

STAFF REPORT



MEETING DATE:	June 25, 2019
SUBJECT:	Authorize Request for Proposals to Prepare a Long-Range Transit Plan
AGENDA ITEM:	14
STAFF CONTACT:	Daniel Wayne, Senior Transportation Planner

SUMMARY:

A long-range (20-year) transit plan is needed to guide the development and coordination of public transportation services in the Shasta Region. A draft scope of work is provided for consideration by the board of directors.

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize the executive director to circulate a request for proposals for consultant services to carry out a Long-Range Transit Plan for the Shasta Region.

DISCUSSION:

Various public and private sector partners provide public transportation services in the Shasta Region. Each entity plays a key role in meeting the region's diverse mobility needs. SRTA is responsible for promoting coordination among providers and supporting more effective and efficient delivery of services. Efforts to date have focused on near-term needs and opportunities as they arise, without the benefit of a holistic plan for public transportation based on long-term outcomes. The region's first long-range transit plan will answer questions regarding SRTA's role when planning, coordinating, funding, and delivering public transportation services, vehicles, and infrastructure. Topics to be covered in the plan include but are not limited to:

- Funding outlook, including existing and potential new revenue sources;
- Future transit vehicle fleet needs, including the adoption of alternative fuel vehicles;
- Alternative methods of transit service delivery for inefficient and low-ridership services;
- Coordination with land use activities, including technical assistance, incentives, and grant-related support toward transit-oriented development;
- Coordination with active transportation plans and programs to help address first and last mile trip connectivity to transit;
- Identification of future research and pilot project ideas;
- Consolidation of overlapping services and coordination of dispatching;
- Integration of 'ShastaConnect' (i.e. Sunday On-demand Transit Demonstration Project and Consolidated Transportation Services Agency (CTSA)) and the Salmon Runner intercity bus with existing fixed-route transit service;

- Transit performance measures and targets, including mode shift and per capita vehicle miles traveled/greenhouse gas emission reductions as a result of identified strategies and packages of strategies; and
- Existing and emerging disruptive technologies and trends, including on-demand mobility services and autonomous vehicles.

Similar in purpose and function as the GoShasta Regional Active Transportation Plan, a long-range transit plan will clarify SRTA's direction on transit-related issues and provide a platform for increased coordination among regional partners and stakeholders. The plan will also serve as a springboard for more detailed special studies and trial services and programs. With the plan, SRTA's partners (including the Redding Area Bus Authority (RABA), Dignity Health Connected Living (DHCL), local jurisdictions, and community-based organizations) will be able to move forward with a greater confidence and assurance regarding SRTA's role and priorities.

A draft long-range transit plan scope of work is provided for consideration by the board of directors. If approved, a request for proposals (RFP) for consultant services will be prepared and circulated, with the goal of completing the project in time to inform the 2022 Regional Transportation Plan and Sustainable Communities Strategy planning process.

ALTERNATIVES:

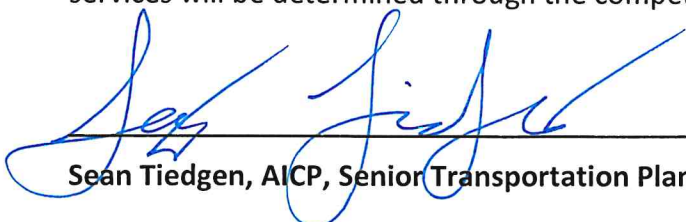
The board of directors may approve the scope of work with specific changes to work tasks and deliverables. The board of directors may also choose to carry out the plan internally using staff resources. This would reduce the cost of preparing the plan but would take staff time away from other regional priorities and would limit access to valuable ideas and perspectives from outside the region.

OTHER AGENCY INVOLVEMENT:

SRTA's Technical Advisory Committee, including RABA, local agency partners, DHCL, and the Social Services Transportation Advisory Committee, have reviewed the draft long-range transit plan scope of work and support the staff recommendation.

FISCAL IMPACT:

Fiscal Year (FY) 2018/19 Senate Bill 1 Formula Funds (\$167,765) and Planning Programming and Monitoring (PPM) funds toward local match (\$21,736) have been budgeted for consultant services in the FY 2019/20 Overall Work Program under Work Element 701.12. The actual cost of consultant services will be determined through the competitive procurement process.


Sean Tiedgen, AICP, Senior Transportation Planner

Attachments: Draft Long-Range Transit Plan Scope of Work

DRAFT CONSULTANT SCOPE OF WORK (FOR INCLUSION IN PROPOSALS AND BUDGET)

TASK/SCOPE OF WORK	SRTA ROLE	CONSULTANT ROLE & DELIVERABLES	EST. TIMELINE
1. Project Initiation			
1.1 Organize and administer internal and external project kick-off meetings. *Site visit required.	Plan and conduct an internal kick-off meeting between SRTA staff and consultant team.	Plan and conduct an external kick-off meeting with regional stakeholders. Deliverable: Agenda, conduct meeting, documentation of stakeholder input.	
2. Stakeholder and Public Outreach			
2.1 Organize and conduct technical advisory committee.	Recruit technical advisory committee (TAC) members.	Collect and compile a contact list of transit stakeholders and interested individuals by consulting with SRTA, local agencies, transit service providers, and community-based organizations.	
2.2 Plan and administer online information campaign.	Review and approve.	- Design, develop content, and host LRTP mini website for the duration of the project and for at least 12 months following adoption of the final plan. - Design, develop content, and publish/distribute press releases, social media posts, and email blasts to notify the public and all stakeholders of the project, where to access project information, and how to participate in planning and decision-making processes. Deliverable: Project website.	
2.3 Plan and administer a public open house for review and comment on alternatives and draft findings.	Review and support.	- Plan, produce and deliver all materials, visual displays, invitations, and public notices. - Documentation of outreach and public input received. Deliverable: Meeting-related collateral and documentation. *Site visit required.	

TASK/SCOPE OF WORK	SRTA/PARTNER ROLE/DELIVERABLE(S)	CONSULTANT ROLE/DELIVERABLE(S)	EST. TIMELINE
3. Executive Summary of Existing Transit-Related Data, Finances, and Plans			
3.1 Compile existing transit-related data, financing, and plans.	Provide access to existing transit planning documents and regional data.	Deliverable: Technical Memo – Executive summary style overview of transit-related data, financing, and plans.	
4. Future Transit Conditions			
4.1 Extend forecasts to 2042 for key transit data points, transit financing, and local and macro trends affecting transit performance.	- Travel demand and emissions modeling to 2042 in five-year bands. - Review and provide comment.	Deliverable: Technical Memo – Assessment of future uncertainties that may affect the future delivery, utilization, and performance of transit services in the Shasta Region.	
4.2 Identify uncertainties (e.g. emerging technologies, public policies, funding, socio-economic changes, etc.) and how these factors might disrupt or otherwise affect the delivery, utilization, and performance of transit services in the Shasta Region.			
5. Apply Big Data Analytics			
5.1 Perform big data analytics.	- Provide access and introduction to big data collected from mobile devices. - Review and approve draft research plan and findings.	Deliverable: Technical Memo – Summary of big data analytics, including research questions, data queries, and the presentation and interpretation of results.	

TASK/SCOPE OF WORK	SRTA/PARTNER ROLE/DELIVERABLE(S)	CONSULTANT ROLE/DELIVERABLE(S)	EST. TIMELINE
6. Transit Service Delivery Scenarios			
6.1 Identify a range of transit enhancement strategies (e.g. new strategies and best practices employed by other regions) and evaluate for local applicability.	Review and comment on draft materials.	Deliverable: Technical Memo: Evaluation of alternative transit service delivery strategies and alternatives.	
6.2 Develop three alternative transit service delivery alternatives (i.e. packaged sets of strategies identified in Task 6.1).			
6.3 Develop evaluation metrics and compare transit service delivery alternatives from Task 6.2.			
7. Final Report			
7.1 Draft report.	Review and comment.	Deliverable: Draft report that: a. Compiles and ties together all previously completed technical memos, incorporating edits and comments provided by SRTA; b. Summarizes all stakeholder and public outreach efforts and input received; and c. Provides an actionable plan of projects that SRTA may use to enhance transit services and performance.	
7.2 Final report.	Review and approve.		
- Final report. - Presentation to SRTA Board of Directors.			

**DRAFT LONG-RANGE TRANSIT PLAN OUTLINE
PROVIDED TO ASSIST PROPOSERS IN DEVELOPING AN ACCURATE COST BID
(MAY BE MODIFIED IN CONSULTATION WITH SRTA)**

- I. EXECUTIVE SUMMARY**
- II. INTRODUCTION/BACKGROUND**
 - A. Regional transit needs statement
 - B. Policy Framework (how transit fits in/relates to state, regional, and local plans)
- III. Regional Goals and Objectives of the Plan**
 - A. Why an LRTP now
 - B. Desired outcomes including primary and secondary benefits
- IV. Existing Conditions**
 - A. Market analysis, including customer segmentation/profile
 - B. Big data analytics
 - C. Existing transit providers, services, service areas, programs, interagency coordination, transit asset inventory, transit performance, and rider characteristics
 - D. Existing land use, including activity/destination centers, employment centers, etc.
 - E. Existing demographics, including the location, characteristics, and needs of disadvantaged communities
 - F. Existing transit plans and unmet transit needs history
 - G. First- and last-mile facilities/connections to transit
 - H. Other existing local and specific areas plans as applicable
 - I. Existing stakeholder roles (i.e. SRTA, Redding Area Bus Authority, local agencies, Dignity Health Connected Living, etc.)
- V. Future Conditions Through 2042**
 - A. Methodology and assumptions
 - B. Year 2035 population and employment forecasts
 - C. Planned development projects
 - D. Uncertainties and disruptive mobility technologies and practices
- VI. Development of Alternatives**
 - A. Existing transit funding sources and amounts
 - B. Possible innovative financial strategies
 - C. Financial projections
 - D. Summary of public input
 - E. 2035 Baseline Alternative (current trend of no increase in service but minor service changes as needed)
 - F. 2035 Plan Alternative (transit only strategies)
 - G. 2035 Stretch Alternative (includes comprehensive, coordinated package of strategies, including land use, first- and last-mile, transit programs, etc.)

VII. Evaluation of Alternatives

- A. Performance measures and targets
- B. Methodology and Assumptions
- C. Modeling/performance results
- D. Alternatives Comparison

VIII. Recommendations

- A. Recommendations for enhancing the performance of the existing system within the context of SRTA's current role
- B. Recommendations for future projects and directions that may be developed and brought to the SRTA Board of Directors for future consideration and support grant seeking efforts.
- C. Actions and timeline
- D. Stakeholder roles and expectations
- E. Financial plan

Appendix A: Stakeholder and Public Outreach

- A. Public workshops
- B. Online outreach
- C. City and agency outreach
- D. Social Services Transportation Advisory Committee

Appendix B: Technical Methodologies and Assumptions