

2024 Shasta Coordinated Transportation Plan

Draft Final



Prepared for the
Shasta Regional Transportation Agency



February 2024

SHASTA REGIONAL TRANSPORTATION AGENCY (SRTA) BOARD OF DIRECTORS

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Dignity Health Connected Living	Shasta County Office of Education
Disability Action Center, Redding	Shasta County Opportunity Center
Far Northern Regional Center	ShiningCare, Redding
Good News Rescue Mission	Social Services Transportation Advisory Council
Marquis Care at Shasta	Susanville Indian Rancheria/Lassen Indian
Modoc Transit Authority	Health Center
Northern Valley Catholic Social Service	Transdev
Quiet Waters Independent Living	Trinity County Department of Transportation
Redding Area Bus Authority	United Way of Northern California
Shascade Community Services	Veterans Affairs, Shasta County

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TABLE OF CONTENTS

<i>CHAPTER</i>	<i>PAGE</i>
Chapter 1: Introduction	1
Introduction	1
Study Approach	1
Shasta Regional Transportation Agency	1
Chapter 2: FTA Section 5310 Eligibility Requirements	5
Federal Coordination Requirements	5
Chapter 3: Shasta County Regional Characteristics.....	7
Introduction	7
Geography	7
Demographics	9
Economic Features	15
Chapter 4: Existing Transportation Services.....	19
Introduction	19
Public Transportation Providers	19
Tribal Providers	26
Social Service Providers	26
Non-Emergency Medical Transportation Providers	28
Education Providers	30
Assisted Living and Home Health Care Providers	30
Private Providers	30
Chapter 5: 2017 Coordinated Plan Progress Report.....	33
Introduction	33
Findings	33
Review of Strategies	34
Recommendations for 2024 Coordinated Plan	37
Chapter 6: Stakeholder and Public Outreach	39
Introduction	39
Workshops	39
Transportation Service Agency Survey	40
Stakeholder Interviews	43

Chapter 7: Transportation Needs, Gaps, and Duplicative Services.....	45
Introduction	45
Transportation Needs and Demands	45
Gaps in Service	46
Coordination Challenges	48
Similar Services	48
 Chapter 8: Coordination Project Review Process.....	 53
Introduction	53
Project Review Process	53
Proposal Examples	53
 Chapter 9: Coordination Goals and Criteria.....	 55
Introduction	55
Coordination Goals for the Shasta Region	55
Evaluation Criteria	57
Conclusion	58
 Chapter 10: Recommended Strategies.....	 59
Introduction	59
Recommended Strategies	59
 Chapter 11: Implementation Plan.....	 65
Introduction	65
Recommended Schedule and Costs	65
 <i>APPENDIX A: DEMOGRAPHIC MAPS</i>	
<i>APPENDIX B: REVIEW OF EXISTING PLANNING DOCUMENTS</i>	
<i>APPENDIX C: TRANSPORTATION SERVICE AGENCY SURVEY RESULTS</i>	
<i>APPENDIX D: CALCULATIONS OF ESTIMATED TRANSIT DEMAND</i>	
<i>APPENDIX E: BUS STOP IMPROVEMENT INDEX</i>	

LIST OF TABLES

TABLES	PAGE
Table 1: SRTA Board of Directors 2024.....	2
Table 2: Shasta County SSTAC Voting Membership 2024	3
Table 3: Historic and Current Shasta County Population	9
Table 4: Shasta County Population Projections by Age Category	10
Table 5: Shasta Region Demographic Characteristics	11
Table 6: Shasta Region Transit Needs Index.....	13

Table 7: Major Transit Activity Centers in the Shasta Region	16
Table 8: Major Employers in the Shasta Region	18
Table 9: Summary of RABA Services and Frequency	21
Table 10: Summary of New RABA Fare Structure.....	21
Table 11: Status of 2017 Coordinated Plan Strategies	35
Table 12: Daily and Annual Passenger Trip Demand.....	47
Table 13: RABA Demand Response and ShastaConnect Service Characteristics.....	50
Table 14: Recommended Coordinated Transportation Plan Strategies	64
Table 15 1/2: Shasta Coordinated Transportation Plan - Implementation Plan.....	66
Table 15 2/2: Shasta Coordinated Transportation Plan - Implementation Plan.....	67

LIST OF FIGURES

<i>FIGURES</i>	<i>PAGE</i>
Figure 1: Study Area	8
Figure 2: Shasta Region Transit Needs Index.....	14
Figure 3: RABA Urban Services	20
Figure 4: ShastaConnect CTSA Weekday Service Area	23
Figure 5: ShastaConnect Sunday On-Demand Service Area.....	24
Figure 6: Populations Served by Shasta Transportation Service Agencies	41
Figure 7: Areas within Shasta County Served by Shasta Transportation Service Agencies	41
Figure 8: RABA Demand Response, ShastaConnect CTSA, and ShastaConnect Sunday Service Areas	49

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INTRODUCTION

The goal of the *2024 Shasta Coordination Transportation Plan* (2024 Coordinated Plan) is to improve mobility within the Shasta Region (Shasta County and incorporated cities in the county) by enhancing coordination among public, non-profit, and for-profit transportation providers. Benefits of improved coordination include minimized service redundancy, more efficient use of limited transit funding, and the facilitation of cost-effective and interagency solutions to address unmet transit needs. The goals and strategies presented in this 2024 Coordinated Plan are designed with a particular focus on improving transportation access for senior adults, persons with disabilities, and people with low incomes in the Shasta Region.¹

The Federal Transit Administration's (FTA) Enhanced Mobility of Seniors and Individuals with Disabilities program (Section 5310) requires that projects which receive funding be included in a locally derived Coordinated Plan. This 2024 Coordinated Plan meets federal standards, describing both capital projects, such as new vehicles, and noncapital projects, such as program funding, that will improve transportation services for the target demographic groups, and are therefore eligible to receive Section 5310 funding.

STUDY APPROACH

The 2024 Coordinated Plan begins with a review of existing conditions in Shasta County, including regional demographics and current transportation providers. The demographics analysis looks at both the countywide population as well as the underrepresented populations that are the focus of the Section 5310 program. Then, progress toward implementing the goals and strategies adopted in the 2017 Coordinated Plan is summarized and community input is reviewed. Later chapters provide an assessment of transportation service needs and gaps, as well as a discussion on duplicative elements of services. Finally, the recommended coordination goals and strategies are presented, along with potential proposals to advance each goal.

SHASTA REGIONAL TRANSPORTATION AGENCY

The Shasta Regional Transportation Agency (SRTA) is the Regional Transportation Planning Agency (RTPA) for Shasta County, as required by California law, and the Metropolitan Planning Organization (MPO) for the county's urban area, as required by federal law for all urban areas with at least 50,000 residents.



¹ *Federal Transit Administration (FTA). (2022). Coordinated Public Transit-Human Services Transportation Plans. USDOT. <https://www.transit.dot.gov/funding/grants/coordinated-public-transit-human-services-transportation-plans>*

With these designations, SRTA is responsible for leading short-term and long-term transportation planning efforts in Shasta County, securing state and federal transportation grants, overseeing public transit funding, supporting local agencies with funding and coordination, and approving short-range transportation capital improvement programs. SRTA’s mission is to “*maximize state, federal, and other revenues for cost-effective transportation investment strategies that connect communities, people, and goods.*” SRTA represents all jurisdictions in Shasta County equally.

To determine what transportation investments should be made with available funding, SRTA continually assesses transportation needs across the region. Community needs and priorities are then considered alongside funding availability to determine what investments will yield the greatest benefits to the region’s transportation system. SRTA manages multiple planning efforts to develop strategies for future transportation investments that are informed by public engagement. Planning efforts led by SRTA include the Coordinated Plan, Regional Transportation Plan (RTP), and the Long-Range Transit Plan (LRTP), among others.

SRTA Board of Directors

SRTA is governed by a board of directors made up of local elected officials. The SRTA Board membership consists of three (3) individuals from the Shasta County Board of Supervisors, one (1) from the Redding City Council, one (1) from the Anderson City Council, one (1) from the Shasta Lake City Council, and one (1) from the Redding Area Bus Authority (RABA) Board. Typically, the representative from the RABA Board is also a Redding City Council member. The current SRTA Board of Directors is shown in Table 1.

Table 1: SRTA Board of Directors 2024		
Role	Member	Affiliation
Chair	Mark Mezzano	Councilmember, City of Redding
Vice-Chair	Patrick Jones	Supervisor, County of Shasta, District 4
Member	Tenessa Audette	Councilmember, City of Redding and RABA Rep.
Member	Kevin Crye	Supervisor, County of Shasta, District 1
Member	Mike Gallagher	Councilmember, City of Anderson
Member	Chris Kelstrom	Supervisor, County of Shasta, District 5
Member	Tena Eisenbeisz	Councilmember, City of Shasta Lake
<i>Source: SRTA</i>		

Social Services Transportation Advisory Council

The Social Services Transportation Advisory Council (SSTAC) was established per the requirements of California Senate Bill 498 and is responsible for advising SRTA on transit issues pertinent to underserved populations. Focus populations for the SSTAC include the elderly, disabled, and low-income. One of the SSTAC’s primary responsibilities is to identify transit needs in the Shasta Region through the annual Transit Needs Assessment process and to recommend to the SRTA Board of Directors which needs are unmet *and* reasonable to meet.

The SSTAC consists of nine (9) voting members and up to nine (9) additional members appointed by SRTA. Voting members represent different groups of traditionally underserved transit riders. SRTA strives for geographic and minority representation among council members. The current SSTAC voting members are shown in Table 2.

Table 2: Shasta County SSTAC Voting Membership 2024	
Member	Affiliation
Vacant	Transit User 60 Years of Age or Older
Patrick Geagan	Transit User with Disabilities
Hallie Fonseca	Social Services Provider for Seniors (Transportation)
Vacant	Social Services Provider for Seniors (Non-Transportation)
Cathy Tillman	Social Services Provider for the Disabled (Transportation)
Jackie Rose	Social Services Provider for the Disabled (Non-Transportation)
Kary Carbone	Social Services Provider for Persons of Limited Means
Staci Wadley	Consolidated Transportation Services Agency (Administrator)
Brody Wilbourn	Consolidated Transportation Services Agency (Operator)
Christina Prosperi	Additional Member
Carolyn Nava	Additional Member
Tamy Quigley	Additional Member
Kirsten Schreder	Additional Member
Wendy Longwell	Additional Member
<i>Source: SRTA, 2024</i>	

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FTA SECTION 5310 ELIGIBILITY REQUIREMENTS

FEDERAL COORDINATION REQUIREMENTS

The FTA's Section 5310 program improves mobility for senior adults and people with disabilities by reducing barriers which prevent the use of existing transportation services or by developing new services designed specifically to address unmet transit needs impacting these groups. Section 5310 is a formula funding award program; funding is awarded to states based on the number of senior and disabled residents. In California, Caltrans allocates funding through a competitive award process to nonprofit organizations, local governments, and other transportation providers. SRTA and other RTPAs typically offer local organizations assistance with the grant application process. Projects eligible for Section 5310 funding include both capital and noncapital investments; capital investments include projects such as new vans or wheelchair lifts, while noncapital investments include projects such as funding a volunteer driver program or improving information resources.

To receive Section 5310 funding, projects must be *"included in a locally developed, coordinated public transit-human services transportation plan,"* also referred to as a Coordinated Plan.² The FTA defines a Coordinated Plan as a study *"that identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes, provides strategies for meeting those local needs, and prioritizes transportation services for funding and implementation."* The Coordinated Plan must be *"developed and approved through a process that includes participation"* by seniors, individuals with disabilities, low-income individuals, human services agencies, and transportation providers. FTA circular 9070.1G describes the required components of a Coordinated Plan, which include:

- An assessment that identifies current transportation providers (public, private, and non-profit).
- An assessment of transportation needs and gaps in service for individuals with disabilities, older adults, and people with low incomes. This assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts.
- Strategies, activities, and/or projects to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery.
- Priorities for implementation based on resources (from multiple transportation programs), time, and the feasibility of implementing the specific strategies and/or activities identified.

This 2024 Shasta Coordinated Transportation Plan complies with FTA requirements, therefore the mobility proposals described in this plan are eligible to receive Section 5310 funding. Federal statutes require a 50 percent local match to use Section 5310 funds on operations. The local match requirement for capital expenses (including acquisition of public transit services) is 20 percent.

² Federal Transit Administration (FTA). (2022). Coordinated Public Transit-Human Services Transportation Plans. <https://www.transit.dot.gov/funding/grants/coordinated-public-transit-human-services-transportation-plans>

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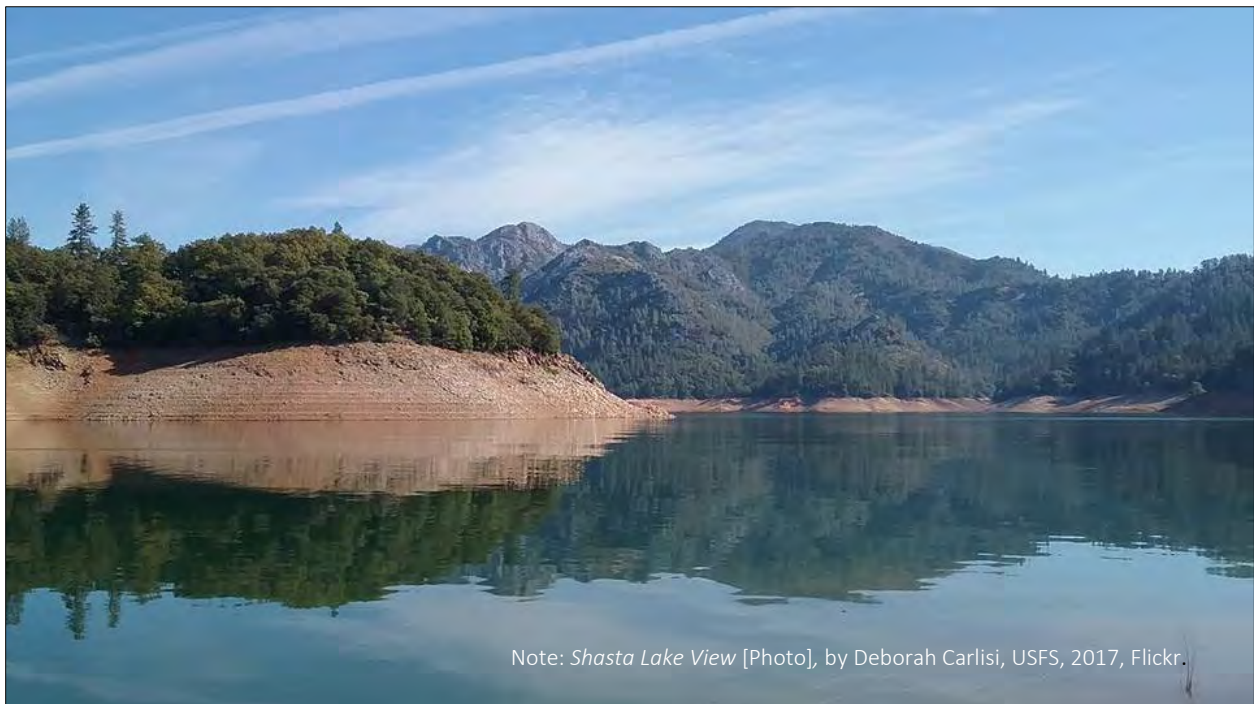
SHASTA COUNTY REGIONAL CHARACTERISTICS

INTRODUCTION

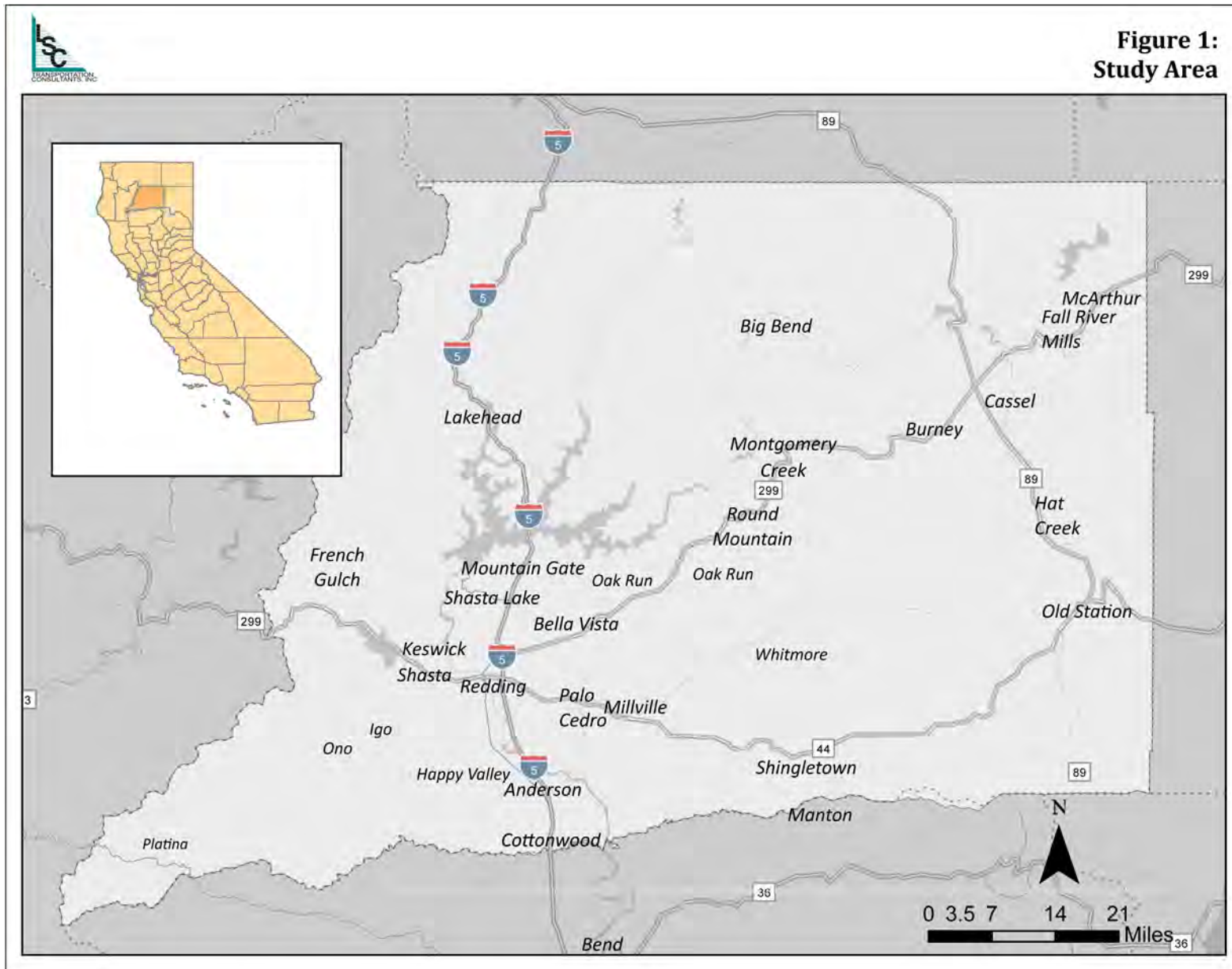
Mobility is a vital issue pertinent to realizing a high quality of life. Important locations that people often need to travel to include places of work, medical facilities, schools, shops, and other public or commercial centers. This chapter reviews the geographic, demographic, and socioeconomic characteristics of the Shasta Region that influence travel patterns and drive transit demand.

GEOGRAPHY

Shasta County spans 3,847 square miles in north-central California. The landscape is diverse, ranging from the flat fields of the northern Sacramento River Valley to the peaks of the Klamath Mountains and Mount Lassen. The Sacramento River originates in Shasta County, flowing from the Klamath Mountains south through Shasta Lake before heading further down the valley. Other notable natural features include Burney Falls, Lassen Volcanic National Park, and the Shasta and Lassen National Forests. Interstate 5 (I-5) bisects Shasta County in the north-south direction, providing access to Siskiyou County and the State of Oregon to the north and to Sacramento and other California metropolitan areas to the south. Other major roadways in the County include State Route (SR) 299 and SR 44, both of which run in an east-west direction, and SR 273, which runs north-south between Redding and Anderson. Transportation services along these four major roadways serve a particularly important role in providing connectivity between different geographic regions of the county. Shasta County is shown in Figure 1.



Note: *Shasta Lake View* [Photo], by Deborah Carlisi, USFS, 2017, Flickr.



DEMOGRAPHICS

The Shasta Region has a population density of 47 people per square mile as of the 2020 US Census. There are three incorporated cities (the Cities of Redding, Anderson, and Shasta Lake) and more than twenty-five census-designated places (CDPs), many of which can be seen in Figure 1. This section discusses population characteristics of the Shasta Region that influence the need for transportation services.

Population Changes

Table 3 shows historical population data, sourced from the US Census Bureau, for Shasta County. Data for the State of California is also included as a point of reference. Based on the census data, the total Shasta County population grew by 3 percent from 2010 to 2020, or 0.3 percent per year (Table 3). This was a slower rate of growth compared to the State of California, which experienced 6 percent growth during the same decade. Just over half of all Shasta County residents lived in the City of Redding during the ten-year period analyzed. While the City of Redding has continued to be the county's largest population center, population growth within the city has stabilized; Redding experienced 0 percent annual population growth from 2015 to 2020.

The Cities of Anderson and Shasta Lake experienced more rapid growth from 2010 to 2020 compared to Shasta County as a whole or the City of Redding (5 percent and 7 percent, respectively) (Table 3). Most of this growth occurred in the latter five years considered, suggesting that the two cities may grow into more significant population centers in the future. The population living in unincorporated Shasta County grew by nearly 3 percent from 2010 to 2020 (0.3 percent per year).

Table 3: Historic and Current Shasta County Population						
	2010		2015		2020	
	Population	% Annual Growth	Population	% Annual Growth	Population	% Annual Growth
Shasta County	177,277	--	179,533	0.3%	181,893	0.3%
Anderson	9,932	--	10,122	0.4%	10,645	1.0%
Redding	89,861	--	91,579	0.4%	91,503	0.0%
Shasta Lake	10,164	--	10,146	0.0%	10,626	0.9%
Balance of the County	67,320	--	67,686	0.1%	69,119	0.4%
State of California	37,253,956	--	38,907,642	0.9%	39,538,223	0.3%
Source: US Census and California Department of Finance.						

Population projections by age group for Shasta County, sourced from 2023 California Department of Finance data, are shown in Table 4. As indicated, the total Shasta County population is projected to grow 2 percent from 2020 to 2030. The fastest-growing age group during this period will be senior adults: the population of mature retirees (those between 75 and 84 years old) is forecasted to grow by 34 percent and the population of older seniors (those ages 85 and older) is forecasted to grow by 49 percent. The population of older seniors is expected to grow rapidly in the following decade as well, meaning this age

group is projected to more than double from 2020 to 2040 (115 percent growth). The forecasted growth of Shasta County’s senior adult population is important, as many seniors rely on transportation services for mobility. The growing senior population will likely drive increased demand for transportation services catered to the needs of seniors, such as non-emergency medical transportation or paratransit.

Potential Transit-Dependent Population

A significant proportion of riders on transit and transportation services belong to what is referred to as the transit-dependent population. This 2024 Coordinated Plan analyzes the following potentially transit-dependent groups: senior adults ages 65 or older, people with a disability, people living below the poverty level, people who are unemployed, and people who live in households with no available vehicle. This study uses US Census Bureau American Community Survey (ACS) definitions to define the disabled, unemployed, and low-income populations.

Table 4: Shasta County Population Projections by Age Category								
Year	Total (All Ages)	Preschool (0-4 years)	School Age to Young Adult (5-19 years)	College Age (20-24 years)	Working Age (25-64 years)	Young Retirees (65-74 years)	Mature Retirees (75-84 years)	Older Seniors (85 or older)
2010	177,277	10,331	34,309	10,968	91,612	16,643	9,419	3,996
2020	181,893	10,374	33,096	11,633	88,123	22,279	12,184	4,204
2030	184,765	9,847	33,356	11,286	86,557	21,078	16,385	6,255
2040	187,820	9,769	32,162	11,596	92,308	16,394	16,551	9,041
2010 to 2020 Change								
Number	4,616	42	-1,212	665	-3,489	5,636	2,766	208
Percent	3%	0%	-4%	6%	-4%	34%	29%	5%
2020 to 2030 Change								
Number	2,872	-526	260	-347	-1,566	-1,201	4,201	2,051
Percent	2%	-5%	1%	-3%	-2%	-5%	34%	49%
2030 to 2040 Change								
Number	3,055	-79	-1,195	310	5,751	-4,684	166	2,785
Percent	2%	-1%	-4%	3%	7%	-22%	1%	45%
<i>Sources: California Department of Finance. Report P-2B: Population Projections by Individual Year of Age, 2010-2060, California Counties</i>								

Table 5 details the number of transit-dependent persons living in the Shasta Region by community using data from the ACS 2021 Five-Year Estimates. There is obviously overlap between the different transit-dependent groups; for instance, someone may be a senior adult, disabled, and live in a zero-vehicle household. However, the ACS data still reveals important overarching trends regarding where those with the greatest need for mobility services live in the Shasta Region. Key takeaways from Table 5 include:

- One-fifth (20 percent) of current residents are **senior adults** over the age of 65, meaning the Shasta Region has a greater proportion of senior adults compared to the State of California (15 percent). The communities that are home to the most senior adults are Redding (47 percent of the total senior population), Anderson (4 percent), and Shasta Lake (5.5 percent). Other communities that are home to large numbers of seniors include Bella Vista, Burney, Cottonwood, Happy Valley, Palo Cedro, and Shingletown, all of which are home to 2 percent or more of the total Shasta County senior population.

Table 5: Shasta Region Demographic Characteristics

Community	Total Persons	Total Households	Senior Adults (65+)		Persons with a Disability		Persons Below Poverty Level		Unemployed		Zero-Vehicle Households	
			#	%	#	%	#	%	#	%	#	%
Anderson	11,208	4,577	1,606	4.3%	2,686	8.2%	2,186	9.0%	301	4.3%	484	10.5%
Bella Vista	3,610	1,341	927	2.5%	685	2.1%	169	0.7%	151	2.1%	15	0.3%
Big Bend	124	50	31	0.1%	44	0.1%	51	0.2%	12	0.2%	0	0.0%
Burney	3,377	1,128	758	2.0%	554	1.7%	640	2.6%	141	2.0%	58	1.3%
Cassel	287	97	94	0.3%	125	0.4%	144	0.6%	0	0.0%	0	0.0%
Castella	210	118	104	0.3%	46	0.1%	43	0.2%	7	0.1%	0	0.0%
Cottonwood	5,912	2,220	849	2.3%	882	2.7%	646	2.7%	84	1.2%	14	0.3%
Fall River Mills	657	238	102	0.3%	78	0.2%	22	0.1%	24	0.3%	0	0.0%
French Gulch	387	150	92	0.2%	105	0.3%	35	0.1%	3	0.0%	6	0.1%
Happy Valley	5,443	2,023	1,310	3.5%	873	2.7%	327	1.4%	359	5.1%	44	1.0%
Hat Creek	86	38	72	0.2%	47	0.1%	0	0.0%	0	0.0%	0	0.0%
Igo	148	56	16	0.0%	27	0.1%	0	0.0%	0	0.0%	0	0.0%
Johnson Park	872	342	148	0.4%	250	0.8%	146	0.6%	6	0.1%	41	0.9%
Jones Valley	1,382	549	198	0.5%	291	0.9%	42	0.2%	29	0.4%	14	0.3%
Keswick	141	65	47	0.1%	6	0.0%	6	0.0%	6	0.1%	0	0.0%
Lakehead	627	269	190	0.5%	195	0.6%	113	0.5%	18	0.3%	12	0.3%
McArthur	418	139	53	0.1%	65	0.2%	120	0.5%	22	0.3%	0	0.0%
Millville	765	309	178	0.5%	68	0.2%	62	0.3%	11	0.2%	4	0.1%
Montgomery Creek	196	80	73	0.2%	34	0.1%	17	0.1%	30	0.4%	0	0.0%
Mountain Gate	795	378	286	0.8%	124	0.4%	372	1.5%	0	0.0%	57	1.2%
Oak Run	410	118	49	0.1%	107	0.3%	321	1.3%	72	1.0%	0	0.0%
Old Station	20	10	0	0.0%	0	0.0%	10	0.0%	0	0.0%	0	0.0%
Ono	72	26	40	0.1%	7	0.0%	4	0.0%	0	0.0%	0	0.0%
Palo Cedro	3,275	1,125	769	2.1%	440	1.3%	90	0.4%	41	0.6%	3	0.1%
Platina	24	12	0	0.0%	12	0.0%	12	0.0%	0	0.0%	0	0.0%
Redding	93,251	36,880	17,562	47.2%	15,428	47.0%	13,750	56.8%	2,548	36.0%	3,209	69.7%
Round Mountain	112	66	54	0.1%	61	0.2%	17	0.1%	6	0.1%	7	0.2%
Shasta	1,645	552	314	0.8%	190	0.6%	178	0.7%	133	1.9%	18	0.4%
Shasta Lake	10,399	3,988	2,031	5.5%	2,604	7.9%	1,815	7.5%	344	4.9%	320	6.9%
Shingletown	2,188	1,128	938	2.5%	439	1.3%	168	0.7%	46	0.6%	31	0.7%
Whitmore	356	144	124	0.3%	47	0.1%	43	0.2%	5	0.1%	5	0.1%
Balance of Shasta County	33,538	13,985	8,165	22.0%	6,308	19.2%	2,655	11.0%	2,683	37.9%	263	5.7%
Total	181,935	72,201	37,180	20%	32,828	18%	24,204	13%	7,082	4%	4,605	6%

Source: American Community Survey 2021 5-Year Estimates

- Nearly one-fifth (18 percent) of Shasta Region residents are **disabled**. This represents a greater disability prevalence compared to the State of California as a whole (11 percent). The three largest population centers (Redding, Anderson, and Shasta Lake) are home to 63 percent of all disabled persons living in the Shasta Region. Bella Vista, Cottonwood, and Happy Valley are each home to between 2 to 3 percent of the total disabled population.
- 13 percent of Shasta Region residents are **persons living below the federal poverty level**, which is on par with statewide numbers (12 percent of Californians are low-income by this metric). 56 percent of the Shasta Region's low-income residents live in Redding, 9 percent live in Anderson, and 8 percent live in Shasta Lake. Burney and Cottonwood are each home to over 2.5 percent of the total population of residents living below the federal poverty level. Notably, only 11 percent of the Shasta Region's low-income population lives in unincorporated areas, meaning the vast majority live in the bigger population centers.

- Someone is considered to be **unemployed** if they are not currently employed but are seeking work. With only 4 percent of the population estimated to be unemployed, the Shasta Region has a lower unemployment rate than the State of California (6.5 percent). Approximately one-third of residents who are unemployed live in Redding (36 percent). Anderson, Happy Valley, and Shasta Lake are all home to between 4 to 5 percent of the total county's unemployed population.
- It is estimated that 6 percent of households in the Shasta Region are **zero-vehicle households**, which is similar to the frequency seen across the State of California (7 percent). Most of the county's zero-vehicle households are located in Redding (70 percent of the total), Anderson (10 percent), or Shasta Lake (7 percent).

Transit Needs Index

The purpose of the Transit Needs Index (TNI) is to calculate which communities in the Shasta Region have the greatest comparative need for transit services across all of the priority demographic groups. By using a comprehensive approach, the TNI succinctly reveals how transit-dependent residents are distributed across the Shasta Region, and therefore where additional or expanded transportation services may be most warranted. The Shasta Region TNI is shown in Table 6 and Figure 2.

To develop the TNI, the first step was to calculate the population density of each of the specific priority subgroups within the various Shasta Region communities. Then, the concentration values were divided into quintiles. The quintiles were used to rank the subgroups within each community on a scale of 1 (very low need) to 5 (very high need) based on the density of said group (number of people per square mile) compared to the respective density of that demographic group in the other communities. Each rank score, by type, was then summed up by community to determine an overall score. These overall scores represent the respective TNI values for each community.

The two communities with the highest TNI ranks, and therefore the greatest assumed need for transportation services, are the Cities of Anderson and Redding. Both Anderson and Redding were assigned either high or very high ranks for all five of the demographic categories considered. Other communities that the TNI suggests have moderate to high need for transit services include the City of Shasta Lake, Burney, Johnson Park, and Mountain Gate.

It should be noted that the TNI is only one tool for assessing transit needs, and it is still important to consider other factors when determining areas that merit expanded transportation services. For instance, even though Anderson ranked higher than Redding in the TNI, Redding is still home to the most transit-dependent residents overall compared to other communities in the Shasta Region. Some of the smaller CDPs ranked highly in the TNI due to there being a high concentration of potentially transit-dependent persons in the area, however, their overall populations are still very small. Consequently, the demand for transportation services to those areas might not be reasonable to meet. Quantified estimates of transportation demand by community are presented in Chapter 7.

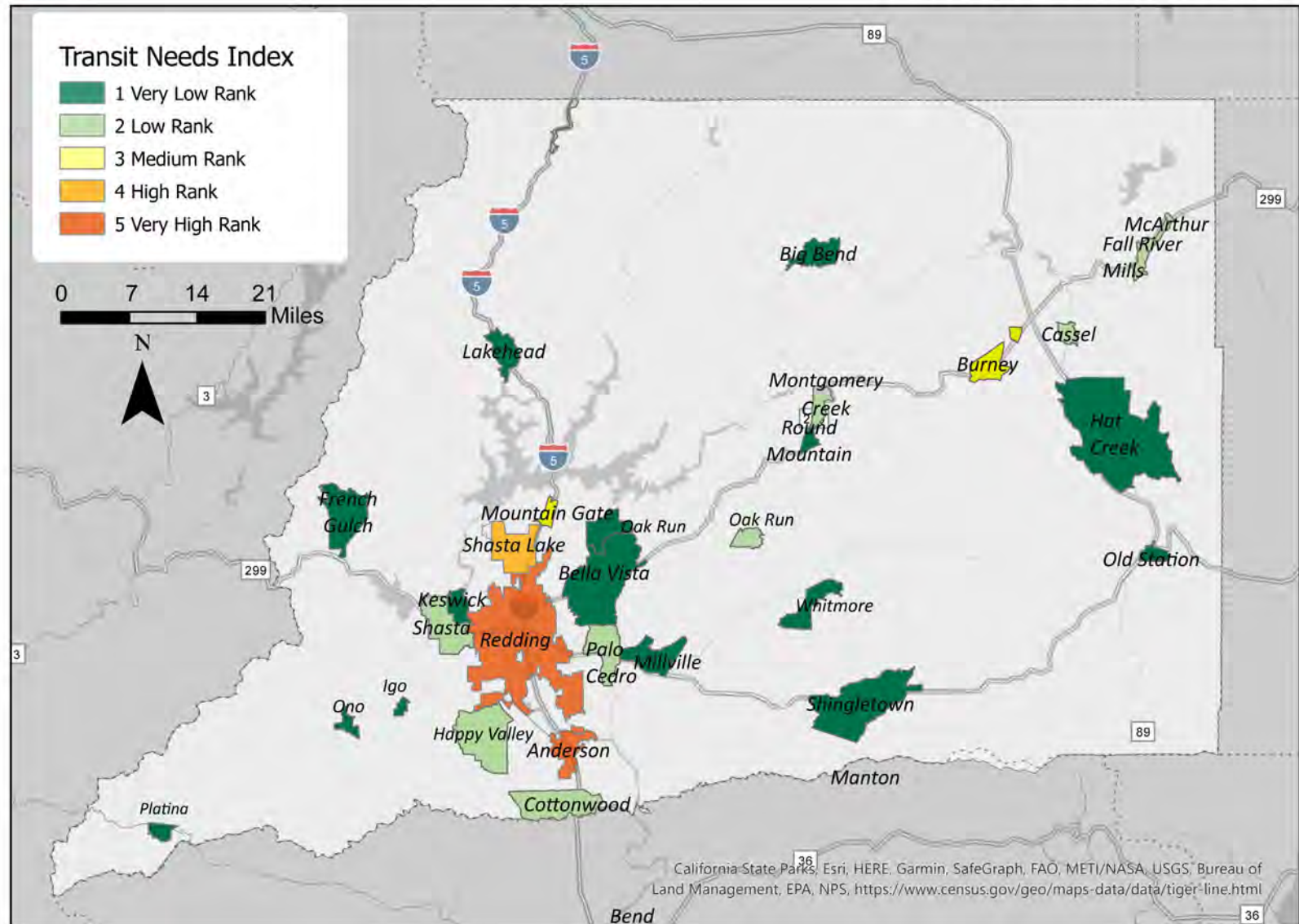
Table 6: Shasta Region Transit Needs Index

Legend	
1	Very Low Rank
2	Low Rank
3	Medium Rank
4	High Rank
5	Very High Rank

Community	Rank					Overall Transit Needs Index Rank
	Senior Adults (65+)	Persons with a Disability	Below Poverty Level	Unemployed Persons	Zero-Vehicle Households	
Anderson	4	5	5	5	5	24
Bella Vista	1	1	1	1	1	5
Big Bend	1	1	1	1	1	5
Burney	3	2	2	4	1	12
Cassel	1	1	2	1	1	6
Castella	2	1	1	1	1	6
Cottonwood	2	1	1	1	1	6
Fall River Mills	1	1	1	2	1	6
French Gulch	1	1	1	1	1	5
Happy Valley	2	1	1	3	1	8
Hat Creek	1	1	1	1	1	5
Igo	1	1	1	1	1	5
Johnson Park	3	4	3	1	4	15
Jones Valley	1	1	1	1	1	5
Keswick	1	1	1	1	1	5
Lakehead	1	1	1	1	1	5
McArthur	1	1	2	3	1	8
Millville	1	1	1	1	1	5
Montgomery Creek	1	1	1	2	1	6
Mountain Gate	3	1	3	1	3	11
Oak Run	1	1	2	3	1	8
Old Station	1	1	1	1	1	5
Ono	1	1	1	1	1	5
Palo Cedro	2	1	1	1	1	6
Platina	1	1	1	1	1	5
Redding	5	4	4	5	4	22
Round Mountain	1	1	1	1	1	5
Shasta	1	1	1	2	1	6
Shasta Lake	4	4	3	4	3	18
Shingletown	1	1	1	1	1	5
Whitmore	1	1	1	1	1	5
Balance of Shasta County	1	1	1	1	1	5
Source: LSC Transportation Consultants, Inc.						



**Figure 2:
Shasta Region Transit Needs Index**



ECONOMIC FEATURES

Demographic factors may influence who needs transportation services, but it is often the economic features of a region that determine *where* people need to travel on said services. This section summarizes important Shasta Region activity centers that are highly visited by local residents.

Activity Centers

Activity centers refer to locations that are highly visited, and therefore generate large numbers of trips by people coming and going. Activity centers include commercial retail, public and private educational institutions, medical centers, government facilities, cultural and tourist attractions, and consolidated residential areas (e.g., high-density housing with a high percentage of transit-dependent residents). Table 7 lists activity centers in the Cities of Redding, Anderson, and Shasta Lake relevant to the priority populations considered in this 2024 Coordinated Plan. It should be noted that the list presented is not inclusive of all Shasta Region activity centers. A summary of Table 7 is provided on the following pages.

It should be noted that many Shasta Region residents travel to either Sacramento or San Francisco if they need an amenity not available locally. For instance, many people will travel to Sacramento or San Francisco to see medical specialists or to access major airports.

- **Human Services & Tribal Government Services** - Shascade Community Services and Dignity Health Connected Living (formerly known as Shasta Senior Nutrition Program) are both adult health programs in Redding. Dignity Health Connected Living also manages a senior brown bag program, which distributes meals at the main campus in Redding, as well as at sites in Anderson, Burney, Round Mountain, Shasta Lake, Happy Valley, Shingletown, and Lakehead. Shasta County Health and Human Services has offices in Redding, Anderson, and Shasta Lake, as well as Burney. The Redding Rancheria offices are located in Redding, including the Redding Rancheria Tribal Health Center. The Pit River Tribe is based in Burney.
- **Government** - City of Redding and County of Shasta offices are located mostly in downtown Redding. Redding is also the location of other county centers/services, such as the Shasta County Superior Court. The City of Anderson and City of Shasta Lake government offices are in their respective cities. The Caltrans District 2 Office is located in downtown Redding.
- **Residential** - Two affordable housing projects were recently completed near the Downtown Transit Center in Redding. Both include transportation opportunities, such as monthly transit passes for low-income residents. Other major low-income and/or large-scale multi-family housing within the study area include the following:
 - Anderson (along Highway 273): Anderson Court Apartments, Ivy Common Apartments, Seasons at Los Robles, Valley View Apartments, Park Village Apartments, Anderson Heights Apartments, and Manzanita Hills Apartments.
 - Redding (along Hartnell Avenue): Wilshire Place Apartments, Della Williams Gardens, Shadowbrook Apartment Homes, and Creekside Village.
 - Shasta Lake: Deer Creek Apartments and Valley Ridge Senior Apartments.

Table 7: Major Transit Activity Centers in the Shasta Region

	Human Services & Tribal Agencies	Government	Affordable & Senior Housing	Shopping	Education	Medical
Anderson	Dignity Health Connected Living ¹ Frontier Senior Center Shasta County Health & Human Services ²	City of Anderson	Anderson Court Apts. Ivy Common Apts. Seasons at Los Robles Valley View Apts Park Village Apts Anderson Heights Apts. Manzanita Hills Apts.	Grocery Outlet Safeway Walmart		Anderson Walk-In Clinic Shasta Comm. Health Center
Redding	Dignity Health Connected Living ¹ Shascade Comm. Services Shasta Comm. Action Agency CalWORKS Redding Senior Center Shasta County Health & Human Services ²	City of Redding Shasta County Public Administrator Shasta County Superior Court Redding Comm. Services Dept.	Wilshire Place Apts. Della Williams Gardens Shadowbrook Apt. Homes Creskide Village	Costco Food Maxx Grocery Outlet Mt. Shasta Mall Safeway Target Trader Joes Walmart Winco	Shasta Adult School Shasta College Shasta Bible College Simpson University	Mercy Medical Center Shasta Reg. Medical Center Shasta Comm. Health Center Veterans Affairs Clinic
Shasta Lake	Dignity Health Connected Living ¹ Shasta County Health & Human Services ²	City of Shasta Lake	Deer Creek Apts. Valley Ridge Senior Apts.	Farmer's Market Place Sunshine Food Market		Shasta Comm. Health Center
Out-of-County Locations	Sacramento, San Francisco					

Source: LSC Transportation Consultants, Inc.

Note 1: Primary Dignity Health Connected Living campus located in Redding. Senior Brown Bag Program meal distribution sites located in Anderson and Shasta Lake, as well as Burney, Round Mountain, Happy Valley, Shingletown, and Lakehead.

Note 2: Shasta County Health and Human Services has offices in Redding, Anderson, Shasta Lake, and Burney.

- **Education** - There are twenty-six public school districts in Shasta County, located throughout the region. College and vocational schools include Shasta College, Simpson University, Bethel School of Supernatural Ministry, and Shasta Bible College, all located in the City of Redding. The Shasta Adult School is also located in Redding.
- **Shopping** - Concentrated commercial retail is located mostly in the City of Redding. The largest retail center is Mt. Shasta Mall. Nearby Mt. Shasta Mall are also a Target and Walmart Supercenter. In the City of Anderson, the Anderson Marketplace is another major shopping plaza that includes a Walmart Supercenter, with another shopping mall across the street. The Anderson Marketplace is located off of Highway 273 near the exit for I-5.
- **Healthcare/Medical** - The Mercy Medical Center, Shasta Regional Medical Center, and Shasta Community Health Center are all located in the City of Redding. The Veterans Affairs (VA) clinic recently moved from a more central location in Redding to a more rural site close to the Redding Regional Airport. The Shasta Community Health Center also operates smaller clinics in the Cities of Anderson and Shasta Lake. It should be noted that Mayers Memorial Hospital is another important medical facility for the Shasta Region and is located in Fall River Mills. The Hill Country Health and Wellness Center has three locations: the Main Clinic in Round Mountain, the Center of Hope in Redding, and the CARE Center in Redding.

Employment Centers

Large employers often generate high levels of transportation demand from both the employees as well as clients/customers. Major employers in the Shasta Region are listed in Table 8, based on data from the California Employment Development Department. Most of the large employers are in the City of Redding, with the largest employers being Mercy Medical Center, the County of Shasta, and Bethel Church. In Burney and Fall River Mills, two large employers include the Fall River School District and Mayers Memorial Hospital. Oak River Rehab is a large employer in the City of Anderson.

Table 8: Major Employers in the Shasta Region

Employer	Location	Industry	# Employed
Mercy Medical Ctr Redding	Redding	Hospitals	1,000-4,999 Employees
County of Shasta	Redding	Government Offices-County	1,000-4,999 Employees
Bethel Church	Redding	Churches	500-999 Employees
Blue Shield-California	Redding	Insurance	500-999 Employees
Dignity Health Mercy Oncology	Redding	Health Related Facilities	500-999 Employees
Shasta Regional Medical Ctr	Redding	Hospitals	500-999 Employees
Walmart Supercenter	Redding	Department Stores	500-999 Employees
Mayers Memorial Hospital	Fall River Mills	Hospitals	250-499 Employees
Shascade Community Svc	Redding	Social Service & Welfare Organizations	250-499 Employees
Caltrans	Redding	Government Offices-State	250-499 Employees
USPS	Redding	Post Offices	250-499 Employees
Win-River Casino	Redding	Casinos	250-499 Employees
Bridge Bay At Shasta Lake	Redding	Resorts	100-249 Employees
Costco Wholesale	Redding	Wholesale Clubs	100-249 Employees
Fall River School District	Burney	Education	100-249 Employees
Forest Service	Redding	Fire Departments	100-249 Employees
Home Depot	Redding	Home Centers	100-249 Employees
Marquis Shasta	Redding	Nursing & Convalescent Homes	100-249 Employees
Oak River Rehab	Anderson	Clinics	100-249 Employees
Redding Lumber Transport Inc	Redding	Trucking	100-249 Employees
Shasta Community Health Ctr	Redding	Clinics	100-249 Employees
Veterans Home of California	Redding	Veterans' & Military Organizations	100-249 Employees
Vibra Hospital of Northern CA	Redding	Hospitals	100-249 Employees
Source: Employment Development Department, www.labormarketinfo.edd.ca.gov . Accessed June 2023.			

INTRODUCTION

This chapter provides a brief overview of existing transportation services in or adjacent to the Shasta Region by service type (public, tribal, nonprofit/social services, private). Both local and interregional services are described. Planning studies relevant to the transit programs and services discussed in this Chapter are summarized in Appendix B.

PUBLIC TRANSPORTATION PROVIDERS

Redding Area Bus Authority (RABA)

RABA was formed in 1976 by a Joint Powers Agreement (JPA) between the City of Redding and the County of Shasta and began providing public transit services in November 1981. The JPA was amended in 1997 to include the City of Anderson and the City of Shasta Lake. RABA is administered by the City of Redding, per the terms of the JPA, and operated and maintained by a third-party contractor. RABA receives funding from the California Transportation Development Act, the Low Carbon Transit Operations Program, the FTA (including Section 5310), and fares, among other sources.



RABA provides fixed route and paratransit services throughout the Cities of Anderson, Redding, and Shasta Lake, and portions of unincorporated Shasta County. Figure 3 depicts the RABA urban services; RABA Demand Response service is available in all areas within 0.75 miles of the local fixed routes. Generally, RABA service hours are from 5:35 AM to 8:30 PM on weekdays and from 8:35 AM to 8:30 PM on Saturdays. RABA does not operate on Sundays. Table 9 summarizes key features of the RABA services, and Table 10 summarizes the new RABA fare structure that will be instated in March 2024. It should be noted that some of the services described will be updated as RABA implements changes introduced through the Short Range Transit Plan adopted in January 2024.

RABA Fixed Routes

RABA provides fixed route and commuter bus service. All fixed routes are operated on one-hour headways except for Route 9, which operates on 1-hour headways during peak periods and 2-hour headways during off-peak periods. For the commuter bus service:

- Anderson Commuter (Route 12x) operates one run per weekday between Downtown Redding and the City of Anderson, providing a supplemental service to Route 9 for morning commuters.
- School Express (Route 17) operates four runs per weekday between Downtown Redding and Shasta College during the school year, serving four schools.
- Flex Route 15/18 operates between the east and west sides of the City of Redding, including service to the Downtown and Canby Transit Centers, before heading south to serve the new VA Clinic and the Redding Regional Airport. Ten trips are made per day.

**Figure 3:
RABA Urban Services**

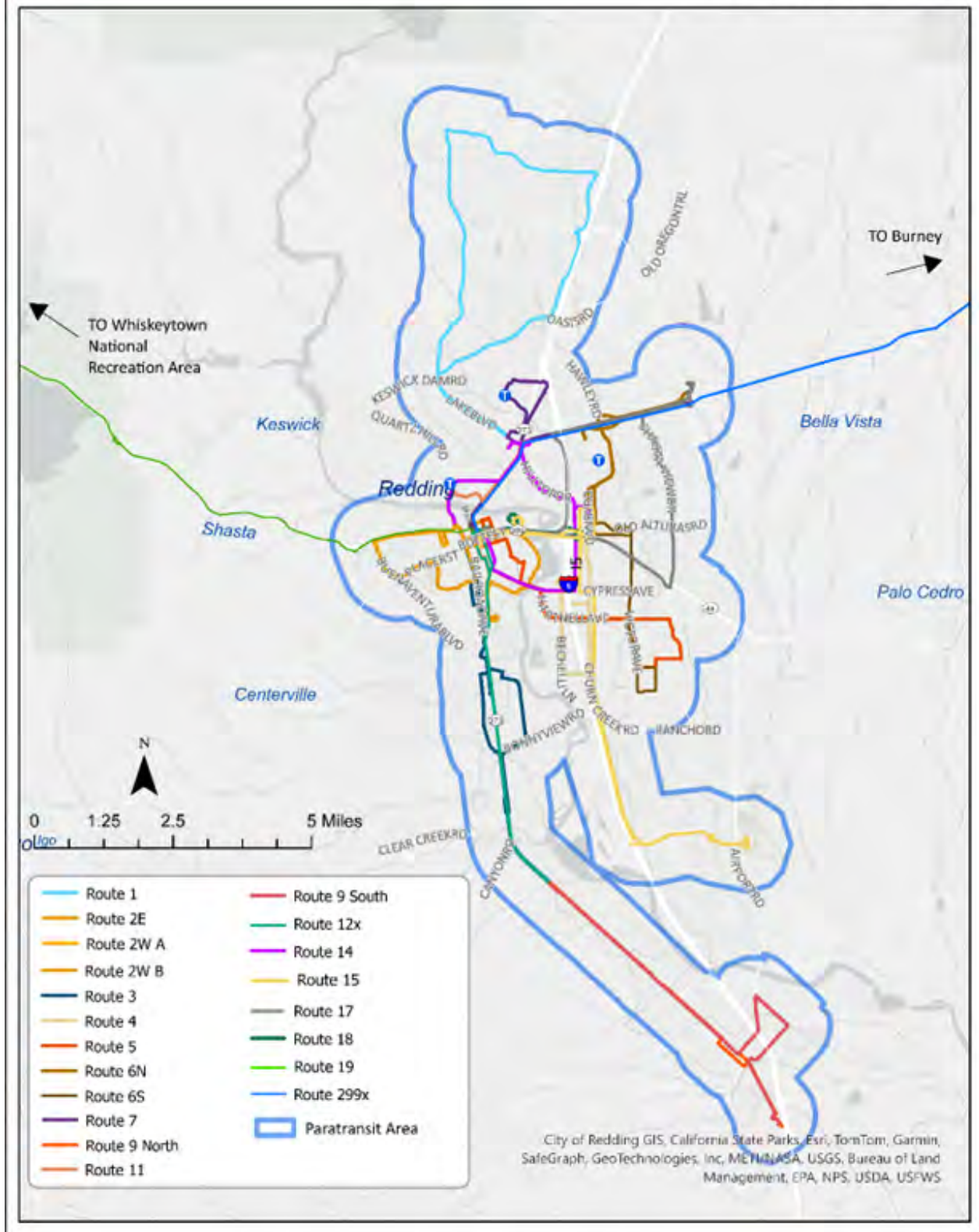


Table 9: Summary of RABA Services and Frequency

	Service Hours ¹				Start & End Locations		Weekday Service Frequency (Minutes)
	Weekday Service		Saturday Service				
	Start	End	Start	End	Start ²	End	
<u>Bus: Fixed Route</u>							
Route 1	5:35 AM	7:30 PM	8:35 AM	7:30 PM	Masonic TC	Same as start	60
Route 2 East	6:20 AM	6:47 PM	9:20 AM	6:47 PM	Downtown TC	Same as start	60
Route 2 West Even	6:50 AM	7:17 PM	9:50 AM	7:17 PM	Downtown TC	Same as start	120
Route 2 West Odd	7:50 AM	6:17 PM	10:50 AM	6:17 PM	Downtown TC	Same as start	120
Route 3	6:20 AM	7:15 PM	9:20 AM	7:15 PM	Downtown TC	Same as start	60
Route 4	6:20 AM	7:15 PM	9:20 AM	7:15 PM	Canby TC	Same as start	60
Route 5	6:20 AM	7:15 PM	9:20 AM	7:15 PM	Downtown TC	Same as start	60
Route 6 North/South	6:50 AM	7:13 PM	9:50 AM	7:13 PM	Canby TC	Old Alturas/Bradford	60
Route 7	7:20 AM	7:15 PM	10:20 AM	7:15 PM	Downtown TC	Same as start	60
Route 9 North	6:20 AM	6:47 PM	10:20 AM	6:47 PM	Walmart ³	SR 273/Happy Valley	120
Route 9 South	9:50 AM	7:17 PM	9:50 AM	7:17 PM	SR 273/Happy Valley	Walmart ⁴	120
Route 11	6:20 AM	7:15 PM	9:20 AM	7:15 PM	Canby TC	Same as start	60
Route 14	6:20 AM	7:15 PM	9:30 AM	7:15 PM	Downtown TC	Same as start	60
Route 15	4:58 AM	8:15 PM	7:30 AM	8:15 PM	Canby TC	Same as start	60
<u>Bus: Commuter Bus</u>							
Anderson Commuter (Route 12x)	6:50 AM	8:15 AM	--	--	SR 273/Happy Valley	Walmart ⁴	1 Round Trip
Crosstown Express (Route 18)	5:00 AM	8:30 PM	7:20 AM	8:30 PM	Turtle Bay Park	Downtown TC	60
School Express ³ (Route 17)	7:25 AM	4:14 PM	--	--	Downtown TC	Downtown TC	4 Round Trips
<u>Burney Exp. (Route 299x) WB ⁵</u>							
	Depart Burney	Arrive Redding					
Trip 1	5:40 AM	7:15 AM	--	--	Burney Sprt Goods	Downtown TC	
Trip 2	11:50 AM	1:15 PM	--	--	Burney Sprt Goods	Downtown TC	
Trip 3	3:50 PM	5:15 PM	--	--	Burney Sprt Goods	Downtown TC	
<u>Burney Exp. (Route 299x) EB ⁵</u>							
	Depart Redding	Arrive Burney					
Trip 1	10:25 AM	11:50 AM	--	--	Downtown TC	Burney Sprt Goods	
Trip 2	2:25 PM	3:50 PM	--	--	Downtown TC	Burney Sprt Goods	
Trip 3	5:35 PM	7:00 PM	--	--	Downtown TC	Burney Sprt Goods	
Note 1: Summary accurate as of October, 2023. No service on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, or Christmas Day. No Sunday service.							
Note 2: TC - Transit Center							
Note 3: School Express operates during the school year only and not during school breaks.							
Note 4: Walmart at 5000 Rhonda Rd, Anderson							
Note 5: Burney Express is provided by the County of Shasta and operated by RABA. This service is outside of the RABA Service Area. Operated weekdays only.							
Source: RABA							

Table 10: Summary of New RABA Fare Structure

Fixed Route / Microtransit / Route 19				
Passenger Type	2 Hours ²	1 Day Pass	7 Day Pass	30 Day Pass
General Public	\$2.00	\$4.00	\$25.00	\$50.00
Senior (62+ years), Vets, Disabled/Medicare ¹	\$1.00	\$2.00	\$10.00	\$25.00
Youth (0 -18)	Free	Free	Free	Free
Demand Response				
	1-Way Trip	10 Ride Pass		
All Passengers	\$4.00	\$40.00	--	--
Route 299X and Future Commuter Services				
	2 Hours ²	1 Day Pass	5 Day Pass	30 Day Pass
All Passengers	\$4.00	\$10.00	\$50.00	\$100.00

Note 1: Seniors (62+ years), Veterans, persons with disabilities, and persons presenting a Medicare card are eligible for half fare with proof of eligibility (i.e., ID card or driver's license, RABA Disabled ID Card, and/or Medicare card).

Note 2: 2 Hour passes on both RABA fixed routes and Route 299X will include transfers.

Note 3: Fare structure presented reflects changes recommended in the RABA Short Range Transit Plan, adopted in January 2024. New fares will go into effect later in 2024.

RABA Demand Response

RABA Demand Response, or paratransit, is an origin-to-destination, shared ride, advanced reservation service provided in accordance with the Americans with Disabilities Act (ADA). The Demand Response service hours are comparable to the fixed route service hours. As previously mentioned, the paratransit service area encompasses all areas within 0.75 miles of the RABA fixed routes (Routes 1-18), as shown in Figure 3. Eligibility is limited to persons with disabilities who are functionally unable to use the fixed route service. RABA currently uses Strategen software to schedule Demand Response rides.

Route 299X (Burney Express)

Route 299X, formerly known as the Burney Express, is a public transit service provided by the County of Shasta and operated by RABA. Three westbound and three eastbound trips are provided each weekday between Burney and Redding along SR 299. Route 299X also stops in Bella Vista, Round Mountain, and Montgomery Creek along its route. The service's general schedule and fare system are summarized in Tables 9 and 10.



Note: RABA Paratransit Van [Photo], sourced from SRTA

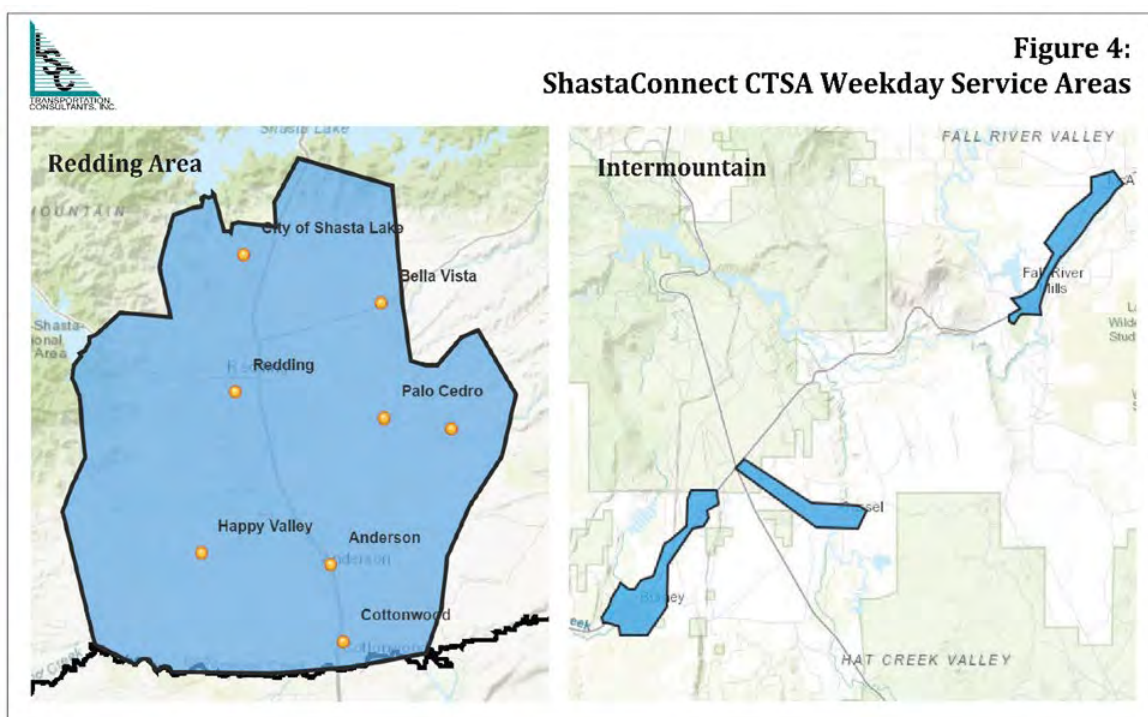
ShastaConnect (SRTA)

SRTA has provided weekday Coordinated Transportation Service Agency (CTSA) (for over 20 years) and Sunday on-demand transit services (since Winter 2019) under the brand ShastaConnect. All services are currently operated through a contract by Dignity Health Connected Living (DHCL).



The ShastaConnect CTSA service areas are shown in Figure 4. SRTA has provided CTSA service in the communities of Burney, Cassel, Fall River, and McArthur, or the “Intermountain Area,” since 2022. The ShastaConnect CTSA weekday service is an important mobility alternative for those who need to make trips not serviceable by RABA. Passengers can schedule rides Monday through Friday from 8:00 AM to 3:30 PM by calling dispatch. SRTA recommends passengers schedule their rides at least 24 hours in advance. One-way fares are typically \$3.00 but have been temporarily suspended due to Caltrans Low Carbon Transit Operations Program (LCTOP) funding. Weekday fares are expected to return during Summer of 2024.

SRTA initiated the ShastaConnect Sunday on-demand transit service in late-2019 using Caltrans LCTOP funds. The pilot program was intended to last two years but was extended due to the COVID-19 pandemic. SRTA has recommended a thorough review of the Sunday service’s administration and operations during Fiscal Year (FY) 2024-25. This review will assess the program’s long-term financial sustainability.³

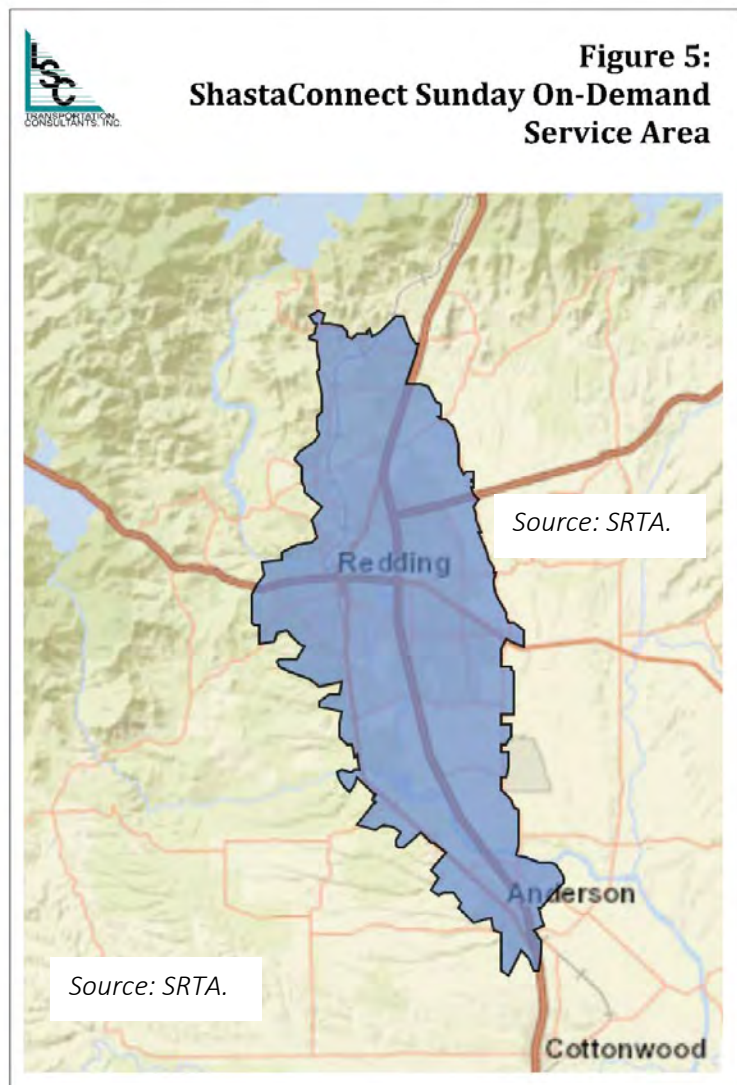


³ SRTA. (2023). *FY 2023-24 Transit Needs Assessment [PDF]*.

SRTA designed the Sunday on-demand service to satisfy a recommendation made in the 2018 Regional Transportation Plan (described in detail in Appendix B) and to meet a long-standing unmet transit need for Sunday services. Passengers schedule Sunday rides using a phone app, similar to the apps used for platforms such as Uber or Lyft. The service is available 6:30 AM to 7:30 PM. The ShastaConnect Sunday on-demand service has so far been fare-free, although fares will be reinstated in Summer 2024. The Sunday service area is shown in Figure 5.

Redding Bike Share

The Redding Bike Share is a collaborative project sponsored by the City of Redding, the McConnell Foundation, and K2 Development and operated by Shasta Living Streets. There are fifteen bike stations throughout downtown Redding where residents can check out bikes. The day pass costs \$18 and allows unlimited 60-minute rides from dock to dock. The 30-day pass costs \$30 and the annual pass costs \$125.



Other Regional Public Transit Providers

The following public transit operators primarily serve jurisdictions outside of the Shasta Region, however, they each operate at least one service that offers connectivity to the RABA system.

Sage Stage

Sage Stage is the primary public transit provider for Modoc County, which lies northeast of Shasta County. On Tuesdays, Sage Stage operates a route between Alturas and Redding. The bus departs Alturas (Modoc County) at 7:30 AM and arrives at the RABA Downtown Transit Center at 10:30 AM. The return trip departs the Mt Shasta Mall at 1:15 PM and arrives in Alturas at 4:20 PM. Other Shasta Region communities served by the Sage Stage Redding Route include Burney and Fall River Mills. The fare for passengers traveling the full distance is \$26.00 one-way, or \$19.40 discounted (children under 12, seniors over 60, or disabled persons meeting ADA criteria). Reservations are required, as the bus will not run unless there is at least one confirmed reservation. In FY 2022-23, Sage Stage carried 160 passenger-trips on its Alturas-Redding route, operating 449 vehicle service hours and 14,926 vehicle service miles.



Tehama Area Rural eXpress (TRAX)

Tehama Rural Area eXpress (TRAX) is the public transit provider in Tehama County, which lies south of Shasta County. Services include local fixed routes in Red Bluff and Corning, regional routes, and paratransit (ParaTRAX). In July 2022, TRAX initiated the Shasta-Tehama Connection. The new service operates five roundtrips each weekday and three roundtrips each Saturday between Red Bluff (Tehama County) and the Walmart in Anderson, providing passengers with a transfer opportunity to RABA Route 9. TRAX services do not require fares. In FY 2022-23, the Shasta-Tehama Connection carried 3,210 passenger-trips, operating 2,184 vehicle service hours and 57,834 vehicle service miles.



Trinity Transit

Trinity Transit is the public transit provider in Trinity County, which lies to the west of Shasta County. On weekdays, Trinity



Trinity Transit

Transit operates the Redding Line between Weaverville (Trinity County) and Redding. The service consists of two roundtrips per day. Eastbound trips depart Weaverville at 7:15 and 11:00 AM and arrive at the RABA Downtown Transit Center at 8:24 AM and 12:09 PM. Westbound trips depart the Downtown Transit Center at 10:15 AM and 3:30 PM and arrive in Weaverville at 11:27 AM and 4:42 PM. Fares are \$10.00 per one-way trip, or \$7.50 for veterans, students, youths ages 6 to 11, seniors 65 and older, or ADA passengers. Trinity Transit's Redding Line carried 2,672 passenger-trips in FY 2022-23, operating 1,343 vehicle service hours and 44,132 vehicle service miles.

TRIBAL PROVIDERS

The following transit services are provided by tribal governments and are limited to tribal members.

Pit River Health Services

Pit River Health Services (PRHS) is a non-profit ambulatory health clinic with locations in Burney and Alturas. Services offered include medical, behavioral health, and senior nutrition. PRHS offers transportation for eligible American Indian and Alaskan Native patients to medical, dental, and other referral appointments. Rides are only available for patients who live in either Burney, Alturas, or other communities along SR 299. Rides must be reserved in advance.



Redding Rancheria Tribal Health Center

The Redding Rancheria Tribal Health Center (RRTHC) serves American Indian communities in the western two-thirds of Shasta County and Trinity County, providing medical, dental, pharmacy, lab, behavioral health, community health, and orthopedic services, among others. Transportation services are available for patients with no other alternatives who have a scheduled appointment with RRTHC or have an RRTHC referral for another provider. Transportation is only provided for appointments in Redding. Rides must be scheduled at least 72 hours in advance.



Lassen Indian Health Center

The Lassen Indian Health Center (LIHC) is a non-profit clinic located in Susanville (Lassen County) and associated with the Susanville Indian Rancheria. LIHC provides medical, dental, pharmacy, and behavioral health services for patients. Patients can schedule transportation to and from appointments with LIHC Transportation Services if they can demonstrate that they have no other means of transportation and/or have a medical condition that makes driving difficult. Rides can be scheduled by patients living in the Shasta Region.



SOCIAL SERVICE PROVIDERS

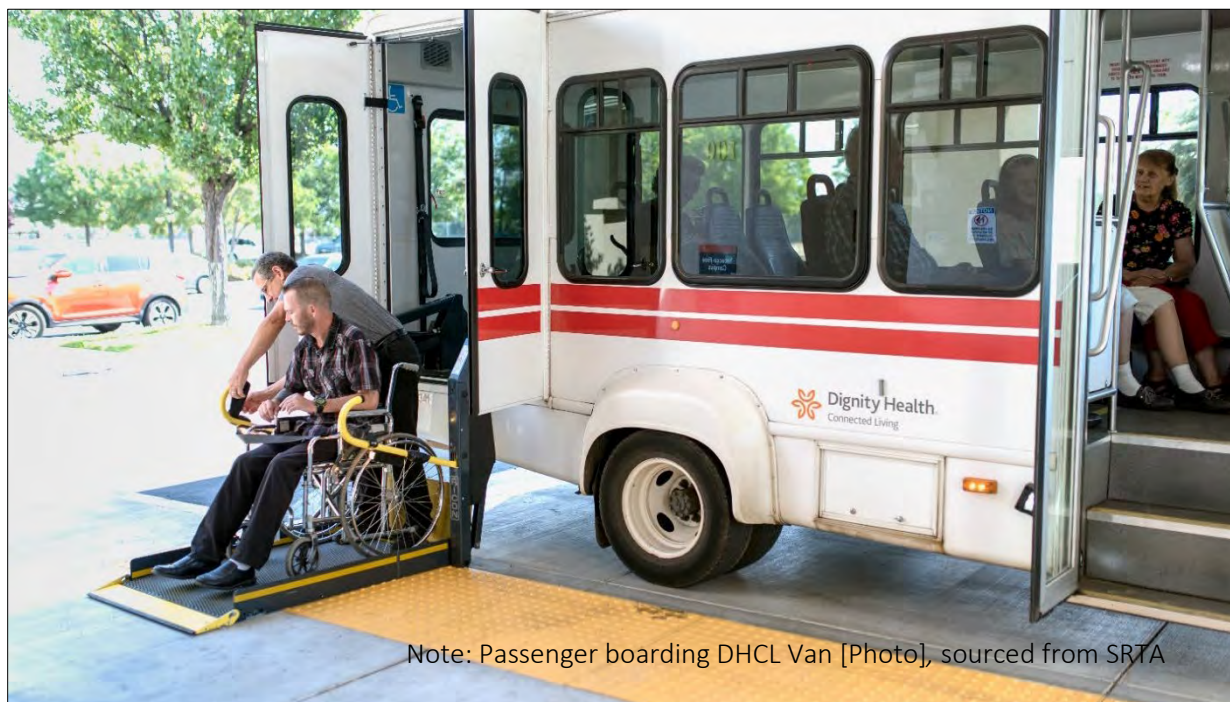
Social service organizations provide valuable transportation services which are often specialized for the demographic groups prioritized by Coordinated Plans. Social service organizations which provide transportation in the Shasta Region are described on the following pages.

Dignity Health Connected Living

Dignity Health Connected Living (DHCL) is a private, non-profit agency dedicated to improving the lives of senior adults and adults with disabilities. DHCL was founded when the Shasta Senior Nutrition Program and Golden Umbrella merged in July 2017. Programs provided by DHCL include adult day activities, senior nutrition, and health and wellness services, among others.



DHCL is contracted to operate the ShastaConnect CTSA, Intermountain, and Sunday on-demand services, described previously under the public transportation providers section (ShastaConnect). Additionally, DHCL provides rides for senior adults aged 60 or older and adults with mobility impairments with no other means of transportation within the greater Redding area.



Note: Passenger boarding DHCL Van [Photo], sourced from SRTA

Far Northern Regional Center

The Far Northern Regional Center (FNRC) is a resource agency for individuals with developmental disabilities and their families. The FNRC provides services and support, such as respite care and supported employment, to residents of nine counties in Northern California (Butte, Glenn, Lassen, Modoc, Plumas, Tehama, Trinity, Shasta, and Siskiyou). In Shasta County, the FNRC aids clients with identified mobility needs (as stated in their Individual Program Plans) by providing transportation through a contract with Transdev (formally First Transit) to and from day and work programs. Clients do not need to pay any fares. FNRC will purchase RABA passes for clients if recommended in their Individual Program Plan.



Good News Rescue Mission

Good News Rescue Mission is a religious charity that helps people experiencing homelessness in the Redding area. Good News Rescue Mission's Journey Home program helps those who are either homeless or about to be homeless reconnect with friends and family living in another city or state. Participants receive a Greyhound bus ticket to their destination only once the friend or family member verifies that they are willing to host the traveler for an extended period. Staff are available to help potential clients Monday through Friday from 8:00 AM to 5:00 PM.



Krista Foster Homes

Krista Foster Homes provides faith-based foster care for youth in the Redding area. The organization also operates a transitional housing program for young adults ages 18 to 21 who lived in foster homes prior to turning 18. The Krista Foster Homes transitional housing program helps residents with transportation needs by assisting them with securing a RABA bus pass, providing bicycles, and by providing rides to appointments or errands when necessary.



Northern Valley Catholic Social Services

Northern Valley Catholic Social Services (NVCSS) is dedicated to improving the lives of everyone in the community by providing a range of social services, including low-cost or free mental health counseling, housing programs, vocational training, and support services. Some of the NVCSS programs are designed specifically to aid persons with disabilities. NVCSS will transport disabled clients to and from vocational and rehabilitation services on an as-needed basis, no fares required.



Shascade Community Services

Shascade Community Services (Shascade) is a not-for-profit agency which supports adults with developmental disabilities through programming focused on education, social activities, training, and daily living skills. Shascade assists clients with scheduling rides to medical appointments when needed. Shascade also provides transportation to and from day programming and work program sites on an as-needed basis. As all-day program participants are referred to Shascade by the FNRC, they are therefore eligible for transportation based on the needs identified in the patient's FNRC Individual Program Plan. Shascade also provides transportation to clients for community outings.



Veterans Administration

The Veterans Administration (VA) operates a Northern California Shuttle that brings veterans from the clinic in Redding to the larger medical centers in Martinez or Sacramento. Transportation to Martinez is available on Mondays and Wednesdays, and transportation to Sacramento is available Monday through Friday. Only one roundtrip to each destination is made per day.



NON-EMERGENCY MEDICAL TRANSPORTATION PROVIDERS

Non-Emergency Medical Transportation (NEMT) services are often identified as a top transportation need for senior adults and persons with disabilities. This section reviews NEMT services currently operating in the Shasta Region.

California Accessible Transportation

California Accessible Transportation helps people get to and from both local and far-away medical appointments, including appointments out of state. The California Accessible Transportation fleet has vehicles capable of accommodating wheelchairs, gurneys, and other devices. Clients can either pay using medical insurance or negotiate a private rate. Rides can be scheduled Monday through Friday from 7 AM to 5 PM and on Saturday from 8 AM to 2 PM. Appointments for Sundays can sometimes be scheduled in advance depending on staff availability.

Care-A-Van

Care-a-Van provides NEMT services throughout Northern California with a fleet of wheelchair-accessible vehicles. Clients can pay for trips to medical appointments either privately or with a California Partnership HealthPlan. Based on availability, Care-a-Van also offers ride services for other, non-medical purposes such as shopping and errands. Non-medical trips require private payment. Private fares are negotiated depending on the trip length. Rides can be scheduled Monday through Friday from 8 AM to 5 PM.

Divine Right Transportation

Divine Right Transportation helps clients get to addiction and recovery programs, the pharmacy, clinic visits, and other medical appointments. Rides are free for Medicare and Medicaid patients. Eligible patients can schedule rides throughout the Shasta Region and Northern California. Appointments are recommended, but not required. Services are available 24 hours, seven days a week.

Northbay Transit

Northbay Transit is based out of Redding and offers NEMT services for Northern California residents with a California Partnership HealthPlan. The Partnership HealthPlan pays for fares associated with Northbay Transit rides. Rides must be scheduled by phone.

Precious Cargo

Precious Cargo helps patients with medical conditions that require regular appointments get to and from medical offices. Precious Cargo accepts Partnership HealthPlans or private payments, which are negotiated based on the trip length. Partnership HealthPlans are required for clients who use wheelchairs. Service is available 24 hours, seven days a week, depending on capacity.

Southern Cascades Community Services District

The Southern Cascades Community Services District recently initiated its Health Transportation Services program, which provides rides to those with no other mobility alternative to medical, dental, vision, and chiropractic appointments. Vans are based out of Burney and Fall River Mills in addition to other locations in Lassen and Modoc Counties. Clients can schedule long-distance trips to see specialists in Davis, Sacramento, or San Francisco if needed. Rides can be paid for with either a Partnership HealthPlan or privately. Fares are negotiated depending on trip length. Rides must be scheduled by phone.

EDUCATION PROVIDERS

Most of the Shasta Region’s educational institutions and programs provide transportation for their students. School transportation primarily serves to get students to and from school. Occasionally, schools also provide transportation for purposes such as field trips or other extracurricular activities. Educational programs in the Shasta Region that provide some level of transportation assistance include:

- Shasta County Office of Education (26 school districts)
- Shasta Head Start (the Cottonwood, Happy Valley, and Redding Centers)
- Shasta College

ASSISTED LIVING AND HOME HEALTH CARE PROVIDERS

There are numerous assisted living facilities and home health care providers in the Shasta Region available for senior adults. Many of these services provide their clients/patients with transportation to medical and dental appointments, social services, and the grocery store. A few of the assisted living facilities also provide transportation for excursions as a part of recreational programming offered to residents. Shasta Region assisted living and home health care providers include:

- Assured Home Health
- Arcadia Health Care
- Accent Care
- A Touch of Heaven
- CFB, Inc.
- Compass Shining Care
- Holiday Senior Living by Atria
- Home & Health Care Management
- Home Helpers
- Marquis Care at Shasta
- Medical Home Care Professionals
- Oakdale Heights of Redding
- Quiet Water Independent Living
- Sierra Oaks Assisted Living and Memory Care
- Sundial Assisted Living
- Visiting Angels
- The Vistas Assisted Living and Memory Care
- Willow Springs Alzheimer’s Special Care Center

PRIVATE PROVIDERS

There are also private transportation providers in the Shasta Region. Companies which provide customer-demand-based transportation, such as cab services, limo rentals, or chartered rides, include:

- ABC Cab
- Yellow Cab
- Shasta Premier Transportation

Amtrak and FlixBus also operate in the Shasta Region, each providing fixed route services that can connect passengers to other metropolitan areas and a greater, nationwide transit network. The Amtrak and FlixBus services available in the Shasta Region are described below.

Amtrak /Amtrak Thruway

Amtrak's *Coast Starlight* train from Los Angeles to Seattle serves the Redding Train Station, adjacent to the RABA Downtown Transit Center, in the early morning; the northbound train departs at 3:05 AM and the southbound train departs at 2:31 AM. Amtrak San Joaquins also operates the Thruway Bus Route 3 between Stockton, Sacramento, and Redding. The Thruway bus departs Redding southbound at 6:05 AM and 10:05 AM each day. The northbound bus arrives in Redding at 5:45 PM and 9:35 PM.



The State of California requires Thruway Bus Route 3 passengers to transfer to an Amtrak train as part of their trip. Recent changes to California regulations now allow the San Joaquins Joint Powers Authority to modify this policy through public process, so that eventually passengers will be able to make trips on Thruway buses independent of train trips. While discussions are underway, this change has not yet been implemented for Route 3 as of the time of writing.

FlixBus

Flixbus offers one daily northbound bus trip from Redding that departs at 12:05 AM from the Downtown Transit Center. Flixbus also offers one daily southbound trip departing the Downtown Transit Center at 4:40 AM. The route follows I-5 as far as Portland, Oregon, or Seattle, Washington, to the north, and Sacramento, California to the south. One-way fares between Redding and Sacramento are in the \$27 to \$32 range. RABA is the local ticketing agent for Flixbus.



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Chapter 5

2017 COORDINATED PLAN PROGRESS REPORT

INTRODUCTION

This current study is updating the 2017 Coordinated Plan. This chapter briefly reviews the findings of that previous plan before discussing the current implementation status of the plan's goals and strategies. Recommendations are then provided on whether to include the previous strategies in the 2024 Coordinated Plan.

FINDINGS

Coordination Challenges

The 2017 Coordinated Plan identified multiple challenges preventing organizations/agencies from expanding transportation services or improving coordination with other providers. These challenges included:

- Funding limitations:
 - Low funding levels constrain staff sizes and limit the amount of funds available for providing transportation services or related capital expenditures, such as vehicles.
- Regulatory constraints:
 - State and federal regulations can make it difficult to provide transportation services by limiting how much providers can coordinate and share resources. Many state and federal regulations also require significant reporting time, further limiting staff capacity.
- Technology limitations:
 - Inconsistent access to cell phones and internet, as well as inconsistent cell service coverage across the Shasta Region, makes it difficult to communicate with residents. Limited cell phone access also makes it difficult for some residents to utilize new mobility solutions that require a phone for scheduling, such as microtransit.



Transportation Gaps

Based on public and stakeholder outreach for the development of the 2017 Coordinated Plan, the following gaps in service were identified:

- A lack of Sunday transportation options.
- Limited areas with access to transportation services. RABA only serves a small portion of the Shasta Region, and while some communities outside of the RABA service area are served by other transportation agencies, most of these services are offered on a limited basis.
- Infrequent service, specifically regarding RABA, which operates its fixed routes only hourly.

- The limited hours of operation of existing transportation services.
- Challenges with demand response services in the Shasta Region:
 - Requirements for advance scheduling.
 - Limited hours of operation.
 - Expensive fares.
 - Restrictive eligibility requirements.
 - The limited RABA Demand Response service area.
- A lack of knowledge of existing transportation services.
- A lack of bus options to Sacramento, particularly express services.

REVIEW OF STRATEGIES

Status of Previous Strategies

Table 11 summarizes the eight priority strategies included in the 2017 Coordinated Plan. The strategies are listed in order of priority, as presented in the previous plan. Details on the eight strategies and their current implementation status are provided on the following pages.

1. ***Evaluate, strengthen, and maintain existing transportation services/projects***— Support existing services through additional operating funds and the procurement of capital equipment, new or replacement vehicles, mobile radio equipment, and other technology. Vehicle procurement should prioritize alternative-fueled vehicles. Install passenger amenities to improve access to the existing fixed route system, such as benches, shelters, signs, and lighting.
 - a. ***Status***— Continuous. This strategy calls for ongoing investments to ensure current transportation services are maintained. In the years since the adoption of the 2017 Coordinated Plan, specific projects that have advanced this strategy include the purchase of new vehicles by most of the transportation providers in the Shasta Region, including the first battery-electric bus for RABA, as well as the development of both the RABA and SRTA Zero Emission Bus (ZEB) Rollout Plans (discussed in Appendix B). ShastaConnect also enhanced operations by procuring Via technology for ride scheduling. All grants received since 2017 to fund Shasta Region transportation services can be considered to have advanced this strategy.
2. ***Marketing and education of services***— Increase awareness of existing transportation services by developing consolidated/coordinated marketing materials, such as brochures, social media accounts, and websites. Develop a “travel training” program for students, seniors, and people with disabilities to teach them how to use RABA.
 - a. ***Status***— Continuous. Since 2017, SRTA updated its brochure summarizing existing transportation resources in the Shasta Region (the Need-A-Ride Guide). The Need-A-Ride Guide was also updated again as a part of the 2024 Coordinated Plan effort. United Way maintains a database of regional transportation services through the 211 NorCal website. RABA has also initiated a travel training program.

Table 11: Status of 2017 Coordinated Plan Strategies

	Strategy	Status	Details	Recommendation for 2024 ¹
1	Evaluate, Strengthen, and Maintain Existing Transportation Services/Projects	<i>Continuous</i>	Grants for transportation services (Section 5310, etc.). New vehicle acquisitions. RABA acquired first battery-electric bus. Development of RABA and SRTA ZEB Rollout Plans. Incorporated new technology to improve CTSA service (Via).	Update
2	Marketing and Education of Services	<i>Continuous</i>	Need-A-Ride Guide. ShastaConnect Brand. On-call Marketing Consultant for ShastaConnect. Database of regional providers maintained by United Way (211 NorCal).	Update
3	Mobility Management	<i>Not Implemented</i>	No Mobility Manager position established. No organization officially designated as responsible for Mobility Management.	Update
4	Multi-Organizational Approach to Solutions/Overall Coordination	<i>Continuous</i>	Social Service Transportation Advisory Council (SSTAC) meetings. Coordination among agencies to promote public outreach efforts.	Update
5	Driver Recruitment, Development, Screening, and Training Program	<i>Not Implemented</i>	No driver training program established.	Update
6	New or Expanded Services/Projects to Meet Identified Gaps and Needs	<i>Continuous</i>	Initiation of ShastaConnect On Demand Sunday service. Initiation of new transit services to VA Clinic (RABA Route 15). Route 19 (Beach Bus) service to Whiskeytown Lake.	Update
7	Infrastructure Projects	<i>Continuous</i>	Adoption of 2018 RTP. Adoption of 2018 GoShasta Regional ATP. Adoption of 2018 City of Redding ATP. Installation of new amenities at existing bus stops. RABA technology upgrades - onboard Wi-Fi, real-time transit info. Regional partners secured \$45 million for pedestrian and bike projects.	Update
8	Shared Used of Agency Vehicles	<i>Not Implemented</i>	No significant increase in vehicle sharing. No study on vehicle sharing conducted. No vehicle sharing program established.	Update
Note 1: All strategies included from the 2017 Plan in the updated Coordinated Plan will be modified and reprioritized to accurately reflect community needs during the current planning process. Source: 2017 Shasta Coordinated Transportation Plan				

SRTA has developed the ShastaConnect brand and retained an on-call marketing consultant for the service. Other recommendations included under this strategy have not yet been implemented, such as the establishment of a coordinated website.

3. ***Mobility management*** – Establish a mobility manager position to improve coordination of transportation services in the Shasta Region. Responsibilities of the mobility manager would include, but not be limited to, maintaining updated information regarding existing services, encourage participation in transportation planning efforts, conduct outreach on behalf of the various transportation providers through social media, the internet, over phone, and at in-person events, and help coordinate volunteer driver programs.
 - a. ***Status*** – Not implemented. No mobility manager position has been established for the Shasta Region since the adoption of the 2017 Coordinated Plan. Also, no organization has officially assumed responsibility for mobility management for the Shasta Region. This goal may progress soon, however, as RABA recently applied for Section 5310 funding to start a mobility management program and hire a mobility manager.
4. ***Multi-organizational approach to solutions/overall coordination*** – Increase coordination among transportation providers in the Shasta Region by regularly engaging with stakeholders from transportation organizations/agencies. This engagement could be conducted by extending regularly held SSTAC meetings to focus on coordination efforts. Implementing a multiorganizational approach to solutions would allow for different types of projects to advance, including but not limited to the centralized maintenance of vehicles, sharing vehicles, coordinated fuel purchases, a transportation stakeholder email listserv, and centralized administration of social service transportation programs.
 - a. ***Status*** – Continuous. Outside of routine communication and coordination at SSTAC meetings, no concerted efforts have yielded solutions to larger, more fundamental coordination issues since the adoption of the 2017 Coordinated Plan. SRTA continuously works to ensure the SSTAC is representative of the greater Shasta Region and includes individuals with different interests. In addition to SSTAC meetings, regional providers and stakeholders have continuously coordinated to promote public outreach efforts being conducted to advance regional mobility. ShastaConnect and RABA also have a pre-established coordination agreement to minimize duplication between RABA Demand Response and the ShastaConnect weekday CTSA services.
5. ***Driver recruitment, development, screening, and training program*** – Develop hiring guidelines, requirements, and standards for commercial drivers throughout the Shasta Region. Adopt a consistent training program for all commercial drivers, including instruction on how to best assist passengers with disabilities.
 - a. ***Status*** – Not implemented. No driver training program or driving training guidelines have been established for the Shasta Region since the adoption of the 2017 Coordinated Plan. However, RABA recently initiated discussion with the RABA contractor about providing this type of program.

6. ***New or expanded services/projects to meet identified gaps and needs*** – Assess the feasibility of new or expanded services to address the unmet transit needs identified in the 2017 Coordinated Plan. Once it is determined whether a service would be reasonable to meet, implement said service improvement. Example service improvements or programs that would fill transportation gaps within the Shasta region include but are not limited to, Sunday service, demand response services in non-urban areas, travel training programs, and the implementation of on-demand pilot programs.
 - a. ***Status*** – Continuous. Most of the projects suggested under this strategy require extensive coordination and resources, making them difficult to implement quickly. Despite these challenges, significant progress has been made towards implementing this strategy, such as the initiation of the ShastaConnect Sunday on-demand service, resuming Route 19 (Beach Bus) service, and initiation of RABA service to the new VA Clinic (Route 15).
7. ***Infrastructure projects*** – Improve first/last mile connectivity to existing bus services through infrastructure projects such as installing additional shelters and benches at bus stops, constructing new sidewalks and paths, and implementing transit-oriented development practices.
 - a. ***Status*** – Continuous. Most of the projects suggested under this strategy require extensive resources, planning, and coordination, making them difficult to implement quickly. The *2018 Shasta Regional Transportation Plan*, the *2018 GoShasta Regional Active Transportation Plan*, and the *2018 City of Redding Active Transportation Plan* include multiple project recommendations to improve pedestrian and bicycle infrastructure in the Shasta Region, which in turn will improve access to transit services. Regional partners have secured \$45 million to advance pedestrian/bicycle projects since these plans were adopted. In addition to these active transportation projects, other, more comprehensive grants have also been secured in the past few years, such as the Affordable Housing and Sustainable Communities grant awarded to the City of Shasta Lake and the Redding Rancheria for a bus stop, bike and pedestrian improvements, and affordable housing in the City of Shasta Lake.

RABA has also continued to maintain existing passenger amenities at its bus stops, as well as install new benches and signs. Currently, RABA is working on moving amenities no longer served by RABA to those that are served. RABA also implemented multiple technology upgrades since 2017, such as installing Wi-Fi on buses, implementing transit signal priority at fifteen intersections in Redding, and launching real-time transit data through platforms such as Google Maps and the Transit phone application.
8. ***Shared use of agency vehicles*** – Share underutilized vehicles among agencies to maximize available resources. If needed, conduct a study on how to best design a vehicle-sharing program, including potential funding requirements or policy restrictions that may limit such coordination.
 - a. ***Status*** – Not implemented. No such program has been established for the Shasta Region since the adoption of the 2017 Coordinated Plan. No study has been conducted to advance this strategy. However, regional providers have expressed significant interest.

RECOMMENDATIONS FOR 2024 COORDINATED PLAN

It is recommended that all the priority strategies included in the previous plan be included in some format in the 2024 Coordinated Plan. Later chapters evaluate and prioritize the strategies and proposals being carried over from the 2017 Coordinated Plan based on the greatest transportation needs and coordination challenges impacting the Shasta Region today.

STAKEHOLDER AND PUBLIC OUTREACH

INTRODUCTION

Coordinated plans require public participation, specifically from seniors, individuals with disabilities, low-income individuals, social services agencies, and transportation providers. During the development of this *2024 Shasta Coordinated Transportation Plan*, LSC Transportation Consultants, Inc. (LSC) conducted three workshops, a survey of local transportation providers, and stakeholder interviews. This chapter summarizes the public input received through these various outreach efforts.

WORKSHOPS

July 2023

The first workshop for the Coordinated Plan was held as a part of a special SSTAC meeting on July 25th, 2023. The workshop introduced the SSTAC to the coordinated planning process and solicited feedback on regional transportation issues. LSC kicked off the workshop with a presentation discussing the purpose of the 2024 Coordinated Plan, takeaways from the existing conditions analysis (Chapters 3 and 4), and findings from the previous 2017 Coordinated Plan (Chapter 5). SRTA and LSC then led a discussion about perceived transit gaps and needs, duplications in service, and transportation barriers in the Shasta Region. The meeting discussion focused on the following needs:

- Better coordination between RABA Demand Response and the SRTA services.
- Vehicle sharing between agencies.
- Coordinating program eligibility requirements.
- New travel training programs.
- Widespread and inclusive marketing.
- More door-to-door or door-through-door services.

September 2023

The second workshop was held in the Redding Public Library on September 28th, 2023. The workshop was intended for both SSTAC members and the general public to attend. LSC presented an overview of the Coordinated Plan planning process, followed by a summary of the previous Coordinated Plan strategies. SSTAC members indicated which existing strategies should be carried into the 2024 Coordinated Plan update, as well as potential new strategies to be considered. This was followed by a discussion of previously identified needs and gaps in service and potential programs or proposals that could help alleviate these needs. Proposals discussed included the consolidation of branding and marketing for ShastaConnect and RABA services, and efforts to maintain the existing level of transportation services being provided in the region. A full recording of this meeting is located on [YouTube](#).

January 2024

The third workshop for the Coordinated Plan was held as a part of a special SSTAC meeting on January 24th, 2023. At the workshop, the plan's recommended strategies, their related projects or proposals, and designated responsible parties for implementation were discussed in great detail. The input and feedback from this meeting, as well as comments received during the public review period (January 24th to Feb 6th), are also included in this final Coordinated Plan.

TRANSPORTATION SERVICE AGENCY SURVEY

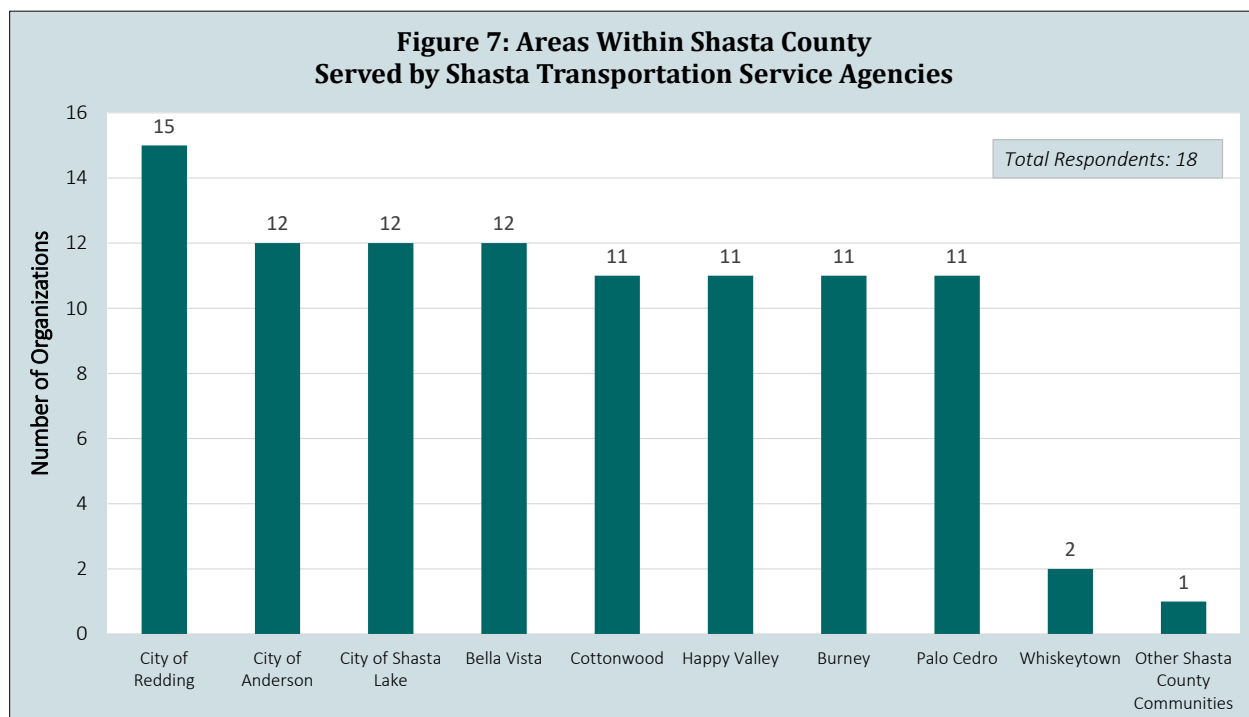
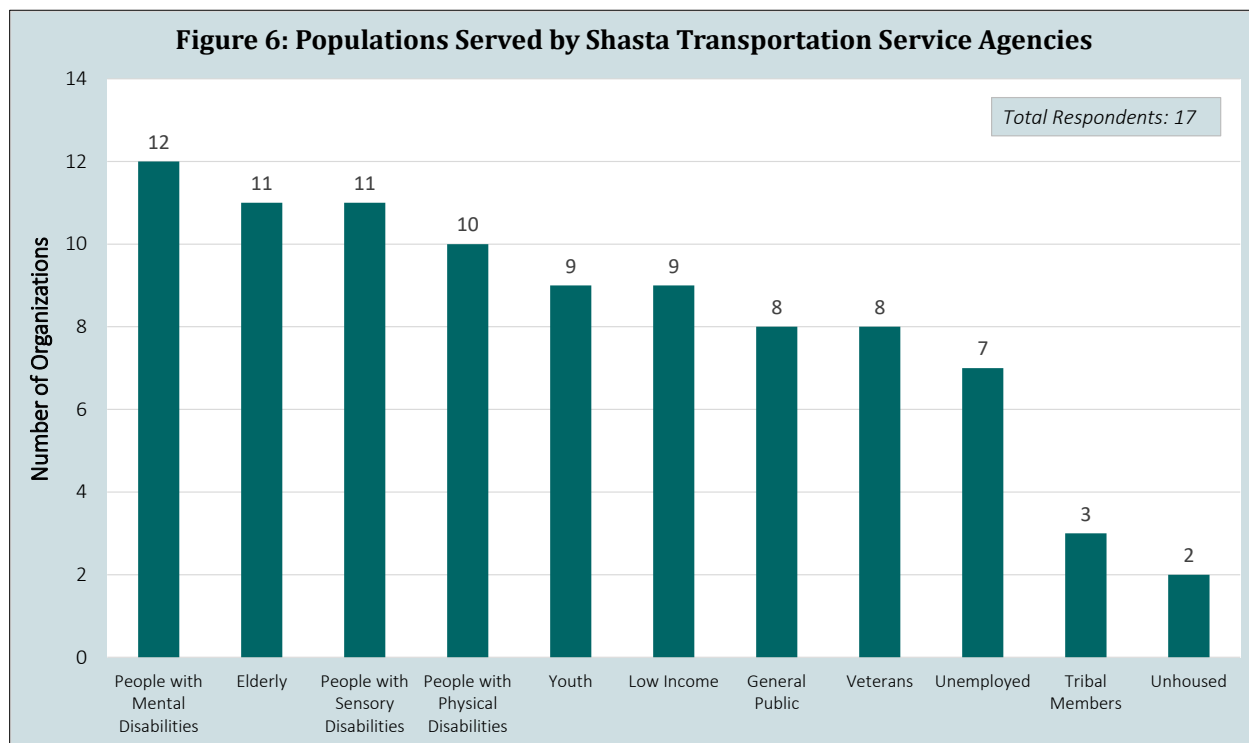
The Transportation Service Agency Survey (TSA Survey) was designed to gather more information about existing services available within the Shasta Region. The TSA Survey was distributed to the agencies and organizations identified in Chapter 4 ("Existing Transportation Services") and consisted of multiple choice, open-ended, and fill-in-the-blank questions. Respondents were asked about their respective programs' operations, as well as unmet transportation needs and coordination challenges impacting the region.

The TSA Survey was distributed to the transportation agencies by email and was available for agency representatives to complete from August 8th to September 15th, 2023. Each organization received three to four reminders to participate during that period. LSC and SRTA staff also reached out to additional stakeholders directly the week of August 28th to ask them to complete the TSA Survey. In all, twenty stakeholders participated. The TSA Survey findings are summarized briefly in this chapter. Operations data provided by the TSA Survey respondents is summarized in Chapter 4 under the appropriate agency description. Additional results are contained in Appendix C.

Program Information

The TSA Survey respondents comprised representatives of public, nonprofit, and private transportation agencies. Many of the organizations/agencies serve the key demographic groups that are the focus of the 2024 Coordinated Plan (seniors, disabled, and low-income), as seen in Figure 6. Based on the data shown, there are slightly more organizations catering to disabled and elderly individuals in the Shasta Region than organizations catering to low-income or unhoused individuals. A few of the organizations that completed the TSA Survey cited they are *unable* to meet the needs of people with severe ambulatory limitations due to the extra equipment and staff training required to help passengers board and alight safely.

Almost all the organizations surveyed offer transportation within the City of Redding (Figure 7), which is not surprising given it is the largest population and commercial center in the Shasta Region, as well as where many of the providers are physically located. Most of the organizations also provide transportation in the City of Anderson, the City of Shasta Lake, Bella Vista, Burney, Cottonwood, Happy Valley, and Palo Cedro. Six of the surveyed agencies reported they provide transportation to areas outside of the Shasta Region, however, only one (the Veterans Administration) provides transportation to Sacramento or beyond.



Transportation Gaps and Current Coordination Efforts

The TSA Survey asked each organization/agency what they perceive to be unmet transportation gaps in the Shasta Region. The largest gaps identified were as follows:

- Limited organizational capacity to meet existing demand.
- Limited access to existing services for residents living in remote areas of the Shasta Region.
- Limited paratransit coverage throughout unincorporated Shasta County.
- Lack of affordable transportation programs with specialized assistance for senior adults.
- Lack of awareness of existing transportation services, specifically non-emergency medical transportation (NEMT) options covered by medical insurance.
- Lack of affordable transportation for low-income people not eligible for Medi-Cal.
- Limited Sunday transportation options.
- Limited transportation options at night.
- Infrequent fixed route service in the Redding urban area.

Agency staff reported they are currently unable to meet all the trip requests/needs they receive from their clients, such as door-through-door services, Sunday service, and for transportation to areas outside of the RABA service area. A few of the non-profit organizations also said that they are not able to meet their clients' demand for rides to grocery stores, medical appointments, and other errands.

Most of the respondents indicated their respective organizations coordinate to some degree with other regional agencies. For instance, local assisted living centers, such as Marquis Care at Shasta, contract with NEMT providers such as Precious Cargo and California Accessible Transportation to help their residents get to medical appointments. The Far Northern Regional Center also contracts with several local transportation vendors for its clients. No respondent reported sharing staff or vehicles.

Suggestions to Improve Coordination and Mobility

The agencies who participated in the TSA Survey have the following suggestions to increase coordination among transportation providers in the Shasta Region:

- Share underutilized vehicles.
- Share vehicle maintenance facilities and equipment.
- Establish a unified, shared driver training program.
- Potentially consider new CTSA service arrangements to minimize confusion among local residents and minimize administrative duplication.
- Establish mobility management programs.

The following recommendations were made for strategies and solutions that would likely improve mobility in the Shasta Region:

- Subsidy programs for taxis, Lyft, and Uber.
- Volunteer transportation programs/mileage reimbursement programs.

- Improved information on existing services.
- More on-demand service options.
- Expand existing programs' service areas.
- More affordable fares.
- Improved pedestrian and bicycle connections.
- More RABA bus stop locations.

STAKEHOLDER INTERVIEWS

A series of interviews were held with six stakeholders within the transportation and transit provider community of Shasta. These interviews were conducted with the following stakeholders:

- John Andoh, Transit General Manager of Redding Area Bus Authority
- Brody Wilbourn, Director of Transportation at Dignity Health Connected Living
- Sean Tiedgen, Executive Director of Shasta Regional Transportation Agency
- Christina Prosperi, Complete Streets Acting Lead for Caltrans District 2
- Kristen Schreder, Current SSTAC Member and former City of Redding Mayor/Councilmember
- Donald Black, Redding Site Manager, Veterans Affairs

The following questions were asked:

- What major transportation issue do you hope to see addressed in Shasta moving forward?
- Without considering potential funding or staffing constraints, how would this issue best be resolved?
- What population group, or groups, would most benefit from these transportation improvements?
- What else would you like to add to the conversation in regards to transportation in Shasta?

Interviews revealed that there is still progress to be made in transportation in the Shasta Region, particularly for those who are older and or living with a disability. The most common discussion theme among the various interviews was the need to increase the level of ongoing communication amongst providers in order to improve transportation services for all. Increasing and enhancing facilities that support transportation (bus stop improvements) also came up during the interview discussions. Getting reliable and consistent transportation services out to rural parts of the Shasta Region was a concern for most interviewees, as well as the ongoing challenge of determining how to best manage and distribute financial resources. These stakeholder interviews were considered in the creation of strategies presented under Chapter 10.

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TRANSPORTATION NEEDS, GAPS, AND DUPLICATIVE SERVICES

INTRODUCTION

The ultimate goal of the 2024 Coordinated Plan is to improve the quality and quantity of transportation services available to senior adults, people with disabilities, and low-income persons in the Shasta Region. A thorough understanding of regional transportation needs reveals where enhanced coordination and expanded service options would be most impactful in increasing transportation access.

This chapter first summarizes transportation needs identified by stakeholders and community members throughout the planning process, as discussed in Chapter 6. Then, demographic data is used to quantify the relative need for transportation services based on community characteristics. Gaps in service are then identified based on community input and the demographic and demand analyses presented in Chapters 3 and 7. Then, challenges currently inhibiting coordination among Shasta Region transportation providers are discussed, followed by an analysis of duplicative transit services in the Shasta Region. The findings presented in this chapter informed the final strategy and proposal recommendations.

TRANSPORTATION NEEDS AND DEMANDS

To learn more about regional transportation needs, transportation service agencies were surveyed during the summer of 2023. Public workshops were also held on July 25th and September 28th, 2023, to elicit input directly from stakeholders and local residents. The major transportation needs identified during these outreach opportunities are listed below.

- Additional affordable transportation options for seniors, people living with disabilities, and low-income residents.
- Additional marketing tools and strategies to increase awareness of existing transportation services in the Shasta Region.
- The provision of “door-through-door” transportation services, versus curb-to-curb or door-to-door.
- Service and capital improvements to make RABA services more accessible – install more bus stop shelters to protect passengers from the elements, travel training programs for passengers, and increased service frequency, among others.

In Chapter 3, demographic data from the 2021 ACS 5-Year Estimates and the 2020 Decennial Census was analyzed to assess transportation needs in the Shasta Region by community. This demographic review included a Transit Need Index (TNI) analysis. The TNI determined relative transit need by place based on how many transit-dependent persons (seniors, disabled, low-income, unemployed residents, and people living in zero-vehicle households) live in each community. Six communities (listed in Table 1) had TNI scores of 10 or greater out of 25, indicating a greater relative transit need compared to other places.

Table 12 shows the estimated daily and annual demand for public transit in terms of passenger-trips for each of the six communities with high transit needs.

These figures were estimated using 2021 ACS data and the Transportation Research Board (TRB) Transit Cooperative Research Program (TCRP) Report 161: Methods for Forecasting Demand and Quantifying Need for Rural Passenger Transportation: Final Workbook (2016). TCRP Report 161 recommends procedures on how to quantify the need for transportation services in a community based on demographics, as well as the expected demand that is likely to be generated if services were to actually be provided to all desired locations and at all hours. Applying the demand estimation methodology recommended in the TCRP Report to the six communities in the Shasta Region with high transit needs resulted in the following conclusions:

- Redding is home to the greatest number of transit-dependent people in the Shasta Region. It also has the most transportation services operating within the community, including RABA, ShastaConnect, and several other private and non-profit transportation providers. According to the methodology in TCRP Report 161 and the demographic data presented in Table 12, it was estimated that Redding residents could generate transit demand equal to 2,300 daily one-way trips and 689,700 annual one-way trips. This figure is based on the fact that 15 percent of Redding residents are low-income, and 6 percent of homes have no vehicle.
- Anderson has a fairly significant proportion of residents who are low-income, with 19.5 percent of its population living below the poverty line. The transit demand analysis found that Anderson could generate 530 daily one-way trips and 159,700 annual one-way trips.
- Shasta Lake could generate transit demand equal to approximately 350 daily one-way trips and 105,600 annual one-way trips, due in large part to the high proportion of low-income residents in the community (17.5 percent).
- While Johnson Park has a smaller population (872 people) and only 342 households, 12 percent of these households have no vehicle available for use. Based on the TCRP estimation tool, there is estimated demand for 50 daily one-way passenger-trips and 13,500 annual one-way passenger-trips by residents of Johnson Park.
- Burney is estimated to generate transit demand equal to 60 one-way passenger-trips per day and 19,100 per year, in part due to the high proportion of residents who are low-income (19 percent).
- Considering the number of low-income residents and zero-vehicle households, Mountain Gate was estimated to potentially generate transit demand equal to 60 one-way passenger-trips per day or 18,800 passenger-trips annually.

The estimates of relative transit demand presented in Table 12 should be considered alongside the information discussed in previous chapters to determine where, or whether, additional transportation services are warranted. For instance, while there may be need for transportation services in communities like Johnson Park, beyond ShastaConnect, to meet the needs of senior, disabled, and low-income residents, the estimated level of transit demand based on Johnson Park's population size indicates it would likely not be operationally or financially feasible to run additional fixed route or paratransit services directly to that area. This 2024 Coordinated Plan recommends other coordination and improvement strategies besides increasing transit service levels to improve mobility access and the availability of information for rural Shasta Region residents. These strategies are presented in Chapter 10.

Table 12: Daily and Annual Passenger Trip Demand

	Total Population	Total Low Income Persons		Total Households	Zero-Vehicle Households		Daily 1-Way Passenger- Trips	Annual 1-Way Passenger-Trips
		#	%		#	%		
Redding	93,251	13,750	14.7%	36,880	2,090	5.7%	2,300	689,700
Anderson	11,208	2,186	19.5%	4,577	484	10.6%	530	159,700
Shasta Lake	10,399	1,815	17.5%	3,988	320	8.0%	350	105,600
Johnson Park	872	146	16.7%	342	41	12.0%	50	13,500
Burney	3,377	640	19.0%	1,128	58	5.1%	60	19,100
Mountain Gate	795	372	46.8%	378	57	15.1%	60	18,800
Source: TCRP Report 161: Methods for Forecasting Demand and Quantifying Need for Rural Passenger Transportation: Final Workbook								
Note 1: Only communities that scored 10 or greater in the Transit Needs Index (presented in Chapter 3) were included in the demand analysis.								

GAPS IN SERVICE

Gaps in service are typically identified under three categories or a combination of them:

- **Geographic gaps** are those areas which do not have service available. Besides areas with no services altogether, geographic gaps also occur when there are no specialized services available within the region (i.e. no specialized services for people with disabilities) or because there are no services available to the key destinations where people need to go.
- **Temporal gaps** are defined as days or times when service is not available.
- **Eligibility gaps** exist when individuals are not eligible for transportation services because they do not meet the criteria of agencies providing transportation or the programs that fund them.

The following gaps in service were identified during the development of the 2024 Coordinated Plan through the review of existing services, stakeholder input, and public outreach:

1. There are few transportation programs that offer specialized assistance, such as wheelchair accommodations and door-through-door staff support, for senior adults with limited insurance coverage.
2. There are no public transportation services available on Sundays besides the ShastaConnect Sunday on-demand service. As this service primarily serves urban and rural residents living along the Interstate 5 corridor (Shasta Lake, Redding, and Anderson), it excludes residents of other major rural communities within the region such as Burney and Johnson Park.
3. The existing RABA fixed routes generally operate on an hourly basis, which can result in long wait times for passengers. Long wait times limit people's ability and desire to take transit, especially when weather conditions are uncomfortable. This indicates a need for more shelters, as well as more frequent service.
4. Most existing transportation services end operations in the early evening, leaving residents who work later hours, such as retail and food services workers, with no options for getting home. The same issue applies to workers who have overnight shifts.

5. There are limited transportation service options outside of the Cities of Redding, Anderson, and Shasta Lake (the RABA service area) besides ShastaConnect. While other organizations provide service to Bella Vista, Burney, Cottonwood, Happy Valley, and Palo Cedro besides ShastaConnect, many of the other services are limited in their program eligibility or availability. In particular, there are limited paratransit options for eligible senior, disabled, and ADA-certified passengers outside the three-quarter mile buffer from RABA fixed routes.
6. Often, residents do not know about the various transit programs available within the Shasta Region, including service areas, eligibility requirements, fares, operating hours, and system access, due to the complexity of the program parameters and boundaries. Transit-dependent populations also change regularly, meaning residents may be unaware of programs they are newly eligible for. Ongoing, regular outreach campaigns informing potential riders of various services are needed.

COORDINATION CHALLENGES

Most transportation service organizations in the Shasta Region expressed interest in improving coordination, however, some potential coordination strategies, such as sharing vehicles between agencies, are logistically difficult to implement. The following challenges were identified by stakeholders as limiting coordination between transportation providers:

- Regulatory constraints – Many transportation providers in the Shasta Region receive some level of grant funding. Grants typically have strict requirements about who can use the funds and how funds may be used, limiting how organizations can share resources.
- Limited organizational capacity – Most transportation service organizations operate with limited staff and funding. In many cases, there is not even a full-time staff member dedicated to operating the transportation program. These challenges make it difficult to take on additional commitments related to improving regional coordination.
- Different organizational focuses – Transportation providers in the Shasta Region have different missions; also, transportation is not the primary focus for most of the organizations identified in this report, including Northern Valley Catholic Social Service, Krista Foster Homes, and Shascade Community Services, among others. The ability to coordinate between organizations is minimized if programs serve different groups or purposes. The capacity to coordinate transportation services is also minimized if organizations have other programs requiring time and resources.

SIMILAR SERVICES

Based on the review of existing transportation services (Chapter 4), as well as public feedback (Chapter 6), no duplicative services were identified in the Shasta Region. The only services that were found to have duplicative elements were the RABA Demand Response and the ShastaConnect CTSA greater Redding service zone. These programs provide the same type of service, serve the same areas (at least partially), and incur similar administrative and capital costs. The respective service areas are shown in Figure 8, and key service characteristics are detailed in Table 13. While not available on weekdays, information on the ShastaConnect Sunday on-demand service is also shown in Figure 8 and Table 13 to highlight similarities.

Figure 8: RABA Demand Response, ShastaConnect CTSA, and ShastaConnect Sunday Service Areas

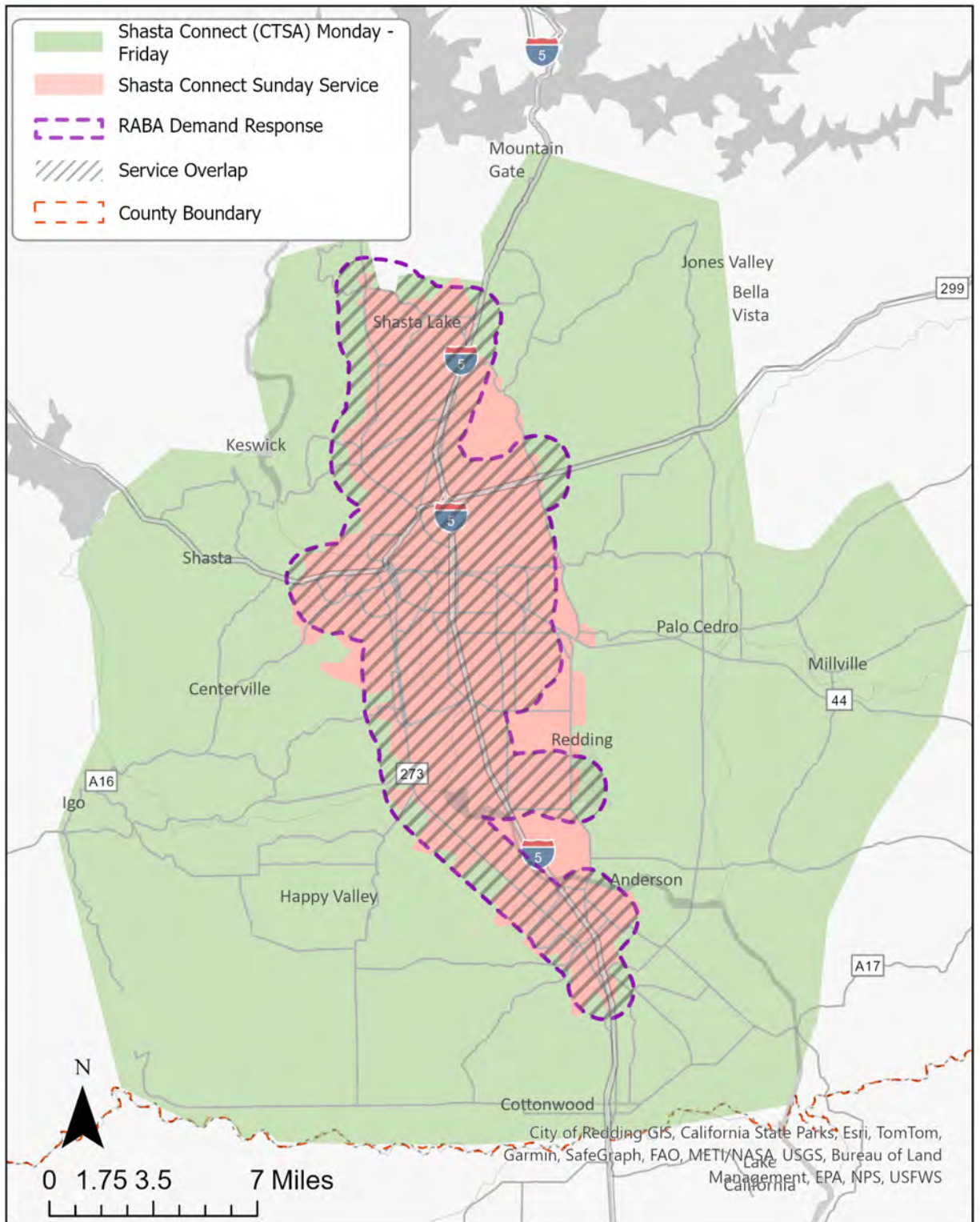


Table 13: RABA Demand Response and ShastaConnect Service Characteristics

	RABA Demand Response	ShastaConnect ¹	
		CTSA	Sunday On-Demand
Service Type	Dial-a-Ride	Dial-a-Ride	Microtransit
Days	Mon. - Sat.	Mon. - Fri.	Sun.
Hours	M - F: 5:35 AM - 8:30 PM; S: 8:35 AM - 8:30 PM	8:00 AM - 3:30 PM	6:30 AM - 7:30 PM
Service Area	See Figure 8	See Figure 8	See Figure 8
Fares - One-Way Trip	\$3.00 + \$1.50 per additional zone	Free	Free
Reservation Process	Call Dispatch ²	Phone Application / Call Dispatch / Website Request	Phone Application / Call Dispatch / Website Request
Passenger Eligibility Requirements	People with Disabilities Whom Cannot Ride RABA Fixed Routes	Residents Outside RABA Service Area	N/A
<i>Sources: RABA, ShastaConnect</i> Note 1: ShastaConnect services are currently fare-free due to grant funding. Fares are planned to resume in July 2024. Note 2: RABA will rollout new trip planning application, Manage My Trip, on February 1, 2024.			

It should be noted that RABA and ShastaConnect have structured their respective services to minimize duplication as much as possible. RABA Demand Response is available on weekdays and Saturdays for ADA-paratransit riders only and does not serve seniors, low-income riders, or those passengers who do not meet ADA eligibility criteria. The ShastaConnect CTSA service is available on weekdays as well but does *not* serve trips that start and end in the RABA service area and could therefore be served by RABA. While the ShastaConnect Sunday on-demand service operates within a nearly identical service area as RABA Demand Response, as shown in Figure 8, there is not any duplication of services because RABA does not operate on Sundays.

While the three services considered are not duplicative, operating them under different operators means more staff, technology licenses, and vehicles are required than if only one operator were used. Productivity, as measured by the number of trips carried per hour, is not maximized under the current structure either; if all ride requests were submitted to one organization, drivers could likely take on more total trips per hour. For instance, a combined weekday service that is serving a trip from an area outside of the RABA Demand Response area (such as a trip from Palo Cedro to downtown Redding) could potentially also serve a trip within the RABA Demand Response area (such as from eastern Redding to downtown Redding) along the way. Consolidating the three services so they are operated by one provider or provided under one regional brand with multiple operators under one system, would allow for the more efficient use of capital resources and staff time and improve the impact of limited transit funds, including FTA Section 5307 (Urbanized Areas), Section 5310, Section 5311 (Rural Areas) grants, Section 5339 grants, and State grants such as Low Carbon Transit Operations Program (LCTOP) funds, State of Good Repair (SGR) funds, and Senate Bill (SB) 125 funds.

Consolidating the services would also likely improve residents' understanding of the different services, potentially boosting ridership. For instance, RABA passengers who rely on the Demand Response service might be currently unaware of the ShastaConnect Sunday On-Demand service because it is operated by a different provider. However, this confusion would be eliminated by consolidating services.

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COORDINATION PROJECT REVIEW PROCESS

INTRODUCTION

Each region has its own processes in reviewing and submitting applications for proposals to potentially be funded by the FTA or the State of California. The following section describes the Shasta Region's process for reviewing and submitting projects for FTA funding. This is followed by the potential project examples under these types of funding mechanisms.

PROJECT REVIEW PROCESS

As stated in the SRTA Policies and Procedures, the FTA Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities Program provides formula funds to states to improve mobility for seniors and individuals with disabilities. Under the federal Moving Ahead for Progress in the 21st Century legislation (MAP-21) (2012), Section 5310 was expanded to incorporate project types from the repealed New Freedom program. The vehicle projects and related equipment under the previous 5310 program are now called Traditional 5310; the former New Freedom projects are called Expanded 5310. In small urban (population under 200,000) and rural areas, the California Department of Transportation (Caltrans) Division of Local Assistance, Office of Federal Transit Grants, provides funding for capital and operating assistance on a competitive basis and administers the projects.

All proposals selected for funding under Section 5310 must be included in a locally developed, coordinated public transit-human services transportation plan, as detailed in Chapter 2. SRTA, as the RTPA for Shasta County and the MPO for the Redding Urbanized Area, reviews and assists in scoring traditional 5310 applications, per the state management plan.

PROPOSAL EXAMPLES

Section 5310 proposals must aim to improve mobility for seniors and individuals with disabilities by removing barriers to transportation service and expanding transportation services. Possible proposals or programs may include any of the following examples:

- The purchase of:
 - Buses and vans.
 - Wheelchair lifts, ramps, and securement devices.
 - Transit-related information technology systems, including scheduling/routing/one-call systems.
 - Other vehicles to support new accessible taxis, ride-sharing services, and/or vanpooling programs.
- The acquisition or implementation of:
 - Mobility management programs.
 - Transportation services under a contract, lease, or other arrangement.

- o Travel training.
- o Volunteer driver programs.
- o Signage, or way-finding technology.
- o Accessibility improvements to bus stops (curb cuts, sidewalks, or other accessibility features).

The federal share of eligible capital costs for Section 5310 may not exceed 80 percent, and 50 percent for operating assistance. The 10 percent that is eligible to fund program administrative costs, including administration, planning, and technical assistance, may be fully covered by federal funding.



Note: Wheelchair passenger being unloaded from van now operated by ShastaConnect [Photo], sourced from SRTA

COORDINATION GOALS AND CRITERIA

INTRODUCTION

This chapter identifies mobility goals and evaluation criteria for coordination strategies within the Shasta Region. These goals have been created to ensure potential proposals modify Shasta Region transit services in a manner that yields service improvements which more aptly meet the transportation needs of senior adults, people living under the poverty level, and people with a disability. Through discussion with SRTA staff, the SSTAC, and other community stakeholders, four major, overarching goals were identified to prioritize the implementation of recommended coordination strategies. These major goals are described in this chapter, followed by general examples of strategies and/or proposals that would support each of these goals.

COORDINATION GOALS FOR THE SHASTA REGION

The following regional coordination goals are presented in order of priority based on community needs, as determined through discussion with SRTA staff, the SSTAC, and existing transportation providers. The only exception is Goal IV: Outreach, which was not actually deemed as fourth most important; rather, stakeholders suggested that efforts designed to advance the other three goals should also include elements that simultaneously advance the outreach goal as well. Each coordination goal is followed by general examples of activities, programs, and proposals that would support the goal and could potentially be funded by FTA application requests or other eligible grant programs. More specific recommendations for proposals to advance the four coordination goals are included in the following chapter.

I. Increase Cooperation and Coordination Among Transportation Providers

This goal is supported by measures that enhance the ability of different organizations to coordinate with each other in the provision of services, resulting in improved overall efficiency and service quality. Proposal themes that advance this goal are listed below.

- Expand opportunities for communication between transportation service providers and referral agencies.
- Support ongoing communication and coordination between public, tribal, non-profit, and for-profit transportation service providers.
- Enhance the capacity for coordinated scheduling, reservations, and dispatch services among providers.
- Support vehicle sharing and maintenance agreements between providers where feasible.
- Enhance emergency transportation planning for people with special mobility needs.
- Coordinate public and specialized transportation services with veterans' transportation programs.
- Investigate and reduce potential duplication of services to improve efficiency.
- Apply for grants to support coordinated planning and service efforts between providers.

II. Enhance or Expand Transportation Services

This goal is advanced by measures that increase the availability or duration of mobility services or which introduce new programs to address identified unmet needs. Proposal themes that support this coordination goal are listed below.

- Increase existing services' hours of operation to start earlier in the day and/or run later at night.
- Increase the number of days existing services are available, including weekend service options.
- Increase the operating frequency of existing services.
- Expand services into new or underserved areas.
- Recruit and retain volunteer and/or paid drivers to expand service levels.
- Enhance or introduce "first mile/last mile" service connections.
- Reduce travel costs as a barrier to accessing services, specifically those offered by social service organizations and private companies.
- Improve Non-Emergency Medical Transport (NEMT) services for patients discharged from hospitals or other care facilities where private services are unable to meet needs.
- Seek capital and operating grants to enhance or expand transportation services.
- Gain federal/state support for increased program flexibility to expand rider eligibility.

III. Maintain Existing Access to Transportation Services

This goal is supported by measures that keep existing public transit, tribal transit, non-profit, and private for-profit services operating in a safe and reliable manner. Possible activities that advance this goal are listed below.

- Maintain and replace vehicles to State of Good Repair and asset management standards.
- Maintain transportation infrastructure and facilities to State of Good Repair, asset management, and ADA standards.
- Recruit and retain volunteer and/or paid drivers to maintain existing service levels.
- Promote location-efficiency and accessibility when siting new facilities that serve seniors, people with disabilities, or individuals with low income.
- Sustain shared-cost programs for human and social service providers, enhancing flexible mobility options for clientele who are seniors, people with disabilities, veterans, or people with low income.
- Seek capital and operating grants to support existing transportation services.

IV. Improve Marketing/Outreach Resources

This goal includes measures that reduce or eliminate uncertainty and confusion about mobility services or that increase traveler confidence in how to use the services available to them. Proposals that advance this goal are listed below.

- Develop and deploy travel training programs for seniors, people with disabilities, and people with low incomes.
- Develop and promote coordinated online resources and information brochures that inform and educate about all mobility resources available in the region.
- Target public engagement with seniors, people with disabilities, and people with low income about the array of long-distance, “one-seat” travel options currently available.
- Educate social services providers to increase awareness of travel options available to their clients.
- Establish a consolidated call center for traveler information and trip reservations.
- Seek grants to increase public awareness of available resources.

EVALUATION CRITERIA

Based on the proposed coordination goals for the Shasta Region, the following criteria were developed to assess potential strategies that will advance each of the four goals. In order to prioritize funding for proposals that most effectively support the intended coordination goals developed during the planning process, they should address the following criteria.

Gaps and Barriers

Does the strategy and/or proposal:

- Provide service in a geographic area with limited transportation options?
- Serve a geographic area where the greatest number of people need service?
- Improve the mobility of clientele receiving state and federal aid (i.e. seniors and individuals with disabilities)?
- Provide an improved level of service not currently provided with existing resources?
- Preserve and protect existing services?

Implementation and Feasibility

Can this strategy be feasibly implemented given time constraints and available resources? Does the strategy and/or proposal:

- Have funding eligibility, and from which source(s)?
- Result in efficient use of available resources?
- Have a potential proposal sponsor with the operational capacity to carry out the strategy?
- Have the potential to be sustained beyond the initial grant period?

Coordination

Does the strategy and/or proposal:

- Minimize duplication and promote coordination of services and programs?
- Allow for and encourage participation of local human service and transportation stakeholders?

CONCLUSION

In conclusion, projects to be considered and funded by SRTA with FTA or state transportation funds should not only advance the primary coordination goals identified in this 2024 Coordinated Plan, but also meet the basic evaluation criteria to ensure the proposal will effectively increase mobility access for seniors, disabled, and low-income residents in the Shasta Region.

INTRODUCTION

The following section includes a list of recommended strategies and supportive projects that would improve the availability of transportation and transit services throughout the Shasta Region. These strategies, including their supportive proposals, are shown in Table 14 at the end of this chapter. As the transportation environment and unmet needs are constantly changing, specific details regarding each proposal would be determined during development.

RECOMMENDED STRATEGIES

Strategy 1: Improve Regional Organizational Coordination

This strategy encourages continued improvements to existing coordinated transportation planning efforts. By expanding representation amongst community stakeholders (community development organizations, health and human services, government agencies, Native American tribes, non-profits, major employers, and other groups), transportation and transit providers can continue to develop effective and collaborative solutions to transportation and related issues, share information and resources, apply for grant funding, and deal with coordination issues. This strategy is supported by the following specific proposals:

- Support the designation of a mobility manager position under RABA and ensure the mobility manager consults with the SSTAC to inform transit in the Shasta Region and provide updates on progress and barriers related to implementing the 2024 Shasta Coordinated Plan.
- Create and maintain an email listserv that includes contact information for a variety of organizations that represent seniors, disabled, and low-income residents to inform the community about important transportation updates and ongoing planning efforts.
- Create consistent regional driver recruitment, screening, and training standards.
- Share program updates with regional providers (hours, routes, programs, grant eligibility, etc.), including providers in nearby jurisdictions, with the aim of encouraging regional coordination.
- Include regional service and demographic representatives (low-income service agencies, tribal organizations, etc.) in the SSTAC and other transportation planning efforts through ongoing outreach.

Strategy 2: Minimize Duplication of Operational and Administrative Functions

As discussed in Chapter 7, the RABA Demand Response, the ShastaConnect CTSA greater Redding zone, and the ShastaConnect Sunday on-demand services were found to have some duplicative elements. While these programs are not actually duplicative, consolidating these services would still be beneficial as it would improve the operational efficiency of each of the three services, as well as facilitate improved passenger understanding of what services are available. The following proposals will support this strategy:

- Consolidate RABA and ShastaConnect services under one organizational lead.
- Research and make progress towards resource sharing between agencies (drivers, maintenance agreements, vehicles, etc.)

Strategy 3: Implement Technological Improvements

Understanding the transportation infrastructure in small urban and rural areas can pose a challenge to residents due to the presence of numerous services with eligibility criteria based on various, and sometimes differing, demographic characteristics. While the implementation of technological improvements, called for in this strategy, may encompass many types of investments related to the operation of transportation services in the Shasta Region, this study found that residents may benefit in particular from technological improvements that facilitate a clearer understanding of which services they are personally eligible for.

Building off the success of the Need-A-Ride Guide it is recommended that SRTA and RABA pursue development and deployment of an app-based trip planner that indicates which services are available to residents based on the characteristics associated with their user profile (age, disability, etc.) and their origin and destination. The app-based trip planner should be designed so as to be accessible to people with sensory limitations. This app could also include a comment feature to allow the public to provide feedback on regional transit services, with feedback eventually being provided to the appropriate agency. SRTA and RABA should consider pursuing funding for the planning, implementation, and maintenance of this trip-planning app, so residents may get around the Shasta Region more easily using multiple transportation providers. Similar programs have been implemented by the San Joaquin Council of Governments (the Vamos-EZHub Mobility App) and by the San Luis Obispo Council of Governments (Rideshare.org). It should be noted that the trip planning app will augment, not replace, existing information available on the SRTA website, RABA website, in the Need-A-Ride brochure, and via telephone.

Strategy 4: Invest in Infrastructure and Capital Improvements

Over the course of this plan, the need for higher-quality passenger waiting facilities was expressed by the public and stakeholders. Due to the region's diverse weather, ranging from extreme heat to rainy winter months, additional bus shelters and more comfortable waiting areas are recommended at key stops. Bus stop and drop-off areas that directly serve businesses or service agencies that aid older, disabled, and/or low-income populations should be prioritized for improvements, including enhancements related to ADA accessibility. RABA and the SSTAC would be responsible for identifying possible bus stops and waiting areas for improvement.



Note: Wheelchair passenger waiting for RABA bus [Photo] sourced from SRTA

RABA would be responsible for the upgrades to bus stop facilities within its service area. A plan demonstrating the process in evaluating possible bus stop improvements is included under Appendix E for future reference.

Other recommended capital improvements include the purchase of new and/or replacement vehicles for transit and transportation services. Transportation providers in the Shasta Region should continue to seek funding for new or replacement vehicles, including associated infrastructure, from local, state, and federal sources. Public transit agencies, including RABA and SRTA, are required to transition their fleets to zero-emission buses under the Innovative Clean Transit regulation.

Strategy 5: Improve Access to Transportation for Residents in Need

Improving access to transportation encompasses a variety of potential proposals for funding, administration, and implementation. The following ongoing proposals would continue to increase knowledge and access to available transportation resources within the Shasta Region.

- Develop and implement a standardized Affordable Fare Program – All transportation providers should continue assessing and implementing low-fare programs available for the senior, disabled, and/or low-income residents of the Shasta Region. When possible, eligibility requirements for these programs should be made consistent to minimize passenger confusion.
- Expand existing RABA Travel Training Program – Travel training programs are intended to encourage the public to use transit services through hands-on, in-person demonstrations. Travel training can give new riders the skills to:
 - Understand trip planning tools.
 - Read route maps and schedules.
 - Locate bus and train stops.
 - Flag down buses.
 - Calculate and pay fares.
 - Obtain and use transit passes.
 - Indicate to the driver where to stop.
 - Obtain service updates.
 - Use mobility devices onboard.
 - Tell if a vehicle is equipped for mobility devices.
 - How to use bicycles on buses.
- While a travel training program is currently offered by RABA, the 2024 Coordinated Plan recommends there be increased outreach regarding this program to agencies serving senior, disabled, and/or low-income populations in addition to the schools currently served. This outreach could potentially be the responsibility of the region’s mobility manager.
- Develop Volunteer Driver Reimbursement Program - Volunteer driver reimbursement programs are typically implemented to address the mobility needs of older adults and people with disabilities living in hard-to-serve areas. In these types of programs, individuals needing a ride recruit a friend or family member to drive them, then they apply to the program’s sponsoring agency (for the Shasta Region, the agency would likely be RABA) for funds to reimburse this friend or family member for gas mileage. Volunteers would drive their own vehicles to avoid RABA needing to obtain insurance.

- It would be important for RABA to regulate passenger and trip eligibility to ensure the appropriate use of funds. More information on funding volunteer driver programs under Section 5310 can be found on the National Aging and Disability Transportation Center website⁴.
- Support RABA in implementing new rural service options – The 2024 Coordinated Plan study process found that many residents living in rural areas of the Shasta Region have limited, if any, access to transportation services. RABA adopted its most recent Short Range Transit Plan in January 2024, which recommends service alternatives that will expand transportation services to rural communities. SRTA and RABA should collaborate to fund and implement the rural service options recommended in the Short Range Transit Plan. RABA will also need to coordinate with Dignity Health Connected Living to implement the Short Range Transit Plan recommendations.
- Maintain Database of Transportation Service Providers and Update Need-A-Ride Guide – SRTA should regularly update its comprehensive list of transportation providers in the Shasta Region to provide residents facing mobility difficulties with an accurate list of potential resources they could utilize. SRTA should also continue to update the Need-A-Ride Guide every two years. Revising and republishing the Need-A-Ride Guide also falls under Strategy 7 below. However, maintaining accuracy of this document falls under Strategy 5, as well, because it improves access to transportation services. The future RABA mobility manager could also be responsible for maintaining a database of providers and updating the Need-A-Ride Guide instead of SRTA.

Strategy 6: Maintain Current Level of Transportation Services

During the development of this study, stakeholder and public input indicated that there is a relatively high need for the transportation services already offered in the Shasta Region. Additionally, there are concerted efforts being made to improve and expand upon existing public transportation services throughout the Shasta Region, such as the recently adopted RABA Short Range Transit Plan and SRTA's annual Unmet Transit Needs process. While there may be unmet transportation needs and service gaps in the Shasta Region that merit the development of additional service options, it is important to also maintain and improve existing services to ensure new gaps do not develop. Proposals that fall under this strategy include:

- Continue seeking and writing grants to support the operating and capital needs of regional transportation services.
- Complete vehicle and facility projects as outlined in adopted transportation and transit plans for the Shasta Region and local transit agencies.

⁴ National Aging and Disability Transportation Center website: <https://www.nadtc.org/wp-content/uploads/7-Volunteer-Driver-Programs-and-the-use-of-Section-5310-Funding.pdf>

Strategy 7: Expand Outreach and Regional Education of Services

Transit outreach and education requires an understanding of the needs of current and potential riders, as well as knowledge of the benefits various transportation services provide. Outreach efforts are improved when an organization identifies specific riders and tailors their messages to speak to those groups individually rather than relying on mass marketing. While the coordination goals discussed in Chapter 9 are ranked in order of priority, marketing and education have been identified as an ongoing strategy integral to the successful implementation of all the other goals and strategies recommended in this 2024 Coordinated Plan. The following proposals are recommended to strengthen marketing and outreach efforts for both existing and new transportation services and programs in the Shasta Region.

- Explore opportunities to consolidate all regional public transit providers under one brand.
- Maintain a database of transportation service providers and update the Need-A-Ride Guide.
- Develop marketing materials to inform the public of available NEMT service



Note: RABA Bus on bridge [Photo], sourced from SRTA

Table 14: Recommended Coordinated Transportation Plan Strategies

Strategy	Recommended Proposals		Responsible Party
Strategy 1: Improve Regional Organizational Coordination	1.1	Support the designation of a mobility manager position under RABA and ensure the mobility manager consults with the SSTAC to inform transit in the Shasta Region and provides updates on progress and barriers related to implementing the 2024 Shasta Coordinated Plan.	SRTA & RABA
	1.2	Create and maintain an email listserv that includes contact information for a variety of organizations that represents seniors, disabled, and low-income residents to inform the community about transportation updates and ongoing planning efforts.	Mobility Manager
	1.3	Create consistent regional driver recruitment, development, screening, and training standards.	Mobility Manager
	1.4	Share program updates with regional providers (hours, routes, programs, grant eligibility, etc.), including providers in nearby jurisdictions, with the aim of encouraging regional coordination.	SRTA, RABA, & CTSA Operator(s)
	1.5	Include regional service and demographic representatives (low income service agencies, tribal organizations, etc.) in the SSTAC and other transportation planning efforts through regular, ongoing outreach.	SRTA
Strategy 2: Minimize Duplication of Operational and Administrative Functions	2.1	Consolidate RABA and ShastaConnect services under one organizational lead.	SRTA, RABA, & CTSA Operator(s)
	2.2	Research and make progress towards resource sharing between agencies. (Examples: drivers, maintenance agreements, vehicles).	SRTA, RABA, & CTSA Operator(s)
Strategy 3: Implement Technological Improvements	3.1	Research relevant app-based trip-planning programs and issue an RFP for development, ensuring the final product is accessible to people with sensory limitations.	SRTA & RABA
Strategy 4: Invest in Infrastructure and Capital Improvements	4.1	Install bus shelters, benches, signage, lighting, and security enhancements to improve the passenger experience and ADA accessibility.	RABA
	4.2	Seek funding for new or replacement vehicles when able, including associated infrastructure.	All Transportation Providers
Strategy 5: Improve Access to Transportation for Residents in Need	5.1	Develop and implement standardized Affordable Fare Programs.	RABA
	5.2	Expand existing RABA Travel Training Program.	RABA
	5.3	Develop Volunteer Driver Reimbursement Program.	RABA & Social Service Providers
	5.4	Support RABA in implementing new rural service options.	SRTA & RABA
Strategy 6: Maintain Current Level of Transportation Services	6.1	Continue seeking and writing grants to support the operating and capital needs of regional transportation services.	SRTA & RABA
	6.2	Complete vehicle and facility projects as outlined in adopted plans for the Shasta Region and regional transit agencies.	SRTA & RABA
Strategy 7: Expand Outreach and Regional Education of Services	7.1	Explore opportunities to consolidate all regional public transit providers under one brand.	SRTA, RABA, & CTSA Operator(s)
	7.2	Maintain database of transportation service providers and update Need-A-Ride Guide.	Mobility Manager
	7.3	Develop marketing materials to inform public of available NEMT services.	Mobility Manager

INTRODUCTION

This chapter begins with an overview of an implementation timeline for each recommended proposal, prioritized by strategy. This is then followed by a cost estimate by proposal.

RECOMMENDED SCHEDULE AND COSTS

Table 15 outlines each proposal, estimated costs, intended implementation timeline, and the responsible party for implementation. As shown, proposals under Strategies 1 through 4 have been prioritized for years 1 through 3. Many proposals under Strategies 4 through 6 begin rollout during Year 3. Most other proposals, such as increasing representation amongst SSTAC, procuring new and replacement vehicles, bus stop improvements, and marketing initiatives, are ongoing and span all five years.

It should be noted that while many of the proposals included in the implementation plan have no direct costs, they will likely require time from either SRTA or RABA staff to prepare grant proposals and adequately plan how to use potential funding. This staff time could potentially be funded through the same source used to fund the mobility manager position. Other proposals will need additional SSTAC coordination for implementation. Some of the proposals are dependent on the designation of a mobility manager, as it is recommended that the mobility manager be responsible for implementing many of the recommended proposals. Proposals with the lowest costs include continued marketing and branding materials (\$7,000 - \$25,000) while the largest costs would include new and replacement vehicles (\$150,000-\$900,000).

Table 15: Shasta Coordinated Transportation Plan - Implementation Plan (1/2)

Strategy and Proposals			Responsible Party	Cost	Implementation Year				
					1	2	3	4	5
Strategy 1: Improve Regional Organizational Coordination									
1.1	Support the designation of a mobility manager position under RABA and ensure the mobility manager consults with the SSTAC to inform transit in the Shasta Region and provides updates on progress and barriers related to implementing the 2024 Shasta Coordinated Plan.	SRTA & RABA	Job searches revealed an average salary between \$65,000-\$100,000 depending on experience and location.						
1.2	Create and maintain an email listserv that includes contact information for a variety of organizations that represents seniors, disabled, and low-income residents to inform the community about transportation updates and ongoing planning efforts.	Mobility Manager	This task would be executed by the Mobility Manager and would require no funding other than staff time.						
1.3	Create consistent regional driver recruitment, development, screening, and training standards.	Mobility Manager	This task requires additional SRTA and RABA hours to coordinate.						
1.4	Share program updates with regional providers (hours, routes, programs, grant eligibility, etc.), including providers in nearby jurisdictions, with the aim of encouraging regional coordination.	SRTA, RABA, & CTSA Operator(s)	This task requires additional SRTA and RABA staff hours to coordinate.						
1.5	Include regional service and demographic representatives (low income service agencies, tribal organizations, etc.) in the SSTAC and other transportation planning efforts through regular, ongoing outreach.	SRTA	This task could be executed by SRTA Staff and would only require additional staff hours.						
Strategy 2: Minimize Duplication of Operational and Administrative Functions									
2.1	Consolidate RABA and ShastaConnect services under one organizational lead.	SRTA, RABA, & CTSA Operator(s)	The cost of this task may vary depending on which vehicles and staff will be utilized through consolidation. (Cost unknown)						
2.2	Research and make progress towards resource sharing between agencies. (Examples: drivers, maintenance agreements, vehicles).	SRTA, RABA, & CTSA Operator(s)	If the study is not done in house by either SRTA or RABA, a consultant would need to be hired. (\$50,000)						
Strategy 3: Implement Technological Improvements									
3.1	Research relevant app-based trip-planning programs and issue an RFP for development, ensuring the final product is accessible to people with sensory limitations.	SRTA & RABA	An RFP would need to be issued and a developer hired to build an app. (\$30,000-\$50,000) SRTA and RABA should consider partnering with other MPOs on development of a common app structure that may be refined for each region if this results in reduced costs for the region.						

Table 15: Shasta Coordinated Transportation Plan - Implementation Plan (2/2)

				Implementation Year				
Strategy and Proposals		Responsible Party	Cost	1	2	3	4	5
Strategy 4: Invest in Infrastructure and Capital Improvements								
4.1	Install bus shelters, benches, signage, lighting, and security enhancements to improve the passenger experience and ADA accessibility.	RABA	Additional analysis would need to be performed to determine number of bus shelters for improvements. (No estimate)					
4.2	Seek funding for new or replacement vehicles when able, including associated infrastructure.	All Transportation Providers	This cost would vary by type and number of vehicles. (\$150,000-\$900,000)					
Strategy 5: Improve Access to Transportation for Residents in Need								
5.1	Develop and implement standardized Affordable Fare Programs.	RABA	Cost would vary by extent of program. (No estimate)					
5.2	Expand existing RABA Travel Training Program.	RABA	This task requires additional SRTA and RABA hours to coordinate.					
5.3	Develop Volunteer Driver Reimbursement Program.	RABA & Social Service Providers	This task requires additional SRTA and RABA hours to coordinate.					
5.4	Support RABA in implementing new rural service options.	SRTA & RABA	Cost would vary by extent of program. (No estimate)					
Strategy 6: Maintain Current Level of Transportation Services								
6.1	Continue seeking and writing grants to support the operating and capital needs of regional transportation services.	SRTA & RABA	Cost would vary by extent of program. (No estimate)					
6.2	Complete vehicle and facility projects as outlined in adopted plans for the Shasta Region and regional transit agencies.	SRTA & RABA	This task requires additional SRTA and RABA hours to coordinate.					
Strategy 7: Expand Outreach and Regional Education of Services								
7.1	Explore opportunities to consolidate all regional public transit providers under one brand.	SRTA, RABA, & CTSA Operator(s)	This task requires additional SRTA and RABA Costs for printing and design (\$7,000-\$25,000)					
7.2	Maintain database of transportation service providers and update Need-A-Ride Guide.	Mobility Manager	This task would be executed by the Mobility Manager and would only require staff time. If completed by an outside consultants, the cost would vary based on consultant fees and the extent of updates being completed (\$2,500 - \$10,000)					
7.3	Develop marketing materials to inform public of available NEMT services.	Mobility Manager	This task would be executed by the Mobility Manager and would only require staff time.					

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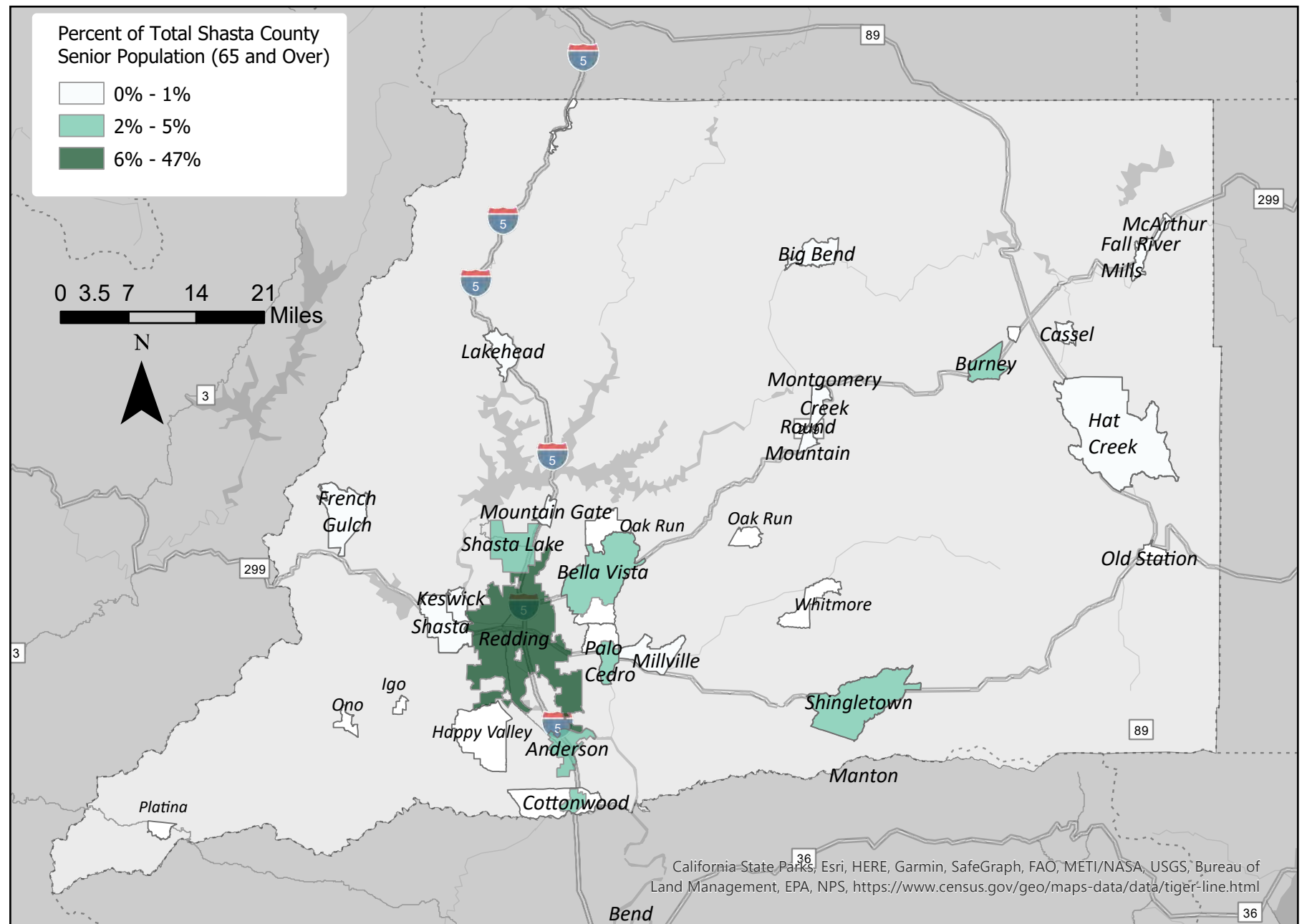
DEMOGRAPHIC MAPS

Regional demographics often drive demand for transit services. This appendix contains demographic maps that present visual representations of the data discussed in Chapter 3 of this *Shasta Coordinated Transportation Plan* regarding where potentially transit-dependent persons live in the Shasta Region. The population categories analyzed include:

- Figure A-1, Senior population ages 65 or older – many seniors are either no longer comfortable or able to drive, but still need to get out of home for medical appointments, grocery shopping, and other personal business.
- Figure A-2, Individuals with a disability – disabled persons may have a condition that makes it difficult to drive themselves. In this study, the disabled population is defined as residents who have difficulty with at least one of the four basic areas of function (hearing, vision, cognition, ambulation) as defined by the US Census Bureau.
- Figure A-3, The population living below the poverty level – low-income residents often lack the means to acquire or maintain a private automobile. In this study, the low-income population is considered to be those who live below the poverty level as defined by the US Census Bureau.
- Figure A-4, Unemployed population – who may lack the means to acquire or maintain a private automobile. This population is considered to be those who are available or searching for work, but not employed.
- Figure A-5, Households without a vehicle available – those who live in home without a vehicle available are very likely to rely on alternative transportation, such as public transit, for their mobility needs.

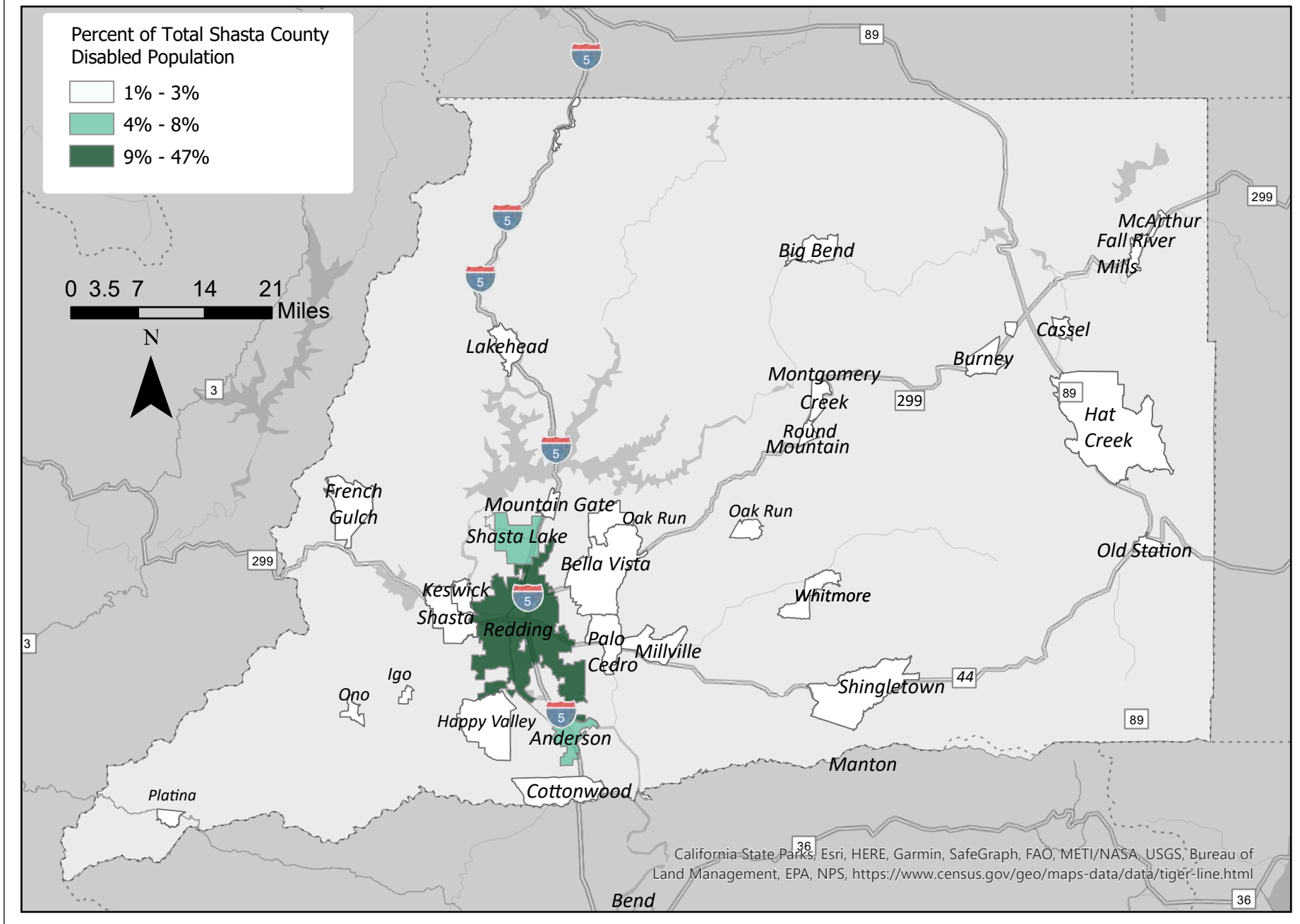


**Figure A-1:
Shasta County Senior Population**

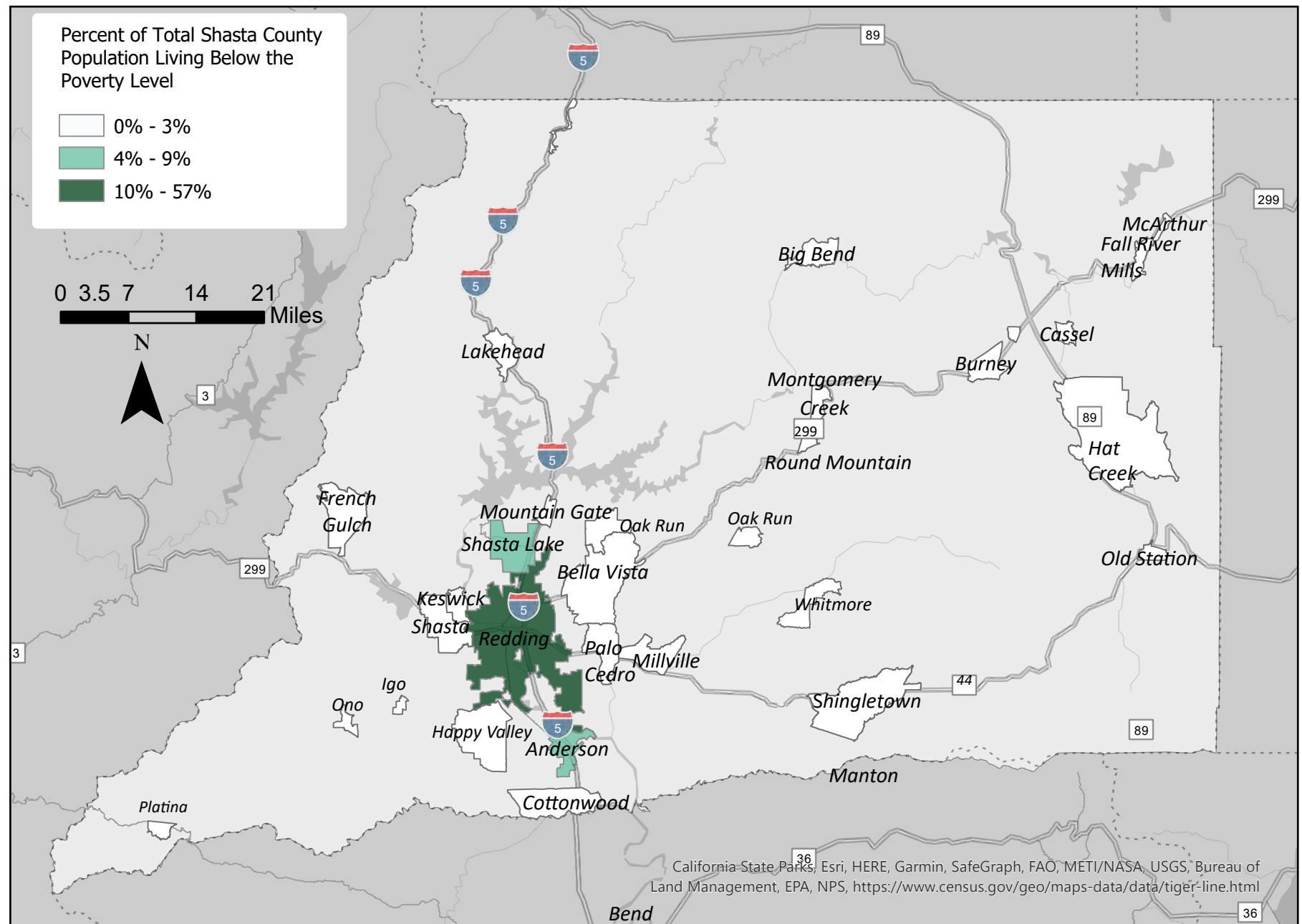




**Figure A-2:
Shasta County Population with a Disability**



**Figure A-3:
Shasta County Residents Living Below the Poverty Level**





**Figure A-4:
Shasta County Unemployed Population**

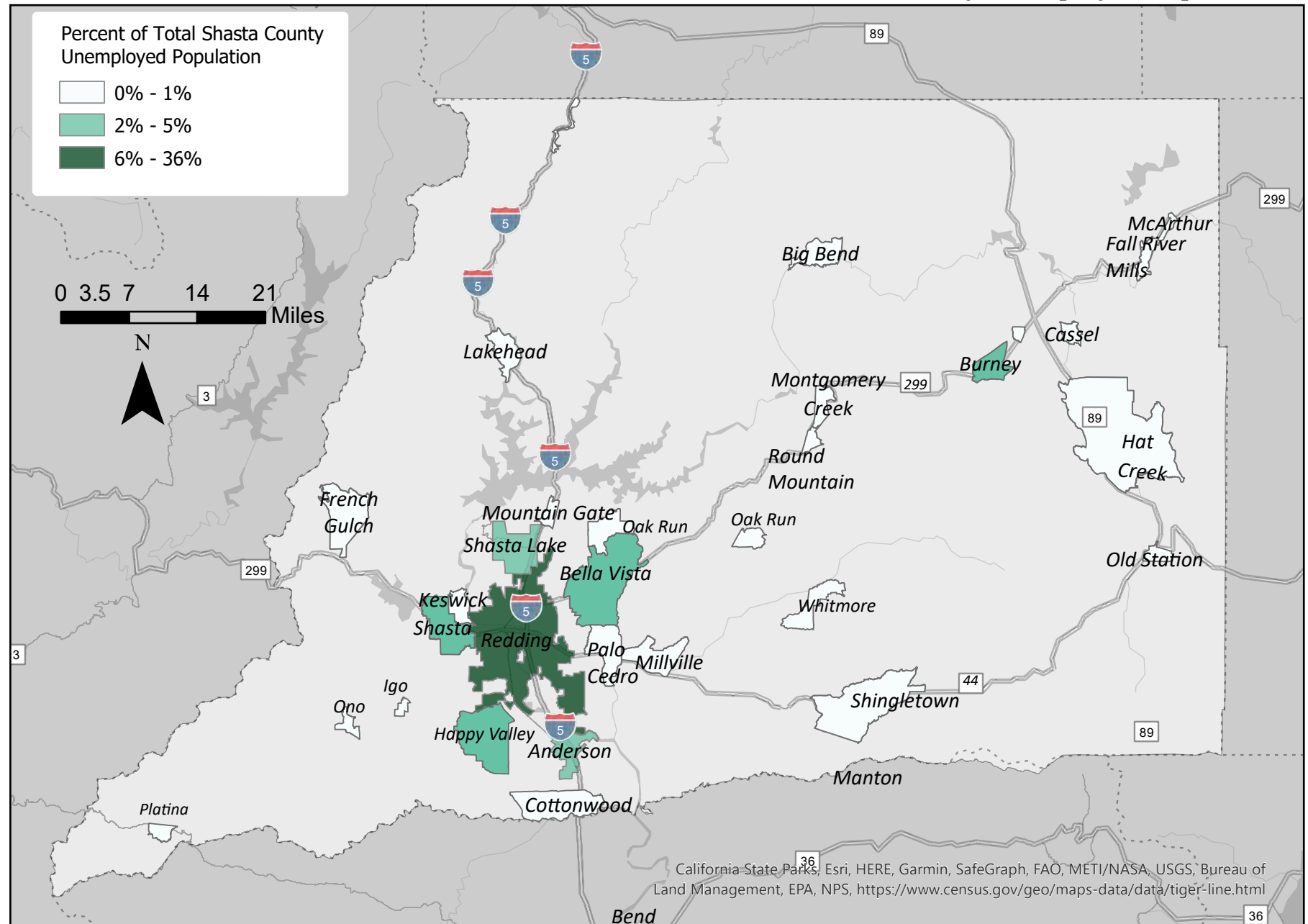
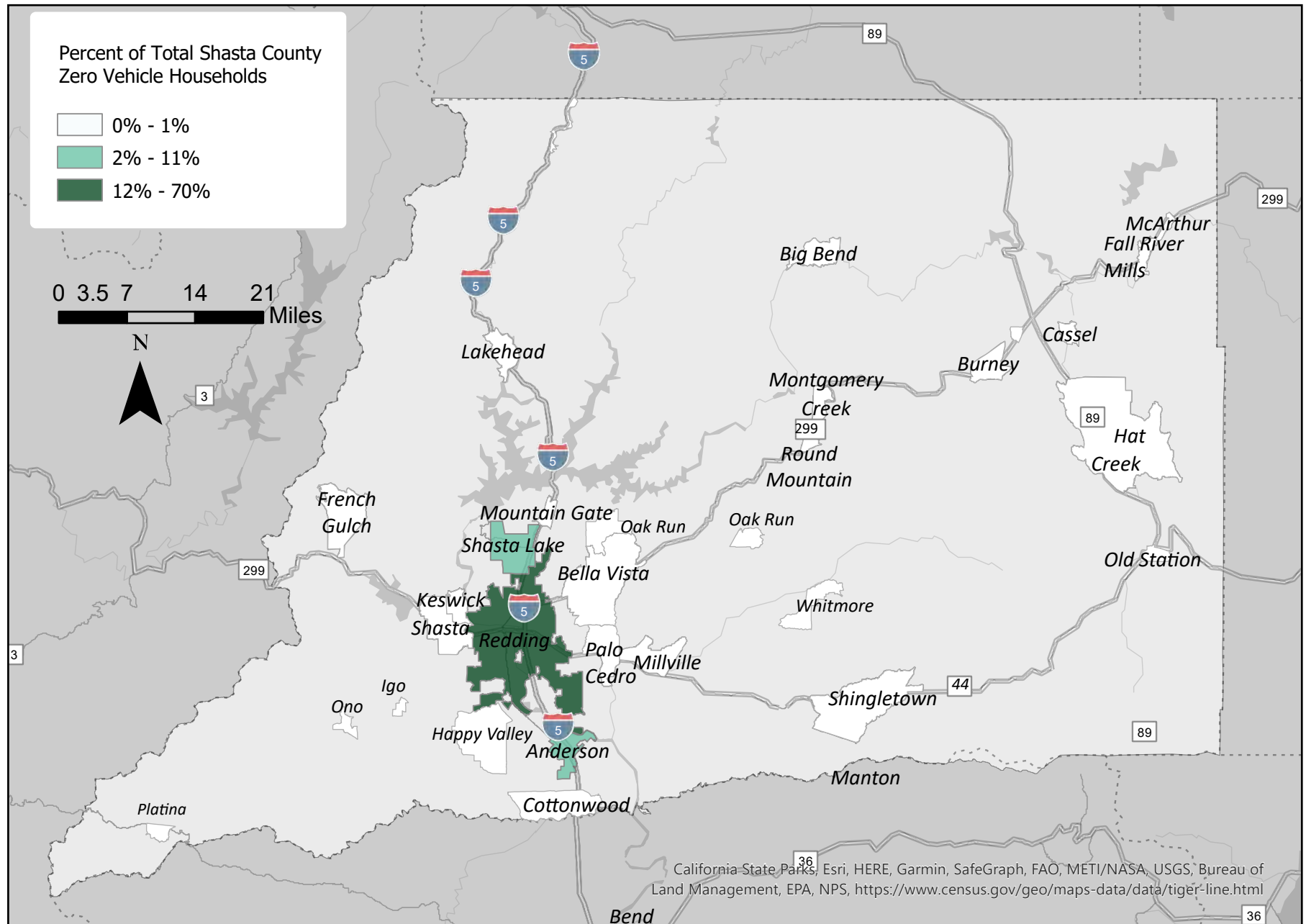




Figure A-5:
Shasta County Zero Vehicle Households



REVIEW OF EXISTING PLANNING DOCUMENTS

INTRODUCTION

There are multiple regional plans that have been completed in recent years which are relevant to the *Shasta Coordinated Transportation Plan*. The coordination strategies presented in this study were designed to further support the goals and strategies included in these other regional plans. The components of these existing plans most pertinent to public transit and transportation services are summarized in this appendix.

2024 RABA SHORT-RANGE TRANSIT PLAN

The Redding Area Bus Authority (RABA) recently updated its Short-Range Transit Plan (SRTP), which was adopted in January 2024. The SRTP presents service, capital, and financial recommendations to be implemented over a five-year period to improve RABA services so they either better meet community needs or are more financially efficient. The 2024 RABA SRTP analyzes the impacts of potential routing modifications, span of service changes, and new microtransit zones. All the changes being considered would only impact residents of the Shasta Region, who live within the RABA service area. New rural service options being considered would also impact residents living outside the current RABA service area. The final SRTP will be implemented from 2024 through 2028.

RABA ZERO-EMISSION BUS ROLLOUT PLAN (2023)

The California Air Resources Board (CARB) Innovative Clean Transit (ICT) regulation requires all public transit agencies in the state to gradually convert their fleets to zero-emission buses (ZEBs) by 2040. The first stage of the regulation will mandate that 25 percent of small transit agency bus purchases be ZEBs beginning in 2026. This requirement will then increase to 100 percent by 2029. The ICT regulation required all transit agencies to submit a ZEB Fleet Rollout Plan by July 1, 2023.

The *RABA ZEB Rollout Plan* describes how RABA intends to replace vehicles at the end of their usable lifespans with ZEBs starting in 2024. It is important to note that ZEBs are currently more expensive than conventional vehicles, therefore RABA will need to acquire additional capital funding for procurement. RABA plans to pursue grants from the State of California, the Federal Transit Administration, SRTA, and others to cover the costs of the new ZEBs and associated charging/fueling infrastructure. RABA plans to initially purchase battery-electric buses (BEBs) before eventually purchasing fuel-cell electric buses (FCEBs) beginning in the 2030s. In the next five years, RABA plans to procure 16 BEBs; 11 of the buses will be cutaways or shuttles, and five will be fixed route buses with a length of 30 to 35 feet.

SRTA ZERO-EMISSION FLEET TRANSITION ROLLOUT PLAN (2023)

SRTA operates ShastaConnect, therefore it is considered a public transit agency and its vehicle procurement plans must comply with the ICT regulation. As previously mentioned, the ICT regulation mandates that transit agencies convert their fleets to ZEBs by 2040. SRTA is classified as a small transit agency based on the definitions used by CARB.



Note: RABA Electric Bus [Photo]. Sourced from LSC Transportation Consultants (2022).

The *SRTA Zero-Emission Fleet Transition Rollout Plan* outlines the agency's current plans to procure ZEVs based on available technology. The schedule of future bus purchases presented in the plan is based on the requirements of the ICT regulation, the age of SRTA's fleet, and the specific vehicle needs of SRTA. At this time, SRTA plans to purchase one battery-electric van in 2027. The rest of the SRTA fleet will be converted to BEBs in the 2030s. SRTA will continue to monitor ZEB technology as new models arrive on the market with extended ranges more appropriate for long distance ShastaConnect trips. Similar to RABA, SRTA will need additional capital funding to procure ZEBs.

FY 2023-24 SRTA TRANSIT NEEDS ASSESSMENT

To receive funding from the California Transportation Development Act (TDA), RTPAs are required to hold an annual hearing to determine unmet transit needs in the region. TDA funding must be spent on any unmet transit needs deemed to be reasonable to meet through the hearing process before the RTPA can allocate any leftover funds to other types of transportation projects. There are three Shasta County operators which currently receive TDA funding: RABA, the County of Shasta, and SRTA.

SRTA is the RTPA for the Shasta Region, and therefore responsible for holding the unmet transit needs hearing. The SSTAC is responsible for recommending to SRTA which unmet transit needs may be reasonable to meet. The SSTAC identifies unmet needs using the conditions approved by the SRTA Board of Directors Resolution 16-14, which are consistent with TDA requirements. Per these definitions, a transit need is found to be unmet if the following two conditions apply:

1. *"A population group in the proposed transit service area has been defined and located which has no reliable, affordable, or accessible transportation for necessary trips. The size and location of the group much be such that a service to meet their needs is feasible within the definition of 'reasonable to meet.'*

2. *Necessary trips are defined as those which are required for the maintenance of life, education, access to social service programs, health, and physical and mental well-being, including trips which serve employment purposes.”*

SRTA and the SSTAC consider an unmet transit need reasonable to meet if the following criteria apply:

1. *“The proposed transit service can be operated with a minimum farebox recovery of 20% in urbanized areas and 10% in non-urbanized areas. Exceptions may apply where anticipated farebox revenue from proposed services doesn’t meet minimum requirements. These exceptions include:*
 - a. *Transit services that are funded entirely with grants.*
 - b. *Transit services that are funded entirely by a local agency, at the agency’s discretion.*
 - c. *Urban transit services that represent a critical or essential service, as determined by the SRTA Board of Directors, providing such services do not result in farebox penalties for the transit system as a whole.*
 - d. *Pilot projects and new services for up to two years.*
 - e. *When a transit service primarily serves urban areas but also includes non-urban areas, a pro-rated farebox recovery standard based on the ratio of urban and non-urban in-service transit vehicle miles may be used.*
2. *The proposed expenditure of TDA funds required to support the transit service, in a city or county, does not exceed the authorized amounts available to that jurisdiction.*
3. *The proposed expenditure shall not be used to support or establish a service in direct competition with an existing private service, or to provide 24-hour service.*
4. *Inter-agency cost sharing shall be equitable.*
5. *Transit services shall be coordinated with transit services currently provided, either publicly or privately.”*

Seven unmet transit needs were identified in the *FY 2023-24 Transit Needs Assessment*, but none were found to be reasonable to meet. However, SRTA and the SSTAC did make recommendations for service improvements to either be implemented or pursued during the upcoming fiscal year. These recommendations reflect regional priorities stated in the *2040 Long-Range Transit Plan* (LRTP) and are intended to improve transit performance across the Shasta Region. SRTA also intends to implement strategies presented in the RABA SRTP once it is completed. The recommendations made in the *SRTA FY 2023-24 Transit Needs Assessment* are as follows:

- Continue funding Sunday On-Demand Service through 2024 with grant funds, evaluating administration and operations in the subsequent year (FY 2024-25).
- Continue expanded CTSA, including considering options for Saturday services (carryover from FY 2022-23).
- Explore on-demand service as an alternative to fixed route Saturday service and/or low performing routes and times in coordination with RABA and DHCL (carryover from FY 2022-23).

- Consider incorporating summer Whiskeytown Beach Bus service permanence as part of the RABA service, as a special, seasonal rural route.
- Find efficiencies and reduce overlap between RABA demand response service (complementary paratransit) and ShastaConnect.
- Explore options to implement the Long-Range Transit Plan’s low-income strategy (i.e., reduced or free fares) in the near term.
- Consider a City of Shasta Lake commuter service that includes Buckeye residents.

FY 2022-23 SRTA TRANSIT NEEDS ASSESSMENT

In the SRTA Transit Needs Assessment for FY 2022-23, SRTA and the SSTAC identified that “the following transit needs consistently rank among the top unmet transit needs identified by the Shasta Transit Priorities Survey, RABA Short Range Transit Plan, and SRTA’s Chronological History of Unmet Transit Needs Comments since FY 2002/03:

- Sunday Service
- Expanded Hours of Operations
- More Frequent Buses (Shorter Headways)
- New Service”

Specific short-term analysis recommendations were made based on the 2040 LRTP. Some of these recommendations were carried over to the *FY 2023-24 Transit Needs Assessment* as well. The FY 2022-23 considerations included:

- Continue SRTA Sunday On-Demand Transit service beyond the pilot project timeframe.
- Continue expanded SRTA CTSA service, including consideration of adding service on Saturdays.
- Explore future RABA On-Demand Transit service as an alternative to existing RABA Bus service on Saturdays and/or for low-performing routes and times.
- Explore consolidating Burney Express with SRTA CTSA service and Sage Stage.
- Find efficiencies and reduce overlap between RABA demand response service (complimentary paratransit) and Shasta Connect.
- Implement low-income strategy from Long-Range Transit Plan (i.e., free fares).
- Re-establish Airport Express to both the Veteran Affairs (VA) Clinic and VA Home on Knighton Road.

RESILIENT SHASTA TRANSPORTATION VULNERABILITY ASSESSMENT (2021) & ADAPTATION PLAN (2022)

The *ResilientShasta Transportation Vulnerability Assessment* (ResilientShasta) was completed in 2021 and evaluates how climate hazards (extreme temperatures, extreme precipitation, wildfires, flooding, and landslides) are expected to intensify in the Shasta region, and in turn how these changes will impact the mobility of Shasta residents. The study reviews potential climate impacts to roads, highways, rail, air travel, transit, pedestrian, and cyclist infrastructure. Potential impacts to transit identified included reduced ridership, route delays, route detours, increased cooling costs, and damage to facilities, among others. The

subsequent study, ResilientShasta Transportation Adaptation Plan, identified recommendations for improving the region’s infrastructure to better withstand climate extremes.

2040 SRTA LONG RANGE TRANSIT PLAN (2021)

The *2040 SRTA Long Range Transit Plan* (LRTP) was adopted in 2021 and provides a 20-year vision to guide future investments in public transportation and mobility services across the Shasta Region. One of the goals of the LRTP was to outline implementable actions that will help the Shasta region achieve the goals of the *Regional Transportation Plan*, detailed later in this appendix. The LRTP identified four different types of strategies to improve transit services:

- Multi-modal accessibility strategies
- Fixed-route service and infrastructure strategies
- Policy improvement strategies
- Alternative mobility and technology strategies

Near-term implementation recommendations related to the Coordinated Plan included:

- First- and last-mile connectivity enhancements
- Low-income fare strategy
- Establish service design and performance guidelines to redefine fulfilling unmet transit needs
- Rural transit mobility

Regarding a low-income fare strategy, the LRTP notes that SRTA should partner with transportation providers in the region to develop a comprehensive coordinated approach to low-income fares, as well as contribute funding to evaluate the potential for fare-capping technology and the financial impacts related to a low-income fare program. Fare capping is an emerging strategy in which “*individual trips are tracked, and fares are capped after reaching certain thresholds (i.e., two trips in a day or 30 trips in a month).*” RABA and SRTA are currently exploring options on how to best implement a low-income fare strategy per the recommendations made in the *FY 2023-24 Transit Needs Assessment*.

SHASTA CONNECT SUNDAY ON-DEMAND TRANSIT SERVICE DEMONSTRATION PROJECT BUSINESS PLAN (2019)

Prior to implementing the ShastaConnect Sunday pilot project, the SRTA Board of Directors commissioned the development of the *ShastaConnect Sunday On-Demand Transit Service Demonstration Project Business Plan* (Business Plan). RABA operates Monday through Saturday. ShastaConnect Sunday service was designed to fulfill an unmet transit need for public transportation services on Sunday. The Business Plan proposed implementation steps for SRTA to initiate the program effectively.

The Business Plan recommended that the new service be on-demand, allowing passengers to request rides through a phone application, a service also known as “microtransit.” This approach was recommended due to the financial challenges of operating rural fixed routes on Sundays. SRTA decided to contract with Dignity Health Connected Living to operate the new service and procured Via as the software vendor. The Business Plan identified Low Carbon Transit Operations Program (LCTOP) as the primary funding for the Sunday service. By funding the service with LCTOP funds, fares are prohibited.



Other important features of the Business Plan include recommended service policies and parameters, trip request parameters, and target performance standards. A marketing plan was also included, with detailed marketing objectives, target markets, campaign themes, and a marketing schedule and budget, among other components. According to the Business Plan, the projected start-up costs for the Sunday pilot project would be \$115,466 and 24-month operating costs would be \$495,950, for a total cost of \$611,416.

Since the completion of the Business Plan, SRTA launched the ShastaConnect Sunday On-Demand Demonstration Project in October 2019. The service has been extended beyond two years due to the impacts of the COVID-19 pandemic. In the *FY 2023-24 Transit Needs Assessment*, discussed previously, it was recommended that SRTA continue to fund the Sunday On-Demand service through 2024 with grant funds, and then reevaluate the service in FY 2024-25.

NORTH STATE INTERCITY BUS SYSTEM BUSINESS PLAN (2018)

The *North State Intercity Bus System Business Plan* (Intercity Bus Plan) outlines specific service parameters for a new, intercity bus service between Redding and Sacramento. The service would help to address the lack of transportation between the communities of northern California and Sacramento. SRTA applied for operations funding for the potential new service through the Transit and Intercity Rail Capital Program (TIRCP) in 2016 but was not awarded any funds. The Intercity Bus Plan effort originated from that failed grant application with the hopes of developing a service plan that would be productive and cost efficient.

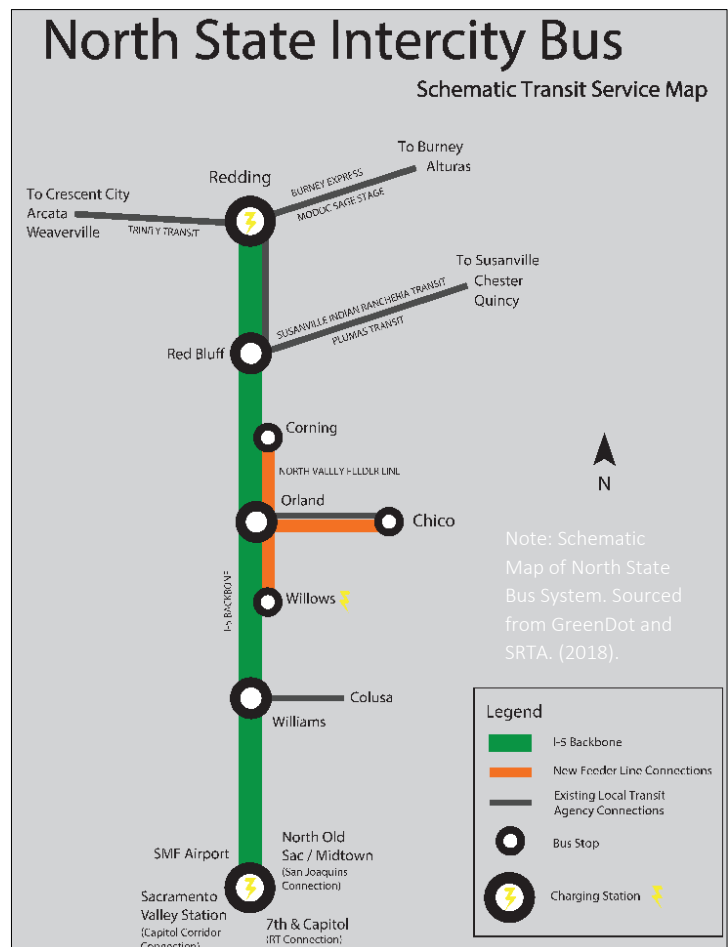
The Intercity Bus Plan proposed a network that would serve eight cities in six counties directly, while also providing important regional connections through other existing services. The first phase of the project called for a backbone route along the I-5 corridor (shown in the picture above) and a North Valley Feeder Route. SRTA would be responsible for operating the I-5 backbone service, which would provide four round trips daily in the initial phase. This planned North State Intercity Bus System has not yet advanced as of 2023, in part due to lingering impacts of the COVID-19 pandemic on transit ridership.

REGIONAL TRANSPORTATION PLAN & SUSTAINABLE COMMUNITIES STRATEGY FOR THE SHASTA REGION (2018)

The most recent *Regional Transportation Plan* (RTP) for the Shasta Region was adopted by the SRTA Board of Directors in 2018. The RTP was developed to guide 20 years of investments in transportation across the Shasta Region. The *Sustainable Communities Strategy* (SCS) is a component of the RTP, required by California Senate Bill 375, which addresses how the RTP will meet the region's greenhouse gas (GHG) emissions reduction targets.

The RTP included a SWOT analysis – a high-level summary of regional Strengths, Weaknesses, Opportunities, and Threats – of issues affecting the regional transportation network. Strengths of public transit were found to be the relatively modern vehicle fleets of the different providers in the Shasta Region, advanced transit technology, and consistent TDA funding. Weaknesses of transit in the Shasta Region included RABA performance, missed coordination opportunities, regional land use not being conducive to transit, and that new coordination ideas being presented were not unified under a clear regional vision. One of the opportunities identified in the SRTP was for SRTA to pilot an on-demand Sunday service, which has since been done. Threats to transit included lack of appeal to discretionary riders and increasing operating costs.

The RTP included three goals specific to public transportation: update the LRTP, launch an on-demand Sunday service pilot program, and implement an intercity bus service to Sacramento, as proposed in the *North State Intercity Bus System Business Plan*, discussed below. Two of these projects have since been completed (the LRTP and the on-demand Sunday service). Also, the ShastaConnect brand was developed after the adoption of the RTP and helps to address previous concerns regarding having a vision for regional coordination efforts.



Goals recommended in the RTP for the entire transportation system in the Shasta Region were as follows:

- **Goal #1:** Optimize the use of existing interregional and regional significant roadways to prolong functionality and maximize return on investment.
- **Goal #2:** Strategically increase capacity on interregional and regionally significant roadways to keep people and freight moving effectively and efficiently.
- **Goal #3:** Provide an integrated, context-appropriate range of practical transportation choices.
- **Goal #4:** Create people-centered communities that support public safety, health, and well-being.
- **Goal #5:** Strengthen regional economic competitiveness for long-term prosperity.
- **Goal #6:** Promote public access, awareness, and action in planning and decision-making processes.
- **Goal #7:** Practice and promote environmental and natural resource stewardship.

SHASTA COORDINATED TRANSPORTATION PLAN (2017)

The previous *Shasta Coordinated Transportation Plan* was adopted in 2017. The 2017 Coordinated Plan is reviewed in the main text of this report, in which an assessment of progress towards the previous Coordinated Plan's goals and strategies is provided.

RABA SHORT-RANGE TRANSIT PLAN (2014)

Prior to the 2024 RABA SRTP, the previous SRTP had been adopted in 2014. Several fixed route changes were implemented based on recommendations of the 2014 RABA SRTP, impacting all RABA's fixed routes. Recommendations related to the RABA paratransit services were as follows:

- Changing eligibility requirements for the Shasta Senior Nutrition Program bus (now called Dignity Health Connected Living, or DHCL)
- Contract with DHCL to provide paratransit in the Cities of Anderson and Shasta Lake.

The 2014 RABA SRTP stressed that SRTA should evaluate how to improve coordination in the 2017 Coordinated Plan. The 2017 Coordinated Plan is reviewed in depth in the main report.

TRANSPORTATION SERVICE AGENCY SURVEY RESULTS

INTRODUCTION

During the development of the Shasta Coordinated Transportation Plan (Coordinated Plan), an inventory of existing public, non-profit, social service, and private transportation providers in the Shasta Region was undertaken. The Transportation Service Agency Survey (TSAS) was designed to gather more information about existing providers, including specific program eligibility requirements and service areas, current coordination agreements, and recent operations data, among other topics.

The TSAS was distributed to the existing transportation services identified in Chapter 4 (“Existing Transportation Services”) by email. Agency representatives were able to complete the TSAS from August 8th to September 15th, 2023. Each organization received three to four reminders to participate during that time period. LSC and SRTA staff also reached out directly to additional stakeholders the week of August 28th inviting them to participate. Overall, 20 stakeholders completed the TSAS.

Operating data provided by the agency representatives for the TSAS is summarized under the appropriate agency description in Chapter 4. Takeaways related to unmet transportation needs and recommended coordination strategies are summarized both in Chapter 6 and this appendix. Other, more detailed results generated by the TSAS are also summarized in this appendix.

DETAILED SURVEY RESULTS

Respondent Organization Information

The following organizations/stakeholders participated in the TSAS:

- Redding Area Bus Authority (RABA)
- Transdev
- Shasta Regional Transportation Agency (SRTA)
- Dignity Health Connected Living (DHCL)
- Far Northern Regional Center (FNRC)
- Shascade Community Services
- Northern Valley Catholic Community Services (NVCSS)
- Good News Rescue Mission
- Veterans Affairs Northern California Health Care System
- ShiningCare
- California Accessible Transportation
- Marquis Care at Shasta
- Quiet Waters Independent Living
- Shasta County Health and Human Services Agency

- Caltrans District 2
- Susanville Indian Rancheria/Lassen Indian Health Center
- Shasta County Office of Education
- Modoc Transportation Agency
- Trinity County Department of Transportation
- Social Services Transportation Advisory Council (SSTAC)

These organizations can be classified into the following categories:

- Non-profit, social service organizations (4 respondents)
- Public transit systems (3 respondents)
- Private non-profit transportation companies (2 respondents)
- County government agencies (2 respondents)
- State government agency (1 respondent)
- Federal government agency (1 respondent)
- Tribal Government (1 respondent)
- Private for-profit transportation company (1 respondent)
- K-12 public school district (1 respondent)

Unmet Transportation Needs in the Shasta Region

The TSAS asked stakeholders to describe any transportation needs that they feel are currently unmet in the Shasta Region. The TSAS participants identified the following current, unmet transportation needs in the Shasta Region:

- Limited organizational capacity to meet existing demand.
- Limited access to transit services for residents living in more rural areas of the Shasta Region.
- Limited paratransit coverage throughout unincorporated Shasta County.
- Lack of affordable transportation programs with specialized assistance for senior adults.
- Lack of affordable transportation programs with specialized assistance for people with disabilities, especially in unincorporated Shasta County.
- Lack of awareness of existing transportation services, specifically non-emergency medical transportation (NEMT) options covered by medical insurance.
- Lack of affordable transportation for low-income people not eligible for Medi-Cal.
- Limited Sunday transportation options.
- Limited transportation options at night.
- Infrequent fixed route service in the Redding urban area.
- Lack of pedestrian and bicycle connections to existing transit system.

The Modoc Transportation Agency indicated there is currently not enough demand to justify increasing service levels on the existing route from Alturas to Redding. The Trinity County Department of Transportation explained that the most recent Trinity County Short Range Transit Development Plan called for the Trinity County Department of Transportation to operate two roundtrips daily between Redding and Arcata, which is located Humboldt County, via Trinity County. At this time, Trinity County does not have the resources necessary to implement this proposed service expansion.

Existing Coordination Agreements

Existing coordination agreements between transportation providers in the Shasta Region include:

- Coordination between RABA and ShastaConnect to minimize duplication of the RABA demand response, ShastaConnect CTSA, and ShastaConnect Sunday on-demand service areas and hours.
- Coordination between RABA and ShastaConnect to implement the summer Beach Bus service to Whiskeytown Lake.
- Participation by local stakeholders in SRTA's annual Unmet Transit Needs Assessment.
- Ongoing coordination between Caltrans and local partners regarding planning and project development.
- Contract agreements between local social and senior service organizations with non-emergency medical transportation (NEMT) providers to help clients get to medical appointments.

Of note, RABA does not have any existing coordination agreements with either the Modoc Transportation Agency or the Trinity County Department of Transportation. Increased coordination between these three agencies could result in improved inter-county and rural transportation services in the region.

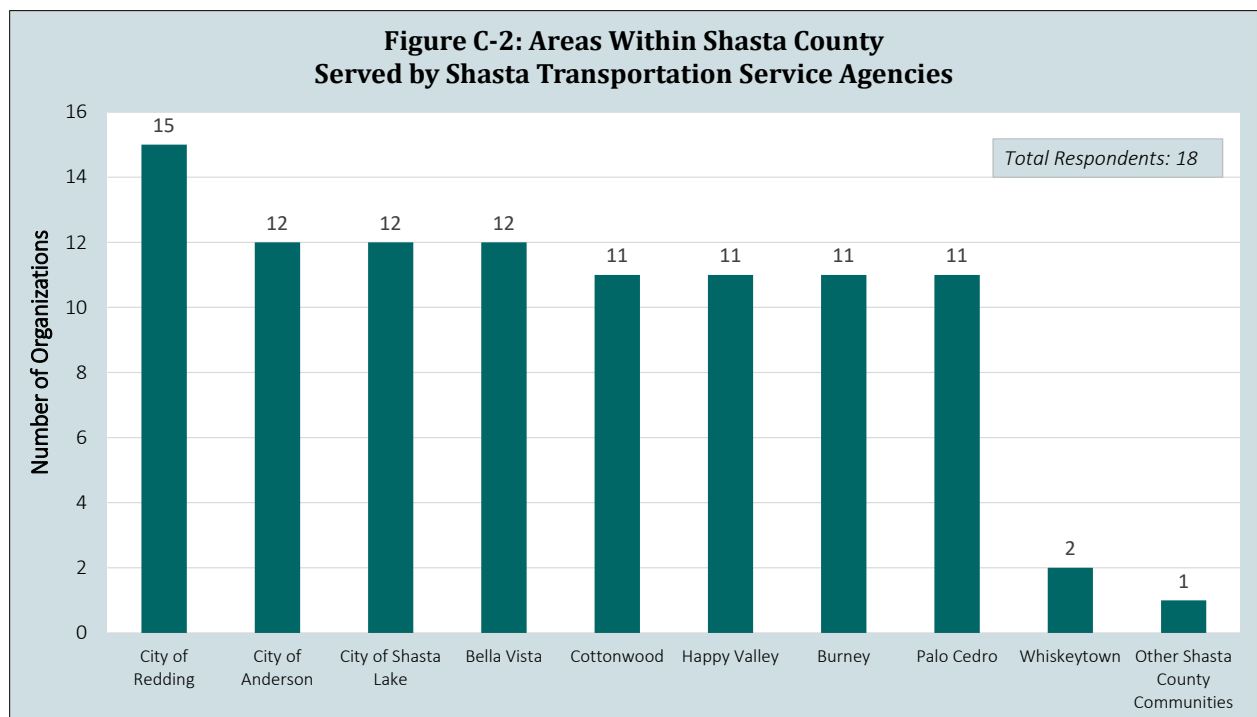
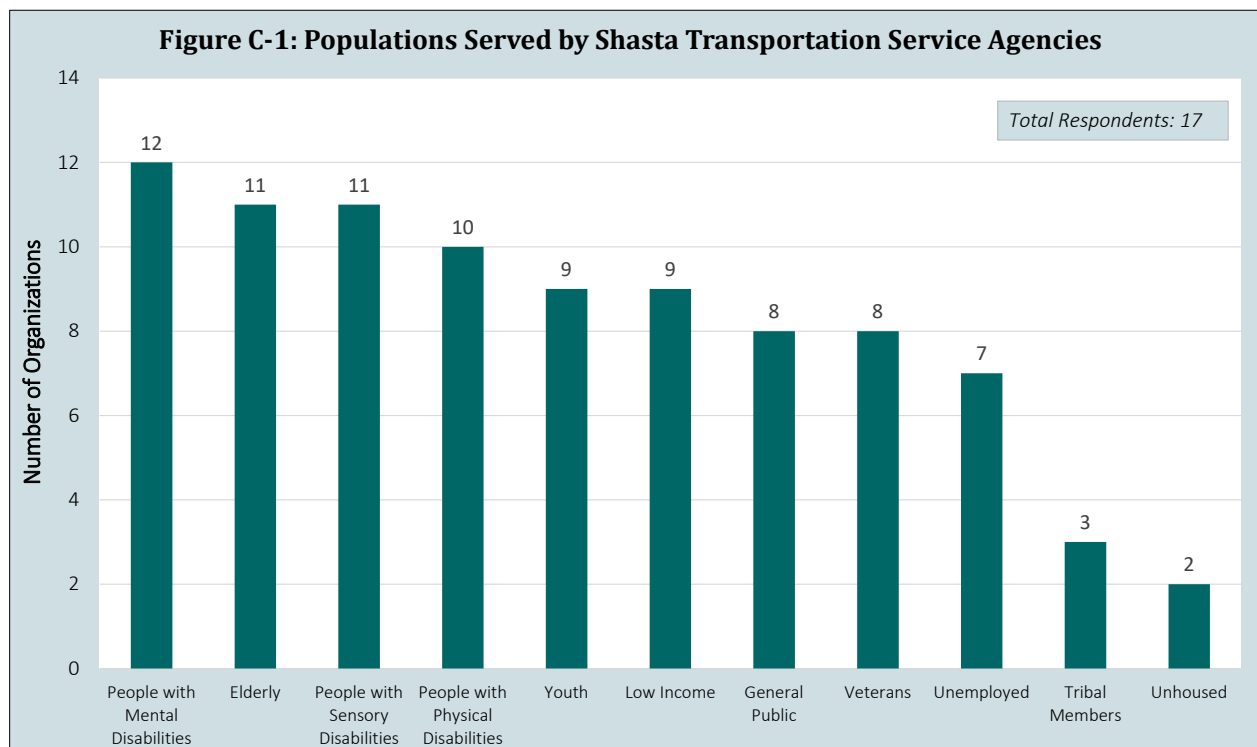
Populations Served

Figure C-1 summarizes what population segments are served by the organizations/agencies that completed the TSAS. Of the 17 stakeholders who responded and represent organizations/agencies providing transportation assistance, 12 serve people with mental disabilities, 11 serve the elderly, 11 serve people with sensory disabilities, such as blindness or hearing difficulties, and 10 serve people with physical disabilities. Comparatively, not as many of the organizations represented in the results cater towards the specific needs of veterans, the unemployed, tribal members, or the unhoused.

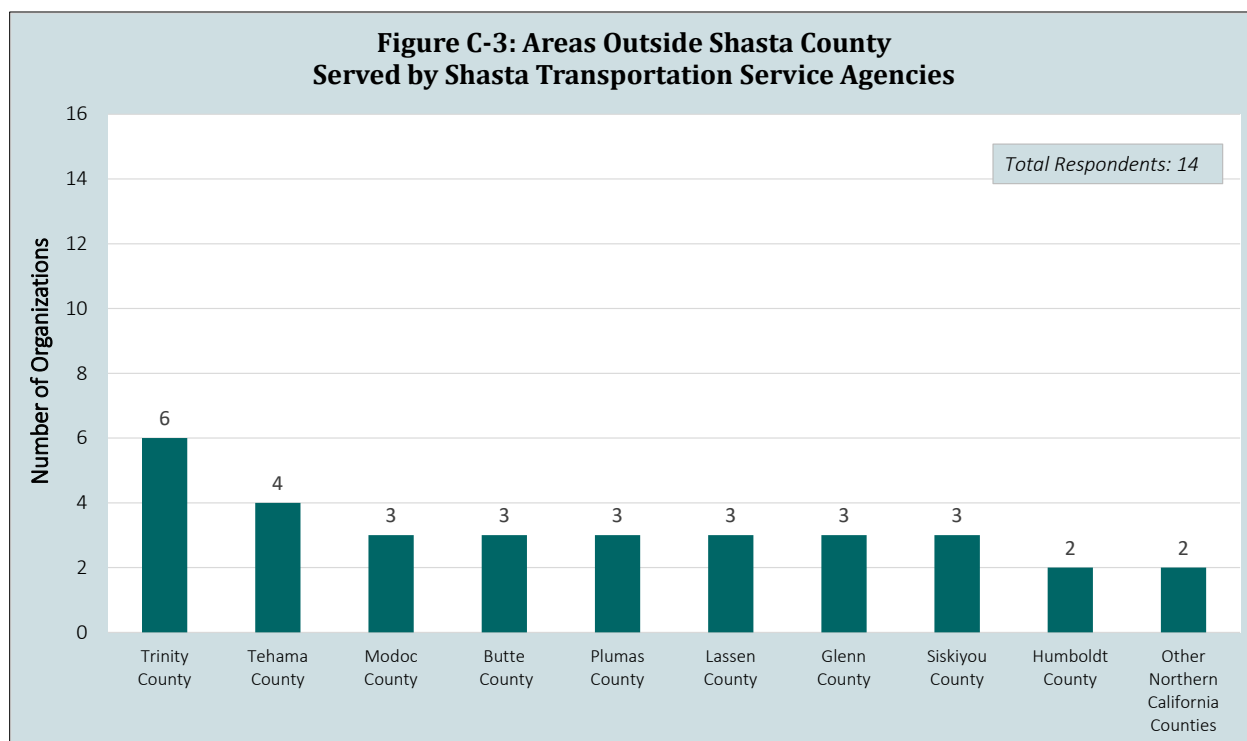
A few of the organizations are unable to serve individuals with severe mobility limitations, such as those who are stretcher bound or who cannot walk on their own, even with a mobility device. Some of the organizations surveyed only offer services to their clients or program participants, and do not serve the general public.

Areas Served

Most of the Shasta Region's transportation providers represented in the TSAS results serve the City of Redding (15, or 83 percent). The majority of the organizations reported that they also serve the City of Anderson (66 percent), the City of Shasta Lake (66 percent), and Bella Vista (66 percent). Communities within Shasta County served by TSAS respondents are summarized in Figure C-2.



A few of the organizations that responded to the TSAS, such as the FNRC and NVCSS, serve areas outside of Shasta County as well. Figure C-3 summarizes the other counties served by the TSAS respondents. Of the organizations surveyed, only the VA shuttle and California Accessible Transportation bring clients as far south as Sacramento.

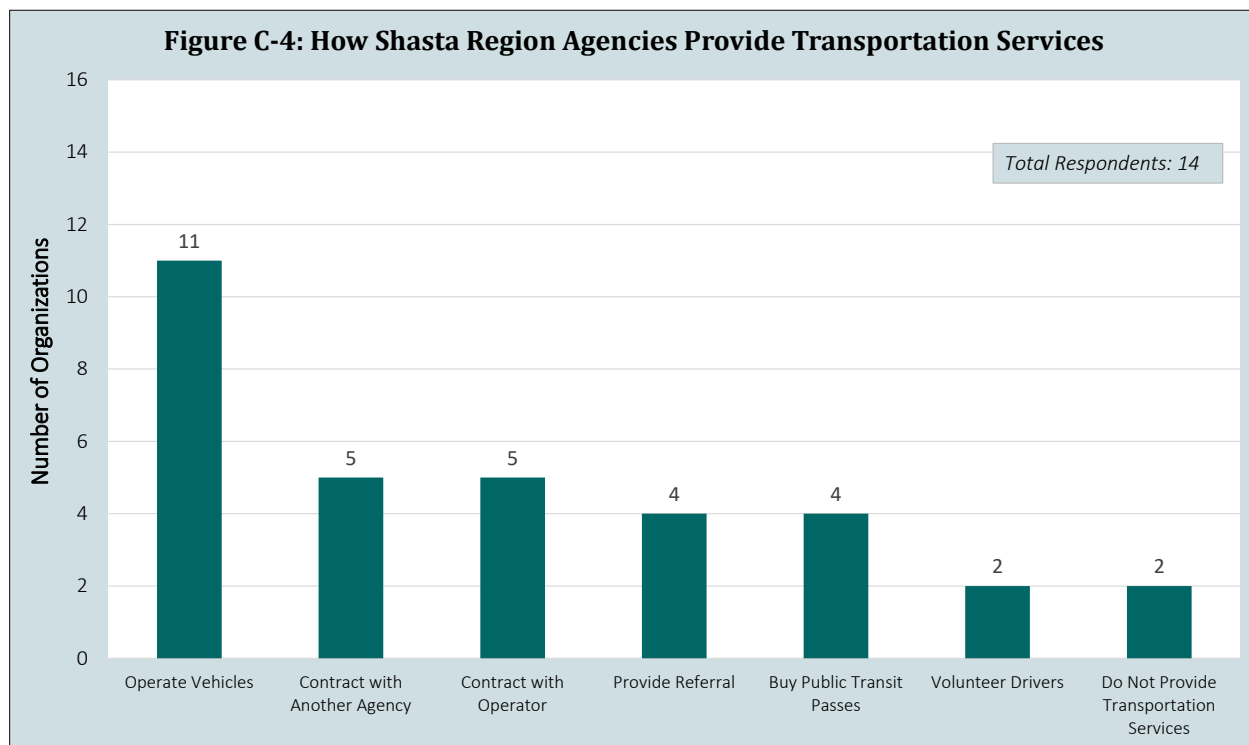


Trip Requests that Transportation Service Agencies are Unable to Meet

Quiet Waters Independent Living, ShiningCare, the FNRC, and the NVCSS all reported their organizations are occasionally unable to meet their clients’ transportation needs. More specifically, these organizations have difficulty meeting requests for transportation to the grocery store, doctor’s appointments, and other errands. The FNRC and Good News Rescue Mission also indicated that their clients would benefit from more transportation options to and from work opportunities. DHCL, as the contractor operating the ShastaConnect transportation services, reported that sometime passengers request rides that DHCL is unable to fulfill due to the service agreement with RABA limiting the ShastaConnect service area.

How Agencies in the Shasta Region Provide Transportation Services

The TSAS asked respondents to detail how their respective agencies provide transportation services. The respondents were able to indicate multiple answers. The majority of the organizations reported their transportation programs consist of agency staff operating vehicles owned or leased by the agency (11 organizations, or 79 percent). Five organizations contract with an operator, meaning the contracted operator supplies the staff and vehicles needed to provide the transportation service. For instance, RABA contracts with Transdev and SRTA contracts with DHCL. Further details on how the transportation service agencies in the Shasta Region provide their services are shown in Figure C-4 and summarized in Chapter 4 of the main report.



Recommended Improvements and Coordinate Strategies

The TSAS participants were asked to identify strategies they believe would enhance coordination among transportation providers in the Shasta Region and improve mobility for their respective clients. The respondents had the following suggestions:

- Share underutilized vehicles.
- Share vehicle maintenance facilities and equipment.
- Establish a unified, shared driver training program.
- Potentially consider new CTSA service arrangement to minimize confusion among local residents and minimize administrative duplication.
- Establish mobility management programs.

The following strategies were identified as being likely to improve mobility in the Shasta Region:

- Subsidy programs for taxis, Lyft, and Uber.
- Volunteer transportation programs/mileage reimbursement programs.
- Improved information on existing services.
- More on-demand service options.
- Expansion of existing programs' service areas.
- More affordable fares.
- Improved pedestrian and bicycle connections.
- More RABA bus stop locations.

Appendix D

CALCULATIONS OF ESTIMATED TRANSIT DEMAND

SERVICE AREA CHARACTERISTICS INPUT TABLE -- Fill In All Unshaded Boxes

Service Area:	Anderson
Analysis Description:	
Additional Description:	

Transit Need Inputs

Number of persons residing in households with income below the poverty level:

2,186

Number of households residing in households owning no vehicles:

1-Person households:

Households

Persons

2-Person households:

3-Person households:

4-or-more-Person households:

395

395

38

76

10

30

41

164

Mobility Gap:

Enter State (from drop-down list):

CA

RURAL TRANSIT NEED/DEMAND ESTIMATION - OUTPUT TABLE

Service Area:	Anderson
Analysis Description:	
Additional Description:	

Estimation of Transit Need

Total need for passenger transportation service:

700

Persons

Total households without access to a vehicle:

18%

Households

State Mobility Gap:

1.1

Daily 1-Way Passenger-Trips per Household

Total need based on mobility gap:

1,000

Daily 1-Way Passenger-Trips

150,700

Annual 1-Way Passenger-Trips

SERVICE AREA CHARACTERISTICS INPUT TABLE -- Fill In All Unshaded Boxes

Service Area:	Burney
Analysis Description:	
Additional Description:	

Transit Need Inputs

Number of persons residing in households with income below the poverty level:

640

Number of households residing in households owning no vehicles:

1-Person households:

2-Person households:

3-Person households:

4-or-more-Person households:

Households

Persons

58

58

S

0

0

0

0

0

Mobility Gap:

Enter State (from drop-down list):

CA

RURAL TRANSIT NEED/DEMAND ESTIMATION - OUTPUT TABLE

Service Area:	Burney
Analysis Description:	
Additional Description:	

Estimation of Transit Need

Total need for passenger transportation service:

700

Persons

Total households without access to a vehicle:

58

Households

State Mobility Gap:

1.1

Daily 1-Way Psgr.-Trips per Household

Total need based on mobility gap:

60

Daily 1-Way Passenger-Trips

19,100

Annual 1-Way Passenger-Trips

SERVICE AREA CHARACTERISTICS INPUT TABLE -- Fill In All Unshaded Boxes

Service Area:	Johnson Park
Analysis Description:	
Additional Description:	

Transit Need Inputs

Number of persons residing in households with income below the poverty level:

146

Number of households residing in households owning no vehicles:

1-Person households:

2-Person households:

3-Person households:

4-or-more-Person households:

Households

Persons

0

0

0

0

41

123

0

0

Mobility Gap:

Enter State (from drop-down list):

CA

RURAL TRANSIT NEED/DEMAND ESTIMATION - OUTPUT TABLE

Service Area:	Johnson Park
Analysis Description:	
Additional Description:	

Estimation of Transit Need

Total need for passenger transportation service:

300

Persons

Total households without access to a vehicle:

41

Households

State Mobility Gap:

1.1

Daily 1-Way Psgr.-Trips per Household

Total need based on mobility gap:

50

Daily 1-Way Passenger-Trips

13,500

Annual 1-Way Passenger-Trips

SERVICE AREA CHARACTERISTICS INPUT TABLE -- Fill In All Unshaded Boxes

Service Area:	Mountain Gate
Analysis Description:	
Additional Description:	

Transit Need Inputs

Number of persons residing in households with income below the poverty level:

372

Number of households residing in households owning no vehicles:

1-Person households:

2-Person households:

3-Person households:

4-or-more-Person households:

Households

Persons

57

57

0

0

0

0

0

0

Mobility Gap:

Enter State (from drop-down list):

CA

RURAL TRANSIT NEED/DEMAND ESTIMATION - OUTPUT TABLE

Service Area:	Mountain Gate
Analysis Description:	
Additional Description:	

Estimation of Transit Need

Total need for passenger transportation service:

400

Persons

Total households without access to a vehicle:

57

Households

State Mobility Gap:

1.1

Daily 1-Way Psgr.-Trips per Household

Total need based on mobility gap:

60

Daily 1-Way Passenger-Trips

18800

Annual 1-Way Passenger-Trips

SERVICE AREA CHARACTERISTICS INPUT TABLE -- Fill In All Unshaded Boxes

Service Area:	Redding
Analysis Description:	
Additional Description:	

Transit Need Inputs

Number of persons residing in households with income below the poverty level:

13,750

Number of households residing in households owning no vehicles:

Households

Persons

1-Person households:

1,610

1,610

2-Person households:

319

638

3-Person households:

0

0

4-or-more-Person households:

161

644

Mobility Gap:

Enter State (from drop-down list):

CA

RURAL TRANSIT NEED/DEMAND ESTIMATION - OUTPUT TABLE

Service Area:	Redding
Analysis Description:	
Additional Description:	

Estimation of Transit Need

Total need for passenger transportation service:

16,600

Persons

Total households without access to a vehicle:

2,090

Households

State Mobility Gap:

1.1

Daily 1-Way Psgr.-Trips per Household

Total need based on mobility gap:

2,300

Daily 1-Way Passenger-Trips

689,700

Annual 1-Way Passenger-Trips

SERVICE AREA CHARACTERISTICS INPUT TABLE – Fill In All Unshaded Boxes

Service Area:	Shasta Lake
Analysis Description:	
Additional Description:	

Transit Need Inputs

Number of persons residing in households with income below the poverty level:

1,815

Number of households residing in households owning no vehicles:

Households

Persons

1-Person households:

219

219

2-Person households:

41

82

3-Person households:

34

102

4-or-more-Person households:

26

104

Mobility Gap:

Enter State (from drop-down list):

CA

RURAL TRANSIT NEED/DEMAND ESTIMATION - OUTPUT TABLE

Service Area:	Shasta Lake
Analysis Description:	
Additional Description:	

Estimation of Transit Need

Total need for passenger transportation service:

2,300

Persons

Total households without access to a vehicle:

320

Households

State Mobility Gap:

1.1

Daily 1-Way Passenger-Trips per Household

Total need based on mobility gap:

350

Daily 1-Way Passenger-Trips

105,600

Annual 1-Way Passenger-Trips

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BUS STOP IMPROVEMENT INDEX

INTRODUCTION

In the study *Understanding How the Built Environment Around TTA Stops Affects Ridership - A Study for the Triangle Transit Authority (TTA)* (Brown et al., 2006), various bus stop improvements were assessed to determine which improvements had the greatest positive impact on ridership. The study ultimately presented a bus stop improvement index that can be used to evaluate potential improvements. The 2024 Shasta Coordinated Transportation Plan and the Regional Transportation Plan recommend that transportation providers continue to pursue funding for, and implement, bus stop improvements that will improve waiting conditions and accessibility for bus passengers. Limited funding should be prioritized for bus stop improvements that will yield the greatest positive impact on ridership, per the attached bus stop index developed by Brown et al.

Bus Stop ID _____	Segment audited: _____
Segment ID _____	One side only _____
Auditor _____	Both sides _____

BUS STOP ENVIRONMENT

1 Bus Stop Amenities checklist:

TTA Bus stop sign	1
Shelter	3
Bench or seating wall	3
Schedule	2
Map	1
Real-time information display	1
Trash can	1
Lighting	2
Bike racks	1
None	0

2 Is the landing area paved?

Yes	1
No	0

3 Is there a sidewalk leading to the stop?

Yes, from one direction only	1
Yes, from two or more directions	2
No sidewalks leading to stop	0

4 Is there a companion bus stop across

Yes	1
No	0

DESTINATIONS

5 # of non-residential places where people tend to stay for a considerable period of time?

2	
1-2	1
0	0

6 # of non-residential, service-oriented places where people get something relatively quickly, then leave?

>3	2
0-3	0

7 Generally, what amount of employees work this segment?

Large (i.e. IBM office site)	3
Medium (30 plus employees)	2
Small (fewer than 30 employees)	1
No visible employment	0

8 Are there residential uses present?

Yes	1
No	0

9 Are there any BB or grocery stores?

Yes	0
No	1

10 Are there vacant lots present?

Yes	0
No	1

BIKE/PEDESTRIAN FACILITIES

11 Pedestrian facilities (check all that apply)

Unpaved footpath	0.5
Sidewalk	1
Bike/Greenway/Ped path	1
None	0

12 Rate the steepest part of segment

Level to Moderate	1
Steep	0

13 Buffer between road and pedestrian

Yes	2
No	0
N/A	0

If no sidewalk, skip to question 15

14 Sidewalk Location

All sides	1
1/2 sides	0

Sidewalk completeness

All sides complete	2
1/2 side complete	1
None complete	0

Sidewalk Connectivity to other sidewalks

Sidewalks connect to others	1
Sidewalks do not connect to others	0

Sidewalk condition:

Poor (many cracks, bumps, holes)	0
Fair (some cracks, bumps, holes)	1
Good (few cracks, bumps, holes)	2

15 Lighting present along segment?

Yes	1
No	0

16 Bicycle lane present?

Yes	1
No	0

ROAD ATTRIBUTES

17 Number of vehicle travel lanes

--	--

18 Number of lanes to cross

If 17 and 18 both < 4	2
If 17 or 18 > 4	0

19 Traffic control Devices (all that apply)

Traffic Light	2
Stop Sign	1
Traffic calming	1
None	0

20 Crossing Aids in segment (all that apply)

Pavement markings	1
Pedestrian Signal	1
Overpass/Underpass	1
Flashing Warning (for cars)	1
Ped/Bike street signs	1
None	0

21 Amount of segment fronted by off-street parking

More than half	-1
Less than half	0
None	1

If answer is "None" in Q21, skip Q22

22 Off-street parking on the segment is

located (check all that apply):

In Front of Buildings	-1
To the side of buildings (w/street frontage)	-0.5
In standalone lots	-1

NEIGHBORHOOD FEATURES

23 Are there any outdoor dining areas?

Yes	1
No	0

24 Pedestrian amenities in public realm (e.g. garbage cans, benches, mailboxes, bike racks, etc.)

Many (3+)	2
Few (1-2)	1
None	0

25 Is the ped facility shaded by trees?

Yes/Somewhat	1
No	0
N/A	0

26 Relationship between built and natural env.

Landscaping in isolated patches	0
Natural environment more prominent	0.5
Landscaping/Veg. complement buildings	1

27 Are there buildings on the segment?

Yes	0
No	0

If no buildings present, skip Q28 - Q36

28 Walk through parking lot to get to most buildings?

Yes	0
No	2

29 Connections between building entrances and streets? (Check all that apply)

Defined path	1
Undefined path	0.5
Inhibited Connection	0

30 If no sidewalk is present OR buildings are set back >40 ft, are there connections between adjacent sites

Yes	0
No	-1
N/A	0

ARCHITECTURE DESIGN

31 Building Height (SEE TABLE X FOR SCORING)

(in stories)	5 or more
	3-4
	1-2
	Heights vary

32 Average Building Setback from Street

At edge of sidewalk (or curb if no sidewalk)	4
Within 40 feet of curb	2
More than 40 feet from curb	0

33 Amount of buildings oriented towards a street?

More than half	-1
Less than half	0
None	1

34 Typical window coverage at ground level?

More windows than wall	1
Some windows	0.5
Few windows	0
Blank wall	0

35 Amount of buildings with architecture broken

into sections?

More than half	1
Less than half	0.5
None	0

36 Are buildings designed with distinguishing

Yes, most buildings	1
Few/no buildings	0
Negatively distinguishing features	-1