

Shasta Coordinated Transportation Plan

Technical Memorandum 1 - Existing Conditions



Prepared for the
Shasta Regional Transportation Agency



August 21, 2023



TRANSPORTATION
CONSULTANTS, INC.

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Shasta Coordinated Transportation Plan

Technical Memorandum 1 *Existing Conditions*

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INTRODUCTION

Shasta County by enhancing coordination among public, non-profit, and for-profit transportation providers. Benefits of improved coordination include minimized service redundancy, more efficient use of limited transit funding, and the facilitation of cost-effective and interagency solutions to address unmet transit needs. The goals and strategies presented in this Coordinated Plan are designed with a specific focus on improving transportation access for senior adults, persons with disabilities, and people with low incomes in Shasta County.¹

The Federal Transit Administration's (FTA) Enhanced Mobility of Seniors and Individuals with Disabilities program (Section 5310) requires that projects which receive funding be included in a locally derived Coordinated Plan. This Coordinated Plan meets federal standards, describing both capital projects, such as new vehicles, and noncapital projects, such as program funding, that will improve transportation services for the target demographic groups, and are therefore eligible to receive Section 5310 funding.

STUDY APPROACH

The Coordinated Plan begins with a review of existing conditions in Shasta County, including regional demographics and current transportation providers. The demographics analysis looks at both the countywide population as well as the underrepresented populations that are the focus of the Section 5310 program. In later interim study documents, progress towards the goals and strategies adopted in the 2017 Coordinated Plan and community input will be summarized. Then, an assessment of transportation service needs and gaps, as well as the identification of duplicative services, will be provided. Finally, potential coordination strategies to enhance regional mobility will be analyzed, and recommended goals and strategies will be presented, culminating in the *Shasta Coordinated Transportation Plan*.

SHASTA REGIONAL TRANSPORTATION AGENCY

The Shasta Regional Transportation Agency (SRTA) is the Regional Transportation Planning Agency (RTPA) for Shasta County, as required by California law, and the Metropolitan Planning Organization (MPO) for the county's urban area, as required by federal law for all urban areas with at least 50,000 residents. With these designations, SRTA is responsible for leading short-term and long-term transportation planning efforts in Shasta



¹ Federal Transit Administration (FTA). (2022). *Coordinated Public Transit-Human Services Transportation Plans*. USDOT. <https://www.transit.dot.gov/funding/grants/coordinated-public-transit-human-services-transportation-plans>

County, securing state and federal transportation grants, overseeing public transit funding, supporting local agencies with funding and coordination, and approving short-range transportation capital improvement programs. SRTA's mission is to *"maximize state, federal, and other revenues for cost-effective transportation investment strategies that connect communities, people, and goods."* SRTA represents all jurisdictions in Shasta County equally.

To determine what transportation investments should be made with available funding, SRTA continually assesses transportation needs across the region. Community needs and priorities are then considered alongside funding levels to determine what investments will yield the greatest benefits to the region's transportation system. SRTA manages multiple planning efforts to develop strategies for guiding future transportation investments that are informed by public engagement. Planning efforts led by SRTA include the Coordinated Plan, Regional Transportation Plan (RTP), and the Long-Range Transit Plan (LRTP), among others.

Board of Directors

SRTA is governed by the Board of Directors. The SRTA Board membership consists of three (3) individuals from the Shasta County Board of Supervisors, one (1) from the Redding City Council, one (1) from the Anderson City Council, one (1) from the Shasta Lake City Council, and one (1) from the Redding Area Bus Authority (RABA) Board. Typically, the representative from the RABA Board is also a Redding City Council member. The current SRTA Board of Directors is shown in Table 1.

Table 1: SRTA Board of Directors 2023		
Role	Member	Affiliation
Chair	Mark Mezzano	Councilmember, City of Redding
Vice-Chair	Patrick Jones	Supervisor, County of Shasta, District 4
Member	Tenessa Audette	Councilmember, City of Redding and RABA Rep.
Member	Kevin Crye	Supervisor, County of Shasta, District 1
Member	Mike Gallagher	Councilmember, City of Anderson
Member	Chris Kelstrom	Supervisor, County of Shasta, District 5
Member	Greg Watkins	Councilmember, City of Shasta Lake
<i>Source: SRTA</i>		

Social Services Transportation Advisory Council

The Shasta County Social Services Transportation Advisory Council (SSTAC) was established per the requirements of California Senate Bill 498 and is responsible for advising SRTA on transit issues pertinent to underserved populations. Focus populations for the SSTAC include the elderly, disabled, and low-income groups. One of the SSTAC's primary responsibilities is to identify transit needs in the Shasta Region through the annual Transit Needs Assessment process and recommend to the SRTA Board of Directors which needs are unmet *and* reasonable to meet.

The SSTAC consists of nine (9) voting members and up to nine (9) additional members appointed by SRTA. Voting members represent different groups of traditionally underserved transit riders. SRTA strives for geographic and minority representation among council members. The current SSTAC voting members are shown in Table 2.

Table 2: Shasta County SSTAC Voting Membership 2023	
Member	Affiliation
Vacant	Transit User 60 Years of Age or Older
Patrick Geagan	Transit User with Disabilities
Hallie Fonseca	Social Services Provider for Seniors (Transportation)
Vacant	Social Services Provider for Seniors (Non-Transportation)
Cathy Tillman	Social Services Provider for the Disabled (Transportation)
Jackie Rose	Social Services Provider for the Disabled (Non-Transportation)
Kary Carbone	Social Services Provider for Persons of Limited Means
Staci Wadley	Consolidated Transportation Services Agency (Administrator)
Brody Wilbourn	Consolidated Transportation Services Agency (Operator)
Sherry Epley	Additional Member
Christina Prosperi	Additional Member
Carolyn Nava	Additional Member
Tami Quigley	Additional Member
Kristin Schreder	Additional Member
<i>Source: SRTA</i>	

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FTA SECTION 5310 ELIGIBILITY REQUIREMENTS

FEDERAL COORDINATION REQUIREMENTS

The FTA's Section 5310 program improves mobility for senior adults and people with disabilities by reducing barriers which prevent the use of existing transportation resources or by developing new services designed specifically to address unmet transit needs impacting these groups. Section 5310 is a formula funding award program; funding is awarded to states based on the number of senior and disabled residents. In California, Caltrans then allocates funding through a competitive award process to nonprofit organizations, local governments, and other transportation providers. SRTA and other RTPAs typically offer local organizations assistance with the grant application process. Projects eligible for Section 5310 funding include both capital and noncapital investments; capital investments include projects such as new vans or wheelchair lifts, while noncapital investments include projects such as funding a volunteer driver program or improving information resources.

To receive Section 5310 funding, projects must be "included in a locally developed, coordinated public transit-human services transportation plan," also referred to as a Coordinated Plan.² The FTA defines a Coordinated Plan as a study "that identifies the transportation needs of individuals with disabilities, older adults, and people with low incomes, provides strategies for meeting those local needs, and prioritizes transportation services for funding and implementation." The Coordinated Plan must be "developed and approved through a process that includes participation" by seniors, individuals with disabilities, low-income individuals, human services agencies, and transportation providers. FTA circular 9070.1G describes the required components of a Coordinated Plan, which include:

- An assessment of available services that identifies current transportation providers (public, private, and non-profit).
- An assessment of transportation needs and gaps in service for individuals with disabilities, older adults, and people with low incomes. This assessment can be based on the experiences and perceptions of the planning partners or on more sophisticated data collection efforts.
- Strategies, activities, and/or projects to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery.
- Priorities for implementation based on resources (from multiple transportation programs), time, and the feasibility of implementing the specific strategies and/or activities identified.

This *Shasta Coordinated Transportation Plan* complies with FTA requirements, therefore the mobility projects described in this plan are eligible to receive Section 5310 funding. Federal statutes require a 50 percent local match for recipients to use Section 5310 funds on operations. The local match requirement for capital expenses (including acquisition of public transit services) is 20 percent.

² Federal Transit Administration (FTA). (2022). Coordinated Public Transit-Human Services Transportation Plans. <https://www.transit.dot.gov/funding/grants/coordinated-public-transit-human-services-transportation-plans>

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Chapter 3

SHASTA COUNTY REGIONAL CHARACTERISTICS

INTRODUCTION

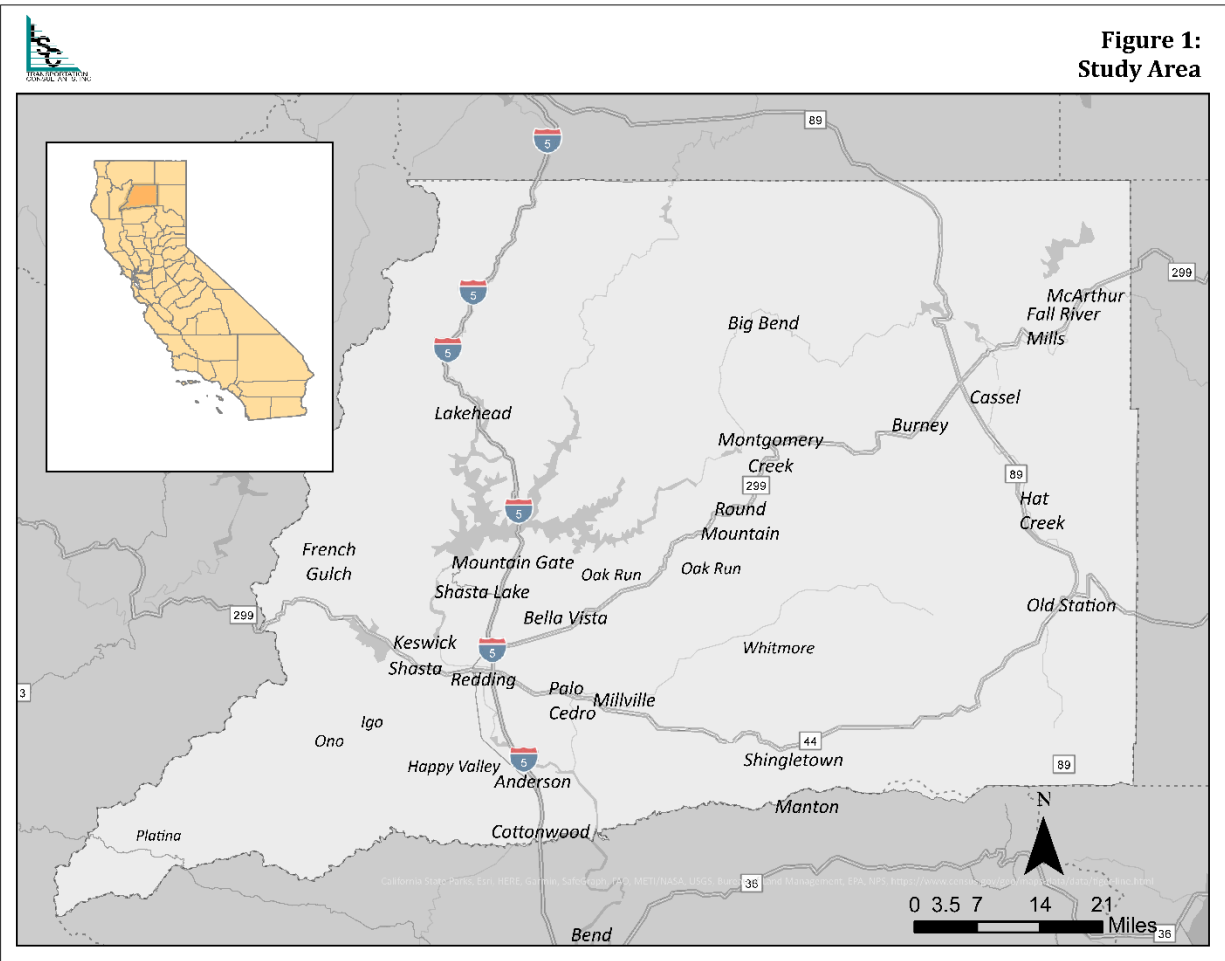
Mobility is a vital issue pertinent to realizing a high quality of life. Important locations that people often need to travel to include places of work, medical facilities, schools, shops, and other public or commercial centers. This chapter reviews the geographic, demographic, and socioeconomic characteristics of Shasta County that influence travel patterns and drive transit demand across the region.

GEOGRAPHY

Shasta County spans 3,847 square miles in north-central California. The landscape is diverse, ranging from the flat fields of the northern Sacramento River Valley to the peaks of the Klamath Mountains and Mount Lassen. The Sacramento River originates in Shasta County, flowing from the Klamath Mountains south through Shasta Lake before heading further down the valley. Other notable natural features include Burney Falls, Lassen Volcanic National Park, and the Shasta and Lassen National Forests. Interstate 5 (I-5) bisects Shasta County in the north-south direction, providing access to Siskiyou County and the State of Oregon to the north and to Sacramento and other California metropolitan areas to the south. Other major roadways include State Route (SR) 299 and SR 44, both of which run in an east-west direction. Transportation services along these three major roadways serve a particularly important role in providing connectivity between different geographic regions of the county. Shasta County is shown in Figure 1.



Note: *Shasta Lake View* [Photo], by Deborah Carlisi, USFS, 2017, Flickr.



DEMOGRAPHICS

Shasta County is rural, with a population density of only 47 people per square mile as of the 2020 US Census. There are three incorporated cities (the Cities of Redding, Anderson, and Shasta Lake) and more than twenty-five census designated places (CDPs), many of which can be seen in Figure 1. This section discusses Shasta County population characteristics that influence the need for transportation services.

Population Changes

Table 3 shows historical population data, sourced from the US Census Bureau, for Shasta County. Data for the State of California is also included as a point of reference. Based on the census data, the total Shasta County population grew by 3 percent from 2010 to 2020, or 0.3 percent per year (Table 3). This was a slower rate of growth compared to the State of California, which experienced 6 percent growth during the same decade. Just over half of all Shasta County residents lived in the City of Redding during the ten-year period analyzed. While the City of Redding has continued to be the county's largest population center, population growth within the city has stabilized; Redding experienced 0 percent annual growth from 2015 to 2020.

The Cities of Anderson and Shasta Lake experienced more rapid growth from 2010 to 2020 compared to Shasta County as a whole or the City of Redding (5 percent and 7 percent, respectively) (Table 3). Most of this growth occurred in the latter five years considered, suggesting that the two cities may grow into more significant population centers in the future. The population living in unincorporated Shasta County grew by nearly 3 percent from 2010 to 2020 (0.3 percent per year).

Table 3: Historic and Current Shasta County Population						
	2010		2015		2020	
	Population	% Annual Growth	Population	% Annual Growth	Population	% Annual Growth
Shasta County	177,277	--	179,533	0.3%	181,893	0.3%
Anderson	9,932	--	10,122	0.4%	10,645	1.0%
Redding	89,861	--	91,579	0.4%	91,503	0.0%
Shasta Lake	10,164	--	10,146	0.0%	10,626	0.9%
Balance of the County	67,320	--	67,686	0.1%	69,119	0.4%
State of California	37,253,956	--	38,907,642	0.9%	39,538,223	0.3%
<i>Source: US Census and California Department of Finance.</i>						

Population projections by age group for Shasta County, sourced from the California Department of Finance (DOF), are shown in Table 4. As indicated, the total Shasta County population is projected to grow 2 percent from 2020 to 2030. The fastest growing age group during this period will be senior adults: the population of mature retirees (those between 75 and 84 years old) is forecasted to grow by 34 percent and the population of older seniors (those ages 85 and older) is forecasted to grow by 49 percent from 2020 to 2030. The population of older seniors is expected to grow rapidly in the following decade as well, meaning this age group is projected to more than double from 2020 to 2040 (115 percent growth). The forecasted growth of Shasta County's senior adult population is important, as many seniors rely on transportation services for mobility. The growing senior population will likely drive increased demand for transportation services catered to the needs of seniors, such as non-emergency medical transportation or paratransit.

Potential Transit-Dependent Population

A significant proportion of riders on transit and transportation services tend to belong to what is referred to as the transit-dependent population. This Coordinated Plan analyzes the following potentially transit-dependent groups: senior adults ages 65 or older, people with a disability, people living below the poverty level, people who are unemployed, and people who live in households with no available vehicle. This study uses US Census Bureau American Community Survey (ACS) definitions to define the disabled, unemployed, and low-income populations.

Table 4: Shasta County Population Projections by Age Category

Year	Total (All Ages)	Preschool (0-4 years)	School Age to Young Adult (5-19 years)	College Age (20-24 years)	Working Age (25-64 years)	Young Retirees (65-74 years)	Mature Retirees (75-84 years)	Older Seniors (85 or older)
2010	177,277	10,331	34,309	10,968	91,612	16,643	9,419	3,996
2020	181,893	10,374	33,096	11,633	88,123	22,279	12,184	4,204
2030	184,765	9,847	33,356	11,286	86,557	21,078	16,385	6,255
2040	187,820	9,769	32,162	11,596	92,308	16,394	16,551	9,041
2010 to 2020 Change								
Number	4,616	42	-1,212	665	-3,489	5,636	2,766	208
Percent	3%	0%	-4%	6%	-4%	34%	29%	5%
2020 to 2030 Change								
Number	2,872	-526	260	-347	-1,566	-1,201	4,201	2,051
Percent	2%	-5%	1%	-3%	-2%	-5%	34%	49%
2030 to 2040 Change								
Number	3,055	-79	-1,195	310	5,751	-4,684	166	2,785
Percent	2%	-1%	-4%	3%	7%	-22%	1%	45%
<i>Sources: California Department of Finance. Report P-2B: Population Projections by Individual Year of Age, 2010-2060, California Counties</i>								

Table 5 details the number of transit-dependent persons living in Shasta County by community using data from the ACS 2021 Five-Year Estimates. There is obviously overlap between the different transit dependent groups; for instance, someone may be a senior adult, disabled, and live in a zero-vehicle household. However, the ACS data still reveals important trends regarding where those with the potentially greatest need for mobility services live in Shasta County. Key takeaways from Table 5 include:

- One-fifth (20 percent) of current Shasta County residents are **senior adults** over the age of 65, meaning Shasta County has a greater proportion of senior adults compared to the State of California (15 percent). The communities that are home to the most senior adults are Redding (47 percent of the total senior population), Anderson (4 percent), and Shasta Lake (5.5 percent). Other communities that are home to large numbers of seniors include Bella Vista, Burney, Cottonwood, Happy Valley, Pelo Cedro, and Shingletown, all of which are home to 2 percent or more of the total Shasta County senior population.
- Nearly one-fifth (18 percent) of Shasta County residents are **disabled**. This represents a greater disability prevalence compared to the State of California as a whole (11 percent). The three largest population centers (Redding, Anderson, and Shasta Lake) are home to 63 percent of all disabled persons living in Shasta County. Bella Vista, Cottonwood, and Happy Valley are each home to between 2 to 3 percent of the total disabled population.
- 13 percent of Shasta County residents are **persons living below the federal poverty level**, which is on par with statewide numbers (12 percent of Californians are low-income by this metric). 56 percent of Shasta County's low-income residents live in Redding, 9 percent live in Anderson, and 8 percent live in Shasta Lake. Burney and Cottonwood are each home to over 2.5 percent of the total population of residents living below the federal poverty level. Notably, only

Table 5: Shasta County Demographic Characteristics

Community	Total Persons	Total Households	Senior Adults (65+)		Persons with a Disability		Persons Below Poverty Level		Unemployed		Zero-Vehicle Households	
			#	%	#	%	#	%	#	%	#	%
Anderson	11,208	4,577	1,606	4.3%	2,686	8.2%	2,186	9.0%	301	4.3%	484	10.5%
Bella Vista	3,610	1,341	927	2.5%	685	2.1%	169	0.7%	151	2.1%	15	0.3%
Big Bend	124	50	31	0.1%	44	0.1%	51	0.2%	12	0.2%	0	0.0%
Burney	3,377	1,128	758	2.0%	554	1.7%	640	2.6%	141	2.0%	58	1.3%
Cassel	287	97	94	0.3%	125	0.4%	144	0.6%	0	0.0%	0	0.0%
Castella	210	118	104	0.3%	46	0.1%	43	0.2%	7	0.1%	0	0.0%
Cottonwood	5,912	2,220	849	2.3%	882	2.7%	646	2.7%	84	1.2%	14	0.3%
Fall River Mills	657	238	102	0.3%	78	0.2%	22	0.1%	24	0.3%	0	0.0%
French Gulch	387	150	92	0.2%	105	0.3%	35	0.1%	3	0.0%	6	0.1%
Happy Valley	5,443	2,023	1,310	3.5%	873	2.7%	327	1.4%	359	5.1%	44	1.0%
Hat Creek	86	38	72	0.2%	47	0.1%	0	0.0%	0	0.0%	0	0.0%
Igo	148	56	16	0.0%	27	0.1%	0	0.0%	0	0.0%	0	0.0%
Johnson Park	872	342	148	0.4%	250	0.8%	146	0.6%	6	0.1%	41	0.9%
Jones Valley	1,382	549	198	0.5%	291	0.9%	42	0.2%	29	0.4%	14	0.3%
Keswick	141	65	47	0.1%	6	0.0%	6	0.0%	6	0.1%	0	0.0%
Lakehead	627	269	190	0.5%	195	0.6%	113	0.5%	18	0.3%	12	0.3%
McArthur	418	139	53	0.1%	65	0.2%	120	0.5%	22	0.3%	0	0.0%
Millville	765	309	178	0.5%	68	0.2%	62	0.3%	11	0.2%	4	0.1%
Montgomery Creek	196	80	73	0.2%	34	0.1%	17	0.1%	30	0.4%	0	0.0%
Mountain Gate	795	378	286	0.8%	124	0.4%	372	1.5%	0	0.0%	57	1.2%
Oak Run	410	118	49	0.1%	107	0.3%	321	1.3%	72	1.0%	0	0.0%
Old Station	20	10	0	0.0%	0	0.0%	10	0.0%	0	0.0%	0	0.0%
Ono	72	26	40	0.1%	7	0.0%	4	0.0%	0	0.0%	0	0.0%
Palo Cedro	3,275	1,125	769	2.1%	440	1.3%	90	0.4%	41	0.6%	3	0.1%
Platina	24	12	0	0.0%	12	0.0%	12	0.0%	0	0.0%	0	0.0%
Redding	93,251	36,880	17,562	47.2%	15,428	47.0%	13,750	56.8%	2,548	36.0%	3,209	69.7%
Round Mountain	112	66	54	0.1%	61	0.2%	17	0.1%	6	0.1%	7	0.2%
Shasta	1,645	552	314	0.8%	190	0.6%	178	0.7%	133	1.9%	18	0.4%
Shasta Lake	10,399	3,988	2,031	5.5%	2,604	7.9%	1,815	7.5%	344	4.9%	320	6.9%
Shingletown	2,188	1,128	938	2.5%	439	1.3%	168	0.7%	46	0.6%	31	0.7%
Whitmore	356	144	124	0.3%	47	0.1%	43	0.2%	5	0.1%	5	0.1%
Balance of Shasta County	33,538	13,985	8,165	22.0%	6,308	19.2%	2,655	11.0%	2,683	37.9%	263	5.7%
Total	181,935	72,201	37,180	20%	32,828	18%	24,204	13%	7,082	4%	4,605	6%
Source: American Community Survey 2021 5-Year Estimates X% (bolded) = highest percentage of population type.												

- 11 percent of the Shasta County low-income population lives in unincorporated areas, meaning the vast majority live in the county's bigger population centers.
- Someone is considered to be **unemployed** if they are not currently employed but are seeking work. With only 4 percent of the population estimated to be unemployed, Shasta County has a lower unemployment rate than the State of California (6.5 percent). Approximately one-third of residents who are unemployed live in Redding (36 percent). Anderson, Happy Valley, and Shasta Lake are all home to between 4 to 5 percent of the total county unemployed population.
- It is estimated that 6 percent of households in Shasta County are **zero-vehicle households**, which is similar to the frequency seen across the State of California (7 percent). Most of the county's zero-vehicle households are located in Redding (70 percent of the total), Anderson (10 percent), or Shasta Lake (7 percent). No other community has more than 58 homes without a vehicle.

Transit Needs Index

The purpose of the Transit Needs Index (TNI) is to calculate which communities in Shasta County have the greatest comparative need for transit services across all of the priority demographic groups. By using a comprehensive approach, the TNI succinctly reveals how transit-dependent residents are distributed across Shasta County, and therefore where additional or expanded transportation services may be most warranted. The Shasta County TNI is shown in Table 6 and Figure 2.

To develop the TNI, the first step was to calculate the population density of each of the specific priority subgroups within the various Shasta County communities. Then, the concentration values were divided into quintiles. The quintiles were used to rank the subgroups within each community on a scale of 1 (very low need) to 5 (very high need) based on the density of said group (number of people per square mile) compared to the respective density of that demographic group in the other communities. Each rank score, by type, was then summed by community to determine an overall score. These overall scores represent the respective TNI values for each community.

The two communities with the highest TNI ranks, and therefore the greatest assumed need for transportation services, are the Cities of Anderson and Redding. Both Anderson and Redding were assigned either high or very high ranks for all five of the demographic categories considered. Other communities that the TNI suggests have moderate to high need for transit services include the City of Shasta Lake, Burney, Johnson Park, and Mountain Gate.

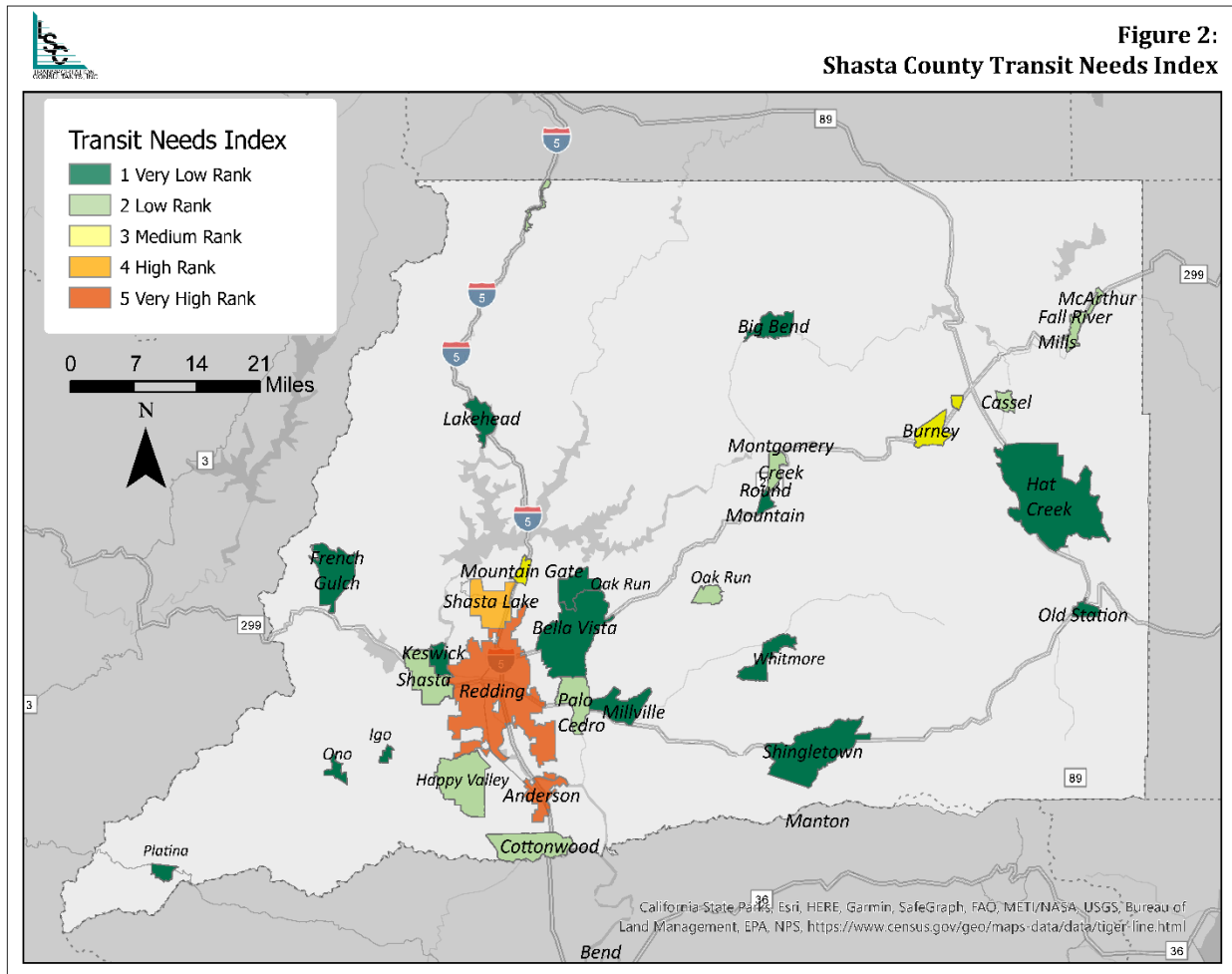
It should be noted that the TNI is only one tool for assessing transit needs, and it is still important to consider other factors when determining areas that merit expanded transportation services. For instance, even though Anderson ranked higher than Redding in the TNI, Redding is still home to the largest overall transit-dependent population in Shasta County. Some of the smaller Census Designated Places ranked highly in the TNI due to there being a high concentration of potentially transit-dependent persons in the area, however, their overall populations are still very small, and there may not actually be meaningful demand for transportation services.

Table 6: Shasta County Transit Needs Index

Legend	
1	Very Low Rank
2	Low Rank
3	Medium Rank
4	High Rank
5	Very High Rank

	Rank					Overall Transit Needs Index Rank
	Senior Adults (65+)	Persons with a Disability	Persons Below Poverty Level	Unemployed Persons	Zero-Vehicle Households	
Anderson	4	5	5	5	5	24
Bella Vista	1	1	1	1	1	5
Big Bend	1	1	1	1	1	5
Burney	3	2	2	4	1	12
Cassel	1	1	2	1	1	6
Castella	2	1	1	1	1	6
Cottonwood	2	1	1	1	1	6
Fall River Mills	1	1	1	2	1	6
French Gulch	1	1	1	1	1	5
Happy Valley	2	1	1	3	1	8
Hat Creek	1	1	1	1	1	5
Igo	1	1	1	1	1	5
Johnson Park	3	4	3	1	4	15
Jones Valley	1	1	1	1	1	5
Keswick	1	1	1	1	1	5
Lakehead	1	1	1	1	1	5
McArthur	1	1	2	3	1	8
Millville	1	1	1	1	1	5
Montgomery Creek	1	1	1	2	1	6
Mountain Gate	3	1	3	1	3	11
Oak Run	1	1	2	3	1	8
Old Station	1	1	1	1	1	5
Ono	1	1	1	1	1	5
Palo Cedro	2	1	1	1	1	6
Platina	1	1	1	1	1	5
Redding	5	4	4	5	4	22
Round Mountain	1	1	1	1	1	5
Shasta	1	1	1	2	1	6
Shasta Lake	4	4	3	4	3	18
Shingletown	1	1	1	1	1	5
Whitmore	1	1	1	1	1	5
Other Areas in Shasta County	1	1	1	1	1	5

Source: LSC Transportation Consultants, Inc.



ECONOMIC FEATURES

Demographic factors may influence who needs transportation services, but it is often the economic features of a region that determine *where* people need to travel on said services. This section summarizes important Shasta County activity centers that are highly visited by local residents.

Activity Centers

Activity centers refer to locations that are highly visited, and therefore generate large numbers of trips by people coming and going. Activity centers include commercial retail, public and private educational institutions, medical centers, government facilities, cultural and tourist attractions, and consolidated residential areas (e.g., high-density housing with a high percentage of transit-dependent residents). Table 7 lists activity centers in the Cities of Redding, Anderson, and Shasta Lake relevant to the priority populations analyzed in this Coordinated Plan. It should be noted that the list presented is not all inclusive of all Shasta activity centers. A summary of Table 7 is provided on the following pages.

Many Shasta County residents will travel to either Sacramento or San Francisco if they need an amenity not available locally. For instance, many people will travel to Sacramento or San Francisco to see medical specialists or to access major airports.

Table 7: Major Transit Activity Centers in Shasta County

	Human Services & Tribal Agencies	Government	Affordable & Senior Housing	Shopping	Education	Medical
Anderson	Dignity Health Connected Living ¹ Frontier Senior Center Shasta County Health & Human Services ²	City of Anderson	Anderson Court Apts. Ivy Common Apts. Seasons at Los Robles Valley View Apts Park Village Apts Anderson Heights Apts. Manzanita Hills Apts.	Grocery Outlet Safeway Walmart		Anderson Walk-In Clinic Shasta Comm. Health Center
Redding	Dignity Health Connected Living ¹ Shascade Comm. Services Shasta Comm. Action Agency CalWORKS Redding Senior Center Shasta County Health & Human Services ²	City of Redding Shasta County Public Administrator Shasta County Superior Court Redding Comm. Services Dept.	Wilshire Place Apts. Della Williams Gardens Shadowbrook Apt. Homes Creskide Village	Costco Food Maxx Grocery Outlet Mt. Shasta Mall Safeway Target Trader Joes Walmart Winco	Shasta Adult School Shasta College Shasta Bible College Simpson University	Mercy Medical Center Shasta Reg. Medical Center Shasta Comm. Health Center Veterans Affairs Clinic
Shasta Lake	Dignity Health Connected Living ¹ Shasta County Health & Human Services ²	City of Shasta Lake	Deer Creek Apts. Valley Ridge Senior Apts.	Farmer's Market Place Sunshine Food Market		Shasta Comm. Health Center
Out-of-County Locations	Sacramento, San Francisco					

Source: LSC Transportation Consultants, Inc.

Note 1: Primary Dignity Health Connected Living campus located in Redding. Senior Brown Bag Program meal distribution sites located in Anderson and Shasta Lake, as well as Burney, Round Mountain, Happy Valley, Shingletown, and Lakehead.

Note 2: Shasta County Health and Human Services has offices in Redding, Anderson, Shasta Lake, and Burney.

- **Human Services & Tribal Agencies** - Shascade Community Services and Dignity Health Connected Living (formerly known as Shasta Senior Nutrition Program) are both adult health programs in Redding. Dignity Health Connected Living also manages a senior brown bag program, which distributes meals at the main campus in Redding, as well as sites in Anderson, Burney, Round Mountain, Shasta Lake, Happy Valley, Shingletown, and Lakehead. Shasta County Health and Human Services has offices in Redding, Anderson, and Shasta Lake, as well as Burney.
- **Government** - City of Redding and County of Shasta offices are located mostly in downtown Redding. Redding is also the location of other county centers/services, such as the Shasta County Superior Court. The City of Anderson and City of Shasta Lake government offices are in their respective cities.
- **Residential** - Two affordable housing projects were recently completed near the Downtown Transit Center in Redding. Both include transportation opportunities (such as monthly transit passes for low-income residents). Other major low-income and/or large-scale multi-family housing within the study area include the following:
 - Anderson (along Highway 273): Anderson Court Apartments, Ivy Common Apartments, Seasons at Los Robles, Valley View Apartments, Park Village Apartments, Anderson Heights Apartments, and Manzanita Hills Apartments.
 - Redding (along Hartnell Avenue): Wilshire Place Apartments, Della Williams Gardens, Shadowbrook Apartment Homes, and Creekside Village.
 - Shasta Lake: Deer Creek Apartments and Valley Ridge Senior Apartments.
- **Education** - There are twenty-six public school districts in Shasta County, located throughout the entire region. College and vocational schools include Shasta College, Simpson University, Bethel School of Supernatural Ministry, and Shasta Bible College, all located in the City of Redding. The Shasta Adult School is also located in Redding.
- **Shopping** - Concentrated commercial retail is located mostly in the City of Redding. The largest retail center is Mt. Shasta Mall. Nearby Mt. Shasta Mall is also a Target and Walmart Supercenter. In the City of Anderson, the Anderson Marketplace is another major shopping plaza that includes a Walmart Supercenter, with another shopping mall across the street. The Anderson Marketplace is located off of Highway 273 near the exit for I-5.
- **Healthcare/Medical** - The Mercy Medical Center, Shasta Regional Medical Center, and Shasta Community Health Center are all located in the City of Redding. The Veterans Affairs (VA) clinic recently moved from a more central location in Redding, where it could easily be served by transit, to a more rural site closer to Anderson. The Shasta Community Health Center also operates smaller clinics in the Cities of Anderson and Shasta Lake. It should be noted that Mayers Memorial Hospital is another important medical facility located in Burney.

Employment Centers

Large employers often generate high levels of transportation demand, from both the employees as well as clients/customers. Major employers in Shasta County are listed in Table 8, based on data from the California Employment Development Department. Most of the large employers are in the City of Redding, with the largest employers being Iris Global, Mercy Medical Center, and the County of Shasta. In Burney, two large employers include the Fall River School District and Mayers Memorial Hospital. Oak River Rehab is another large employer in the City of Anderson.

Table 8: Major Employers in Shasta County			
Employer	Location	Industry	# Employed
Iris Global	Redding	Churches	1,000-4,999 Employees
Mercy Medical Ctr Redding	Redding	Hospitals	1,000-4,999 Employees
County of Shasta	Redding	Government Offices-County	1,000-4,999 Employees
Bethel Church	Redding	Churches	500-999 Employees
Blue Shield-California	Redding	Insurance	500-999 Employees
Dignity Health Mercy Oncology	Redding	Health Related Facilities	500-999 Employees
Shasta Regional Medical Ctr	Redding	Hospitals	500-999 Employees
Walmart Supercenter	Redding	Department Stores	500-999 Employees
Mayers Memorial Hospital	Burney	Hospitals	250-499 Employees
Shascade Community Svc	Redding	Social Service & Welfare Organizations	250-499 Employees
Caltrans	Redding	Government Offices-State	250-499 Employees
USPS	Redding	Post Offices	250-499 Employees
Win-River Casino	Redding	Casinos	250-499 Employees
Bridge Bay At Shasta Lake	Redding	Resorts	100-249 Employees
Costco Wholesale	Redding	Wholesale Clubs	100-249 Employees
Fall River School District	Burney	Education	100-249 Employees
Forest Service	Redding	Fire Departments	100-249 Employees
Home Depot	Redding	Home Centers	100-249 Employees
Marquis Shasta	Redding	Nursing & Convalescent Homes	100-249 Employees
Oak River Rehab	Anderson	Clinics	100-249 Employees
Redding Lumber Transport Inc	Redding	Trucking	100-249 Employees
Shasta Community Health Ctr	Redding	Clinics	100-249 Employees
Veterans Home of California	Redding	Veterans' & Military Organizations	100-249 Employees
Vibra Hospital of Northern CA	Redding	Hospitals	100-249 Employees
Source: Employment Development Department, www.labormarketinfo.edd.ca.gov . Accessed June 2023.			

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EXISTING TRANSPORTATION SERVICES

INTRODUCTION

This chapter provides a brief overview of existing transportation services in or adjacent to Shasta County by service type (public, tribal, nonprofit/social services, private). Both local and interregional services are described. The information presented in this chapter provides the foundation on which potential coordination strategies will be developed. Planning studies relevant to the transit programs and services discussed in this Chapter are summarized in Appendix B.

PUBLIC TRANSPORTATION PROVIDERS

Redding Area Bus Authority (RABA)

RABA was formed in 1976 by a Joint Powers Agreement (JPA) between the City of Redding and the County of Shasta and began providing public transit services in November 1981. The JPA was amended in 1998 to include the City of Anderson and the City of Shasta Lake. RABA is administered by the City of Redding and operated and maintained by a third-party contractor.



As of 2023, RABA provides fixed route and paratransit services throughout a 100 square mile service area that covers the Cities of Anderson, Redding, and Shasta Lake, and nearby portions of unincorporated Shasta County. Figure 3 depicts the RABA fixed routes; RABA paratransit service is available in all areas within 0.75 miles of the fixed routes. Generally, RABA service hours are from 6:20 AM to 7:15 PM on weekdays and from 9:20 AM to 7:15 PM on Saturdays. RABA does not operate on Sundays. Table 9 summarizes key features of the RABA services and Table 10 summarizes the RABA fare structure.

RABA Fixed Routes

RABA provides traditional fixed routes (10 routes) as well as commuter bus service (3 routes). All fixed routes are operated on one-hour headways except for Route 9, which operates on one-hour headways during peak periods and two-hour headways during off-peak periods.

The commuter services operate at the following frequencies:

- Anderson Commuter (AC) operates one run per weekday between Downtown Redding and the City of Anderson, providing a supplemental service to Route 9 for morning commuters.
- School Express (SE) operates two runs per weekday (one morning and one afternoon) between Downtown Redding and Shasta College during the school year, serving four schools.
- Crosstown Express (CTE) operates between the east and west sides of the City of Redding, including service to the Downtown and Canby Transit Centers, on 30-minute headways.

**Figure 3:
RABA Fixed Route Map**

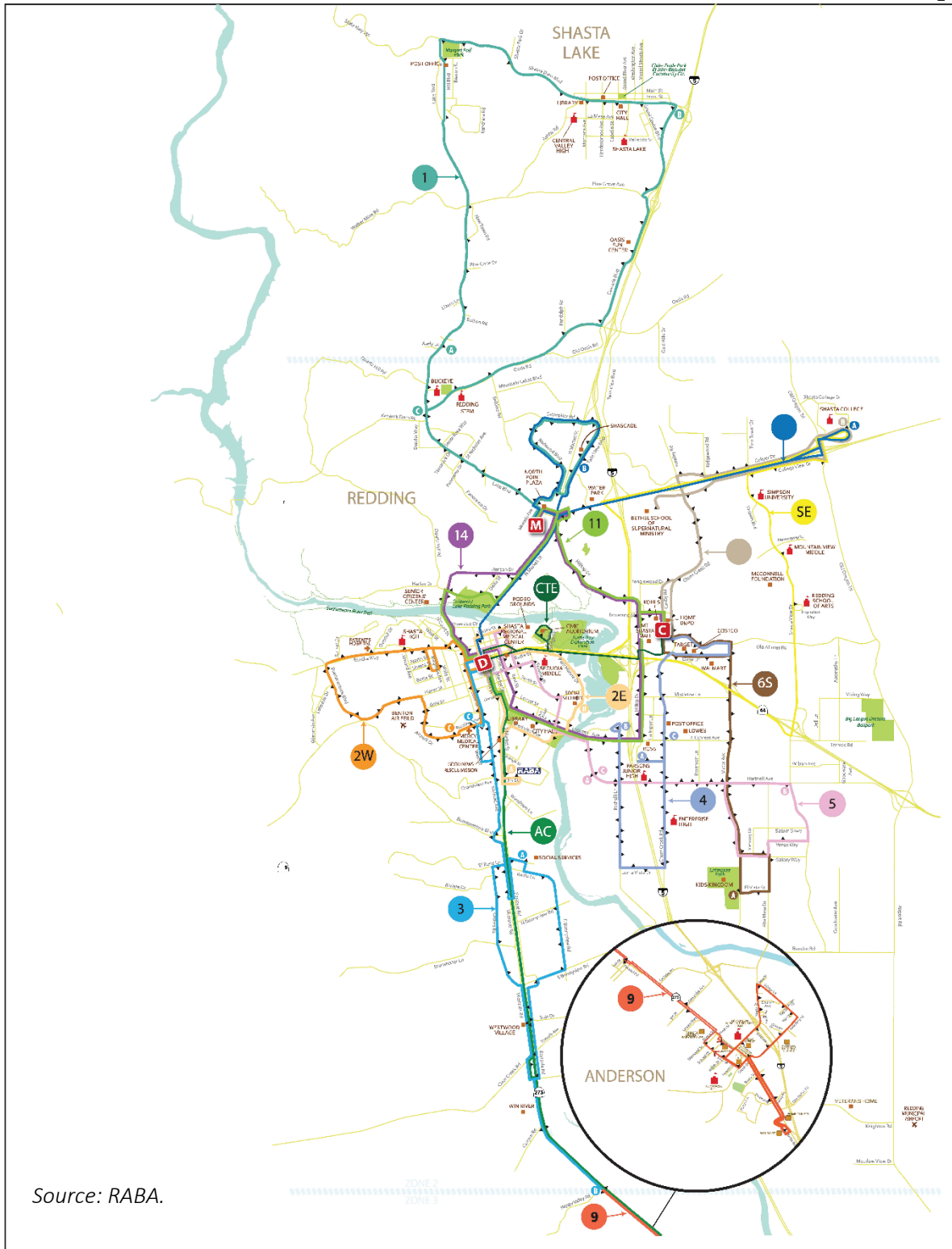


Table 9: Summary of RABA Services and Frequency

	Service Hours ¹				Start & End Locations		Weekday Service Frequency (Minutes)
	Weekday Service		Saturday Service				
	Start	End	Start	End	Start ²	End	
<u>Bus: Fixed Route</u>							
Route 1	5:35 AM	7:30 PM	8:35 AM	7:30 PM	Masonic TC	Same as start	60
Route 2 East	6:20 AM	6:47 PM	9:20 AM	6:47 PM	Downtown TC	Same as start	60
Route 2 West Even	6:50 AM	7:17 PM	9:50 AM	7:17 PM	Downtown TC	Same as start	120
Route 2 West Odd	7:50 AM	6:17 PM	10:50 AM	6:17 PM	Downtown TC	Same as start	120
Route 3	6:20 AM	7:15 PM	9:20 AM	7:15 PM	Downtown TC	Same as start	60
Route 4	6:20 AM	7:15 PM	9:20 AM	7:15 PM	Canby TC	Same as start	60
Route 5	6:20 AM	7:15 PM	9:20 AM	7:15 PM	Downtown TC	Same as start	60
Route 6	6:50 AM	7:13 PM	9:50 AM	7:13 PM	Canby TC	Old Alturas/Bradford	60
Route 7	7:20 AM	7:15 PM	10:20 AM	7:15 PM	Downtown TC	Same as start	60
Route 9 North	6:20 AM	6:47 PM	10:20 AM	6:47 PM	Walmart ⁵	SR 273/Happy Valley	120
Route 9 South	9:50 AM	7:17 PM	9:50 AM	7:17 PM	SR 273/Happy Valley	Walmart ⁴	120
Route 11	6:20 AM	7:15 PM	9:20 AM	7:15 PM	Canby TC	Same as start	60
Route 14	6:20 AM	7:15 PM	9:30 AM	7:15 PM	Downtown TC	Same as start	60
<u>Bus: Commuter Bus</u>							
Anderson Commuter	6:50 AM	8:15 AM	--	--	SR 273/Happy Valley	Walmart ³	1 Round Trip
Crosstown Express ³	8:20 AM	6:47 PM	--	--	Canby TC	Same as start	30
School Express (AM) ⁴	7:30 AM	7:52 AM	--	--	Downtown TC	Shasta College	1 Round Trip
School Express (PM, Mon) ⁴	1:20 PM	1:50 PM	--	--	Shasta	Downtown TC	1 Round Trip
School Express (PM, Tue - Fri) ⁴	3:20 PM	3:50 PM	--	--	Shasta	Downtown TC	1 Round Trip
<u>Burney Exp. WB ⁶</u>							
	Depart Burney	Arrive Redding					
Trip 1	5:40 AM	7:15 AM	--	--	Burney Sprt Goods	Downtown TC	
Trip 2	11:50 AM	1:15 PM	--	--	Burney Sprt Goods	Downtown TC	
Trip 3	3:50 PM	5:15 PM	--	--	Burney Sprt Goods	Downtown TC	
<u>Burney Exp. EB ⁶</u>							
	Depart Redding	Arrive Burney					
Trip 1	10:25 AM	11:50 AM	--	--	Downtown TC	Burney Sprt Goods	
Trip 2	2:25 PM	3:50 PM	--	--	Downtown TC	Burney Sprt Goods	
Trip 3	5:35 PM	7:00 PM	--	--	Downtown TC	Burney Sprt Goods	
Paratransit: Service hours are the same as fixed route hours: generally, from 6:20 AM to 7:30 PM weekdays and 9:20 AM to 7:30 PM Saturdays (and earlier along Route 1 per above schedule).							
Note 1: Summary accurate as of July, 2023. No service on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, or Christmas Day. No Sunday service.							
Note 2: TC - Transit Center							
Note 3: Crosstown Express operates on 30-minute headway with a break from 12:17 PM to 2:50 PM.							
Note 4: School Express operates during the school year only and not during school breaks.							
Note 5: Walmart at 5000 Rhonda Rd, Anderson							
Note 6: Burney Express is provided by the County of Shasta and operated by RABA. This service is outside of the RABA Service Area. Operated weekdays only.							
Source: RABA							

RABA Paratransit

RABA paratransit, or dial-a-ride (DAR), is an origin-to-destination, shared ride, advanced reservation service provided in accordance with the Americans with Disability Act (ADA). As previously mentioned, the DAR service area encompasses all areas within 0.75 miles of the RABA fixed routes (Routes 1-14). Eligibility is limited to persons with disabilities who are functionally unable to use the fixed route service. RABA paratransit service hours are comparable to the fixed route service hours.

Burney Express

Burney Express is a public transit service provided by the County of Shasta and operated by RABA. Three westbound and three eastbound trips are provided each weekday between Burney and Redding along SR 299. The Burney Express also stops in Bella Vista, Round Mountain, and Montgomery Creek along its route. The service's general schedule and fare system are summarized in Tables 9 and 10.

Table 10: Summary of RABA Fares

Bus	1-Way Trip		Monthly Pass ³		
Passenger Type	1 Zone	Additional Zone	Redding	Redding & Shasta Lake	Redding & Anderson
Children (0-5 years) ¹	Free	Free	--	--	--
Youth (6-17 years)	\$1.50	\$0.75	\$29.00	\$29.00	\$29.00
Adult (18-61 years)	\$1.50	\$0.75	\$48.25	\$82.00	\$82.00
Senior (62+ years) & Disabled/Medicare ²	\$0.75	\$0.35	\$24.00	\$41.00	\$41.00
Paratransit (1-Way Trip)	\$3.00	\$1.50	--	--	--
Burney Express	To				
	Shasta College/ Bella Vista	Round Mt/ Montg Creek	Burney	Redding	
From					
Redding	\$2.00	\$3.50	\$5.00	--	
Burney	\$3.50	\$2.00	--	\$5.00	

Note 1: Children (0-5 years) are free on 1-Way Trips (up to two children per paid adult).

Note 2: Seniors (62+ years), persons with disabilities, and persons presenting a Medicare card are eligible for half fare with proof of eligibility (i.e., ID card or driver's license, RABA Disabled ID Card, and/or Medicare card).

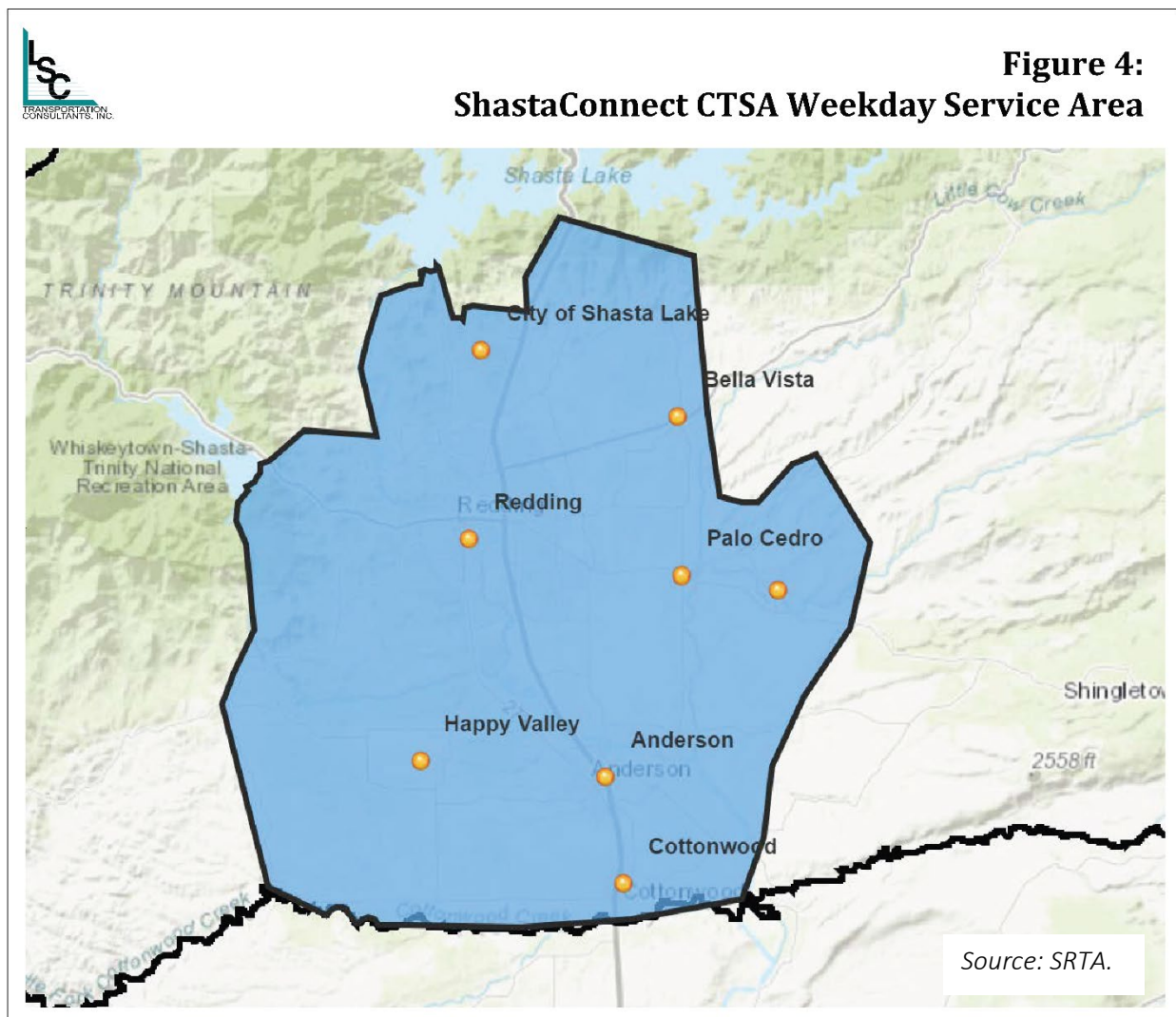
Note 3: Each Monthly Pass is valid for unlimited trips within the area(s) indicated on the pass within a calendar month. Youth (6-17 years) must present their student ID card, along with their Monthly Pass, when boarding. The youth's name must be clearly printed on the back of the Monthly Pass.



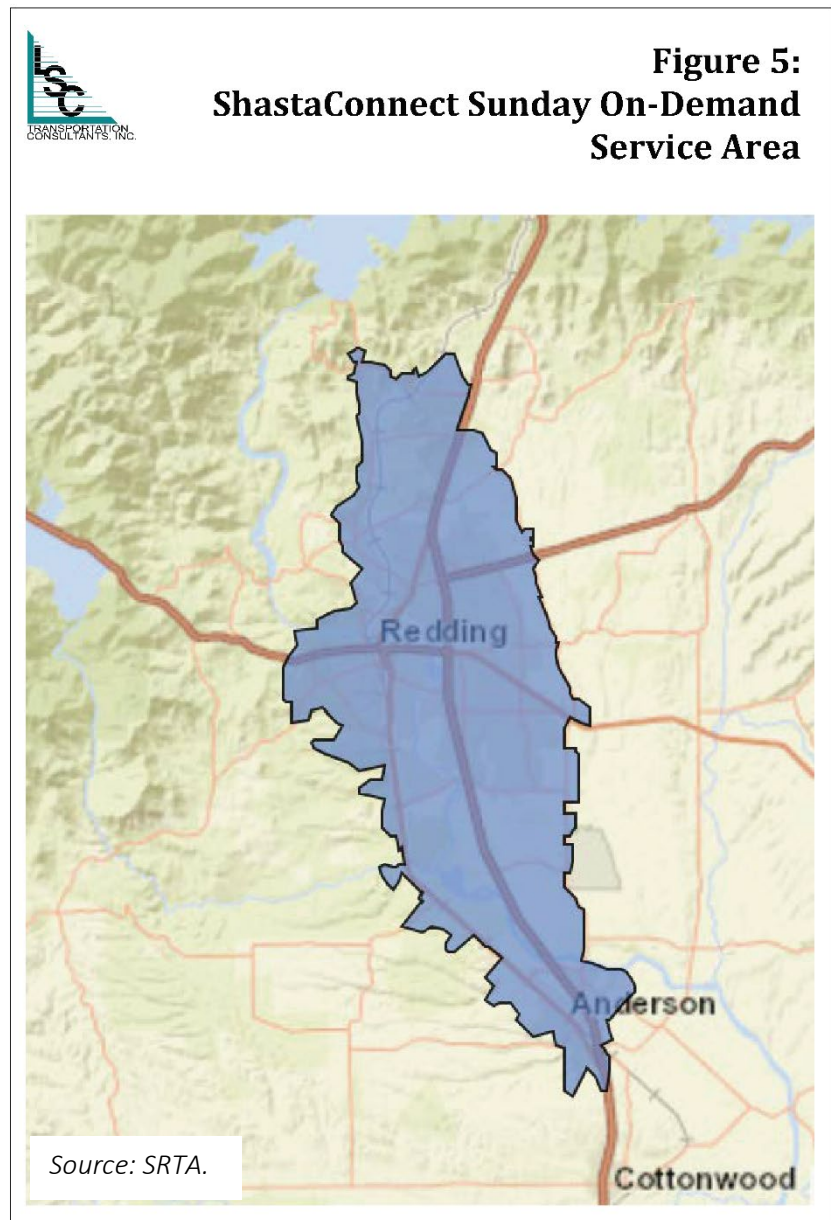
Note: RABA Paratransit Van [Photo], sourced from SRTA

Shasta Connect (SRTA)

SRTA provides weekday Coordinated Transportation Service Agency (CTSA) and Sunday on-demand transit services under the brand ShastaConnect. Both services are operated through contract by Dignity Health Connected Living (DHCL). SRTA has provided CTSA service (“community transportation” under the California Transportation Development Act), in the communities of Burney, Cassel, Fall River, and McArthur, or the “Intermountain Area,” for over 20 years. The ShastaConnect CTSA weekday service is an important mobility alternative for those who need to make trips not serviceable by RABA. Passengers can schedule rides Monday through Friday from 8:00 AM to 3:30 PM by calling dispatch. SRTA recommends passengers schedule their rides at least 24 hours in advance. One-way fares are typically \$3.00 but have been temporarily suspended due to Caltrans Low Carbon Transit Operations Program (LCTOP) funding. The ShastaConnect CTSA weekday service area is shown in Figure 4.



SRTA initiated the ShastaConnect Sunday on-demand transit service in late-2019 using Caltrans LCTOP funds. The pilot program was intended to last two years but was extended due to the COVID-19 pandemic. SRTA has recommended a thorough review of the Sunday service's administration and operations during Fiscal Year (FY) 2024-25 to assess the program's long-term sustainability.³ SRTA designed the Sunday on-demand service to satisfy a recommendation made in the 2018 Regional Transportation Plan (described in detail in Appendix B) and to meet a long-standing unmet transit need for Sunday services. Passengers schedule rides using a phone app, similar to the apps used for platforms such as Uber or Lyft. The service is available 6:30 AM to 7:30 PM. The ShastaConnect Sunday on-demand service has so far been fare-free. The Sunday service area is the same as the RABA DAR service area (Figure 5).



Other Regional Public Transit Providers

The following public transit operators primarily serve jurisdictions outside of Shasta County, however, they each operate at least one service that offers connectivity to the RABA system.

³ SRTA. (2023). *FY 2023-24 Transit Needs Assessment [PDF]*.

Sage Stage

Sage Stage is the primary public transit provider for Modoc County, which lies northeast of Shasta County. On Tuesdays, Sage Stage operates a route between Alturas and Redding. The bus departs Alturas (Modoc County) at 7:30 AM and arrives at the RABA Downtown Transit Center at 10:30 AM. The returning trip departs the Mt Shasta Mall at 1:15 PM and arrives in Alturas at 4:20 PM. Other Shasta County communities served by the Sage Stage Redding Route include Burney and Fall River Mills. The fare for passengers traveling the full distance is \$26.00 one-way, or \$19.40 discounted (children under 12, seniors over 60, or disabled persons meeting ADA criteria). Reservations are required, as the bus will not operate unless there is at least one confirmed reservation.



Tehama Area Rural eXpress (TRAX)

Tehama Rural Area eXpress (TRAX) is the public transit provider in Tehama County, which lies south of Shasta County. Services include local fixed routes in Red Bluff and Corning, regional routes, and paratransit (ParaTRAX). In July 2022, TRAX initiated the Shasta-Tehama Connect service. The new service operates five roundtrips each weekday and three roundtrips each Saturday between Red Bluff (Tehama County) and the Walmart in Anderson, providing passengers with a transfer opportunity to RABA Route 9. TRAX services do not require fares.



Trinity Transit

Trinity Transit is the public transit provider in Trinity County, which lies to the west of Shasta County. On weekdays, Trinity Transit operates the Redding Line between Weaverville (Trinity County) and Redding. The service consists of two roundtrips per day. Eastbound trips depart Weaverville at 7:15 and 11:00 AM and arrive at the RABA Downtown Transit Center at 8:24 AM and 12:09 PM. Westbound trips depart the Downtown Transit Center at 10:15 AM and 3:30 PM and arrive in Weaverville at 11:27 AM and 4:42 PM. Fares are \$10.00 per one-way trip, or \$7.50 for veterans, students, youths ages 6 to 11, seniors 65 and older, or ADA passengers.



TRIBAL PROVIDERS

The following transit services are provided by tribal governments and are limited to tribal members.

Pit River Health Services

Pit River Health Services (PRHS) is a non-profit ambulatory health clinic with locations in Burney and Alturas. Services offered include medical, behavioral health, and senior nutrition. PRHS offers transportation for eligible American Indian and Alaskan Native patients to medical, dental, and other referral appointments. Rides are only available for patients who live in either Burney, Alturas, or other communities along SR 299. Rides must be reserved in advance.



Redding Rancheria Tribal Health Center

The Redding Rancheria Tribal Health Center (RRTHC) serves American Indian communities in the western two-thirds of Shasta County and all of Trinity County. Services provided include medical, dental, pharmacy, lab, behavioral health, community health, and orthopedics, among others. Transportation services are available for patients with no other alternatives who have a scheduled appointment with RRTHC or an RRTHC referral for another provider. Transportation is only provided for appointments in Redding. Rides must be scheduled at least 72 hours in advance.



Lassen Indian Health Center

The Lassen Indian Health Center (LIHC) is a non-profit clinic located in Susanville (Lassen County) and associated with the Susanville Indian Rancheria. LIHC provides medical, dental, pharmacy, and behavioral health services for patients. Patients can schedule transportation to and from appointments with LIHC Transportation Services if they can demonstrate that they have no other means of transportation and/or have a medical condition that makes driving difficult. Rides can be scheduled by patients living in Shasta County to Susanville.



SOCIAL SERVICE PROVIDERS

Many social service organizations provide valuable transportation services that are specialized for the demographic groups prioritized in the Coordinated Plan. These organizations are described on the following pages.

Dignity Health Connected Living

Dignity Health Connected Living (DHCL) is a private, non-profit agency dedicated to improving the lives of senior adults, adults with disabilities, and other adults in need. DHCL was founded when the Shasta Senior Nutrition Program and Golden Umbrella merged in July 2017. Programs provided by DHCL include adult day activities, senior nutrition, senior companionship, and health and wellness services, among other initiatives.



DHCL is contracted to operate both the ShastaConnect CTS and Sunday on-demand services, described previously under the public transportation providers section (ShastaConnect). Additionally, DHCL provides rides for senior adults aged 60 or older and adults with mobility impairments with no other means of transportation within the greater-Redding area.

Far Northern Regional Center

The Far Northern Regional Center (FNRC) is a resource agency for individuals with developmental disabilities and their families. The FNRC provides services and support, such as respite care and supported employment, to residents of nine counties in Northern California (Butte, Glenn, Lassen, Modoc, Plumas,





Note: Passenger boarding DHCL Van [Photo], sourced from SRTA

Tehama, Trinity, Shasta, and Siskiyou). In Shasta County, the FNRC aids clients with identified mobility needs (as stated in their Individual Program Plans) by providing transportation through contracted service providers to and from day program and work activities. Clients do not need to pay any fares. FNRC will also purchase RABA passes for clients if recommended in their Individual Program Plan.

Good News Rescue Mission

Goods New Rescue Mission is a religious charity that helps people experiencing homelessness in the Redding-area. Good News Rescue Mission's Journey Home program helps those who are either homeless or about to be homeless reconnect with friends and family living in another city or state. Participants receive a Greyhound bus ticket to their destination only once the friend or family member verifies that they are willing to host the traveler for an extended period.



Krista Foster Homes

Krista Foster Homes provides faith-based foster care for youth in the Redding area. The organization also operates a transitional housing program for young adults ages 18 to 21 who lived in foster homes prior to turning 18. The Krista Foster Homes transitional housing program helps residents with transportation needs by assisting them with securing a RABA bus pass, providing bicycles, and by providing rides to appointments or errands when necessary.



Northern Valley Catholic Social Services

Northern Valley Catholic Social Services (NVCSS) is dedicated to improving the lives of everyone in the community by providing a range of social services, including low-cost or free mental health counseling, housing programs, vocational training, and support services. Some of the NVCSS programs are designed specifically to aid persons with disabilities. NVCSS will transport disabled clients to and from vocational and rehabilitation services on an as-needed basis.



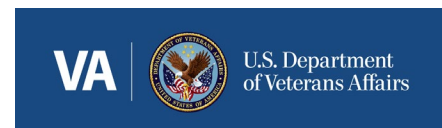
Shascade Community Services

Shascade Community Services (Shascade) is a not-for-profit agency which supports adults with developmental disabilities through programming focused on education, social activities, training, and daily living skills. Shascade assists clients with scheduling rides to medical appointments when needed. Shascade also provides transportation to and from day programming and work program sites on an as-needed basis. All day program participants are referred by the FNRC and are therefore eligible for transportation based on the needs identified in the patient's FNRC Individual Program Plan. Shascade also provides transportation to clients for community outings.



Veterans Administration

The Veterans Administration (VA) operates a Northern California Shuttle that brings veterans from the clinic in Redding to the larger medical centers in Martinez or Sacramento. Transportation to Martinez is available on Mondays and Wednesdays, and transportation to Sacramento is available Monday through Friday. Only one roundtrip to each destination is made per day.



NON-EMERGENCY MEDICAL TRANSPORTATION PROVIDERS

Non-Emergency Medical Transportation (NEMT) services are often identified as a top transportation need for senior adults and persons with disabilities. This section reviews NEMT services currently operating in Shasta County.

California Accessible Transportation

California Accessible Transportation helps people get to and from both local and far-away medical appointments, including appointments out of state. The California Accessible Transportation fleet has vehicles capable of accommodating wheelchairs, gurneys, and other devices. Clients can either pay using medical insurance or negotiate a private rate. Rides can be scheduled Monday through Friday from 7 AM to 5 PM and on Saturday from 8 AM to 2 PM. Appointments for Sundays can sometimes be scheduled in advance depending on staff availability.

Care-A-Van

Care-a-Van provides NEMT services throughout Northern California with a fleet of wheelchair accessible vehicles. Clients can pay for trips to medical appointments either privately or with a California Partnership HealthPlan. Based on availability, Care-a-Van also offers ride services for other, non-medical purposes such as shopping and errands. Non-medical trips require private payment. Private fares are negotiated depending on the trip length. Rides can be scheduled Monday through Friday from 8 AM to 5 PM.

Divine Right Transportation

Divine Right Transportation helps clients get to addiction and recovery programs, the pharmacy, clinic visits, and other medical appointments. Rides are free for Medicare and Medicaid patients. Eligible patients can schedule rides throughout Shasta County and Northern California. Appointments are recommended, but not required. Services are available 24 hours, seven days a week.

Northbay Transit

Northbay Transit is based out of Redding and offers NEMT services for Northern California residents with a California Partnership HealthPlan. The Partnership HealthPlan pays for fares associated with Northbay Transit rides. Rides must be scheduled by phone.

Precious Cargo

Precious Cargo helps patients with medical conditions that require regular appointments get to and from medical offices. Precious Cargo accepts Partnership HealthPlans or private payments, which are negotiated based on the trip length. Partnership HealthPlans are required for clients who use wheelchairs. Service is available 24 hours, seven days a week depending on capacity.

Southern Cascades Community Services District

The Southern Cascades Community Services District recently initiated its Health Transportation Services program, which provides rides to those with no other mobility alternative to medical, dental, vision, and chiropractic appointments. Vans are based out of Burney and Fall River Mills in addition to other locations in Lassen and Modoc Counties. Clients can schedule long-distance trips to see specialists in Davis, Sacramento, or San Francisco if needed. Rides can be paid for with either a Partnership HealthPlan or privately. Fares are negotiated depending on trip length. Rides must be scheduled by phone.

EDUCATION PROVIDERS

Most of Shasta County's educational institutions and programs provide transportation for their students. School transportation services primarily help students get to and from school. Occasionally, the schools also provide transportation for purposes such as field trips or other extracurricular activities. Shasta County educational programs that provide some level of transportation assistance include:

- Shasta County Office of Education (26 school districts)
- Shasta Head Start (the Cottonwood, Happy Valley, and Redding Centers)
- Shasta College

ASSISTED LIVING AND HOME HEALTH CARE PROVIDERS

There are numerous assisted living facilities and home health care providers in Shasta County available for senior adults. Many of these services provide their clients/patients with transportation to medical and dental appointments, social services, and the grocery store. A few of the assisted living facilities also provide transportation for excursions as a part of recreational programming offered to residents. Shasta County assisted living and home health care providers include:

- Assured Home Health
- Arcadia Health Care
- Accent Care
- A Touch of Heaven
- CFB, Inc.
- Compass Shining Care
- Holiday Senior Living by Atria
- Home & Health Care Management
- Home Helpers
- Marquis Care at Shasta
- Medical Home Care Professionals
- Oakdale Heights of Redding
- Quiet Water Independent Living
- Sierra Oaks Assisted Living and Memory Care
- Sundial Assisted Living
- Visiting Angels
- The Vistas Assisted Living and Memory Care
- Willow Springs Alzheimer's Special Care Center



Note: Senior passengers onboard a DHCL Van [Photo], sourced from SRTA

PRIVATE PROVIDERS

There are also private transportation providers in Shasta County. Companies which provide customer-demand based transportation, such as cab services, limo rentals, or chartered rides, include:

- ABC Cab
- Yellow Cab
- Shasta Premier Transportation

Amtrak and Greyhound also operate in Shasta County, each providing fixed route services that can connect passengers to other metropolitan areas and a greater, nationwide transit network. The Amtrak and Greyhound services available in Shasta County are described below.

Amtrak /Amtrak Thruway

Amtrak's *Coast Starlight* train from Los Angeles to Seattle serves the Redding Train Station, adjacent to the RABA Downtown Transit Center, in the early morning. Amtrak also operates the Thruway Bus Route 3 between Stockton, Sacramento, and Redding. The Thruway bus departs Redding southbound at 6:05 AM and 10:05 AM each day. The northbound bus arrives in Redding at 5:45 PM and 9:35 PM. Amtrak policies require Thruway Bus Route 3 passengers to transfer to an Amtrak train as part of their trip. Amtrak is transitioning this policy so that passengers will eventually be able to make trips on Thruway buses independent of train trips, but this change has not yet been implemented for Route 3.



Greyhound

Greyhound offers two northbound bus trips from Redding which depart at 9:00 AM and 11:00 PM from the RABA Downtown Transit Center each day. Greyhound also offers two southbound trips departing Redding at 4:25 AM and 5:50 PM each day. The route follows I-5 as far as Vancouver, British Columbia to the north, and San Ysidro, California to the south. One-way fares between Redding and Sacramento are in the \$27-32 range.



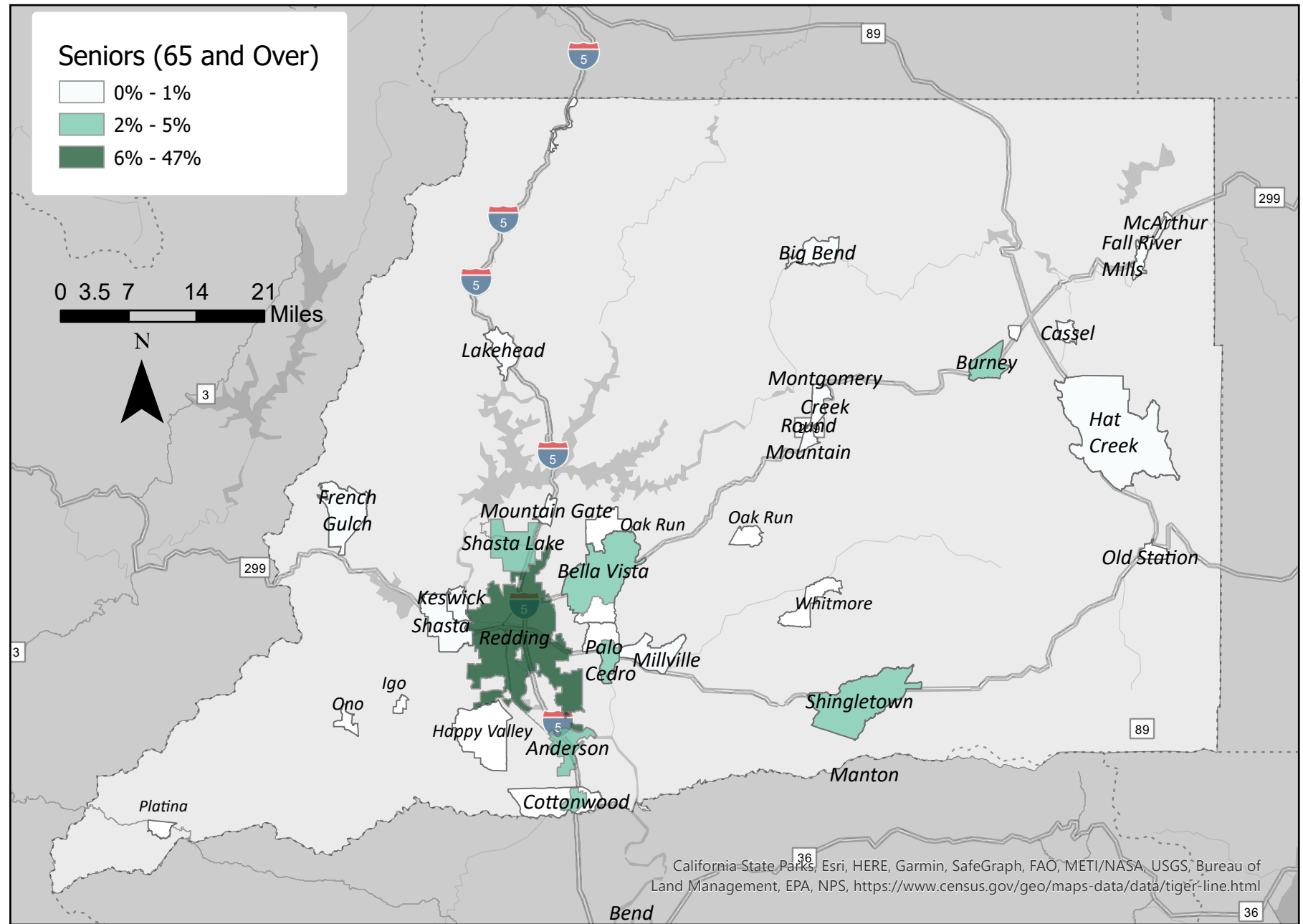
Appendix A
DEMOGRAPHIC MAPS

DEMOGRAPHIC MAPS

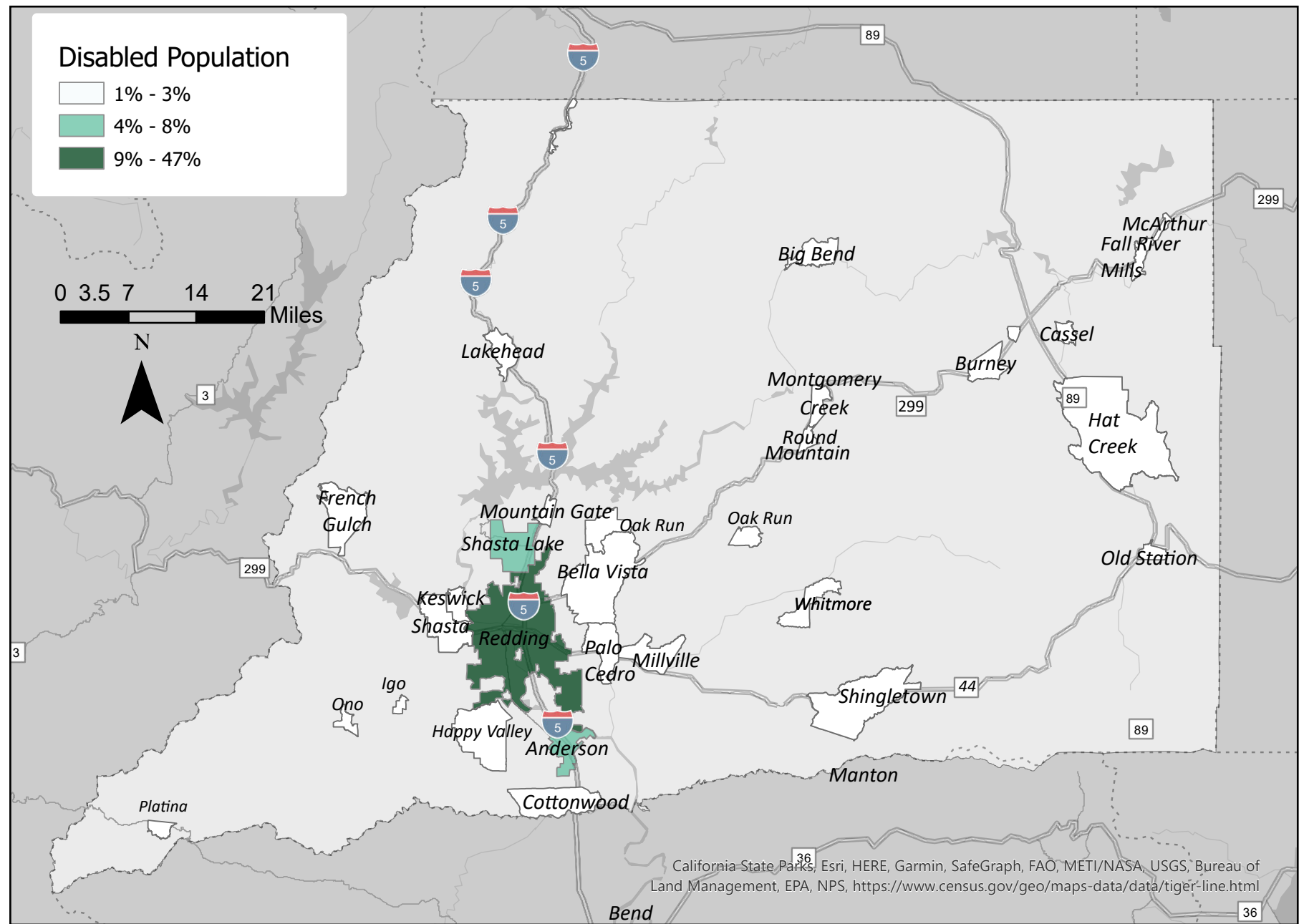
Regional demographics often drive demand for transit services. This appendix contains demographic maps that present visual representations of the data discussed in Chapter 3 of this *Shasta Coordinated Transportation Plan* regarding where potentially transit-dependent persons live in the Shasta region. The population categories analyzed include:

- Figure A-1, Senior population ages 65 or older – many seniors are either no longer comfortable or able to drive, but still need to get out of home for medical appointments, grocery shopping, and other personal business.
- Figure A-2, Individuals with a disability – disabled persons may have a condition that makes it difficult to drive themselves. In this study, the disabled population is defined as residents who have difficulty with at least one of the four basic areas of function (hearing, vision, cognition, ambulation) as defined by the US Census Bureau.
- Figure A-3, The population living below the poverty level – low-income residents often lack the means to acquire or maintain a private automobile. In this study, the low-income population is considered to be those who live below the poverty level as defined by the US Census Bureau.
- Figure A-4, Unemployed population – who may lack the means to acquire or maintain a private automobile. This population is considered to be those who are available or searching for work, but not employed.
- Figure A-5, Households without a vehicle available – those who live in home without a vehicle available are very likely to rely on alternative transportation, such as public transit, for their mobility needs.

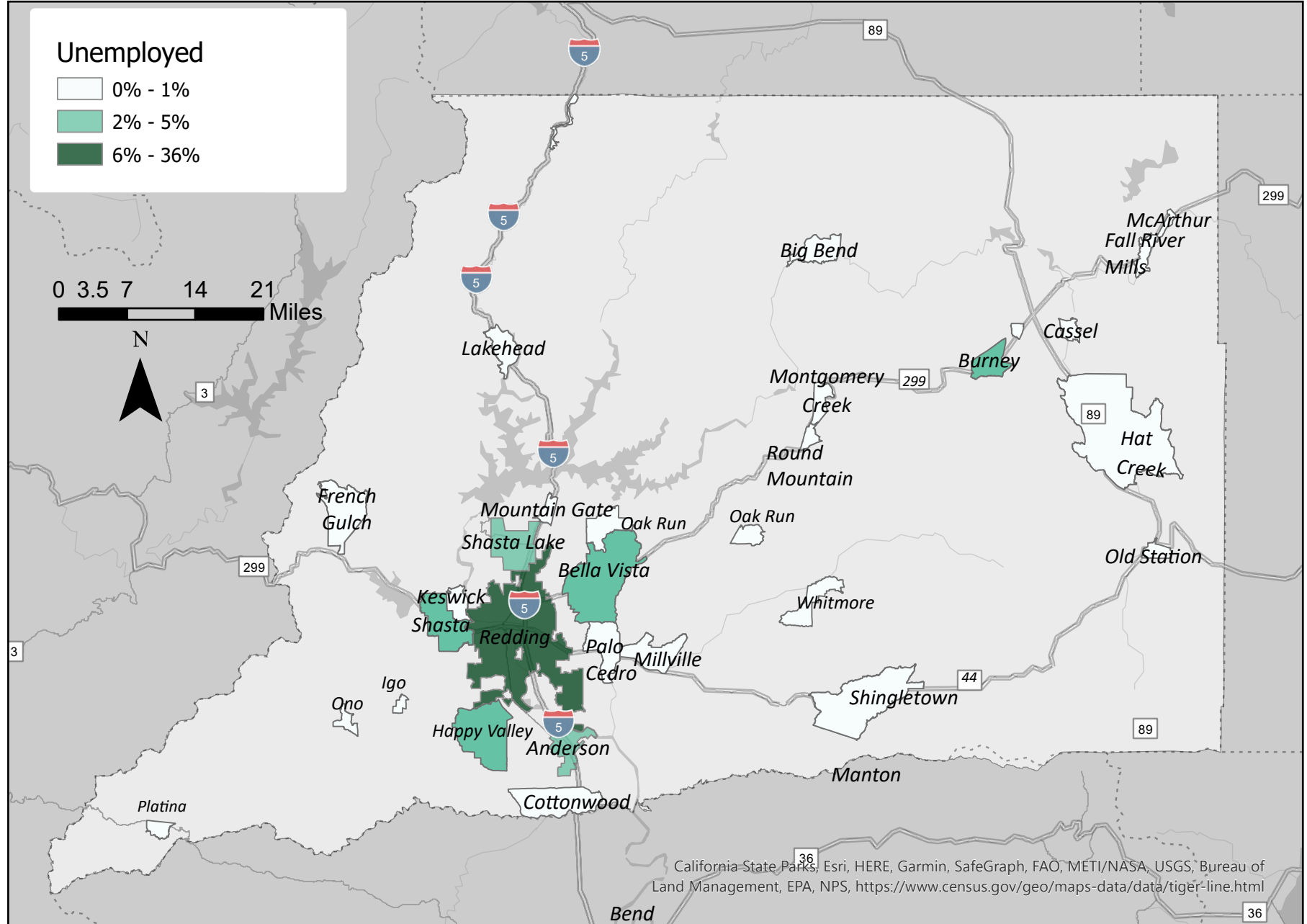
**Figure A-1:
Shasta County Senior Population**



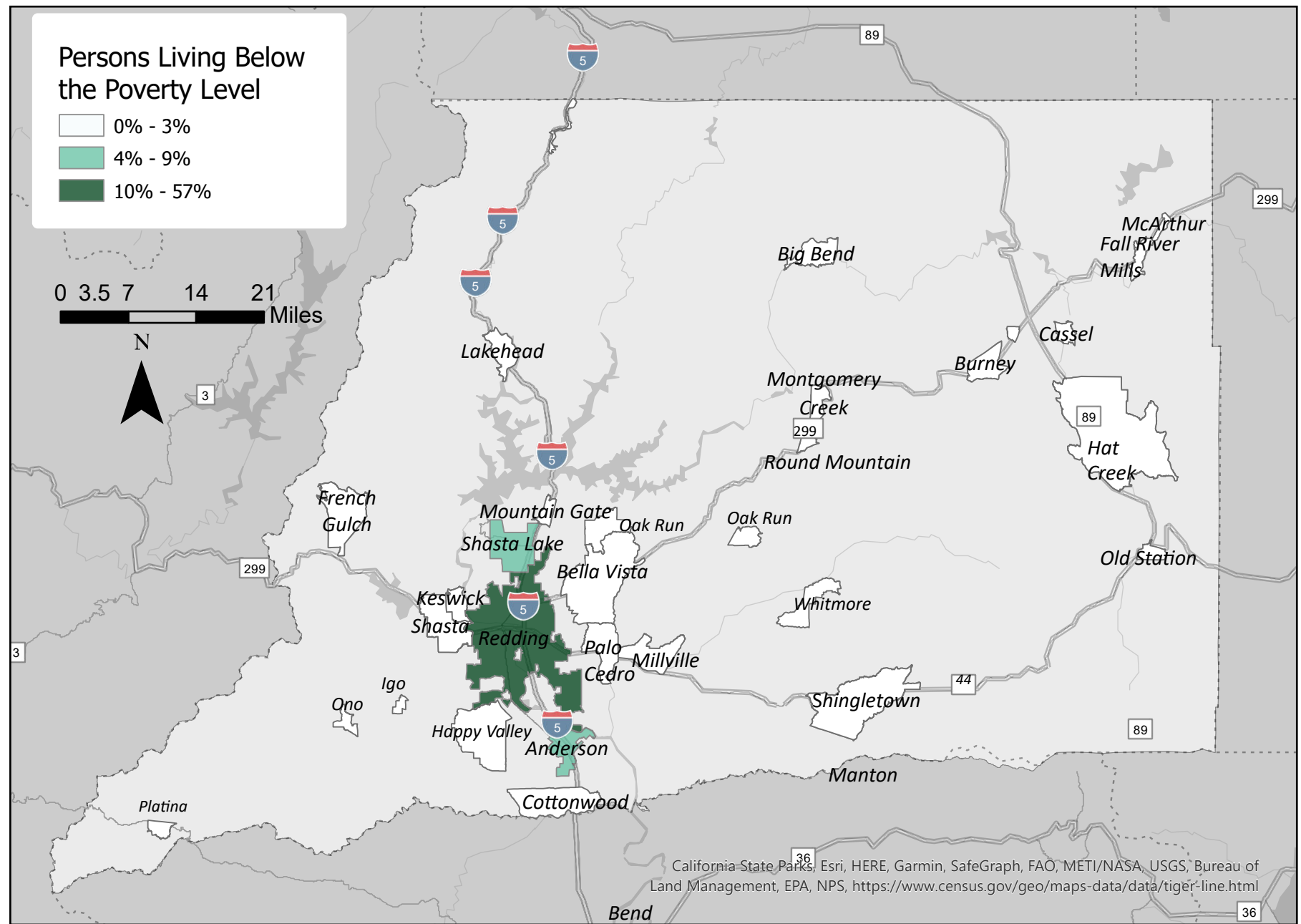
**Figure A-2:
Shasta County Population with a Disability**



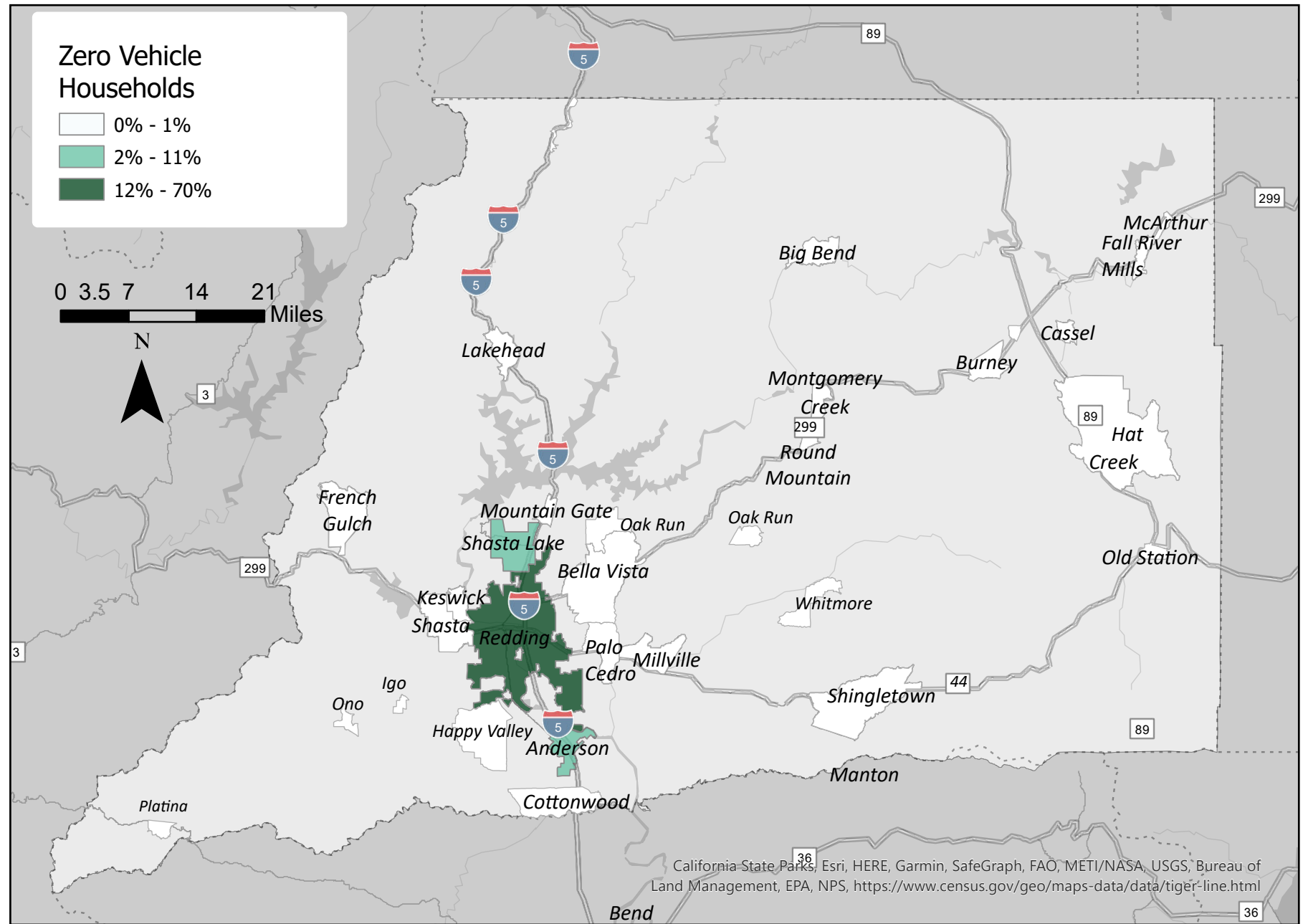
**Figure A-4:
Shasta County Unemployed Population**



**Figure A-3:
Shasta County Residents Living Below the Poverty Level**



**Figure A-5:
Shasta County Zero Vehicle Households**



REVIEW OF EXISTING PLANNING DOCUMENTS

REVIEW OF EXISTING PLANNING DOCUMENTS

INTRODUCTION

There are multiple regional studies that have been adopted in recent years which are relevant to the *Shasta Coordinated Transportation Plan*. The coordination strategies presented in this study were designed to further support the goals and strategies included in these other regional plans. The components of these existing plans most pertinent to public transit and transportation services are summarized in this appendix.

2023 RABA SHORT-RANGE TRANSIT PLAN (IN PROGRESS)

The Redding Area Bus Authority (RABA) is currently updating its Short-Range Transit Plan (SRTP). This plan is expected to be adopted later in 2023. The SRTP presents service, capital, and financial recommendations to be implemented over a five-year period to improve RABA services so they either better meet community needs or are more financially efficient. The 2023 RABA SRTP analyzes the impacts of potential routing modifications, span of service changes, and new microtransit zones. Another new service idea considered in the SRTP is for RABA to establish a volunteer driver program to serve the VA Clinic at its new, more remote location. All of the changes being considered would only impact Shasta region residents who live within the RABA service area. The final SRTP will be implemented from 2023 through 2028.

RABA ZERO-EMISSION BUS ROLLOUT PLAN (2023)

The California Air Resources Board (CARB) Innovative Clean Transit (ICT) regulation requires all public transit agencies in the state to gradually convert their fleets to zero-emission buses (ZEBs) by 2040. The first stage of the regulation will mandate that 25 percent of small transit agency bus purchases be ZEBs beginning in 2026. This requirement will then increase to 100 percent by 2029. The ICT regulation required all transit agencies to submit a ZEB Fleet Rollout Plan by July 1, 2023.

The *RABA ZEB Rollout Plan* describes how RABA intends to replace vehicles at the end of their usable lifespans with ZEBs starting in 2024. It is important to note that ZEBs are currently more expensive than conventional vehicles, therefore RABA will need to acquire additional capital funding for procurement. RABA plans to pursue grants from the State of California, the Federal Transit Administration, SRTA, and others to cover the costs of the new ZEBs and associated charging/fueling infrastructure. RABA plans to initially purchase battery-electric buses (BEBs) before eventually purchasing fuel-cell electric buses (FCEBs) beginning in the 2030s. In the next five years, RABA plans to procure 16 BEBs; 11 of the buses will be cutaways or shuttles, and 5 will be fixed route buses with a length of 30 to 35 feet.

SRTA ZERO-EMISSION FLEET TRANSITION ROLLOUT PLAN (2023)

SRTA operates ShastaConnect, therefore it is considered a public transit agency and its vehicle procurement plans must comply with the ICT regulation. As previously mentioned, the ICT regulation mandates that transit agencies convert their fleets to ZEBs by 2040. SRTA is classified as a small transit agency based on the definitions used by CARB.



Note: RABA Electric Bus [Photo]. Sourced from LSC Transportation Consultants (2022).

The *SRTA Zero-Emission Fleet Transition Rollout Plan* outlines the agency’s current plans to procure ZEVs based on available technology. The schedule of future bus purchases presented in the plan is based on the requirements of the ICT regulation, the age of SRTA’s fleet, and the specific vehicle needs of SRTA. At this time, SRTA plans to purchase one battery-electric van in 2027. The rest of the SRTA fleet will be converted to BEBs in the 2030s. SRTA will continue to monitor ZEB technology as new models arrive on the market with extended ranges more appropriate for long distance ShastaConnect trips. Similar to RABA, SRTA will need additional capital funding to procure ZEBs.

FY 2023-24 SRTA TRANSIT NEEDS ASSESSMENT

To receive funding from the California Transportation Development Act (TDA), RTPAs are required to hold an annual hearing to determine unmet transit needs in the region. TDA funding must be spent on any unmet transit needs deemed through the hearing process to be reasonable to meet before the RTPA can allocate any leftover funds to other types of transportation projects. There are three Shasta County operators which currently receive TDA funding: RABA, the County of Shasta, and SRTA.

SRTA is the RTPA for the Shasta region, and therefore responsible for holding the unmet transit needs hearing. The SSTAC is responsible for recommending to SRTA which unmet transit needs may be reasonable to meet. The SSTAC identifies unmet needs using the conditions approved by the SRTA Board of Directors Resolution 16-14, which are consistent with TDA requirements. Per these definitions, a transit need is found to be unmet if the following two conditions apply:

1. *“A population group in the proposed transit service area has been defined and located which has no reliable, affordable, or accessible transportation for necessary trips. The size and location of the group much be such that a service to meet their needs is feasible within the definition of ‘reasonable to meet.’*

2. *Necessary trips are defined as those which are required for the maintenance of life, education, access to social service programs, health, and physical and mental well-being, including trips which serve employment purposes.”*

SRTA and the SSTAC consider an unmet transit need reasonable to meet if the following criteria apply:

1. *“The proposed transit service can be operated with a minimum farebox recovery of 20% in urbanized areas and 10% in non-urbanized areas. Exceptions may apply where anticipated farebox revenue from proposed services doesn’t meet minimum requirements. These exceptions include:*
 - a. *Transit services that are funded entirely with grants.*
 - b. *Transit services that are funded entirely by a local agency, at the agency’s discretion.*
 - c. *Urban transit services that represent a critical or essential service, as determined by the SRTA Board of Directors, providing such services do not result in farebox penalties for the transit system as a whole.*
 - d. *Pilot projects and new services for up to two years.*
 - e. *When a transit service primarily serves urban areas but also includes non-urban areas, a pro-rated farebox recovery standard based on the ratio of urban and non-urban in-service transit vehicle miles may be used.*
2. *The proposed expenditure of TDA funds required to support the transit service, in a city or county, does not exceed the authorized amounts available to that jurisdiction.*
3. *The proposed expenditure shall not be used to support or establish a service in direct competition with an existing private service, or to provide 24-hour service.*
4. *Inter-agency cost sharing shall be equitable.*
5. *Transit services shall be coordinated with transit services currently provided, either publicly or privately.”*

Seven unmet transit needs were identified during the *FY 2023-24 Transit Needs Assessment*, but none were found to be reasonable to meet. However, SRTA and the SSTAC did make recommendations for service improvements to either be implemented or pursued during the upcoming fiscal year. These recommendations reflect regional priorities stated in the *2040 Long-Range Transit Plan* (LRTP) and are intended to improve transit performance across the Shasta region. SRTA also intends to implement strategies presented in the RABA SRTP once it is completed. The recommendations made in the *SRTA FY 2023-24 Transit Needs Assessment* were as follows:

- Continue funding Sunday On-Demand Service through 2024 with grant funds, evaluating administration and operations in the subsequent year (FY 2024-25).
- Continue expanded CTSA, including considering options for Saturday services (carryover from FY 2022-23).
- Explore on-demand service as an alternative to fixed route Saturday service and/or low performing routes and times in coordination with RABA and DHCL (carryover from FY 2022-23).

- Consider incorporating summer Whiskeytown Beach Bus service permanence as part of the RABA service, as a special, seasonal rural route.
- Find efficiencies and reduce overlap between RABA demand response service (complementary paratransit) and ShastaConnect.
- Explore options to implement the Long-Range Transit Plan’s low-income strategy (i.e., reduced or free fares) in the near term.
- Consider a City of Shasta Lake commuter service that includes Buckeye residents.

FY 2022-23 SRTA TRANSIT NEEDS ASSESSMENT

In the SRTA Transit Needs Assessment for FY 2022-23, SRTA and the SSTAC identified that “the following transit needs consistently rank among the top unmet transit needs identified by the Shasta Transit Priorities Survey, RABA Short Range Transit Plan, and SRTA’s Chronological History of Unmet Transit Needs Comments since FY 2002/03:

- Sunday Service
- Expanded Hours of Operations
- More Frequent Buses (Shorter Headways)
- New Service”

Specific short-term analysis recommendations were made based on the 2040 LRTP. Some of these recommendations were carried over to the *FY 2023-24 Transit Needs Assessment* as well. The FY 2022-23 considerations included:

- Continue SRTA Sunday On-Demand Transit service beyond the pilot project timeframe.
- Continue expanded SRTA CTSA service, including consideration of adding service on Saturdays.
- Explore future RABA On-Demand Transit service as an alternative to existing RABA Bus service on Saturdays and/or for low-performing routes and times.
- Explore consolidating Burney Express with SRTA CTSA service and Sage Stage.
- Find efficiencies and reduce overlap between RABA demand response service (complimentary paratransit) and Shasta Connect.
- Implement low-income strategy from Long-Range Transit Plan (i.e., free fares).
- Re-establish Airport Express to both the Veteran’s Administration (VA) Clinic and VA Home on Knighton Road.

2040 SRTA LONG RANGE TRANSIT PLAN (2021)

The *2040 SRTA Long Range Transit Plan* (LRTP) was adopted in 2021 and provides a 20-year vision to guide future investments in public transportation and mobility services across the Shasta Region. One of the goals of the LRTP was to outline implementable actions that will help the Shasta region achieve the goals of the *Regional Transportation Plan*, detailed later in this appendix. The LRTP identified four different types of strategies to improve transit services:

- Multi-modal accessibility strategies
- Fixed-route service and infrastructure strategies

- Policy improvement strategies
- Alternative mobility and technology strategies

Near-term implementation recommendations related to the Coordinated Plan included:

- First- and last-mile connectivity enhancements
- Low-income fare strategy
- Establish service design and performance guidelines to redefine fulfilling unmet transit needs
- Rural transit mobility

Regarding a low-income fare strategy, the LRTP notes that SRTA should partner with transportation providers in the region to develop a comprehensive coordinated approach to low-income fares, as well as contribute funding to evaluate the potential for fare-capping technology and the financial impacts related to a low-income fare program. Fare capping is an emerging strategy in which “*individual trips are tracked, and fares are capped after reaching certain thresholds (i.e., two trips in a day or 30 trips in a month).*” SRTA is currently exploring options on how to best implement a low-income fare strategy per the recommendations made in the *FY 2023-24 Transit Needs Assessment*.

SHASTA CONNECT SUNDAY ON-DEMAND TRANSIT SERVICE DEMONSTRATION PROJECT BUSINESS PLAN (2019)

Prior to implementing the ShastaConnect Sunday pilot project, the SRTA Board of Directors commissioned the development of the *ShastaConnect Sunday On-Demand Transit Service Demonstration Project Business Plan* (Business Plan). RABA operates Monday through Saturday; therefore, the ShastaConnect Sunday service was designed to fulfill an unmet transit need for public transportation services on Sunday.



The Business Plan proposed implementation steps for SRTA to initiate to get the program running effectively.

The Business Plan recommended that the new service be on-demand, allowing passengers to request rides through a phone application, a service also known as “microtransit.” This approach was recommended due to the financial challenges of operating rural fixed routes on Sundays. SRTA decided to contract with Dignity Health Connected Living to operate the new service and procured Via as the software vendor. The Business Plan identified Low Carbon Transit Operations Program (LCTOP) as the primary funding for the Sunday service. By funding the service with LCTOP funds, fares are prohibited.

Other important features of the Business Plan include recommended service policies and parameters, trip request parameters, and target performance standards. A marketing plan was also included, with detailed marketing objectives, target markets, campaign themes, and a marketing schedule and budget, among other components. According to the Business Plan, the projected start-up costs for the Sunday pilot project would be \$115,466 and 24-month operating costs would be \$495,950, for a total cost of \$611,416.

Since the completion of the Business Plan, SRTA launched the ShastaConnect Sunday On-Demand Demonstration Project in October 2019. The service has been extended beyond two years due to the impacts of the COVID-19 pandemic. In the *FY 2023-24 Transit Needs Assessment*, discussed previously, it was recommended that SRTA continue to fund the Sunday On-Demand service through 2024 with grant funds, and then reevaluate the service in FY 2024-25.

REGIONAL TRANSPORTATION PLAN & SUSTAINABLE COMMUNITIES STRATEGY FOR THE SHASTA REGION (2018)

The most recent *Regional Transportation Plan* (RTP) for the Shasta Region was adopted by the SRTA Board of Directors in 2018. The RTP was developed to guide 20 years of investments in transportation across the Shasta Region. The *Sustainable Communities Strategy* (SCS) is a component of the RTP, required by California Senate Bill 375, which addresses how the RTP will meet the region’s greenhouse gas (GHG) emissions reduction targets.

The RTP included a SWOT analysis – a high level summary of regional Strengths, Weaknesses, Opportunities, and Threats – of issues affecting the regional transportation network. Strengths of public transit were found to be the relatively modern vehicle fleets of the different providers in the Shasta Region, advanced transit technology, and consistent TDA funding. Weaknesses of transit in the Shasta Region included RABA performance, missed coordination opportunities, regional land use not being conducive to transit, and that new coordination ideas being presented were not unified under a clear regional vision. One of the opportunities identified in the SRTP was for SRTA to pilot an on-demand Sunday service, which has since been done. Threats to transit included lack of appeal to discretionary riders and increasing operating costs.

The RTP included three goals specific to public transportation: update the LRTP, launch an on-demand Sunday service pilot program, and implement an intercity bus service to Sacramento, as proposed in the *North State Intercity Bus System Business Plan*, discussed below. Two of these projects have since been completed (the LRTP and the on-demand Sunday service). Also, the ShastaConnect brand was developed

after the adoption of the RTP and helps to address previous concerns regarding having a vision for regional coordination efforts.

Goals recommended in the RTP for the entire transportation system in the Shasta region were as follows:

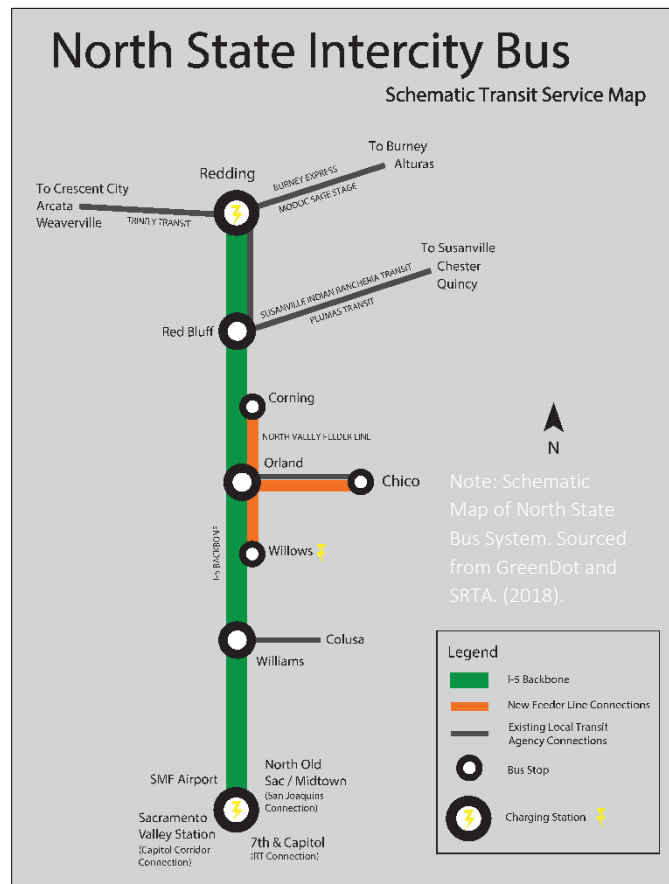
- **Goal #1:** Optimize the use of existing interregional and regional significant roadways to prolong functionality and maximize return on investment.
- **Goal #2:** Strategically increase capacity on interregional and regionally significant roadways to keep people and freight moving effectively and efficiently.
- **Goal #3:** Provide an integrated, context-appropriate range of practical transportation choices.
- **Goal #4:** Create people-centered communities that support public safety, health, and well-being.
- **Goal #5:** Strengthen regional economic competitiveness for long-term prosperity.
- **Goal #6:** Promote public access, awareness, and action in planning and decision-making processes.
- **Goal #7:** Practice and promote environmental and natural resource stewardship.

NORTH STATE INTERCITY BUS SYSTEM BUSINESS PLAN (2018)

The *North State Intercity Bus System Business Plan* (Intercity Bus Plan) outlines specific service parameters for a new, intercity bus service between Redding and Sacramento. The service would help to address the lack of transportation between the communities of northern California and Sacramento. SRTA applied for operations funding for the potential new service through the Transit and Intercity Rail Capital Program (TIRCP) in 2016 but was not awarded any funds. The Intercity Bus Plan effort originated from that failed grant application with the hopes of developing a service plan that would be productive and cost efficient.

The Intercity Bus Plan proposed a network that would serve eight cities in six counties directly, while also providing important regional connections through other existing services. The first phase of the project called for a backbone route along the I-5 corridor (shown in the picture above) and a North Valley

Feeder Route. SRTA would be responsible for operating the I-5 backbone service, which would provide four round trips daily in the initial phase. This planned North State Intercity Bus System has not yet advanced as of 2023, in part due to lingering impacts of the COVID-19 pandemic on transit ridership.



SHASTA COORDINATED TRANSPORTATION PLAN (2017)

The previous *Shasta Coordinated Transportation Plan* was adopted in 2017. The 2017 Coordinated Plan is reviewed in the main text of this report, in which an assessment of progress towards the previous Coordinated Plan's goals and strategies is provided.

RABA SHORT-RANGE TRANSIT PLAN (2014)

Prior to the upcoming RABA SRTP that will be adopted later in 2023, the previous SRTP had been adopted in 2014. Several fixed route changes were implemented based on recommendations of the 2014 RABA SRTP, impacting all of RABA's fixed routes. Recommendations related to the RABA paratransit services were as follows:

- Changing eligibility requirements for the Shasta Senior Nutrition Program bus (now called Dignity Health Connected Living, or DHCL)
- Contract with DHCL to provide paratransit in the Cities of Anderson and Shasta Lake.

The 2014 RABA SRTP stressed that SRTA should evaluate how to improve coordination in the 2017 Coordinated Plan. The 2017 Coordinated Plan is reviewed in depth in the main report.