

Allocation Package Narrative

The Shasta Region has faced challenges with maintaining adequate transit service throughout the county. The fiscal cliff has been less about trying to survive and moreover trying to thrive. Low ridership, infrequent service, antiquated transit stations, constrained hours of operation, in addition to new regulations regarding the transition to Zero Emission Buses (ZEBs) are some of the many challenges we face. The unprecedented availability of Formula-Based Transit and Intercity Rail Capital Program (TIRCP) and Zero Emission Transit Capital Program (ZETCP) funds, provide opportunity to reduce Vehicle Miles traveled (VMT), carbon emissions, and increase available jobs in the region relative to transit. SB 125 funding allows for a meaningful and comprehensive regional and intercity transit service that meets the needs of transit dependent individuals in the Shasta Region.

The Redding Area Bus Authority (RABA) is the countywide transit operator and the only eligible State Transit Assistance (STA) operator in our region. Much of the Shasta Region is unpopulated or rural, having an average of 47 persons per square mile compared to an average of 251 persons statewide. Even the Redding Urbanized Area is largely rural and suburban in nature, having 1,766 persons per square mile (three persons per acre). RABA is already operating with the minimum number of service routes, and it has not made service cuts in the last five years. Passenger trips have declined to just slightly above 300,000 last fiscal year, from pre-pandemic ridership levels exceeding 575,000 trips per year. RABA is undertaking comprehensive transit planning efforts to reverse the trend and reimagine its transit system to make it easier to use, add additional frequency, create mobility programs, and use more technology, all factors to increase ridership.

Explanation of funding and service actions within the region that utilize resources other than SB 125 funding. RABA's budget for the next seven years is balanced, however, the transit operations contract is due to be reprocured in fiscal year (FY) 2023/24, which will result in an anticipated 15 to 20 percent increase over the costs when the contract was awarded in 2018. Additionally, as the vehicle fleet transitions from diesel and gasoline to electric, there will be additional costs associated with charging that will need to be added to the budget until the fuel costs normalize. The last significant cost increase is the technology operational costs, as more programs are converting to software as a service, resulting in ongoing operating costs that escalate each year with inflation. Using local, state, and federal funds, current operations and service can be sustained, however, this will not allow RABA and the Consolidated Transportation Services Agency (CTSA) provider, Dignity Health Connected Living (DHCL), to make necessary and required improvements to provide a comprehensive service for transit dependent individuals.

Description and justification of the RTPA strategy to use SB 125 funding to construct capital projects and fund operating expenses that lead to improved outcomes in its jurisdiction. RABA

adopts a seven-year operating budget each year. Using the FY 2022/23 service baseline of 57,770 revenue hours for fixed route and demand response, the goal will be to use the SB 125 funding to cover the increase in operational costs related to the transit operations contractor, technological costs, and energy propulsion costs due to fleet transition. The current RABA service plan consists of 16 fixed routes and a paratransit demand

response service that uses seven to eight buses. Anticipated changes in FY 2023/24 include: the elimination of four fixed routes; creation of four micro transit zones; reduction in fixed route evening service; addition of evening and Sunday micro transit service; and expansion of RABA Demand Response to include seniors, and persons with disabilities throughout the service area. RABA, the one STA-eligible operator in the region, does not anticipate funding related operating deficits or service cuts at this time. Therefore, SRTA's strategy focuses on supporting improvement in ridership and reducing Greenhouse Gases (GHGs). SRTA's strategy, developed in consultation with RABA and DHCL, addresses goals to increase ridership by improving the rider experience of public transit, increasing mode connectivity and service frequency, and replacing older vehicles with zero-emission vehicles. These approaches will be included in four SB 125 projects; Regional ridership Retainage and Growth; North State Intercity Passenger Transit System (NSIPTS); CTSA Coordination; and RABA Technology Enhancements. The activities in the projects are listed below.

A. Regional Ridership Retainage and Growth: Continue to sustain RABA fixed route and demand response and the rural CTSA demand response services in Shasta County through increasing passenger trips based on the RABA Short Range Transit Plan and SRTA's Coordinated Transportation Plan due to be adopted in 2024. Enhancements to occur as part of this project include: having fare free days to increase passenger trips and cover revenue losses; addition of seniors and non-ADA persons with disabilities to ride RABA Demand Response; expand and continue rural demand response services provided by the CTSA; increase frequency on some of RABA's fixed routes to increase public transit accessibility; elimination of RABA's fixed routes that are not productive by converting the service to micro transit; consolidation of transfer zones to reduce the travel time on the RABA's fixed route transit system throughout the service area; and the increase in the use of technology to provide ridership growth tools such as Wi-Fi on buses and a trip planning cell phone application with real-time tracking of buses, fare payment, and demand response scheduling.

- i. **Activity #1,** Supplement transit operational assistance and develop partnerships with transportation network companies, taxis, and micro mobility providers, and development of a volunteer driver transportation program to provide alternative mobility for transporting passengers throughout Shasta County as an alternative to RABA traditional transit services.
- ii. **Activity #2,** Purchase of five 30-35 foot electric bus replacements for use by RABA, to help with California Air Resources Board's (CARB) Innovative Clean Transit Rule (ICT) required transition to a fully zero-emission bus fleet by 2040.
- iii. **Activity #3,** purchase six electric vans for fixed route, demand response, and micro transit for use by RABA, to help with CARB's ICT required transition to a fully zero emission bus fleet by 2040.
- iv. **Activity #4,** 1 electric van for use by DHCL as a pilot program to test zero-emission vehicle technologies in demand response throughout the region and to help with

CARB's ICT required transition to a fully zero emission bus fleet by 2040.

- v. **Activity #5**, Provide start-up funding, as well as additional operational assistance for
- B. North State Intercity Passenger Transit System:** Purchase or lease two 45-foot low floor commuter coaches from Motor Coach Industries (MCI) for RABA to operate the Amtrak Thruway route, on behalf of the San Joaquin Joint Powers Authority (SJJPA), between Redding, Red Bluff and Chico on two round trips. This transition of service will allow for bus only ticketing on this route, as well as prepare for eventual future I-5 intercity service.
- i. **Activity #1**, Updating the demand study, including research, data collection, and expert consultations.
 - ii. **Activity #2**, Purchase of renewable diesel buses for current intercity operations.
 - iii. **Activity #3**, supporting operational funds for increased service frequency of current intercity operations.
- C. CTSA Coordination:** Prepare a CTSA Transit Efficiency and Innovations Study to evaluate and develop implementation steps for integrating the current CTSA services managed by SRTA into RABA. Fund integration costs based on the results of the CTSA Transit Efficiency and Innovations Study and board-approved direction.
- D. RABA Technology Enhancements:** Implement technology improvements and cover the operational costs associated with enhancing public transit services, including, but not limited to: Open Fare Payment, Genfare support Agreement, Optibus Planning Software, Transit and Moovit Mobility as a Service (MaaS) app, Token Transit fare payment app, automatic passenger counters (APCs), paratransit & microtransit software, as well as continued maintenance. These are all software as a service (SaaS) products that have an annual operational cost.

Detailed Breakdown and justification for how the funding is proposed to be distributed between transit operators and among projects consistent with the legislative intent described in SB 125. SRTA will utilize over \$15 million for both capital projects and operational expenses. This section focuses on justification of projects rather than distribution among operators as RABA is the only STA eligible transit agency. This short-term allocation package identifies four new projects, as described below.

- A. Regional Ridership Retainage and Growth:** The project aims to increase transit ridership and reduce GHGs through a series of strategic initiatives in the Shasta Region. The key components of the project include: *Sustaining Existing Services*: Continued support for fixed route and demand response services, particularly in rural areas, in alignment with the RABA Short Range Transit Plan and SRTA's Coordinated Transportation Plan; *Marketing and Awareness*: Implementation of a marketing plan in FY 2023/24 to raise awareness of public transit services, with a focus on developing ridership growth strategies; *Addressing Revenue Losses*: Covering operating cost deficits resulting from declines in fare revenue and ridership

by implementing fare-free days and other measures; *Fleet Electrification*: Purchasing electric vans and buses with chargers for fixed routes, deviated fixed routes, demand response, and micro-transit services. This includes acquiring zero-emission buses and vans to comply with the Innovative Clean Transit Rule, aiming for a complete transition to a zero-emission bus fleet by 2040; and *Micro-Transit Expansion*: Providing start-up funding and operational assistance for up to six micro-transit services in specific areas, including Shasta Lake, Anderson/Cottonwood/Happy Valley, Downtown/West Redding, East Redding/Palo Cedro, and evening services during weekdays and Sundays within the RABA Urban Service Area.

- B. North State Intercity Passenger Transit System:** The project's primary goal is to enhance transit ridership and mitigate GHGs through a comprehensive approach. It involves the purchase of two 45-foot low floor commuter coaches from Motor Coach Industries (MCI) for RABA to operate on the Amtrak Thruway route between Redding, Red Bluff, and Chico, paving the way for future I-5 intercity service. This transition allows for bus-only ticketing and updates the demand study for the intercity passenger transit corridor. The strategy focuses on reducing personal VMT by improving the bus service operated by the San Joaquin Joint Powers Authority (SJJPA). The buses on the route will utilize renewable diesel, and the ticketing system will be opened for more regional bus trips between communities. Accessibility will be enhanced by coordinating transit stops with other surrounding public transportation systems (e.g., Tehama Rural Area eXpress (TRAX) in Red Bluff, Lassen Rural Bus, Glenn Ride, and B-Line in Chico). The project anticipates ridership gains through increased mobility options and plans for regional coordination with Greyhound, Amtrak, Sage Stage, Trinity Transit, and TRAX. Partnerships with other transit services are sought for seamless travel, including connections in Chico with Lassen Rural Bus to Lassen County, Glenn Ride to Glenn County, and B-Line within Butte County. Overall, the project aims to create a more connected and environmentally friendly regional transit network.
- C. CTSA Coordination:** The project involves the preparation of a CTSA Transit Efficiency and Innovations Study to integrate current CTSA services managed by SRTA into RABA, with funding allocated based on study results. The initiative aligns with the 2040 Long Range Transit Plan and the Coordinated Transportation Plan, aiming to consolidate services for efficiency and reduced administrative overhead. The focus is on coordinating resources to streamline operations and eliminate duplication, such as centralized dispatching, maintenance, and administration. RABA aims to integrate ADA paratransit riders, seniors, and individuals with disabilities onto the same vehicles, creating a region-wide system to enhance accessibility and remove duplicative programs. The integration effort is expected to reduce duplicative grant requests, excess capital expenditures, and facilitate vehicle sharing, ultimately increasing performance measures and eligibility for Federal and State transit funding. The project anticipates an eight percent increase in passenger trips in the first year due to an updated demand response system. In terms of GHG reduction, the project aims to minimize personal VMT by reducing the number of demand response vehicles needed, and encouraging additional passenger trips through the inclusion of seniors and persons with disabilities. The integration is projected to result in reduced reliance on personal single-occupant vehicles for these trips, contributing to environmental benefits.

Ridership gains are expected as the transit programs become more accessible and user-friendly under a unified brand. The inclusion of seniors, persons with disabilities, and an expanded service area is anticipated to make the public transit system more user-friendly, leading to increased passenger trips. Integration of the CTSA services into RABA is poised to extend the reach of traditional public transit, providing cost-sharing options to end-users, and promoting growth in passenger trips. Presently, RABA Demand Response and the CTSA carry a combined total of 45,195 passenger trips, with an estimated eight percent growth expected through the integration of services.

- D. RABA Technology Enhancements:** The project involves implementing and covering operational costs for various technological enhancements in public transit services, such as Open Fare Payment, Genfare support Agreement, Optibus Planning Software, Transit and Moovit Mobility as a Service (MaaS) app, Token Transit fare payment app, automatic passenger counters (APCs), paratransit & microtransit software, and continued maintenance. These are Software as a Service (SaaS) products incurring annual operational costs. The GHG reduction features of the project focus on decreasing personal VMT by growing passenger trips on the RABA transit system. The implementation of technological features aims to make public transit more accessible and user-friendly for the public. Expected ridership benefits include a forecasted annual growth of five percent over the current passenger trips of 330,000 in FY 2022/23, through the utilization of technology. The integrated technology will also coordinate with bike sharing and transportation network companies, removing barriers in fare collection through fare payment apps. A marketing plan in FY 2023/24 will identify ridership growth strategies, emphasizing technological improvements in the newly designed transit system. Additionally, regional coordination is planned with Greyhound and Amtrak to interline intercity routes into the national intercity network. Partnerships will be sought with Sage Stage, Trinity Transit, and TRAX for travel into Modoc, Trinity, and Tehama counties, through interlining of routes and timed coordination with RABA services. The project envisions a more technologically advanced and seamlessly connected transit system with increased ridership and enhanced regional coordination.

TIRCP PROJECT FACT SHEET – NOT TO EXCEED 2 PAGES

PROJECT TITLE Consolidated Transportation Services Agency Coordination

IMPLEMENTING AGENCY OR AGENCIES

Redding Area Bus Authority (RABA), Shasta Regional Transportation Agency (SRTA)

PHASE	START DATE	END DATE
Study	7/1/2024	6/30/2025
Implementation	7/1/2025	6/30/2026
Operations	7/1/2025	6/30/2026

ANTICIPATED DATE OF CONSTRUCTION, IF APPLICABLE N/A.

SUMMARY OF PROJECT SCOPE

Prepare a Consolidated Transportation Services Agency (CTSA) Transit Efficiency and Innovations Study to evaluate and develop implementation steps for integrating the current CTSA services managed by SRTA into RABA. Fund integration costs based on the results of the CTSA Transit Efficiency and Innovations Study and board-approved direction.

Background: Currently Dignity Health Connected Living (DHCL) operates the ShastaConnect rural service on behalf of Shasta Regional Transportation Agency (SRTA) under an agreement that expires on June 30, 2025. They have been designated by SRTA as the CTSA. The SRTA Board of Directors adopted a 2040 Long Range Transit Plan in April of 2021 which includes a future strategy to “Consolidate services provided by the region’s various human transportation service organizations and agencies to minimize duplication of services, direct costs, and administrative overhead” (see page 4-29). Additionally, the 2017 Shasta Coordinated Transportation Plan looked at these coordinating strategies as defined on pages 46-49.

- Priority Strategy 4: Multi-Organization Approach to Solutions/Overall Coordination

Examples of potential activities, which include coordination of resources, include but are not limited to the following:

1. Combined purchasing of necessary equipment to achieve cost savings through bulk purchases.
2. Coordinated driver training programs to ensure the safe operation of vehicles and ensure other outcomes.
3. Centralized dispatching of vehicles to allow for efficient use of vehicles and delivery of services.
4. Centralized maintenance of vehicles
5. Centralized administration of various social service transportation programs to eliminate duplicative and costly administrative oversight.
6. Identification and consolidation of existing funding sources for social service transportation services to provide more effective and cost-efficient use of scarce dollars.
7. Sharing vehicles
8. Coordinated fuel purchases.
9. Communication between stakeholders

- Priority Strategy 5: Driver Recruitment, Development, Screening, and Training Program
- Priority Strategy 8: Shared Use of Agency Vehicles

To help further this effort, RABA is interested in obtaining the status of CTSA in the Shasta Region. The primary goal would be to integrate the transportation of Americans with Disabilities Act (ADA) paratransit riders along with seniors and individuals with disabilities onto the same vehicles. This could include both the RABA system and ShastaConnect transportation services for an integrated regionwide system. This can help to eliminate barriers for riders, and potentially remove duplicative transit programs, assets, facilities and administrative oversight as contemplated in the Long Range Transit Plan and Coordinated Transportation Plan. This effort will require coordination between DHCL, RABA, and SRTA to identify opportunities, challenges, and potential policy or transit funding formula changes. It is envisioned that SRTA might consider changes as early as 2025 or later.

RABA intends to support CTSA activities with Federal funds and SB 125 funds as the CTSA is not an State Transportation Assistance (STA)-eligible operator and cannot benefit from these funds alone. This effort would reduce duplicative grant requests and excess capital expenditures such as transitioning the CTSA to zero-emission vehicles and facilitate more vehicle sharing between the two programs. Furthermore, through vehicle sharing of ADA and senior transportation costs under Article 4.5, RABA's use of Article 4 Local Transportation Fund (LTF) for demand response services would be reduced and performance measures for both programs will increase, including RABA's ability to report CTSA activities to the National Transit Database and the State Controller's Office resulting in more Federal and State transit funding to Shasta County.

TOTAL PROJECT COSTS (USD\$) \$500,000 for integration costs such as vehicle branding, transit operations training of DHCL employees, implementation of a drug and alcohol policy, preventative maintenance program and additional contract operational costs to DHCL to operate RABA Demand Response and Route 299X services to Burney, creation of office space for use of the existing RABA facility, integration of the dispatch software into the new RABA paratransit, micro transit and non-emergency medical transportation software system and any unforeseen costs not identified in the integration.

TOTAL PROJECT DEVELOPMENT COSTS (USD\$), IF APPLICABLE None.

AMOUNT OF FUNDING USED FOR PROJECT MANAGEMENT, INCLUDING RTPA PROJECT MANAGEMENT (USD\$) None.

FUNDING SOURCE	FUNDING TYPE	FUNDING AMOUNT (USD\$)
TICRP	State	\$500,000

EXPLANATION OF GREENHOUSE GAS REDUCING FEATURES OF THE PROJECT

This project will reduce greenhouse gases through a reduction of personal vehicle miles traveled by reducing the number of demand response vehicles needed for service delivery, as well as additional passenger trips made through the inclusion of seniors, persons with disabilities as well as those who are ADA certified, and these trips no longer being provided by personal single occupant vehicles due to availability the service to ineligible passengers. It is projected that in year 1, an 8% increase in passenger trips is anticipated due to ease and accessibility to use an updated demand response system.

EXPLANATION OF EXPECTED RIDERSHIP BENEFITS, INCLUDING INTEGRATION WITH REGIONAL MODES & PROVIDERS

Ridership gains are expected as the transit programs become more accessible and easier to use under one brand. The addition of seniors, persons with disabilities as well as an expanded service area for these demographics will make the public transit system easy to use and understand, thus creating more passenger trips. Presently RABA Demand Response carries 24,000 passenger trips and the CTSA carries 21,195 passenger trips. It is anticipated that a combination of the two services, plus the addition of ineligible passenger categories can yield an eight percent passenger trip growth on the combined system. The integration of the CTSA services into RABA will expand the reach of the traditional public transit for when transit services are unavailable or non-existent, in a cost sharing manner to reduce the cost to the end user.

IF APPLICABLE, EXPLANATION OF THE BENEFITS TO DISADVANTAGED & LOW-INCOME COMMUNITIES AND/OR HOUSEHOLDS (PER SB 535 AND AB 1550)

The project will serve low-income communities as shown here:

<https://gis.carb.arb.ca.gov/portal/apps/experiencebuilder/experience/?id=6b4b15f8c6514733972cabdda3108348>

The only disadvantaged area served is Redding Rancheria near SR 273 and Clear Creek Road which will be served by the integration of the demand response services into RABA.

TIRCP PROJECT FACT SHEET – NOT TO EXCEED 2 PAGES

PROJECT TITLE

North State Intercity Passenger Transit System

IMPLEMENTING AGENCY OR AGENCIES

Redding Area Bus Authority (RABA) and Shasta Regional Transportation Agency (SRTA)

PHASE	START DATE	END DATE
Procurement	7/1/2024	8/31/2024
Delivery (per MCI)	7/1/2025	7/15/2025
In Service	7/31/2025	12/31/2037

ANTICIPATED DATE OF CONSTRUCTION, IF APPLICABLE N/A.

SUMMARY OF PROJECT SCOPE

Purchase two 45-foot low floor commuter coaches from Motor Coach Industries (MCI) for RABA to operate on behalf of the San Joaquin Joint Powers Authority (SJJPA) the Amtrak Thruway route between Redding, Red Bluff and Chico on two round trips. This transition of service will allow for bus only ticketing on this route, as well as prepare for eventual future I-5 intercity service to Sacramento.

Update the previous demand study of the corridor for intercity passenger transit and/or rail, including research, data collection, and expert consultations.

TOTAL PROJECT COSTS (USD\$) \$1,950,000 for two 45 foot low floor MCI buses. \$100,000 for updating the demand study, research, data collection, and a consultant. **\$2,050,000 total.**

TOTAL PROJECT DEVELOPMENT COSTS (USD\$), IF APPLICABLE None.

AMOUNT OF FUNDING USED FOR PROJECT MANAGEMENT, INCLUDING RTPA PROJECT MANAGEMENT (USD\$) \$25,000

FUNDING SOURCE	FUNDING TYPE	FUNDING AMOUNT (USD\$)
TICRP	State	\$1,950,000

EXPLANATION OF GREENHOUSE GAS REDUCING FEATURES OF THE PROJECT

This project will reduce greenhouse gases through a reduction of personal vehicle miles traveled by enhancing the bus service operated by the San Joaquin Joint Powers Authority to allow for the local bus travel between Redding, Red Bluff and Chico. In addition, the buses that currently

operate on the route use non-biodiesel fuel. Currently, passengers must have a train ticket to ride, thus allowing drop offs in the communities or pickups in the communities but only for through travel. Opening the ticket system for this bus route allows for more regional bus trips between the communities and will increase accessibility by coordinating with Tehama Rural Area eXpress (TRAX) in Red Bluff and Lassen Rural Bus, Glenn Ride and B-Line transit stops in Chico. The diesel used on these buses will be renewable.

EXPLANATION OF EXPECTED RIDERSHIP BENEFITS, INCLUDING INTEGRATION WITH REGIONAL MODES & PROVIDERS

Ridership gains are expected as additional mobility is created by allowing local travel on this regional bus route operated by the San Joaquin Joint Powers Authority due to public operation of the bus route. Furthermore, regional coordination with Greyhound, Amtrak is planned to interline the intercity routes to Shasta Lake, Anderson, and Burney into the national intercity network. Additionally, partnerships will be sought with Sage Stage for travel into Modoc County, Trinity Transit for travel into Trinity County and TRAX for travel into Tehama County through interlining of routes and timed coordination to RABA services.

In Chico, regional connections can be made with Lassen Rural Bus to Lassen County, Glenn Ride to Glenn County and B-Line within Butte County. RABA will work with these services to allow for seamless travel.

IF APPLICABLE, EXPLANATION OF THE BENEFITS TO DISADVANTAGED & LOW-INCOME COMMUNITIES AND/OR HOUSEHOLDS (PER SB 535 AND AB 1550)

The project will serve low-income communities as shown here in Redding, Red Bluff and Chico: <https://gis.carb.arb.ca.gov/portal/apps/experiencebuilder/experience/?id=6b4b15f8c6514733972cabdda3108348>

The only disadvantaged area in the Shasta Region served is Redding Rancheria near SR 273 and Clear Creek Road. While this project does not directly serve this area, passengers riding RABA services to Redding Downtown Terminal can connect to the Amtrak service which would use these new renewable diesel buses. In Butte County, the disadvantaged area is Chapman and Stirling Junction near Park and Humboldt Avenues in Chico. While this project does not directly serve this area, passengers riding B-Line services to Downtown Chico can connect to the Amtrak service which would use these new renewable diesel buses.

TIRCP PROJECT FACT SHEET – NOT TO EXCEED 2 PAGES

PROJECT TITLE

Redding Area Bus Authority Technology Enhancements

IMPLEMENTING AGENCY OR AGENCIES

Redding Area Bus Authority (RABA)

PHASE	START DATE	END DATE
Operations	7/1/2023	6/30/2027

ANTICIPATED DATE OF CONSTRUCTION, IF APPLICABLE N/A.

SUMMARY OF PROJECT SCOPE

Implement and cover the operational costs associated with technology needed to enhance public transit services, including, but not limited to: Open Fare Payment, Genfare support Agreement, Optibus Planning Software, Transit and Moovit Mobility as a Service (MaaS) app, Token Transit fare payment app, automatic passenger counters (APCs), paratransit & microtransit software, General Transit Feed Specification (GTFS)/GTFS Flex/GBFS implementation as well as continued maintenance and associated contingency funding. These are all software as a service product that have an annual operational cost.

TOTAL PROJECT COSTS (USD\$) Fiscal year (FY) 2023-24 - \$595,000 for initial set up costs and \$280,000 for ongoing operational costs for software as a service product for FYs 2024/25, 2025/26 and 2026/27.

TOTAL PROJECT DEVELOPMENT COSTS (USD\$), IF APPLICABLE None.

AMOUNT OF FUNDING USED FOR PROJECT MANAGEMENT, INCLUDING RTPA PROJECT MANAGEMENT (USD\$) None.

FUNDING SOURCE	FUNDING TYPE	FUNDING AMOUNT (USD\$)
TICRP	State	\$1,435,000

ADDITIONAL PROJECT DETAILS (REQ) – NOT TO EXCEED 2 PAGES

EXPLANATION OF GREENHOUSE GAS REDUCING FEATURES OF THE PROJECT

This project will reduce greenhouse gases through a reduction of personal vehicle miles traveled by growing passenger trips on the RABA transit system by implementing technological features to make public transit easy and accessible to the general public.

EXPLANATION OF EXPECTED RIDERSHIP BENEFITS, INCLUDING INTEGRATION WITH REGIONAL MODES & PROVIDERS

Through the use of technology, additional passenger trips are expected. Staff is forecasting an expected growth of five percent each year over current passenger trips of 330,000 in FY 2022/23. The technology implemented will also integrate with bike sharing and transportation network companies. Barriers will be removed in fare collection through the use of fare payment apps. A marketing plan will be developed in FY 2024 which will identify ridership growth strategies to promote the newly designed transit system including the use of technological improvements. Furthermore, regional coordination with Greyhound, Amtrak is planned to interline the intercity routes to Shasta Lake, Anderson and Burney into the national intercity network. Additionally, partnerships will be sought with Sage Stage for travel into Modoc County, Trinity Transit for travel into Trinity County and Tehama Rual Area eXpress (TRAX) for travel into Tehama County through interlining of routes and timed coordination to RABA services.

IF APPLICABLE, EXPLANATION OF THE BENEFITS TO DISADVANTAGED & LOW-INCOME COMMUNITIES AND/OR HOUSEHOLDS (PER SB 535 AND AB 1550)

The project will serve low-income communities as shown here:

<https://gis.carb.arb.ca.gov/portal/apps/experiencebuilder/experience/?id=6b4b15f8c6514733972cabdda3108348>

The only disadvantaged area served is Redding Rancheria near SR 273 and Clear Creek Road which will be served by redesigned RABA fixed routes 3 and 9, as well as the Anderson/Cottonwood/Happy Valley micro transit service. Each of these services will benefit from technological advancements.

TIRCP PROJECT FACT SHEET – NOT TO EXCEED 2 PAGES

PROJECT TITLE

Shasta County Public Transit Regional Ridership Retainage and Growth

IMPLEMENTING AGENCY OR AGENCIES – Redding Area Bus Authority (RABA), Shasta Regional Transportation Agency (SRTA), and Dignity Health Connected Living (DHCL)

PHASE	START DATE	END DATE
Operations	7/1/2023	6/30/2027
Procurement	7/1/2024	12/31/2025
Delivery	3/1/2025	9/30/2026
In service	5/15/2025	12/31/2030

ANTICIPATED DATE OF CONSTRUCTION, IF APPLICABLE – N/A

SUMMARY OF PROJECT SCOPE — Continue to sustain RABA fixed route and demand response and the rural Consolidated Transportation Service Agency (CTSA) demand response services in Shasta County through increase of passenger trips based on the RABA Short Range Transit Plan and SRTA Coordinated Transportation Plan due to be adopted in 2024. RABA intends to implement a marketing plan in fiscal year (FY) 2024 that will be used to increase overall awareness of public transit services in the Shasta Region through development of ridership growth strategies. The funding will also cover the operating cost deficit created from lost revenues due to previous declines in fare revenue and ridership on both RABA and Consolidated Transportation Service Agency (CTSA).

Enhancements to occur as part of this project include having fare free days to increase passenger trips and cover revenue losses, addition of seniors and non-ADA persons with disabilities to ride RABA Demand Response, expand and continue rural demand response services provided by the CTSA, increase of frequency on some of RABA’s fixed routes to increase public transit accessibility, elimination of RABA’s fixed routes that are not productive with conversion of the service to micro transit, consolidation of transfer zones to reduce the travel time on the RABA’s fixed route transit system throughout the service area, the increase in the use of technology to provide ridership-growth-tools such as wi-fi on buses, trip planning app, real time tracking of buses and fare payment through an app, and demand response scheduling through an app.

Develop partnerships with transportation network companies, taxis, micro mobility providers and development of a volunteer driver transportation program to provide alternative mobility for transporting passengers throughout Shasta County as an alternative to RABA traditional transit services in areas where traditional transit services are non-existent or during times when traditional transit services are not available.

Purchase battery electric vans and buses with chargers and installation for use on the fixed route, deviated fixed route, demand response and micro transit services, as well as vehicle sharing with the CTSA through coordination agreements in FY 2024. Purchase zero emission buses and vans to help with the Innovative Clean Transit Rule (ICT), required gradual transition to a zero-emission bus fleet by 2040.

Provide start-up funding, as well as additional operational assistance for the next three years to operate up to six micro transit services in the following areas:

- Shasta Lake
- Anderson/Cottonwood/Happy Valley
- Downtown/West Redding
- East Redding/Palo Cedro
- Weekday Evenings from 6:00 p.m. to 9 -11 p.m. throughout RABA Urban Service Area.
- Continuation of Sunday Micro Transit for an eight-hour period throughout RABA Urban Service Area.

TOTAL PROJECT COSTS (USD\$)— \$11,175,200

AMOUNT OF FUNDING USED FOR PROJECT MANAGEMENT, INCLUDING RTPA PROJECT MANAGEMENT (USD\$) — \$75,858

TOTAL PROJECT FUNDING SOURCES:

FUNDING SOURCE	FUNDING TYPE	FUNDING AMOUNT (USD\$)
TIRCP	State	\$8,725,554
ZETCP	State	\$2,449,646
STA	State	\$125,000
FTA flexed from CRP/FHWA	Federal	\$157,005
FTA	Federal	\$3,996,800

ADDITIONAL PROJECT DETAILS (REQ) – NOT TO EXCEED 2 PAGES

EXPLANATION OF GREENHOUSE GAS REDUCING FEATURES OF THE PROJECT

This project will reduce greenhouse gases through a reduction of personal vehicle miles traveled by redesigning the RABA transit system to capture productivity in areas where there is transit demand. In addition, the strategies to implement ridership growth will create opportunities for more passenger trips to be made on the RABA and CTSA transit system through frequency enhancements and simplification of the RABA route network. Lastly, the addition of zero emission buses and vans to replace diesel and gasoline counterparts

EXPLANATION OF EXPECTED RIDERSHIP BENEFITS, INCLUDING INTEGRATION WITH REGIONAL MODES & PROVIDERS

Through the simplification of the RABA fixed route transit system, addition of frequency and coordination with mobility options such as micro transit, bikeshare and transportation network companies, additional passenger trips are expected. A marketing plan will be developed in FY 2024 which will identify ridership growth strategies to promote the newly designed transit system. Ridership gains are expected as additional mobility programs are added to the transit system. The mobility programs will expand the reach of public transit for when transit services are unavailable or non-existent in a cost sharing manner to reduce the cost to the end user. Furthermore, regional coordination with Greyhound, Amtrak is planned to interline the intercity routes to Shasta Lake, Anderson, and Burney into the national intercity network. Additionally, partnerships will be sought with Sage Stage for travel into Modoc County, Trinity Transit for travel into Trinity County and TRAX for travel into Tehama County through interlining of routes and timed coordination to RABA.

IF APPLICABLE, EXPLANATION OF THE BENEFITS TO DISADVANTAGED & LOW-INCOME COMMUNITIES AND/OR HOUSEHOLDS (PER SB 535 AND AB 1550)

The project will serve low income communities as shown here: <https://gis.carb.arb.ca.gov/portal/apps/experiencebuilder/experience/?id=6b4b15f8c6514733972cabdda3108348> The only disadvantaged area served is Redding Rancheria near State Route 273 and Clear Creek Road which will be served by redesigned RABA fixed routes 3 and 9.