

STAFF REPORT



MEETING DATE:	April 30, 2025
SUBJECT:	Approve Envision 273 Comprehensive Multimodal Corridor Plan
AGENDA ITEM:	13
STAFF CONTACT:	Michael Kuker, CNU-A, Senior Transportation Planner

SUMMARY:

Pending approval by the SRTA board of directors, the Envision 273 Comprehensive Multimodal Corridor Plan will guide future improvements to enhance the safety, accessibility, resilience, and connectivity of the corridor for all users. Near-term improvements, to the extent possible, are expected to be integrated into Caltrans' Downtown Redding Capital Maintenance (CAPM), Brighter 273, and additional minor improvement projects, while larger-scale improvements can be expected in future collaborative projects with regional partners.

STAFF RECOMMENDATION:

It is recommended that the board of directors approve the Envision 273 Comprehensive Multimodal Corridor Plan and provide direction on how they would like to see it move forward.

DISCUSSION:

Background – SRTA and Caltrans District 2 partnered to develop the Envision 273 Comprehensive Multimodal Corridor Plan in close collaboration with the Redding Rancheria, cities of Redding and Anderson, Shasta County, Redding Area Bus Authority (RABA), Healthy Shasta, and Redding Bikeshare. A draft version of the plan was presented to the SRTA Board of Directors for comment at the February 26, 2025, meeting. A full history of prior SRTA agenda items and related board actions on the Envision 273 Comprehensive Multimodal Corridor Plan is attached (Attachment A).

Public Engagement – A project website (envision273.org) has been maintained throughout the plan effort to keep the community aware of its progress and to collect feedback at various points. The draft Envision 273 Plan was made available online for public review and comment from February 21 through March 24. Awareness of the opportunity to provide feedback on Envision 273 was enhanced by several local news stories from multiple outlets, flyers, and social media posts on different platforms. Comments were received via the project website, ranging from concerns about the Breslauer intersection, to support for more shade trees and more lighting, interest in freight movement and evacuation, concerns about railroad crossings being blocked for extended lengths of time, and mixed feedback about facilities for people walking or biking, as well as a handful of items beyond the purview of this effort and agency.

SRTA, Caltrans, and project consultant staff also held public workshops in Redding and Anderson over two days (March 10 and 11, respectively) and at two different times of day for each location to allow the public to provide input in-person. There were approximately 11 attendees at the Redding workshop and five at the Anderson workshop. Feedback was generally supportive. The most highly prioritized improvements were: pedestrian lighting from Buenaventura Blvd to South Bonnyview, improvements to the Cypress

Avenue intersection, improvements to the Cypress to South Bonnyview segment, and a Class I bikeway between Buenaventura and South Bonnyview.

A summary of all public engagement efforts performed throughout the entire planning effort is attached (Attachment B).

Final Draft – Feedback on the draft plan helped inform the prioritization of proposed improvements. Some of the major improvement projects identified in the plan include:

- Gateway corridor improvements on “the Miracle Mile” (i.e., between Benton Drive and Quartz Hill Road).
- Gateway corridor improvements between Cypress Avenue and Buenaventura Boulevard.
- A comprehensive study of railroad crossings along the corridor to address Union Pacific Railroad (UPRR) guideline requirements regarding crossing improvements (see page xx of final report).
- A phased multiuse path between Redding and Anderson.

It should be emphasized that the Envision 273 Plan is a planning document meant to identify future improvements over the long term and not to provide “shovel-ready” designs. The grant program specifically limits work to no more than “30-percent design,” which primarily includes concepts, major design elements, and typical cross-sections. Most of the proposed improvements will require additional public engagement, planning, and engineering work to determine final design.

Next Steps – Some of the identified improvements will be included as part of a Caltrans maintenance project called the “Downtown Redding CAPM” (**CAPital Maintenance**), which addresses routine maintenance needs in Caltrans’ right-of-way from Buenaventura Boulevard north to Interstate 5. Additional complementary projects along the corridor have been initiated by Caltrans, including an effort to improve lighting between Buenaventura Boulevard and Anderson, called “Brighter 273” which is expected to begin construction in 2028 and smaller lighting improvement projects in 2026 and 2027 near the railroad undercrossing north of Buenaventura Boulevard. Other improvements identified in the plan will likely require additional competitive grant funds. Staff recommends that SRTA look for opportunities to partner with Caltrans and local agencies on pursuing a federal Railroad Crossing Elimination grant, or similar grant funds, to address railroad crossing needs along SR 273, evaluate crossings in light of UPRR’s railroad crossing guidance, and identify reasonable alternatives that would increase safety and operational efficiencies.

ALTERNATIVES:

The board of directors may defer approval to request additional information. All work on the plan must be completed by June 30, 2025, when the grant funds expire.

OTHER AGENCY INVOLVEMENT:

Caltrans District 2 and SRTA signed a joint-powers agreement to administratively combine their respective discretionary grant funds into a singular effort and save costs. Staff, directors, and executives from Redding Rancheria, the cities of Anderson and Redding, Shasta County, RABA, Healthy Shasta, and Redding Bikeshare were consulted at multiple points during the planning process. The draft plan was provided to

partner agencies for review and comment. */// The Technical Advisory Committee (TAC) met on April 9, 2025, to review and discuss the plan and to vote on the matter. ///*

FISCAL IMPACT:

Activities for preparation of the Envision 273 Comprehensive Multimodal Corridor Plan are budgeted in SRTA's FY 2024/25 Overall Work Program. Completion of the comprehensive multimodal corridor plan fulfills one of the prerequisites to apply for Solutions for Congested Corridors Program (SCCP) funds to improve the corridor. Additional potential fund sources have been identified in the plan for future projects. The final plan sets the groundwork for Caltrans, SRTA, and local agency partners to collaborate in pursuing grant funds to implement the final proposed strategies over the coming decades.

Sean Tiedgen, AICP, Executive Director

Attachments:

A: History of Related SRTA Board of Directors Agenda Items

B: Public Engagement Summary

C: The Envision 273 Comprehensive Multimodal Corridor Plan can be found at: www.envision273.org

History of Related SRTA Board of Directors Agenda Items

2021

Board of Directors Meeting on February 23, 2021

Agenda Item 16

- The board receives a presentation on SRTA's application to the Fiscal Year (FY) 2021/22 Caltrans Sustainable Transportation Grant Program.

Board of Directors Meeting on June 28, 2021

Agenda Item 10

- The board of directors approves Resolution 21-13, accepting the Fiscal Year 2021/22 Caltrans Sustainable Transportation Grant Program award of \$500,000.
- The board directs staff to begin procurement of consultant services.

2022

Board of Directors Meeting on April 28, 2022

Agenda Item 15

- The board of directors adopts Resolution 22-07, delegating authority to the executive director to enter into a joint powers agreement (JPA) with Caltrans for the purpose of developing the SR 273 Comprehensive Multimodal Corridor Plan.

Agenda Item 16

- The board of directors authorizes the executive director to execute a technical services agreement for consultant services to prepare the SR 273 Multimodal Corridor Plan, not to exceed \$869,924, contingent upon a fully executed JPA with Caltrans.

2023

Board of Directors Meeting on February 23, 2023

Agenda Item 16

- The board receives a presentation on the SR 273 Multimodal Corridor Plan to refamiliarize the board with the plan's background, past board actions, and next steps.

2024

Board of Directors Meeting on February 29, 2024

Agenda Item 13

- The board receives a presentation on the SR 273 Multimodal Corridor Plan to provide an update on completed and planned outreach, the completed existing conditions report, project feasibility studies currently underway, and next steps.

2025

Board of Directors Meeting on February 26, 2025

Agenda Item 16

- The board receives a presentation on the draft Envision 273 Comprehensive Multimodal Corridor Plan and has an opportunity to provide feedback. None is provided at the meeting. The board was subsequently invited twice by email to provide comment by March 24.

Envision 273 Public Engagement Efforts Thus Far

Date(s)	Description	Notes
3/16/2024 through late 2024	SRTA website	Drove people to project website
3/2024 through 11/25/2024	Envision 273 website	Open survey, corridor "pin map," and "idea wall"
10/2/2023	Presentation at Shasta Wheelmen meeting	Requested to speak by group
10/25/2023	Presentation at Redding East Rotary meeting	Requested to speak by group
5/17/2023	KQMS Radio interview	Plugged website
5/1/2023	Enjoy Magazine display ad	Plugged open houses and website
4/19/2023 through 4/29/2023	KIXE sponsorship spots	Plugged open houses and website
4/19/2023 through 5/3/2023	YouTube ads	Plugged open houses and website
4/18/2023 through 5/3/2023	Facebook Event boosts	Plugged open houses and website
4/24/2023	KRCR spot	Plugged open houses and website
5/2/2023	A News Café article	Plugged open houses and website
approx. 5/1/2023	Fliers	Delivered to residents of Market Center Apts. and California Place Apartments
5/3/2023	Open House Event - Redding	Two sessions, one at lunch on street corner and one in evening inside
5/4/2023	Open House Event - Anderson	Two sessions, one at lunch and one in evening
3/14/2024	Postcard mailing	Mailed to 20,939 unique addresses within 1/2 mile of SR 273 to alert folks about website/survey
3/27/2024	Facebook post and boost	Plugged survey
3/27/2024	Instagram post and boost	Plugged survey
approx. 3/21/24	Replacement postcard mailing	Fixed broken QR code, sent at no charge to agency.
4/4/2024	Redding Record Searchlight article	Plugged survey
3/29/2024	Action News Now	Plugged survey
3/31/2024	Action News Now	Plugged survey
5/15/2024	KRCR spot	Plugged survey
8/19/24 through 8/28/24	Anderson Facebook Event boost	Plugged corridor tours (walk audits) and workshops
8/19/24 through 8/29/24	Redding Facebook Event boost	Plugged corridor tours (walk audits) and workshops
approx. 8/19/24	Facebook post	Plugged corridor tours (walk audits) and workshops
8/22/2024	Email	Plugged corridor tours (walk audits) and workshops
August 2024	City of Redding podcast	Interview with Dan Burden, plugged corridor tours and workshops
8/22/2024	SRTA website newsflash	Plugged corridor tours (walk audits) and workshops
8/24/2024	KRCR spot	Plugged corridor tours (walk audits) and workshops
8/28/2024	KRCR spot	Plugged corridor tours (walk audits) and workshops
8/28/2024	Redding Walk Audit (South City Park Microcorridor)	Toured area between East Street and California Street
8/28/2024	Anderson Walk Audit	Toured East and West Center Streets
8/28/2024	Anderson Public Workshop	Evening session
8/29/2024	Redding Walk Audit (Miracle Mile)	Toured between Quartz Hill Road and Arboretum Drive
8/29/2024	Redding Walk Audit (Downtown Redding)	Toured interchanges of SR 44, 273, and 299 in northern part of downtown
8/29/2024	Redding Public Workshop	Evening session
2/28/2025	Instagram post and boost	Plugged open houses and website
2/28/2025	Facebook post and boost	Plugged open houses and website
3/1/2025	KRCR spot	Soliciting feedback, driving people to website.
3/3/2025	Redding Record Searchlight article	Discussed in article on CAPM, project website linked.
3/10/2025	Action News Now	Plugged website
3/10/2025	Redding Open House Event	Two sessions, one at lunch and one in evening
3/11/2025	Anderson Open House Event	Two sessions, one at lunch and one in evening