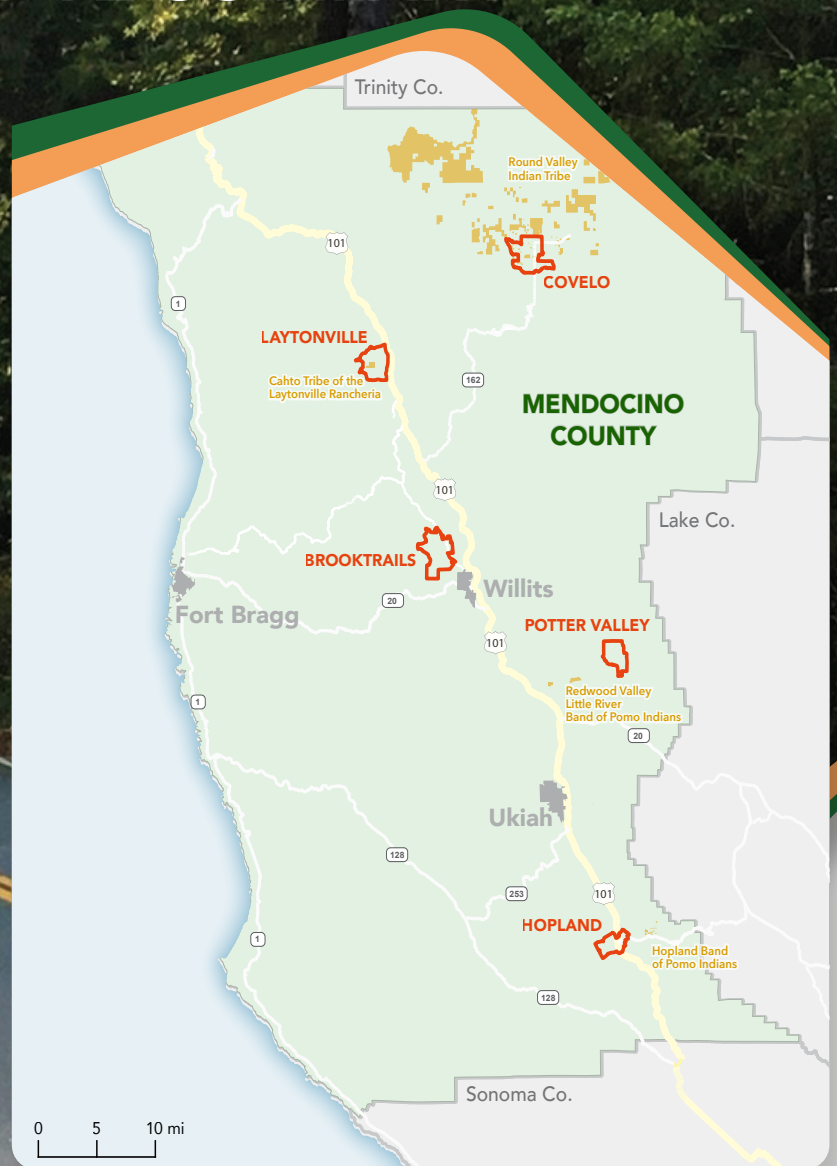


MENDOCINO COUNTY RURAL INLAND MOBILITY SOLUTIONS

Volume 1: Five Communities' Transportation Needs Assessment EXECUTIVE SUMMARY



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.

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.

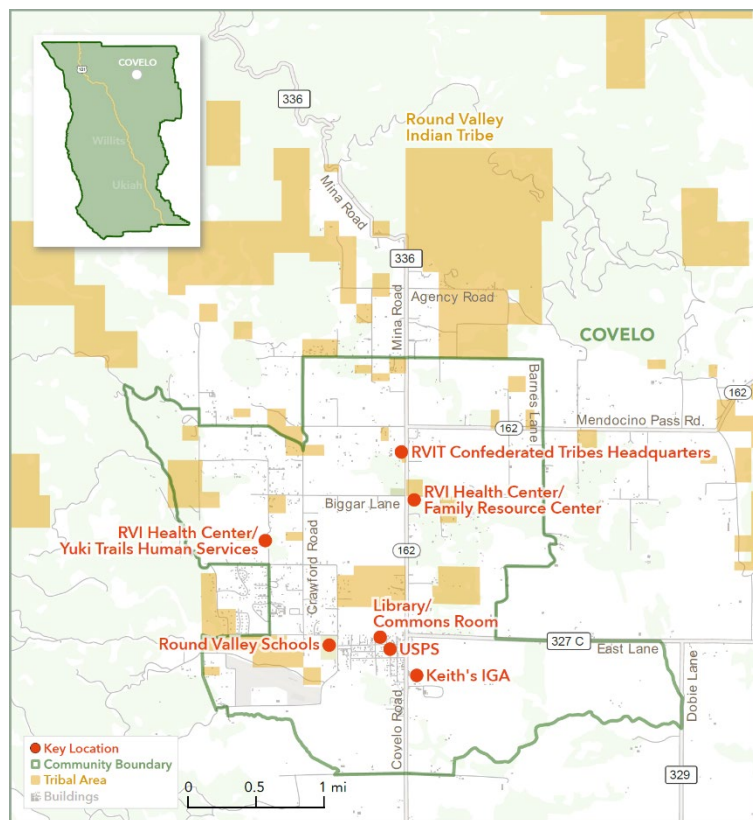


Figure ES-6, Covelo Community Boundaries and Tribal Areas

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.

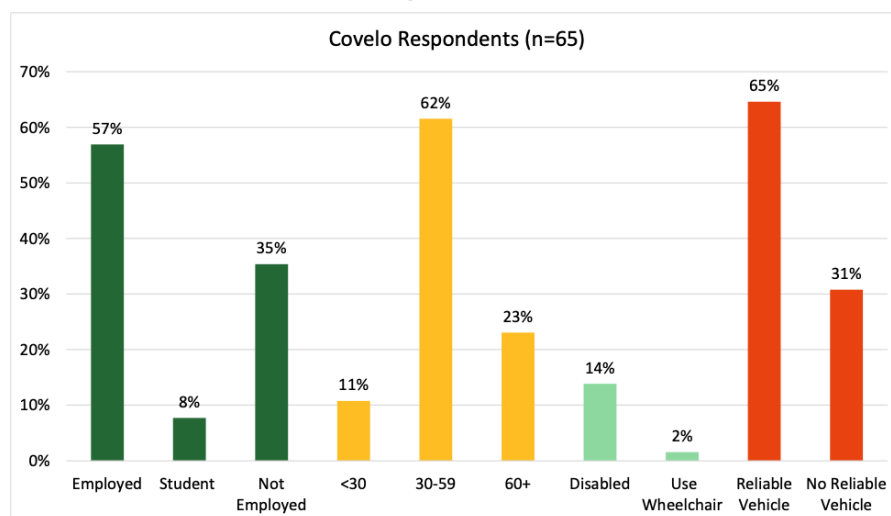


Figure ES-7, Demographic Makeup of Covelo E-Survey Respondents

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%).

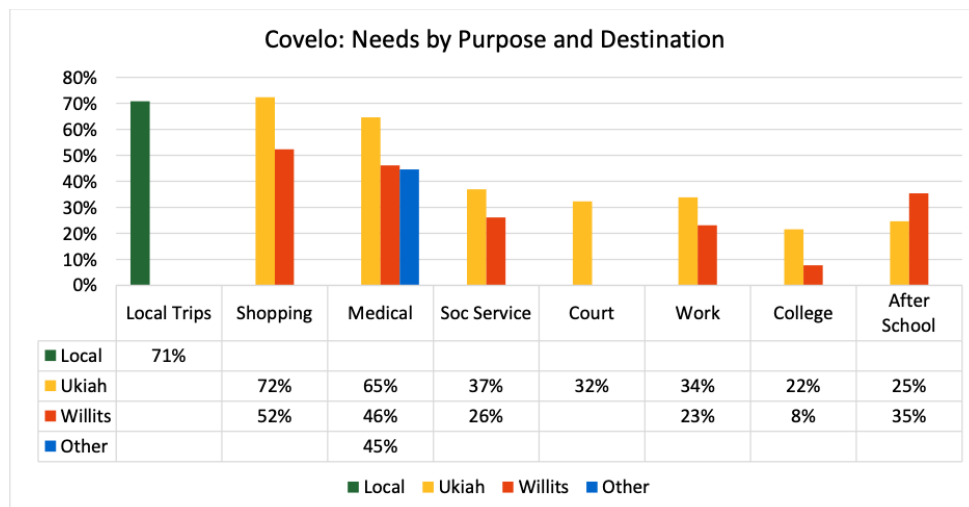


Figure ES-8, Covelo Transportation Needs by Trip Type

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.

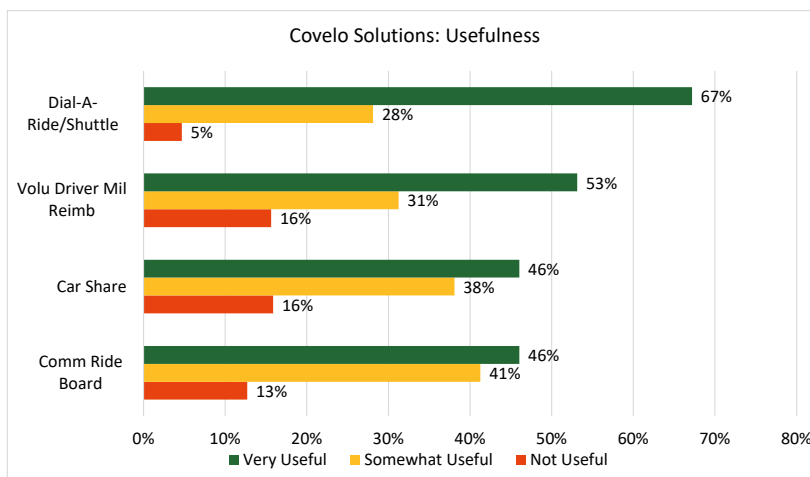


Figure ES-9, How Covelo Respondents Rated Solutions' Usefulness

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.

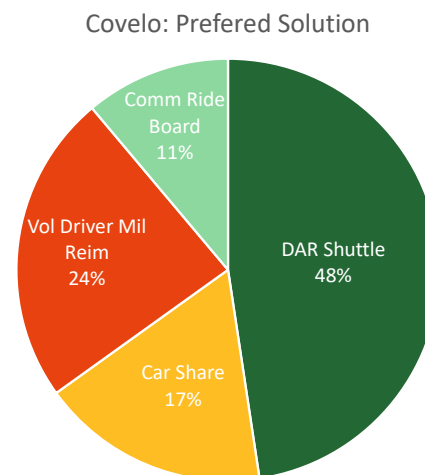


Figure ES-10, Covelo Respondents' Preferred Solution

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.

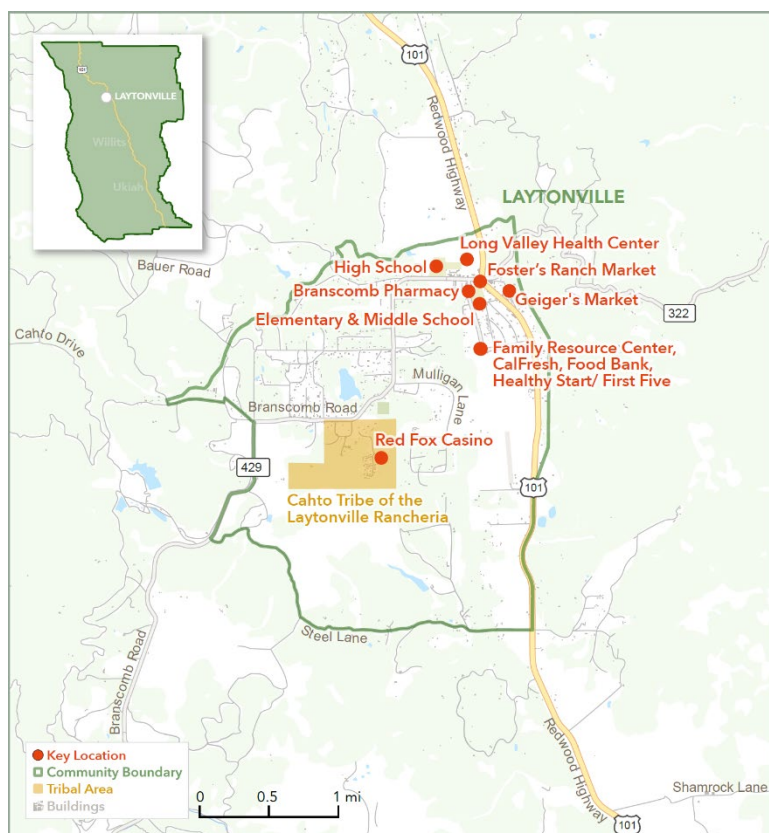


Figure ES-12, Laytonville Census Designated Place Boundaries, Tribal Area and Key Locations

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.

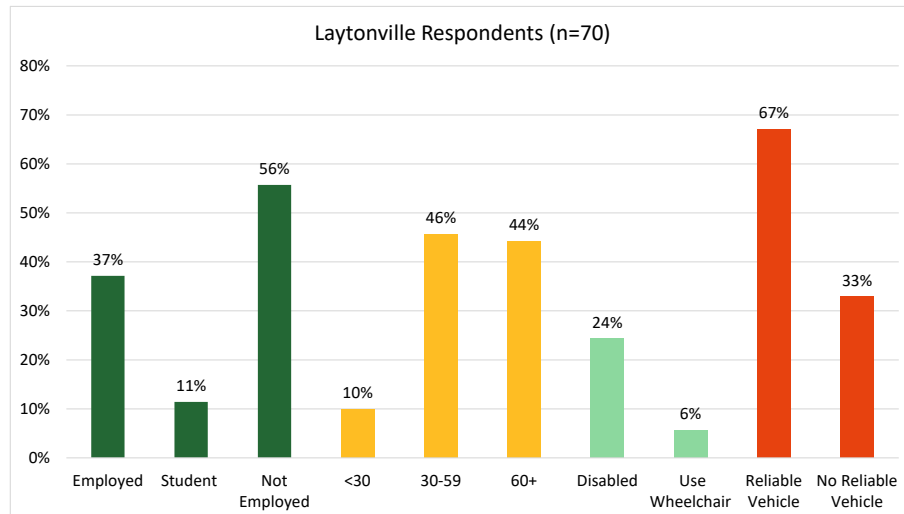


Figure ES-13, Demographic Makeup of Laytonville E-Survey Respondents

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-

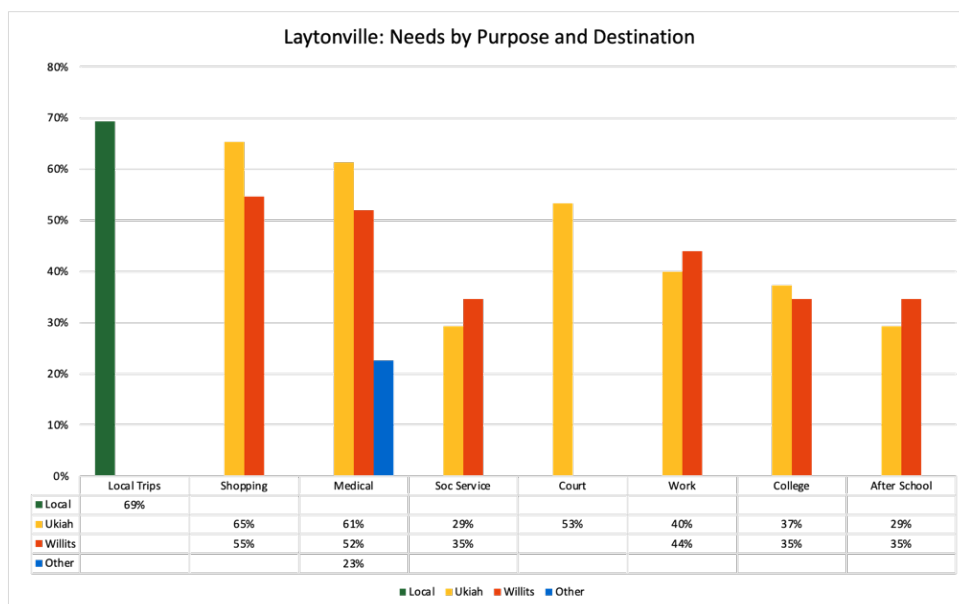


Figure ES-14, Laytonville Reported Transportation Needs by Trip Type

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.

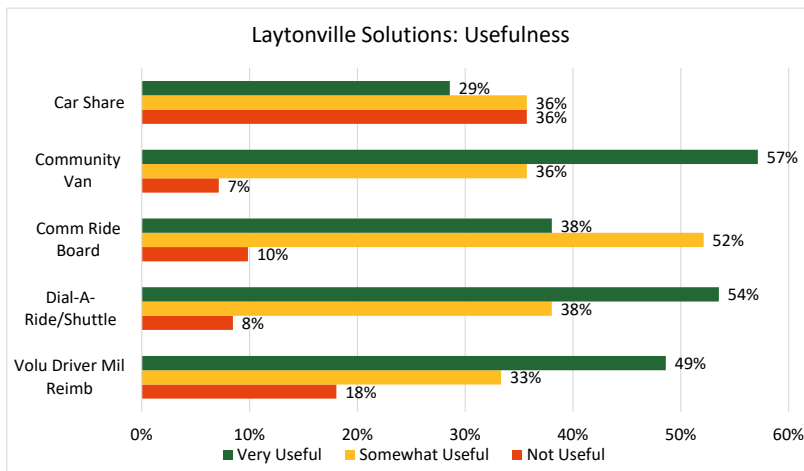


Figure ES-15, How Laytonville Respondents Rated Solutions' Usefulness

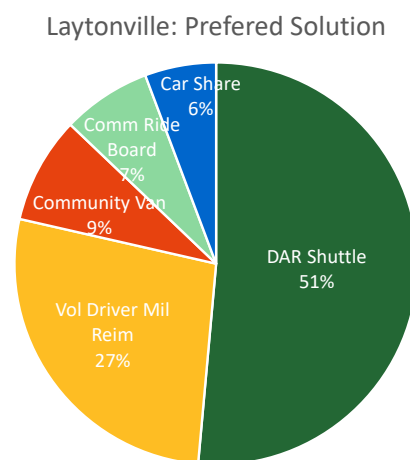


Figure ES-16, Laytonville Respondents' Preferred Solution

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.

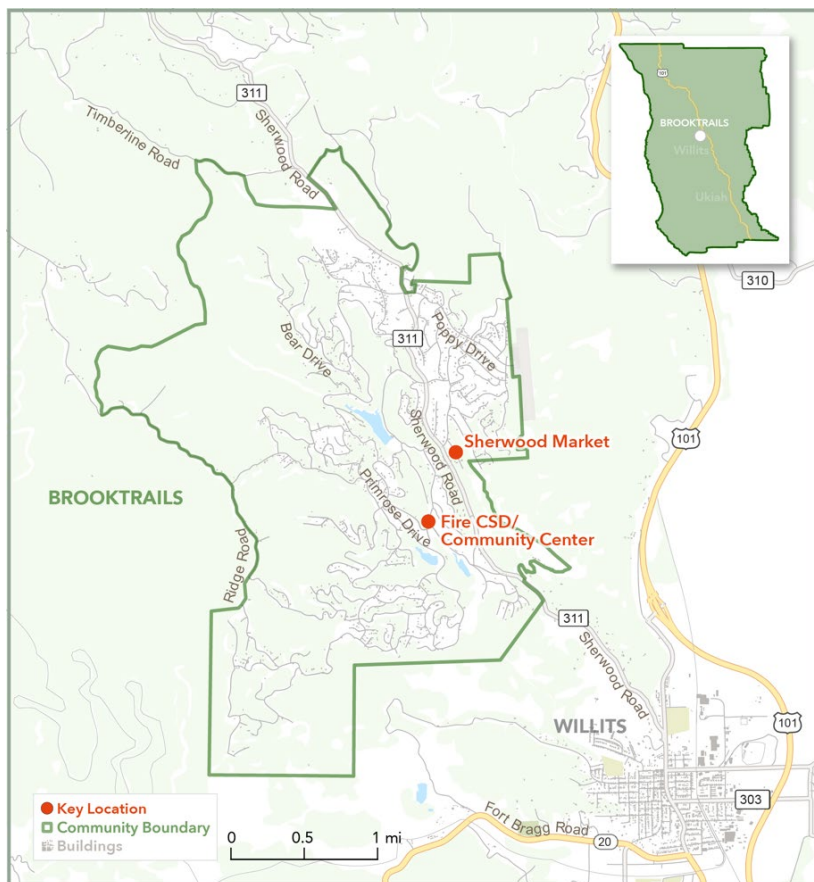


Figure ES-17, Brooktrails Census Designated Place (CDP) and Key Locations



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.

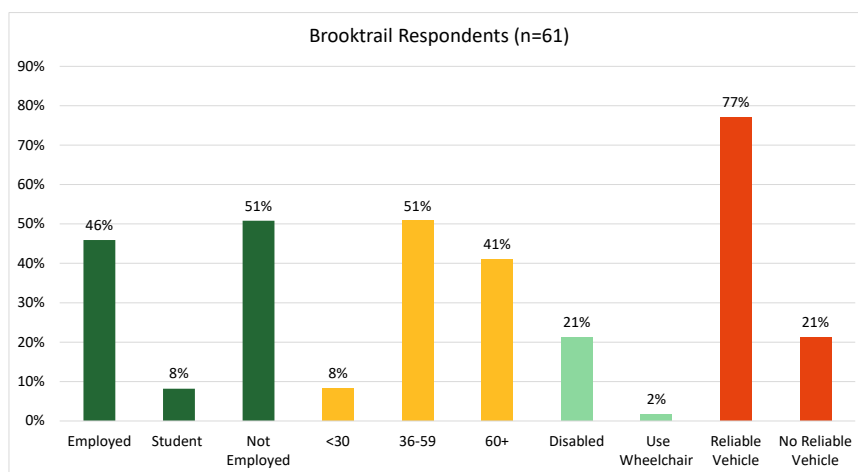


Figure ES-19, Demographic Makeup of Brooktrails E-Survey

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

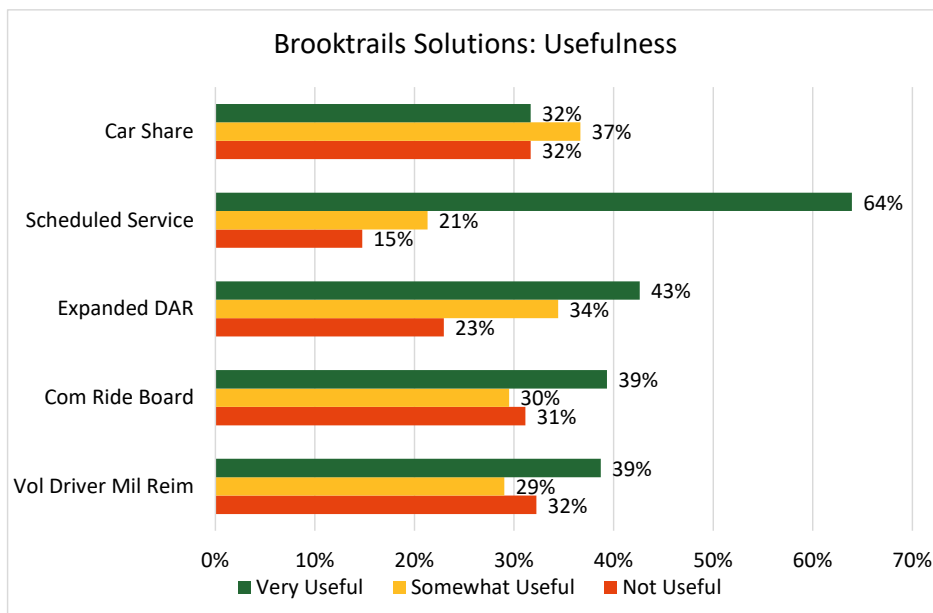


Figure ES-21, Brooktrails Respondent Ratings of Usefulness

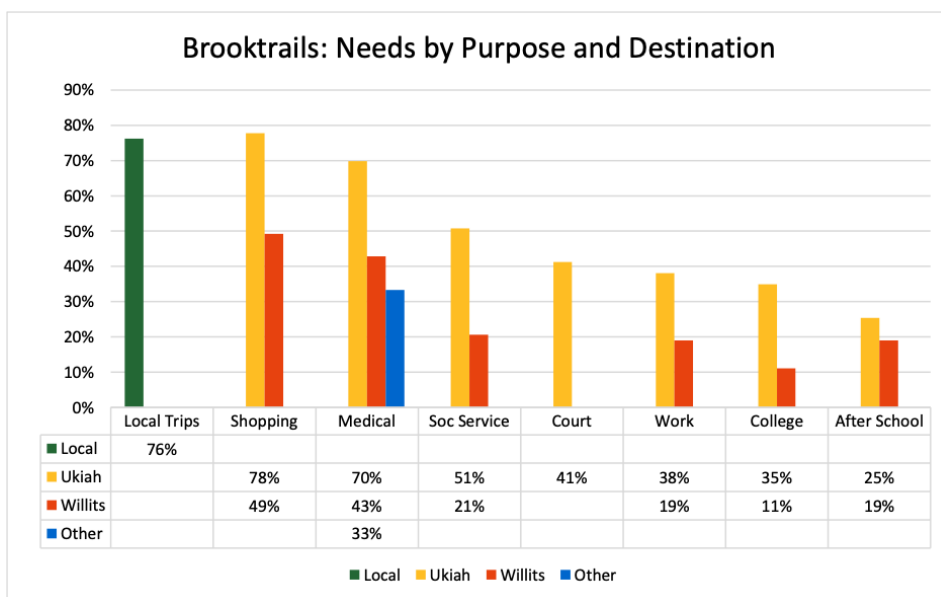


Figure ES-20, Brooktrails Reported Trip Needs by Type

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

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

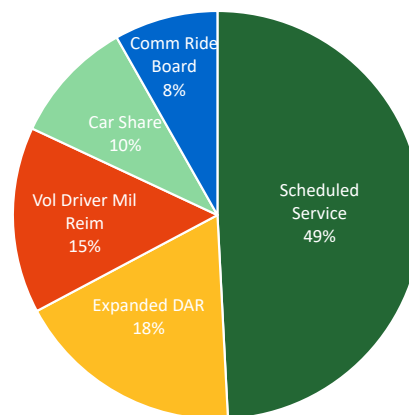


Figure ES-22, Brooktrails E-Survey Respondents' Preferred Solution

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.

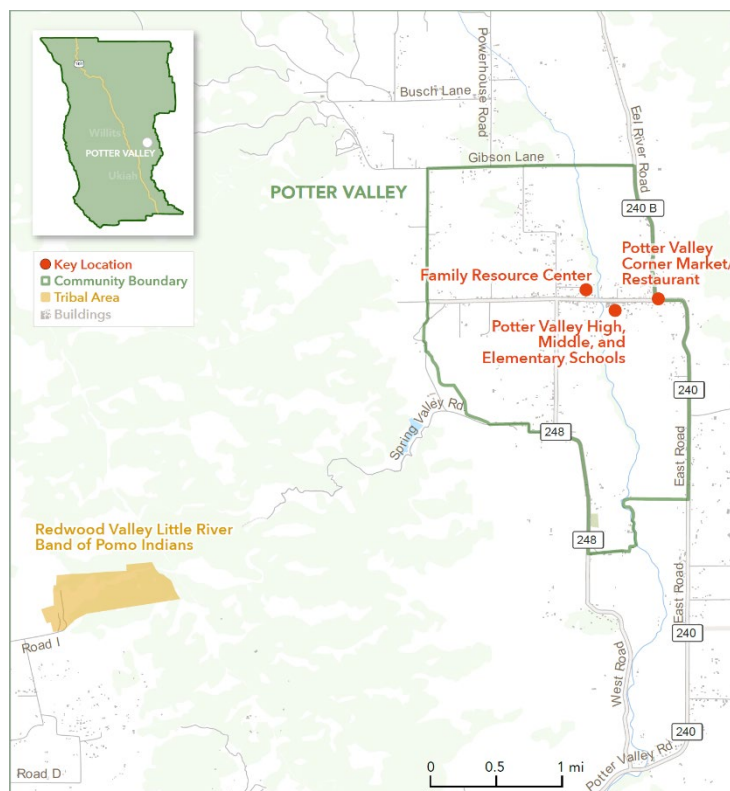


Figure ES-23, Potter Valley Census Designated Place (CDP) and Key Locations

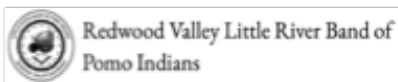


Figure ES-24, Potter Valley Area Tribal Seals

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, it's 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,

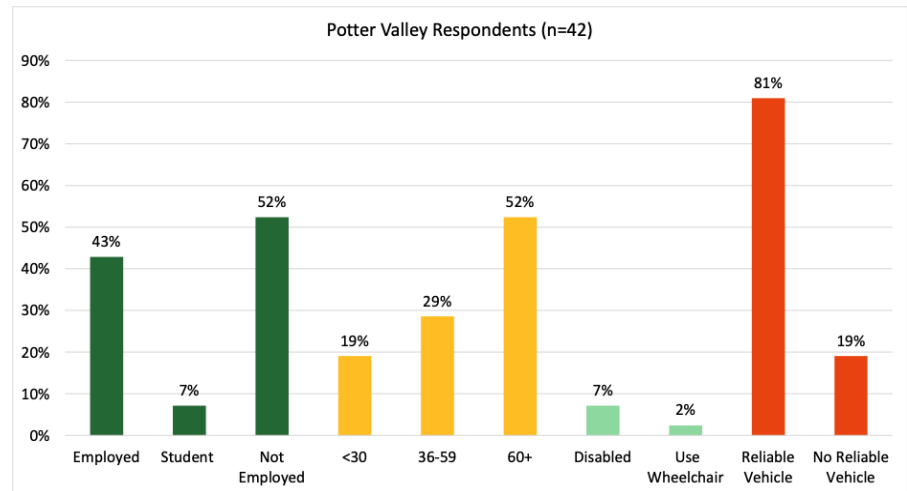


Figure ES-25, Potter Valley Demographic Makeup of E-Survey Respondents

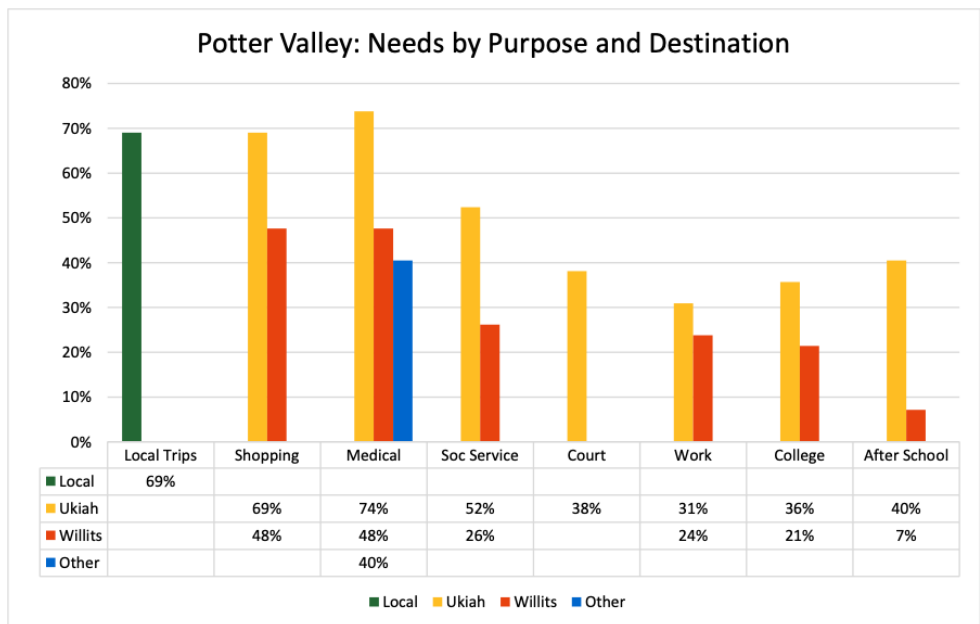


Figure ES-26, Potter Valley Reported Trip Needs by Type

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).

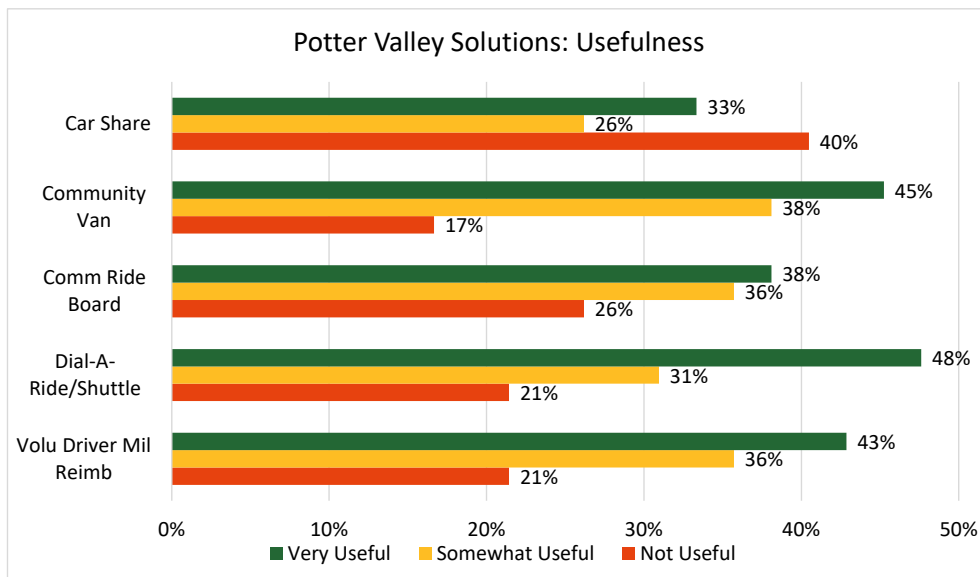


Figure ES-27, Potter Valley Respondents Ratings of Usefulness

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

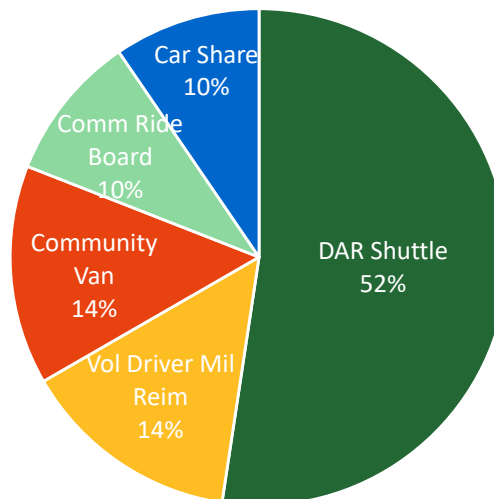


Figure ES-28, Potter Valley Respondents' Preferred Solution

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

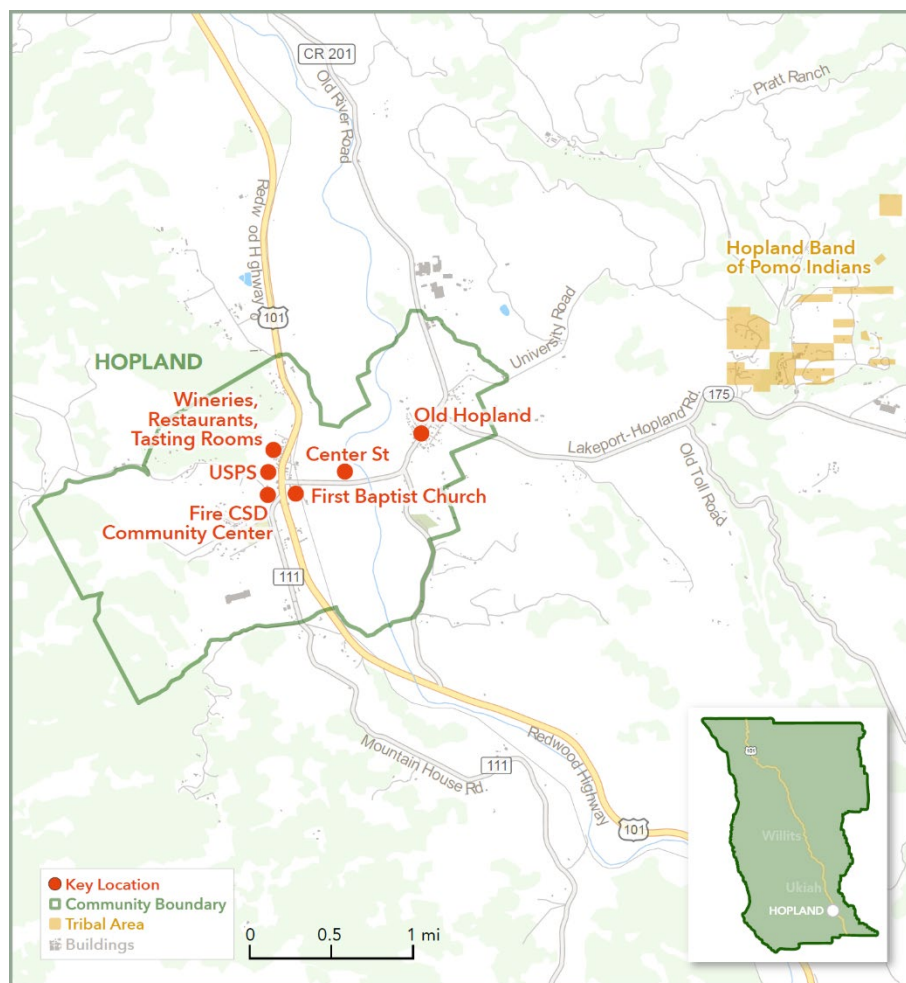


Figure ES-29, Hopland Census Designated Place Boundary, Key Locations and Tribal Lands

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.

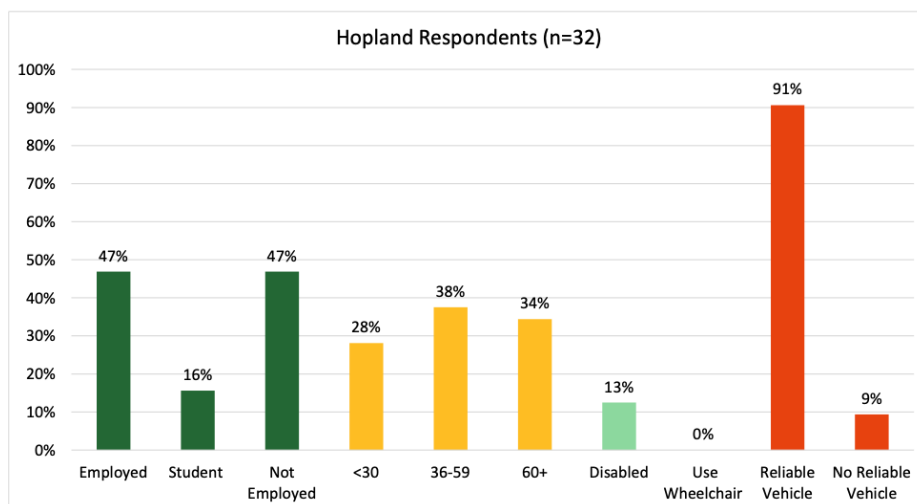


Figure ES-30, Demographic Makeup of Hopland E-Survey Respondents

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.

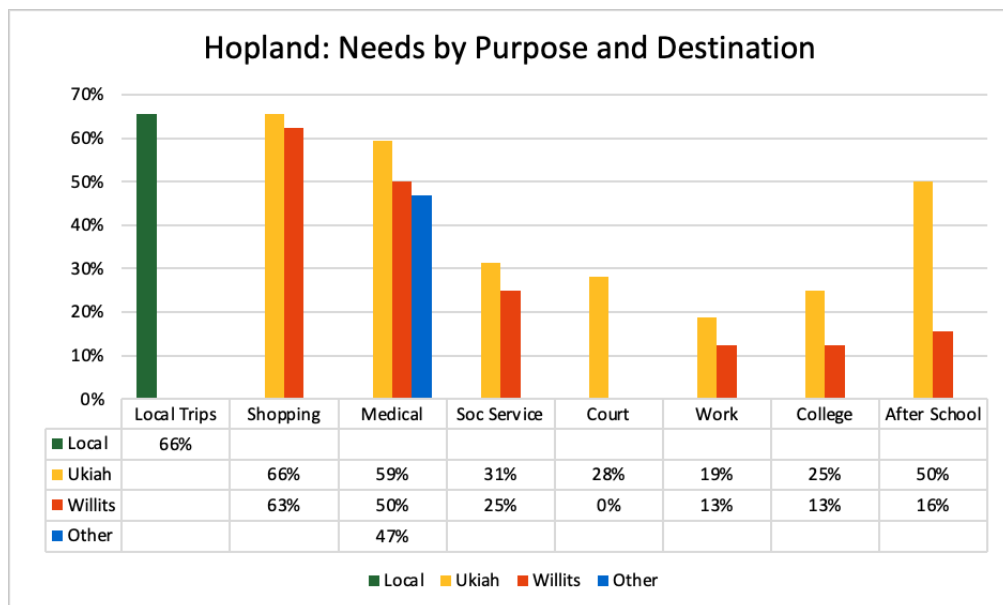


Figure ES-31 Hopland Reported Trip Needs by Type

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.

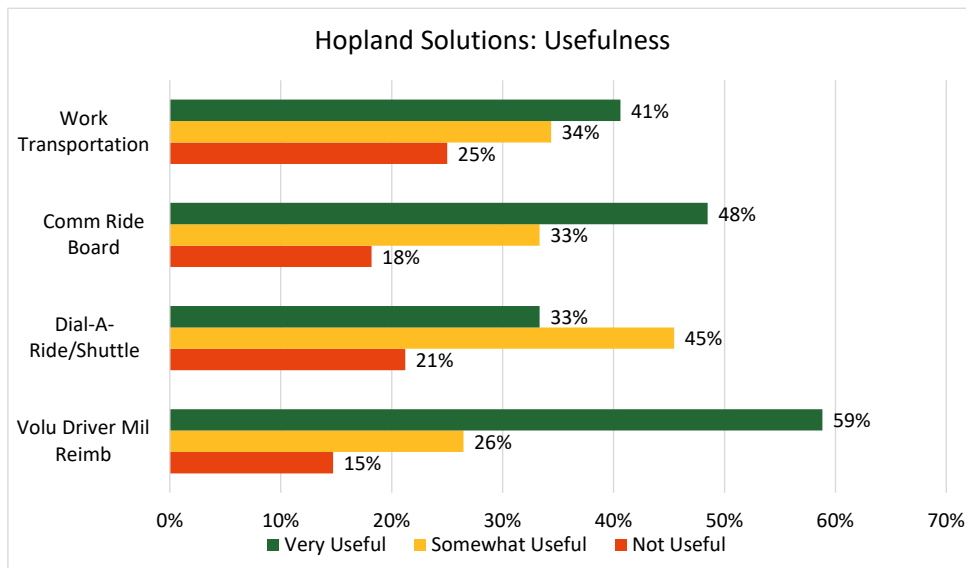


Figure ES-32, Hopland Respondents Ratings of Usefulness

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).

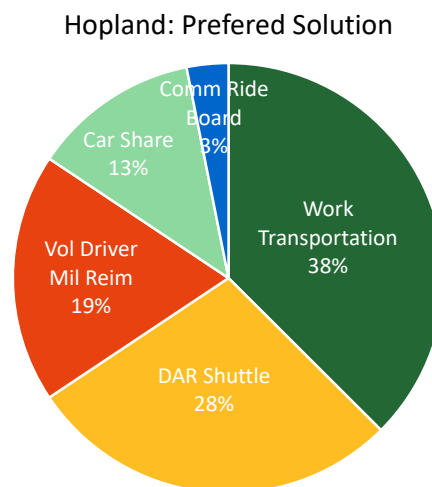


Figure ES-33, Hopland Respondents' Preferred Solution

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

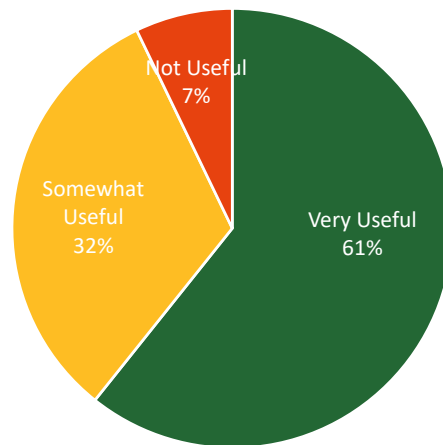


Figure ES-34, Ukiah Respondents' Rating of the Work Transportation Solution

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.

Potential Mobility Solutions					
<i>To Address Identified Needs in Each Community</i>					
Lifeline Mobility Needs					
Hybrid Dial-A-Ride/Shuttle to Ukiah	48%	51%	52%		28%
Community Van		9%	14%		
Volunteer Driver Mileage Reimbursement	24%	27%	14%	15%	19%
Community Ride Board	11%	7%	10%	8%	3%
App-Based Car Share	17%	6%	10%	10%	13%
Daily Transportation					
Scheduled Transportation Brooktrails-Willits				49%	
Expanded Dial-A-Ride				18%	
Work Transportation Ukiah-Hopland					38%
= Preferred Solution	Covelo	Laytonville	Potter Valley	Brooktrails	Hopland
	<i>Rural Mendocino County Communities Without Public Transportation</i>				

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.