

REQUEST FOR PROPOSALS

Community Based Organization Support for GoShasta Update

SRTA Solicitation Number: S-00046

Issued:	May 14, 2026
Contract Capacity:	Not-to-exceed budget of \$24,000
Performance Period:	Project to be completed by June 30, 2028.
Payment Method:	Cost Reimbursement
Submissions Due:	5:00 p.m. PDT on June 3, 2026
Contact Person:	Laurent Beauregard, Assistant Transportation Planner

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

Shasta Regional Transportation Agency
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Procurement Summary

SRTA seeks proposals from qualified community-based organizations (CBO) to provide outreach and engagement services for the GoShasta Regional Active Transportation Plan Update.

SRTA has retained Alta Planning + Design, Inc. (Alta) to lead development of the plan. The selected CBO will contract directly with SRTA and coordinate closely with SRTA staff and Alta as part of the overall project team.

The CBO selected will lead public engagement activities including but not limited to a recommended engagement strategy, survey promotion, community event coordination, walk audit support, and targeted engagement of communities throughout Shasta County, including historically underrepresented populations.

This procurement will be conducted in accordance with applicable federal, state, and local procurement requirements, including 2 CFR Part 200. Proposals will be evaluated based on qualifications, relevant experience, approach, and value for the maximum cost.

SRTA intends to award a contract to the proposer whose proposal is determined to be most advantageous to the agency.

This project is funded by a Caltrans Sustainable Communities Competitive Grant and Local Transportation Funds. The not-to-exceed contract award budget is \$24,000. Work on the GoShasta Regional Active Transportation Plan Update (GoShasta update) is expected to be complete by June 30, 2028.

About the Shasta Regional Transportation Agency (SRTA)

2026 SRTA Board of Directors

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

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

About the Shasta Region

Shasta County is located at the geographic center and transportation crossroads of California's North State. The nearest large city is Sacramento, 150 miles to the south on the Interstate 5 corridor, while the Oregon state line lies 100 miles due north. The county occupies the northern part of the Sacramento Valley and includes southern portions of the Cascade Mountains. The county has an area of 3,785 square miles. Shasta County has an urbanized area which contains the cities of Anderson, Redding, and Shasta Lake. The county is home to approximately 182,000 residents, about 80% of which live in the south-central urbanized area along I-5. Redding is the county seat and the region's primary socio-economic center.

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

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

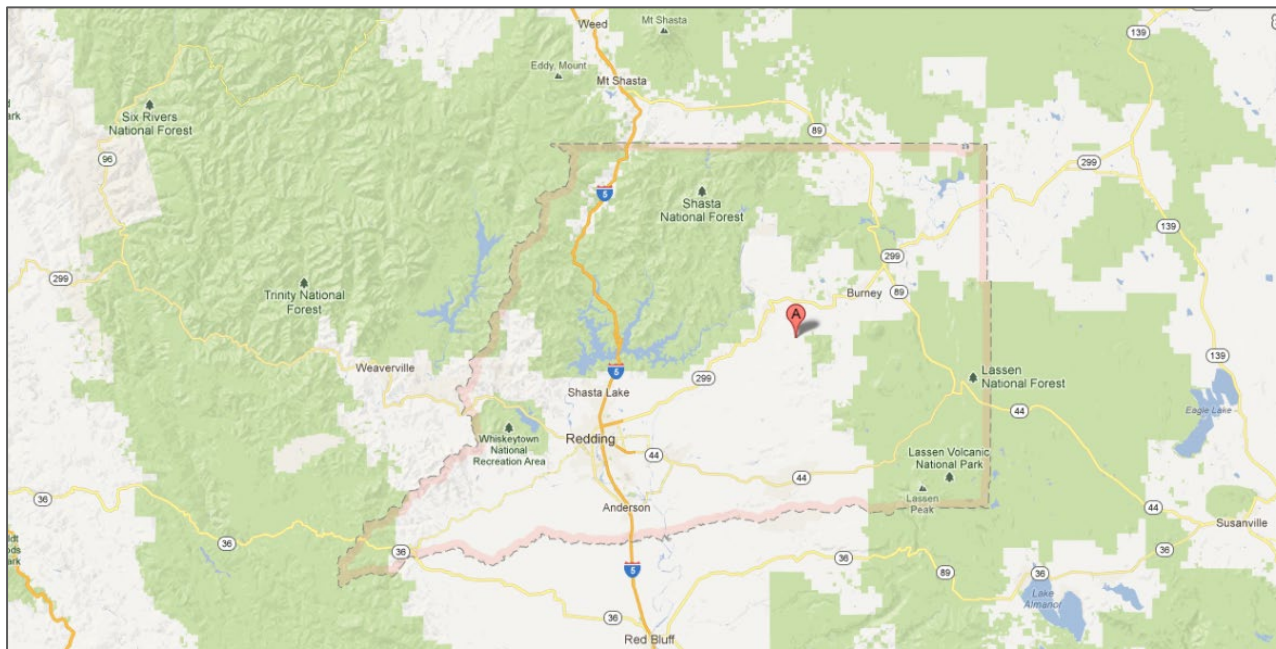
Agency Partners

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

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.

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

Figure 1 – General Map of the Shasta Region



Project Background

The Shasta Regional Transportation Agency (SRTA) is conducting an update to the 2018 GoShasta Regional Active Transportation Plan (GoShasta). The plan serves as the region's primary framework for identifying and prioritizing active transportation improvements that support safe, accessible, and connected walking, bicycling, and transit access throughout the Shasta Region.

The GoShasta update will reflect current conditions, updated data, and evolving regional priorities. The plan will identify infrastructure and programmatic improvements that enhance mobility options, strengthen connections between communities, improve safety, and support access to key destinations such as schools, employment centers, transit, and essential services. The updated plan will also position the region to compete for state and federal grant funding.

A key component of the plan update is a robust and inclusive public engagement process. SRTA is committed to ensuring that the public engagement effort reflects the diversity of communities across Shasta County and meaningfully engages residents, including those who have been

historically underrepresented in transportation planning processes. Engagement activities will occur throughout the planning process and will inform the identification and prioritization of improvements. SRTA is seeking assistance of a community based organization (CBO) to help with the public engagement process.

SRTA has retained Alta Planning + Design, Inc. (Alta) to lead development of the plan. The selected community-based organization will play a critical role in leading outreach and engagement efforts by leveraging local knowledge, trusted relationships, and culturally appropriate strategies to connect with community members across the region.

About Your Proposal

Project Scope of Work

The selected CBO will provide outreach and engagement services for the GoShasta Regional Active Transportation Plan Update. The CBO will contract directly with SRTA and coordinate closely with SRTA staff and Alta Planning + Design, Inc. (Alta), the prime consultant leading plan development.

The CBO will work with SRTA and Alta to implement a robust, inclusive, and community-informed engagement process. At a minimum, submitted proposals must include the tasks outlined below. SRTA welcomes additional suggestions and innovative approaches to help achieve project goals. Total available funding for the effort is \$24,000 based on provided grant funds.

Task 1: Project Coordination

The CBO shall coordinate with SRTA and Alta to conduct outreach and engagement activities throughout the project.

Activities may include:

- Participation in a public engagement kickoff meeting.
- Attendance at regular coordination meetings, particularly during outreach-intensive phases.
- Preparation of schedules, outreach timing, and community engagement efforts with SRTA and Alta.
- Provision of input on outreach logistics and timing based on local knowledge.

Deliverables:

- Participation in public engagement kickoff meeting.
- Ongoing coordination and communication with project team.
- Participation in project team meetings and follow-up as needed.

Task 2: Public Engagement Strategy

The CBO shall recommend a Public Engagement Plan to be discussed and potentially refined by SRTA and Alta, ensuring outreach approaches are locally relevant, inclusive, and effective.

Activities may include:

- Recommend outreach strategies, messaging approaches, and engagement techniques.
- Identify and propose trusted communication channels and community networks.
- Identify and propose partnerships with local organizations, stakeholders, and partners.
- Advise on approaches to reach historically underrepresented populations, including but not limited to rural communities, low-income populations, older adults, youth, tribal communities, and individuals with disabilities.

Deliverables:

- Public Engagement Plan Recommendation for the GoShasta Plan Update.
- Recommendations for outreach and engagement strategies, community partners, and communication channels.

Task 3: Survey Promotion and Distribution

The CBO shall support promotion and distribution of the project survey to maximize participation across the Shasta Region.

Activities may include:

- Support SRTA and Alta on survey promotion materials and messaging in English and Spanish as needed.
- Promotion of the survey through social media, email lists, partner organizations, community networks, or other means.
- Distribution and collection of paper surveys, as appropriate and agreed upon.
- Targeted outreach to increase participation among underrepresented populations

Deliverables:

- Documentation of survey promotion efforts.
- Summary of outreach conducted to support survey participation.
- Collection and transmittal of paper survey responses (if applicable).

Task 4: Walk Audit Support

The CBO shall support implementation of up to six (6) walk audits in communities throughout the Shasta Region.

Activities may include:

- Assistance with participant recruitment and outreach.
- with local stakeholders and community representatives.
- On-site logistics support, including sign-in and participant coordination.
- Facilitation and documentation of community input.

Deliverables:

- Participant recruitment and support for up to six walk audits.
- Sign-in sheets, walk audit photos, and participant tracking.

- Summary of community input gathered during walk audits.

Task 5: Community Events and Pop-Up Engagement

The CBO shall plan and implement community engagement activities to gather input and increase awareness of the project.

Activities may include:

- Planning and execution of up to two (2) pop-up events, workshops, or focus groups.
- Outreach at already-planned community events (e.g., farmers markets, school events, community gatherings).
- Responsibility for event logistics, staffing, and materials.
- Direct engagement with community members to gather input and answer questions.

Deliverables:

- Implementation of up to two pop-up events, workshops, or focus groups.
- Summary and documentation (including photos) of event activities, participation, and input received.

Task 6: Draft Plan Open House Support

The CBO shall support outreach, promotion, and logistics for at least one (1) draft plan open house.

Activities may include:

- Promotion of the open house through community networks and partner organizations.
- Recruitment of participants from a diverse range of community groups.
- Assistance with event logistics, including setup, sign-in, and participant coordination.
- Event facilitation and engagement with attendees.

Deliverables:

- Outreach and promotion for one open house event.
- Participant sign-in sheets, photos, and attendance tracking.
- Summary of community input received during the open house.

Project Schedule/Timeline

The contract to be awarded will be for the duration of the GoShasta Regional Active Transportation Plan Update, which is expected to start immediately and end around June 30, 2028. The selected CBO will be expected to coordinate closely with SRTA staff and Alta Planning + Design, Inc. (Alta) on outreach and engagement activities throughout the planning process.

Outreach and engagement activities are expected to commence immediately upon CBO selection and contract execution.

Most outreach activities are anticipated to occur during the early and middle phases of the project, with continued support through the completion of the plan. However, the exact schedule may be refined in coordination with SRTA and Alta.

Proposers should demonstrate their ability to:

- Mobilize quickly following contract execution.
- Coordinate with an active project team and ongoing planning process.
- Provide outreach support within a schedule that is driven both by project milestones and a fixed project timeline.

If the proposer anticipates any constraints in meeting this schedule, the proposal shall include a description of the proposer's availability and approach to meeting project timelines.

Proposal Contents

Written proposals submitted in response to this RFP shall not exceed 10 pages (excluding attachments such as resumes, example projects, cost proposals). At a minimum, the following information must be included and clearly labeled as follows:

Introduction

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

Proposal and Work Plan

- Statement of understanding of the scope of work that illustrates the CBO's familiarity with community-based outreach and engagement for active transportation planning, including reaching diverse and historically underrepresented populations, and a discussion of a proposed approach to outreach, coordination, and project management. Proposers should demonstrate an understanding of the Shasta Region (county and incorporated cities) community context and identify strategies for effectively engaging local stakeholders.
- Work plan and schedule to complete the project scope of work identifying milestones and deliverables.

Project Team

- An organizational chart showing the CBO's approach towards the staffing and management of the project shall be provided. Titles, roles, and the number of staff

required to fill those roles should be shown on the chart. The proposed relationships between staff should be shown as well.

- A staffing plan identifying the approximate number, expertise, and experience level of staff by role and responsibility based on anticipated work.

Resumes

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

Team Experience

- This segment should highlight or expand upon project experience. Elaborate on the proposed team's previous work as a team with other key staff and proposers listed.
- Describe staffing capability, workload, and record of meeting schedules on similar projects. Also describe ability to adapt to unexpected work. Finally, describe the feasibility of oversight, ability, and willingness to respond to SRTA requirements for this procurement.

Example Projects

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

Additional Information

- Proposer should explain its approach and strategy for successfully completing similar projects, with all the necessary approvals within the shortest possible time frame. The project approach should be sufficient in detail to demonstrate the proposer's understanding of the project, its unique challenges, and the processes and procedures that must be followed. The proposer should identify the most critical steps in the successful completion of similar projects.
- Proposer should describe its tools, procedures, and techniques used to keep projects within budget and schedule.
- Proposer should provide a summary of experience achieving appropriate and relevant approval, clearance, and permitting according to local, state, and federal regulatory requirements.

- Proposer should explain why their team should be selected and include any other information they feel is relevant.

Cost Proposal

- The proposal shall be a firm offer for a minimum of 45-days and contain a statement to that effect. The proposal shall contain a statement that all activities performed within the proposed scope of work will be performed at a not-to-exceed price.
- Cost proposal worksheet, including: fee schedule on a time (by personnel) and materials basis; cost by task; and total cost to complete the project. The cost proposal shall be fully inclusive of all services, overhead, and direct expenses.

Pre-Proposal Conference

A pre-proposal conference will be held via Zoom on **Friday, May 22, 2026 at 10:30 a.m.** **Please indicate your interest in the pre-proposal conference to the contact person via email.** The conference will be recorded and may be posted to the SRTA website afterwards. By attending the conference, you are consenting to being recorded. Questions asked during the conference may be responded to during the conference and/or via written collective response on the SRTA website by the deadline below.

Addenda and Questions About This RFP

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

Questions may be submitted via email to srta@srta.ca.gov in advance of the pre-proposal conference to be addressed by SRTA staff during the meeting. After the pre-proposal conference, questions will continue to be taken via email from prospective vendors until 3:00 p.m. on Monday May 25, 2026. All responses to questions will be posted on the [SRTA website](#) no later than 5:00 p.m. on May 25, 2026.

Procurement Schedule

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

Table 1 – Procurement Schedule

Tasks	Deadline
Release RFP	May 14, 2026
Pre-Proposal Conference	May 22, 2026 at 10:30 a.m. PDT
Interested Vendor Questions Solicited from RFP Release Date and Answered Through	May 25, 2026 3:00 p.m. PDT
Vendor Proposals Due	5:00 p.m. PDT, June 3, 2026 (no postmarks accepted)
Evaluation and Ranking of Proposals	June 3-8, 2026
Interviews (if necessary)	June 3-8, 2026
CBO-SRTA contract negotiation, including budget and scope of work	June 8-12, 2026
Anticipated Contract Start	June 12, 2026

Proposal Submittal

Please submit CBO proposals via email to:

Shasta Regional Transportation Agency
Attn: Laurent Beauregard
srta@srta.ca.gov

Proposal submittals must be received at the SRTA office before 5:00 p.m. PDT on June 3, 2026. No proposals will be accepted after this time. Proposal receipt will be acknowledged by email.

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

Proposal Evaluation

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

Table 2 – Proposal Scoring Criteria

Criteria	Maximum Possible Points
Thoroughness and quality of proposal, including demonstrated understanding of the scope of work, project objectives, and proposed engagement and outreach approach.	25
Qualifications, experience, and capacity of the CBO and project team to conduct community outreach and engagement activities.	20
Demonstrated understanding of the Shasta County community context and approach to engaging diverse and historically underrepresented populations.	15
Ability to coordinate effectively with SRTA, Alta Planning + Design, Inc., and project stakeholders within an active project schedule	10
Value of services to be provided for the budget available	30
Total	100

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

Table 3 – Interview Scoring Criteria (if conducted)

Criteria	Maximum Possible Points
Quality of CBO's presentation (content and visuals)	25
Quality of responses to interview questions	25
Total	50

Contract Amount and Award

The anticipated start date is June 12, 2026, with a June 30, 2028, contract expiration. CBO selection will be based on a combination of funding availability and the value of the services to be provided. The total maximum amount budgeted for this effort is \$24,000.

The agreement is not in force until approved by the SRTA executive director and written authorization to proceed is provided to the selected CBO.

Additional Information and Terms

Standard Consulting Agreement

SRTA's standard Technical Services Agreement (TSA) will be used for the agreement between SRTA and the selected CBO. SRTA's TSA template is provided by a hyperlinked attachment (Attachment B) to the RFP distribution.

Protest Procedure

All protests will follow the SRTA protest procedures for procurements as delineated in the hyperlink of attachment A.

Debriefing

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

Public Records Act

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

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

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

Modification or Withdrawal of Proposal

Any proposal received prior to the deadline may be withdrawn or modified either personally, through e-mail, or by written request of the CBO. To be considered, the modification must be

received in writing (email acceptable) prior to the deadline. Proposals may be withdrawn following the proposal deadline for good cause; please consult with the RFP contact person to discuss this.

RFP Addendum or Addenda

Any changes to the RFP will be made by written addenda issued by SRTA and shall be considered part of the RFP. The RFP deadline may be extended dependent upon the nature of the changes issued. Upon issuance, such addenda shall be incorporated into the agreement documents, and shall prevail over inconsistent provisions of earlier issued documentation. Any addenda will be posted on-line only. It will be the CBO'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

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

Equal Employment Opportunity/Affirmative Action

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

Appendix

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

Attachment B: Sample Technical Services Agreement (Contract):
<https://www.srta.ca.gov/DocumentCenter/View/5589/2026-Technical-Services-Agreement-Draft>