



## Introduction

In July 2020, the Shasta Regional Transportation Agency (SRTA) as part of the 2040 Long-Range Transit Plan implemented a three-week community education and awareness campaign which included collaborating with community partners, a social media campaign, an informational video and a media relations effort. Community members were also encouraged to participate in an online questionnaire to provide their thoughts about future transportation options. The community questionnaire was open to the public from Wednesday, July 22, 2020 to Wednesday, August 12, 2020. The project team reached more than **7,200 people** through the Education and Awareness campaign and received more than **250 responses** from community members

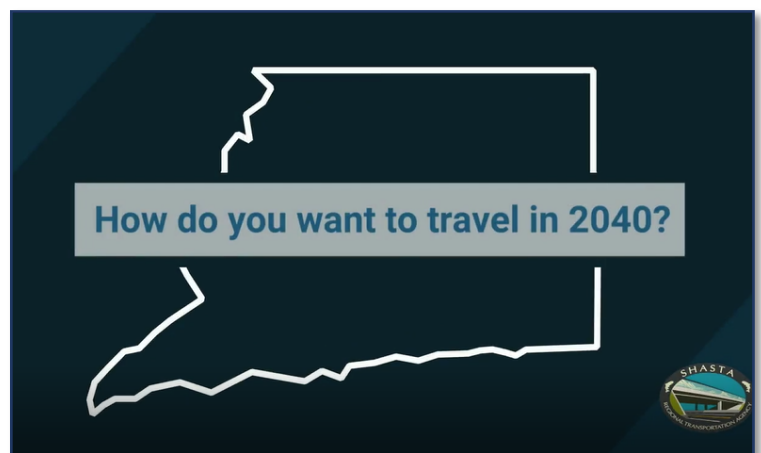


*Redding Area Bus Authority (RABA) bus driving in the Shasta region*

## Plan Background

Over the next 20 years, the Shasta's population will grow by 17%, adding more than 32,000 people to the region. To keep people moving and preserve the region's quality of life, a Long-Range Transit Plan is needed to effectively plan for future transportation facilities and services.

The Shasta Regional Transportation Agency's Long-Range Transit Plan will be the 2040 blueprint for a sustainable, safe, innovative, integrated, and efficient transit system. It will also help prioritize future transit projects and create a holistic transit system that meets the needs of current and future residents. Through the 2040 Long-Range Transit Plan, SRTA will explore current and potential public transportation strategies, evaluate these options for local applicability, and develop recommendations for integrating public transportation into the region's overall mobility plan.



*Thumbnail for the informational project video*

## Methodology

When participants visited the project webpage at [www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com), they were able to learn more about how the Shasta region is changing over the next 20 years, why the Long-Range Transit Plan is



# Community Questionnaire Summary

2040 Long-Range Transit Plan  
July - August 2020

important, and potential mobility options to accommodate future growth. Additionally, participants provided their feedback on how they currently use public transportation to get around their community, and how resources and funds should be allocated to best fit their needs.

The project webpage included a series of informational project videos that [provided more information about the project](#) and [future mobility options](#).

The project team received 258 submissions from community members. A full list of the submitted comments is available in the Appendix.

The online community questionnaire consisted of eleven (11) questions asking for feedback on:

- How participants currently get around in their community
- Alternative modes of transportation considered for the Shasta region
- Priorities for use of transit resources and funds over the next 20 years

## Education & Awareness Campaign

During the three-week outreach process, the project team implemented an education and awareness campaign to increase community participation. To help spread the word about the community questionnaire, the project team created a series of informational graphics with unique digital messaging. Community partners which consisted of local jurisdictions, transit agencies, school districts, public health organizations, tribal organizations, chambers of commerce, and community-based organizations serving youth, seniors and disadvantaged communities were identified and contacted to discuss SRTA's planning efforts for the long-range plan and its corresponding public outreach opportunity. Digital communication materials were provided to partner organizations and agencies to share with their constituents through communication channels like email, social media, and newsletters. Full-sized versions of the graphics and flier are available in the Appendix of this document.



*Social media graphic used during education and awareness campaign*

As a result, the campaign garnered 258 responses on the questionnaire, 12,858 impressions on social media, and nearly 200 views on YouTube with more than **7,200 people** who were informed of SRTA's 2040 Long-Range Transit Plan.



## Community Partners

Information about the online community questionnaire was shared with more than sixty (60) organizations or agencies in the Shasta region. The following organizations shared information about the questionnaire through email or e-newsletter:

- Dignity Health Connected Living
- LIFE (Local Indians for Education)
- Redding Chamber of Commerce
- Redding Parks and Trails Foundation
- Shasta Economic Development Corporation
- Turtle Bay Exploration Park

## Media

The project team sent two media releases sharing information about the online community questionnaire to 18 local news outlets. One media release was sent at the launch of the questionnaire, and the second was sent to announce the deadline extension. Additionally, the first media release was shared with the Social Services Transportation Advisory Council (SSTAC) and with several tribal partners in the Shasta region.

- [Shasta County News Source](#)

## Social Media

The project team share information about the online questionnaire through several targeted Facebook and Instagram posts. The project team used messaging targeted towards specific cities in the Shasta region to build public interest in the Long-Range Transit Plan and the online questionnaire. Below is a summary of the results:

- [Post #1](#): Launch of Community Questionnaire - July 23
  - 690 impressions (views)
  - 19 engagements (post clicks)
  - 4 link clicks
- [Post #2](#): Redding targeted messaging - July 30
  - 2,583 impressions (views)
  - 56 engagements (post clicks)
  - 9 link clicks
- [Post #3](#): Anderson targeted messaging - July 31
  - 1,144 impressions (views)
  - 21 engagements (post clicks)
  - 1 link clicks
- [Post #4](#): Shasta Lake targeted messaging - July 31
  - 2,000 impressions (views)



*Social media post for the questionnaire deadline extension*



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- 64 engagements (post clicks)
  - 18 link clicks
- [Post #5](#): Redding targeted messaging (deadline extension) - August 5
  - 3,101 impressions (views)
  - 62 engagements (post clicks)
  - 16 link clicks
- [Post #6](#): Shasta Lake targeted messaging (deadline extension) - August 5
  - 1,658 impressions (views)
  - 9 engagements (post clicks)
  - 2 link clicks
- [Post #7](#): Anderson targeted messaging (deadline extension) - August 5
  - 1,682 impressions (views)
  - 12 engagements (post clicks)
  - 2 link clicks

Additionally, the Shasta Regional Transportation Planning Agency (SRTA) shared information about the questionnaire on Facebook and Twitter.



*SRTA's social media post about the questionnaire*

Below is a list of community partners that shared a graphic or flier to promote the online community questionnaire through Facebook, Instagram, Twitter or Nextdoor:

- Shasta County
- City of Anderson
- City of Redding
- City of Shasta Lake
- Ride Redding
- Salmon Runner
- Shasta Lake Chamber
- Shasta Lake Community Discussions
- ShastaConnect
- Tri-County Community Network

Additionally, the informational project videos received 195 views on YouTube.

## Email

The Shasta Regional Transportation Agency sent an email notification about the online community questionnaire to a public distribution list of more than 250 contacts. Subsequently, email reminders were sent to the public distribution list a week before the close date and a day before the close date.

Additionally, the project team sent a personal email to questionnaire participants asking them to share with their friends, family and colleagues.



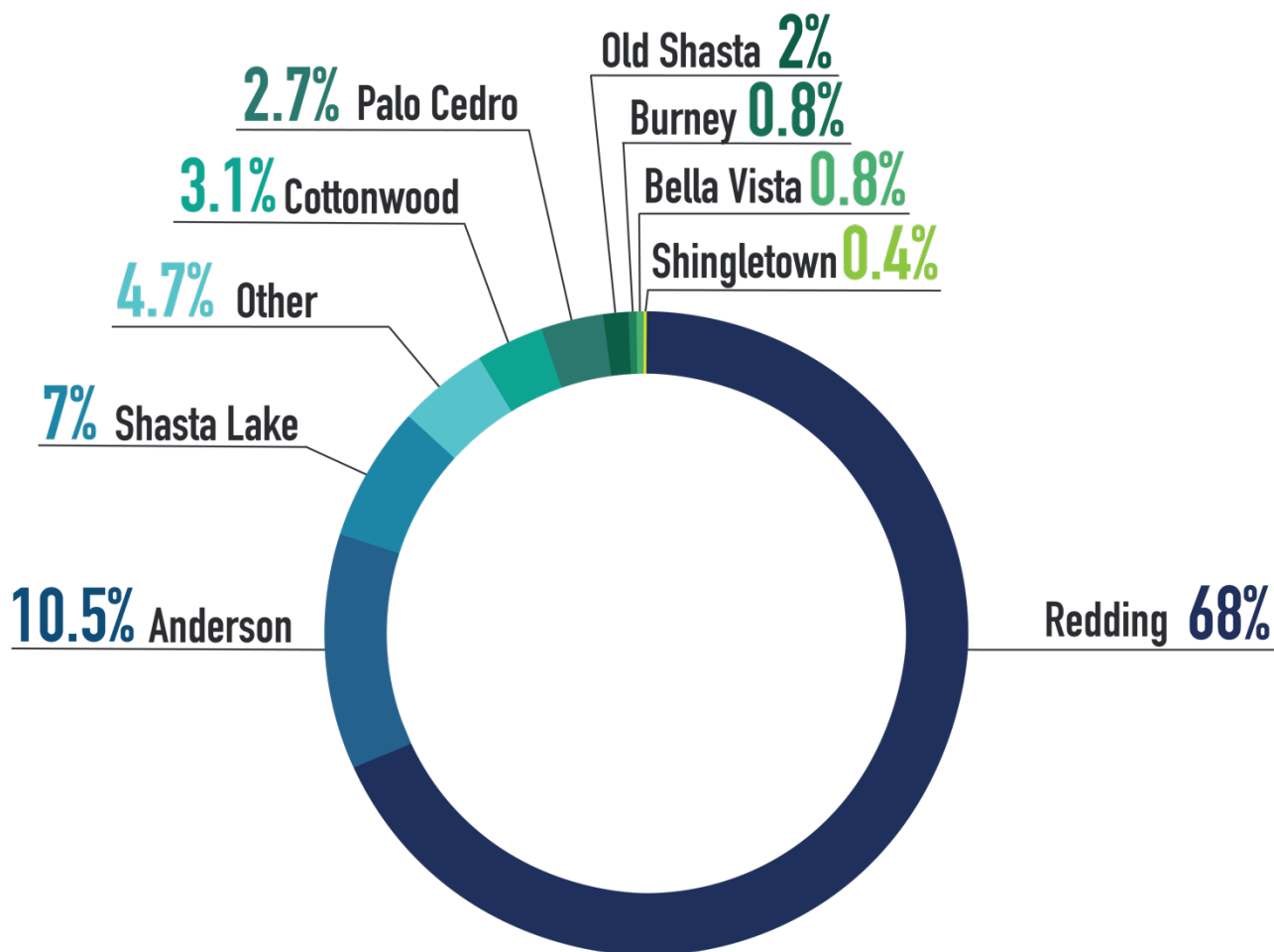
## Key Findings

- The majority of respondents (68%) who took the survey live in Redding followed by those living in Anderson (10.5%). The respondents were also mostly 50+ years old (62.5%) with a significant percent of respondents (21.8%) aged between 35-49 years old.
- When asked about their travel preference, 44.4% respondents in Shasta County reported driving a car, closely followed by those who mostly drive but also walk or bike for recreation purposes (38.5%).
- Respondents had the most experience riding a bicycle (31.8%), public transit (27.3%), and app-based rideshare (15.6%) with the least experience using bikeshare/scootershare, carpool/vanpool and on-demand public transit.
- When asked about the travel options that respondents would consider, 77% of the respondents reported using alternative modes for running short errands followed by those who take infrequent longer distance regional trips at 57.5%. Bikeshare/scootershare and carpool/vanpool were some of the modes which respondents were less likely to try.
- Respondents' experience with a particular mode directly relates to the willingness to try new modes. In Shasta County, bike/scootershare and carpool/vanpool were two modes which the public had little to no experience. Thus, these were the modes that respondents were least likely to try.
- Respondents who have experience with a particular mode are more likely to try it again or try other similar modes. The modes which have the highest experience are also most likely to succeed in the future. Conversely, modes with the least experience are less likely to attract new customers.
- Convenience and flexibility using a personal auto are major concerns preventing residents from using alternative modes of transportation. Thus, driving is the preferred option for respondents in Shasta County especially for running short errands, which paradoxically is also the most likely trip respondents say they would be more willing to try alternatives.
- The majority of questionnaire respondents (55.4%) think that improvements in the future should focus on improving the mobility options for transit-dependent individuals and that the system should add more on-demand service. These respondents also think that transit should aim to serve fewer people with a high-quality transit system as opposed to expanding the service area and serving as many people as possible.



## Online Community Questionnaire Results

Question 1: *Where do you live in the Shasta Region?*

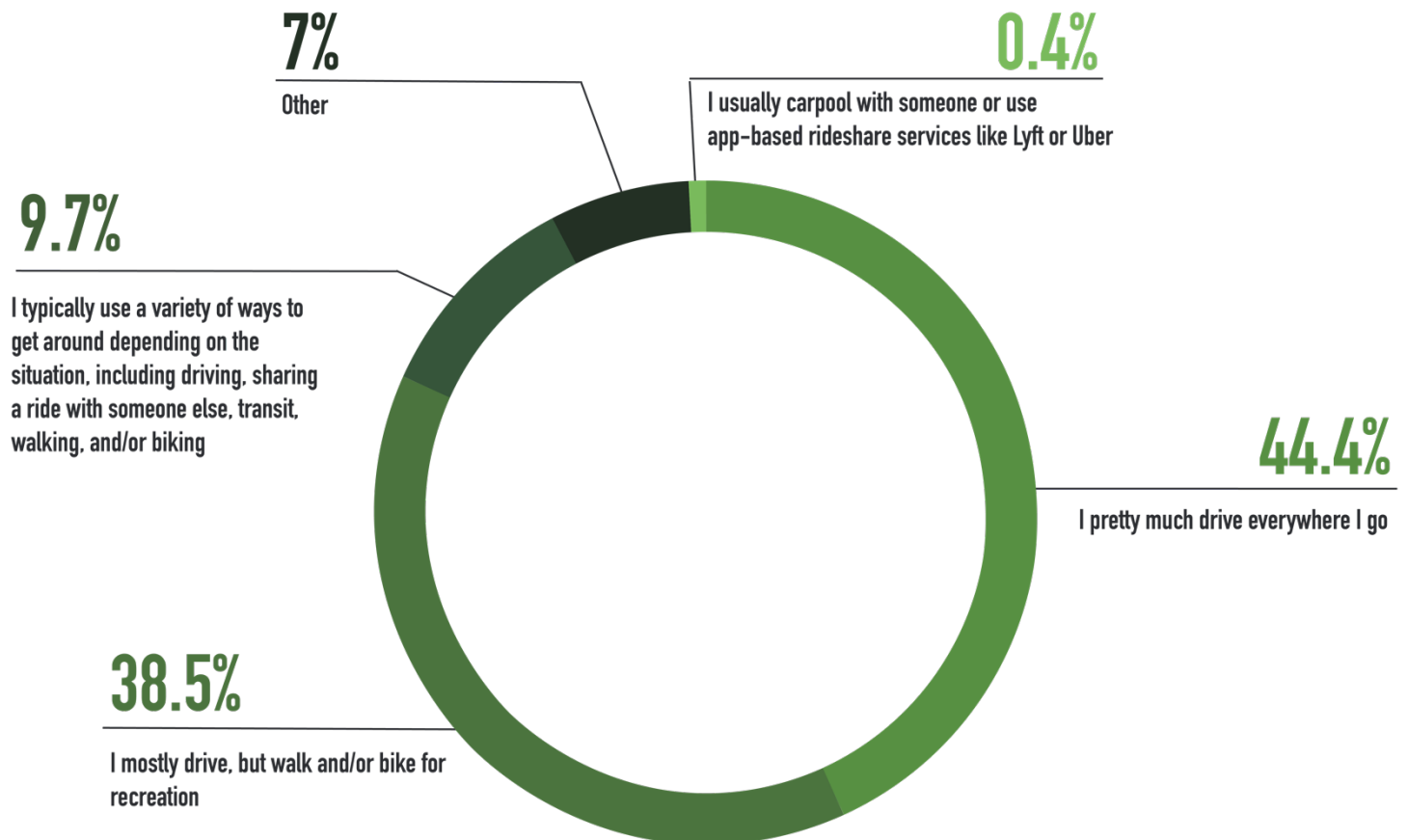


Below is a list of the responses that were left in the “Other” category:

- Centerville (2)
- County near Anderson
- Happy Valley
- Jones Valley
- Montgomery Creek: Burney/Bella Vista adjacent
- Oak Run
- Ono
- Round Mountain
- Shingletown
- Unincorporated area of Shasta County, West Redding



Question 2: What phrase best describes how you get around the Shasta Region?



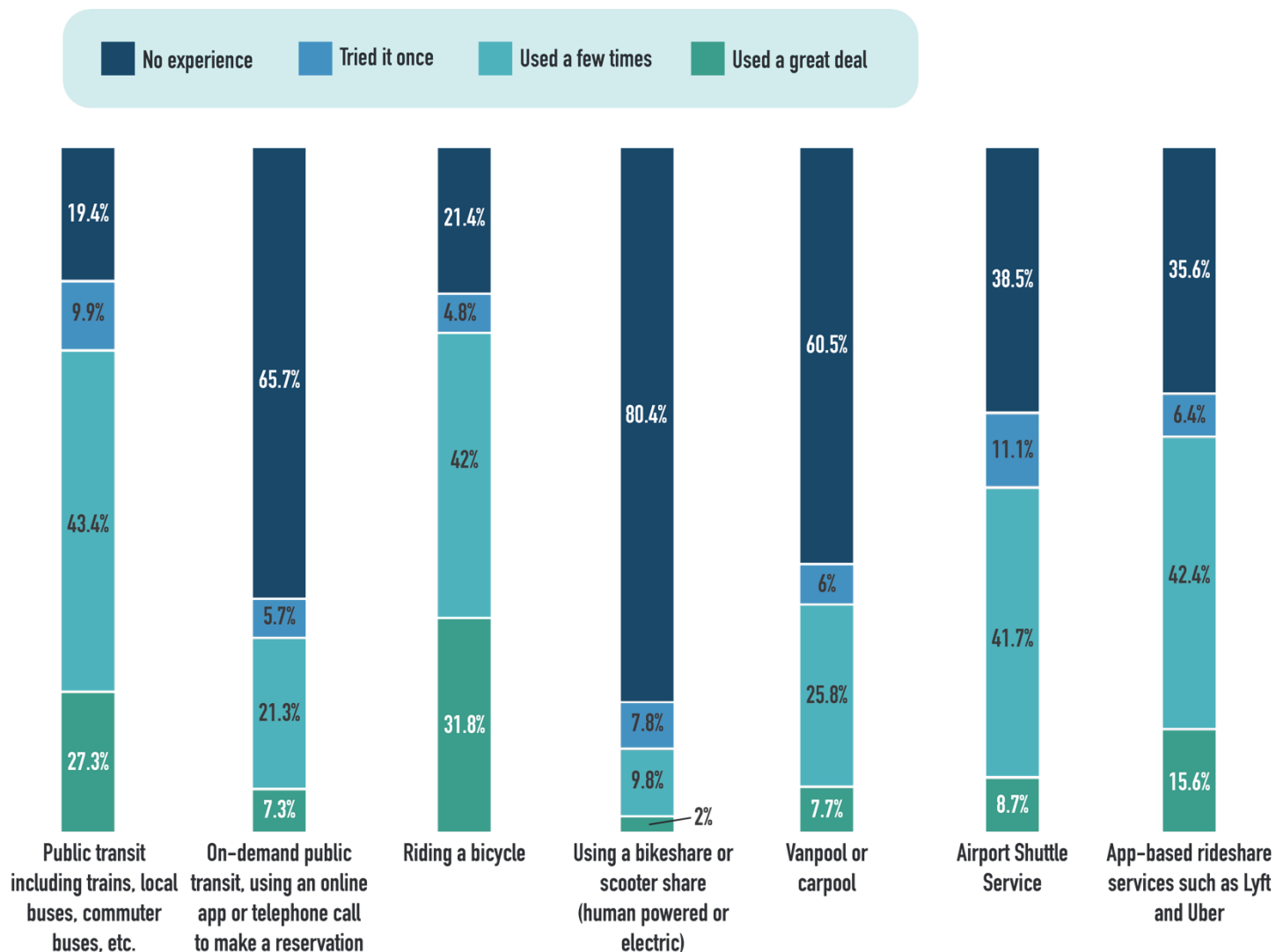
Of the 18 respondents who chose the "Other" category, around 39% wrote that they often depend on public transportation to get around, either by taking the Redding Area Bus Authority (RABA) or paratransit. Besides that, 28% of the people who chose "Other" noted that they depend on other people to drive them to their destination, or they walk to their destination (22%).



# Community Questionnaire Summary

2040 Long-Range Transit Plan  
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Question 3: Please share your experience using other types of travel besides in a single-occupancy vehicle (note: the experience may not have occurred in the Shasta region).



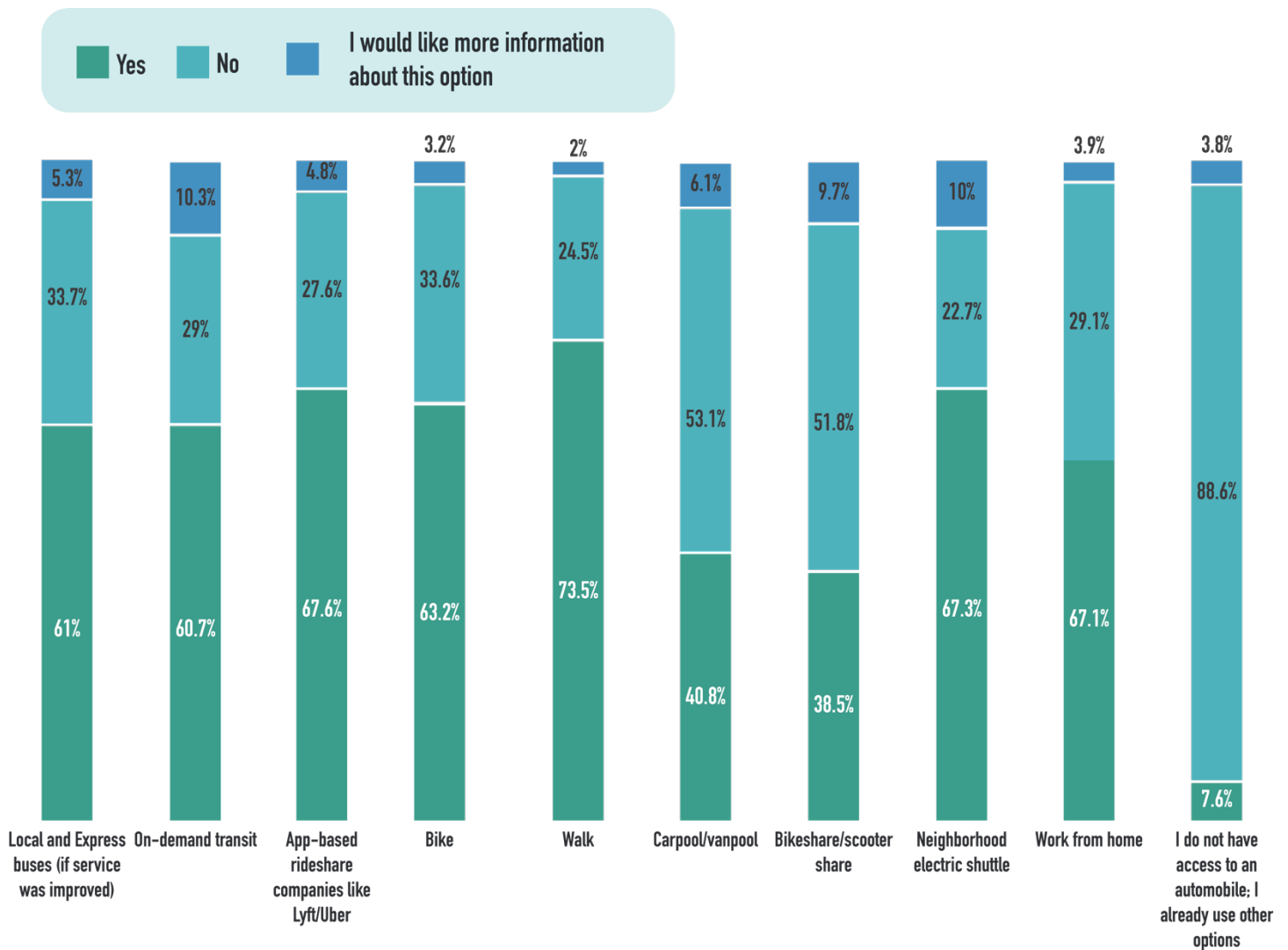
Residents in the Shasta region noted that they have the most experience with riding a bicycle (31.8%), public transit (27.3%), and app-based rideshare (15.6%). Conversely, community members in the Shasta region reported that they have no experience with using bikeshare or scootershare (80.4%), on-demand public transit (65.7%), and vanpool or carpool (60.5%).



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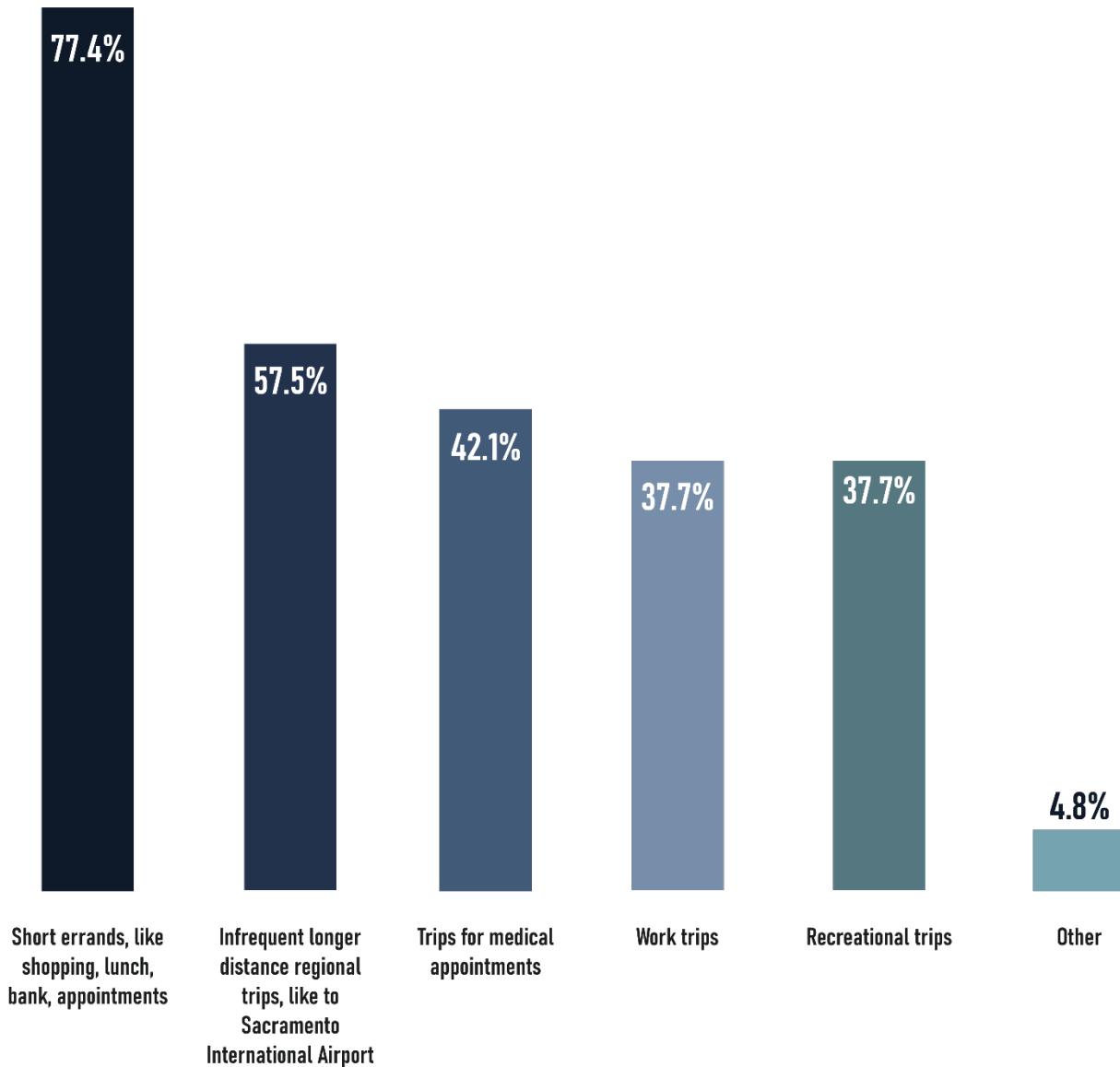
Question 4: *If you were to reduce – not eliminate, just reduce – using your automobile, what might you consider using? For each option, please indicate “yes, I would consider this option”, or “no, I would not consider this option” and “I would like more information about this option.” (note: if you do not use or own an automobile, please select ‘yes’ for the last option).*



Overall, questionnaire respondents expressed interest in trying many of the alternative modes of transportation presented in the online community questionnaire, with only two options (carpool/vanpool and bikeshare/scootershare) receiving more “no” than “yes” responses. A small amount of questionnaire respondents (7.6%) noted that they do not have access to an automobile and already utilize alternative modes of transportation.



Question 5: *For the travel options above that you said you might consider, what types of trips would you be most likely take? (select your top two possibilities).*



Of the 12 respondents who chose the “Other” category, around 33% wrote that they would consider taking alternative modes of transportation for leisure (exploring, entertainment, etc.) or for local hiking trips (17%).

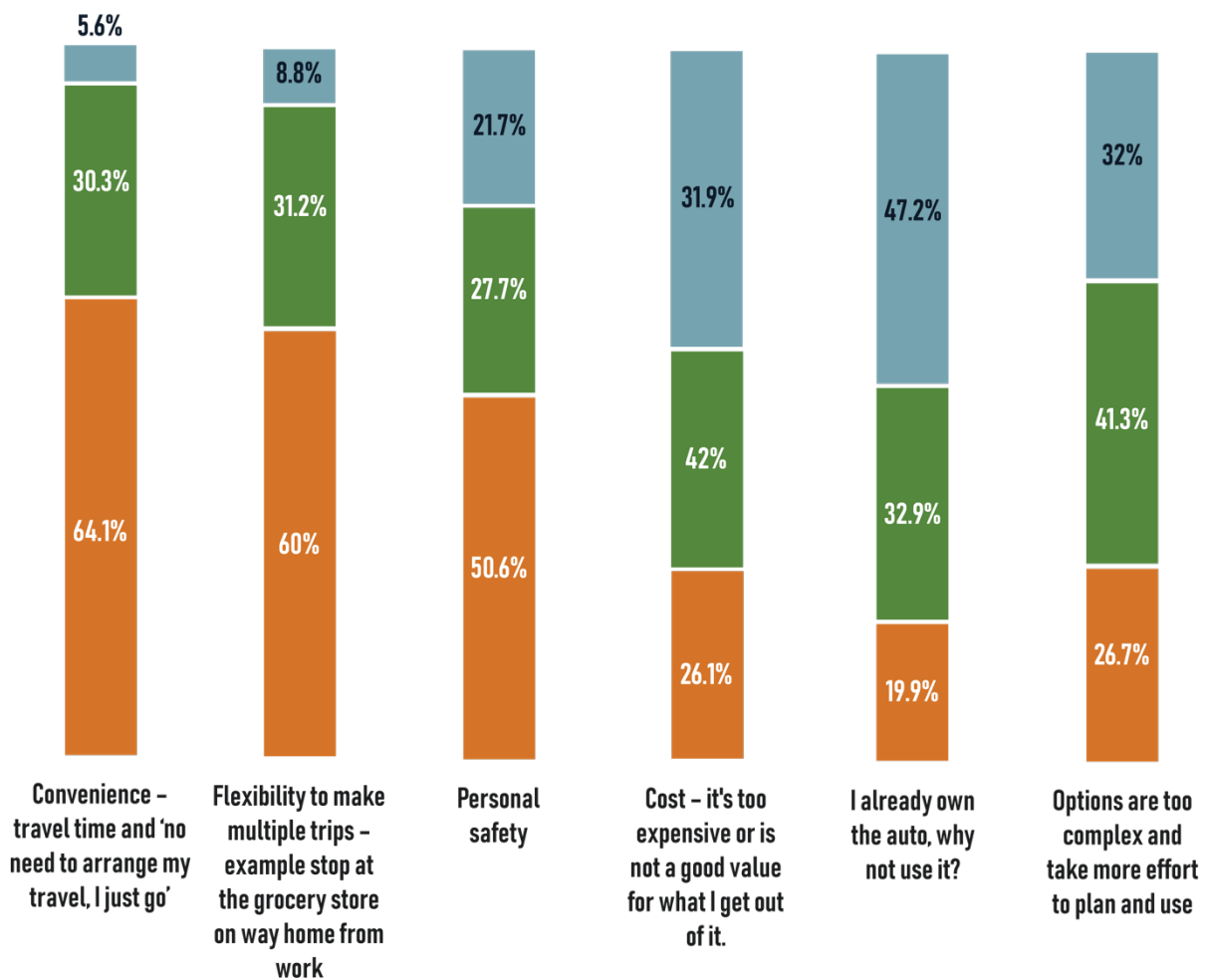


# Community Questionnaire Summary

2040 Long-Range Transit Plan  
July - August 2020

Question 6: As you think about using alternatives to a personal auto, what concerns do you have? Please rate each item.

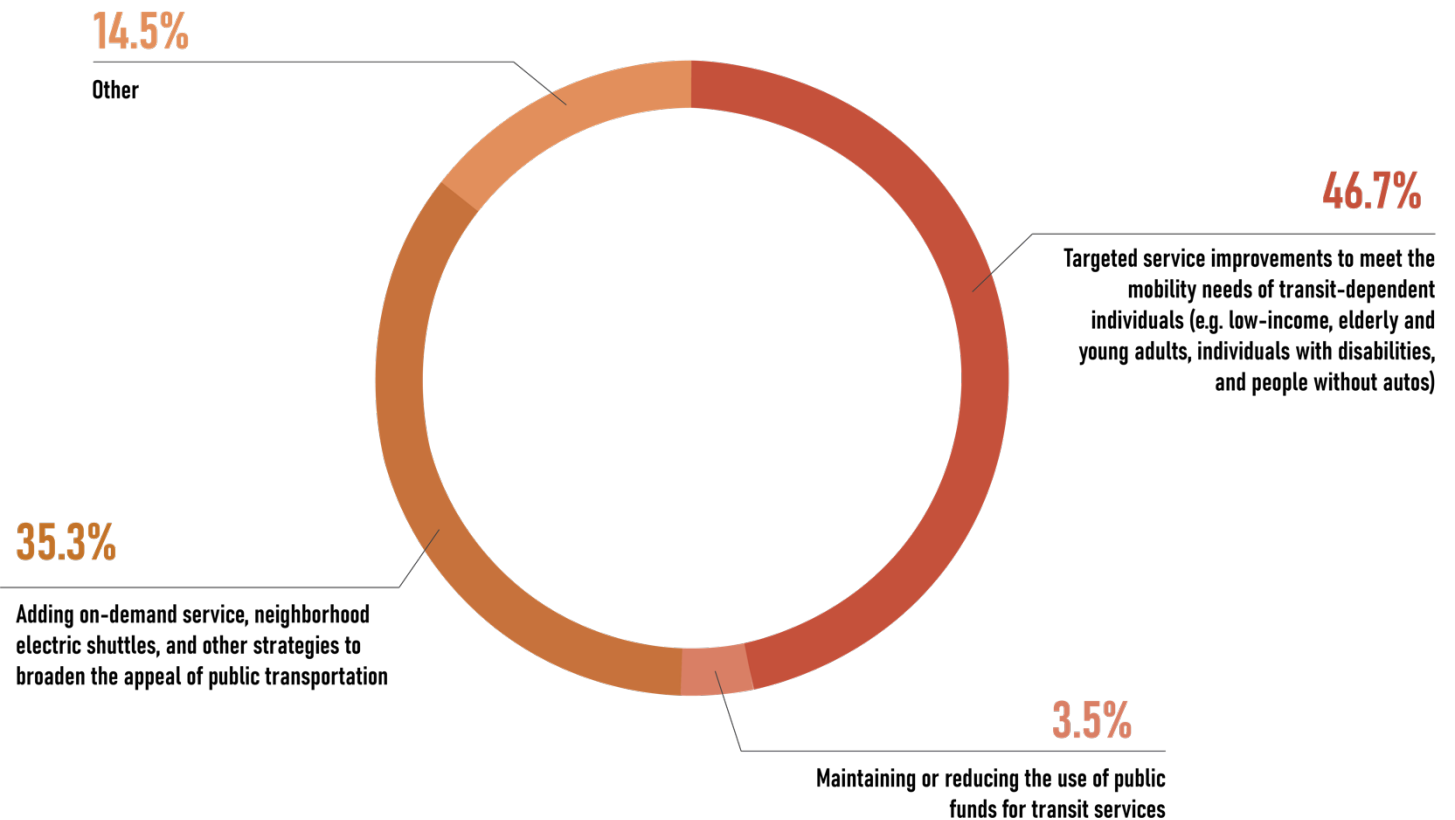
This is a major concern   This is somewhat of a concern   This is not a concern



Of the 21 respondents who chose the “Other” category, around 19% reported that extreme weather (heat and/or rain) was a major concern for them when deciding on forms of transportation to use. Additionally, respondents wrote that personal safety while walking/biking (19%), the time it takes to get to their destinations (14%), sustainability and the environment (10%), and ADA accessibility (10%) were major concerns when considering alternative transportation.



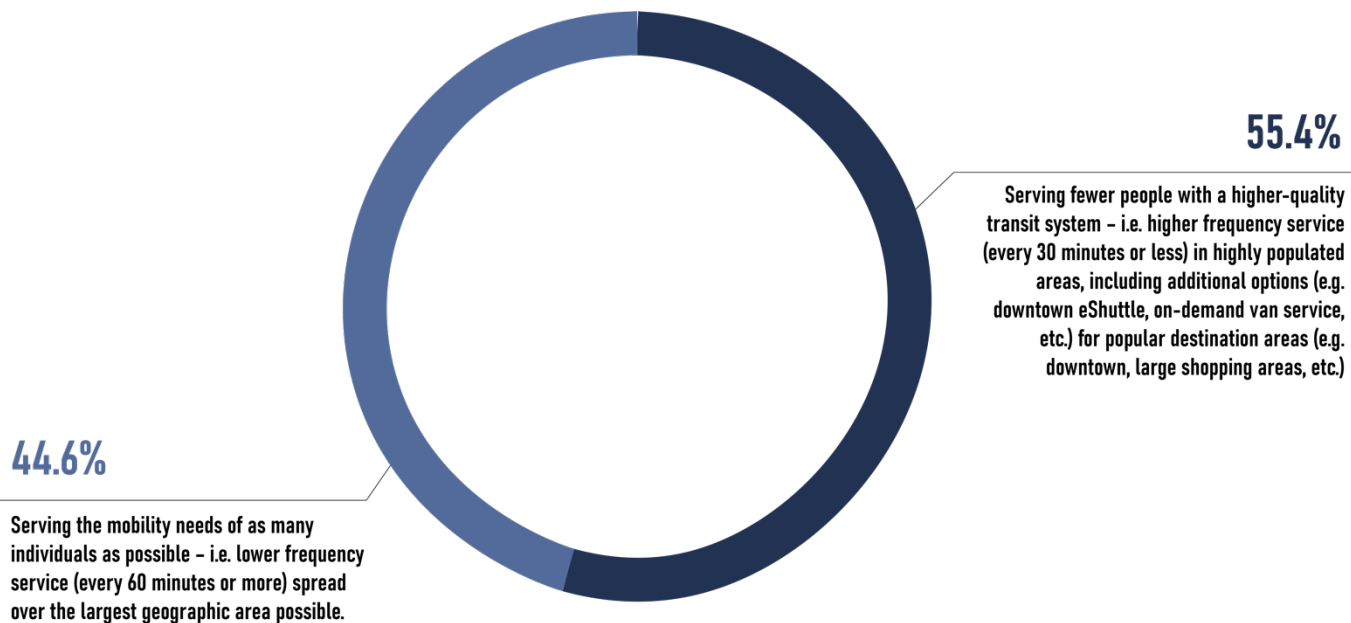
Questions 7: *Thinking 20 years into the future, what do you think the region's public transportation priorities should be?*



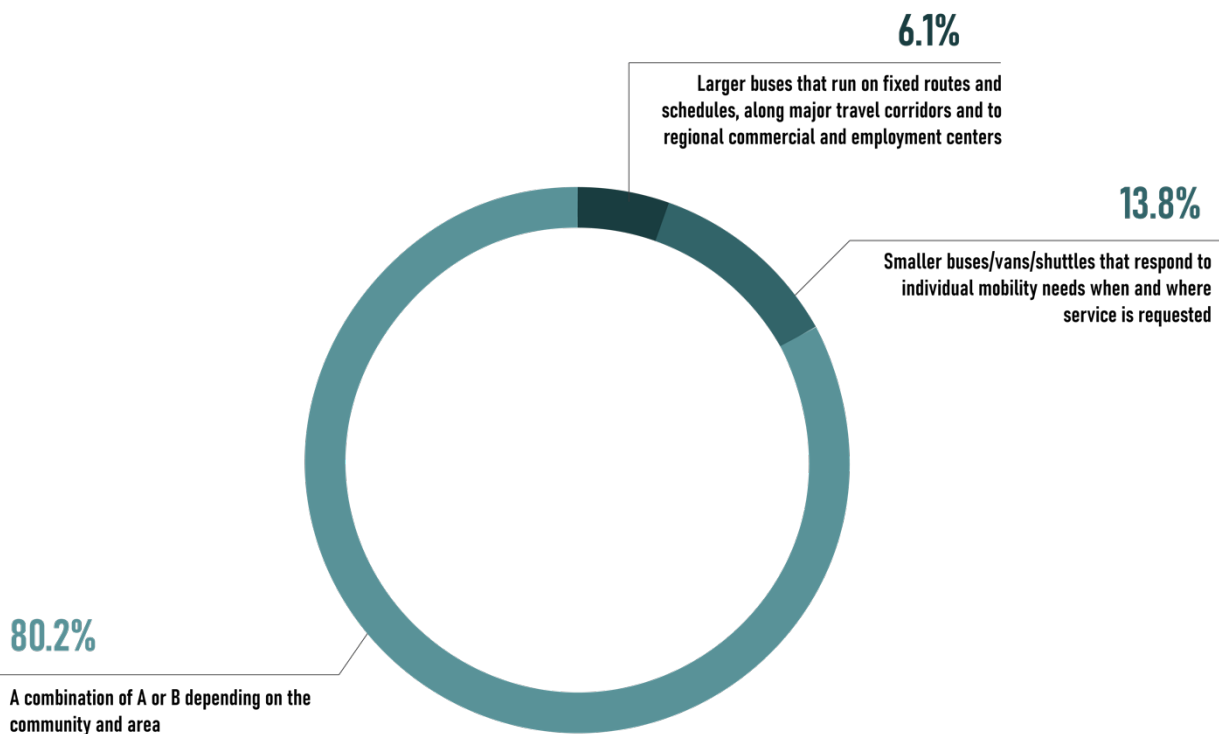
Of the 37 respondents who chose the “Other” category, around 18% wrote that they would like to see more or improved options for bicycle lanes and infrastructure in the Shasta region. Additionally, respondents reported that they would like to see increased safety (8%) and convenience (8%) in the public transportation system that already exists.



Question 8: *Looking toward the next 20 years, what do you think is more important?*

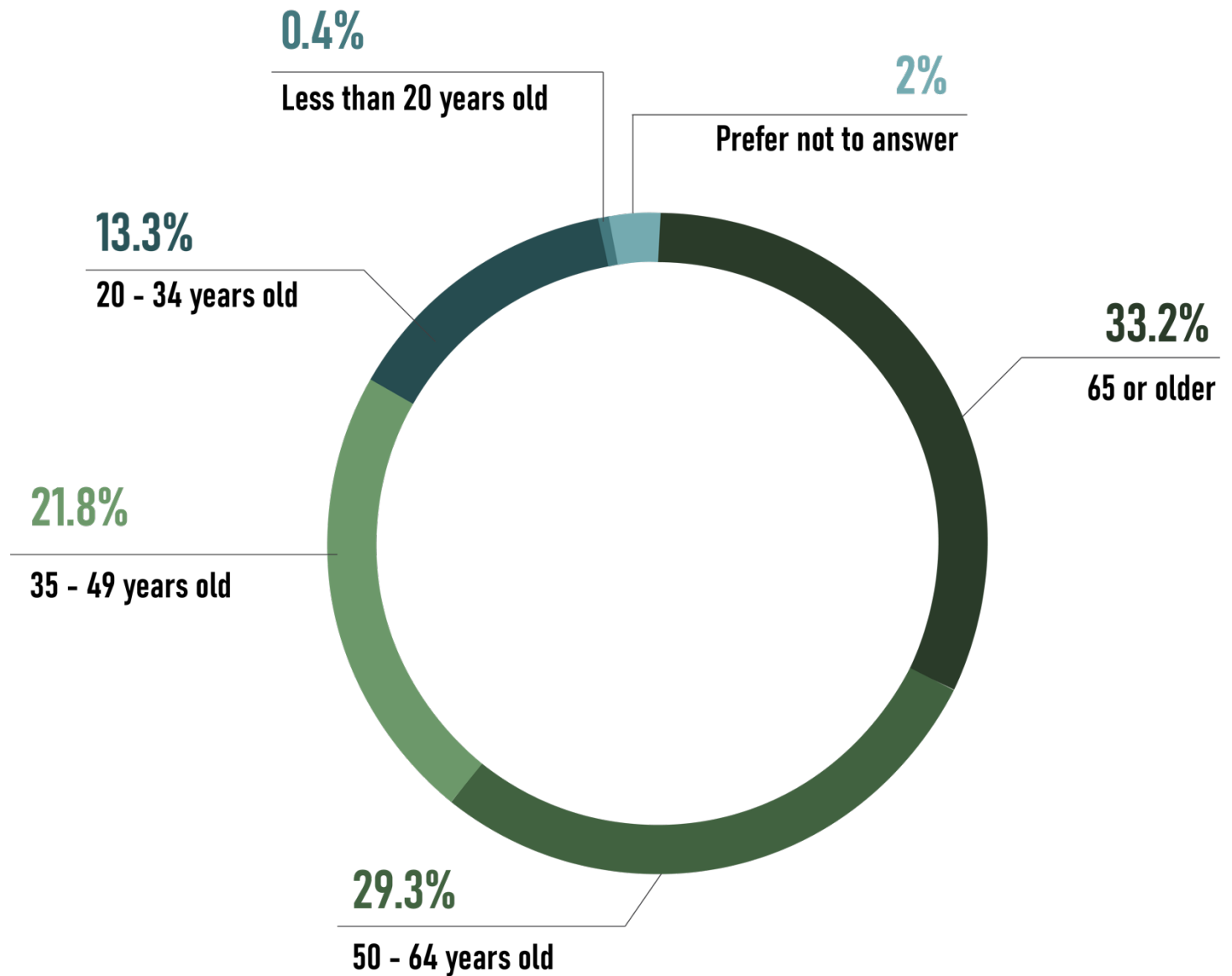


Question 9: *Looking toward the next 20 years, what do you think is a better match for the Shasta region?*





## Age distribution of respondents





## Experience with transportation modes vs willingness to try other modes

Question 2: *What phrase best describes how you get around the Shasta Region?*

Question 4: *If you were to reduce – not eliminate, just reduce – using your automobile, what might you consider using? For each option, please indicate “yes, I would consider this option”, or “no, I would not consider this option” and “I would like more information about this option.” (note: if you do not use or own an automobile, please select 'yes' for the last option).*

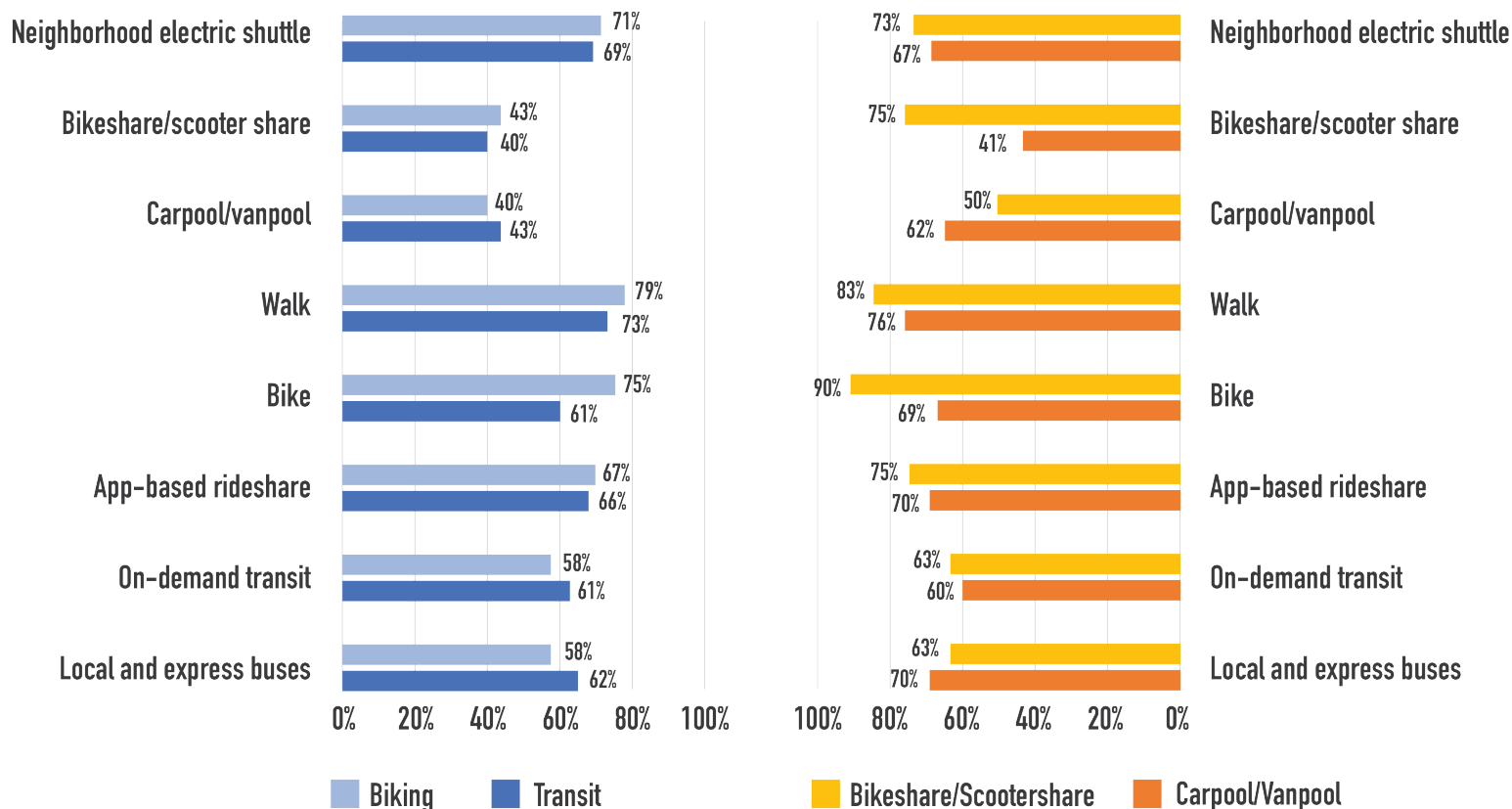
This is a comparison between how experience with a particular transportation mode impacts questionnaire respondents' willingness to use other alternative transportation modes. Generally, those who have experience with a particular mode are more likely to try the same mode again or use other similar modes in the future. The modes which have the highest experience are also most likely to be successful in the future. These characteristics are not always shared in other communities.

Questionnaire respondents appear to be relatively cautious when it comes to trying new modes. As a result, modes with which people have the least experience are the least likely to attract new people. The graphs below show the respondents' willingness to try other modes based on their experience with bikeshare/scootershare, carpool/vanpool, biking, and transit. Residents in Shasta county reported having the highest experience with biking and transit and low experience with bikeshare/scootershare and carpool/vanpool.



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Questionnaire respondents who had experience with transit (local and express buses) were most willing to try walking and app-based rideshare services. They were also willing to try transit and other similar modes (like on-demand transit and neighborhood electric shuttles). Questionnaire respondents who had experience with bikes were most likely to try active transportation modes like biking and walking followed by neighborhood electric shuttles and app-based rideshare. Bicycling is considered an active transportation mode and is generally used for shorter trips. Questionnaire respondents who are already familiar with bicycling are thus more likely to replace their automobile trips with other active modes (walking and bicycling) and modes that are well-suited for shorter trips (neighborhood electric shuttles).

Bikeshare/scootershare and carpool/vanpool are some of the modes in which respondents have little to no experience. However, those who do have experience with bikeshare/scootershare show a great willingness to try them in the future but still prefer walking and biking.



## Appendix

- Fliers and graphics used during the awareness campaign
- Media releases
- Raw community member comments



**NOW  
UNTIL  
AUGUST 5**

# HOW SHOULD **we travel in 2040?**

**We want to hear from you!**

To learn more about the 2040 Long-Range Transit Plan and take the community questionnaire, go to

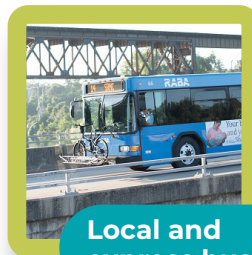
**[www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com)**



**On-demand  
transit**



**Electric bikes**



**Local and  
express buses**



**Neighborhood  
electric shuttle**

**Which transportation option are you most excited for?**

For more information about the  
Shasta Regional Transportation Agency: [www.srta.ca.gov](http://www.srta.ca.gov)  
Questions? Contact SRTA at **530-262-6190** or [srta@srta.ca.gov](mailto:srta@srta.ca.gov)



# HOW SHOULD we travel in 2040?

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On-demand transit



Electric bikes



Local and express buses



Neighborhood  
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**NOW  
UNTIL  
AUGUST 5**

**Hey Anderson.** We want to hear from you about how you want to travel in the future.

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**On-demand  
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**NOW  
UNTIL  
AUGUST  
12**

**DEADLINE EXTENDED!**

**Hey Anderson.** More than 65% of respondents are interested in trying electric bikes or scooters in their city. Have we heard from you? Go to

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# Hey Redding.

We want to hear from you about how you want to travel in the future.

We want to hear from you!



**NOW UNTIL AUGUST 5**

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**On-demand transit**



**Electric bikes**



**Local and express buses**



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**Which transportation option are you most excited for?**



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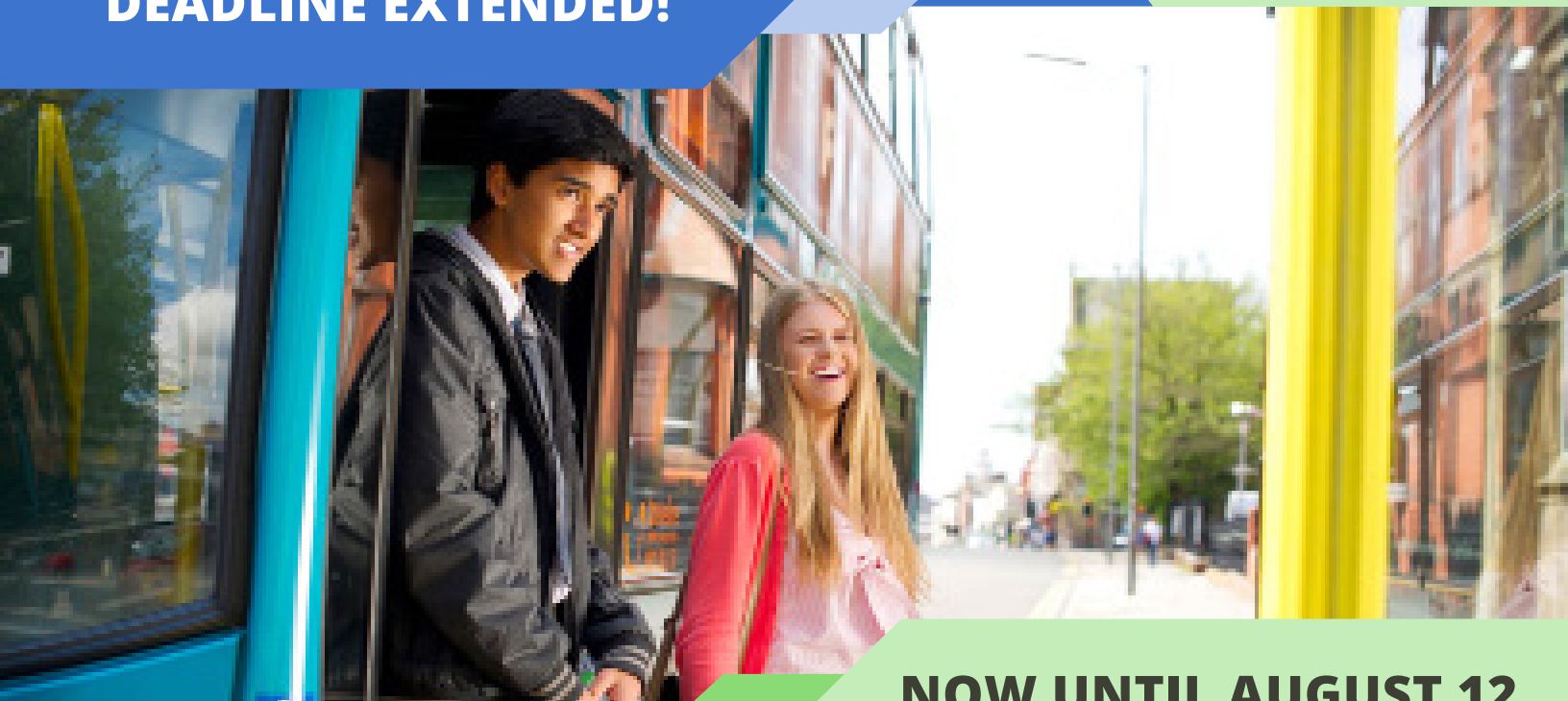


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**Hey Redding.** We want to hear from you about how you want to travel in the future.

**DEADLINE EXTENDED!**



**NOW UNTIL AUGUST 12**

More than 65% of respondents are interested in trying electric bikes or scooters in their city. Have we heard from you? Go to

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# Hey Shasta Lake.

We want to hear from you about how you want to travel in the future.

We want to hear from you!



**NOW UNTIL AUGUST 5**

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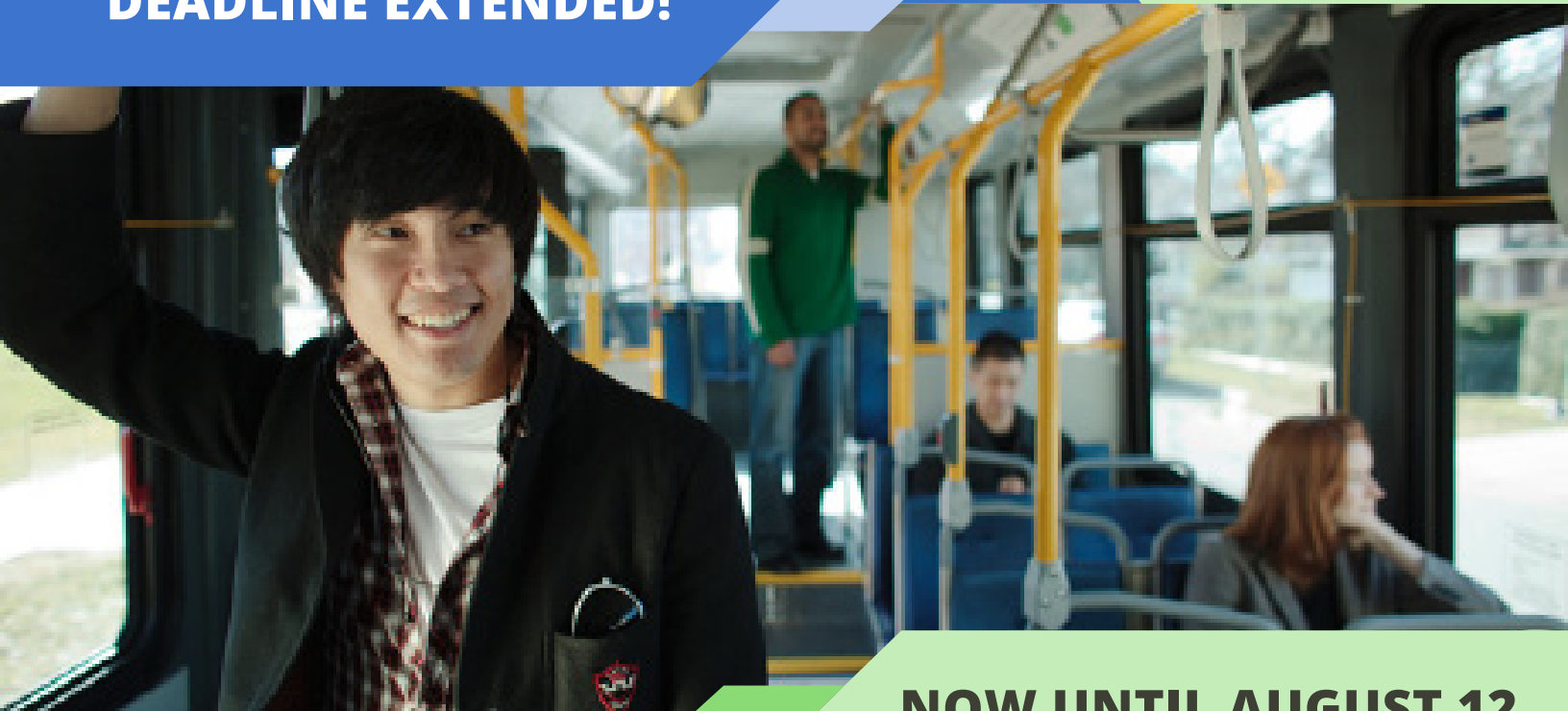


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**Hey Shasta Lake.** We want to hear from you about how you want to travel in the future.

**DEADLINE EXTENDED!**



**NOW UNTIL AUGUST 12**

More than 65% of respondents are interested in trying electric bikes or scooters in their city. Have we heard from you? Go to **[www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com)**

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**NOW  
UNTIL  
AUGUST 5**

## A **strong transportation network** gets you from the bus stop to your job

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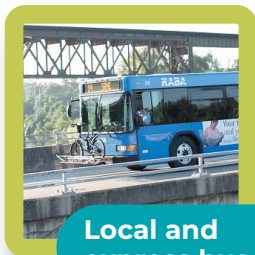
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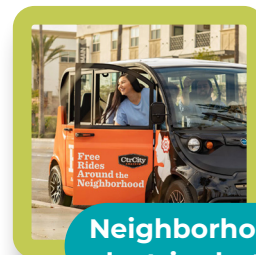
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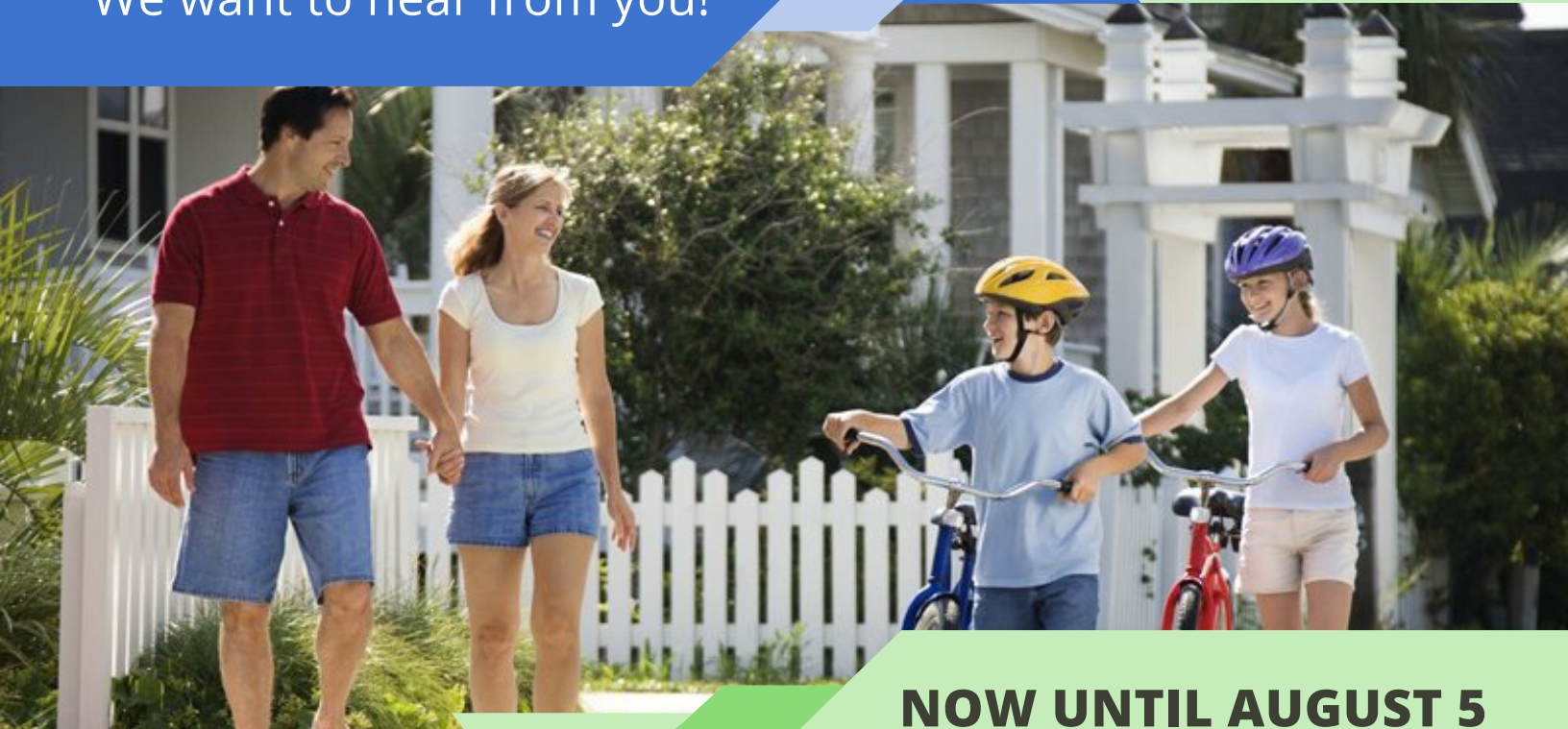
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# A strong transportation network supports our neighborhoods

We want to hear from you!



**NOW UNTIL AUGUST 5**

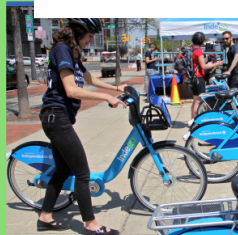
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You should have a **variety of transportation options** to get to important appointments like your doctor

We want to hear from you!



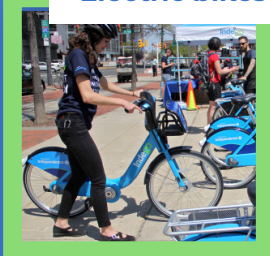
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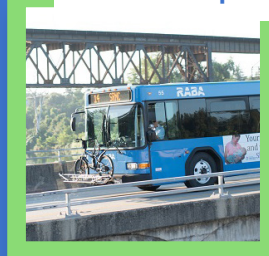
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**NOW  
UNTIL  
AUGUST 5**

How will visitors come to enjoy everything that the **Shasta Region** has to offer?

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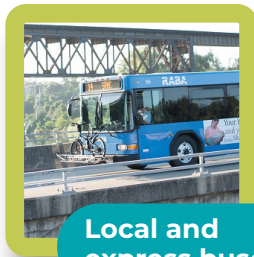
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**Which transportation option are you most excited for?**

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Questions? Contact SRTA at **530-262-6190** or **[srta@srta.ca.gov](mailto:srta@srta.ca.gov)**



# A strong transportation network opens opportunities for everyone

We want to hear from you!



**NOW UNTIL AUGUST 5**

To learn more about the 2040 Long-Range Transit Plan  
and take the community questionnaire, go to

**[www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com)**

On-demand transit



Electric bikes



Local and express buses



Neighborhood  
electric shuttle



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**NOW  
UNTIL  
AUGUST 5**

How will visitors come to enjoy everything that the **Shasta Region** has to offer?

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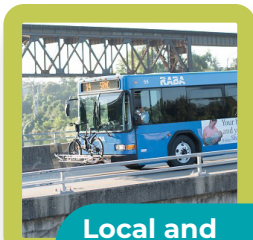
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# Hey Redding.

We want to hear from  
you about how you  
want to travel in the  
future.

**NOW UNTIL  
AUGUST 5**

To **take the community  
questionnaire**, go to

**[www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com)**

**DEADLINE EXTENDED!**

**Hey Shasta Lake.** We want to hear from you about how you want to travel in the future.

**Now until August 12**



To take the community questionnaire, go to

**[www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com)**



**DEADLINE EXTENDED!**

**Hey Anderson.** We want to hear from you about how you want to travel in the future.

**Now until August 12**

To **take the community questionnaire**, go to

**[www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com)**





## MEDIA RELEASE

FOR IMMEDIATE RELEASE

July 22, 2020

Contact:

Daniel Wayne

Shasta Regional Transportation Agency

[dwayne@srtc.ca.gov](mailto:dwayne@srtc.ca.gov)

530-262-6186

### Community is invited to share ideas for future transportation options in the Shasta Region

*The Shasta Regional Transportation Agency seeks input on how community members want to travel in 2040 with a community questionnaire.*

How do you envision the Shasta Region's transportation options evolving over the next 20 years? The Shasta Regional Transportation Agency wants to know in a community questionnaire as part of the 2040 Long-Range Transit Plan. Participants will be able to provide input on how they currently travel, and which travel options should be considered for the Shasta region's transportation network. Community members can participate online at [www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com) from July 22 – August 5.

The 2040 Long-Range Transit Plan will be the blueprint for a sustainable, safe, innovative, integrated and efficient public transportation system. It will identify and help prioritize future transportation projects in order to meet the future needs of residents in the Shasta Region.

"We need to consider all of our options, develop a shared plan, and strategically invest in transportation infrastructure and services over time to meet tomorrow's mobility challenges," says Daniel Wayne, Senior Transportation Planner with the Shasta Regional Transportation Agency. "Having a strong and reliable public transportation network will not only address the diverse needs of residents of all ages and abilities, but it will also strengthen our local economy and keep the Shasta region vibrant and livable as it continues to grow."

The Shasta Regional Transportation Agency invites community members from throughout the Shasta Region to learn about the 2040 Long-Range Transit Plan and provide their feedback at [www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com).

For questions about the community questionnaire, please contact Elise Brockett at [ebrockett@aimconsultingco.com](mailto:ebrockett@aimconsultingco.com).

###

The Shasta Regional Transportation Agency (SRTA) is a legally separate public agency with its own governing board of directors. SRTA studies the region's transportation needs, pursues all potential funding sources, and determines what improvements will be made. SRTA represents Shasta County and the cities of Anderson, Redding, and Shasta Lake.



## MEDIA RELEASE

FOR IMMEDIATE RELEASE

August 6, 2020

Contact:

Daniel Wayne

Shasta Regional Transportation Agency

[dwayne@srta.ca.gov](mailto:dwayne@srta.ca.gov)

530-262-6186

### Deadline extended for community questionnaire on transportation options

*The Shasta Regional Transportation Agency is extending the close date for an online community questionnaire seeking input on how the community want to travel in 20 years.*

The Shasta Regional Transportation Agency is extending the deadline for the online community questionnaire as part of the 2040 Long-Range Transit Plan.

Participants will be able to provide input on how they currently travel, and which travel options should be considered for the Shasta region's transportation network. Community members can participate online at [www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com) now until August 12.

So far, more than 140 community members have participated, and with fascinating results. Around 40% of respondents are interested in implementing electric bikes and scooters in their city. More than 60% expressed excitement about trying on-demand transit, and around 67% percent of respondents would try taking a neighborhood electric shuttle if it was available.

The 2040 Long-Range Transit Plan will be the blueprint for a sustainable, safe, innovative, integrated and efficient public transportation system. It will identify and help prioritize future transportation projects in order meet the future needs of residents in the Shasta Region.

"So far we have seen some great results from this online outreach effort and we want to keep it going so that everyone has the opportunity to participate," says Daniel Wayne, Senior Transportation Planner with the Shasta Regional Transportation Agency. "Knowing that we are

creating a Long-Range Transit Plan that addresses the community's needs will support the Shasta region's growing transportation networks and uphold our quality of life."

The Shasta Regional Transportation Agency invites community members from throughout the Shasta Region to learn about the 2040 Long-Range Transit Plan and provide their feedback at [www.2040LongRangeTransitPlan.com](http://www.2040LongRangeTransitPlan.com).

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### Raw Community Member Comments

- I want to go into more detail on rail. It would solve several shortcomings in Shasta County.
- It would ease the problem of no four-year state university. Redding students could continue to live with their parents or friends and safely commute to Chico. Currently the only way to do that is to drive a dangerous, high-traffic two-lane highway, even worse in winter months with short days and rain. Students would be able to do homework, relax or even sleep on their commutes.
- It would ease the difficulty of flying out of Redding. Face it, we'll always be held hostage by arrangements like the current one with United, which charges outrageous prices, ignores the obvious Sacramento hub and demands profit guarantees. It's like they're somehow doing us a favor. But most ordinary Redding households can't afford the prices, and the schedule is inconvenient. It really only serves business and Bethel fliers. A two- to six-car train could make access to Sacramento and Southwest's many convenient flights much more pleasant. It could stop at a short access road serviced by an airport shuttle.
- It would open up downtown Sacramento to those with limited mobility or those who might want to use a bike to get around. Daytime excursions to Sacramento or from Sacramento to Chico and Redding would become attractive adventures, increasing our tourism.
- It provides an alternative mode of transportation when flooding or other obstacles close I-5.
- By 2040 it could be some form of electrified rail. Hybrid battery/overhead electric trains are already beginning to see use in China and Europe. The trains could recharge overnight in Sacramento and Redding, as well as pick up an overhead boost at stations along the way. Our trains could be an all-California model for others, with batteries provided by Tesla and the rail cars built or refitted at the rail factory in Sacramento.
- Additional tourist diesel-electric rail should be considered to Mt. Shasta and on to Ashland (that rail route is still open and being used, just not by Union Pacific and Amtrak.) The Mt. Shasta train could provide a huge boost to Shasta skiing in the winter. In the other seasons it could continue on to Ashland for its Shakespeare Festival. The route would draw many riders for the scenery alone, and also would draw bikers, hikers and beer-drinking adventurers who wouldn't have to worry about a DUI.
- The biggest obstacle I see to this would be UP not wanting to lease the right-of-way. Yet these track-sharing deals are happening all over California, in San Diego County, Orange County and L.A. County, and also in the Bay Area.

- There would be tremendous public and private buy-in possibilities, including the state of California (a good way to alleviate the bullet-train black eye), Sacramento, Sacramento airport, Yuba City, Chico, Chico State, Red Bluff, Redding and the McConnell Foundation. Many advertisers would want space for the destinations. Same for a tourist train to Mt. Shasta and Ashland. Add Siskiyou County, the Shasta ski area, and Dunsmuir and McCloud to the list. Ditto for Ashland businesses.
- Regarding question 8, the populations most in need may not live in densely populated areas, but if the schedule doesn't allow for people to do what they need (having a more frequent schedule) it won't be used.
- The region needs better infrastructure for walking and cycling. If it's there people will use it. It is not uncommon to see folks using mobility devices on the river trail, but these folks are challenged when attempting to use infrastructure such as sidewalks. It's not uncommon to be on a sidewalk that disappears because a "developer" hasn't improved that lot. This is very inconvenient and is often not safe. Another critical need is education about alternative travel options and education drivers about interacting with cyclists, walkers, etc.
- I would like to see bus routes from the suburbs into shopping areas as an option.
- What airport shuttle are you talking about in #3?
- Don't rely solely on technology like apps to check routes and arrival times - not everybody has access to cell phones and service coverage is poor. Posted route maps and timetables at bus stops would be greatly appreciated.
- More frequent run schedule and more direct routes
- I'm a proponent of public transportation use, and always use it personally when visiting urban areas. The culture in Shasta County does not embrace it as a viable option. It's unfortunate that high schools have continually added parking areas for student drivers. There are a large percentage of families that consider an auto a necessity when their children become licensed drivers.
- Generally, I think it takes a culture shift to get people out of their cars. Get the young ones used to it and change happens over the generations. Given that, I voted for on-demand service. I'd like to add that the on-demand service has to serve special needs populations (e.g., elderly, handicapped). Thank you for this important work!
- Include people on your planning board from various ages, ethnicity, sex and planning abilities.
- I was unaware of this survey until seeing it in the Sunday Record Searchlight - needs to be more "community outreach" to groups on such matters - League of Women Voters, Rotaries, publicize through COR, Facebook, etc.
- I grew up in the suburbs of D.C. I have seen the impact that urban sprawl has on quality of life. I am very worried that Redding might follow that path, as it seems to be the

American way. I think that SRTA and the City should do more to improve bus and bike/scooter options and launch a sizable campaign to educate people on its importance. I ride my bicycle as much as possible, but sadly my routes are not very safe. I would love to take the bus, but unfortunately it would add too much time to my commute, making it unfeasible. I'm encouraged by the high-density development downtown. I hope that that continues along with useful public transportation.

- Frustrating to see big empty buses driving around, why not use smaller ones if not full? Focus also on less sprawl.
- Would it be possible to work with large employers encouraging them to focus on carpooling possibly even limiting number of days employees could drive alone to work? I am remembering the gas shortage forcing people to buy on only certain days using license plate numbers.
- I have lived a decade in China, the country with the world's largest electric train system. Highspeed train is the best transportation system on earth. Demand HSR from the state and feds. Design the other systems around HSR.
- Redding's Airport is large enough to handle enormous traffic. If, the community had the desire to live and thrive, it would encourage and engage sustainable BUSINESS development. Make Redding a place people want to come to, rather than a place that exists. The places people will pay to fly TO are places people WANT to go to.
- Design an electric train/subway system into the plan. ALL regional transportation systems include high-speed rail systems with some subway. Then, ENCOURAGE businesses to move to Redding!
- Relocate Redding Memorial Cemetery/McDonald's Chapel to another area. YES, Relocate the cemetery out of the area behind the Redding Civic Auditorium. The cemetery is in the way of transportation and for a much bigger reason!
- The city should develop a Sacramento water transportation system that is part of a transportation HUB at the civic auditorium.
- Purchase the land along the Sacramento River from the Civic Auditorium to Lake Redding on that side of the river.
- Create a SUSTAINABLE river jet boat facility at Kutras pond. Have other tour/transportation/ police facilities there as well.
- ALLOW river use!!! Allow rafting, canoeing, boating, in the Sacramento River.
- Encourage ECO-friendly tours in the Sacramento River. A transportation system would incorporate water transportation to Anderson, at least.
- Create a zipline from various areas around the Bluffs that transverse down that side and across the Sacramento River to Turtle Bay and the golf driving range.

- Unlock the traffic nightmare at the Mnt. Shasta Mall. Put in an on-ramp/off-ramp at the Hilltop/I-5 overpass. Take out Chuck-e Cheese if you must.
- Put in another over-pass at the Hwy 44 /Dana Drive offramp where In/Out and Red Lobster are now. PEOPLE MUST have access to the highway for a mall to actually thrive!!!
- Keep adding to the Redding/Shasta County Trail systems. But make these systems accessible to people using other water transportation systems.
- At the Turtle Bay Transportation Hub, put in a multiple-transportation system that allows tour busses, taxis, Uber/Lyft, water, scooter, bike-sharing, HORSES...
- Develop the Civic transportation hub for eco-friendly upper-scale dining with over-river patios, cafes, stylish stores, and a board-walk ECO-friendly lifestyle.
- AGAIN, people must want to come to Redding!!!!
- Shasta, Butte and Tehama counties need to coordinate some form of regional transit. We blew it by not being involved in the high-speed train planning. It should have had its terminus in Redding. We need a regional approach. Maybe light rail between Redding and Chico going through Anderson and Red Bluff. Move the Redding Airport to Red Bluff so that Chico people will use a regional airport.
- Redding will continue to grow; we must take the initiative to create more bike friendly options in shopping districts, as well as increase the frequency of bus service to lower dependency on cars that pollute.
- Focusing on environmentally sensitive issues and designing transportation in that arena is a must for the future of our beautiful area.
- Put a transit center into each community--like at 44 and Deschutes in Palo Cedro--and develop a bike/walk network that can use the transit center as a focus point. That would allow, for example, someone in the community to bike to the transit center and then take a bus into Redding.
- Airport shuttle service to SF
- There needs to be mass transit (electric rail, frequent bus lines) between the major business areas (e.g. Hilltop, Downtown Redding/Sundial bridge) and cities (Redding to Anderson to Red Bluff). Bus lines/carpool/on demand services are likely the best solution for high frequency, low volume transportation from residential areas (NIMBYs will ALWAYS obstruct transit projects). In combination, these two improvements will keep the freeways and major transit routes from being overwhelmed with traffic in the future. Moreover, mobility of the youth and elderly should also be prioritized as the economy would benefit the most from their ability to get from place to place. Elderly have the money to spend but not the means to get to where they want to spend it while the youth need lower cost alternatives to get to their workplaces/save money on car expenses. Both populations would benefit from longer-time but lower cost

transportation options. Lastly, please consider the use of solar panels/battery storage to provide the energy needed to fuel initiatives such as rail projects, EV scooters/bikes, and EV buses (Proterra provides very reasonable funding initiatives). The North state has the phenomenal privilege of year-round sunshine and this should be leveraged to create further jobs in the transit and energy sectors (in addition to the benefit of decreasing reliance on fossil fuels).

- This survey has a strong bias towards people with cars. It ignores the needs of transportation for people that simply want to go carefree for a multitude of reasons that aren't why it is described as "transit dependent". I strongly suggest consulting a car free advocacy group like cul-de-sac, bike league, and other sustainable development companies. Hopefully the team on this project are such advocates for car free Redding that they are already living mostly car free so they can see both statistical data and first-hand experience to make insightful decisions.
- At this time, I am not in favor of autonomous vehicles due to safety reasons
- My husband and I live in the Country Heights vicinity. Because of the topography leading into the subdivisions, we can't bike to downtown and then return via the extreme hills.
- Were there a shuttle van or other smallish scheduled conveyance to Redding's core downtown we would gladly use it once or twice per week, if the hours were appropriate for senior service. There are many seniors living in these two subdivisions who might very much value having a scheduled shuttle-van service to key downtown areas for shopping, lunch, bank, etc. Additionally, a Redding airport shuttle to Sacramento International Airport would be supportive to many.
- Biking could be a great option...but most roads do not include safe bike lanes. Bike lane development and/or bike paths/trails should be a priority.
- We need more biking infrastructure, so people feel reasonably safe out on their bikes to get to work, shopping, dining etc. Happy to see some projects in the works.
- 20 yrs is too long we need it now, we also need to use BART as a statewide solution making it easier and safer and faster to get to destinations like Sacramento and the Bay Area.
- Stop eliminating car lanes for bike lanes. We need more lanes for cars.
- It would be great to incorporate something unique to the area as far as transportation is concerned as a special landmark or as a special reason for visitors to visit the city or the Shasta area. Redding has the iconic Sundial bridge. Why not add like an aerial tramway that transports people back and forth from the Dana and Churn creek road area business to the downtown area?

- While I think the use of bikes, electric or otherwise for those who are physically capable of riding are an important alternative to the usage of gas-powered automobiles in terms of both pollution reduction and space-using reduction on our public streets the reality of Redding is that so far, we are not a university town populated with young people and our summers are hot. Wishful thinking won't change the climate; neither will it change the fact of "not a university town" (although concerted action might change the latter and I don't mean a Bethel Church University). I believe a mix of balanced transportation needs is important which would include bikes, electric private and public vehicles, rides-share apps such as Uber/Lyft and on-demand services for the elderly. Balance and a move toward electric are both key. My "dream" as a 63-year-old born and raised Redding native? Fast rail to Sac and beyond; electric shuttles and working towards a verdant (in all ways) "walking city". That said, it's still Redding and it's still blusteringly hot in the summers. I'm guessing that due to my age and the length of time being proposed for this project that I'm not the demographic you're interested in hearing from. Makes sense. Good luck in your endeavors of improving our city and county!
- Opposed to bike/scooter rides by app. Have experienced these and they are not efficient, highly vandalized, underutilized, and an eyesore which block sidewalks.
- Add additional bike separated bike lanes. E bikes will become common in the near future and people will use them for short trips around town.
- I don't always feel safe waiting at a bus stop alone. If there was some kind of security, I would consider traveling on public transportation more often.
- On demand service that doesn't require filling a van or a taxi to capacity before transporting passengers to their destinations would be preferable. Sometimes you spend MORE time in the transport than you do at your location, and then you have to repeat the process on the return trip! Perhaps issuing or selling some sort of a subsidized payment card to qualified individuals that can be easily used and readily accepted by Uber and Lyft drivers?
- We need to include more power charging stations for powered wheelchairs on routes and for EV's as well.
- I am an aging individual with chronic arthritis and chronic lung issues, on top of being blind. My nearest bus stop is a half mile away, too far for my aging system to walk in extreme weather. I would like to go certain areas, but buses don't go there. I have a ten-minute errand; I now have to wait at the stop for 50 minutes in the blazing sun and no bench or shelter to be had. Make more routes or systems and have more than one bus servicing that area. Put out more benches and shelters. More stops in some areas. Train drivers to call stops. As a blind person, this is very important.

- Safety for all, including pedestrians and bicyclists is a top concern of mine when considering what the best options are for the future of public transportation in our region. Thanks for reaching out to the public with this survey and the opportunity to be included in the vision.
- It's a mile to the nearest bus stop, so that's my current obstacle to using the bus. I would like to have a neighborhood shuttle (Lake Redding Estates).
- Shasta County has a lot of rural areas. Small towns should have their own systems, with trips between towns taking place a couple times a day. Unlike the Philippines, where I lived a couple years, people here are hooked on cars so it's difficult to emulate other countries.
- In addition to shuttles & busses, Redding needs to be pedestrian and bicycle friendly. This means better enforcement of speed limits, more stop signs & safe crossings, and restrictions on "coal-rolling" and lifted diesel trucks which greatly endanger the safety of everyone on the road, especially pedestrians & bicyclists.
- I have two answers for Q7: "Targeted service..." AND "Adding on-demand..."
- safer bike and walking paths/routes
- Keep Redding "Redding". Keep nature all throughout whatever transit is added. This helps people stay calm and meditative rather than us becoming a "city". Let's not become a "city" but as we make these transit improvements let's keep the quality of life we have in Redding where people are not rushed, actually talk to one another and enjoy nature and health.
- Regular train service connecting Shasta county to Chico, Davis and Sacramento. That way students can get a good education and continue to live in the Shasta region.
- Regarding the above question, smaller buses/vans/shuttles is important, but I also see larger buses to get people further, like to the Sac airport as important too. However, maybe those buses don't need to be that large. Maybe they can be larger vans, like the Shuttle Service that existed prior.
- I would love to ride a bus to work but I live in Redding and work at a school in Anderson and west valley so need my transportation. I also coach.
- I'd like to see more bike-friendly routes, similar to what Sacramento offers.
- How about street cars! they are electric and environmentally friendly
- Consolidate transit providers to the fullest extent. For example, it is inappropriate for SRTA to run bus services as well as RABA running bus services. This is government waste.
- We need safer and better bike lanes in Anderson. Connect our parks to the city better.
- This area needs to plan for a growing population as well as an aging community. A mag-lev train running above 273 from Anderson Walmart area to downtown Redding

would help future traffic in the area immensely. Smaller shuttle busses to serve more of the outlying areas. Families are less likely to take alternative transportation if it is difficult getting on/off, not practicable for running errands where they need to pick up things.

- I would love a reliable bus from Redding to Anderson and back that ran frequently all day long, to various parts of Redding. I would take it to watch something at the Cascade rather than parking, or running errands around/within walking distance of the mall, etc.
- In the video it talked of downtown, but there are no stops within the core business area, only outlying areas. I'd like to see intersecting rather than overlapping routes to terminals downtown and other business areas such as the mall area (or north-south, east-west paths with stops. Work on the anti-bus attitude that businesses and government agencies have and has existed for nearly 30 years.
- Hours of service. If you want people to use the service realize most people who would use it are not 9-5 workers. Also, many work Sundays that No Service is offered.
- The heat/cold will not foster a robust bike/scooter share program consistently. On demand-partnership with Lyft/Uber type transit options are probably the most feasible in this area.
- High speed rail
- The aging of the region
- Educating and motivating people away from the privately owned & operates automobile
- Income variability
- Bad timing- mass transit, shared rides, etc. during this pandemic is risky.
- Support intensification of residential zoning near and around downtowns; create handicapped accessible zones with super smooth sidewalks and transitions, encourage NEV (neighborhood electric vehicles- hot golf carts, basically); plan for massive charging stations for EV trucking (like Dunsmuir of the past and railroads); encourage low head hydro production to boost eclectic production from multiple sources along the I-5 corridor to power electric trucks; continue and expand many worthy and notable bike friendly events and competitions; fund start-up electric bike/scooter/conversion companies or their supply chain.
- Would like to see Redding especially become more bike and pedestrian-friendly connecting commercial and residential areas.
- As a powered wheelchair user, I appreciate the bike paths as well!