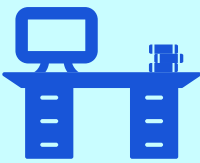


Transit in Humboldt County: 2026 Economic Fact Sheet



189,267

Work shifts accessed by transit. That's the equivalent of 757 full-time jobs worth of work. Because not every worker rides transit to every shift, it's likely that thousands of jobs are at least partly dependent on transit.



204,209

K-12 and college school days accessed by transit. That's the equivalent of at least 1,134 full-time students. Because college students may not have class every day, and students at all levels may not ride the bus every day they have class, the actual number of students who rely at least partly on transit to get their education is likely much higher.



49,807

Medical appointments accessed by transit. Transit is a literal lifeline for many Humboldt residents. A single missed medical appointment can have a huge impact on a patient's health, and therefore also an impact on the local economy.



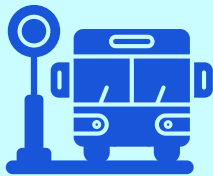
54,788

Shopping trips accessed by transit. Many Humboldt residents rely on transit to buy groceries and other necessities.



\$7,149,792

Estimated money spent by transit riders shopping at local Humboldt businesses. Many local businesses likely rely on spending from transit riders to make ends meet.



327,526

Trips that would not have been made without transit. Most of the trips people make by bus in Humboldt County fall into this category. Losing our transit system would mean thousands of lost jobs, missed school days and doctor's appointments, and lost access to groceries, government services, family, friends, and more.



36,071

People who don't have a driver's license in Humboldt County. That includes kids, seniors, people with disabilities, people who can't afford a car, and many others. Because of data limitations, this number is likely an undercount.



\$10,472

Annual savings from riding the bus instead of owning a car. Car loan and insurance payments, maintenance, repair, and fuel costs make car ownership out of reach for many people. In contrast, riding transit in Humboldt costs a maximum of \$5/day. Transit makes it possible to live here without the financial burden of car ownership.



\$9.48

Saved by the owner of an average SUV or pickup truck on each trip riding the bus from McKinleyville to Fortuna instead of driving. The costs of fuel, maintenance, and repair add up quickly. Every dollar saved on transportation is a dollar that can be spent on food, housing, and shopping at local businesses.

Sources & Assumptions

- Ridership numbers are for Humboldt Transit Authority (HTA) riders only, as reported by HTA for FY2025-26.
- Trip purposes are extrapolated from 2023 Transportation Development Plan rider surveys, except: trip purposes for North State Express routes are assumed to be the same as for Southern Humboldt, and for Dial-A-Ride are assumed to be the same as for RTS.
- Numbers of destinations accessed are estimated by adjusting ridership totals based on the proportion of round-trips on each service (from 2023 TDP rider surveys). Assumptions for routes not in the TDP are the same as assumptions for trip purposes, except that all Dial-A-Ride trips are assumed to be round-trip.
- Number of trips that would not have been made without transit is derived from 2023 TDP rider surveys, for routes in the TDP. Assumptions for other routes are the same as assumptions for trip purposes, except that all Dial-A-Ride trips are assumed to be reliant on transit.
- Full-time equivalent jobs are assumed to have 5 shifts/week, 50 weeks/year. Full-time equivalent students are assumed to go to class 5 days/week, 36 weeks/year.
- Consumer spending by transit riders is based on an average grocery shopping trip of \$174 per Drive Research (<https://www.driveresearch.com/market-research-company-blog/grocery-store-statistics-where-when-how-much-people-grocery-shop/>). 50% of trips are assumed to be non-grocery, and non-grocery trips are assumed to involve 50% of grocery spend.
- Estimated per trip costs assume the driver owns the vehicle, so only variable costs are included. Distance between communities is approximate road mileage between from center of one to center of the other.
- Average fuel economy for pickup trucks and SUVs is from the US Energy Information Administration (<https://www.eia.gov/totalenergy/data/browser/index.php?tbl=T01.08>).
- Annual cost of car ownership is from AAA (<https://www.aaa.com/autorepair/articles/breaking-down-the-cost-of-car-ownership>).
- Maintenance cost per mile is from AAA (<https://www.aaa.com/autorepair/articles/breaking-down-the-cost-of-car-ownership>).
- Number of Humboldt County residents without a driver's license is estimated by subtracting the number of 2024 outstanding licenses and identification cards in the county from the American Community Survey 2024 population estimate.