

Request for Proposals (RFP):

GoShasta Regional Active Transportation Plan & City of Redding Active Transportation Plan

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

RFP issued on July 11, 2016

**Proposals must be received no later than
5:00 PM on Monday, August 8, 2016**

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



Shasta Regional Transportation Agency (SRTA) is the designated metropolitan planning organization (MPO) for the Shasta Region, located in Far-Northern California. Member agencies are the cities of Anderson, Redding, and Shasta Lake, the county of Shasta and the Redding Area Bus Authority (RABA). Additional information regarding the agency and its various plans and programs is available online at www.srta.ca.gov.

2016 SRTA Board Members and Agency Partners

Board Members

Leonard Moty, Chair
Greg Watkins, Vice Chair
Pam Giacomini
David Kehoe
Susie Baugh
Francie Sullivan
Kristen Schreder

Affiliation

County of Shasta
City of Shasta Lake
County of Shasta
County of Shasta
City of Anderson
City of Redding
Redding Area Bus Authority

Agency Partners

Caltrans, District 2
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
Healthy Shasta
North State Super Region (NSSR)
Pit River Tribe
Redding Area Bus Authority (RABA)
Redding Rancheria (Yana, Wintu, Pit River)
Shasta Senior Nutrition Program (SSNP)

Introduction

SRTA seeks proposals from qualified consultants to prepare the GoShasta Regional Active Transportation Plan to strategically guide the future development of non-motorized infrastructure and programs in the Shasta Region. The GoShasta planning effort also includes preparation of an active transportation plan for the city of Redding, developed to meet needs unique to the city. The data collection, policy and program development, public outreach, and project prioritization associated with GoShasta will facilitate regional cohesion between project stakeholders' efforts and prepare local agency projects for success under the California Transportation Commission's (CTC's) Active Transportation Program.

This project is funded with \$250,000 in State-Only funds from the CTC's Active Transportation Program.

Background

Less than one percent of the Shasta Region's population commutes by bicycle and just over two percent commute on foot. In order to maintain Shasta's air quality and meet greenhouse gas emission targets, it is important to increase the number of people walking and cycling for transportation. At the moment, this is a daunting challenge given that this small group of active transportation users incurs a high risk of injury or fatality every time they travel. The Shasta Region has the fifth highest pedestrian fatality rate (per 100k) in California. To address this issue, SRTA is partnering with local agencies to develop active transportation plans for the Region and for the city of Redding, and to gather any information needed to help projects compete well in the CTC's Active Transportation Program. The GoShasta planning effort will also mobilize the active transportation user base for the purpose of dynamic data collection during and beyond the planning timeline. Data collected will serve current active transportation projects and projects for future funding cycles.

Geography & Study Area



**Active Transportation Users
near Downtown Redding**

The Shasta Region is located at the geographic center and transportation crossroads of California's North State. The nearest large city is Sacramento, 150 miles to the south on the Interstate 5 (I-5) corridor, while the Oregon state line lies 100 miles due north. The Region consists of the northern part of the Sacramento Valley and includes southern portions of the Cascade mountain range. The Region has an area of 3,785 square miles. Shasta County has an urbanized area around the cities of Anderson, Redding and Shasta Lake. The Region is home to approximately 180,000 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 49 persons per square mile compared to the statewide average of 239.¹

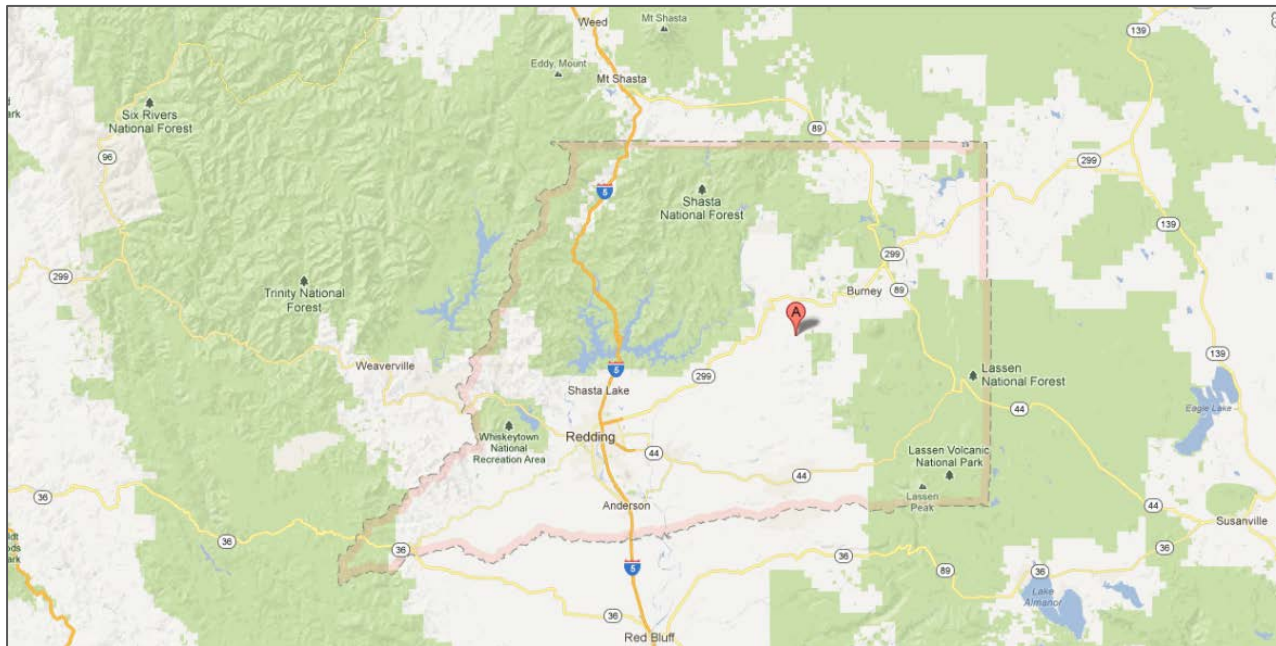
Along with the primary I-5 corridor, state highways in the county include State Routes (SRs) 36, 44, 89, 151, 273 and 299.

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

Topography

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

Figure 1 – General Study Area



¹ Shasta Regional Transportation Agency, [FY 2016-17 Overall Work Program](#), April 26, 2016.

Project Scope of Work

SRTA is seeking a qualified consultant to develop the GoShasta Regional Active Transportation Plan and the City of Redding Active Transportation Plan. Visionary proposals for this coordinated project are highly encouraged. SRTA will accept proposals a) squarely addressing the tasks and deliverables outlined in the attached scope of work; or b) modified, alternative, or additional tasks and deliverables that meet the project intent described on page one of the scope of work. If the proposal includes tasks or deliverables different than those provided in the scope of work, the modifications, substitutions, or additions need to be highlighted when itemized with the other tasks and deliverables in the work plan, proposed timeline, and cost proposal worksheet. Also, please provide a description of how the changes will improve the project.

Proposal Contents

Written proposals shall not exceed 35 pages (including attachments). At a minimum, the following information should be included and clearly labeled in the proposals:

1. Transmittal letter stating that the proposal represents a firm offer for a minimum of 90 days, signed by an officer who may contractually bind the business.
1. Narrative demonstrating: a) a clear understanding of the project scope intent and tasks; and b) expertise and experience relevant to projects successfully increasing cycling and walking mode shares and significantly reducing collisions resulting in injuries and fatalities.
2. Description of the consultant team (incl. sub-consultants), including relevant experience and qualifications (resumes may be included as an attachment).
3. Representative list of similar projects completed within the last five years including: project description and services provided, budget and schedule performance, and contact information for a minimum of three client references.
4. Work plan and timeline to complete the project scope of work identifying milestones and deliverables.
5. Disadvantaged Business Enterprise (DBE) participation level, including sub-consultants.
6. 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.

RFP Questions, Contact Person, and Schedule

Questions

Questions concerning this RFP will be responded to collectively, and made available for interested applicants via the SRTA website. All email inquiries must be submitted no later than 5:00 PM on July 29, 2016 to the contact person below. **No oral questions will be taken or responded to except technical or administrative clarifications.** All responses to questions will be posted on the [SRTA website](#) no later than 5:00 PM on August 1, 2016. Interested applicants must [subscribe](#) to SRTA's bid posting webpage so they are notified of any addenda to the RFP, and/or for responses to questions received.

Contact Person

Keith Williams

Associate Transportation Planner, MS, MCRP, AICP

kwilliams@srtacalifornia.gov (*For proposal questions*)

530-262-6192 (*For technical and administrative questions ONLY*)

Table 1 - Procurement Timeline

Release RFP	July 11, 2016
Interested Questions Due	July 29, 2016, 5:00 PM
SRTA responses to emailed questions by:	August 1, 2016 5:00 PM
Proposals Due	August 8, 2016, 5:00 PM
Evaluation and Ranking of Proposals (and telephone interviews, if needed)	August 17-18, 2016
Highest ranking proposal presented to SRTA Board of Directors for approval	September 13, 2016
Anticipated contract start date/notice to proceed	September 16, 2016

Proposal Evaluation

Proposals received shall be reviewed according to the criteria and weighting shown in Table 2. In addition to SRTA staff, the evaluation panel may include representatives from project stakeholders. A recommendation to award contracts will be presented to the SRTA Board of Directors for approval. Consultants may be invited to interview at the discretion of SRTA. Should interviews be held, SRTA will provide a list of questions and evaluation criteria before the interviews. Presentations will be allowed, with a specified time limit.

Table 2 - Scoring Criteria

Criteria	Points
Thoroughly meeting the intent of the RFP project scope of work and highlighting/describing any deviations from tasks/deliverables in RFP.	25
Proposal creativity/vision	5
Qualifications and similar experience of the consulting firm and project team	40
Cost and value of services (including delivery time)	15
References	15
Total	100

Proposals will be reviewed by the evaluation panel and scored by consensus. In the event that no consensus is possible for the top competing bids, the level of DBE participation will be used to determine the successful bidder.

Contract Award

The anticipated start date is September 16, 2016. The project should be finished by December 1, 2017. Proposals with a project completion date before the deadline will be viewed more favorably (See 'delivery time' in Table 2). Proposals with a project completion date after the deadline will still be considered, but expectations will be higher for a thorough and creative proposal.

Barring any delays (i.e. 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 September 13, 2016. 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.

Standard Consulting Agreement

A sample copy of SRTA's standard [Technical Services Agreement](#) (TSA) is available on SRTA's website. SRTA may consider addenda to the TSA during the negotiation process with the highest ranked proposal. The TSA shall not be in force until contracting is approved by the SRTA Board of Directors and after written authorization to proceed has been provided.

Protest Procedure

All protests, signed by the protesting party, must be in writing within three (3) business days from the results notification and be addressed to the SRTA Executive Director. Include a description of the expected relief or corrective action in the protest. The protest should stipulate an issue of fact concerning the following points:

- A matter of bias, discrimination, or conflict of interest on the part of an evaluator(s);
- Errors in computing the score; and/or
- Non-compliance with procedures described in this RFP or SRTA's established policies.

SRTA will only consider protests based on the above points. SRTA will reject protests without merit if they address issues such as an evaluator's professional judgment on the objective quality of a proposal. The SRTA Executive Director will review and respond to protests within five (5) business days from receipt. Protests considered unresolved by the protesting party will be forwarded to the SRTA Board of Directors either at the meeting at which the subject contract is under consideration, or at a subsequent meeting.

Debriefing

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

Proposal Submittal

Please submit PDF-formatted proposals to:

Keith Williams, Associate Transportation Planner, MS, MCRP, AICP

kwilliams@srta.ca.gov

Submittals must be received by email before **5:00 PM on August 8, 2016**. 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 the SRTA Board of Directors.

Public Records Act: All proposals submitted in response to the RFP will become the exclusive property of SRTA. At such time the SRTA Executive Director recommends a proposal to the board of directors and such recommendation appears on the board agenda, all proposals submitted in response to the RFP shall become a matter of public record and shall be regarded as public records. **If there are any trade or proprietary secrets included by the consultant, the consultant may provide a different copy of the proposal that would be acceptable to release**

to the public. If an alternate document is not made available to SRTA by the consultant, then the original proposal, as submitted, will be released as requested. Proprietary information can include secret formulas, processes, and methods used in production. It can also include a company's business and marketing plans, salary structure, customer lists, contracts, and details of its computer systems. In some cases, the special knowledge and skills that an employee has learned on the job are considered to be a company's proprietary information.

Modification or Withdrawal of Proposal: Any proposal received prior to the deadline may be withdrawn or modified either personally or by written e-mail request of the consultant. To be considered, the modification must be received 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 Addendums: 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: SRTA wants consultants to showcase their expertise, and if the RFP tasks and deliverables do not allow for the best proposal, then bidders are encouraged to recommend an alternative approach. Whether the alternative proposal includes modified, alternative, or additional tasks and deliverables, bidders must itemize the changes in the work plan, proposed timeline, and cost proposal worksheet. A description of how the changes will improve the project is also required. SRTA reserves the right to cancel the RFP and re-bid the project up to 10 days prior to the submission deadline.

DBE Requirement: SRTA has determined that disadvantaged business enterprises, as defined in 49 CFR Part 26, will have the opportunity to compete fairly for contracts financed, in whole or in part, with federal funds. SRTA has a disadvantaged business enterprise (DBE) goal of 5.1% for federal fiscal years 2015/2016/2017. SRTA encourages respondents to include the participation of DBE businesses within your proposal.

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.

Attachment

GOSHASTA SCOPE OF WORK

WHAT IS IT?

GoShasta is a regional active transportation plan that will strategically guide the future development of non-motorized infrastructure and programs.

WHAT IS THE INTENT?

Each local agency in the Shasta Region has jurisdiction-specific active transportation needs and ambitions. The GoShasta planning effort provides an opportunity for local agencies to collaborate, and create an active transportation network that meets specific jurisdiction needs while also maintaining regional consistency. Specifically, GoShasta will provide:

- Intra- and interregional active transportation facility standards and coordination
- Data and public input necessary for ATP and other capital grants
- Development of an ongoing data collection program
- Project needs and priorities by jurisdiction for incorporation into the 2018 Regional Transportation Plan, including regional priorities
- A review of existing infrastructure and gaps as basis for GoShasta recommendations
- Performance measures gauging progress toward increased mode share and fatality elimination goals.

WHAT IS THE ROLE OF THE SHASTA REGIONAL TRANSPORTATION AGENCY (SRTA)?

SRTA is responsible for developing regional planning and funding programs with goals that align with state and federal performance criteria, including greenhouse gas targets. Active transportation projects are an integral part of meeting those targets. SRTA needs policies and strategies to direct funding of a safe and accessible active transportation network. SRTA also supports local agency active transportation planning efforts by coordinating data, developing projects and providing grant assistance.

During the GoShasta planning effort, SRTA will work with local agency and Caltrans partners on how to use investments and supportive programs to implement the 2018 RTP and meet local agency objectives, while providing clear funding priorities. Parallel to the regional planning effort the consultant will develop an independent active transportation plan for the city of

Redding. SRTA will facilitate cohesion between regional projects and policies from neighboring jurisdictions, including the city of Redding.

WHAT IS THE GOSHASTA APPROACH AND STRATEGY?

The consultant will conduct public outreach and collect data necessary for local agency projects to compete successfully under the scoring rubric for the California Transportation Commission's [Active Transportation Program](#) (ATP). This data will inform the development of programs and policies as well as the prioritization of projects at the local and regional levels. The programs, policies, and projects will be folded into the plan by the consultant for adoption by the SRTA Board of Directors. The city of Redding (COR) requested its own active transportation plan to meet needs unique to the city, and that process is outlined in Section Six of this scope of work.

1. INITIATE PROJECT

The consultant will join the GoShasta planning effort from the start with the following project kick-off tasks:

- 1.1. Participate in SRTA administrative meeting addressing project management, finalize scope of work details, clarify schedule, and other protocols**
- 1.2. Organize and participate in a kick-off meeting with project partners (SRTA, local agencies, Caltrans) to refine the work plan, and clarify agency needs and roles.**

2. COMMUNITY AND STAKEHOLDER OUTREACH

GoShasta's public outreach will be guided by a stakeholder developed outreach plan. GoShasta will involve three different advisory committees. An open invitation will be extended to assemble a 9-15 member GoShasta Citizens Advisory Committee (CAC) which will provide input throughout the planning effort. The CAC will also serve as a dynamic data collection resource benefiting local agency ATP project applications. Beyond the GoShasta CAC, there will be a CAC for the city of Redding's active transportation plan development, and a small GoShasta Steering Committee comprising two to three members of SRTA's board of directors (BOD). The steering committee will likely meet prior to every SRTA BOD meeting with GoShasta items.

- 2.1. Identify appropriate number of meetings and meet with agency stakeholders (including cities, county, tribal governments, Caltrans, BLM, Parks Service)**
- 2.2. Consult with partners on development of a GoShasta outreach plan.**
- 2.3. Identify up to 12 locations of regional interest to be audited.**
- 2.4. Identify 2-8 locations of local interest per jurisdiction to be audited.**

- 2.5. Organize and conduct up to 10 public workshops with seven following this distribution: Redding (3), Anderson (1), Shasta Lake (1), Shasta County (2).
- 2.6. Organize scheduling, assemble agendas, record minutes, distribute meeting materials, and participate in up to 12 GoShasta CAC meetings.
- 2.7. Develop coordinated outreach plan in consultation with SRTA. Outreach plan may include but not be limited to field research, interviews, surveys, social media, and workshops.
- 2.8. Solicit input from other relevant agencies and organizations at different phases in the development of GoShasta, such as CHP, local law enforcement agencies, trucking industry representatives, etc.

3. COMPILE EXISTING NON-MOTORIZED DATA, POLICIES, AND PROGRAMS (LOCAL, REGIONAL, AND INDUSTRY BEST PRACTICES)

Active transportation data is maintained at the regional, local, and non-profit levels, so it is not all in one location or in the same format. This project will compile and merge data for technical analyses, and serve as the basis for data collection programs and successful ATP applications.

- 3.1. Inventory existing non-motorized travel and infrastructure data at the local and regional level in the Shasta Region, including but not limited to data from the following entities: SRTA, Caltrans, local jurisdictions, McConnell Foundation, and Healthy Shasta.
- 3.2. Inventory local and regional active transportation regulations and objectives in the Shasta Region, including but not limited to policies, zoning ordinances, and traffic codes.
- 3.3. Inventory local and regional organizations and programs in the Shasta Region such as Shasta Living Streets, Shasta Wheelmen, Healthy Shasta, Bike Month, campaigns, etc.
- 3.4. Develop and provide two to three presentations to the CAC on the current state of active transportation systems and emerging trends in the United States and abroad for perspective on the range of approaches in the field.
- 3.5. Organize field trip for CAC and others to visit a high-profile active transportation community, such as Davis to view examples of best practices from consultant's more comprehensive presentations (see Task 3.4).
- 3.6. Conduct up to 12 walk and bicycle audits in Shasta Region with CAC and others as an opportunity to apply lessons learned in Task 3.5 to a local and regional context.

4. DEVELOP ACTIVE TRANSPORTATION DATA COLLECTION PROGRAM

SRTA is interested in generating a continual stream of data in order to improve the likelihood of success for ATP applications from our region. As a result of GoShasta, SRTA will have tools that achieve the following:

- **Track active transportation user behavior**
- **Crowd-sourced Inventory of infrastructure, amenities, and hazards**
- **Educate and encourage users via creative online features**

The data will be useful during implementation and future plan updates as the tools are integrated with outreach programs.

- 4.1. Decide which data should be collected to satisfy SRTA's general data collection standards (p.75 of the 2015 RTP) and develop a methodology to collect and maintain the data. Data should meet specific near-term planning needs, performance measures, grant programs, and regulations.**
- 4.2. Recommend, or develop and launch a tool for SRTA's website to track biking/walking facility conditions, locations, and transportation behavior. Ideally, data will be added to widely used programs such as Google Maps, Strava, etc.**

5. PLAN

The consultant will assemble the data and documentation from the whole planning effort into the final GoShasta Plan, including summaries, conclusions, and recommendations.

- 5.1. Develop priorities, goals, and objectives consistent with 2018 RTP targets.**
- 5.2. Develop a concept for a dedicated non-motorized path network connecting Strategic Growth Areas (SGAs) and supporting interregional connections.**
- 5.3. Develop a table (See Appendix D of Cupertino's Bicycle Plan) reflecting preferred facilities by road classification, or other factors, for regional routes and to inform policy development.**
- 5.4. Provide regional and jurisdiction-specific samples of Complete Streets and other policies, ordinances, codes, etc. from high profile active transportation systems to consider for updates.**
- 5.5. Identify infrastructure and non-infrastructure aspects of active transportation, such as the five E's (Engineering, Education, Encouragement, Enforcement, and Evaluation), best served by programs introduced during GoShasta implementation.**

- Make program recommendations, such as Bike Share, based on factors such as cost effectiveness, agency roles, etc.
- 5.6. Recommend local agency and regional non-infrastructure policies and programs for categories such as safety, education, encouragement, etc.
 - 5.7. Compile list of public, private, and unconventional sources of funding and assumptions for regionally prioritized projects.
 - 5.8. Develop local agency-specific and regional funding strategies for accelerated rollout of projects, maintenance, and ‘five-E programs.’
 - 5.9. Present on pros and cons of performance measures included in state and federal guidance, as well as those from national bicycle and walking organizations.
 - 5.10. Recommend measures based on routinely updated data, readily available at no additional cost, and a method to measure progress toward mode share and fatality goals.
 - 5.11. Create regional list of prioritized projects most aligned with RTP and GoShasta priorities.
 - 5.12. Assemble local agency lists of policies and prioritized projects by jurisdiction.
 - 5.13. Develop an implementation plan

Consultant Deliverable(s) by GoShasta Phase:

1. *INITIATE PROJECT*

- Announcements for kick-off meetings
- Memo including meeting agendas, notes, goals, agreements, schedules, etc. for kick-off meetings

2. *COMPILE EXISTING NON-MOTORIZED DATA, POLICIES, AND PROGRAMS (LOCAL, REGIONAL, AND INDUSTRY BEST PRACTICES)*

- Memo documenting and summarizing the following by jurisdiction:
 - Existing active transportation facility types, locations, & condition (GIS);
 - Conflict zones (GIS);
 - Amenities (GIS);
 - Bicycle parking types, locations, and condition (GIS);
 - Maintenance policies, programs, and equipment; and
 - All private, non-profit, or public programs, policies, zoning ordinances, traffic codes, etc. relevant to active transportation.
 - Other data determined by local agencies or CAC (GIS).
- GIS layers in ESRI compatible form for FarNorCalGIS.org, such as:

- *All of the above marked “GIS”*
- *Cycling and walking volumes*
- *Transit routes, frequency, and volumes*
- *Injury/fatality locations and collision types.*
- **Data sets should also be prepared in mapviewers for the FarNorCalGIS site.**
- **2-3 CAC presentations on active transportation trends for SRTA website.**
- **Table of planning/engineering challenges, collisions types, and solutions.**
- **Documentation of field trip and Shasta walk and bike audits, including:**
 - *On-site photographs*
 - *Public interviews*
 - *Post-trip participant survey*
 - *Sketches/diagrams of CAC/public-preferred designs.*
 - *Other documents determined by local agencies or CAC*

3. *DEVELOP ACTIVE TRANSPORTATION DATA COLLECTION PROGRAM*

- **Table of needs based on grant programs and reporting requirements, noting available data and data to be collected.**
- **Table of data to be collected, method and rationale for data and method.**
- **Scope of work for regional travel data collection procurement (See [SRTA’s FY 2016/17 Overall Work Program](#), Work Element 701.011).**
- **Dynamic data generator, such as a crowd-sourced app, website, etc.**
- **Program materials to recruit dynamic data collection volunteers for the GoShasta planning process and future active transportation campaigns.**

4. *COMMUNITY AND STAKEHOLDER OUTREACH*

- **Technical memo from public workshops including photos, user profiles, interviews, public project preferences, and other public input.**
- **GoShasta Outreach Plan**

5. *PLAN*

- **Performance measure presentation for SRTA website.**
- **Presentation to SRTA Board of Directors and decision-making bodies of local agencies.**
- **A Final Report with the following:**
 - *Comprehensive list of active transportation projects in the region in five year bands (financially constrained and not) to 2035.*

- *List of “low-cost” active transportation projects in the region*
- *Recommendations for corridors with regional priority.*
- *List of projects by corridor.*
- *Recommendations for inter-SGA and interregional connections.*
- *Recommendations for regional and local performance measures.*
- *Table of preferred regional facility types for regional priority routes.*
- *Shasta’s rank via national cycling and walking organization measures.*
- *Planning assumptions based on academic studies to justify projected benefits from facilities included in GoShasta’s regional program of projects.*
- *ATP scoring criteria compliance table for GoShasta’s prioritized projects.*
- *Suite of Complete Streets policies for local agencies and SRTA.*
- *Table of funding sources and assumptions for local and regional projects.*
- *Other deliverables identified by local agencies or CAC.*

Assumption(s):

SRTA will:

- **Host GoShasta Plan meetings, provide list of invitees and participate.**
- **Assemble a regional Citizens Advisory Committee (CAC).**
- **Manage invoicing and report progress to Caltrans throughout project.**
- **Upload content provided by consultant for webpage and social media (Including Facebook, Twitter, and Youtube.)**
- **Provide regional data.**
- **Provide input on which data should be collected.**
- **Provide input on features/attributes of a dynamic data generator.**
- **Participate and support organization of fieldtrip and walk and bike audits.**

Local agencies will:

- **Participate in the GoShasta Plan meetings.**
- **Consult with partners on development of a GoShasta outreach plan.**
- **Make use of the CAC.**
- **Guide consultant in acquiring relevant policies, zoning, traffic codes, etc.**
- **Provide local data.**
- **Provide input on which data should be collected.**
- **Provide input on features/attributes of a dynamic data generator.**
- **Participate on field trip and walk and bike audits.**

Shasta County Public Works, Planning, and Health and Human Services will:

- Provide access to data from existing bicycle parking pilot application.
- Provide wayfinding data and research collected/performed to date.
- Provide input on education and encouragement programs.
- Communicate to consultant on complete streets policy needs.

CAC will:

- Identify active transportation needs.
- Participate on field trip and walk and bike audits.
- Provide input on features/attributes of a dynamic data generator and test it.
- Consult on development of a GoShasta outreach plan.

6. City of Redding's Active Transportation Plan

As part of the larger GoShasta data collection effort, the consultant will coordinate concurrently with COR on data needs unique to COR. The consultant will conduct public outreach; deliver a technical memo informing the COR plan including recommendations based on data collected and COR input; and write the COR plan.

At a minimum, the consultant will perform the following:

- 6.1. Meet with COR to discuss scope and timeline of the Active Transportation Plan.**
- 6.2. Develop coordinated outreach plan for the plan. Outreach plan may include but not be limited to field research, interviews, surveys, and workshops.**
- 6.3. Review current policies, procedures, plans, construction standards, ADA transition plans, and ordinances to determine state of system planning emphasis.**
- 6.4. Review recent projects, progress towards active transportation improvements, in house maintenance, etc. to determine the state of the system infrastructure.**
- 6.5. Survey users on barriers, priorities, locations of concentrated use.**
- 6.6. Develop heat maps in Task 6.5 based on recommended criteria such as ped generators, public facilities, schools, ADA accessibility, etc.**
- 6.7. Identify prioritized corridors for bicycle commuting.**
- 6.8. Develop goals, objectives and easily identifiable performance measures aligned with State standards and ATP program guidelines.**
- 6.9. Deliver a separate and distinct COR ATP Plan that contains all the elements identified in the State ATP program.**

Consultant Deliverable(s):

- Memo including meeting agendas, notes, goals, agreements, schedules, etc.
- Memo with conclusions and recommendations based on data and COR input.

- City of Redding ATP Outreach Plan.
- Separate and distinct City of Redding's Active Transportation Plan containing all the elements identified in the state ATP.

Assumption(s) for COR:

- Host COR Plan meetings (piggy-backing GoShasta meetings when possible), provide list of invitees, and participate.
- Coordinate with consultant on development of an outreach plan
- Use its own advisory committee and is also welcome to use SRTA's CAC