

REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
Consider Authorizing a \$5000 Payment to the Great Valley Center for a Scenario Planning Project in the Central Valley		9-24-02	3-4

RECOMMENDATION

It is recommended that the Agency authorize a \$5,000 payment to the Great Valley Center to partially offset the cost of a Central Valley Scenario Planning Project, currently underway by the Great Valley Center.

DISCUSSION

The Great Valley Center is a non-profit collaborative based upon supporting the economic, social and environmental well being of the California Central Valley. At the present time the Great Valley Center is in the middle of conducting a scenario-planning project with a long range 2025 planning horizon. The purpose of this study is to create scenarios that may be likely to play out in the future, as a way of stimulating media and public involvement in long range planning for this region. The total cost of the study is estimated to be \$600,000. The Great Valley Center has received a grant from the William and Flora Heweltt Foundation to partially fund this project. The remainder is being raised from local and regional agencies throughout the Central Valley.

For purposes of this study, the Central Valley is defined as north from Bakersfield to Redding. Although many of the issues that are expected to confront the Central Valley may or may not reach up as far as Redding, staff believes that it is appropriate to participate in this long range planning effort. A letter from the Great Valley Center is attached that more fully explains this project.

To date, efforts by the RTPA to effectively engage the public in long range transportation planning has been met with limited success. As part of this project, it is anticipated that the Great Valley Center will generate considerable media attention surrounding the scenarios as they are developed. It is anticipated that there will be articles in local newspapers and on local television stations. It is hoped that this will stimulate additional public involvement in our local processes, which will lead to more effective planning processes and documents.

ALTERNATIVES

Identified alternatives to the staff recommendation would be to not authorize this payment to the Great Valley Center or to authorize payment in a different amount. The amount requested is recommended to be funded, and represents a very small portion of the approximate \$600,000 study.

\$5000 Payment Great Valley Center
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OTHER AGENCY INVOLVEMENT

This item was reviewed at the September 10, 2002 (TAC) meeting.

FINANCING

Funds are available in the current year Overall Work Program to fund this cost.

A handwritten signature in cursive script, appearing to read "Daniel J. Kovacich", is written over a horizontal line.

Daniel J. Kovacich, Executive Officer

/jac

Attachment: Letter from Great Valley Center



Supporting the economic, social and environmental
well-being of California's Central Valley.

July 29, 2002

911 13th Street
Modesto, CA 95354
Phone: (209) 522-5103
Fax: (209) 522-5116
www.greatvalley.org

Mr. Daniel Kovacich
Executive Director
Shasta County Regional Transportation Planning Agency
1855 Placer Street Suite 200
Redding, CA 96001

Dear Mr. Kovacich:

It is hard to get policy makers and the public to look to a distant time horizon in order to fully understand the impact of decisions made today. I am told that the reason that Fresno and Stockton have cross town freeways is that the communities put the roads in their plans, and then protected the plans for many years until funding was available and the projects could be built. Unfortunately, the Valley also has many tales of *not* having long range goals, and living with the results of quick fix policy.

The Great Valley Center has engaged the Global Business Network (GBN) to do scenario planning in the Valley with a long range 2025 horizon. GBN is known as the premier scenario planning organization in the world. Since their inception, they have worked with hundreds of Fortune 500 companies, the US Department of Defense, with the nations of Japan and South Africa, and they have just completed a project looking at scenarios for the future of Mexico. Scenarios are not predictions; they are a way of considering different futures in vivid, easily communicable stories. The scenarios can serve, on the one hand as a kind of anticipatory disaster relief, showing futures worth avoiding, and on the other hand, they can create inspiring visions of futures worth creating.

In each of the three major regions of the Valley, (The Sacramento River Valley, the Sacramento Metropolitan area, and the San Joaquin Valley) GBN will work with 25 to 30 carefully selected individuals, representing a broad range of interests and backgrounds, including agriculture, business, education, health care, the environment, youth—and so on, to develop four scenarios for the year 2025. The staff of GBN will take the information from the first of two seminars and write engaging, easily understood stories that present four plausible outcomes for each part of the region.

The participants will convene again for a second seminar in the fall to polish the stories, and to identify checkpoints and milestones by which to measure progress toward one outcome or another. *The purpose of the project is to help build a constituency for positive outcomes in the region, making the connection between policy decisions that are made today, and the shape of the region going forward.* The scenarios will help people take a long view of actions and outcomes. In fact, the book that explains the process in detail is called *The Art of the Long View*, by Peter Schwartz, one of the founders of the Global Business Network.

The Great Valley Center received a grant of \$300,000 from the William and Flora Hewlett Foundation to pay for the scenario planning process. However, the key to the project's impact is not merely the development of interesting stories, it is the distribution

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and outreach that will engage major parts of the public that will be the key to its success. While the grant pays for the seminars and the development of the stories, the Great Valley Center has to raise a match of \$300,000 for an extensive outreach and publications campaign. We have employed a summer intern to assist in the development of the program that could include newspaper inserts and serial articles, public television videos, a widely distributed publication, radio discussions and a host of other creative possibilities. I am writing to ask your assistance in supporting the public outreach part of the project.

This project has a clear connection to transportation, housing and planning goals. After all, the success of the region socially and economically will, in part, determine the kind and amount of development that will occur, and the amount of funding that will be available to pay for the required public services and infrastructure. The SACOG Board of Directors quickly saw the link between this project and their regional efforts and granted \$60,000 to support scenario planning in the Sacramento area. I would like to request a grant of \$5,000 from the Shasta County Regional Transportation Planning Agency to support publications and outreach efforts for the North Valley scenarios.

I have attached a list of the North Valley participants for your information, and I have included a project budget. We are actively requesting funding and grants from a number of sources; your support, as a major planning agency in the region is important in demonstrating local interest in this effort.

Please feel free to contact me if you have questions or need further information. This project is a rare opportunity to elevate a dialogue about the future to new levels, and involve a wide range of residents in the discussion. Thank you for your consideration.

Sincerely,



Carol Whiteside
President

CW:rt

Enclosures:
Participant list
Budget
Copy of *The Art of the Long View*

Central Valley Scenario Planning--North Valley Participants

First	Last	Organization (or group)	City
Kathy	Anderson	Shasta Regional Community Foundation	Redding
Amparo	Avila-Walker	Family Law	Oroville
Gregg	Avilla	Red Bluff City Council	Red Bluff
Katie	Barber	Youth	Redding
Ryan	Broddrick	Ducks Unlimited, Inc.	Sacramento
Linda	Cole	League of Women Voters	Oroville
Sandy	Denn	Snow Goose Farms	Willows
Elizabeth	Devereaux	Devereaux Architectural Glass	Chico
Lynn	Fritz	Redding Community Public Access	Redding
Kathleen	Grega	Northern Valley Indian Health	Willows
Jon	Gregory	Golden State Capitol Network	Chico
Ken	Grossman	Sierra Nevada Brewing Company	Chico
Daniel	Kovacich	Shasta Co. Regional Transportation Planning Agency	Redding
Larry	Lees	Pacific Bell	Redding
Jan	Maurer Watkins	Northern Valley Catholic Social Services	Redding
Victoria	McArthur	Shasta Emergency Medical Group	Redding
Tim	Morehouse	Bidwell Memorial Presbyterian Church	Chico
Dan	Nguyen-Tan	City of Chico	Chico
Lawrence	Odle	Butte County Air Quality Management District	Chico
Ventia	Philbrick	Tehama Local Development Corporation	Red Bluff
John	Sutton	Glenn-Colusa Irrigation District	Maxwell
Aaron	Tenorio	Youth	Chico
James	Theimer	Trilogy Architecture	Redding
Scott	White	CA Department of Transportation	Redding
Rod	Wright	Shasta College	Red Bluff

May 17, 18--Holiday Inn, 685 Manzanita Court, Chico

September 20, 21--Best Western Inn, 2300 Hilltop Drive, Redding

**Scenario Planning
2002-2003 Budget**

Consultants & contractors	350,000
Convening Costs	60,000
Publications	90,000
KVIE video production	45,000
Administrative & Operating Expenses	40,000
Travel	7,000
<u>Contingency</u>	<u>8,000</u>
TOTAL	600,000