



**FFY2021 5311(f) Project Descriptions and Information
State of California
FTA Section 5311(f) Intercity Bus Program**

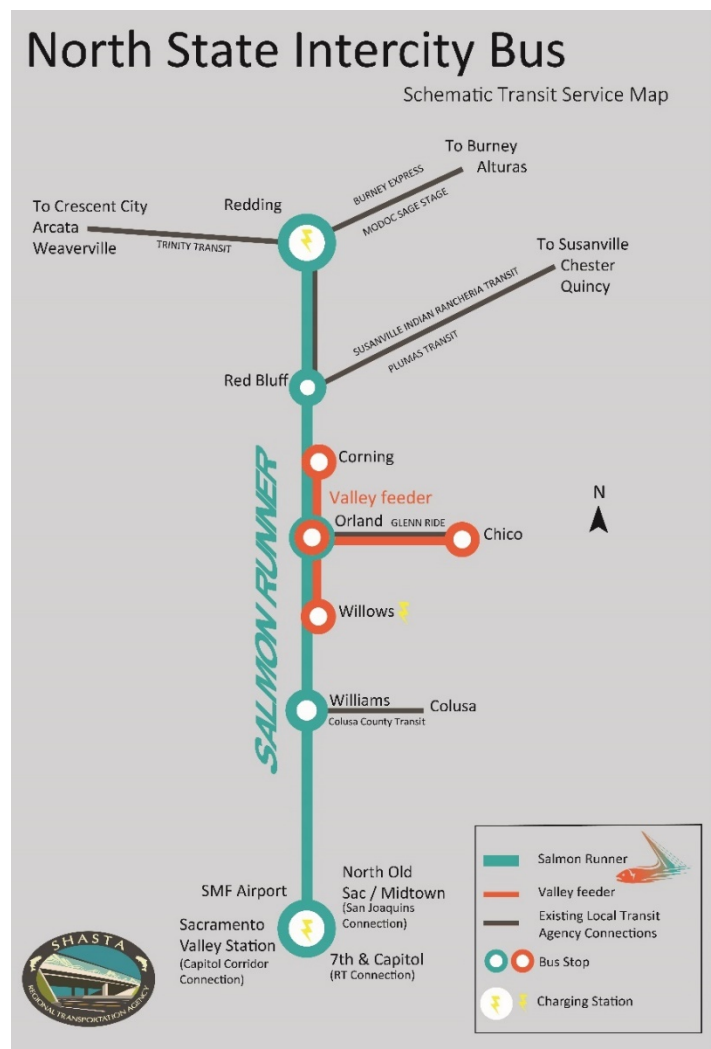
Applicant: Shasta Regional Transportation Agency

(Collaborating agencies: County of Shasta Department of Public Works, Tehama County Transportation Commission, Glenn County Transportation Commission, San Joaquin Joint Powers Authority)

**Eligible Project:
OPERATING ASSISTANCE**

- ☐ Continuation of existing intercity bus project
- ☐ Expansion of service (Justification of expansion may be requested)
- ☒ New service (A planning study, may be requested)

The Shasta Regional Transportation Agency (SRTA), the RTPA and MPO for Shasta County, is applying for operating assistance funds through the 5311(f) Intercity Bus Program to support three (3) “missing connections” that will be served by Salmon Runner bus service, expected to launch in Fall 2021. The Salmon Runner forms the backbone of the North State Intercity Bus System which has been identified in the 2018 California State Rail Plan (CSRP), including the 2040 Integrated Network, the California Transportation (CTP) 2040, and the California Statewide Rural Intercity Bus Study Update.



Schematic Transit Service Map of the North State Intercity Bus System including Salmon Runner service. The stop in Williams is pending connections on Lake Transit Authority (LTA), so it will not be incorporated into this phase.

The North State Intercity Bus System currently consists of existing feeder services to the I-5 corridor, including Burney Express (a former 5311(f) recipient that runs between Burney and Redding), TRAX (which serves Tehama County at stops in Red Bluff, Corning, etc., as well as Glenn County with a stop in Orland), and Glenn Ride (operating between Willows, Orland, and Chico).

The current need is to fund service on the Interstate 5 corridor between Redding and Sacramento and allow for timed connections between existing feeder services at each stop. The three “missing connections” on I-5 include:

Missing Connection 1: Redding to Red Bluff

Distance:	32 miles
Origin:	Downtown Transit Center (“RABA Transit Center”) 1530 Yuba St, Redding, CA 96001
Destination:	Red Bluff Transit Center (“Bus & Ride”) Rio & Walnut St., Red Bluff, CA 96080
Intermediate stop(s):	None
Connecting services:	Redding Area Bus Authority (RABA), Trinity Transit, Sage Stage, Tehama Rural Area eXpress (TRAX), Susanville Indian Rancheria Public Transportation, Amtrak (Coast Starlight and Thruway Bus Route 3), Greyhound

Missing Connection 2: Red Bluff to Orland

Distance:	31 miles
Origin:	Red Bluff Transit Center (“Bus & Ride”) Rio & Walnut St., Red Bluff, CA 96080
Destination:	Newville & 9th, Orland, CA 95963
Intermediate stop(s):	None
Connecting services:	Tehama Rural Area eXpress (TRAX), Susanville Indian Rancheria Public Transportation, Glenn Ride, Amtrak (Thruway Bus Route 3 only), Greyhound

Missing Connection 3: Orland to Sacramento

Distance:	103 miles
Origin:	Newville & 9th, Orland, CA 95963
Destination:	Sacramento Valley Station 401 I St, Sacramento, CA 95814
Intermediate stop(s):	2 intermediate stops at Terminal A and Terminal B of

	Sacramento International Airport (SMF) 6900 Airport Blvd, Sacramento, CA 95837
Connecting services:	Glenn Ride, Tehama Rural Area eXpress (TRAX), Sacramento Regional Transit (SacRT), YoloBus, E-Tran, Yuba Sutter Transit, Amador Transit, Roseville Transit, Amtrak (San Joaquins, Capitol Corridor, California Zephyr, Coast Starlight, Thruway Bus routes), Greyhound, domestic and international airlines, future California High Speed Rail

Due to SRTA’s unique position as an “island MPO,” that does not border any other MPO regions, there is a need to fund the three separate “missing connections” along I-5 in order to serve the long distances where the Salmon Runner intercity bus service will operate—although the complete length of a trip , for instance, from Redding to Sacramento that spans the length of the three “missing connections” will be seamless without requiring passengers to make any transfers or extended stops; the entire trip from end to end will take less than three (3) hours which is very competitive with the trip in a passenger vehicle which takes two and a half (2.5) hours. The rural areas along the totality of the I-5 route from Redding to Sacramento will be served by operating assistance funding of the three “missing connections” explained above—and that is why this application consists of three projects instead of simply one. In the post-COVID-19 environment during which transit ridership has reduced significantly nationwide, sustained funding for each of the three portions of the route is necessary for the Salmon Runner to successfully run the service by serving as many passengers as possible. This includes both north and southbound travel between both rural and urban areas. There is a well-documented need to provide better intercity public transit service along the I-5 corridor, in both directions.

Current transit service between Redding and Sacramento operates on a limited schedule with very inconvenient arrival and departure times, which makes our region feel effectively cut off from the rest of California even though members of our community want to make trips to Sacramento and other areas via the Sacramento International Airport and on the statewide intercity rail network including future connections to high-speed rail at the Sacramento Valley Station. Additionally, many in rural Northern California, including in the communities of Red Bluff and Orland, will benefit from improved access to Redding, which is served by Redding Municipal Airport and set to received increased service to Burbank and Seattle starting this summer. Another issue with the existing service is that the current intercity bus service on Amtrak Thruway Bus Route 3 from between Redding and Sacramento (or Stockton) is very difficult to use because bus trips are only available as a part of a rail trip—effectively hidden from many potential travelers in the North State who are planning on traveling to Sacramento or the communities in Tehama, Butte, Glenn, and Colusa Counties, etc. instead of connected onward to rail service. (See Objective #2 later in this project description document.)

SRTA’s FTA Section 5311(f) Intercity Bus Program project is based on the timeline for expanding intercity service to Redding that was established in the 2018 CSRP. This includes the direct reference to the following 2022 Short-Term Plan – Regional Goal: “Implement integrated express bus service from Sacramento to Redding via the Sacramento International Airport.” Additionally, the project fulfills a number of short- to long-range goals from the California Transportation Plan (CTP) 2040, such as: “Encourage mobility hubs for multiple modes of transportation”; “Integrate express bus stop concepts appropriate for rural areas”; “Increase connectivity to medical care and social services, employment and educational facilities to increase health and quality of life within rural residential communities.” SRTA’s effort is fundamentally aligned with state objectives and priorities, including the development of the 2021 Intercity Bus Study and ongoing 2021-2022 update to the State Rail Plan. If awarded, SRTA will continue to collaborate with Caltrans Division of Rail and Mass Transportation (DRMT) to inform SRTA’s rollout of Salmon Runner service and the implementation of the vision for statewide intercity connectivity by providing integrated service on the I-5 corridor between Redding and Sacramento. The launch of Salmon Runner service will address the immediate need for intercity bus service to the North State while gradually moving the state closer to its goals for integrated express service every two hours from Sacramento to Redding.

For additional context on the status of the launch of Salmon Runner bus service, it is important to mention that, in the most recent SRTA board of directors meeting on April 27, 2021, the board unanimously approved the release of a request for proposals (RFP) for the operations of Salmon Runner Bus Service Between Redding and Sacramento. This is exciting news for the intended start of operations of the Salmon Runner, scheduled for later in 2021. Additional information from the staff report regarding this SRTA board meeting agenda item is available [here](#), which includes the following attachments:

- History of Related SRTA Board of Directors Agenda Items
- Public comments on Intercity Bus Service
- Letter from Caltrans Division of Rail and Mass Transportation for \$470,000 of State Rail Assistance “Bus Gap” operating funds for two-year pilot
- Letter from San Joaquin Joint Powers Authority for \$200,000 operating funds annually for rail riders

Eligible Applicant type:

- ☒ Public Government Agency
☐ Non-Profit Agency

- ☐ Private for Profit
☐ Tribal Government

1. Your proposed project as it relates to the 5311(f) Definition:

a. Regularly scheduled bus service: ☒ Yes ☐ No

b. Available to the general public: ☒ Yes ☐ No

c. Operating on fixed routes to more distant points: ☒ Yes ☐ No

Distant points: ☒ Less than 50 miles ☒ More than 50 miles

d. Connecting two or more urban areas not in close proximity:

☒ Yes ☐ No

Proximity distance: ☐ Less than 15 miles ☒ More than 15 miles

Capacity for transportation baggage: ☒ Yes ☐ No

The routes served by the Salmon Runner bus system connect both urban and rural areas that are not in close proximity:

- Missing Connection 1: Redding (small urban) to Red Bluff (rural city) – 32 miles
- Missing Connection 2: Red Bluff (rural city) to Orland (rural city) – 31 miles
- Missing Connection 3: Orland (rural city) to Sacramento (large urban) – 103 miles
- Total route: Redding (small urban) to Sacramento (large urban) – 166 miles

e. Provide meaningful connections and reasonable lay-over times:

☒ Yes ☐ No

f. Making Limited Stops:

☒ Less than 3 stops ☐ More than 4 stops

If more than 4 stops, explain why?

As shown in the charts on the previous page, there are no intermediate stops on either of the following “missing connections”:

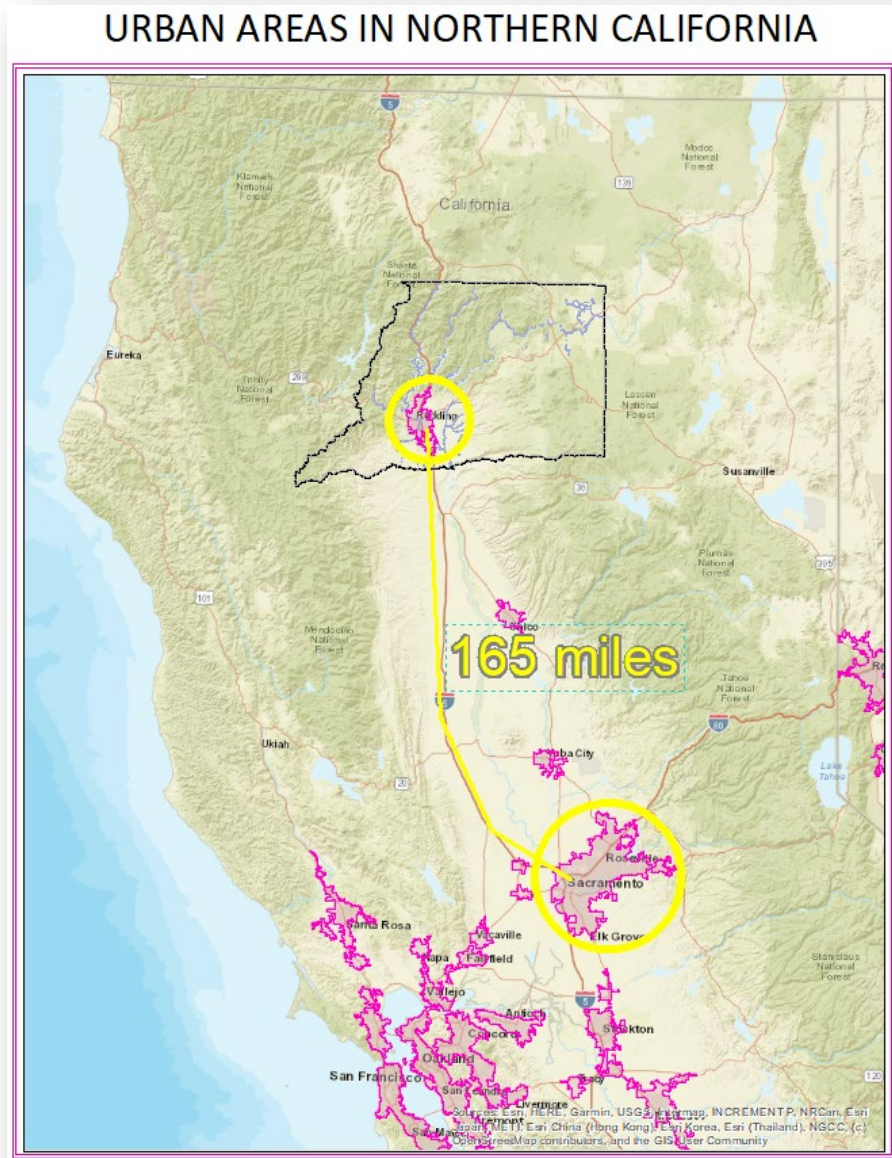
- Missing Connection 1: Redding to Red Bluff
- Missing Connection 2: Red Bluff to Orland

The final section of the I-5 route, Missing Connection 3 from Orland to Sacramento, has 2 intermediate stops at both Terminals A and B of Sacramento International Airport (SMF).

g. Please indicate the geographic area your agency serves. (If your agency serves both rural and urbanized areas, please attach the route map to this application to clearly indicate that 5311(f) funds will be spent on the rural area's route(s)/service only.)

☐ Rural area only (population under 50,000)

☒ Both rural and urbanized areas (Population more than 50,000)



Route map of Salmon Runner service between Redding and Sacramento along I-5 with urban areas in Northern California displayed.

List all cities and counties served by your program:

The following cities are served by this program:

City	Rural community	Rural city	Small urban	Large urban	Missing Connection served by
Redding	☐	☐	☒	☐	1
Red Bluff	☐	☒	☐	☐	1 and 2
Orland	☐	☒	☐	☐	2 and 3
Sacramento	☐	☐	☐	☒	3

The following counties are served by this program:

County	Rural	Small urban	Large urban	Missing Connection served by
Shasta	☐	☒	☐	1
Tehama	☒	☐	☐	1 and 2
Glenn	☒	☐	☐	2 and 3
Sacramento	☐	☐	☒	3

At a minimum, transportation service shall be provided between:

5:30 a.m.	10:40 p.m.
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At a minimum, transportation service will be provided on the days of:

From Sunday	To Saturday
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- h. Does your agency ensure that costs are properly allocated between urban and rural service? Attach a cost allocation plan used for allocating costs properly.

☐ Yes ☐ No ☒ Not Applicable

- i. For the FY you are applying for, did your agency receive any other FTA funds that would be utilized on this project/s? (Check all that apply and provide standard agreement #s and dollar amount.) For

5307, the term "receive" means funds have been obligated.

☐ No

☒ Yes (which program(s) were utilized)

☐ 5307 (Urbanized Area Formula Program)	\$
☐ 5310 (Elderly and Disabled Specialized Transit Program)	
Standard Agreement#	\$
☐ 5311 (Rural Transit)	
Standard Agreement#	\$
☐ Other FTA funds	
Specify: Previous year's 5311 (f)	\$600,000

j. Does your agency receive more than \$750,000 in federal funds?

☒ Yes ☐ No

If yes, has your agency submitted the annual Single Audit Report to the State Controller's Office (SCO)? The report is due to the SCO on March 31st of each fiscal year.

☒ Yes ☐ No

Your agency must upload a pdf copy of the Single Audit Report along with this application in BlackCat in your Organizations tab under the Important Documents section in the Fiscal Responsibility category.

The Shasta Regional Transportation Agency Financial Statements and Independent Auditors' Report for the Year Ended June 30, 2019 has been included with this grant application.

k. Has your agency changed fares in the last year?

☐ Yes ☒ No

l. How did you notify the public of the fare change?

☐ Agency Website ☐ Newspaper ☐ Radio ☐ Flyers
☐ Public Hearing ☐ Television ☐ Other (Please specify):

m. If fares were changed, was an equity analysis done on the impact of fare changes on the disadvantage population? If **YES**, please upload a copy of the analysis to your application in the Documents Section.

☐ Yes ☐ No

n. Which one of the following describes the project(s) for which you are

applying?

☒ Add new service

☐ Expand existing service to additional areas, if expanding, why?

☐ Maintain service at current level

o. How is your project(s) service marketed? (Check all that apply.)

☒ Agency Website

☒ Newspaper

☒ Radio

☒ Flyers

☒ Public Hearing

☒ Television

☒ Other (Please specify):

Social media

Additional marketing strategies yet to be determined will be employed in the months leading up to the launch of service.

p. Does your agency employ between 50-99 transit-related employees, and requests or receives capital or operating assistance in excess of \$1 million in the previous Federal fiscal year, or requests or receives planning assistance in excess of \$250,000 in the previous Federal fiscal year?

☐ Yes

☒ No

*If **YES**, your agency must upload its abbreviated EEO plan along with this application in BlackCat in your Organizations tab under the Important Documents section in the Civil Rights category.*

q. Does your agency employ 100 or more transit related employees, and requests or receives capital or operating assistance in excess of \$1 million in the previous Federal fiscal year, or requests or receives planning assistance in excess of \$250,000 in the previous Federal fiscal year?

☐ Yes ☒ No

*If **YES**, your agency must upload its EEO plan along with this application in BlackCat in your Organizations tab under the Important Documents section in the Civil Rights category.*

r. Does your agency use General Transit Feed Specification GTFS?

☒ Yes

☐ No

SRTA has partnered with the California Integrated Travel Project (Cal-ITP) to use the real time General Transit Feed Specification (GTFS-rt) for the Salmon Runner route. SRTA has signed a non-binding Letter of Intent to begin Salmon Runner service using the real time GTFS-rt and use “open-loop” EMV contactless payments system for ease of use and integration with agencies and modes of transportation statewide.

1. Your proposed project as it relates to the National Objectives and State Emphasis:

Objective #1:

To support the connection between non-urbanized and the larger regional or national system of intercity bus service.

☒ Yes ☐ No ☐ Not Applicable

Explain:

Implementation of the three “missing connections” projects proposed for funding in this application will finally connect the largely rural, non-urbanized North State region to the larger regional and national system of existing intercity services, state rail network, air service, and the California High Speed Rail. Funding of the “missing connections” will bridge these gaps with an intercity system serving the I-5 corridor between Redding and Sacramento, supplemented by feeder bus connections serving Tehama County, Glenn County, rural Shasta County (on the Shasta County Department of Public Works Burney Express and SRTA’s ShastaConnect microtransit service), among numerous others.

By implementing Salmon Runner service that covers these “missing connections” it will facilitate connections between existing traditional local public transportation routes from predominantly rural Northern California counties to the larger regional and national system of intercity bus service in Sacramento, a large urban area, as well as improve access to Redding for communities along the I-5 corridor that would benefit from the resources and amenities available in Redding, a small urban area.

State Emphasis:

Provide a meaningful connection where intercity bus stations/intermodal terminals should be a primary destination or designated stop on a public street immediately adjacent to the station.

☒ Yes ☐ No ☐ Not Applicable

Explain:

The “missing connections” of the North State Intercity Bus System served by the Salmon Runner include stops at the following intercity bus stations and intermodal terminals with connections to many types of transportation options, which will make it possible for passengers to travel to

far off state, national, and international destinations—as well as travel from distant places to the Northern California region:

Stop	Facility Name	Type of Intermodal Transportation Connections				Missing Connection served by
		Local Transit	Intercity Bus	Intercity Rail	Airlines	
Redding	Downtown Transit Center (“RABA Transit Center”)	☒	☒	☒	☐	1
Red Bluff	Red Bluff Transit Center (“Bus & Ride”)	☒	☒	☐	☐	1 and 2
Orland	Newville & 9th	☒	☒	☐	☐	2 and 3
Sacramento	Terminal A, Sacramento International Airport (SMF)	☒	☐	☐	☒	3
Sacramento	Terminal B, Sacramento International Airport (SMF)	☒	☐	☐	☒	3
Sacramento	Sacramento Valley Station	☒	☒	☒	☐	3

Note: Although there are no direct transit connections from the Downtown Transit Center in Redding to airlines available at Redding Municipal Airport (RDD), with the addition of routes between Redding and both Seattle-Tacoma International Airport (SEA) and Hollywood Burbank Airport (BUR), this need will be assessed by local transit partners in order to serve intercity passengers in Shasta County and across the North State. Currently, there are daily flights between Redding and both San Francisco International Airport (SFO) and Los Angeles International Airport (LAX) which allows for travelers across the rural Northern California region to avoid having to make the full trip to Sacramento in order to piece together trips to both domestic and international destinations.

Objective #2:

To support services that meet the intercity travel needs of residents in non-urbanized areas.

☒ Yes ☐ No ☐ Not Applicable

Explain:

The Salmon Runner links the existing local transit operators of Northern California, from as far north as Trinity, Shasta, and Modoc Counties to the statewide intercity rail network, the large urban transit network in Sacramento, and airport facilities in Sacramento. The complete list of direct (i.e., non-stop) local and intercity transportations is summarized in the table below:

Route	Connecting services	Counties served on connecting bus services without needing to transfer (excluding Amtrak/Greyhound)
Missing Connection 1: Redding to Red Bluff	Redding Area Bus Authority (RABA), Trinity Transit, Sage Stage, Tehama Rural Area eXpress (TRAX), Susanville Indian Rancheria Public Transportation, Amtrak (Coast Starlight and Thruway Bus Route 3), Greyhound	Shasta, Trinity, Modoc, Tehama, Lassen, Plumas, Butte
Missing Connection 2: Red Bluff to Orland	Tehama Rural Area eXpress (TRAX), Susanville Indian Rancheria Public Transportation, Glenn Ride, Amtrak (Thruway Bus Route 3 only), Greyhound	Tehama, Lassen, Plumas, Butte, Glenn, Colusa
Missing Connection 3: Orland to Sacramento	Glenn Ride, Tehama Rural Area eXpress (TRAX), Sacramento Regional Transit (SacRT), YoloBus, E-Tran, Yuba Sutter Transit, Amador Transit, Roseville Transit, Amtrak (San Joaquins, Capitol Corridor, California Zephyr, Coast Starlight, Thruway Bus routes), Greyhound, domestic and international airlines, future California High Speed Rail	Tehama, Butte, Glenn, Colusa, Yuba, Amador, Yolo, Sacramento

The three “missing connections” that comprise the Salmon Runner project connect the largely rural Northern California region which is currently only served by disconnected local transit systems and inconvenient intercity routes that are catered to the national tourism market. For example, the Amtrak Coast Starlight route passes through Redding in the middle of the night, northbound at 3:14 a.m. and southbound at 2:21 a.m., which mean that it is an unrealistic, inconvenient option for North State passengers. Greyhound

bus service is very limited, as well as much more expensive. The Salmon Runner project instead is prioritized for travel during daylight hours.

State Emphasis:

Maintaining a focus on establishing a meaningful connection and connectivity to other modes of transportation. Meet broader transportation needs at other common locations (i.e. medical facility, shopping center).

☒ Yes ☐ No ☐ Not Applicable

Explain:

As Redding and urbanized Shasta County continues to grow, including in light of recent demographic trends due to remote work during the COVID-19 pandemic, there is an additional need for residents of smaller cities and rural counties, like Tehama, to find more convenient transportation options for getting to Redding for a number of reasons including but not limited to medical appointments, shopping, and educational opportunities. One example that exemplifies this need is the case of the Shasta-Tehama-Trinity Joint Community College District serves the tri-county region, but according to school leadership of the Corning Union High School District in Tehama County, for instance, the limited current transportation options mean that students in Tehama County often find it easier to start their post-secondary education opportunities nearly 50 miles away at Butte College in Oroville rather than studying at the main campus of the community college district system that the students should be eligible for at Shasta College in Redding. This documented transportation need should not be overlooked, and the northbound trips on the Salmon Runner will serve this population directly.

For most of the North State, Sacramento is the most convenient urbanized area for business, commerce, high level health care, social and employment services, recreation, and importantly, connections to points beyond. Meaningful connections and connectivity are particularly positive benefits of implementation of the missing North State Intercity Bus System connections because rural communities are traditionally underserved with public transportation, and implementation of the “missing connections” will provide rural areas with connections to key services/locations, including to other modes of transportation (such as rail, air, and intercity bus systems).

The area of California north of Sacramento is a vast, primarily rural area that comprises over one quarter of the state’s land area. With their large service areas, transit systems in the counties of

rural northern California lack the resources to adequately provide equitable and thorough service to key services/locations and air/rail/bus services to their residents. As of 2016, over 950,000 people living in the counties potentially served by the North State Intercity Bus System lack meaningful connections to Sacramento. This large, fragmented population currently has no reliable alternative to driving a personal vehicle for business, personal, recreational, educational or health related trips served by the Sacramento area.

- Redding Area Bus Authority, with existing connections to:
 - Burney, Montgomery Creek, Round Mountain, and Bella Vista via Burney Express intercity bus service
 - Weaverville and Douglas City on Trinity Transit, which itself has existing connections to Humboldt County and beyond with transfers to Del Norte and Mendocino Counties
 - Alturas, Canby, Bieber, and Fall River on Sage Stage of Modoc County with transfers to Klamath Falls, OR and Reno, NV
 - Susanville and Chester on Susanville Indian Rancheria Bus (SIR Bus) of Lassen and Plumas Counties

The proposed “missing connections” will link the transit systems above with the both the Tehama Rural Area eXpress (TRAX), Glenn Ride, other local transit systems, and the extensive local and intercity services that connect to the Sacramento Valley Station to multiple campuses of the University of California and California State University systems, medical facilities, shopping centers, and countless employment hubs.

Objective #3:

To support the infrastructure of the intercity bus network through planning and marketing assistance and capital investment in facilities.

☒ Yes ☐ No ☐ Not Applicable

Explain:

In the process of implementing the three “missing connections” of the North State Intercity Bus System, there will be an integrated outreach campaign that introduces the connectivity improvements, economic opportunities, and environmental benefits of the system. This includes over \$8.6 million in capital investments include vehicle purchase, charging infrastructure construction, bus stop development/improvements.

State Emphasis:

Informational outreach marketing methods that enhance coordination, ridership, increase mobility, quality of service, and service efficiency. Filling gaps in service on the California Intercity Bus Network, identified through planning and/or feasibility studies to include new service, routes, and/or public-private partnership that directly benefit the California intercity bus transportation network.

☒ Yes ☐ No ☐ Not Applicable

Explain:

Outreach marketing:

SRTA has been planning an integrated outreach campaign for the service launch that introduces the connectivity improvements, economic opportunities, and environmental benefits of the system. A professional marketing approach will be solicited from qualified firms to assist with launch and ongoing marketing. The solicited approach will include graphic design and



branding for buses, stop location signs, route guides, website, media platforms and marketing materials. In addition, advertising via radio and television interviews, stakeholder presentations, community event presence and other creative methods will take place. Marketing will be done well in advance of the service kickoff date to encourage immediate ridership. SRTA maintains hype about the project through social media and outreach events like BUS-TA-MOVE at the annual Whole Earth and Watershed Festival in Redding and at the Return of the Salmon Festival in rural Cottonwood. Both events have thousands in attendance and the North State Intercity Bus System gets maximum exposure by participating in established events.

In addition to launch marketing, the North State Intercity Bus will utilize ongoing marketing strategies to sustain ridership. Ongoing marketing will be developed with the guidance from qualified marketing firms. SRTA will provide updates and news about the North State Intercity Bus System through the social media platforms established during the launch. On-board advertising will be used to continuously promote the North State Intercity Bus. Printed route maps may be available on board. Exterior branding will also promote the system.



It is anticipated that targeted fares/free fares will be offered in the initial stages of implementation of the system. Targeted fares/free fares will be offered to individual users and groups that will likely find value in the new bus system. Free rides on the system will give passengers first-hand

experience at the convenience and efficiency of the system and encourage them to continue using it. Potential users would include regular southbound commuters to SMF or Sacramento such as government and tech industry employees who regularly meet in Sacramento. Incentives would also include partnering with airlines flying out of Redding and Sacramento for passengers coming from rural communities in the North State Intercity Bus service area.

Additional marketing and outreach approaches may include a bulk ticket purchase for large businesses and/or government agencies.

Capital Investment in Facilities and Infrastructure:

In April 2018, SRTA was awarded over \$8.6 million in capital funding through the Transit and Intercity Rail Capital Program (TIRCP) for new all electric buses, as well as associated stop infrastructure and charging infrastructure.

Operating Assistance Request Details

Operating Assistance Request: \$300,000; \$300,000; \$300,000;

SRTA is requesting operating assistance funds for the following three “missing connections” projects through this application:

- \$300,000 – Missing Connection 1: Redding to Red Bluff
- \$300,000 – Missing Connection 2: Red Bluff to Orland
- \$300,000 – Missing Connection 3: Orland to Sacramento

1. Please describe the Operating service:

The North State Intercity Bus System will directly serve eight cities in six counties and the rural community of Burney in Shasta County. Beyond the cities, counties, and communities directly served by bus stops, the system will provide connections to nearby regions by connecting with existing local transit systems. At implementation of the missing connections, the North State Intercity Bus System will include two routes: the I-5 Backbone (including Redding to Orland and Orland to Sacramento) and the Valley Feeder connecting to Chico as an express service. Each route will be operated under separate contracts. The I-5 Backbone is proposed to be operated by Shasta Regional Transportation Agency and the Valley Feeder will be operated by Glenn Transit Service. Each agency will contract out the operations to a qualified transit operations provider.

The I-5 Backbone is the central route of the North State Intercity Bus system. The I-5 Backbone connects Redding and Sacramento, while also directly linking the following systems together:

- Intercity feeder services to the I-5 corridor, including:
 - Burney Express – a former 5311(f) recipient running between Burney and Redding
 - TRAX running between Red Bluff and Orland and
 - Glenn Ride running between Willows, Orland, and Chico;
 - the Valley Feeder;
- Existing local transit system connections like the Redding Area Bus Authority (RABA) and SacRT bus and light rail systems; and
- Existing intercity rail service north and southbound on Amtrak
- Existing intercity bus service north and southbound on Greyhound

Both the I-5 Backbone (including the missing connections for Redding to Orland and Orland to Sacramento) completes four round trips daily. Departure times are aligned to allow connections to and from the San Joaquins and Capitol Corridor rail services in Sacramento. Results of the North State Express Questionnaire indicated that residents of Northern California communities preferred to make trips to Sacramento that begin before 11 AM and return trips departing from Sacramento in the afternoon and evening.

2. What is the Operating Period for this project?

7/1/2021 to 6/30/2022

3. Does your individual trip(s) directly support meaningful connections to the National/Regional Bus Network?

☒ Yes ☐ No

4. Route service to the Intercity Bus Terminal point and schedules wait for inbound or outbound passengers

☒ Less than 2 hours ☐ More than 2 hours

5. What are the service layover times?

☒ 0-15 minutes ☒ 15-30 minutes
☒ 30-45 minutes ☒ 45-60 minutes

The North State Intercity Bus System will provide numerous connections to different modes of transportation for North State communities, including intercity and transnational rail services, intercity bus, light rail, local transit, and international airport. With that in mind, layover times vary. Additionally, the COVID-19 pandemic is continuing to cause modifications and reduced trips for a number of other operators, so the times that trips are currently offered to and from Redding, for example, are subject to change.

The initial phase of the implementation of the North State Intercity Bus System will feature two (2) round trips per day. The exact times will be determined later with Caltrans DRMT based on the timing of current intercity travel connections when the service launches later in 2021. The proposed timetable from the North State Intercity Bus System Business Plan is presented below:

Table 3.3					
I-5 Backbone Timetable					
Southbound					
		Trip 1	Trip 2	Trip 3	Trip 4
Redding	Downtown Transit Center	5:01 AM	7:31 AM	10:28 AM	5:28 PM
Red Bluff	Hampton Inn & Suites/Holiday Inn Ex	5:31 AM	8:01 AM	10:58 AM	5:58 PM
Orland	CVS	6:06 AM	8:36 AM	11:33 AM	6:33 PM
Williams	SR 20 or E Street Site	6:53 AM	9:23 AM	12:20 PM	7:20 PM
Sacramento	Sacramento International Airport	7:46 AM	10:16 AM	1:13 PM	8:13 PM
	7 th & Capitol Stop	8:08 AM	10:38 AM	1:35 PM	8:35 PM
	Sacramento Valley Station	8:20 AM	10:50 AM	1:47 PM	8:47 PM
Northbound					
		Trip 1	Trip 2	Trip 3	Trip 4
Sacramento	Sacramento Valley Station	5:00 AM	11:35 AM	3:45 PM	7:30 PM
	7 th & Capitol Stop	5:12 AM	11:47 AM	3:57 PM	7:42 PM
	Sacramento International Airport	5:34 AM	12:09 PM	4:19 PM	8:04 PM
Williams	SR 20 or E Street Site	6:27 AM	1:02 PM	5:12 PM	8:57 PM
Orland	CVS	7:14 AM	1:49 PM	5:59 PM	9:44 PM
Red Bluff	Hampton Inn & Suites/Holiday Inn Ex	7:49 AM	2:24 PM	6:34 PM	10:19 PM
Redding	Downtown Transit Center (arrives)	8:19 AM	2:54 PM	7:04 PM	10:49 PM

Note: The stop in Williams is pending connections on Lake Transit Authority (LTA), so it will not be incorporated into this phase.

6. Fill out the table below for fare structure:

Fare Type	Amount	Comments:
Regular Fare:	\$20	Redding to Sacramento – full length of Salmon Runner service
	\$15	Redding to Red Bluff – Salmon Runner
	\$20	Red Bluff to Orland – Salmon Runner

	\$20	Orland to Sacramento (or SMF) – Salmon Runner
Senior Fare:	\$	
Persons with Disabilities (non-Paratransit):	\$	
Personal Care Attendant	\$	
Paratransit:	\$	
Student Fare:	\$	
Monthly Pass:	\$	
Tickets or Tokens:	\$	
No Fare Charged:	\$	
Other:	\$	

7. Describe your fare structure:

- ☐ Based on hours ☒ Based on mileage*
☒ Fixed rate ☐ Results of public/unmet needs
☐ Others

The proposed fare structure presented below is the estimated fare structure for the North State Intercity Bus System. This chart includes the fares for both the I-5 corridor service (i.e., the focus of this FTA Section 5311(f) Intercity Bus Program application) as well as the Valley Feeder service with east-west connections between Chico, Corning, Orland, and Willows. Also the Williams stop is shown although Salmon Runner service between Orland and Sacramento will not make a stop there during this initial phase until there are opportunities to make connections on Lake Transit Authority services in Williams.

North State Intercity Bus Fare Table (Dollars)						
	Redding	Red Bluff	Orland	Williams	Sac. Airport	Sacramento
Redding		5	15		20	20
Red Bluff	5		5		15	15
Orland	15	5			10	10
Williams						
Sac. Airport	20	15	10			
Sacramento	20	15	10			

***Note:** SRTA has partnered with the California Integrated Travel Project (Cal-ITP) to use the real time General Transit Feed Specification (GTFS-rt) together with “open-loop” EMV contactless payments system for ease of use and integration with agencies and modes of transportation

statewide. SRTA is ongoing discussions with Cal-ITP, and will explore the potential to use this technology to employ direct mileage-based or other “smart fare” payment structures as other transit agencies begin to implement similar systems through this partnership with Cal-ITP. This process would also allow for regional fare capping across agencies that serve people who are transferring between local transit services and Salmon Runner service, including frequent passengers on these services.

8. Is your Operating Service directly operated by your agency in-house?

- ☐ Yes, operating service is directly operated in-house
☒ No, operating service is not directly operated in-house

If you answered **YES** above, then you are done with this Section. If you answered **NO**, please answer the remaining questions in this Section.

Contracting activities that have not received prior DRMT approval may not be eligible for federal reimbursement.

9. Is your Operating Service performed through a third party contract, Intergovernmental Agreement (IGA), or Joints Powers Authority (JPA) agreement and approved by Caltrans DRMT?

- ☐ Yes, operating service is directly operated in-house
☒ No, operating service is not directly operated in-house

*If **YES**, your agency must upload a pdf copy of Caltrans DRMT approval letter in BlackCat in your Organizations tab under the Important Documents section in the Third-Party Contracting category.*

If you answered **NO** above, please contact your assigned Liaison to get your 3rd Party Contract approved by DRMT.

At the April 27, 2021 SRTA board of directors meeting, the board approved the release of an RFP the RFP for the operations of Salmon Runner service that will begin later in 2021. SRTA will begin drafting the RFP and coordinate with Caltrans DRMT to get all required approvals.

10. What is the base period of the operating service third party contract, IGA, or JPA?

Contractor:	Base Period Begin Date:	Base Period End Date:	*List all Optional Periods Available:
Example: We Operate, Inc.	7/1/2015	6/30/2020	Yr. 1: 7/1/2020 - 6/30/2021 Yr. 2: 7/1/2021 - 6/30/2022

*If your 3rd Party Contract is expiring soon and you are not exercising your option years, then you must submit a Request For Proposal (RFP) Package within the next **12** months for review and approval by DRMT. Please contact your Liaison for more information.

11. Has the Operating Service third-party contract, IGA, or JPA agreement been *modified* and received approval from Caltrans DRMT? (i.e. amended, and or optional period of performance have been exercised).

☐ Yes

☒ No

If you answered **YES** above, your agency must upload a pdf copy of Caltrans DRMT approval letter in BlackCat in your Organizations tab under the Important Documents section in the Third-Party Contracting category

If you answered **NO** above, please contact your assigned Liaison to get your 3rd Party Contract amendment approved by DRMT.

12. What is your agency's service profile?

The following results are from 992 respondents to a service questionnaire where they could check all that apply, i.e. more than 100% in total.

- | | |
|---|--|
| ☒ Medical 18.35% | ☐ Shopping* % |
| ☒ Employment 30.85% | ☒ Education % |
| ☒ Recreation 80.44% | ☒ Other 86.49% |
| | Specify: Other transportation |

How was the service profile data collected?

North State Express Questionnaire via Survey Monkey (uploaded to BlackCat).

***Note:** Additional service on SRTA's microtransit pilot project, ShastaConnect, operated by Dignity Health Connected Living relaunched in November 2020 and shopping is a common reason for using this service.

13. What are your ridership characteristics?

- | | |
|---|---|
| ☒ Transit-dependent individuals | ☒ Elderly |
| ☒ Students | ☒ Special needs |
| ☒ Recreational users | ☒ Other: Intercity transportation and airport connections |

14. How are you marketing your services?

- | | | |
|---|--|--|
| ☒ Newspaper | ☒ Radio | ☒ Flyer |
| ☒ Survey | ☒ TV/Cable | ☒ Other: Social media and outreach events with local and regional partners |

15. Describe the vehicle(s) that will be available for this project.

Vehicle Description						
Year	Model	Seating Capacity	Luggage Capacity	ADA Compliance	Bus Related Equipment	Remarks
TBD*	TBD*	35	Yes	Yes	Bike rack Bathroom	This is intended to be a train-like experience with individual air vents, arm rests,

						lights, trays, and footrests.

***Note:** The exact specifications of the bus vehicles are TBD because the RFP for the operations of the Salmon Runner service along I-5 has not been released yet.

16. Provide total ridership data below by route:

Year(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Previous													
Current													

17. If new service, provide projections and indicate how data was achieved:

The following projected annual ridership for each of the 3 “missing connection” projects was estimated using multiple source data including mobile and current ridership data.

Missing Connection 1: Redding to Red Bluff

Year(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	15,608
2	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	15,621

Missing Connection 2: Red Bluff to Orland

Year(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	15,608
2	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	15,621

Missing Connection 3: Orland to Sacramento

Year(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	1,301	1,300	15,608
2	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	1,302	1,301	15,621

18. Have you created and uploaded in the EGM system a plan of action and

milestones that show specific project goals and objectives, possible constraints (i.e. scope, quality, time and budget) to bring about the successful completion of this proposed project?

☒ Yes ☐ No ☐ Not Applicable

The North State Intercity Bus System Business Plan has been uploaded to BlackCat, and includes a plan of action and milestones that shows specific project goals and objectives, possible constraints. Implementation of the Business Plan is expected to result in successful completion of the proposed project.

19. Have you created and uploaded in the EGM system your plan to address service disruption to maintain and continue the current level of service (i.e. availability of vehicles/equipment, transit services and/or resources)?

☒ Yes ☐ No ☐ Not Applicable

The North State Intercity Bus System Business Plan has been uploaded to BlackCat, and includes a plan to avoid service disruption, to maintain and continue the current level of service on the three Salmon Runner “missing connection” routes.

20. Have you created and uploaded in the EGM system discussion on any attempts that have been made to coordinate resources towards the successful completion of the project? Provide supporting documentation of this effort. This effort may address service design (i.e. Identifying gaps in service, and/or addressing cross-jurisdictional boundaries) or other concerns such as sharing transportation related services, such as dispatching, driver maintenance and/or training programs, maps and schedules, or opportunities to achieve efficiencies in service delivery, etc?

☐ Yes ☐ No ☐ Not Applicable

The North State Intercity Bus System Feasibility Study and Action Plan, and North State Intercity Bus System Business Plan have been uploaded to BlackCat. These documents include a discussion of resource coordination, service design to fill gaps and address cross-jurisdictional boundaries, and a discussion about how to deliver the Salmon Runner in an efficient fashion that incorporated existing services, schedules, and connections.

21. Have you created and uploaded in BlackCat EGM system your Project Budget and Detailed Expenses Worksheets?

☒ Yes ☐ No ☐ Not Applicable

22. Identify which informational source(s) this project is included.

- ☐ Russell's Motor Guide
- ☐ CATransit.org website
- ☐ Greyhound Rural Feeder Program/Interline Agreement
- ☒ Own Website
- ☒ Other: (please specify)

Prior to implementation of the Salmon Runner service, including the Valley Feeder, associated service information will be included in appropriate, state-approved integrated ticketing programs, such as Cal-ITP and GTFS-rt location-based information, so that route information displays.

Additionally, SRTA will work with regional and state partners, such as the SJJPA and the Sacramento County Airport System, to use partner agency websites to effectively share with the public schedules, maps, and ticketing information for the Salmon Runner in advance of the service launching later in 2021.

23. Identify which planning document(s) this project is included.

- ☒ A most recent unmet needs hearing,
 - ☐ Short-range transit plan,
 - ☒ Local/community transit plan,
 - ☐ Public Transportation-Human Services Transportation Coordinated Plan
 - ☒ Other (i.e. planning documents, public hearings, workshops, etc).
- (specify):

All relevant documents are linked below; relevant SRTA, Tehama County, and Glenn County documents have been uploaded with this grant application.

- North State Intercity Bus System Business Plan for Shasta Regional Transportation Agency
 - <https://www.srta.ca.gov/DocumentCenter/View/4099/North-State-Intercity-Bus-System-Business-Plan-June-2018>
- Shasta Intercity Transportation to Sacramento and Bay Area Feasibility Study and Action Plan
 - <https://www.srta.ca.gov/DocumentCenter/View/3280/Shasta-Intercity->

[Transportation- Feasibility-Study-and-Action-Plan-December-2016](#)

- 2018 Regional Transportation Plan for Shasta County, including Sustainable Communities Strategy (RTP/SCS)
 - <https://www.srta.ca.gov/DocumentCenter/View/3280/Shasta-Intercity-Transportation- Feasibility-Study-and-Action-Plan-December-2016>
- GoShasta Regional Active Transportation Plan
 - https://www.srta.ca.gov/DocumentCenter/View/4773/GoShasta_Regional_AT_P_with_a_ppendices_8-2019
- SRTA FY 2021/22 Transit Needs Assessment and Unmet Transit Needs Findings
 - <https://www.srta.ca.gov/DocumentCenter/View/5306/FY-202122-Unmet-Transit-Needs-Final-Draft?bidId=>
- SRTA 2040 Long Range Transit Plan
 - <https://www.srta.ca.gov/DocumentCenter/View/5386/2040-Long-Range-Transit-Plan-Final-Report>
- 2019 Tehama County Active Transportation Plan
 - <https://www.tehamawalkbikeandride.com/>
- 2019 Tehama County Regional Transportation Plan
 - <http://www.tehamacountypublicworks.ca.gov/transportation/rtp/2019/Final%20Tehama%202019%20RTP.pdf>
- 2015 Glenn County Regional Transportation Plan
 - <https://static1.squarespace.com/static/5be9b3b8da02bcbc1061463a/t/5beboede70a6add56b311e18/1542131459642/glenn-rtp-2015.pdf>
- North State Express Questionnaire
 - <https://www.srta.ca.gov/DocumentCenter/View/4960/North-State-Express- Questionnaire>
- Sacramento Council of Governments' (SACOG's) 2020 Metropolitan Transportation Plan (MTP)/SCS
 - https://www.sacog.org/sites/main/files/file-attachments/2020_mtp-scs_final_draft_for_web.pdf?1578074075
- 2018 California State Rail Plan
 - <https://www.srta.ca.gov/DocumentCenter/View/4961/2018-California-State-Rail-Plan>
- California Statewide Rural Intercity Bus Study Update
 - http://www.pacificcbpr.org/wp-content/uploads/2018/04/CSRIBS_Update2018.pdf
- California Transportation Plan

- <https://dot.ca.gov/programs/transportation-planning/state-planning/california-transportation-plan>
- April 27, 2021 staff report regarding the following agenda item: Approve Release of Request for Proposals for Operations of Salmon Runner Bus Service Between Redding and Sacramento. The following attachments are included with this staff report:
 - History of Related SRTA Board of Directors Agenda Items
 - Public comments on Intercity Bus Service
 - Letter from Caltrans Division of Rail and Mass Transportation for \$470,000 of State Rail Assistance “Bus Gap” operating funds for two-year pilot
 - Letter from San Joaquin Joint Powers Authority for \$200,000 operating funds annually for rail riders
 - Link: https://www.srta.ca.gov/DocumentCenter/View/5507/12_Salmon_Runner---1

Scoring Criteria for Project

Criteria 1 (5 points): The project/service continues or expands an existing intercity bus project/service.

- All 5 points for Criteria 1 will be awarded to existing or expanding rural intercity projects/services.

- **Evidence of an existing project/service include:**

- Previous financial year recipients of 5311(f) funding from Caltrans DRMT.
- Performance, or other verifiable data of the project/service's operation/existence in the previous financial year can be provided if 5311(f) funding was not received. However, the applicant must also include evidence that the project/service met the definition of eligible intercity bus service

Proposed project

The North State Intercity Bus System currently consists of existing feeder services to the I-5 corridor, including Burney Express (a current 5311 recipient and former 5311(f) recipient running between Burney and Redding), TRAX (running between Red Bluff and Orland), and Glenn Ride (a current 5311 recipient running between Willows, Orland, and Chico).

The current need is to connect the existing feeder services and the I-5 corridor between Redding and Sacramento. Missing connections include:

- Missing Connection 1: Redding (small urban) to Red Bluff (rural city) – 32 miles
- Missing Connection 2: Red Bluff (rural city) to Orland (rural city) – 31 miles
- Missing Connection 3: Orland (rural city) to Sacramento (large urban) – 103 miles
- Total route: Redding (small urban) to Sacramento (large urban) – 166 miles

Evidence of existing 5311(f) project/service

Burney Express is a former recipient of 5311(f) funding from Caltrans DRMT.

Evidence of project/service operation/existence in previous financial year

As stated, the North State Intercity Bus System currently consists of existing feeder services to the I-5 corridor, including Burney Express (a current 5311 recipient and former 5311(f) recipient running between Burney and Redding, some 50+ miles), TRAX (running between Red Bluff and Orland, some 31+ miles), and Glenn Ride (a current 5311 recipient running between Willows, Orland, and Chico). These are all systems that are in operation/existence. Burney Express, as a current 5311 recipient and former 5311(f) recipient clearly meets the definition of an eligible intercity bus service by connecting rural Burney to urban Redding. TRAX is currently connecting rural Red Bluff to rural Williams, and this route will be incorporated into the Valley Feeder connecting to Chico (express service), which clearly meets the definition of an eligible intercity bus service by connecting rural Red Bluff/Williams to urban/transit gateway Chico. Glenn Ride is currently connecting rural Orland/Willows to urban/transit gateway Chico, and this route will

also be incorporated into the Valley Feeder connecting to Chico (express service), which clearly meets the definition of an eligible intercity bus service.

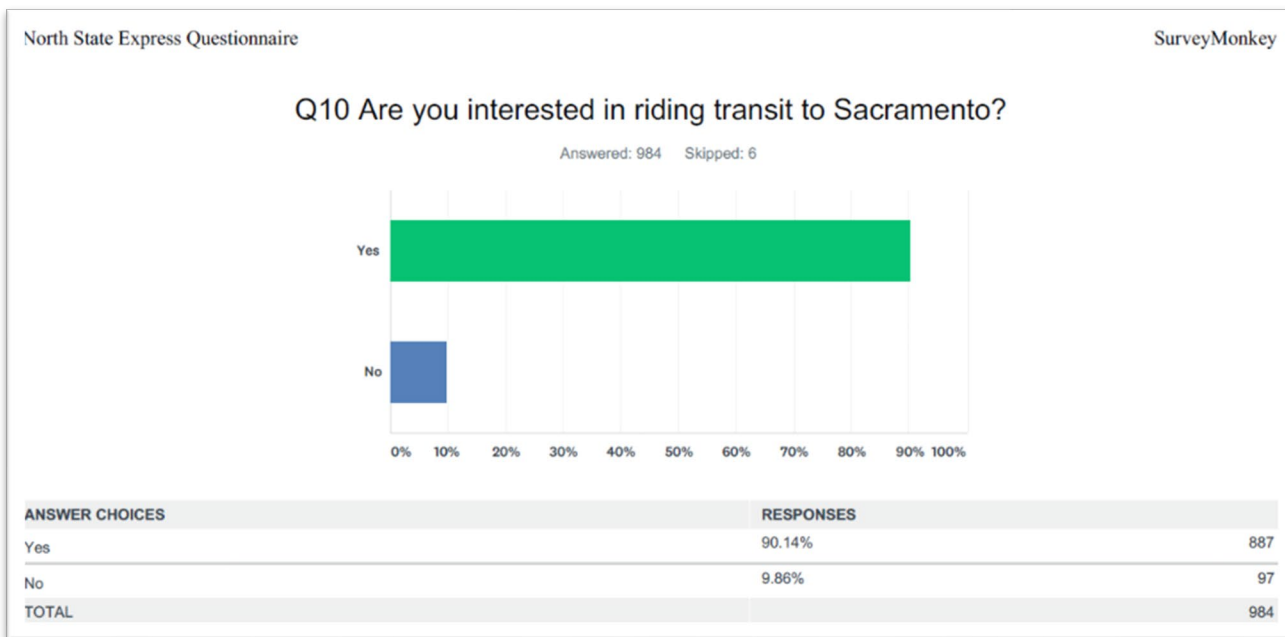
Criteria 2 (20 points): The project/service addresses a demonstrated community need.

- The number of points awarded for Criteria 2 will range from 1 to 20 and are based on the extent of evidence showing the project/service addresses an intercity community need.

- **Examples of such evidence include:**

- A project/service evaluation of need (survey, community outreach, or stakeholder feedback).
- A need identified in an unmet needs process.
- Identification in a Caltrans transit plan, including but not limited to the 2018 Statewide Rural Intercity Bus Study.
- Transit dependent population statistics.
- A project/service feasibility study.

The North State Intercity Bus System meets a long-standing and well-documented intercity community need.



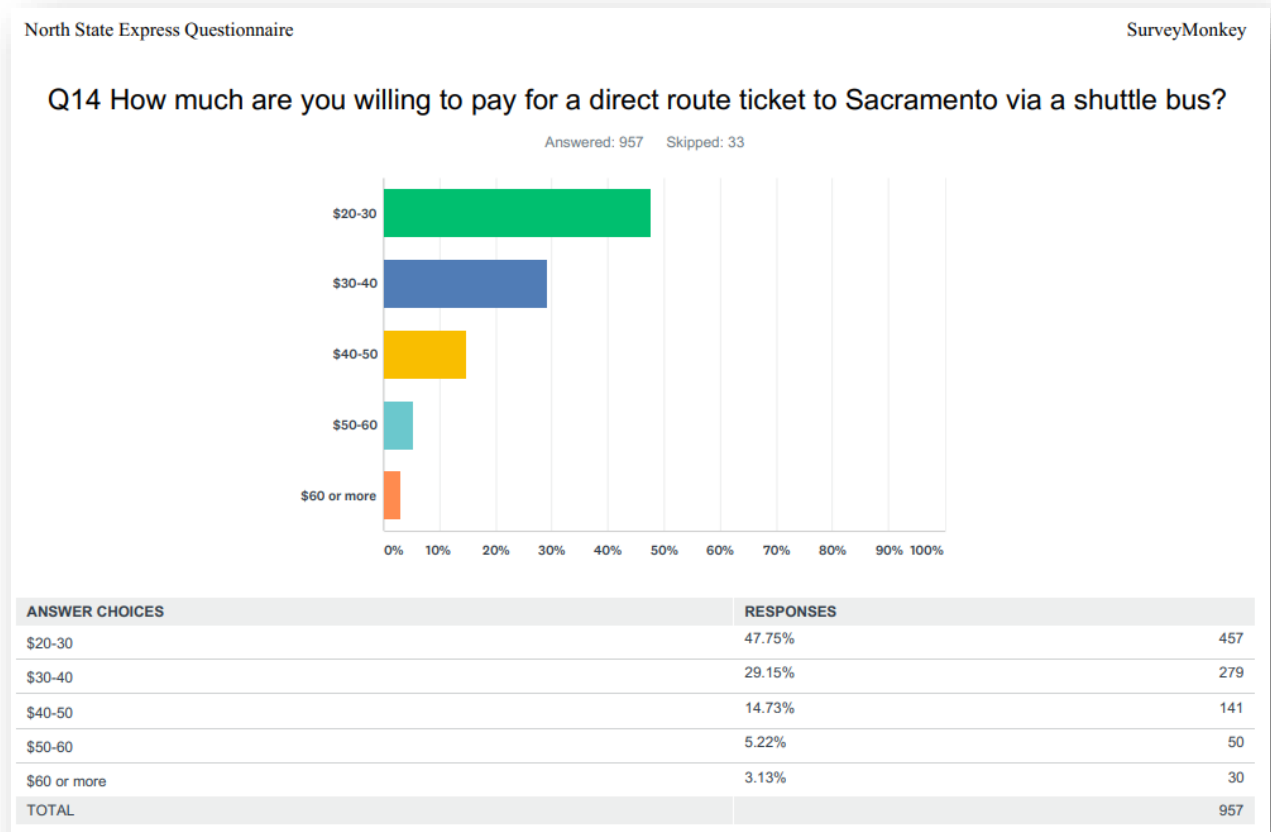
For most of the North State, Sacramento is the most convenient major urbanized area for business, commerce, high level health care, social and employment services, recreation, and connections to points beyond. According to nearly 1,000 North State residents surveyed and annual unmet transit needs reports from 14 counties, important connections in Sacramento

include the San Joaquins Amtrak rail service, Capitol Corridor Amtrak rail service, and the Sacramento International Airport.

SRTA project/evidence of service evaluation of need

Survey – The North State Express Questionnaire is attached with **993 respondents**.

(<https://www.srta.ca.gov/DocumentCenter/View/4960/North-State-Express-Questionnaire>)



Community Outreach – BUS-TA-MOVE at Whole Earth and Watershed Festival (4/20/2019)



Community Outreach – Return of the Salmon Festival (10/19/2019)



Community Outreach – Three battery-electric bus demonstrations

1. BYD C-9 Coach on 8/30/2016



2. Greenpower double decker on 5/17/2018



3. MCI D45 CRT LE on 11/4-5/2019



Stakeholder Feedback – Presented **twelve (12)** times to the **Shasta Regional Transportation Agency Board (SRTA) of Directors (BOD)**

4/28/2015 SRTA BOD Meeting	6/27/2017 SRTA BOD Meeting
10/13/2015 SRTA BOD Meeting	10/10/2017 SRTA BOD Meeting
2/23/2016 SRTA BOD Meeting	6/19/2018 SRTA BOD Meeting
4/26/2016 SRTA BOD Meeting	2/26/2019 SRTA BOD Meeting
12/13/2016 SRTA BOD Meeting	6/25/2019 SRTA BOD Meeting
4/25/2017 SRTA BOD Meeting	12/10/2019 SRTA BOD Meeting

History of SRTA Board Agenda Items are attached.

Stakeholder Feedback – Presented to regional **rural partners** governing bodies

10/18/2017 Siskiyou County Local Transportation Commission
10/19/2017 Regional Transit Committee and Glenn County Transportation Commission
10/23/2017 Tehama County Transportation Commission
10/31/2017 Colusa County Transportation Commission
11/3/2017 North State Super Region Fall Meeting

Stakeholder Feedback – Presented to regional **urban partners**

11/17/2017 San Joaquin Joint Powers Authority (governing body on San Joaquins rail service)
12/13/2017 Sacramento Area Council of Governments Transit Coordinating Committee
1/23/2018 City of Chico Intercity Transit Ad Hoc Committee
6/26/2018 City of Chico Intercity Transit Ad Hoc Committee

Press and media – Extensive outreach with **16 articles or interviews** in local media outlets

12/2/2017 Chico Enterprise-Record

“Bus survey asks for Butte County travelers’ response”

12/8/2017 Record Searchlight (Redding)

“Survey asks if you want to go to Sacramento -- and why”

12/19/2017 Daily News (Red Bluff)

“Bus survey asks for area travelers’ response”

12/21/2018 Chico Enterprise-Record

“Butte-Sacramento commuter options include buses, as well as train to Oroville depot”

1/23/2018 Action News Now

“Commuter Transport System Planned From Chico to Sacramento”

1/19/2018 Record Searchlight (Redding)

“Grant would link Redding, North State buses to Sacramento”

1/23/2018 Chico Enterprise-Record

“Grant applications for Butte County bus service look good”

4/30/2018 Record Searchlight (Redding)

“State awards \$8.6 million for new bus line from Redding to Sacramento”

5/1/2018 KRCR TV

“SRTA awarded more than \$8.6 million for buses to travel Redding to Sacramento”

5/2/2018 Chico Enterprise-Record

“Shasta gets the nod over Butte for Sacramento bus coming”

5/2/2018 Action News Now

“\$8.6M Grant Could Provide Bus Service From Redding to Sacramento, But Not If Gas Tax is Repealed”

5/2/2018 Pioneer Review (Colusa County)

“Williams considers Sacramento route from county transit”

5/21/2018 Jefferson Public Radio

“Electric Bus Rides On Tap For Sacramento Valley”

10/4/2018 North State Public Radio

“Getting Around Sac Valley Without Car Should Get Easier, But Be Patient”

3/14/2019 Record Searchlight (Redding)

“Can Redding-to-Sacramento electric bus fleet swerve around bureaucratic snags?”

11/4/2019 KRCR TV

“A new bus fleet will take commuters from Redding to Sacramento using clean energy”

4/1/2021 Record Searchlight (Redding) ([link](#))

“From the Shasta Wine Village to electric buses: Thanks for your questions during the R-S chat”



SRTA need identified in an unmet needs process

SRTA Final 2019/2020 Transit Needs Assessment had **four direct comments** regarding intercity (<https://www.srta.ca.gov/DocumentCenter/View/4884/2019--2020-Unmet-Transit-Needs-Assessment-PDF>)

Table 3. Concerns and Responsible Agencies

	Area of Concern	Examples	Responsible Agency
Unmet Transit Needs	Expanded Service	Adding a new bus route	SRTA
		Longer hours	
		Sunday service	
		Shorter headways (time between buses)	
Not Unmet Transit Needs	RABA/Burney Express Operational Issues	Altering existing routes	RABA
		Changing the location of bus stops	
		Comments about customer service	
	CTSA Operational Issues	Altering existing routes	CTSA
		Comments about customer service	
	Other Services	Services not required by SRTA as part of the Unmet Transit Needs process	The cities of Anderson , Redding , and Shasta Lake , and county of Shasta may provide other services.
	Intercity Services	Service trips outside Shasta County	SRTA may consider such services with other funding sources outside of the TDA process.

North State Intercity Bus System and Missing Connections Identification in Caltrans Transit and Transportation Plans

North State Intercity Bus System and Missing Connections Identification in 2018 California Statewide Rural Intercity Bus Study Update

Chapter 5 of the 2018 California Statewide Rural Intercity Bus Study Update includes Recommendations that are directly relevant to the North State Intercity Bus System and the proposed missing connections.

Chapter 5 - Recommendations and Action Plan

Several issues were identified through this analysis. Among the most significant issues were the following:

- A decline in established, 5311(f), funding resources for regional intercity transit services.
- Existing rural regional intercity bus service gaps.
- Rising urban-rural regional intercity transit needs.
- A need to consider unintended consequences on rural transit from Federal and State transportation and other policies.
- General planning constraints and uncertainty created by limited administrative capacity in rural areas.

In this chapter these challenges are reviewed and recommendations to address them are proposed.

In particular, **Recommendation 2: Leveraging existing initiatives and resources among Caltrans long-range transportation plans** recognizes that the **statewide network should enhance operations and leverage resources for the rural regional intercity bus system**. Also, the State Rail Plan **identifies integrated express bus service as a key component for delivering service needed to realize the 2040 Vision**. The State Rail Plan assumes there are different delivery options for providing integrated express bus connections, which **emphasize partnerships and flexibility in State support for connecting bus services**.

North State Intercity Bus System and Missing Connections Identification in 2018 California State Rail Plan

The 2018 California State Rail Plan, 2022 short-term plan for proposed passenger improvements and investments, **includes a stated short-term goal to expand integrated bus service to Redding.**

4.6 2022 Short-Term Plan – Regional Goals

4.6.1 Central Valley and Sierra Nevada

The 2022 regional goals include building out planned investments in the regional intercity rail network, and integration with full HSR Phase I.

Service Goals and Improvements:

- Introduce early-morning service into Sacramento and the Bay Area from the San Joaquin Valley, using mid-corridor starts from Fresno and Stockton.
- Increase peak-period service between Roseville and Sacramento (at least three trains per day in each direction).
- Implement integrated express bus service from Sacramento to Redding via the Sacramento International Airport.

The 2018 California State Rail Plan also shares an objective with the proposed project, to assist communities statewide in better connecting transit systems to rail, and enhancing station area functions, in both the 2022 short-term, as well as mid-term 2027, improvements within the plan. Additionally, the 2018 Rail Plan includes the following statewide goals which are relevant to the project:

- Conducting research and development and targeted investments in integrated ticketing and travel planning.
- Making significant progress in implementing alternative fuels or zero-emission technology on both rail and integrated express bus services

North State Intercity Bus System and Missing Connections Identification in California Transportation Plan 2040

Chapter 4 of the California Transportation Plan 2050 states that the **key to achieving success for the transit** and active transportation systems is establishing a **robust and flexible transit ...system...** Such a system includes commuter rail, **intercity** rail, ferry, and **various types of bus services**.

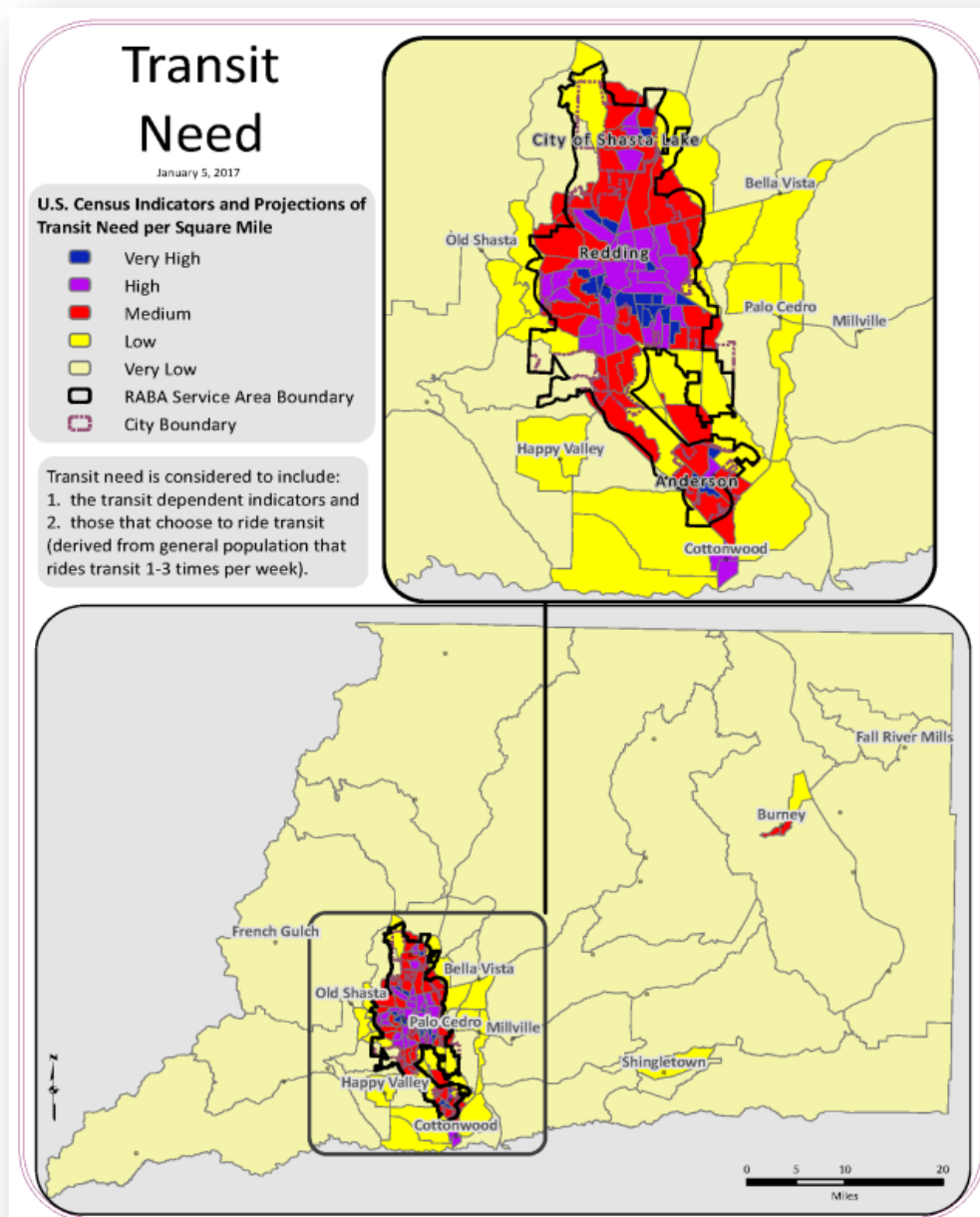


TRANSIT AND ACTIVE TRANSPORTATION

Establishing a robust and flexible transit is a critical component of an effective multimodal transportation system. In addition to the State Highway, local streets and roads, such a system includes commuter rail, intercity rail, ferry, and various types of bus services. Transit provides innumerable benefits to California—environmentally, economically, and socially. Benefits include GHG emission reductions, congestion relief, access to employment,

Innovative forms of transportation will become all the more important in the coming decades as California's demographics and attitudes about driving and vehicle ownership change. Much evidence shows that the millennial generation, younger people born in the 1980s to the early 2000s, do not share their parents and grandparents' passion for driving and car-centric culture.⁸⁵ For many reasons, including environmental concerns and financial

SRTA Transit dependent population statistics



SRTA identified transit demand using GIS. Two ways of calculating transit demand relationships were discussed: percentage and density. Characteristic counts can be used to derive measures that express either of these relationships. Percentages express the relation of a single observation to all observations using values that range between 1 and 100. Densities express the relationship of an observation to the size of a unit area.

The use of either relationship was considered in the analysis to identify U.S. Census Block Groups (BG, minimum mapping unit) with high transit demand. SRTA staff decided the analysis would

use density since a BG with a high percentage of transit demand but low density is not as cost effective as servicing a BG with high transit demand and a high density transit demand.

MAGNITUDE RANGE METHOD OF TRANSIT DEMAND PER SQUARE MILE

A method for identifying transit demand is a range method. A range method sums factor count data for BGs. All factors need to be based on the same universe of observations, i.e. individuals versus households. By summing all factor counts, a magnitude of need is developed. Then the magnitude per square mile is derived for each BG. This method creates a data range that can be displayed as a heat map to identify high magnitude demand areas.

For this analysis, transit demand is considered to include:

1. The transit dependent population and
2. The population that chooses to ride transit

The transit dependent characteristics are:

- Very Low Income,
- Seniors,
- Young Adults,
- Individuals with Disabilities, and
- Limited Automobile Access

The population that chooses to ride transit was considered to be the general population that rides transit 1-3 times per week (Derived from the 2014 Short Range Transit Plan (SRTP)).

SRTA project/service feasibility study

Planning for the North State Intercity Bus System has been on-going since 2014, born from an identified need. The need for this service has been discussed for many years in various forums, but was specifically focused on in the Shasta Intercity Transportation to Sacramento and Bay Area Feasibility Study and Action Plan in 2016 (link provided below) and subsequent application for funding through the Transit and Intercity Rail Capital Program. This initial capital funding request was unsuccessful, but not without valuable lessons learned on program improvements. The initial project momentum led to the North State Express Questionnaire (link provided above) and the North State Intercity Bus Business Plan (link provided below). Information from these efforts fed into a successful 2018 Transit and Intercity Rail Capital Program award of \$8.461 million.

- **Shasta Intercity Transportation to Sacramento and Bay Area Feasibility Study and Action Plan**
 - <https://www.srta.ca.gov/DocumentCenter/View/3280/Shasta-Intercity-Transportation-Feasibility-Study-and-Action-Plan-December-2016>
- **North State Intercity Bus System Business Plan for Shasta Regional Transportation Agency**
 - <https://www.srta.ca.gov/DocumentCenter/View/4099/North-State-Intercity-Bus-System-Business-Plan-June-2018>

Criteria 3 (20 points): Experience and/or expertise providing efficient transportation services as well as managing public transportation funding.

- The number of points awarded for Criteria 3 will range from 1 to 20 and are based on the extent of evidence showing the applicant has experience and/or expertise in providing efficient transportation projects/services as well as managing public transportation funding to undertake the project/service.

- **Examples of such evidence include:**

- Number of years of experience in providing transportation service/projects.
- Descriptions of relevant transportation service/project experience.
- Evidence of, or plan to acquire, adequate liability insurance levels.
- Description of transit grant administration experience, including:
 - ☐ Type(s) of grant funds.
 - ☐ Amount(s) awarded.
 - ☐ Agency completing and/or meeting intended outcome(s) of grant.
 - ☐ Type(s) of reporting requirements.
 - ☐ Capacity to provide service up-front and be reimbursed on a quarterly, semi-annual, or annual basis.

SRTA Years of Experience and Description of Relevant Experience

SRTA has been a Metropolitan Planning Organization (MPO) since 1981, and is responsible for planning, coordinating, and administering funds for regional transportation systems on a continuous basis. As the state and federally designated MPO for the Shasta Region, we have a long history of managing a full spectrum of local, state, and federal funds. SRTA utilizes a spectrum of fiscal controls and administration, and we will meet all internal fiscal controls necessary to manage grant funds. SRTA is routinely audited; all audits are compliant with state and federal procedures and demonstrative of SRTA's fiscal controls and administration.

SRTA's most recent Financial Statements and Independent Auditors' Report (for the year ended June 30, 2019) has been submitted with this grant application.

Evidence of Adequate Liability Insurance Levels

SRTA carries liability insurance for day-to-day operations, and will acquire adequate liability insurance levels for operations when necessary.

Description of Transit Grant Administration Experience

As stated, SRTA has been an MPO since 1981 and is responsible for managing a full spectrum of local, state, and federal funds. Most recently, SRTA has administered regional operating funds for:

- Low Carbon Transit Operations Program (LCTOP) for FY 14/15, 15/16, 16/17, 17/18, and 18/19 in a combined total of \$896,000.
- Local Transportation Funds, approximately \$226,000 annually, for Consolidated Transportation Service Agency operations

Criteria 4 (20 points): Fiscal and administrative capacity as well as budget to undertake the project/service.

- The number of points awarded for Criteria 4 will range from 1 to 20 and are based on the extent of evidence showing the applicant has the fiscal and administrative capacity as well as budget to undertake the project/service.

- **Examples of such evidence include:**

- A project/service financial feasibility study.
- A project/service business plan.
- Financial benefit-cost analysis.
- A federal single audit and/or annual fiscal audit for the previous fiscal year (if applicable).
- Recent audited financial statements.
- A marketing plan if applying for new or expanding project/service.
- If a new or expanding project/service, capital and/or O&M costs to construct and/or operate project are identified.
- If existing project/service, capital and/or O&M costs to construct and/or operate project are reported.

- If an existing project/service, reported key performance measures or if it is a new or expanding project/service, estimated key performance measures. Examples include:
 - Farebox recovery ratio
 - Load factor
 - Net cost per passenger
 - A budget for the project/service, showing funds for the next fiscal year.

Financial Feasibility Study and Business Plan

Planning for the North State Intercity Bus System has been on-going since 2014, born from an identified need. The need for this service has been discussed for many years in various forums, but was specifically focused on in the Shasta Intercity Transportation to Sacramento and Bay Area Feasibility Study and Action Plan in 2016 (link provided below) and subsequent application for funding through the Transit and Intercity Rail Capital Program. This initial capital funding request was unsuccessful, but not without valuable lessons learned on program improvements. The initial project momentum led to the North State Express Questionnaire (link provided above) and the North State Intercity Bus Business Plan (link provided below). Information from these efforts fed into a successful 2018 Transit and Intercity Rail Capital Program award of \$8.461 million.

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 - <https://www.srta.ca.gov/DocumentCenter/View/4099/North-State-Intercity-Bus-System-Business-Plan-June-2018>

Annual Fiscal Audit/Audited Financial Statements

SRTA's most recent Financial Statements and Independent Auditors' Report (for the year ended June 30, 2019) has been submitted with this grant application.

Marketing Plan

The marketing plan for the North State Intercity Bus System, including Missing Connections, is included in the Business Plan, and is discussed at length in this grant application.



Outreach and marketing efforts for this project have been extensive to date, and have consisted of surveys, social media outreach, and large-scale community events. Outreach to enhance benefits to Disadvantaged Communities and Low-Income Communities have included community outreach events, such as the successful BUS-TA-MOVE event on April 20, 2019. The promotional flyer for the event is included below.



North State Intercity Bus System and Missing Connections Capital and Operating Costs

Project capital are identified in the North State Intercity Bus System Business Plan for Shasta Regional Transportation Agency, and are estimated to be \$9,515,790.

Table 8.1 CAPITAL COSTS						
Budget Item	I-5 Backbone		North Valley Feeder	Total		
Battery Electric Buses	\$	3,750,000	\$	1,200,000	\$	4,950,000
Depot Charging	\$	160,000	\$	40,000	\$	200,000
Opportunity Charging Station (en-route)	\$	50,000	\$	25,000	\$	75,000
Transformer Install	\$	325,000	\$	200,000	\$	525,000
Bringing Power to Site	\$	20,000	\$	-	\$	20,000
Solar Installation	\$	978,000	\$	-	\$	978,000
Vehicle Amenities (2.5)	\$	550,000	\$	220,000	\$	770,000
Energy Costs			\$	62,254	\$	62,254
Bus Maintenance Warranty	\$	290,832	\$	91,104	\$	381,936
Ticketing Equipment Costs	\$	84,500	\$	89,300	\$	173,800
Land Lease	\$	26,400	\$	-	\$	26,400
Site Maintenance Cost	\$	48,000	\$	-	\$	48,000
Performance Monitoring (5)	\$	50,000	\$	-	\$	50,000
Launch Marketing	\$	218,400	\$	30,000	\$	248,400
Signage/Wayfinding	\$	50,000	\$	25,000	\$	75,000
Discounted Rider Passes	\$	58,400	\$	41,600	\$	100,000
Passenger Parking	\$	-	\$	2,500	\$	2,500
Land Lease	\$	-	\$	5,000	\$	5,000
Transit Shelters	\$	-	\$	10,000	\$	10,000
Project Planning	\$	31,050	\$	36,450	\$	67,500
Environmental Review	\$	8,280	\$	9,720	\$	18,000
Consultant Selection	\$	4,600	\$	5,400	\$	10,000
Partership Agreements	\$	44,160	\$	51,840	\$	96,000
Program Administration	\$	286,580	\$	336,420	\$	623,000
Total Capital Costs	\$	7,034,202	\$	2,481,588	\$	9,515,790

Project operating costs are identified in the attached Detailed Expenditure Spreadsheet, and are estimated to be \$1,942,789. SRTA plans to manage 5311(f) funds received for the three missing connections.

Estimated Key Performance Measures

Key performance measures and metrics are included in the North State Intercity Bus System Business Plan, and include performance monitoring, ridership monitoring, and net cost per passenger. Customer feedback and surveys are also key performance measures that will be incorporated into overall performance monitoring.

- Test plan, monthly data summaries, annual reports, final technical report
- GHG emissions tracking/savings
- Operating costs
- Lifecycle costs
- Other metrics agreed upon

Criteria 5 (15 points): Coordination and integration with the service area's transportation system.

- The number of points awarded for Criteria 5 will range from 1 to 15 and are based on the extent of evidence showing the applicant has undertaken to coordinate the proposed project/service with other public, nonprofit, and for-profit transportation providers and agencies in the service area.

- **Examples of such evidence include:**

- The project/service's connectivity to a national or inter-regional intercity bus station or intermodal terminal at the primary destination.
- The project/service's connectivity to a designated stop on a public street immediately adjacent to an intercity station or intermodal terminal.
- The project/service's connectivity to other key rural regional services/locations (i.e. medical facilities, educational centers, shopping centers).
- Outreach and marketing efforts that will/have enhanced coordination, ridership, mobility, quality and/or efficiency of project/service.
- If it is a new project/service, identified gaps it fills in the intercity bus network.
- Letters of support from other transportation providers in the service area.
- Description of efforts to coordinate with existing/planned transportation projects/services. (Including out-of-state actors if appropriate).

North State Intercity Bus System and Missing Connections Connectivity to National and Inter-regional Bus Station/Terminal at Primary Destination

Extensive efforts have been made to connect with key national/interregional bus station/terminals at primary destinations and Transit Gateways, as evidenced by the North State Intercity Bus System planned connections to the existing rail and bus network.

Amtrak Rail Connections					
Southbound Backbone Connections					
Backbone	Sacramento Valley Station	8:20 AM	10:50 AM	1:47 PM	8:47 PM
San Joaquins	Southbound	-	12:41 PM	5:30 PM	
	Northbound	7:41 AM	11:15 AM	-	
Source: Approved SJPA Morning Express Schedule effective May 7, 2018					
Capitol Corridor	Southbound	4:30 AM	10:10 AM	2:10 PM	6:55 PM
		5:30 AM	12:10 PM	3:35 PM	9:10 PM
		6:20 AM		4:45 PM	10:30 PM
		7:05 AM		5:55 PM	
		7:33 AM			
	Northbound	8:45 AM			
		7:20 AM	9:49 AM	3:29 PM	6:50 PM
		8:25 AM	12:32 PM	4:50 PM	7:29 PM
			2:15 PM	5:17 PM	8:10 PM
				6:24 PM	8:59 PM
			10:29 PM		
Source: Capitol Corridor Schedules effective November 13, 2017					
Northbound Backbone Connections					
Backbone	Sacramento Valley Station	5:00 AM	11:35 AM	3:45 PM	7:30 PM
Connection to Southbound Amtrak Connection to Northbound Amtrak					

North State Intercity Bus System and Missing Connections Connectivity to a Designated Stop on a Public Street, Adjacent to Station/Terminal

Extensive efforts have been made to connect with designated stops on public streets, as evidenced by the North State Intercity Bus System planned stops along the I-5 corridor.

I-5 Backbone Timetable					
Southbound					
		Trip 1	Trip 2	Trip 3	Trip 4
Redding	Downtown Transit Center	5:01 AM	7:31 AM	10:28 AM	5:28 PM
Red Bluff	Hampton Inn & Suites/Holiday Inn Ex	5:31 AM	8:01 AM	10:58 AM	5:58 PM
Orland	CVS	6:06 AM	8:36 AM	11:33 AM	6:33 PM
Williams	SR 20 or E Street Site	6:53 AM	9:23 AM	12:20 PM	7:20 PM
Sacramento	Sacramento International Airport	7:46 AM	10:16 AM	1:13 PM	8:13 PM
	7 th & Capitol Stop	8:08 AM	10:38 AM	1:35 PM	8:35 PM
	Sacramento Valley Station	8:20 AM	10:50 AM	1:47 PM	8:47 PM
Northbound					
		Trip 1	Trip 2	Trip 3	Trip 4
Sacramento	Sacramento Valley Station	5:00 AM	11:35 AM	3:45 PM	7:30 PM
	7 th & Capitol Stop	5:12 AM	11:47 AM	3:57 PM	7:42 PM
	Sacramento International Airport	5:34 AM	12:09 PM	4:19 PM	8:04 PM
Williams	SR 20 or E Street Site	6:27 AM	1:02 PM	5:12 PM	8:57 PM
Orland	CVS	7:14 AM	1:49 PM	5:59 PM	9:44 PM
Red Bluff	Hampton Inn & Suites/Holiday Inn Ex	7:49 AM	2:24 PM	6:34 PM	10:19 PM
Redding	Downtown Transit Center (arrives)	8:19 AM	2:54 PM	7:04 PM	10:49 PM

North State Intercity Bus System and Missing Connections Connectivity to Key Rural Regional Services/Locations

Extensive efforts have been made to connect with key rural regional services/locations, as evidenced by the North State Intercity Bus System Valley Feeder planned stops.

North Valley Feeder Timetable					
Southbound					
		Trip 1	Trip 2	Trip 3	Trip 4
Corning	Transportation Center	6:33 AM	9:08 AM	4:28 PM	9:23 PM
Orland	9th Street / Walker	6:57 AM	9:32 AM	4:52 PM	9:47 PM
Chico	Greyhound / Amtrak Station	7:34 AM	10:09 AM	5:29 PM	10:24 PM
Orland	9th Street / Walker	8:11 AM	10:46 AM	6:06 PM	11:01 PM
Willows	Walmart (arrives)	8:27 AM	11:02 AM	6:22 PM	11:17 PM
Northbound					
		Trip 1	Trip 2	Trip 3	Trip 4
Willows	Walmart	4:25 AM	7:00 AM	2:20 PM	7:15 PM
Orland	9th Street / Walker	4:48 AM	7:23 AM	2:43 PM	7:38 PM
Chico	Greyhound / Amtrak Station	5:25 AM	8:00 AM	3:20 PM	8:15 PM
Orland	9th Street / Walker	6:02 AM	8:37 AM	3:57 PM	8:52 PM
Corning	Transportation Center	6:26 AM	9:01 AM	4:21 PM	9:16 PM

Outreach and Marketing Efforts to Enhance Coordination, Ridership, Mobility, Quality, and Efficiency of North State Intercity Bus System and Missing Connections

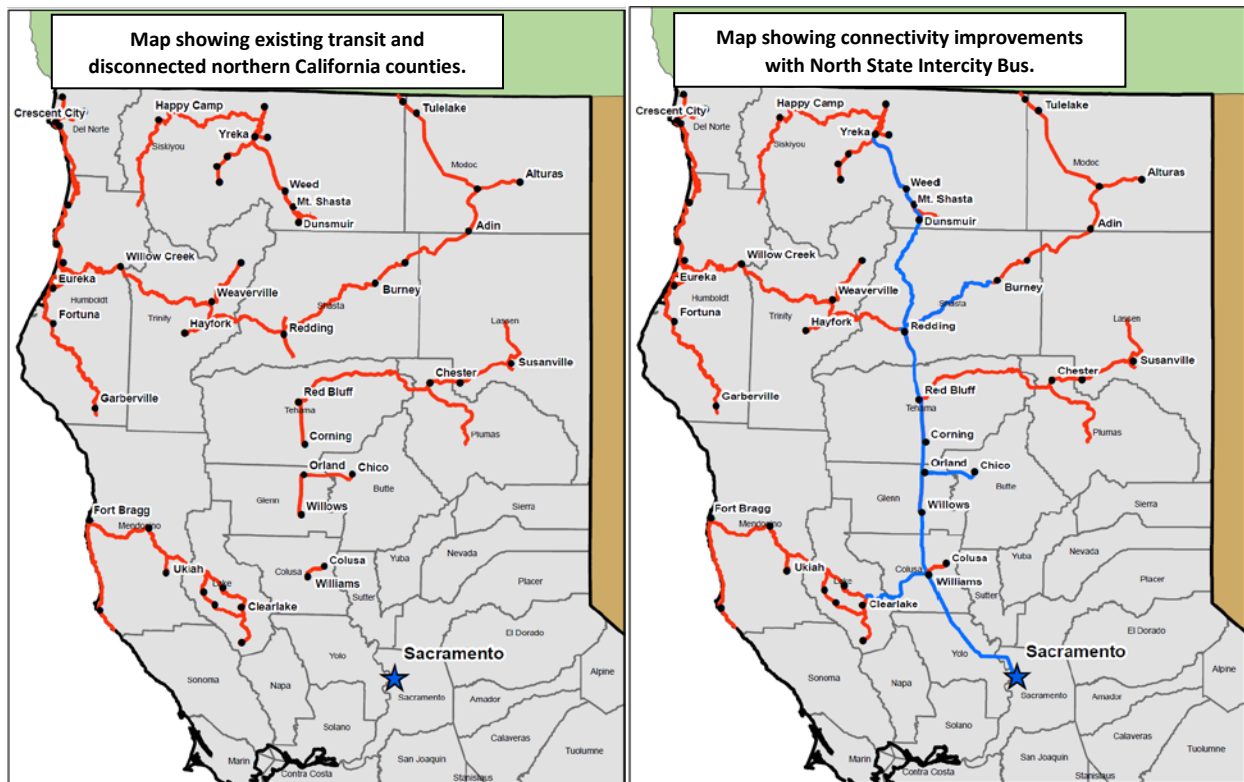
Outreach efforts are discussed extensively in Criteria 2.

Outreach and marketing efforts for this project have been extensive to date, and have consisted of surveys, social media outreach, and large-scale community events. Outreach to enhance benefits to Disadvantaged Communities and Low-Income Communities have included community outreach events, such as the successful Bus-Ta-Move event on April 20, 2019.



North State Intercity Bus System and Missing Connections Fills Gaps in Intercity Bus Network!

The proposed project has taken great care to fill gaps in the existing intercity bus system, by providing connections to existing north state transit services and filling gaps in the intercity bus network, as evidenced by the graphic below.



Efforts to Coordinate with Existing/Planner Transportation Projects/Services

As stated, this project is the highest priority intercity connectivity project in the entire North State and is supported by the North State Super Region – an alliance of 16 Northern California counties. Additionally, the project was developed in cooperation with the San Joaquin Joint Powers Authority (SJJPA) because of the important symbiotic benefits of the North State Intercity Bus System and rail connectivity in Sacramento and points beyond. These two critical collaboration efforts demonstrate the project’s intent to improve connectivity to regional - both rural and urban - key services, terminals, services, and locations.

This level of priority is also evidenced by the interest of all existing transit operators (many administered by public agencies) to connect with the proposed service. In addition, the Shasta County Department of Public Works, TRAX, and Glenn Ride have provided local match in the form of STA, LTF, and LCTOP funds.

Criteria 6 includes a list of the projects that demonstrate project/service involvement and/or support by other local, state, and federal agencies and other stakeholders in the region.

Letters of support and collaboration

15 letters of support and collaboration from transportation collaborators and partners for the North State Intercity Bus System and Missing Connections are included as an attachment to this application.

Criteria 6 (10 points): Support for the project, financial and otherwise, on the part of citizens and local government.

- The number of points awarded for Criteria 6 will range from 1 to 10 and are based on the extent of evidence showing support for the project/service, financial and otherwise, on the part of citizens and local government.
- **Examples of such evidence include:**
 - Description of efforts to seek funding and/or secured funding resources from other local, state, and federal sources. (Including out-of-state actors if appropriate).
 - Description of project/service involvement and/or support by other local, state, and federal agencies and other stakeholders in the service area. (Including out-of-state actors if appropriate).
 - Letters of support from local elected officials, local government agencies, stakeholder groups, and citizens in the service area.

North State Intercity Bus System and Missing Connections efforts to secure funding resources from other local, state, and federal sources

Capital funding for the project has been secured through the Transit Intercity Rail Capital Program. Operating funds are currently being secured through CMAQ, this 5311(f) program, and in the form of STA, LTF, and LCTOP local match from the Shasta County Department of Public Works, TRAX, and Glenn Ride.

North State Intercity Bus System and Missing Connections involvement and support by other local, state, and federal agencies and other stakeholders

As stated, the North State Intercity Bus Project is the highest priority connectivity project for the north state. This level of priority is evidenced by the interest of all existing transit operators (many administered by public agencies) to connect with the proposed service. The Shasta County Department of Public Works, TRAX, and Glenn Ride have provided local match in the form of STA, LTF, and LCTOP funds.

The Shasta region has been aggressively implementing the Sustainable Communities Strategy, which is directly related to the North State Intercity Bus System, for the last six years, specifically projects that reduce greenhouse gas emissions and improve/promote opportunities for active transportation as an alternative to driving. Below is a list of the projects that demonstrate project/service involvement and/or support by other local, state, and federal agencies and other stakeholders in the region.

Regional Capital Projects and Operating Projects

Project	Source	Amount	Match	Year
North State Intercity Bus System: Phase I, I-5 Backbone Service and the North Valley Feeder	Transit and Intercity Rail Capital Program (TIRCP)	\$8,641,000	\$875,000 Hybrid and Zero-Emission Truck and Bus Voucher Incentive Program (HVIP)	2018 (award)
Redding Area Bus Authority Zero-Emission Bus Program – Phase 1	Federal Transit Administration Low/No Program	\$1,056,456	\$30,000 (vendor) \$105,000 (HVIP vouchers) \$100,000 (local electric utility match) \$80,000 (Prop 1B)	2017 (award)
Crosstown Express	Low Carbon Transit Operations Program	\$310,000	N/A	2017 (in operation)
Beach Bus	Dignity Health and Redding Rancheria grants awarded to the National Park Service	\$19,300	\$9,700	Summers-2016 & 2017 (planned operation 2019)
Sunday Transit	Local Transportation Fund LCTOP LCTOP	\$68,309 \$231,865 \$232,000 (estimated)	N/A N/A N/A	2019/20 2017/18 2019/20
Redding to Anderson Six Lane (RASL)	Transportation Corridor Enhancement Program	\$24,000,000 (TCEP Corridor) \$41,700,000 (TCEP State)	\$17,000,003 (STIP) \$61,322,000 (SHOPP)	2018 award
Turtle Bay to Downtown	Active Transportation Program	\$5,600,000	\$1,400,000 (STIP)	In development
Block 7 Net Zero Housing & Downtown	Affordable Housing and Sustainable Communities	\$20,000,000	\$19,000,000	2018 award

Activation Project				
West Street Area School Safety Improvements	Active Transportation Program	\$2,538,000	\$658,000	2017 (augmented award)
Bechelli Lane & Loma Vista Active Transportation Corridor Improvements	Active Transportation Program	\$6,740,000	\$1,681,000	2017 (augmented award)
Redding Downtown Loop and Affordable Housing Project	Affordable Housing and Sustainable Communities	\$20,000,000	\$18,000,000	2016 (award)
Diestelhorst (Sacramento River Trail) to Downtown Non-motorized Improvement Project	Active Transportation Program	\$2,138,000	\$400,000 (STIP) \$100,000 (local)	2016 (award)
Quartz Hill Road Active Transportation Project	Active Transportation Program	\$3,177,000	\$351,000	2016 (award)
Placer Street Improvement Project	Active Transportation Program	\$2,296,000	\$2,708,000	2017 (built)
California Street Road Diet	Caltrans District 2 Maintenance Project	\$3,860,000	N/A	2014 (built)

Table 3. Planning Projects

North State Express Connect Business Plan	Caltrans Sustainable Transportation Planning Grant	\$223,203	\$115,172	2017 (award)
Sustainable Shasta: A Walk and Bike Network for Downtowns	Caltrans Sustainable Transportation Planning Grant	\$447,890	\$128,752	2017 (award)

GoShasta	Active Transportation Program	\$250,000	\$63,000	2016 (award)
SRTA Sustainable Development Incentive Program (former Infill and Redevelopment)	Federal Highway Administration Planning Funds	\$75,000	N/A	2017 (programmed)
SRTA Infill and Redevelopment Pilot	Prop 84 Sustainable Communities Program	\$122,020	N/A	2015 (programmed)
Downtown Redding Specific Plan Update	Department of Conservation Sustainable Transportation Planning Grant	\$275,000	\$35,000	2015 (award)
Downtown Redding Transportation Plan	Caltrans Planning Grant	\$215,000	\$44,000	2013 (award)

Letters of support and collaboration

12 letters of support from local and regional agencies and stakeholders for the North State Intercity Bus System and Missing Connections are included as an attachment to this application.

Criteria 7 (10 points): The applicant demonstrates alignment & support transit policies.

- The number of points awarded for Criteria 7 will range from 1 to 10 and are based on the extent of evidence showing the project/service's alignment with local, state and federal transit and transportation plans.

- **Examples of such evidence include:**

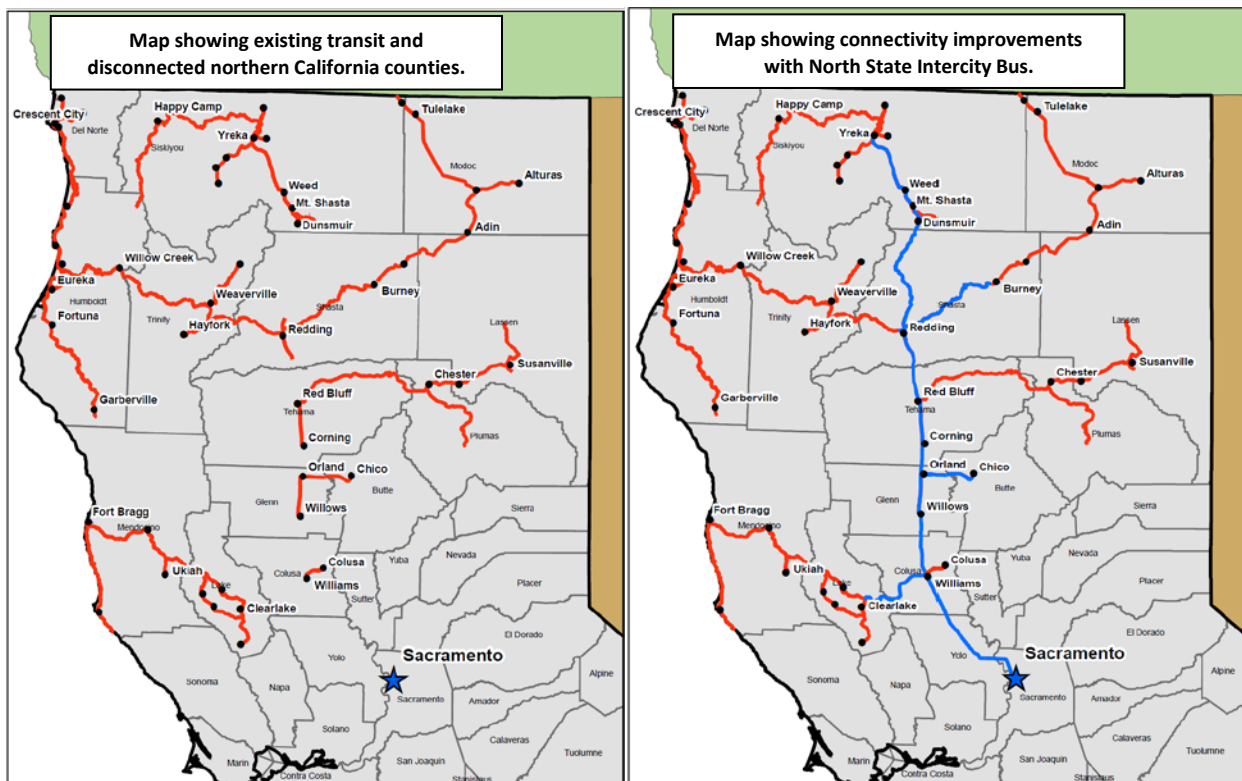
- Description of its support to the objectives of the 5311(f) program, which may include:
 - Connection with inter-regional or national system of intercity bus, rail, and air service.
- Connection with key rural regional services/locations.
- Contribution to the intercity bus/rail/air network infrastructure.
- The project/service's inclusion in local coordinated plan(s).
- The project/service's identification in an unmet need process(es).
- The project/service's inclusion in local short-range transit plan(s).
- The project/service's inclusion in local regional transit plan(s).

- Description of the project/service's alignment with Caltrans transit and transportation plans, including but not limited to: □ The Statewide Rural Intercity Bus Study
- The State Rail Plan
- The California Transportation Plan (CTP)

All relevant documents are linked in this application; relevant SRTA, Tehama County, and Glenn County documents have been uploaded with this grant application.

North State Intercity Bus System and Missing Connections support of 5311(f) objective to connect with inter-regional or national system of intercity bus, rail, and air service

Implementation of the missing connections proposed for funding in this application will finally connect the generally non-urbanized North State to the larger regional and national system of existing intercity services, state rail network, air service, and the California High Speed Rail. Funding of the missing connections will bridge these gaps with an intercity system serving the Interstate 5 (I-5) corridor between Redding and Sacramento, supplemented by a feeder bus connection serving Tehama, Glenn, and Butte counties. Establishment of missing connections will facilitate connections to existing traditional local public transportation routes from non-urbanized northern California counties.



North State Intercity Bus System and Missing Connections support of 5311(f) objective to connect with key rural regional services/locations

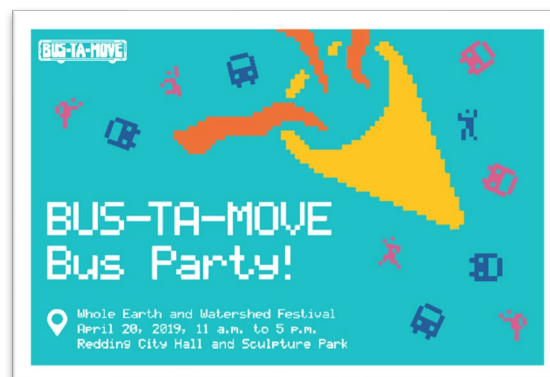
Implementation of the missing connections proposed for funding in this application would allow the North State Intercity Bus System, including the Valley Feeder connecting to Chico (express service), to reach into several North State Super Region counties to meet intercity travel needs of residents in non-urbanized areas throughout rural Northern California. Implementation of the missing connections would establish connectivity to an existing airport, Amtrak railroad, light rail and intercity bus systems in the Sacramento region and beyond, enhancing those transportation systems as well.

The North State Intercity Bus System has developed a proposed schedule to include meaningful connections and connectivity to key services/locations and air/rail/bus modes of transportation, including connections with the following transit services:

- Redding Area Bus Authority, with existing connections to
 - Trinity Transit, which itself has existing connections to Humboldt and Del Norte Counties
 - Sage Stage of Modoc County
 - Susanville Indian Rancheria Bus (SIR Bus) of Lassen and Plumas Counties
- Tehama Rural Area eXpress (TRAX)
- Glenn Ride
- Colusa County Transit
- B-Line

North State Intercity Bus System and Missing Connections support of 5311(f) objective to contribute to the intercity bus/rail/air network infrastructure

The North State Intercity Bus System, as well as implementation of missing connections, includes an integrated outreach campaign that introduces the connectivity improvements, economic opportunities, and environmental benefits of the system. Capital investments include vehicle purchase, charging infrastructure construction, bus stop development/improvements. Additional detail is available in the discussion for Objective 3.





North State Intercity Bus System and Missing Connections inclusion in local coordinated plan

The need to establish an intercity bus service between Redding and Sacramento was directly addressed in Priority 8 of the 2017 Shasta Coordinated Transportation Plan.

Priority 8: Making easy connections – Develop a centralized transfer point or transfer station for interregional services that offers amenities to riders, such as access to information, pay

2017 Shasta Coordinated Transportation Plan

Shasta Regional Transportation Agency

phones, customer service, and restrooms. Examine how to connect rural areas to regional and local connections and examine **intercity** grants.

Update: Implemented and ongoing through the Redding Downtown Transit Center, the Burney Express, Sage Stage, and Trinity Transit. SRTA developed an **intercity** feasibility study and action plan and submitted a grant request for **establishing an intercity bus services from the Shasta Region to Sacramento.** This first grant request was not awarded; however, SRTA will re-apply for the funding source, as well as pursue other grant funding sources that may be used to begin this process.

North State Intercity Bus System and Missing Connections identification in unmet need process

SRTA Final 2019/2020 Transit Needs Assessment had **four direct comments** regarding intercity (<https://www.srta.ca.gov/DocumentCenter/View/4884/2019--2020-Unmet-Transit-Needs-Assessment-PDF>)

Table 3. Concerns and Responsible Agencies

	Area of Concern	Examples	Responsible Agency
Unmet Transit Needs	Expanded Service	Adding a new bus route	SRTA
		Longer hours	
		Sunday service	
		Shorter headways (time between buses)	
Not Unmet Transit Needs	RABA/Burney Express Operational Issues	Altering existing routes	RABA
		Changing the location of bus stops	
		Comments about customer service	
	CTSA Operational Issues	Altering existing routes	CTSA
		Comments about customer service	
	Other Services	Services not required by SRTA as part of the Unmet Transit Needs process	The cities of Anderson , Redding , and Shasta Lake , and county of Shasta may provide other services.
	Intercity Services	Service trips outside Shasta County	SRTA may consider such services with other funding sources outside of the TDA process.

North State Intercity Bus System and Missing Connections inclusion in local short-range transit plan

The 2014 RABA Short-Range Transit Plan identifies the interest in using I-5 as the backbone of an express intercity service.

Final Short Range Transit Plan

June 2014

- There are mobility needs from Happy Valley and Cottonwood. A neighborhood van might work as a local collector, perhaps with an online reservation system. It would connect to an express route discussed in the Mission and Goals Working Paper.
- Would like to see express services to Redding from Cottonwood and Anderson. A stakeholder had the idea of utilizing I-5 as the backbone of express intercity service, using freeway off ramps, bike parking and park and ride lots connecting Cottonwood, Anderson, Redding and Shasta Lake. Stops could service the Canby Transfer Center and a similar transfer location in Anderson. A shuttle could provide regular connections to Shasta College.

North State Intercity Bus System and Missing Connections inclusion in local regional transit plans

SRTA 2018 RTP/SCS

The North State Intercity Bus System is in alignment with with goals included in the SRTA 2018 RTP/SCS for short-term (by 2022) implementation.

REGIONAL PUBLIC TRANSPORTATION GOALS FOR THE 2018-2022 RTP CYCLE

SRTA aims to complete or substantially begin the following projects during the current four-year RTP cycle (2018-2022):

- **Long-range transit plan** – Develop a plan that articulates regional priorities; SRTA’s transit coordination role; future transit capital needs (alternative fuel buses, facilities, technology, etc.); and an overarching transit funding strategy. The plan should also consider priority transit nodes and corridors that complement the Sustainable Communities Strategy, local land use activities, active transportation connections to transit, first and last mile solutions, and programs that increase usage of public transportation services.
- **On-demand transit pilot project service** - Beginning with pilot projects for Sunday service in high-demand areas and in the city of Shasta Lake. Based on real-world performance and lessons learned, explore possible service expansion to additional areas and times of day, in accordance with the adopted Long-Range Transit Plan.
- **Intercity bus to Sacramento** - Implement North State Express service in accordance with the project grant award, including completion of interagency agreements and ticketing, marketing and launching of new service, and fund seeking for feeder services.



GOAL #3:

Provide an integrated, context-appropriate range of practical transportation choices.

Objective 3.1 - Develop an integrated, context-appropriate range of local transportation choices.

Strategies

- A. Incorporate accommodations for all applicable travel modes into the design of SRTA-funded projects (long range).
- B. Improve connectivity between public transportation and bicycling and walking to reflect the complete door-to-door trip from origin to destination (short range).
- C. Prioritize public transportation, bicycle, and pedestrian infrastructure and amenities within designated Strategic Growth Areas (SGAs) and on corridors that connect to/from SGAs (short range).
- D. Fill gaps between recreational trail corridors and integrate them into the greater transportation network (short range).
- E. Utilize multi-modal level of service criteria for evaluating and prioritizing projects and services for funding (short range).

Objective 3.2 - Develop an integrated, context-appropriate range of interregional transportation choices.

Strategies

- A. Facilitate multi-modal connectivity and service schedule alignment between local and interregional modes, including passenger rail, air, and intercity bus transportation (short range).
- B. Introduce new intercity public transportation options (short range).
- C. Coordinate with local and state partners toward the development of an integrated network of designated inter-community and inter-regional corridors for non-motorized travel (short range).
- D. Support efforts to expand passenger air and rail services (short range).

2019 Tehama County Regional Transportation Plan

The North State Intercity Bus System and Missing Connections are in alignment with Objective 7.2 of the Tehama County Regional Transportation Plan.

Objective 7.2

Develop an integrated, multimodal range of interregional transportation choices.

Strategies

- a. Facilitate multimodal connectivity between local and interregional modes, including intercity bus transportation, passenger rail, and air.

2015 Glenn County Regional Transportation Plan

The North State Intercity Bus System and Missing Connections are in alignment with Objectives included in the Glenn County Regional Transportation Plan.

- Out-of-County service – service to Tehama County and revised schedule to better meet up with Butte College transit.
- Expanded service – service to allow residents of Eskaton Manor to get groceries and second non-emergency medical transportation services.

SACOG MTP/SCS

The North State Intercity Bus System and missing connections directly support two of the four policies of the 2020 Metropolitan Transportation Plan/Sustainable Communities Strategy (MTP/SCS) for the Sacramento region, as well as eight of the supporting policies. Consistent with the MTP/SCS, the North State Intercity Bus System project supports land use, air quality, and transportation needs by providing residents of under-served regions of the North State connecting commuter and destination travel service to the Sacramento region. This reduces air quality impacts and GHG emissions generated by individual vehicles, serves the transportation needs of these residents—as well as creating similar travel opportunities from residents of the Sacramento region to rural areas of the North State.

Policies and Implementation Actions

The MTP/SCS is a 20-year plan for growth and transportation investment that facilitates vibrant, healthy communities where residents have access to affordable homes, good jobs, clean air, and ready access to the places and destinations that are part of everyday life. The performance outcomes of this plan are dependent on forward-looking policies and strategies that can guide implementation activities over the next one to five years. To achieve our collective vision for the region's future will require a concerted effort by many agencies and partners, working together to address obstacles and seize opportunities. The policies and strategies of this plan are focused on those key actions that our region needs to take to support four priority policy areas:

- 1 Build vibrant places for today's and tomorrow's residents
- 2 Foster the next generation of mobility solutions
- 3 Modernize the way we pay for transportation infrastructure
- 4 Build and maintain a safe, reliable, and multimodal transportation system

A prosperous future with clean air, housing choice, transportation options, and access to opportunity begins with today's actions.

The North State Intercity Bus System supports the Sacramento Area Council of Governments (SACOG) 2020 MTP/SCS Policies # 2 - Foster the Next Generation of Mobility Solutions, and #4 - Build and Maintain a Safe, Resilient and Multimodal Transportation System. The North State Intercity Bus System project upholds supporting sub-policies #4, 6, 7, 8, 19, 23, 24, and 25 of these two Policies #2 and 4.

For Policy #2, supporting sub-policies #4, 6, 7, and 8 address items like: funding flexibility for affordable, accessible and reduced GHG emissions; electric vehicle infrastructure and programs; increased coverage for productive public transit service; and the provision of seamless travel with coordination between transit operators.

The North State Intercity Bus System supports Policy #4, and its supporting sub-policies #19, 23, 24, and 25. These supporting sub-policies include the following investments: transit expansion in communities with supportive land use policies; to benefit environmental justice communities; to improve access to major economic assets and job centers; and ones that reduce GHG emissions and vehicle miles traveled (VMT).

North State Intercity Bus System and Missing Connections Alignment with Caltrans Transit and Transportation Plans

North State Intercity Bus System and Missing Connections Alignment with 2018 California Statewide Rural Intercity Bus Study Update

Chapter 5 of the 2018 California Statewide Rural Intercity Bus Study Update includes Recommendations that are directly relevant to the North State Intercity Bus System and the proposed missing connections.

Chapter 5 - Recommendations and Action Plan

Several issues were identified through this analysis. Among the most significant issues were the following:

- A decline in established, 5311(f), funding resources for regional intercity transit services.
- Existing rural regional intercity bus service gaps.
- Rising urban-rural regional intercity transit needs.
- A need to consider unintended consequences on rural transit from Federal and State transportation and other policies.
- General planning constraints and uncertainty created by limited administrative capacity in rural areas.

In this chapter these challenges are reviewed and recommendations to address them are proposed.

In particular, **Recommendation 2: Leveraging existing initiatives and resources Among Caltrans long-range transportation plans** recognizes that the **statewide network should enhance operations and leverage resources for the rural regional intercity bus system**. Also, the State Rail Plan **identifies integrated express bus service as a key component for delivering service needed to realize the 2040 Vision**. The State Rail Plan assumes there are different delivery options for providing integrated express bus connections, which **emphasize partnerships and flexibility in State support for connecting bus services**.

North State Intercity Bus System and Missing Connections Alignment with 2018 California State Rail Plan

The 2018 California State Rail Plan, 2022 short-term plan for proposed passenger improvements and investments, **includes a stated short-term goal to expand integrated bus service to Redding.**

4.6 2022 Short-Term Plan – Regional Goals

4.6.1 Central Valley and Sierra Nevada

The 2022 regional goals include building out planned investments in the regional intercity rail network, and integration with full HSR Phase I.

Service Goals and Improvements:

- Introduce early-morning service into Sacramento and the Bay Area from the San Joaquin Valley, using mid-corridor starts from Fresno and Stockton.
- Increase peak-period service between Roseville and Sacramento (at least three trains per day in each direction).
- Implement integrated express bus service from Sacramento to Redding via the Sacramento International Airport.

The 2018 California State Rail Plan also shares an objective with the proposed project, to assist communities statewide in better connecting transit systems to rail, and enhancing station area functions, in both the 2022 short-term, as well as mid-term 2027, improvements within the plan. Additionally, the 2018 Rail Plan includes the following statewide goals which are relevant to the project:

- Conducting research and development and targeted investments in integrated ticketing and travel planning.
- Making significant progress in implementing alternative fuels or zero-emission technology on both rail and integrated express bus services

North State Intercity Bus System and Missing Connections Alignment with California Transportation Plan 2040

Chapter 4 of the California Transportation Plan 2050 states that the **key to achieving success for the transit** and active transportation systems is establishing a **robust and flexible transit ...system...**Such a system includes commuter rail, **intercity** rail, ferry, and **various types of bus services**.



TRANSIT AND ACTIVE TRANSPORTATION

Establishing a robust and flexible transit is a critical component of an effective multimodal transportation system. In addition to the State Highway, local streets and roads, such a system includes commuter rail, intercity rail, ferry, and various types of bus services. Transit provides innumerable benefits to California—environmentally, economically, and socially. Benefits include GHG emission reductions, congestion relief, access to employment

Innovative forms of transportation will become all the more important in the coming decades as California's demographics and attitudes about driving and vehicle ownership change. Much evidence shows that the millennial generation, younger people born in the 1980s to the early 2000s, do not share their parents and grandparents' passion for driving and car-centric culture.⁸⁵ For many reasons, including environmental concerns and financial