



## Press Release

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FOR IMMEDIATE RELEASE

September 9, 2009

### **PUBLIC INPUT CRITICAL TO MTA'S SERVICE PLAN IMPROVEMENTS** ***County Residents Encouraged to Participate in Planning Effort***

Ukiah, CA – Mendocino Transit Authority (MTA) is launching a study to better understand travel commute patterns and preferences within Mendocino County (and beyond) in an effort to better meet County residents' wide range of travel needs. Based on the findings of the study, MTA will develop a phased commute transportation implementation plan that could include transit service changes such as new routes, service frequency, and/or the coordination of car or vanpools.

**Critical to this study is hearing from both MTA users and nonusers.**

"The residents of Mendocino County have the opportunity to help shape MTA's future and how we serve our customers," said Glenna Blake, MTA Planning and Marketing Manager. "Our goal with this study is to help ensure that we are meeting the needs of our residents, and if our current routes and services aren't meeting those needs, we want to hear about it and figure out a way to better meet those needs."

The study, funded by a Federal Transit Administration grant, will focus on understanding where, when, and how residents travel for work, education, healthcare, and other purposes. The study will include a variety of ways residents can participate, including an onboard passenger survey, an online survey, individual comments, and presentations.

**Onboard Passenger Survey:** Beginning September 14, MTA passengers will have the opportunity to complete an onboard passenger survey to indicate their current use of MTA's services and how MTA could better serve its passengers. The survey period will end on September 19.

**Online Survey:** Designed to gather information from residents who do not use MTA services, or are infrequent users, this survey is available online at [www.4mta.org/commute\\_study.php](http://www.4mta.org/commute_study.php). The survey period will end on November 21.

**Individual Comments:** Residents are invited to submit individual comments telling us how we can better serve individual commute needs. Comments can be submitted via online comment form or by contacting Glenna Blake.

**Presentations:** Study team members are available to speak to individuals, community organizations, non-profits, or businesses about the commute study, requests can be made via the project webpage or by contacting Glenna Blake.

Those who participate in the surveys will have the opportunity to win an iPod, Wii game, and MTA passes and merchandise. Participants are automatically entered to win. Prize winners will be notified December 18.

MTA has been providing public transit services for Mendocino County since 1976. With a service area that encompasses about 2,800 square miles and 90,000 residents, MTA provides a diverse system of long distance, commute, and local fixed routes, plus two *Dial-A-Rides* and two *Flex Routes*.

For more information or to sign up for study updates, please visit the project Web page at [www.4mta.org/commute\\_study.php](http://www.4mta.org/commute_study.php), or contact Glenna Blake, MTA Planning and Marketing Manager, at 707.462.5765 (ext. 447) or [Glenna@4mta.org](mailto:Glenna@4mta.org).

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