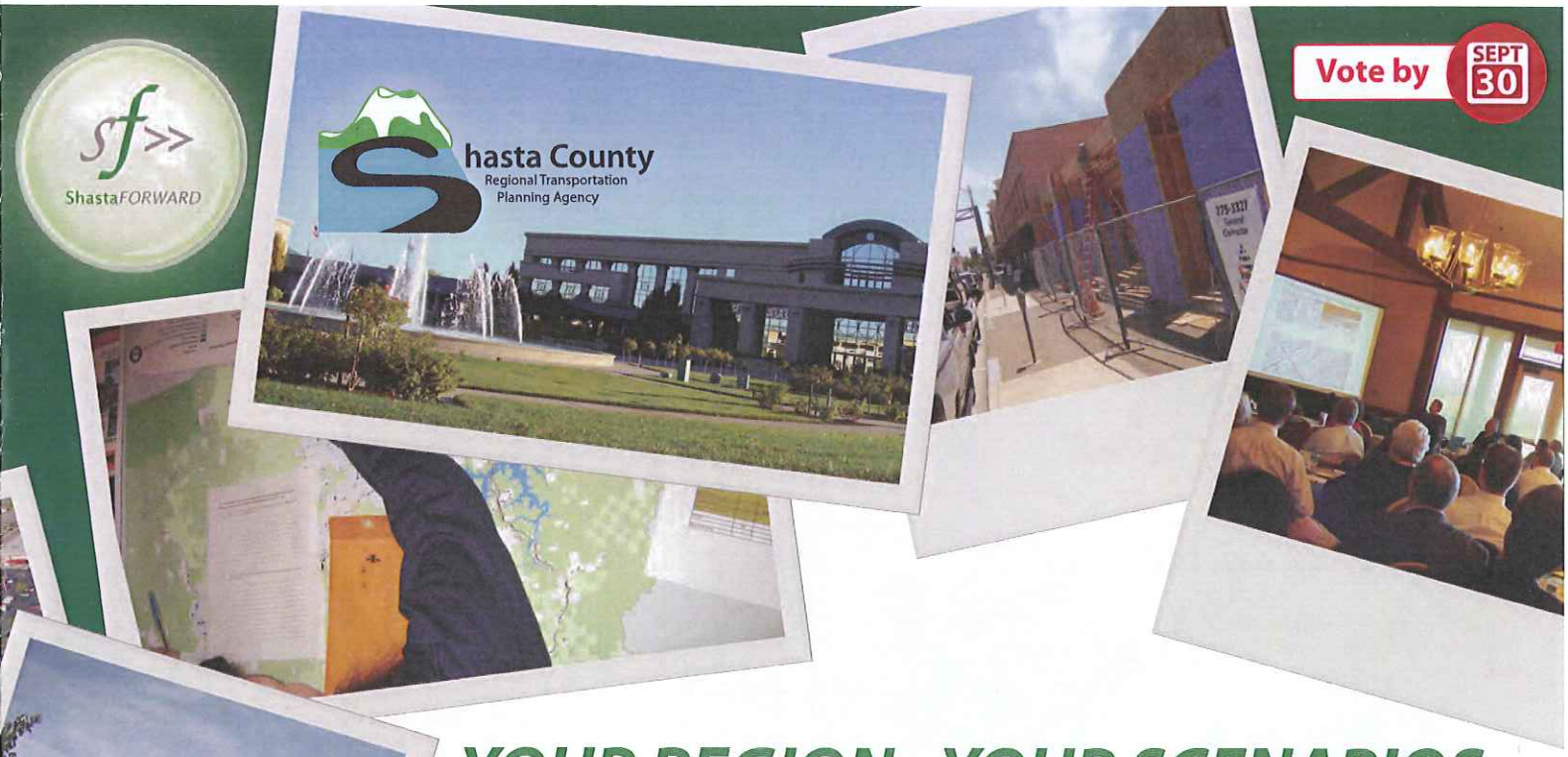
ShastaFORWARD

Shasta County
Regional Transportation
Planning Agency

Vote by SEPT 30



YOUR REGION. YOUR SCENARIOS. YOUR TURN TO CHOOSE...

BUILDING CONSENSUS >>

Shasta County's population will swell from 180,000 residents today to over 330,000 residents by the year 2050. Inside you will find four unique approaches for accommodating growth and development, called 'scenarios'. The 'Current Trend' scenario represents Shasta County in the year 2050 given current trends, policies, and practices. Scenarios A, B, and C are community-generated alternative growth scenarios.

The following maps, descriptions, and performance measures paint a picture of what each future scenario might look like, highlight the trade-offs between different strategies, and help residents measure the impacts on daily living.

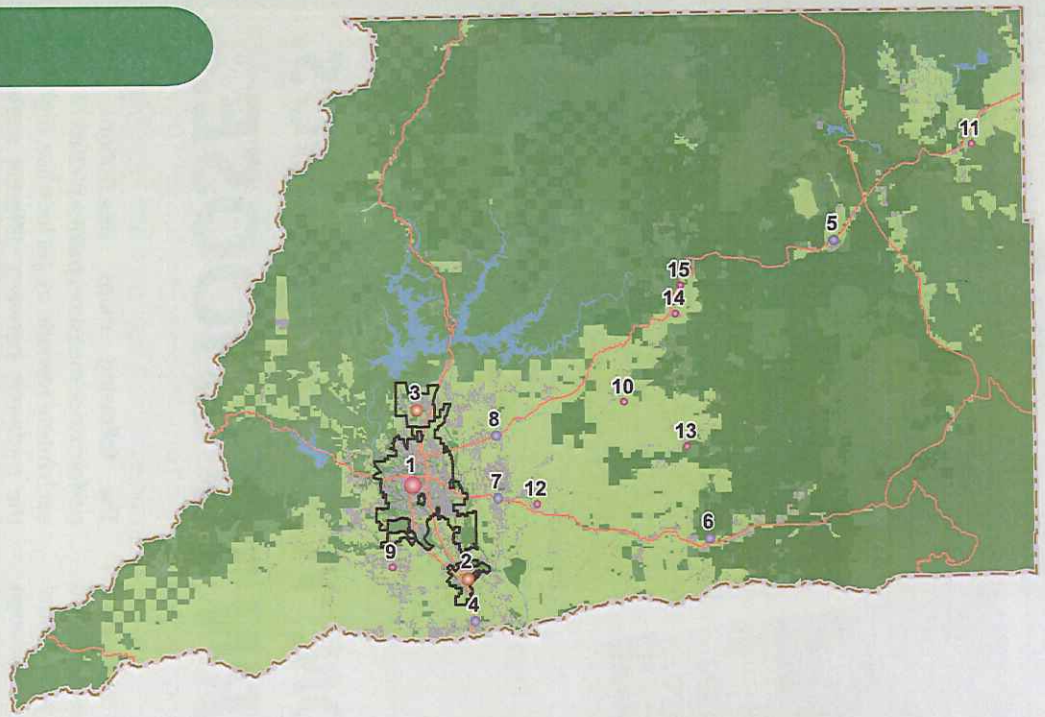
Picture yourself in each scenario and then tell us what you think using the attached ballot. Your input will be used to build a "Preferred Regional Growth Vision" for Shasta County. For additional information and/or to submit your vote online, visit **shastaforward.com**.

Existing Conditions >>

Map Legend >>

- New Development
- Existing Developed Land
- Undeveloped Open Space
- Conservation Lands
- Urban Center
- City Center
- Town Center
- Community Center
- City Boundary
- County Boundary
- Waterbody
- Highway

1. Redding
2. Anderson
3. City of Shasta Lake
4. Cottonwood
5. Burney
6. Shingletown
7. Palo Cedro
8. Bella Vista
9. Happy Valley
10. Oak Run
11. Fall River Mills
12. Millville
13. Whitmore
14. Round Mountain
15. Montgomery Creek



Over 1,700 local residents weighed in during Phase I of the Shasta*FORWARD*>> Regional Blueprint process. The conclusion - we love Shasta County. We love the closeness and accessibility of our natural surroundings. We work hard to make a living here because there's no place we would rather be. We're more interested in growing up as a region than we are in simply growing bigger. Many of us were born and raised in the region. In recent years, many more have discovered Shasta County and are busy laying down new roots. Collectively, we all feel a vested interest in the future.

We're also concerned. Growth and development is tied to economic progress and opportunity, but at what price? We're mobile, but it's getting harder to move around. Our air and water are clean, but may not always be so. Our cost of living fluctuates with the latest price at the pumps. We're independent and self reliant, but also strong-willed – sometimes divided. We share values and usually agree on the problems, but not always the solutions. We've seen how other regions throughout California are growing and sometimes worry if this could happen here.

But we're starting early. We can shape the future without having to undo the past. We can strike a balance between progress and tradition. First we must build consensus.

- [x] Step 1 – Determine the values and priorities we share as a region (see Community Values & Priorities chart below).
- [x] Step 2 – Compare community values and priorities against the 'Current Trend' model – what Shasta County will be like in the year 2050 under existing plans, policies, and practices.
- [x] Step 3 – Develop a range of potential alternative strategies (called 'scenarios') for accommodating growth and development in a way more closely aligned with local values and priorities.
- [ ] Step 4 – Utilizing existing conditions as the baseline and local values and priorities as the measuring stick, you're now invited to explore and contemplate which scenario best reflects your ideal vision for the future of Shasta County. For additional information about Shasta*FORWARD*>> and the following scenarios, visit us online at www.shastaforward.com.

Community Values & Priorities >>

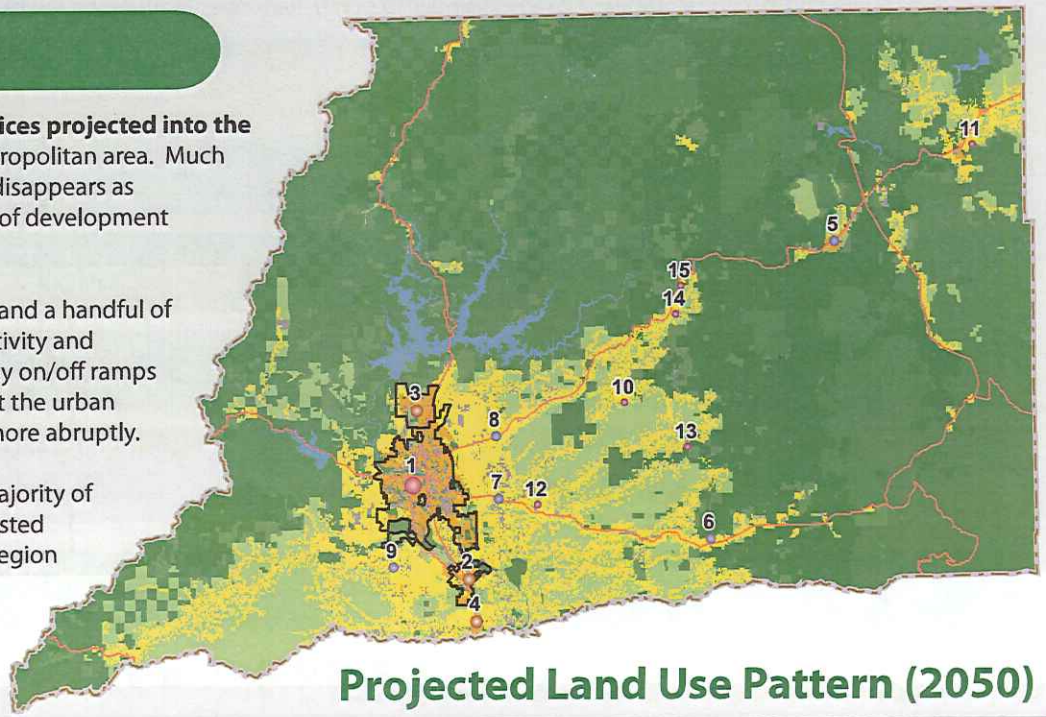
For a complete description of each priority, please see the 'Community Values & Priorities Assessment' report available online at www.shastaforward.com.

Current Trend Scenario >>

The 'Current Trend' scenario is based on present-day plans, policies, and practices projected into the future. Over time, the I-5 corridor and surrounding areas blend into one large metropolitan area. Much of what has traditionally been considered open space in the valley floor gradually disappears as undeveloped land becomes developed. Except for a few rural towns, the intensity of development fades as the distance from I-5 increases.

The places people live and the places people go are generally separated. Redding and a handful of commercial and industrial sites along I-5 continue to be the center of economic activity and employment. Retail development is grouped in large, regional centers near freeway on/off ramps and at major intersections. Residential development gradually expands outward at the urban fringe. Every so often, a large multi-thousand home tract changes the landscape more abruptly.

I-5 and regional highways are increasingly relied upon for routine trips. The vast majority of transportation investments focus on maintaining these roadways and fixing congested bottlenecks as resources permit. The general appearance and quality of life in the region inch closer to other metropolitan areas throughout California.



Projected Land Use Pattern (2050)

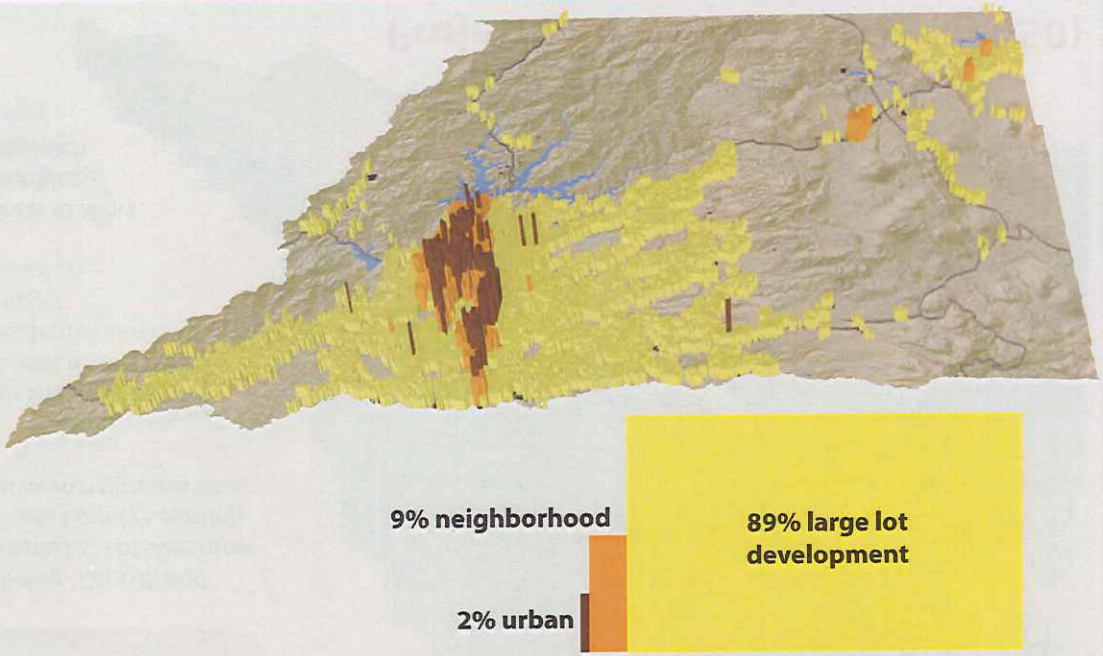
What are the implications? >>

>> Despite the status quo policies and practices, the net effect on Shasta County's form, function, and livability is anything but business-as-usual under the weight of future population projections.

>> Nearly one-half of all land area in the valley floor and foothills is developed. The remaining half are those lands that are most problematic and/or expensive to develop due to environmental impacts, lack of ground water, or distance from existing infrastructure.

>> Vehicle miles traveled per household jumps from 34 to 65 miles per day. A near doubling of automobile CO_2 emissions is at odds with current environmental and climate change laws. Failure to comply with state laws will lead to litigation, eventually restricting Shasta County's freedom to grow and develop as a region.

>> The 'Current Trend' is the most predictable and politically expedient option in the short term, as only incremental changes in local policies and practices are required.



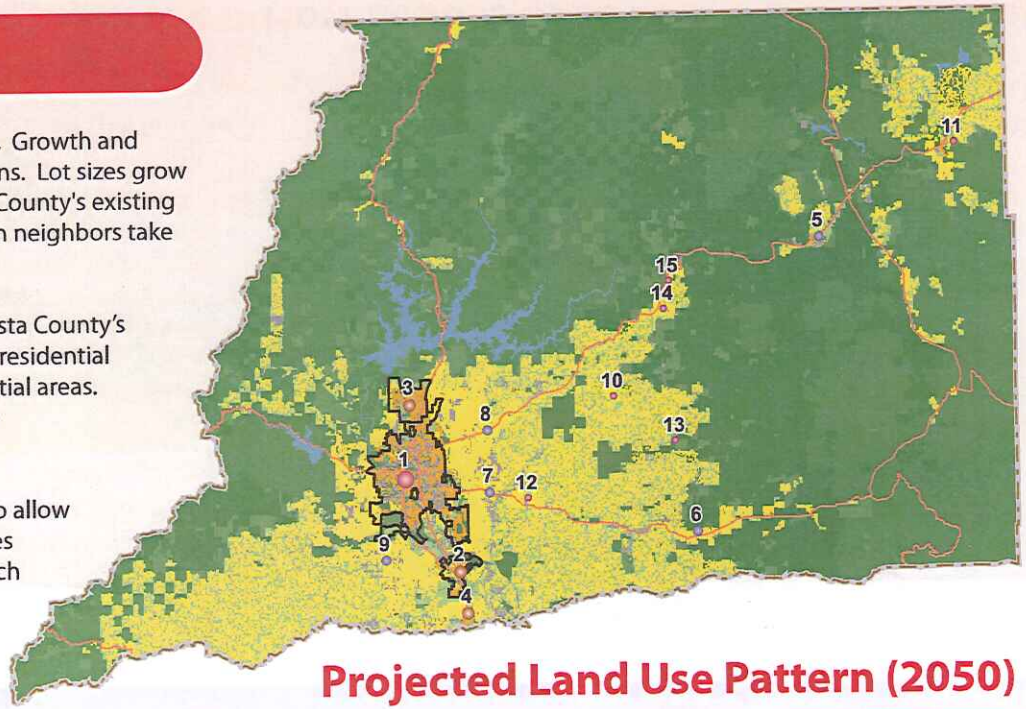
How Land is Used >>

Scenario A - Rural & Peripheral >>

'Scenario A' focuses on the character and aesthetics associated with rural living. Growth and development is spread throughout the region rather than confined to cities and towns. Lot sizes grow substantially, but all new growth and development is accommodated within Shasta County's existing General Plan. A slower pace of life, rural landscapes, and ample elbow room between neighbors take priority over urban living and a wide range of housing options.

Low density, low rise homes and buildings help new development blend in with Shasta County's natural landscape. Although some small-scale commercial development exists near residential areas, there is a clear and deliberate separation between residential and non-residential areas. Employment and commercial centers are located at freeway on/off ramps and major intersections for easy access by automobile.

Transportation investments focus on expanding rural roadways into outlying areas to allow for more low-density residential development and to keep existing rural communities from being overrun by new growth. Additional other transportation investments such as public transit are limited to existing urban areas as needed.



Projected Land Use Pattern (2050)

What are the implications? >>

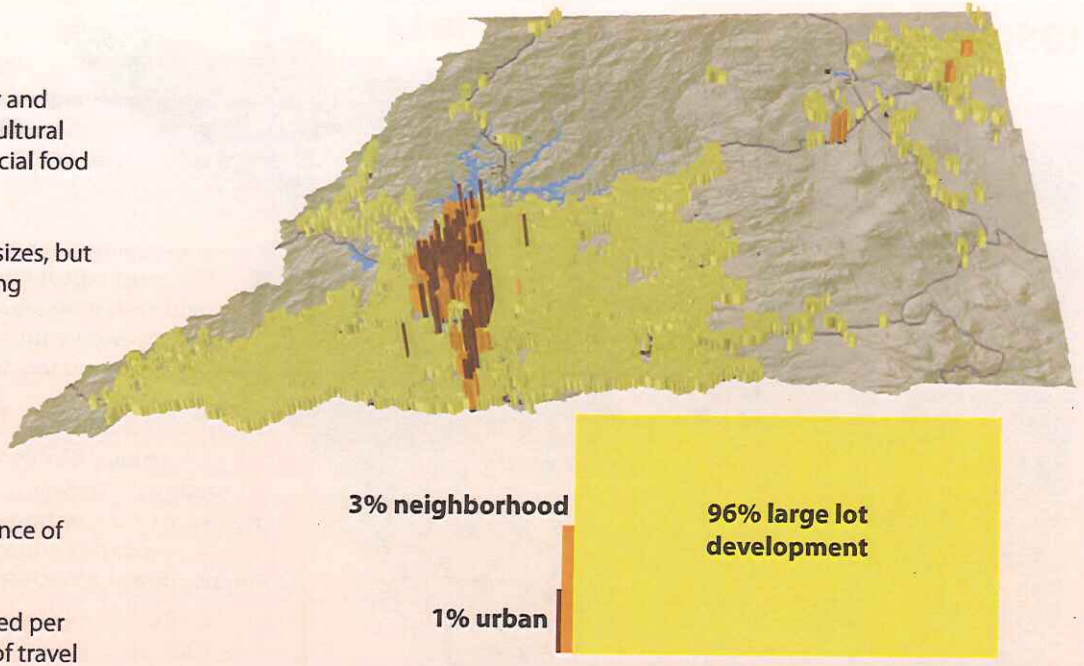
>> An increase in large lot residential development achieves rural character and aesthetics over functionality. Nearly one-half of the region's prime agricultural lands are developed or subdivided into parcels not practical for commercial food production.

>> Water consumption is higher on a per household basis due to larger lot sizes, but overall consumption is lowest as a result of existing agricultural land being converted to urban uses.

>> Nearly four times as many acres of environmentally sensitive lands are impacted by new development compared to the Current Trend scenario. Large lot development helps reduce the severity of impacts, but the threat of wildfire in developed areas is high.

>> Increased vehicle emissions affect air quality, leading to increased incidence of respiratory and other chronic diseases.

>> Low density and far distances limit mobility options. Vehicle miles traveled per household balloons from 34 to 104 miles per day. Mobility and the cost of travel are highly susceptible to fluctuations in fuel prices.



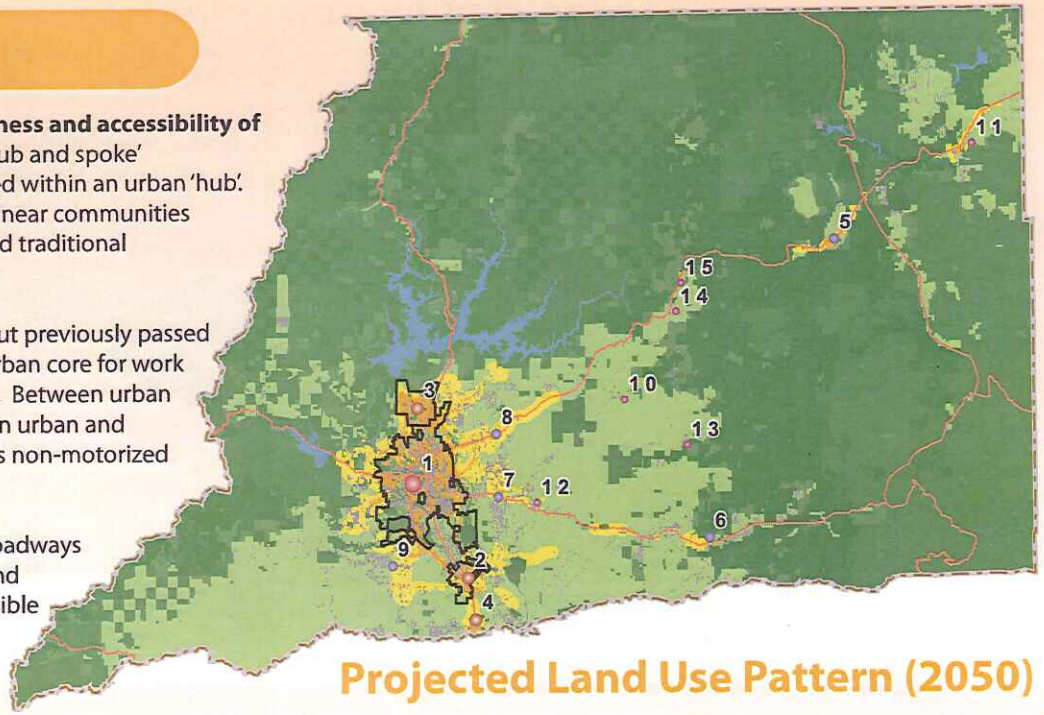
How Land is Used >>

Scenario B - Urban Core & Corridors >>

'Scenario B' focuses on the benefits of urban living without sacrificing the closeness and accessibility of Shasta County's unique natural setting. Conceptually, this scenario resembles a 'hub and spoke' development pattern. Employment, commerce, and regional destinations are focused within an urban 'hub'. Radiating outward along a select number of transportation corridors or 'spokes', are linear communities containing a mix of multifamily housing, townhouses, neighborhood commercial, and traditional neighborhoods.

The area of developed land in the regional core stays about the same size as today, but previously passed over and underutilized land is filled in over time. Residents travel in and out of the urban core for work and regional shopping, but have access to routine goods and services close to home. Between urban corridors, a network of interconnected open space enhances the connection between urban and natural areas. A regional trails network provides access to open space and doubles as non-motorized transportation corridors to and from the urban core.

By concentrating new development along select corridors, miles of additional new roadways are greatly reduced. More focused investments in public transportation, bicycling, and walking facilities along the urban corridors make transportation options more accessible and convenient to use. Public infrastructure is likewise combined along these key corridors to help reduce housing costs. Large lot development continues to occur, but is grouped together at the end of urban corridors.



Projected Land Use Pattern (2050)

What are the implications? >>

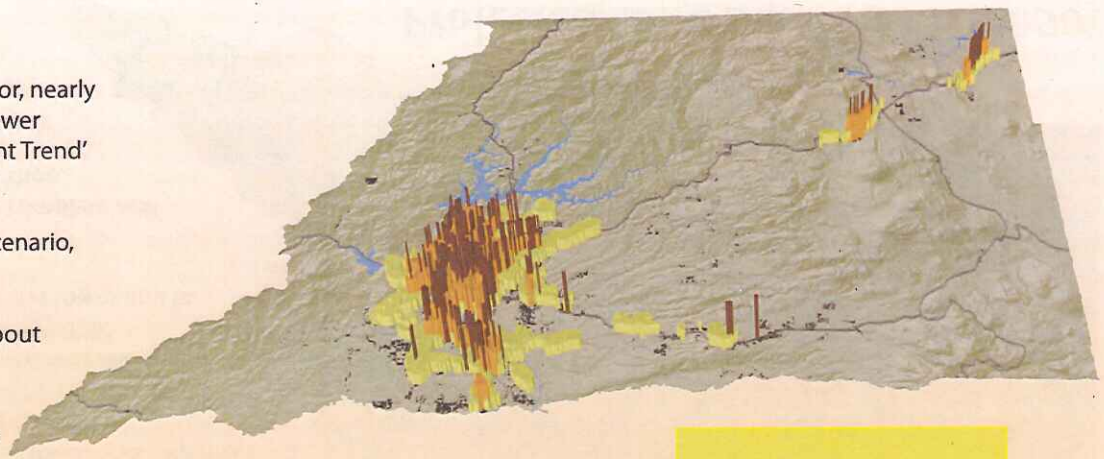
>> By locating large lot development outside and away from the valley floor, nearly 2,500 acres of prime agricultural lands are preserved and over 21,000 fewer acres of environmentally sensitive lands are impacted versus the 'Current Trend' scenario.

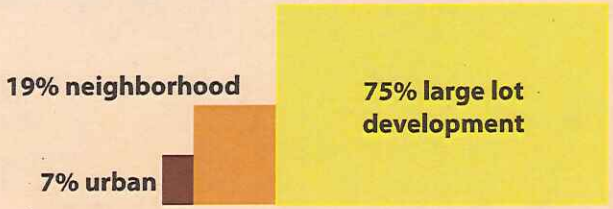
>> Development patterns in 'Scenario B' are similar to the 'Current Trend' scenario, but much more focused and condensed.

>> More households have access to open space and nature. In addition, about one out of every four homes is within easy walking distance to neighborhood commercial and high-frequency public transportation. Opportunities for increased physical activity, such as walking to school, help reduce obesity and other chronic diseases.

>> Low impact areas not feasible for development today due to lack of ground water now make economic sense through consolidation of infrastructure.

>> Increased use of public transportation, carpooling, bicycling and walking will help 'Scenario B' achieve the lowest vehicle miles traveled per household.





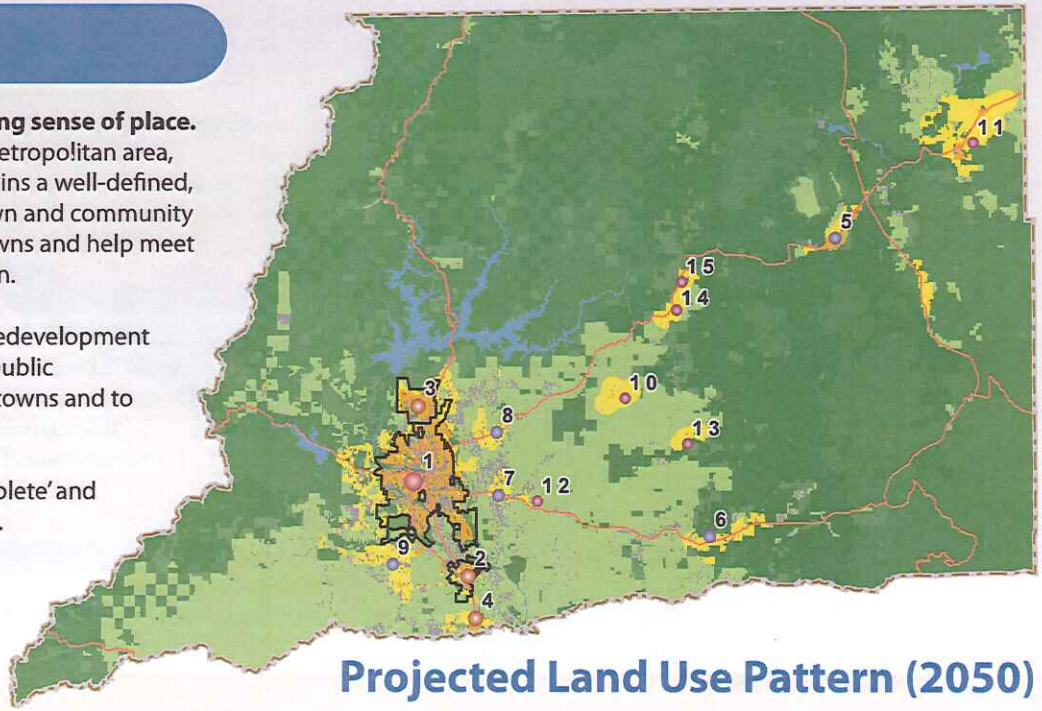
How Land is Used >>

Scenario C - Distinct Cities & Towns >>

'Scenario C' focuses on maintaining individual community identity and a strong sense of place. Rather than have Shasta County's cities and towns grow together into one large metropolitan area, individual communities focus their energies inward. Each 'micropolitan' area contains a well-defined, cohesive, and compact city or town built around an appropriately-scaled downtown and community gathering places. Surrounding open spaces serve as buffers between cities and towns and help meet the functional needs of the natural environment and nearby agriculture production.

The size of each city/town is based on a locally-defined 'build-out' area. Infill and redevelopment are used to knit respective communities together and take advantage of existing public infrastructure and services. Transportation investments are used to link cities and towns and to support a wide range of mobility choices within individual cities and towns.

Local government policies and programs work in concert to encourage more 'complete' and economically self-sufficient communities, where residents can live, work, and shop. Economic growth, population, and political clout are more evenly distributed throughout the region. Rural development is primarily located on the fringe of designated cities and towns, but clustered or grouped together in order to make the best use of infrastructure and avoid disruption to prime agricultural lands, open spaces, and environmentally sensitive areas.



Projected Land Use Pattern (2050)

What are the implications? >>

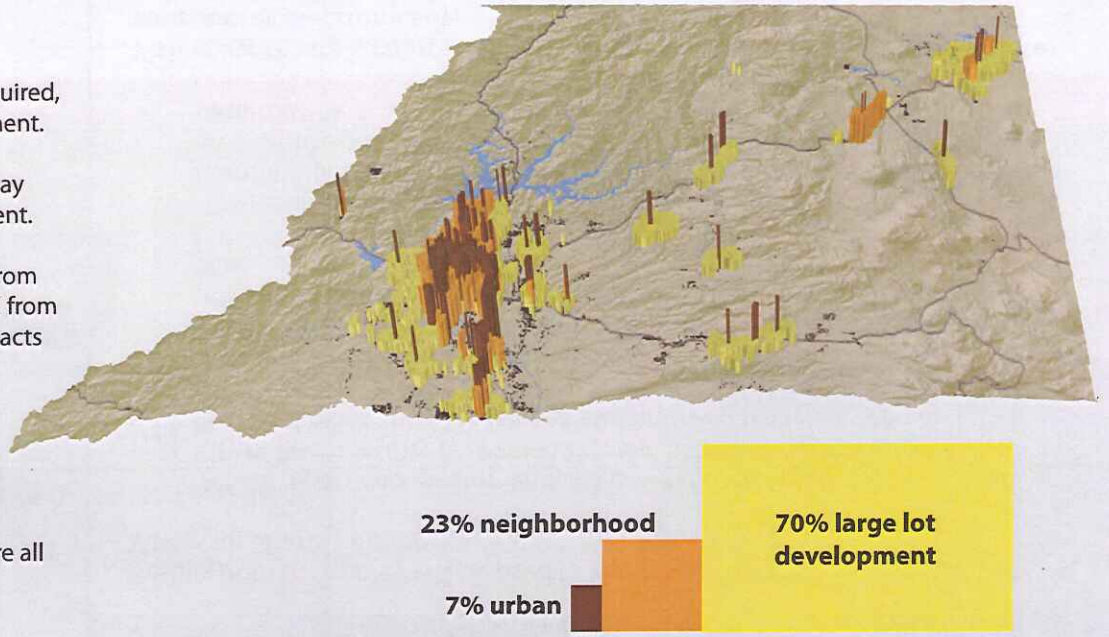
>> Although major changes in development practices and policies are required, 'Scenario C' represents a more traditional, small town form of development.

>> As cities and towns grow to their planned 'build-out' size, new towns may eventually need to be created to accommodate growth and development.

>> A large portion of growth and development occurs outside and away from the valley floor. Nearly 4,000 acres of prime agricultural lands are saved from conversion to other uses compared to the 'Current Trend' scenario. Impacts to environmentally sensitive lands are reduced by nearly 43,000 acres.

>> Residents will have greater opportunity to live, work, and shop within their hometown. Many are able to walk to work. Children are able to walk or bike to schools located within each community.

>> Vehicle miles traveled per household, fuel use, and vehicle emissions are all substantially reduced over the 'Current Trend' scenario.



How Land is Used >>

How will my input be used? >>

Results from this survey will be used to identify a "Preferred Regional Growth Vision" for Shasta County.

>> A final report and recommendations will be presented to Shasta County, City of Redding, City of Shasta Lake, and City of Anderson for incorporation into local plans and programs as each individual agency chooses.

>> As a resident of Shasta County, you may use the results of the Shasta*FORWARD*>> process to help communicate with your elected officials on growth and development related issues that are important to you.

>> The results will also form the basis of Shasta County's "Sustainable Communities Strategy" (required under Senate Bill 375) to reduce vehicular greenhouse gas emissions attributable to urban sprawl development patterns.

Visit www.shastaforward.com for additional information and to complete your survey electronically.

Tune into **KIXE-TV Channel 9** to learn more about the scenario planning process and find out what others are saying about Shasta*FORWARD*>>.

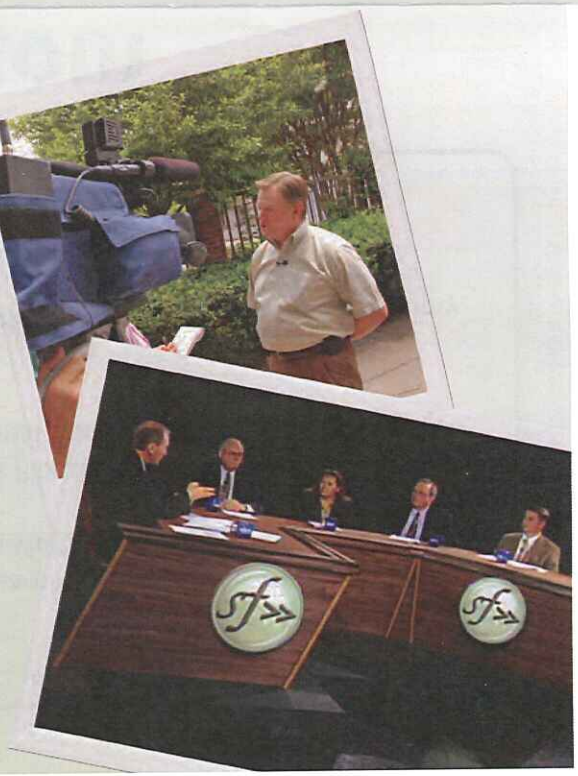
KIXE

Regional Blueprint Episode 2: Choosing a Path

Premiers Monday, August 24 at 6PM

Additional encore presentations throughout August

Visit **www.shastaforward.com** for a complete listing of broadcast dates and times.



Online Survey >>
Survey ballot may be submitted online at **www.shastaforward.com**.

SEPT 30

Submission Deadline >>
All mail-in ballots should be postmarked by **September 30, 2009**.

Questions? >>
For questions or to learn more about the process, visit us online at **www.shastaforward.com** or contact us directly:

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Shasta County Regional Transportation Planning Agency

www.Shasta*FORWARD*.com

Survey Part I >> Please complete both sides of this page, detach, and submit via the provided postage-paid return envelope. Or visit www.shastaforward.com to submit your ballot electronically. Each Performance Measure is ranked from best (1) to worst (4). Mark the future which best represents the way you want your region to grow and then make your final scenario selection below.

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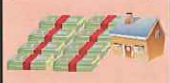
Performance Measure		Today	Current Trend 2050	Scenario A Rural & Peripheral	Scenario B Urban Core & Corridors	Scenario C Distinct Cities & Towns
Land Developed Ratio*	Among those lands in combined general plans designated for development, the percentage of which is needed to accommodate new growth. **Includes valley floor and lower foothill areas only.*	 21% Developed	☐ 3  48% Developed	☐ 4  57% Developed	☐ 2  35% Developed	☐ 1  30% Developed
Environmentally Sensitive Lands Impacted*	Areas of environmentally sensitive land over which development has occurred. **Includes valley floor and lower foothill areas only.*	 17,812 Acres Impacted	☐ 3  50,221 Acres Impacted	☐ 4  65,513 Acres Impacted	☐ 2  28,691 Acres Impacted	☐ 1  22,585 Acres Impacted
Air Quality	Based on vehicle emissions.		☐ 3 	☐ 4 	☐ 1 	☐ 2 
Fuel Consumption	Gas and diesel fuel used in Shasta County (local trips only).	 336,699 gallons/day	☐ 3  737,210 gallons/day	☐ 4  1,074,290 gallons/day	☐ 1  606,690 gallons/day	☐ 2  641,300 gallons/day
Greenhouse Gas Emission	CO_2 emissions from on-road vehicles in tons per day.	 3.39 tons/day	☐ 3  7.48 tons/day	☐ 4  10.9 tons/day	☐ 1  6.15 tons/day	☐ 2  6.5 tons/day
Infrastructure Costs for New Development	Cost of infrastructure (streets, water, sewer, utilities).	 Not Applicable	☐ 3  $7.69 billion	☐ 4  $8.67 billion	☐ 1  $7.06 billion	☐ 2  $7.14 billion
Walkability/ Transportation Choices	Percent of households within 1/4 mile of shopping, and transit stop/routes.	 12 households out of 100	☐ 3  15 households out of 100	☐ 4  12 households out of 100	☐ 1  22 households out of 100	☐ 2  18 households out of 100
Average Commute Time	Average time (in minutes) it takes to drive to work.	 Average Commute Time	☐ 4  Average Commute Time	☐ 3  Average Commute Time	☐ 1  Average Commute Time	☐ 2  Average Commute Time
Vehicle Miles Traveled	Daily vehicle miles traveled per household (2.43 people per household).	 Miles Per Household	☐ 3 Miles Per Household	☐ 4 Miles Per Household	☐ 1 Miles Per Household	☐ 2 Miles Per Household
Prime Agricultural Land Impacted	Prime Ag lands over which development has occurred.	 3,901 Acres Impacted	☐ 3 8,856 Acres Impacted	☐ 4 10,052 Acres Impacted	☐ 2 6,394 Acres Impacted	☐ 1 4,972 Acres Impacted
Water Consumption*	Shasta County water use based on the primary land-use related consumption categories. **Note: conversion of ag lands to urban uses results in a net decrease of water use. Scenarios with highest conversion of ag lands have lowest water use.*	 169.1 billion - gal/day	☐ 2* 172.3 billion - gal/day	☐ 1* 151.2 billion - gal/day	☐ 4* 181.0 billion - gal/day	☐ 3* 178.4 billion - gal/day
Rank your choice for the future here >> (1 = Most Preferred, 2 = Second Choice, 3 = Third Choice, 4 = Least Preferred)			☐	☐	☐	☐

Tear Here

Survey continued on other side >>

Survey Part II >>

1. What is your gender?
   - ☐ Female ☐ Male ☐ Decline to state

2. What is your age?
   - ☐ Under 18 ☐ 18-24 ☐ 25-34
   - ☐ 35-44 ☐ 45-54 ☐ 55-64
   - ☐ 65 and Above ☐ Decline to state

3. What is your annual household income (before taxes)?
   - ☐ Less than $20,000 ☐ $80,000 - $99,999
   - ☐ $20,001 - $39,999 ☐ Over $100,000
   - ☐ $40,000 - $59,999 ☐ Decline to state
   - ☐ $60,000 - $79,999

4. What is your home Zip Code? _____

5. How many years have you lived in Shasta County? _____

6. Would you like to receive additional information on the Shasta*FORWARD*>> project (i.e., newsletters, brochures, upcoming events)? Fill out the below information. (*All information is kept confidential and is not sold to outside parties.*)

_____
Name

_____
Mailing Address

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Phone

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Email

Additional Comments:

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