

Shasta Living Streets



Redding Bikeshare



The only
Pedal-Assist + Docked
San Francisco-to-Portland



Equity Focused
Community Driven





OUR VALUES & THEORY OF CHANGE



of times we've heard
it'll never happen here.

Quite a few.

**Love your family.
Love your neighborhood.
Love your bike.**

Our customers first

Do the right thing

**Go for it
but do your homework**

**Demonstration experiences
as a way-in**

**Supportive environment
+ amenities
enable daily active living**

**Make the ordinary
extraordinary**

It's not about the bike.
It's about active living in this place we love.

Study ambassadors, what they love, wish, use, want.
Help everyone get there.

Make our community & the world a better place
no matter how daunting the obstacles.

Being ahead is risky.
Minimize risk by study + innovation/deliver/adjust.

People need to *experience the vision* for themselves,
to gain motivation, habits.

It's not accidental, not will power.
Supportive amenities people to use live active lives.

Bring joy and connection to community, customers,
staff, partners, volunteers.



- 1- Supportive environment + amenities enable daily active living**
- 2 - Multiple revenue streams = more sustainable programs**



**Raising local support
15 years
Living Streets**

**Open Street events
Tactical Urbanism
Bike Depot Vision
Parklet Pop-up -> Policy**



MULTI-SECTORAL COLLABORATION

Vision

**Community Engagement
Planning & Design
Infrastructure Support
Non-Infrastructure**



Community Based Organization, Transportation
Community Based Organization, Housing
Local Philanthropic Organization
Local Developer

City of Redding

Regional Transportation

California Department of Transportation

California Strategic Growth Council

California Climate Law & Investments



The McConnell Foundation
Helping build better communities through philanthropy

Shasta Living Streets



**Downtown Redding
Transportation Plan**

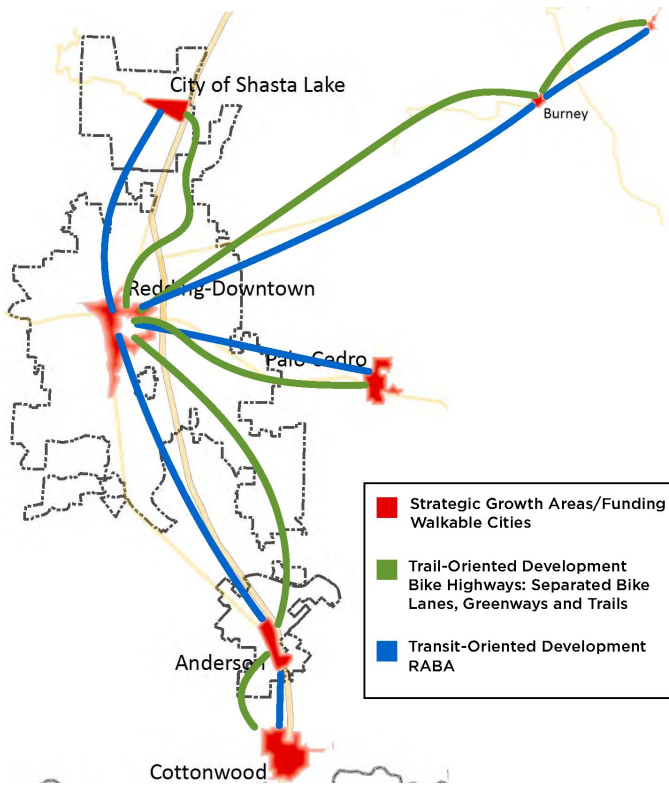


**KEEP
CALM
AND
TRUST
CALTRANS
DISTRICT 2**



START IN DOWNTOWN

Affordable Housing
+ Clean Transportation
In Strategic Growth Areas



SHASTA BIKE DEPOT + BIKESHARE

Clean, Active Transportation Amenities + Programs:

Redding Bikeshare
Bike Parking Station
Tourism services
Encouragement events
Education for safety & access

Grassroots, Deeply Local
In Downtown at Transit Center
Devoted Equity Focus
Partner with CA & Local Agencies
On Connected Bikeway

Giving People:

Resources, Skills, Confidence they need
to get around safely & conveniently walking &
biking



A Mobility Hub
At the Downtown Transit Center



Never doubt that a small group of thoughtful committed individuals can change the world. In fact, it's the only thing that ever has.

It'll never happen here

Are you crazy?

These guys want to come in & do it for free

Deep understanding - transportation & biking

- Study ambassadors, what they love, wish, use
- What's it going to take, to get others there
- Build relationships
- Know your place

What does it take?

What do we need?

Do the homework

Engage key community supporters

Not just *your* idea

- Bikeshare Business Plan, consultant
- Formal Benchmarking other systems
- Formal Community Needs Assessment



Our job: Share Bike Life vision

Make it easy

Meet people where they are at – in Person

Marketing is not enough
Multiple perspectives

In person engagement is most effective

- Available regularly – call us / visit us
- Events at housing properties
- Bike Tours for groups

“cyclists” don’t get why
I have a bike

Engage with cyclists their terms

- All cycle groups at the Depot
- Can you park your bike Downtown?
- Ride your bike downtown – then bikeshare

Increase Access for
Low Income
Equity Plan

Bikeshare is a breakthrough for people with low income and housing insecurity

- Pre-paid card program
- Low cost / No cost passes, subsidized
- Identify groups– in person, at their location



Tourists Love Bikeshare

Have money to spend

A joyful, first way-in to bike life

People want experiences

**Californians largest group
of visitors to our cities**

Hotel Packages

Bike Tour options

Tourism Promotion

Bikes!

Scooters are dumb

Bikeshare offers great visitor experiences

- Tourists need easy access, at hotels
- Ready to spend money for local experiences
- Locals too – bike for a friend who visits

Tourists want to know in advance

- Marketing – tourists plan ahead of time
- Work w tourism industry – shares story
- Hotel packages

Keep bikes looking great & stations clean

- Special signage for tourists at station
- Access to staff for immediate help by phone
- Challenge – kids can't ride



Clarify for everyone

Decrease shenanigans

Get tech right

**I came home, showered,
bike is in garage**

24-36 hours?

**Bike in Wild 4+ hours
is trouble**

Grand Theft conviction

Access for people in need

Messing w docks

Data reporting oddities

Clear Processes & Communication

- Don't say "rent"
- It's transit - it's a Bikeshare "Pass"
- Police Dept can't respond until contract up
- After 8 hours / bike is stolen
- Watch bikes after 2 hours out

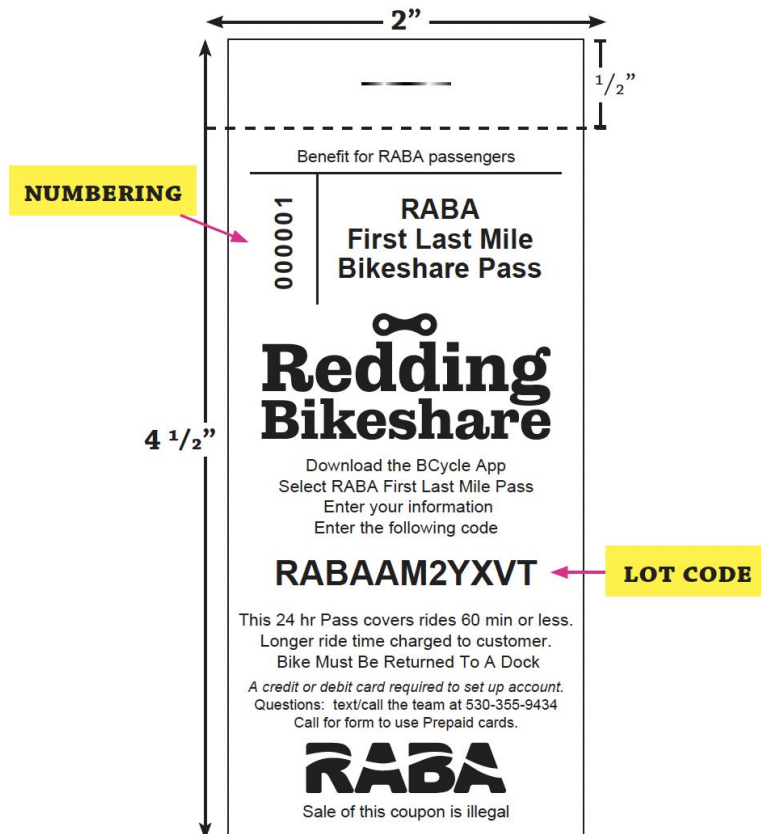
Work with Police Department closely

- Major bike thief convicted
- Changes *Word on the Street*
- *Pre-paid card* process for people in need

Get the technology right

- Adjustments to 3.0 system regularly
- New locking tech

Transit First-Last-Mile Bikeshare trips



Ask the Bus Driver

24 hour pass

Unlimited 60 min trips

Paid by Transit funds

In TRANSIT APP
bus + bikeshare trip planning



Local, community-based non-profit corporation
Maximizes partnership opportunities
Diversified funding mix

**AHSC Affordable Housing
Sustainable Communities**

California Climate Investments

CMO Clean Mobility Options

California Climate Investments

The McConnell Foundation

Downtown Community Vitality Program

**Local government
Transportation Planning**

Public Engagement partner

Redding Area Bus Authority

First Last Mile Bikeshare Passes

Shasta Bike Depot

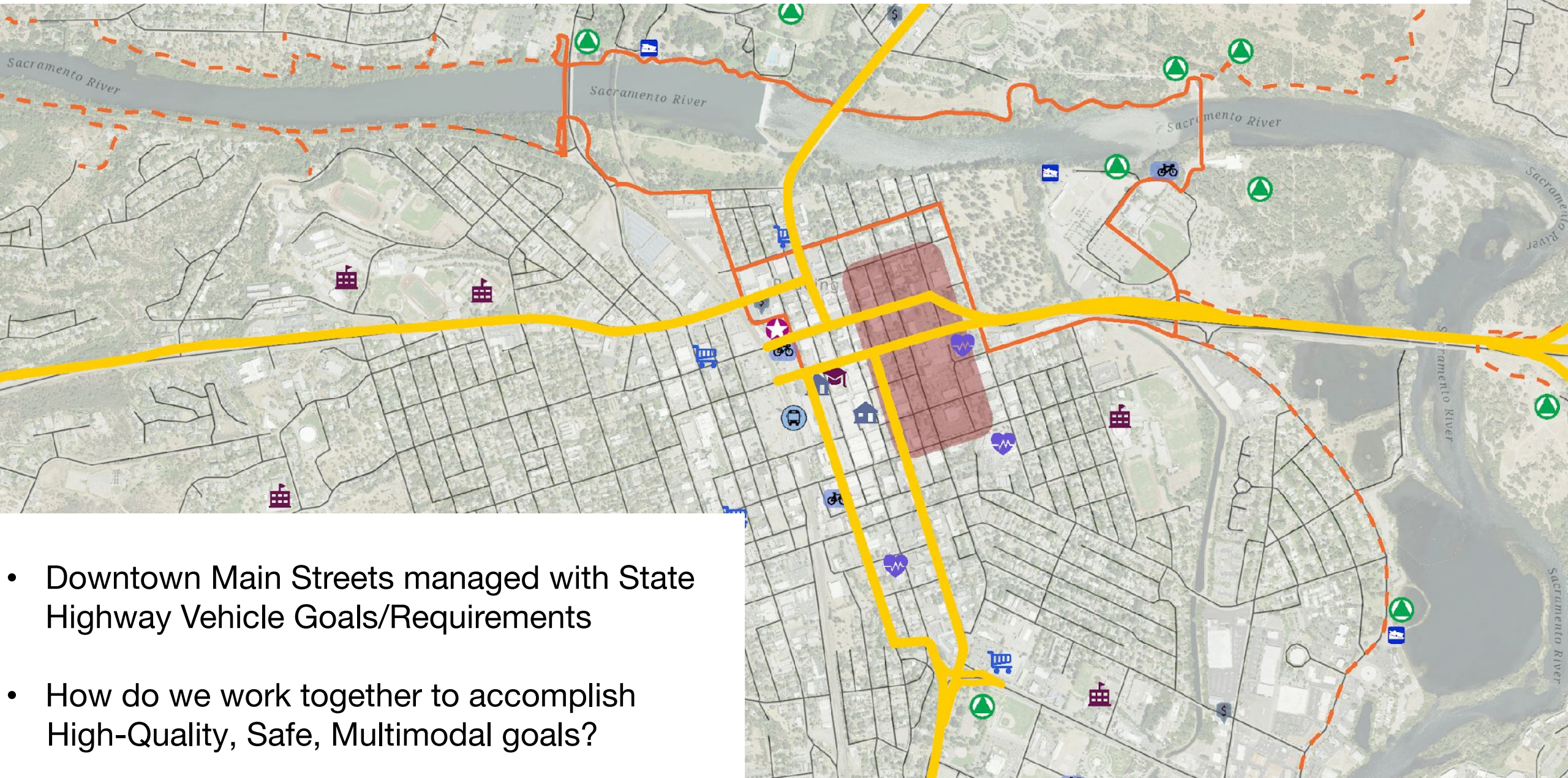
Retail, Events, Educational Bike Tours

Private Donations

Generous Contributors



CHALLENGES Safe Streets for All



- Downtown Main Streets managed with State Highway Vehicle Goals/Requirements
- How do we work together to accomplish High-Quality, Safe, Multimodal goals?

PEDAL-ASSIST BIKES CHANGE EVERYTHING

Easy, Safe, Convenient

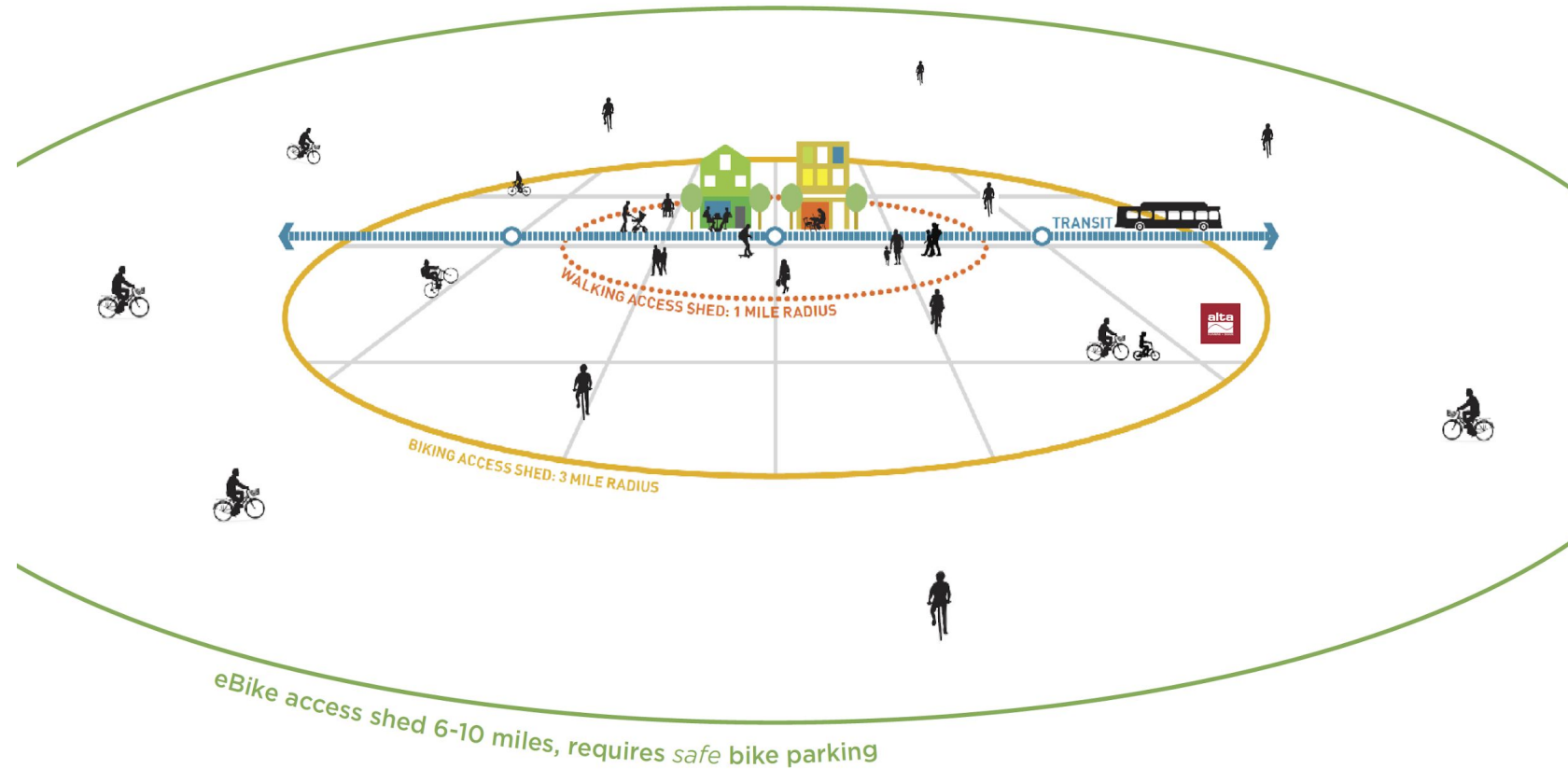
HILLS DON'T MATTER

HEAT DOESN'T MATTER

DISTANCE DOESN'T
MATTER

DON'T HAVE TO BE AN
ATHLETE

WEAR YOUR PARTY



E-bike trips can replace most trips in Shasta County

- Average length of an easy, comfortable ebike trip is ☐ 9 miles
- Most car trips in Shasta County are ☐ less than 5 miles

