

North State Super Region Town Hall

An Introduction to the Shasta
Region

April 12, 2023



Metropolitan
Planning
Organization (MPO)

Regional
Transportation
Planning Agency
(RTPA)

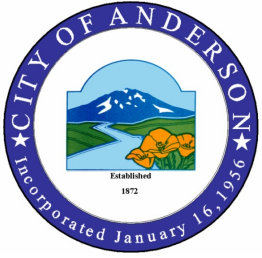
Administer \$24
million annually





“We plan today for tomorrow’s transportation.”





RABA

7-Member Board of
Directors





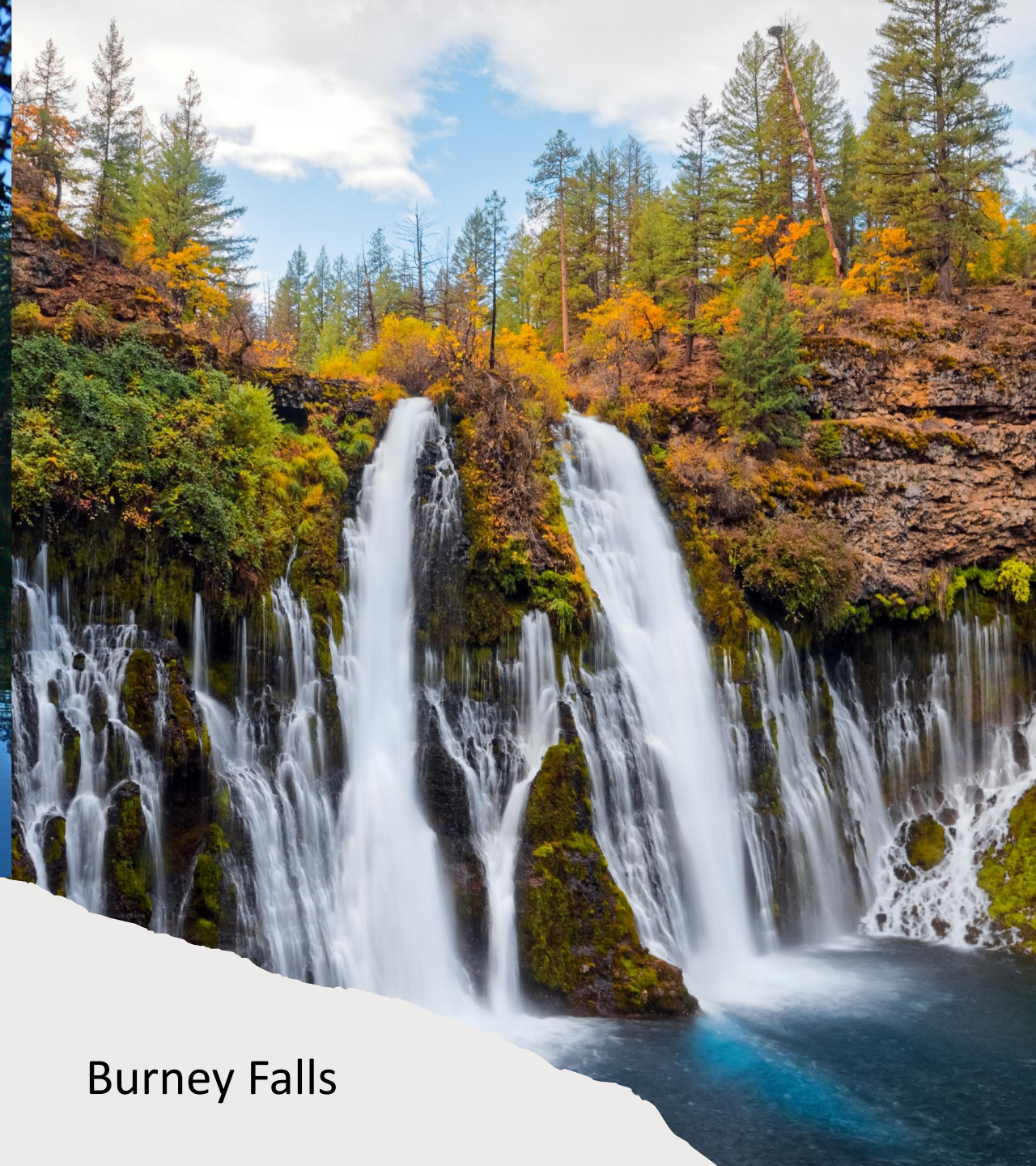
Shasta Lake



Whiskeytown Lake



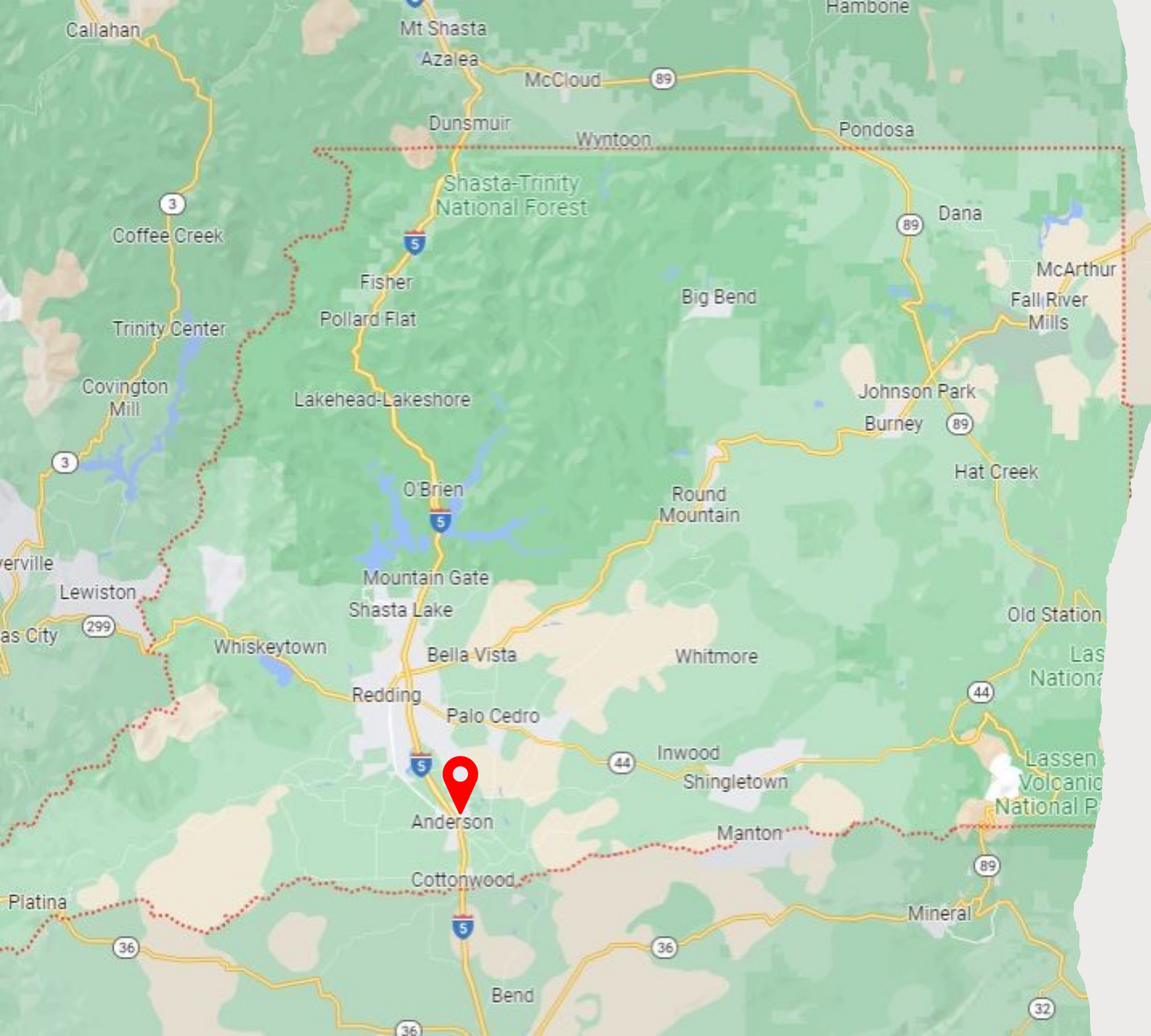
Lassen Volcanic
National Park



Burney Falls



Sundial Bridge



Quick Facts:

Founded - 1850

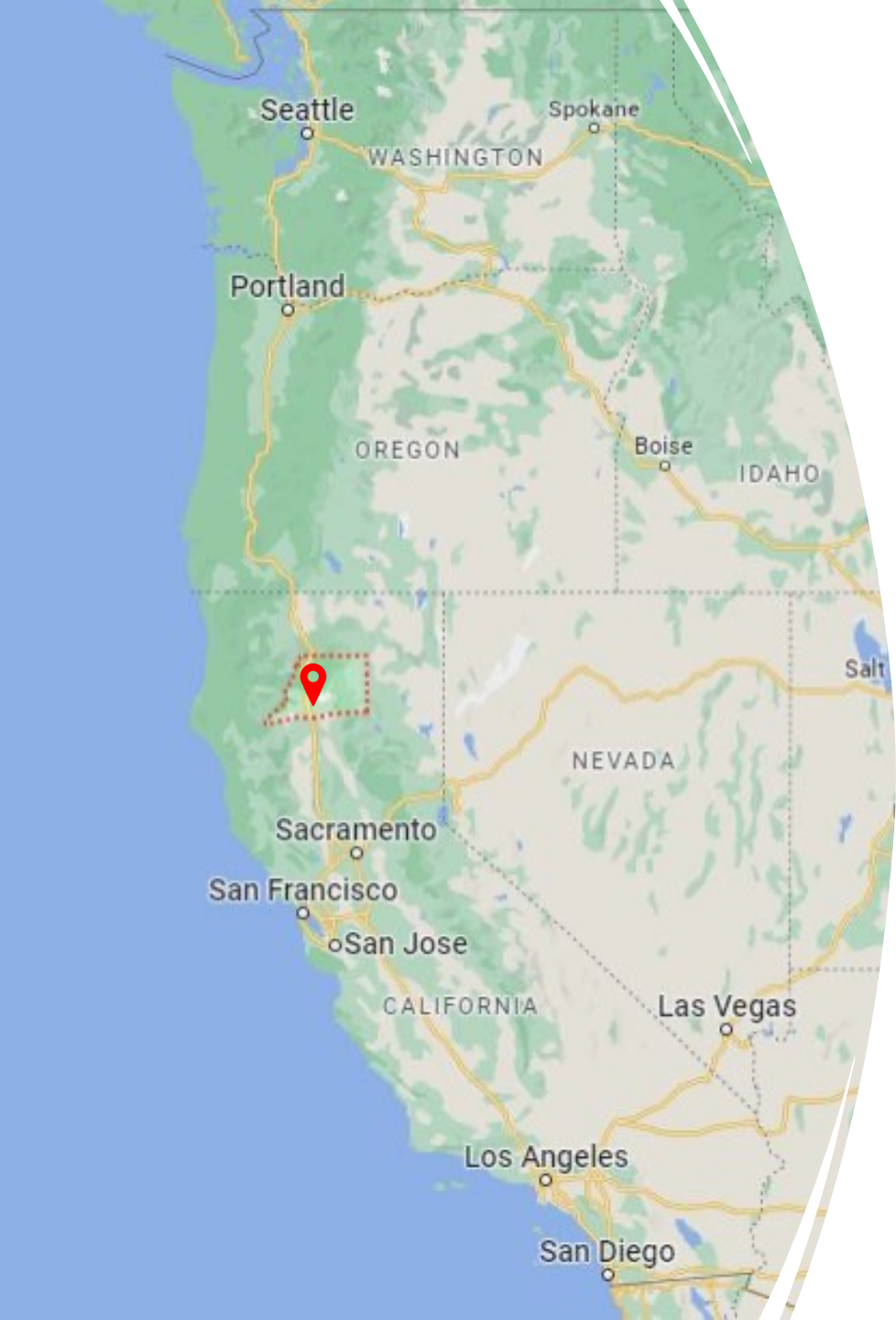
88% more sunshine
– except Yuma, AZ.

3,847 square miles

182,000 residents

70,500 Jobs / 4.1%
unemployment

Cost of Living 👍



“Mid-Point” of West Coast Travel

- Seattle, WA 594 miles
- Portland, OR 421 miles
- Eugene, OR 315 miles
- Eureka, CA 147 miles
- Reno, NV 198 miles

-
- Sacramento, CA 162 miles
 - San Francisco, CA 217 miles
 - Los Angeles, CA 546 miles
 - San Diego, CA 664 miles



The McConnell Foundation's Bell Plaza project is located on the corner of Shasta and California streets in downtown Redding. Acquiring the former Bell Rooms and transforming this space is part of the Foundation's 10 year commitment to community vitality and downtown revitalization. Repurposed Bell bricks and recycled wood have been incorporated into the project, which is anchored by the Shasta Bike Depot and Pipeline Craft Taps & Kitchen Redding. They will share a public courtyard.

The Bike Depot, operated by Anne Thomas of Shasta Living Streets, will be a downtown transportation center for electric bikes, guided bike tours, events, safety and tourism services, and secure bike parking. BCycle, Redding's first bikeshare program will have public electric bike docking stations at Bell Plaza, and throughout downtown.



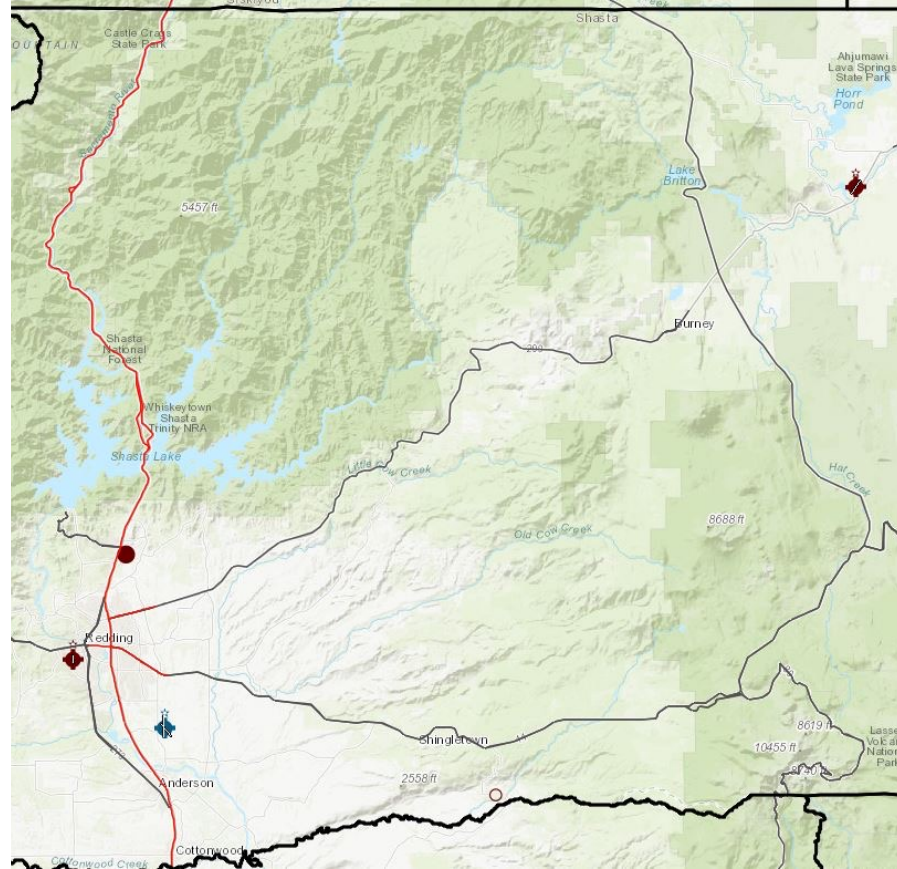
Pipeline, a gastropub, will be operated by Kevin Flynn who, along with his business partner, Mark Clure, also owns and operates Pipeline Craft Taps & Kitchen Mount Shasta. What drew Kevin to this opportunity is the indoor-outdoor dining, paired with bike and pedestrian activity.

The project is designed by Trilogy Architecture, and constructed by Modern Building Company. Special features include a copper roof, east facing wall murals, Red Hot Metal custom gates, a copper beer pipeline, and 24/7 bike storage. The project will open in two phases in 2023. •



Redding Regional Airport
Benton Airpark
Fall River Mills Airport

Airports



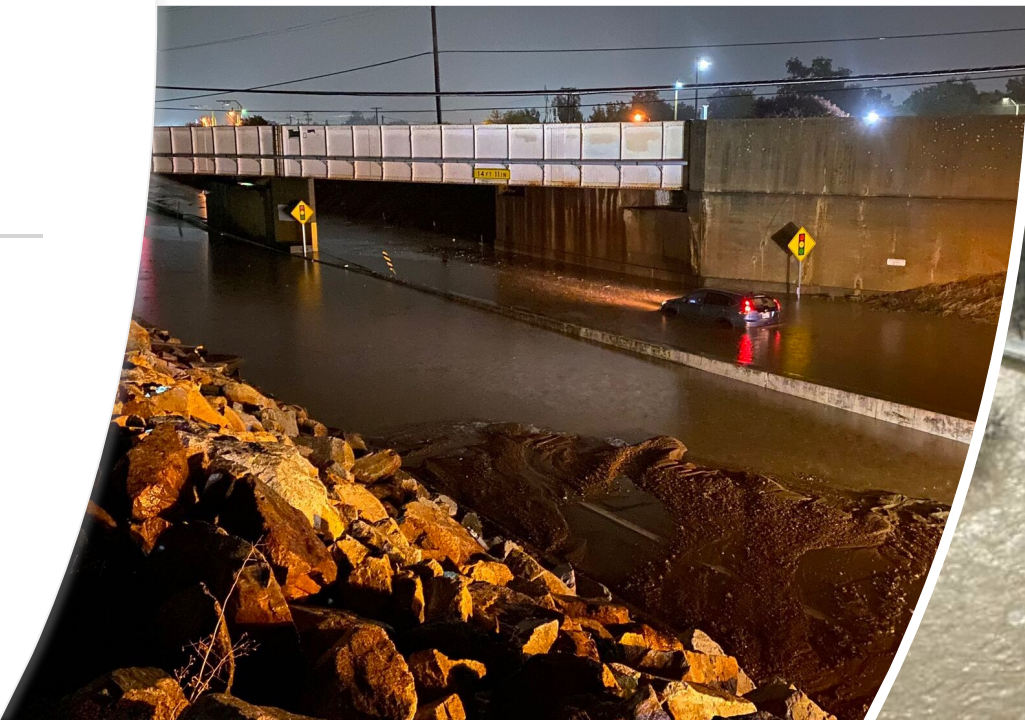


Fire/Wildfire





Flooding





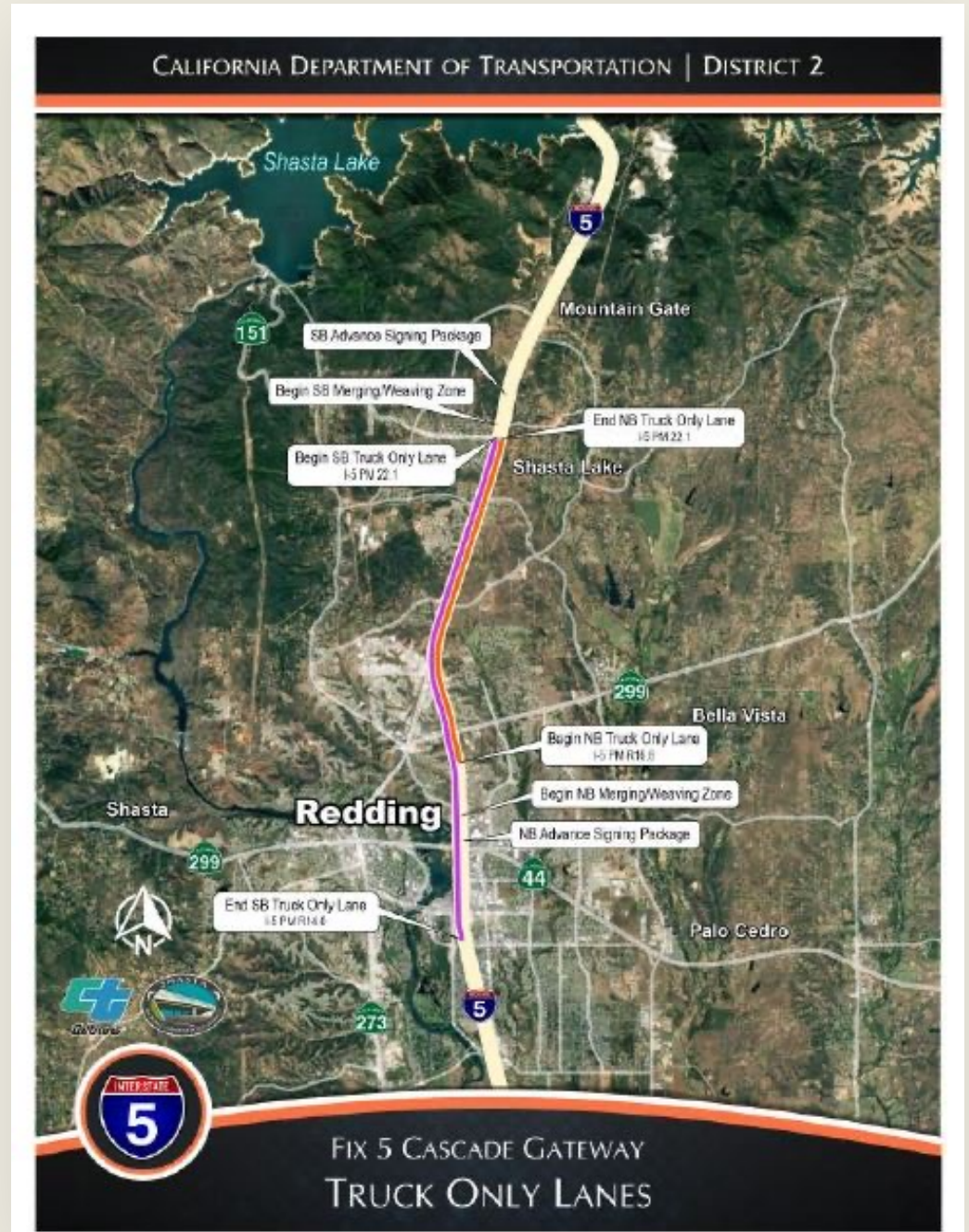
Snow



3,100 Road Lane Miles
517 Bridges

Bridges and Roads







Freight Rail
Passenger Rail – Coast Starlight
Northbound – 3:06 a.m.
Southbound – 2:30 a.m.



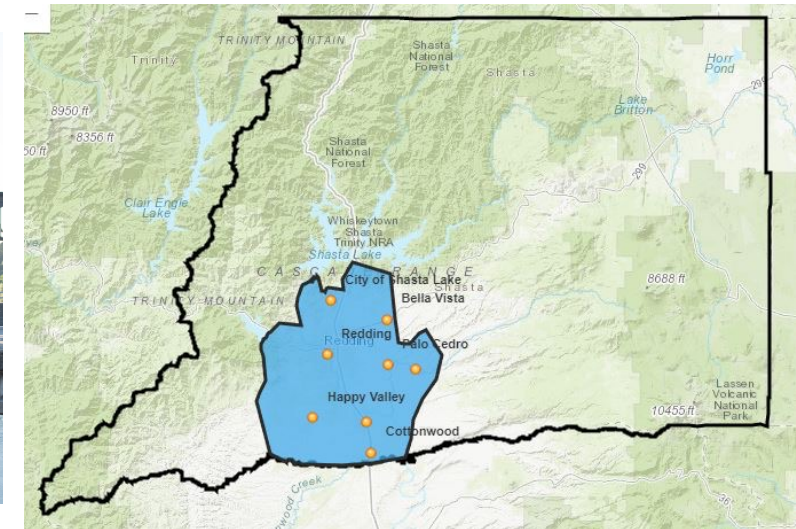
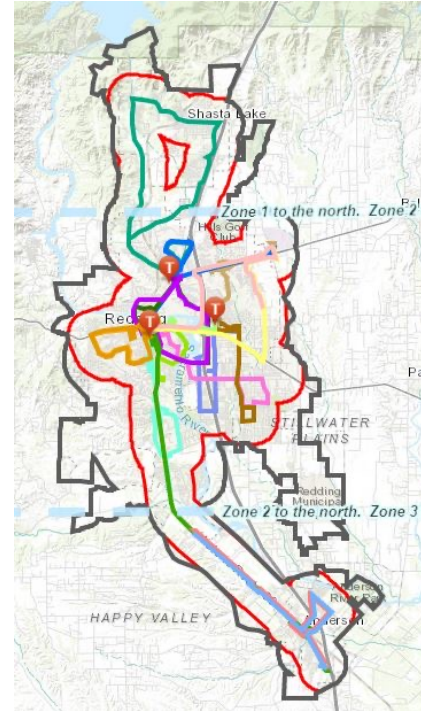
Public
Transportation
- Rail



Redding Area Bus Authority (RABA) = 100 square miles

ShastaConnect = 300 square miles

Public Transportation - Bus





Zero-Emission Transportation Efforts

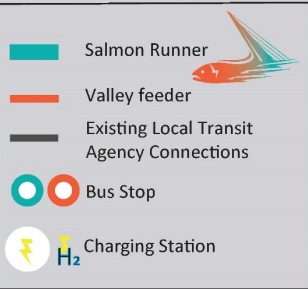
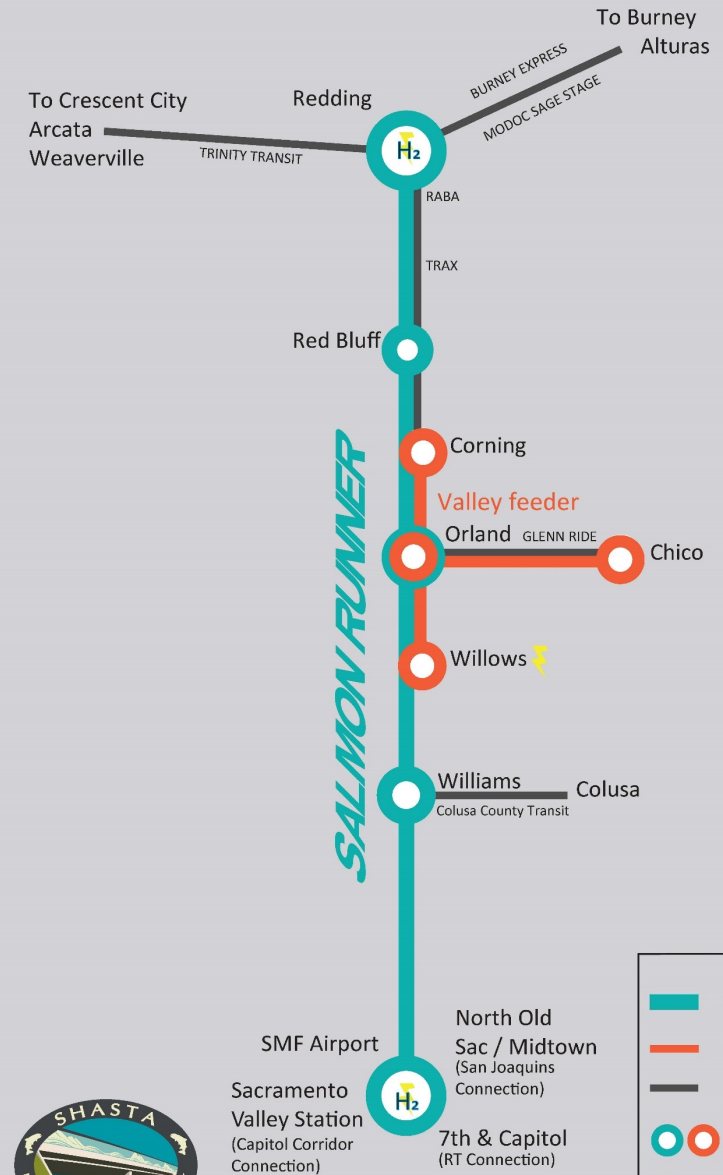
- North State Intercity Bus
- Local Fleets

Public Transportation - Bus



North State Intercity Bus

Schematic Transit Service Map





180+ miles of bikeway facilities

Active Transportation



How Can We Partner?

- Continue meeting
- Provide meaningful opportunities for feedback and engagement.
- Provide flexibility – funding, eligibility
- Consider program consolidation
- Rural set asides
- Commit to current needs



Thank you!