connect to non-MTA transit services.



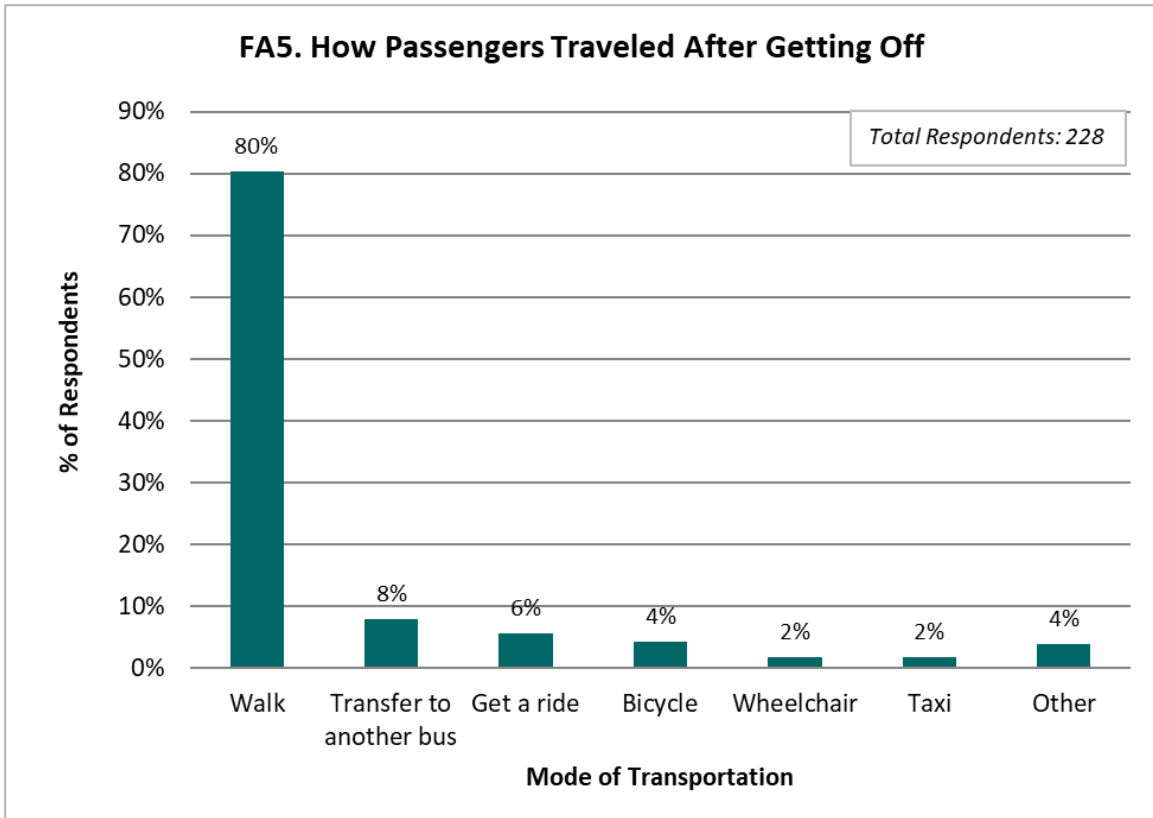


Table A4. Route Transfer Patterns

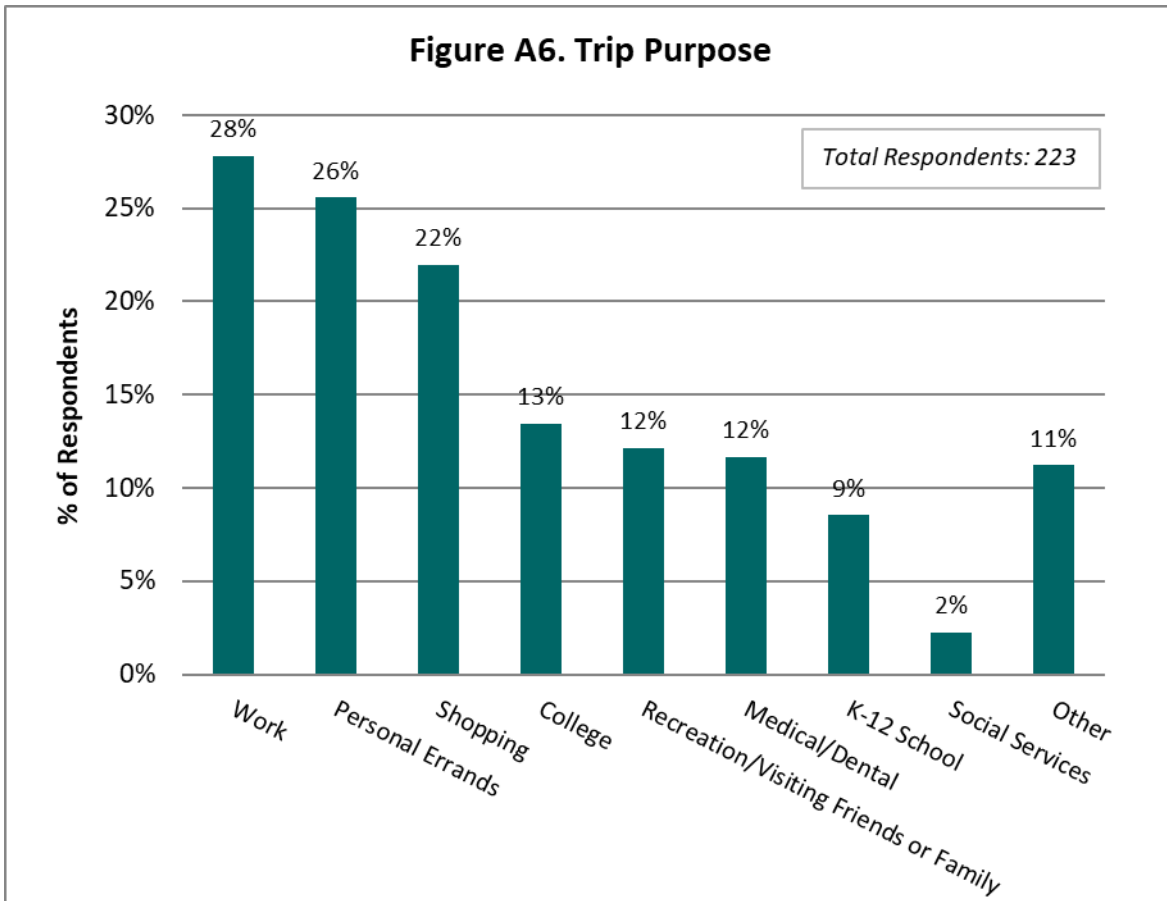
Current Route	Routes Included as Part of Planned Trip																Total
	Greyhound									Lake		Sonoma		Golden Gate	Santa Rosa		
	1	5	9	20	60	65	75	95	DAR	d	Amtrak	Transit	SMART	Transit	Transit	CityBus	
1		1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
5	0		0	0	1	1	0	0	1	0	0	1	0	0	1	0	7
9	1	5		14	0	2	1	0	6	4	3	2	0	1	0	2	137
20	0	0	9		0	0	0	0	0	0	0	0	0	0	0	0	20
60	1	1	0	0		0	0	0	0	0	0	0	0	0	0	0	4
65	0	0	2	1	2		1	0	0	0	2	1	3	3	1	1	35
75	0	1	1	0	0	0		1	0	0	1	0	0	0	0	0	9
95	0	0	2	0	0	0	0		2	0	0	0	0	0	0	0	7
Total	10	10	122	28	5	24	8	4	11	6	4	8	1	4	5	4	254

Note: Route 7 was included in Route 9 counts.
Source: LSC Transportation Consultants, Inc. Based on limited runs in May, 2023

Q8. Trip Purpose (223 Responses)

It's important to understand why individuals are traveling to better understand when and where passengers want to go. Since the COVID-19 pandemic, understanding trip purpose has been especially important given that many people have had their daily commitments change. Here, respondents were asked about the main purpose of their trip and responses are shown in Figure A6. The most common reasons why people were riding MTA were for work (identified by 28 percent of respondents) and personal errands (26 percent). The least common reasons were to go to K-12 school or social services (9

and 2 percent, respectively). Out of the 'other' reasons identified, 28 percent identified they were going 'home'.

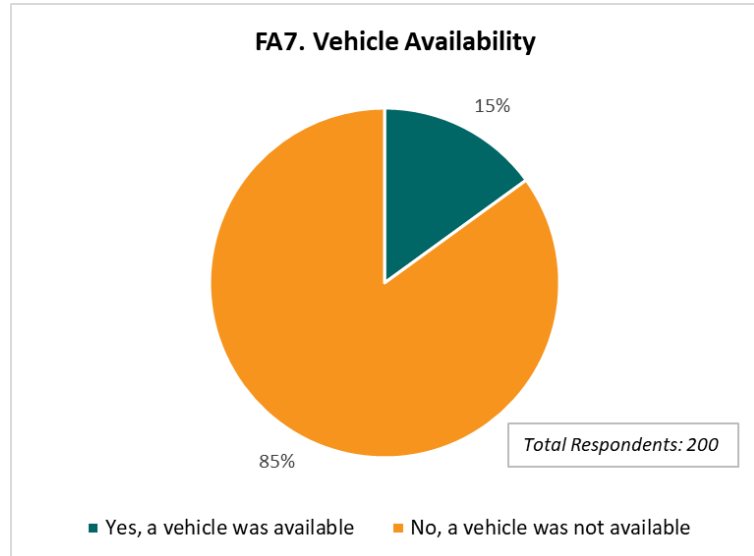


The percentage of riders using MTA for work and personal errands has increased since 2014, while the percentage accessing shopping and K-12 school has decreased. The use of MTA fixed route service to reach social services has remained low. In the fall of 2014, the most common reasons why people were riding MTA were for shopping and work (19 and 18 percent, respectively).

Q9. Vehicle Availability (200 Responses)

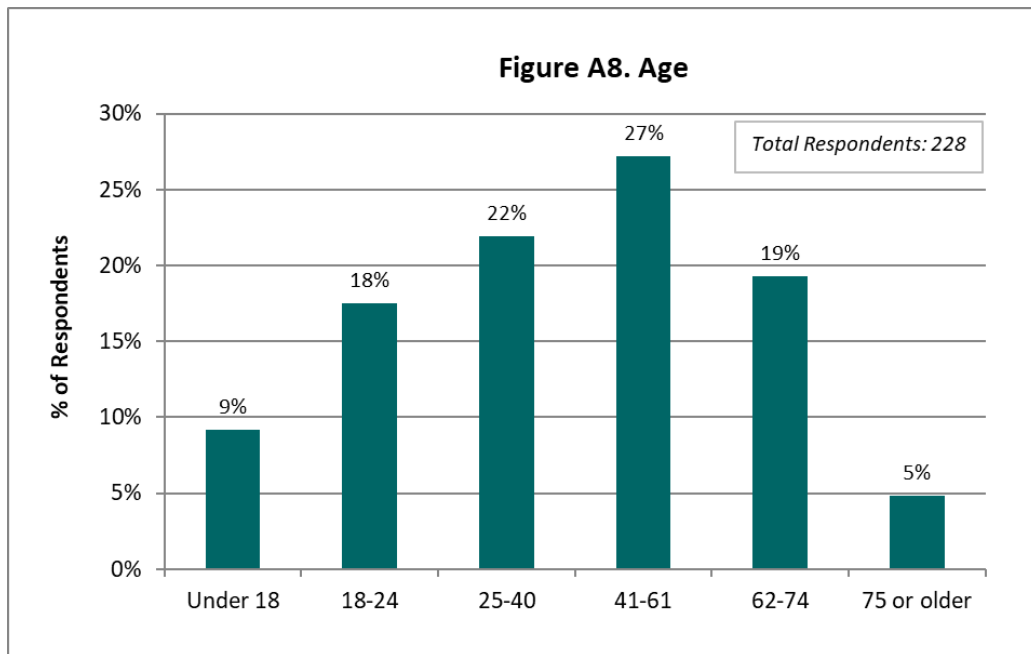
A key indicator of potential transit dependency is whether or not someone has a personal vehicle available to them. As seen in Figure A7, 85 percent of respondents did not have access to a car the day they answered the survey.

The percentage of respondents without access to a vehicle has increased since 2014 when 72 percent of respondents did not have access to a car the day they were surveyed.



Q10. Age (228 Responses)

The distribution of the age of respondents is shown in Figure A8. Adults aged 41 to 61 represented the greatest percentage of survey participants (27 percent), with adults aged 25 to 40 representing the second greatest amount (22 percent). Less than 10 percent of respondents were either under 18 and 75 and older.

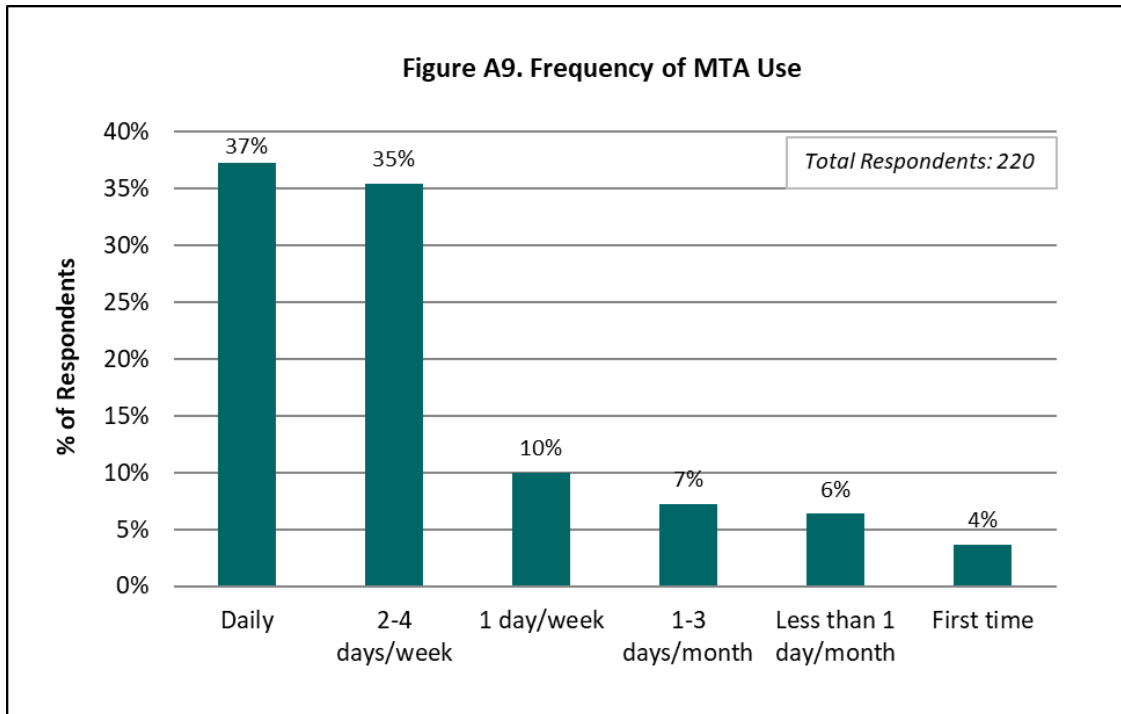


Survey respondents are generally older than they were in 2014, although the age categories were slightly different in the 2014 survey. In 2014, respondents under 19 years of age accounted for 23 percent of respondents (compared to 9 percent under 18 years of age in 2023). In 2014, respondents aged 60 or older accounted for 14 percent of respondents (compared to 24 percent who were 62 years or older in 2023).

Q11. Frequency of Use (220 Responses)

Survey respondents were asked how often they use MTA transit services (Figure A9). The majority of respondents use MTA services daily (37 percent) or 2-4 days per week (35 percent). The high frequency of use by respondents corroborates with the fact that most respondents were taking transit to work (Q8).

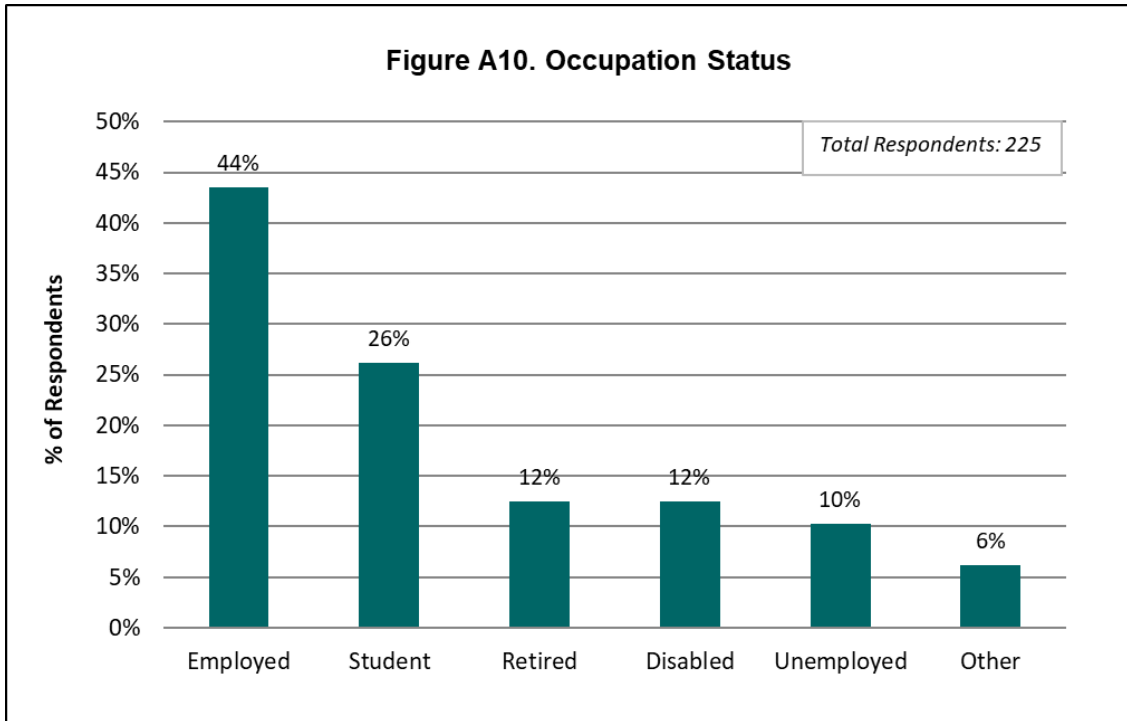
The frequency of use has not changed since 2014, when 45 percent of respondents used MTA services daily and 30 percent used it 2-4 days per week.



Q12. Occupation Status (225 Responses)

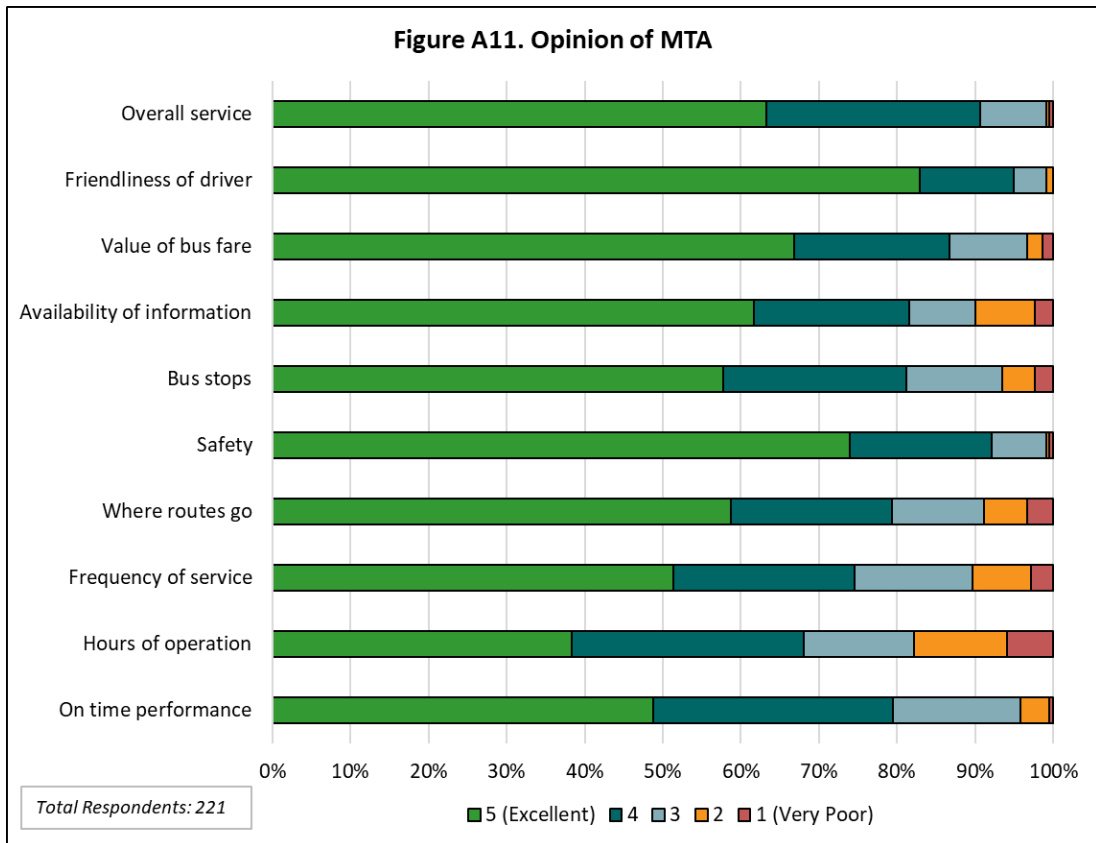
As shown in Figure A10, almost half of the survey respondents were employed (44 percent), followed by 26 percent who were students. These results make sense given the high percentage of respondents who identified work as their trip purpose (Q8). Of the passengers that identified student as their occupation, 51 percent attended Mendocino College. Students also attended Mendocino College Coast Campus, Mendocino High School, Potter Valley High School, Redwood Academy, Three River Charter, Ukiah High School, Ukiah Adult School, and Willits Charter.

Compared to 2014, the 2023 proportion of survey respondents that are employed has increased by 11 percent and the student percentage has decreased by 7 percent.



Q13. Opinion of MTA (221 Responses)

Passengers were asked to rank various components of MTA service on a scale of 1 (very poor) to 5 (excellent) (Figure A11).

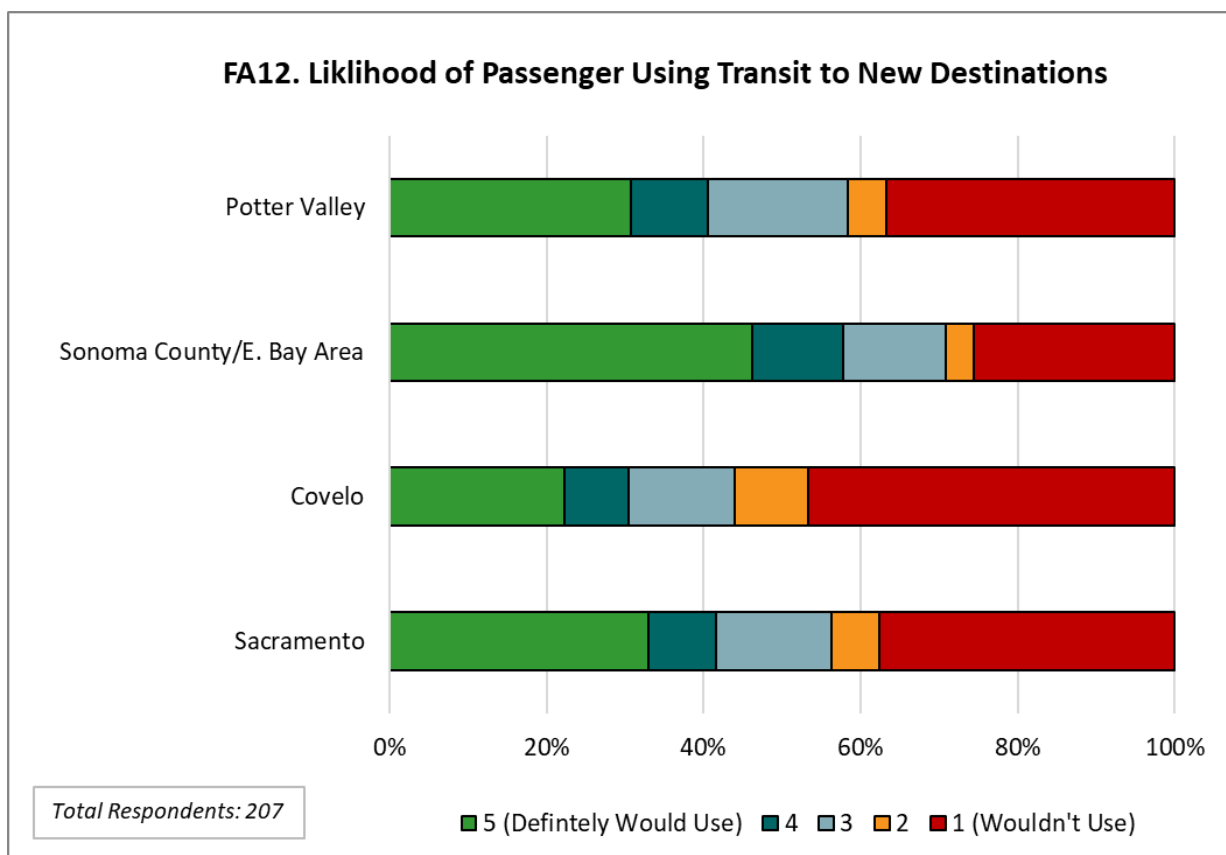


Overall, respondents thought very highly of MTA service. Respondents gave overall service a 4.53 out of 5, with 98 percent of respondents rating it 3-5 and 63 percent rating it as excellent. MTA drivers should be proud that respondents rated driver friendliness a 4.77 out of 5, with 83 percent rating it as excellent. Respondents were least enthusiastic about MTA hours of operation. Respondents gave them a 3.83 out of 5, with 20 percent rating it a 1 or 2. Respondents also had more mixed feelings about the availability of information (4.31 out of 5). Increasing access to reliable and easy-to-understand route and service information is one of the easier service improvements that can be made.

Although the 2014 survey utilized a scale of 1 to 7 to assess the opinion of MTA service, common themes between the two survey efforts can be evaluated. Overall service scored 6.2 out of 7 in 2014 and driver courtesy scored the highest of the individual service elements with a 6.4 out of 7. At the other extreme, the lowest scores reported in 2014 were for “schedule meets need” (5.5 out of 7), a similar trend to 2023.

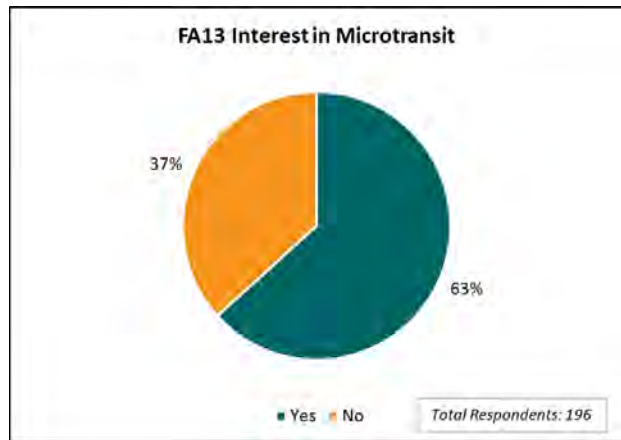
Q14. Interest in New Service Destinations (207 Responses)

Survey participants were asked how likely they would be to use bus service to four destinations currently not served by MTA on a scale of 1-5 with 1 being ‘Wouldn’t Use’ and 5 being ‘Definitely Would Use’ (Figure A12). The response to all four potential locations was mixed, however, Sonoma County/East Bay Area garnered the strongest support with 46 percent indicating that they would use the service. Covelo garnered the least support with 47 percent of respondents indicating that they wouldn’t use the service. It is important to consider, however, that no public transit currently serves Covelo and potential transit-dependent populations that live there.



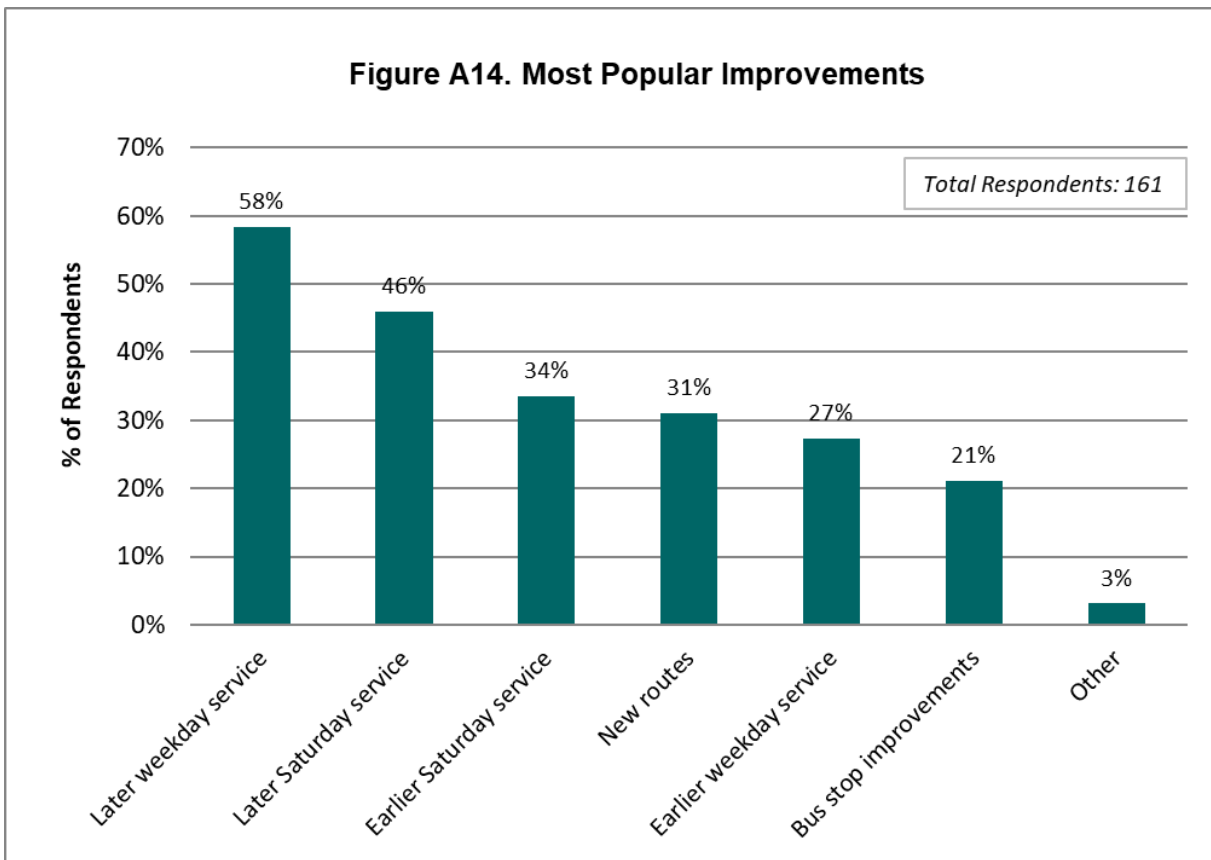
Q15. Interest in On-Demand Transit (196 Responses)

On-demand transportation is becoming an increasingly popular transit alternative. There are areas of Mendocino County that could potentially be served more effectively by a general public on-demand service versus by fixed routes. Most respondents (63 percent) said they were interested in on-demand transit (Figure A13).



Q16. Desired Improvements (161 Responses)

Passengers provided input about potential service improvements that they would like to see implemented on MTA. Respondents were able to choose more than one improvement (out of six types offered) and identify specific improvement types or locations in their responses. The results are shown in Figure A14. The most popular improvement was later service both on weekdays (58 percent of respondents) and on Saturdays (46 percent). Earlier service on both weekdays and Saturdays ranked slightly lower among respondents. Specific suggested locations for new routes varied widely and suggested bus stop improvements focused on shelters and benches. A full list of suggestions is included in Attachment A-1.



The interest in new routes decreased from 2014 when 38 percent of responses indicated a desire for new or extended routes. Interest in later weekday and Saturday service has increased. In 2014, later weekday service was indicated by 24 percent of respondents and later Saturday service was indicated by 36 percent.

Q17. Additional Comments (122 Responses)

Survey participants were provided the opportunity to include any additional comments or suggestions. Comments ranged widely from general positive and negative comments to specific service suggestions. Table A5 summarizes the comments by type and a full list of comments is included in Attachment A-1. It is important to highlight how many respondents went out of their way to leave positive comments about MTA service and staff.

TABLE A5: Comments on MTA	
Type/Subject	Responses (%)
Extended Service Hours	30%
Postive	25%
Extended Service Destinations	11%
Negative	7%
Bus Stop Improvements	7%
Bus Improvements	7%

Source: LSC Transportation Consultants, Inc. Based on limited runs in May, 2023

“I am very grateful for the MTA and think everyone is doing a great job.”
 “Bus drivers make the ride great. Give them love.”
 “MTA affords essential service characteristic of any civilized society. Thanks.”
 “Excellent Reliable Great Service.”

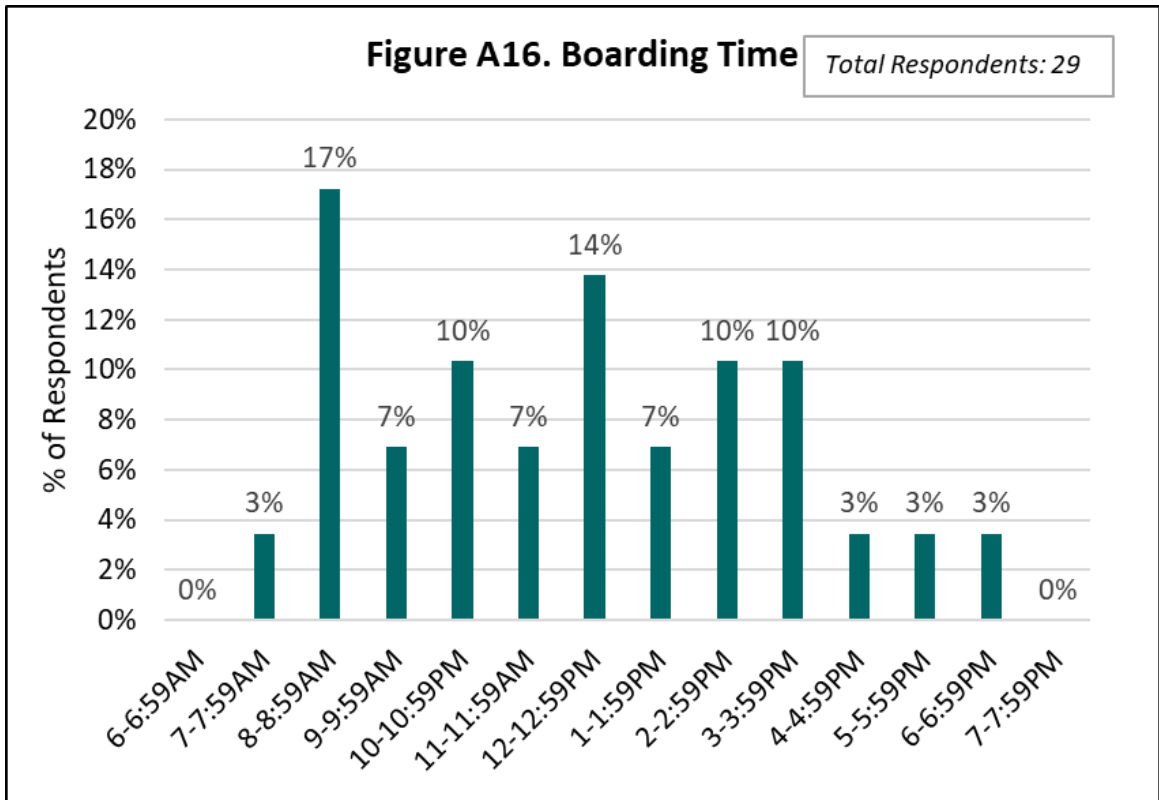
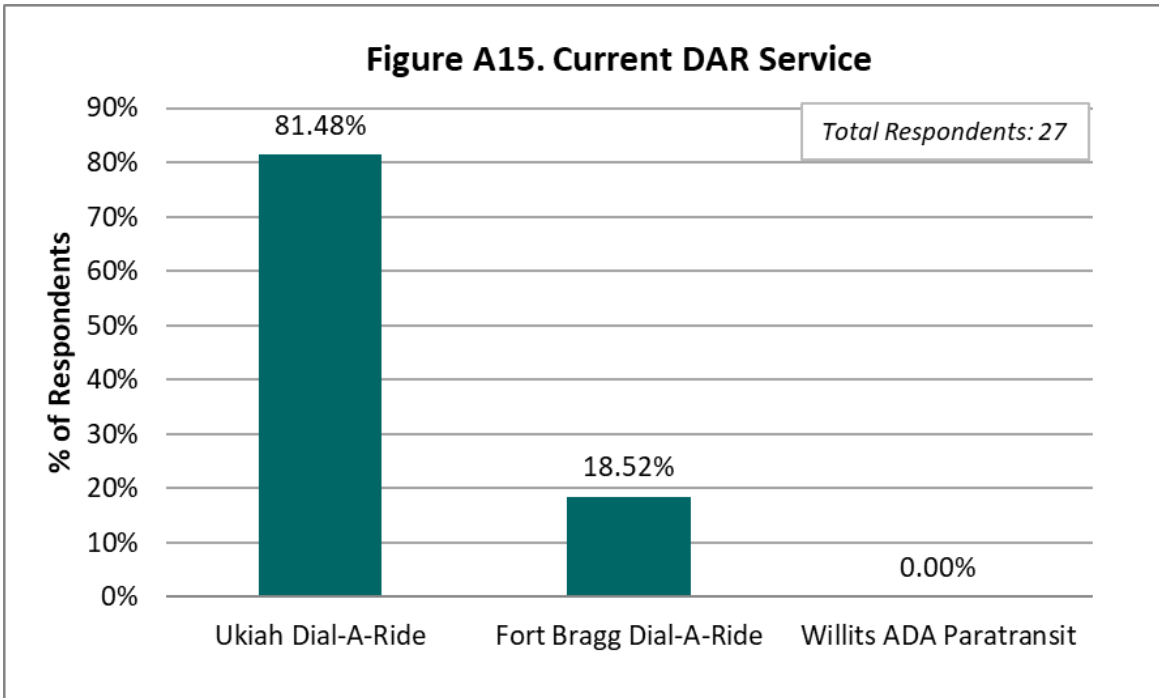
Dial-A-Ride and Paratransit Survey

Q1. Ridership by Service (27 Responses)

DAR survey respondents were asked to identify which service they were currently using. As Figure A15 shows, over 80 percent of respondents were using the Ukiah DAR service when they took the survey. No one surveyed was on Willits ADA Paratransit.

Q2. Boarding Time (29 Responses)

Figure A16 shows that the time DAR survey respondents got on the DAR bus varied, with the highest percentage of boardings among respondents being between 8 AM and 8:59 AM (17 percent), followed by 12 PM to 12:59 PM (14 percent).

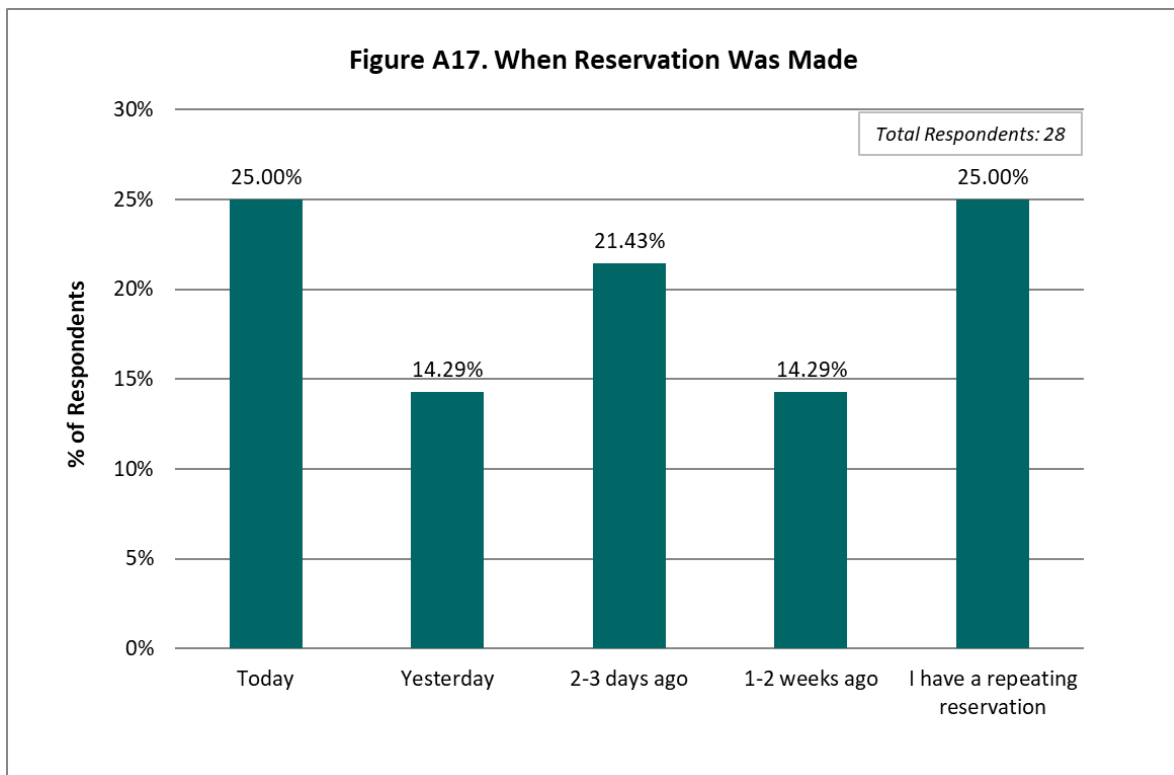


Q3. Reservation Time (26 Responses)

It is important to identify at what time each reservation was for and compare that to the actual boarding time to assess the on-time performance of the surveyed respondents. When reservation time was compared to boarding time, as identified by each respondent, 98 percent of reservation and boarding times were the same, and 100 percent of respondent reservation and boarding time pairs were well within the 30-minute pick-up window. Only two respondents (8 percent) specified different reservation and boarding times. Ten minutes were separating the reservation and boarding times for both these individuals.

Q4. When Reservation Was Made (28 Responses)

Respondents were asked to identify how far in advance they made their reservation for the ride. Figure A17 shows that a quarter of respondents had made the reservation that day and a quarter had a repeating reservation. It is important to note that survey comments indicated that the information available on reservations may be misleading or different for each service area. Riders may not be fully aware that day of reservations are allowed, although they are discouraged.



Q5. Boarding and Alighting Locations (20 Responses)

Respondents were asked to specify where they got on the DAR bus and where they got off, being as specific as possible. With a majority of respondents using the Ukiah DAR, most of the boarding and alighting locations were concentrated in the Ukiah area. Figure A18 and Figure A19 show boarding and alighting pairings for survey respondents in Ukiah and Fort Bragg, respectively.



Figure A18
DAR Trips in Ukiah

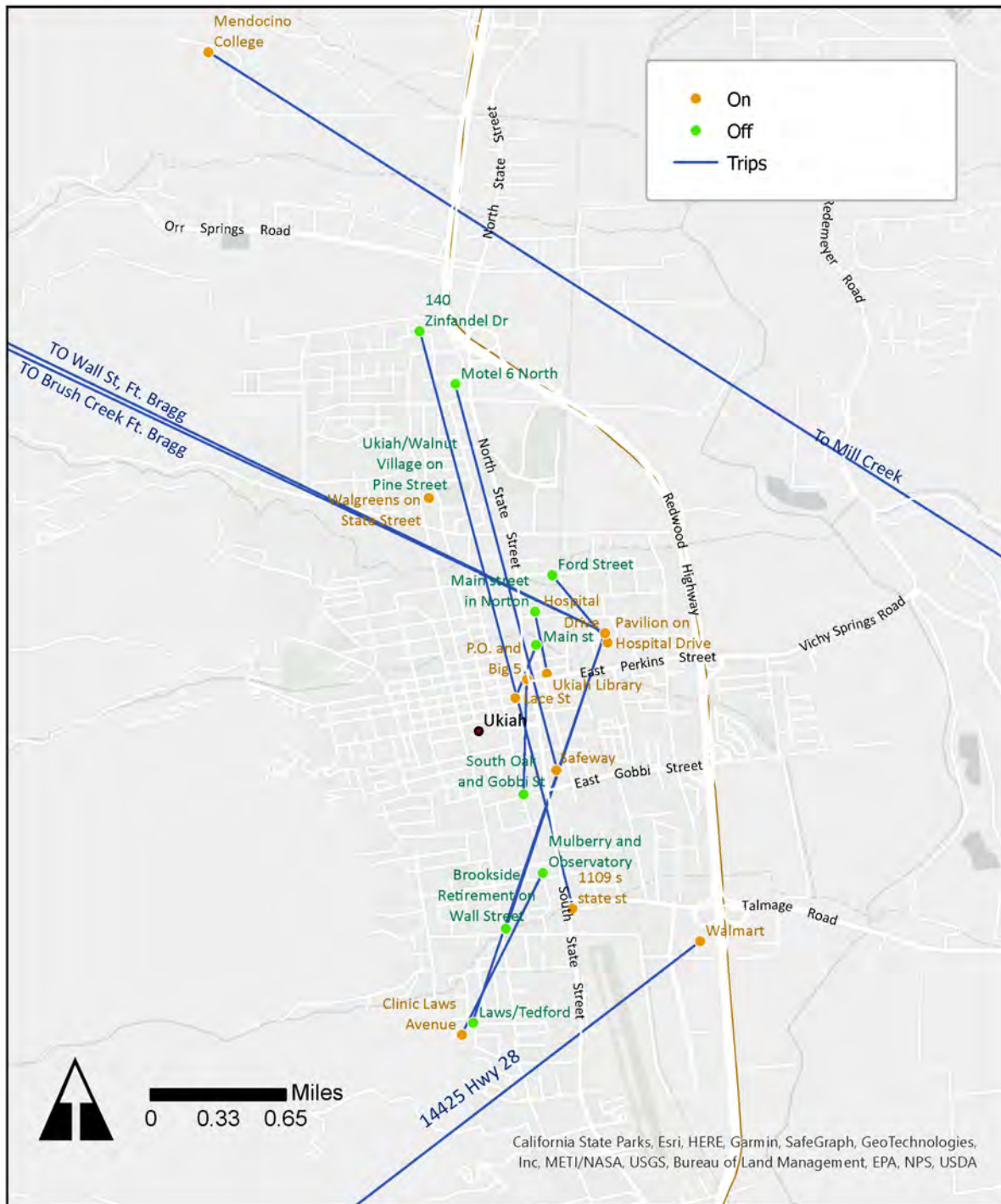
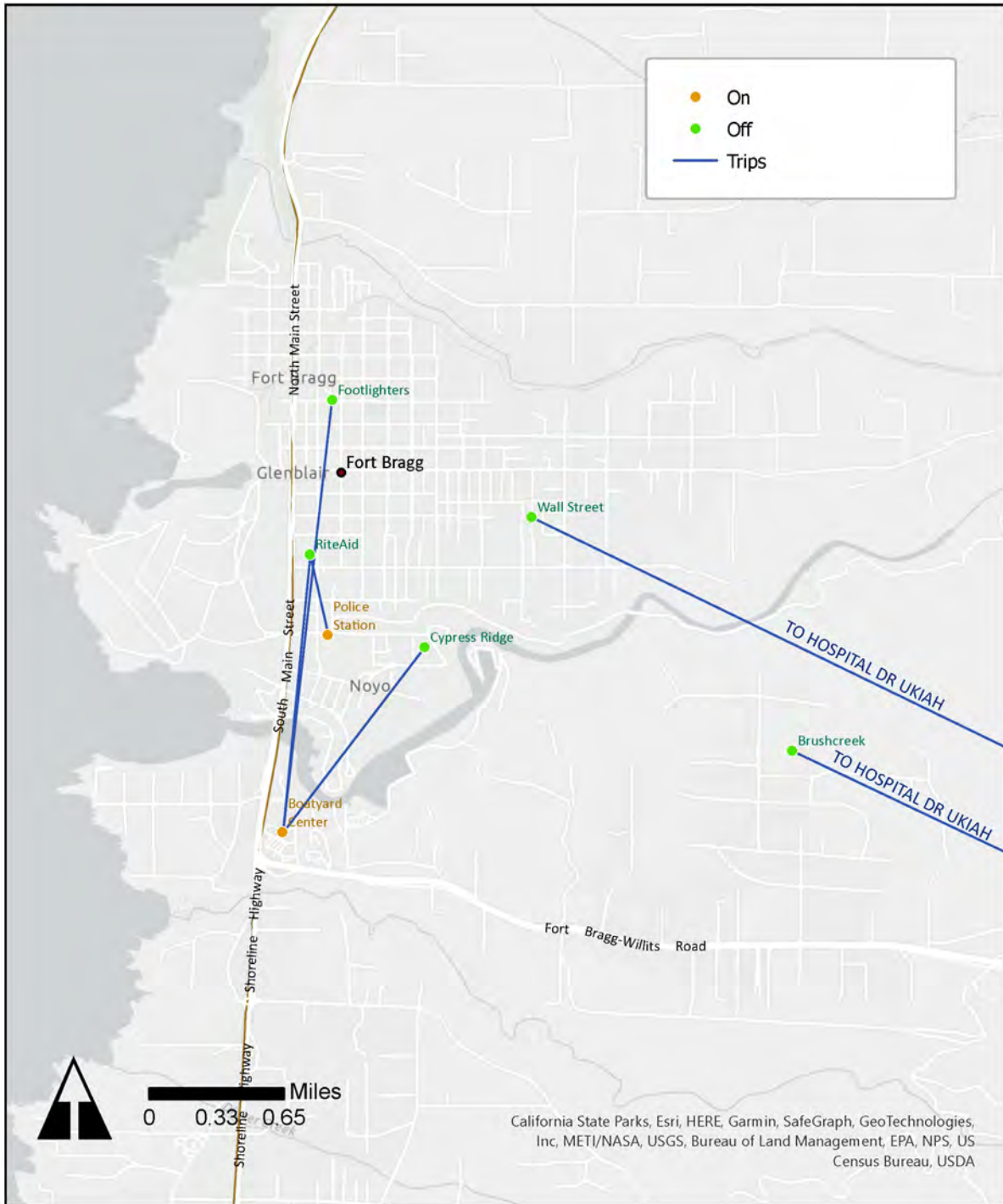
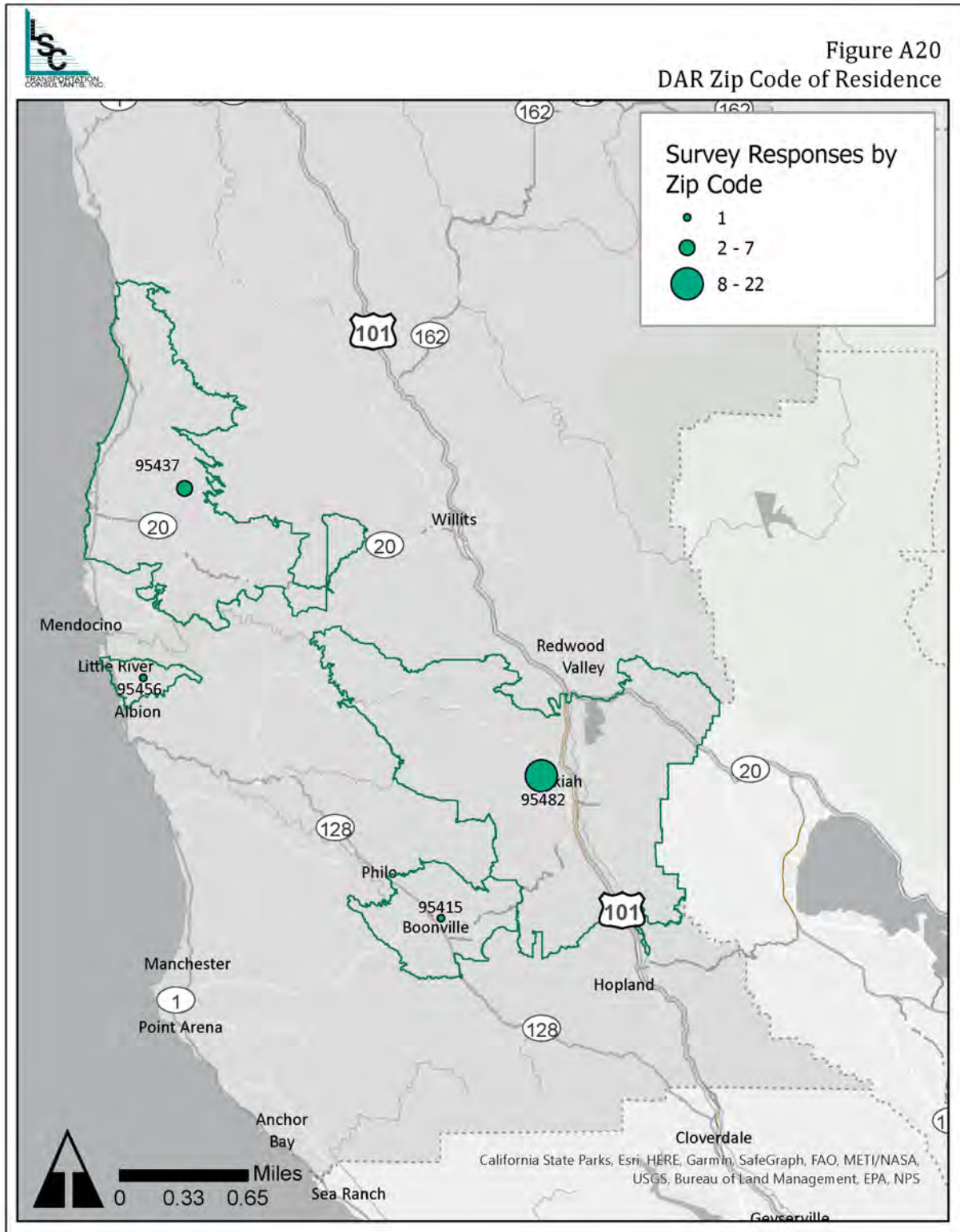


Figure A19
DAR Trips in Ft Bragg



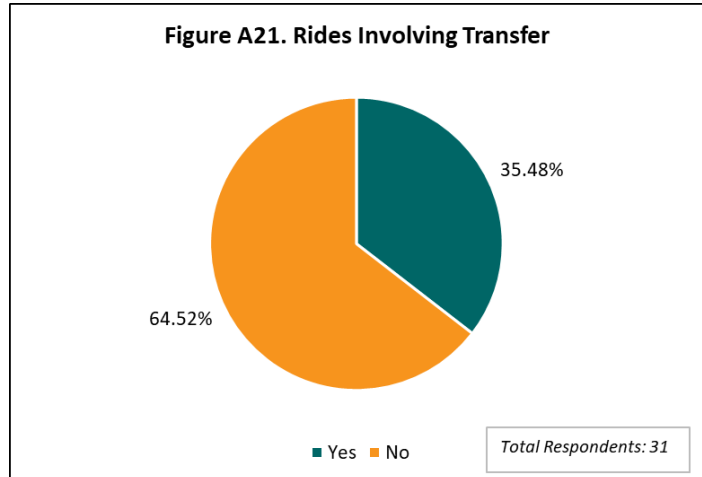
Q6. Zip Code of Residence (33 Responses)

Figure A20 shows where DAR survey respondents reside. The majority live in Ukiah (69 percent), followed by Fort Bragg (22 percent). Little River, Boonville, and Morro Bay were also identified as zip codes of residence.



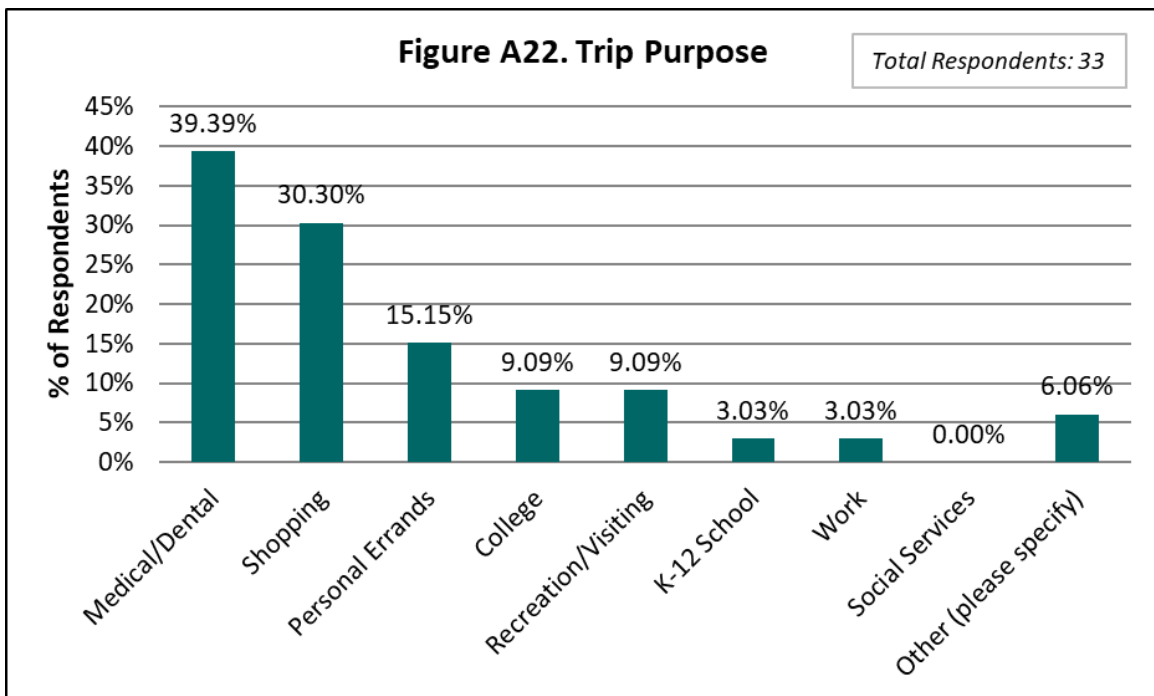
Q7. Transfers Made (31 Responses)

DAR survey respondents were asked to identify if any transfers would be made as part of their trip. Figure A21 shows that 35 percent of respondents planned to make a transfer. As a follow-up, respondents who indicated that yes, a transfer was planned, were asked to indicate which route(s) or service(s) they would be transferring to. The most common transfer among survey participants was Route 60 (17% of those who said they were planning on transferring), followed by four percent to Route 1 and Route 5, respectively.



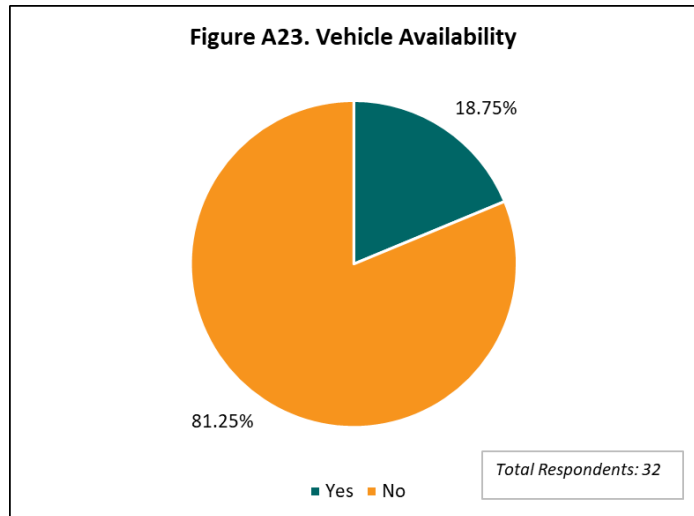
Q8. Trip Purpose (33 Responses)

Respondents were asked to identify the main purpose of their trip on DAR or paratransit and responses are shown in Figure A22. The most common reasons why people were riding MTA DAR were for medical/dental (identified by 39 percent of respondents) and shopping (30 percent). The least common reasons were to go to K-12 school or work (3 percent each).



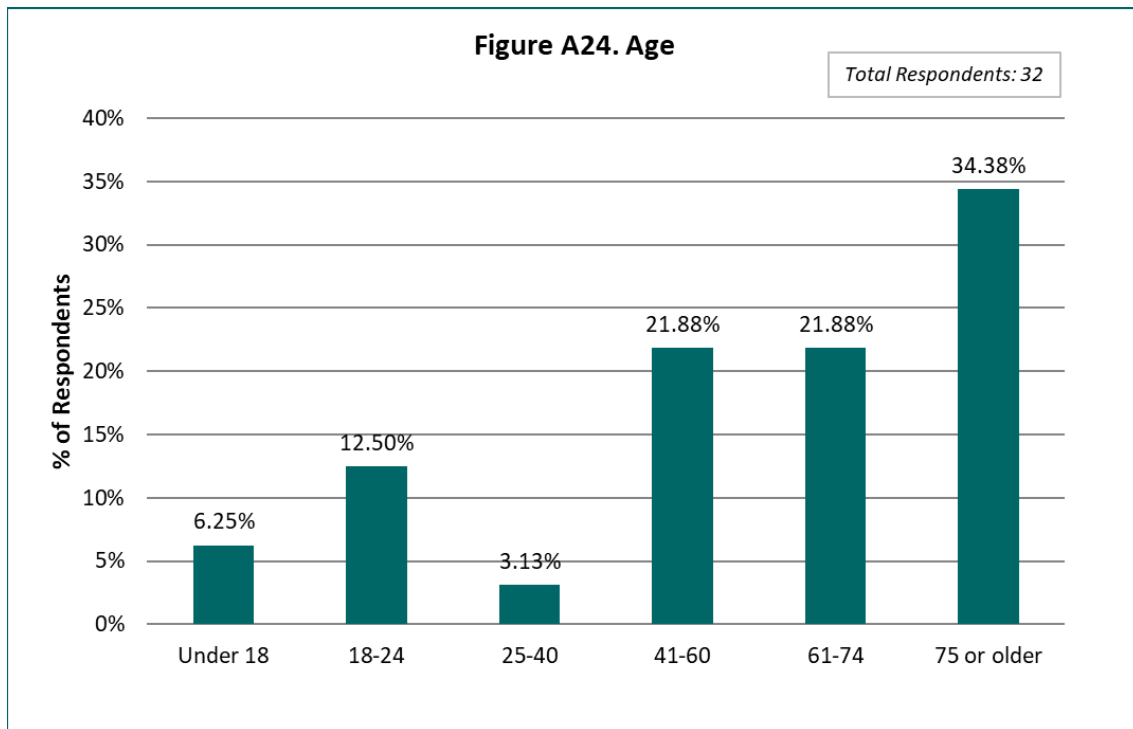
Q9. Vehicle Availability (32 Responses)

As shown in Figure A23, over 80 percent of respondents did not have a vehicle available to complete the trip they were making on DAR.



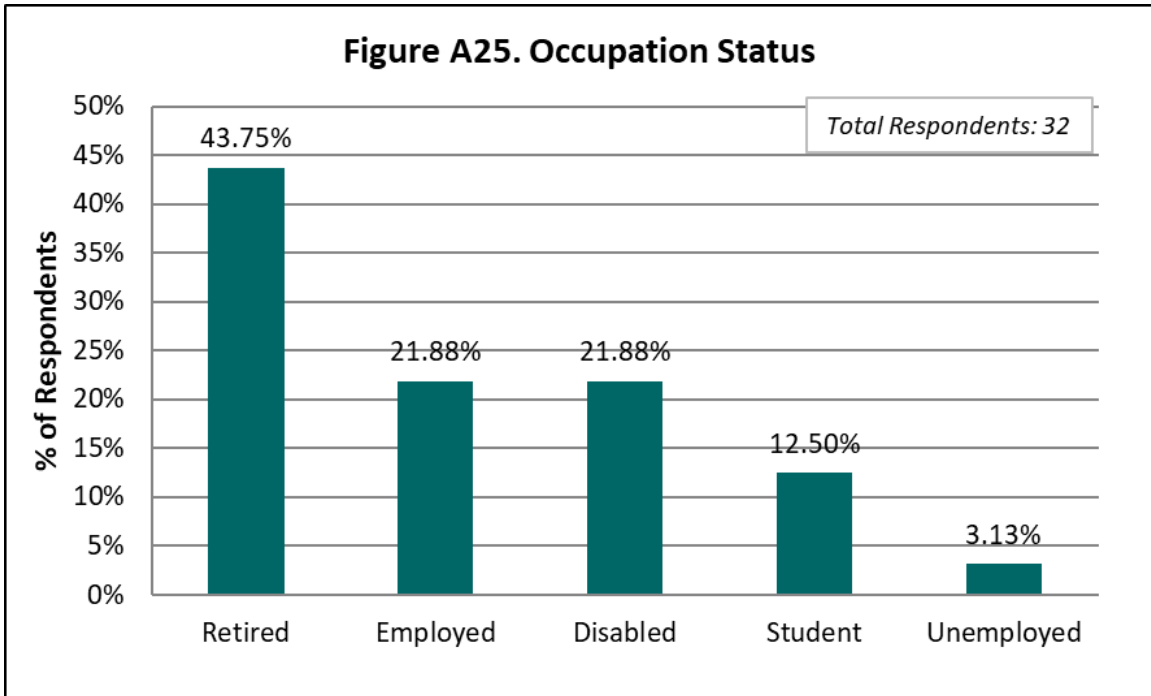
Q10. Age (32 Responses)

While DAR is utilized by riders in all age categories, Figure A24 indicates that the majority of DAR ridership is made up of individuals over the age of 40. Riders aged 75 and older made up the largest percentage of DAR survey respondents (34 percent) while those 25-40 years of age made up the least (3 percent).



Q11. Occupation Status (32 Responses)

Figure A25 shows that nearly half of the DAR survey respondents were retired (44 percent), followed by employed (22 percent) and disabled (22 percent). The least likely occupation among respondents was unemployed (3 percent).



Q12. Opinion of MTA (32 Responses)

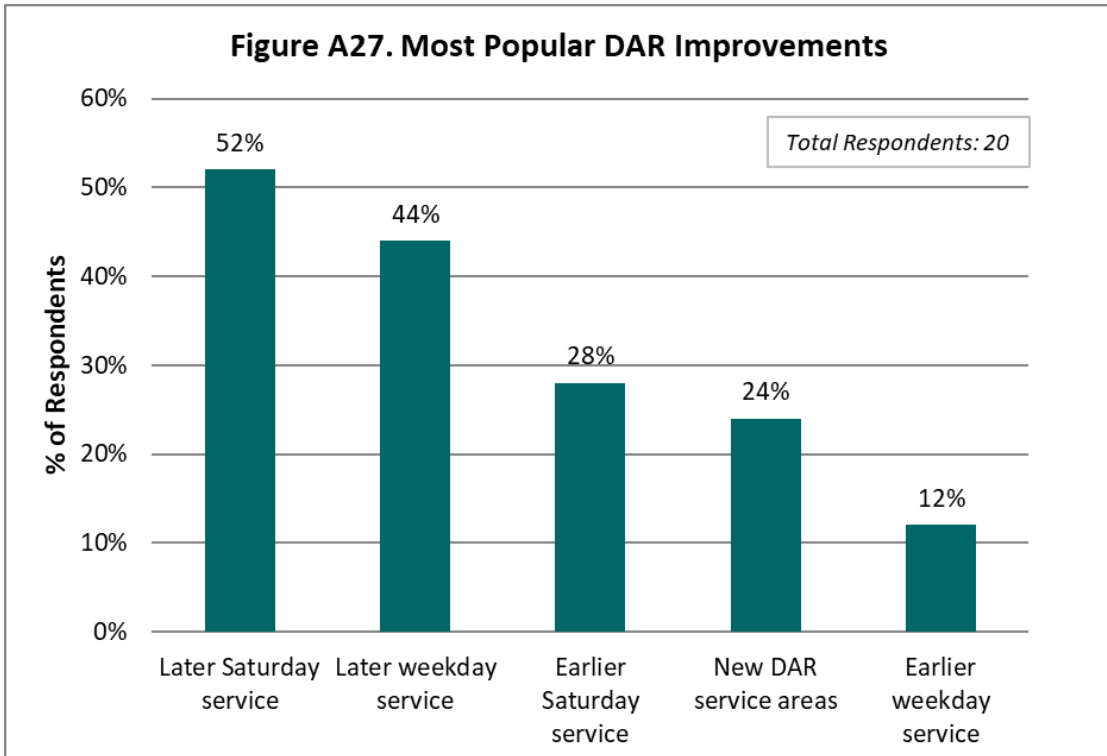
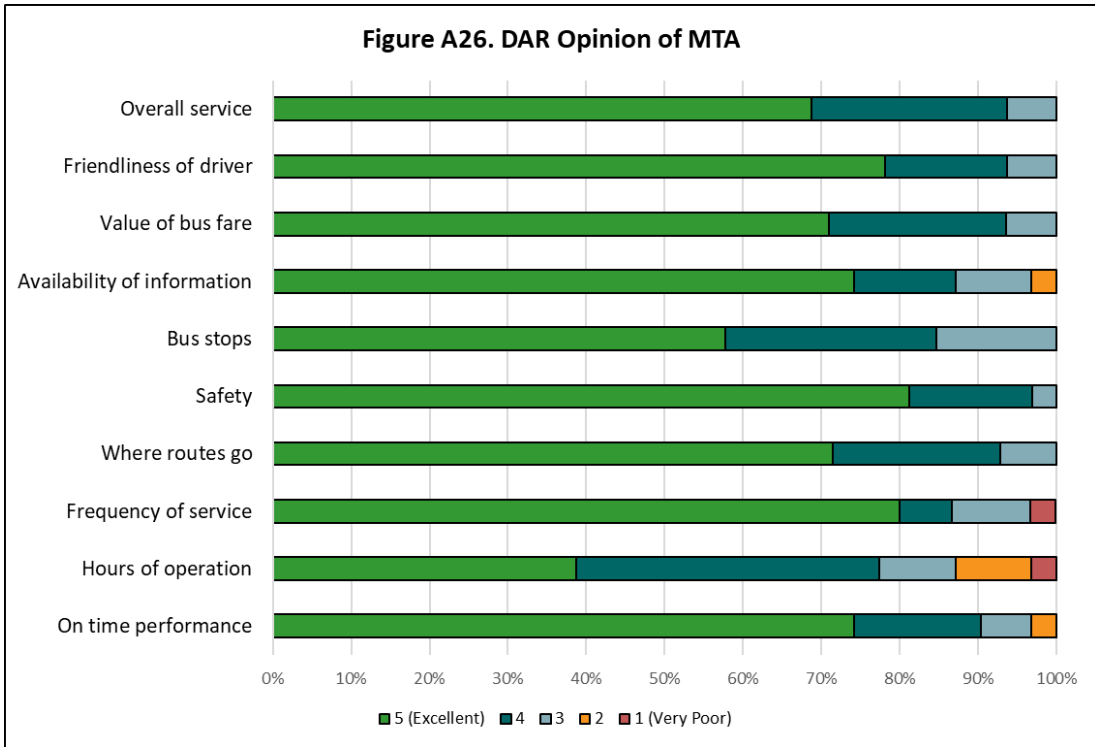
Passengers were asked to rank various components of MTA DAR and Paratransit service on a scale of 1 (very poor) to 5 (excellent) (Figure A26). In general, survey respondents were very satisfied with MTA DAR services. Overall service was rated as excellent by 69 percent of respondents and a 4 by 25 percent of respondents. No one rated overall service a 1 or 2. The highest-rated components of DAR service were friendliness of driver and safety with 78 and 81 percent of respondents, respectively, rating them as excellent. Respondents were not as satisfied with DAR hours of operation, with only 39 percent rating it as excellent and 3 percent rating it as very poor.

Q13. Desired Improvements (20 Responses)

Figure A27 shows which types of service improvements were most popular among DAR survey respondents. As shown, later Saturday service was the most popular (52 percent), followed by later weekday service (44 percent). Although 12 percent of respondents did indicate that they wanted earlier weekday service, this was the least popular service improvement among the five options provided.

Q14. Additional Comments (21 Responses)

Survey participants were provided the opportunity to include any additional comments or suggestions. Some comments were generally positive while others provided specific service improvement suggestions. Several comments addressed a lack of available information on services or indicated that the respondent had outdated or incorrect service information. One relatively simple area for improvement for MTA would be to improve access to simple up-to-date information on DAR and Paratransit services available. A full list of comments is included in Attachment A-2.



Fixed Route Suggested Service Improvements

New Routes:

Geyserville	N. Oak St
Laytonville	Oak Manor
Brook trails	Boonville
Covelo	Talmage
Potter Valley	State St
Eureka	Old River Rd
Pudding Creek Rd	Wildwood
Beush St	Bodega Bay
Redwood Meadows	Cloverdale
Baechtel Rd, Willits	Bay Area
Sac Airport	Lake Mendocino
Vichy Springs Area	
Weekend New Routes:	
Route 65 on Sunday	
Sunday service	
Redwood Valley	
Earlier and later Route 75	
Route 20	
Redwood Valley	

Bus Stop Improvements (type):

Shelters
Shade
Stops that are more visible
Shelters/seats
Benches
Canopies for heat and rain
Benches

Bus Stop Improvements (location):

Trailer Parks
State St
Everywhere
Hospital Dr
State St
Pear Tree
Everywhere
Footlighter

Other:

Sustainability
Improve wheelchair lifts

Comments:

All comments from paper surveys were copied as accurately as possible.

Positive:

“I am very grateful for the MTA and think everyone is doing a great job.”

“Excellent Reliable Great Service.”

"Great Drivers First. Irreplaceable Service."

"Thanks for safe and hospitable transport. Unconditional positive regard."

"A good System"

"Like as-is. Change is hard."

"It's Great!"

"Exceeds Expectations. A+ Sincere People onboard. Excellent."

"Drivers are excellent. Courteous, wait until you are seated."

"Great system"

"Good Job"

"Love you guys"

"It's a great service, but I would rather pay more if it meant the buses run till later."

"You're doing a great job"

"I'm very thankful for MTA"

"Keep up the great services"

"I've been riding the bus for 6 years. no improvement. Please make needed changes soon."

"Keep running"

"Thank you MTA / Dial-A-Ride!"

"We love you"

"Thank you! (Jeff Grant is a great driver—personable, wise, and safe.)"

"Bus drivers make the ride great. give them love."

"Pretty satisfied"

"I really appreciate having the bus to go to school and work. thank you"

"I am grateful for bus services, thanks MTA"

"MTA affords essential service characteristic of any civilized society. Thanks"

"Thanks!"

"Muy Buen Servicio"

"Me parece bien el horario"

"Me parece muy bien contar con el servicio"

Gracias por mejorar nuestro bienestar"

"Esta buen el servicio"

Negative:

"It's smelly"

"Stop making me take my baby out of the safety seat!!!"

"People who get on are very dirty sometimes"

"Aggressive, violent rides. verbally harassed drivers, physically violently threatened elderly/ disabled riders. He's made me intimidated and uncomfortable."

"I had to remove my child from Redwood Academy because she couldn't get to school by bus or from school alone safely."

"I couldn't get to school on time and I couldn't get back"

"Footlighters bus stop not clean. rattling of bus"

"Make sure it is clean"

Extended Service Hours:

"Need more hours of operation."

"Just Improve hours of operation"

"It's a great service, but I would rather pay more if it meant the buses run till later."

"Weekends for Coast and Point Arena, Sunday Service."

"Wish buses ran later."

"Sat in Fort Bragg Service"

"Saturday Service in Willits"

"Earlier 65 loop through cypress ridge/hospital"

"3:20 PM out of S Boatyard Ft Bragg, so you can spend 4 hrs by the ocean."

"It would be nice to have service even if limited between Ukiah and Willits on the weekend and service in Willits on the weekends."

"Later services would be super nice. I visit my kids until 6:30 PM and I get stuck in Ukiah with no ride back to Willits."

"The Improvements that need to be done is longer northbound time and longer northbound time on Saturday"

"Loved Dial a Ride when it was available"

"Please bring back 320 route to the coast."

"It would be nice to be able to get to Ukiah from Redwood Valley on Saturdays"

"I work M-F 8-5 I can't do shopping in the evenings because no transportation, only Saturdays."

"Later return from Santa Rosa"

“Need later hours more weekends later hours”

“Needs longer evening hours”

“Moving into nights mon-fri would definitely improve my ability to get to / from work.”

“Earlier/ later route to Anderson Valley for college students”

“CC Rider to have 3 trips to and from Santa Rosa”

“Expand Hours of Operation”

“I need later return from Santa Rosa, need earlier am to coast, late return to inland”

“More available hours”

“More hours, lower price for young people.”

“Early operation, Bus stop across public health”

“Sunday service, change on the. bus or fees in increments of \$5”

“Sunday 65 rider to Santa Rosa would be awesome!”

“Sunday bus service and a bus to Wildwood around 5 or 6”

“1. There is only one bus per day to Ukiah- more please. 2 returning to SF/ Bay Area bus from coast arrives in Ukiah 1 hour after Ukiah bus leaves at 9 am for Santa Rosa! So impossible. So, to return to SR & SF family or friend must drive me to Ukiah by 9 am #65 or Point Arena by 8 am #95”

“It would be nice to be able to get to Ukiah from Redwood Valley on Saturdays”

“CC Rider to have 3 trips to and from Santa Rosa.”

“Would like to see a service on Sunday morning and evening for those who work, or an alternative to taxi or walking.”

“Later service would be great, I've met many people who needed a bus back to Ukiah from the college campus only to find there were none left, and it would also give students and employees from northern parts of Mendocino County more flexibility”

“El comingo hasta 9:00 PM”

“Seria de gran ayuda que en la semana laboran por lo meros hasta las 6pm saliendo de colegio de mendocino Ukiah”

Expanded Service Destinations:

“Wish Bus went to Pudding Creek Rd. Amy & John are on time and friendly. I have two young kids and we have to walk over the Pudding Creek Bridge Every day It is very scary.”

“Service to Sunday churches.”

“It would be great if they did a Potter Valley service”

“Would like to see a service on Sunday morning and evenings for those who work or an alternative to taxi or walking”

"An hourly jitney from Washington - Mendocino mill in a straight shot. Oak Manor not covered at all."

"Saturdays in Willits"

"Saturday Services in Willits"

"Saturday Service Back"

"Regular weekday service for Saturday also"

"MTA needs to expand hours and service to and from coast/ Santa Rosa"

"More to/ from Santa Rosa Redwood valley, old River Rd between Talmage on old Hopland"

"Down Talmage road"

"More neighborhood Low Gap to jail"

"Colocar mas parades cerca de la clínica Willits animal hospital yo que yo trabajo"

"Paradas mas cercanas y diferentes grarios y lugares"

Bus Stop Improvements:

"Info on bus stop was incomplete. I was not sure if 65 stopped at the shelter I was sitting at."

"We need bus schedule at the stops"

"Adventist Health Ukiah Valley needs bench!"

"Please add shade structures at every stop, it gets hot"

"Covers on all stops please!"

"Covers for bus stops"

"People not smoking or drinking booze at the bus stops"

"Poner, casitas en las paradas, cuando llueve por favor."

Bus Improvements:

"Bike rack for big tires."

"Music on the bus."

"911 water on buses"

"Have bus ontime bc I go to school"

"More room on bus for wagon"

"More tactful drivers"

"More tech music"

"Need WiFi on bus."

Other:

“Scores on #13 are often dependent on individual driver. Some drivers are excellent, some are not, therefore, I am compelled to average some questions out to a "3" thus not accurate.”

“Need Dial a Ride in Willits”

“Should cut out casino stop”

“More info as well as rides on weekends. More month passes.”

“Routes need to be audited!”

“Lower price for young people.”

“Call for dial a ride same day pick up please”

“Cities in hot zones need ocean access/ rural drivers to pick up flag stops if it's safe to stop”

“MUY LIRA”

DAR and Paratransit Suggested Service Improvements:

New Service Areas:

Mendocino

Service to the lake and other places that Ukiah doesn't go.

Mendocino

Boonville to Santa Rosa

Comments:

All comments from paper surveys were copied as accurately as possible.

Positive:

"Couldn't live without it. Very convenient. Drivers are very nice and the price is fair."

"As far as my response to bus stops, I didn't need them. I had a broken leg and the bus came right up to my house. I needed the service and they were great."

"I do not like the driver named John. He is not at all accommodating. I'm 84 years old, but he won't even park where I don't have to walk around the bus. Otherwise, I really love Dial-a-Ride. Kathy the dispatcher is wonderful. Jim is a wonderful driver is very accommodating! As for safety, 5 outside of John throwing us all over the bus. Friendliness of the driver - I'd give Jim a 10."

"We Appreciate the MTA."

"If no dial a ride, I wouldn't be able to get to school."

"Thank you"

Negative:

"One time a driver left without me, but I think he just didn't see me (near the McDonalds)."

"Saturday DAR service needs 2 Drivers. When a driver is over 30 + Minutes late for a reserved time call, that is not acceptable. In times of busy operation - 2 drivers are needed - NO EXCUSES!!"

"Profits over passengers should not be your main priority."

Information Availability:

"Bus schedules for the regular buses...I couldn't find one and I asked them and they didn't have one."

"Please make more maps available."

Same Day Reservations:

"It's not possible to make same day reservations. It makes it hard when we have medication that needs to be picked up the same day. Being able to have service more flexible would be so helpful because we

often need to pick up medication the same day. Also being able to go more place would be very nice for us.”

“It would be nice to have expanded hours. It would be nice if DAR went up to the lake. I didn't rate the bus stops because we don't use those. The one complaint I'd have is that a couple of years ago they changed their policy so you can't make a last minute reservation, you need to make a reservation a couple of days in advance. Being able to be more spontaneous would be nice.”

Extended/Expanded Service:

“They are really good at their jobs. Basically I think the service needs to be longer because there's only a limited amount you can do in the hours they have now. People like me can't go anywhere without help and ISS workers are assigned a limited number of hours for each person, so having service earlier, later, and on Sunday would be a great help.”

“The senior bus has a bar on the seat so you can't slide off...I like this. The senior bus also makes sure you get home safely. The drivers are always very courteous. The senior bus doesn't run on Wednesday either, so that makes it a little more difficult. I would like later service so I can watch a movie in the evening. I would also like to be able to go to church on the service on Sundays.”

Appendix B
STAKEHOLDER SURVEY RESULTS

Stakeholder Information

Your Name, Title	Company/Organization	Address	City/Town	State	ZIP/Postal Code	Email Address	Phone Number
Madeline Bills, Admin Assistant	Cahto Tribe	300 Cahto Drive	Laytonville	CA	95454	adminassist@cahtotribe-nsn.gov	707-984-6197
Victoria Kelly, CEO	Redwood Community Services	P.O. Box 2077	Ukiah	CA	95482	KellyV@redwoodcommunityservices.org	7072173102
Rebecca Stewart, Executive Director	Coastal Seniors	24000 S HWY 1	Point Arena	CA	95468	director@coastalseniors.org	707-882-2137
Richard Baker, Executive Director	WILLITS SENIORS INC.	1501 BAECHTEL RD.	Willits	CA	95490	wsidirector@willitsseiorcenter.com	7074596826
Lori Enriquez	Happy Rides Inc	Pick box 1080	Ukiah	CA	95482	Lori@happyridesinc.com	7079616062
Ms. Julie Beardsley, MPH	County of Mendocino Dept of Public Health		Ukiah	CA		beardsleyj@mendocinocounty.org	
Hilary James, Manager of Care	Adventist Health Howard Memorial	1 Marcela Dr	Willits	CA	95490	jamesh01@ah.org	7074563110
Sheryl Mitcham	Ukiah Senior Center	499 Leslie St.	Ukiah	CA	95482	Smitcham@seniorctr.org	707-462-4343-
Meta Andersen, Care Mgt Manager	Adventist Health Mendocino Coast	700 River Dr.	Fort Bragg	CA	95437	andersmr01@ah.org	707-961-4681
Angela Dominguez, Executive Assistant	Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	910 N Franklin St	Fort Bragg	CA	95437	info@fbfoodbank.org	707927127
Kim Mercier, CEO	Boys & Girls Club of Ukiah	1640 South State Street	Ukiah	CA	95482	kmercier@ukiahbgc.org	4256067599
Renée Lee, Executive Director	Anderson Valley Senior Center	PO Box 591	Boonville	CA	95415	avseniorcenter@pacific.net	707-895-3609
Rachelle Sutherland- Outreach Coordinator	Fort Bragg Food Bank	910 N. Franklin Street	Fort Bragg	CA	95437	outreach@fbfoodbank.org	510-631-2473

Stakeholder Information			What type of people do you and/or your agency/organization serve? (check all that apply)									
What best describes your organization, agency, or affiliation? (Check one)												
Company/Organization	Response	Other (Describe)	People with disabilities	Seniors	Low Income	Tribal Members	Medical Patients	Students	Unhoused/Housing insecure	General Public	Program participants	Other (please specify)
Cahto Tribe	Tribal Entity		x	x	x	x	x	x	x			
Redwood Community Services	Private, nonprofit		x		x				x	x		
Coastal Seniors	Private, nonprofit		x	x	x	x	x				x	
WILLITS SENIORS INC.	Private, nonprofit		x	x	x				x		x	
Happy Rides Inc	Private, for profit	NEMT	x	x	x	x	x	x	x	x		Partnership HP
County of Mendocino Dept of Public Health	Government		x	x	x	x	x	x	x	x	x	
Adventist Health Howard Memorial	Private, nonprofit											all of the above
Ukiah Senior Center	Private, nonprofit		x	x			x					
Adventist Health Mendocino Coast	Private, for profit		x	x	x		x		x	x		
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	Private, nonprofit		x	x	x	x	x	x	x	x	x	LGBTQIA+
Boys & Girls Club of Ukiah	Private, nonprofit							x				
Anderson Valley Senior Center	Government		x	x	x		x					
Fort Bragg Food Bank	Private, nonprofit		x	x	x	x		x	x	x		

Stakeholder Information							
What community(ies) does your agency/organization serve? (Check all that apply)							
Company/Organization	Ukiah	Willits	Fort Bragg	Albion	Point Arena	Boonville and Hopland	Other (please specify)
Cahto Tribe							Laytonville
Redwood Community Services	x	x	x			x	
Coastal Seniors					x		Irish Beach to Timber Cove
WILLITS SENIORS INC.		x					
Happy Rides Inc	x	x	x	x	x	x	Northern California
County of Mendocino Dept of Public Health	x	x	x	x	x	x	The entire county
Adventist Health Howard Memorial	x	x	x	x	x	x	
Ukiah Senior Center	x						
Adventist Health Mendocino Coast			x				
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	x	x	x	x	x	x	we are based in Fort Bragg for clients but we have distribution in all these towns.
Boys & Girls Club of Ukiah	x	x					
Anderson Valley Senior Center						x	General Anderson Valley- Boonville, Philo, Navarro & Yorkville
Fort Bragg Food Bank			x				

Stakeholder Information										
What services are provided by your agency/organization? (Check all that apply)										
Company/Organization	Education	Counseling	Independent Living Skills	Job Training	Medical/Dental	Drug Treatment	Recreation	Social	Transportation	Others (describe)
Cahto Tribe	x		x	x			x	x	x	
Redwood Community Services		x	x	x		x				
Coastal Seniors	x	x						x	x	Nurtrition, CalFresh, and referral to other agencies.
WILLITS SENIORS INC.								x	x	
Happy Rides Inc									x	
County of Mendocino Dept of Public Health	x	x	x	x	x	x		x	x	We're the county - social services, public health, mental health, etc.
Adventist Health Howard Memorial					x					
Ukiah Senior Center							x	x	x	
Adventist Health Mendocino Coast					x					
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank										Free Food Distribution
Boys & Girls Club of Ukiah	x			x				x		
Anderson Valley Senior Center	x						x	x	x	Low Income Meals
Fort Bragg Food Bank										We provide free food, clothes, hygiene and ID vouchers as well as sign ups for cal fresh

Stakeholder Information								
Does your organization provide transportation to clients? If yes, how is transportation provided?								
Company/Organization	No, my organization does not provide transportation to clients.	Directly with our own vehicles and drivers	By purchasing bus passes	Through a hired contractor or other provider	Volunteer drivers	By our staff using private vehicles	By reimbursing clients/patients for gas or mileage	Other (please specify)
Cahto Tribe		x			x			
Redwood Community Services			x			x	x	
Coastal Seniors								We have a Transportation Program with MTA, and 5310 contacts.
WILLITS SENIORS INC.		x			x		x	
Happy Rides Inc								
County of Mendocino Dept of Public Health		x				x		
Adventist Health Howard Memorial			x					paying for taxes
Ukiah Senior Center			x					
Adventist Health Mendocino Coast			x					
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	x							
Boys & Girls Club of Ukiah		x	x					
Anderson Valley Senior Center		x					x	
Fort Bragg Food Bank	x							

Stakeholder Information	What are the most critical transportation needs for your constituents in Mendocino County? (Check all that apply)						
Company/Organization	Medical/ Dental	Shopping	School/ College	Employment	Personal Errands	Counseling	Other (please specify)
Cahto Tribe	x	x		x	x	x	
Redwood Community Services	x	x	x	x	x	x	
Coastal Seniors	x	x			x	x	Well being classes and social events
WILLITS SENIORS INC.	x	x			x		
Happy Rides Inc	x	x					Medicare recipients need more door to door services
County of Mendocino Dept of Public Health	x	x	x	x	x	x	At 28 weeks of pregnancy, women are referred to OB/GYN providers in Ukiah. This is a big barrier to women living in outlying areas. Travel time can be up to 4 hours, and involve child care, picking kids up from school, a legal vehicle, money for gas, time off work, etc. 20% of households in Covelo don't have a car. Public transportation is a critical need.
Adventist Health Howard Memorial	x		x		x		
Ukiah Senior Center	x	x			x		
Adventist Health Mendocino Coast	x				x		
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	x	x	x	x	x	x	
Boys & Girls Club of Ukiah			x	x			
Anderson Valley Senior Center	x	x			x		
Fort Bragg Food Bank		x					I find that we have several senior or disabled clients who can make it here, but make it back home with the load of food they receive her. When possible I have given clients bus fair out of my own pocket. It would be nice to have some dial a ride passes on hand for when this happens

Please describe up to five (5) neighborhoods or residential facilities that you know to be popular amongst your clients. If you can, list apartment complex names/addresses. Otherwise, list neighborhoods or streets (naming north/south, east/west boundaries)						Please describe up to five (5) major destinations for your clients such as medical treatment facilities, county offices, schools, stores, etc. Please include name of destination and the city/town it's located in.				
Stakeholder Information	Residential Location 1	Residential Location 2	Residential Location 3	Residential Location 4	Residential Location 5	Service/Commercial Destination 1	Service/Commercial Destination 2	Service/Commercial Destination 3	Service/Commercial Destination 4	Service/Commercial Destination 5
Cahto Tribe	Laytonville Racheria	Spy Rock community	Bell Springs Community	Branscomb Town	North Road/Lakeview Area	Long Valley Health Center in Laytonville	Social Services Office in Ukiah	Laytonville Post Office	Costco in Ukiah	Safeway in Willits
Redwood Community Services	Laws Avenue	Brush Street apartments	Gobbi Street			MCHC	Adventist Health	Pear Tree Shopping Center	Department of Social Services	BHRS/ Public Health
Coastal Seniors	Gualala, Ca	Santa Rosa	Fort Bragg	Ukiah	Point Arena	Sutter Hospital, Santa Rosa	Many Medical offices Santa Rosa	Surf Market, Gualala	Gualala Super, Gualala	Fort Bragg, medical offices
WILLITS SENIORS INC.	Senior Housing Complexes	Northbrook Healthcare Center	Holy Spirit Assisted Living	Willits Residential		Hospital	Grocery Store	Bank	Downtown Willits	
County of Mendocino Dept of Public Health	Covelo	Laytonville	Hopland	Gualala	Point Arena	Medical appointments	Schools	Shopping	Mental health appointments	
Adventist Health Howard Memorial	Covelo	Boonville	Laytonville			Clinics	County Offices	Shopping		
Ukiah Senior Center	All of Ukiah Area to Burke Hill	Redwood Valley	Lake Mendocino Dr.	Talmage	Redemyer Rd. including Deerwood area	1165 S Dora Ave Ukiah	All of Hospital DR. Ukiah	Pear Tree Center Ukiah	Walmart shopping center Ukiah	Raleys Shopping Center
Adventist Health Mendocino Coast	Fort Bragg city limits	Mendocino city limits	Albion	South coast: Elk, Manchester, Point Arena, Irish Beach		AHMC Primary Care clinics	Mendocino Coast Clinics	Hospitality House in Fort Bragg	residences in areas listed above	
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	Moura Senior Living	River Apts	Simpson Rd			Harbor	Hospital	Boatyard		
Anderson Valley Senior Center	Boonville	Philo	Navarro	Yorkville		Various locations-Ukiah	Various locations-Santa Rosa	Various locations-Willits	Various locations-Fort Bragg	
Fort Bragg Food Bank	The Platue	River gardens	Cypress Ridge senior housing	Duncan Place senior housing	Walnut Street Apartments	Fort Bragg Food Bank	Coast Clinics	Safeway	Hospitality Center	Boatyard shopping center

Stakeholder Information	Typically, when do your clients need to go to the places listed above? (between _____ AM / PM and _____ AM / PM)		Typically, when do your clients need to return home from the places listed above? (between _____ AM / PM and _____ AM / PM)		What days of the week do your clients need to go places?							How often do your clients/constituents typically need to make trips?
	Company/Organization	Between (AM/PM)	and (AM/PM)	Between (AM/PM)	and (AM/PM)	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Cahto Tribe	9am	3pm	12pm	5:30pm	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	1-3 days per week
Redwood Community Services	8am - 6pm	evenings & weekends	varies	varies	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	3-5 days per week
Coastal Seniors	8AM	11AM	11AM	5PM	Monday	Tuesday	Wednesday	Thursday	Friday			1-3 days per week
WILLITS SENIORS INC.	8 AM	1:30 PM	9AM to 3:30 PM		Monday	Tuesday	Wednesday	Thursday	Friday			1-3 days per week
Happy Rides Inc												
County of Mendocino Dept of Public Health	whenever they need to		after their appointments		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	3-5 days per week
Adventist Health Howard Memorial	8 AM	4 PM	10 AM	6 PM	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		3-5 days per week
Ukiah Senior Center	8:30am	3:00	10:00	4:45	Monday	Tuesday		Thursday	Friday			3-5 days per week
Adventist Health Mendocino Coast	8am	4pm	8am	8pm	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	1-3 days per week
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	11a	5p	11a	5p	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	3-5 days per week
Boys & Girls Club of Ukiah												
Anderson Valley Senior Center	9am	7pm	3pm	7pm		Tuesday	Wednesday	Thursday	Friday	Saturday		1-3 days per week
Fort Bragg Food Bank	7:30 AM	4 PM	8 AM	8 PM	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		3-5 days per week

Stakeholder Information		Are your constituents able to use MTA services?	If they use MTA routes, are you aware if they are satisfied with the services?	What are the biggest barriers your clients experience in getting to their destinations in Mendocino County?								
Company/Organization	Response	Response	No, they are not satisfied, because (please share any complaints you know of)	No vehicle	No driver's license	Live too far from bus stop	Physical barriers to getting to transit/transportation	MTA routes don't start early enough	MTA routes don't run late enough	Takes too long by bus	Bus fares are too high	Other (describe)
Cahto Tribe	No	No, they are not satisfied, because (please share any complaints you know of)	You do not currently serve the Laytonville Community	x	x	x	x					You do not run buses to Laytonville anymore
Redwood Community Services	Yes	Yes, they are satisfied		x	x							
Coastal Seniors	Yes	No, they are not satisfied, because (please share any complaints you know of)	Our clients are seniors, mostly homebound. They are unable to navigate your normal MTA routes.	x	x	x	x	x		x		Most of our clients are home bound, and not able to navigate normal bus services to get to their appointments
WILLITS SENIORS INC.	Yes	Yes, they are satisfied					x					older frail senior and the disabled have difficulty waiting long periods of time and like on demand service
Happy Rides Inc												
County of Mendocino Dept of Public Health	Yes	No, they are not satisfied, because (please share any complaints you know of)	There is NO public transportation to many parts of the county!	x	x	x	x	x	x	x	x	
Adventist Health Howard Memorial	Sometimes	No, they are not satisfied, because (please share any complaints you know of)	No, they are not satisfied, because not enough times, doesn't go to where they live and if it does they are stuck somewhere all day until the return bus	x		x						
Ukiah Senior Center	I don't know											N/A
Adventist Health Mendocino Coast	Sometimes	Yes, they are satisfied		x	x	x	x		x			
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	Sometimes	I don't know		x	x	x	x	x	x	x	x	
Boys & Girls Club of Ukiah												
Anderson Valley Senior Center	Sometimes	I don't know		x	x	x	x	x	x			
Fort Bragg Food Bank	Sometimes	I don't know		x		x	x	x	x		x	

Stakeholder Information									
What is the best method of outreach to share transit information with your constituents? (Check all that apply)									
Company/Organization	Website	Printed materials	Phone information	Text messages	Mobile app	In-person Presentations	Ambassador Program (travel training)	Email	Other (please specify)
Cahto Tribe	x	x					x	x	
Redwood Community Services		x							
Coastal Seniors	x	x						x	
WILLITS SENIORS INC.									Newsletter/ Newspaper
Happy Rides Inc									
County of Mendocino Dept of Public Health	x	x	x	x	x	x	x	x	
Adventist Health Howard Memorial		x							
Ukiah Senior Center		x							
Adventist Health Mendocino Coast	x	x							
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	x	x	x	x	x	x	x	x	
Boys & Girls Club of Ukiah									
Anderson Valley Senior Center		x				x			
Fort Bragg Food Bank	x	x							

Stakeholder Information	What changes in the community and/or developments do you think will impact the need for public transportation in the next five to ten years?	Do you have any specific suggestions/recommendations for MTA and its transit services?
Company/Organization	Open-Ended Response	Open-Ended Response
Cahto Tribe	The marijuana industry has collapsed, leading to dramatic shifts both in demographics and the local economy. People in remote areas are selling vehicles to pay their land taxes, or are suddenly unable to afford car maintenance, leaving more and more people without reliable transportation.	Resume service to the Laytonville area. Ideally, have pick up points in some of the more remote communities adjacent to Laytonville, but at the very least, provide a bus service to connect Laytonville with Willits and Ukiah.
Redwood Community Services		
Coastal Seniors	Our area is a challenge because of the difficult terrain and the distance between where our clients and any medical facilities. We are focus on our clients aging in place.	
WILLITS SENIORS INC.		MTA is doing a great job meeting current transportation needs and is always open to expanding their transportation services when financially feasible as long as the demand is reasonable to meet.
Happy Rides Inc		
County of Mendocino Dept of Public Health	Please read the Mobility Solutions report!!!	Expand public transportation options throughout the county. Explore alternative options such as ride-sharing, vans, jitney's, etc. Public transportation is critical to the health of our community.
Adventist Health Howard Memorial	People living further and further away from central city hubs.	More routes and stops in our most rural areas or other taxi service.
Ukiah Senior Center		
Adventist Health Mendocino Coast		
Mendocino Food & Nutrition Program DBA Fort Bragg Food Bank	The need is already there and it will only get worse.	Try your best to make it free- there are people that can't afford much and free transport would be essential. It would also set our community apart and maybe influence other communities to get behind free public transportation for their constituents
Boys & Girls Club of Ukiah		
Anderson Valley Senior Center	As our clientele age, and continue to live in rural areas, they will need more public transportation with more flexible times available to them	
Fort Bragg Food Bank	I feel we need more than hourly routes and open later.	Can Fort Bragg Food Bank please get like 6 packs of bus and dial a ride tickets for our clients who have no transportation or money? I will not advertise and use them only in special situations. Thank you so much

PUBLIC WORKSHOP COMMUNITY QUESTIONS

- How long do the electric bus batteries last?
 - *Larger batteries can last 250 – 300 miles. Smaller batteries last around 120 miles.*
- Is MTA writing grants for all-electric vehicles?
 - *Yes, MTA is working with a lot of different departments including the Air Resource Board.*
- How high was ridership before COVID?
 - *About 50% higher.*
- What's the ridership in Ukiah vs the ridership in Eureka?
 - *The project team is not sure about the ridership in Eureka. We will follow up after the meeting.*
- Does MTA communicate with other transit agencies? When I ride the bus to Santa Rosa, I miss the bus 30% of the time. Can MTA help me coordinate?
 - *Yes, we do. It is something MTA is working on at the moment. There is a new express service that we are working on for Humboldt.*
- Do MTA bus drivers communicate with other buses?
 - *MTA buses communicate internally, but they do not communicate with other agencies outside of MTA. MTA has a 5-minute courtesy rule for people who are running late.*
- How much does it cost to ride the bus?
 - *The cost varies based on the route. We are currently looking at the fair structure. Also, there are multiday bus passes available.*
- Where are the other workshops going to be?
 - *The location is not yet finalized. However, the Project Team is looking at the Fort Bragg Area.*
- Where can we access this PowerPoint and other information?
 - *The information can be found on the MTA website.*
- What's up with Micro-Transit?
 - *In MTA, Dial-a-Ride service is like Micro-Transit in that it services a small area to benefit those who use the service in the area.*
- What's the difference between Micro-Transit and Dial-a-Ride?
 - *Dial-a-Ride needs to be scheduled 24 hours in advance. Generally, Micro-Transit is more on-demand.*
- I hear that Micro-Transit works, but can we get smaller vehicles so people in the Rural areas on the coast can get service?
 - *That is an issue that MTA is currently looking into.*
- Have you looked at MTA's Dial-a-Ride services?
 - *Yes, MTA contracts through a local Senior Center. Here in Ukiah, we are looking at the*

- capacity.*
- Ukiah Residents are tired of buses going through areas that no one uses. We need to be cognizant of the environmental impact of our choices.
 - *We are looking at that.*
 - Can our buses even operate on the new streets?
 - *Yes, our buses are the same size as fire trucks and other emergency service vehicles.*
 - Is the availability of bus drivers a part of the SRTDP?
 - *Yes, the need for drivers will be mentioned in the plan. Most Transit agencies are also struggling with this issue.*