

# Travel and Use Assessment

This section outlines different user groups and methods of travel on SR 273. These include personal vehicles, freight (trucks and rail), bicycles, pedestrians, and transit.

## **1. Personal Vehicle**

People use personal vehicles on SR 273 for the purposes of commuting to work, accessing retail businesses and services, accessing public services, schools, and medical facilities. Many trips serve multiple purposes.

In the City of Anderson, many trips begin in the residential areas which are located both east and west of the route. In Shasta County, a large number of residences lie west of SR 273. A heavily used commute route for these users includes taking Canyon Road to SR 273 northbound, then South Bonnyview Road eastbound to Interstate 5. In the City of Redding, small local city streets feed into SR 273 with trips that come from residential areas within the city as well as from areas outside of the city. Drivers approaching Redding from the west on SR 299 or Placer Road may use Buenaventura Boulevard to reach SR 273. Drivers commuting from the east side of Redding may use Bonnyview Road to access SR 273. Drivers commute to both cities from outlying areas to reach employment, schools, shopping, and restaurants.

Consumers use SR 273 to reach the retail and commercial options found along or near the SR 273 corridor. The cities of Anderson and Redding, where larger commercial centers are located, serve a large geographical area and draw consumers from the local area as well as from smaller, more distant, communities. SR 273 is primarily used to reach retail and commercial businesses located along the route. At the southern end of the route, in Anderson, are the Shasta Factory Outlets, and the Anderson Marketplace. In Redding, there is the Market Street Promenade, many businesses are located along the route in the couplet area of downtown, a number of commercial businesses are located along “The Miracle Mile” just north of downtown, and a variety of shopping opportunities are situated near the intersection of SR 273 and Lake Boulevard.

In the Cities of Anderson and Redding, there are a wide variety of services to choose from including restaurants, gas stations, government offices, hospitals, medical facilities, law offices, and law enforcement. The route is a main connector for those looking to utilize the wide range of Shasta County services available on Breslauer Way. The portion of SR 273, which is between the limits of both cities and passes through the jurisdiction of Shasta County, provides access to a number of small businesses located on or along the route.

In many instances, a round-trip commute includes many stops. For example, a commute trip from outside Redding may contain some or all of the following components: a commute trip to work, which may or may not include dropping off children at school and/or child care, a trip to lunch, then back to work, pick up children after work, then possibly shopping, groceries, or a restaurant before heading back home. The route is also used as a means to get from residential areas to the many schools in the area.

There are not a significant number of personal vehicles utilizing SR 273 as part of an interregional trip. Travelers in their personal vehicles on a long-distance north-south trip use I-5 (located just east of SR 273), and on a long-distance east-west trip use SR 299/44/36.

## **2. Freight – Trucking and Rail**

Trucks primarily use SR 273 for local and regional freight. A number of truck distribution facilities are located at various points along the route. A variety of different rock, gravel, and landscaping businesses are located on Clear Creek Road and many trucks use SR 273 for access to and from this area. Some trucking businesses near Breslauer Way use the route as a means of getting in and out of their facilities. There are several industrial business located on or along Caterpillar Road, at the northern end of the route, which generate many truck trips in and out of that area.

Trucks hauling freight over long distances, from locations originating outside the SR 273 corridor to destinations which lie beyond the SR 273 corridor, may utilize portions of the route in a couple of different ways. Trucks approaching Redding from the west on SR 299, which have a destination to the south of Redding, can turn south onto Buenaventura Boulevard then take SR 273 southbound to reach Interstate 5. Trucks approaching Redding on northbound Interstate 5, which have a destination to the west of Redding, can take SR 273 northbound then turn west onto Buenaventura Boulevard to reach SR 299 west. In each of these scenarios, large trucks are able to avoid maneuvering through Redding's downtown area. In general, however, trucks on a long-distance north-south trip use I-5, and on an east-west trip use SR 299/44/36.

The Union Pacific Railroad is parallel, and in close proximity, to SR 273 for much of the route's length. The rail line along SR 273 is part of an interregional train network, however, and the freight component does not influence travel demand for SR 273.

## **3. Bicycle**

Bicycle use along SR 273 is primarily by bicycle enthusiasts, commuters, and those who make bicycle riding a conscious choice for use as a part of their day-to-day activities, such as running errands, shopping, and taking their children to school or child care. The route, and features along it, is not the primary draw for the recreational or casual rider, but does serve as a link to other locations. Options for recreational bicycle use are available elsewhere, away from the route. In the Cities of Anderson and Redding, the recreational or casual rider can choose from a number of bicycle paths, which have a completely separated right of way for the exclusive use of bicycles and pedestrians. These paths are easily accessed and offer the user a variety of options, such as access to restaurants, shopping, and sight-seeing, within a relatively short distance.

## **4. Pedestrian**

The portions of SR 273 which are access controlled preclude pedestrian access along the route. Pedestrian activity is most frequent in the Cities of Anderson and Redding, where sidewalks provide for pedestrian travel along many portions of the route in those areas. Typical pedestrian user groups include: workers, shoppers, low-income, and those without their own vehicular transportation.

In the City of Anderson, the highest concentration of pedestrian activity is in the downtown area where a great number of attractions are located, such as businesses, schools, government offices, and shopping, and also around the Shasta Factory Outlets and Anderson Marketplace. There is also a high concentration of pedestrian activity south of downtown Redding, along South Market Street (SR 273), where attractions on or near the route such as the Good News Rescue Mission and Living Hope Compassion Ministries offer services to the homeless and low-income community in Redding. The county library, located one block to the east of SR 273, also attracts a large quantity of foot traffic. The Market Street Promenade, the Shasta College University Center, the Cascade Theatre, and the many business and restaurant options that surround the area, also attract a lot of pedestrian activity. Older residential housing, on either side of SR 273, is home to many who use walking as their primary form of transportation. In the area between Anderson and Redding under the jurisdiction of Shasta County, where it is less densely populated, pedestrian usage on the route consists primarily of crossings rather than traveling along the route.

## **5. Transit**

RABA provides its ridership with bus transit service along portions of SR 273 and between the Cities of Anderson, Redding, and Shasta Lake. RABA offers fixed route, regularly scheduled local bus service, as well as curb-to-curb demand response service for people with disabilities. In most communities, the ride-dependent population is composed of school-age youth, seniors, persons with disabilities, low-income persons, and households lacking access to a personal vehicle.

In the City of Anderson, passengers use RABA to reach businesses, schools, City Hall and other government offices, shopping, and recreation. In the City of Redding, RABA enables passengers to reach businesses, schools, hospitals, stores, shopping centers, parks, the public library, and areas with recreational opportunities, in addition to providing an important link for passengers needing transportation to the Shasta County Social Service Offices on Breslauer Way, and to other important services. Routes also extend into the City of Shasta Lake to provide service to businesses, schools, the post office, library, parks, and other areas of interest.

According to a community survey conducted for RABA, the majority of RABA's high-demand transit stops are concentrated within the mid-western portion of downtown Redding. Many of the stops are either on SR 273, or SR 273 is used as a part of the transit route to reach these stops. The survey found that over half of RABA users lack access to alternative modes of transportation, and utilize transit to get to work or school and have household incomes of less than \$20,000 per year.

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