

WAYS AND MEANS

A FOUR-YEAR
PROGRESS REPORT ON
MOBILITY IN THE
SHASTA REGION



WINTER 2021



THE SHASTA REGIONAL TRANSPORTATION AGENCY (SRTA) is the designated metropolitan planning organization for the Shasta Region. SRTA

operations and programs are funded entirely through state and federal funding and grants. Core functions include the development of a long-range transportation plan; pursuit of state and federal transportation grants; technical and funding support to local agencies; public transportation oversight; and approval of short-range capital improvement programs for all modes of transportation.

THE FOLLOWING PAGES SERVE AS A PROGRESS REPORT toward short-term (2018-2022) goals found in the 2018 Regional Transportation Plan (RTP), as well as a preview of new short-term goals being considered for the 2022 RTP.

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SRTA BOARD CHAIR MESSAGE



NO MATTER WHERE YOU'RE HEADING or how you choose to get there, chances are you have benefited from SRTA's investments, programs, and services.

Each year, SRTA administers over \$24 million in state and federal funds for the planning, construction, operation, and maintenance of the regional transportation network. Exactly where, when, and how these funds are spent is determined by local values and priorities, as represented by the SRTA Board of Directors – a seven-member body of city and county elected officials. In applying these resources, SRTA also plays a key role in regional prosperity, health, and safety.

The following report serves as a progress report toward short-term goals found in the 2018 Regional Transportation Plan (RTP), as well as a preview of proposed new goals for the upcoming 2022 RTP. It is one of many efforts by SRTA to inform, consult, and collaborate with our community. Whether you have questions about a current project or program, want to get involved in the regional planning process, or would like to partner with SRTA in bettering the region, we look forward to working with you.

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

Greg Watkins, Chair
SRTA Board of Directors

SRTA BOARD MEMBERS AND STAFF

2021 BOARD MEMBERS

Greg Watkins, Council Member, City of Shasta Lake
Baron Browning, Council Member, City of Anderson
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Mary Rickert, Supervisor, County of Shasta - District 3
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Mark Mezzano, Council Member, City of Redding, RABA Representative

SRTA STAFF

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Sean Tiedgen, AICP, Senior Transportation Planner
Kathy Urlic, Senior Transportation Planner
Keith Williams, AICP, Senior Transportation Planner
Michael Kuker, Associate Transportation Planner



REGIONAL PLANNING PROCESS

PLANNING

Activities:

- Identify and prioritize mobility needs through planning and public engagement
- Evaluate potential solutions in consultation with the public and affected stakeholders
- Develop interagency funding strategies required for implementation

Examples:

- Regional Transportation Plan • ShastaFORWARD>> Regional Blueprint
- GoShasta Active Transportation Plan • Long-Range Transit Plan
- ResilientShasta Extreme Climate Event Mobility and Adaptation Plan
- Transit Needs Assessment • North State Bus-to-Rail Plan
- State Route 273 Comprehensive Multimodal Corridor Plan



DECISION MAKING

The SRTA Board of Directors meets five times a year. Meeting dates and agendas are available online at: srta.ca.gov. To receive automatic notifications when new agendas are posted, register online at: srta.ca.gov/list.aspx.



IMPLEMENTATION

Balanced Mobility Investments

Employ a portfolio of multi-modal projects and programs addressing both current and future mobility needs

Collaborative Land Use Shaping

Incentivize transportation-efficient land use patterns where underutilized infrastructure and services exist

Sustainable Economic Development

Increase economic output and opportunity by remedying transportation-related barriers to business and industry

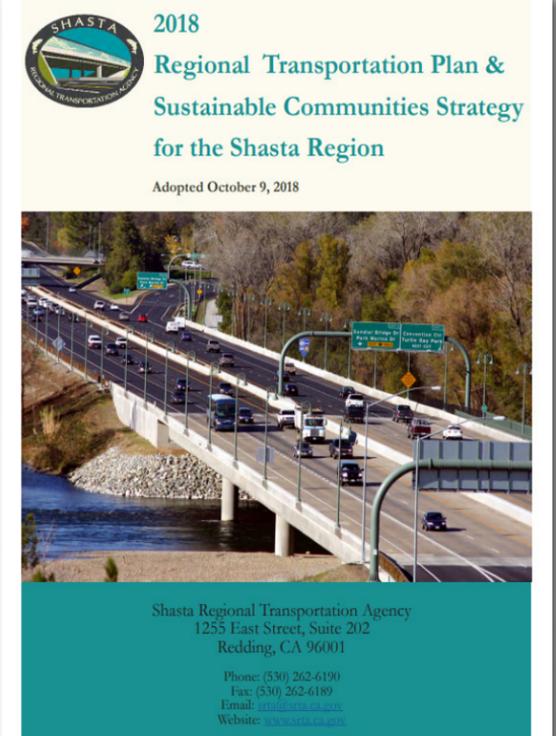
Community Health and Well-Being

Apply people-centered mobility solutions that yield multiple community benefits

REGIONAL TRANSPORTATION PLAN

The Regional Transportation Plan (RTP) is the principal policy document guiding transportation investments in the region. It covers 20 years and is updated every four years. Key elements of the RTP include:

- A regional vision statement supported by goals, objectives, and implementation strategies;
- An assessment of transportation by mode (i.e., automobiles, public transportation, active transportation, aviation, rail, and freight);
- Performance measures and targets;
- A 'Sustainable Communities Strategy' or coordinated set of land use and transportation strategies aimed at reducing per capita greenhouse gas emissions from passenger vehicles;
- A financial element describing anticipated regional revenues; and
- A comprehensive list of regional transportation project needs.



REGIONAL VISION

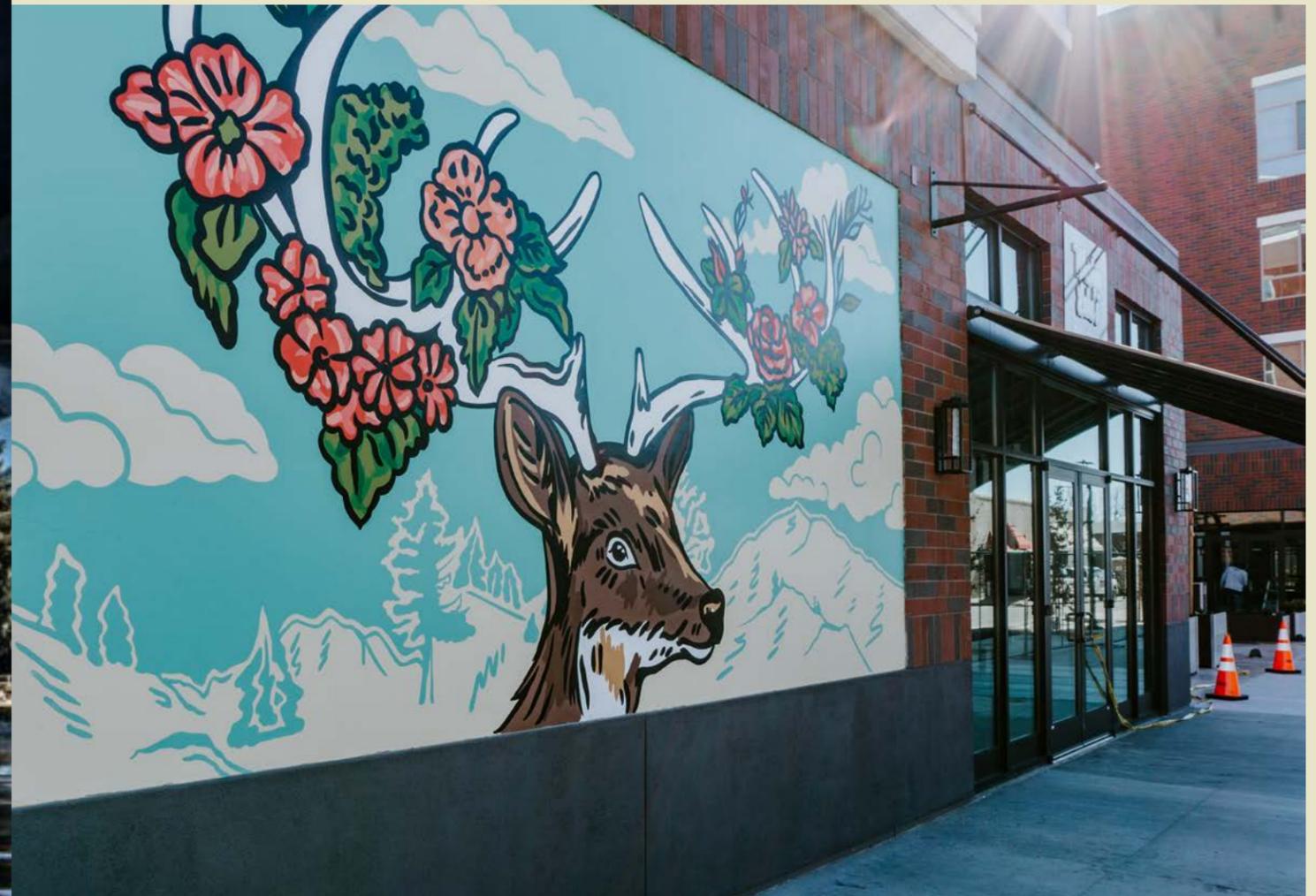
SRTA will meet the region's evolving mobility needs and generally avoid traffic congestion and other growth-related pitfalls commonly observed in larger metropolitan regions. This will be accomplished through strategic and timely transportation system improvements, the integration of travel options into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

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



PROGRESS TOWARD SHORT-TERM GOALS

Short-term goals were added to the Regional Transportation Plan in 2018. These goals were meant to be aspirational as well as adaptable to new public input and funding opportunities. Included were specific projects and initiatives that SRTA aimed to complete or make notable progress toward during the four-year RTP cycle (2018-2022).



In preparation for the 2022 Regional Transportation Plan update, the following pages provide a summary of where SRTA was successful in meeting its short-term goals, and where additional effort and resources are still needed. Also noted is progress toward the region's goal for reducing per capita greenhouse gas emissions from passenger vehicles.



STREETS & ROADS

WHAT SRTA AIMED TO ACCOMPLISH DURING THE 2018-2022 RTP CYCLE

HOW DID WE DO?

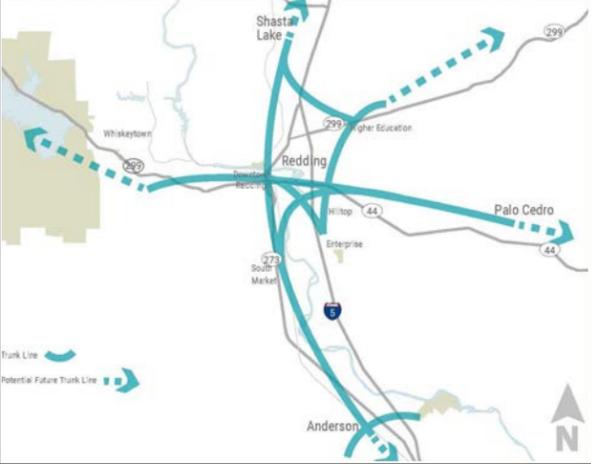
<p>North Redding Six-Lane Project (now the Fix 5 Cascade Gateway Project)</p>	<p>Complete environmental review, contingent upon allocation of State Transportation Improvement Program (STIP) funds.</p>	<p>Now known as the 'Fix 5 Cascade Gateway Project', the scope of work has been updated to align with current state and federal policy and associated grant funding priorities. The project now focuses on:</p> <ul style="list-style-type: none"> • Improved corridor management during I-5 closure events; • Maintaining free flow traffic to the designated alternate route (State Route 299); • Remediating the causes of three traffic collision clusters; • Improving ingress/egress for emergency responders and during evacuations; • Resolving barriers to east-west bicycle and pedestrian travel; and • Supporting the development of zero-emission fueling and charging infrastructure. <p>Several federal and state grant applications were prepared and submitted to the following programs: BUILD (2021), INFRA (2020), TCEP (2018, 2020), and federal earmark requests (2021). State grant funds were awarded to perform the Project Study & Environmental and Right-of-Way processes. Environmental review has been completed.</p>
<p>SR 273 Corridor</p>	<p>Work with Caltrans District 2, city of Redding, and affected citizens and stakeholders to identify safety and accessibility issues on State Route 273. One emphasis area will be in Redding between Cypress Avenue and Breslauer Way. Develop solutions that are consistent with regional plans and fund improvements as identified.</p>	<p>SRTA was awarded a grant for the State Route 273 Northern Section Multimodal Corridor Plan, which covers State Route 273 from Canyon Road to the I-5 junction in north Redding. A companion grant was awarded to Caltrans District 2 for the southern portion between Canyon Road and the I-5 junction in Anderson. SRTA and Caltrans District 2 are working together to deliver a single plan for the full corridor, including a jointly-developed list of corridor improvements. Anticipated completion date is late 2022.</p>
<p>Public Information Program</p>	<p>Utilizing contracted consultant services, provide factual information to the public, information gatekeepers, and decision makers on roadway conditions and the current and future use of transportation funding in the region.</p>	<p>SRTA administered a twelve-week outreach campaign to increase awareness among community stakeholders and the traveling public. Efforts included social media posts, educational videos, and a public workshop with state experts.</p>



PUBLIC TRANSPORTATION

WHAT SRTA AIMED TO ACCOMPLISH DURING THE 2018-2022 RTP CYCLE	HOW DID WE DO?	
<p>Long-Range Transit Plan</p>	<p>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 mobility solutions, and programs that encourage new riders.</p>	<p>The 2040 Long-Range Transit Plan was completed and approved by the SRTA Board of Directors in April 2021. Short-range strategies have begun to be implemented, including: improved bicycle and pedestrian access to transit.</p> <p>In addition, qualifying Unmet Transit Needs identified through the annual Transit Needs Assessment have been funded, including the Whiskeytown Beach Bus and expanded ShastaConnect on-demand transit.</p>
<p>On-demand transit pilot project service</p>	<p>Begin 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.</p>	<p>Sunday On-Demand Transit service began October 2019. Following a 6-month pause due to COVID-19, ShastaConnect was relaunched in November 2020, with an expanded service area including the cities of Anderson and Shasta Lake. Eligibility for social services transportation was also expanded in December 2020, to include anyone 18 years and older. New funding will allow the pilot project to continue through 2022 to evaluate the potential for long-term operations.</p>
<p>Intercity bus to Sacramento</p>	<p>Implement North State Intercity Bus System in accordance with the project grant award, including: completion of interagency agreements and ticketing; marketing and launching of new service; and obtaining funding for feeder services.</p> 	<p>Implementation of the North State Intercity Bus System (a.k.a. the Salmon Runner) was delayed after Caltrans rescinded a \$600,000 grant award for operations.</p> <p>SRTA is working with state partners to reinstate funding and/or identify other funding sources, and to develop fuel-cell electric motorcoaches and hydrogen fueling in the North State.</p>

ACTIVE TRANSPORTATION

WHAT SRTA AIMED TO ACCOMPLISH DURING THE 2018-2022 RTP CYCLE	HOW DID WE DO?	
<p>Active transportation trunk line model corridor (alignment to be determined)</p>	<p>Utilizing regional active transportation funds, lend technical support to local agency partners to turn the conceptual network of active transportation trunk lines into specific routes and grant-ready designs, then assemble necessary financing through a combination of regional funds, local funds, and grants.</p> 	<p>SRTA worked with local agency partners to identify trunk line routes and furnished technical consultant support to develop projects and write grant applications. Regional funds helped satisfy local match requirements.</p> <p>As a result, local agencies received over \$17.5 million in grant funds for the following projects:</p> <ul style="list-style-type: none"> • Turtle Bay to Downtown Gap Completion (\$2.664M) • Victor Avenue and Cypress Avenue (\$7.882M) • Cottonwood Trunk Line Express (\$7.056M) <p>SRTA also furnished regional funds for the Diestelhort to Downtown Cycletrack project.</p>
<p>Active transportation data collection program</p>	<p>Initiate a starter-program of automatic bicycle and pedestrian counters along popular routes and near recent and planned transportation and development projects. Combine results with data collected from smart phones and other location-enabled devices to inform active transportation planning, prioritize projects; measure changes in greenhouse gas emissions; and bolster grant seeking efforts.</p>	<p>Video-based bicycle and pedestrian counts were performed at thirty locations. Data from mobile devices was also purchased.</p> <p>Results informed the GoShasta Regional Active Transportation Plan and several successful grant applications. Data will also be used for travel demand and emissions modeling in the 2022 Regional Transportation Plan.</p>
<p>Regional active transportation facilities mapping and guidebook</p>	<p>Provide in-kind and/or funding support needed to maintain accurate and up-to-date mapping of regional bicycle and pedestrian facilities. Make the maps and other helpful information available to the community via an online guidebook.</p>	<p>Maps for bicycle and pedestrian facilities were updated in 2020 and available on the Healthy Shasta website.</p>





FREIGHT

WHAT SRTA AIMED TO ACCOMPLISH DURING THE 2018-2022 RTP CYCLE

Evaluate preliminary strategic freight nodes and corridors

Perform stakeholder outreach and a technical evaluation of obstacles and solutions to efficient goods movement inside the region and to/from external markets.

HOW DID WE DO?

SRTA and Caltans District 2 developed the Fix 5 Cascade Gateway Project to address increasingly frequent closures and lane restrictions on I-5. In addition to enhancing traffic operations and safety, proposed improvements will preserve access to I-5's designated alternate route (SR 299) and support the future development of zero emission fueling and charging infrastructure for freight vehicles and other users.



AVIATION

WHAT SRTA AIMED TO ACCOMPLISH DURING THE 2018-2022 RTP CYCLE

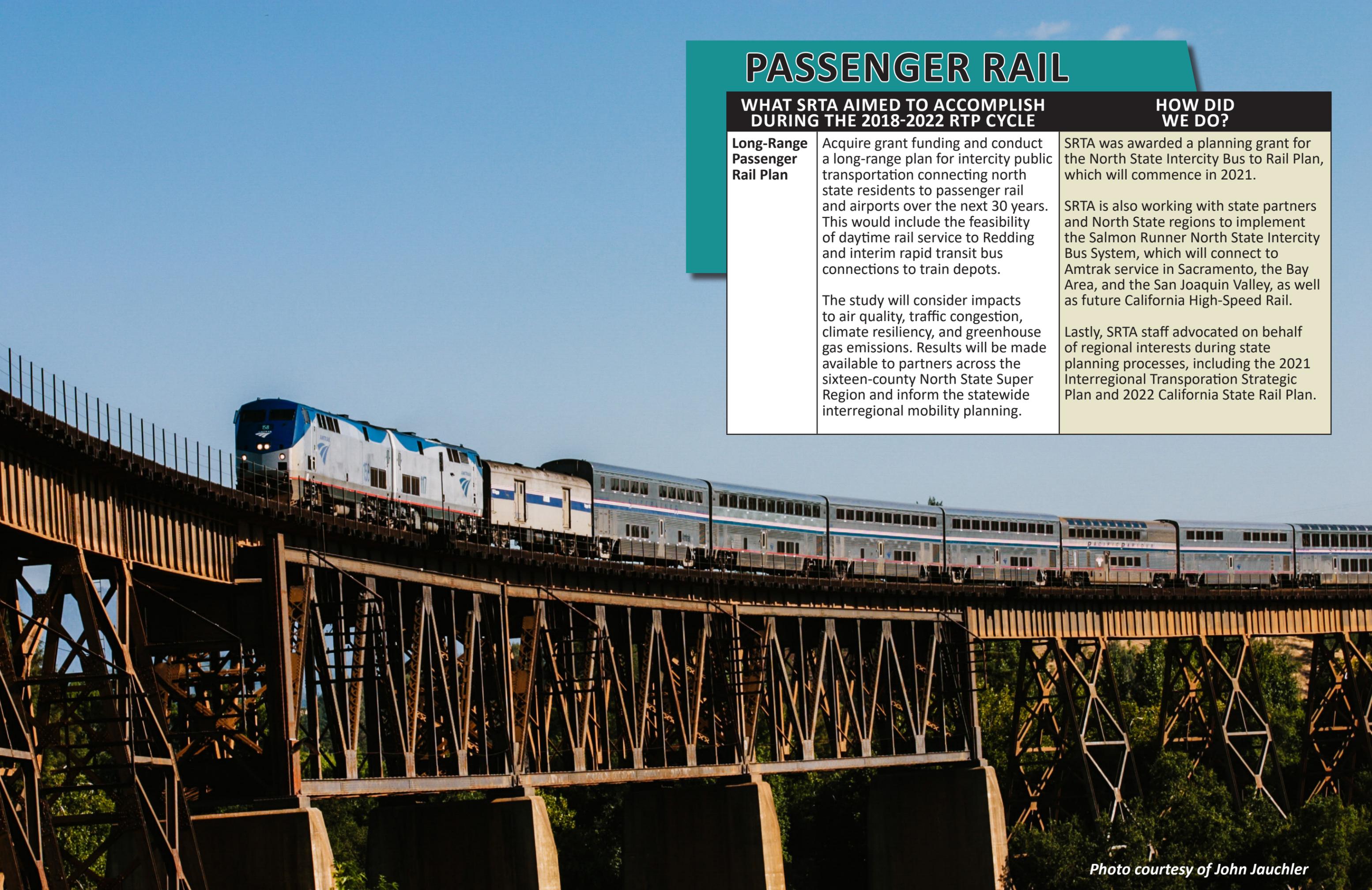
**Integrated
intercity
transportation
plan**

Develop a plan that integrates intercity transportation service options, including passenger air, intercity bus, and passenger rail.

HOW DID WE DO?

SRTA was awarded a planning grant for the North State Intercity Bus to Rail Plan.

SRTA is also working with RABA to provide public transportation that is coordinated with arrivals and departures at the Redding Municipal Airport.



PASSENGER RAIL

WHAT SRTA AIMED TO ACCOMPLISH DURING THE 2018-2022 RTP CYCLE

HOW DID WE DO?

Long-Range Passenger Rail Plan

Acquire grant funding and conduct a long-range plan for intercity public transportation connecting north state residents to passenger rail and airports over the next 30 years. This would include the feasibility of daytime rail service to Redding and interim rapid transit bus connections to train depots.

The study will consider impacts to air quality, traffic congestion, climate resiliency, and greenhouse gas emissions. Results will be made available to partners across the sixteen-county North State Super Region and inform the statewide interregional mobility planning.

SRTA was awarded a planning grant for the North State Intercity Bus to Rail Plan, which will commence in 2021.

SRTA is also working with state partners and North State regions to implement the Salmon Runner North State Intercity Bus System, which will connect to Amtrak service in Sacramento, the Bay Area, and the San Joaquin Valley, as well as future California High-Speed Rail.

Lastly, SRTA staff advocated on behalf of regional interests during state planning processes, including the 2021 Interregional Transportation Strategic Plan and 2022 California State Rail Plan.

Photo courtesy of John Jauchler

SUSTAINABLE COMMUNITIES STRATEGY

As part of California's mission to reduce greenhouse gases that cause climate change, SRTA works with local jurisdictions to encourage transportation-efficient land use supported by multimodal mobility options. The California Air Resources Board has set a target for the Shasta Region of reducing per capita greenhouse gas emission from passenger vehicles 4% by the year 2035, when compared to a baseline year of 2005. Key factors and regional efforts to reduce emissions are described below.

FACTORS AFFECTING VEHICLE MILES TRAVELED PER CAPITA	HOW DID WE DO (2018-2022)?
Population and employment shift to Strategic Growth Areas	SRTA provided technical support toward a state grant application for the Shasta Lake Downtown Redevelopment project.
Increased residential densities in Strategic Growth Areas	SRTA contributed regional planning funds toward the city of Redding's Park Marina Corridor Plan, which focuses on multi-modal transportation improvements that support future commercial/employment development in the Downtown Redding Strategic Growth Area.
Increased automobile operating costs	SRTA contributed regional planning funds toward the Downtown Redding Parking Strategy, which included a parking pricing strategy.
Increased public transportation service	SRTA developed and implemented ShastaConnect On-Demand Transit. Service hours have increased and the cities of Anderson, Redding, and Shasta Lake have been added to the service area.
Accelerated delivery of active transportation investments in Strategic Growth Areas, with an emphasis on transformational projects and programs that expand accessibility to all ages and abilities	SRTA adopted the grant-funded GoShasta Regional Active Transportation Plan in February 2018. The plan features an active transportation trunkline network of high-quality facilities accessible to users of all ages and abilities. SRTA acquired a state grant to provide technical support to local jurisdictions for the development of construction grants. Eight applications were submitted for six projects, three of which were awarded funds. SRTA also contributed regional funds toward the Diestelhorst to Downtown walking and biking trail, which opened Summer 2021.
Accelerated adoption of plug-in electric vehicles	SRTA is a member of the North State Zero-Emission Working Group for the planning and coordination of charging infrastructure in and between regions. State Route 299 between Arcata and Weaverville received a National Alternative Fuels Corridor designation.

In preparation for the 2022 Sustainable Communities Strategy, the following preliminary strategies were approved by the SRTA Board of Directors for further evaluation. Final strategies will be presented for approval as part of the final 2022 Regional Transportation Plan. SRTA invites and encourages residents, stakeholders, and partner agencies to provide comments and suggestions.

NEW STRATEGIES BEING EVALUATED FOR INCLUSION IN THE SUSTAINABLE COMMUNITIES STRATEGY
Implement Long-Range Transit Plan - Reallocate transit services to provide high-frequency fixed-route service on key corridors, supported by flexible on-demand service in lower demand areas, days, and times of day.
Implement GoShasta Regional Active Transportation Plan - Continue to build and connect the regional active transportation trunk line network of high-quality facilities designed for users of all ages and abilities, and supported by complementary programs and amenities.
Flexible fleets - Support more nimble, customer responsive, and neighborhood-appropriate mobility options for shorter trips in and surrounding strategic growth areas. Options may include: expanded ShastaConnect on-demand transit, sharing services (i.e., car, electric scooter, electric bike), electric shuttle service (i.e., expansion of Redding's DASH service), and infrastructure/parking for low-speed neighborhood electric vehicles.
Zero-emission vehicles - Encourage public adoption of zero-emission vehicles by supporting the development of charging and fueling infrastructure within the region and along interregional corridors.
Rural mobility - Community-tailored strategies aimed at reducing long-distance rural-to-urban trips - one of the largest sources of per capita vehicle miles traveled and greenhouse gas emissions in the region. May also include travel demand management and commute trip reduction programs and services in response based on community needs and interest.
Managed corridors - Includes various technology and operational strategies designed to increase both vehicle and person throughput. Examples may include smart traffic controls and priority lanes for public transportation and ridesharing. The focus will be on heavily trafficked corridors such as I-5, Cypress Avenue, and State Route 273/Market-Pine Street.
Vehicle miles traveled mitigation bank - Create a vehicle miles traveled credit pool from which developers may purchase credits to mitigate for automobile travel generated by their projects. May include impact fee reductions for projects located in transportation-efficient areas currently served by multimodal mobility options.
Targeted disadvantaged mobility - Provide custom-tailored solutions in areas where residents are more likely to use and benefit from multimodal mobility options due to limited resources and history of inequitable public investments.
Commute trip reduction programs - Includes a variety of incentives, programs, and resources that help employers and employees reduce single occupancy vehicle commute trips. May include rideshare matching, parking cash out, transit allowances, remote work options, guaranteed ride home, and support for active transportation.

PRELIMINARY GOALS FOR 2022-2026

In preparation for the 2022 Regional Transportation Plan and Sustainable Communities Strategy, the following preliminary goals are presented for community review and discussion. Final goals, including any new or modified goals as a result of community input, will be incorporated into the final plan.

As regional goals are addressed, SRTA strives to coordinate multiple strategies at key locations to amplify performance benefits and promote transformational change.

Streets & Roads

Fix 5 Cascade Gateway Project - Continue to develop and refine the project scope of work, emphasizing traffic operations and corridor management during I-5 closure events; eliminating collisions resulting in injury and fatality; and improving mobility/conditions for the region's disadvantaged communities. As opportunities arise, continue to prepare and submit state and federal grant applications.

SR 273 Multimodal Corridor Plan - Complete the plan and coordinate with Caltrans and local agencies on the development and funding of priority projects, programs, and services, including activities that address the localized needs of disadvantaged communities.

Disadvantaged Communities - Update the regional disadvantaged communities analysis and integrate targeted outreach as part of applicable regional planning processes.

Equity

Sustainable Communities Strategy

Sustainable Communities Strategy Implementation - Develop and implement strategies that effectively and economically reduce per capita emissions from passenger vehicles by 4% by 2035, while also accruing collateral benefits to the region, including improved mobility options, public health, economic development, and social equity.

Zero Emissions Infrastructure - Establish a zero-emission corridor between Arcata, CA and Reno, NV, and work with public and private sector investors in the development of hydrogen fuel-cell stations along I-5.

Long-Range Transit Plan - Implement near-term strategies, including: a) bicycle and pedestrian connections to transit and key destinations; b) low-income fare strategy; c) development of innovative mobility pilot programs; d) integration of mobility services; and e) rural mobility solutions.

Salmon Runner North State Intercity Bus System - Work with state partners to reinstate funding and/or identify other funding sources, and to develop fuel-cell electric motorcoaches and hydrogen fueling in the North State.

Rural Mobility - Expand ShastaConnect on-demand transit to serve residents in rural towns.

Zero-Emission Transit - Support compliance with California's Innovative Clean Transit Rule

Public Transportation

Bus-to-Rail Study - Complete the plan and coordinate with applicable agencies and stakeholders to advance near-term recommendations.

Passenger Rail

Active Transportation

Active Transportation Trunk Line Network - Continue to provide technical and financial support to local agency partners for the design and build out of a contiguous network of high-quality trunk line facilities and amenities.

Priority segments from the Downtown Redding area include: South Redding, Lake Boulevard, and Hartnell Avenue. Priority intersections include: State Route 273/Union Pacific Railroad Overcrossing, north-south connections over State Route 44, and various locations with a history of collisions resulting in injury and fatality, or that have been identified as 'high stress' by local residents.

Aviation

Transit Access To Redding Municipal Airport - Provide public transportation access to the Redding Municipal Airport that aligns with departing and arriving flight schedules and employee work shifts.

Freight Sustainability - Support the development of alternative fuel/charging infrastructure along the I-5 and State Route 299 and 44 corridors. Where community exposure to freight emission is disproportionately experienced, develop location-specific mitigation strategies.

I-5 Corridor Truck Parking Plan - In partnership with Caltrans and regional agencies along the I-5 corridor, inventory truck parking, assess demand, and identify priority improvements, including technology integration.

Freight



10 WAYS TO GET INVOLVED...

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

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



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