

STAFF REPORT



MEETING DATE:	February 26, 2026
SUBJECT:	Approve a Technical Services Agreement with [Consultant] to Update the GoShasta Regional Active Transportation Plan
AGENDA ITEM:	9-10
STAFF CONTACT:	Laurent Beauregard, Assistant Transportation Planner

SUMMARY: To support implementation of the board-adopted Regional Transportation Plan and Sustainable Communities Strategy priorities and to maintain competitiveness for state and federal transportation funding, SRTA is updating the GoShasta Regional Active Transportation Plan (GoShasta Update). The update will reflect progress made on previous priorities and incorporate new and emerging community needs. SRTA issued a request for proposals (RFP) to select a consultant to prepare the GoShasta Update. A multi-agency review committee evaluated two proposals received in response. Following proposal evaluation and interviews, staff recommends approving a technical services agreement with [SELECTED CONSULTANT] for a not-to-exceed amount of [BUDGET PLACEHOLDER].

STAFF RECOMMENDATION:

It is recommended that the board of directors:

1. Approve a technical services agreement with [SELECTED CONSULTANT] to update the GoShasta Regional Active Transportation Plan, for a term ending [TERM DATE], not to exceed [BUDGET PLACEHOLDER]; and
2. Authorize the executive director to make minor administrative amendments as appropriate.

DISCUSSION:

The GoShasta Regional Active Transportation Plan and its full project list, approved in 2019, need to be updated. SRTA was awarded a Caltrans Sustainable Communities Competitive Grant to fund the update. The GoShasta Regional Active Transportation Plan (GoShasta Update) is necessary to maintain consistency with board-adopted regional planning priorities supporting active transportation including goals and strategies outlined in the 2022 Regional Transportation Plan. Local agency projects, benefiting all modes of transportation, gain a competitive advantage when competing for discretionary grant funds if they are listed in a plan updated about every five years. The GoShasta Update will build upon the original GoShasta plan to reflect local community needs, current state policy, updated guidance, and evolving best practices related to active transportation planning, design, programs, and implementation strategies.

SRTA issued a request for proposals for the GoShasta Update on December 11, 2025, with proposals due on January 22, 2026. Two proposals were received from Kittleson and Associates and Alta Planning + Design, Inc. Both proposals were determined to be responsive and responsible.

Representatives from Shasta County Public Works, Shasta County Public Health, Caltrans District 2, and the cities of Redding, Anderson, and Shasta Lake were invited to review the proposals, and participated in the evaluation and interviews. Proposals were evaluated based on criteria outlined in the request for proposals, including thoroughness at addressing the scope of work; qualifications and experience of the project team; innovative ideas; public engagement approach; ability to develop high-quality conceptual designs, visualizations, and maps; value; and the cost.

Both firms participated in interviews held on February 6, 2026, in which they were evaluated on the quality of the presentation, responses to interview questions, and consultants' adherence to interview guidelines. Based on the results of the proposal evaluation and interviews, staff recommends awarding the contract to [SELECTED CONSULTANT].

ALTERNATIVES:

The board of directors may direct staff to select a different consultant or to reissue the request for proposals. Reissuing the request for proposals will delay the grant schedule and could compromise staff's ability to use the grant award available to the region before it expires.

OTHER AGENCY INVOLVEMENT:

/// The Technical Advisory Committee met on February 11, 2026, to review and discuss the consultant selection process. /// Staff from Shasta County Public Works, Shasta County Public Health, Caltrans District 2, and the cities of Redding and Anderson participated on the proposal evaluation committee. Shasta Lake was unable to participate due to an unplanned time conflict.

FISCAL IMPACT:

The contract is funded through a Caltrans Sustainable Communities Competitive Grant and necessary local match provided by Local Transportation Funds designated for SRTA planning activities under Work Element 703.08 of SRTA's Overall Work Program. The contract amount is a not-to-exceed of [BUDGET PLACEHOLDER].

Sean Tiedgen, AICP, Executive Director

Attachments:

A: Consensus scores – Not available at TAC

B: RFP to Update the GoShasta Regional Active Transportation Plan [Hyperlink](#)

C: Draft Technical Services Agreement with [Selected Consultant] – Not available at TAC

REQUEST FOR PROPOSALS

GoShasta Regional Active Transportation Plan update

SRTA Solicitation Number: S-00041

Issued:	December 11, 2025
Contract Capacity:	Estimated budget of \$293,200
Performance Period:	Project to be completed by June 30, 2028.
Payment Method:	Cost reimbursement
Submissions Due:	2:00 p.m. PST on Thursday, January 22, 2026
Contact Person:	Laurent Beauregard, Assistant Transportation Planner

Interested applicants must [subscribe](#) to SRTA's bid posting webpage to receive notices when information and possible RFP addenda become available.

Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
(530) 262-6190



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Procurement Summary

SRTA seeks proposals from qualified consultants to prepare the GoShasta Regional Active Transportation Plan Update (GoShasta Update), including jurisdiction-specific updates and conceptual project designs supporting a connected regional active transportation network.

This project is funded by a Caltrans Sustainable Communities Competitive Grant and Local Transportation Funds. The estimated contract award budget is \$293,200. The GoShasta Update is expected to be completed by June 30, 2028.

About the Shasta Regional Transportation Agency (SRTA)

2025 SRTA Board of Directors

Board Member	Affiliation
Greg Watkins, Chair	City of Shasta Lake
Mike Gallagher, Vice Chair	City of Anderson
Tenessa Audette	City of Redding
Kevin Crye	Shasta County, District 1
Chris Kelstrom	Shasta County, District 5
Matt Plummer	Shasta County, District 4
Erin Resner	Redding Area Bus Authority

Shasta Regional Transportation Agency (SRTA) is the designated Metropolitan Planning Organization (MPO) for the Shasta Region. Member agencies are the cities of Anderson, Redding, and Shasta Lake; the county of Shasta; and the Redding Area Bus Authority (RABA). Information regarding SRTA, regional plans and programs, and this procurement are available online at www.srta.ca.gov.

About the Shasta Region

Shasta County is located at the geographic center and transportation crossroads of California's North State. The county occupies the northern part of the Sacramento Valley and includes southern portions of the Cascade Mountains. The county has an area of 3,785 square miles. Shasta County has an urbanized area which contains the cities of Anderson, Redding, and Shasta Lake. The county is home to approximately 182,000 residents, about 80% of which live in the south-central urbanized area along I-5. Redding is the county seat and the region's primary socio-economic center.

The region is largely rural in character and geographically separated from other California metropolitan regions. Its population is one of the most dispersed in the state, having just 48 persons per square mile compared to the statewide average of 253.

Along with the primary I-5 corridor, state highways in the county include State Routes (SRs) 36, 44, 89, 151, 273 and 299.

Geographic elevations range from 425 feet on the valley floor to over 10,000 feet

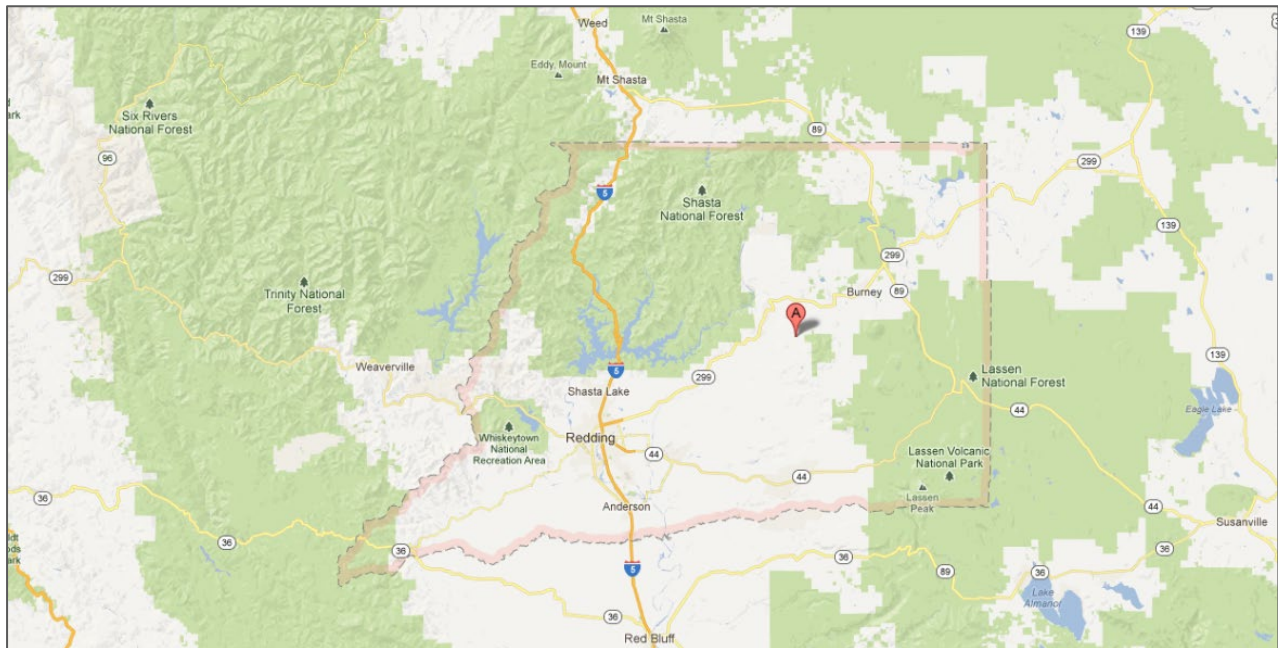
Agency Partners

Caltrans, District 2
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
Redding Area Bus Authority (RABA)
Dignity Health Connected Living (DHCL)
Healthy Shasta
North State Super Region (NSSR)
Pit River Tribe
Redding Rancheria (Yana, Wintu, Pit River)

in Lassen Volcanic National Park. The region is surrounded by mountains to the west, north, and east. The Sacramento River flows through the center of the county and down the Sacramento Valley to the south. These attributes have contributed to the region's establishment as a center for recreation and tourism.

Figure 1 shows the topography and state highway/interstate layout of Shasta County.

Figure 1 – General Map of the Shasta Region



Project Background

The original **GoShasta Regional Active Transportation Plan**, completed in 2018 and updated in 2019, established the Shasta Region's first regionwide, coordinated framework for improving active transportation safety, connectivity, and multimodal access and mobility. Since its adoption, the region has implemented and secured funding for several priority projects and made significant progress toward creating a safer, more connected network of pedestrian, bicycle, and micromobility facilities. These efforts strengthen regional mobility, improve public health outcomes, and support local jurisdictions in securing state and federal funding for active transportation improvements.

Despite this progress, the region still has a lot of work to do. The evolving context of transportation, land use, and public health presents an opportunity to re-examine regional priorities. New data, shifting demographics, updated state and local safety legislation and goals, and regional changes have highlighted remaining gaps and inequities. Several areas of the region—particularly disadvantaged rural communities, high-injury corridors, and neighborhoods with limited non-motorized infrastructure—continue to face significant barriers to safe and reliable active transportation. Outdated collision data, pedestrian and cyclist counts, community-

identified barriers, and climate-related stressors underscore the need to refresh the region's active transportation strategy.

The GoShasta Regional Active Transportation Plan Update (GoShasta Update) will build on the foundation of the original plan by integrating new data sources, expanding equity-centered engagement, identifying infrastructure and programmatic priorities, and developing conceptual project designs that advance the region's most impactful opportunities for safety and connectivity improvements. A key focus of the update will be improving and expanding the region's multimodal active transportation trunk line network—an interconnected backbone of high-comfort, all-ages-and-abilities corridors that strengthens access for underserved communities and provides cohesive regional connectivity. The GoShasta Update will also reflect new state and regional goals, including California's Climate Action Plan for Transportation Infrastructure (CAPTI), the California Transportation Plan 2050, and SRTA's Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) objectives.

The project area spans all jurisdictions within the Shasta Region—including the cities of Anderson, Redding, and Shasta Lake, unincorporated communities of the county, and Tribal partners—representing a diverse mix of urban, suburban, and rural environments. The GoShasta Update will be developed collaboratively with SRTA, local jurisdictions, transit providers, public health partners, Tribal governments, community-based organizations, and residents. This coordinated regional approach will ensure that local priorities are recognized, regional connections are strengthened, and the final plan provides a practical, implementable vision for improving safety, mobility, health, and equity across the Shasta Region.

About Your Proposal

Project Scope of Work

SRTA is seeking a qualified consultant to update the GoShasta Regional Active Transportation Plan, consistent with the tasks, activities, and deliverables outlined in Attachment A (Scope of Work).

At a minimum, submitted proposals must include the tasks outlined in Attachment A. SRTA welcomes additional suggestions and innovative approaches to help achieve project goals.

Project Schedule/Timeline

An anticipated project schedule is provided in Attachment B. The consultant will work closely with SRTA and partner agencies to finalize the project timeline following contract execution.

Proposal Contents

Written proposals submitted in response to this RFP shall not exceed 35 pages (excluding attachments, which may include resumes). Please be strategic in what your team includes in the proposal. At a minimum, the following information should be included and clearly labeled as follows:

Introduction

- A transmittal letter should be included, signed by an officer who may contractually bind the firm or team of firms. The signature of the authorized representative attests that the information contained in the proposal is truthful, accurate, and complete at the time of submittal. The letter should include how the respondent heard of the procurement.
- The introduction should include a description of the firm containing the firm's name, address, legal form of the company (e.g., partnership, corporation, joint venture, etc.), North American Industry Classification System (NAICS) code, Tax Identification Number (TIN), annual gross receipts (may be a range), and the number of years the firm has been in business.

Proposal and Work Plan

- Statement of Understanding: Explain your understanding of the GoShasta Update, including the project's goals, required tasks, regional context, key challenges, and expected outcomes. Demonstrate familiarity with active transportation planning best practices, low-stress active transportation network development, ADA-accessible design principles, community engagement in rural and underserved areas, and project prioritization methodologies.
- Work plan and schedule to complete the project scope of work identifying milestones and deliverables.

Project Team

- An organizational chart showing the firm's approach towards the staffing and management of the project shall be provided. Titles, roles, and the number of staff required to fill those roles should be shown on the chart. The proposed relationships between staff should be shown as well.
- A staffing plan identifying the approximate number, expertise, and experience level of staff by role and responsibility based on anticipated work, as well as each staff member's anticipated share of the project workload (by percentage).

Resumes

- List of the personnel on the project team, including a summary of their qualifications and work experience (resumes may be included as an attachment). Resumes should include persons' active professional registrations and registration number, including expiration date. This includes any sub-consultants proposed for use.

Team Experience

- This segment should highlight or expand upon project experience. Elaborate on the proposed team's previous work as a team with other key staff and proposers listed.
- Demonstrate experience preparing regional or jurisdiction-level active transportation plans, including network planning, high-comfort facility design concepts, safety analysis, and equity-centered engagement.

- Describe staffing capability, workload, and record of meeting schedules on similar projects. Also describe ability to adapt to unexpected work. Finally, describe the feasibility of oversight, ability, and willingness to respond to SRTA requirements for this procurement.

Example Projects

- A representative list of similar projects completed within the last five years including:
 - Contracting firm
 - Contracting firm project manager
 - Contracting firm contact information
 - Contract amount
 - Date of contract
 - Date of completion
 - Consultant project manager and contact information
 - Project description

Additional Information

- Proposer should explain its approach and strategy for successfully completing similar projects, with all the necessary approvals within the shortest possible time frame. The project approach should be sufficient in detail to demonstrate the proposer's understanding of the project, its unique challenges, and the processes and procedures that must be followed. The proposer should identify the most critical steps in the successful completion of similar projects.
- Proposer should describe its tools, procedures, and techniques used to keep projects within budget and on schedule.
- Proposer should explain why their team should be selected and include any other information they feel is relevant.

Cost Proposal

- The proposal shall be a firm offer for a minimum of 90 days and contain a statement to that effect. The proposal shall contain a statement that all activities performed within the proposed scope of work will be performed at a not-to-exceed price.
- Cost proposal worksheet, including: fee schedule on a time (by personnel) and materials basis; cost by task; and total cost to complete the project. The cost proposal shall be fully inclusive of all services, overhead, and direct expenses.
- All travel expenses must comply with the U.S. General Services Administration (GSA) per diem and mileage rates for the region at the time of travel. Proposers shall use the applicable GSA rates when preparing their cost proposal.
- Per Caltrans Sustainable Communities grant guidelines, consultant administrative or overhead costs may not be billed as direct expenses. Such costs must be fully included within task labor rates.
- Proposers need to include a line item in their budget for public engagement assistance facilitated by a community-based organization (CBO) to maximize use of local

community relationships. Do not identify a specific CBO in your proposal. A CBO will be identified near the start of the contract.

Pre-Proposal Conference

A pre-proposal conference will be held via Zoom on December 18, 2025 at 2:00 p.m. PST. Please indicate your interest in the pre-proposal conference to the contact person, Laurent Beauregard, via email at srta@srta.ca.gov. The conference will be recorded and may be posted to the SRTA website afterwards. By attending the conference, you are consenting to being recorded. Questions asked during the conference may be responded to during the conference or via written collective response on the SRTA website by the deadline below.

Addenda and Questions About This RFP

Interested applicants must subscribe to SRTA's bid posting webpage at <http://www.srta.ca.gov/bids.aspx> so that they are notified of any addenda to the RFP or responses to questions received. All questions regarding this RFP will be responded to collectively and made available for all interested applicants via the bid posting webpage on SRTA's website.

Questions may be submitted via email to srta@srta.ca.gov. After the pre-proposal conference, questions will continue to be taken via email from prospective vendors until 5:00 p.m. PST on Wednesday January 7, 2026. All responses to questions will be posted on the [SRTA website](#) no later than 5:00 p.m. PST, January 8, 2026.

Procurement Schedule

The anticipated procurement schedule is shown below in Table 1. Firm deadlines are shown in bold text.

Table 1 – Procurement Schedule

Tasks	Deadline
Release RFP	December 11, 2025
Pre-Proposal Conference	2:00 p.m. PST, December 18, 2025
Interested Vendor Questions Due	5:00 p.m. PST, January 7, 2026
SRTA Response to Vendor Questions	5:00 p.m. PST January 8, 2026
Vendor Proposals Due	2:00 p.m. PST, January 22, 2026
Review of Proposals	January 26-30, 2026
Evaluation and Ranking of Proposals	January 30, 2026
Interviews (if necessary)	February 6, 2026

Consultant-SRTA contract negotiation, February 11- 13, 2026 including budget and scope of work	
SRTA Board of Directors Approval	February 26, 2026
Anticipated Contract Start	March 6, 2026

Proposal Submittal

Please submit consultant proposals via email to the Shasta Regional Transportation Agency (Attn: Laurent Beauregard) at: srta@srta.ca.gov

Proposal submittals must be received at the SRTA office before 2:00 p.m. PST on January 22, 2026. No proposals will be accepted after this time. Proposal receipt will be acknowledged by email.

The cost of preparing and submitting a proposal, pre-contract meetings, and participating in an interview—if held—are at the sole expense of the proposer. SRTA reserves the right to reject any or all proposals, and to waive any informality, technical defect, or clerical error in any proposal at SRTA’s discretion. Solicitation of proposals in no way obligates SRTA to contract with any firm or individual. The decision to approve and award a contract is at the discretion of SRTA.

Proposal Evaluation

A panel will be formed to evaluate the proposals via consensus scoring and make a recommendation in consultation with the executive director, which will then go to the SRTA Board of Directors for approval. The proposal evaluation will be based on the scoring criteria presented in Table 2.

Table 2 – Proposal Scoring Criteria

Criteria	Maximum Possible Points
Thoroughness of proposal at addressing the project’s scope of work and the project’s overarching objectives	20
Qualifications and similar experience of the consulting firm and project team, including sub-consultants	20
Examples of innovative and/or transformational ideas to meet project objectives	20
Ability to conduct culturally competent, effective public engagement across diverse communities	10

Ability to develop high-quality conceptual designs, data visualizations, and mapping	10
Value of services to be provided	10
Cost of services to be provided*	10
Total	100

* Cost points will be assigned based on fixed dollar thresholds between the project budget (\$293,200) and an amount 10 percent below that budget (\$263,880). Proposals at the full budget amount receive 1 point, and proposals at or below 10 percent under budget receive 10 points. Point values are assigned based on the following dollar ranges:

- 10 points — Proposed cost is \$263,880 or less
- 9 points — Proposed cost is more than \$263,880 but not more than \$267,138
- 8 points — Proposed cost is more than \$267,138 but not more than \$270,396
- 7 points — Proposed cost is more than \$270,396 but not more than \$273,654
- 6 points — Proposed cost is more than \$273,654 but not more than \$276,912
- 5 points — Proposed cost is more than \$276,912 but not more than \$280,170
- 4 points — Proposed cost is more than \$280,170 but not more than \$283,428
- 3 points — Proposed cost is more than \$283,428 but not more than \$286,686
- 2 points — Proposed cost is more than \$286,686 but not more than \$289,944
- 1 point — Proposed cost is more than \$289,944 but not more than \$293,200
- 0 points — Proposed cost is greater than \$293,200

SRTA will not disqualify proposals for exceeding the project budget; however, proposals that exceed \$293,200 will not receive cost points.

In circumstances where a recommendation cannot be made based on the proposals alone, the highest ranked consultants may be invited to an interview where they may give a brief presentation of no more than 15 minutes followed by up to 15 minutes of Q&A. SRTA will evaluate the interview using the criteria presented below in Table 3, and the interview score will then be added to the proposal score above to determine the final ranking. The evaluation panel will then make a recommendation based upon the final cumulative ranking in consultation with the executive director, which will go to the board of directors for approval.

Table 3 – Interview Scoring Criteria (if conducted)

Criteria	Maximum Possible Points
Quality of consultant’s presentation (content and visuals)	20
Quality of responses to interview questions	20
Consultant’s adherence to interview guidelines provided at invitation to interview.	10
Total	50

Contract Amount and Award

The anticipated start date is March 6, 2026, with a June 30, 2028, contract expiration. Consultant selection will be based on a combination of funding availability and the proposals’ consensus scores. The total amount budgeted for this effort is \$293,200 from work element 703.08.

Barring any delays (e.g., the need for a budget amendment, extension of the RFP response date, etc.), the SRTA Executive Director will schedule the proposed technical services agreement for consideration by the SRTA Board of Directors on February 26, 2026. The agreement is not in force until approved by the SRTA Board of Directors and written authorization to proceed is provided to the selected consultant.

Options

SRTA intends to contract for an initial term of two-years but reserves the option to extend the contract annually for up to an additional year beyond the initial two-year period, provided there is no change to the maximum contracted compensation. Such extensions would not be automatic and would be entered into writing by both parties before becoming effective.

Additional Information and Terms

Standard Consulting Agreement

SRTA’s standard Technical Services Agreement (TSA) will be used for the agreement between SRTA and the selected consultant. SRTA’s TSA template is provided by separate attachment (Attachment E) to the RFP distribution.

Protest Procedure

All protests will follow the SRTA protest procedures for procurements as delineated in the appendix.

Debriefing

SRTA will provide an informal debriefing to interested consultants not selected for this contract upon request once a final contract has been negotiated and executed.

Public Records Act

All proposals submitted in response to the RFP will become the exclusive property of SRTA. At such time as a contract is executed, all bids and proposals related to that contract become a matter of public record and will be regarded as public records and subject to the Public Records Act (Gov. Code Section 6254 et. seq.).

If consultant feels that any information in their proposal is “proprietary” in nature, then consultant must provide a second proposal (clearly labeled) with that information removed, which would be shared in the event of any Public Records Act request. Otherwise, their submitted proposal will be provided in the event of a Public Records Act request and consultant, by submitting a proposal to this RFP, waives any claims against and hold SRTA harmless for the release of their proposal.

In the event of litigation concerning the disclosure of any records, SRTA’s sole involvement will be as a stakeholder, retaining the records until otherwise ordered by a court. The proposer, at its sole expense and risk, shall be fully responsible for any, and all, fees for prosecuting or defending any action concerning the records and shall indemnify and hold SRTA harmless from all costs and expenses, including attorney’s fees, in connection with, any such action.

Modification or Withdrawal of Proposal

Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the consultant. To be considered, the modification must be received in writing (email acceptable) prior to the deadline. Proposals may be withdrawn following the proposal deadline for good cause; please consult with the RFP contact person to discuss this.

RFP Addendum or Addenda

Any changes to the RFP will be made by written addenda issued by SRTA and shall be considered part of the RFP. The RFP deadline may be extended dependent upon the nature of the changes issued. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation. Any addenda will be posted on-line only. It will be the consultant’s responsibility to assure that all addenda are incorporated into the proposal as required according to all the terms and conditions for submittal of the proposal. In no event will SRTA modify the RFP with less than five (5) days remaining to the deadline, without extending the RFP deadline.

Verbal Agreement or Conversation

No prior, current, or post-award verbal conversations or agreement(s) with any officer, agent, or employee of SRTA shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.

Special Funding Considerations

Any contract resulting from this RFP will be financed with funds available to SRTA. The contract for this service is contingent upon the provision of these funds to SRTA. In the event these funds are reduced or eliminated, SRTA reserves the right to terminate or revise any contract.

Alternatives

Consultants may not alter objectives and deliverables of the RFP in the response to the RFP. If the consultant brings to SRTA's attention, at least ten (10) days before the RFP deadline, an alternative end product than the RFP delineates, SRTA reserves the right to cancel the RFP and re-bid the project.

Equal Employment Opportunity/Affirmative Action

In awarding a contract to a consultant, SRTA includes language within the contract which requires the consultant to certify their compliance with federal regulations.

Attachments

Attachment A – Scope of Work

Attachment B – Project Schedule

Attachment C – SRTA's Protest Procedures Hyperlink:

<https://srta.ca.gov/DocumentCenter/View/10038/05-Protest-Procedures-for-Procurements-updated-December-11-2025>

Attachment D – SRTA Active Transportation Planning Information Hyperlink:

<https://www.srta.ca.gov/286/GoShasta-Plan-Active-Transportation-Docu>

Attachment E - SRTA's Draft Technical Services Agreement Template Hyperlink:

<https://www.srta.ca.gov/DocumentCenter/View/5589/2021-Technical-Services-Agreement-Draft>

Attachment A – Scope of Work

The consultant will prepare the **GoShasta Regional Active Transportation Plan Update** (GoShasta Update), a comprehensive update to the 2019 GoShasta Plan. The update will support equity-centered public engagement; identify regional and jurisdiction-specific active transportation needs; integrate updated safety and mobility data; and develop conceptual designs for high-priority projects that expand the regional active transportation trunk line network, or connect to it. This update should continue the original GoShasta vision born out of extensive public engagement and support for safe, comfortable, intuitive, connected active transportation facilities between major activity centers and essential services. When complete, the coordinated, practical, and implementable plan will continue to help the region and local jurisdictions remain competitive for the Active Transportation Program (ATP) and other multimodal funding opportunities.

The consultant shall perform, at a minimum, the following tasks.

Task 1 - Existing Conditions Assessment & Data Collection

The consultant will complete a comprehensive analysis of current active transportation conditions across the Shasta Region; update bicycle and pedestrian counts; and assess infrastructure constraints, gaps, barriers, and safety concerns. This assessment and analysis, in addition to the public engagement campaign, will inform project identification, prioritization, and conceptual design development.

Task 1 Activities

1. Review and consolidate existing planning documents, prior GoShasta materials, jurisdiction-level plans, policies, and recent infrastructure changes.
2. Collect and update bicycle, pedestrian, and rolling activity counts using manual, automated, or hybrid methodologies.
3. Compile and analyze collision data, including pedestrian, bicyclist, and micromobility-involved incidents.
4. Conduct field reviews to identify infrastructure gaps, accessibility limitations, operational/safety issues, and opportunities for improved connectivity.
5. Evaluate multimodal conditions with an emphasis on:
 - Disadvantaged and under-resourced communities
 - High-injury corridors
 - First/last-mile connections
 - Areas with limited transportation options
6. Incorporate third-party datasets (e.g., Redding BikeShare, Strava Metro, Love to Ride, transit ridership, Street Story, etc.).
7. Develop preliminary heat maps and spatial analyses illustrating demand, barriers, collision concentrations, equity indicators, and other relevant measures.
8. Coordinate with local jurisdictions and partner agencies to validate findings.

Task 1 Deliverables

- Existing Conditions Assessment Report
- Updated bicycle, pedestrian, and rolling count datasets
- Integrated collision and safety analysis
- Geospatial layers and data files (ESRI-compatible)
- Preliminary project needs list by jurisdiction
- Heat maps and spatial analysis figures
- Opportunities and constraints summary
- Identification of potential project locations
- Conceptual designs for high-priority projects

Task 2 – Public Engagement & Active Transportation Safety Campaign

The consultant will work with partners, stakeholders, and a local CBO (TBD after start of contract) to implement a broad, inclusive community engagement program designed to gather input on needs, constraints, gaps, barriers, and priorities; support data collection; and collaborate with community partners to elevate safety messaging.

Task 2 Activities

1. Prepare a public engagement plan outlining outreach strategies, formats, materials, and timelines.
2. Conduct engagement activities that may include but not be limited to:
 - Community workshops;
 - Pop-up events;
 - Focus groups;
 - Online engagement; and
 - Surveys (digital and print, culturally and linguistically appropriate)
3. Coordinate with SRTA staff on engagement with Tribal governments, community-based organizations, public health partners, and agencies serving disadvantaged communities.
4. Develop project-specific active transportation safety education campaign tied to prioritized projects, including messaging, graphics, and media-ready materials.
5. Document all input received and integrate results into project development.

Task 2 Deliverables

- Public Engagement Plan
- Engagement materials (flyers, surveys, presentations, social media graphics)
- At least **one in-person engagement event** in each of the following locations, and follow-up virtual events (as needed):
 - Redding
 - Anderson
 - Shasta Lake
 - A rural unincorporated community
- At least **two pop-up or opportunistic outreach events** (These could, if needed, take the place of one of the above-mentioned in-person events).
- Technical memo summarizing all public and stakeholder input

- Safety campaign materials (graphics, draft messages, outreach assets)
- Engagement participation metrics and raw datasets

Task 3 – Advisory Committee Coordination

An advisory committee (regional, and additional jurisdiction-level committees as needed) will guide development of the GoShasta Update. The consultant will help prepare materials, facilitate discussions, and document input.

Task 3 Activities

1. Support the formation of a regional advisory committee and additional subcommittees as needed.
2. Assist in developing meeting schedules, agendas, presentations, and supporting materials.
3. Facilitate meetings, gather feedback, and coordinate technical and policy discussions.
4. Document meeting summaries and committee recommendations.

Task 3 Deliverables

- Meeting agendas, slide decks, and reading materials
- Meeting notes and summary reports
- Compiled committee feedback summary
- Documentation of Participation
- Advisory committee charter

Task 4 – Draft GoShasta Regional Active Transportation Plan Update

The consultant will prepare a comprehensive Draft Plan incorporating all technical analyses, engagement outcomes, project priorities, conceptual designs, policy and program recommendations, and funding and implementation strategies.

Task 4 Activities

1. Compile and synthesize findings from Tasks 1–3.
2. Identify and prioritize active transportation trunk line and trunk line-connecting projects for the region and each jurisdiction, emphasizing:
 - High-impact safety improvements
 - First/last-mile connections to transit
 - Gaps limiting access to essential services and major destinations
 - Projects supporting new housing areas
3. Develop conceptual designs (e.g., cross-sections, layouts, renderings) for priority projects.
4. Prepare policy and program recommendations addressing safety, education, equity, and multimodal connectivity.
5. Develop an implementation and funding strategy identifying timelines, lead agencies, and potential funding sources.
6. Release the Draft Plan for public review and facilitate at least one public meeting or online open house.
7. Incorporate public and stakeholder feedback into the Final Plan.

Task 4 Deliverables

- Draft GoShasta Regional Active Transportation Plan Update (including up to at least two rounds of revisions)
- Updated project lists and prioritized project lists, both, by jurisdiction and region-wide
- Implementation and funding strategy
- GIS shapefiles supporting final recommendations

Task 5 – Final GoShasta Plan and Board Adoption

The consultant will produce a Final GoShasta Update incorporating all revisions and support SRTA and local jurisdictions through the adoption process.

Task 5 Activities

1. Prepare the Final GoShasta Plan in ADA-accessible digital format, including up to at least two rounds of revisions.
2. Provide all visuals, maps, tables, conceptual designs, and data products in accessible, editable formats.
3. Support presentation of the Final Plan to the SRTA Board of Directors and support local adoption processes as needed.
4. Provide final datasets, including GIS files, count data, and outreach documentation.

Task 5 Deliverables

- Final GoShasta Regional Active Transportation Plan Update
- Presentation materials for SRTA Board and partner agencies
- Final GIS database and datasets
- Comprehensive appendix materials (engagement summaries, technical documents, conceptual designs)
- Editable digital files for SRTA long-term use

Attachment B – Project Schedule

The following schedule reflects the anticipated timeline for completion of the GoShasta Regional Active Transportation Plan Update. The consultant shall develop and refine the project schedule in coordination with SRTA following contract award. The final schedule must be consistent with the Caltrans Sustainable Communities Competitive Grant award and must ensure completion of all tasks within the grant term.

This schedule is based on the Caltrans-approved Cost & Schedule submitted with the FY 2025–26 Sustainable Communities Competitive Grant application.

Task 1 – Existing Conditions Assessment & Data Collection

Duration: March 2026 – February 2027

Includes data collection, field audits, collision analysis, GIS development, demand and barriers analysis, and preliminary project needs identification.

Task 2 – Public Engagement and Active Transportation Safety Campaign

Duration: June 2026 – April 2028

Includes development and implementation of the engagement plan, workshops, pop-ups, online outreach, Tribal and partner coordination, multilingual surveys, and safety messaging campaign.

Task 3 – Advisory Committee Coordination

Duration: April 2026 – April 2028

Includes regional and jurisdiction-level advisory committee coordination, meetings, agendas, presentations, milestone reviews, and summary documentation.

Task 4 – Draft GoShasta Regional Active Transportation Plan Update

Duration: December 2026 – June 2028

Includes development of the Draft Plan, conceptual designs, project prioritization, implementation strategies, release for public review, revisions, and preparation of the Final Plan.

Task 5 – Final GoShasta Plan and Board Adoption

Duration: April 2028 – June 2028

Includes board presentations, jurisdictional coordination, adoption support, and final plan delivery.

Summary Timeline Table

Task	Start	End
1 – Existing Conditions Assessment	Mar 2026	Feb 2027
2 – Public Engagement & Safety Campaign	Jun 2026	Apr 2028
3 – Advisory Committee Meetings	Apr 2026	Apr 2028
4 – Draft and Final Plan	Dec 2026	Jun 2028
5 – Board Review / Approval	Apr 2028	Jun 2028