

Attachment A: Scope of Work for North State Intercity Bus to Rail Plan

Task 1: Data Collection

- 1.1** Gather data on existing and planned rail and bus routes in Shasta County. Contact local transportation authorities for detailed information.
- 1.2** Collect demographic and travel data to understand the effects of the existing services that may affect linking Shasta with other rail hubs.
- 1.3** Review existing regional and state plans including the California Transportation Plan, State Rail Plan, Climate Action Plan for Transportation Infrastructure (CAPTI), Regional Transportation Plans, or other regional rail or intercity public transit plans.
- 1.4** Review current and future legislation that influences intercity bus and rail transportation, including any legislative challenges or barriers to new services.

Deliverables: Technical memo summarizing findings

Task 2: Stakeholder Engagement

- 2.1** Identify key stakeholders, including local government officials, transportation agencies, community organizations, businesses, and residents, to gather input and build support for the project.
- 2.2** Organize meetings, focus groups, and online surveys to gather input.
- 2.3** Establish advisory committee(s) with representatives from various stakeholder groups.

Deliverables: Meeting agendas and notes, technical memo summarizing input.

Task 3: Identify Potential Rail Hubs

- 3.1** Research potential rail hubs that could be connected to Shasta County. Consider hubs in neighboring counties or states that would provide valuable connections.
- 3.2** Evaluate the proximity of these hubs to Shasta County and their current connectivity to other major cities.
- 3.3** Conduct surveys or gather data to understand the demand for transportation services between Shasta County and the identified hubs. Identify the target demographic and their travel patterns.
- 3.4** Evaluate the potential economic impact of improved rail or bus connections. Consider factors such as job creation, increased tourism, and business development.

Deliverables: Technical memo summarizing findings. Survey responses.

Task 4: Assess the Feasibility of Rail Connections

- 4.1** Determine the feasibility of establishing rail connections to these hubs. Consider factors such as existing and planned rail infrastructure, potential right-of-way issues, and environmental impact. Identify potential barriers to establishing rail hubs or increased services.
- 4.2** Estimate the cost of establishing new rail connections or improving existing ones.

Deliverables: Technical memo summarizing findings, including cost estimates.

Task 5: Analyze Bus Options

- 5.1** Determine the feasibility of establishing new bus connections to these hubs. Consider factors such as existing and planned bus routes connecting Shasta County to other hubs. Assess their frequency, reliability, and capacity.
- 5.2** Estimate the cost of establishing new bus connections or improving existing ones.

Deliverables: Technical memo summarizing findings, including cost estimates.

Task 6: Develop Recommendations

- 6.1** Compare the cost, time, and convenience of bus options with potential rail options.
- 6.2** Conduct a thorough cost-benefit analysis for both rail and bus options. Compare the initial capital costs, operating costs, and potential revenue streams.
- 6.3** Assess the environmental impact of different options. Consider factors such as emissions, land use, and sustainability.
- 6.4** Based on the analysis, provide recommendations for the best transportation options to connect Shasta County with other rail hubs. Consider factors such as cost-effectiveness, demand, and potential benefits.

Deliverables: Technical memo summarizing findings

Task 7: Regional Governance Structure

- 7.1.** Explore various governance structures for managing and operating the transportation service. Options may include: Utilization or collaboration with existing transportation agencies, public-private partnerships, creation of a regional transportation authority, and/or governance models from similar projects in other regions
- 7.2.** Evaluate the advantages and disadvantages of each option in terms of funding, decision-making, and accountability.

Deliverables: Technical memo summarizing findings.

Task 8: Prepare Draft Report

- 8.1** The consultant shall utilize previously completed technical memos and findings as the basis for developing a cohesive and comprehensive working draft report. The body of the report shall be concise and written for non- technical audiences. All versions of the report (i.e., working draft and final draft) should include an executive summary. Exhibits, tables, and other infographics shall be used wherever appropriate to convey technical concepts in a more approachable manner.
- 8.2** Communicate the benefits of the chosen transportation option to the public. Assess community support. Address concerns and gather feedback.
- 8.3** Present information to SRTA Board of Directors at the October 2024 meeting.

Deliverables: Working draft report, technical memo summarizing public input and support

Task 9: Prepare Final Report

- 9.1.** The consultant shall integrate feedback in response to the draft report into a final draft to be presented to the SRTA Board of Directors for approval at the December 2024 meeting.

Deliverables: Fifteen (15) bound hardcopies of the final report, in color; final report in PDF/A format and editable electronic format (e.g., Adobe InDesign, Microsoft Word, etc.), Outreach materials explaining the final adopted plan, including a press release, social media content explaining elements of the plan, and material to be incorporated into the SRTA website.