



WAYS AND MEANS

THE HOW AND WHERE
OF MOBILITY IN THE
SHASTA REGION

SUMMER 2017

MEET SRTA

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SRTA BOARD CHAIR MESSAGE



NO MATTER WHERE YOU'RE HEADING or how you choose to get there, chances are you have benefited from our mobility investments and programs. Each year, SRTA administers over \$24 million in state and federal funds for the planning, construction, operation, and maintenance of the regional transportation network. Exactly where, when, and how these funds are spent is determined by local values and priorities represented by the SRTA Board of Directors – a seven-member body of city and county elected officials.

In addition to enhanced mobility, we're also working toward a more sustainable, prosperous, healthy, and safe region. In the following pages you'll find highlights covering a wide range of recent accomplishments and current initiatives.

This report is one of many efforts by SRTA to inform, consult, and collaborate with our community. Whether you have questions about a current project or program, want to get involved in the regional planning process, or would like to partner with SRTA in bettering the region, we have the tools and opportunities to assist you.

For more information on how to interact with SRTA, see the end of this report and visit us online at: srta.ca.gov

Greg Watkins, Chair
SRTA Board of Directors

OVERVIEW REGIONAL PLANNING PROCESS

PLANNING

Activities:

- Identify mobility needs
- Evaluate potential solutions
- Develop funding strategies required for implementation

Examples:

- Regional Transportation Plan
- ShastaFORWARD>> Regional Blueprint
- GoShasta Active Transportation Plan
- Transit Needs Assessment



DECISION MAKING

The SRTA Board of Directors meet five times a year. For upcoming meeting dates and agendas, visit: srta.ca.gov. To receive notifications whenever a new agenda is posted, register online at: srta.ca.gov/list.aspx

IMPLEMENTATION

Balanced Mobility Investments

Employ a portfolio of multi-modal projects and programs designed to meet current and future mobility needs

Collaborative Land Use Shaping

Incentivize infill and redevelopment on vacant and underutilized land within existing city and town centers

Sustainable Economic Development

Increase economic output and opportunity by addressing transportation-related barriers to new and expanding industry

Community Health and Well-Being

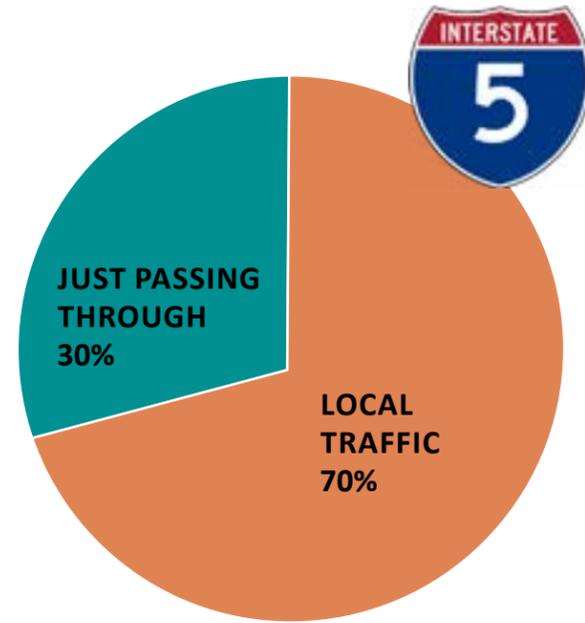
Apply people-centered solutions to regional mobility needs that yield multiple community benefits



GETTING DIRECTIONS (PERFORMANCE INDICATORS)

Where, when, and how transportation dollars are spent affects the form, function, and livability of the region. SRTA maintains various data and performance indicators to inform planning and help track and communicate progress toward regional, state, and national priorities.

Tell us what's important to you by visiting our 'Community Voice' webpage:
srta.ca.gov/CommunityVoice



Interstate 5 Average Daily Trips



2035 PEAK HOUR TRAFFIC CONGESTION
(WITH PLANNED IMPROVEMENTS)

NUMBER OF
CONGESTED LANE
MILES IN 2035
(SHOWN IN RED):

< 7 MILES

NEWLY CONSTRUCTED
LANE MILES BETWEEN
2010 AND 2035:

+104 MILES

HOW WE STACK UP TO OTHER SIMILAR-SIZED COMMUNITIES

	REDDING	DAVIS	CHICO	MEDFORD
POPULATION (2015)	91,063	66,510	88,455	77,579
SIZE (IN SQUARE MILES)	59.6	9.9	32.9	25.7
PERSONS PER ACRE	2.39	10.5	4.2	4.72
ROADWAY LANE MILES	854	353	591	282
MODE SHARE				
DRIVE ALONE	81.4%	53.4%	73.4%	79%
CARPPOOL	8.2%	7.9%	9.0%	9.2%
TRANSIT	1.0%	6.4%	1.4%	1.4%
WALK	2.0%	4.2%	5.1%	3.3%
BIKE	1.1%	21.0%	5.4%	1.4%
TELECOMMUTE	5.1%	5.9%	4.4%	4.3%
OTHER	1.2%	1.2%	1.3%	1.4%

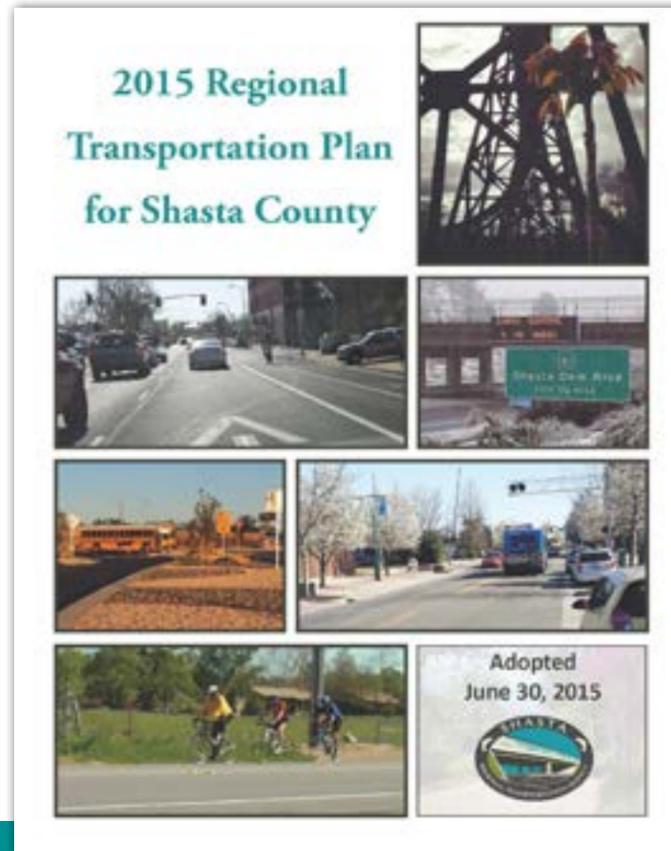
LEVEL OF AUTOMOBILE-DEPENDENCY BY HOUSEHOLD LOCATION

	REGION-WIDE	DOWNTOWN REDDING STRATEGIC GROWTH AREA	LOCATION-EFFICIENT ADVANTAGE
AVERAGE DAILY VEHICLE TRIPS PER HOUSEHOLD	6.45	3.75	2.7 FEWER VEHICLE TRIPS PER DAY
AVERAGE VEHICLE TRIP LENGTH	7.46	7.11	EACH VEHICLE TRIP IS SHORTENED BY .35 MILES
AVERAGE DAILY VEHICLE MILES TRAVELED PER HOUSEHOLD	48.13	26.68	21.45 FEWER VEHICLE MILES TRAVELED EACH DAY
AVERAGE ANNUAL HOUSEHOLD COST TO OPERATE MOTOR VEHICLE(S)	\$2,635	\$1,460	\$1,174 ANNUAL SAVINGS PER HOUSEHOLD

THAT'S HOW WE ROLL (RECENT ACCOMPLISHMENTS)

2015 REGIONAL TRANSPORTATION PLAN

The Regional Transportation Plan (RTP) is the principal policy document guiding transportation investments in the region. It covers 20 years and is updated every four years. The RTP includes a regional vision (as shown below) supported by goals, objectives, and implementation strategies. All activities described in this report are derived from the RTP and serve to implement the region's vision.



Included in the 2015 Regional Transportation Plan is the region's first ever 'Sustainable Communities Strategy', which puts the ShastaFORWARD>> Regional Blueprint into action.



REGIONAL VISION

SRTA will meet the region's evolving mobility needs and generally avoid traffic congestion and other growth-related pitfalls commonly observed in larger metropolitan regions. This will be accomplished through strategic and timely transportation system improvements, the integration of travel options into a seamless network, and collaborative effort toward transportation-efficient land use patterns where it is most beneficial.

SRTA acknowledges that its efforts are intertwined with regional prosperity, environmental quality, community health and well being, and various other elements that collectively define quality of life. Such considerations are integral to regional transportation planning, policy making, and project programming. SRTA will be actively engaged with its partners in developing and carrying out joint strategies and initiatives that yield multiple community benefits. Planning and decision making processes shall engage the public and be transparent and responsive to documented community values and priorities.

For more information on the **Sustainable Communities Strategy**, see the 2015 Regional Transportation Plan, located at: sрта.ca.gov/142/Regional-Transportation-Plan

Through better utilization of land in existing urban areas, the Sustainable Communities Strategy is helping to preserve the region's distinct communities, working landscapes, and natural resources. Within 'Strategic Growth Areas', various incentives, programs, and investments are being used to build vibrant communities with a range of mobility and housing options, high quality jobs, and urban amenities.

COMMUNITY SPECIFIC TARGETS FOR THE YEAR 2035:

STRATEGIC GROWTH AREA	ADDITIONAL JOBS	ADDITIONAL HOUSING
DOWNTOWN REDDING	627	577
DOWNTOWN ANDERSON	104	160
DOWNTOWN SHASTA LAKE	69	63
RURAL TOWN CENTERS		
COTTONWOOD	92	168
PALO CEDRO	92	180
BURNEY	92	96
FALL-RIVER	92	36

THAT'S HOW WE ROLL (RECENT ACCOMPLISHMENTS)



DANA TO DOWNTOWN

Open to traffic in 2011 and officially completed in 2013, it's hard to imagine Redding without the new Sacramento River bridge and Dana Drive to Downtown connector. The project greatly improves cross-town connectivity and traffic flow around the Hilltop and Dana Drive area. The daily commute and shopping local have never been easier.

In addition to roadway improvements, the immediate

and sustained popularity of the accompanying bicycle and pedestrian trail validates the community's call for more and better walking and bicycling facilities. The city of Redding has since extended the trail to the east, from Dana Drive to Palisades Avenue. To the west, SRTA has partnered with city of Redding and K2 Development to extend the trail from Diestelhorst Bridget to the heart of downtown.

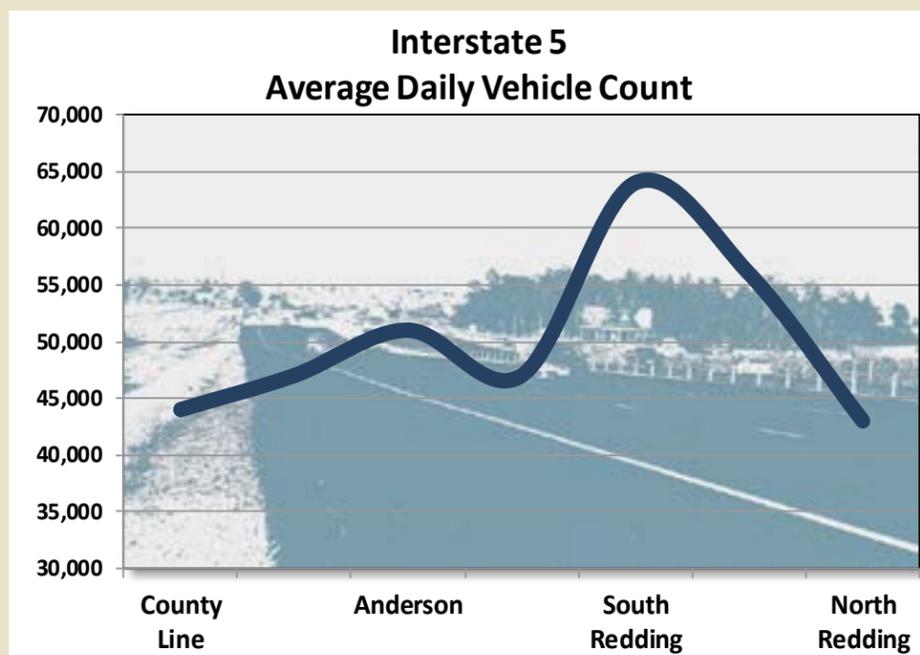


In 2016, the project was formally dedicated to the memory of Richard 'Dick' Dickerson, whose many contributions to the North State include serving on the SRTA Board of Directors.



EXPANSION OF INTERSTATE 5

Interstate 5 is vital to the mobility of people and goods, including local and interregional trips. In central Redding, Interstate 5 carries nearly 65,000 vehicles every day, over two-thirds of which are considered local trips. Portions of Interstate 5 have recently been expanded, resulting in more consistent travel time and improved safety. Future phases will provide three contiguous northbound and three contiguous southbound lanes between the cities of Shasta Lake and Anderson.



When combined with various trip reduction strategies, Interstate 5 will effectively meet forecast travel demand through the year 2035 and beyond.

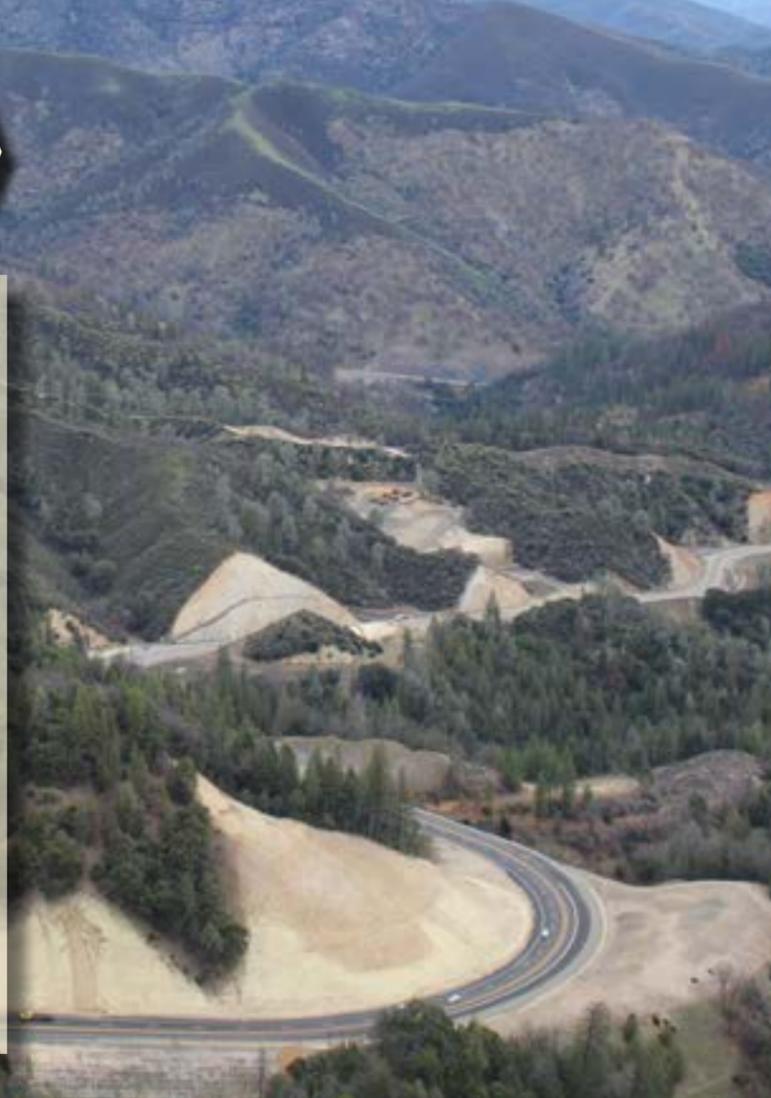
THAT'S HOW WE ROLL (RECENT ACCOMPLISHMENTS)

BUCKHORN GRADE

Historically one of the most accident-prone stretches of highway in the region, the seven-mile stretch of State Route 299 known as Buckhorn Grade is no-longer a twisty, white-knuckle drive. And for the first time, State Route 299 will accommodate industry standard trucks for improved freight access to the North Coast.

PROJECT FACTS:

- Overall the length of the roadway was shortened by 1.4 miles and has 53 fewer curves
- 3.3 million cubic yards of earth were moved



DESCHUTES INTERCHANGE

A prime example of transportation investment creating economic opportunity, the Deschutes Road interchange and roundabout provides enhanced access from Interstate 5 to local businesses and recently annexed industrial properties.

Combined with access to freight rail, the city of Anderson is shovel-ready for commercial and industrial development. A more balanced ratio of jobs and housing in the south county is a key strategy in reducing local trips on I-5 and minimizing rush hour congestion.



INFILL & REDEVELOPMENT INCENTIVE PROGRAM

To achieve vibrant, livable, and economically active communities, transportation investment must be balanced with efficient growth and development practices. This means a mix of land uses, closer together, with access to multiple travel options. To help achieve this, SRTA developed an incentive program for infill and redevelopment projects, focusing on existing city and town activity centers.

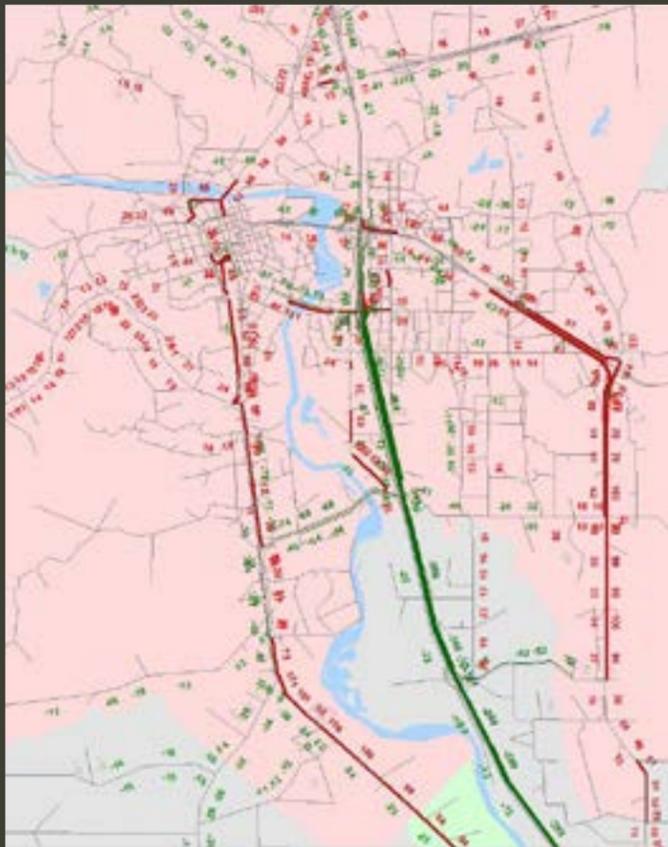
Pre-development technical assistance and grant writing services were provided to K2 Development and the city of Redding, resulting in a \$20M grant award from the California Strategic Growth Council.

The project will remove and replace the vacant Dicker's Department Store building with:

- 79 new housing units;
- Over 21,500 square feet of ground-floor commercial space;
- New complete streets on the Market Street Promenade, Yuba Street, and Butte Street; and
- New and enhanced bicycle and pedestrian connections to the Downtown Transit Center and the Sacramento River Trail.

The next cycle of SRTA's Infill & Redevelopment Incentive program is in the works and will help build upon this success.

THAT'S HOW WE ROLL (RECENT ACCOMPLISHMENTS)



ShastaSIM REGIONAL TRAVEL DEMAND MODEL

Regional travel patterns are remarkably predictable – when equipped with the right tools. Once current development patterns and transportation systems have been mapped out, ShastaSIM quickly calculates traffic volumes and congestion levels on all major roadways and intersections, at any future year.

ShastaSIM OUTPUTS ARE USED TO:

- Test the implications of alternative land use patterns and transportation investment strategies;
- Plan for the timely and orderly improvement of the transportation system; and
- Determine fair traffic impact fees assessed on new development.

Additional tools are used to measure ozone, particulates, greenhouse gases, and other harmful emissions.

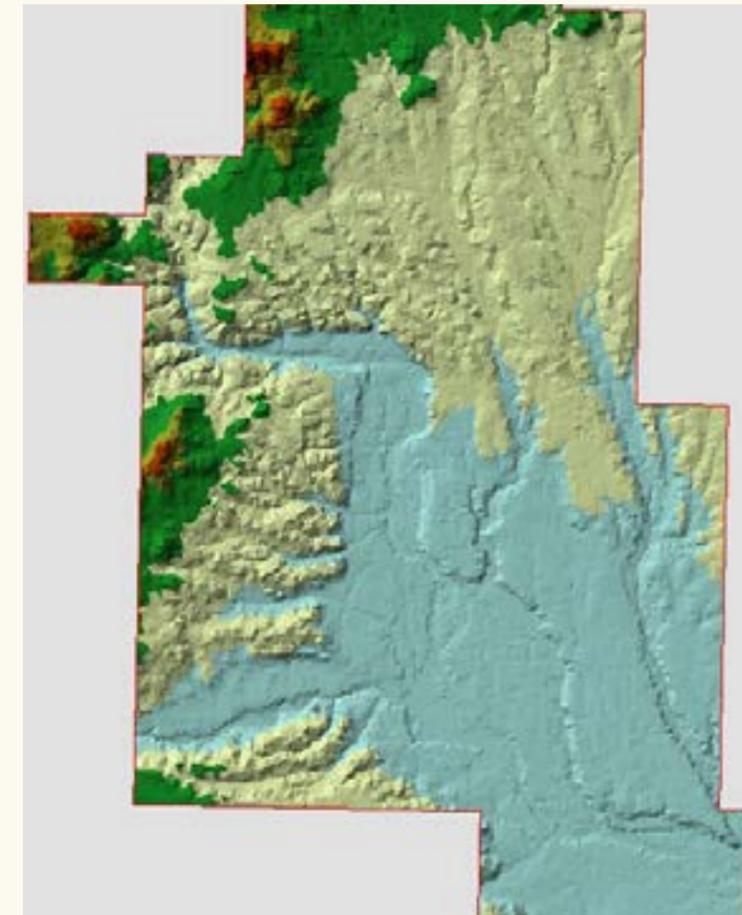


HIGH-DEFINITION AERIAL IMAGERY

Access to up-to-date aerial imagery speeds up the planning process and greatly reduces the need for costly in-field analysis.

SRTA partnered with The McConnell Foundation, Western Shasta Resource Conservation District, and the cities of Redding, Shasta Lake, and Anderson to collect high-definition aerial imagery for Shasta's south-central urban region.

Imagery is available to the public and agency partners upon request.



THAT'S HOW WE ROLL (RECENT ACCOMPLISHMENTS)

NON-MOTORIZED PROGRAM

Since 2014, SRTA's Non-Motorized Program has been providing critical funding for the planning and construction of bicycle and pedestrian facilities across the region. Regional funds also provide critical cash match needed to compete for construction grants. The following projects have been recently completed or are currently underway:

- **River Point Trail** – Provides a new connection between Balls Ferry Road and the Anderson River Park
- **Junction School Safe Routes to School** – Fills gap between pedestrian path on Deschutes Road and Junction School in Palo Cedro
- **Old Oregon Trail** – Closes a bike route gap and enhances access to Shasta College
- **Burney Safe Routes to School** – Preliminary engineering and design for future bicycle and pedestrian facilities connecting local schools
- **Turtle Bay to Downtown Trail** – Preliminary engineering and alignment of trail connecting the Turtle Bay/Sundial Bridge area to Downtown Redding
- **Diestelhorst to Downtown Trail** – Regional funds helped leverage a \$2.4 million state Active Transportation Program grant
- **South Redding State Route 273 Trail** – Connects Girvan Road, Canyon Road, and the Win-River Casino
- **Churn Creek Trail Planning** – Surveying for alignment of future trail corridor in the city of Shasta Lake
- **Crowley Gulch Pedestrian Bridge** – Connects West Cottonwood School and Cottonwood Community Center to the Gas Point Road signalized crossing

Future utilization of SRTA's Non-Motorized Program funds will be aligned with the GoShasta Regional Active Transportation Plan (to be adopted early 2018)

CROSS-TOWN EXPRESS & THE BEACH BUS



In partnership with RABA, SRTA is providing funds for express transit service between Downtown Redding and the Shasta Mall area, with a stop near the Redding Civic Auditorium/Turtle Bay Bay Exploration Park.



Seasonal service to Whiskeytown Lake has been made possible by grants from the National Park Service. The 'Beach Bus' improves access to one of the region's most popular outdoor recreation areas.

AROUND THE BEND (CURRENT INITIATIVES)

REDDING-TO-ANDERSON 6-LANE PROJECT

The Interstate 5 Redding-to-Anderson 6-Lane Project, when completed, will provide three contiguous northbound and three contiguous southbound lanes between city of Redding and Anderson. Improvements are needed to ensure long-term traffic flow, facilitate goods movement, and resolve safety issues. Six bridges will need to be replaced or upgraded, including a larger Union Pacific Railroad crossover.

Due to the lack of practical alternative routes, Interstate 5 plays a critical role in ensuring north-south travel. SRTA has set aside local fair-share funds toward the project and is actively seeking state and federal cost sharing commensurate with non-local traffic passing through the area.

STILLWATER ROAD/ STATE ROUTE 44 INTERCHANGE

A new Stillwater Road overcrossing spanning State Route 44 will resolve safety issues at this intersection. Eastbound and westbound on/off ramps will provide access to State Route 44. A new flyover will eliminate cross traffic conflicts. Construction will begin in 2018.



AROUND THE BEND (CURRENT INITIATIVES)



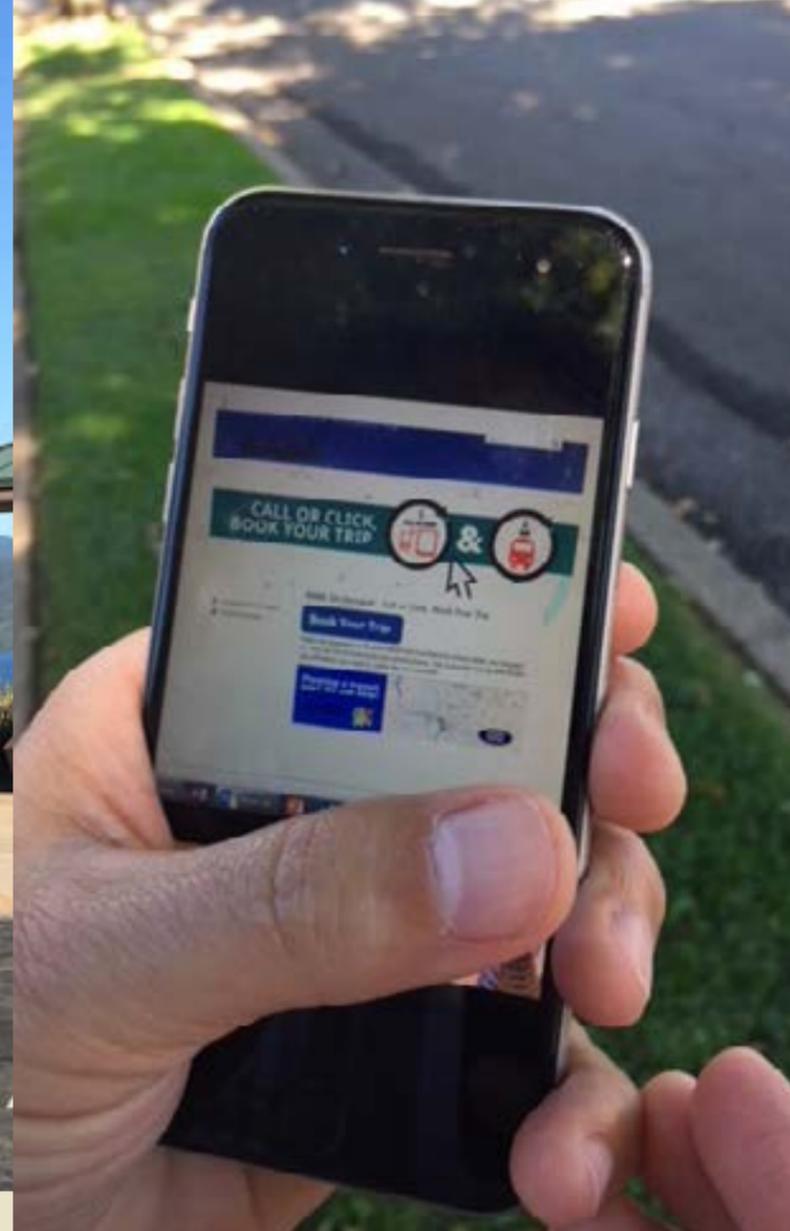
INTERREGIONAL PUBLIC TRANSPORTATION

North State residents spend countless hours driving up and down the Interstate 5 corridor in personal vehicles. Demand for an affordable, convenient, and comfortable option is growing each year. Rather than driving alone to the Sacramento Airport or Downtown Sacramento, you may someday soon find yourself relaxing on an upscale coach with on-board WiFi.

In partnership with Caltrans and transit providers across the North State, SRTA is developing an operations plan for trunk line service along Interstate 5, supported by feeder service from surrounding rural counties.

In addition to addressing the mobility needs of North State residents, intercity bus would reduce vehicle trips on Interstate 5 and associated emissions.

It is anticipated that services would be provided via long-range electric coaches. New charging infrastructure would enable RABA to test electric city buses.



ON-DEMAND AND SUNDAY PUBLIC TRANSPORTATION

What if public transportation conformed to your needs, rather than having to organize your life around set routes and schedules? Technology is rapidly redefining how people travel from place to place, including the use of smartphone applications to provide transportation precisely when and where it's needed.

SRTA is currently studying the concept of on-demand public transportation to better meet rural mobility needs and attract new customers who have never considered taking the bus. Plans are in the works to sponsor a real-world pilot project, focusing on Sunday service and local service in smaller communities. If successful, the concept could replace or augment some portions of existing fixed-route services in the future.

PLUG-IN ELECTRIC VEHICLE CHARGING

A combination of volatile fuel prices, California incentive programs, and continuous advancements in battery technology are opening doors to plug-in electric vehicles – even in places like Shasta County. SRTA is a member of the Upstate North Plug-in Electric Vehicle Coordinating Council and is coordinating with Redding Electric Utility (REU) and state partners to fund and install fast chargers along regional corridors and at popular trip destinations.



AROUND THE BEND (CURRENT INITIATIVES)



NEXT GENERATION BICYCLE & PEDESTRIAN FACILITIES

Spurred by a community grassroots movement for more and better facilities for walking and bicycling, SRTA is spearheading the first ever region-wide active transportation plan for the Shasta Region.

As part of the GoShasta planning process, local residents joined city, county, and SRTA staff for a bicycle tour in the City of Davis – home of the first bike lane in America and recipient of the League of American Bicyclists' Platinum Bicycling Friendly Community award. These and other lessons from real-world best practices are being considered for local application.

GoShasta will result in a list of high-priority active transportation projects, including trunk lines (i.e. high-quality urban trail corridors designed to minimize potential conflicts with motor vehicles), buffered bicycle lanes, secure bicycle parking, and support programs.

SRTA's Non-Motorized Program, state grants, and local funds will be used to implement the plan.



SUSTAINABLE SHASTA - THE NEXT GENERATION OF BICYCLE AND PEDESTRIAN FACILITY DESIGN

How can residents and visitors walk and bike without awesome trails, safe roadway crossings, and comfortable bike lanes?

To bridge the gap between project concepts found in high-level plans (such as GoShasta) and the detailed plans required to compete for construction grants, SRTA is developing a pipeline of grant-ready projects that appeal to all levels of ability and experience.

AROUND THE BEND (CURRENT INITIATIVES)

TRANSPORTATION-ENABLED ECONOMIC DEVELOPMENT

Transportation systems can either help or hinder economic development. In consultation with local industry, SRTA is pairing transportation system planning with economic development initiatives to remove transportation-related obstacles to productivity and regional competitiveness.

SRTA's first initiative is a business case for agriculture industry clustering and consolidated transport of commodities to the wholesale market. The project aims to reduce 'food miles traveled' and stimulate additional regional agriculture production and consumption.

The freight mobility needs of other existing and emerging regional industry will receive special attention in the 2018 Regional Transportation plan.



ALL-ELECTRIC TRANSIT BUS

Designed and built in California, the region's first all-electric transit bus is scheduled to arrive in early 2019. SRTA, Redding Area Bus Authority, Redding Electric Utility, Proterra (electric bus supplier), and ChargePoint (charging station supplier) partnered to obtain grant funding from the Federal Transit Administration for the new bus and charging station.

Benefits include zero tailpipe emissions, reduced maintenance costs, quieter operation, and a 250-mile range.



10 WAYS TO GET INVOLVED...

Great communities don't just happen – we need you! SRTA offers a variety of tools and opportunities that welcome public participation at any level – from a simple question to partnering with SRTA.

- 1. COMMENT DURING A SRTA BOARD OF DIRECTORS MEETING** – Meetings are held five times a year. Sign up online at srta.ca.gov/AgendaCenter to receive advance notice of upcoming meetings and agendas. Speaker request cards are available at the meeting.
- 2. PARTICIPATE IN AN ONLINE FORUM** Visit the 'Community Voice' on SRTA's website at srta.ca.gov/CommunityVoice to join in. Choose an existing topic, or introduce a new topic for discussion.
- 3. PROVIDE WRITTEN OR ONLINE COMMENTS** – Letters may be addressed to 1255 East Street, Suite 202, Redding, CA 96001, or visit our website to submit an online comment at: srta.ca.gov/RequestTracker.aspx
- 4. LIKE US ON FACEBOOK AND FOLLOW US ON TWITTER** – Get regular updates on SRTA happenings via social media.
- 5. SUBSCRIBE TO SRTA NEWS AND PUBLIC NOTICES** – Sign up at srta.ca.gov/list.aspx to receive an email or text message whenever a topic of interest comes up.
- 6. ATTEND A PUBLIC WORKSHOP** – Public workshops and outreach events are held in association with all planning processes. Register online to receive news and calendar invites via email or text message: srta.ca.gov/list.aspx
- 7. REQUEST A PRESENTATION** – We'd love to visit your organization or interest group to discuss SRTA programs, learn more about your needs, and answer questions.
- 8. JOIN A TECHNICAL ADVISORY COMMITTEE** – SRTA maintains a general technical advisory committee and ad-hoc committees associated with specific planning projects. Public members are welcome.
- 9. TAKE OUR COMMUNITY SURVEY** – We're always interested in community feedback. Tell us how we're doing by taking a quick online survey: srta.ca.gov/309/Community-Survey
- 10. CALL OR VISIT THE SRTA OFFICE** – A staff directory is available online at srta.ca.gov/Directory.aspx. Not sure who to talk to? Call 530-262-6190 and we'll get you pointed in the right direction. Or visit our new offices located at 1255 East Street, Suite 202, Redding.

SACRAMENTO RIVER 0.5 MI
CONVENTION CENTER
TURTLE BAY PARK 1.1 MI
SUNDIAL BRIDGE



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