

STAFF REPORT



MEETING DATE:	June 24, 2026
SUBJECT:	Receive Update on the Shasta Regional Planning Dashboard and Approve Making the Dashboard Publicly Available
AGENDA ITEM:	14
STAFF CONTACT:	Moein Khloeji, Associate Transportation Planner

SUMMARY:

This item provides an update on the Shasta Regional Planning Data Dashboard, an online tool developed by SRTA to make key regional transportation, land use, travel, transit, demographic, traffic, and emissions information easier to access and understand. The dashboard brings together regional data from traffic counts, transit ridership, census sources, local land use information, and other regional datasets, as well as forecast information from SRTA's travel demand model outputs for the most recently adopted Regional Transportation Plan, and presents them through maps, charts, and summary indicators.

STAFF RECOMMENDATION:

It is recommended that the board of directors approve the Shasta Regional Planning Data Dashboard as an online regional planning information tool and direct staff to make it available online.

DISCUSSION:

Background – SRTA secured grant funding for a regional data dashboard project to modernize SRTA's data management systems, update modeling tools, and provide an online information dashboard for tracking the performance of the region's transportation infrastructure. At the April 2024 meeting, the board of directors authorized the executive director to execute a technical services agreement with Resource Systems Group, Inc. (RSG) to assist staff in prepare the dashboard. While initially delayed due to staffing changes at SRTA significant work has been made by current staff and the consultant team have advanced the dashboard, engage stakeholders on dashboard functionality, and verbal updates were provided to the board of directors in June 2025 and February 2026. Staff will present a first-look into the new draft data dashboard, which will be made available this summer.

Shasta Regional Planning Data Dashboard – SRTA's planning and programming activities with regional partners rely on a wide range of disaggregated data sources and various reports. To address this, SRTA developed the Shasta Regional Planning Data Dashboard as a centralized data platform to support analysis, visualization, and reporting of regional data. The dashboard brings together key regional planning information, including travel demand model outputs related to the most currently adopted Regional Transportation Plan, land use data, traffic counts, transit data, census data, and emissions estimates, and presents them through maps, charts, and performance indicators.

The dashboard is intended to serve a myriad of users in different ways. It provides a clear way for the public and the board of directors to view regional trends; compare conditions across jurisdictions; and understand key regional planning indicators including population, household counts, employment,

vehicle miles traveled, trip patterns by mode and purpose, work-from-home trends, transit access, and environment-related measures. For local agencies and regional partners, it supports shared data access, offers faster responses to intergovernmental information requests, provides more consistent performance reporting, and serves as a common reference point for planning discussions. The data dashboard also includes an agency-only section for technical network outputs from the travel demand model, such as link volumes, level of service, volume-to-capacity ratios, and related tables for local transportation analysis.

The dashboard will need regular updates and maintenance after it is made available online. Updates will be made after each update to the Regional Transportation Plan, or when updated performance data, scenario analyses, or source data are available, because the dashboard uses prepared data files rather than live data feeds. Before updated information is posted, staff will review the data for accuracy and consistency. Staff will also continue maintaining the dashboard workflow, application, and related files so the tool remains useful and current as planning needs change.

Next steps - The platform is designed to be expanded over time as additional datasets and features are incorporated. Staff intend to refine performance measures, improve usability, expand data coverage, and continue coordination with federal, state, and regional partners to ensure the dashboard meets local and regional planning needs as well as federal and state performance reporting requirements.

ALTERNATIVES:

The board of directors may provide feedback to staff on other desired data, metrics, or performance outputs to include in future iterations of the dashboard. The board of directors may request additional information and continue this item to a future meeting.

OTHER AGENCY INVOLVEMENT:

The data dashboard was developed using input and data from regional partners, including local jurisdictions and external data providers. */// The Technical Advisory Committee (TAC) met on June 10, 2026, to receive the update; discuss the dashboard content, functionality, and future enhancements; and vote on recommending making it available to the public. ///*

FISCAL IMPACT:

There is no new direct fiscal impact associated with the requested action. The dashboard has been developed under the existing project scope with RSG under Work Element 705.06 of the Overall Work Program (OWP). Ongoing maintenance will be supported by federal and state formula planning funds under various OWP work elements. Major updates may be facilitated by pursuit of discretionary grant funds as a standalone project or as a component of future discretionary grant funding.