

STAFF REPORT



MEETING DATE:	June 24, 2026
SUBJECT:	Receive Update and Preview of the Shasta Regional Planning Dashboard
AGENDA ITEM:	14
STAFF CONTACT:	Moein Khaloee, Associate Transportation Planner

SUMMARY:

This item provides an update on the Shasta Regional Planning Data Dashboard, an online tool developed by SRTA to make key regional transportation, land use, travel, transit, demographic, traffic, safety, and emissions information easier to access and understand. The dashboard brings together regional data from traffic counts, transit ridership, census sources, local land use information, safety data, environmental-related sources, and other regional datasets, as well as forecast information from SRTA's travel demand model outputs for the most recently adopted Regional Transportation Plan, and presents them through maps, charts, data tables, and summary indicators.

STAFF RECOMMENDATION:

It is recommended that the board of directors receive an update and see a preview of the Shasta Regional Planning Data Dashboard, an online regional planning information tool.

DISCUSSION:

Background – SRTA secured grant funding for a regional data dashboard project to modernize SRTA's data management systems, update modeling tools, and provide an online information dashboard for tracking the performance of the region's transportation infrastructure. At the April 2024 meeting, the board of directors authorized the executive director to execute a technical services agreement with Resource Systems Group, Inc. (RSG) to assist staff in preparing the dashboard. While initially delayed due to staffing changes at SRTA significant work has been made by current staff and the consultant team have advanced the dashboard, engage stakeholders on dashboard functionality, and verbal updates were provided to the board of directors in June 2025 and February 2026. Staff will present a first-look into the initial version of the data dashboard, which will be made available this summer.

Shasta Regional Planning Data Dashboard – SRTA's planning and programming activities with regional partners rely on a wide range of disaggregated data sources and various reports. To address this, SRTA developed the Shasta Regional Planning Data Dashboard as a centralized data platform to support analysis, visualization, and reporting of regional data. The first release of the dashboard brings together key regional planning information through maps, charts, tables, and performance indicators, organized by topic area and presented across model years for the most currently adopted Regional Transportation Plan. Data currently available in the dashboard includes:

- **People and Jobs:** modeled population, households, and employment by geography and Traffic Analysis Zone

- **Travel Patterns:** modeled vehicle miles traveled, trips by mode and purpose, and work-from-home and telecommute results
- **Access and Opportunity:** modeled transit access measures
- **Safety data:** fatal and serious injury crashes, fatalities, serious injuries, truck crashes, non-motorized killed and injured
- **Environmental and emissions data:** GHG compared to SB 375 targets
- **ShastaEDC Data Center (linked):** actual, non-modeled data on regional demographics, employment, income, and housing, maintained by the Shasta Economic Development Corporation, Shasta County's economic development organization.
- **Agency Only portal:** technical network outputs such as link volumes, level of service, and volume-to-capacity ratios, added in a future release

The dashboard will serve a wide range of users by providing an easy to use interface to view regional forecasts and historical trends, compare conditions across jurisdictions, and understand key regional planning indicators, including population, housing, and employment; vehicle miles traveled; trip patterns by mode and purpose; telecommute trends; transit access; regional safety outcomes; and environment-related measures. For local agencies and regional partners, it supports shared data access, faster responses to intergovernmental data requests, consistent performance reporting, and a common reference point for planning discussions. The dashboard includes an agency-only section for technical network outputs from the adopted travel demand model (e.g., link volumes, level of service, volume-to-capacity ratios), and other data.

Partner feedback during the review process has been incorporated where feasible, and remaining requests are being tracked for future dashboard updates. After the dashboard is made available online, it will require regular updates and maintenance. Such as when the Regional Transportation Plan is updated, or when updated performance data, scenario analyses, or source data become available, as the dashboard uses prepared data files rather than live data feeds for data integrity. New data will be reviewed for accuracy and consistency before being published and staff will continue maintaining the dashboard workflow, application, and related files so the tool remains useful and current as planning needs change.

Next steps – Staff will release the public version later this summer. The platform can be expanded over time as additional datasets and features are incorporated. Staff intend to refine performance measures, improve usability, expand data coverage, including transit, land use, and other performance-related datasets as appropriate. The dashboard will also incorporate non-modeled data such as housing and Regional Housing Needs Allocation (RHNA) progress, pavement and road condition, observed traffic counts and transit ridership, and equity indicators such as disadvantaged community designations.

ALTERNATIVES:

The board of directors may provide feedback to staff on other desired data, metrics, or performance outputs to include in future iterations of the dashboard. Any such feedback can be incorporated into future dashboard updates after the dashboard is made publicly available.

OTHER AGENCY INVOLVEMENT:

The data dashboard was developed using input and data from regional partners, including local jurisdictions and external data providers. The Technical Advisory Committee (TAC) met on June 10, 2026, to receive an update; discussed the dashboard content, functionality, and future enhancements; and concur with the staff recommendation. Coordination with federal, state, and regional partners will be ongoing to ensure the dashboard supports planning needs and performance reporting requirements.

FISCAL IMPACT:

There is no new direct fiscal impact associated with the requested action. The dashboard has been developed under the existing project scope with RSG under Work Element 705.06 of the Overall Work Program (OWP). Ongoing maintenance will be supported by federal and state formula planning funds. Major updates may be supported through discretionary grants for a standalone project or as a component of future grant funded projects.



Sean Tiedgen, AICP, Executive Director