

Ukiah Transit Center Feasibility Study Technical Memorandum Two: Site Analysis



Prepared for the
**Mendocino Council of Governments
and Mendocino Transit Authority**



August 22, 2023



Prepared by LSC Transportation Consultants

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Public transportation is an important service in the City of Ukiah (Ukiah) and Mendocino County. Transit services provide mobility to residents, including access to important educational, medical, recreational, social and economic services. In addition to being important to residential quality of life in Ukiah and beyond, public transit services assist in supporting educational programs, public and private employers, and social service programs throughout the region. A transit center can provide numerous benefits for local transit services, staff, and passengers:

- To the passenger, a transit center can be a crucial link in the overall transit trip providing easy access, comfort and protection from the elements, a sense of security, pleasant surroundings, and a clear view of the approaching bus.
- To the transit service, a transit center can make the boarding and alighting process safer in terms of traffic and passenger safety, and more efficient by providing parking for a large number of buses at one time, thereby reducing delays. It can also provide a break facility for transit staff that improves their work environment.
- To the public, a transit center can improve the public perception of the transit program as it is visible “on the street” and part of the community 24/7. It can also serve as a hub for other alternative transportation modes, such as cycling, walking and micromobility.

To this end, a Transit Center located in Ukiah that serves Mendocino Transit Authority (MTA) and other regional routes has been in discussion since 1991. In late 2022 the Mendocino Council of Governments (MCOG) hired LSC Transportation Consultants (LSC) to conduct the Ukiah Transit Center Feasibility Study for the MTA. This document represents the first in a series of interim technical memoranda intended to provide MCOG, MTA, community stakeholders, and the public with a summary of existing site conditions, local zoning codes, transit center potential program characteristics, and a description and brief initial analysis of potential sites for consideration. This information will be used as the basis for additional detailed analysis for each identified site.

This Technical Memorandum (TM) is the second in a series of two. TM1 presented background information on existing and planned transit services, a review of other planning documents, an assessment of the site program, and an initial evaluation of a wide range of potential sites. This TM2 provides a summary of public outreach activities, potential site availability for purchase, site layout designs for available sites, and an analysis for the remaining potential sites that include scoring criteria, results, and ultimately a final transit center location recommendation. The final plan will include both contents from TM1 and TM2 as well as study recommendations, illustrative site plan design concepts, cost estimates, and renderings for the preferred transit center site.

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INTRODUCTION

This study has included a public outreach effort, that was launched on April 17th. The public outreach methods included a project website, virtual workshop, online community survey, and pop-up events:

- The project website at www.mendocinocog.org/ukiah-transit-center serves as a single, one stop location for all items related to the project. This website was printed on flyers and distributed to stakeholders to visit and share.
- The virtual workshop was hosted on YouTube (48 views) for the community to view at their own convenience.
- The community online survey was advertised in Mendofever, Mendovoice, and the Willits Weekly. It was also shared through Mendocino College and other stakeholder email lists.
- Lastly, two separate pop-up outreach events were hosted on Friday, April 21st at the current Pear Tree Center bus stop and Saturday April 22nd at the Ukiah Farmers Market. At these tabling events, the public learned more about the current study, explored potential sites identified in Tech Memo 1, and was encouraged to participate in the community survey (either by filling out a hard copy or scanning the QR code to take it online).

Full summaries of the input and feedback received through each of these outreach efforts are described in more detail below.

ONLINE COMMUNITY SURVEY

An online community survey was made available from April through May of 2023 to gather feedback from Mendocino County residents on what they prefer and suggest regarding a future MTA Transit Center in Ukiah. The community survey was available to all residents no matter how often they ride transit. It is important for input to be collected from both transit riders and non-riders because the final facility will be a public amenity representing the entire community. Once built, the MTA Transit Center should enhance the travel experience of transit users while simultaneously enhancing community pride and supporting further economic development.

The online survey was made using Survey Monkey and consisted of a simple introduction with 12 questions in multiple choice, short-answer, or comment format. Survey logic was used so that only questions relevant to each specific respondent were asked. In all, 140 people completed the survey, with 137 people answering in English and 3 answering in Spanish. Some people did not answer every question, therefore the number of answers per question varies.

A detailed analysis of the survey responses is included under Appendix E. The following includes a brief summary of these findings:

- 75 percent of survey participants were between the ages of 25 years old and 64 years old, followed by 23 percent who were aged 65 and older.
- Over half (63 percent) of respondents live in Ukiah, followed by 15 percent living in Willits, and 5 percent living in Fort Bragg. Those who responded “other” included residents of Sonoma, Lake, and Humboldt Counties.
- More than half (64 percent) of participants do not use MTA services. Of the 36 percent (50 respondents) who do use MTA services, Route 9 was the most frequently used route, followed by Route 20, and Route 65.
- When asked about what types of amenities were desired, 87 percent of survey participants requested sheltered waiting areas, followed by benches (75 percent), information kiosks (64 percent), and lighting features (63 percent). Of those who replied earlier in the survey that they do not currently ride MTA, sheltered waiting areas, benches, bike racks and lighting features were most preferred.
- When asked whether participants supported the concept of an MTA Transit Center in Ukiah, 75 percent “strongly support” the idea, followed by 17 percent who indicated “somewhat support”.
- Regarding factors to be considered in evaluating transit center locations, access to local services was indicated as most important (32 percent), followed by improving transit connections (27 percent), and safety and security (25 percent).

POP-UP OUTREACH EVENT

Two LSC Transportation Consultant staff members hosted onsite informational sessions to raise awareness around the Transit Center project and encourage participation in our online survey. These occurred on April 21st at Pear Tree Center between 12pm-4pm and at the downtown Ukiah Farmers Market between 9am-12pm on April 22nd. The



booth featured potential transit center sites,

asking the public to participate in selecting their favorite locations. The booth also featured various types of transit center design examples from other similar regions. The public was generally supportive and interested in seeing a transit center be built in Ukiah. Many people took mini flyers with them to take the online survey later, while a few decided to fill out the paper surveys available on site.





ONLINE VIRTUAL WORKSHOP

The virtual workshop was hosted on YouTube and shared through the project website and emails to stakeholders. The virtual workshop featured a brief overview of the project including the definition of a transit center, what they can do for a community and the transit service, as well as various amenities that can be included. It received 48 views over the course of the project.

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INTRODUCTION

As discussed in Tech Memo 1, a total of six potential sites (Sites 1, 2AB, 2B, 3, 4, and 5) were initially identified. Over the course of the study, several attempts were made to contact each potential site owner to inquire about the site's availability for purchase. This chapter details the availability of each site previously discussed, with the addition and removal of specific sites as a result of these discussions.

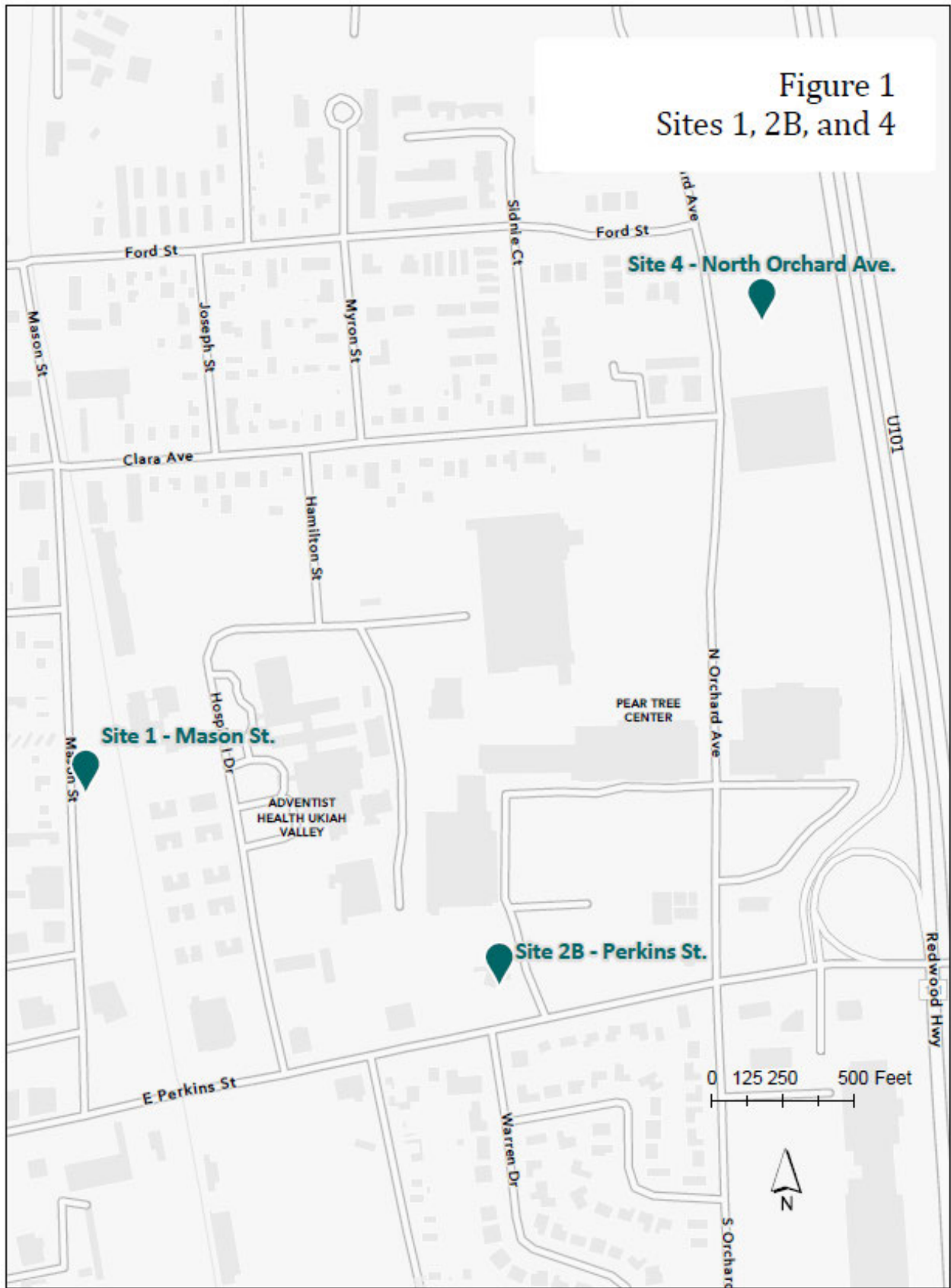
SITE AVAILABILITY

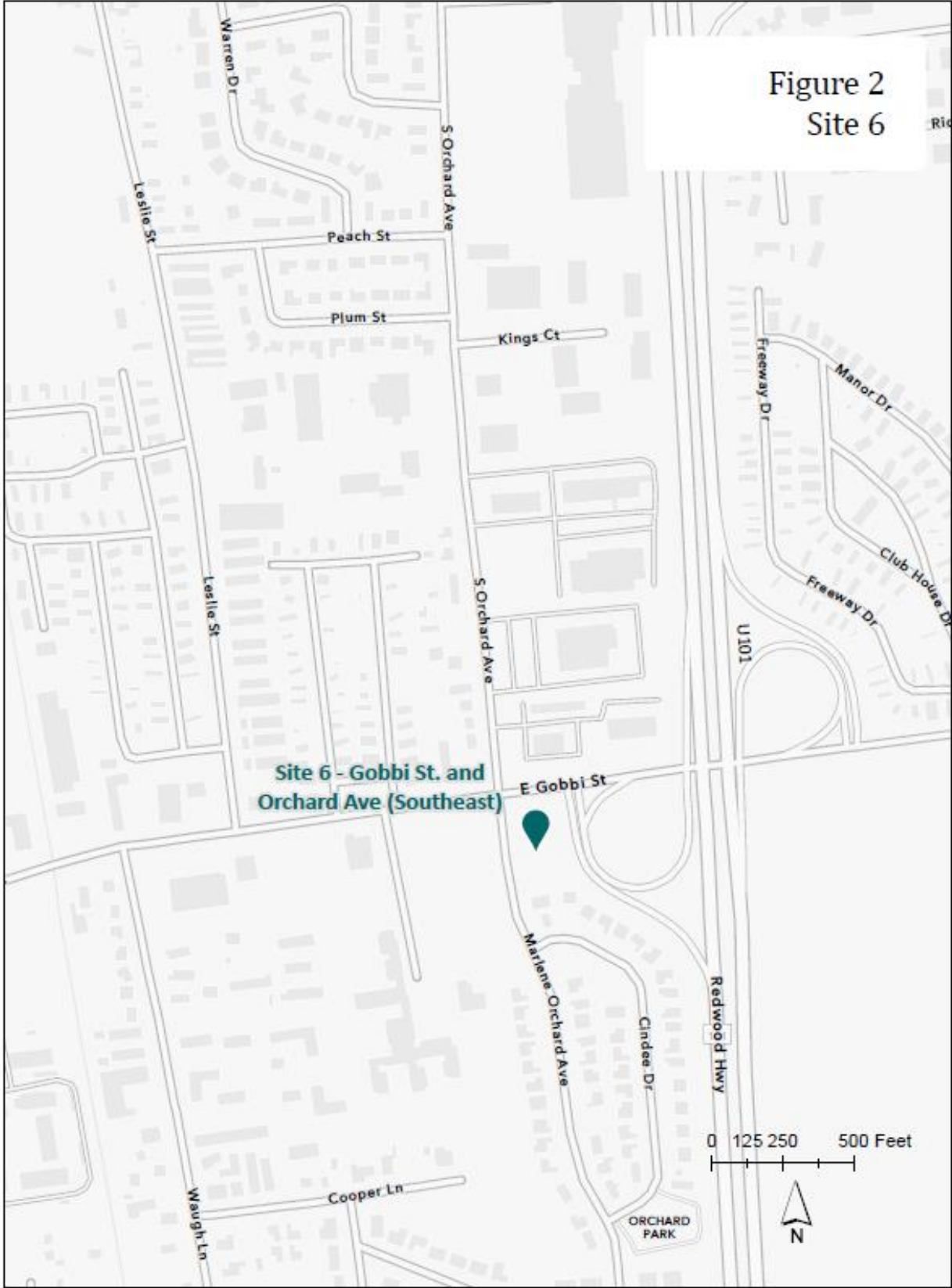
Several attempts were made to contact each landowner for the sites mentioned in Tech Memo 1. As a result of this outreach and their subsequent interviews, or lack thereof, the following was discovered:

- Site 1 – Mason Street (APN 002-151-10 & 002-193-44): Site 1 is owned by the Great Redwood Trail Agency. The interview revealed that the site would potentially be available through a lease agreement. For this reason, the site will move forward with further consideration.
- Site 2A – East Perkins (Former Wendy's Site) (APN 002-200-36): This site is owned privately. Several attempts were made to reach the owner with no response.
- Site 2B – East Perkins (Former Bank Site) (APN 002-200-35): Site 2B is owned privately. As part of a discussion, the owner confirmed that this property was available for purchase at a cost of \$950,000.
- Site 3 – Kohls & JC Penney Parking Lots (APN 002-200-39 & 002-370-25): The owner of this site did not respond to our requests for interview. Further, the property manager of the Pear Tree Center confirmed that it would be highly unlikely that either of the property owner's would be willing to accommodate the loss of parking that would be needed for a transit center.
- Site 4 – North Orchard Street (APNs 002-200-39,): An interview with Site 4's property owner revealed many potential parcels available in this area. In addition to the site originally identified earlier in the study, the three parcels just south of the property are also currently available for purchase. After considering these additional sites, LSC determined that a transit center would be better suited for the southernmost parcel along Orchard Street just north of Kohls (APN 002-030-15).
- Site 5 – Gobbi and Orchard Street– The realtor representative of this site was contacted. At that time, it was discovered that this site was no longer available for purchase. However, they suggested considering the site across Orchard Street nearest the highway. This site was added to our analysis as Site 6: Gobbi and Orchard Street Southeast and is reviewed further in the following chapter.

CONCLUSIONS

As Sites 2A, 3, and 5 were unavailable for purchase at the time of this study, they were not considered further in the study. As a result, Sites 1, 2B, 4, and 6 were carried forward to the next step, as discussed in the following chapter. The exact locations of each of these sites are shown in Figures 1 and 2.





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INTRODUCTION

The following chapter depicts potential site layout designs to determine whether or not the size, shape, and access of the sites are in fact feasible for the level of service the Ukiah Transit Center would need to provide for transit services, pedestrians and cyclists, as well as potential park and ride parking

POTENTIAL SITE LAYOUT DESIGNS

Figures 3 through 6 show site layout designs for Sites 1, 2B, 4, and 6. As shown, each site has a unique design that takes into consideration its overall size, shape, and primary access points. Each site is further described below.

Site 1 – Mason Street (Great Redwood Trail)

Figure 3 depicts an interior island design (within the bus bays) running north and south adjacent to Mason Street. Northbound buses could use the lanes on the west side of the island, while both northbound and southbound buses could access the transit center at the north end of the site, allowing each bus to pull through and back around the island. The island would feature pull up bus stops for six full size fixed route buses with an additional space for a dial a ride bus. The transit center shelter would be in the center of the island.

This layout has the advantage of allowing passengers to transfer between buses with a relatively short walking distance and without the need to cross an active travel lane, which is particularly beneficial for persons with disabilities. It also allows the transit center building to be conveniently close to all of the bus bays, providing passengers with a more comfortable waiting experience. In addition to the immediate transit center area, there would be access to the Great Redwood Trail and 19 parking spaces in the southeast portion of the parcel.

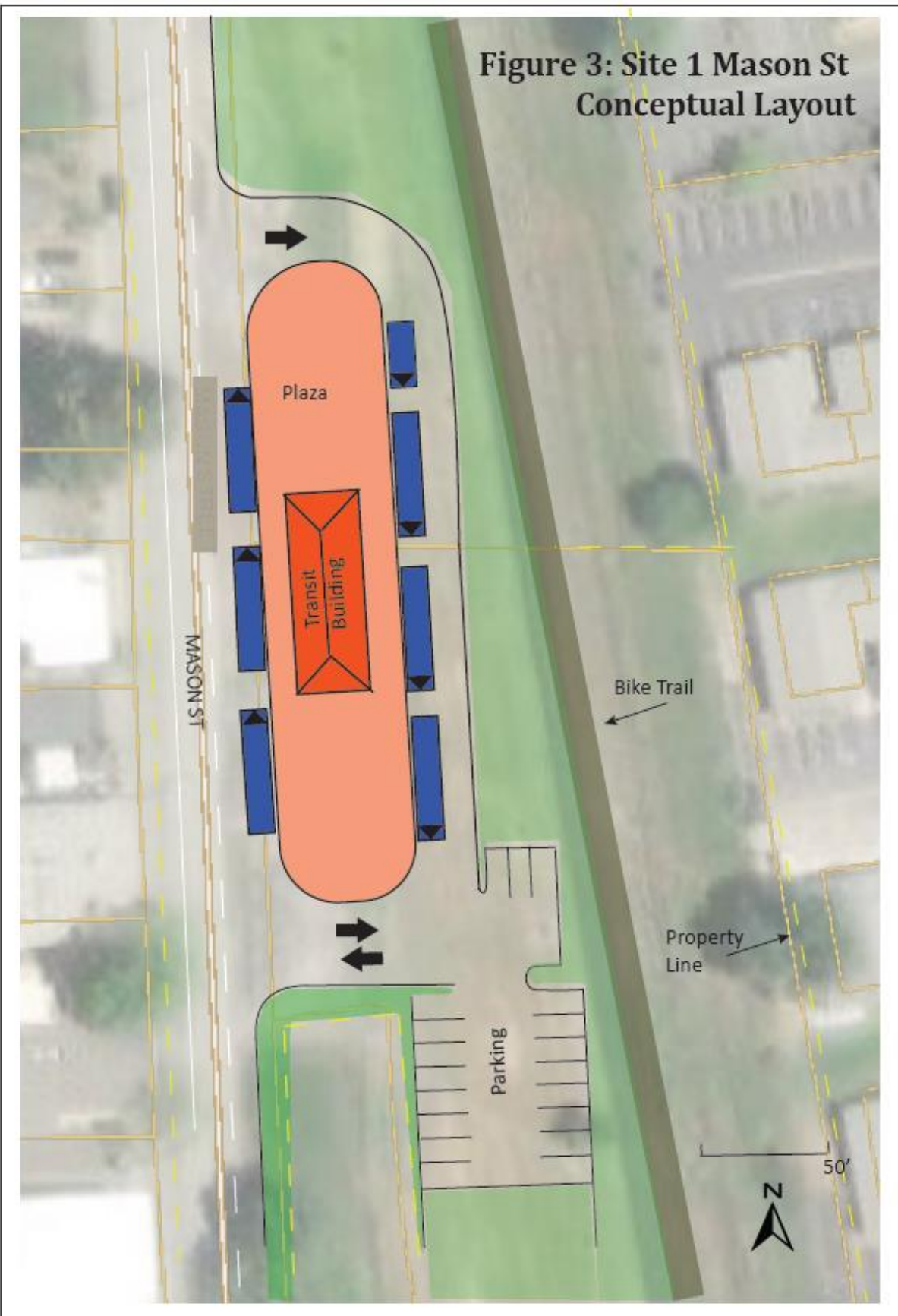
Site 2B - 414 East Perkins Street (Old Savings Bank)

Figure 4 illustrates a similar island design to Site 1 with a center island design. Bus entry would occur exclusively from Perkins Street. However, as the existing left turn onto Perkins Street is not always possible, buses could be routed to either exit out onto Perkins (with a right turn) or circle back behind Lucky's and adjacent businesses to the north of the site. As shown, the site is constrained by its narrow shape, leaving little to no space for additional parking. With this in mind, this site is only feasible if a shared parking agreement can be reached with the adjacent Pear Tree Center landowners.

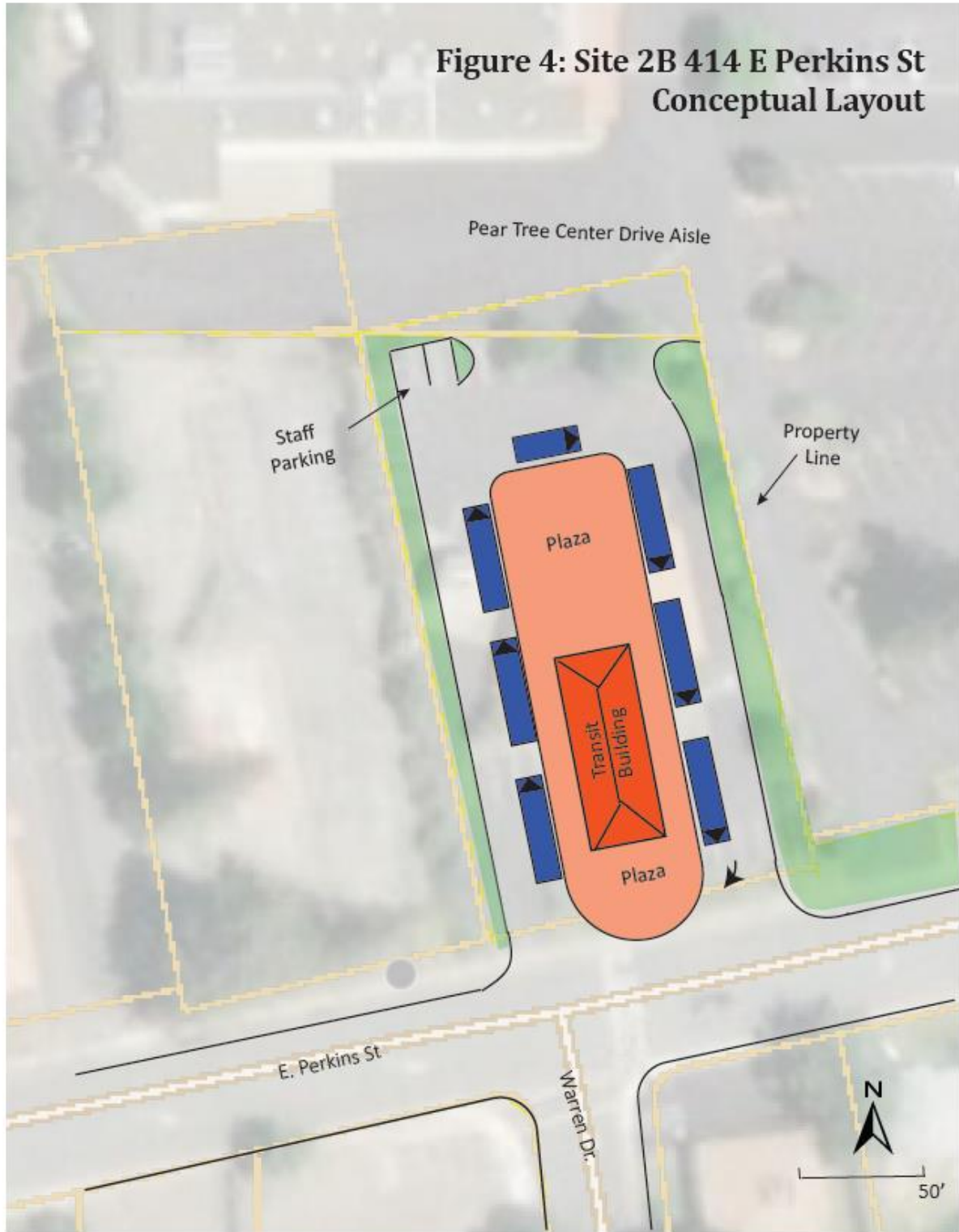
Site 4 – North Orchard Street (North of Kohl's)

Figure 5 depicts a possible transit center layout for the parcel on the east side of North Orchard Street just to the north of Kohl's. This also provides a center island design. All traffic would enter at the northern side of the east-west transit plaza, with autos restricted to accessing the parking lot and buses circulating clockwise around the transit plaza. Buses would exit onto North Orchard Avenue on the south side of the

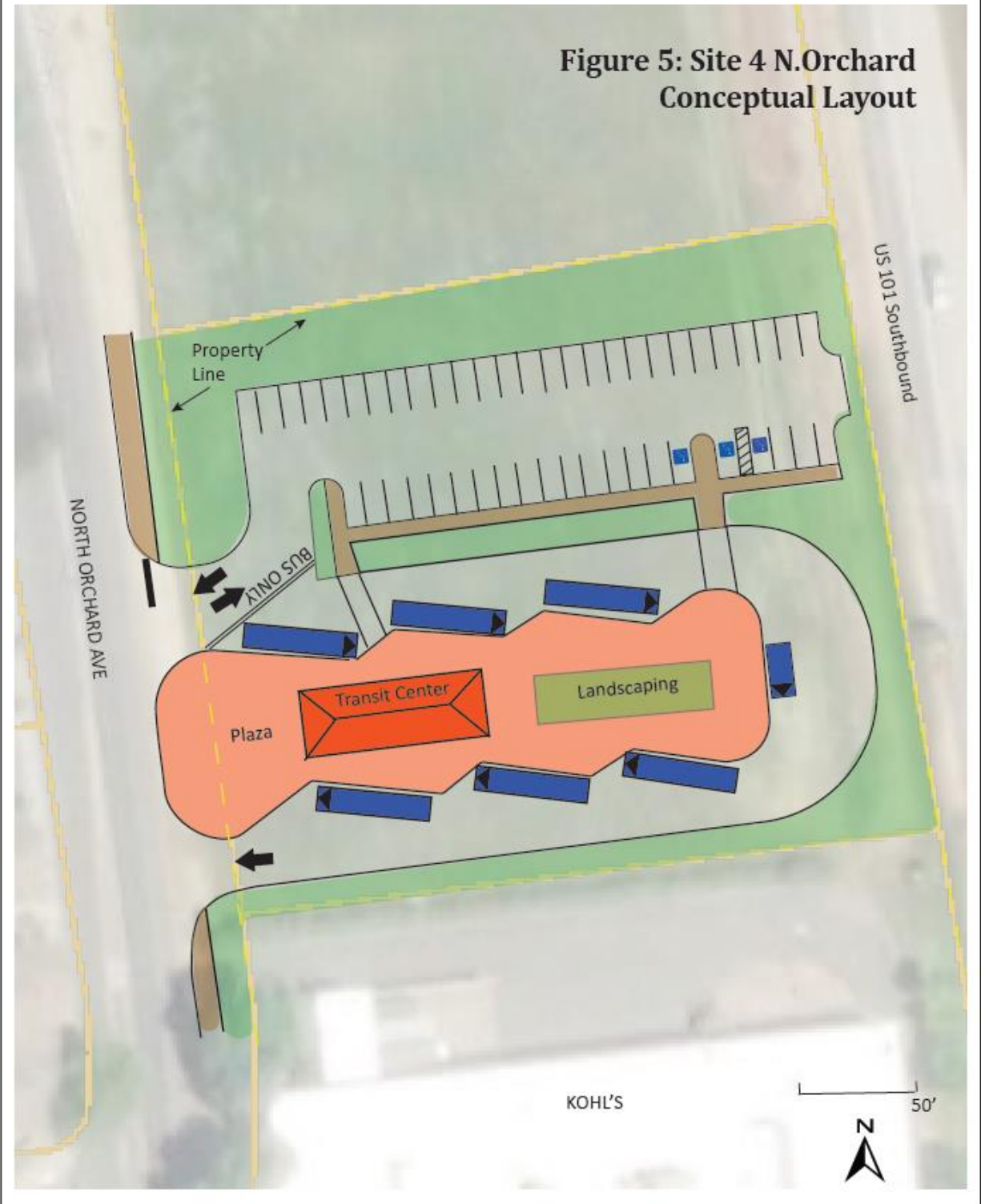
Figure 3: Site 1 Mason St
Conceptual Layout



**Figure 4: Site 2B 414 E Perkins St
Conceptual Layout**



**Figure 5: Site 4 N.Orchard
Conceptual Layout**



transit plaza while autos would exit on the north side. A total of 48 parking spaces could be provided on this site.

Site 6 – Gobbi Street and Orchard Street (Southeast Corner)

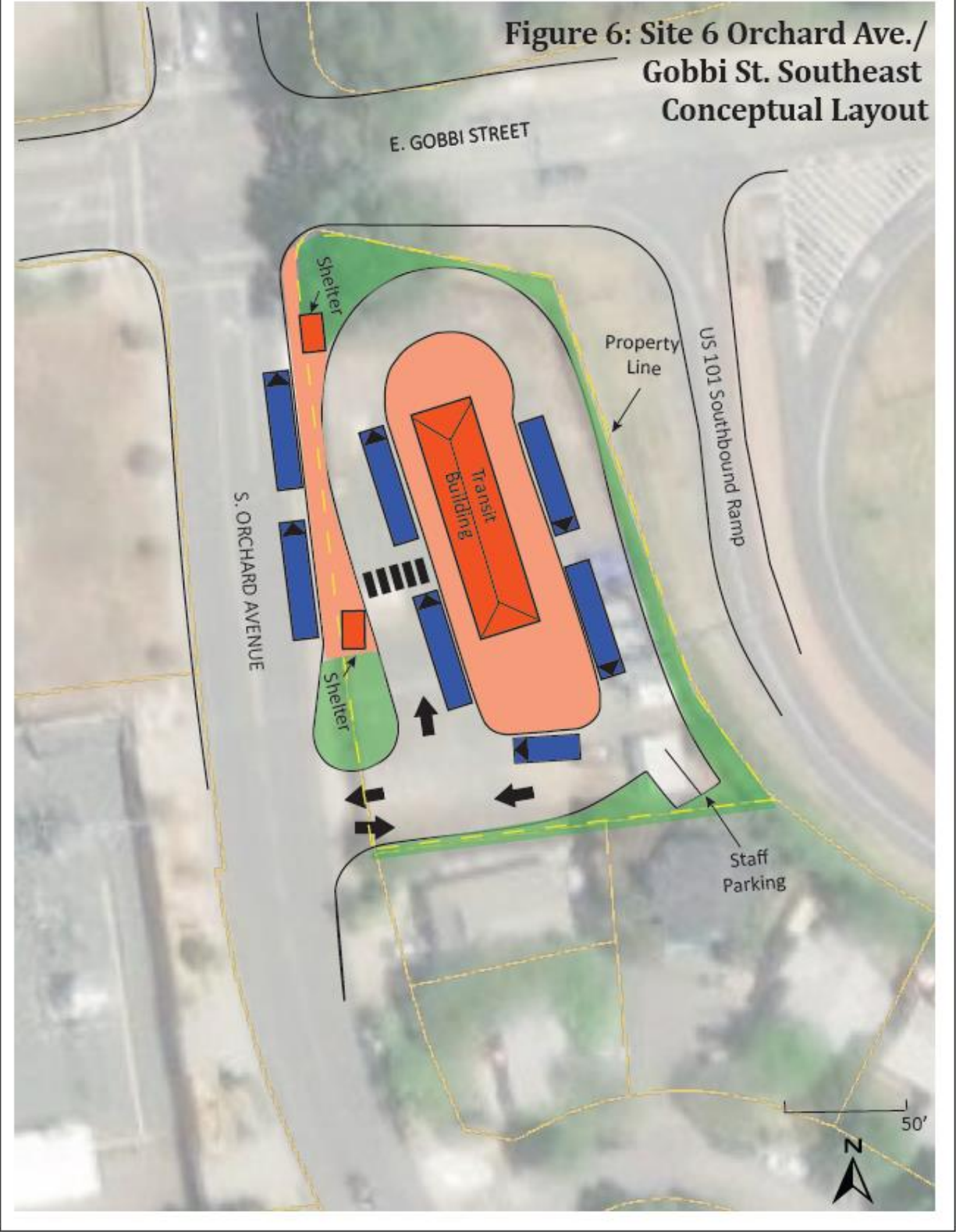
A layout design is presented in Figure 6. As illustrated, the site is smaller than other considered sites. As a result, only four buses are able to pull into the transit center with an additional two buses pulling into off-street pull outs. In addition to the main transit center shelter, additional smaller shelters could be added to the street stops. Major drawbacks to this site include its overall lack of parking spaces, no real proximity to transit generators, and its inability to accommodate all buses off street.

The fact that some transferring passengers would need to cross the bus travel lane is also a detriment. Finally, long-term plans call for a roundabout at the Gobbi/Orchard intersection, which would require land from the northwest corner of this parcel and further constrain a transit center design.

CONCLUSIONS

Through this design process it was determined that, while Site 6 is available for purchase, its constrained size does not allow any park and ride parking and imposes other design limitations. For these reasons, only Sites 1, 2B, and 4 will be evaluated further in the following chapter's ranking analysis.

**Figure 6: Site 6 Orchard Ave./
Gobbi St. Southeast
Conceptual Layout**



POTENTIAL SITE SCORING ANALYSIS

INTRODUCTION

To determine a method in ranking each potential transit site location, a set of scoring criteria was created and agreed upon between MCOG and MTA staff. This chapter defines each criteria category, followed by the results of each site's scoring process.

SCORING PROCESS

The scoring process included a set of two screening criteria and eight different scoring criteria categories. The two screening criteria are (1) a site must be available for either purchase or lease and (2) the site must have the capacity (or potential capacity) to service existing and future transit services within the region, including public park and ride parking. As Site 6 does not meet this second screening criteria, it is dropped from further analysis. The scoring process applied to the remaining sites consists of assessing each site for each of eight criteria. As some criteria are more important in the assessment than others, MTA and MCOG staff were surveyed to identify a factored weight (between 0 and 1) for each category. Each site was then scored for each category, on a scale of 1 (very poor) to 5 (very good), based on the consultant's evaluation and reviewed by staff. Multiplying each score by the weight of each criteria and summing over all of the criteria yields a total score for each site, with a higher score indicating an overall better option (based on quantitative factors). The individual criteria are further discussed below and shown in Table 1.

Table 1: Site Criteria and Scoring
Scoring (1 = Very Poor to 5 = Very Good)

	Factor Weight (0 to 1)	Site 1 Mason St. (Great Redwood Trail)	Site 2B Perkins St. East (Savings Bank)	Site 4 North Orchard Ave. (North of Kohl's)
Site Availability (Screening)	-	Yes	Yes	Yes
Site Capacity (Screening)	-	Yes	Yes	Yes
Impact on Travel Time & Operating Costs	0.75	5	2	3
Ridership Experience/Safety	1.00	5	3	5
Convenience to Transit Generators	0.95	3	5	4
Land Use Compatibility	0.65	3	5	4
Multimodal Improvement Capability	0.80	5	2	4
Potential for Future Growth	0.53	4	2	5
Parking Impact to Adjacent Parcels	0.29	1	2	5
Relative Construction Cost	0.40	5	3	5
Total Weighted Score		21.9	16.9	22.9

Impact on Operating Costs

Impact to operating costs considers the analysis discussed earlier in this study. It reflects operational costs generated by additional annual vehicle hours and miles necessary for each route to serve Sites 1, 2B, and 4. As discussed in Tech Memo 1, Site 2B had the greatest impact on annual operational costs at nearly \$88,000 due to its need to route buses out of direction. For this reason, it's score was lowest of the three sites, followed by Site 4 (3), and Site 1 (5) with the lowest operational cost impact of the three. It was determined that this category would be weighted 0.75.

Ridership Experience/Safety

Ridership experience and safety considers the passengers experience riding the routes as well as their experience going to and from, as well as being at, the transit center site. In this category, Site 2B scored lowest due to concerns about passenger access to and from the site as it is located on a busy street with driveway access to and from the Pear Tree Center. From the rider's experience, this option also requires some routes to leave the site north, circling around and behind the Lucky's and other Pear Tree Center retail stores. Both Sites 1 and 4 were considered safe access sites with no major driveway crossings, equipped with sidewalks, and conveniently located along existing routes, making for a less disruptive ridership experience. It should be noted that ridership safety was ranked highest of all categories weighted at a full 1.0.

Convenience to Transit Generators

Convenience to transit generators considers a site's proximity to employment, retail, restaurants, and other high-potential transit destinations. With this in mind, Site 2B scored highest with at 5, followed by Site 4 (4). Site 1 scored the lowest (3) due to its location and distance to other major destinations. Convenience to transit generators was the second most important criteria after ridership experience and safety with a weight of 0.95.

Land Use Compatibility

Land use compatibility considers the development of a transit center as it relates to adjacent zoning and land uses. Due to its proximity to high volume retail and restaurant uses, Site 2B scored highest (5) of the three sites. Site 4 scored slightly less (4) because while it is also close to high volume land uses, it would also be located across the street from a multifamily residential apartment complex, which can sometimes be considered a less desirable adjacent land use to some. Other residents may also enjoy ease of access to public transit. Site 1 received the lowest score (3) due to its location in a primarily residential neighborhood with some small offices surrounding the site.

Multimodal Improvement Capability

Multimodal improvement capability considers the site's opportunity for growth and development when it comes to bicycle, pedestrian, and other forms of alternative mobility infrastructure. Site 1 scored the highest in this category due to its proximity to the Great Redwood Trail. As the area adjacent to Site 4 is currently undeveloped, it received the second highest score (4) due to its potential for additional bike lane and sidewalk improvement and connectivity. Site 2B scored the lowest (2) due to its location along Perkins Street with no room for additional bicycle or pedestrian infrastructure.

Potential for Future Growth

The potential for future growth considers a site's ability to accommodate increasing transit services operating within Mendocino County, and with it, additional buses and passengers. Site 2B scored lowest (2) due to its current size. As it is already limited in size (bound by Pear Tree Center) there would be no room for potential growth. Site 1 received a higher score (4) due to some additional space that could be made available north of the proposed site. Site 4 was given the highest score (5) as the adjacent parcels north of the proposed site are currently undeveloped and available for purchase, and as the site parcel provides some additional opportunity for future modifications.

Parking Impact to Adjacent Parcels

Parking impact to adjacent parcels was considered for each site. Site 4 received the highest score (5) due to its ability to accommodate park and ride parking with a site design that is not taking away existing parking, nor competing with parking need for adjacent land uses. Site 2B received a low score of 2 due to its need of additional parking from the adjacent Pear Tree Center. Lastly, Site 1 scored lowest at a 1 as the site currently serves as an overflow surface parking lot for adjacent buildings. While this existing parking could be relocated to the north, it would require a longer walk for existing site users.

Relative Construction Cost

Relative construction costs considered existing utilities and other potential development costs associated with the site. Due to the existing structure on Site 2B, as well as existing transformers that would need to be relocated, it received a score of 3. As both Sites 1 and 4 are currently undeveloped, with no existing structures or major utilities, they both were given a score of 5.

SCORING ANALYSIS

With the above categories in consideration, each site was given an overall weighted score. As shown in Table 1, Site 4 received the highest score (22.9), followed by Site 1 (21.9). Site 2B received a lower score of 16.9.

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INTERIM SITE RECOMMENDATION

Considering the information presented in Tech Memo 1, as well as the public outreach, site layout designs, and scoring analysis, Site 4 has the highest overall potential for the development of a transit center, followed by Site 1. Site 2B is also a possibility, but only if an agreement can be reached with nearby landowners for shared parking. Given the many factors considered, Site 4 is recommended as the preferred site for a Transit Center in Ukiah. In particular, Site 4 provides adequate land to fully accommodate the required site needs and potential future growth, is close to commercial destinations, and has convenient access for intercity services. If that site proves to be infeasible, Site 1 would be the next best option, followed by Site 2B.

ONLINE COMMUNITY SURVEY RESULTS

ONLINE COMMUNITY SURVEY RESULTS

INTRODUCTION

An online community survey was made available between April and May, 2023 to gather feedback from Mendocino County residents on what they prefer and suggest regarding a future MTA Transit Center in Ukiah. The community survey was available to all residents no matter how often they ride transit. It is important for input to be collected from both transit riders and non-riders because the final facility will be a public amenity representing the entire community. Once built, the MTA Transit Center should enhance the travel experience of transit users while simultaneously enhancing community pride and supporting further economic development.

The community survey was distributed by emailing Mendocino County stakeholders, who in turn distributed the survey to their own networks, primarily via email and social media posts. MCOG and the MTA also posted the survey information to their websites. The community online survey was advertised in Mendofever, Mendovoice, and the Willits Weekly. It was also shared through Mendocino College email blasts.

The online survey was made using Survey Monkey and consisted of a simple introduction with 12 questions in multiple choice, short-answer, or comment format. Survey logic was used so that only questions relevant to each specific respondent were asked. In all, 140 people completed the survey, with 137 people answering in English and 3 answering in Spanish. Some people did not answer every question, therefore the number of answers per question varies. This Appendix presents the detailed online community survey results, and key takeaways are summarized in the main text.

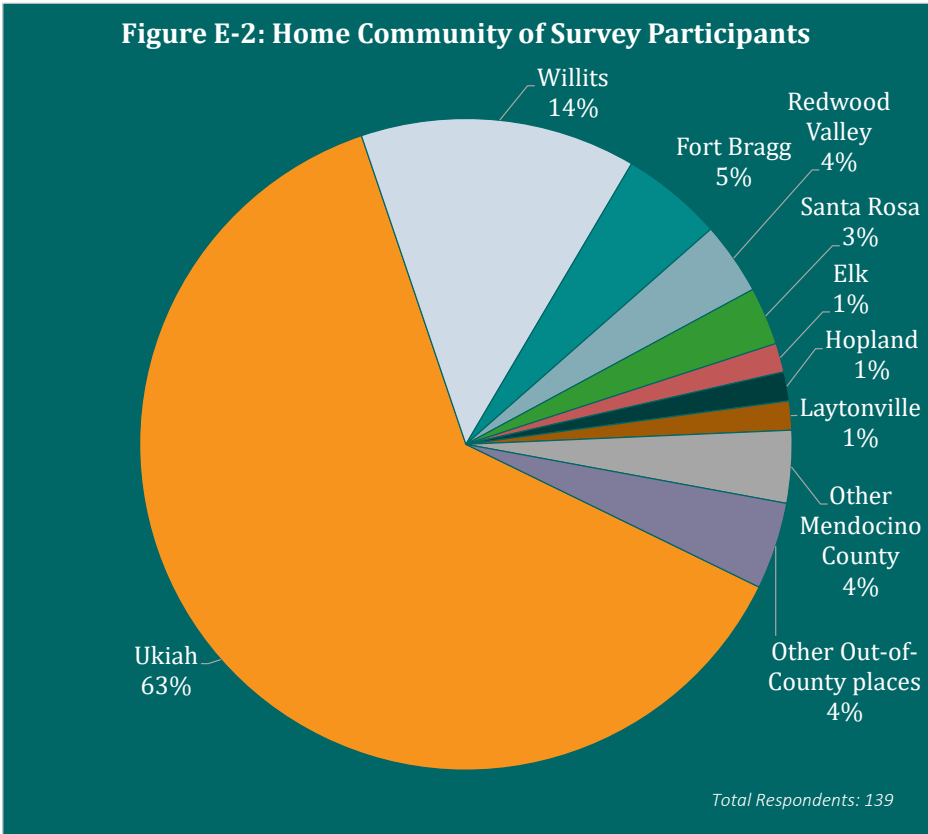
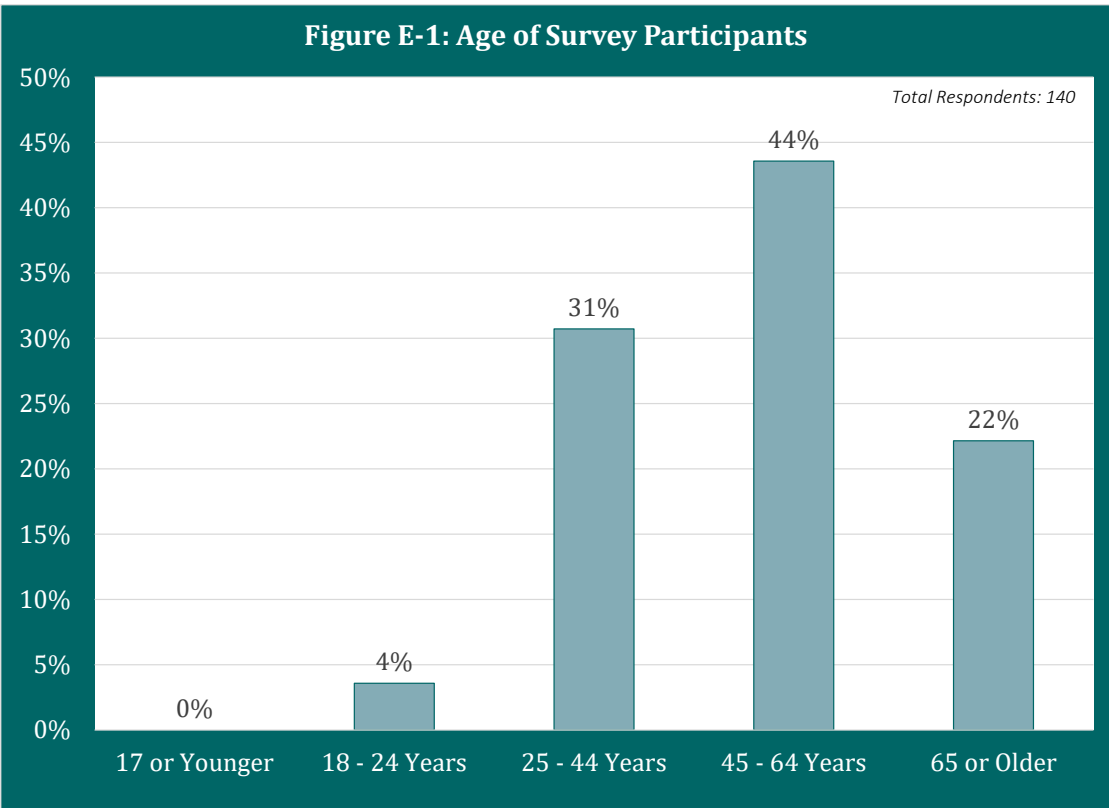
RESULTS BY QUESTION

Q1. Age of Survey Participants (140 Responses)

Most of the survey respondents are adults of traditional working age, with 31 percent reporting to be 25 to 44 years old and 44 percent reporting to be 45 to 64 years old (Figure E-1). About one fifth of the respondents are senior adults aged 65 or older (22 percent). No children answered the survey.

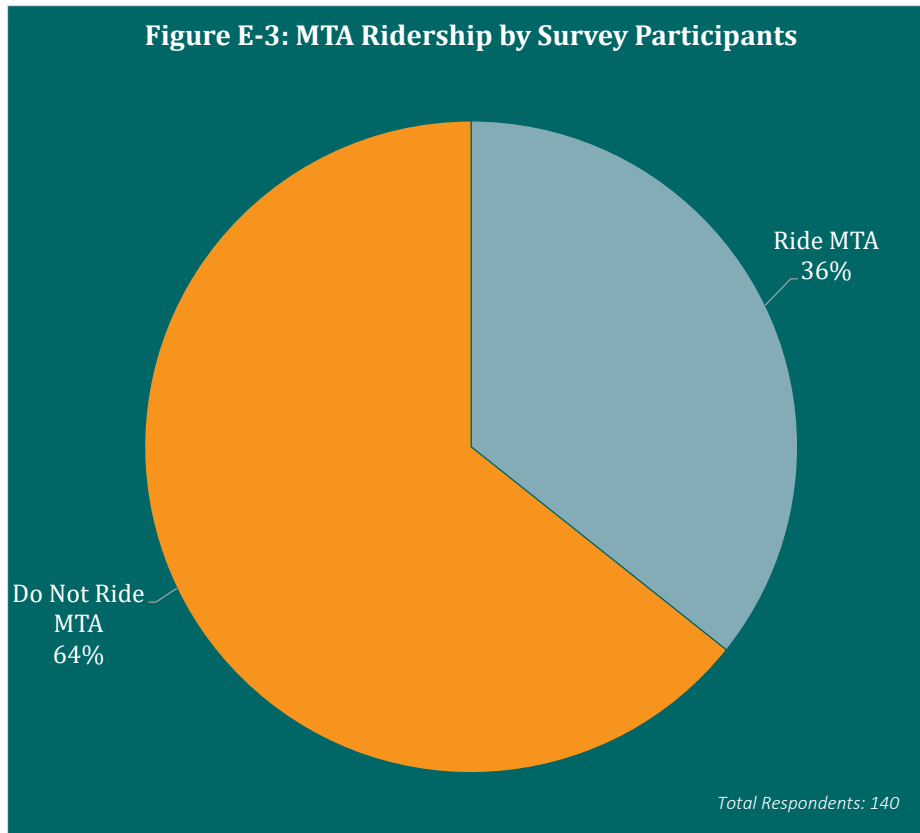
Q2. Home Community of Survey Participants (139 Responses)

The communities where the survey participants primarily reside were determined based on zip code information. As seen in Figure E-2, the majority of people who completed the survey are Ukiah residents (63 percent). This is the group that would also be the most likely to be impacted by the construction of a new transit center in Ukiah. The next most common home communities were Willits (14 percent), Fort Bragg (5 percent) and Redwood Valley (4 percent). The survey respondents who live outside of Mendocino County primarily reside in Sonoma, Lake, or Humboldt Counties.



Q3. MTA Ridership by Survey Participants (140 Responses)

Approximately one third of the survey participants utilize the MTA's services, while the remaining two thirds either do not use MTA, have not used MTA recently, or use MTA infrequently (Figure E-3). This data indicates that the online community survey results describe the ideas, values, and concerns of both transit riders and non-riders alike.



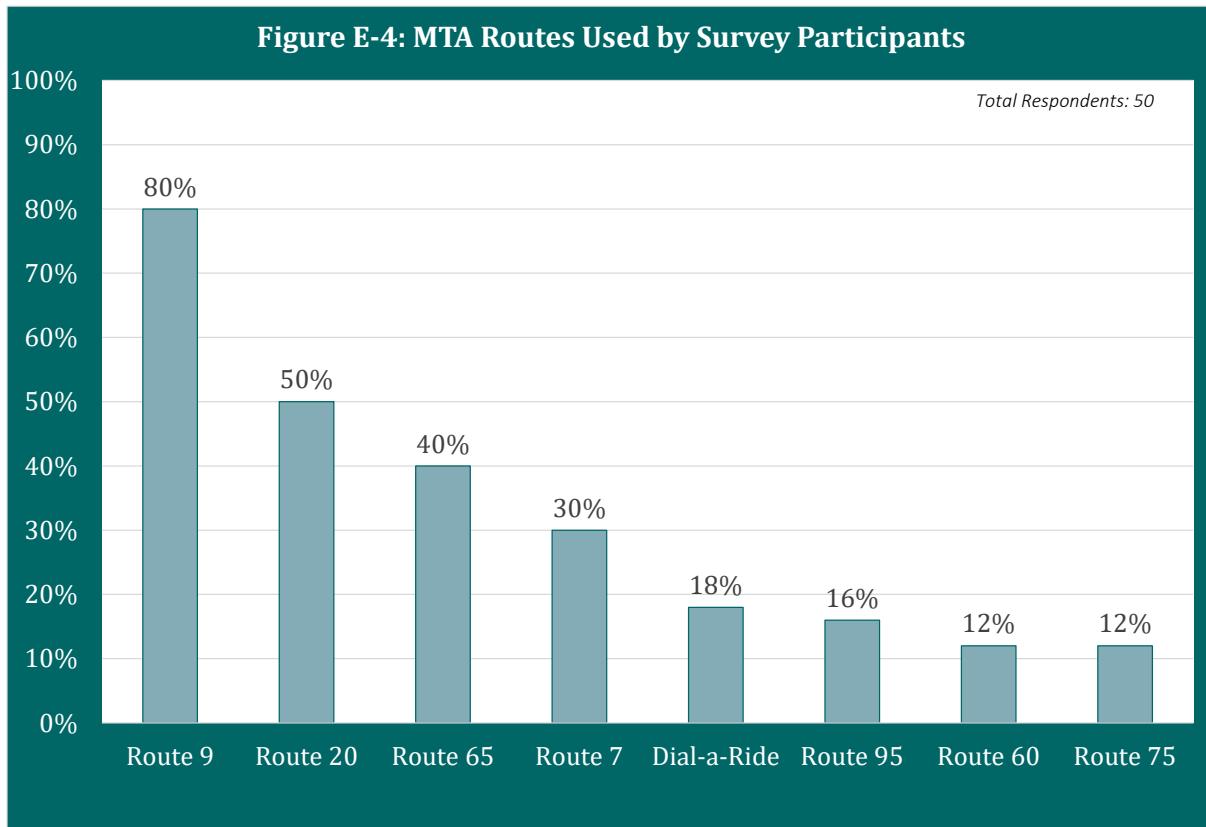
Q4. MTA Routes Used by Survey Participants (50 Responses)

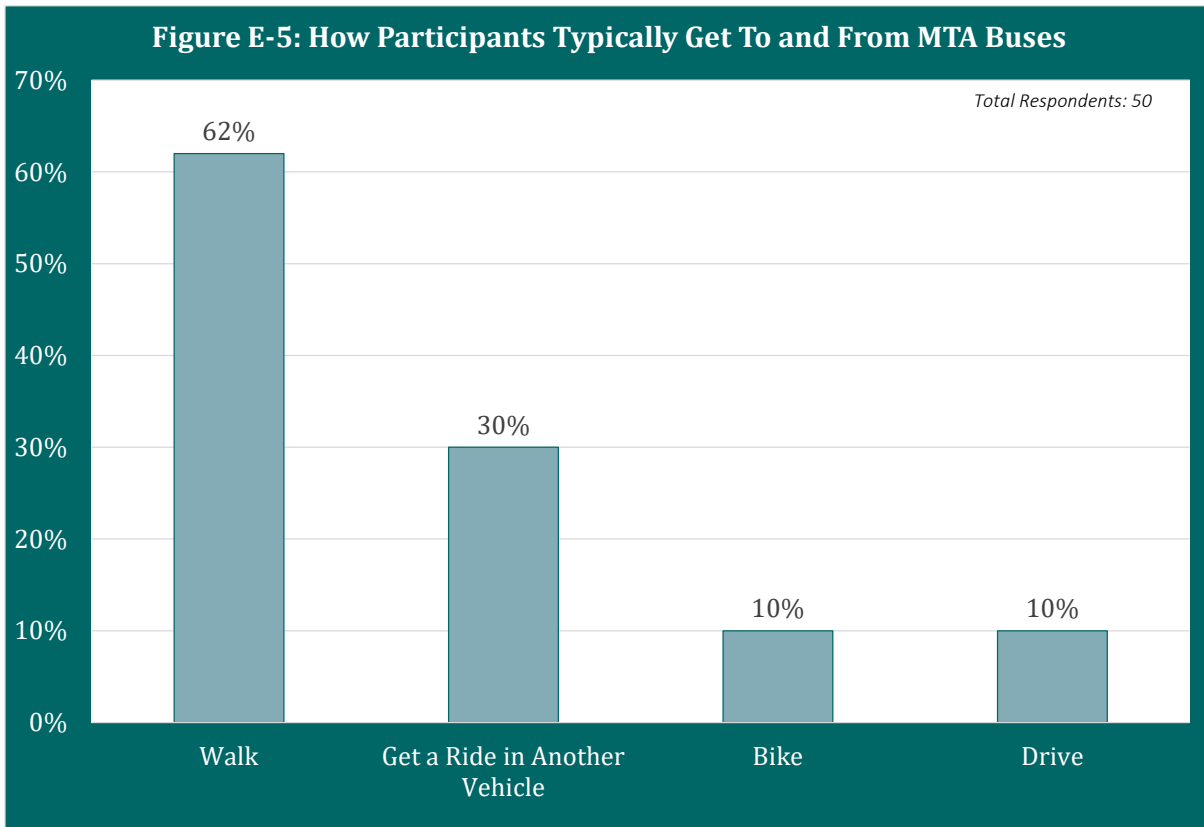
The respondents who answered Question 3 that they use MTA were then asked which routes they specifically ride. Route 9 (the Ukiah Local) was by far the most popular, with 80 percent of the respondents reporting they ride the service (Figure E-4). The next three routes most used by the participants who ride transit are Route 20 (Willits/Ukiah) (50 percent), Route 65 (the Cross County Rider) (40 percent), and Route 7 (the Jitney) (30 percent). All the other routes are used by less than one fifth of the participants who ride transit.

Q5. How Participants Typically Get To and From MTA buses (50 Responses)

Of the survey participants who use MTA, most walk to get to and from the bus (62 percent) (Figure E-5). The next most common way the transit riders get to and from the bus is by getting a ride from a friend or family member (30 percent). Only a few of the survey participants drive or bike to and from the bus stop

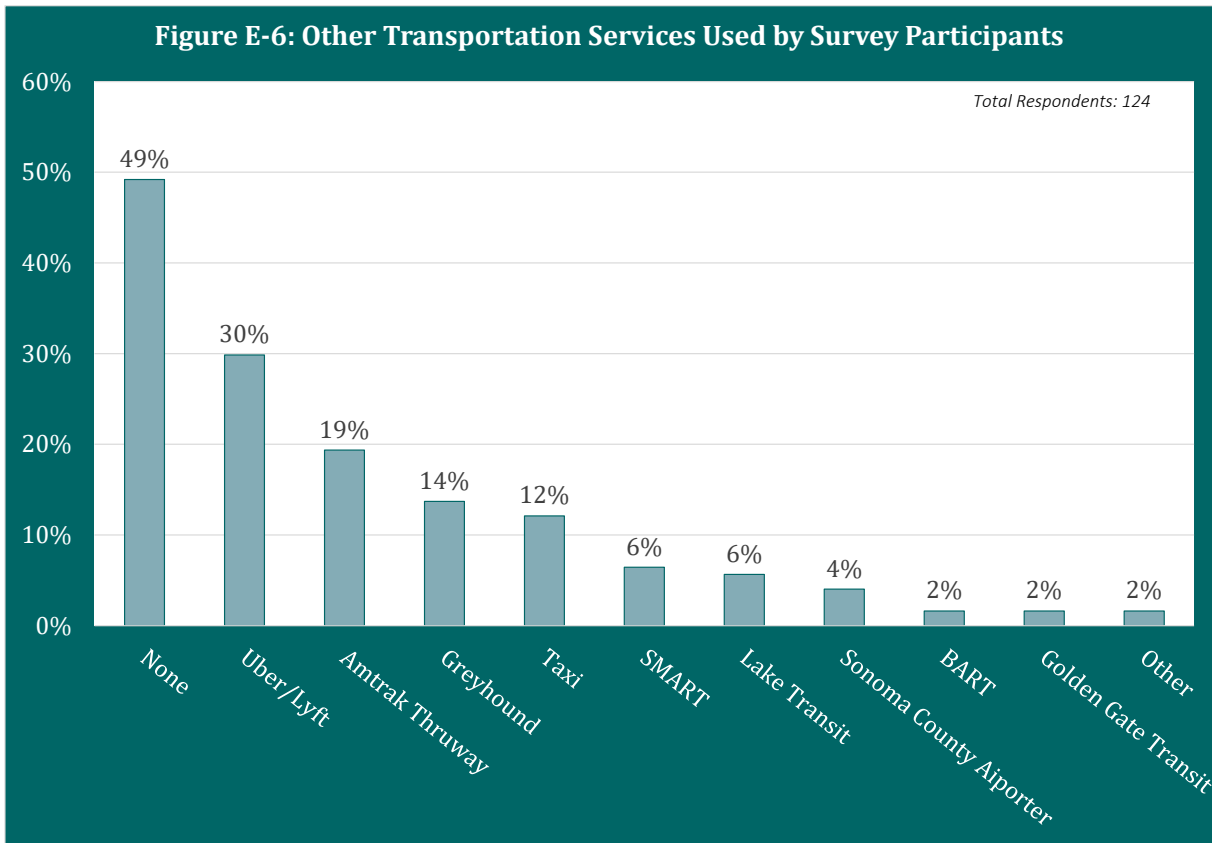
(10 percent reported utilizing each respective mode), suggesting that the participants who use MTA are likely transit dependent.





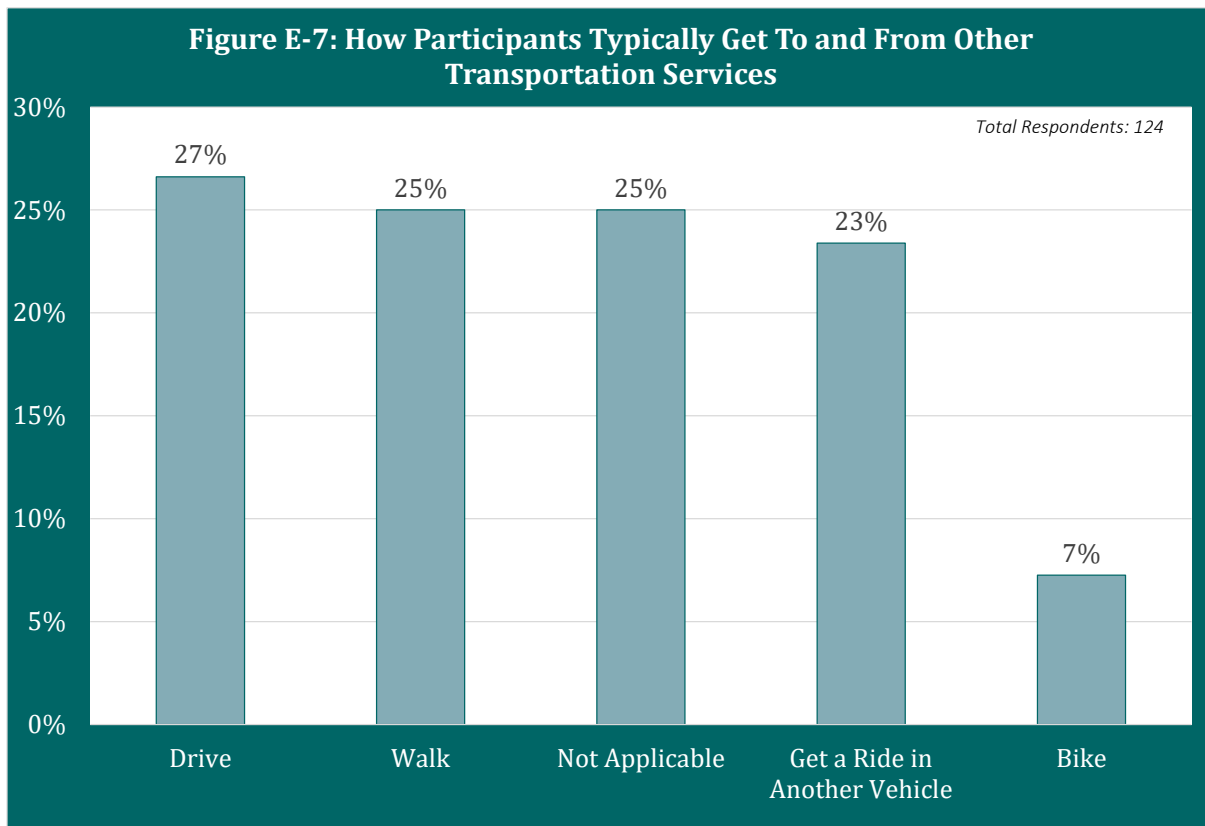
Q6. Other Transportation Services Used by Survey Participants (124 Responses)

Most of the survey respondents do not use any other transportation services available in Mendocino County (49 percent) (Figure E-6). Besides the MTA, the two most popular transportation services among the community survey participants are ride share programs such as Uber or Lyft (30 percent) and Amtrak Thruway buses (19 percent). In addition, both Greyhound (14 percent) and taxi’s (12 percent) were among the more frequently used transportation services. Other public transit services in the region, such as Lake Transit, Golden Gate Transit, or Sonoma-Marin Area Rail Transit, are used by 2 to 6 percent of the respondents.



Q7. How Participants Typically Get To and From Other Transportation Services (124 Responses)

Similar to Question 4, the community survey participants were asked how they typically get to and from other transportation services in the region. As evidenced in Figure E-7, people reported that they primarily drive themselves (27 percent), walk (25 percent), or get a ride (23 percent) whenever they are trying to access one of the other transportation services mentioned in Figure E-6.



Q8. Desired Amenities/Services for a Transit Facility (125 Responses)

Participants were asked to select amenities and services they would like at a new transit facility from a provided list. There was also an option for the participants to write down other amenities if they were not already listed. The amenities/services most popular among the survey respondents are listed in Table E-1. Having a sheltered waiting area (87 percent), benches (75 percent), an information kiosk (64 percent), lighting features (63 percent), electronic transit pass sales (62 percent), and bicycle amenities (61 percent) were considered to be the most important features for a transit facility. The top ideas suggested by the respondents themselves were bathrooms (8 percent), food options (6 percent), utilizing the transit facility to transfer to other interregional transit services (5 percent), and electric vehicle (EV) charging/e-bikes (4 percent).

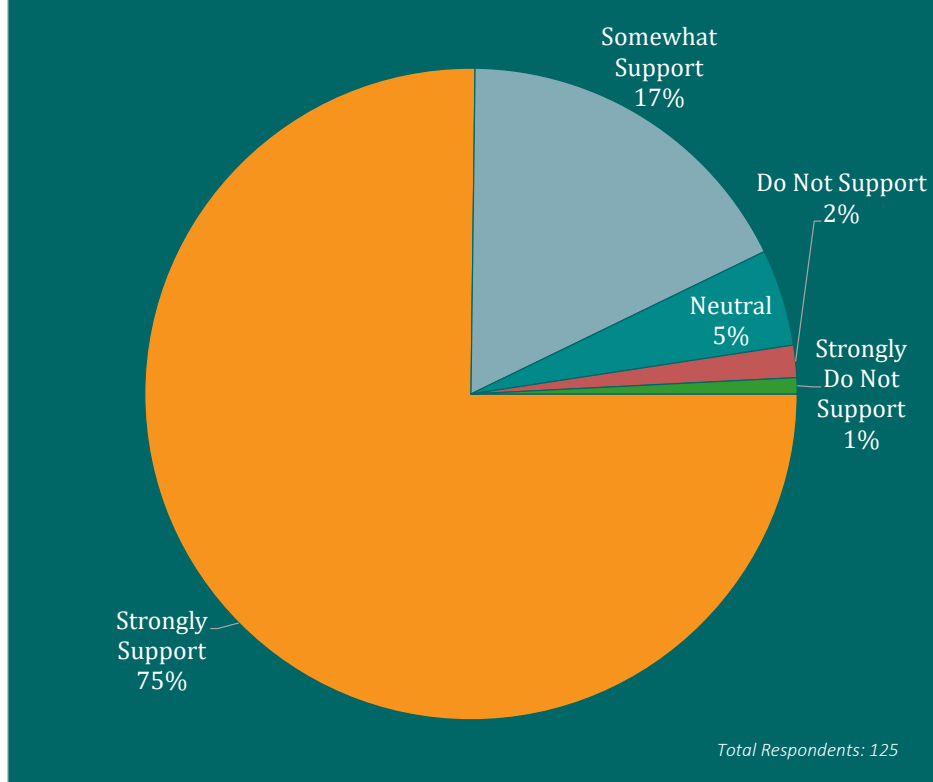
Q9. Support for MTA Transit Center in Ukiah (125 Responses)

There is overwhelming support for an MTA Transit Center in Ukiah among the survey respondents, with 92 percent answering that they either strongly support or somewhat support the idea (Figure E-8). Only 3 percent do not support having an MTA Transit Center in Ukiah.

Table E-1: Desired Amenities/Services for Transit Facility

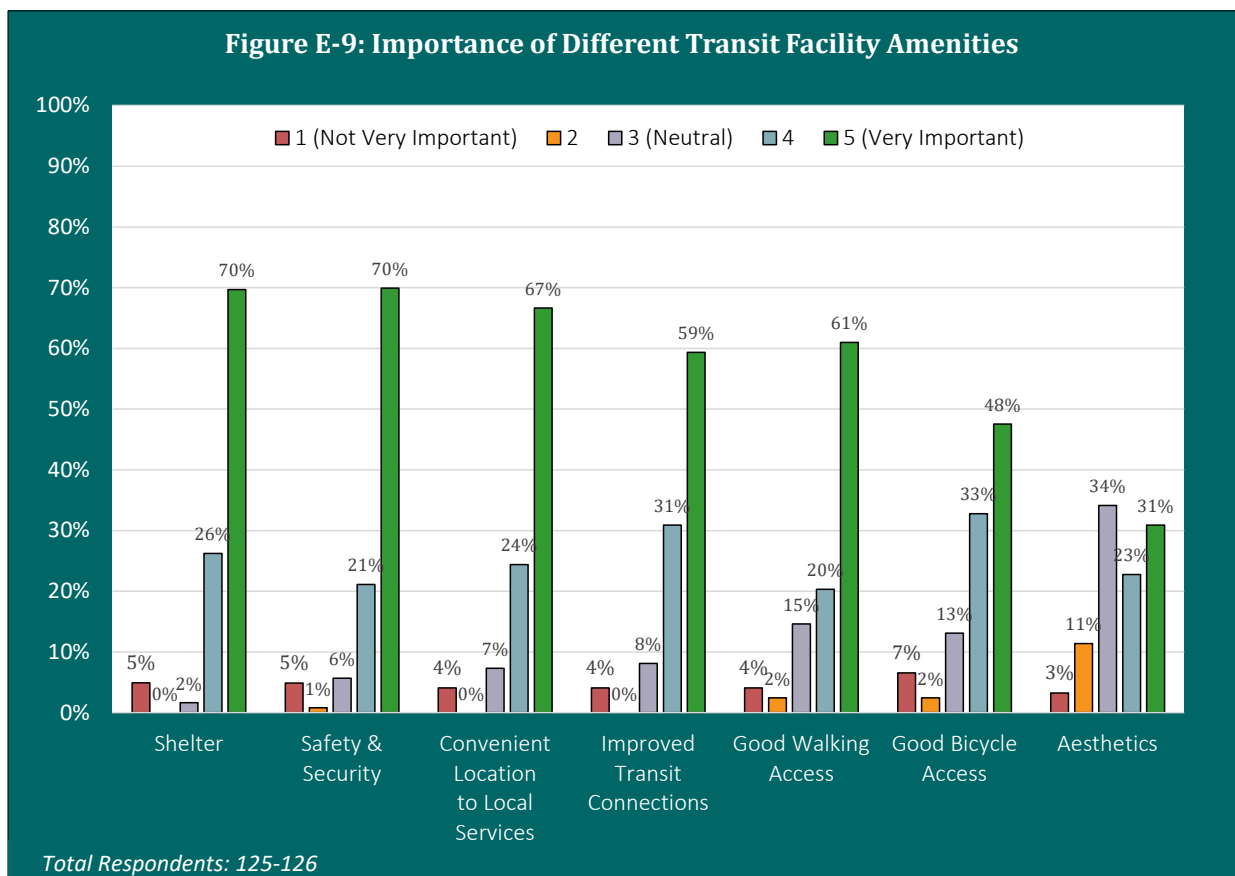
Amenity/Service	# of Participants	% of Participants
Sheltered Waiting Area	109	87%
Benches	94	75%
Information Kiosk	80	64%
Lighting Features	79	63%
Electronic Transit Pass Sales	77	62%
Bike Racks/Lockers	76	61%
Parking	71	57%
Drinking Fountain	65	52%
Public Art	62	50%
Landscaping	57	46%
Bathrooms	10	8%
Food - Cafes/Restaurants/Vending Machines	7	6%
Other Transit Services - Amtrak, Greyhound, SMART	6	5%
EV Charging and E-Bikes	5	4%
Wheelchair Access	3	2%
Security System	3	2%
Luggage Storage	3	2%
Wifi	1	1%
Other	6	5%
Total Responses	125	100%

Figure E-8: Support for MTA Transit Center in Ukiah



Q10. Importance of Different Transit Facility Amenities (123 Responses)

The community survey participants ranked various transit facility amenities based on how important they believe each factor to be for a new MTA Transit Center in Ukiah (Figure E-9). A ranking of 1 meant the amenity was not important, while a ranking of 5 meant the amenity is very important. Based on the survey participants’ feedback, the highest ranked amenities are shelters for the transit facility waiting areas, safety and security at the facility, and having the transit facility be in a convenient location to other local services; more than two thirds of the respondents ranked each of these three amenities as being very important. The least important aspects to consider for a new facility, according to the survey respondents, are aesthetics and bicycle access. Overall, however, the average ranking of all the amenities was higher than the neutral value of 3, suggesting a moderate level of support for all the amenities considered.



Q11 & Q12. Additional Considerations for the MTA Transit Center’s Location and Amenities (67 Responses)

For the last questions, the survey participants were given the opportunity to further describe any other issues or topics that they believe should be considered when planning the location and amenities of a future MTA Transit Center in Ukiah. Table E-2 presents the most common themes in the respondents’ answers. Many of the amenities and services that people requested had already been discussed at a previous point in the survey, such as ensuring the transit center has a convenient location, improving

transit connections to both local and interregional services, and safety. Specific sites that were suggested for the transit center were the Ukiah Railroad Station and the current location of the MTA offices in Ukiah at 241 Plant Road.

While not directly relevant to a transit facility, 12 percent of those who provided an answer to Questions 11 and 12 requested that MTA expand its service offerings to either more areas in Mendocino County or for later hours, and 4 percent suggested that the MTA consider implementing microtransit. These ideas will be considered during the upcoming Short Range Transit Development Plan that is being undertaken for the MTA.

Table E-2: Other Considerations for Choosing the Location of the MTA Transit Center		
Consideration	# of Participants	% of Participants
Convenient Location to Local Destinations	21	31%
Improve Transit Connections - Local, Interregional, SMART	18	27%
Safety and Security	17	25%
Good Walking Access to the Facility	10	15%
Food	10	15%
Extend existing MTA Hours and Service Area	8	12%
Traffic Considerations	8	12%
Bathrooms	7	10%
Cleanliness	6	9%
Aesthetics	5	7%
Real-time Information	5	7%
Good Bicycle Access to the Facility	4	6%
Parking	4	6%
EV Charging and E-Bikes	4	6%
Eco-design and Landscaping	4	6%
Bathrooms	3	4%
New MTA Services - Microtransit	3	4%
Multimodal Connections	3	4%
ADA Access	3	4%
Shelter from the Elements	3	4%
MTA - EV Transit Vehicles	2	3%
Information Kiosk	2	3%
Ticketing Services	2	3%
Expanded Service Options to Santa Rosa	2	3%
Other	11	16%
Do Not Support the Project	5	7%
Total Responses	67	100%