



FFY2020 5311(f) Project Descriptions and Information

State of California

FTA Section 5311(f) Intercity Bus Program

Applicant: Shasta Regional Transportation Agency

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

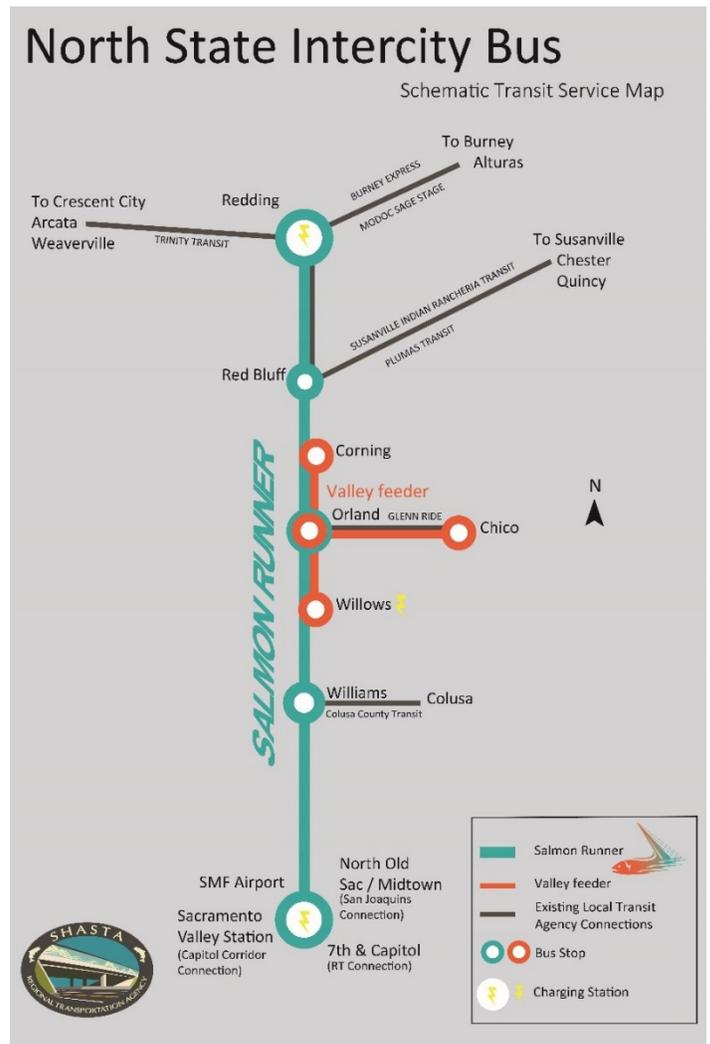
Eligible Project: OPERATING ASSISTANCE

This application is for operating funds to support missing connections within the North State Intercity Bus System.

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 running between Burney and Redding), TRAX (running between Red Bluff and Orland), and Glenn Ride (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:

- Redding to Orland (northern portion of Interstate 5 intercity bus service)
- Orland to Sacramento (southern portion of Interstate 5 intercity bus service)
- Valley Feeder connecting to Chico (express service)



Continuation of existing intercity bus project

Expansion of service (Justification of expansion may be requested)

- Missing connection: Valley Feeder connecting to Chico (express service)

New service (A planning study, may be requested)

- Missing connection: Redding to Orland (northern portion of Interstate 5 intercity bus service)
- Missing connection: Orland to Sacramento (southern portion of Interstate 5 intercity bus service)

Eligible Applicant type:

Public Government Agency Private for Profit

Non-Profit Agency 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

Less than 50 miles

More than 50 miles

- Missing connection: Redding to Orland (northern portion of Interstate 5 intercity bus service)-62 miles between transit gateways
- Missing connection: Orland to Sacramento (southern portion of Interstate 5 intercity bus service)-103 miles between cities

e. Capacity for transportation baggage: Yes No

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

Yes No

g. Making Limited Stops:

Less than 3 stops More than 4 stops

If more than 4 stops, explain why?

The I-5 corridor portion of the North State Intercity Bus System has very limited stops considering it covers 165 miles through mostly agricultural lands. The seven stops are:

- Two rural city stops in Red Bluff and Williams;
- One rural city stop in Orland as a “rural transit gateway” connecting feeder services to I-5 corridor
- Four stops at transit gateways
 - Redding’s Downtown Transit Center
 - Sacramento International Airport
 - Sacramento Valley Station (connections to Amtrak to southern California and to Bay Area and related transit modes)
 - Sacramento Regional Transit enhanced bus stop that has new transit service (bus and light rail) every six minutes.

The Valley Feeder portion of the North State Intercity Bus System has limited stops considering it covers 140 miles in a “double L” configuration through mostly agricultural lands (70 miles in one direction only). The four stops are:

- Two rural city stops in Corning and Willows
- One rural city stop in Orland as a “rural transit gateway” connecting feeder services to I-5 corridor
- One stop at a transit gateway in Chico at the Greyhound / Amtrak station

h. 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.)

The route map is provided on the first page and the urban areas are shown above. The only three urban areas are Redding, Chico, and Sacramento.

Rural area only (population under 50,000)

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

The three missing connections (Missing connection: Valley Feeder connecting to Chico (express service), Missing connection: Redding to Orland (northern portion of Interstate 5 intercity bus service), Missing connection: Orland to Sacramento (southern portion of Interstate 5 intercity bus service) included in this application connect the only two urban areas north of Sacramento to the state capital, and provide access to all three urban areas (Redding, Chico, and Sacramento) for numerous rural counties and populations that are currently cut off from the state's intercity transportation services.

List all cities and counties served by your program:

The three missing connections (Missing connection: Valley Feeder connecting to Chico (express service), Missing connection: Redding to Orland (northern portion of Interstate 5 intercity bus service), Missing connection: Orland to Sacramento (southern portion of Interstate 5 intercity bus service)) included in this application directly serve the following cities and counties:

- Redding (small urban)
- Red Bluff (rural city)
- Corning (rural city)
- Orland (rural city)
- Chico (small urban)
- Willows (rural city)
- Williams (rural city)
- Burney (rural community)
- Sacramento (large urban)
- Shasta County (small urban)
- Tehama County (rural)
- Glenn County (rural)
- Colusa County (rural)
- Sacramento County (large urban)
- Butte County (small urban)

At a minimum, transportation service shall be provided between:

5:30 AM to 10:40 PM from Sunday to Saturday

- i. 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

j. 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: _____ \$ _____

k. Have you changed fares in the last year?

Yes No

The TRAX system (administered by Tehama County) and Glenn Ride (administered by Glenn County) make up portions of the proposed missing connection: Valley Feeder connecting to Chico (express service). Neither TRAX nor Glenn Ride have changed fares in the last year. The Burney Express feeder service is part of the North State Intercity Bus Service; Burney Express has also not changed fares in the last year.

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

N/A

<input type="checkbox"/>	<input type="checkbox"/> Newspaper	<input type="checkbox"/> Radio	<input type="checkbox"/> Flyer
Agency Website			
<input type="checkbox"/> Public Hearing	<input type="checkbox"/> TV/Cable	<input type="checkbox"/> Other (Please specify):	_____

m. Was an analysis done on the impact of the low income?

Yes No

If yes, what was the result of the analysis? Please provide a copy of the analysis.

An in-depth analysis of the North State Intercity Bus System impacts to Disadvantaged Communities, Low-Income Communities, and Low-Income Households has been included with this application as an attachment.

Communities Served	Total Population	Low income Population	
		Number	Percent
Existing Connections	634,670	452,908	71.4%
Phase1 - North Valley Feeder	102,140	65,070	63.7%
Phase2-Lake Feeder	7,986	7,986	100.0%
Phase2-Shasta Urban Feeder	36,175	22,690	62.7%
I-5 Backbone	168,269	114,802	68.2%
Total	949,240	663,456	69.9%

n. Which one of the following describes the project/s for which you are applying?

Add new service

- Missing connection: Redding to Orland (northern portion of Interstate 5 intercity bus service)
- Missing connection: Orland to Sacramento (southern portion of Interstate 5 intercity bus service)

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

The Missing connection: Valley Feeder connecting to Chico (express service) is made up of portions of the TRAX system (administered by Tehama County) and Glenn Ride (administered by Glenn County). The two existing routes will be expanded and augmented to make up the proposed Missing connection: Valley Feeder.

Maintain service at current level

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

- | | | | |
|--|--|---|--|
| <input checked="" type="checkbox"/> Agency Website | <input checked="" type="checkbox"/> Newspaper | <input checked="" type="checkbox"/> Radio | <input checked="" type="checkbox"/> Flyers |
| <input checked="" type="checkbox"/> Public Hearing | <input checked="" type="checkbox"/> Television | <input checked="" type="checkbox"/> Other (Please specify): | <u>Social media, Event booths</u> |

p. 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 submit a pdf copy of the Single Audit Report along with this application stored in the agency profile on the BlackCat Grant Management System.

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.

q. Is your agency utilizing indirect costs for this project/s?

Yes No

Please note indirect costs are no longer accepted by the Program.

r. 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 submit its abbreviated EEO plan along with this application stored in the agency profile on the BlackCat Grant Management System.

s. 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 submit its EEO plan along with this application stored in the agency profile on the BlackCat Grant Management System.

t. Has your agency updated the inventory in BlackCat under your Organizations tab?

Yes No

If no, when do you plan on updating your organization's inventory in BlackCat?

March 2020

u. Has your agency updated the organization's profile in BlackCat under your Organizations tab?

Yes No

If no, when do you plan on updating your organization's profile in BlackCat?

v. Has your vehicles been involved in an accident?

Yes No

If yes, please notify Caltrans and the current grant will be reduced accordingly.

2. 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 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 connections serving Tehama, Glenn, and Butte counties and rural Shasta County. Establishment of missing connections will facilitate connections between existing traditional local public transportation routes from non-urbanized northern California counties to the larger regional and national system of intercity bus service in Sacramento to a great degree and in Redding and Chico to a lesser degree.

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 have:

- Five stops at transit gateways
 - Redding's Downtown Transit Center (intermodal terminal)
 - Sacramento International Airport (multiple local transit systems and future light rail)
 - Sacramento Valley Station (connections to Amtrak to southern California and to Bay Area and related transit modes) (intermodal terminal)

- Sacramento Regional Transit enhanced bus stop that has new transit service (bus and light rail) every six minutes. (intermodal on a public street)
- One stop at a transit gateway in Chico at the Greyhound / Amtrak station (intermodal facility)

The Missing connection: Valley Feeder connecting to Chico (express service), Missing connection: Redding to Orland (northern portion of Interstate 5 intercity bus service), and Missing connection: Orland to Sacramento (southern portion of Interstate 5 intercity bus service) connect currently disconnected nonurbanized Northern California local transit systems to the statewide intercity rail network and large urban transit network in Sacramento, including:

- The San Joaquins, including increased frequencies on the Sacramento Subdivision UPRR line
- The Capital Corridor, with existing connections to:
 - Bay Area Rapid Transit (BART)
 - All other San Francisco Bay Area public transportation options
- Sacramento Regional Transit (SacRT)
- Yolobus
- Future California High Speed Rail

Objective #2:

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

Yes No Not Applicable

Explain:

The I-5 corridor portion of the North State Intercity Bus System has seven stops including the following non-urban stops:

- Two non-urban city stops in Red Bluff and Williams;
- One non-urban city stop in Orland as a “rural transit gateway” connecting feeder services to I-5 corridor

The Valley Feeder portion of the North State Intercity Bus System has four stops including the following non-urban stops:

- Two non-urban city stops in Corning and Willows

- One non-urban city stop in Orland as a “rural transit gateway” connecting feeder services to I-5 corridor

Existing feeder services provide limited support for the intercity travel needs of the rural community of Burney in Shasta County and the non-urban areas of Tehama and Glenn counties with access to the urban area of Chico.

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:

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.

Existing local transit systems connect at the Redding Downtown Transit Terminal and across the railroad tracks to the Amtrak train station where the Coast Starlight arrives and departs in the middle of the night (2-3:30 AM).

- Redding Area Bus Authority, with existing connections to:
 - Burney via Burney Express intercity bus service

- 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

The proposed missing connections will link the following local transit systems and those listed above to all the potential of the state capitol including other modes of transportation and medical facilities and shopping center.

- Tehama Rural Area eXpress (TRAX)
- Glenn Ride (express)
- Colusa County Transit
- B-Line

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:

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. \$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 is 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 of 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.

As stated in Objectives 1 and 2, the North State Intercity Bus System project, including the Valley Feeder, fills critical gaps in the California Intercity Bus Network.

Operating Assistance Request Details

Operating Assistance Request:

- \$300,000 – Missing connection: Redding to Orland (northern portion of Interstate 5 intercity bus service)
- \$300,000 – Missing connection: Orland to Sacramento (southern portion of Interstate 5 intercity bus service)
- \$300,000 – Missing connection: Valley Feeder connecting to Chico (express service)

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 (including the missing connections for Redding to Orland and Orland to Sacramento) is the central route of the North State Intercity Bus system. The I-5 Backbone connects Redding and Sacramento, while also tying together:

- the Valley Feeder;
- 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;
- existing local transit system connections like the Redding Area Bus Authority (RABA) and SacRT bus and light rail systems; and
- existing intercity rail service.

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.

The North Valley Feeder runs in a “double L” configuration between Willows, Corning, and Chico. Buses are stored at the Glenn County Maintenance yard in Willows, and each route begins and ends at the Willows Walmart. The total distance of the route is approximately 140 miles. The North Valley Feeder schedule is coordinated to provide riders from Chico with a simple connection to the I-5 Backbone by minimizing wait times. Glenn Ride would continue operating its gasoline fueled vehicles in the gaps between this schedule or could interline with the Valley Feeder schedule.

2. What is the **Operating Period for this project?**

9/1/2021 to 8/31/2022

Depending on zero emission bus delivery, charging equipment installation, and testing. SRTA is waiting on a state procurement for zero emission motorcoaches to complete in February, at which time the agency will decide on which vehicles to purchase. SRTA is anticipating 18 months for bus procurement, contracting, building, delivery and testing.

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?

The North State Intercity Bus System is providing 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.

0-15 minutes 15-30 minutes

30-45 minutes 45-60 minutes

6. Fill out the table below for fare structure:

Fare Type	Amount	Comments:
Regular Fare:	\$20	Salmon Runner, Redding to Sacramento
	\$5	Valley Feeder (express service)
	\$5	Burney Express
	\$2.50	TRAX Regional Routes
	\$3.00	GlennRide Out-of-County to Chico
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

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

- No (skip to next question).
 Yes.

Does your agency anticipate implementing a third-party contract for **Operating Service** within the next 24 months?

Yes, implementing.

If yes, attach the PDF copy of the solicitation (RFP/IFB) documents. If these documents are not available, please provide an estimate of when they would be available. Estimated date when documents will be available: 2/28/2021

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

No, operating service will continue to be directly operated in-house.

9. Is your Operating Service performed through a third party contract that has been reviewed and approved by Caltrans DRMT?

No (skip to next question).
 Yes.

Burney Express is under contract with the Redding Area Bus Authority (RABA) who is contracted to Transdev. TRAX and Glenn Ride are contract to Paratransit Services.

If yes, your agency must upload a PDF copy of Caltrans DRMT Federal Procurement Management Branch's approval letter stored in the agency profile on the BlackCat Grant Management System.

What is the base period of the operating service third party contract?

Click here to enter a date. to Click here to enter a date.

10. Have any third-party contracts been amended, modified, and/or optional period of performance been exercised? Is there an option to extend beyond the base years?

Yes – What is the final option year? _____
 No, no option years.

11. Have you received DRMT approval for all current third-party contracts, amendments, modifications, and/or the exercise of option periods supported with FTA funding?

Yes
 No

If no, please identify the third-party contracts and provide a copy of the executed amendment, modification, and/or exercise of optional period of performance with your application.

When is the next contract amendment, modifications, or option years memo estimated to begin local agency development/routing?

Estimated date development/routing will begin: [Click here to enter a date.](#)

Attach a pdf copy of the draft amendment, modification, or option years memo. If these documents are not available, please provide an estimate of when they would be available. [Click here to enter a date.](#)

N/A

12. Is your Operating Service performed through a third party contract that has not been reviewed and approved by Caltrans DRMT?

Yes.

If yes, your agency must attach the PDF copy of the bid related documents/vendor selection and executed third party contract. If these documents are not available, please provide an estimate of when they would be available. Estimated date when documents will be available: [Click here to enter a date.](#)

13. Identify current third-party contracts, contractors, expiration dates for the base term, and optional periods of performance:

Contract Service/Good	Contractor	Base Period	Optional Period(s)
<i>Example: Operating Assistance</i>	<i>We Operate, Inc.</i>	<i>7/1/2003-6/30/2008</i>	<i>Yr. 1: 7/1/2008-6/30/2009 Yr. 2: 7/1/2009-6/30/2010</i>
RABA Operating Assistance (Burney Express)	Transdev	*	*
TRAX Operating Assistance	Paratransit Services	*	*
Glenn Ride Operating Assistance	Paratransit Services	*	*

* Checking with lead agencies (RABA, TRAX and Glenn Ride)

14. If you don't have an existing contract, will your agency seek a contract with a third-party operator?

- Yes (Attached the copy of the bid related documents/vendor selection process). If these documents are not available, please provide an estimate of when they would be available. 2/28/2021
- No

15. 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 6.96%
- Recreation 80.44%
- Other 86.49% Specify: [Other transportation](#)

How was the service profile data collected?

North State Express Questionnaire (attached) via Survey Monkey

16. What are your ridership characteristics?

- Transit-dependent individuals
- Elderly
- Students
- Special needs
- Recreational users
- Other Intercity transportation and airport needs

17. How are you marketing your services?

- Newspaper
- Radio
- Flyer
- Survey
- TV/Cable
- Other Social media and outreach events

18. 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
2021	Seven (7) Over-the-road Zero-emission Motorcoaches	35	yes	yes	Bike rack Bathroom	This is intended to be a train-like experience with individual air vents, arm rests, lights, trays, and foot rests.

19. Provide total ridership data below by route:

Burney Express (a former 5311(f) recipient running between Burney and Redding)

Year(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Previous	415	415	415	415	415	415	415	415	415	415	415	415	4,981
Current	415	415	415	415	415	415	415	415	415	415	415	415	4,981

TRAX (Glenn-Tehama route had **996 riders in January 2020.**)

Year(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Previous	865	865	865	865	865	865	865	865	865	865	865	865	10,386
Current	549	549	549	549	549	549	549	549	549	549	549	549	6,592

Glenn Ride (running between Willows, Orland, and Chico)

Year(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Previous	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	12,962
Current	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	1,080	12,962

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

Missing connection: Redding to Orland (northern portion of Interstate 5 intercity bus service)

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: Orland to Sacramento (southern portion of Interstate 5 intercity bus service)

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: Valley Feeder connecting to Chico (express service)

Year(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1	2,274	2,274	2,274	2,274	2,274	2,274	2,274	2,274	2,274	2,274	2,274	2,274	27,288
2	2,275	2,276	2,275	2,276	2,275	2,276	2,275	2,276	2,275	2,276	2,275	2,276	27,310

21. 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.

22. 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 for existing routes that would be expanded upon with the Valley Feeder service.

23. 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.

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

Yes No Not Applicable

25. 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:

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.

Current TRAX information is included at: <http://www.take-trax.com/routes.html>

Current Glenn Ride information is included at:
https://www.countyofglenn.net/sites/default/files/Glenn-Tehama%20Sched4_0.pdf

26. Identify in 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 Final 2019/2020 Transit Needs Assessment
 - <https://www.srta.ca.gov/DocumentCenter/View/4884/2019--2020-Unmet-Transit-Needs-Assessment-PDF>
- 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/5beb0ede70a6add56b311e18/1542131459642/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.pacificbpr.org/wp-content/uploads/2018/04/CSRIBS_Update2018.pdf
- California Transportation Plan

- <https://dot.ca.gov/programs/transportation-planning/california-transportation-plan-2050>

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:

- Redding to Orland (northern portion of Interstate 5 intercity bus service)
- Orland to Sacramento (southern portion of Interstate 5 intercity bus service)
- Valley Feeder connecting to Chico (express service)

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 Missing connection: 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 Missing connection: Valley Feeder connecting to Chico (express service), which clearly meets the definition of an eligible intercity bus service.

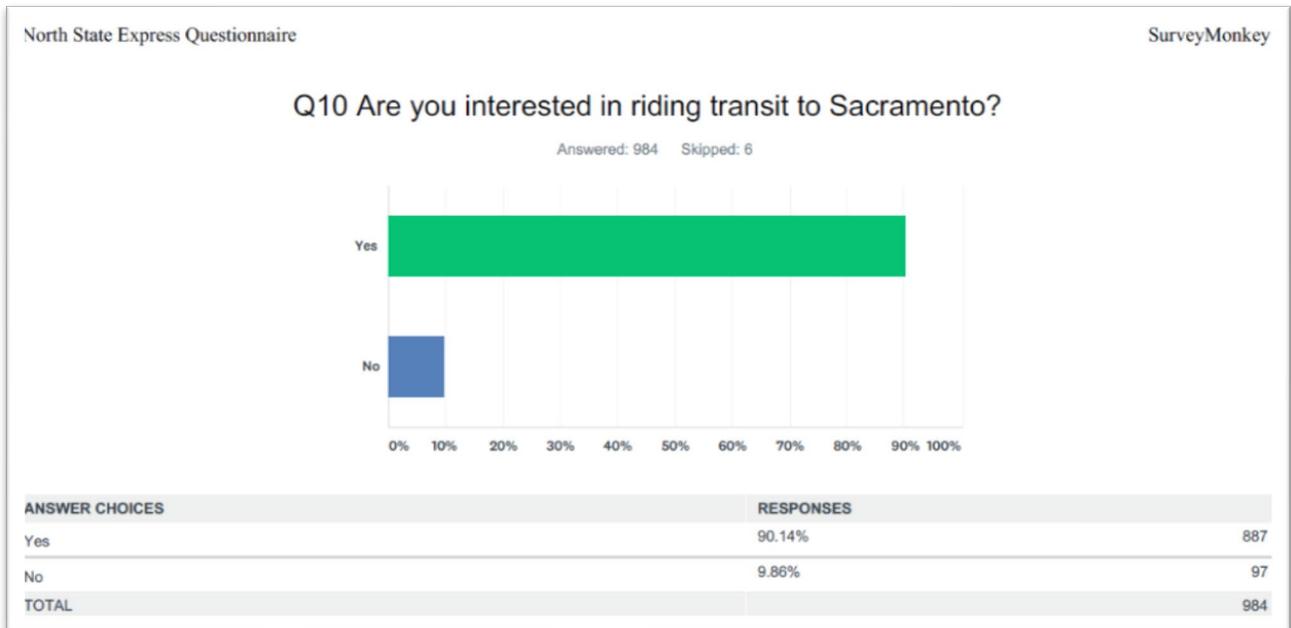
Criteria 2 (20 points): The project/service addresses a demonstrated community need.

• 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.



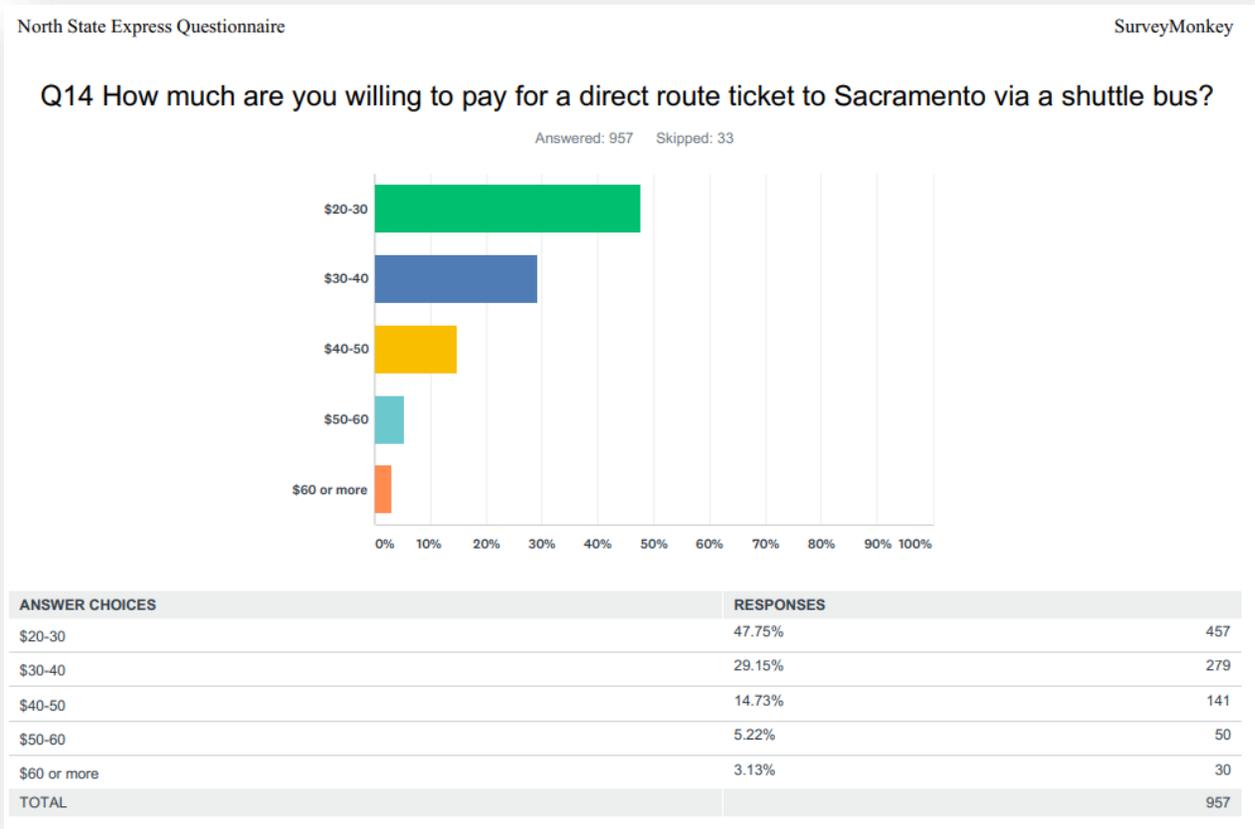
For most of the North State, Sacramento is the most convenient major urbanized area for business, commerce, high level health care, social and employment services, recreation, and connections to points beyond. According to nearly 1,000 North State residents surveyed and

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”



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**.

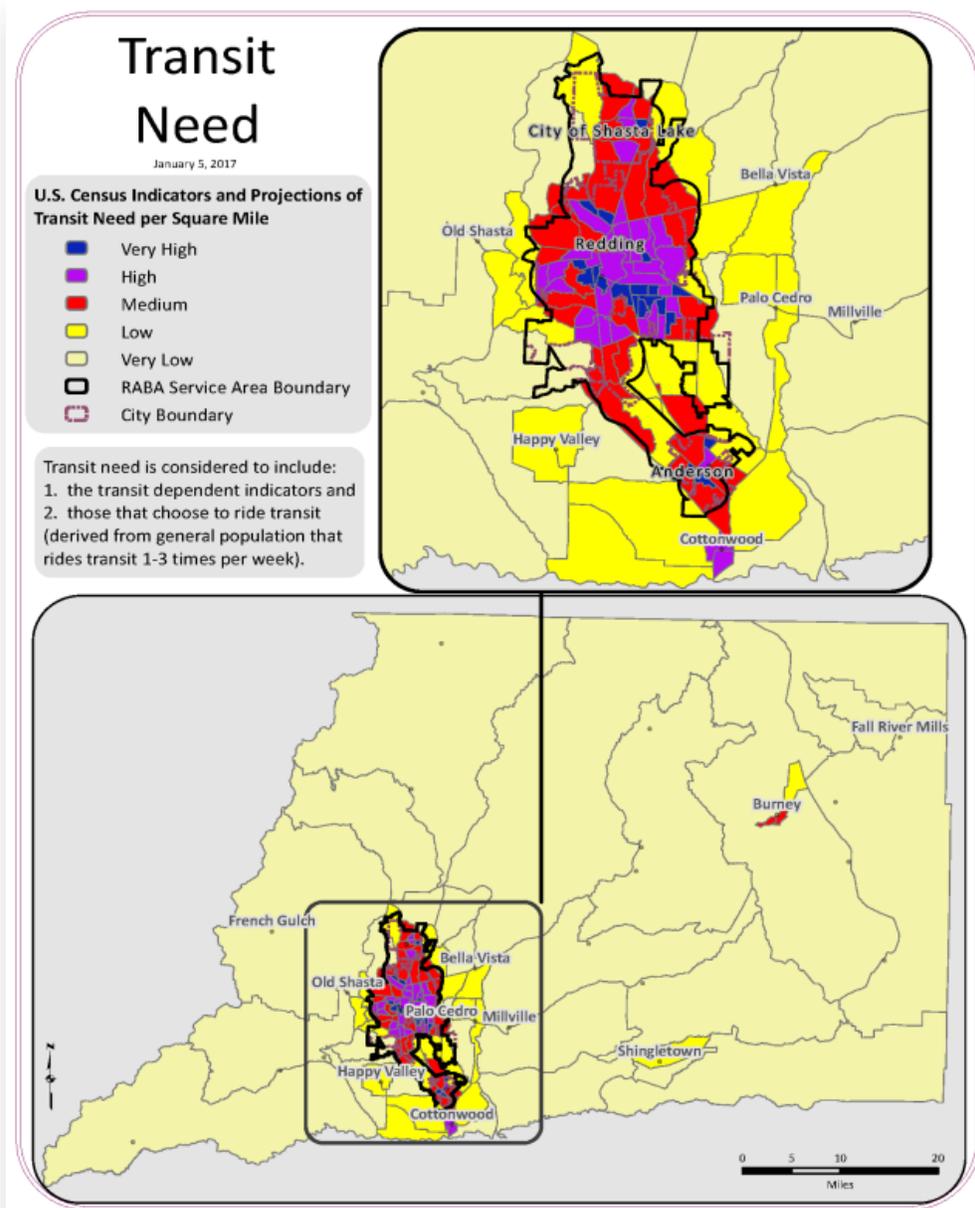


TRANSIT AND ACTIVE TRANSPORTATION

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 (S RTP)).

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.

- **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>

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: Missing connection: Redding to Orland intercity bus service, Missing connection: Orland to Sacramento bus service, and Missing connection: Valley Feeder connecting to Chico (express service). SRTA plans to develop an Intergovernmental Agreement with Glenn County for operating costs associated with the Missing connection: Valley Feeder.

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 SJJPA 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
<div style="border: 1px solid blue; width: 100px; height: 15px; display: inline-block;"></div> Connection to Southbound Amtrak					
<div style="border: 1px solid red; width: 100px; height: 15px; display: inline-block;"></div> 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 Missing Connection: 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

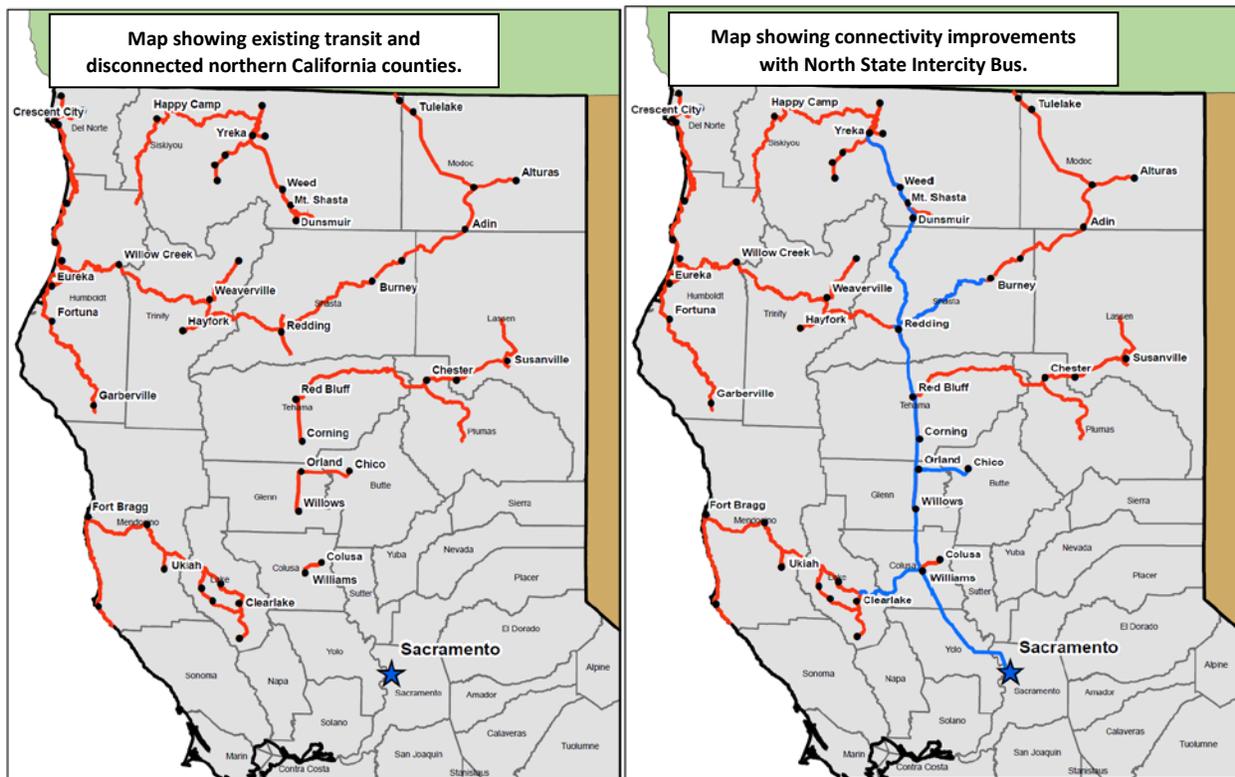
Outreach efforts are discussed extensively in Criteria 2.

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-mortorized 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.

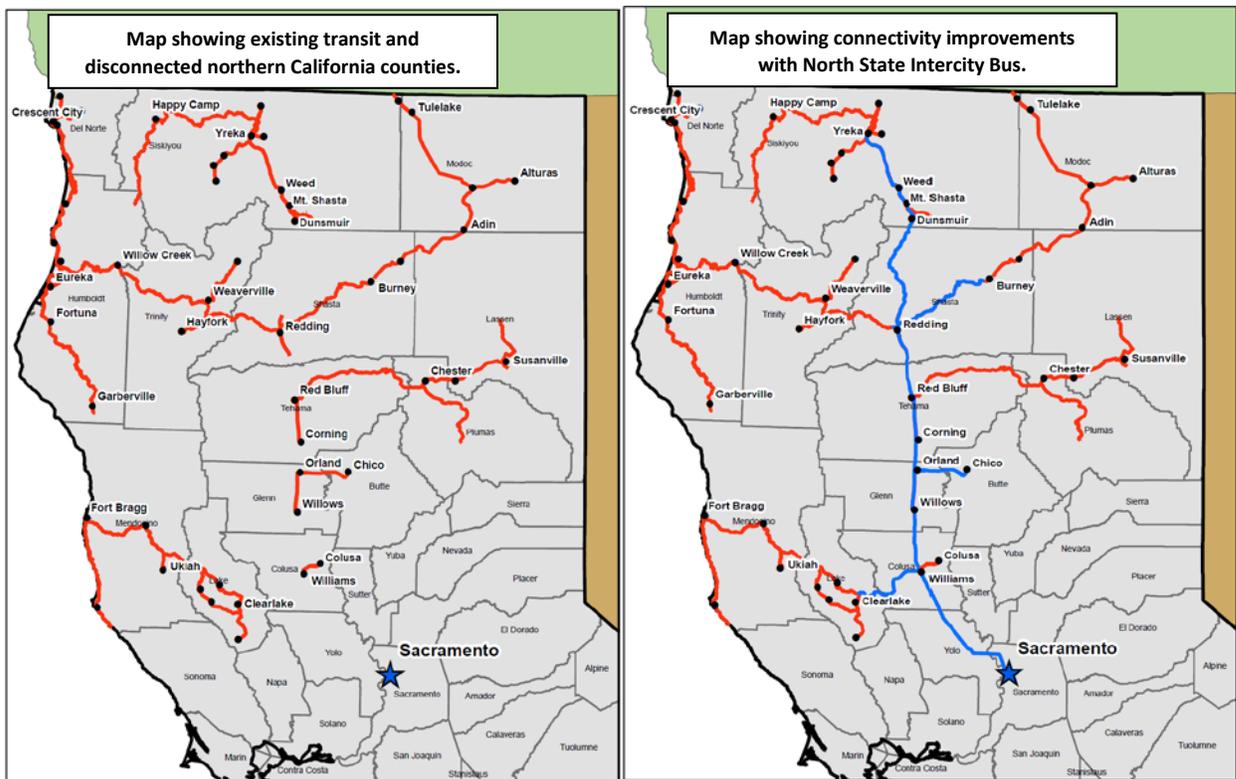
- The number of points awarded for Criteria 7 will range from 1 to 10 and are based on the extent of evidence showing the project/service’s alignment with local, state and federal transit and transportation plans.
- **Examples of such evidence include:**
 - Description of its support to the objectives 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 Missing connection: 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