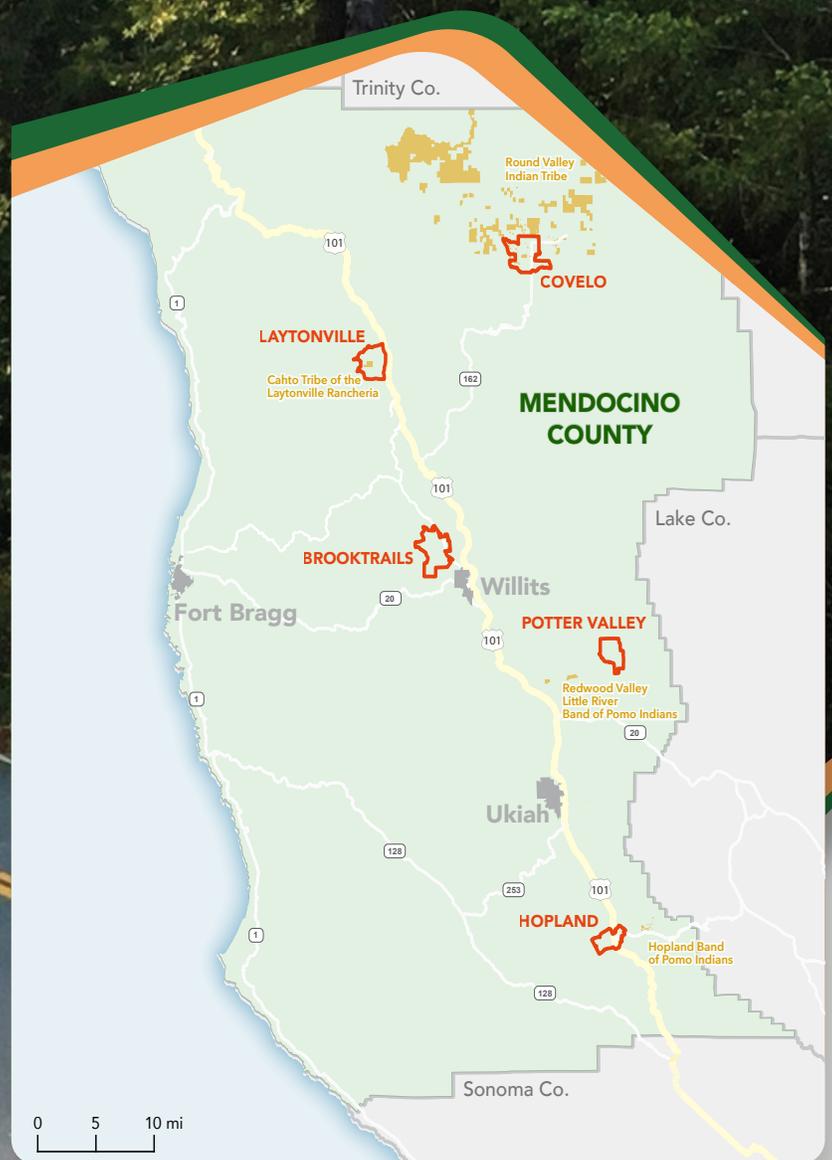


MENDOCINO COUNTY RURAL INLAND MOBILITY SOLUTIONS

Volume 1: Five Communities' Transportation Needs Assessment



Prepared for



Prepared by



January 2023

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Mendocino County Rural Inland Communities Mobility Solutions Volume 1: Five Communities’ Transportation Needs Assessment

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Mendocino County Rural Inland Communities Mobility Solutions

Volume 1: Five Communities' Transportation Needs Assessment

Executive Summary

About the Study

Mendocino Council of Governments (MCOG) sought and secured competitive funding from a Caltrans *Sustainable Transportation Planning Grant* to examine mobility needs in five inland rural communities of Mendocino County where there is little to no public transportation and about which there have been years of testimony documenting unmet transportation needs. Somewhat adjacent to the Highway 101 corridor, these communities are: Covelo, Laytonville, Brooktrails, Potter Valley and Hopland (Figure ES-1).

These communities likely have high levels of transportation need. For two communities, household incomes are below 50% of California's 2022 median household income; an additional two are at about 70% of the state median.

Childhood poverty rates are 40% to 50% in three communities, with high rates of adults living in poverty as well. While senior adult poverty levels are not as high proportionally, geographic isolation impacts access to groceries, medicine and medical services, as well as education and employment. Car ownership levels vary greatly but difficulties of maintaining a reliable vehicle and filling it with gasoline confront many community members with whom the Study team spoke.

This MENDOCINO COUNTY RURAL INLAND COMMUNITIES' MOBILITY SOLUTIONS (RURAL MOBILITY) Study is identifying innovative solutions to address these communities'

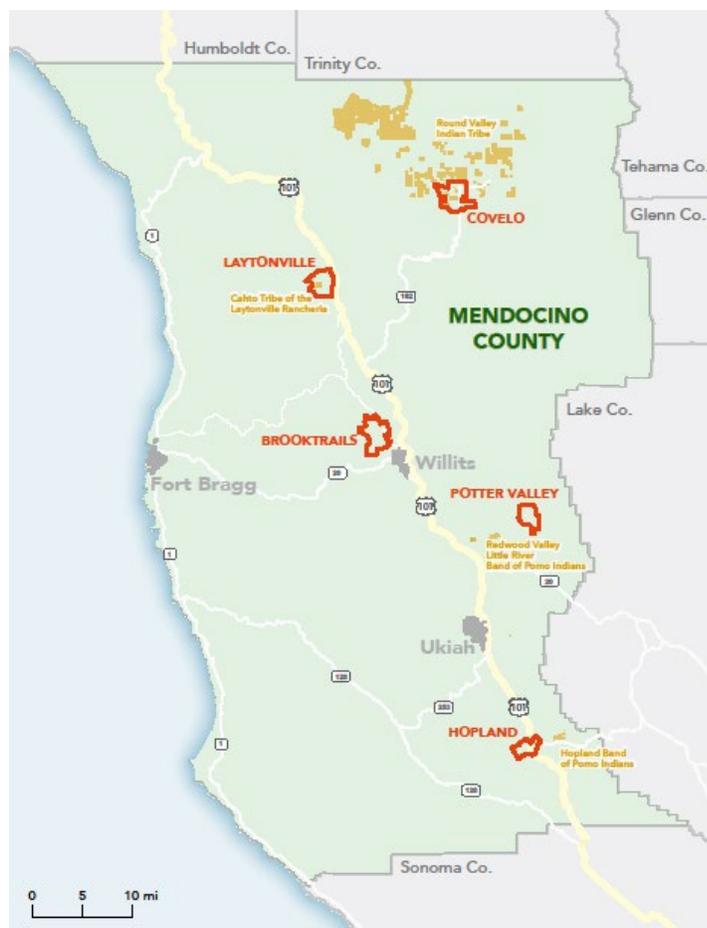


Figure ES-1, Five Rural Inland Communities Are the Focus of This Study

mobility needs that cannot be met by traditional, scheduled transit in 40-foot buses. VOLUME 1: FIVE COMMUNITIES' TRANSPORTATION NEEDS ASSESSMENT documents mobility needs and proposes potential solutions that were tested in each of the communities.

Engaging the Five Communities

This Study is undertaking a multifaceted public engagement process, focused within each community. Findings from the first several phases of outreach are reported in this VOLUME 1.



Figure ES-2, Overview of Public Engagement Processes

Depicted in Figure ES-2, the community needs assessment process involved multiple components:

- Identifying 40 regional and community-level stakeholders to invite, to convene a project Technical Advisory Group (TAG).
- Outreach by MCOG to the Chair and Vice Chair five (5) federally recognized Tribes
- Launching an interactive project website to capture “stories” and document travel corridors with almost 50 comments offered.
- August 2022 Listening Sessions in each of five communities with stakeholders and the general public, advertised by more than 5,000 English/Spanish household mailers and involving nearly 100 participants.
- October 2022 E-survey to document needs and test solutions, tailored to each community, promoted through social media and via 5,000 English/Spanish household mailers; generating almost 375 responses with 330 from the communities of interest.
- February 2023 virtual workshops: feedback on findings and potential solutions.

Overview of Countywide Findings Impacting Rural Communities' Mobility

Unmet Transportation Needs Testimony Has Long History

Annual public hearings have heard recurring testimony about transportation needs of Mendocino County residents living in isolated, rural settings. While such testimony often represents a valid “unmet transportation need,” it has not been possible for MCOG to define these as “reasonable to meet,” in line with its own adopted definitions and per the *California Transportation Development Act*. This Study seeks innovative ways to address these unmet needs with alternatives to traditional transit service. Figure ES-4 provides an overview of relevant unmet needs testimony from the past six years.

Comment Category	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23
Generalized comment regarding mobility need:						
Non-emergency medical transportation for out-of-service area	X	X	X	X		
Non-emergency medical transportation for in-county medical facilities			X	X	X	
Generalized mobility solutions for remote communities	X	X	X	X	X	
Service to isolated seniors and adults with disabilities		X	X	X		X
Expanded hours of existing dial-a-ride service		X	X	X		
Community-specific comment regarding mobility need:						
Covelo scheduled service, transportation service		X	X	X	X	XXXX
Mendocino College to/from Covelo transportation service						X
Laytonville (and Leggett) schedule service, transportation service	X	X	XX	XX		XX
Brooktrails scheduled service/general public service		X	XX		X	X
Potter Valley scheduled service, transportation service	X	X			X	XX
Hopland scheduled service/increased service		X	XX	X	XX	X

Note: XX denotes comment made more than once

Figure ES-4, Mendocino County History of Relevant Unmet Need Comments

Priorities Supporting This Effort from the Coordinated Plan

Among various MCOG transportation planning documents, its 2021 COORDINATED PUBLIC TRANSIT-HUMAN SERVICES TRANSPORTATION PLAN is of greatest relevance, considering the mobility requirements of older adults, persons with disabilities and persons of low income. Four priority areas are of particular importance:

- **Expand Demand Response** – Reported as needed, this was seen as particularly useful to rural residents. The Plan noted that senior center demand response transportation increased by 16% over the prior two years, a pre-COVID-19 pandemic period.
- **Establish a non-emergency medical transportation service** – This continues to be an area of high interest, given needed medical trip-making within the county and to facilities in adjacent counties.
- **Increase mileage reimbursement rates for volunteer drivers and caregivers** – Recognizing that Mendocino Transit Authority (MTA) offers no mileage

reimbursement programs, this finding was nonetheless noted as a useful strategy.

- **Multi-organizational approach to solutions** – Building upon the success of MTA's senior center partnerships to provide demand response transportation, coordinating with other community-based organizations is seen as valuable and continuing leadership by MCOG is desirable.

Other Countywide Services Impacting Travel Needs

Stakeholders for other service sectors, and including the project's Technical Advisory Group (TAG) members, described specific mobility needs among the almost 8,000 rural residents of this Study's communities.

- **Mendocino Community College** actively outreaches to potential students in Laytonville and Covelo, with a campus in Willits that seeks to accommodate these students. There was administrative willingness to consider core two-day-a-week schedules that could be matched with new, potentially available transportation. In the 2021/22 academic year, more than 170 enrolled students were from four of the five Study communities while Brooktrails students could not readily be identified from other Willits students.
- **CalWORKs Jobs Services/Career Point-North Bay** works with Mendocino County residents who receive public assistance and need skills training and/or job placement. The program works in collaboration with Mendocino Community College. Staff recognize that, with the exception of Hopland, among this Study's communities there are very few local job opportunities and people must travel to train for jobs, to interview and to secure them.
- **Department of Social Services** has worked through the pandemic to make some public assistance appointments over videoconference (Zoom) but still requires that some individuals come to the Ukiah offices for some purposes. These appointments can often require several hours, making the trip a long day from the most distant rural communities.
- **Department of Social Services/Child Welfare** addresses needs of children under its care and recognizes that parents must travel into Ukiah for court appointments, to visit children in foster placement and to attend required parenting classes. Consequences of missing appointments due to no transportation can have serious family implications.
- **Department of Public Health and County Behavioral Health** have increased virtual health care appointments whenever possible, in response to the pandemic, but some services still require in-person care. This includes the trips to the County's only OB/GYN clinics in Ukiah and to some substance abuse treatment locations.

Traveling for Health Care

Another factor framing mobility needs is the availability of health care. Two of the five Study communities have federally qualified health care clinics on-site, the Long Valley Health Center in Laytonville and the Covelo Indian Health Services. These provide basic primary care service, some dental services and some transportation, as noted elsewhere. For complicated medical conditions, including dialysis and oncology treatments, patients have to travel elsewhere.

Mendocino County as a whole is a *Medically Underserved Area* (MUA) as designated by the California Department of Health and Human Services. This means that some patients will need to travel from their home community to medical service facilities outside of Mendocino County for diagnostics and treatments.

While numerous residents of these communities may be eligible for Medi-Cal, and therefore its transportation benefit, multiple stakeholders spoke to the difficulties of getting access to Medi-Cal transportation. Commentary about non-emergency medical trip needs within the county and to services in adjacent counties surfaced regularly.

1. Covelo Community Needs and Preferences Assessment

The Physical Setting

Covelo, the most isolated of the five communities central to this Study, is located in Mendocino County's northeast. Via Highway 162, it is 29 miles from Covelo's Public Library to the Highway 162 exit off Highway 101. Travel on Highway 162 can be slow, as it climbs to 1,400 feet on a curvy, twisty road before descending into the Covelo Valley and Round Valley to around 900 feet elevation. Travel from Covelo to Willits is 42 miles. The distance from Covelo to Ukiah is 65 miles, easily an hour and a quarter or more in travel time.

Covelo is adjacent to the Round Valley Indian Tribes Reservation, which is the ancestral home of the Yuki Tribe and the home of six other Indian Tribes displaced through reservation relocation. (Figure ES-5). This federally recognized tribal reservation is about 36 square miles in size.



Figure ES-5, Round Valley Indian Tribes Seal

The Covelo census designated place (CDP) is just 7.1 square miles, a small area within the overall Covelo Valley.

Figure ES-6 shows the boundaries of the Covelo CDP, with its grid-based street network, as well as adjacent tribal lands. Many tribal members live outside the Covelo CDP. The Covelo community has a medium-sized grocery store, primary and secondary public schools, a public library, the Round Valley Indian Health Center and various community services associated with the Round Valley Indian Tribes, including the tribal offices.

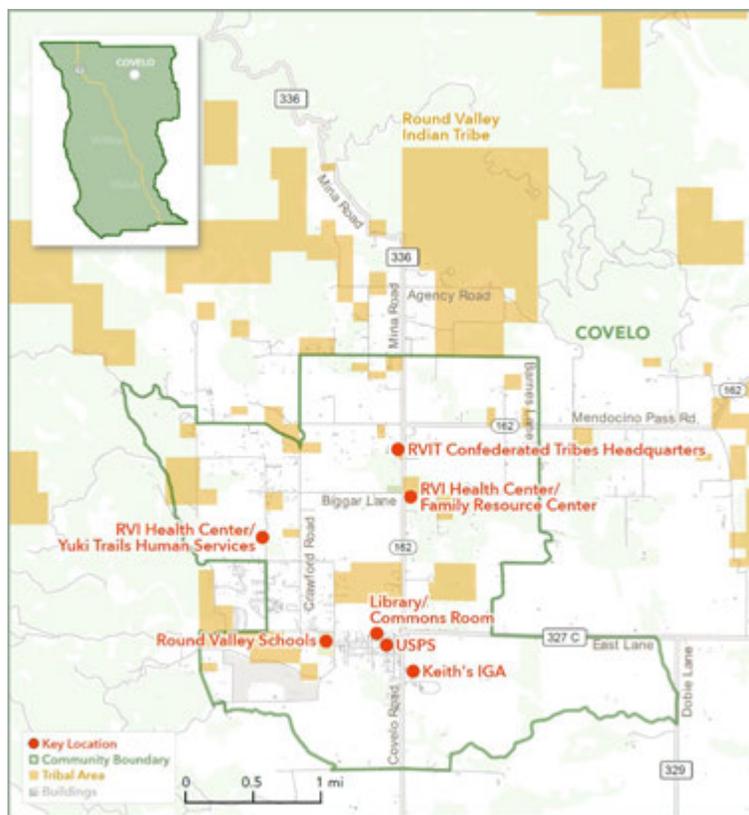


Figure ES-6, Covelo Community Boundaries and Tribal Areas

Community Population Characteristics

Among the 1,300 residents of the Covelo CDP, the median age is 30.5 years, well below the Mendocino County median of 43 years (American Community Survey 2020 5-year Estimate). This is reflected in high proportions of youth and of adults below the age of 65, and a somewhat smaller proportion of older adults of only 20%. Almost two-in-ten individuals report a disability and half of all older adults.

Almost half of Covelo children and youth are living in poverty, along with one-third of adults and about 12% of older adults. Covelo median household income of \$53,000 is 67% of California's statewide median income of almost \$79,000 (2022). Households without a car (18%) were highest in Covelo, among the five communities of Study. Just a quarter have one car, which contrasts with the one-third of all Mendocino County households reporting one car.

Limited English-proficient households are 15% and likely relates to the reported 40% proportion of the population who are individuals of Hispanic ethnicity. Within the CDP, just 9% identify as Natives, presuming that many live outside the CDP or may not have been counted in the census.

Available Transportation Services

Mendocino Transit Authority provides no service currently to the Covelo community. It did so more than two decades ago but ceased operation in the wake of insufficient funding and low ridership.

The Indian Health Services (IHS) operates two vans, only one of which is reliably road-worthy and neither of which are lift-equipped. This service is available only to tribal members and only for particular specialty appointments. There is some Medi-Cal transportation, a benefit available to selected Medi-Cal enrollees and only for approved medical appointments.

Transportation Needs Identified During August 2022 Listening Sessions, Stakeholder Interviews and via Website Input

Covelo participants spoke repeatedly of the community's extreme remoteness, coupled with the need for a highly reliable vehicle to make the almost 30-mile, mountainous trip to Highway 101 and then distances beyond to Willits and Ukiah or to Fort Bragg. Listening Session participants reported it was common to have a car that was "good enough" for local trip-making around town but not for longer, out-of-town trips due to the steep grade and high accident rates common to Highway 162.

Covelo primary trip purposes, described by outreach participants, included:

- **Shopping** – to access affordable groceries at major retailers in Ukiah and Willits.
- **Medical/Dental Appointments** – most routine appointments are in Ukiah or Willits; however, specialists are often in Santa Rosa or elsewhere.
- **Both native and non-native patients** can receive IHS medical services in Covelo; however, availability of doctors is quite limited.
- **Dialysis** – an estimate of a dozen dialysis patients living in Covelo was reported.
 - Native patients, one or two, are transported by IHS vans.
 - Non-Native patients must find their own way to three-times weekly.
- **Social Services** – trips to Ukiah to the Social Security office or County offices.
- **Courts and Jury Duty**– trips into Ukiah where it is difficult, particularly for older persons, to get to jury duty with a three-hour round-trip and the full day in court plus making recurring court trips.
- **Mendocino College** – trips to campus facilities in Willits and Ukiah.

I have a car, but it isn't reliable enough for me to trust it to take my two young sons to specialist medical appointments from Covelo to Ukiah. There is no other way, so we don't go.

Listening Session
Participant

Other Trip Needs

Other trip needs expressed included safe local travel. Commenters expressed concern about safe travel to local destinations given limited sidewalks and difficulty safely crossing Highway 162 downtown. Others, without access to a car for even local trips, expressed need for assistance to residents living beyond walking distances to the local grocery store, post office and library, among other local destinations.

Out-of-county trips needs include referrals to medical specialists, largely in Santa Rosa, and to connect with inter-city transportation for travel into the Bay Area and elsewhere.

Covelo Respondents to the Fall 2023 E-Survey

Sixty-five (65) Covelo residents responded to the survey and reflected the characteristics presented in Figure ES-7.

Respondents included a mix of ages and employment status. Nearly one-third live in households with no reliable vehicle.

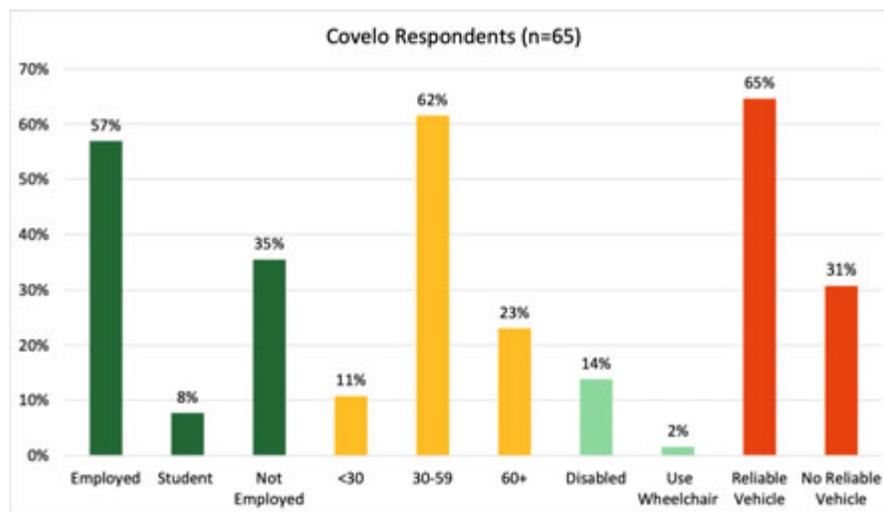


Figure ES-7, Demographic Makeup of Covelo E-Survey Respondents

E-Survey Identified Needs Among Covelo Residents

Respondents were asked about destinations and trip purposes where they experience transportation challenges. Figure ES-8 demonstrates the reported needs of Covelo residents. Seven- in-ten respondents need transportation for local trips for shopping and medical purposes.

More than 70% of respondents needed transportation to Ukiah for shopping and more than two-thirds needed transportation for medical (65%) trips. Somewhat smaller groups identified need to travel to Willits for a range of trip purposes.

Respondents under age 60 reported a higher level of need in all categories. The greatest trip needs were for college (93%), court (86%) and work (86%). Older adults, age 60 +, were most likely to have medical trip needs (38%). Individuals with disabilities identified their top need as getting to college (29%).

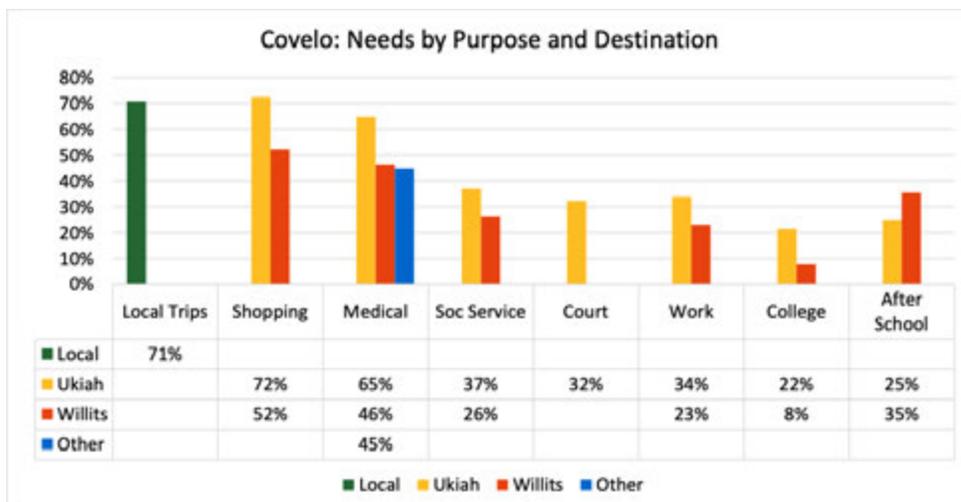


Figure ES-8, Covelo Transportation Needs by Trip Type

E-Survey Responses to Potential Mobility Solutions

Four mobility solutions were tested in Covelo. Descriptions of these, as presented in the survey, are shown below.

Descriptions of Four Covelo-Tested Mobility Solutions

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed to go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to “pay” the driver. You would have a limited number of miles each month.
- **Dial-A-Ride/Shuttle service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips.** You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **App-Based Car Share.** A rental car that would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver’s license and credit card or debit card.

Responses regarding the “usefulness” of these solutions to respondents presented in Figure ES-9 generally show that between 85% to 95% of respondents identified all solutions as either very useful or somewhat useful. This suggests that respondents were saying that any mobility service has some value.

More than two-thirds (67%) identified the Dial-A-Ride/ Shuttle as very useful. Each of the other three solutions were rated as very useful by nearly half of all Covelo respondents (46% to 53%). These high levels of usefulness of all proposed solutions suggest the importance of any strategy to provide transportation assistance to residents.

When asked to select a single solution, respondents gave these results (shown in Figure ES-10), again with the Dial-A-Ride/Shuttle achieving the largest proportion, just under half (48%).

This was the preferred solution among all demographic groups: age, car ownership levels and household size. However, the second-choice solutions differed.

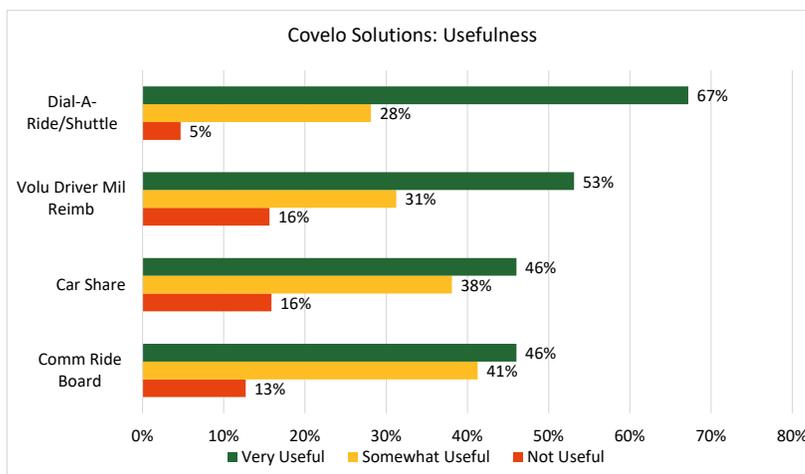


Figure ES-9, How Covelo Respondents Rated Solutions' Usefulness

Covelo Preferred Solution

The appeal of the Dial-A-Ride/Shuttle service appears to cut across all of the segments examined, and to be particularly strong among older adults and those residing in one- or two-person households (Figure ES-10).

Car Share and the Volunteer Driver Mileage Reimbursement Program have appeal among specific subgroups. Car Share was most popular with those without reliable vehicles and employed persons. The Volunteer Driver Mileage Reimbursement Program held somewhat more appeal for younger persons and those in larger households.

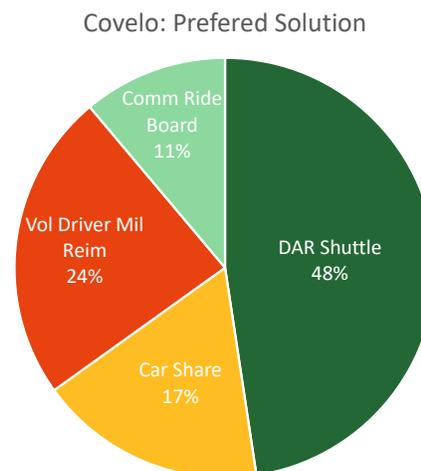


Figure ES-10, Covelo Respondents' Preferred Solution

2. Laytonville Community Needs and Preferences Assessment

The Physical Setting

The community of Laytonville straddles Highway 101 in northern Mendocino County 22 miles north of Willits and 45 miles north of Ukiah (Figure ES-12). The Cahto Tribe of the Laytonville Rancheria is a federally recognized tribe (Figure ES-11). Tribal land, about 1 square mile, is within the 5.4 square miles of the Laytonville CDP and the site of the Red Fox Casino.



Figure ES-11, Cahto Tribal Seal

Laytonville's almost 800 residents are dispersed across the community's wooded and somewhat hilly areas. Businesses oriented to travelers along Highway 101 are near the community's eastern edge and include gas stations, a local market and a pharmacy.

Laytonville has its own primary and secondary schools. The Family Resource Center is the hub of various many community activities. The Long Valley Health Center provides primary health care.

There are also scattered, small settlements that orient to Laytonville for mail, services and some limited food shopping. These include:

- Leggett — 22 miles to the north on Highway 101
- Spyrock — 22 miles to the northeast off a rugged, dirt road
- Bell Springs — also 22 miles to the north, with 12 miles on an unimproved dirt road and then 12 miles south on Highway 101 to Laytonville.

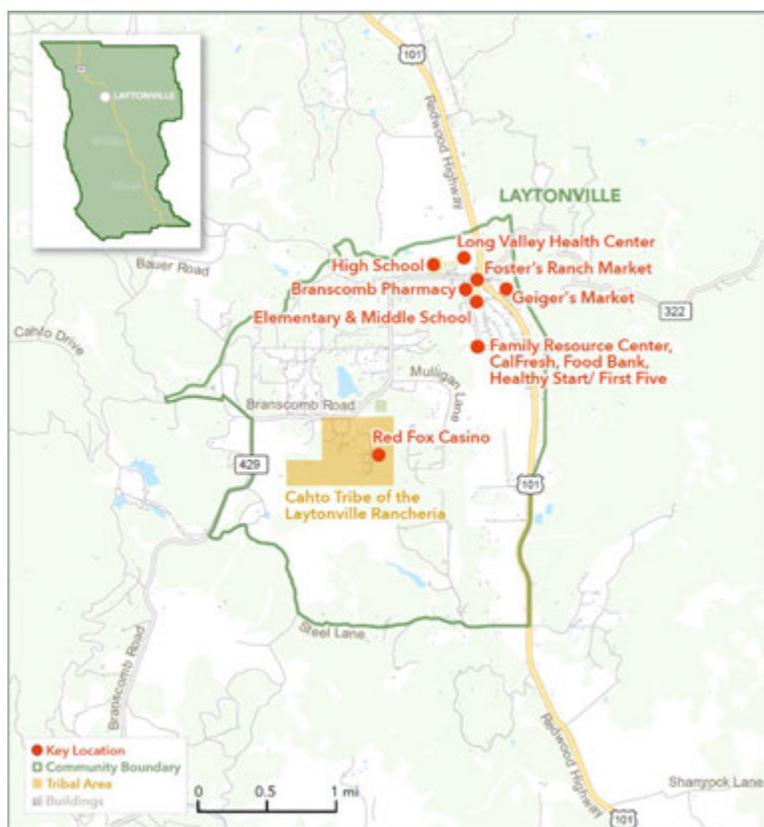


Figure ES-12, Laytonville Census Designated Place Boundaries, Tribal Area and Key Locations

Community Population Characteristics

Among Laytonville's almost 800 persons, its median age of 47.9 is slightly higher than the County median of 43 years, reflecting a somewhat older population. Children and youth, at 17% of the population, are lower than the County proportion of 21%. Older adults are comparable to the County's older adult population, somewhat more than two-in-ten (23%) ages 65 and older.

Income levels are well below the countywide medium household income. Laytonville's \$37,000 median income is 47% of the statewide median of \$79,000 (2022). Four-in-ten (40%) of Laytonville's children and youth and almost two-in-ten (19%) working-aged adults are living below the poverty level.

Disabilities reported are high among the older adult population, 47%, versus one-third for the County as a whole. There are no limited English-proficient households reported. One-in-ten households have no vehicle available, just above the countywide levels. Native Americans are reported at 36%, more than one-third of the community's population. Just under half are Caucasian, a smaller proportion than countywide.

Available Transportation Services

As with Covelo, Laytonville at one time had MTA public transportation services. About 15 years ago, this once or twice monthly service to Ukiah was discontinued due to low ridership. Currently, the Long Valley Rural Health Center has an accessible passenger transport van and advertises transportation availability on its website. The Cahto Tribe also has passenger transportation vehicles, including a new non-accessible van to assist largely with health care trips. The Tribe's Chair reports that demand has been more limited than she would have expected.

A volunteer driver program, E-Ride, was operational for some time but ran out of funding and volunteer drivers and was discontinued.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and Via Website Input

Laytonville primary trip needs reported were periodic trips into Ukiah or Willits for the following reasons, several stakeholders commenting that any given vehicle trip would need to serve several purposes:

"We want to encourage youth to take Mendocino College courses to help them look beyond Laytonville. But it is difficult without a way to get to those college courses."

Family Resource
Center Director

- **Long-Distance Trips** - Older adults driving less or limiting long-distance driving, and persons with disabilities expressed concerns about getting out of Laytonville for multiple purposes.
- **Medical/Dental Appointments** – any referrals from the Long Valley Health Clinic are most likely in Ukiah, with some out-of-county.
- **Shopping** – affordable food and pharmacy; though available locally, dollars go farther when purchased at lower cost in Ukiah.
- **Mendocino College** – trips to campus facilities in Willits and Ukiah.
- **Behavioral Health** – while Zoom appointments have become available in response to the pandemic, patients in the Behavioral Health system must sometimes see clinicians or participate in sponsored activities
- **Social Services** – while the Family Resource Center can handle a majority of social service needs, including signing residents up for some services, there are still instances where a trip to County offices in Ukiah is necessary.
- **Court** – these necessitate trips into Ukiah, some infrequent and some recurring.
- **Driving Under the influence (DUI) Classes** – Classes are offered several times a year with one location in Willits and two locations in Ukiah, typically offered on Mondays, Wednesdays and Fridays.
- **Youth Recreation** – expanded youth recreation opportunities were described as benefiting youth and parents alike; given bicycle racks on the buses were noted as important to enable youth to get around at Willits or Ukiah destinations.

Other Trip Needs

Laytonville residents have some need for local trip-making – to the post office, for local shopping, to the Long Valley Health Clinic and the pharmacy. This was echoed by the Cahto Tribal Chair, particularly for the majority of tribal households without access to a car.

From nearby communities, those aging-in-place and other residents of Spyrock, Bell Springs and Leggett expressed their difficulties traveling into Laytonville and to travel to Willits and Ukiah.

Out-of-County trip needs are reported as largely for medical specialties or treatment and to access regional transportation in Santa Rosa, including the SMART Train or the Airporter.

Laytonville Residents Responding to the Fall 2022 E-Survey

Seventy (70) Laytonville residents responded to the mobility needs survey and their characteristics are reflected in Figure ES-13.

A majority of respondents were non-senior adults and were not employed. Just over one-third were employed, while a small number were students. Nearly one-quarter said they had a disability impacting mobility, including several individuals who use a wheelchair.

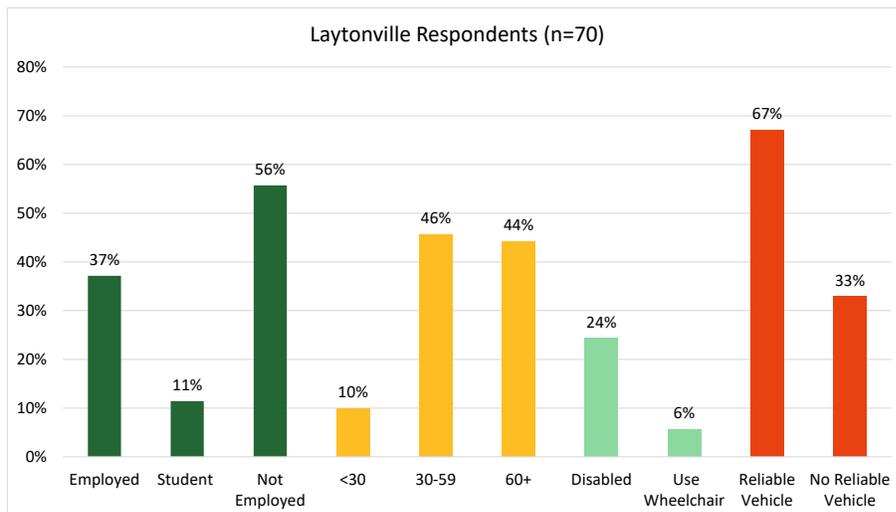


Figure ES-13, Demographic Makeup of Laytonville E-Survey Respondents

About two-thirds of respondents reported their family vehicle was reliable enough to drive to Ukiah or beyond, while one-third reported that a reliable vehicle was not available.

Trip purpose needs and community of destination are presented in Figure ES-14 for Laytonville residents. Almost 70% need local transportation for shopping and medical trips. Transportation to Ukiah and Willits were top reported for shopping (55-65%), medical trips (52-61%) and court (53%). About one-third need to travel to college classes into Ukiah

(37%) and Willits (35%). Considering trip needs by age groups, older adults were most likely to need transportation assistance for all purposes other than college.

Among persons younger than age 60, three out of four were most likely to need transportation help in getting to court, after-

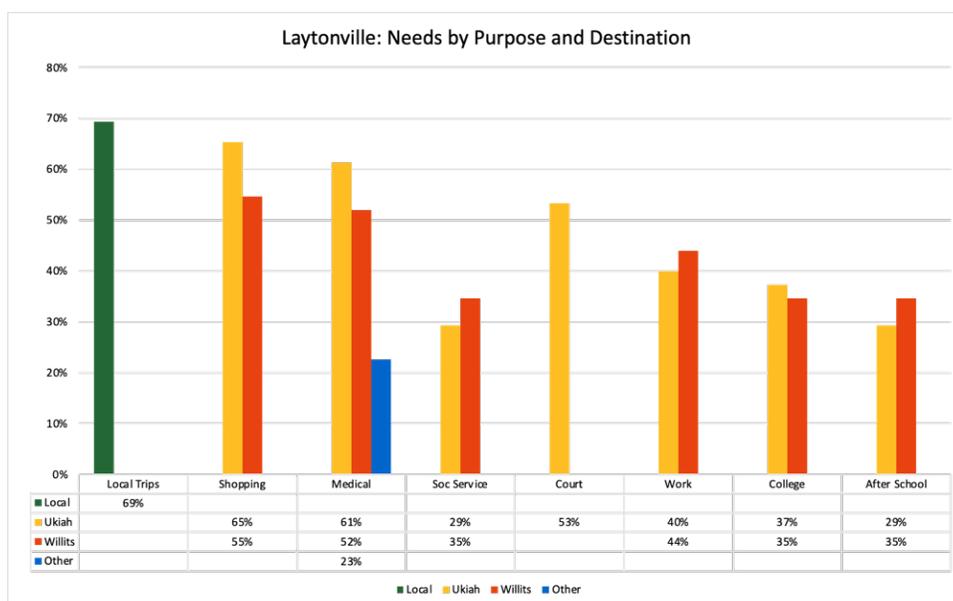


Figure ES-14, Laytonville Reported Transportation Needs by Trip Type

school activities and work. Among car owners, a significant proportion of Laytonville residents, three-out-of-four, reported transportation needs to college, to social services and to court.

Respondents without a car needed assistance to most destinations, with top reported needs of after-school activities and medical destinations.

E-Survey Responses to Potential Mobility Solutions

Four mobility solutions were tested among Laytonville respondents. The E-survey language describing these solutions is presented below.

Descriptions of Four Laytonville-Tested Mobility Solutions

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed to go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to “pay” the driver. You would have a limited number of miles each month.
- **Dial-A-Ride/Shuttle service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips.** You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **App-Based Car Share.** A rental car that would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver’s license and credit card or debit card.

While all the solutions were judged very useful by some of the respondents, those receiving the most “very useful” ratings were the Community Van (57%) and Dial-A-Ride/Shuttle (54%), followed closely by the Volunteer Driver Mileage Reimbursement Program (49%) (Figure ES-15).

When asked “If only one of these programs could be implemented in your community, which would be the most useful to you?” results shown in Figure ES-16 show the clear

choice became the Dial-A-Ride/Shuttle (chosen by 51% of respondents). This was followed by the Volunteer Driver Mileage Reimbursement Program (27%).

While many residents indicated a Community Van, largely for local trips, would be very useful, they would not choose it over service that would connect them to Ukiah.

Among those with reliable vehicles, those with and those without still preferred the Dial-A-Ride/Shuttle (53% and 44%), while the Volunteer Driver Mileage Reimbursement Program was a strong second by more than one-quarter of each group.

The Dial-A-Ride/Shuttle was chosen as the preferred solution among all subgroups (Figure ES-16). However, it was particularly popular among those 60+ or with a disability. Younger respondents were more divided in their preferences, with the Volunteer Driver Mileage Reimbursement Program favored by 41% of respondents under age 60.

Households of smaller size, of two or fewer persons, were more likely to select the Dial-A-Ride/Shuttle (62%). Of larger households, however, 45% chose the Volunteer Driver Mileage Reimbursement Program with a smaller proportion selecting the Dial-A-Ride/Shuttle (39%).

Among employed individuals and those who were neither employed nor students, these were most likely to prefer the Dial-A-Ride/Shuttle solution, while the small sample of students (eight individuals) preferred the Volunteer Driver Mileage Reimbursement Program. The App-Based Car Share was the least popular option in Laytonville.

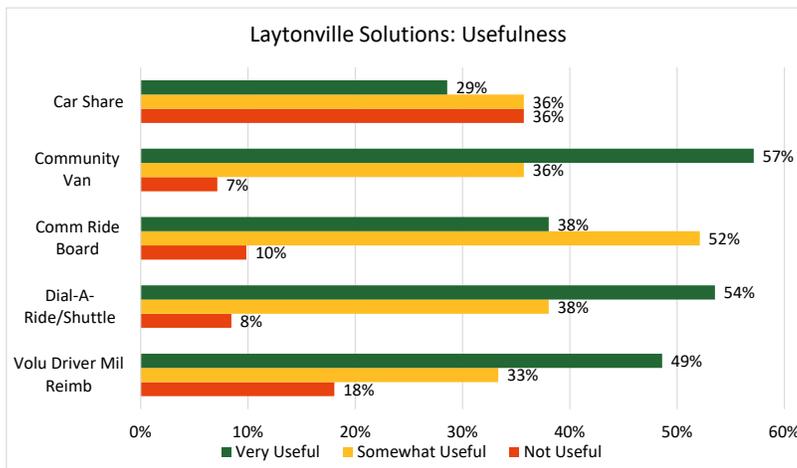


Figure ES-15, How Laytonville Respondents Rated Solutions' Usefulness

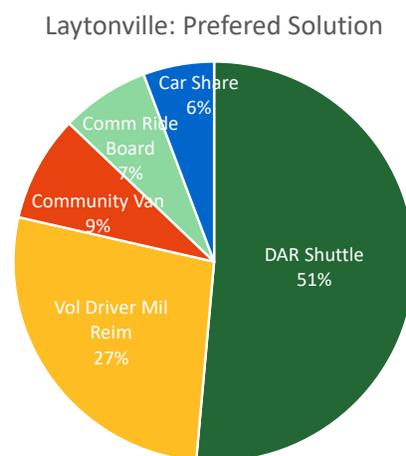


Figure ES-16, Laytonville Respondents' Preferred Solution

3. Brooktrails Community Needs and Preferences Assessment

The Physical Setting

The unincorporated township of Brooktrails is immediately adjacent to Willits and the largest of this Study's five communities with a population of over 4,500 residents. On the site of extensive logging operations from the 1890s through the mid-1950s, homes are on small lots dispersed along a circuitous, tangled road network within a second growth forest of oak, Douglas fir and redwood trees. With a density of 626 persons per square mile, this is the most densely populated community of the group (Figure ES-17).

Brooktrails' elevations climb to about 3,000 feet through three gates along the Sherwood Road, the primary road in and out of Brooktrails. It is about 7 miles from the third gate to Willits. The "Birch" area is where a majority of the population lives, with some designated low-income housing near the CSD fire station. The only retail is a small market off Sherwood Road. A primary feature of Brooktrails is Sherwood Road, winding its way as the single access road of the community and difficult to travel safely as a pedestrian or bicyclist.

The Sherwood Valley Band of Pomo Indians, a federally recognized tribe, is the closest tribal entity and some tribal members may live in Brooktrails (Figure ES-18). To date, there has been no formal participation by the Tribe in this Study process, although leadership has been contacted, and will continue to be, at key Study points.

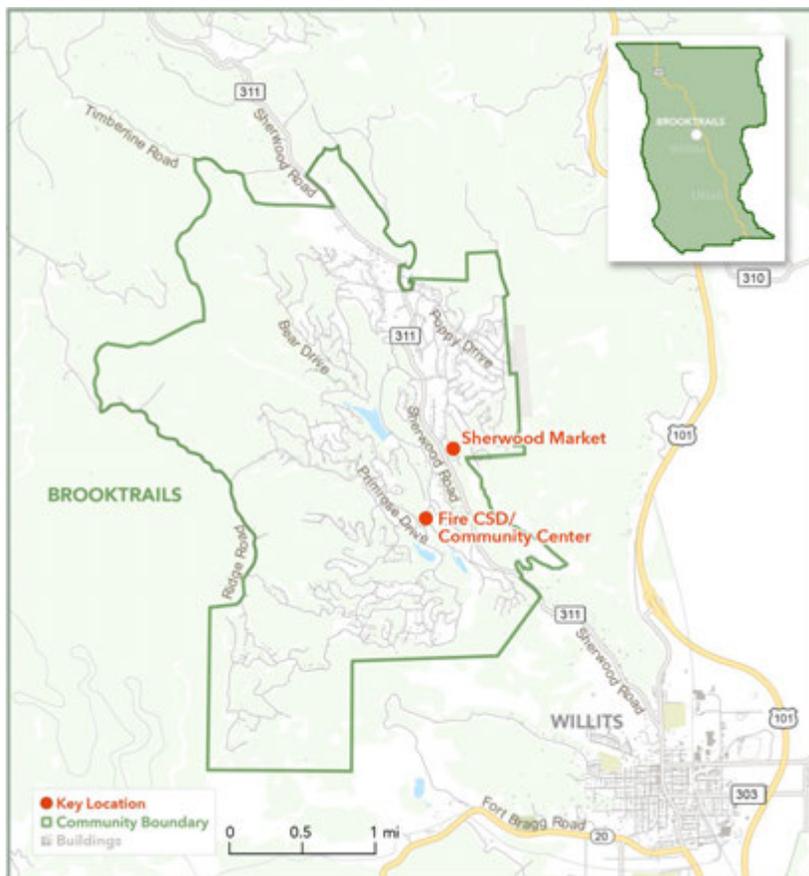


Figure ES-17, Brooktrails Census Designated Place (CDP) and Key Locations

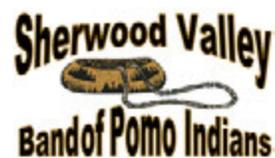


Figure ES-18, Sherwood Valley Band of Pomo Indians

Community Population Characteristics

The Brooktrails' population is younger with a median age of 37, below the countywide median of 43 years. More than one-third are children and youth aged 17 and younger, while just over half are non-senior adults. Older adults, about 600 individuals, are nine points below the countywide proportion, at 13% versus 22% countywide. Persons with disabilities at 12% overall are at proportions similar to that of the County, including about one-third of older adults reporting disabilities.

Income levels are somewhat higher than for the other four communities, with a median of \$75,600, which is 96% of the statewide median of \$79,000. Vehicle availability is high, with only 4% of households reporting no vehicles and one-third with at least one vehicle. This is consistent with countywide experience.

Just 2% of households have members who speak English with limited proficiency, while race and ethnicity generally follow the countywide pattern of predominately Caucasian and about one-in-five Hispanic. Native Americans are a small group, at under 2% and Asian-Americans only slightly more at almost 4%.

Available Transportation

Brooktrails has an existing public transportation connection, albeit provided only to older adults and persons with disabilities. Operated by the Willits Senior Center, an existing Dial-A-Ride service provides trips each weekday between 8 a.m. to 4 p.m.

The Adventist Health Howard Memorial Hospital in Willits has a federal *Wheels to Wellness* program initiated in 2022 that provides some volunteer and taxi-based transportation to patients traveling between the hospital and local addresses.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and Via Website Input

Brooktrails primary transportation need expressed by participants was for connection into Willits and to the MTA system for individuals who could not be served by the Brooktrails Dial-A-Ride.

Two Brooktrails resident groups needing transportation included:

- **Youth trip needs that are not served by school buses** – this includes trips into school in the early morning or returning home post sports or after-school activities, for both secondary and college students.
- **Residents without access to private vehicles** – this includes persons in one-car families with multiple householders who needed to travel, as well as low-income

“Youth need transportation for traveling into Willits for school or home again, where parents are working and can't easily assist them. They cannot use the Dial-A-Ride.”

Listening Session
Participant

residents living near the CSD fire station who did not necessarily have access to any private vehicle. Trip purpose include work, medical and more.

Other Trip Needs

Other trip needs included better connection to the regional transportation, to connect in Sonoma County to the Airporter or to the SMART Train. Listening Session participants spoke also about pedestrian and bicycle infrastructure needs, as well as ongoing challenges of emergency evacuation planning along Sherwood Road, in the wake of Fall 2020 evacuation efforts from threats of the Oak Fire.

Those with cars expressed periodic concerns, including needing to get to and from Brooktrails when taking a vehicle in for servicing. Older adult commenters still driving, spoke of times when they would be driving less or not at all, with a number unaware of the existing Willits Senior Center Dial-a-Ride transportation.

Brooktrails Residents' Survey Results

Sixty-three (63) Brooktrails residents responded to the survey, including two Spanish-speaking respondents. Figure ES-19 shows the demographic makeup of the respondents.

They were about evenly split between working and not employed persons, with just a few students. Almost eight-in-ten had a reliable vehicle while 21% did not.

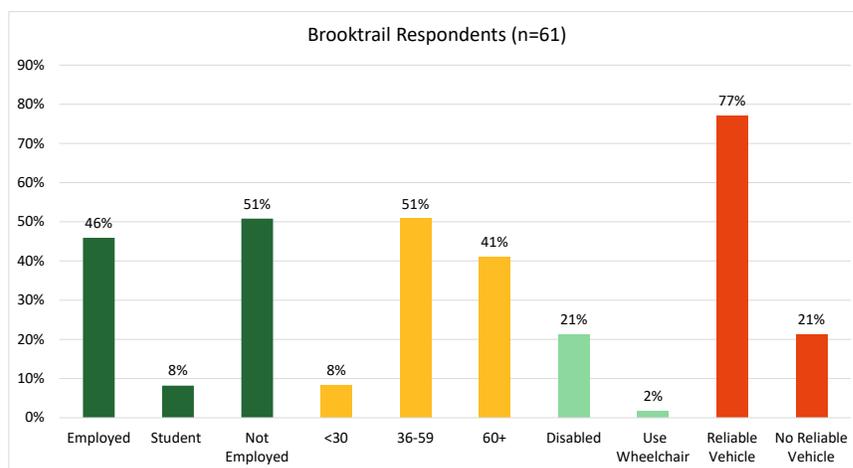


Figure ES-19, Demographic Makeup of Brooktrails E-Survey

When asked about the trips that were difficult to make because of transportation challenges, almost eight-in-ten said local trips, consistent in part with the difficulties of walking around Brooktrails along Sherwood Road. (Figure ES-20).

Trip needs into Willits for shopping and medical were high, 43% to 49%, but higher yet into Ukiah, 70% and over. Social services, work, after-school and college trips into Willits rated between 10% to 20% of trip needs, although they were again higher into Ukiah. Court trip needs were reported by 40% of respondents, but only into Ukiah, consistent with court locations.

Out-of-county medical trips were reported by three-in-ten respondents.

E-Survey Responses to Potential Mobility Solutions

Five potential mobility solutions were survey tested in Brooktrails. Two options leveraged Willits-based MTA services. One was an Expanded Dial-A-Ride, enabling the Willits Senior Center-operated Dial-A-Ride to allow non-seniors to ride. The second MTA-based solution tested was to establish scheduled transportation between Brooktrails and Willits. These solutions are described below.

Descriptions of Five Brooktrails-Tested Mobility Solutions

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed to go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to “pay” the driver. You would have a limited number of miles each month.
- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **Expanded Dial-A-Ride Service.** The Willits Senior Center currently provides Dial-A-Ride service (M-F, 8 a.m. to 2:30 p.m.) to seniors and persons with disabilities who live in Brooktrails. An advance reservation and fare are required. This service would be expanded with an additional vehicle at certain hours to accommodate the general public and a somewhat longer day (8 a.m. to 7 p.m.). It would also allow for connections to Mendocino Transit Authority (MTA) bus network for service within Willits, as well as to and from Ukiah.
- **Scheduled transportation service between Brooktrails and Willits.** A regularly scheduled bus or van would provide service that would pick up/drop off at Sherwood Market, the Brooktrails CSD Community Center and downtown Willits, three or four round trips per day. In Willits, passengers would be able to connect to the MTA bus system.
- **App-Based Car Share.** A rental car that would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit cards.

Responses to the “usefulness” of these two solutions, plus the three supplemental services of Car Share, Community Ride Board and Volunteer Driver Mileage Reimbursement Program, saw the scheduled fixed-route service as the clear preference (Figure ES-21).

Eighty-five (85) respondents rated it either Very Useful or Somewhat Useful. Expanded Dial-A-Ride was the second favorite at 77% Very or Somewhat Useful. The three supplemental services each rated similarly, 68% or 69% for combined usefulness indicators.

When asked to select just one solution, a plurality of Brooktrails' respondents, 49% again selected scheduled service (Figure ES-22).

Expanded Dial-A-Ride, as the preferred solution, was considerably behind that at 18%. Of the three supplemental services, Volunteer Driver Mileage Reimbursement rated most highly, at 15%.

Breakdown of these responses by age found older adults to be most likely to select Expanded Dial-A-Ride as their preferred choice. It is notable that these individuals currently have access to this service although there was considerable confusion expressed during the Listening Sessions as to how it works.

Scheduled service rated highly among those younger than age 60. Employed persons and persons with disabilities were all most likely to choose scheduled service as their

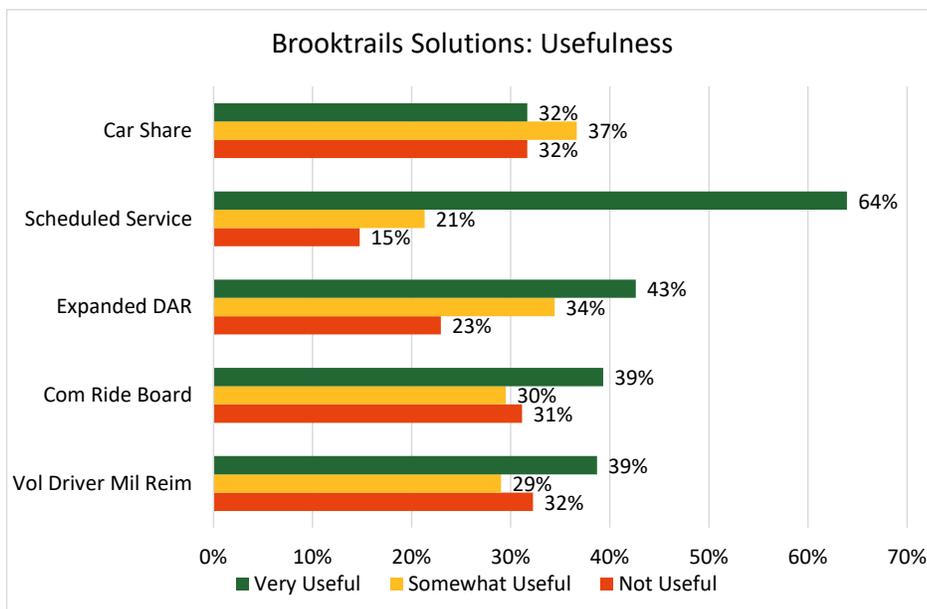


Figure ES-21, Brooktrails Respondent Ratings of Usefulness

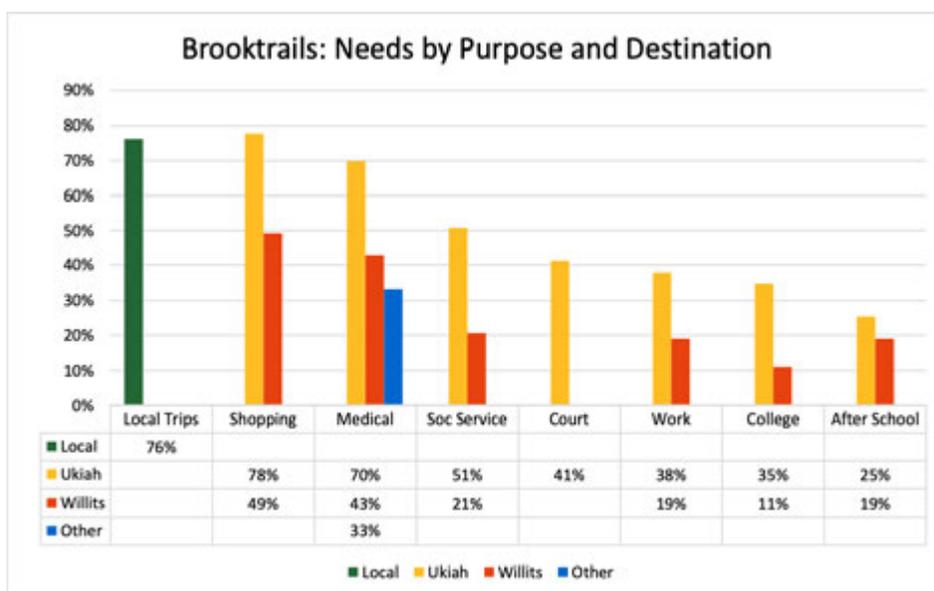


Figure ES-20, Brooktrails Reported Trip Needs by Type

preferred solution. Among those without a reliable vehicle, 85% chose scheduled service, contrasting with almost 40% of those with a reliable vehicle making the same choice.

Considering household size, two-thirds (63%) of those in larger households of three or more persons, selected scheduled service, as opposed to just one-third (34%) in smaller households of one or two persons. This likely relates to the availability of a car to make the trip for those in larger households.

In summary, the appeal of Scheduled Service to Willits appears to cut across all segments in Brooktrails, while the idea of expanded Dial-A-Ride has strong appeal to older adults and those in smaller households (many of whom are likely older adults).

Brooktrails: Preferred Solution

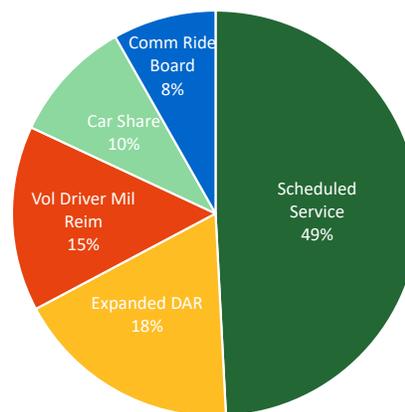


Figure ES-22, Brooktrails E-Survey Respondents' Preferred Solution

4. Potter Valley Community Needs and Preferences Assessment

The Physical Setting

Potter Valley's four-square miles lie in an agricultural valley, about 18 miles northeast of Ukiah (Figure ES-23). With just under 400 residents, it is the smallest of the five communities.

Potter Valley has primary and secondary public schools, a Family Resource Center, one small convenience store, a gas station and a restaurant with no other retail. Residences are widely dispersed, with a resulting low density of just 93 persons per square mile. Spread out and flat, it is walkable or bikeable, but there are limited sidewalks and no bike lanes.

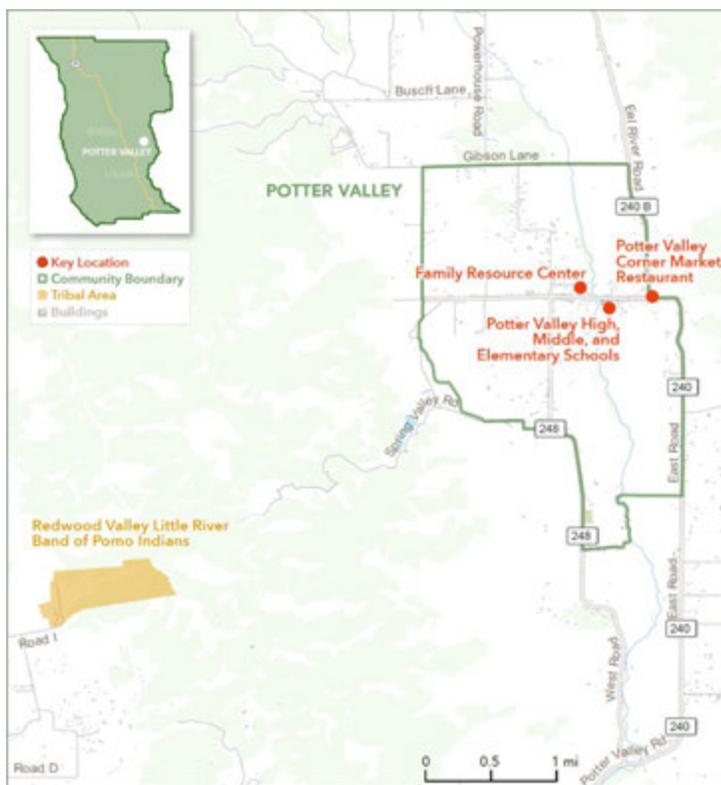


Figure ES-23, Potter Valley Census Designated Place (CDP) and Key Locations

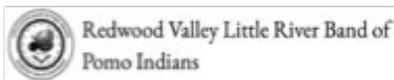


Figure ES-24, Potter Valley Area Tribal Seals

The Potter Valley Tribe is a federally recognized Tribe of the Pomo Indians with its tribal offices on State Street in Ukiah (Figure ES-24). The Potter Valley Rancheria consists of three parcels: two northwest of Potter Valley and one south of Potter Valley. While there has been no formal participation by the Tribe in this Study process, although

leadership was contacted, we will continue to reach out to them.

The Redwood Valley Rancheria, Little River Band of Pomo Indians, also a federally recognized Tribe, is south and west of the Potter Valley CDP. Redwood Valley Rancheria youth attend the Potter Valley schools. This Tribe was not contacted initially, but we will reach out to them in the next Study phase.

Population Characteristics

Potter Valley, at 374 persons, is the smallest community of the five. Reflecting a CDP median age of 41 years, its 69% proportion of adults ages 18 to 64 is more than 10 points above the countywide proportion of 57%. Children and older adults are each about one in five persons, slightly but not significantly below the countywide proportions.

Median household income, at \$53,000, is 67% of the statewide median of \$79,000. Just 3% of older adults are living in poverty and 15% of children and youth. Five percent (5%) of residents report a disability. Race and ethnicity of Potter Valley CDP residents reveals 72% as white, 11% as Hispanic and 12% with two or more ethnic/racial backgrounds. The presence of all other races within the CDP is negligible. American Community Survey, 2020 5-Year Estimate reports no households with zero vehicles and 41% with one vehicle among CDP residents.

Available Transportation

Potter Valley has no transportation alternative to driving a private automobile. The Family Resource Center does have a sedan, although it is currently nonoperational. This had been funded by Mendocino County Community Foundation for fuel, insurance and driver support, but funds were exhausted.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and Via Website Input

Although there are high proportions of private automobiles within Potter Valley, there are still particular trips and specific groups where transportation need exists. Residents and stakeholders reported that primary among these needs are:

- **Medical and dental trips** – With no health care in Potter Valley, all residents must go elsewhere for regular check-ups, chronic care, vaccinations and specialty care.
- **Youth transportation needs** – Youth need to travel into Ukiah for after-school activities, sports and for driver's education. The school superintendent reports there are approximately 70 Potter Valley High School students and almost 200 elementary students, including children from Redwood Valley Little River Band of Pomo Indians.
- **Youth recreation trip needs** – There are more than 50 children and youth between the ages of kindergarten and 8th grade that participate in after-school activities at the Potter Valley Family Resource Center and for whom recreational transportation would be of value.
- **Aging seniors not driving or driving less** – Older Potter Valley residents driving less wish to get into Ukiah for medical and dental appointments, for pharmacy trips and for grocery shopping. Some spoke of the need for recreational trips, particularly for those no longer driving distances themselves.
- **Community College students** – An estimated 30 Potter Valley youth are attending Mendocino College and some would benefit from transportation assistance to get to its Ukiah campus.
- **People without reliable vehicle or who don't drive** – Persons without access to a car or whose car is unreliable need transportation primarily into Ukiah for medical and shopping. Potter Valley has no laundromat, so this necessitates trips to Ukiah for some. Some persons without cars need to be fingerprinted in Ukiah for jobs, likely in Ukiah.
- **Persons attending DUI classes** – For those required to take driving-under-the-influence (DUI) classes, these are currently offered in two class locations in Ukiah. Reportedly, offered three times a year, if an enrolled person misses a class, they must start over again from scratch.

"I am an older adult of very modest means and live alone. I have no car and no way to leave Potter Valley to get groceries and other things I need."

*Listening Session
Participant*

"My granddaughter is a new Mendocino College student and there is no way for her to travel to the College without our assistance."

*Listening Session
Participant*

Potter Valley Residents' E-Survey Results

E-survey respondents, numbering 42, were slightly more likely to be not employed (and age 60 and older (Figure ES-25).

There were just a few persons with disabilities and students. And eight-in-ten persons had access to a reliable vehicle.

Asked about destinations and trip purposes where they experience

transportation challenges, Figure ES-26 shows the reported needs of Potter Valley E-survey residents. Almost seven-in-ten report local transportation challenges. This perhaps reflects the difficulty of walking, with limited sidewalks beyond the immediate area of Potter Valley schools. Shopping and medical in Ukiah rated most highly, by about three quarters (74%) of respondents. Nearly half of Potter Valley respondents wish to go to Willits for both shopping and medical (48%). Additionally, more than one-third (36%) need to travel to Ukiah for college.

Top needs for adults under 60 were for transportation to Ukiah for college (87%), work (85%) and court (81%). Older adults 60+ and individuals with a disability impacting their mobility were nearly identical in that top reported needs were to social services (18%-23%), to medical destinations in Ukiah (19%) and to after-school activities (19%).

Among those with access to a reliable vehicle, but reporting transportation challenges,

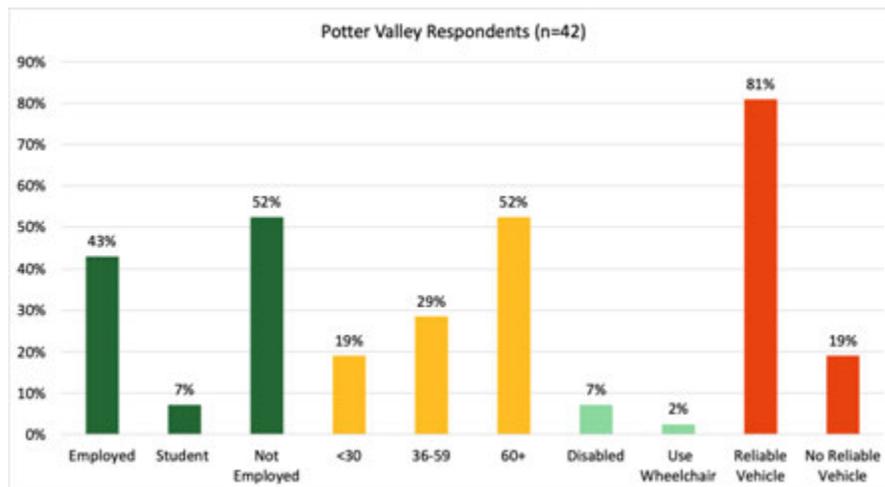


Figure ES-25, Potter Valley Demographic Makeup of E-Survey Respondents

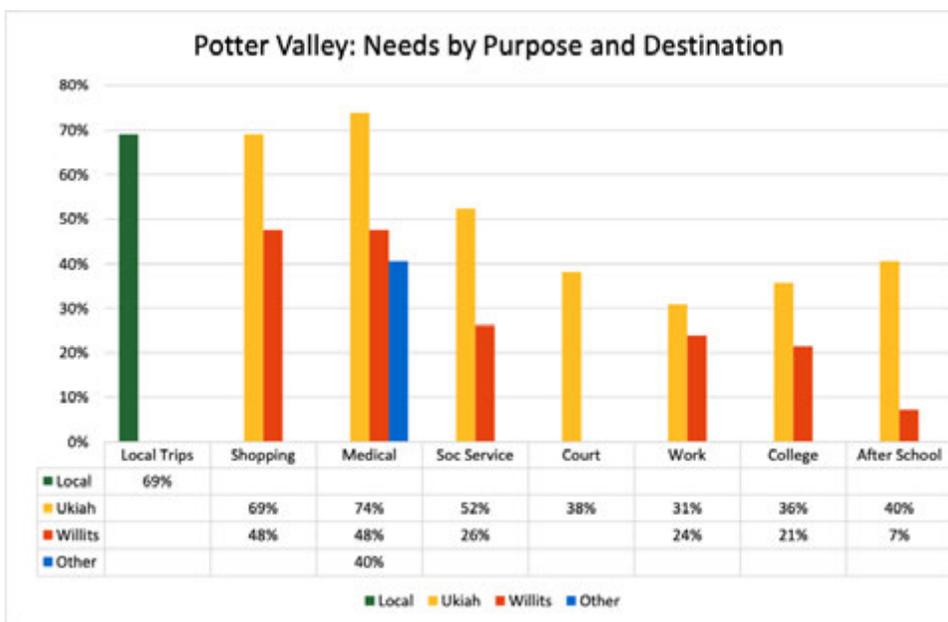


Figure ES-26, Potter Valley Reported Trip Needs by Type

respondents needed to get to all destinations, but were most likely to need to travel to work, college and medical, each by more than 60%. For those without access to a vehicle, responses were fairly even with one-third or more needing transportation to most destinations. The court (44%) and social services (41%) showed as top destination needs.

Responses to Potential Solutions

Five mobility solutions were tested among Potter Valley E-survey respondents, identical to those tested in Laytonville and Hopland. These are described below.

Descriptions of Five Potter Valley-Tested Mobility Solutions

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed to go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to “pay” the driver. You would have a limited number of miles each month.
- **Dial-A-Ride/Shuttle service** from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **Community Van.** A local organization, such as the Family Resource Center, to provide trips within the local community, for a low fare. You would call the office to request a ride.
- **App-Based Car Share.** A rental car would be stationed in the community and could be rented by the hour, for a low fare, by anyone with a valid driver’s license and credit card or debit card.

When asked to rate the “usefulness” of these solutions, the Community Van at combined 83% for very useful and somewhat useful while the Dial-A-Ride/Shuttle followed closely at 79% for either very useful or somewhat useful (Figure ES-27).

Volunteer Driver Mileage Reimbursement also had a combined rating of 79% very useful or somewhat useful. While significant numbers of respondents felt all of the proposed solutions would be useful, the most desired service is clearly a connection to Ukiah. Among those with a reliable vehicle, the Dial-A-Ride/Shuttle remained the preferred solution

(59%) Those without a reliable vehicle were quite divided in their preferences, with one-quarter choosing each of three solutions – Dial-A-Ride/Shuttle, Community Van and Community Ride Board (Figure ES-28).

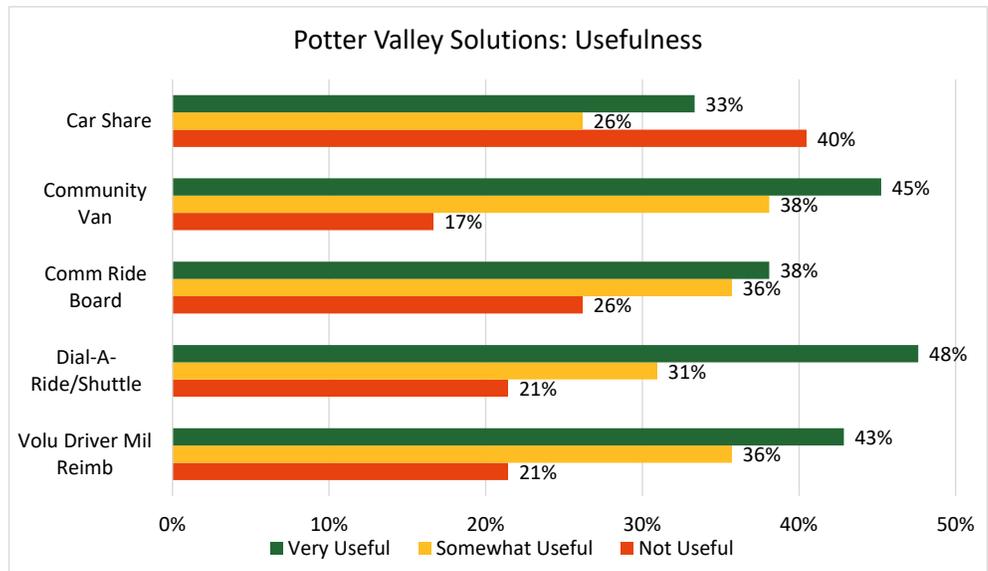


Figure ES-27, Potter Valley Respondents Ratings of Usefulness

Age is another factor possibly influencing a person's perception about the usefulness of mobility solutions. Six-in-ten older adults preferred the Dial-A-Ride/Shuttle, followed at some distance by the Volunteer Driver Mileage Reimbursement program (18%). Among adults younger than age 60, 45% preferred the Dial-A-Ride/Shuttle and 20% selected the Community Van.

In summary, the appeal of the Dial-A-Ride/Shuttle service appears to cut across most of the segments examined, and to be particularly strong among older adults, those residing in one or two person households and those with a reliable vehicle. The Volunteer Driver Mileage Reimbursement Program appealed to the small number of respondents with a disability.

Potter Valley: Preferred Solution

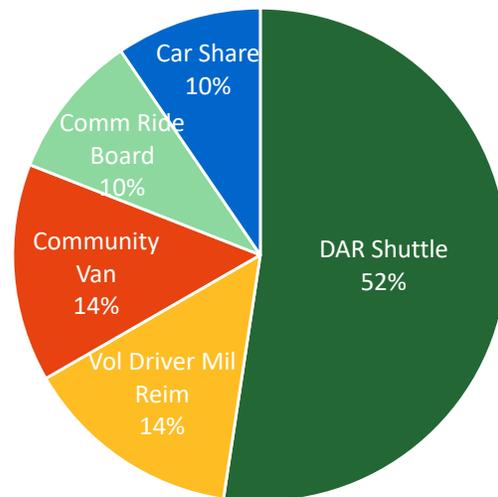


Figure ES-28, Potter Valley Respondents' Preferred Solution

5. Hopland Community Needs and Preferences Assessment

The Physical Setting

Hopland is 14 miles south of Ukiah, a community bisected by Highway 101 (Figure ES-29). This 3½-square-mile CDP of almost 900 residents, is relatively densely populated at 255 persons per square mile. Old Hopland is just east of Highway 101 and it, along with locations directly on Highway 101, is home to winery tasting rooms and restaurants oriented to visiting tourists.

Hopland itself has no grocery store. Retail is predominately tourist-oriented and provides local employment. Stakeholders estimate about 1,000 persons travel regularly to the area for work in restaurants, wineries, the lumber mill or in nearby agriculture.

The Hopland Band of Pomo Indians, a federally recognized tribe, is located on reservation lands several miles east of Hopland. To date, there has been no formal participation by the Tribe in the Study process, although tribal leadership has been contacted, and will continue to be, at key Study points.

Population Characteristics

Among Hopland's almost 900 residents, older adults at one-in-five are proportionally slightly fewer than the countywide share of 22%, as are children and youth at 16% versus 21% countywide. Persons with disabilities are 13% of the general population and

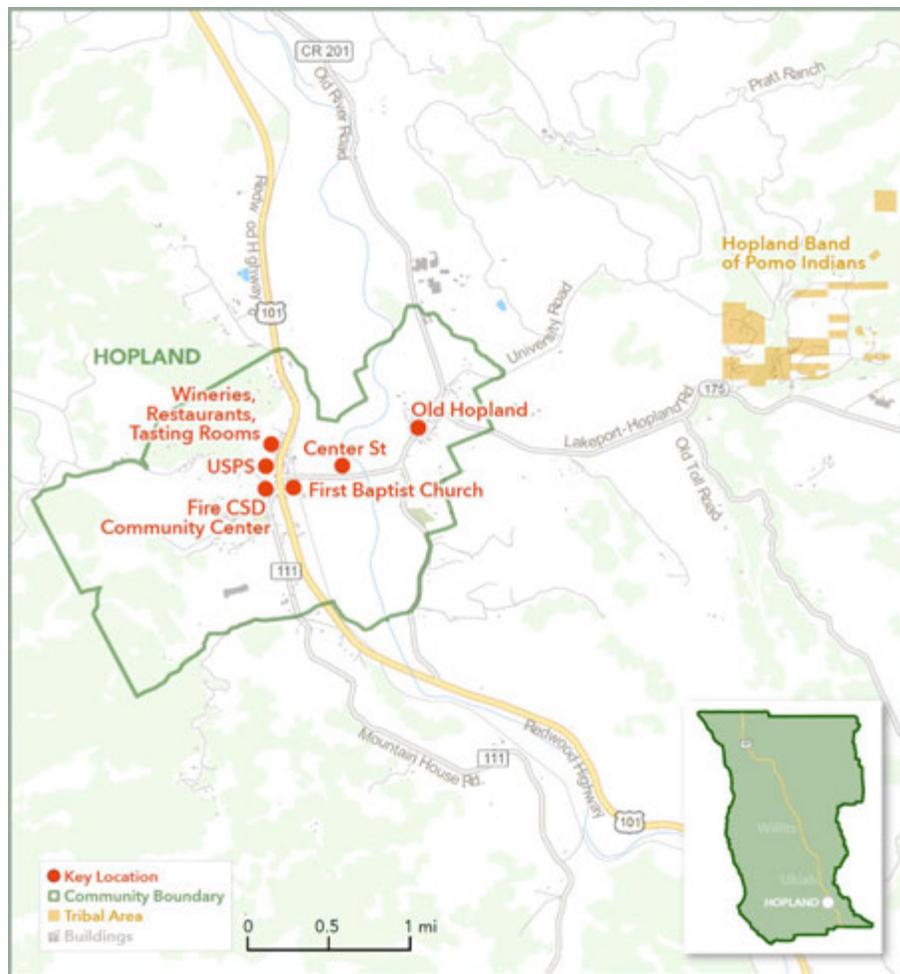


Figure ES-29, Hopland Census Designated Place Boundary, Key Locations and Tribal Lands

almost one-third of all older adults. Children and youth with disabilities (8%) are twice the comparable countywide proportion of 4%.

Hopland median household income at \$53,000 is 67% of the statewide median of \$79,000. Almost 40% of Hopland's children and youth are living in poverty, as well as 18% of Hopland adults ages 65 and older. There are no households reporting zero vehicles and 27% report one vehicle. Residents are predominately Caucasian (64%) while one-third of Hopland residents are Hispanic (37%). Less than 1% of households report limited English proficiency.

Available Transportation

MTA provides service through Hopland six days a week via Route 65, once daily in each direction on Mondays through Saturdays. The southbound stop is at 9:30 a.m. and the northbound stop at 2:50 p.m. Route 65 service does connect Hopland north to Ukiah and Willits and south to Santa Rosa. However, the timing of these one-trip-a-day stops makes it difficult to travel north to Ukiah for shopping or appointments or for southbound workers to get to early work shifts or return home in the later afternoon or evening.

There is no other public transportation and may be some private taxi service connecting Hopland to Ukiah.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and Via Website Input

Among the Hopland trip needs heard about during the August 24th Listening Session discussions were:

- **Periodic trips for a range of purposes** into Ukiah for older adults, persons with disabilities and persons without vehicles or access to vehicles. Because the MTA service is southbound in the morning and northbound in the afternoon, it is not useful to persons without their own vehicle.
- **Medical and dental trip purposes** — Listening Session participants reported the need to travel to medical destinations that include Ukiah Valley Medical Center and Hillside Medical Clinic. Specialty medical care, including orthopedic surgeries, is secured at Adventist Health Howard Memorial in Willits. There are no Hopland medical care facilities nor dentists.
- **Shopping purposes** — No groceries can be purchased in Hopland/ Old Hopland, aside from gas station convenience items; residents must travel to Ukiah Safeway, Walmart and grocery stores.

"Old Hopland is a landlocked food desert. It's difficult for residents who need groceries. Without transportation, it's hard for employees who have to get here who don't have their own transportation."

Hopland Stakeholder

- **Youth trip purposes** — Middle and high school Hopland students, numbering about 140, wish to travel to Ukiah for after-school programs and for youth summertime recreation activities. Other students travel elsewhere, including Cloverdale, and need low-cost transportation alternatives.
- **Tribal youth trip needs** — There are about 60 youth, members of the Hopland Band of Pomo Indians, for whom transportation is challenging. Youth are frequently seen walking the four miles from Highway 101 to the reservation, a long walk at night or in the heat.
- **Travel into Santa Rosa** – MTA provides service once daily in each direction at times not conducive to departing and returning to Hopland on the same-day.

Other Trip Needs

There are additional work-trip needs. Local employers spoke of workers' transportation difficulties as many receive lower wages in agriculture, restaurant or winery work and may not own their own car. Reportedly, Hopland-area workers come predominately from Ukiah. These workers are not well-served by MTA's Route 65 current once-a-day stops.

Local trips within Hopland, between Old Hopland and Hopland proper, are impacted by the absence of sidewalks and the lack of safe walkability within the community, forcing car trips as commenters report.

Hopland Residents' E-Survey Results

Thirty-two (32) Hopland residents responded to the E-survey. In addition, Hopland employers encouraged their employees to take the survey and another 28 responses were received from Ukiah residents who were asked about their interest in service to Hopland.

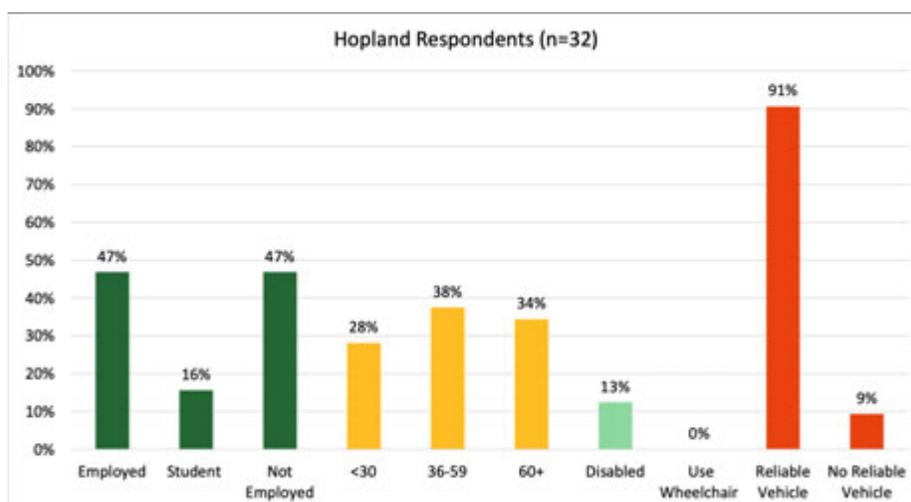


Figure ES-30, Demographic Makeup of Hopland E-Survey Respondents

Respondents were evenly split between those with or without employment and included some students. About one-third were age 60 and older and 13% said they had a disability that limits their mobility. Nine-in-ten respondents report they have a reliable vehicle in their household (Figure ES-30).

Asked about trip challenges, two-thirds (66%) of Hopland respondents needs to travel locally and to Ukiah for shopping and medical trips (Figure ES-31). Nearly two-thirds also indicated a need to get to Willits for shopping.

Medical trips were the next most common need, into Ukiah reported by 59% and into Willits reported by 50%. Out-of-county medical trips were reported by half of respondents, predominately to facilities in Santa Rosa.

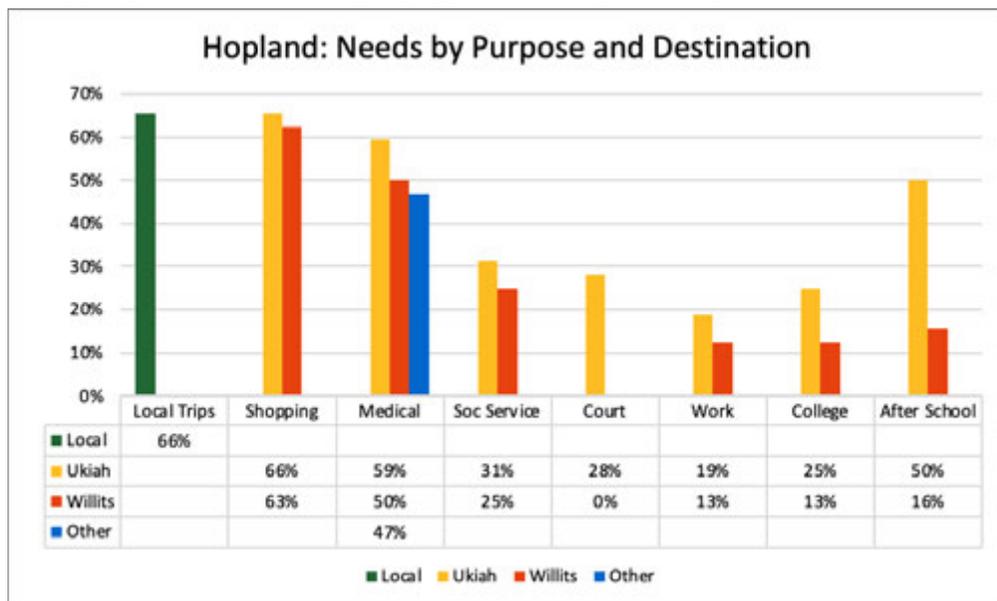


Figure ES-31 Hopland Reported Trip Needs by Type

Half of Hopland respondents report the need to travel to Ukiah for after-school activities. As this 50% response was well above the number of students participating, it is presumed that some parents are identifying this as a trip need.

Considering trip needs by age, respondents under 60 are more likely to need transportation to Ukiah for college (75%), court and work (67%). For older adults 60+, transportation to Ukiah for medical destinations (68%) and after-school activities (50%) were top needs. About a quarter of the respondents with a disability reported needing to travel for medical trips (26%), college (25%) and court (22%).

Among persons with a reliable vehicle, top-reported transportation needs were to Ukiah for after-school activities, and about two-thirds need to travel for medical appointments (68%) and work (67%).

Responses to Potential Solutions

Five potential solutions were tested among Hopland residents. Two vehicle-based mobility solutions were proposed: the Dial-A-Ride/Shuttle and Work Transportation Between Ukiah and Hopland. The three supplemental transportation solutions were also presented, all as described to E-survey respondents in the green box on the following page.

Hopland Area Potential Solutions Tested

- **Dial-A-Ride/Shuttle** service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
- **Work Transportation Between Ukiah and Hopland.** A regularly scheduled transportation service between Ukiah and Hopland that would be coordinated with work start and end times at Hopland employment sites. It would be provided for a reasonable fare. The service could connect with the MTA bus network at the Pear Center or Library in Ukiah.
- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to “pay” the driver. You would have a limited number of miles each month.
- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **App-Based Car Share.** A rental car that would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver’s license and credit card or debit card.

Residents were asked about the “usefulness” of these potential solutions with their responses presented in Figure ES-32.

In considering solution usefulness, a more mixed picture emerges than for the other four communities.

Rating Very Useful by almost 60%, the Volunteer Driver Mileage Reimbursement Program ranked first, followed by the Community Ride Board at 48% and then Work Transportation at 41%.

When asked to select a top preference, the mixed picture of responses continues. Work Transportation is the preferred option by a plurality (38%), followed by the Dial-A-Ride/Shuttle (28%) and Volunteer Driver Mileage Reimbursement Program (19%) (Figure ES-33).

Among those without a reliable vehicle, the Dial-A-Ride/Shuttle or the Volunteer Driver Mileage Reimbursement Program is preferred. Those with a vehicle largely chose the Work Transportation or the Dial-A-Ride/Shuttle.

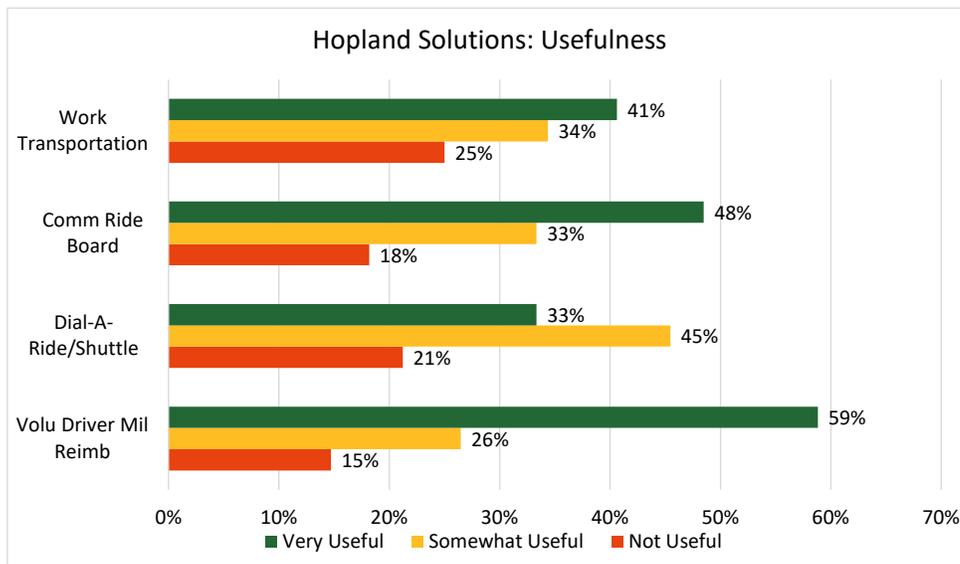


Figure ES-32, Hopland Respondents Ratings of Usefulness

Age appears to influence preferred solution choices. Work Transportation was a strong preference of those under 60 years old, while older respondents preferred the other three options, particularly the Dial-A-Ride/Shuttle. Those with a disability were split between Work Transportation and the Dial-A-Ride/Shuttle.

In relation to the size of households, the Dial-A-Ride/Shuttle was preferred by a plurality of persons in smaller households (31%), with Work Transportation preferred by 25%. Among larger households, however, 50% preferred Work Transportation and only 25% chose the Dial-A-Ride/Shuttle.

Finally, among the 28 Ukiah residents who responded to the E-survey and were oriented to Hopland, six-in-ten saw the Work Transportation as very useful to them. While a majority of these individuals was not currently working, the thought was that transportation to Hopland could enable them to secure Hopland-area jobs (Figure ES-34).

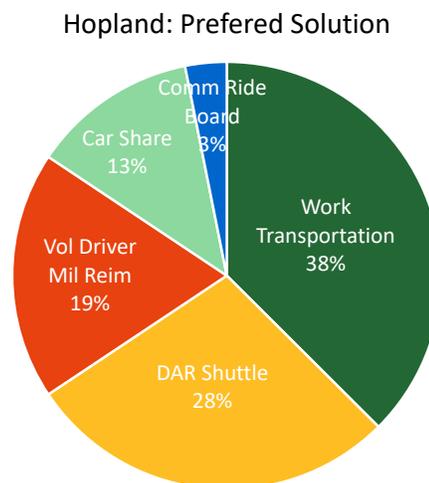


Figure ES-33, Hopland Respondents' Preferred Solution

In summary, there are important differences in preferences, based upon trip purposes and the characteristics of the individuals, with less consensus on a preferred solution among Hopland E-survey participants than was observed in the other four communities. Those who are employed would like to have Work Transportation while others would prefer a Dial-A-Ride/Shuttle to connect them to destinations in Ukiah.

Ukiah Residents: Usefulness of Work Transportation to Hopland

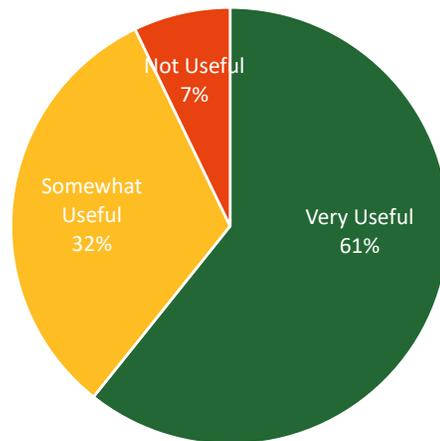


Figure ES-34, Ukiah Respondents' Rating of the Work Transportation Solution

In Conclusion

This document, Volume 1: Five Communities' Transportation Needs Assessment, reports on community-identified mobility needs for five inland rural communities in Mendocino County, along the Highway 101 corridor. Figure ES-35 summarizes community responses to the E-survey in which 339 individuals participated. The green boxes identify solutions tested within each community through the E-survey. The gold boxes indicate each community's preferred solution.



Figure ES-35, Overview of Tested Mobility Solutions and Community Preferences

There is clear concurrence that the **Dial-A-Ride/Shuttle**'s tailored service is viewed as responsive to considerable need in three communities, and in a fourth for community members who are older or manage disabilities that impact their mobility. For Laytonville, Covelo, Potter Valley and Hopland, there is apparent interest in the scheduled, predictability of a regular Dial-A-Ride/Shuttle, but also in its ability to pick up individuals from their homes and deliver them to key destinations in Willits and Ukiah via a one-seat-ride.

For Brooktrails and Hopland, preferred solutions were **Scheduled Service between Brooktrails and Willits** and Work Transportation **between Hopland and Ukiah**. There was high interest within those communities, and particularly for younger, working-aged adults and for students who are working or attending school.

Other tested solutions play supplemental roles in expanding the mobility of community members. Importantly, the **Volunteer Driver Mileage Reimbursement**, the **Community Ride Board** and **App-Based Car Share** support different trip-types and help to grow ride-sharing among community members. Each will be expanded upon in Volume 2 of this Study effort to assesses their feasibility and examine operational factors.

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Mendocino County Rural Inland Communities Mobility Solutions

Volume 1: Five Communities' Transportation Needs Assessment

I. Introduction to This Rural Inland Communities Mobility Solutions (RURAL MOBILITY) Study

Study Purposes

The Mendocino Council of Governments (MCOG) was successful in 2021 in securing competitive funding from Caltrans for a *Sustainable Transportation Planning Grant*. MCOG was concerned about the rural communities of inland Mendocino County for whom mobility challenges were reported over multiple years through the Unmet Transportation Needs public hearing process and seeking innovative solutions. For these isolated, geographically distant communities, use of traditional fixed-schedule public transit was a poor solution to link individuals with Ukiah and Willits and other areas to which they needed to travel, beyond their home community.

MCOG identified five communities along the Highway 101 inland corridor, using this Study to explore innovative mobility solutions not



Figure 1, Map of Study Areas Within Mendocino County

previously been tried, to connect these rural residents of Mendocino County with places to which they need to go (Figure 1).

The communities are:

- Covelo
- Laytonville
- Brooktrails
- Potter Valley
- Hopland

This Study poses the questions of whether innovations in technology and transportation service design could address mobility needs that had resisted previous public transportation solutions? And could other rural communities in Mendocino County benefit from a careful assessment of these five inland rural Mendocino communities? This RURAL MOBILITY Study examines mobility challenges of each of the five communities and crafts responses to these that are responsive to community-indicated concerns. These may offer possible solutions of value elsewhere in Mendocino County.

About This Document

This document is the first of three volumes. This **VOLUME 1: FIVE COMMUNITIES' TRANSPORTATION NEEDS ASSESSMENT** reports on available mobility choices in each of the five communities available to residents – and in one case to workers. Volume 1 details the multi-part public engagement process within each community and in several regional and countywide settings to assess needs and to explore solutions.

VOLUME 2: MOBILITY SOLUTIONS RESEARCH AND ANALYSIS examines potential solutions for innovatively addressing transportation need. Through research and analysis of potential solutions, Volume 2 identifies feasible solutions to bring back to the communities for their comment and reaction.

The subsequently developed **VOLUME 3: A RURAL MOBILITY ACTION PLAN** will address community responses and consider the findings of the feasibility assessments to define recommended solutions. Implementation actions, including possible partnerships for recommended solutions, will be presented, including solutions both feasible and with strong community support.

II. Outreach Intensive Process

A Phased Approach

The approach to this RURAL INLAND COMMUNITIES MOBILITY SOLUTIONS (RURAL MOBILITY Study), led by the AMMA Transit Planning team, was “bottom-up” in design. There was an intensive focus on hearing – repeatedly – from individuals within the five communities about their specific mobility needs. The multi-phased public engagement process, depicted in Figure 2, involved on-site Listening Sessions in each community, stakeholder interviews, community mailers sent to each household, and a subsequent community-wide survey distributed electronically and via paper through community-level stakeholders. Continuing opportunities for comment and reaction continue to present, as the Study process unfolds through multiple community-level presentations, meetings and stakeholder discussions.



Figure 2, Overview of Study Processes

Tribal Leadership Engagement

As an important early step, MCOG mailed 10 letters to the Tribal Chairs and to the Vice Chairs of the five Indian Tribes in and adjacent to the Study communities (Figure 3). MCOG's Executive Director introduced the MCOG's Study Project Manager and the AMMA Transit Planning consultant team. These tribes are:

- Round Valley Indian Tribes
- Cahto Tribe of the Laytonville Rancheria
- Hopland Band of Pomo Indians
- Potter Valley Tribe
- Sherwood Valley Band of Pomo Indians



Figure 3, Tribal-Caltrans October 2022 Biannual Meeting Where Study Aims and Early Findings Were Presented Findings Were Presented

Stakeholder interviews were sought with tribal leadership. AMMA team members met with the Cahto Tribal Chair, were on the agenda to speak with the Round Valley Indian Tribes and presented to the October *Mendocino County Tribes and Caltrans Biannual Meeting*. Other Tribe-affiliated interviews included discussions with the directors of the Covelo Family Resource Center and the Round Valley Indian Health Services. Further tribal contacts continue to be sought as the RURAL MOBILITY Study process unfolds.

Initial Public Engagement Forums

Regionwide Technical Advisory Group (TAG)

MCOG and the consultant team identified countywide stakeholders and individuals with knowledge of these rural communities to play an advisory role to the RURAL MOBILITY Study. Working with MCOG staff, a group of stakeholders were invited to participate in the Study's *Technical Advisory Group*, slated to meet four times over the next year.

Communications with TAG members continue throughout the Study process, with assistance sought at multiple points through the outreach phases, to spread the word about events, to promote survey opportunities and to communicate about public meetings.

Additionally, a *Project Management Team* of MCOG, the Mendocino Transit Authority (MTA) and Caltrans staff met monthly with the consultant team to confer about the Study process.

As noted, tribal leadership was contacted at the outset of the Study and continued to be through the course of the Study's various public engagement steps.

TAG Organizational Membership, Invited

Mendocino Transit Authority
Mendocino County Health and Human Services
Public Health
Social Services
Adult and Aging
Employment & Family Assistance
Children's Services
Consolidated Tribal Health
Tribal Authorities
Area Agency on Aging of Lake and Mendocino Counties
Ukiah Senior Center
Willits Senior Center
MediCal Health Partner - Adventist Health
Mendocino College
Ukiah Adult School
Redwood Empire Food Bank
North Coast Opportunities

III. Public Engagement Platform

One of the Study tools developed early in the process was the creation of a public engagement platform (Figure 4). Established on Social Pinpoint, this had been successfully used in Mendocino County during an MCOG 2021 REGIONAL TRANSPORTATION PLAN process. For this RURAL MOBILITY Study, accessed at www.bit.ly/MCOGMobility, the site was home to interactive elements that included:

- **Interactive map** — where visitors could identify the places to which they need to travel (Figure 5).
- **Tell us your story** — to tell us about a mobility challenge, particularly if it was not possible to attend an August Listening Session (Figure 6).
- **E-survey link** — open from October 3 through November 13 to collect community-specific surveys.
- **Planned public meetings and Study schedule** — regularly updated as the study progresses.

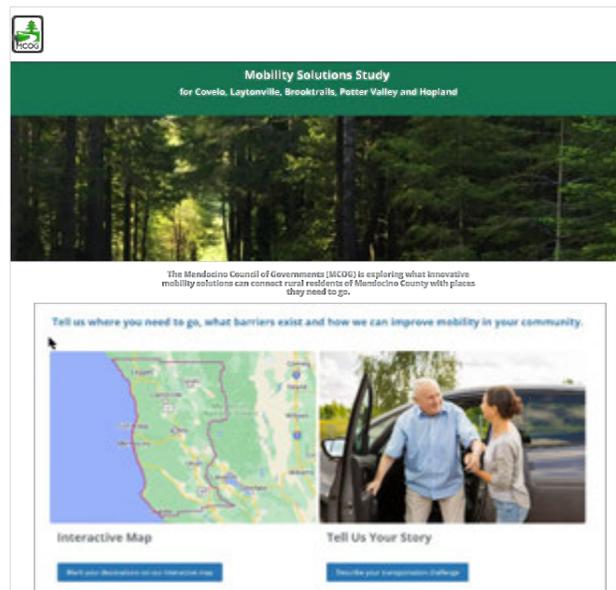


Figure 4, Interactive Project Website

The timing of this RURAL MOBILITY Study, more than two years after the initial outbreak of the COVID-19 pandemic, meant that many individuals even in isolated, rural settings had expanded their Internet experience. MCOG had had a positive experience through its 2020-2021 REGIONAL TRANSPORTATION PLAN /ACTIVE TRANSPORTATION PLAN with a project website and was interested in building upon this.

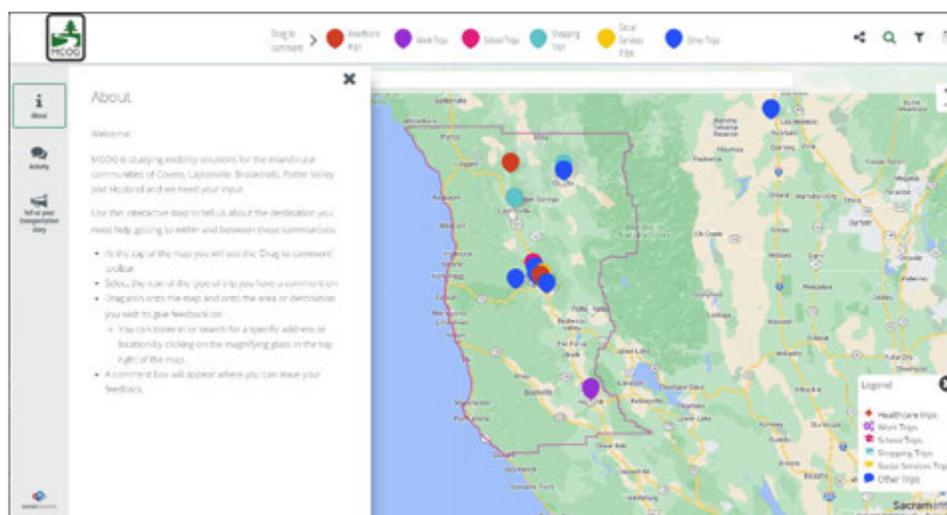


Figure 5, Interactive Mapping Tool

While there was no expectation that this public engagement platform would, or even could, reach all targeted residents, it did see steady use and was a continuing tool used to share information and invite/record public input. Details of its use are provided later in this document.

Almost 50 comments were received through the Interactive Map and the “Tell Us Your Story” tools, during this phase of the Study process.

August 2022 Listening Sessions

A critical early phase of public involvement focused on five on-site Listening Sessions held over the week of August 22 to August 26, 2022. The consultant team scheduled stakeholder interviews in each community and conducted five public Listening Sessions: two held in the mornings, two in the afternoons and one in early evening depending upon community preference (Figure 6). A public library, two Family Resource Centers and two Community Centers associated with local fire stations were the meeting sites.

Recruitment

Recruitment was extensive over an eight-week process, beginning with building a substantial list of stakeholders with input from the Technical Advisory Group (TAG), and to identify accessible, centrally located meeting spaces in each community. Participant recruitment involved multiple emails and calls to schedule interviews with community leaders, including tribal leaders, to schedule one-on-one conversations with some individuals and small group meetings with others. More than 120 contacts were made during this initial phase to identify and recruit stakeholder participation.

Tell us where you need to go, what barriers exist and how we can improve mobility in your community.

MCOG is undertaking a Mobility Solutions Study for Covelo, Laytonville, Brooktrails, Potter Valley and Hopland. We need your help understanding transportation needs and possible solutions in your area. We'll be holding listening sessions in each community during the week of August 22-26. Please drop in anytime during the meeting to tell us your story.

COVELO
Monday, August 22, 2022
1:00 - 2:30 PM
Covelo Library Commons
23940 Howard St, Covelo, CA 95428

LAYTONVILLE
Tuesday, August 23, 2022
NOON - 1:30 PM
Healthy Start
44400 Willis Ave, Laytonville, CA 95454

HOPLAND
Wednesday, August 24, 2022
5:30-7:00 PM
Fire Department
21 Felt Creek Rd, Hopland, CA 95449

POTTER VALLEY
Thursday, August 25, 2022
1:00 - 2:30 PM
Youth and Community Center
10270 Main St, Potter Valley, CA 95469

BROOKTRAILS
Friday, August 26, 2022
11 AM - 12:30 PM
Brooktrails Community Center
24850 Birch St, Willits, CA 95490

SCAN ME
http://MCOGmobility

Figure 6, Flyer Distributed through TAG and Posted in Each Community

Getting Out the Word Through Household Mailers

To advise the general public of the upcoming Listening Sessions and promote participation, over 5,100 two-sided, postcard mailers (Figure 7) were mailed to each household in early August 2022.

Mailers delivered in each community were:

- Covelo = 1,222
- Laytonville = 1,328
- Brooktrails (part of Willits) = 727
- Potter Valley = 1,036
- Hopland = 813

During this period, Listening Sessions announcements were made through multiple channels, including the Municipal Area Councils, TAG members and the Mendocino County Board of Supervisors. AMMA team members participated in the September meeting of the *Covelo Municipal Area Council* and were ready for a scheduled presentation to the *Round Valley Tribal Council* that had to be cancelled on the evening of the presentation due to other, pressing matters. They did present to the Caltrans Tribal Meeting in October.



Figure 7. Bilingual Listening Sessions Mailer Distributed to All Households in Study Area

Social Media Presence and Traditional Press Releases

The Municipal Area Councils and other community-based organizations identified by the TAG and by stakeholders were sent .jpg files to post on their group Facebook pages. MCOG released formal press releases to 11 news agencies providing countywide messaging about these Listening Sessions.

Fall 2022 Communities' Survey

Survey Built from August Listening Sessions

The stories heard from residents and stakeholders — about local travel challenges and trip needs — enabled the AMMA team to construct an E-survey to collect quantified information about needs and priorities. Survey development worked from the Listening Sessions findings regarding trip needs and difficulties to validate these in each

community. Potential transportation options were identified that were community-specific and need-specific, in order to assess community interest and to prioritize possible responses.

The survey's two purposes then were to determine for each community:

1. Qualitative and quantified unmet transportation need.
2. Validated and prioritized interest in potential solutions.

Importantly, the survey experience was tailored to each individual community, as the transportation needs reported in each differed and potential community solutions were different. Survey participants were channeled to their community-specific solutions, based upon what they identified as their home community.



Figure 8, Bilingual Household Mailers Promoting the E-Survey

Household Mailers Announce Survey and Drawing

With MCOG donating funds to provide for drawings for a \$100 gift card in each of the five communities, mailers were prepared to announce in English and in Spanish both the survey and the drawing (Figure 8).

These were again sent to over 5,100 households, private residences in each community on the postal carrier routes.

The QR code on the household mailers took participants directly to the E-survey. Paper surveys were also prepared, tailored to each community and reflecting that community's potential solutions. (Surveys are presented in Appendix A). Paper surveys were distributed through local stakeholders that included MAC members, Family Resource Center staff and the Covelo Library. A Hopland stakeholder distributed laminated flyers about the survey, with its QR code, to local employers and restaurants.



Figure 9, Social Media Posts Announcing Survey in English and Spanish

TAG members were again enlisted to reach out to their constituents and to invite participation and provided with social media posts and flyers by which to do so (Figure 9).

Project Website Encouraged Survey Participation

The E-survey opportunity was announced on the website with a link to enable easy access to the survey, as demonstrated in Figure 10. A counter showed the number of days remaining until the survey closed. Again, TAG members and other stakeholders identified through the August Listening Sessions were encouraged to alert their constituents to the survey opportunity and provided with marketing materials — a .pdf flyer and images for social media posts in English and Spanish.

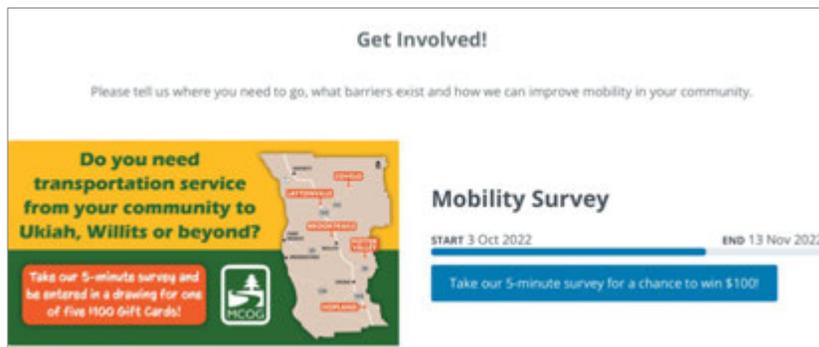


Figure 10, Study Webpage Announcement and link to the E-Survey

Next Phase Public Engagement

This document's findings, particularly **VOLUME 1: EXECUTIVE SUMMARY**, will be presented to a variety of groups and individuals during January and February 2023. The following is planned, anticipating many of these exchanges will be held via videoconference (Zoom) as an effective, efficient way for some rural residents to come together:

- January 2023 presentation to the TAG (Technical Advisory Group)
- January and February 2023 presentations proposed to:
 - MACs in Hopland, Covelo and Brooktrails
 - Tribal leadership and Tribal Councils associated with the five communities
 - Invited stakeholder from each of the five communities, including MAC members from Hopland, Covelo and Brooktrails
 - General public sessions in each of the five communities.

The draft **VOLUME 1** will be posted on the Study website, with its Executive Summary readily accessible. Those who have interacted with the site and provided email addresses will be advised of this report's availability.

IV. Countywide Findings Impacting Transportation Needs and Gaps

Unmet Transit Needs Hearing Testimony of Relevance

The rural communities of interest to this Study have been consistently referenced in annual Mendocino County public hearings about unmet transportation needs. The Mendocino Council of Governments and Mendocino Transit Authority are required under the California Transportation Development Act to conduct annual public hearings to determine whether there are “any unmet transportation needs that can be reasonably met.” This determination must be made prior to using any TDA state funding for streets and road purposes (TDA Sections 99401.5 and 99401.6). In recent years, there have no longer been any funding directed to street and road purposes, but all are going to transit purposes.

MTA annually compiles received testimony from the Social Services Transportation Advisory Council and the general public and identifies its own unmet transit needs. MTA prepares an analysis, submitted to MCOG, which makes determinations in relation to adopted definitions of “unmet need” and “reasonable to meet.” MCOG staff and its Board of Directors make the final determination as to whether or not there are unmet needs that are reasonable to meet. No recent decisions have identified any “unmet transit need” that is “reasonable to meet” for any of the five communities of focus in this Study. Figure 11 reflects the considerable recurrence, over six years, of relevant comments by residents and others.

MCOG Adopted Definitions of “Unmet Transit Need” and “Reasonable to Meet”

Unmet Transit Need: Whenever a need to transport people is not being satisfied through existing public or private resources.

Reasonable to Meet: It is reasonable to meet a transit need if all of the following conditions prevail:

- Service will be capable of meeting the Transportation Development Act fare revenue/operating cost requirements and established MCOG criteria for new services.
- Transit services designed or intended to address an unmet transit need shall not duplicate transit services currently provided either publicly or privately.
- The claimant this is expected to provide the service shall review, evaluate and indicate that the service is operationally feasible, and vehicles shall be currently available in the marketplace.
- Funds are available, or there is a reasonable expectation that funds will become available.

MCOG, Adopted December 1998

Mendocino County Rural Inland Communities Mobility Solutions
Volume 1: Five Communities' Transportation Needs Assessment

Comment Category	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23
Generalized comment regarding mobility need:						
Non-emergency medical transportation for out-of-service area	X	X	X	X		
Non-emergency medical transportation for in-county medical facilities			X	X	X	
Generalized mobility solutions for remote communities	X	X	X	X	X	
Service to isolated seniors and adults with disabilities		X	X	X		X
Expanded hours of existing dial-a-ride service		X	X	X		
Community-specific comment regarding mobility need:						
Covelo scheduled service, transportation service		X	X	X	X	XXXX
Mendocino College to/from Covelo transportation service						X
Laytonville (and Leggett) schedule service, transportation service	X	X	XX	XX		XX
Brooktrails scheduled service/general public service		X	XX		X	X
Potter Valley scheduled service, transportation service	X	X			X	XX
Hopland scheduled service/increased service		X	XX	X	XX	X

Note: XX denotes comment made more than once

Figure 11, Six-Year History of Relevant Unmet Transit Need Comments

Coordinated Public Transit-Human Services Plan Direction

Difficulties in Coordinating Transportation

The COORDINATED PUBLIC TRANSIT-HUMAN SERVICES PLAN: MENDOCINO COUNTY (2021) identified four barriers to coordination of transportation, and therefore, the leveraging of available transportation to provide more trips to more people. These included:

- **Geography** – the presence of very isolated, rural communities where it is “very difficult to coordinate the limited transportation resources to reach all isolated areas”
- **Special Client Needs** – the individualized transportation need of many individuals makes it difficult for them to use transportation that may be available.
- **Timing with Other Transit Systems** – Timing of bus arrivals can make it difficult to coordinate with other transit systems to extend riders’ trips. This can include Lake County Transit and SMART Train stations in Santa Rosa.
- **Complexity of Transfers and Wait Times** – Wait times and transfers among MTA buses are minimal and not complex but can be longer for Lake Transit Authority buses or service in Sonoma County and to the SMART train, making it difficult for riders traveling to neighboring counties.

Priority Strategies for This Four-Year Cycle

Subsequent to a review of progress on unmet transit needs and efforts to improve coordination within various identified constraints, six strategy-areas were identified. These included:

- **Maintain the current level of transportation services (2018)** – In the wake of service cuts brought on resulting from the COVID-19 pandemic, this strategy is

particularly important as Mendocino County and MTA continue to recover from the effects of 2020 precipitous drops in transit ridership and the difficulties during 2021-2022 of retaining and recruiting public transit drivers.

- **Expand Demand Response** – This was reported as desirable by survey respondents and seen as particularly useful to rural residents, including those on the South Mendocino Coast. The Plan noted that senior center demand response transportation increased by 16% over the past two years.
- **Establish a non-emergency medical transportation service** – This continues to be an area of interest, including exploring partnerships with area hospitals.
- **Multi-organizational approach to solutions** – Building upon the success with senior center demand response transportation, coordinating with other community-based organizations has value; continuing leadership by MCOG is desirable.
- **Increase mileage reimbursement rates for volunteer drivers and caregivers** – Recognizing that MTA offers no mileage reimbursement programs, and this relates primarily to Public Social Services/In-Home Support Services, this finding was still noted and the strategy brought forward.
- **Replace MTA vehicles with zero-emission, low-emission vehicles** – This recognizes that MTA must comply with the *California Clean Air Act's* Innovative Clean Transit Rule of 2018, which mandates achieving a 100% zero emission public transit fleets. For small transit agencies, as with MTA's current 45-vehicle fleet, they must commence purchasing zero-emission buses by 2026. Finding funding to support this fleet changeover is a challenge confronting both the public transit operator and MCOG.

Following an evaluation of potential strategies, the Plan's recommended strategies were:

- Strategy 1 — Maintain the current level of transportation services.
- Strategy 2 — Expand Demand Response.
- Strategy 3 — Establish a non-emergency medical transportation service and increase paratransit services.
- Strategy 4 — Expand MTA intercity services, especially between Fort Bragg and Ukiah.
- Strategy 5 — Expand MTA weekend service.
- Strategy 6 — Multi-organizational approach to solutions.
- Strategy 7 — Conduct a Feasibility Study of Mobility Solutions for Rural Communities of Inland Mendocino County.

Commentary on the Intersection of Coordinated Plan Strategies with This Study

COORDINATED PLAN findings intersect with this effort in numerous areas. This RURAL MOBILITY Study itself is the result of MCOG's leadership to secure Caltrans' *Sustainable Transportation Planning Grant*. As this was a competitive process, MCOG is to be commended for effective grant writing that secured funding.

Non-emergency medical transportation needs highlighted have been validated through this RURAL MOBILITY study's outreach processes. In all five communities, non-emergency medical trip purposes were reported. Some medical destinations identified were within Mendocino County while others were in neighboring counties, including to facilities in the San Francisco Bay area.

MTA is working to restore service levels that were reduced in response to the pandemic's dislocations, as of this writing. Expanding MTA service into Ukiah, on weekdays and on weekends, will certainly support the travel opportunities of residents of this study's five communities – once they get to MTA's corridors of service. Notably, three of the five communities (Covelo, Laytonville and Potter Valley) currently have no access to MTA service. Regarding the other two, Hopland travelers find limited utility in the current MTA service schedule of single daily trips. For Brooktrails, the prohibition against general public trips on the Senior Center Dial-A-Ride means that youth and non-senior adults are not served.

Finally, the multi-organizational approach to solutions encouraged by the COORDINATED PLAN is of considerable value to this RURAL MOBILITY Study. These include community-based organizations, tribal organizations, public agencies and private-sector entities that could play some role in transportation solutions. Coordination can extend the reach of any single entity to meet more needs where it leverages existing, usually scarce resources. The RURAL MOBILITY Study is seeking to identify and strengthen community connections to help meet mobility needs of the five communities' residents.

Community College Students

Mendocino Community College offers a vibrant, active array of educational opportunities to its students. There are campuses in both Willits and Ukiah. Enrolled Mendocino College students ride for free on MTA. Transportation is critical because the college has no housing. As housing in Ukiah is limited and expensive, a majority of rural students will have to commute.

Current programming has "career education" classes on every weekday but consolidates academic classes on Monday–Wednesday schedules or Tuesday–Thursday schedules. The bulk of classes are in the morning.

Potential Regional Mobility Partners

Transportation

- **TRANSIT** - Mendocino Transit Authority
- **TRANSIT** - Consolidated Transportation Services Agency (CTSA) Mobility Manager
- **EMPLOYMENT** - CalWorks Transportation Bus Passes & Mileage Reimbursement
- **HEALTH CARE** – Partnership Health/MediCal Transportation Benefit
- **HEALTH CARE** –RVIT/Indian Health Services & Cahto Tribe: vans for Tribal members only
- **HEALTH CARE** –Laytonville Rural Health Services: van for non-emergency medical
- **HEALTH CARE** - Wheels to Wellness Program, Howard Memorial: volunteer drivers in Willits
- **HEALTH CARE** - Veterans Intercity Bus

Community Organizations

- **CBOs Senior Center Transportation Providers** – Willits, Ukiah providing transportation to seniors and persons with disabilities
- **CBOs Family Resource Center Network** – Covelo, Laytonville, Potter Valley: Providing array of human services
- **EDUCATION** – Mendocino Community College
- **EDUCATION** – Tribal Education Grant Funding (NEH)
- **EDUCATION** – Local School Districts
- **EMPLOYERS** – Hopland area private sector vintners and restaurant owners
- **SMALL MATCH FUNDING** - Community Foundation of Mendocino County

Figure 12, Potential Organizational Partners Associated with the Five Communities

Other Indicators of Mobility Needs

Stakeholders for other service sectors within the County spoke to specific mobility needs among the almost 8,000 rural residents of this Study’s five communities:

- **Department of Social Services**, *general relief staff* have worked through the pandemic to make some public assistance appointments over Zoom but still requires that some individuals come to the Ukiah offices for some purposes. These appointments can often require several hours, making the trip a long day from the most distant rural communities.
- **Department of Social Services**, *children in foster care placements* often require that parents must come into Ukiah multiple times to attend Court hearings, visit children and otherwise participate in activities to reunify families. Transportation difficulties can make families’ difficulties even more trying.
- **Department of Public Health** and **County Behavioral Health**, *patients have utilized virtual health care appointments* whenever possible, in response to the pandemic, but some services still require in-person care. This includes the trips to the County’s only OB/GYN clinics in Ukiah and to some substance abuse treatments.
- **California Department of Health and Human Services** has designated Mendocino County as a “*Medically Underserved Area*” (MUA), which has the consequence that residents must wait longer to see available health care professionals, take appointments that are offered to them or risk not seeing anyone, and travel out-of-county to get to specialty services or treatments.

- Mendocino County includes several designated Healthcare Professional Shortage Areas (HPSAs), according to the **DHHS, Health Resources & Services Administration** (Figure 13). These include:

Care Type	Geography	Designation
Primary Care	Willits	Low-Income Homeless Migrant Farmworker Population HPSA
Dental Health	Boonville/Navarro/Philo/Yorkville	High-Needs Geographic HPSA
Dental Health	Ukiah	Low-Income Migrant Farmworker Population HPSA
Mental Health	Mendocino County	Low-Income Migrant Farmworker Population HPSA

Figure 13, Mendocino County Healthcare Professional Shortage Area (HPSA) Designations

V. Five Communities' Needs and Preferences Assessment

1. Covelo

The Physical Setting

Covelo is the most isolated of the five communities central to this Study, in Mendocino County's northeast. Accessed by Highway 162, it is 29 miles from Covelo's Public Library on Howard Street to the Highway 162 exit off Highway 101. Travel on Highway 162 can be slow as it climbs to 1,400 feet on a curvy, twisty road before descending into the Covelo Valley and Round Valley to around 900 feet elevation. Travel from Covelo to Willits is 42 miles and about 65 miles from Covelo to Ukiah, easily an hour and a quarter or more in travel time.



Figure 14, Round Valley Indian Tribes Seal

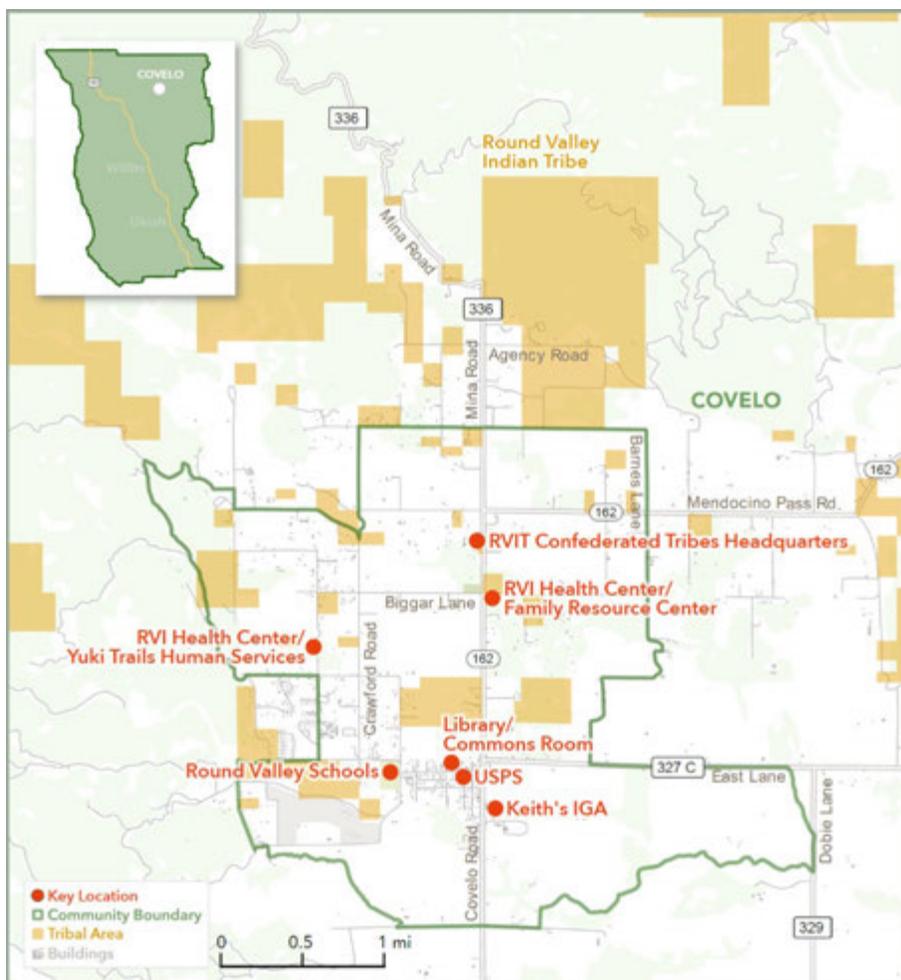


Figure 15, Covelo Census Designated Place Boundaries, Tribal Land and Key Locations

Covelo is adjacent to the Round Valley Indian Reservation (Figure 14), which was established in 1856 and is the ancestral home of the Yuki Tribe and the home of six other Indian Tribes displaced through reservation relocation. This federally recognized tribal reservation is about 11,000 acres, or 36 square miles in size. The Covelo census designated place (CDP) is just 7.1 square miles, a small area within the overall Covelo Valley.

Figure 15 shows the grid-like street network of the Covelo CDP, bisected by Highway 162. Round Valley Indian Tribes designated lands exist within the CDP and in surrounding areas, some of which are shown in Figure 15.

Many tribal members live outside the Covelo CDP. The Covelo community has a medium-sized grocery store in Fred's IGA, primary and secondary public schools, a public library, the Round Valley Indian Health Center and various community services associated with the Round Valley Indian Tribes, including the tribal offices.

Community Population Characteristics

Covelo's CDP reports 1,352 residents, as of the American Community Survey 2020 5-year estimate (Figure 16). There are additional Covelo Valley residents, including members of the Round Valley Indian Tribes, living beyond the CDP. One-in-10 residents are military veterans.

Of those within the CDP, there are substantially higher proportions of children and youth than for Mendocino County at large, 33% age 17 or under versus 21% for the County as a whole, about 450 individuals. Adults aged 65 and older are a slightly smaller proportion of the population, 20% for the CDP versus 22% for the County. Adults ages 18 to 64 are also a smaller proportion at 48% for the CDP, versus almost 57% for the County, a nine-point difference.

Poverty levels are significant, with the median household income of \$38,000 at 28% below the countywide median of almost \$53,000. One-third of CDP residents are living with incomes below the

	Mendocino County	Covelo CDP
Square Miles	3,506.80	7.1
People per Square Mile	24.8	190.5
Total Population	87,110	1,352
% with Veteran status	7.7%	9.8%
Age		
% Older Adults 65+	22.10%	19.7%
Older Adults 65+	19,234	267
% Adults 18-64	56.60%	47.6%
Adults 18-64	49,284	643
% Children and Youth 0-17	21.3%	32.7%
Children and Youth 0-17	18,592	442
Gender		
Female	50.50%	49.6%
Male	49.50%	50.4%
Income and Poverty		
Median Household Income	\$52,915	\$37,969
Total Individuals below Poverty Line	16.3%	33.6%
Older Adults in Poverty	11.8%	11.6%
Children and Youth in Poverty	22.4%	49.0%
Disability		
Total Individuals with a Disability	17.7%	18.9%
Older Adults with a Disability	35.2%	50.2%
Children and Youth with a Disability	4.4%	0.0%
Households		
LEP Households	3.3%	15.0%
Vehicle Availability of Households		
No Vehicles	7.0%	17.7%
One Vehicle	32.4%	25.3%
Race and Ethnicity		
Asian	2.0%	0.6%
Black	0.5%	1.3%
Islander	0.2%	0.2%
Native	3.3%	8.8%
White	64.1%	38.5%
Other	0.6%	0.0%
Two+	3.7%	10.5%
Hispanic	25.7%	40.1%

Source: American Community Survey 2020 5-Year Estimates

Figure 16, Covelo Census Designated Place (CDP) Population Information

poverty line. And this is reflected in the high proportion of children and youth in poverty, almost half, as opposed to a countywide average of one in five.

Among older adults, half report they have a disability, 15 points above the countywide proportion. And among non-seniors, almost one-in-five report a disability, almost on par with the countywide proportion.

Limited English-proficient households are 15%, likely relating to the 40% proportion Hispanic ethnicity reported. Within the CDP, just 9% report they are Natives, presuming that many live outside the CDP or may not have been counted in the census. Zero car households, at almost 18%, are 10 points higher than the countywide average.

Available Transportation Services

MTA Service

MTA services were provided to Covelo residents on a fixed-schedule basis more than two decades ago. Service was discontinued due to challenges of insufficient funding and low ridership.

Additionally, an E-Ride service was briefly attempted several years ago but was ultimately unsuccessful.

Covelo Indian Health Services

Existing local transportation options are extremely limited. The Indian Health Services (IHS) has two vans, one of which is quite old and in continuous need of repairs. These vehicles are not lift-equipped and provide only non-emergency medical trips. With the onset of the COVID-19 pandemic, IHS restricted its use to tribal members only. Currently, it assists two Native patients to make dialysis appointments in Fort Bragg or Ukiah on Monday, Wednesdays and Fridays. On Tuesdays and Thursdays, it can provide Natives with trips to medical appointments in Ukiah. The IHS driver will also pick up filled prescriptions in Ukiah for non-Natives and deliver them either to the IHS dispensary or to individuals' homes in Covelo.

Partnership Care and Other Transportation Service

There is some Medi-Cal-provided transportation through MTM, a private-sector entity. Medi-Cal beneficiaries can call (707) 863-4120 or (800) 809-1359 to request a trip. Non-emergency medical transportation can be provided to Medi-Cal enrolled individuals who do not have a reliable vehicle and are traveling to a Medi-Cal certified appointment.

The Study team was not able to confirm availability of other private-sector transportation resources although there were reports of periodic sightings of a transportation service meeting people at Keith's Market IGA.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and via Website Input

The August 22, 2022, public Listening Session and meetings with Covelo stakeholders, involved individuals and organizational representatives including the Round Valley Family Resource Center, Covelo IHS, Covelo Public Library and the Covelo Municipal Area Council, among others.

Participants reported, and affirmed by the Employment Development Department, that many Covelo residents are unemployed, cannot afford a car and do not have a neighbor who can provide rides. Many hitch a ride to get to the places to which they need to travel.

Primary Transportation Needs

Covelo commenters spoke repeatedly of the community's extreme remoteness, coupled with the need for a highly reliable vehicle to make the almost 30-mile trip to Highway 101 and then distances beyond to Fort Bragg, Willits and Ukiah. Comments about safety were made by participants, both in terms of accident rates on this curvy, hilly road and the physical safety concerns of persons where an unreliable car meant they became stranded on this road and at the mercy of assistance from strangers.

Available, reliable private vehicles was another concern identified. While one-third of the population own at least one car, and just 7% have no vehicle access, according to census data for the Covelo CDP. Listening Session participants reported it was common to have a car that was "good enough" for local-trip making around town but an uncertain ride for longer, out-of-town trips.

Covelo primary trip purposes, described by outreach participants, were the following:

- **Shopping** – affordable groceries at Ukiah's Foodmax, Breadstore and Walmart, or Orchard Plaza, provide lower-cost groceries than may be available at higher costs from Keith's Market IGA; Willits' destinations include Grocery Outlet and the Dollar Store prescriptions, as there is no pharmacy in Covelo.
- **Medical/Dental Appointments** – non-Native patients must travel to medical and dental clinics elsewhere.
- **Native patients** can receive In-Home Supportive Services (IHHS) medical assistance in Covelo and can be transported on Tuesdays and Thursdays to specialty appointments by the IHS vans; for medical appointments on other days, Native Covelo area residents need transportation assistance.

I have a car, but it isn't reliable enough for me to trust it to take my two young sons to specialist medical appointments from Covelo to Ukiah. There is no other way, so we don't go.

Listening Session
Participant

- **Dialysis** – an estimate of a dozen dialysis patients living in Covelo was reported.
- **Native patients**, one or two, are transported by IHHS vans.
- **Non-Native patients** must find their own way to three-times' weekly dialysis.
- **Social Services** – trips to Ukiah to the Social Security office or County offices for general aid
- **Courts** – into Ukiah
- **Jury Duty** – into Ukiah, initial trip when jury duty comes up and recurring trips if selected for a trial
- **Mendocino College** – trips to campus facilities in Willits and Ukiah

Additional Local Trip Needs

There is some local trip making needed for Covelo area residents without cars or for the one-third of the population with just one car that may have left the area for the day. Walking is unsafe as there are limited sidewalks and crossing Highway 162 in the downtown area can be dangerous when through-traffic fails to slow down. Local destinations include:

- Keith's Market IGA
- Post Office
- Library
- RVIT Tribal offices – Health and multiple, other services
- Round Valley Family Resource Center
- Schools

Out-of-County Trip Needs

Some individuals spoke of out-of-county trip needs. These included referrals to particular medical specialties, many of whom are in Santa Rosa. Others wanted to make connection with inter-city transportation, to get to Sonoma County and the SMART Train stations in Santa Rosa from which persons can travel on to Bay area destinations.

Covelo Residents' Survey Results

The survey of Covelo residents was promoted through a variety of local stakeholders and a mailing to all households. Sixty-five (65) Covelo residents responded to the survey. As respondents were not required to complete every question, particularly demographic questions, some questions will have a different number of respondents. Figure 17 shows the demographic makeup of the respondents.

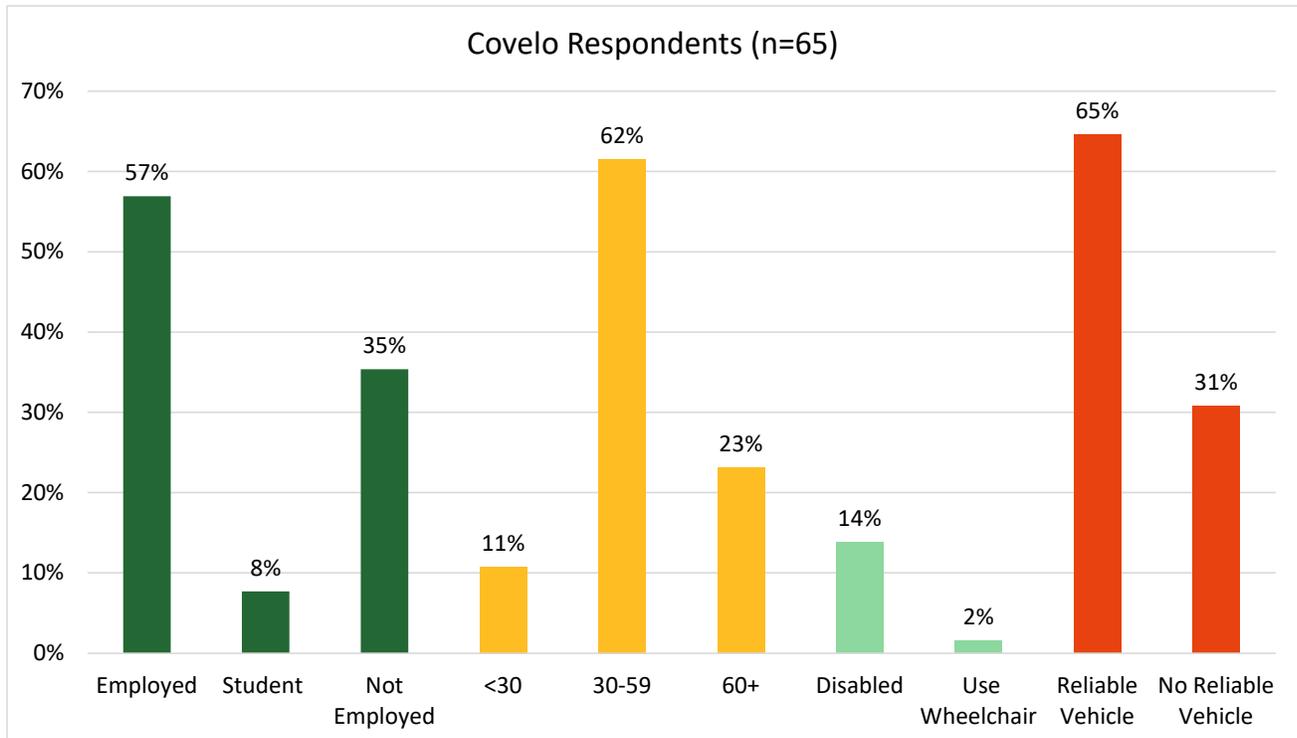


Figure 17, Demographic Makeup of Covelo E-Survey Respondents

Most of the respondents were non-senior adults and more than half were employed, while a small number were students. About one-quarter of respondents were 60 or older. Fourteen percent (14%) said they had a disability that impacted their mobility, including one person who used a wheelchair. About two-thirds of respondents said their family had a vehicle that was reliable enough to drive to Ukiah or beyond, while one-third reported that a reliable vehicle was not available.

E-Survey Identified Needs Among Covelo Residents

Respondents were asked about destinations and trip purposes where they experience transportation challenges. Figure 18 demonstrates the reported needs of Covelo residents. Seven-in-ten of respondents need transportation for local trips for shopping and medical purposes. More than 70% of respondents need transportation to Ukiah for shopping and more than two-thirds for medical (65%) trips.

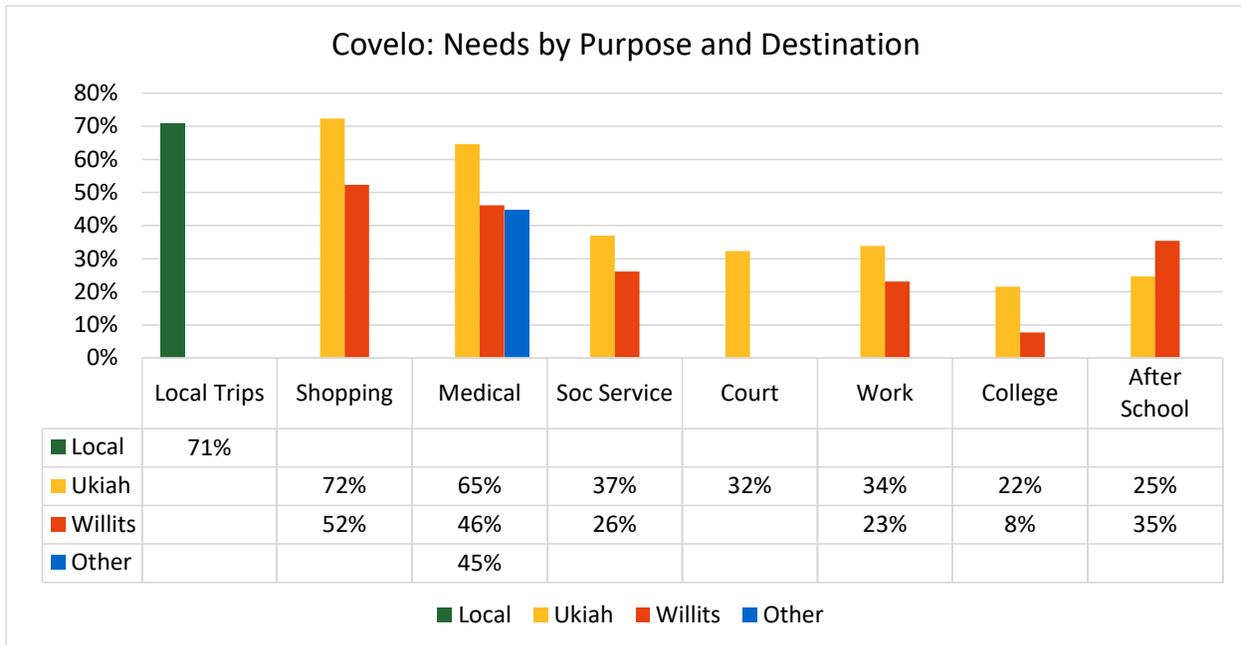


Figure 18, Transportation Needs of Covelo E-Survey Respondents

Willits-based trip needs include more than half of respondents (52%) reporting challenges traveling for shopping and almost half (46%) for medical trips. Nearly one-quarter (23%) of respondents need to travel to Willits for college, while more than one-third (34%) need to travel to college in Ukiah.

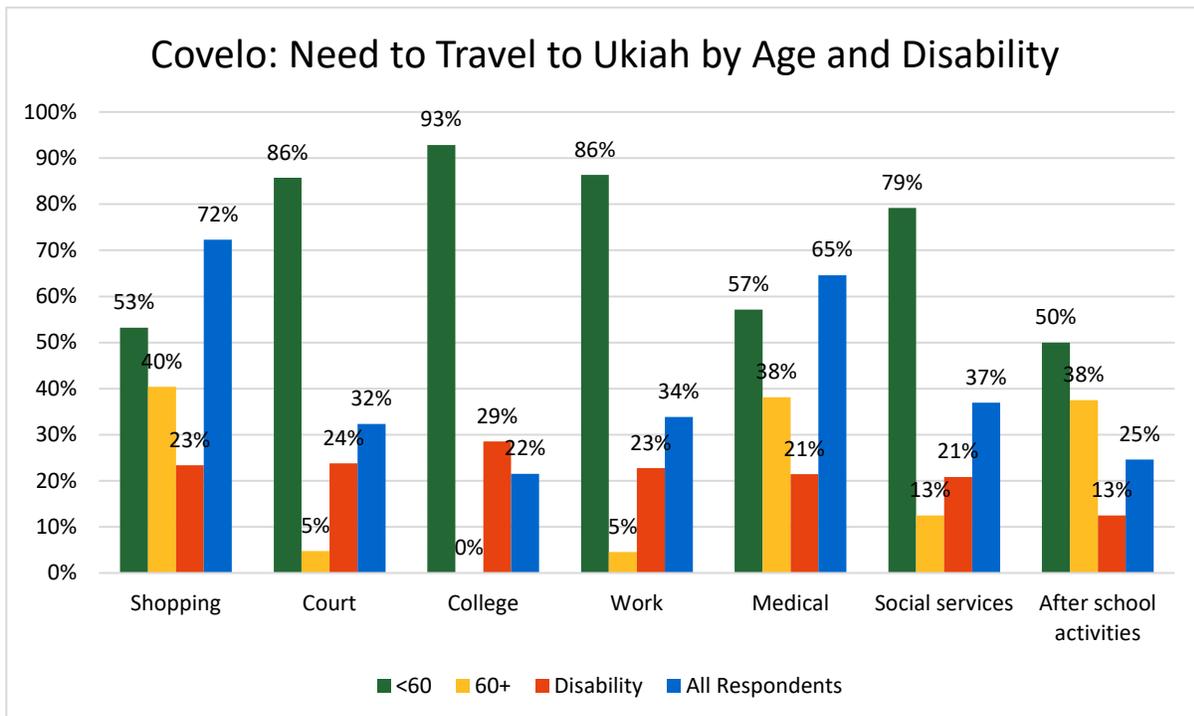


Figure 19, Needs of Covelo Respondents by Age and Disability Status

Figure 19 examines Ukiah-based transportation needs by respondents' age and if they have a disability that impacts their mobility. Respondents younger than 60 reported the highest levels of need for most trip purposes, notably college (93%), court (86%) and work (86%). Top needs for older adults (60+) included transportation to Ukiah were for medical destination (38%) and after-school activities (38%). Individuals with disabilities reported their top needs as getting to college (29%), shopping (23%) and work (23%) destinations in Ukiah.

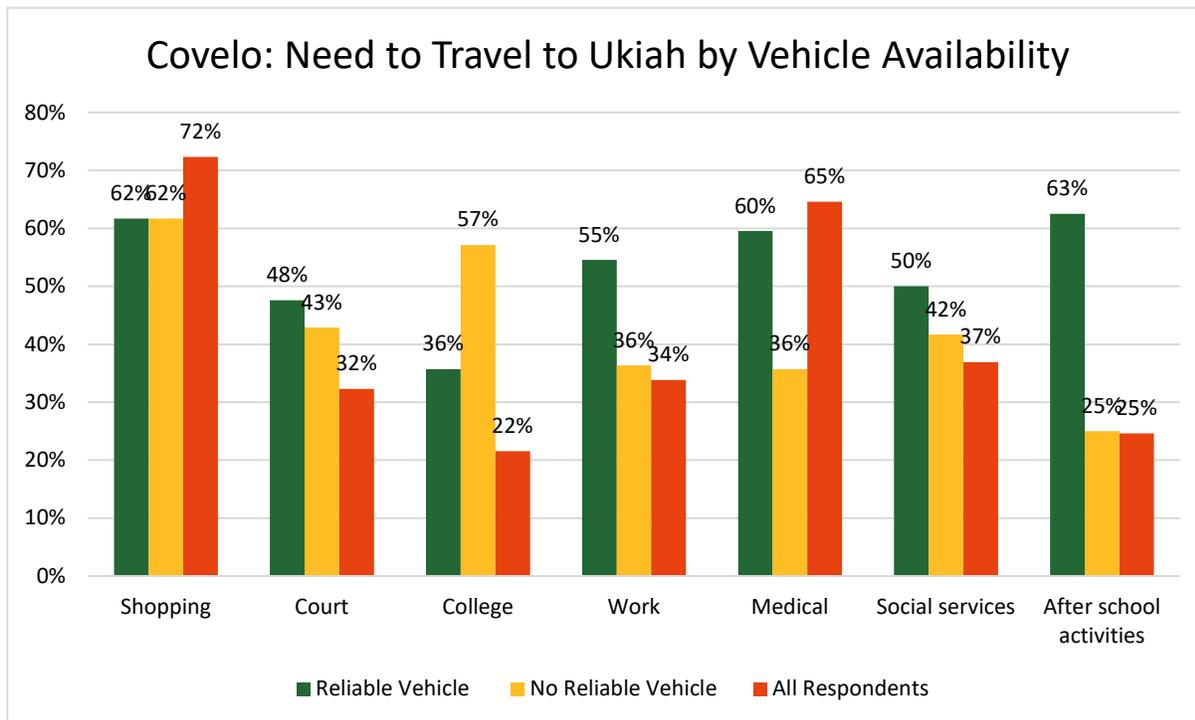


Figure 20, Needs of Covelo Respondents by Vehicle Availability

Next, we examined Ukiah-based transportation needs by respondents' access to a reliable vehicle within their household (Figure 20). Reliability in the E-survey was defined as "reliable vehicle that can make the trip from your community to Ukiah or beyond." Nearly two-thirds of Covelo respondents with a reliable vehicle reported needing to get to after-school activities (63%), shopping (62%) and medical destinations (60%) in Ukiah. More than half (55%) of respondents with a reliable vehicle also needed to get to work destinations.

Respondents without a reliable vehicle within their household reported their top needs as needing to get to shopping (62%), college (57%) and court (43%) in Ukiah, followed closely by transportation to social services, a challenge for 42% of Covelo respondents.

Response to Potential Solutions

The resident survey was used to test the potential of proposed mobility solutions to address identified needs. Covelo respondents were asked to rate the usefulness of four potential services, which were described as follows:

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to “pay” the driver. You would have a limited number of miles each month.
- **Dial-A-Ride/Shuttle** service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **App-Based Car Share.** A rental car that would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver’s license and credit card or debit card.

Figure 21 shows the distribution of responses – not useful, somewhat useful or very useful – for each tested solution.

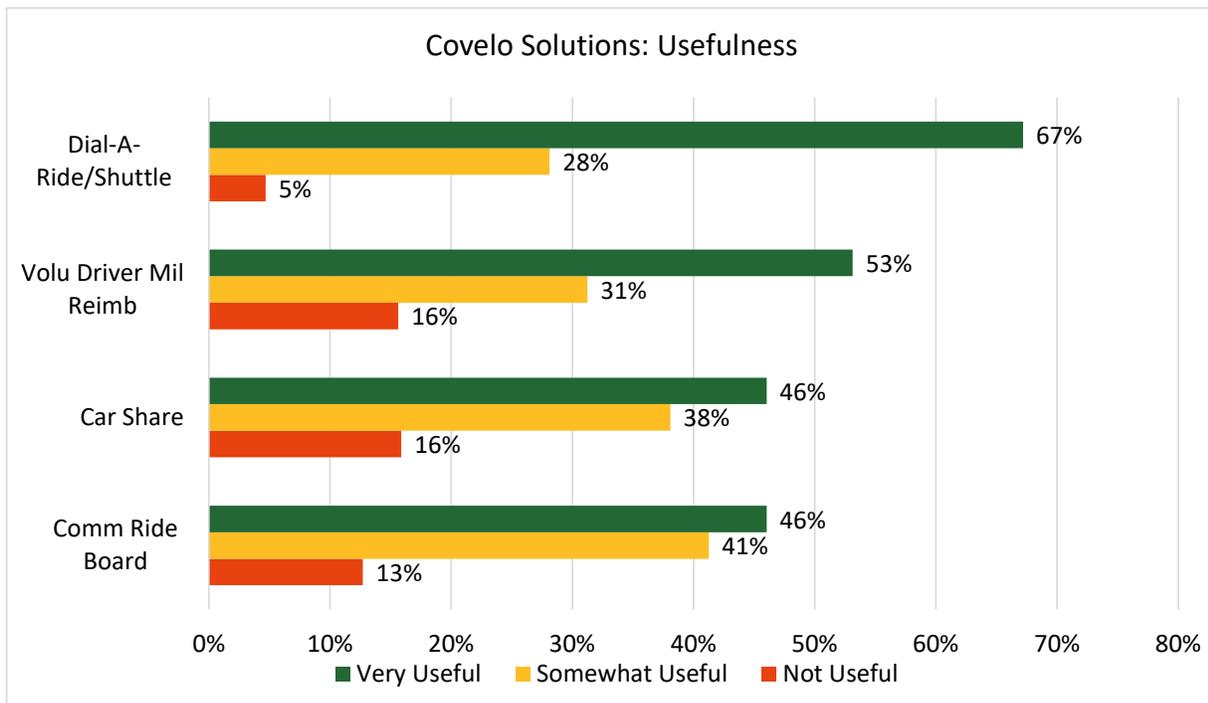


Figure 21, How Covelo Respondents Rated Solutions' Usefulness

While all of the solutions were judged very useful by nearly half of respondents, the Dial-A-Ride/Shuttle received the strongest positive response with more than two-thirds judging it very useful and only one person saying it would not be useful.

Respondents were asked "If only one of these programs could be implemented in your community, which would be the most useful to you?" The responses are shown in Figure 22. The Dial-A-Ride/Shuttle was selected by about half of respondents (48%) while the Volunteer Driver Mileage Reimbursement Program was the second most popular choice, chosen by about one-quarter of respondents (24%).

The remainder of this section explores how the preferred solution varied among specific demographic segments.

First, we examined the solution preference of those with access to a reliable vehicle (68% of respondents), compared to those without (32%).

As Figure 23 shows, the Dial-A-Ride/Shuttle is the preferred solution among both groups. However, the second-choice solution is different. Those without a reliable vehicle are more likely to choose Car Share, while those with a vehicle are more favorable toward the Volunteer Driver Mileage Reimbursement Program.

Another factor that might influence a person's perception about the usefulness of mobility solutions is age. About one-quarter of Covelo respondents were 60+, with the oldest respondent being 95 (Figure 24).

Figure 24 compares the responses of older adults (60+) and those younger than 60. It also shows the responses of persons who said they had a disability that impacts their mobility (14% of the respondents).

The Dial-A-Ride/Shuttle was chosen as the preferred solution among all subgroups. However, it was particularly popular among those 60+ or with a disability.

Younger respondents were more divided in their preferences, with Volunteer Driver Mileage Reimbursement favored by 28% of the respondents younger than 60.

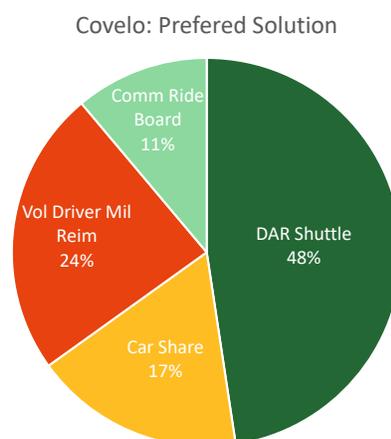


Figure 22, Covelo Respondents' Preferred Solution

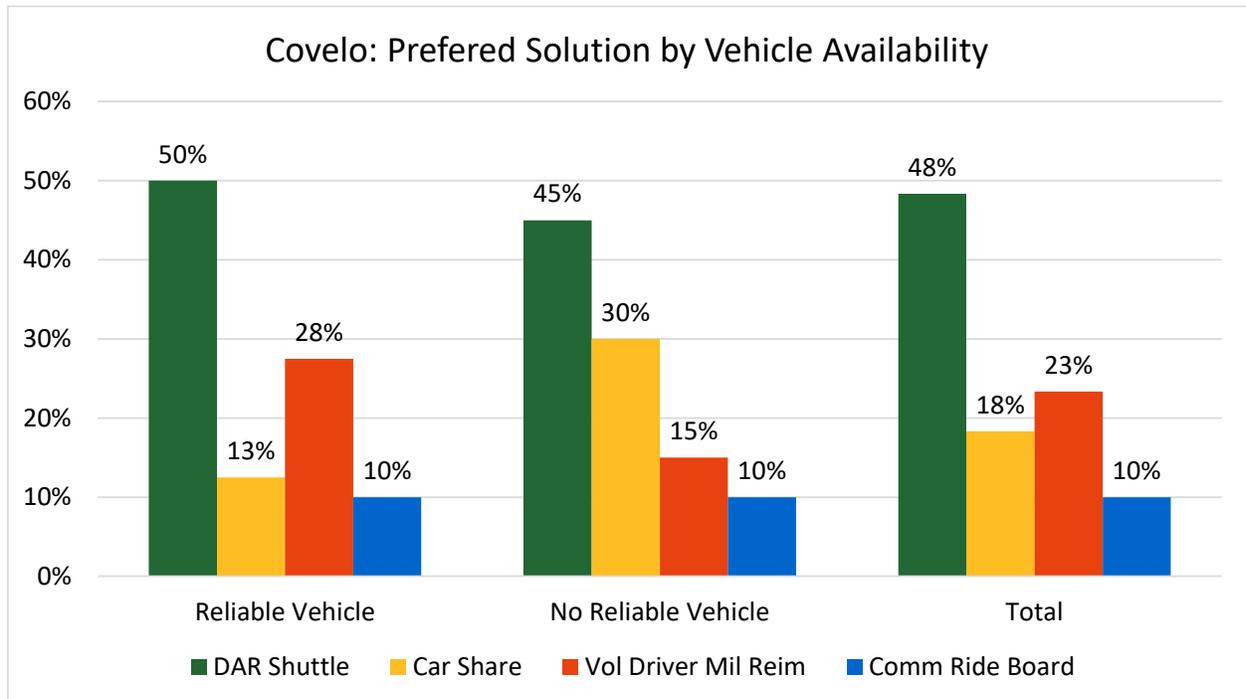


Figure 23, Preferred Solution of Covelo Respondents by Their Access to a Reliable Vehicle

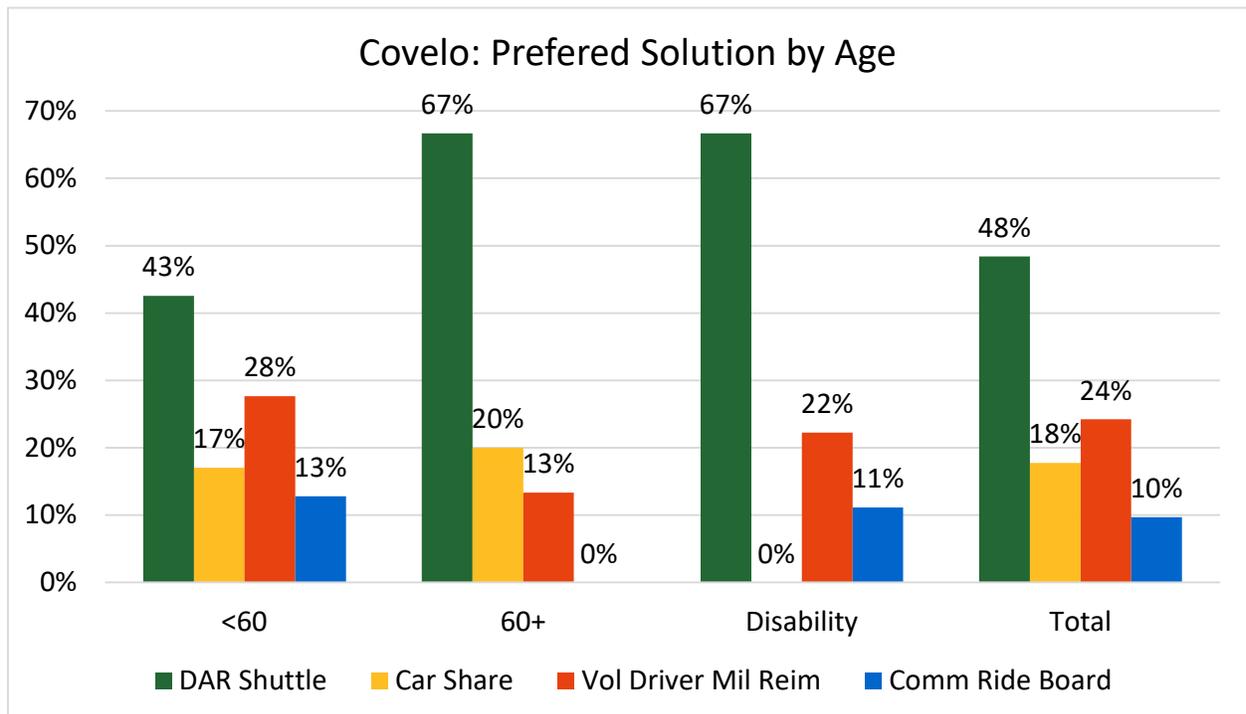


Figure 24, Preferred Solution of Covelo Respondents by Their Age

Younger respondents were more divided in their preferences, with Volunteer Driver Mileage Reimbursement favored by 28% of the respondents younger than 60.

Next, we examined the preferred solutions based on household size. Figure 27 compares the preferences of those in one- or two-person households (44% of respondents) versus those in households with three or more members (56%).

Covelo: Household Size

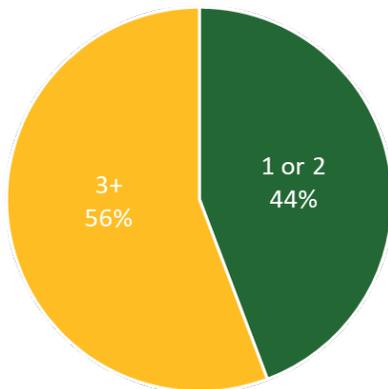


Figure 26, Household Size of Covelo Respondents

Covelo: Age

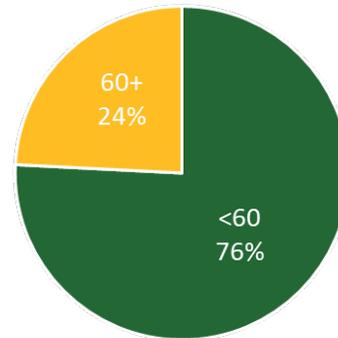


Figure 25, Age of Covelo Respondents

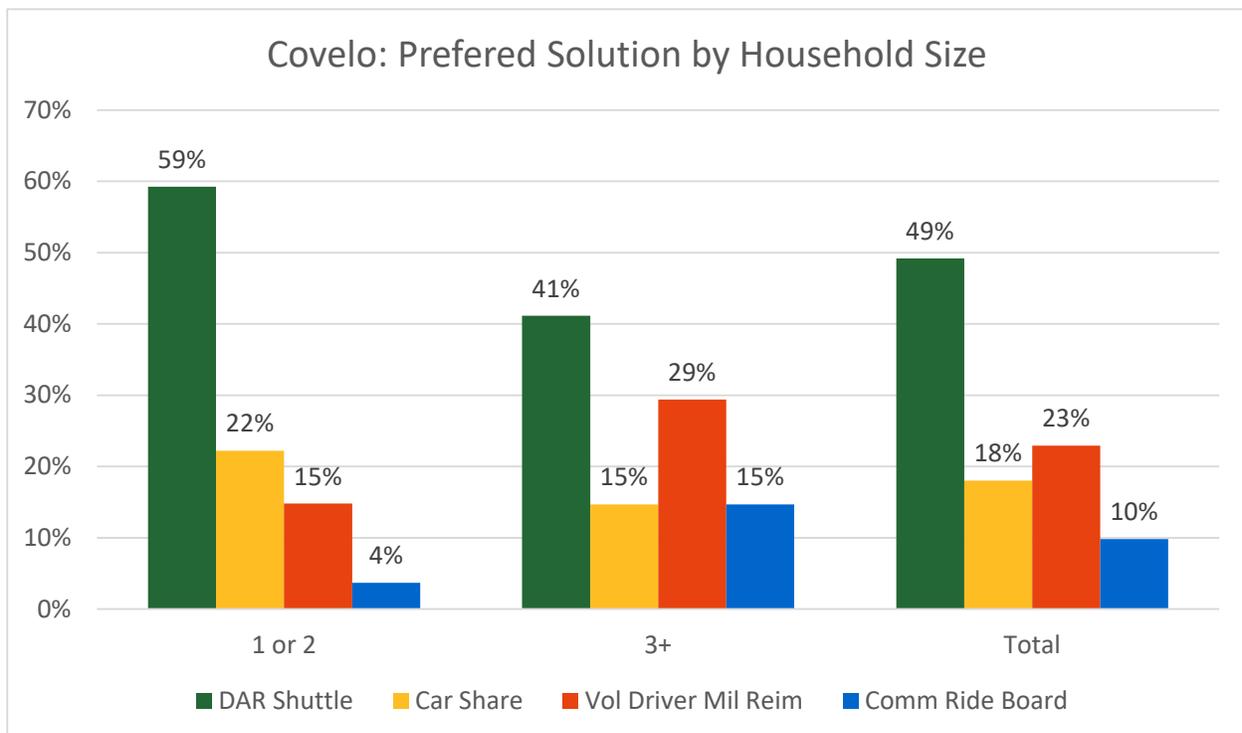


Figure 27, Preferred Solution of Covelo Respondents by Their Household Size

While the Dial-A-Ride/Shuttle was preferred by a plurality of each group, it was the clear preference of those in smaller households, with 59% choosing it. Among larger households, only 41% chose the Dial-A-Ride/Shuttle and 29% chose the Volunteer Driver Program

A final factor that might influence a respondent's preference is their employment status. Respondents were asked to classify themselves as employed, student, retired, disabled or stay-at-home parent, and could select multiple options (Figure 28).

For the purposes of this analysis, we looked at three groups: employed, students and those who are neither employed nor students. Note that some individuals might be both employed and students.

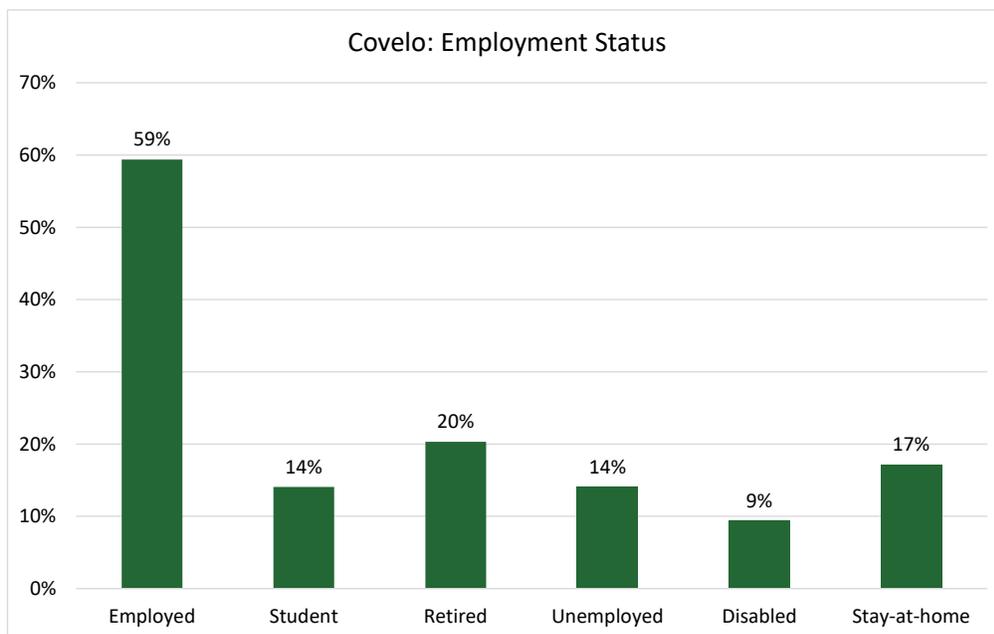


Figure 28, Employment Status of Covelo Respondents

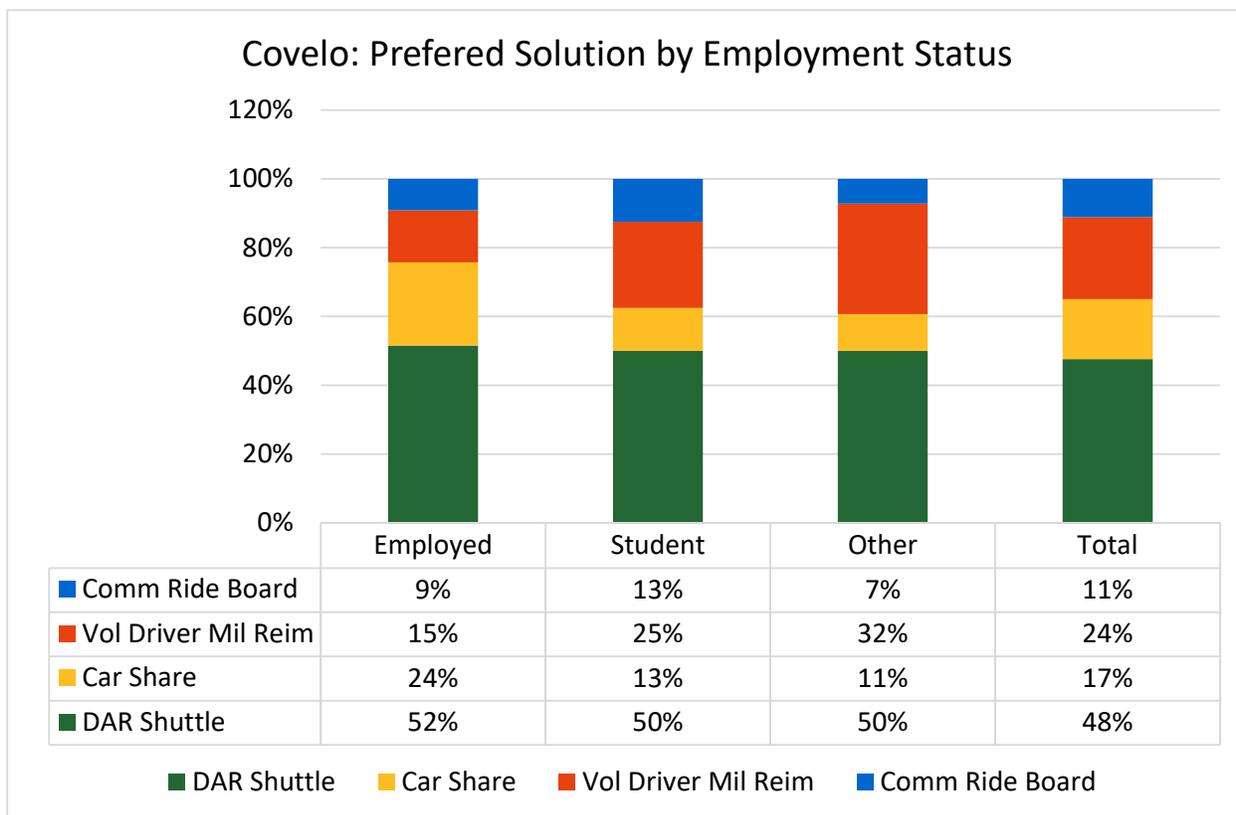


Figure 29, Preferred Solution of Covelo Respondents by Their Employment Status

Employment Status does not appear to influence the preference of a mobility solution (Figure 29). All groups were equally likely (about half) to select the Dial-A-Ride/Shuttle as their preferred choice. However, those who are employed were more likely to choose Car Share (24%), while other groups were somewhat more likely to prefer Volunteer Driver Mileage Reimbursement (25-32%).

In summary, the appeal of the Dial-A-Ride/Shuttle service appears to cut across all of the segments examined, and to be particularly strong among older adults and those residing in one- or two-person households.

Car Share and Volunteer Driver Mileage Reimbursement Program have appeal among specific subgroups. Car Share was most popular with those without reliable vehicles and employed persons. The Volunteer Driver Mileage Reimbursement program held somewhat more appeal for younger persons and those in larger households.

2. Laytonville

The Physical Setting

The community of Laytonville straddles Highway 101 in the north, northern region of Mendocino County. It is 22 miles north of Willits and 45 miles north of Ukiah. The Cahto Tribe of the Laytonville Rancheria is a federally recognized tribe (Figure 30). Tribal land, about 1 square mile, is within the 5.4 square miles of the Laytonville census designated place (CDP) and the site of the Red Fox Casino.



Figure 30, Cahto Tribal Seal

Laytonville residents, almost 800 within the CDP, are dispersed across the community's wooded and somewhat hilly areas, with a density of 145 persons per square mile. Branscomb Road bisects Laytonville east to west and defines the northern edge of the Cahto Tribal lands, as illustrated in Figure 31.

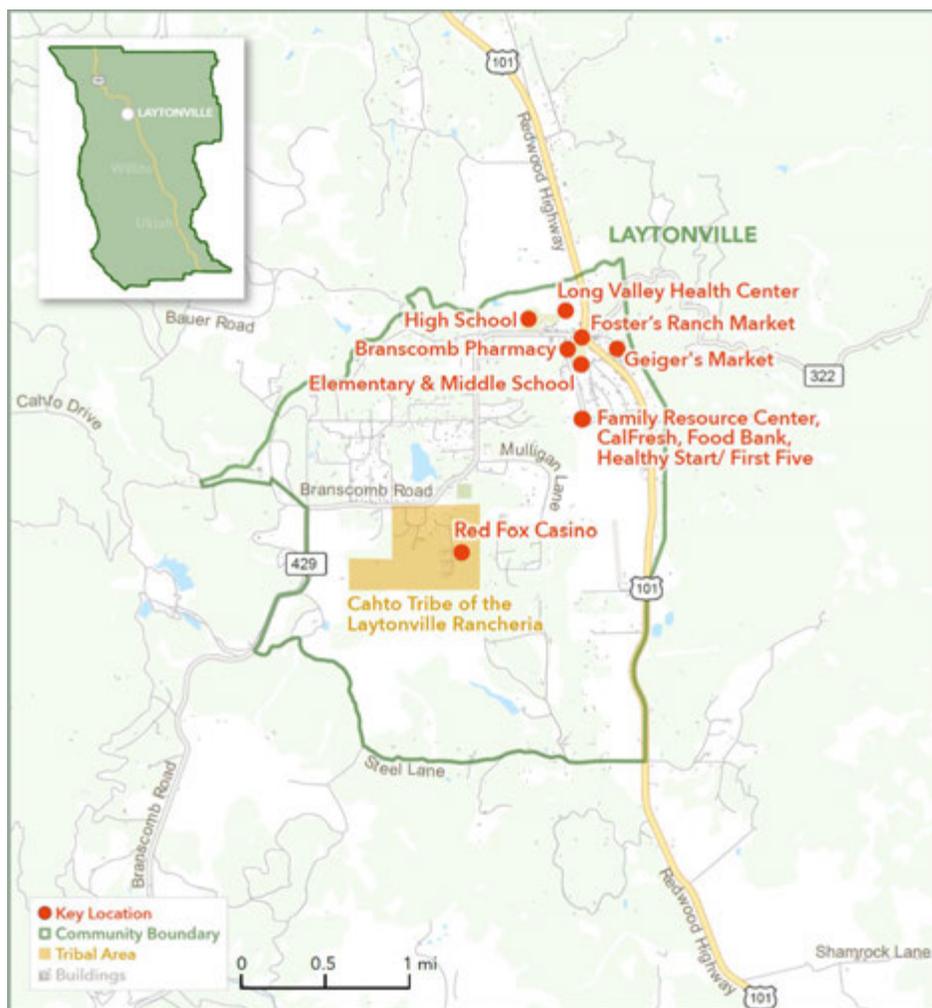


Figure 31, Laytonville Census Designated Place Boundaries, Tribal Land and Key Locations

Various businesses oriented to travelers along Highway 101 are along the community's eastern edge and include gas stations, a local market and a pharmacy. Laytonville has its own primary and secondary schools. The Family Resource Center is the hub of various activities, including a food bank, a ball field and various social service programs. The Long Valley Health Center is a federally qualified rural health center providing primary health care.

In addition to the community of Laytonville, there are scattered, small settlements that orient to Laytonville for mail, services and some limited food shopping. These include:

- Leggett — 22 miles to the north on Highway 101
- Spyrock — 22 miles to the northeast off a rugged, dirt road
- Bell Springs — also 22 miles to the north, with 12 miles on an unimproved dirt road and then 12 miles south on Highway 101 to Laytonville.

Community Population Characteristics

Laytonville reports just under 800 persons within its CDP (Figure 32). Older adults are comparable in proportion to the County as a whole, about one in five. Adults under 65 are slightly higher, while children and youth are slightly smaller than countywide proportions.

Income levels are well below the countywide medium household income. Laytonville's \$37,000 median income is 30% below the countywide median of \$53,000. Four-in-ten of Laytonville's children and youth are living below the poverty level.

Disabilities reported are high for the older adult population, 47%, versus 35% for the County as a whole.

There are no limited English-proficient households reported. One-in-ten households have no vehicle available, just above the countywide levels. Native Americans are more than one-third of the community's population. Just under half are Caucasian.

	Mendocino County	Laytonville CDP
Square Miles	3,506.80	5.4
People per Square Mile	24.8	144.7
Total Population	87,110	777
% with Veteran status	7.7%	0.3%
Age		
% Older Adults 65+	22.10%	22.9%
Older Adults 65+	19,234	178
% Adults 18-64	56.60%	60.2%
Adults 18-64	49,284	468
% Children and Youth 0-17	21.3%	16.9%
Children and Youth 0-17	18,592	131
Gender		
Female	50.50%	51.5%
Male	49.50%	48.5%
Income and Poverty		
Median Household Income	\$52,915	\$37,127
Total Individuals below Poverty Line	16.3%	19.0%
Older Adults in Poverty	11.8%	3.9%
Children and Youth in Poverty	22.4%	40.4%
Disability		
Total Individuals with a Disability	17.7%	20.6%
Older Adults with a Disability	35.2%	46.6%
Children and Youth with a Disability	4.4%	3.1%
Households	34,164	335
LEP Households	3.3%	0.0%
Vehicle Availability of Households		
No Vehicles	7.0%	9.9%
One Vehicle	32.4%	19.4%
Race and Ethnicity		
Asian	2.0%	0.0%
Black	0.5%	0.3%
Islander	0.2%	1.8%
Native	3.3%	35.9%
White	64.1%	48.8%
Other	0.6%	0.0%
Two+	3.7%	5.3%
Hispanic	25.7%	8.0%

Source: American Community Survey 2020 5-Year Estimates

Figure 32, Laytonville Census Designated Place (CDP) Population Information

Available Transportation Services and Community Resources

MTA Service

As with Covelo, Laytonville had some MTA service — about 15 years ago. Vehicle trips were made about once a month, down to Ukiah and returning after several hours. Ridership was low and the service discontinued.

The Volunteer Driver program known as E-Ride was more recently operational, about five to eight years ago. This was locally successful, in Laytonville, as reported by the Family Resource Center staff. There were five or so regular drivers who enjoyed what they were doing. However, the funding ran out and the program was not continued.

Non-Emergency Medical Transportation

The Long Valley Health Center, a federally qualified rural health facility, has a relatively new accessible passenger transport vehicle, a Mercedes Sprinter (Figure 33). It advertises transportation availability but reportedly, consistent with a national shortage of public transportation drivers, is

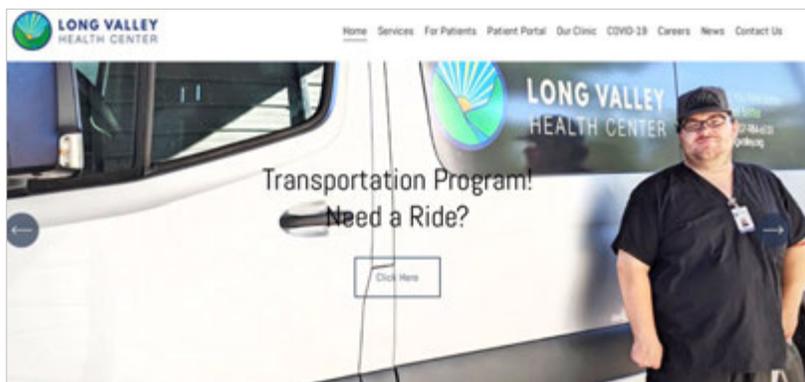


Figure 33, Laytonville's Long Valley Health Center Website Homepage

sometimes without steady access to a driver to transport area residents to out-of-town medical appointments. As a consequence, one elderly, low-vision participant spoke of unsuccessful attempts on two occasions to schedule a medical appointment trip into Ukiah.

The Cahto Tribe has three vehicles, including a new non-accessible van. Tribe administrators have access to a driver to assist tribal members with transportation, largely focused on health care-related trips. The Tribe's Chair reports that demand has been more limited than she would have expected.

Gas Cards and a Strong Community Resource

The Laytonville Healthy Start Family Resource Center is a hub of activity to promote the well-being of community members. As reported on Facebook, "Family Resource Center staff assists clients who walk in or call, with a variety of services, including, but not limited to: Food Stamps (Cal Fresh) applications/referrals, Medi-Cal and Covered CA insurance referrals and sign-ups, First 5 resources (parenting kits, Imagination Library Sign-ups, Raise and Shine info and referral, etc.) and more." Agency administrators

described details of community members' transportation challenges and expressed interest in participating in various mobility solutions.

The Family Resource Center did distribute gas cards to 25 to 30 families with CARES Act and Mendocino Community Foundation funding that has since been exhausted.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and Website Input

Laytonville's August 23 Listening Session participants, including stakeholders, described a mix of residents who had no transportation access as a consequence of age, disability or income and of other residents who did have a car but insufficient funds to purchase gasoline for out-of-town travel at currently high prices. These were augmented by comments to the project website, Interactive Map and Tell Us Your Story.

Primary Transportation Needs

Laytonville's primary unmet needs reported were periodic trips into Ukiah or Willits for the following reasons, several commenting that any given trip needed to serve several purposes:

- **Medical/Dental Appointments** – any referrals from the Long Valley Health Clinic are most likely in Ukiah, with some specialists out-of-county.
- **Shopping** – affordable food and pharmacy; though both are available locally, dollars go farther when residents can purchase needed items at lower cost in Ukiah.
- **Mendocino College** – trips to campus facilities in Willits and Ukiah.
- **Behavioral Health** – while Zoom appointments have become available as a consequence of the pandemic, there are still times when patients in the Behavioral Health system must see clinicians or participate in sponsored activities.
- **Social Services** – while the Family Resource Center can handle a majority of social service needs, including signing residents up for some services, there are still instances where a trip to County offices in Ukiah is necessary.
- **Court Hearing Dates and Jury Duty**– these necessitate one-time and recurring trips into Ukiah.
- **DUI Classes** – Classes are offered several times a year with one location in Willits and two locations in Ukiah. Reportedly, classes are offered on Mondays, Wednesdays and Fridays with morning and evening time slots.

“We want to encourage youth to take Mendocino College courses to help them look beyond Laytonville. But it is difficult without a way to get ‘to’ those college courses.”

Family Resource
Center Director

- **Youth Recreation** – expanded youth recreation opportunities were described as benefiting youth and parents alike; given the potential to support youth trip needs, it was noted that bicycle racks on the buses are important to enable youth to get around at Willits or Ukiah destinations.

Local Trip Needs

Laytonville residents have some need for local trip-making – to the post office, for local shopping, to the Long Valley Health Clinic and the pharmacy.

The Cahto Tribe Chair identified this need for the 30 of 50 tribal households who do not have ready access to a car. Conditions around use of the Tribe’s passenger vehicles have focused on health care trips, typically out-of-town. Other, local trip needs exist. The Family Resource Center staff spoke of elderly residents in Spyrock, Bell Springs and Leggett who need to get into Laytonville and for whom this is increasingly difficult.

Out-of-County Trip Needs

Out-of-county trip needs referenced included specialty medical referrals or to connect to the larger region through the SMART Train or the Airporter in Santa Rosa.

Laytonville Residents’ Survey Results

The survey of Laytonville residents was promoted through a variety of local stakeholders and a mailing to all households. Seventy-five (75) Laytonville residents responded to the survey. As respondents were not required to complete every question, particularly demographic questions, some questions will have a different number of respondents. Figure 34 shows the demographic makeup of the respondents.

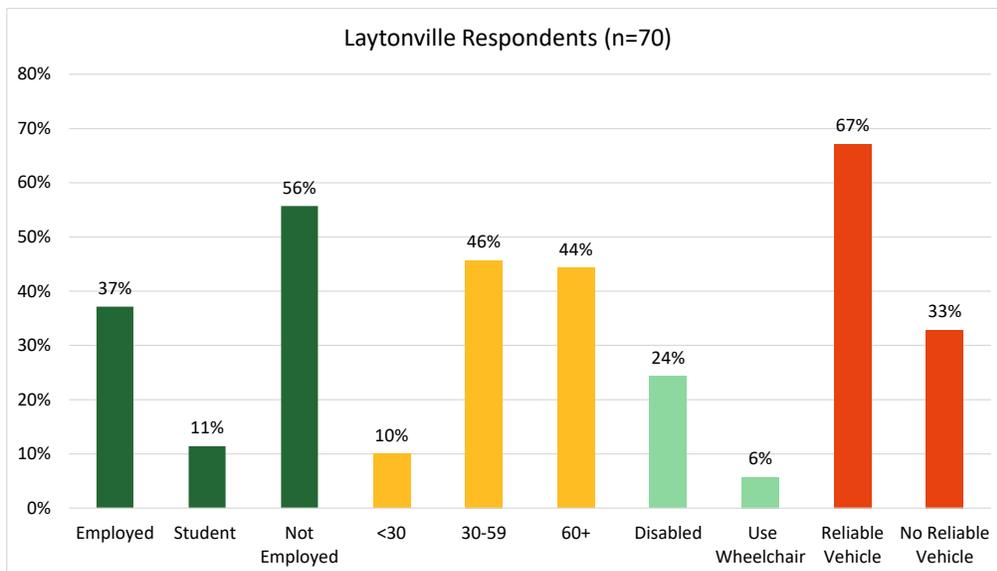


Figure 34, Demographic Makeup of Laytonville Respondents

Most of the respondents (56%) were non-senior adults and were not employed. Just over one-third (37%) were employed, while a small number were students. Forty-four percent (44%) of respondents were 60 or older. Nearly one-quarter said they had a disability that impacted their mobility, including several individuals who use a wheelchair. About two-thirds of respondents said their family had a vehicle that was reliable enough to drive to Ukiah or beyond, while one-third reported that a reliable vehicle was not available.

E-Survey Identified Needs Among Laytonville Residents

Respondents were asked about destinations and trip purposes where they experience transportation challenges. Figure 35 demonstrates the reported needs of Laytonville residents. Nearly seven-in-ten of respondents (69%) reported needing transportation for local trips to shopping and medical destinations. Top reported needs were for transportation to Ukiah and Willits were for shopping (55-65%), medical trips (52-61%) and court (53%). More than one-third of Laytonville respondents need to travel to colleges – 37% to Ukiah and 35% to Willits, respectively.

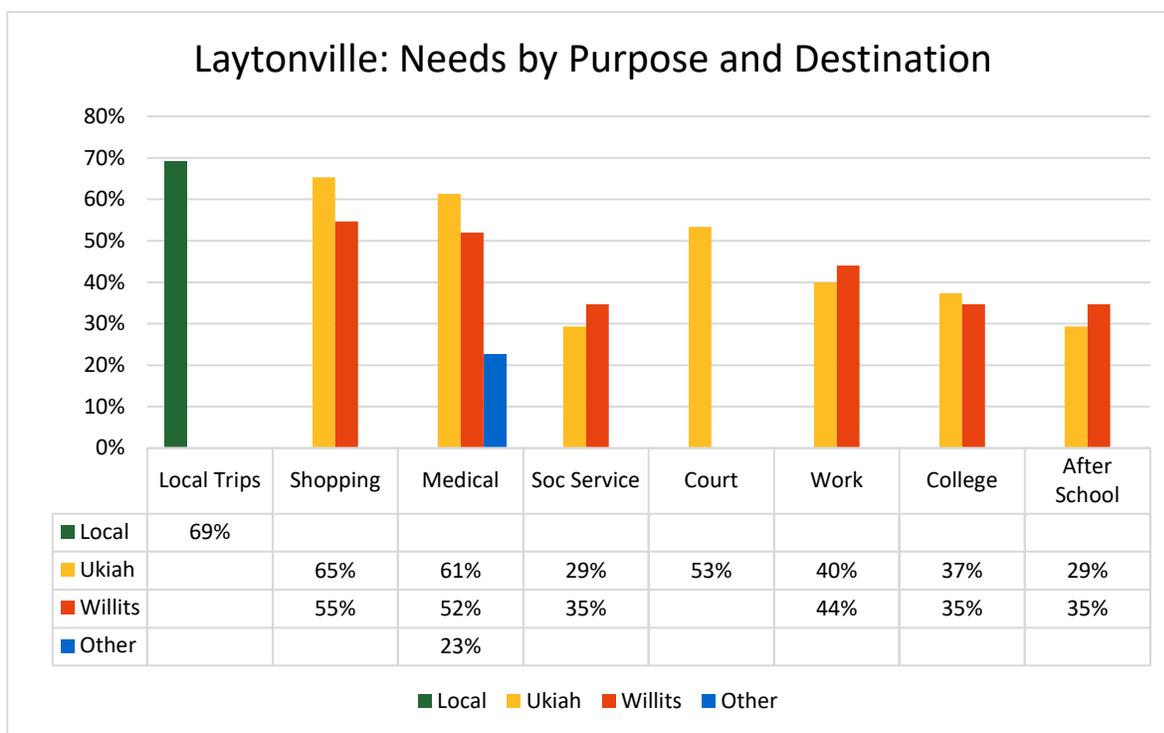


Figure 35, Transportation Needs of Laytonville E-Survey Respondents

Figure 36 examines Ukiah-based transportation needs by respondents' age and if they have a disability that impacts their mobility. Adults under 60 were the most likely to report a transportation needs for all trip purposes other than college.

The greatest needs for adults 60+ were for transportation to Ukiah for medical destinations (39%), shopping (36%) and college (29%), followed closely by social services (28%). The top need for respondents who reported a disability that impacted their mobility was transportation to after school activities (14%).

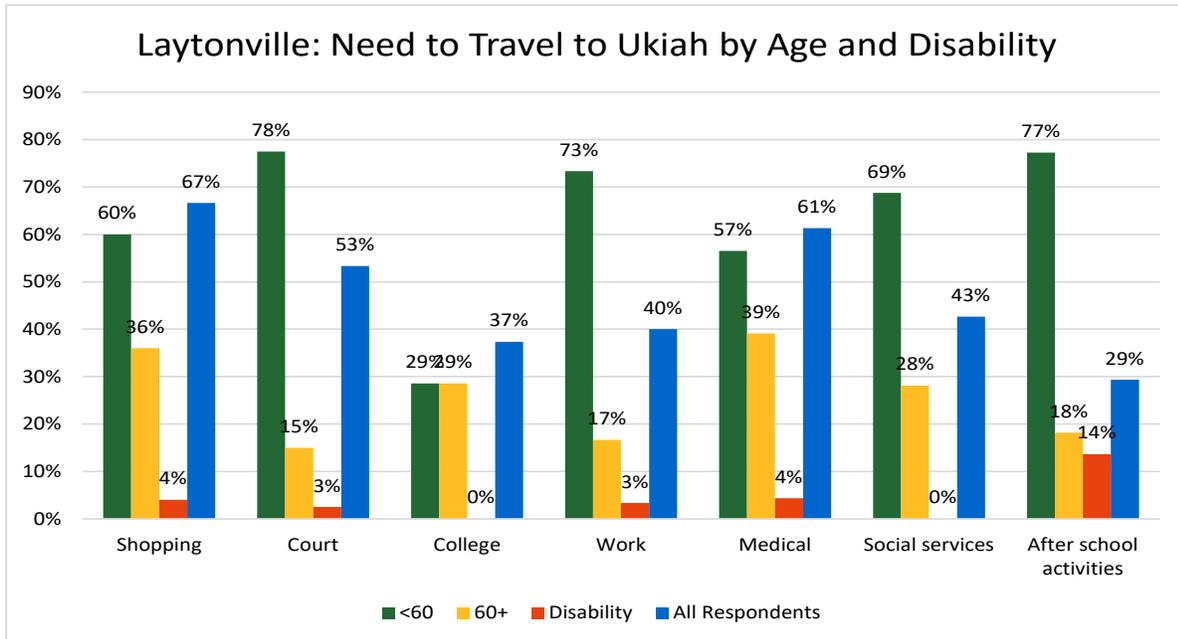


Figure 36, Transportation Needs of Laytonville Residents by their Age and Disability Status

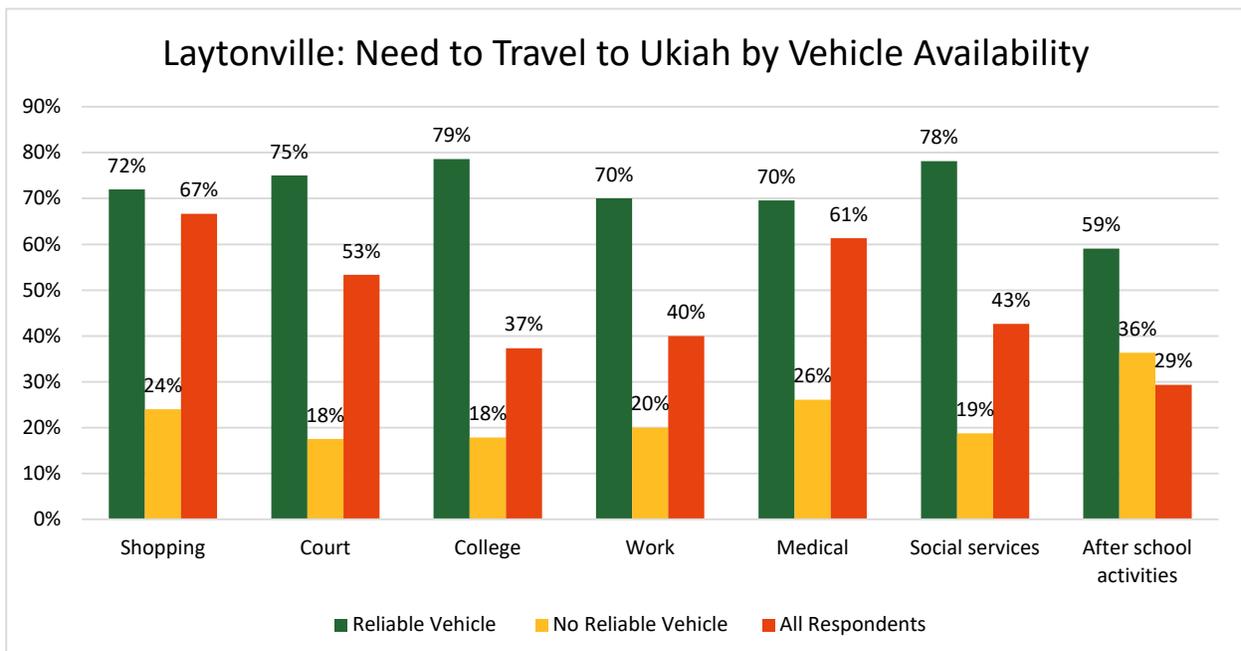


Figure 37, Needs of Laytonville Respondents by their Access to a Reliable Vehicle

We also examined Ukiah-based transportation needs by respondents' access to a vehicle within their household that could reliably "make the trip from your community to Ukiah or beyond" (Figure 37). Significant proportions of respondents who have a reliable vehicle within their household reported transportation need to all destinations, particularly, to college (79%) and social services (78%).

Responses for respondents without a reliable vehicle were fairly even, with nearly two-in-10 needing transportation to most destinations. Their top needs were for after school activities (36%) and to medical destinations (26%).

Response to Potential Solutions

The resident survey was used to test the potential of proposed mobility solutions to address identified needs. Laytonville respondents were asked to rate the usefulness of five potential services, described as follows:

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to "pay" the driver. You would have a limited number of miles each month.
- **Dial-A-Ride/Shuttle service** from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **Community Van.** A local organization, such as the Family Resource Center, could have a van and driver to provide rides within Laytonville, for a low fare. You would call the local office to request a ride.
- **App-Based Car Share.** A rental car which would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit card.

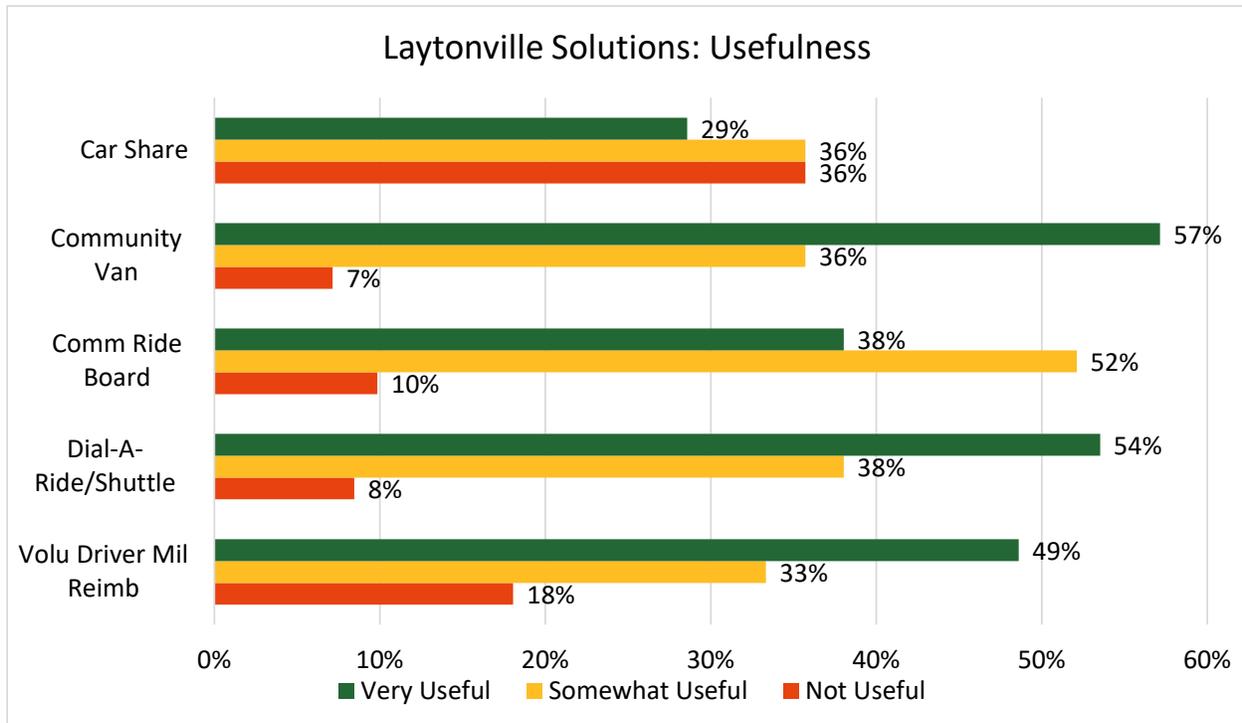


Figure 38, How Laytonville Respondents Rated Solutions' Usefulness

Figure 38 shows the distribution of responses for each tested solution.

While all the solutions were judged very useful by some of the respondents, those receiving the highest number of “very useful” ratings were the Community Van (57%) and Dial-A-Ride/Shuttle (54%), followed closely by the Volunteer Driver Mileage Reimbursement Program (49%).

Respondents were asked “If only one of these programs could be implemented in your community, which would be the most useful to you?” The responses are shown in Figure 39. Here the clear choice became the Dial-A-Ride/Shuttle (chosen by 51% of respondents), followed by the Volunteer Driver Program.

While many residents feel a Community Van would be very useful, they would not choose it over service that would connect them to Ukiah.

Laytonville: Preferred Solution

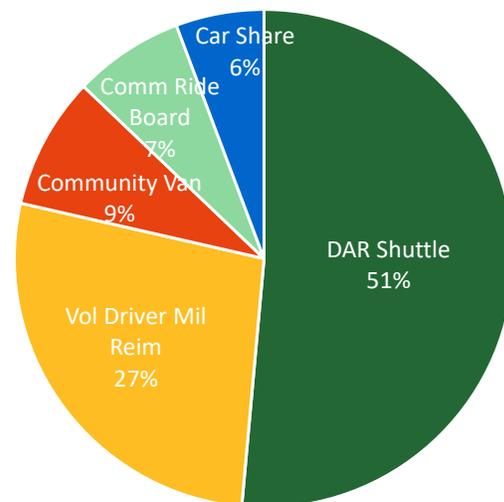


Figure 39, Laytonville Respondents' Preferred Solution

The remainder of this section explores how the preferred solution varied among specific demographic segments.

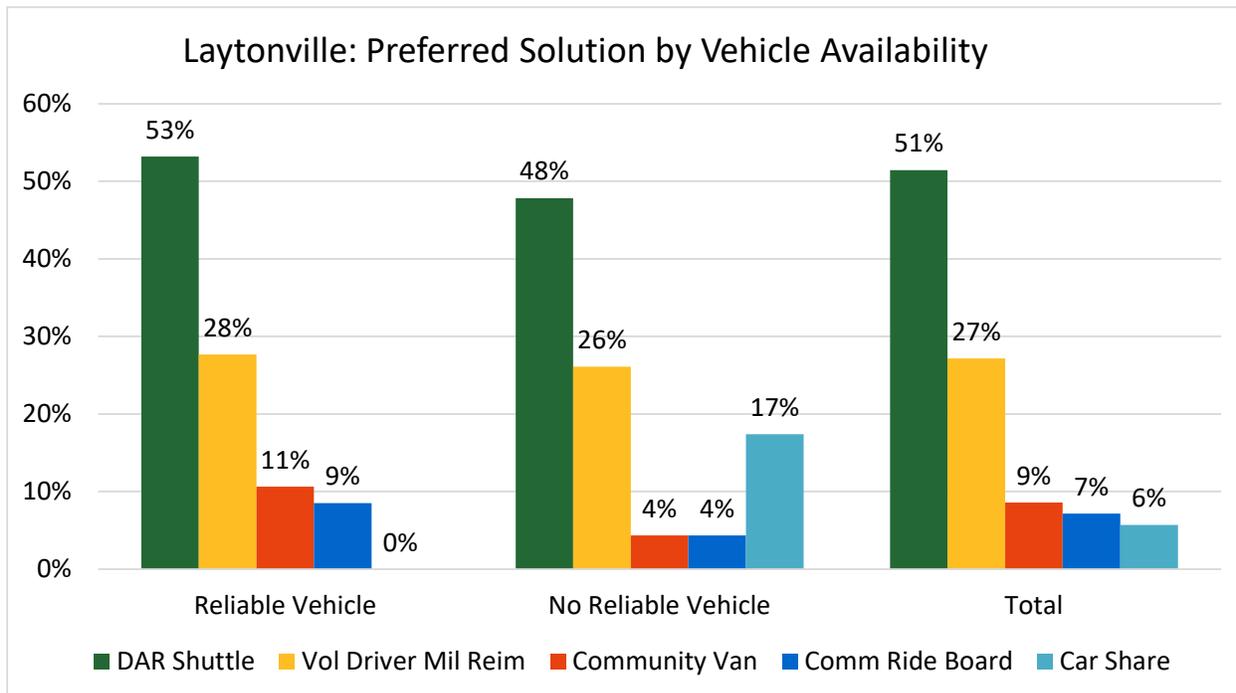


Figure 40, Preferred Solution of Laytonville Respondents by their Access to a Reliable Vehicle

First, we examine the solution preference of those with access to a reliable vehicle (67% of respondents), compared to those without (33%).

As Figure 40 shows, the Dial-A-Ride/Shuttle is the preferred solution among both groups (53% and 48%), while the Volunteer Driver Mileage Reimbursement Program was a strong second, selected by more than one-quarter of each group.

Another factor that might influence a person’s perception about the usefulness of mobility solutions is age. Forty-four percent (44%) of Laytonville respondents were 60+, with the oldest respondent being 78 (Figure 41).

Figure 42 compares the responses of older adults (60+) and those younger than 60. It also shows the responses of persons who said they had a disability that impacts their mobility (14% of the respondents).

The Dial-A-Ride/Shuttle was chosen as the preferred solution among all subgroups. However, it was particularly popular among those 60+ or with a disability.

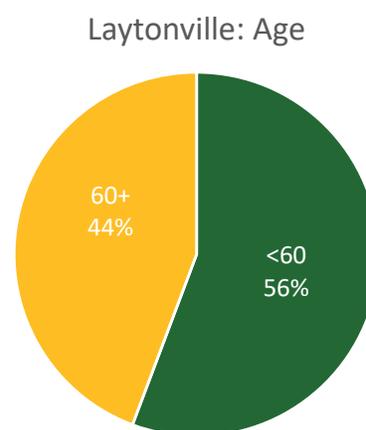


Figure 41, Age of Laytonville Respondents

Younger respondents were more divided in their preferences, with the Volunteer Driver Mileage Reimbursement Program favored by 41% of the respondents younger than 60.

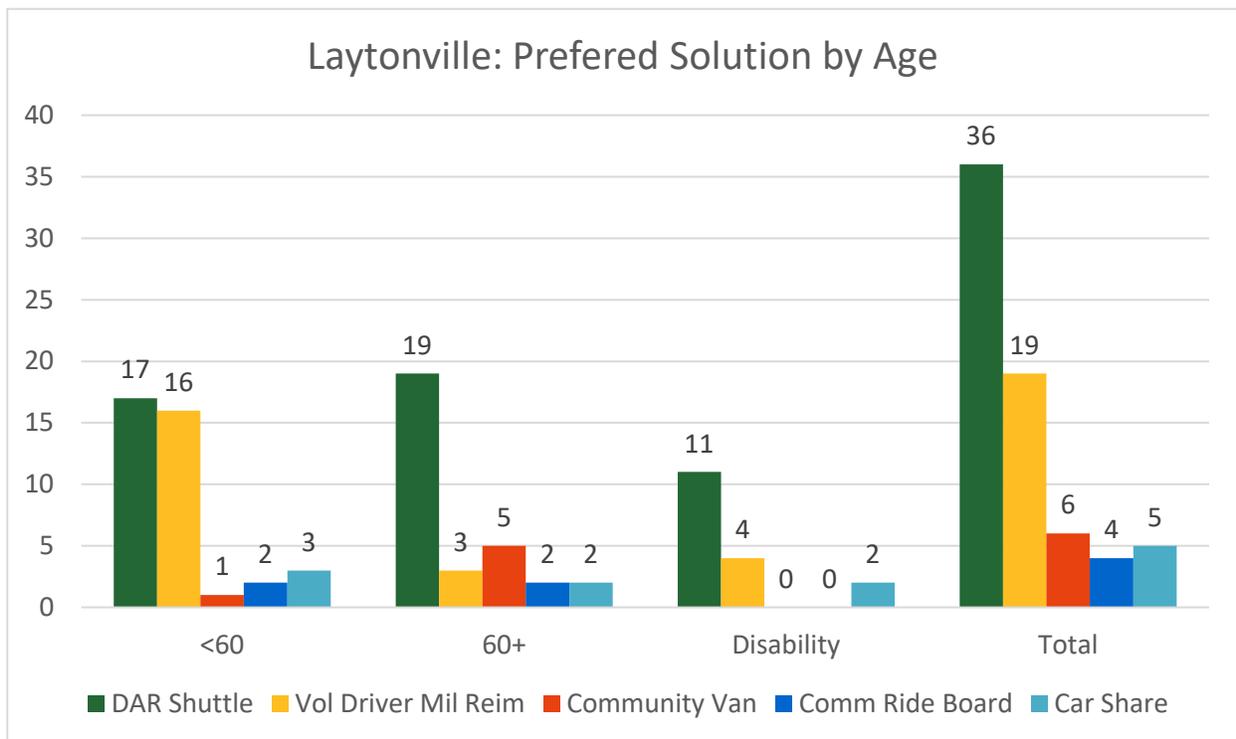


Figure 42, Preferred Solution of Laytonville Respondents by Their Age and Disability Status

Next, we examined the preferred solutions based on household size. Figure 44 compares the preferences of those in one- or two-person households (56% of respondents) versus those in households with three or more members (44%).

The Dial-A-Ride/Shuttle was preferred by persons in smaller households, with 62% choosing it. Among larger households, however, only 39% chose the Dial-A-Ride/Shuttle, while 45% chose the Volunteer Driver Mileage Reimbursement Program.

Laytonville: Household Size

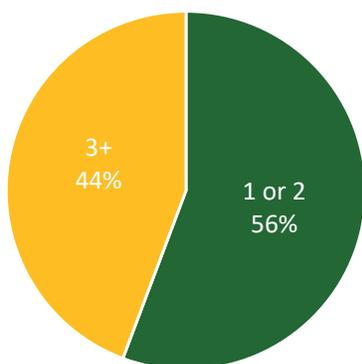


Figure 43, Household Size of Laytonville Respondents

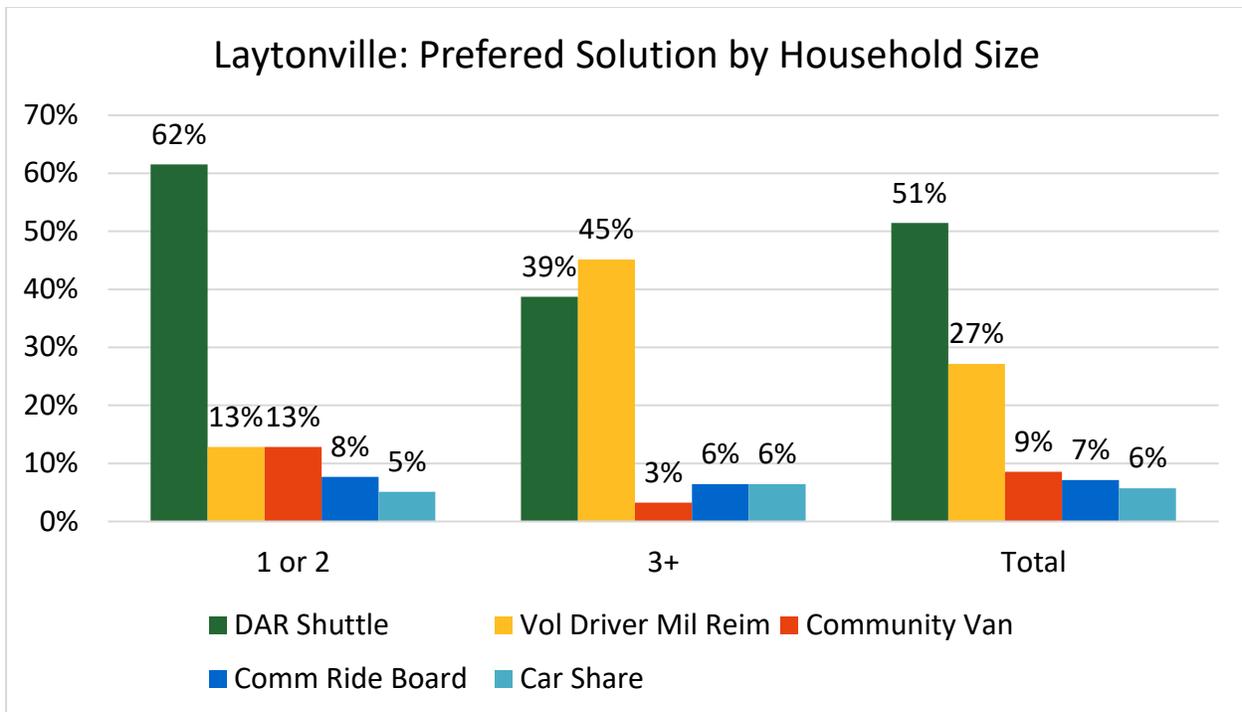


Figure 44, Preferred Solution of Laytonville Respondents by Their Household Size

A final factor that might influence a respondent's preference is their employment status. Respondents were asked to classify themselves as employed, student, retired, disabled or stay-at-home parent, and could select multiple options. Figure 45 shows the total distribution of responses. For the purposes of this analysis, we looked at three groups. Employed, students and those who are neither employed nor students. Note that some individuals might be both employed and students.

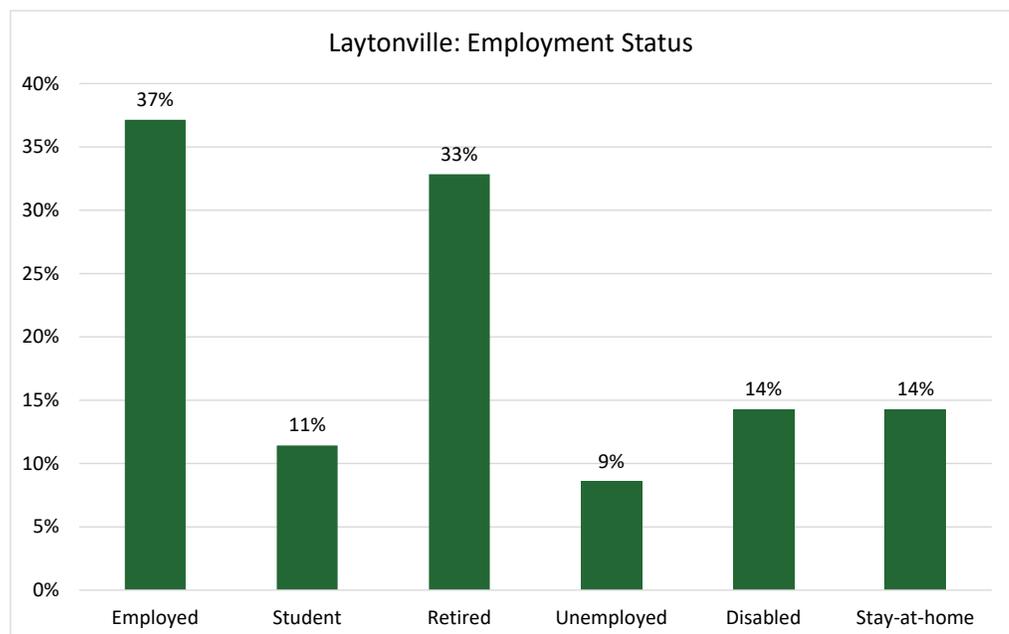


Figure 45, Employment Status of Laytonville Respondents

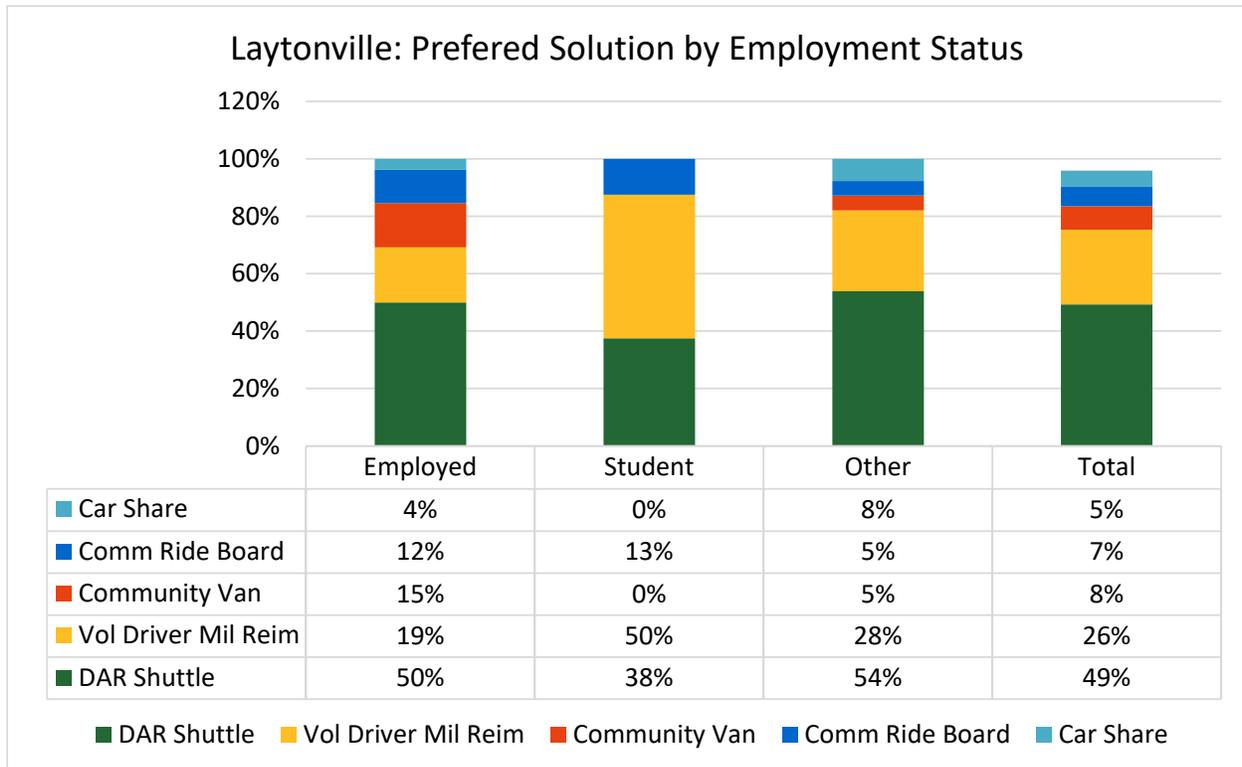


Figure 46, Preferred Solution of Laytonville Respondents by Their Employment Status

Employed individuals and those who were neither employed nor students, were most likely to prefer the Dial-A-Ride/Shuttle solution, while the small sample of students (eight individuals) preferred the Volunteer Driver Mileage Reimbursement Program, as shown in Figure 46. The App-based Car Share was the least popular option in Laytonville.

In summary, the appeal of the Dial-A-Ride/Shuttle service appears to cut across most of the segments examined, and to be particularly strong among older adults, those with a disability and those residing in one- or two-person households.

The Volunteer Driver Mileage Reimbursement Program had strong appeal among specific sub-groups — particularly students and those residing in households of three or more.

3. Brooktrails

The Physical Setting

The unincorporated township of Brooktrails is immediately adjacent to Willits and is the largest of the five communities at focus in this Study with a population of more than 4,500 residents. On the site of extensive logging operations from the 1890s through the mid-1950s, homes are on small lots disbursed along a circuitous, tangled road network within a second growth forest of oak, Douglas fir and redwood trees (Figure 47). With a density of 626 persons per square mile, this is the most densely population community of the group.

Brooktrails' elevations climb to about 3,000 feet through three gates along the Sherwood Road, the primary road in and out of Brooktrails. It is about 7 miles from the third gate to Willits. The "Birch" area is where a majority of the population lives and there is some designated low-income housing near the census designated place (CSD) fire station. The only retail is a small market off Sherwood Road which is the single route of access through the community.

Brooktrails does have some public transportation, available to older adults and persons with disabilities and provided by the Willits Senior Center. This is further discussed later in this chapter.

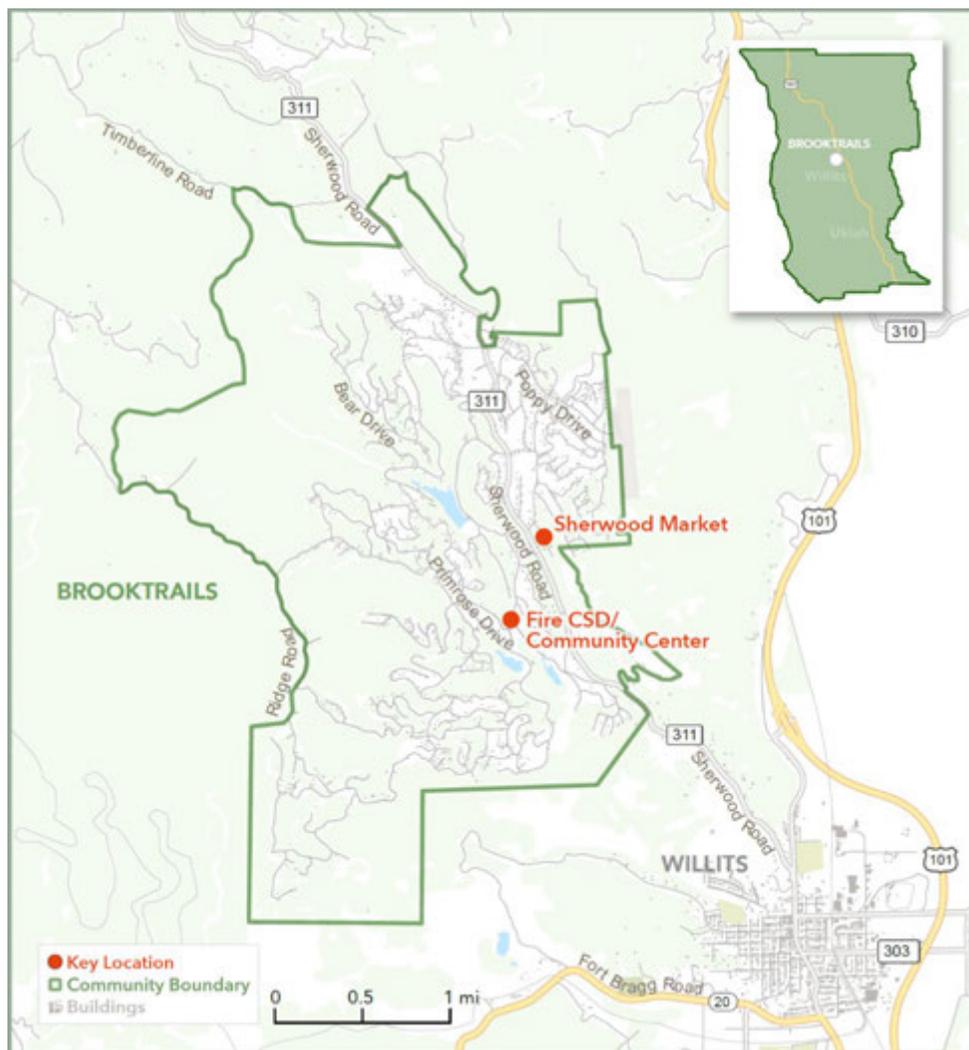


Figure 47, Brooktrails Census Designated Place (CDP) and Key Locations



Figure 48, Sherwood Valley Band Tribal Seal

The Sherwood Valley Band of Pomo Indians, a federally recognized tribe, is the closest tribal entity and some tribal members may live in Brooktrails (Figure 48). To date, there has been no formal participation by the Tribe in this Study process, although leadership has been contacted, and will continue to be, at key Study points.

Community Population Characteristics

Brooktrails is the largest of the five communities, in terms of population, at almost 4,600 persons (Figure 49). The population is younger, with more than one-third (35%) children and youth aged 17 and younger and just over half (52%) are non-senior adults. Older adults, about 600 individuals, are nine points below the countywide proportion, at 13% versus 22% countywide.

Household income, at a median of \$75,600, is 43% above the countywide median of \$53,000. Consistent with this, persons living below the poverty line are well below the countywide proportions, Brooktrails residents all in single digits as opposed to much higher levels across the County.

Persons reporting disabilities are at proportions similar to that of the overall county, about one-third for older adults, 12% for the general adult population and 6% among children and youth.

Vehicle availability is high, with only 4% of households indicating

	Mendocino County	Brooktrails CDP
Square Miles	3,506.80	7.3
People per Square Mile	24.8	626.9
Total Population	87,110	4,559
% with Veteran status	7.7%	4.8%
Age		
% Older Adults 65+	22.10%	13.0%
Older Adults 65+	19,234	594
% Adults 18-64	56.60%	52.3%
Adults 18-64	49,284	2,383
% Children and Youth 0-17	21.3%	34.7%
Children and Youth 0-17	18,592	1,582
Gender		
Female	50.50%	49.4%
Male	49.50%	50.6%
Income and Poverty		
Median Household Income	\$52,915	\$75,598
Total Individuals below Poverty Line	16.3%	5.9%
Older Adults in Poverty	11.8%	4.6%
Children and Youth in Poverty	22.4%	3.8%
Disability		
Total Individuals with a Disability	17.7%	12.4%
Older Adults with a Disability	35.2%	32.2%
Children and Youth with a Disability	4.4%	6.1%
Households	34,164	1,541
LEP Households	3.3%	2.0%
Vehicle Availability of Households		
No Vehicles	7.0%	3.6%
One Vehicle	32.4%	31.7%
Race and Ethnicity		
Asian	2.0%	3.8%
Black	0.5%	0.0%
Islander	0.2%	0.7%
Native	3.3%	1.6%
White	64.1%	66.8%
Other	0.6%	0.0%
Two+	3.7%	5.3%
Hispanic	25.7%	21.9%

Source: American Community Survey 2020 5-Year Estimates

Figure 49, Brooktrails Census Designated Place (CDP) Population Information

they have no vehicle available and about one-third with at least one vehicle, also consistent with countywide reporting.

Race and ethnicity generally follow the countywide pattern of predominately Caucasian and about one-in-five Hispanic, slightly smaller than the 26% countywide proportion. Native Americans are a small group, at under 2% and Asian-Americans only slightly more at almost 4%.

Available Transportation Services and Community Resources

MTA Services – Brooktrails Dial-A-Ride

The Brooktrails community does have public transportation service for a share of its residents. Seniors, ages 55 and older, and persons with disabilities are eligible to use the weekday Dial-A-Ride program operated by the Willits Senior Center under contract with MTA. Through MTA's innovative arrangements with selected senior centers in Mendocino County, senior centers in Willits, Ukiah and along the coast are providing transportation services to consumers that the senior centers would otherwise be serving.

Brooktrails Dial-A-Ride provides trips for any purpose, on an advance reservation basis, between 8 a.m. and 4 p.m. on weekdays only. Trips can be made into or from Willits for residents living below the third gate. Passenger fares are:

- \$2.00 one-way trips within Willits
- \$4.00 one-way trips between Brooktrails and Willits
- \$4.50 one-way trips from the third gate

Howard Memorial Adventist Health – Wheels to Wellness Program

The Willits hospital, Howard Memorial Adventist Health, was able to secure a Federal Transit Administration "Wheels to Wellness" grant with the goal of assisting discharged hospital patients in getting home, and to a limited degree, assisting non-emergency patients in getting to the hospital. The program does include Brooktrails, though its service area is largely confined to Willits. Volunteer drivers and taxi vouchers are used to provide needed trips. The program is new during 2022 and still determining demand and its capacity for providing needed trips.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and Website Input

The Brooktrails August 26 Listening Session and interviews with stakeholders included a Township council member, a Board of Supervisor member, an MTA Board member and multiple residents participating over two sessions. Additional comments were received on the project website's Interactive Map and Tell Us Your Story.

Primary

Brooktrails' primary transportation need expressed by participants was for connection into Willits and to the MTA system for individuals who could not be served by the Brooktrails Dial-A-Ride.

There was confusion and some mixed, not always accurate, information about the Brooktrails Dial-A-Ride, including some older Brooktrails residents participating in the Listening Session who were unaware of the service. This included some long-time residents who were aging-in-place and anticipating the need for transportation assistance in the future.

Others for whom transportation need was expressed, and could not now be met, included:

- **Youth trip needs that are not served by school buses** – this includes trips into school in the early morning or returning home post sports or after-school activities.
- **Residents without access to private vehicles** – this includes persons in one-car families with multiple householders who needed to travel, as well as low-income residents living near the CSD fire station who did not necessarily have access to any private auto.

“Youth need transportation for traveling into Willits for school or home again, where parents are working and can't easily assist them. They cannot use the Dial-A-Ride.”

Listening Session
Participant

Additional Needs

Some residents need to make a connection down to Sonoma County, to the Airporter or SMART Train to travel beyond the region.

Listening Session participants asked for improved pedestrian and bike access/infrastructure within community and to Willits to address unsafe bicycling or walking conditions on Sherwood Road.

Others spoke to the ongoing challenges of emergency evacuation along Sherwood Road's single road access, recalling the September 2020 efforts to evacuate the community from the threat of the Oak Fire.

Brooktrails Residents Survey Results

The survey of Brooktrails residents was promoted through a variety of local stakeholders and a mailing to all households. Sixty-three (63) Brooktrails residents responded to the survey, including two Spanish-speaking respondents. As respondents were not required to complete every question, particularly demographic questions, some questions will have a different number of respondents.

Figure 50 shows the demographic makeup of the respondents.

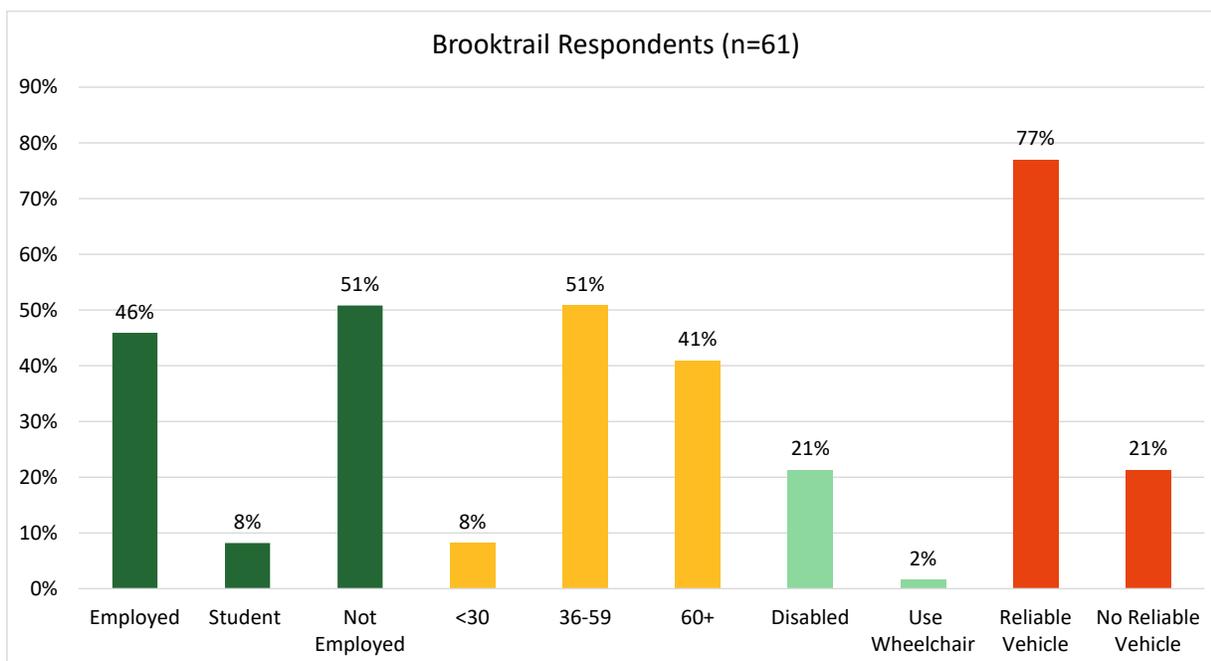


Figure 50, Demographic Makeup of Brooktrails E-Survey Respondents

The Brooktrails respondents were about evenly split between those who are and are not employed, plus a small number of students. Forty-one percent (41%) were 60 or older and 21% had a disability that limits their mobility. Most of those with a disability were 60+, but four (6% of the sample) were younger persons with a disability. More than three-quarters said that their family had a reliable vehicle (77%), while 21% said they did not.

E-Survey Identified Needs Among Brooktrails Residents

Respondents were asked about destinations and trip purposes where they experience transportation challenges. Figure 51 demonstrates the reported needs of Brooktrails residents. More than three-quarters (76%) of respondents reported needing transportation locally around Brooktrails. Highest reported needs were transportation to Ukiah for shopping (78%), medical trips (70%) and social services (51%). Next top needs were to Willits for shopping (49%) and medical destinations (43%). Additionally, more than one-third (35%) of Brooktrails respondents need to travel to Ukiah for college.

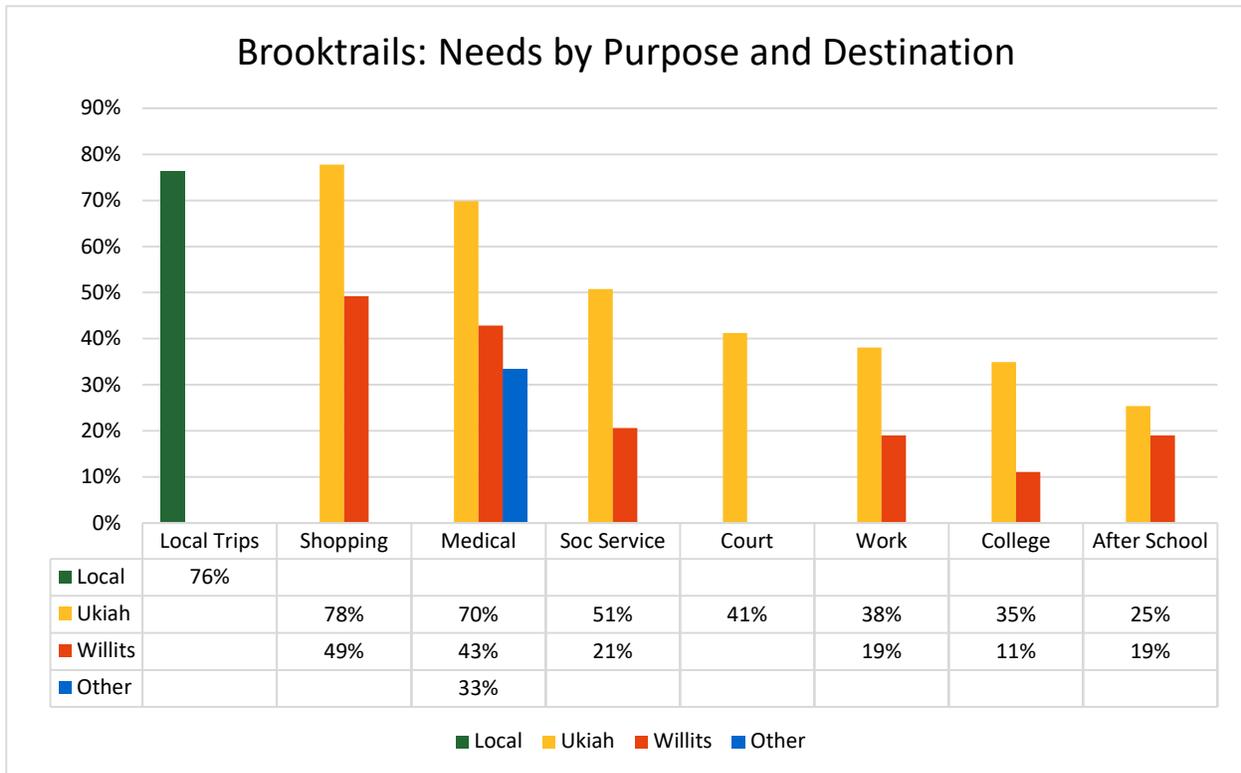


Figure 51, Transportation Needs of Brooktrails E-Survey Respondents

Figure 52 examines Ukiah-based transportation needs by respondents' age and if they have a disability that impacts their mobility. The greatest needs for adults younger than 60 were for transportation to Ukiah for work (83%), college (82%) and court (81%). Older adults 60+ reported needing transportation for after-school activities (44%) and for medical services (36%). Nearly one-quarter of respondents who reported a disability that impacted their mobility need transportation for to Ukiah college and medical (23%). We also examined Ukiah-based transportation needs by respondents' access to a vehicle within their household that could reliably "make the trip from your community to Ukiah or beyond" (Figure 53).

Responses for respondents who have a reliable vehicle were fairly even, needing transportation to all destinations. Top needs were transportation to Ukiah for court (77%) and college (77%).

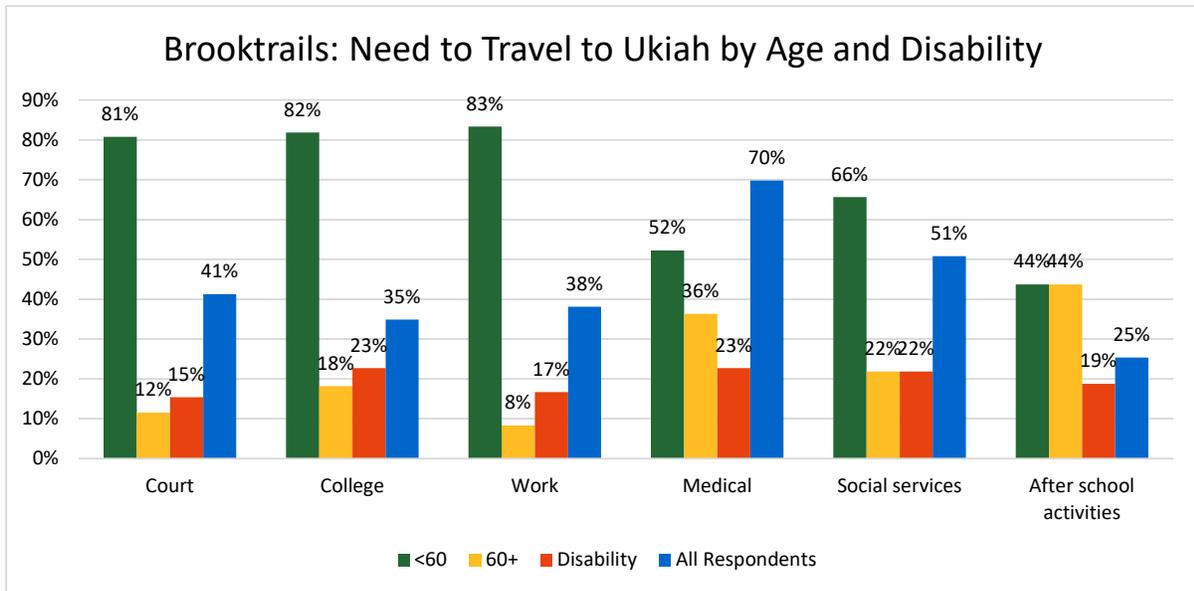


Figure 52, Needs of Brooktrails Respondents by Age and Disability Status

Respondents without a reliable vehicle were also evenly split as to trip needs. The top need, transportation to after-school activities in Ukiah, was reported by one-quarter (25%) of these respondents.

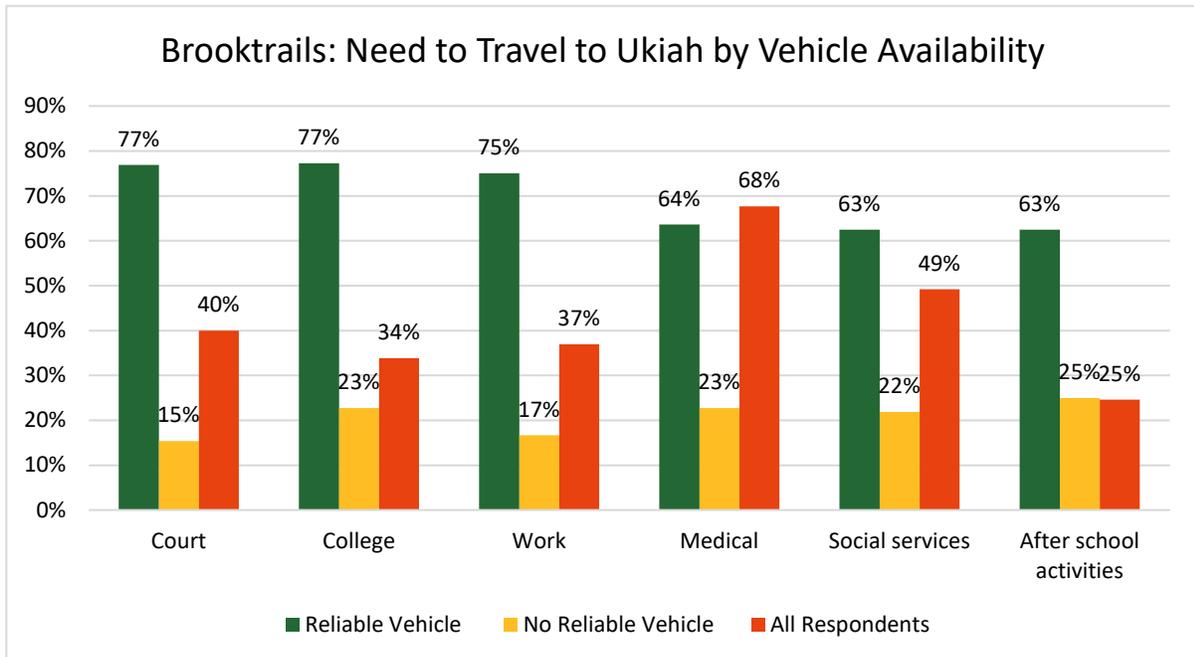


Figure 53, Needs of Brooktrails Respondents by Vehicle Availability

Response to Potential Solutions

The resident survey was used to test the potential of proposed mobility solutions to address identified needs. Brooktrails respondents were asked to rate the usefulness of five potential services, described as follows:

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to “pay” the driver. You would have a limited number of miles each month.
- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **Expanded Dial-A-Ride Service.** The Willits Senior Center currently provides Dial-A-Ride service (M-F, 8 a.m. to 2:30 p.m.) to seniors and persons with disabilities who live in Brooktrails. An advance reservation and fare are required. This service would be expanded with an additional vehicle at certain hours to accommodate the general public and a somewhat longer day (8 a.m. to 7 p.m.). It would also allow for connections to Mendocino Transit Authority bus network for service within Willits, as well as to and from Ukiah.
- **Scheduled transportation service between Brooktrails and Willits.** A regularly scheduled bus or van would provide service that would pick up/drop off at Sherwood Market, the Brooktrails CSD Community Center and downtown Willits, three or four round trips per day. In Willits, passengers would be able to connect to the MTA bus system.
- **App-Based Car Share.** A rental car that would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit card.

Figure 54 shows the distribution of responses for each tested solution.

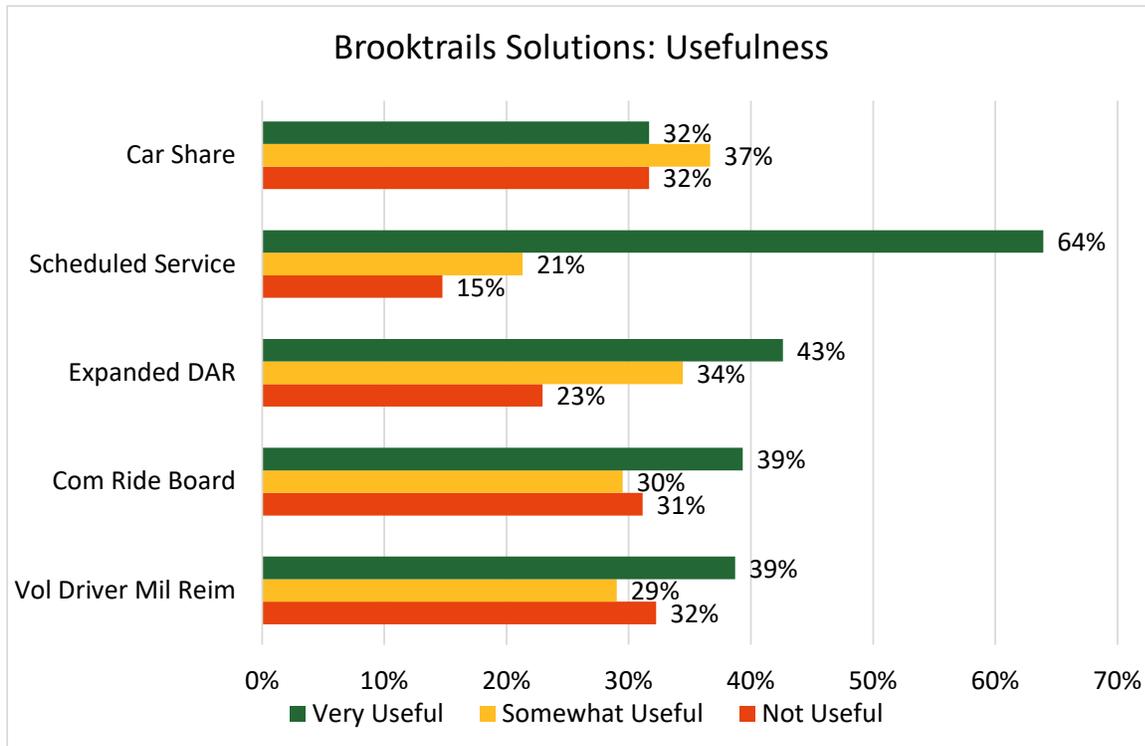


Figure 54, How Brooktrails Respondents Rated Solutions' Usefulness

While all of the solutions were judged very useful by some of the respondents, Scheduled Service to Willits was the clear leader with 64% judging it very useful. Expanded Dial-A-Ride, with 43% judging it very useful was next, followed closely by the Volunteer Driver Mileage Reimbursement Program and Community Ride Board, both at 39%. Car Share, while the least popular, was still considered very useful by 32% of respondents.

Respondents were asked “If only one of these programs could be implemented in your community, which would be the most useful to you?” The responses are shown in Figure 55. Here

the clear choice was Scheduled Service to Willits, chosen by almost half (49%) of respondents. The second choice was Expanded Dial-A-Ride favored by 18%. (Note that most of the people who chose Expanded Dial-A-Ride are seniors who already have access to the service. They may be responding to the longer hours.)

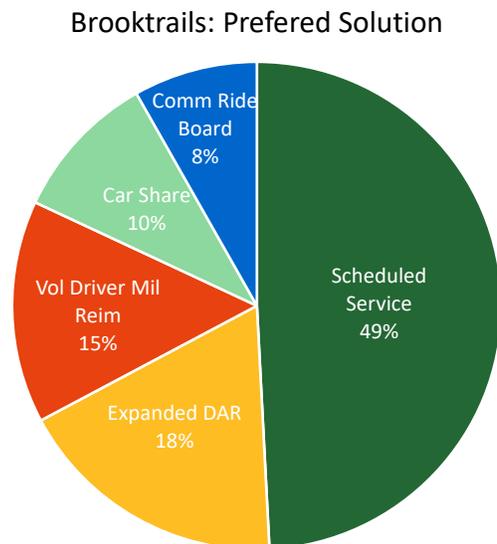


Figure 55, Preferred Solution of Brooktrails Respondents

The remainder of this section explores how the preferred solution varied among specific demographic segments.

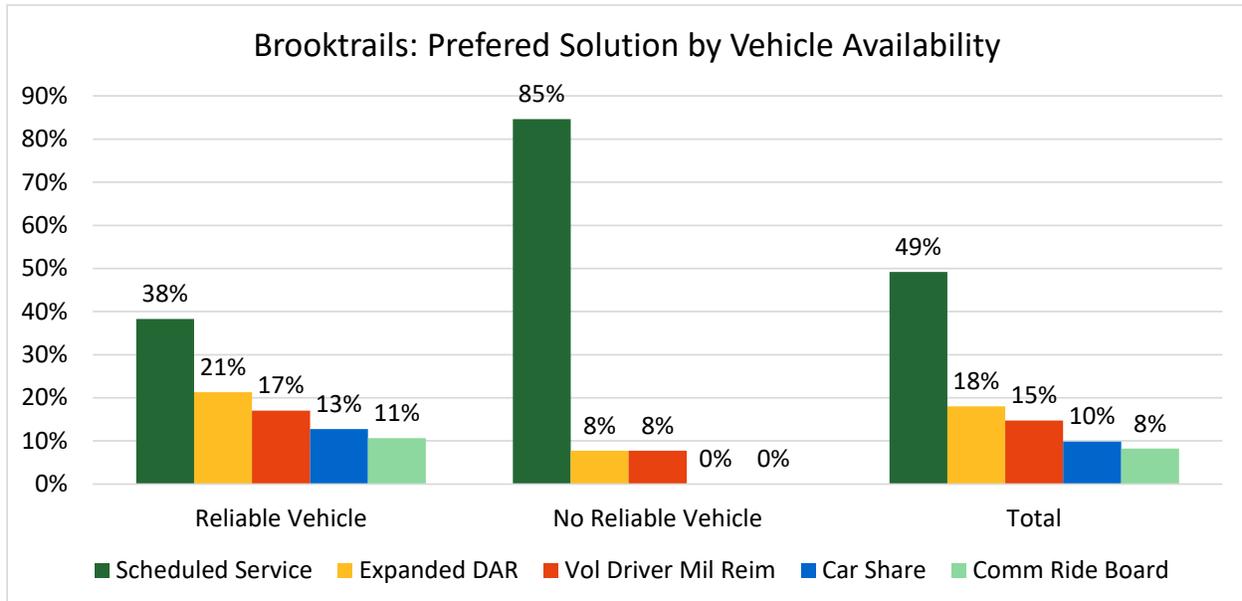


Figure 56, Preferred Solution of Brooktrails Respondents by Their Access to a Reliable Vehicle

First, we examined the solution preference of those with access to a reliable vehicle (77% of respondents), compared to those without (21%). As Figure 56 shows, Scheduled Service to Willits is overwhelmingly the choice of those without a reliable vehicle. Those with a reliable vehicle are somewhat more divided in their choices with Scheduled Service and Expanded Dial-A-Ride preferred by most.

Another factor that might influence a person's perception about the usefulness of mobility solutions is age. Forty-one percent (41%) of Brooktrails respondents were 60 or older (with the oldest being 81), while 59% were under 60 (Figure 57).

Brooktrails: Age

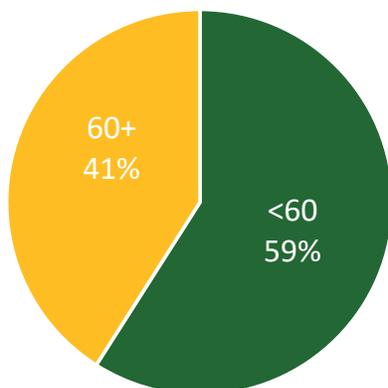


Figure 57, Age of Brooktrails Respondents

Figure 58 compares the responses of older adults (60+) and those younger than 60. It also shows the responses of persons who said they had a disability that impacts their mobility (21% of the respondents).

Scheduled service to Willits was the preferred option for those younger than 60, with very few choosing Expanded Dial-A-Ride. Older respondents narrowly preferred Expanded Dial-A-Ride over Scheduled Service. Those with a disability were somewhat more likely to prefer Schedule Service.

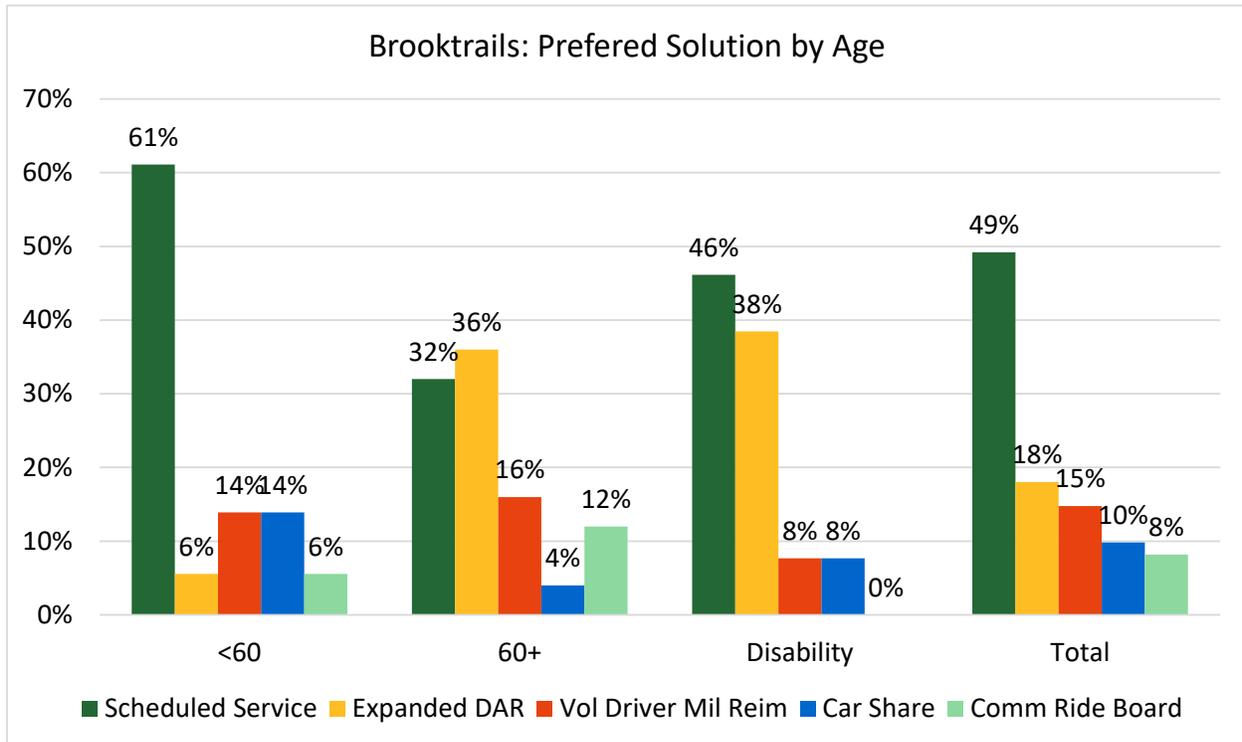


Figure 58, Preferred Solution of Brooktrails Respondents by their Age and Disability Status

Next, we examined the preferred solutions based on household size. Brooktrails respondents were fairly evenly divided between those living in one- or two-person households (48%) and those living in households with three or more members (52%). Figure 59 compares the preferences of these two groups.

Scheduled Service to Willits was strongly preferred by those in larger households, likely reflecting the need for student transportation that we heard about in Listening Sessions. One- or two-person households were evenly divided in their preference between Scheduled Service and Expanded Dial-A-Ride.

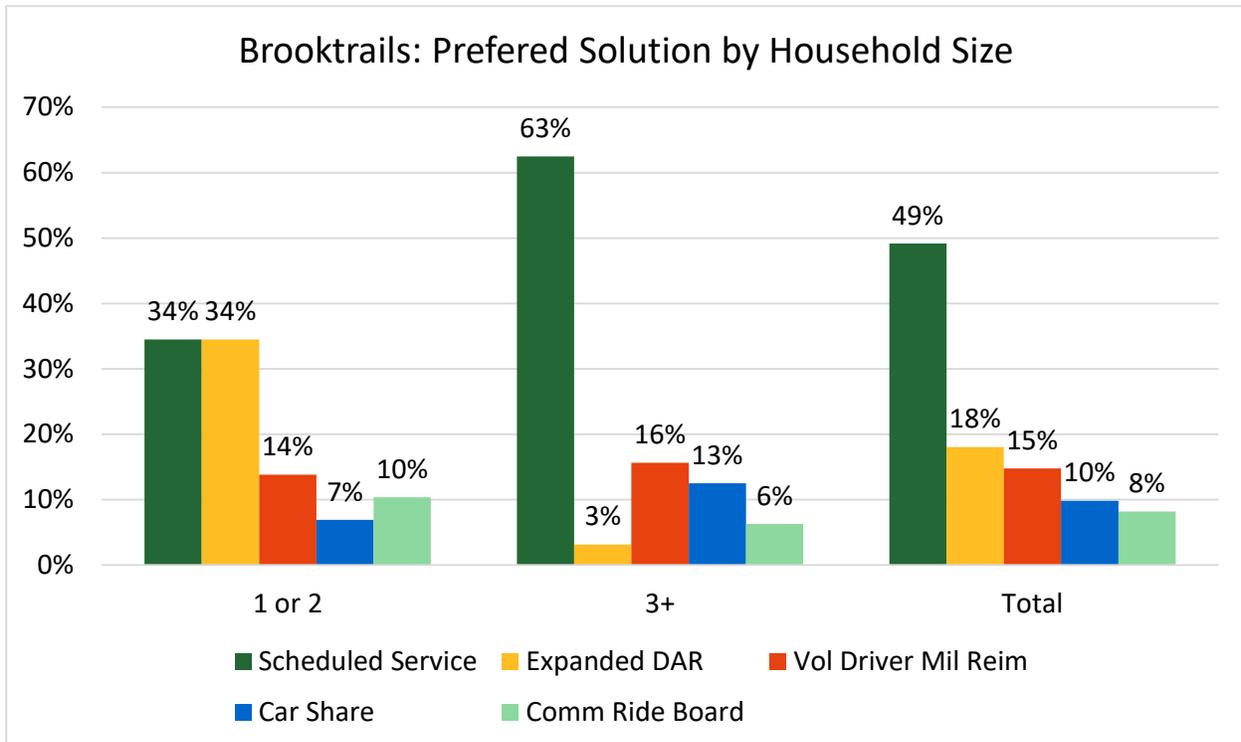


Figure 59, Preferred Solution of Brooktrails Respondents by Their Household Size

A final factor that might influence a respondent’s preference is their employment status. Respondents were asked to classify themselves as employed, student, retired, disabled or stay-at-home parent, and could select multiple options. Figure 60 shows the total distribution of responses.

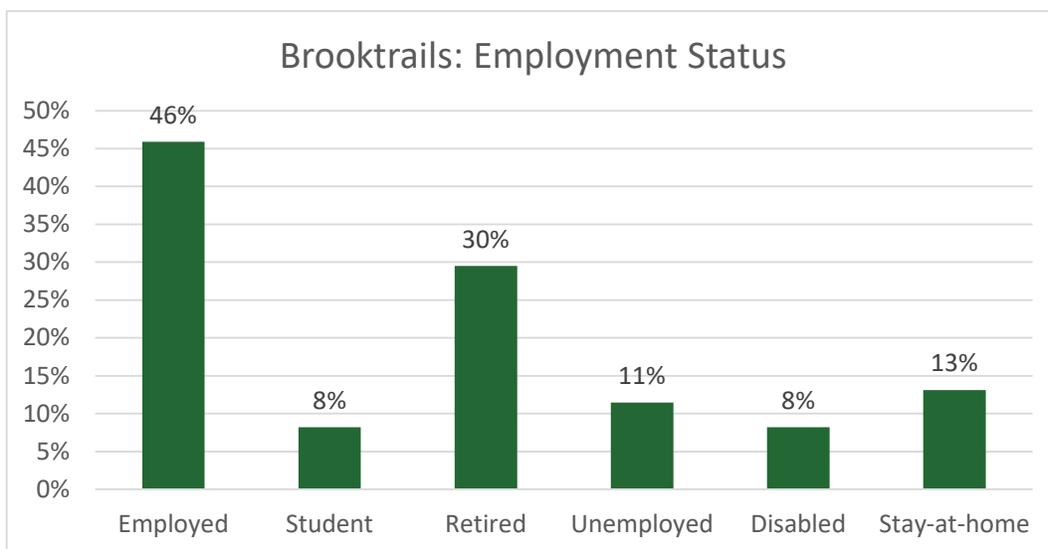


Figure 60, Employment Status of Brooktrails Respondents

For the purposes of this analysis, we looked at three groups: employed, students and those who are neither employed nor students. Note that some individuals might be both employed and students.

Both employed individuals and students strongly preferred Scheduled Service to Willits (Figure 61). Among those who were neither employed nor students, opinions were divided between Scheduled Service and Expanded Dial-A-Ride. Among students and those not employed, the idea of a Volunteer Driver Mileage Reimbursement Program held some appeal.

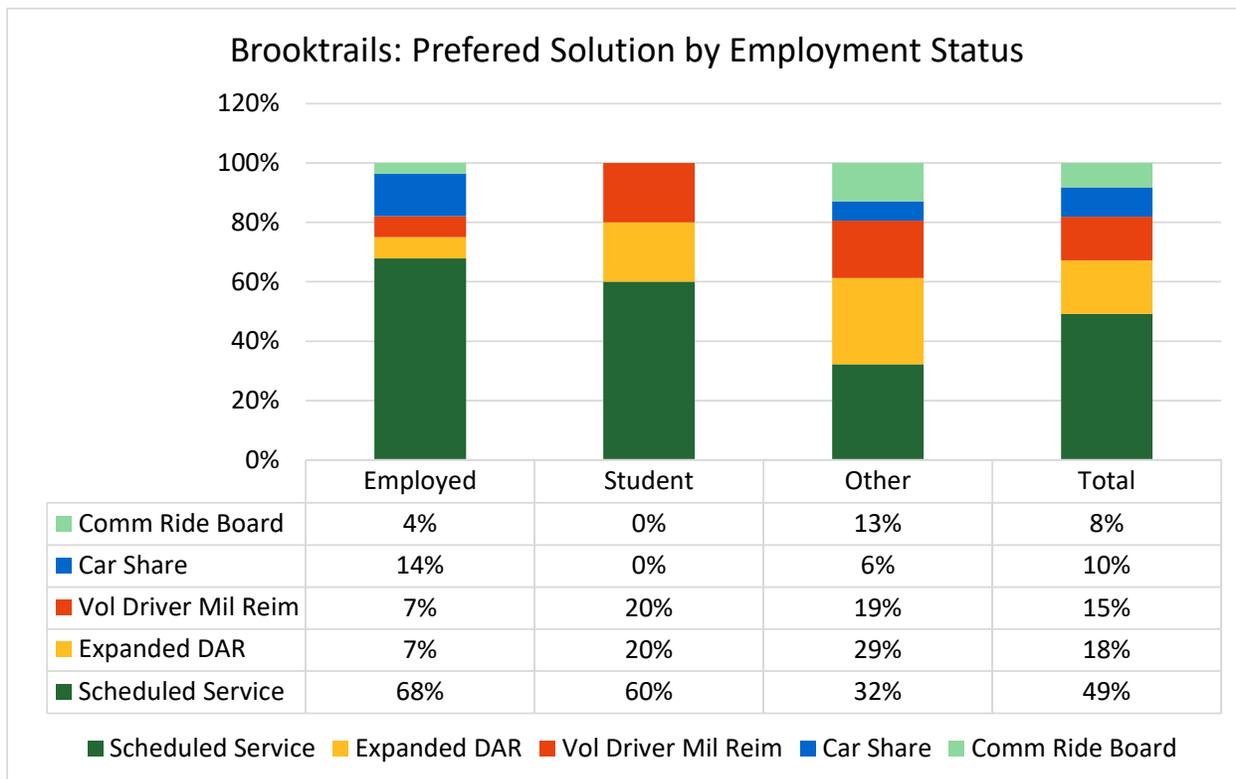


Figure 61, Preferred Solution of Brooktrails Respondents by Their Employment Status

In summary, the appeal of Scheduled Service to Willits appears to cut across all segments in Brooktrails, while the idea of expanded Dial-A-Ride has strong appeal to older adults and those in smaller households (many of whom are likely older adults).

4. Potter Valley

The Physical Setting

Potter Valley's four-square miles is set in an agricultural valley, about 18 miles northeast of Ukiah. With just under 400 residents, it is the smallest of the five communities. Potter Valley has primary and secondary public schools, a Family Resource Center, one small convenience store, a gas station and a restaurant with no other retail (Figure 62). Residences are widely dispersed, with a density of just 93 persons per square mile. Spread out and flat, it is walkable or bikeable, but there are limited sidewalks and no bike lanes.

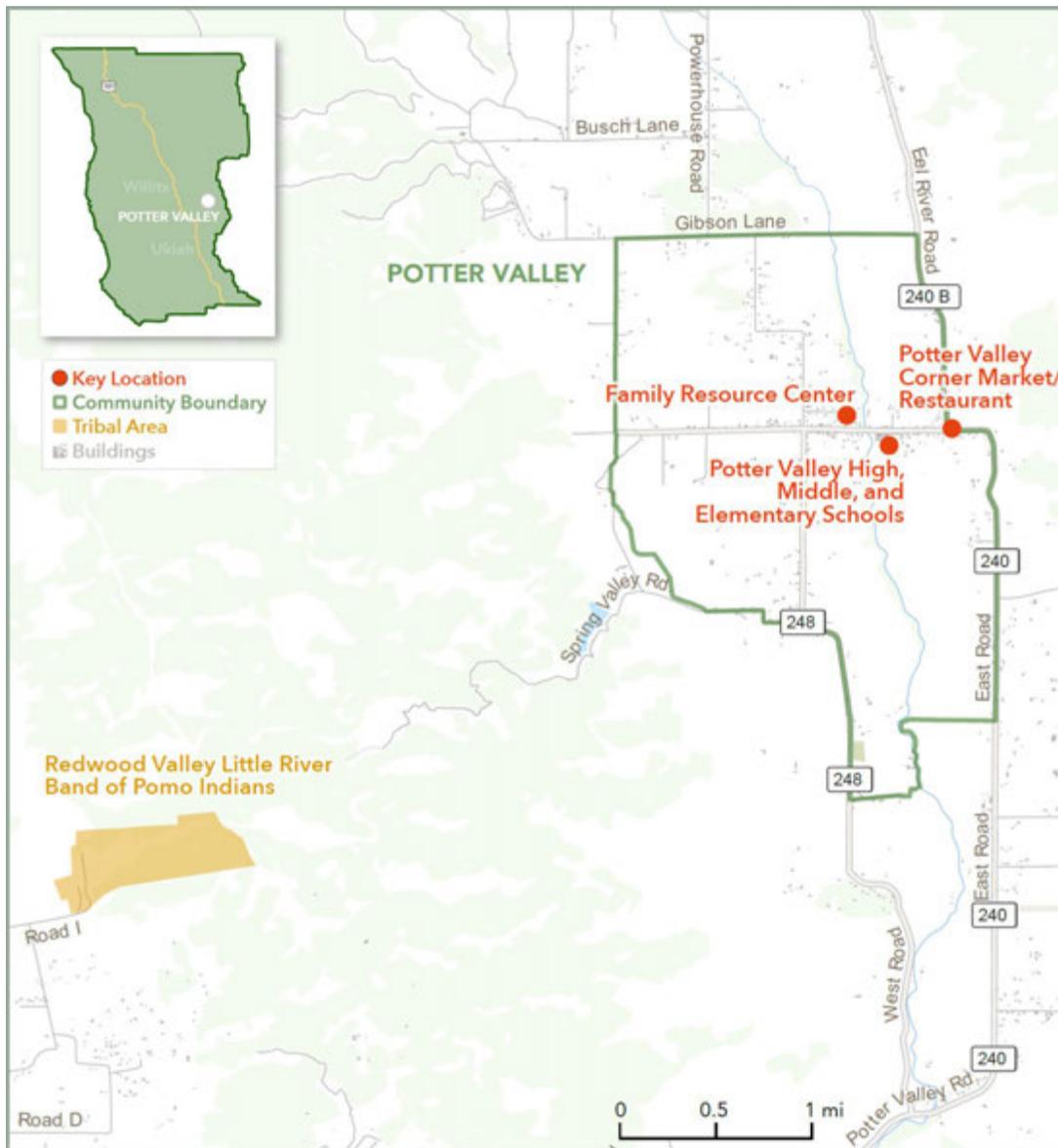


Figure 62, Potter Valley Census Designated Place Boundaries, Tribal Land and Key Locations

Tribal Lands and Tribal Participation

The Potter Valley Tribe is a federally recognized Tribe of the Pomo Indians with its tribal offices on State Street in Ukiah (Figure 63). The Potter Valley Rancheria consists of three parcels: two northwest of Potter Valley and one south of

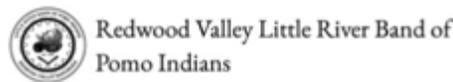


Figure 63, Potter Valley's Tribal Seals

Potter Valley. To date, there has been no formal participation by the Tribe in this Study process, although leadership has been contacted, and will continue to be, at key Study points.

	Mendocino County	Potter Valley CDP
Square Miles	3,506.80	4.0
People per Square Mile	24.8	92.9
Total Population	87,110	374
% with Veteran status	7.7%	5.7%
Age		
% Older Adults 65+	22.10%	19.8%
Older Adults 65+	19,234	74
% Adults 18-64	56.60%	68.8%
Adults 18-64	49,284	231
% Children and Youth 0-17	21.3%	19.8%
Children and Youth 0-17	18,592	74
Gender		
Female	50.50%	49.5%
Male	49.50%	50.5%
Income and Poverty		
Median Household Income	\$52,915	\$55,917
Total Individuals below Poverty Line	16.3%	15.2%
Older Adults in Poverty	11.8%	2.9%
Children and Youth in Poverty	22.4%	14.9%
Disability		
Total Individuals with a Disability	17.7%	5.1%
Older Adults with a Disability	35.2%	0.0%
Children and Youth with a Disability	4.4%	0.0%
Households	34,164	159
LEP Households	3.3%	0.0%
Vehicle Availability of Households		
No Vehicles	7.0%	0.0%
One Vehicle	32.4%	40.9%
Race and Ethnicity		
Asian	2.0%	0.0%
Black	0.5%	0.0%
Islander	0.2%	0.0%
Native	3.3%	0.0%
White	64.1%	72.5%
Other	0.6%	4.0%
Two+	3.7%	12.3%
Hispanic	25.7%	11.2%

Source: American Community Survey 2020 5-Year Estimates

Figure 64, Potter Valley Census Designated Place (CDP) Population Information

The Redwood Valley Rancheria, Little River Band of Pomo Indians, also a federally recognized Tribe, is south and west of the Potter Valley census designated place (CDP). Redwood Valley Rancheria youth attend the Potter Valley schools. This Tribe was not among those to which the Study team initially reached out, but efforts are being made to include tribal leaders in subsequent rounds of public participation.

Community Population Characteristics

Potter Valley, at 374 persons, is the smallest community of the five. It's 69% proportion of adults (ages 18 to 64) is more than 10 points above the countywide proportion of 57% (Figure 64). Children and older adults are each about one-in-five persons, just slightly, but not significantly, below the countywide proportions.

Median household income at \$56,000 is 6% above the countywide median of \$53,000. Individuals in poverty are on par with the County, in terms of all adults, just over 15% living below the poverty line. Only 3% of older adults are in poverty, in contrast with 16% countywide. Among children, 16% are living below the poverty line, in contrast with 22% countywide.

Similarly, reported disabilities are well below County indicators.

There are no reported limited English-proficient households and no reported households without a vehicle. Four-in-ten households report one vehicle, above the countywide proportion of 32%.

Potter Valley residents within the CDP are predominately white. About one-in-ten residents are Hispanic (11%) with mixed races at slightly more than that (11%).

Available Transportation Services and Community Resources

Public Transportation

Potter Valley has no public transit or other local transportation service currently available. The Potter Valley Family Resource Center owns an eight-passenger vehicle for its transportation needs, purchased with Community Foundation funds. Since the operating dollars for driver and fuel ran out, the vehicle has not been in service. The school district has a parallel problem in that at the time of the August Listening Session, they were down to a single driver available to provide school bus transportation.

Existing Partnership

The Potter Valley School District and the Potter Valley Youth and Community Center (Family Resource Center) have a long history of partnership and joint ventures in addressing the needs of youth of the community. Given the school district's current challenge in recruiting and retaining sufficient drivers, the district's superintendent expressed interest in "sharing" a driver, if funding could be found to secure even a part-time driver for the Family Resource Center's eight-passenger vehicle.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and Website Input

Primary

Potter Valley trip types and groups identified as needing transportation assistance included:

- **Medical and dental trips** – There is no health care in Potter Valley, so all residents must go elsewhere for regular check-ups, chronic care, vaccinations

and specialty care. This becomes particularly difficult for those with limited transportation options.

- **Youth transportation needs** – Youth need to travel into Ukiah for purposes that include after-school activities and sports, and for driver's education. The school superintendent reports there are approximately 70 Potter Valley high school students and almost 200 elementary students, including children from Redwood Valley Little River Band of Pomo Indians.
- **Youth recreation trip needs** – There are more than 50 children and youth between the ages of kindergarten and 8th grade that participate in after-school activities at the Potter Valley Family Resource Center and for whom recreational transportation would be of value.
- **Aging seniors not driving or driving less** – Older Potter Valley residents spoke of needs to get into Ukiah for medical and dental appointments, for pharmacy trips and for grocery shopping. Some spoke of the need for recreational trips, even over to the coast, for those who can no longer drive distances themselves.
- **Community College students** – An estimated 30 Potter Valley youth are attending Mendocino College and would benefit from transportation assistance to get to its Ukiah campus. Not all students have private transportation available to them.
- **People without reliable vehicle or who do not drive** – Persons without access to a car or whose car is unreliable need transportation primarily into Ukiah for medical and shopping. Potter Valley has no laundromat so this necessitates trips into Ukiah for some. Persons needing to be fingerprinted for jobs, but without cars, need assistance.
- **Persons attending DUI classes** – For those required to take driving-under-the-influence (DUI) classes, these are offered in two locations in Ukiah: North Coast Drivers and Ford Street Project. Reportedly, these come up just three times a year and if an enrolled person misses a class, they must start over again from scratch. Classes are generally offered on Mondays, Wednesdays and Fridays with morning and evening class times.

"I am an older adult of very modest means and live alone. I have no car and no way to leave Potter Valley to get groceries and other things I need."

*Listening Session
Participant*

"My granddaughter is a new Mendocino College student and there is no way for her to travel to the College without our assistance."

*Listening Session
Participant*

Additional Needs

As noted above, Potter Valley older adults who were no longer driving as much or as far were interested in the possibility of recreational trips, including to the Coast and Fort Bragg.

Potter Valley Residents' Survey Results

The survey of Potter Valley residents was promoted through a variety of local stakeholders and a mailing to all households. Forty-two (42) Laytonville residents responded, Figure 65 showing their demographic makeup.

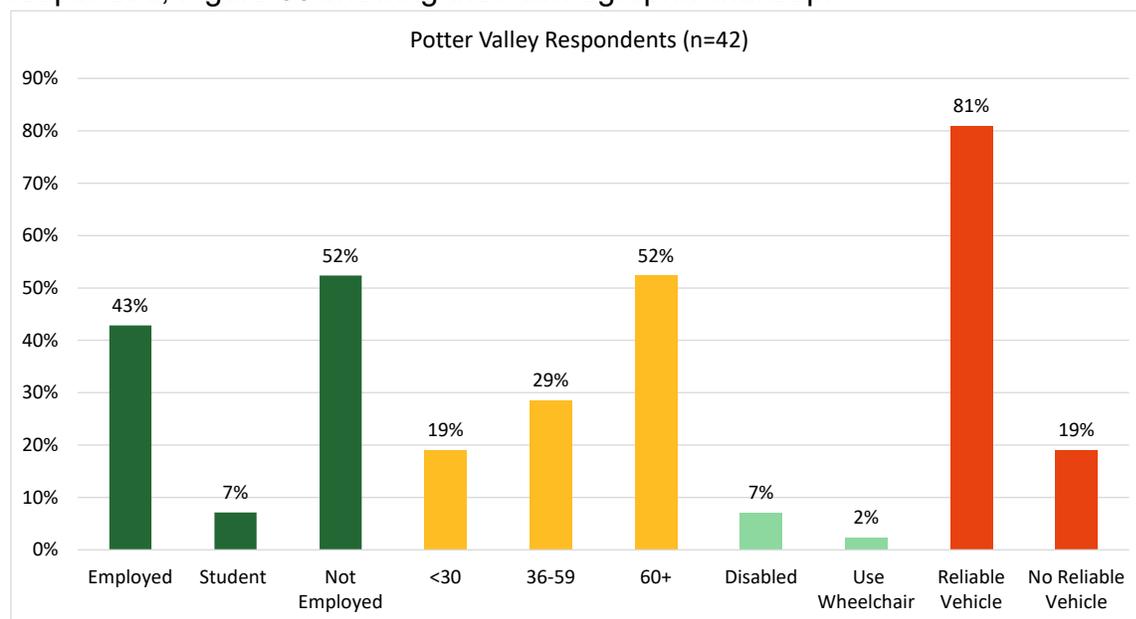


Figure 65, Demographic Makeup of Potter Valley Respondents

Laytonville E-survey respondents were almost evenly divided between older adults (60+) and younger individuals. Forty-three percent (43%) were employed, while 7% were students and 7% had a disability that limited their mobility. The vast majority of respondents (81%) said their household had a reliable vehicle.

E-Survey Identified Needs Among Potter Valley Residents

Asked about destinations and trip purposes where they experience transportation challenges, Figure 66 shows the reported needs of Potter Valley E-survey residents. Almost seven-in-ten report local transportation challenges. This perhaps reflects the difficulty of walking, with limited sidewalks beyond the immediate area of Potter Valley schools. Shopping and medical in Ukiah rated most highly, by about three-quarters (74%) of respondents. Nearly half of Potter Valley respondents wish to get to Willits for both shopping and medical (48%). Additionally, more than one-third (36%) need to travel to Ukiah for college.

Mendocino County Rural Inland Communities Mobility Solutions
Volume 1: Five Communities' Transportation Needs Assessment

Figure 67 examines Ukiah-based transportation needs by respondents' age and if they have a disability that impacts their mobility. Top needs for adults under 60 were for transportation to Ukiah for college (87%), work (85%) and court (81%).

Needs for adults 60+ and individuals with a disability that impacted their mobility were nearly identical. Top needs were to social services (18%-23%) and medical destinations in Ukiah (19%) and after school activities (18%).

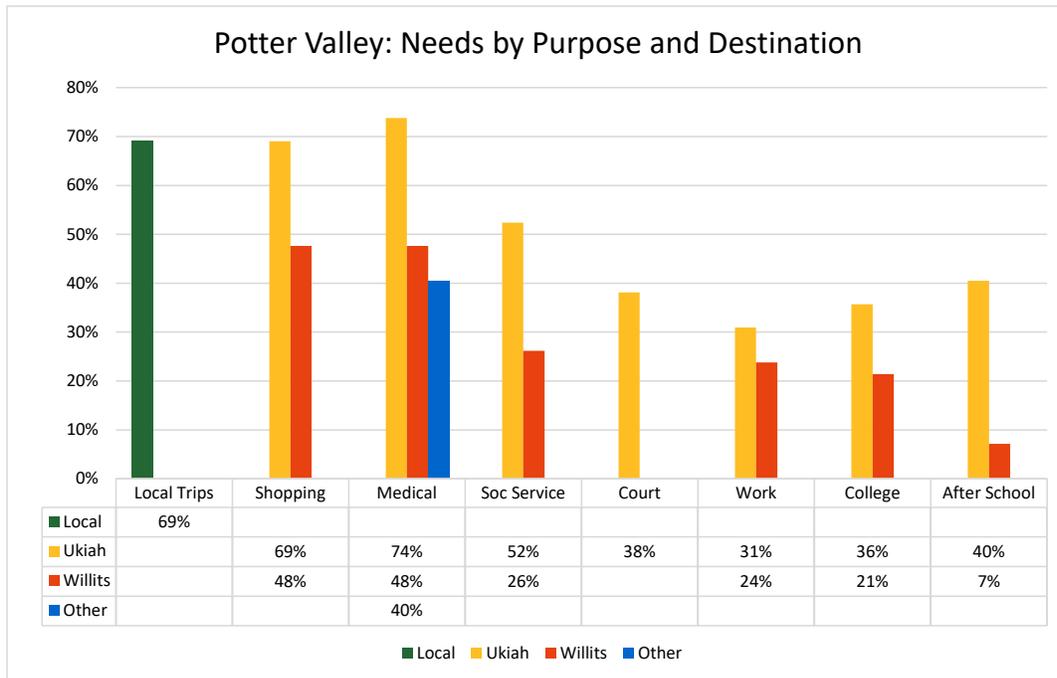


Figure 66, Transportation Needs of Potter Valley E-Survey Respondents

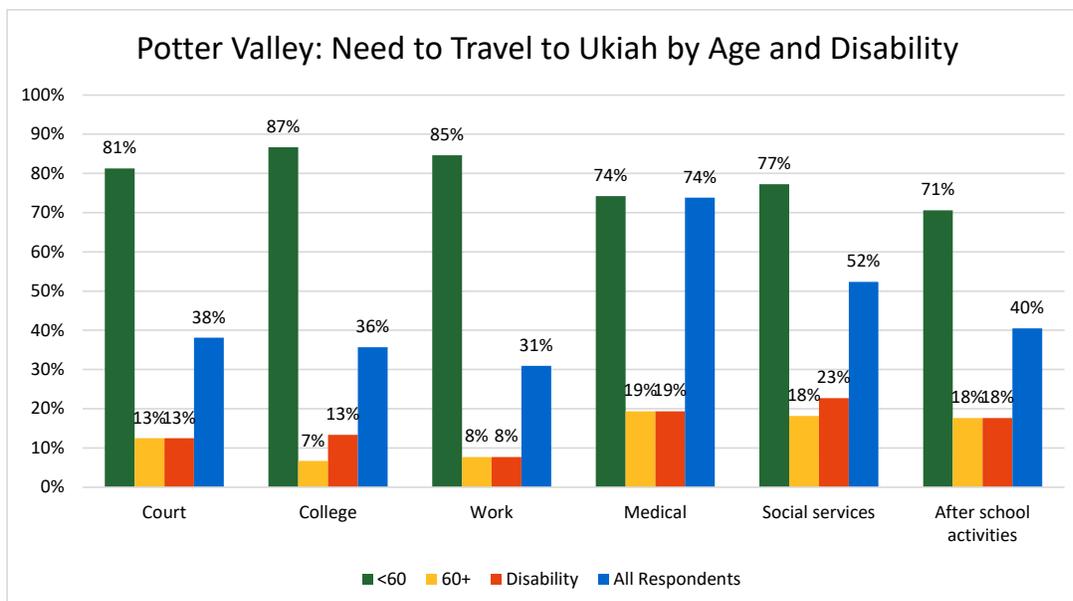


Figure 67, Needs of Potter Valley Respondents by Age and Disability Status

We also examined Ukiah-based transportation needs by respondents' access to a vehicle within their household that could reliably "make the trip from your community to Ukiah or beyond" (Figure 68). Respondents who have a reliable vehicle within their household reported transportation need to all destinations, particularly, to work (62%), college (60%) and medical destinations (61%).

Responses for respondents without a reliable vehicle were fairly even, with one-third or more needing transportation to most destinations. Their top transportation needs were for court (44%) and social services (41%).

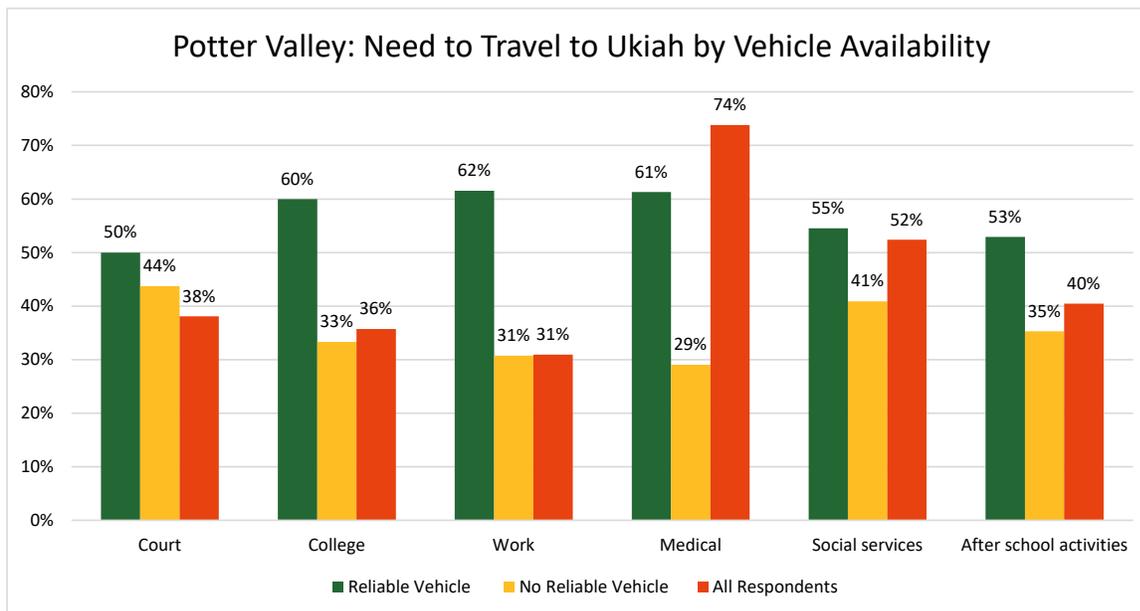


Figure 68, Needs of Potter Valley Respondents by Vehicle Availability

Response to Potential Solutions

The resident survey was used to test the potential of proposed mobility solutions to address identified needs. Potter Valley respondents were asked to rate the usefulness of five potential services, described as follows:

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to “pay” the driver. You would have a limited number of miles each month.
- **Dial-A-Ride/Shuttle** service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip

back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.

- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **Community Van.** A local organization, such as the Family Resource Center, could have a van and driver to provide rides within Potter Valley, for a low fare. You would call the local office to request a ride.
- **App-Based Car Share.** A rental car that would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit card.

Figure 69 shows the distribution of responses for each tested solution.

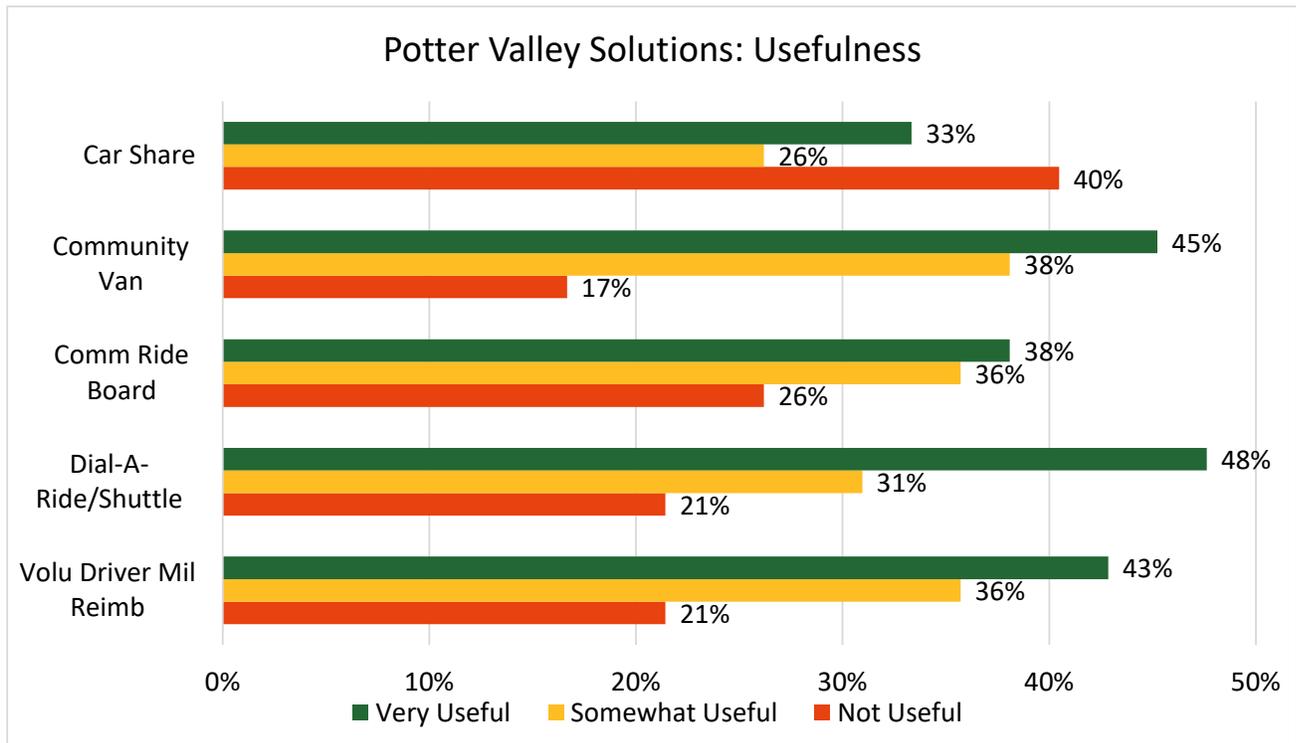


Figure 69, How Potter Valley Respondents Rated Solutions' Usefulness

While all the solutions were judged very useful by some of the respondents, those receiving the highest number of “very useful” ratings were the Dial-A-Ride/Shuttle (48%) and Community Van (45%), followed closely by the Volunteer Driver Mileage Reimbursement Program (43%). Car Share was judged very useful by one-third of respondents, but not useful at all by 40%.

Respondents were asked “If only one of these programs could be implemented in your community, which would be the most useful to you?” The responses are shown in Figure 70. Here the clear choice became the Dial-A-Ride/Shuttle (chosen by 52% of respondents), followed by the Community Van and Volunteer Driver Mileage Reimbursement Program with 14% each.

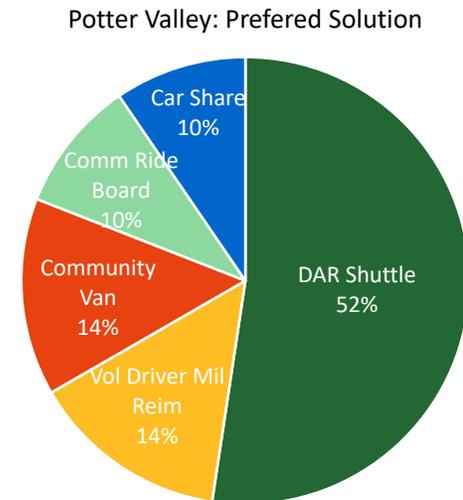


Figure 70, Potter Valley Respondents' Preferred Solution

While a significant number of respondents felt all of the proposed solutions would be useful, the most desired service is clearly a connection to Ukiah.

The remainder of this section explores how the preferred solution varied among specific demographic segments.

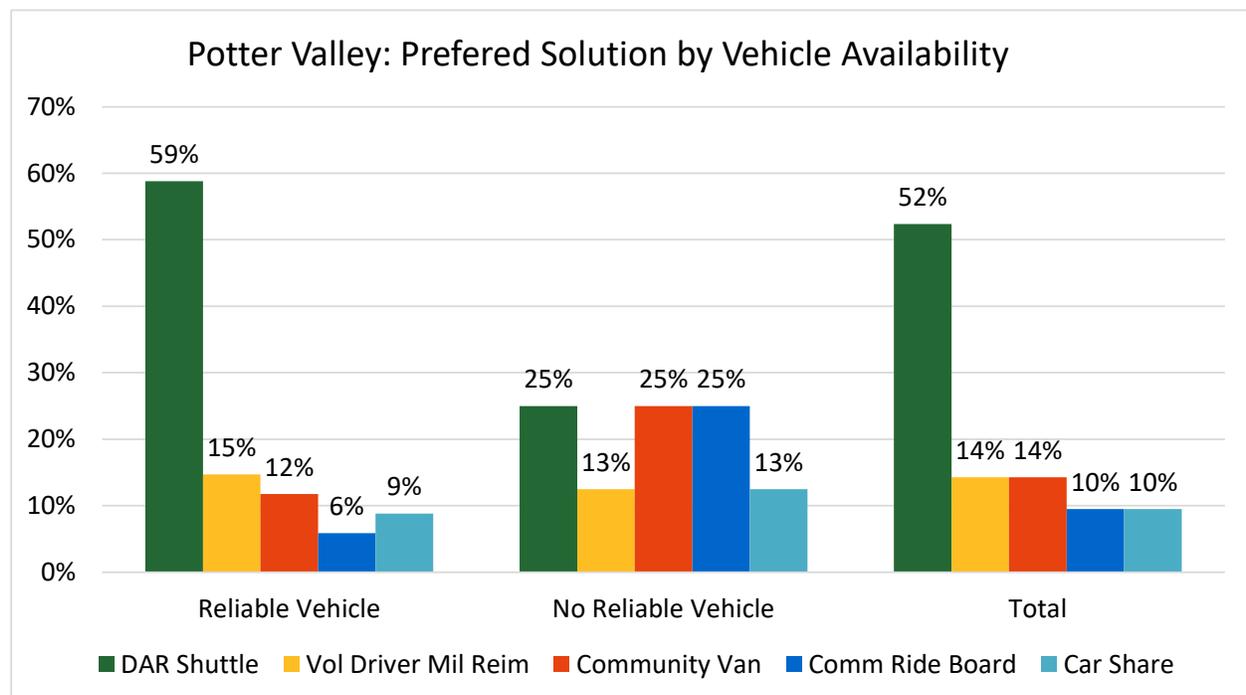


Figure 71, Preferred Solution of Potter Valley Respondents by Their Access to a Reliable Vehicle

First, we examined the solution preference of those with access to a reliable vehicle (81% of respondents), compared to those without (19%). Note, all but four respondents had a valid driver's license.

As Figure 71 shows, the Dial-A-Ride/Shuttle is the preferred solution among those with a reliable vehicle (59%). Those without a reliable vehicle are quite divided in their preferences, with one-quarter choosing each of three solutions – Dial-A-Ride/Shuttle, Community Van and Community Ride Board.

Another factor that might influence a person's perception about the usefulness of mobility solutions is age. Forty-eight percent (52%) of Potter Valley respondents were 60+, with the oldest respondent being 84 (Figure 72).

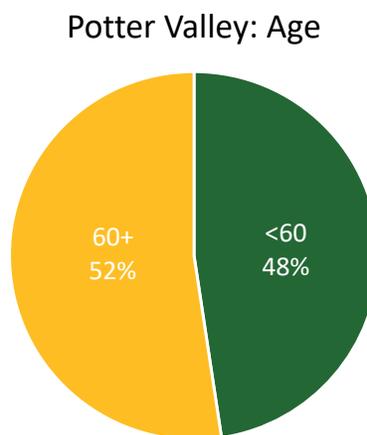


Figure 72, Age of Potter Valley Respondents

Figure 73 compares the responses of older adults (60+) and those younger than 60. It also shows the responses of persons who said they had a disability that impacts their mobility (7% of the respondents).

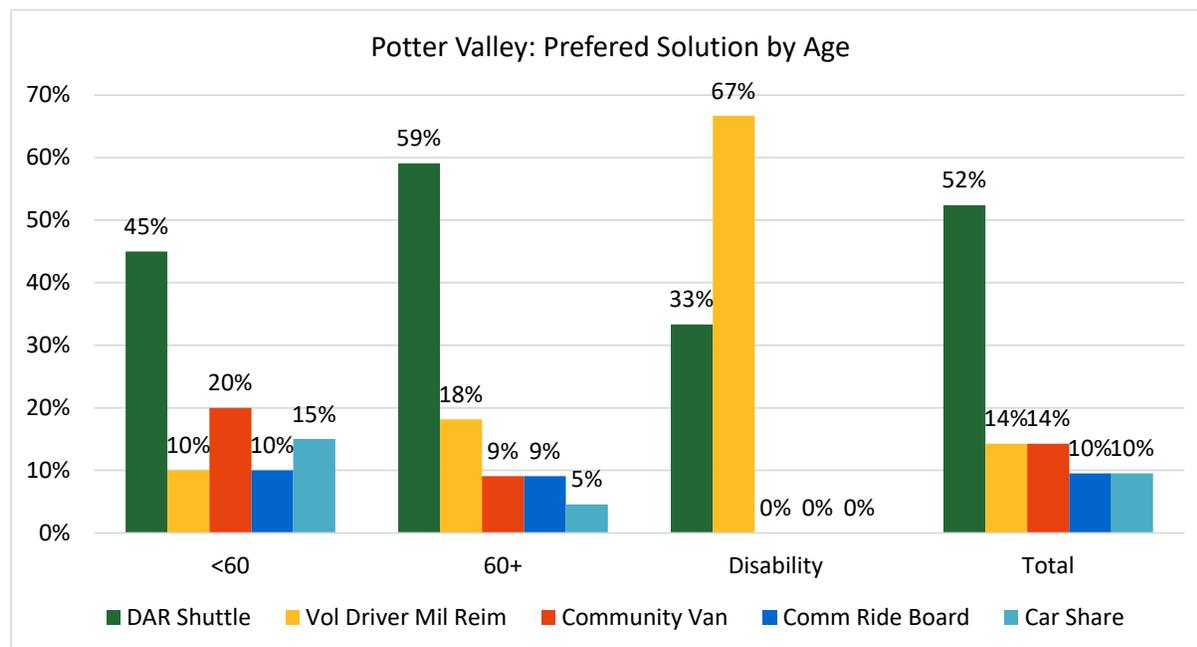


Figure 73, Preferred Solution of Potter Valley Respondents by Their Age and Disability Status

The Dial-A-Ride/Shuttle was chosen as the preferred solution by both older and younger residents, with the ideal of a Community Van being somewhat more popular with younger respondents. However, the small group with a disability preferred the Volunteer Driver Mileage Reimbursement Program.

Next, we examined the preferred solutions based on household size. Figure 75 compares the preferences of those in one- or two-person households (48% of respondents) versus those in households with three or more members (52%).

The Dial-A-Ride/Shuttle was strongly preferred by persons in smaller households, with 65% choosing it. Among larger households, opinions were more diverse. Forty-one percent (41%) chose the Dial-A-Ride/Shuttle, while 23% chose the Volunteer Driver Mileage Reimbursement Program.

Potter Valley: Household Size

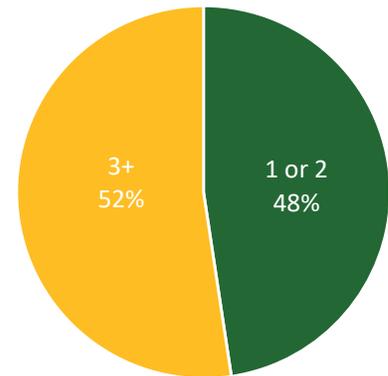


Figure 74, Household Size of Potter Valley Respondents

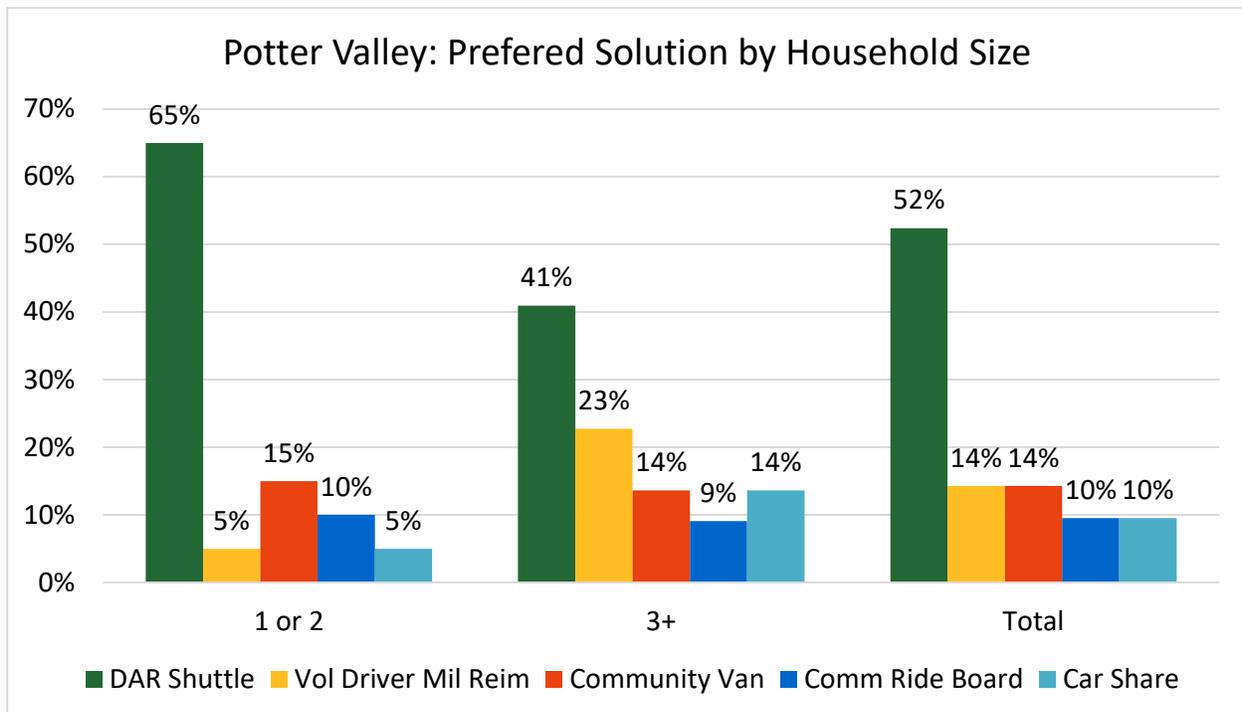


Figure 75, Preferred Solution of Potter Valley Respondents by Household Size

A final factor that might influence a respondent's preference is their employment status. Respondents were asked to classify themselves as employed, student, retired, disabled or stay-at-home parent, and could select multiple options. Figure 76 shows the total distribution of responses. For the purposes of this analysis, we looked at three groups: employed, students and those who are neither employed nor students. Note that some individuals might be both employed and students. Employed individuals were most likely to prefer the Dial-A-Ride/Shuttle solution, as were others who were not students.

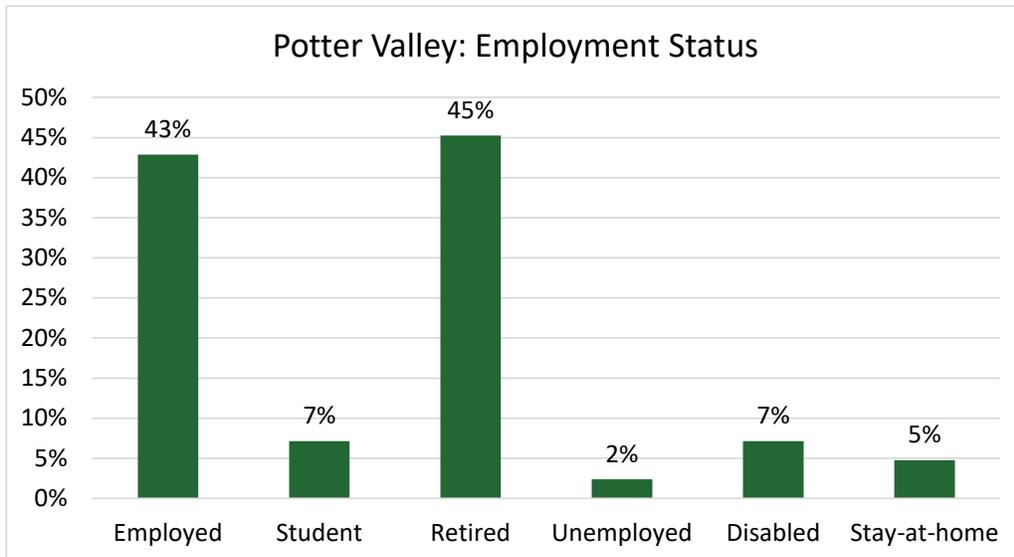


Figure 76, Employment Status of Potter Valley Respondents

Among the small sample of students (three individuals), they split between the Dial-A-Ride/Shuttle, Community Van and Community Ride Board (Figure 77).

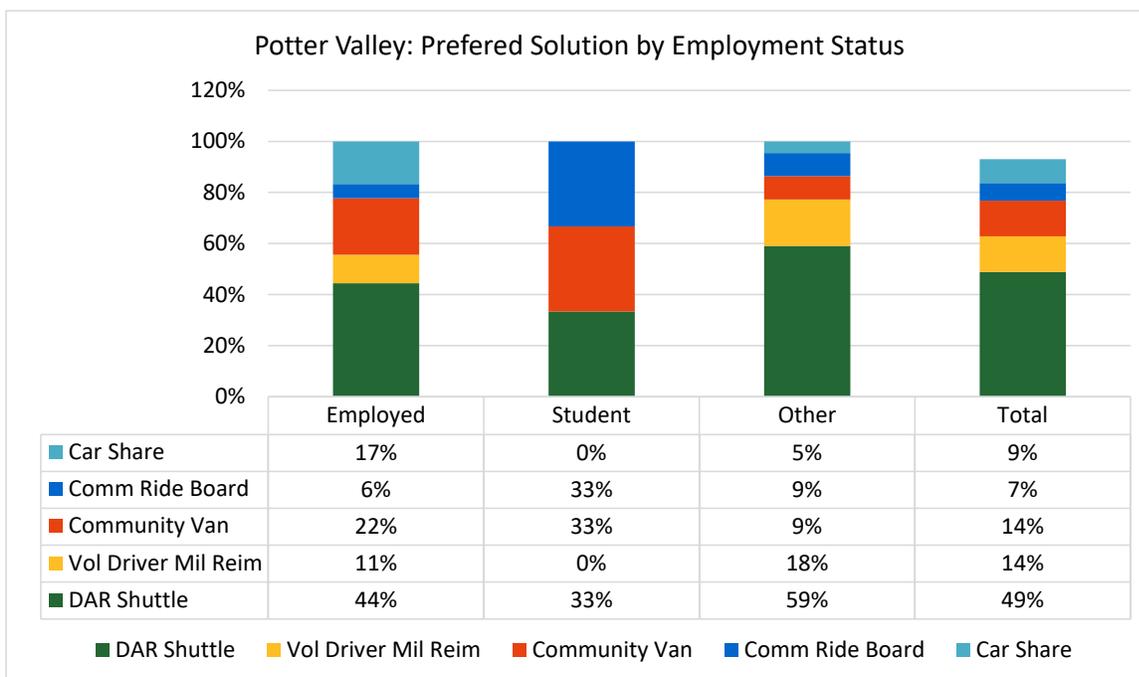


Figure 77, Preferred Solution of Potter Valley Respondents by Employment Status

In summary, the appeal of the Dial-A-Ride/Shuttle service appears to cut across most of the segments examined, and to be particularly strong among older adults, those residing in one- or two-person households and those with a reliable vehicle. The Volunteer Driver Mileage Reimbursement Program appealed to the small number of respondents with a disability.

5. Hopland

Physical Setting

Hopland is 14 miles south of Ukiah, a community bisected by Highway 101. This three and one half-square-mile census designated place (CDP) has almost 900 residents, relatively densely populated at 255 persons per square mile. Old Hopland is just east of Highway 101 and it, along with locations directly on Highway 101, have winery tasting rooms and restaurants oriented to visiting tourists (Figure 79). The community itself has no grocery store, and retail is predominately tourist-oriented establishments that employ significant numbers of persons. Stakeholders estimated about 1,000 persons travel regularly to the area for work in restaurants, wineries, the



Figure 78, Hopland Band of Pomo Indians Seal

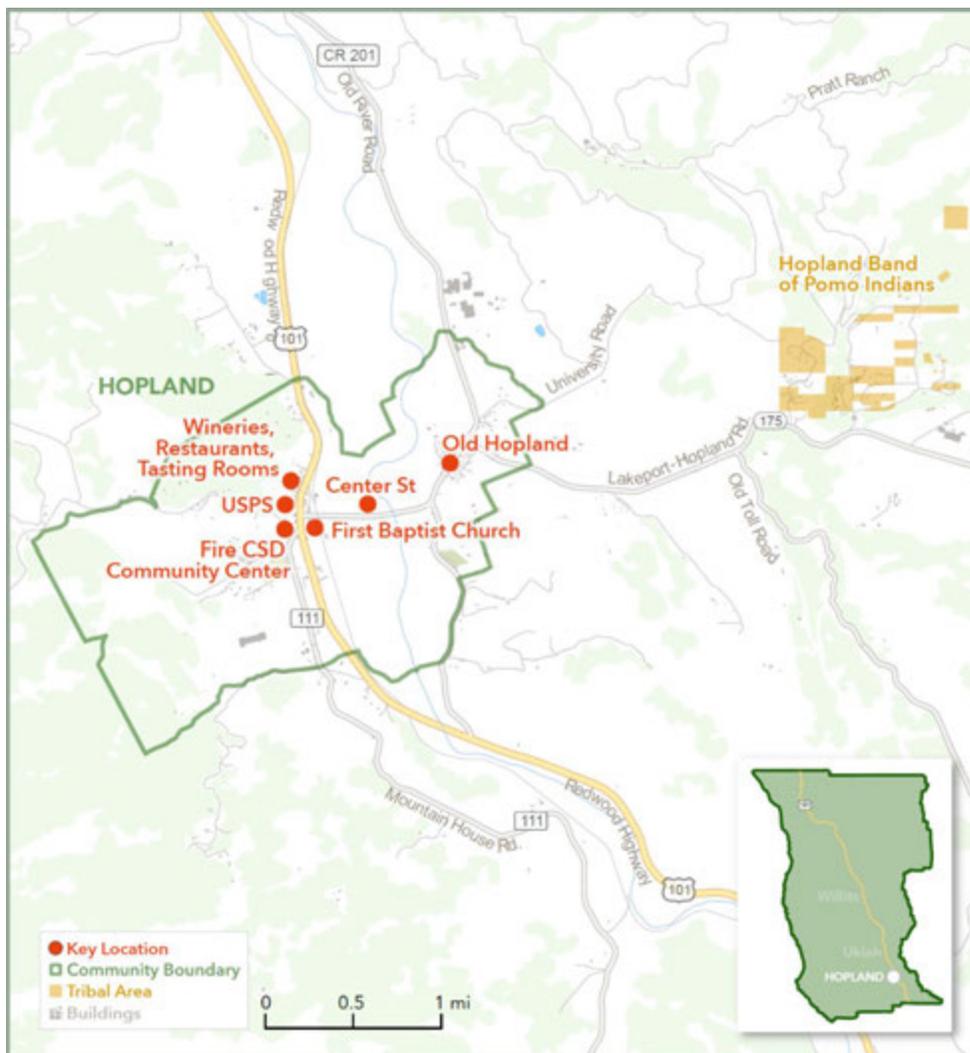


Figure 79, Hopland Census Designated Place (CDP) Boundaries, Tribal Land and Key Locations

lumber mill or in nearby agriculture.

The Hopland Band of Pomo Indians (Figure 78), a federally recognized tribe, is located on reservation lands several miles to the east of Hopland. To date, there has been no formal participation by the Tribe in the Study process, although tribal leadership has been contacted, and will continue to be, at key Study points.

Community Population Characteristics

Hopland has almost 900 residents within the Census Designated Place (CDP) (Figure 80). These individuals are slightly less likely to be older adults (20%) or children (16%) than residents countywide and slightly more likely to be adults between the ages of 18 to 64 (64%).

Household incomes at \$57,000 are almost 8% above the countywide median of \$53,000. Older adult residents of Hopland are somewhat more likely to be living below the poverty line (18%). For children and youth, almost 40% are living below the poverty line, as contrasted with 22% of children and youth countywide.

Reported disability rates are lower for all adults and for older adults than countywide proportions but, at 8%, is double what is reported for children and youth countywide.

There are no households reporting zero vehicles and 27% report one vehicle.

Residents are about two-thirds Caucasian and one-third Hispanic.

	Mendocino County	Hopland CDP
Square Miles	3,506.80	3.5
People per Square Mile	24.8	255.1
Total Population	87,110	899
% with Veteran status	7.7%	3.6%
Age		
% Older Adults 65+	22.10%	19.7%
Older Adults 65+	19,234	177
% Adults 18-64	56.60%	64.4%
Adults 18-64	49,284	579
% Children and Youth 0-17	21.3%	15.9%
Children and Youth 0-17	18,592	143
Gender		
Female	50.50%	44.9%
Male	49.50%	55.1%
Income and Poverty		
Median Household Income	\$52,915	\$57,019
Total Individuals below Poverty Line	16.3%	17.9%
Older Adults in Poverty	11.8%	18.1%
Children and Youth in Poverty	22.4%	39.9%
Disability		
Total Individuals with a Disability	17.7%	12.6%
Older Adults with a Disability	35.2%	27.1%
Children and Youth with a Disability	4.4%	8.4%
Households	34,164	321
LEP Households	3.3%	0.0%
Vehicle Availability of Households		
No Vehicles	7.0%	0.0%
One Vehicle	32.4%	26.5%
Race and Ethnicity		
Asian	2.0%	0.0%
Black	0.5%	0.0%
Islander	0.2%	0.0%
Native	3.3%	0.4%
White	64.1%	60.2%
Other	0.6%	0.0%
Two+	3.7%	2.7%
Hispanic	25.7%	36.7%

Source: American Community Survey 2020 5-Year Estimates

Figure 80, Hopland Census Designated Place (CDP) Information

Available Transportation and Community Resources

MTA Service

Hopland is served by MTA six days a week by Route 65, once daily in each direction on Mondays through Saturdays with service that connects Hopland to north to Ukiah, Willits, to the Coast to Fort Bragg and south to Santa Rosa. For riders traveling southbound, Route 65 stops at Brutocao Winery Tasting Room at 9:30 a.m. Northbound travelers leave Hopland at 2:50 p.m. from the stop at the Mendocino Savings Bank for trips to Ukiah, Willits or on to Fort Bragg. These one-trip-a-day stops, and their timing, make it difficult to travel to Ukiah during the day for shopping or appointments and for workers to get to work early in the day or to return home in the later afternoon or evening.

There is no other public transportation service. Some private-sector taxi companies reportedly may travel from Ukiah to Hopland, possibly also by Uber, but at significant cost.

Active Municipal Area Council and Engaged Employers

The Hopland Area Municipal Council (MAC) meets regularly and has steady attendance, considering numerous issues of interest and concern to Hopland residents. Hopland employers, particularly those in the winery business and local restaurateurs, meet with the MAC and are engaged in thinking about solutions to local problems, including that of transportation for their workers.

Transportation Needs Identified in August Listening Sessions, Stakeholder Interviews and Website Input

Primary

Among the trip needs heard about during the August 24 Listening Session discussions, represented by stakeholders or reference in website comments were:

- **Periodic trips for a range of purposes** into Ukiah for older adults, persons with disabilities and persons without vehicles or access to vehicles. Because the MTA service is southbound in the morning and northbound in the afternoon, this makes it not useful to persons without their own form of transportation who need to get into Ukiah for any number of reasons.
- **Medical and dental trip purposes** — Listening Session participants reported that they need to travel to medical destinations that include Ukiah Valley Medical Center and Hillside Medical Clinic. Some specialty medical care, including orthopedic surgeries, is secured at Adventist Howard Memorial in Willits. There are no medical care facilities in Hopland nor practicing dentists.

- **Shopping purposes** — As no groceries can be purchased in Hopland/Old Hopland, aside from gasoline station convenience items, residents must travel to Ukiah Safeway, Walmart and other grocery stores.
- **Youth trip purposes** — Middle and high school Hopland students, numbering about 140, desire to travel to Ukiah for after-school programs and for youth summertime recreation activities. Some students travel elsewhere, including to Cloverdale, served to a very limited degree by MTA but with an out-of-county fare of \$17 that makes daily use prohibitive.
- **Tribal youth trip needs** — There are about 60 youth, members of the Hopland Band of Pomo Indians, for whom transportation can be challenging. Youth are not infrequently seen walking the four miles from Highway 101 to the reservation, a long walk at night or in the heat.
- **Travel into Santa Rosa** – MTA provides service once daily in each direction at times not conducive to departing and returning to Hopland on the same-day.

“Old Hopland is a landlocked food desert. It’s difficult for residents who need groceries. Without transportation, it’s hard for employees who have to get here who don’t have their own transportation.”

Hopland Stakeholder

Additional Needs

For people working in Hopland but not living there, local employers spoke of transportation difficulties as many receive lower wages in agriculture, restaurant or winery work and may not own their own car. Reportedly, Hopland-area workers come predominately from Ukiah. Work schedules vary considerably, as characterized by Listening Session participants with work start and end times generally as follows:

- Tasting Rooms workers – mostly 10 a.m. to 5 p.m.
- Agricultural workers – early morning to midday
- Restaurant workers – 8 a.m. to 10 p.m.

There was also some interest in getting transportation for tourists to and from Ukiah to avoid drunk driving.

Concerns about Hopland’s walkability were also expressed, given limited sidewalks for pedestrians.

Hopland Residents’ Survey Results

The survey of Hopland residents was promoted through a variety of local stakeholders and a mailing to all households. Thirty-two (32) Hopland residents responded to the survey. In addition, Hopland employers encouraged their employees to take the survey. A number of responses were received from Ukiah residents who were asked about their interest in service to Hopland. Figure 81 shows the demographic makeup of the respondents who reside in Hopland.

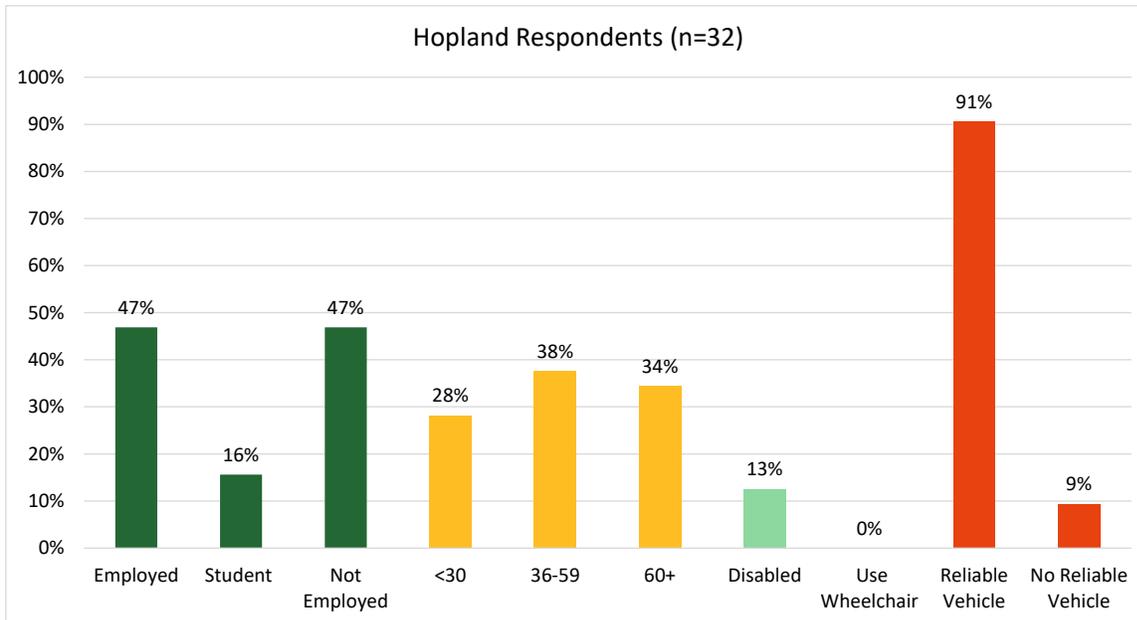


Figure 81, Demographic Makeup of Hopland E-Survey Respondents

The respondents were almost evenly split between those with and without employment, and included a number of students, some of whom were also employed. One-third of respondents (34%) were 60 or older and 13% said they had a disability that limits their mobility. The vast majority of the respondents had a reliable vehicle in their household.

E-Survey Identified Needs Among Hopland Residents

Respondents were asked about destinations and trip purposes where they experience transportation challenges. Figure 82 depicts the reported needs of Hopland residents. Two-thirds (66%) of Hopland respondents need to travel locally and to Ukiah for shopping and medical trips, while nearly two-thirds need to get to Willits for shopping. The next most common need is for transportation to Ukiah for medical trips, reported by 59% of respondents. Additionally, half of respondents from Hopland need to travel to Ukiah for after-school activities and Willits for medical services.

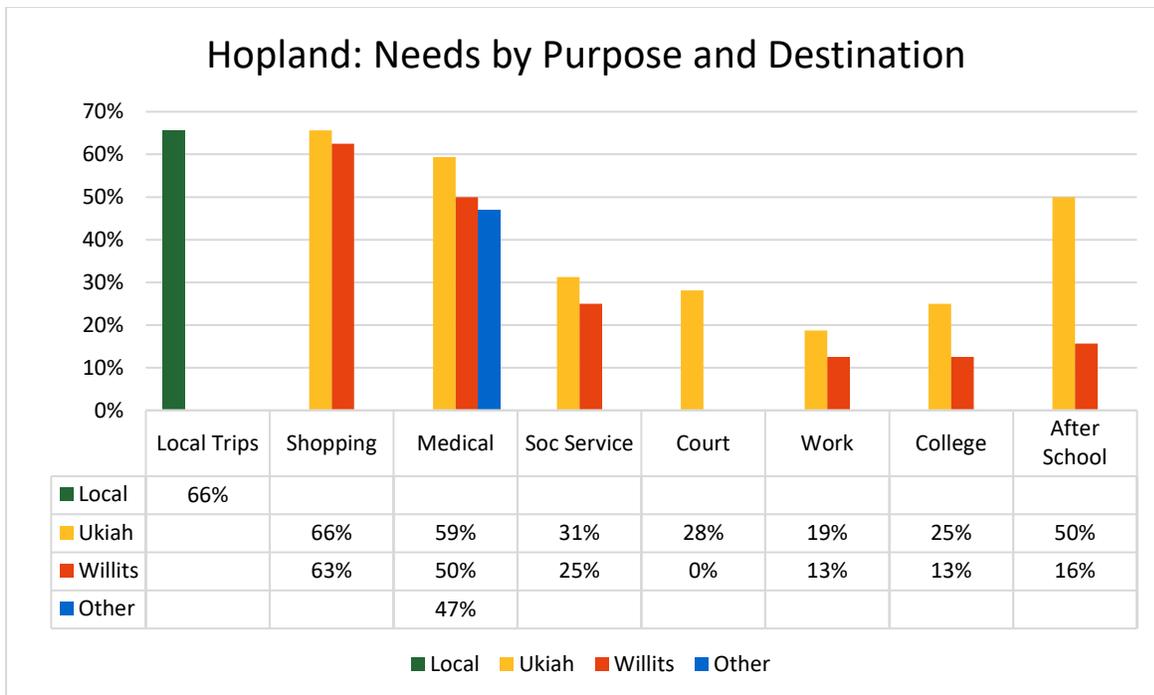


Figure 82, Transportation Needs of Hopland E-Survey Respondents

Figure 83 examines Ukiah-based transportation needs by respondents' age and if they have a disability that impacts their mobility. Respondents under 60 are more likely to need transportation to Ukiah for college (75%), court and work (67%). The top reported needs for older adults 60+ were transportation to Ukiah for medical destinations (68%) and after-school activities (50%). About one-quarter of the respondents with a disability reported needing to travel for medical trips (26%), college (25%) and court (22%).

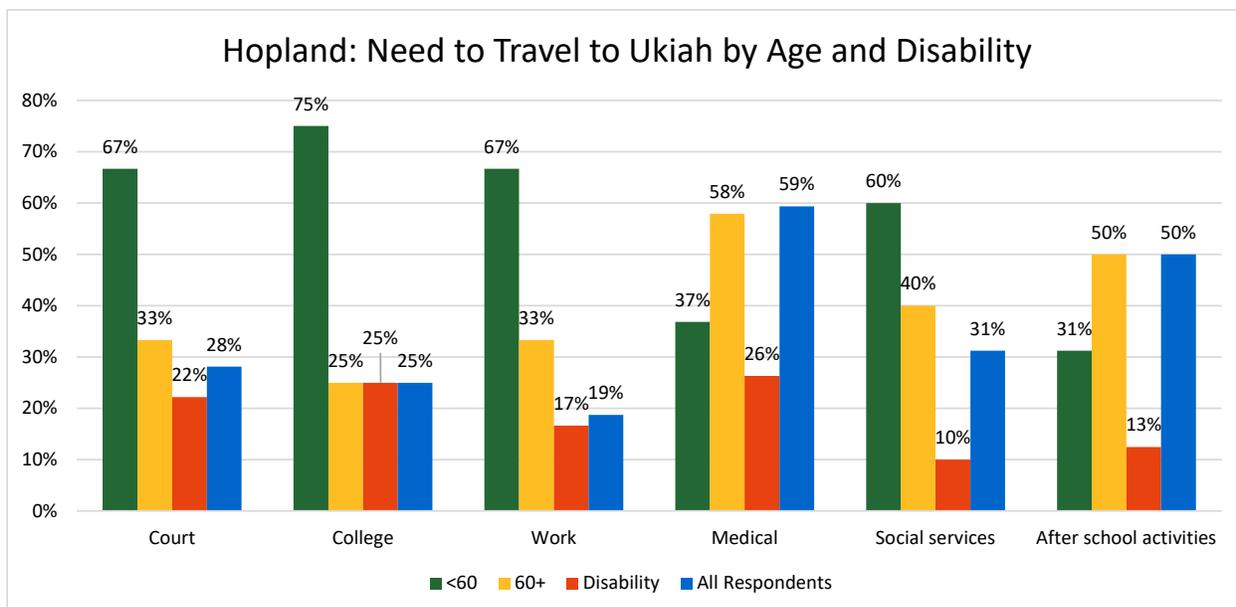


Figure 83, Needs of Hopland Respondents by Age and Disability Status

We also examined Ukiah-based transportation needs by respondents' access to a vehicle within their household that could reliably "make the trip from your community to Ukiah or beyond" (Figure 84). Three-quarters (75%) of respondents who have a reliable vehicle reported transportation need to Ukiah for after-school activities, and about two-thirds need to travel for medical appointments (68%) and work (67%).

Half of respondents without a reliable vehicle need to travel to Ukiah for college and social services. The next top need, reported by 44% of respondents without a vehicle, was for transportation for court.

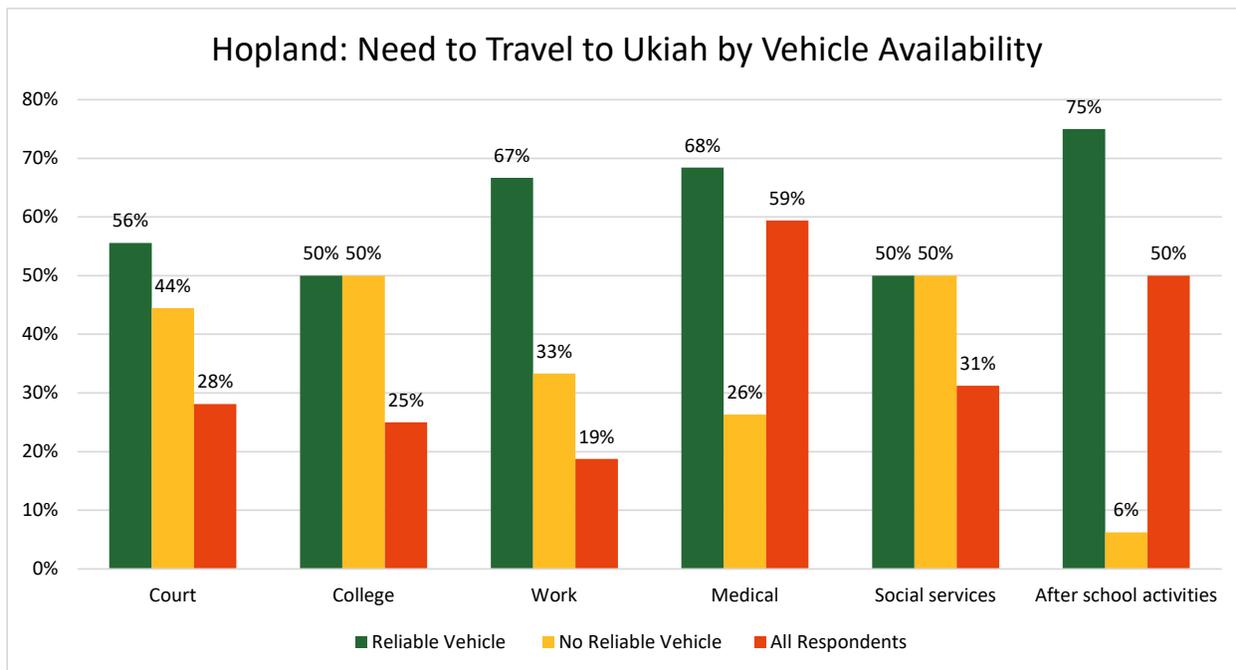


Figure 84, Needs of Hopland Respondents by Vehicle Availability

Response to Potential Solutions

The resident survey was used to test the potential of proposed mobility solutions to address identified needs. Hopland respondents were asked to rate the usefulness of four potential services, described as follows:

- **Volunteer Driver Mileage Reimbursement Program.** If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to "pay" the driver. You would have a limited number of miles each month.
- **Dial-A-Ride/Shuttle** service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah.

Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.

- **Community Ride Board.** This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
- **Work transportation between Ukiah and Hopland.** A regularly scheduled transportation service between Ukiah and Hopland that would be coordinated with work start and end times at Hopland employment sites. It would be provided for a reasonable fare. The service could connect with the MTA bus network at the Pear Center or Library in Ukiah.
- **App-Based Car Share.** A rental car that would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit card.

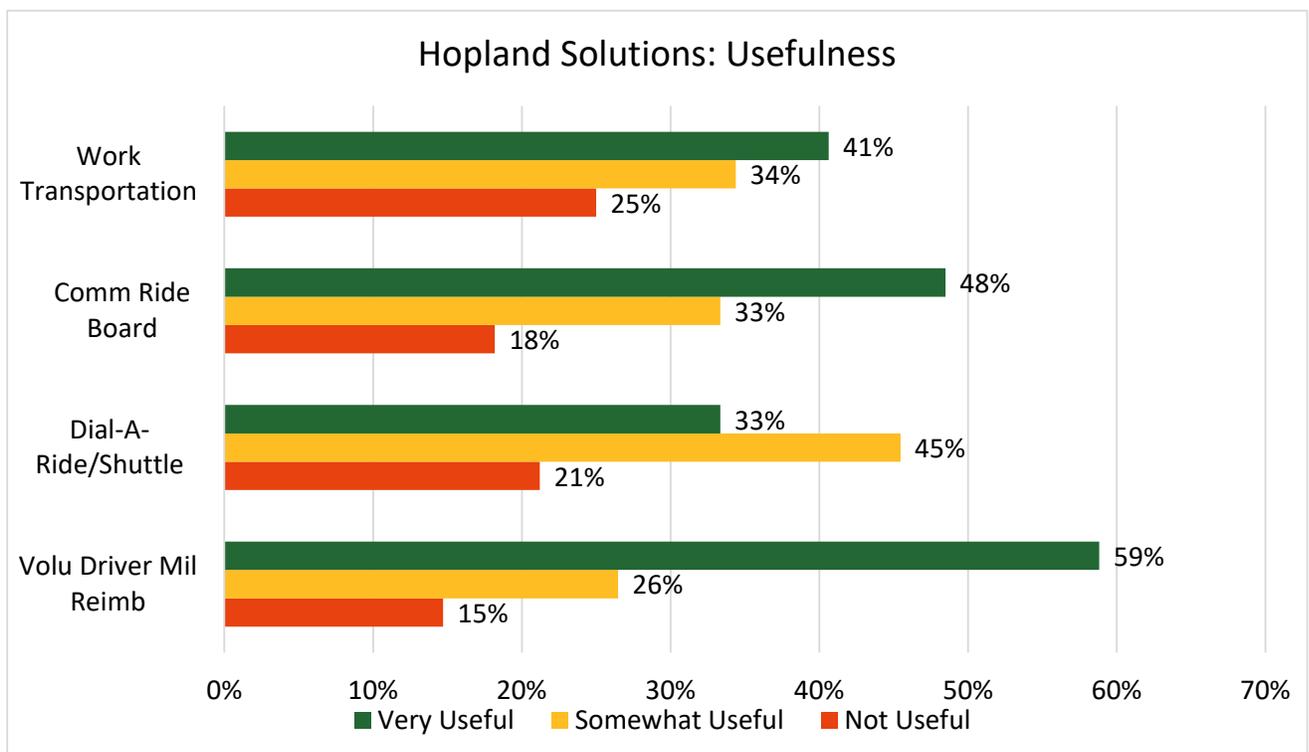


Figure 85, How Hopland Respondents Rated Solutions' Usefulness

Figure 85 shows the distribution of responses for each tested solution.

While all the solutions were judged very useful by some of the respondents, the option which received the highest number of “very useful” ratings was the Volunteer Driver Mileage Reimbursement Program (59%), This was followed by the Community Ride Board (48%) and Work Transportation (41%).

Among 28 Ukiah residents who responded to the survey, 61% said that Work Transportation between Ukiah and Hopland would be “very useful.”

Respondents were asked “If only one of these programs could be implemented in your community, which would be the most useful to you?”

The responses are shown in Figure 86. Work Transportation is the preferred option (38%), followed by the Dial-A-Shuttle (28%) and Volunteer Driver Mileage Reimbursement Program (19%).

The remainder of this section will explore how the preferred solution varied among specific demographic segments.

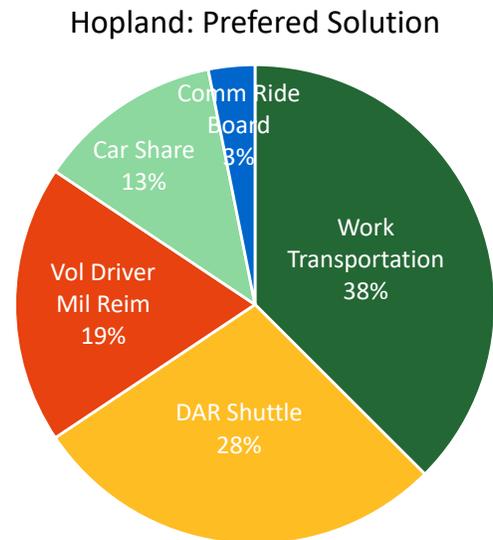


Figure 86, Hopland Respondents' Preferred Solution

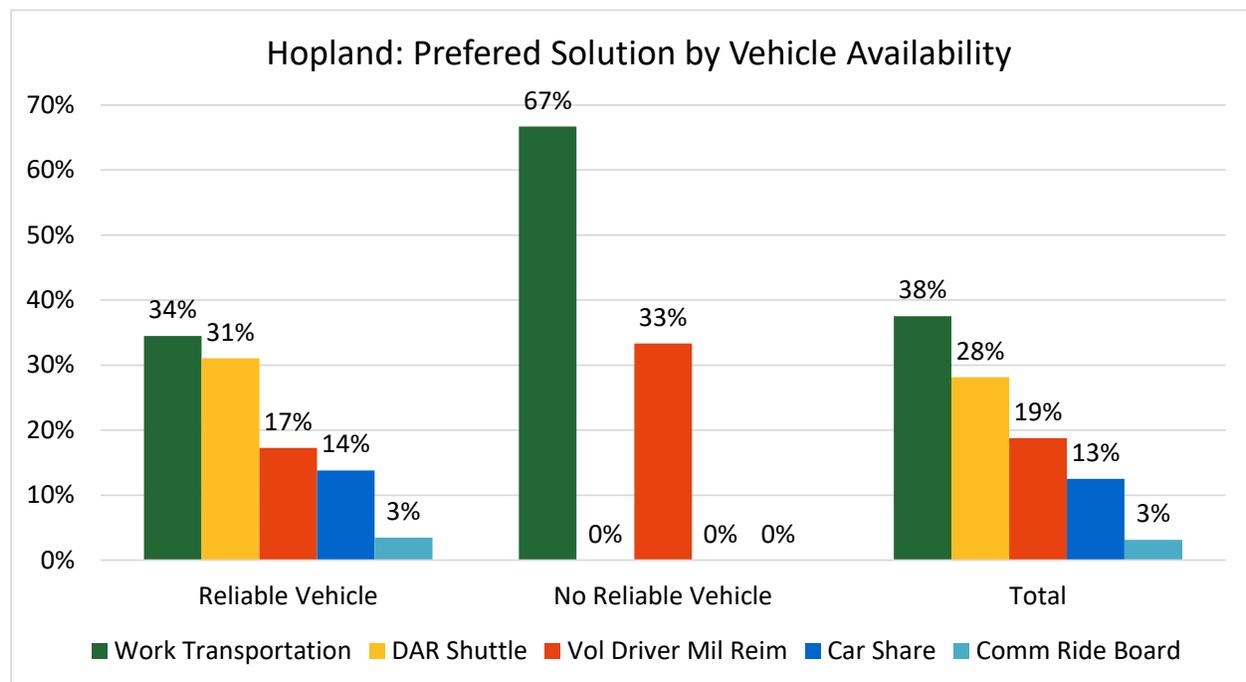


Figure 87, Preferred Solution of Hopland Respondents by Their Access to a Reliable Vehicle

First, we examined the solution preference of those with access to a reliable vehicle (91% of respondents), compared to the small number without (9%).

As Figure 87 shows, those without a reliable vehicle prefer the Dial-A-Ride/Shuttle (at 67%) or Volunteer Driver Mileage Reimbursement Program (at 33%). Those with a vehicle are split among the options with a third choosing Work Transportation (34%) or Dial-A-Ride/Shuttle (31%).

Another factor that might influence a person's perception about the usefulness of mobility solutions is age. Most Hopland respondents (66%) were under 60 years old, while one-third (34%) were 60+ (Figure 88).

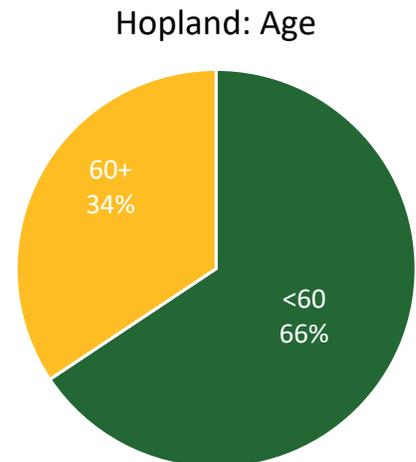


Figure 88, Age of Hopland Respondents

The chart below compares the responses of older adults (60+) and those younger than 60. It also shows the responses of four persons who said they had a disability that impacts their mobility (12% of the respondents).

Work Transportation was a strong preference of those under 60 years old, while older respondents preferred the other three options, particularly the Dial-A-Ride/Shuttle. Those with a disability were split between Work Transportation and the Dial-A-Ride/Shuttle.

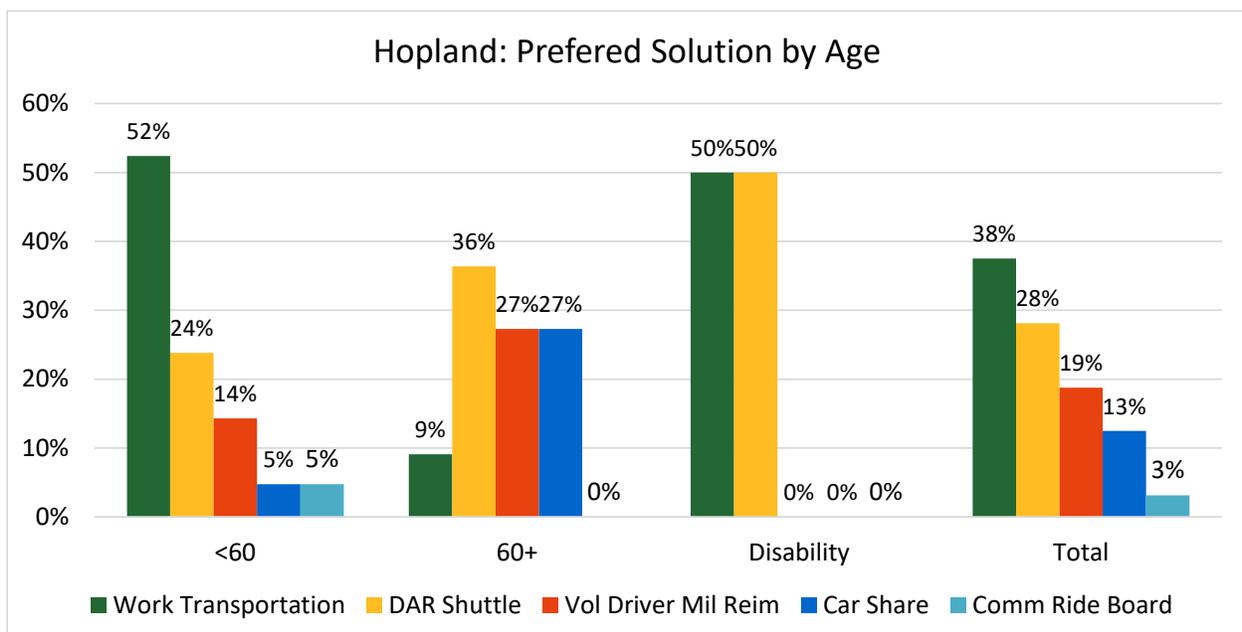


Figure 89, Preferred Solution of Hopland Respondents by their Age and Disability Status

Next, we examined the preferred solutions based on household size. Figure 90 compares the preferences of those in one- or two-person households (versus those in

households with three or more members). The respondents were evenly split (50%-50%) between these two groups.

The Dial-A-Ride/Shuttle was preferred by a plurality of persons in smaller households (31%), with Work Transportation preferred by 25%. Among larger households, however, 50% preferred Work Transportation and only 25% chose the Dial-A-Ride/Shuttle.

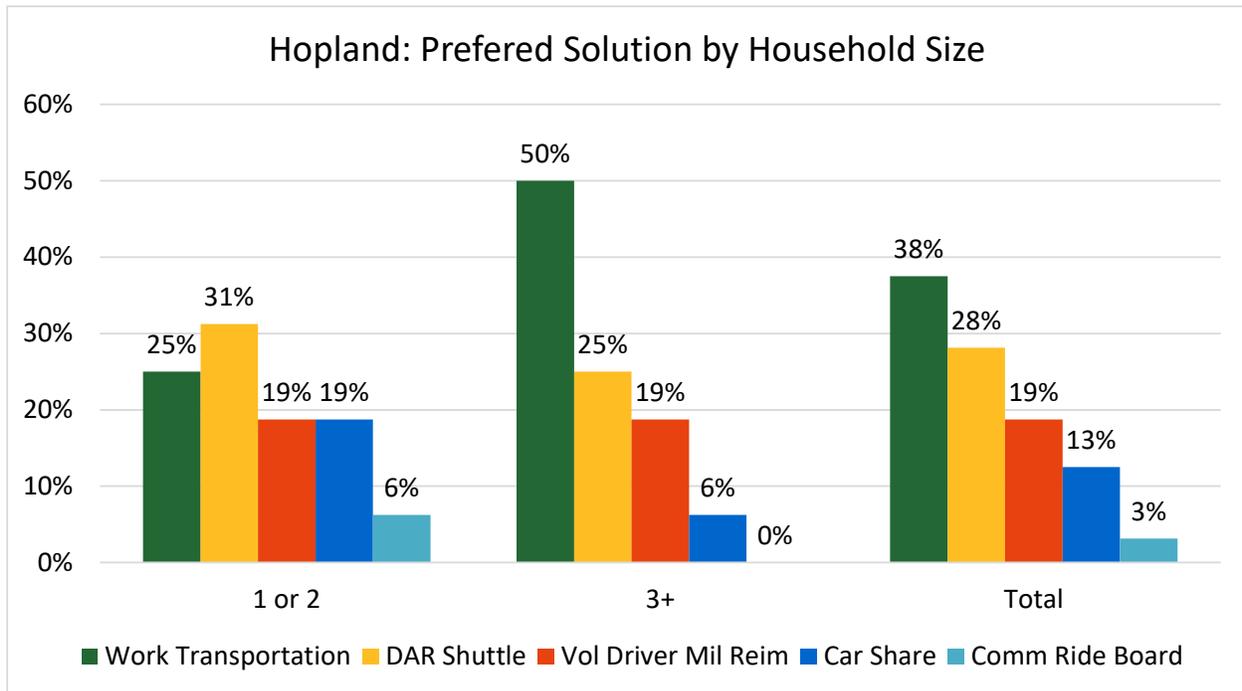


Figure 90, Preferred Solution of Hopland Respondents by Household Size

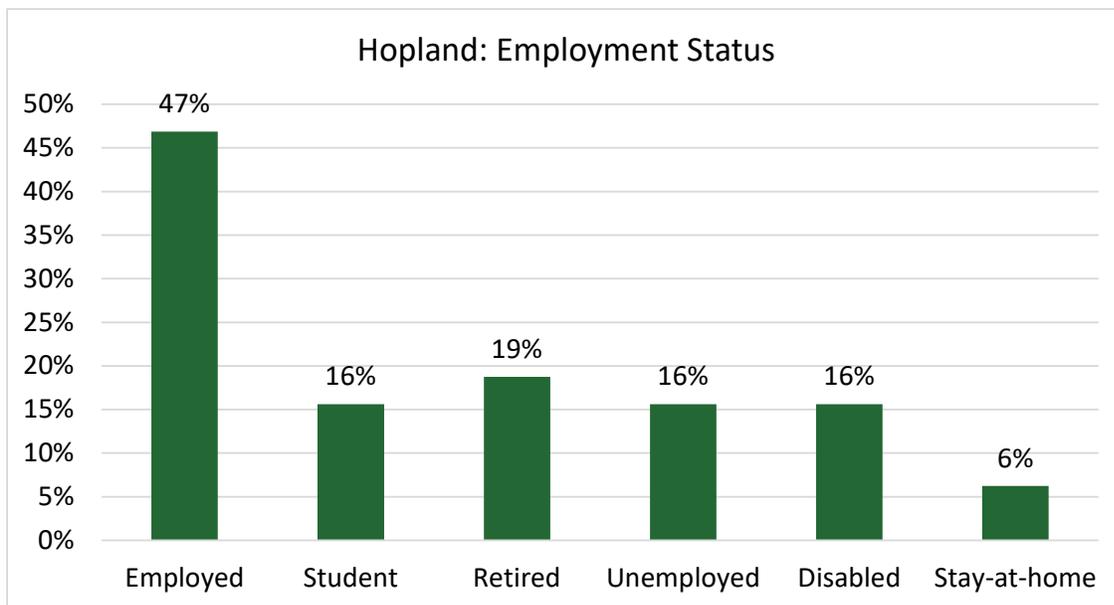


Figure 91, Employment Status of Hopland Respondents

A final factor that might influence a respondent's preference is their employment status. Respondents were asked to classify themselves as employed, student, retired, disabled or stay-at-home parent, and could select multiple options. Figure 91 shows the total distribution of responses.

For the purposes of this analysis, we looked at three groups: employed, students and those who are neither employed nor students. Note that some individuals might be both employed and students.

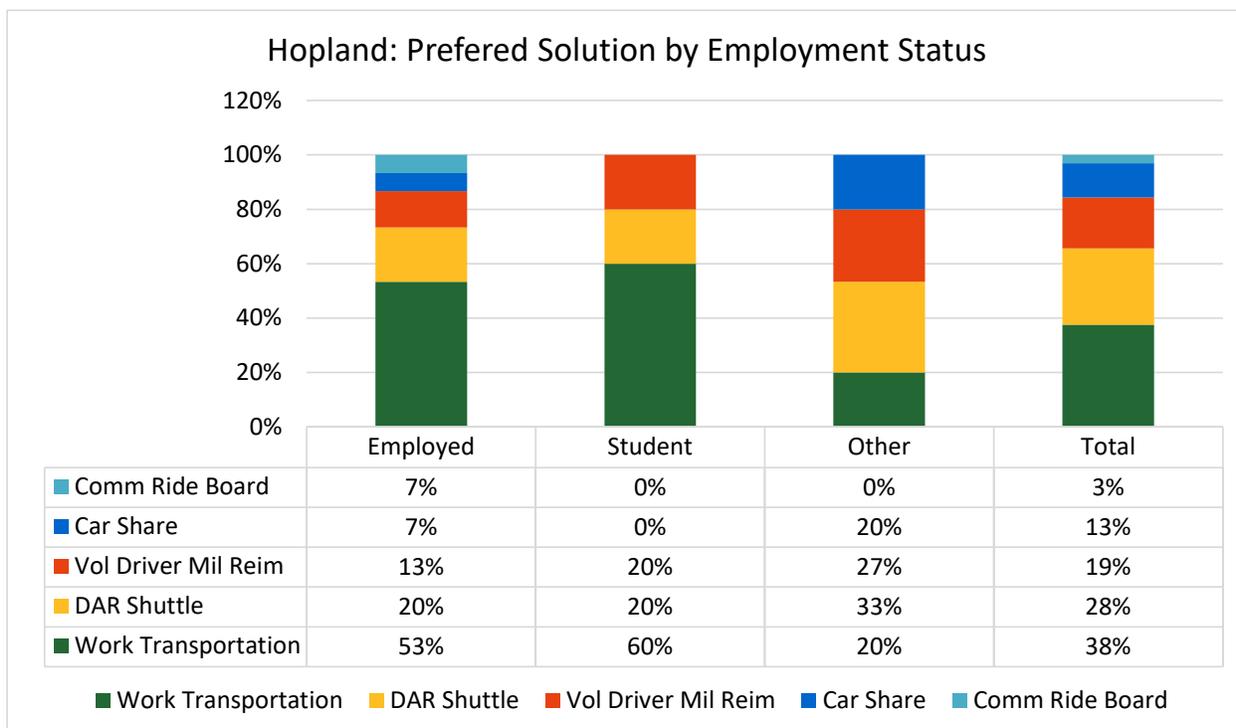


Figure 92, Preferred Solution of Hopland Respondents by their Employment Status

The Work Transportation solution was preferred by employed individuals (53%) and students (60%) (Figure 92). Those who were neither employed nor students were split in their opinions. The strongest support among the “other” group was for the Dial-A-Ride/Shuttle (33%) followed by the Volunteer Driver Mileage Reimbursement Program (27%).

In summary, there does not appear to be a single clear preference in Hopland. Those who are employed would like to have Work Transportation while others would prefer a Dial-A-Ride/Shuttle to connect them to destinations in Ukiah.

VI. Potential Mobility Solutions

Eight Mobility Solutions Overview

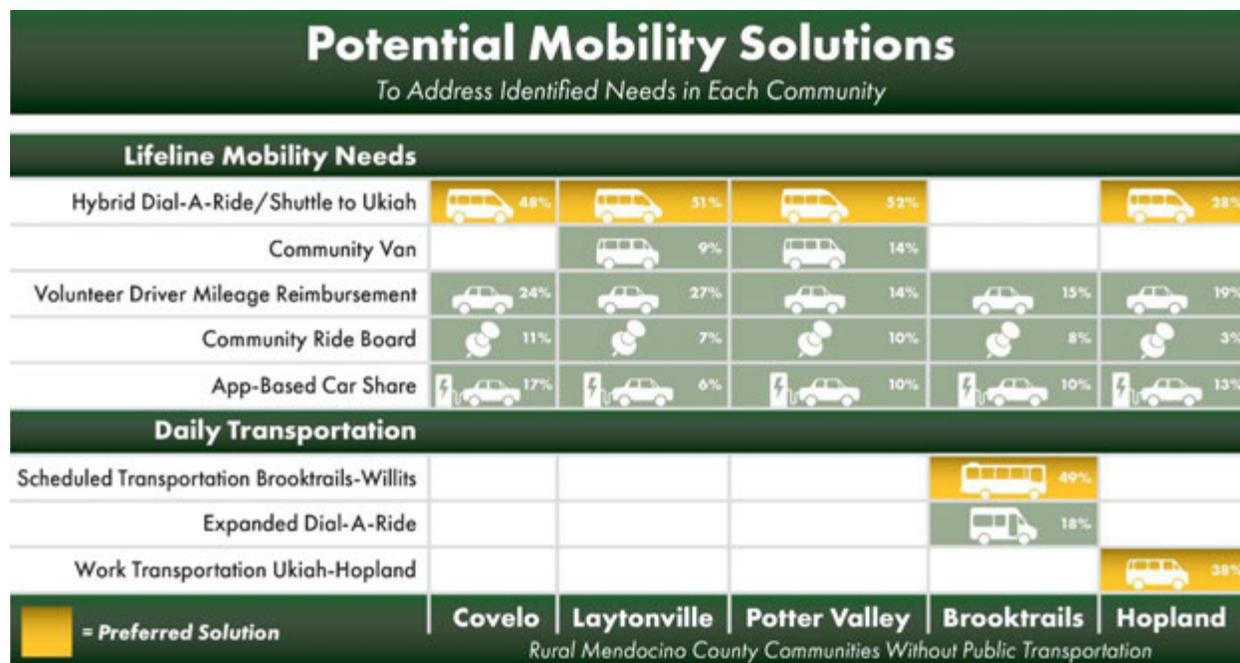


Figure 93, Overview of Tested Mobility Solutions

This document, VOLUME 1: FIVE COMMUNITIES' TRANSPORTATION NEEDS ASSESSMENT, reports on community-identified mobility needs for five inland rural communities in Mendocino County, along the Highway 101 corridor. Figure 93 summarizes community responses to the E-survey in which 339 individuals participated. The green boxes above identify solutions tested within each community through the E-survey. The gold boxes indicate each community's preferred solution.

There is clear concurrence that the **Dial-A-Ride/Shuttle's** tailored service is viewed as responsive to considerable need in three communities, and in a fourth, for community members who are older or manage disabilities. For Laytonville, Covelo, Potter Valley and Hopland, there is interest in the scheduled, predictability of a regular Dial-A-Ride/Shuttle, but also in its ability to pick up individuals from their homes and deliver them key destinations in Willits and Ukiah.

For Brooktrails and Hopland, preferred solutions were **Scheduled Service between Brooktrails and Willits** and Work Transportation **between Hopland and Ukiah**. There was high interest within those communities, and particularly for younger, working-aged adults and for students who are working or attending school.

Other tested solutions play supplemental roles in expanding the mobility of community members. Importantly, the **Volunteer Driver Mileage Reimbursement**, the

Community Ride-Board and **App-based Car Share** support different trip-types and help to grow ride-sharing among community members. Each will be expanded upon in Volume 2 of this Study effort to assesses their feasibility and examine operational factors.

VII. Appendices

Appendix A: Community Surveys

Appendix B: Additional Community Input on Mobility Needs

Appendix A: Community Surveys

COVELO AREA RESIDENTS:

Please help us understand which types of transportation services would help you and your family make necessary trips.



Which of the following transportation needs do you have trouble meeting? (Choose all that apply)

Need for local shopping or medical trips within your home community.

Need to travel for shopping.
 To Ukiah To Willits

Need to travel for medical appointments.
 To Ukiah To Willits

Need to travel outside Mendocino County for medical appointments. Where? _____

Need to travel for social service needs.
 To Ukiah To Willits

Need to travel to Ukiah for court.
 To Ukiah To Willits

Need to travel for work.
 To Ukiah To Willits
 To Other _____

Need to travel for college.
 To Ukiah To Willits

Need to travel to or from after-school activities.
 To Ukiah To Willits

If you'd like to be entered into a drawing for one of five \$100 gift cards, please provide your name and a way to contact you. If you win, we will contact you in late November.

Name _____

Email _____

Address (if no email) _____

Please tell us a little bit about yourself.

What is your age _____

Do you have a disability that limits your mobility?
 Yes Yes, I use a wheelchair No

Which of the following describe you (Choose all that apply)

- Employed Student
- Retired Unemployed
- Disabled Stay at home parent

Do you have a valid Driver's License
 Yes No

How many people live in your household? _____

Does your household have a reliable vehicle that can make the trip from your community to Ukiah or beyond?
 Yes No

If they could be offered, how useful would each of the following transportation services be to you or your family members?

Volunteer Driver Mileage Reimbursement

Program. If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to "pay" the driver. You would have a limited number of miles each month.

Very Useful Somewhat Useful Not Useful

Dial-a-Ride/Shuttle service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in

advance by phone or through an electronic app.

Very Useful Somewhat Useful Not Useful

Community Ride Board. This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.

Very Useful Somewhat Useful Not Useful

App-Based Car Share. A rental car which would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit card.

Very Useful Somewhat Useful Not Useful

If ONLY ONE of these programs could be implemented in your community, which would be the most useful to you?
(Please circle the title of one program)

RESIDENTES DEL ÁREA DE COVELO:

Ayúdenos a comprender qué tipos de servicios de transporte le ayudarían a usted y a su familia a realizar los viajes necesarios desde su comunidad de origen.



¿Cuál de las siguientes necesidades de transporte tiene problemas para satisfacer?
(Elija todas las que correspondan)

Necesidad de compras locales o viajes médicos dentro de su comunidad de origen.

Necesidad de viajar para ir de compras.
 A Ukiah A Willits

Necesidad de viajar para citas médicas.
 A Ukiah A Willits

Necesidad de viajar fuera del condado de Mendocino para citas médicas. Donde? _____

Necesidad de viajar por necesidades de servicios sociales.
 A Ukiah A Willits

Necesidad de viajar a Ukiah para presentarse ante un tribunal (ir a corte). A Ukiah A Willits

Necesidad de viajar por trabajo.
 A Ukiah A Willits
 A Otro _____

Necesidad de viajar para el colegio.
 A Ukiah A Willits

Necesidad de viajar hacia o desde actividades después de la escuela. To Ukiah To Willits

Gracias por tu tiempo. Si desea participar en un sorteo de una de las cinco tarjetas de regalo de \$100, proporcione su nombre y una forma de contactarlo. Si gana, nos pondremos en contacto con usted a fines de noviembre.

Nombre _____

Correo electrónico _____

Dirección (Opcional. Proporcionar si no hay correo electrónico.) _____

Por favor, cuéntenos un poco sobre usted.

¿Cuál es su edad? _____

¿Tienes una discapacidad que limita tu movilidad?
 Sí Sí, uso una silla de ruedas. No

¿Cuál de las siguientes lo describe (Elija todas las que correspondan)
 Empleado/a Estudiante
 Jubilado/a Desempleado/a
 Discapacitado/a Padre/Madre en casa con hijos

¿Tiene una licencia de conducir válida?
 Sí No

¿Cuántas personas viven en su hogar? _____

¿Tiene su hogar un vehículo confiable que pueda hacer el viaje desde su comunidad hasta Ukiah o más allá?
 Sí No

Si se pudieran ofrecer, ¿qué tan útil sería cada uno de los siguientes servicios de transporte para usted o los miembros de su familia?

Programa de reembolso de millaje para conductores voluntarios. Si pudiera encontrar a un amigo o vecino que lo llevara a Ukiah o a donde sea que necesite ir, y que lo acompañe a su destino si es necesario, este programa proporcionaría un reembolso por millaje (alrededor de 50 centavos por milla) para "pagar" al conductor. Tendría un número limitado de millas disponibles cada mes.

Muy Útil Algo Útil Nada Útil

Servicio Dial-A-Ride/Shuttle desde su comunidad de origen a Ukiah: uno o dos días a la semana para compras, citas médicas, servicios sociales, juzgados y otros viajes. Podría hacer una reserva para que el autobús lo recoja en su casa o en un lugar cercano. El autobús viajaría sin escalas desde su comunidad hasta Ukiah. Una vez en Ukiah, el autobús circularía para dejar a los pasajeros en los destinos deseados. Después de un par de horas, el autobús recogería a los pasajeros para hacer un viaje rápido de regreso a su comunidad y lo dejaría en su hogar. Habría una tarifa por el servicio. Las reservas se harían con anticipación por teléfono o a través de una aplicación electrónica.

Muy Útil Algo Útil Nada Útil

Junta de Paseo Comunitario (Community Ride Board). Esta sería una plataforma electrónica donde los residentes podrían publicar su necesidad de transporte o su capacidad para proporcionar un transporte. Esto permitiría a las personas hacer arreglos para compartir el viaje y dividir los gastos.

Muy Útil Algo Útil Nada Útil

Uso compartido de automóviles basado en aplicaciones. Un automóvil de alquiler que estaría estacionado en la comunidad y podría ser alquilado por hora, por una tarifa baja, por cualquier persona con una licencia de conducir válida y una tarjeta de crédito o débito.

Muy Útil Algo Útil Nada Útil

Si SOLO UNO de estos programas pudiera implementarse en su comunidad, ¿cuál sería el más útil para usted

(Marque con un círculo el título de un programa)

LAYTONVILLE AREA RESIDENTS:

Please help us understand which types of transportation services would help you and your family make necessary trips.



Which of the following transportation needs do you have trouble meeting? (Choose all that apply)

Need for local shopping or medical trips within your home community.

Need to travel for shopping.
 To Ukiah To Willits

Need to travel for medical appointments.
 To Ukiah To Willits

Need to travel outside Mendocino County for medical appointments. Where? _____

Need to travel for social service needs.
 To Ukiah To Willits

Need to travel to Ukiah for court.
 To Ukiah To Willits

Need to travel for work.
 To Ukiah To Willits
 To Other _____

Need to travel for college.
 To Ukiah To Willits

Need to travel to or from after-school activities.
 To Ukiah To Willits

If you'd like to be entered into a drawing for one of five \$100 gift cards, please provide your name and a way to contact you. If you win, we will contact you in late November.

Name _____
 Email _____
 Address (if no email) _____

Please tell us a little bit about yourself.

What is your age _____

Do you have a disability that limits your mobility?
 Yes Yes, I use a wheelchair No

Which of the following describe you (Choose all that apply)
 Employed Student
 Retired Unemployed
 Disabled Stay at home parent

Do you have a valid Driver's License
 Yes No

How many people live in your household? _____

Does your household have a reliable vehicle that can make the trip from your community to Ukiah or beyond?
 Yes No

If they could be offered, how useful would each of the following transportation services be to you or your family members?

Volunteer Driver Mileage Reimbursement Program. If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to "pay" the driver. You would have a limited number of miles each month.
 Very Useful Somewhat Useful Not Useful

Dial-a-Ride/Shuttle service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
 Very Useful Somewhat Useful Not Useful

Community Ride Board. This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
 Very Useful Somewhat Useful Not Useful

Community Van. A local organization, such as the Family Resource Center, could have a van and driver to provide rides within Laytonville, for a low fare. You would call the local office to request a ride.
 Very Useful Somewhat Useful Not Useful

App-Based Car Share. A rental car which would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit card.
 Very Useful Somewhat Useful Not Useful

If ONLY ONE of these programs could be implemented in your community, which would be the most useful to you?
 (Please circle the title of one program)

RESIDENTES DEL ÁREA DE LAYTONVILLE:

Ayúdenos a comprender qué tipos de servicios de transporte le ayudarían a usted y a su familia a realizar los viajes necesarios desde su comunidad de origen.



¿Cuál de las siguientes necesidades de transporte tiene problemas para satisfacer?
(Elija todas las que correspondan)

Necesidad de compras locales o viajes médicos dentro de su comunidad de origen.

Necesidad de viajar para ir de compras.
 A Ukiah A Willits

Necesidad de viajar para citas médicas.
 A Ukiah A Willits

Necesidad de viajar fuera del condado de Mendocino para citas médicas. Donde? _____

Necesidad de viajar por necesidades de servicios sociales.
 A Ukiah A Willits

Necesidad de viajar a Ukiah para presentarse ante un tribunal (ir a corte). A Ukiah A Willits

Necesidad de viajar por trabajo.
 A Ukiah A Willits
 A Otro _____

Necesidad de viajar para el colegio.
 A Ukiah A Willits

Necesidad de viajar hacia o desde actividades después de la escuela. To Ukiah To Willits

Gracias por tu tiempo. Si desea participar en un sorteo de una de las cinco tarjetas de regalo de \$100, proporcione su nombre y una forma de contactarlo. Si gana, nos pondremos en contacto con usted a fines de noviembre.

Nombre _____

Correo electrónico _____

Dirección (Opcional. Proporcionar si no hay correo electrónico.) _____

Por favor, cuéntenos un poco sobre usted.

¿Cuál es su edad? _____

¿Tienes una discapacidad que limita tu movilidad?
 Sí Sí, uso una silla de ruedas. No

¿Cuál de las siguientes lo describe (Elija todas las que correspondan)

- Empleado/a Estudiante
 Jubilado/a Desempleado/a
 Discapacitado/a Padre/Madre en casa con hijos

¿Tiene una licencia de conducir válida?
 Sí No

¿Cuántas personas viven en su hogar? _____

¿Tiene su hogar un vehículo confiable que pueda hacer el viaje desde su comunidad hasta Ukiah o más allá?
 Sí No

Si se pudieran ofrecer, ¿qué tan útil sería cada uno de los siguientes servicios de transporte para usted o los miembros de su familia?

Programa de reembolso de millaje para conductores voluntarios. Si pudiera encontrar a un amigo o vecino que lo llevara a Ukiah o a donde sea que necesite ir, y que lo acompañe a su destino si es necesario, este programa proporcionaría un reembolso por millaje (alrededor de 50 centavos por milla) para "pagar" al conductor. Tendría un número limitado de millas disponibles cada mes.

Muy Útil Algo Útil Nada Útil

Servicio Dial-A-Ride/Shuttle desde su comunidad de origen a Ukiah: uno o dos días a la semana para compras, citas médicas, servicios sociales, juzgados y otros viajes. Podría hacer una reserva para que el autobús lo recoja en su casa o en un lugar cercano. El autobús viajaría sin escalas desde su comunidad hasta Ukiah. Una vez en Ukiah, el autobús circularía para dejar a los pasajeros en los destinos deseados. Después de un par de horas, el autobús recogería a los pasajeros para hacer un viaje rápido de regreso a su comunidad y lo dejaría en su hogar. Habría una tarifa por el servicio. Las reservas se harían con anticipación por teléfono o a través de una aplicación electrónica.

Muy Útil Algo Útil Nada Útil

Junta de Paseo Comunitario (Community Ride Board). Esta sería una plataforma electrónica donde los residentes podrían publicar su necesidad de transporte o su capacidad para proporcionar un transporte. Esto permitiría a las personas hacer arreglos para compartir el viaje y dividir los gastos.

Muy Útil Algo Útil Nada Útil

Camioneta Comunitaria. Una organización local, como el Centro de Recursos para la Familia, podría tener una camioneta y un conductor para brindar viajes dentro de la comunidad local, por una tarifa baja. Llamaría a la oficina local para solicitar un viaje.

Muy Útil Algo Útil Nada Útil

Uso compartido de automóviles basado en aplicaciones. Un automóvil de alquiler que estaría estacionado en la comunidad y podría ser alquilado por hora, por una tarifa baja, por cualquier persona con una licencia de conducir válida y una tarjeta de crédito o débito.

Muy Útil Algo Útil Nada Útil

Si SOLO UNO de estos programas pudiera implementarse en su comunidad, ¿cuál sería el más útil para usted (Marque con un círculo el título de un programa)

POTTER VALLEY AREA RESIDENTS:

Please help us understand which types of transportation services would help you and your family make necessary trips.



Which of the following transportation needs do you have trouble meeting? (Choose all that apply)

Need for local shopping or medical trips within your home community.

Need to travel for shopping.
 To Ukiah To Willits

Need to travel for medical appointments.
 To Ukiah To Willits

Need to travel outside Mendocino County for medical appointments. Where? _____

Need to travel for social service needs.
 To Ukiah To Willits

Need to travel to Ukiah for court.
 To Ukiah To Willits

Need to travel for work.
 To Ukiah To Willits
 To Other _____

Need to travel for college.
 To Ukiah To Willits

Need to travel to or from after-school activities.
 To Ukiah To Willits

If you'd like to be entered into a drawing for one of five \$100 gift cards, please provide your name and a way to contact you. If you win, we will contact you in late November.

Name _____
 Email _____
 Address (if no email) _____

Please tell us a little bit about yourself.

What is your age _____

Do you have a disability that limits your mobility?
 Yes Yes, I use a wheelchair No

Which of the following describe you (Choose all that apply)
 Employed Student
 Retired Unemployed
 Disabled Stay at home parent

Do you have a valid Driver's License
 Yes No

How many people live in your household? _____

Does your household have a reliable vehicle that can make the trip from your community to Ukiah or beyond?
 Yes No

If they could be offered, how useful would each of the following transportation services be to you or your family members?

Volunteer Driver Mileage Reimbursement Program. If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to "pay" the driver. You would have a limited number of miles each month.
 Very Useful Somewhat Useful Not Useful

Dial-a-Ride/Shuttle service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
 Very Useful Somewhat Useful Not Useful

Community Ride Board. This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
 Very Useful Somewhat Useful Not Useful

Community Van. A local organization, such as the Family Resource Center, could have a van and driver to provide rides within Laytonville, for a low fare. You would call the local office to request a ride.
 Very Useful Somewhat Useful Not Useful

App-Based Car Share. A rental car which would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit card.
 Very Useful Somewhat Useful Not Useful

If ONLY ONE of these programs could be implemented in your community, which would be the most useful to you?
 (Please circle the title of one program)

RESIDENTES DEL ÁREA DE POTTER VALLEY:

Ayúdenos a comprender qué tipos de servicios de transporte le ayudarían a usted y a su familia a realizar los viajes necesarios desde su comunidad de origen.



¿Cuál de las siguientes necesidades de transporte tiene problemas para satisfacer?
(Elija todas las que correspondan)

Necesidad de compras locales o viajes médicos dentro de su comunidad de origen.

Necesidad de viajar para ir de compras.
 A Ukiah A Willits

Necesidad de viajar para citas médicas.
 A Ukiah A Willits

Necesidad de viajar fuera del condado de Mendocino para citas médicas. Donde? _____

Necesidad de viajar por necesidades de servicios sociales.
 A Ukiah A Willits

Necesidad de viajar a Ukiah para presentarse ante un tribunal (ir a corte). A Ukiah A Willits

Necesidad de viajar por trabajo.
 A Ukiah A Willits
 A Otro _____

Necesidad de viajar para el colegio.
 A Ukiah A Willits

Necesidad de viajar hacia o desde actividades después de la escuela. To Ukiah To Willits

Gracias por tu tiempo. Si desea participar en un sorteo de una de las cinco tarjetas de regalo de \$100, proporcione su nombre y una forma de contactarlo. Si gana, nos pondremos en contacto con usted a fines de noviembre.

Nombre _____

Correo electrónico _____

Dirección (Opcional. Proporcionar si no hay correo electrónico.) _____

Por favor, cuéntenos un poco sobre usted.

¿Cuál es su edad? _____

¿Tienes una discapacidad que limita tu movilidad?

Sí Sí, uso una silla de ruedas. No

¿Cuál de las siguientes lo describe (Elija todas las que correspondan)

Empleado/a Estudiante
 Jubilado/a Desempleado/a
 Discapacitado/a Padre/Madre en casa con hijos

¿Tiene una licencia de conducir válida?

Sí No

¿Cuántas personas viven en su hogar? _____

¿Tiene su hogar un vehículo confiable que pueda hacer el viaje desde su comunidad hasta Ukiah o más allá?

Sí No

Si se pudieran ofrecer, ¿qué tan útil sería cada uno de los siguientes servicios de transporte para usted o los miembros de su familia?

Programa de reembolso de millaje para conductores voluntarios. Si pudiera encontrar a un amigo o vecino que lo llevara a Ukiah o a donde sea que necesite ir, y que lo acompañe a su destino si es necesario, este programa proporcionaría un reembolso por millaje (alrededor de 50 centavos por milla) para "pagar" al conductor. Tendría un número limitado de millas disponibles cada mes.

Muy Útil Algo Útil Nada Útil

Servicio Dial-A-Ride/Shuttle desde su comunidad de origen a Ukiah: uno o dos días a la semana para compras, citas médicas, servicios sociales, juzgados y otros viajes. Podría hacer una reserva para que el autobús lo recoja en su casa o en un lugar cercano. El autobús viajaría sin escalas desde su comunidad hasta Ukiah. Una vez en Ukiah, el autobús circularía para dejar a los pasajeros en los destinos deseados. Después de un par de horas, el autobús recogería a los pasajeros para hacer un viaje rápido de regreso a su comunidad y lo dejaría en su hogar. Habría una tarifa por el servicio. Las reservas se harían con anticipación por teléfono o a través de una aplicación electrónica.

Muy Útil Algo Útil Nada Útil

Junta de Paseo Comunitario (Community Ride Board). Esta sería una plataforma electrónica donde los residentes podrían publicar su necesidad de transporte o su capacidad para proporcionar un transporte. Esto permitiría a las personas hacer arreglos para compartir el viaje y dividir los gastos.

Muy Útil Algo Útil Nada Útil

Camioneta Comunitaria. Una organización local, como el Centro de Recursos para la Familia, podría tener una camioneta y un conductor para brindar viajes dentro de la comunidad local, por una tarifa baja. Llamaría a la oficina local para solicitar un viaje.

Muy Útil Algo Útil Nada Útil

Uso compartido de automóviles basado en aplicaciones. Un automóvil de alquiler que estaría estacionado en la comunidad y podría ser alquilado por hora, por una tarifa baja, por cualquier persona con una licencia de conducir válida y una tarjeta de crédito o débito.

Muy Útil Algo Útil Nada Útil

Si SOLO UNO de estos programas pudiera implementarse en su comunidad, ¿cuál sería el más útil para usted (Marque con un círculo el título de un programa)

HOPLAND AREA RESIDENTS AND WORKERS:

Please help us understand which types of transportation services would help you and your family make necessary trips.



Which of the following transportation needs do you have trouble meeting? (Choose all that apply)

Need for local shopping or medical trips within your home community.

Need to travel for shopping.
 To Ukiah To Willits

Need to travel for medical appointments.
 To Ukiah To Willits

Need to travel outside Mendocino County for medical appointments. Where? _____

Need to travel for social service needs.
 To Ukiah To Willits

Need to travel to Ukiah for court.
 To Ukiah To Willits

Need to travel for work.
 To Ukiah To Willits
 To Other _____

Need to travel for college.
 To Ukiah To Willits

Need to travel to or from after-school activities.
 To Ukiah To Willits

If you'd like to be entered into a drawing for one of five \$100 gift cards, please provide your name and a way to contact you. If you win, we will contact you in late November.

Name _____
 Email _____
 Address (if no email) _____

Please tell us a little bit about yourself.

In what community do you live?
 Hopland Other _____

What is your age _____

Do you have a disability that limits your mobility?
 Yes Yes, I use a wheelchair No

Which of the following describe you (Choose all that apply)
 Employed Student
 Retired Unemployed
 Disabled Stay at home parent

Do you have a valid Driver's License Yes No

How many people live in your household? _____

Does your household have a reliable vehicle that can make the trip from your community to Ukiah or beyond?
 Yes No

If they could be offered, how useful would each of the following transportation services be to you or your family members?

Volunteer Driver Mileage Reimbursement Program. If you could find a friend or neighbor to give you a ride to Ukiah or wherever you needed go, and to escort you into your destination if needed, this program would provide mileage reimbursement (about \$.50 per mile) to "pay" the driver. You would have a limited number of miles each month.
 Very Useful Somewhat Useful Not Useful

Dial-a-Ride/Shuttle service from your home community to Ukiah – one or two days a week for shopping, medical appointments, social services, courts and other trips. You would be able to make a reservation to have the bus pick you up at your home or a nearby location. The bus would travel from your community non-stop to Ukiah. Once in Ukiah, the bus would circulate to drop riders at their desired destinations. After a couple of hours, the bus would pick riders up to make an express return trip back to your community and drop you at your home. There would be a fare for the service. Reservations would be made in advance by phone or through an electronic app.
 Very Useful Somewhat Useful Not Useful

Community Ride Board. This would be an electronic platform where residents could post their need for a ride or their ability to provide a ride. This would allow people to make arrangements for sharing the ride and splitting the expenses.
 Very Useful Somewhat Useful Not Useful

Work transportation between Ukiah and Hopland. A regularly scheduled transportation service between Ukiah and Hopland that would be coordinated with work start and end times at Hopland employment sites. It would be provided for a reasonable fare. The service could connect with the MTA bus network at the Pear Center or Library in Ukiah.
 Very Useful Somewhat Useful Not Useful

App-Based Car Share. A rental car which would be stationed in the community and could be rented by the hour, for a low fee, by anyone with a valid driver's license and credit card or debit card.
 Very Useful Somewhat Useful Not Useful

If ONLY ONE of these programs could be implemented in your community, which would be the most useful to you? (Please circle the title of one program)

RESIDENTES Y TRABAJADORES DEL ÁREA DE HOPLAND:

Ayúdenos a comprender qué tipos de servicios de transporte le ayudarían a usted y a su familia a realizar los viajes necesarios desde su comunidad de origen.



¿Cuál de las siguientes necesidades de transporte tiene problemas para satisfacer?
(Elija todas las que correspondan)

Necesidad de compras locales o viajes médicos dentro de su comunidad de origen.

Necesidad de viajar para ir de compras.
 A Ukiah A Willits

Necesidad de viajar para citas médicas.
 A Ukiah A Willits

Necesidad de viajar fuera del condado de Mendocino para citas médicas. Donde? _____

Necesidad de viajar por necesidades de servicios sociales.
 A Ukiah A Willits

Necesidad de viajar a Ukiah para presentarse ante un tribunal (ir a corte). A Ukiah A Willits

Necesidad de viajar por trabajo.
 A Ukiah A Willits
 A Otro _____

Necesidad de viajar para el colegio.
 A Ukiah A Willits

Necesidad de viajar hacia o desde actividades después de la escuela. To Ukiah To Willits

Gracias por tu tiempo. Si desea participar en un sorteo de una de las cinco tarjetas de regalo de \$100, proporcione su nombre y una forma de contactarlo. Si gana, nos pondremos en contacto con usted a fines de noviembre.

Nombre _____

Correo electrónico _____

Dirección (Opcional. Proporcionar si no hay correo electrónico.) _____

Por favor, cuéntenos un poco sobre usted.

¿En qué comunidad vives?
 Hopland Otra _____

¿Cuál es su edad? _____

¿Tienes una discapacidad que limita tu movilidad?
 Sí Sí, uso una silla de ruedas. No

¿Cuál de las siguientes lo describe (Elija todas las que correspondan)?
 Empleado/a Estudiante
 Jubilado/a Desempleado/a
 Discapacitado/a Padre/Madre en casa con hijos

¿Tiene una licencia de conducir válida? Sí No

¿Cuántas personas viven en su hogar? _____

¿Tiene su hogar un vehículo confiable que pueda hacer el viaje desde su comunidad hasta Ukiah o más allá?
 Sí No

Si se pudieran ofrecer, ¿qué tan útil sería cada uno de los siguientes servicios de transporte para usted o los miembros de su familia?

Programa de reembolso de millaje para conductores voluntarios. Si pudiera encontrar a un amigo o vecino que lo llevara a Ukiah o a donde sea que necesite ir, y que lo acompañe a su destino si es necesario, este programa proporcionaría un reembolso por millaje (alrededor de 50 centavos por milla) para "pagar" al conductor. Tendría un número limitado de millas disponibles cada mes.

Muy Útil Algo Útil Nada Útil

Servicio Dial-A-Ride/Shuttle desde su comunidad de origen a Ukiah: uno o dos días a la semana para compras, citas médicas, servicios sociales, juzgados y otros viajes. Podría hacer una reserva para que el autobús lo recoja en su casa o en un lugar cercano. El autobús viajaría sin escalas desde su comunidad hasta Ukiah. Una vez en Ukiah, el autobús circularía para dejar a los pasajeros en los destinos deseados. Después de un par de horas, el autobús recogería a los pasajeros para hacer un viaje rápido de regreso a su comunidad y lo dejaría en su hogar. Habría una tarifa por el servicio. Las reservas se harían con anticipación por teléfono o a través de una aplicación electrónica.

Muy Útil Algo Útil Nada Útil

Junta de Paseo Comunitario (Community Ride Board). Esta sería una plataforma electrónica donde los residentes podrían

publicar su necesidad de transporte o su capacidad para proporcionar un transporte. Esto permitiría a las personas hacer arreglos para compartir el viaje y dividir los gastos.

Muy Útil Algo Útil Nada Útil

Transporte de trabajo entre Ukiah y Hopland. A regularly scheduled transportation service between Ukiah and Hopland that would be coordinated with work start and end times at Hopland employment sites. It would be provided for a reasonable fare. The service could connect with the MTA bus network at the Pear Center or Library in Ukiah.

Very Useful Somewhat Useful Not Useful

Uso compartido de automóviles basado en aplicaciones. Un automóvil de alquiler que estaría estacionado en la comunidad y podría ser alquilado por hora, por una tarifa baja, por cualquier persona con una licencia de conducir válida y una tarjeta de crédito o débito.

Muy Útil Algo Útil Nada Útil

Si SOLO UNO de estos programas pudiera implementarse en su comunidad, ¿cuál sería el más útil para usted (Marque con un círculo el título de un programa)

Appendix B: Additional Public Input

Project Website

Interactive Map Responses

As of this writing, 21 comments have been provided on the project website's interactive map. The map enables users to plot their trip and write a comment about transportation needs (Figure A-1). Comments are provided below my community in Figure A-2.

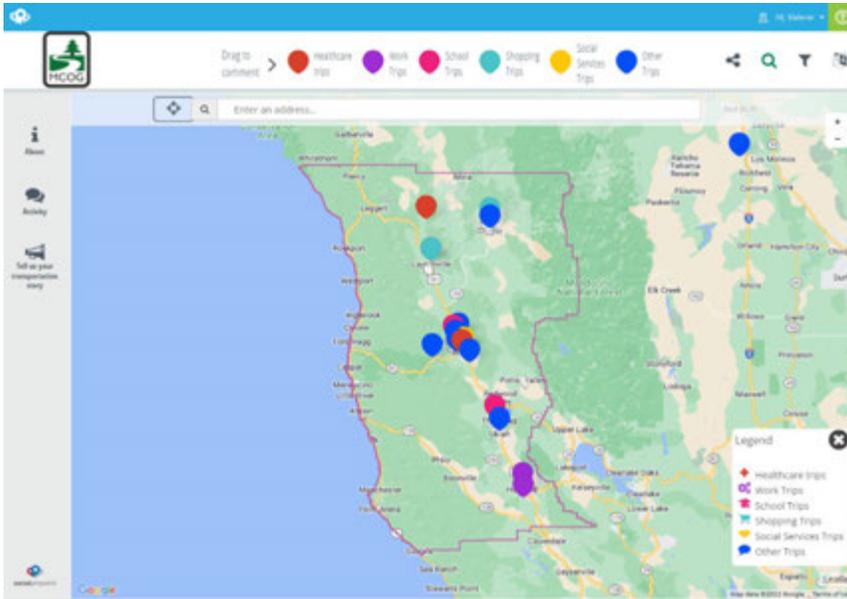


Figure A-1, Project Website's Interactive Map Feature

Trip Type/Purpose	Comment (Edited for length and clarity)	ZIP Code	City
Shopping Trips	Need once or twice a day route to Ukiah for shopping trips and other needs.	95428	Covelo
School Trips	Need transportation to and from Mendocino College. Monday - Thursday: arrive by 8:45 a.m. Friday: leave after 5 pm and return to Covelo by 7:30 p.m.	95428	Covelo
Other Trips	Covelo area need a DMV affiliated office. People get pulled over driving to Ukiah on their way to the DMV before they can register cars.	95428	Covelo
Pedestrian access and safety	Covelo needs sidewalks and safe paths to get around other than driving.	95428	Covelo
Court	Need transportation to Courthouse by 9:35 a.m. on several Mondays, and possibly also Tuesday - Thursday.	95428	Covelo

Figure A-2, Comments Received on Interactive Map

Mendocino County Rural Inland Communities Mobility Solutions
Volume 1: Five Communities' Transportation Needs Assessment

Trip Type/Purpose	Comment (Edited for length and clarity)	ZIP Code	City
Shopping Trips	Sidewalk needed for residents who walk into town to do shopping.	95454	North Road area-Laytonville
School Trips	Sidewalk needed from High School to 101.	95454	North Road area-Laytonville
Other	Need to get to Willits for grocery stores and doctors' appointments. Also need to get to Ukiah for appointments and shopping.		Laytonville
Social Services Trips	Social services in Willits are hard for a lot of my family members and friends to get to.	95454	Laytonville
Shopping Trips	From Brooktrails to Grocery Outlet and back	95490	Brooktrails
Healthcare trips	To Howard Hospital	95490	Brooktrails
School Trips	Highschool and college ages children need a safe way to get to Willits for school and job opportunities.	95490	Brooktrails
Other Trips	Need to get to and other places for school, affordable groceries, and medicine.	95490	Brooktrails
Transportation to Willits	I would like to see transportation to and from The Golden Rule Mobile Village, 10755 Mobile Village Way, from Willits. Seniors need to be connected to shopping and healthcare facilities.	95490	Brooktrails
Pedestrian access and safety	Brooktrails needs a maintained trail that goes to downtown Willits without the dangers of hiking or biking along Sherwood. Should provide relatively easy access, hiking, biking and wheelchair access.	95490	Brooktrails
Pedestrian access and safety	Walking in neighborhood is unsafe and difficult.	95490	Brooktrails
Work Trips	Employees from Ukiah need to be able to get to downtown Hopland.	95449	Hopland
Pedestrian access and safety	Safe walk/bike path needs to be created from Old Hopland to Hopland.		Hopland

Figure A-3 Continued, Comments Received on Interactive Map

Trip Type/Purpose	Comment (Edited for length and clarity)	ZIP Code	City
Work trips	No alternatives to get to work if I didn't have a car. Need to get to Hopland Monday – Thursday by 7:30 a.m. and return after 6 p.m.	95482	Ukiah
Other tris	For Willits merchants and those traveling to/from coast communities: A third access point to Willits from US101 giving direct access to South St. and Highway 20 would be a way to revitalize the Willits economy and speed access to/from Fort Bragg.	95482	Ukiah
Healthcare Trips	Need any public transport.	95454	Spyrock

Figure A-4 Continued, Comments Received on Interactive Map

Transportation Stories Survey Responses

Another method to provide input through the project website was providing a transportation story. Respondents were asked to provide their city of residence and tell us about their transportation challenges. The 22 transportation stories received are provided in Figure A-3.

City	Tell us about your transportation challenges:
Covelo	I have my own transportation; the problem is simply this: to get my driver's license as well as updating my cars tags and registration is almost impossible. When you have to travel out of town to do so.
Covelo	Covelo is a transportation orphan. We need daily roundtrip transport to Ukiah and back. My dream would be a local driver who could drive to Ukiah and back twice a day. Very important for us.
Covelo	Covelo is not on the 101 corridor and not on the way to anywhere but the wilderness. All government services have been located in Ukiah. The question should be asked when they will be brought back?
Laytonville	Not a whole lot to say, but I am a senior and sometimes a back-up plan to make a trip or 2/week to Willits or Ukiah would be a great option.
Laytonville	Living on Spyrock Ridge requires considerable expense to maintain vehicles that travel on dirt roads, especially the unpaved part of Spyrock Road. Please consider paving more of Spyrock Rd.!
Laytonville	It is painful driving with my shoulders, arms and hands. I need to be able to get to doctor appointments in Willits and Ukiah. Also grocery shopping, banks, and Costco occasionally. Thank you.
Laytonville	I have epilepsy, so I have no license. My husband can drive, and we have a reliable vehicle, but this means I'm 100% dependent on him and he has to keep his schedule clear for me.

Figure A-3, Transportation Stories

City	Tell us about your transportation challenges:
Laytonville	Our car overheats if we drive more than 10 miles can afford the part but fixing it our self is out of the question and labor is \$500.00 we are on a fixed income
Laytonville	I live 15 miles out of town, way up Spyrock Rd, getting to Laytonville IS A BIG challenge for medical appts if my car isn't working. Disabled senior. No county bus service IF I did make it to town.
Laytonville	We live at the end of Spyrock Rd. My husband has melanoma and we have had to cancel his surgery twice due to our car breaking down and no way for him to get to Ukiah or Santa Rosa. It's terrifying.
Brooktrails	My college student often misses school because we leave so early, he has no ride down. It would be great to get down the hill without walking down a deadly street with no sidewalks in the rain etc.....
Brooktrails	Was helping senior citizen neighbors get to town when their car was down and then my car ran and I helped them. Now all of us are having a hard time getting to doctor etc. I can't get a job with no way there.
Brooktrails	Currently I'm unemployed, and have met some challenges with vehicle, and licensing requirements walking to town (Willits) has become burdensome, with more viable transportation would make life easier.
Brooktrails	Getting to and from auto shop between Willits and Brooktrails when car needs to be dropped-off/picked-up. What an ordeal.
Brooktrails	In Brooktrails, the only reasonable access is via Sherwood Rd. Of my many concerns, the main one is non-motorized transportation. There is no legal/safe way to travel to and from town without a car.
Brooktrails	I would like to be able to bike to Willits, but Sherwood Road is too dangerous.
Hopland	Lack of walkability throughout Old Hopland and Hopland proper. There is no walk-able (or bike-able) connection between the two. Vehicle-only traffic that has a lot of speeding vehicles. Feels unsafe.
Hopland	I work in Hopland and live in Ukiah. I need a bus that comes every two hours from 6am until bar close, 2:30-3am every day. It's also been deadly for our patrons to drive home drunk after close.
Hopland	My daughter doesn't drive and she like public transportation, there will be excellent to have an option for public transportation in our area.
Hopland	Need transportation to and from Ukiah for work Monday through Saturday.
Anderson Valley	I find it completely irresponsible to not have a round trip from AV to coast option.
Other community in Mendocino County	For people with Disabilities Public transit needs to be more reliable, more routes to make it easier to get to supportive services and shops. Should be easier to get same day paratransit service.

Figure A-3 Continued, Transportation Stories

Other Input

The following comments were sent via email to MCOG staff and the consultant team during the needs assessment process.

City	Comment (Edited for length and clarity)
North of Covelo	I'm 71, with multiple medical issues, living off of upper Spyrock...8 miles north of 101 from Laytonville, then 7 miles up the mountain on dirt roads. One solution would be for a para driver to meet at the Spyrock School. For transit to REALLY work, it has to be unified & coordinated with other counties & agencies... in other words, can I take a bus to Garberville or beyond, or to Lakeport or Santa Rosa? It has to be interlinked to be effective. I've seen in Nevada private 'Stage Lines'... delivery vehicles that can also carry passengers on a fixed route... There is one in the Pyramid Lake area... it delivers bread, milk, & mail to communities from Reno to Gerlach, and also carries a few passengers. I don't know IF something like that could work here, maybe with a subsidy. Bottom line: the further you are from Hwy 101, like Covelo, Branscome, & Piercy, the more problematic transportation is... and as a senior citizen with medical issues.
Covelo	We are both getting on in years, though, and I do worry about medical needs coming up, being so far away from medical care. While our primary care doc is in Willits, most of the specialists we see are in Santa Rosa. I have NO idea how families make due with no regular transportation in and out of the valley. I hope enough of them answer your survey to justify getting help for transportation needs. I would love to see a mini-bus for folks in town, even if just going up and down Hwy 162 three times a day, one way at the top of the hour and headed back the other way on the half hour, every two or three hours. Even if this were only twice a week, say Tuesday and Thursday, folks would know they could get a ride to Keith's or the post office/library. Maybe this is something the Tribes could take on in partnership with you? They could pay the salary if you provided the vehicle, or vice versa?
Covelo	Lets have that bike path? And bring back the court, here in Covelo. Or else a public bus to get to jury duty. It is 3 hours round trip, no cell service and I am 70 years old. my life is more important to me that duty to the Jury Commissioner. bring court to Covelo. It used to be here, or a bus. Some infrastructure: Curbs. Sidewalks. Street corners with ramps for wheelchair access. More lighting on the street.
Brooktrails	I hate to shoot the messenger, but I take the survey every year. I spread the word every year for others to take the survey, and let MCOG know about the transportation issues in our community. I have written letters. I have gone to meetings. I live in a community that has one road, in or out. It has no shoulders. There is not a safe way to travel to and from town without a car. No sidewalks. No bike lanes. No non-motorized paths. No public transit options. It's extremely dangerous... Year after year, my community's needs are not met. Steps are not being taken to meet those needs.
	What I really need, as I get older, is the ability to call a cab/uber/lyft/whatever and PAY to go where I need to go. I don't need any assistance in the money category but will in future need to either pay for reliable rides OR DELIVERIES.

Figure A-4, Additional Input Provided via Email

City	Comment (Edited for length and clarity)
Hopland	<p>Our family lives in Hopland and my son goes to school in Cloverdale. He's 14 years old and in eighth grade so I've started having him take the bus more frequently. However, Route 65 that goes between Hopland and Cloverdale has proven not to meet our needs. If he were taking it north for fifteen minutes to Ukiah it would cost \$2.25 but taking it south 15 min cost \$17. I was told student discounts are only for college students. And the youth discount only applies to youth riding with an adult, but he is traveling alone so cannot get either discount. I have also wanted to send them from Hopland to Santa Rosa at times but again was discouraged by the price and he and his brother not being able to get a student discount as well as the limited times during the day Route 65 is available. I feel like there is a gap in services for families like ours who live on the cusp between the two counties or who have youth who are old enough to travel alone but not old enough for college. I'm sure others would also benefit from more accessibility to travel between the two counties and also for young people to be able to take the bus.</p>

Figure A-4 Continued, Additional Input Provided via Email