

STAFF REPORT



MEETING DATE:	12/10/13
SUBJECT:	Board of Directors Priorities Survey Results
AGENDA ITEM:	8
STAFF CONTACT:	Daniel Wayne, Senior Transportation Planner

STAFF RECOMMENDATION:

It is recommended that the board of directors receive a presentation on the results of the board priorities survey.

DISCUSSION:

The board of directors directed staff to prepare and administer a survey of board member priorities. Survey questions and collective responses are provided via attachment.

Results of the survey, including any additional feedback provided by the board at the December meeting, will inform development of the 2015 Regional Transportation Plan and the agency's annual overall work program.

ALTERNATIVES:

The board of directors may table the topic for discussion at a future date.

A handwritten signature in blue ink, appearing to read "D. Little", is written over a horizontal line.

Daniel S. Little, AICP, Executive Director

Attachments: SRTA Board of Directors Priority Setting Survey Results

Q2: Roads

What it means: Shasta County's regional transportation network includes highways (e.g. I-5, SR299, SR44, SR273, SR151, SR89); bridges and interchanges; and key local arterials. These facilities serve both regional and local traffic. Congestion, safety, and physical condition typically drive the prioritization of system expansion and upgrades. Other potential criteria (e.g. economic activity, cost, etc.) could be weighed more heavily in the 2015 Regional Transportation Plan. Travel demand reduction strategies (i.e. viable transportation alternatives, areas of compact development, a mix of housing/employment/commercial land use, etc) help meet regional mobility goals while also improving quality of life.

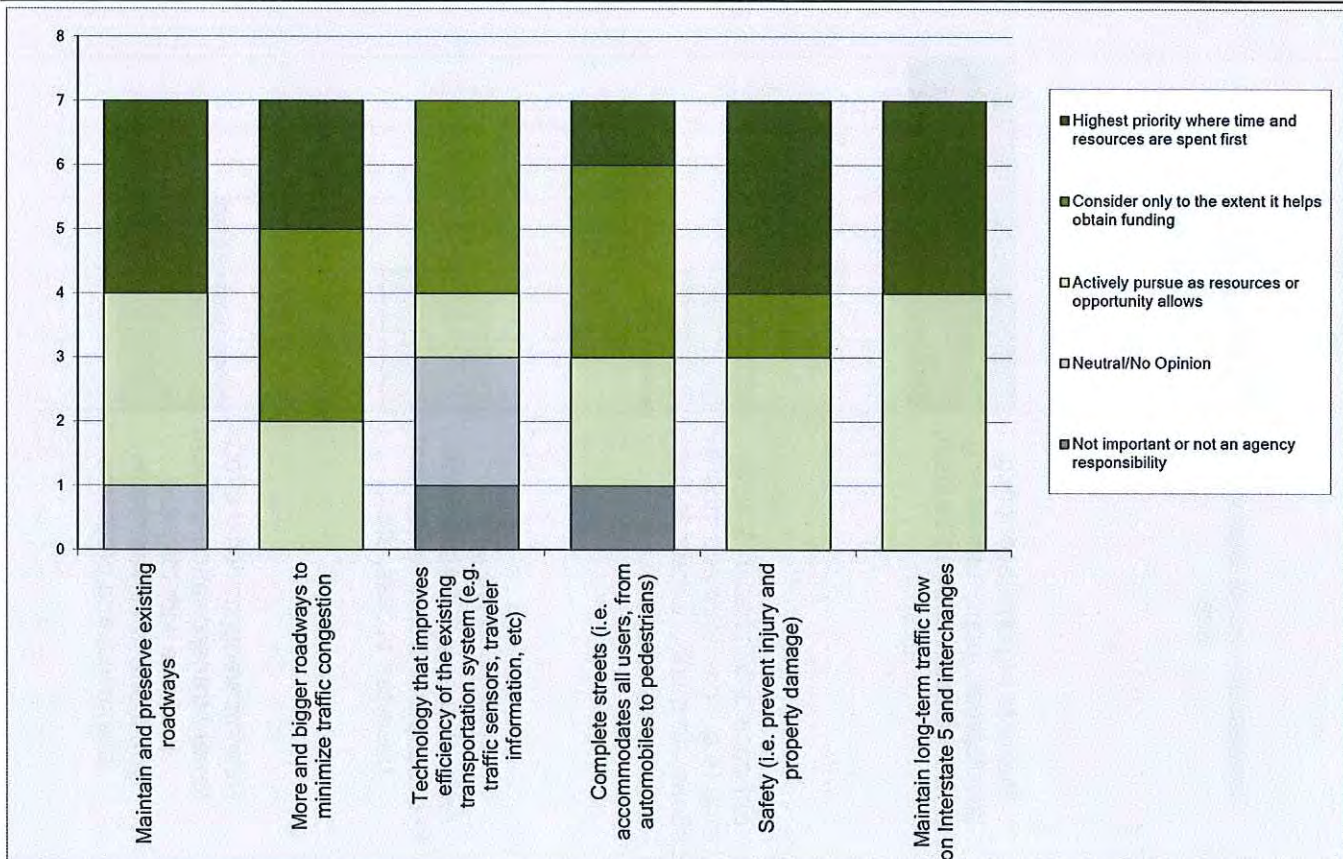
For example: SRTA has been successful in acquiring funding for much needed improvements, including additional lanes on I-5, Dana-to-Downtown/SR44 bridge replacement, and the Deschutes/I-5 interchange. These projects are accomplished primarily with state/federal funds. Available funding and evolving state/federal priorities may impact SRTA's ability to accomplish these types of projects.

Answer Options	Not Important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Maintain and preserve existing roadways	0	0	1	3	3
More and bigger roadways to minimize traffic congestion	0	3	0	2	2
Technology that improves efficiency of the existing transportation system (e.g. traffic sensors, traveler information, etc)	1	3	2	1	0
Complete streets (i.e. accommodates all users, from automobiles to pedestrians)	1	3	0	2	1
Safety (i.e. prevent injury and property damage)	0	1	0	3	3
Maintain long-term traffic flow on Interstate 5 and interchanges	0	0	0	4	3

Other (please specify) or provide comments on anything above.

Increase bikeways and trails. Very important.

I believe we should try to improve stretches of I-5, but not necessarily the interchanges. That should be a focus for the developers.



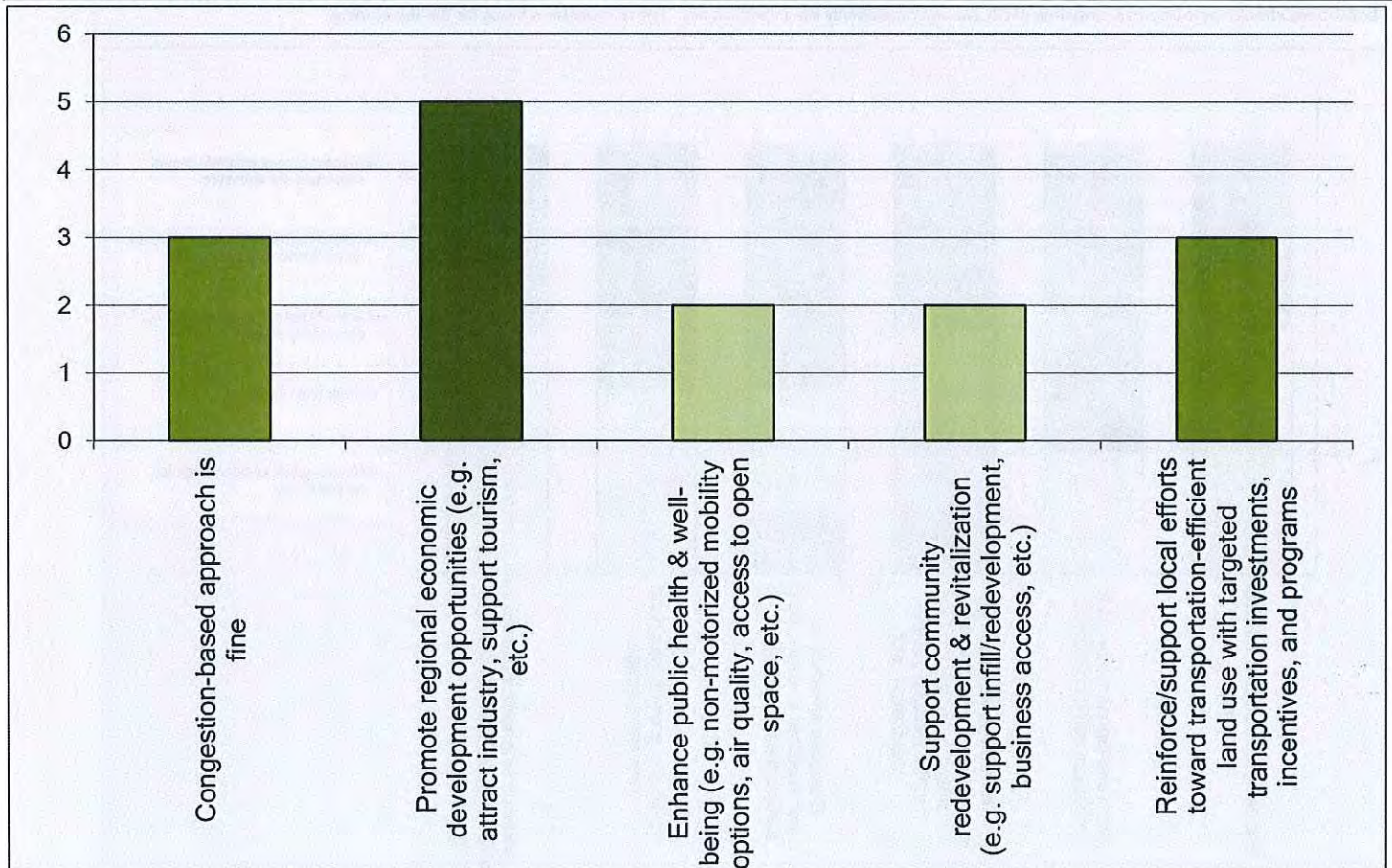
Q3: Do you support a congestion-based methodology for prioritizing transportation project funding, or should the agency also weigh other objectives? If the latter, what objectives are of interest to you?

Answer Options	Response Count
Congestion-based approach is fine	3
Promote regional economic development opportunities (e.g. attract industry, support tourism, etc.)	5
Enhance public health & well-being (e.g. non-motorized mobility options, air quality, access to open space, etc.)	2
Support community redevelopment & revitalization (e.g. support infill/redevelopment, business access, etc.)	2
Reinforce/support local efforts toward transportation-efficient land use with targeted transportation investments, incentives, and programs	3

Other (please specify) or provide comments on anything above.

I can not believe non motorized mobility will actually reduce congestion.

Ensure we allow for improvements to the eastern half of the county.



Q4: Public Transportation

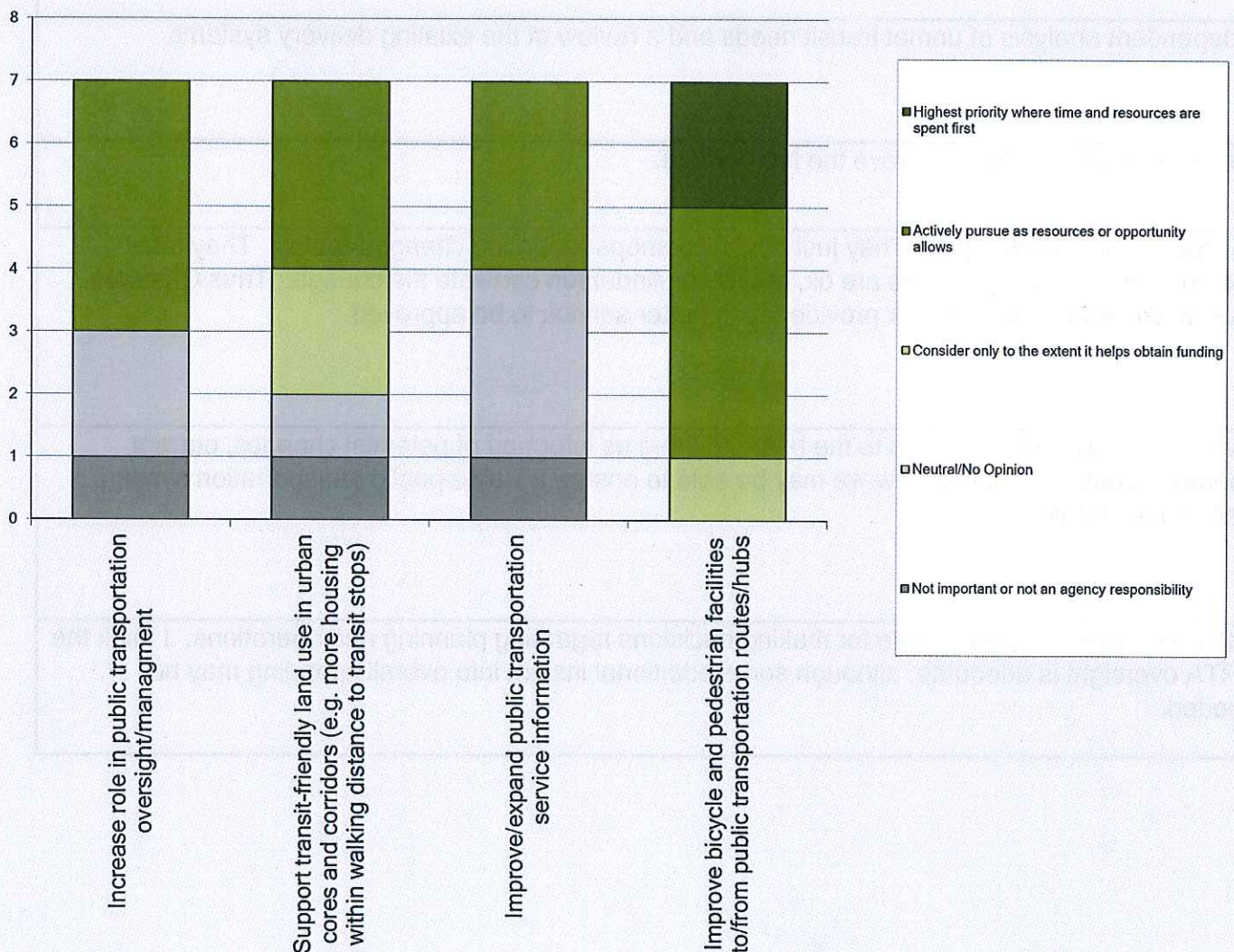
What it means: RABA provides fixed-route and demand-response public transportation in Shasta County. Shasta Senior Nutrition Programs (SSNP) provides specialized services to those unable to use conventional public transportation services. Public transportation in Shasta County is hampered by dispersed development, segregation of land uses, low service frequencies, and other factors.

For example: SRTA annually assesses potential unmet transit needs and distributes Transportation Development Act (TDA) funds. SRTA monitors public transportation performance and leads or assists in obtaining grants for planning and operations. SRTA led a nine-county project to improve online travel information (Google Transit). SRTA is working with local partner agencies to facilitate more transit-friendly community centers and corridors as part of the 2015 Regional Transportation Plan (RTP).

Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Increase role in public transportation oversight/managment	1	0	2	4	0
Support transit-friendly land use in urban cores and corridors (e.g. more housing within walking distance to transit stops)	1	2	1	3	0
Improve/expand public transportation service information	1	0	3	3	0
Improve bicycle and pedestrian facilities to/from public transportation routes/hubs	0	1	0	4	2

Other (please specify) or provide comments on anything above.

Please include the view of the larger transportation needs in the entire county.



Q5: RABA and other public transportation providers receiving funds from SRTA are afforded a large measure of autonomy in planning and operations. Regarding SRTA's role and relationship with these providers, what additional types of support and oversight should the SRTA board be providing, if any?

Response Text

Farebox Ratio

Efficiency

Major service changes

Independent analysis of unmet transit needs and a review of the existing delivery systems.

Working cooperatively to improve the North State.

I suspect RABA is doing ok. They just held workshops regarding changed routes. They must convince all cities the changes are ok, or CSL or Anderson can veto the change. Thus Changes must make economic sense or provide much better service to be approved.

Oversight and regular updates to the board to keep us informed of potential changes, current operation costs/issues and how we may be able to ensure a viable public transportation system well into the future.

The RABA board is appropriate for making decisions regarding planning and operations. I think the SRTA oversight is adequate, although some additional insight into overall spending may be needed.

Q6: Quality of Life/Livability

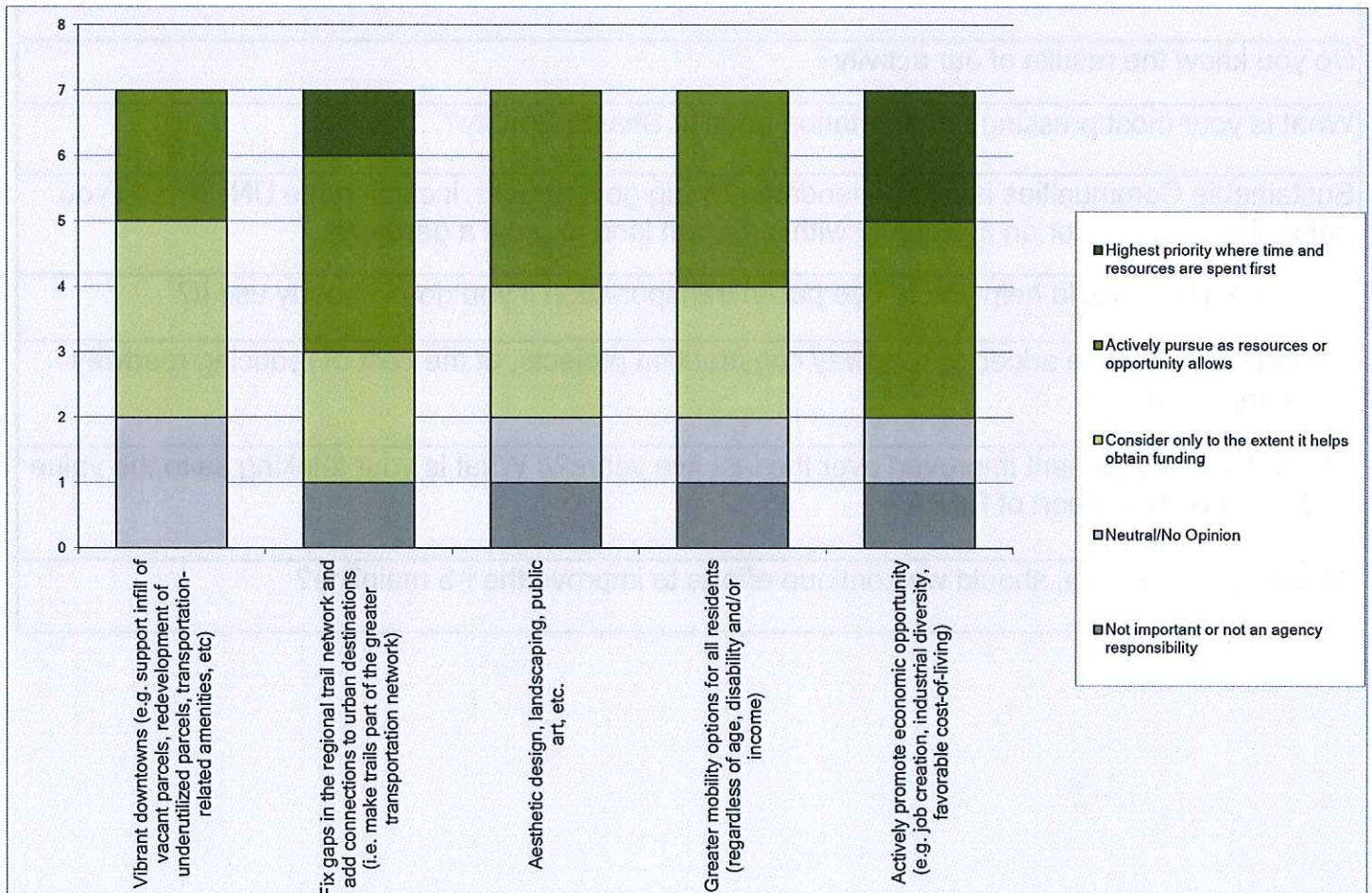
What it means: SRTA's activities affect how residents interact with and feel about their community. Such impacts may be direct or indirect, deliberate or inadvertent, and/or disproportionately felt at a particular location or by a particular segment of the population. SRTA is responsible for considering and addressing these impacts. With a little extra effort and creativity, there are many opportunities to add value to the agency's plans, programs, and projects in ways that go beyond basic mobility.

For example: SRTA efforts include the addition of a bicycle/pedestrian path to the Dana-to-Downtown project, urban tree planting grants for City of Redding and Anderson, and the addition of public art and landscaping to transportation projects. Staff relies on board direction and community values and priorities documented via the ShastaFORWARD>> Regional Blueprint to guide such efforts.

Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Vibrant downtowns (e.g. support infill of vacant parcels, redevelopment of underutilized parcels, transportation-related amenities, etc)	0	3	2	2	0
Fix gaps in the regional trail network and add connections to urban destinations (i.e. make trails part of the greater transportation network)	1	2	0	3	1
Aesthetic design, landscaping, public art, etc.	1	2	1	3	0
Greater mobility options for all residents (regardless of age, disability and/or income)	1	2	1	3	0
Actively promote economic opportunity (e.g. job creation, industrial diversity, favorable cost-of-living)	1	0	1	3	2

Other (please specify) or provide comments on anything above.

Jobs and cost of living issues are highly important. Is it the role of SRTA to do that?



Q7: SRTA's FY 2013/14 Overall Work Program includes a consultant-administered random telephone survey for the purpose of gauging community awareness and opinion regarding SRTA's transportation policies and programs. What specific questions or topics should be included in the general public survey?

I-5 and Interchanges?

Comment: Prefer to not do survey

Are we spending our funding in a most effective fashion?

Would you like to see all trails connecting somehow?

Do you or anyone you know ride RABA on a daily basis.

Topic: User needs for the residents of the eastern half of the county.

If you had to choose between spending monies on roads or bike trails, which would you choose?

Do you know the results of our activity?

What is your most pressing transportation need in Shasta County?

Sustainable Communities is being mandated by big government, including the UN. Would you rather live in an apt, or on a property with sufficient land to grow a garden?

Question: What would help you to use public transportation if you don't already use it?

Should bike lanes be added to roadway construction projects, at the cost of reducing roadway miles improved?

Has traffic management improved over the last five years?// What is your thinking as to the value and community support of RABA?

If funding is available, should we continue efforts to improve the I-5 mainline?

Q8: Economic Development

What it means: SRTA's approach to economic development may be passive (i.e. don't get in the way of economic development) or active (i.e. support local/regional economic initiatives, remove access-related hurdles to economic development, and seek to catalyze private sector investment). An active approach requires engagement with key economic interest groups and stakeholders. The agency must also consider what activities most clearly intersect with SRTA's regional transportation/mobility objectives.

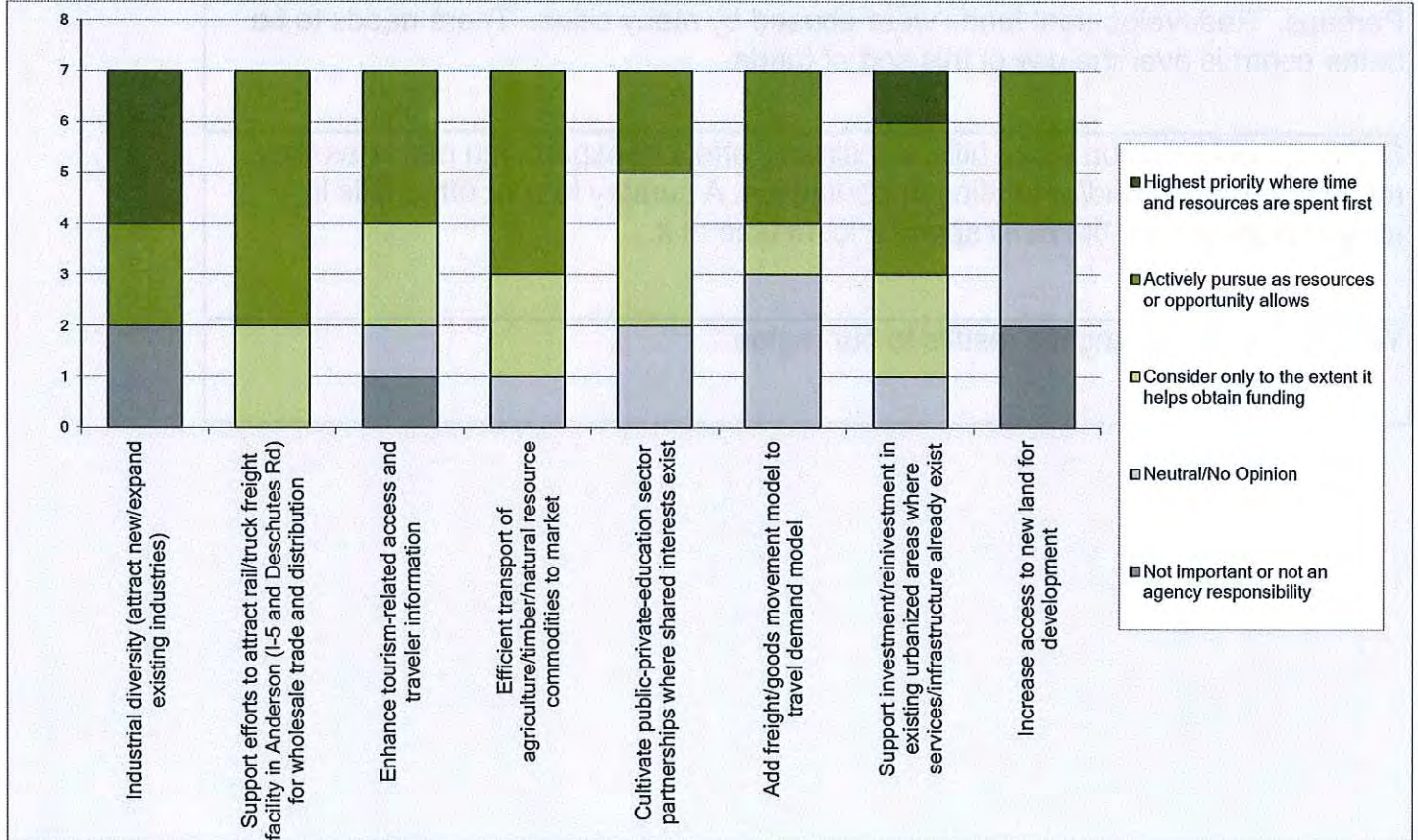
For example: SRTA led the 16-county North State Transportation for Economic Development Study (NSTEDS). SRTA obtained grant funding to develop a database of prospective infill/redevelopment parcels and administer a Sustainable Development Incentive Pilot Program. In partnership with Shasta College, SRTA helped develop technical vocational opportunities in support of Shasta's niche geographic information systems (GIS) industry.

Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Industrial diversity (attract new/expand existing industries)	2	0	0	2	3
Support efforts to attract rail/truck freight facility in Anderson (I-5 and Deschutes Rd) for wholesale trade and distribution	0	2	0	5	0
Enhance tourism-related access and traveler information	1	2	1	3	0
Efficient transport of agriculture/timber/natural resource commodities to market	0	2	1	4	0
Cultivate public-private-education sector partnerships where shared interests exist	0	3	2	2	0
Add freight/goods movement model to travel demand model	0	1	3	3	0
Support investment/reinvestment in existing urbanized areas where services/infrastructure already exist	0	2	1	3	1
Increase access to new land for development	2	0	2	3	0

Other (please specify) or provide comments on anything above.

Difficult to see link between SRTA and economic development.

Rail/Truck facilities should be considered at additional locations, ie Beltline road in north Redding and not just in Anderson.



Q9: Several bills were introduced in recent years that would re-establish redevelopment agencies with a focus on improving coordination between transportation investment and land use (versus removal of blight). Should SRTA actively support and engage in such efforts?

Response Text

No

Important to extent if new funds come to region, we influence in a way that works for us - but if there is no role for SRTA in proposed legislation, SRTA need not be involved.

No!

Yes, "as resources or opportunity allows."

Perhaps. Redevelopment funds were abused by many cities. There needs to be better controls over the use of this sort of funds.

SRTA should focus on those bills that directly affect transportation needs as they relate to our area, and/or funding opportunities. A cursory look at other bills is always a good idea, but don't spend a lot of time at it.

Yes, if it can bring tangible results to our region.

Q10: Sustainability/Resilience

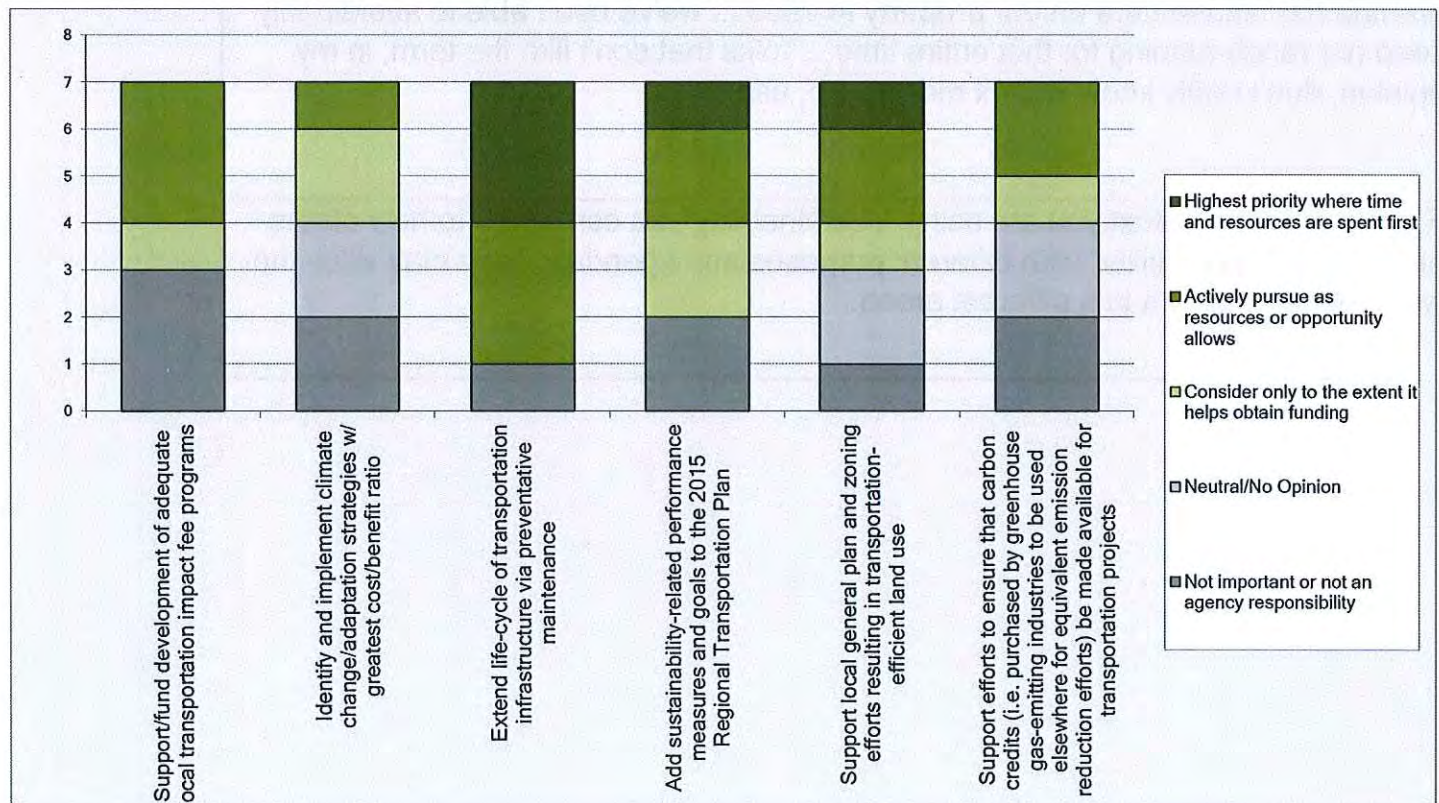
What it means: A sustainable policy or investment strategy keeps the door open to future opportunities and does not pass severe impacts, burdens, or debt on to future residents - even if it does provide for short-term gain. Resiliency is the ability to bounce back or adapt in response to an acute or chronic event (e.g. major weather event, change in funding, etc.).

For example: SRTA is working with City of Redding to assess the potential for growth and development in existing urban areas by measuring unused capacity of water/sewer systems. SRTA is evaluating the impact of climate-related impacts to transportation infrastructure (increased wildfire, flooding, landslides, etc.) and corresponding adaptation strategies for incorporation into the 2015 Regional Transportation Plan. Measures for assessing the impact of regional growth and transportation investment strategies were developed through the ShastaFORWARD>> Regional Blueprint. More recently, grant funds were obtained to help measure the impact of SRTA's projects and policies on measures of sustainability (now a common criteria used by state/federal funding partners).

Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Support/fund development of adequate local transportation impact fee programs	3	1	0	3	0
Identify and implement climate change/adaptation strategies w/ greatest cost/benefit ratio	2	2	2	1	0
Extend life-cycle of transportation infrastructure via preventative maintenance	1	0	0	3	3
Add sustainability-related performance measures and goals to the 2015 Regional Transportation Plan	2	2	0	2	1
Support local general plan and zoning efforts resulting in transportation-efficient land use	1	1	2	2	1
Support efforts to ensure that carbon credits (i.e. purchased by greenhouse gas-emitting industries to be used elsewhere for equivalent emission reduction efforts) be made available for transportation projects	2	1	2	2	0

Other (please specify)

SRTA needs to be careful it does not jump on a wagon pulling a current fad, or it will be laughed at by the next generation when SRTA finds it was wedded to a dead horse. California may think it is its own planet, but going forward with silly pop fads will not advance jobs or economic recovery.



Q11: As a planning principle, the term 'sustainability' may have negative connotations to some (e.g. viewed as a means to reduce individual freedoms and/or land use rights), yet it is firmly entrenched in state policy and funding decisions. How should SRTA approach the topic of sustainability in its various plans, policies, and programs?

Response Text

Make sure private land rights are protected.

Continue at level now. Avoid using "sustainability" and "greenhouse gas" when other words will do.

Include the phrase "state mandated" when applicable.

Approach Sustainability with a 10 foot long pole. Go forward, only when mega buck are provided and no strings are attached.

We've used the term sustainability for years (no pun intended). My great grandfather landed here on our property in 1903 ... we've been able to sustainably keep our ranch running for that entire time ... folks that don't like the term, in my opinion, don't really know what it means. So, use it.

Explain in what context you are using "sustainability", as compared to how others are using "sustainability" with different purposes and agendas. They may villify the word, but are using it in a different arena.

Q12: Interagency Coordination

What it means: Interagency coordination is actively participating or taking the lead in policy discussions, planning, and consensus building between local jurisdictions, bordering regions, public transportation providers, other RTPAs/MPOs, and state and federal agencies. Objectives include financial leveraging, influencing state/federal policy, creating efficiencies, and exchanging best-practices.

For example: SRTA participates in various state-level workgroups, panels, and advisory committees. SRTA is a member of the California Association of Councils of Governments (CalCOG). SRTA organized and maintains the sixteen-county North State Super Region. SRTA works with its member agencies to identify and fund transportation planning and project needs. SRTA actively supports, contributes, or takes the lead in developing grant proposals for plans or projects of shared interest.

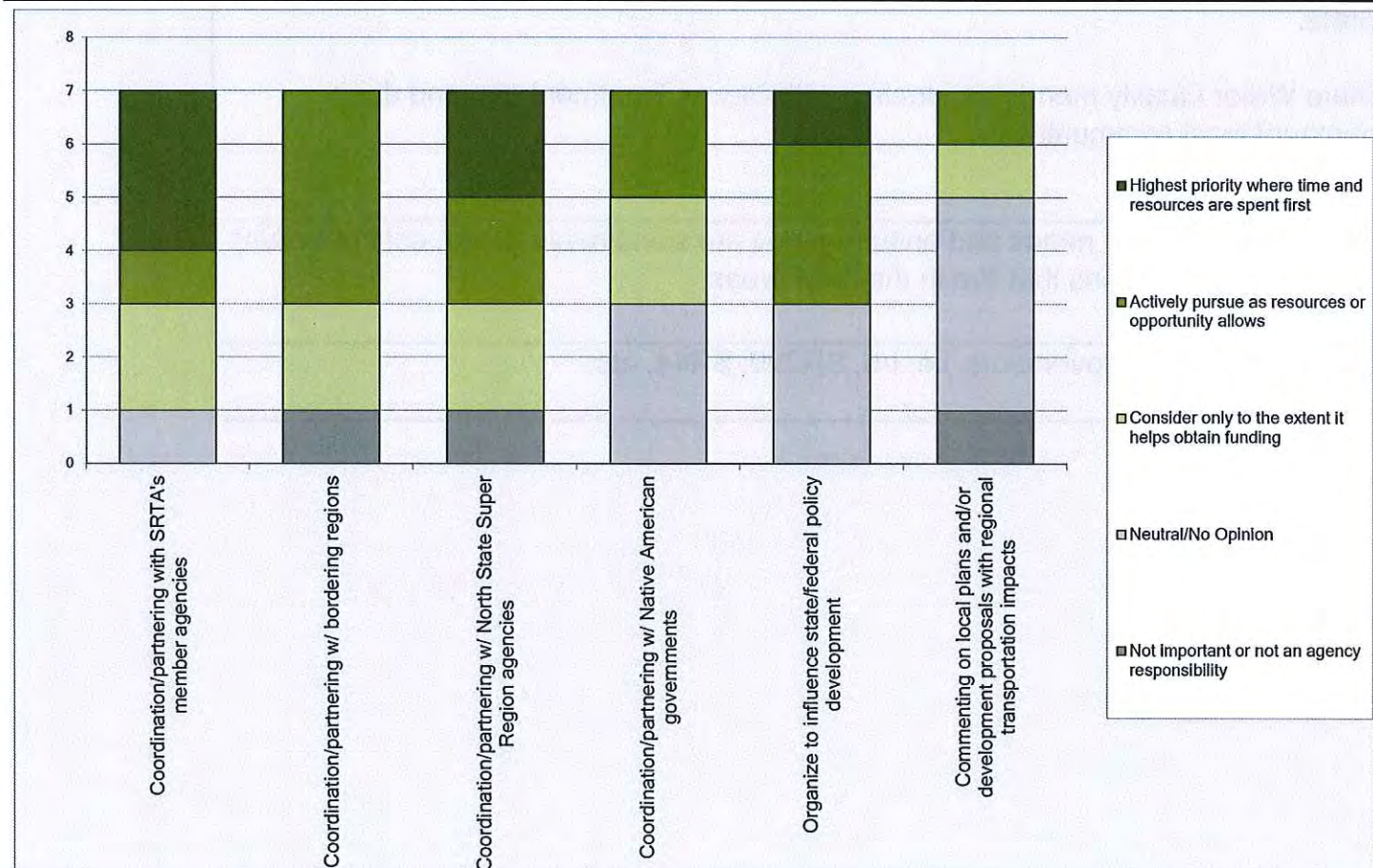
Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Coordination/partnering with SRTA's member agencies	0	2	1	1	3
Coordination/partnering w/ bordering regions	1	2	0	4	0
Coordination/partnering w/ North State Super Region agencies	1	2	0	2	2
Coordination/partnering w/ Native American governments	0	2	3	2	0
Organize to influence state/federal policy development	0	0	3	3	1
Commenting on local plans and/or development proposals with regional transportation impacts	1	1	4	1	0

Other (please specify)

Work with cities, state, county to get most funding possible for projects in the North State.

If the North State could influence Sacramento, fine, but we do not have the votes in the assembly or senate. All to many mandates coming from Sacramento are ill conceived. The state of Jefferson has merit in that it lets Sacramento know their are opponents to their unpopular mandates How SRTA can bring common sense alludes me.

Comments submitted with input from the Board.



Q13: As a elected official familiar with local needs, what issues do you feel might benefit from being elevated to the regional level?

Response Text

Interstate 5 and Interchanges

None

Let's stress local needs and opportunities vis a vis a quest for regional influence.

Comprehensive trail system, similar to the Bay Area trails that circle the area.

We really need to push subsidiarity, and less Federal and State mandates where local control will suffice.

CARB for example will help to destroy the independent trucking business in the State.

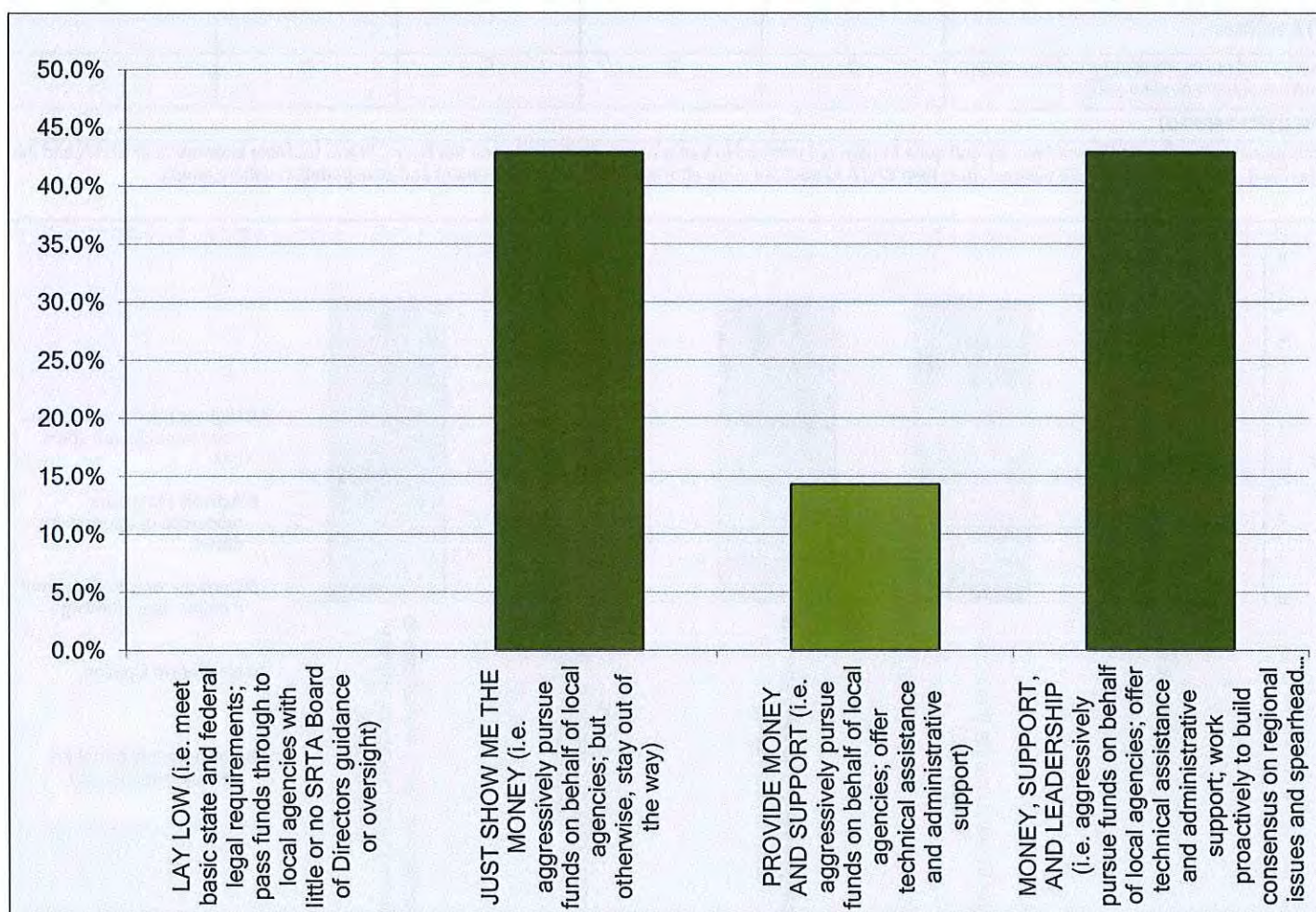
State Water Quality mandates, dealing with Sewer Treatment can and does bankrupt local communities.

Rural transportation needs and ensuring they are sustainable (used, cost effective) to serve those citizens that live in the rural areas.

Major roadway improvements, i.e. I-5, SR299, SR44, etc.

Q14: The following best describes the role that SRTA staff and the board of directors should take when supporting its member cities, the county, and RABA:

Answer Options	%	#
LAY LOW (i.e. meet basic state and federal legal requirements; pass funds through to local agencies with little or no SRTA Board of Directors guidance or oversight)	0.0%	0
JUST SHOW ME THE MONEY (i.e. aggressively pursue funds on behalf of local agencies; but otherwise, stay out of the way)	42.9%	3
PROVIDE MONEY AND SUPPORT (i.e. aggressively pursue funds on behalf of local agencies; offer technical assistance and administrative support)	14.3%	1
MONEY, SUPPORT, AND LEADERSHIP (i.e. aggressively pursue funds on behalf of local agencies; offer technical assistance and administrative support; work proactively to build consensus on regional issues and spearhead corresponding plans, programs, strategies, grant proposals, etc.)	42.9%	3



Q15: Public Participation

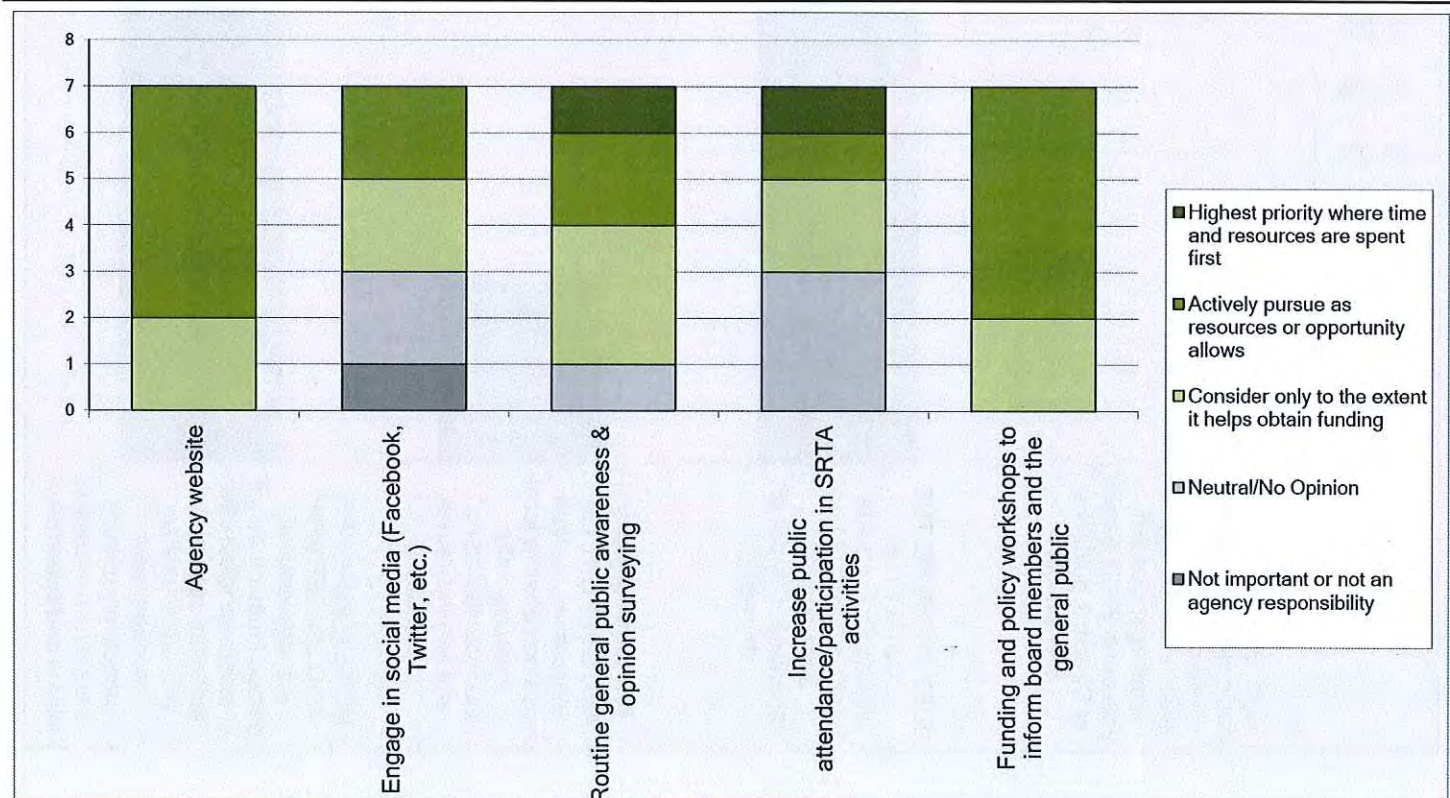
What it means: SRTA strives for transparency in all planning and decision-making processes. This is accomplished by making information regarding all agency activities readily accessible; ensuring that the planning process is approachable (i.e. not intimidating or overly technical), and by furnishing meaningful opportunities for the public to influence the resulting plans, programs, policies, or projects.

For example: SRTA makes draft agendas and staff reports available three weeks in advance of board meetings. SRTA's recently updated Public Participation Plan includes goals for community awareness, access, and action. SRTA hosted a televised regional government forum. SRTA led the ShastaFORWARD>> Regional Blueprint, including a comprehensive community values and priorities assessment, visual models of forecast growth, and production of a two part television program. The FarNorCalGIS platform and internet portal was created to increase public awareness and understanding of regional issues through maps and other visuals. SRTA's website is being overhauled this year to add content and be more user-friendly. A consultant-administered random telephone survey regarding public awareness and opinion of SRTA's activities will be performed this year.

Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Agency website	0	2	0	5	0
Engage in social media (Facebook, Twitter, etc.)	1	2	2	2	0
Routine general public awareness & opinion surveying	0	3	1	2	1
Increase public attendance/participation in SRTA activities	0	2	3	1	1
Funding and policy workshops to inform board members and the general public	0	2	0	5	0

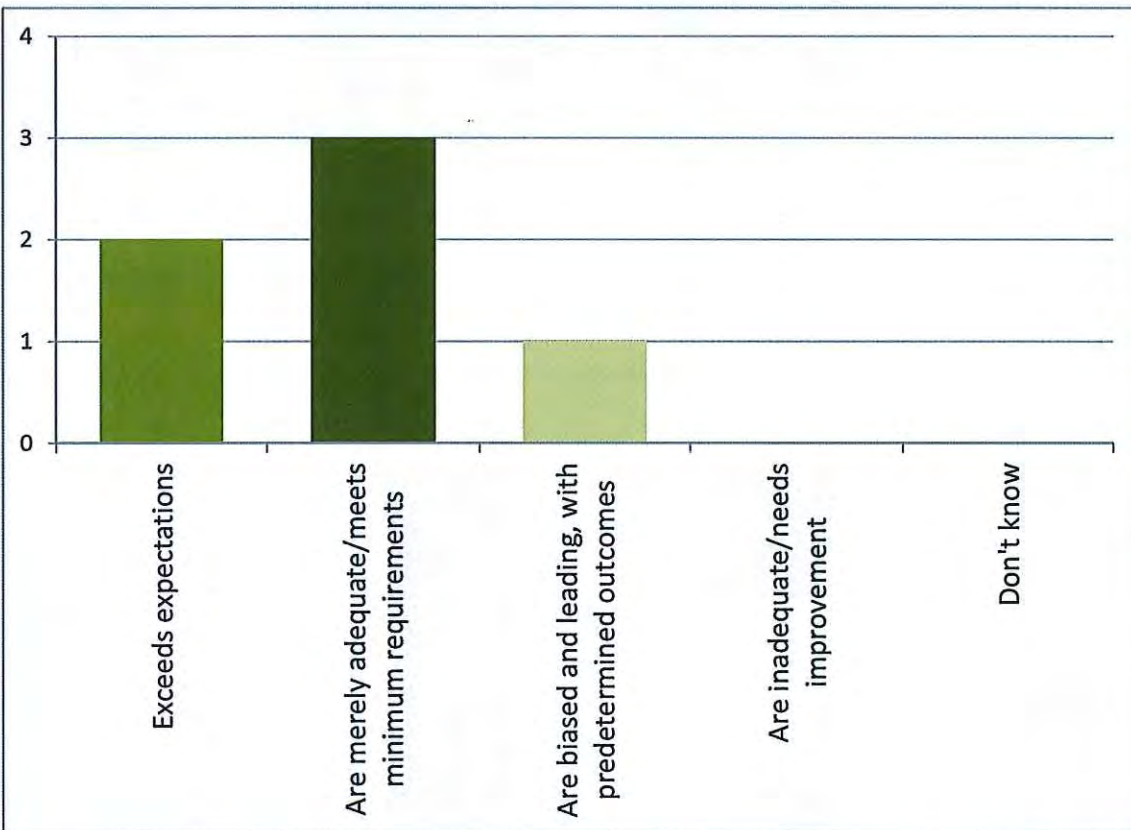
Other (please specify)

I participated in the Shasta Forward survey and quite frankly, felt unheard in that process. Until coming on the board, I have had little knowledge or SRTA and the large role it plays. So, more public outreach may help SRTA to become more effective in funding procurement and transportation enhancement.



Q16: From your perspective, SRTA's public engagement efforts:

Answer Options	Response Count
Exceeds expectations	2
Are merely adequate/meets minimum requirements	3
Are biased and leading, with predetermined outcomes	1
Are inadequate/needs improvement	0
Don't know	0

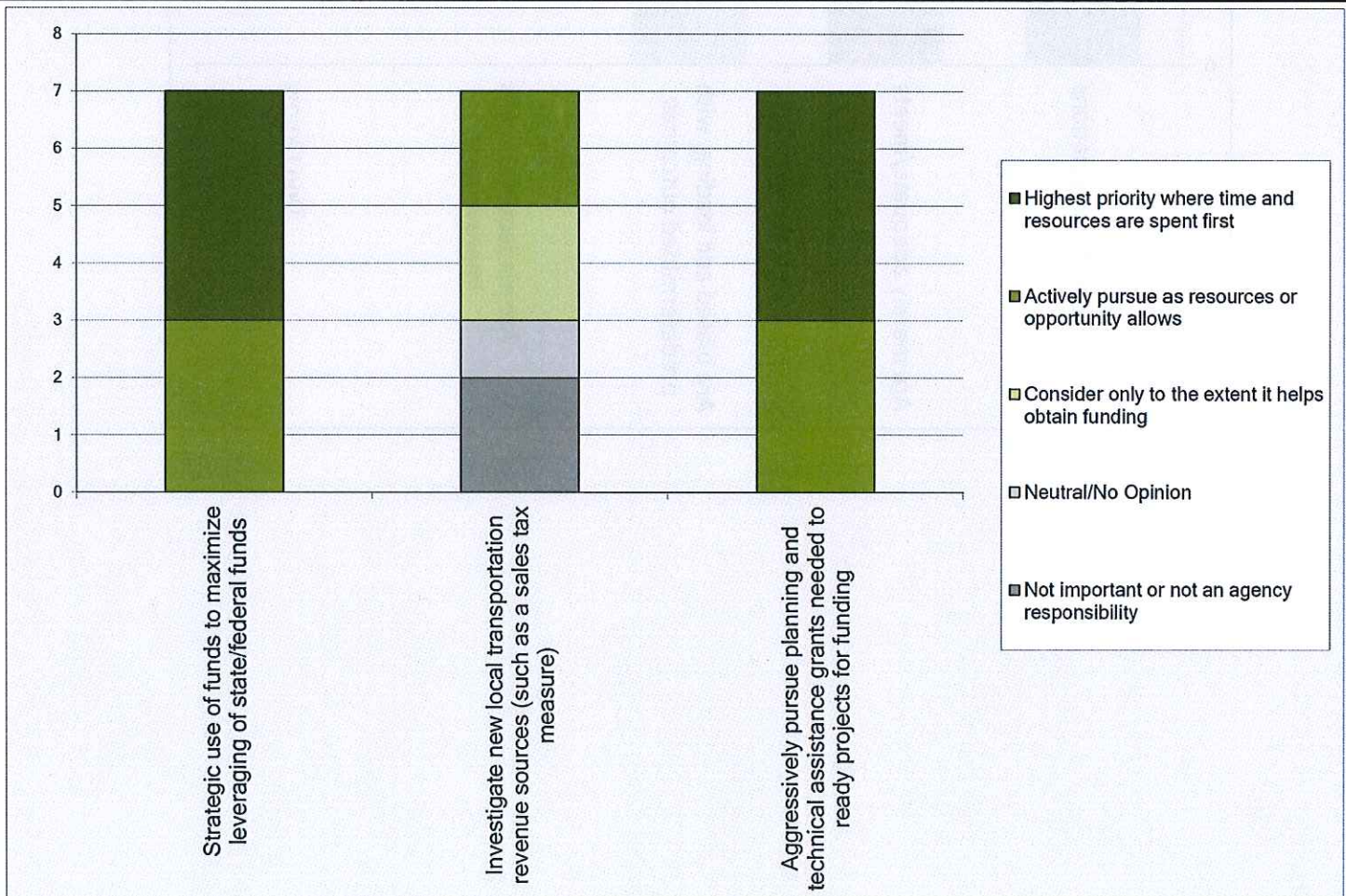


Q17: Transportation Financing

What it means: While every region receives a prescribed share of state and federal transportation funds, all regions fall short on funding and must compete head-to-head for state/federal discretionary dollars to fill the gap. SRTA is constantly positioning itself to be competitive for these funds through development of shovel-ready projects, special studies and plans, and strategically leveraging limited resources. SRTA's competition includes 19 'self-help' counties that have adopted local transportation sales tax measures to leverage state/federal dollars.

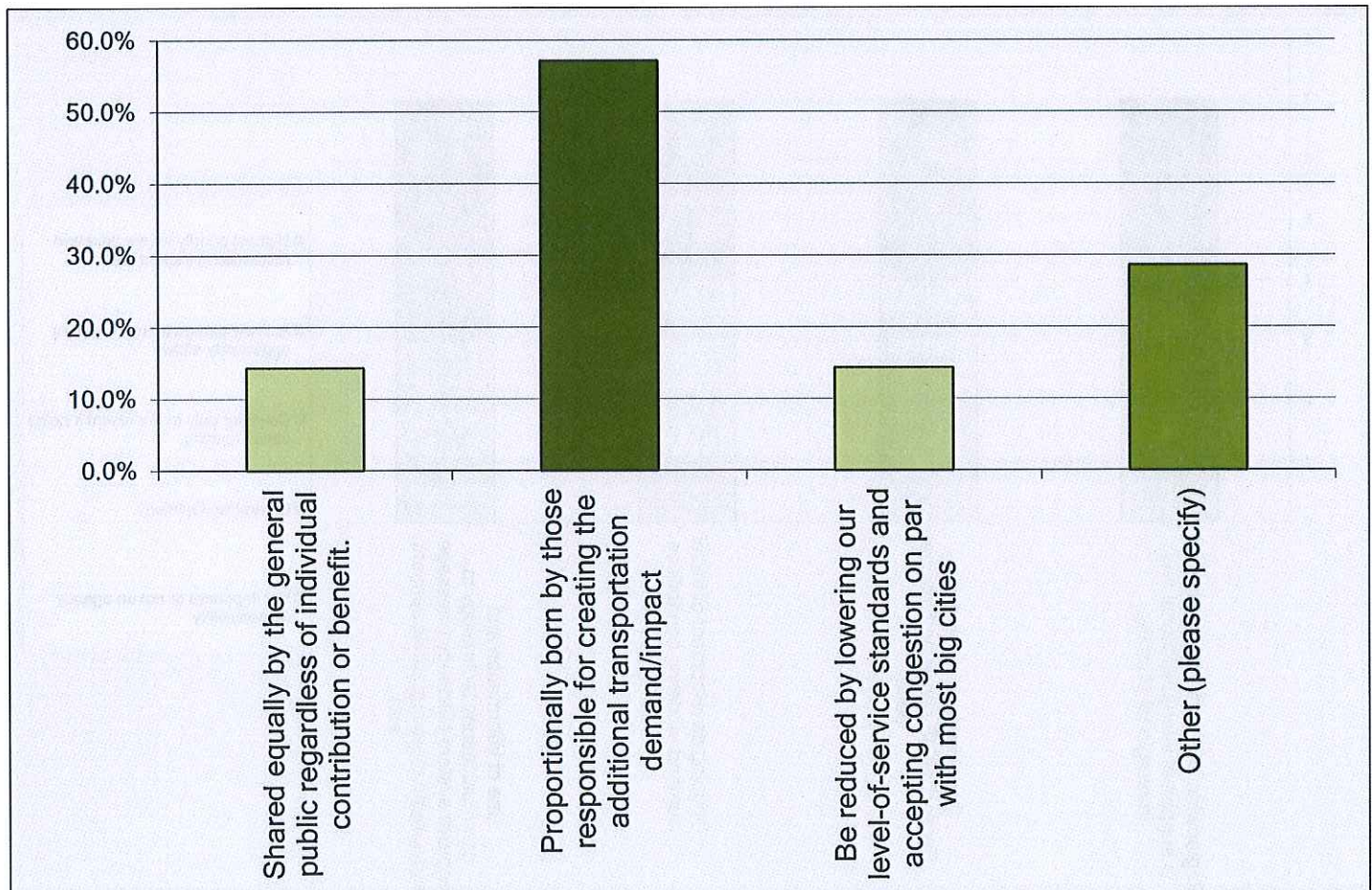
For example: SRTA works to draw attention to North State and rural transportation funding needs by joining forces with other regions having shared interests. Specific efforts include the South County and Fix-5 traffic study, North State Transportation for Economic Development Study, the Regional Intelligent Transportation Systems (ITS) Architecture & Deployment Plan, and the FarNorCalGIS online map viewer.

Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Strategic use of funds to maximize leveraging of state/federal funds	0	0	0	3	4
Investigate new local transportation revenue sources (such as a sales tax	2	2	1	2	0
Aggressively pursue planning and technical assistance grants needed to ready projects for funding	0	0	0	3	4



Q18: The cost of constructing and maintaining regional transportation infrastructure should be:

Answer Options	Response Percent	Response Count
Shared equally by the general public regardless of individual contribution or benefit.	14.3%	1
Proportionally born by those responsible for creating the additional transportation demand/impact	57.1%	4
Be reduced by lowering our level-of-service standards and accepting congestion on par with most big cities	14.3%	1
Other (please specify)	28.6%	2
Other (please specify)		
And income should also be shared equally based on population		
Some balanced mix between the first two choices.		



Q19: Technology

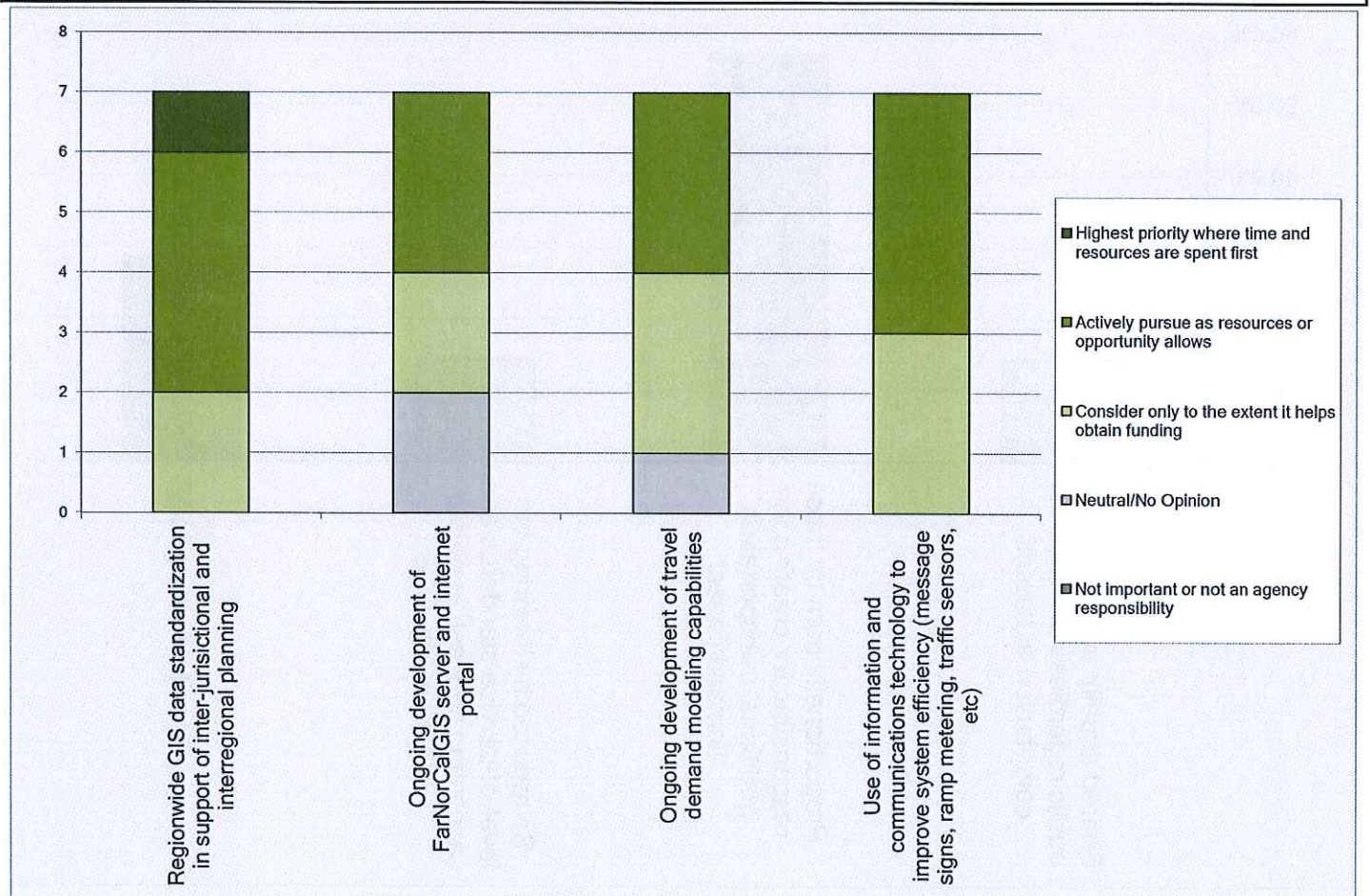
What it means: Technology, in its various forms and applications, informs agency decision-making and helps to track and achieve transportation performance goals. In rural or small-urban regions such as Shasta, new technology should be tried and tested. Adjustments may be required for local application.

For example: With the help of grants and contributions from Shasta College, partner agencies, and technical stakeholders, SRTA has upgraded Geographic Information Systems (GIS) data and services. The FarNorCalGIS server and web-portal facilitate inter-jurisdictional and interregional planning, public outreach, performance measuring, and GIS industry development. In addition, a new state-of-the-art activity-based travel demand model is being readied for adoption later this year. An Intelligent Transportation Systems (ITS) Architecture & Deployment Plan will also be presented for board consideration later this year.

Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Regionwide GIS data standardization in support of inter-jurisdictional and interregional planning	0	2	0	4	1
Ongoing development of FarNorCalGIS server and internet portal	0	2	2	3	0
Ongoing development of travel demand modeling capabilities	0	3	1	3	0
Use of information and communications technology to improve system efficiency (message signs, ramp metering, traffic sensors, etc)	0	3	0	4	0

Other (please specify)

Frankly, I haven't viewed the FarNorCalGIS, but will go there after I am finished here. So, aside from a few mentions in board meetings, I haven't hear about, nor understood that it is a tool that I should use (as a member of the public).

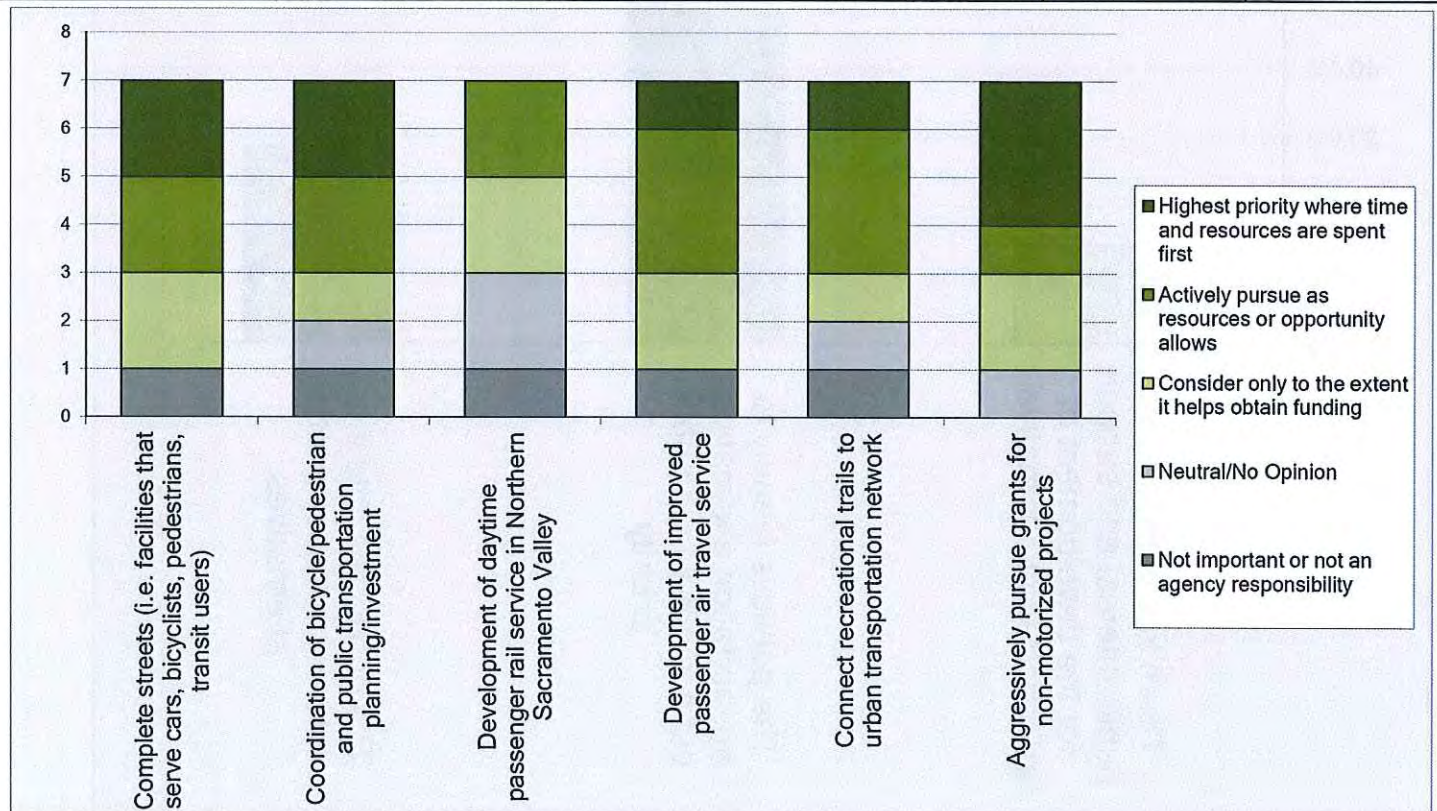


Q20: Balanced Mobility Options

What it means: A balanced transportation system provides for the mobility needs of all users. Plans and infrastructure address all travel modes (roads, public transportation, non-motorized, rail, and air travel). Connectivity between travel modes help to ensure viable, safe, and convenient travel options regardless of age, ability, or resources.

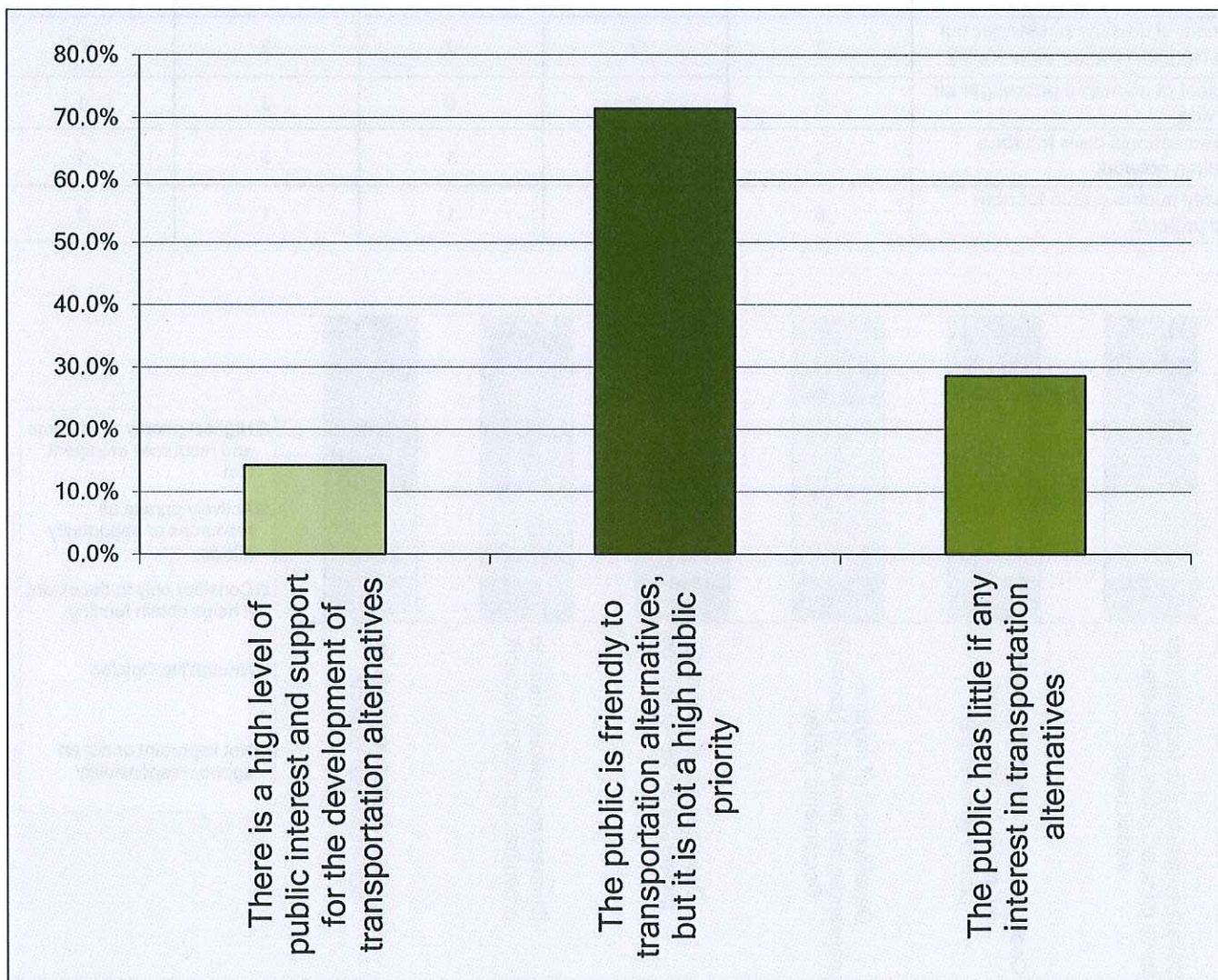
For example: Recent projects include East Redding bike lanes and adoption of a regional bicycle and pedestrian program fund (2% set-aside from Transportation Development Act funds). A Regional Bicycle and Pedestrian Mobility Plan is currently underway. SRTA recently partnered with the City of Redding in the development of grant proposals for trail improvements. Accommodations for non-motorized modes on the Dana to Downtown/SR44 Bridge project provided a key east-west link over the Sacramento River. SRTA supported Redding in rehabilitation of the Diestelhorst Bridge.

Answer Options	Not important or not an agency responsibility	Consider only to the extent it helps obtain funding	Neutral/No Opinion	Actively pursue as resources or opportunity allows	Highest priority where time and resources are spent first
Complete streets (i.e. facilities that serve cars, bicyclists, pedestrians, transit users)	1	2	0	2	2
Coordination of bicycle/pedestrian and public transportation planning/investment	1	1	1	2	2
Development of daytime passenger rail service in Northern Sacramento Valley	1	2	2	2	0
Development of improved passenger air travel service	1	2	0	3	1
Connect recreational trails to urban transportation network	1	1	1	3	1
Aggressively pursue grants for non-motorized projects	0	2	1	1	3



Q21: From the perspective of a local elected official, which statement most accurately represents public opinion with regard to transportation alternatives (i.e. options other than the single-occupancy vehicle)?

Answer Options	%	#
There is a high level of public interest and support for the development of transportation alternatives	14.3%	1
The public is friendly to transportation alternatives, but it is not a high public priority	71.4%	5
The public has little if any interest in transportation alternatives	28.6%	2



Q22: Last chance to leave any final comments, feedback, and/or smart remarks...

Response Text

Dan, From my perspective the SRTA is focused on activity vis a vis the attainment of results. It is my hope that this survey will change that approach. Thank You.

I've had a steep learning curve understanding all that SRTA does and is/can be involved in. That said, I think our focus needs to be transportation efficiencies and effectiveness. Not become an agency that tries to be the do all/end all.

We have to make a strong effort to support regional goals to improve our major roadways. We should also support, when appropriate, local efforts/plans. However, we must be careful to not step on the toes of local agencies nor get caught in local differences.

