

# Redding Bikeshare & Shasta Bike Depot Context and Goals

## Context

The opportunity for the Shasta Bike Depot and Downtown Redding Bikeshare comes from Shasta Living Streets fifteen years of work to deliver services and amenities and build community for better bikeways and trails, walkable cities and vibrant public places, and from a collaborative group of e-bikeshare project team partners.

Shasta Living Streets is the Operator of Downtown Redding Bikeshare and provider of active transportation and trail tourism amenities, programming, and encouragement, with offices in the new Shasta Bike Depot, located at the Redding Transit Center.

Our partners in Downtown Bikeshare and other ventures have worked to plan and develop the two partially grant-funded projects for Affordable Housing and Sustainable Communities in Downtown Redding, with additional other investments and transportation improvements.

These partners include: The City of Redding, The McConnell Foundation (private philanthropic foundation), K2 Development (for-profit affordable housing developer), and California Climate Investment program funders.





**Shasta Bike Depot  
in Bell Plaza**

## Shasta Living Streets

- Experienced, professional, trained staff.
- Longstanding local trust and collaborative working relationships with all local agencies: City of Redding, California DOT-Caltrans, Shasta Regional Transportation, Shasta County Health and Human Services, and others.
- 15 years of local bike-life programming, encouragement events, public engagement, community building, and safety trainings
- The operator of associated programming and daily staffing at the Shasta Bike Depot in Downtown Redding, at the Transit Center

## Regional Context

It's time for e-bikeshare and Shasta Bike Depot programming in Downtown Redding. In the past decade, community members, businesses, and agencies have been planning and developing Downtown Redding to be a walkable and bikeable residential, business and entertainment district. Business and property owners, and the people who live, work and play in Downtown - are ready and excited for better biking and active living excellence.

Redding is the metropolitan heart of the North State – a majestic, rural super region at the tip of the Sacramento Valley that's home to more than a dozen counties covering one-third of California.

The City of Redding is a destination for people across the region and beyond, with resources that include: medical services; shopping; state and federal forestry, land, and water management; national parks, city parks, music, and festivals, the Sundial Bridge and the Sacramento River Trail.

Redding's population is 89,000, covering 61 square miles. Downtown, the center core of the city, is in the upper central valley, along the Sacramento River, and neighborhoods extend into the foothills surrounding the city on three sides. Redding has a hot, Mediterranean-like climate and is the second sunniest city in the U.S.

## Downtown Redding Snapshot

|                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Accelerating Growth</b>                                     | 30 years of construction development, in a span of 3 years                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Housing Expansion</b>                                       | 250% increase in housing supply underway, as more people desire to live downtown                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Cultural Revitalization</b>                                 | 5-year designation as Cultural District, 1 of 14 awarded by California Arts Council                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Equity Focus</b>                                            | Dedication to serve housing and transportation needs of residents living with low income in Downtown                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Safe, Accessible, Clean and Active Transportation Focus</b> | <p>Creating a walkable, bikeable Downtown, with connections to other neighborhoods of the city.</p> <p>5.1 mile Downtown Connector Loop Trail with safe routes for 68,000 residents in and out of Downtown.</p> <p>Redding and local partners collectively, are on the way to proving the case for clean, healthy, active mobility in non-coastal California cities.</p>                                                                                                                                                                                                                                        |
| <b>Nexus of Economic Development</b>                           | 6 business-supporting organizations now located in a 2-block radius                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Downtown as a Magnet</b>                                    | Tourism bureau and local newspaper both relocating to downtown in 2021                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Bicycle Tourism Destination</b>                             | <p>225+ miles of trails accessible without crossing a major road: 200 miles of mountain bike trails in the western foothills; 30+ paved miles extending to Shasta Dam to the north and the town of Shasta to the west.</p> <p><i>“One of the five best trails for cycling in the U.S.”</i> Rails to Trails Conservancy.</p> <p>The Sundial Bridge, Calatrava’s first bridge in the U.S., for crossing the Sacramento River on foot and by bike. Mountain biking destination for high-quality trails year-round; annual Lemurian Classic established in 1987. American Trails moved headquarters to Redding.</p> |

# Goals and Objectives for Downtown Redding Bikeshare & Programming

Shasta Living Streets and partners seek to meet the objectives outlined here for Downtown Bikeshare and other Shasta Bike Depot programming.

1. Provide a **great experience for people using e-bikeshare, with convenient, reliable, low-cost, easy to use** e-bikeshare trips for residents and visitors in the extended Downtown core of the City of Redding.

2. **Operate e-bikeshare with an intention of equity, diversity, and inclusion**, evolving to continuously include more customers. At the start of Phase I Downtown Redding E-Bikeshare, we prioritize seeking to include these groups that might otherwise not be engaged:

- Downtown residents living with low income, specifically including people living in the new development at 1551 Market Street, and the soon to be completed Block 7 development
- Women
- People who are *Interested but Concerned cyclists*, and people who don't consider themselves athletes
- People who speak languages other than English
- Young people, under the age of 25

3. **Provide equipment and technology that enables a great experience for all e-bikeshare users, and ensures rider and public safety.** E-bikes, batteries, battery charging services, check out and locking technology should provide features to best serve people making trips in the local area, including: night and day travel, longer distances of trips, foothill topography, all weather including rain and high summer temperatures, ability to carry items, ability to check out and use the system for people without mobile phones and/or credit cards, functionality for temporary event stations. Equipment should be well maintained, updated and improved as bikeshare technology advances.

4. **Include pride of place features and marketing on bikes and stations** to engage people, inspire sponsorships, ensure bikeshare is recognized as a cultural asset that builds on local interest for relaxed outdoor living and active lifestyles, and builds understanding that e-bikeshare enhances local quality of life. Much of the Phase I area is part of the Redding Cultural District.

5. **Build positive public perception of the e-bikeshare system** by including features and addressing issues known in the micromobility industry, by regular and in-person public engagement, and with management processes for customer feedback and continuous improvement. Including: equipment to maximize customer experience, approaches for best management of curbspace, and local-savvy marketing and public engagement.

6. **Deliver the e-bikeshare system through a high-performing team approach** in collaboration with Shasta Living Streets as the local non-profit operator and relationship holder connecting to the vendor and other local Project Team partners. Areas of collaboration include: planning, marketing, operations, maintenance, continuous innovation, service improvement, and future growth of the e-bikeshare system.

7. **Support business investment and tourism** goals by raising the attractiveness and ease of travel to and between local businesses, employment, entertainment and cultural venues, recreation, parks and natural areas.

8. **Manage the system to remain financially viable with attention to costs and revenue generation.** Attention to cost feasibility of the system and methods for attracting funding could include but are not limited to: maximizing system usage and farebox recovery, marketing, sponsorship, transit funding, and state and federal clean mobility grant funds.

9. **Support City, County and Regional efforts to improve transit options, city streets and other infrastructure projects** by including bikeshare options as part of the project, where feasible.

10. **Provide local oversight of Downtown Redding E-bikeshare system, with local staffing and working conditions, through the local community-based operator, Shasta Living Streets. Expectations for Downtown Redding E-Bikeshare working conditions** including, but are not limited to: wages and benefits to attract and retain quality workers and a diverse workforce, all employment policies in compliance with California law, use of W2 employees, and fair and safe working conditions.

11. **Provide for continuous improvement of the Downtown Redding E-Bikeshare system** with intention, processes, and tools. Examples include: data collection of usage patterns, customer service feedback loop processes to identify what causes any service issues, and implementing a system that adapts to changes in the bikeshare space over the long term.

12. **Plan to serve users of other transit systems** that exist today and are expected to grow and adapt new approaches in the future. Including: local and regional transit (RABA) and other specialized services, as well as the future Inter-city bus system (“Salmon Runner” or other), and other transit options as they develop.

13. **Reduce traffic congestion and increase travel options** to enable people to move freely throughout the Downtown Redding E-Bikeshare Phase I area of Redding.

14. **Decrease carbon emissions and pollution** involved in meeting transportation needs.















15. Dramatically **increase the number of bicycle trips overall as well as continuous growth of e-bikeshare trips** in Redding.

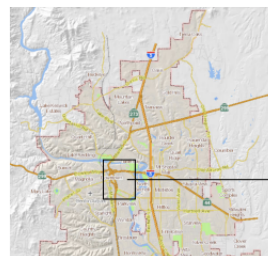
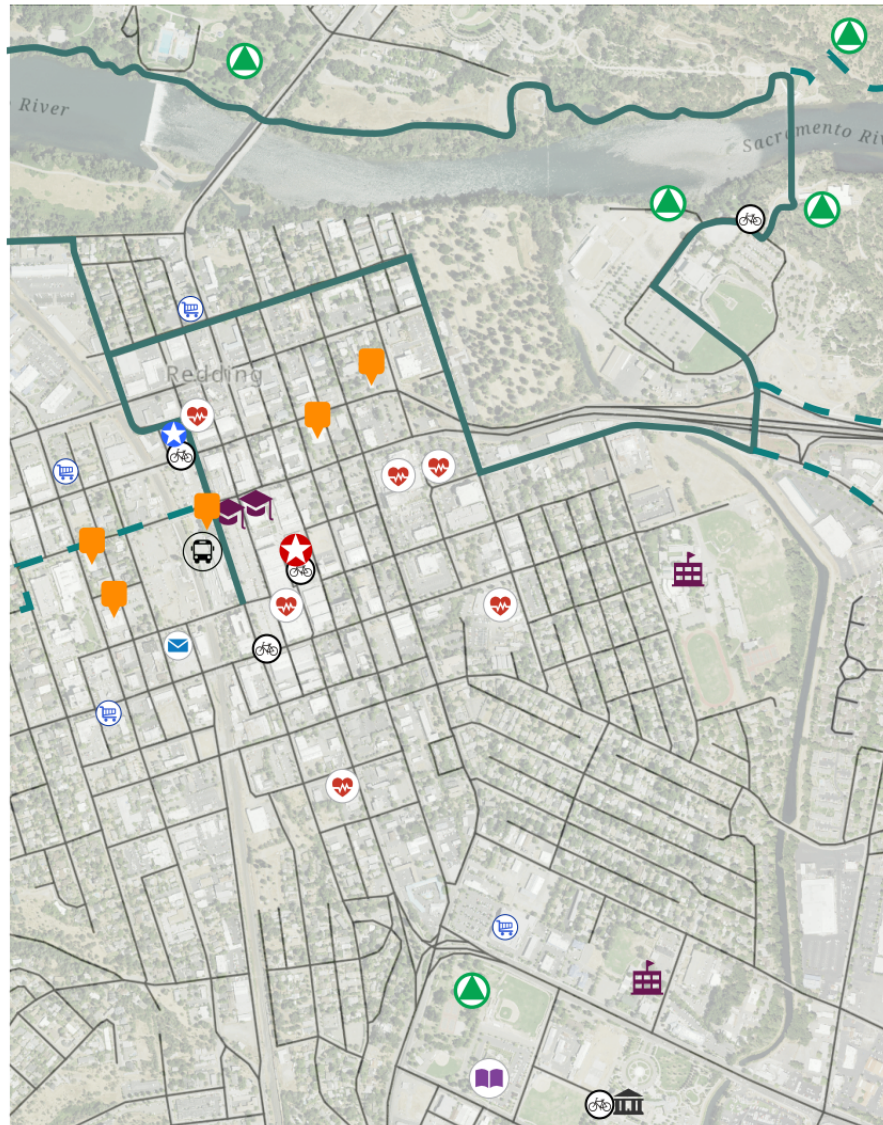
16. **Plan for growth and expansion beyond the Phase I area.** Identify success & learning in Phase I to develop best solutions for growth and expansion to other neighborhoods and community groups.

# Shasta Bike Depot & Redding Bikeshare

## Downtown Redding Context

### Key Neighborhood Destinations

-  Project Area, 1551 Market Street
-  Groceries. Including:
  - Safeway
  - Walgreens
  - Hinkle's Market (EBT)
  - Downtown Market (EBT)
-  Healthcare Facilities. Including:
  - Shasta Community Health Center
  - Shasta Regional Medical Center
  - Redding Rancheria Tribal Health Center
  - Hill Country CARE Center
  - Shasta County Women, Infants, and Children
-  Employment and Community Services Including:
  - Shasta County Administration
  - Employment Development Dept.
  - Shasta County Superior Courthouse
  - Bright Futures Children's Center (Childcare)
  - CalWORKS Office
-  Shasta College Health Sciences Campus & Community Leadership Center
-  Post Office
-  Downtown Transit Center (Bus & Rail)
-  City Hall (Housing Authority)
-  Bike Share Stations - Top Priority
-  Shasta Bike Depot (Staffed office of Shasta Living Streets)
-  Parks and Recreation Access
-  Redding Public Library
-  Schools
-  Redding Loop Trail (Mix of Existing and planned safe-cycling infrastructure)



Inset Area



*Note: This map shows context for bikeshare, and includes a limited number of bikeshare stations. More are in use today and more will be added in future.*

# Letters of Support from Partners for Bikeshare & Programming



**CITY OF REDDING**  
777 CYPRESS AVENUE, REDDING, CA 96001  
P.O. Box 496071, REDDING, CA 96049-6071

OFFICE OF THE CITY MANAGER  
BARRY TIPPIN, CITY MANAGER  
SHERI DEMAAGD, ASSISTANT CITY MANAGER/PERSONNEL DIRECTOR  
STEVE BADE, DEPUTY CITY MANAGER

October 19, 2020

John Mancasola, President  
The McConnell Foundation  
800 Shasta View Drive  
Redding, CA 96003

Re: Letter of Support from the City of Redding for The McConnell Foundation's  
Clean Mobility Options Voucher Pilot Program Project Proposal

Dear John,

On behalf of the City of Redding, I would like to express our support to the project described in The McConnell Foundation's proposal for the Clean Mobility Options Voucher Pilot Program (CMO). The McConnell Foundation's proposal will increase access to clean mobility options while reducing greenhouse gas emissions and criteria pollutants, increase the uptake of active transportation by community members, and improve air quality and public health in our community. The City of Redding supports this proposal in efforts to create a cleaner, greener, more thriving community.

The City of Redding was established in 1887 and has a legacy of providing economic opportunities for its constituents. The City oversees the planning efforts for approximately 90,000 residents in more than 60 square miles and serves as the legislative body for the constituents of the area. In the case of this clean mobility project, the City oversees land-use designations and has jurisdiction over the rights-of-way, curbsides, and street infrastructure that will play an important role in helping launch and sustain the program.

The City of Redding has shown a commitment to bikeshare and in January of 2018, the City signed on as a co-applicant for an Affordable Housing Sustainable Communities (AHSC) grant together with The McConnell Foundation and K2 Development Companies. The grant application included a bikeshare program, sustainable transportation infrastructure, and transportation related amenities which together serve to increase bikeability and walkability in the downtown Redding core. The AHSC grant was successfully awarded in June of 2018, and the public-private partnership has been collaborative with multiple touchpoints since then. In the past 6 months, City of Redding staff have engaged with The McConnell Foundation (CMO Applicant) and Shasta Living Streets (community-based organization) to review third party analysis regarding the bikeshare operating plan and business model, with analysis by Alta Planning & Design.

Specifically, the City of Redding is committed to providing the following to support to the project:

- Streamlining communication efforts by assigning a direct point of contact in the agency to address matters regarding the project. The point of contact will address matters in a timely manner, reducing time gaps in the program.
- To facilitate permitting efforts in order to support the project goals. This may include streamlining the permitting procedures or reducing barriers to project implementation. Permits may include: encroachment, electrical permits for station charging equipment, building permits, and more.
- Amplifying The McConnell Foundation's outreach efforts regarding bikeshare by sharing about them with the community through the City of Redding's social media channels, as well as publicly sharing about the bikeshare program when it launches.
- Supporting The McConnell Foundation's efforts to share about the program with income-qualifying households within the Project Area, to ensure access to affordable housing residents.

The City of Redding is excited about the opportunity to work with The McConnell Foundation to deliver a program that improves access to clean mobility. If you have any questions, feel free to contact me directly via email at [sbade@cityofredding.org](mailto:sbade@cityofredding.org)

Sincerely,



Steve Bade  
Deputy City Manager  
City of Redding



**DEPARTMENT OF TRANSPORTATION**  
OFFICE OF THE DISTRICT 2 DIRECTOR  
1657 RIVERSIDE DRIVE  
REDDING, CA 96001  
PHONE (530) 225-3270  
FAX (530) 225-2459  
TTY 711  
www.dot.ca.gov



*Making Conservation  
a California Way of Life.*

October 19, 2020

Mr. John Mancasola  
The McConnell Foundation  
800 Shasta View Drive  
Redding, CA 96003

Subject: Letter of Commitment from Caltrans District 2 for the McConnell Foundation's Clean Mobility Options Voucher Pilot Program (CMO) Project Proposal

Dear Mr. Mancasola:

On behalf of Caltrans District 2, I would like to express our commitment for The McConnell Foundation's proposal for the California Air Resource Board's Clean Mobility Options Vouchers Pilot Program (CMO). The McConnell Foundation's proposal will increase access to clean mobility options while reducing greenhouse gas emissions (GHG) and criteria pollutants, increase the uptake of zero-emission vehicles, and improve air quality and public health in our community by offering important multi modal connection options that do not currently exist. We understand that The McConnell Foundation wishes to use state owned right-of-way in downtown Redding for the purpose of fostering active transportation through a bikeshare program and we intend to pursue agreements with them to facilitate this type of utilization.

Caltrans District 2 covers over a 27,000 square mile territory in northern California and has a legacy of fostering active transportation options throughout our service area. Caltrans controls public right-of-way through sections of downtown Redding, including multiple streets, traffic signals, sidewalks, on-street parking, medians, and furniture/planting areas on local streets. We regulate project development and construction activity in the right-of-way through being involved in project development through the oversight process that takes place under permits and inspections, and are prepared to assist the applicant in obtaining these approvals according to the plan that they have developed in conjunction with Shasta Living Streets and Alta Planning & Design.

Caltrans District 2 is aware of the applicant's proposal to utilize ROW for the purposes described below. While these proposals will require permits, and potentially Caltrans or City of Redding involvement in development, construction and maintenance, we intend to facilitate these efforts in order to support the project's goals:

- Bike stations within Caltrans service area (for example, on California Street in downtown Redding). As noted in the application materials (attachment 2, p.9) applicants may wait to determine the exact site of the following types of infrastructure until the time of successful award and execution of voucher agreement.

Mr. John Mancasola  
October 19, 2020  
Page 2

- Signage indicating bikeshare stations locations
- Designation of appropriate parking spots for bikeshare station use on blocks TBD in the central business district
- Consideration of safety infrastructure in the public ROW

Potential barriers to site agreements or permits could include the following, as is standard:

- Length of time for review and approval
- Maintenance Agreement negotiation and approval

Caltrans District 2 has a strong commitment to complete streets and livable communities, and projects such as the one proposed for this Clean Mobility Options grant can help bring this vision to life.

Caltrans District 2 is excited about the opportunity to work with The McConnell Foundation to deliver a program that improves access to clean mobility. If you have any questions, feel free to contact me directly at [tamy.quigley@dot.ca.gov](mailto:tamy.quigley@dot.ca.gov).

Sincerely,



TAMY QUIGLEY  
Senior Transportation Planner, Caltrans D2 Office of Complete Streets & Livable Communities



TOM BALKOW  
Deputy District Director, Planning and Local Assistance

# K2 DEVELOPMENT COMPANIES

October 19, 2020

To Whom It May Concern:

This letter is intended to express our support for The McConnell Foundation's application to the California Air Resource Board's Clean Mobility Options Voucher Pilot (CMO) Program. We are writing this letter for two reasons:

First, as affordable housing developers, we see the transportation needs of people with low income on a daily basis. It is critical to leverage all resources available to support these needs. Our organization has also been deeply involved in listening to community members' transportation needs through participating in the Downtown Redding Community Based Transportation Plan (adopted December 2016) including the Bicycle Action Plan, and the Downtown Specific Plan update process (adopted April 2018).

Over the past 18 years, K2 has developed key strategic projects that have directly benefitted the quality of life of the North State. Our longstanding partnerships with the City of Redding and Shasta County have enabled our organization to connect local municipalities and nonprofit organizations in an effort to promote redevelopment projects. Our downtown Redding projects have been highlighted in *Western Cities*, the magazine of the League of California Cities (March 2020 issue, story titled "Build Economic Development Momentum with Tools, Teams and Tactics" by Gurbax Sahota).

We have successfully leveraged local housing resources with both federal tax credits and state affordable housing funds. This includes the Market Center development (1551 Market Street), potential future residents of which were surveyed about their transportation needs for the purpose of this application. Qualitative research in the form of a focus group also contributed to understanding the needs expressed by affordable housing residents of Market Center, which is expected to receive its certificate of occupancy in November 2020. Also included in our affordable housing experience is the "Block 7 Net Zero Housing & Downtown Activation Project," co-developed with The McConnell Foundation, the lead applicant for the CMO program.

For each of these aforementioned projects, we have successfully secured Affordable Housing Sustainable Communities funding. Our work together with The McConnell Foundation was the AHSC featured project in the 2019 Annual Report for California Climate Investments. The bikeshare program for which The McConnell Foundation proposes CMO funding is part of the Block 7 project.

The second reason we are writing this letter is that we support the goals of reducing greenhouse gas emissions (GHG) and improving air quality and public health in the State's most vulnerable communities, including the low-income residents of downtown Redding. Together, with The McConnell Foundation, we are committed to delivering on 12,289.00 MT CO<sub>2</sub>e through the Block 7 project (analysis conducted by Shasta Regional Transportation Planning Agency, with third party validation by Transform in January 2018).

# K2 DEVELOPMENT C O M P A N I E S

Our CEO and Executive Officer were both born and raised in the Redding area, and are committed to the long-term. We hope the CMO program will be a part of our future here. It presents an opportunity for bolder, more innovative approaches to clean mobility and social equity. The McConnell Foundation's proposal is a step closer to such a vision. If you have any questions, feel free to contact me directly at: [dknott@k2dci.com](mailto:dknott@k2dci.com).

Sincerely,



Daniel Knott, Executive Officer  
K2 Development Companies  
1101 Parkview Ave. #A  
Redding, CA 96001  
(530)-244-0596



**CITY OF REDDING**

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P.O. BOX 496071, REDDING, CA 96049-6071

**PUBLIC WORKS  
ENGINEERING DIVISION**

530.225.4170  
530.245.7024

October 19, 2020

John Mancasola  
The McConnell Foundation  
800 Shasta View Drive  
Redding, CA 96003

Subject: Letter of Commitment from the City of Redding for The McConnell Foundation's Clean Mobility Options Voucher Pilot Program (CMO) Project Proposal

Dear John Mancasola:

On behalf of the City of Redding Public Works Department, I would like to express our commitment for The McConnell Foundation's proposal for the California Air Resource Board's Clean Mobility Options Vouchers Pilot Program (CMO). The McConnell Foundation's proposal will increase access to clean mobility options while reducing greenhouse gas emissions and criteria pollutants, increase the uptake of zero-emission vehicles, and improve air quality and public health in our community. We understand that The McConnell Foundation wishes to use our property or right-of-way in downtown Redding for the purpose of fostering active transportation through a bikeshare program and we intend to pursue agreements with them to facilitate this type of utilization. In consideration of this clean mobility project, we oversee land-use designations and have jurisdiction over the rights-of-way, curbsides, and street infrastructure that will play an important role in helping launch and sustain the program.

The City of Redding has shown a commitment to bikeshare since January of 2018, when the City signed on as a co-applicant for an Affordable Housing Sustainable Communities (AHSC) grant, together with The McConnell Foundation and K2 Development Companies. The grant application included a bikeshare program, sustainable transportation infrastructure, and transportation related amenities which together serve to increase bikeability and walkability in downtown Redding. The AHSC grant was successfully awarded in June of 2018, and the public-private partnership has been collaborative. In the past 6 months in particular, City of Redding staff have engaged with The McConnell Foundation (CMO Applicant) and Shasta Living Streets (community-based organization) on reviewing third party analysis regarding the bikeshare operating plan and business model, with analysis by Alta Planning & Design.

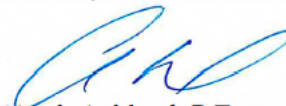
The City of Redding is aware of the applicant's proposal to utilize ROW for the purposes described below. While these proposals will require permits, and potentially Caltrans or City of Redding involvement in construction and maintenance, we intend to facilitate these efforts in order to support the project's goals:

- Bike stations within the City of Redding service area
- Signage for bikeshare stations locations
- Designation of appropriate parking for bikeshare station use in the central business district
- Consideration of safety infrastructure in the public ROW

Potential barriers to site agreements or permits could include coordination efforts with Caltrans for uses in the State's right-of-way, as is standard.

The City of Redding is excited about the opportunity to work with The McConnell Foundation to deliver a program that improves access to clean mobility. We have a strong commitment to innovation and making downtown more bikeable and walkable. Projects such as the one proposed for this Clean Mobility Options grant can help bring this vision to life. If you have any questions, feel free to contact [jabshier@cityofredding.org](mailto:jabshier@cityofredding.org).

Sincerely,



Chuck Aukland, P.E.  
Director of Public Works  
City of Redding

CA:mk  
L-101920-McConnell Foundation's (CMO) Program