

January 17, 2022

To: Mt. Shasta Planning Commissioners, City Council, City Planner

From: Michael Williams

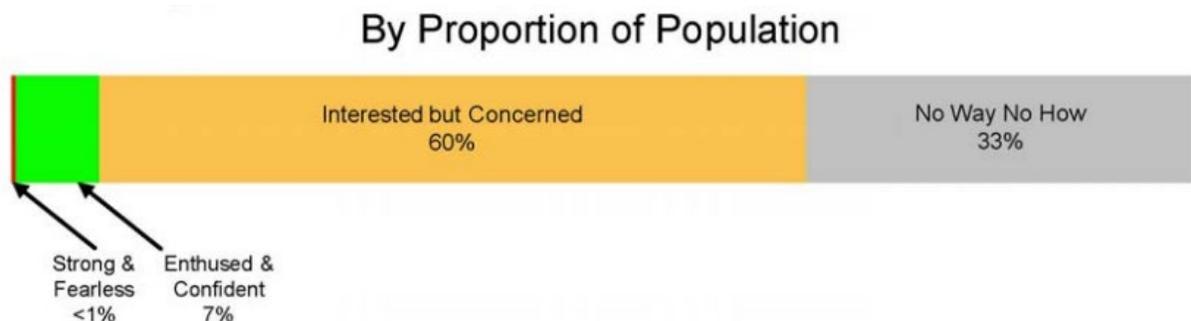
RE: Results of Public Outreach for City Transportation Planning

Hello City Staff, Commissioners, and Councilmembers:

Alta Planning + Design have submitted their report that includes the results of the public outreach portion of the transportation planning effort.

There is at least one important point we should be aware of when considering the findings in this report.

Research across the US has identified a taxonomy of adult bicycle riders and a fairly consistent ratio of those rider types. This taxonomy is shown below. The percentages for each category are remarkably consistent across communities, though they do vary.



These categories are characterized as:

- Strong and Fearless: Will ride anywhere
- Enthusiastic and Confident: Will ride on bike facilities
- Interested but Concerned: Interested in riding but concerned about safety
- No Way, No How: Will not ride, ever

The current wisdom is to target the “Interested but Concerned” population because they represent a large portion of the population and are fertile ground when one is wanting to convert motor vehicle trips to walking or rolling trips.

The 2009 public outreach performed by the City when creating the original Mt. Shasta Bicycle Pedestrians and Trails Master Plan reached approximately 13% of the City’s population and found a cross section similar to the graphic above. This survey found an Interested but Concerned segment representing 64-68% of the City’s population. These findings do a good job reflecting the community as a whole.

The results of the public outreach in this effort are radically different. According to page 13 of Alta's memo dated October 4, 2021 , people falling into the "Strong and Fearless" and "Enthusiastic and Confident" categories¹ represent 57% of the respondents when they normally comprise 10% or less. Most ride for recreation or health reasons.

The age and income characteristics are also heavily skewed. 56% of respondents have a household income greater than \$100,000/year. 79% of respondents are 40 years of age or older while those under 19 years of age represent 1% or less.

Compounding this bias toward recreation-oriented older, wealthier individuals was a private meeting between the Mt. Shasta Trails Association and Alta where, according to the Mt. Shasta Trails Association representative, they met to "review the Mid Town Trail, the Greenway System, and the possible railroad conversion projects". This meeting occurred after public input had ended and was not open to the public. The Trail Association was pivotal in the effort to prevent the City from applying for a grant for the Midtown Trail in a cycle where Happy Camp received \$10 million, Siskiyou County received funding for a countywide active transportation plan, and Redding received funding for 3 separate projects.

If the City's goal is to advance active transportation, the emphasis should NOT be on the folks represented in this outreach. It should be on those residents missed by this effort, e.g. students that are bussed or driven to school but live in town, the less affluent (people for whom transportation is a large expense in relation to their household income), and people who are interested in riding their bicycle or walking but choose not to for reasons of safety, convenience, etc.

To summarize, this outreach and its findings largely represent the opinions of older, wealthy adults that already ride their bicycles and primarily ride for recreation or health. Think of them as Mt. Shasta Trail Association members or older SORA supporters. These findings under-represent residents that should be the prime target for this planning effort; students and children are essentially ignored. A more accurate picture of the City's transportation needs may be found in the 2009 public outreach results.

Thank you,
Michael Williams

1. Respondents describing themselves as riding a bicycle daily, a few times a week, or a few times a month are considered to fall into the Strong and Fearless or Enthusiastic and Confident categories. The remaining respondents, those describing themselves as riding rarely or never comprise 43% rather than the approximate 90% found in other communities.