

REPORT TO SHASTA COUNTY RTPA

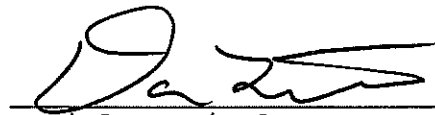
SUBJECT	MEETING DATE	ITEM NUMBER
Receive Project Update for ShastaFORWARD>>	10/23/07	6

RECOMMENDATION

Receive an update on the ShastaFORWARD>> project.

SUMMARY

Staff will provide an update on the ShastaFORWARD>> project. RTPA Board members have been invited to the inaugural meeting scheduled for October 22, from 8:30 a.m. to 2:00 p.m. at the Riverview Country Club. Staff requests Board member feedback from those attending this workshop.

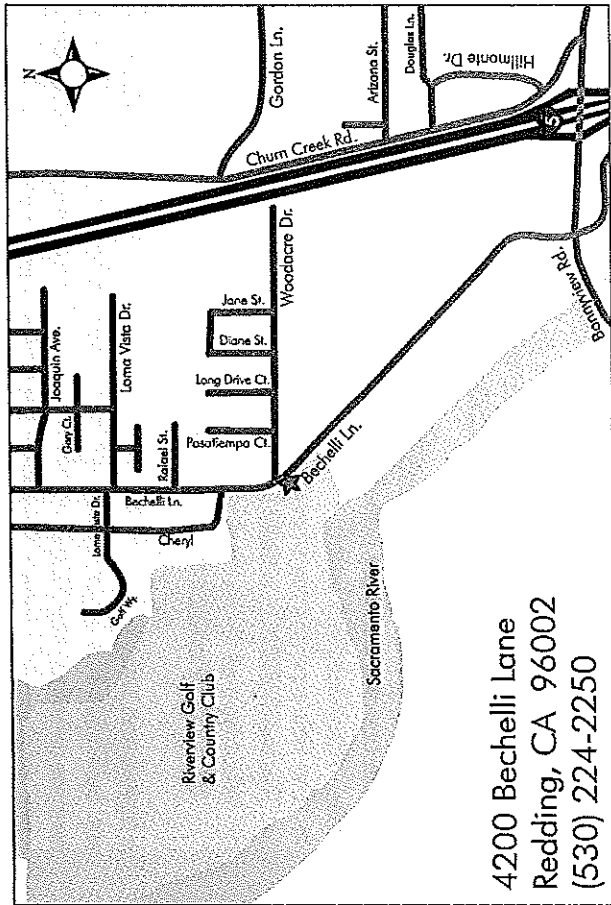


Daniel S. Little, AICP, Executive Director

JDS/jac

Attachment: ShastaFORWARD>> Inaugural Meeting Invitation

The Location>>



4200 Bechelli Lane
Redding, CA 96002
(530) 224-2250

Directions from the South:

I-5 North

Take Exit #675 Bechelli Lane/Churn Creek Road

Turn left (west) at top of offramp

Turn right (north) on Bechelli Lane

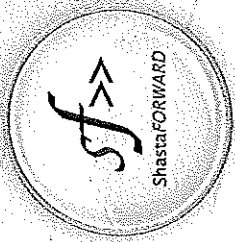
Directions from the North:

I-5 South

Take Exit #675 Bechelli Lane/Churn Creek Road

Turn right (west) at top of offramp

Turn right (north) on Bechelli Lane



Choosing the right growth track for
Shasta County begins right here.

Welcome to ShastaFORWARD>>

Save the Date>>

ShastaFORWARD>> Regional Blueprint
Inaugural Meeting

on

Monday, October 22, 2007

8:30 am - 2:00 pm

at

The Riverview Country Club
4200 Bechelli Lane
Redding

Featuring:

Project background

Guest presenters

Complimentary catered lunch

R.S.V.P. required by October 15

to Daniel Wayne

at (530) 225-5486

ShastaFORWARD.com

About the Event>>

Shasta County will double in population by the year 2050, forever changing the form, function, and livability of our home. New tools and the right public stage are needed to help local agencies determine how and where this new growth will occur.



Enter **ShastaFORWARD>>**, a community-based regional growth visioning process designed to engage the public like never before.

Utilizing sophisticated growth modeling software developed via a partnership between the State and UC Davis, we are able to see what the future will look like given existing policies and trends. It looks like a computer game, but the stakes are much higher. The software will speed up the calendar by 40 years to show how decisions made today will affect the region tomorrow. Through extensive community outreach, a range of alternative growth scenarios will be developed and measured against community values. The public will then recommend their preferred regional growth vision for 2050.



Elected officials and key community opinion-shapers from across Shasta County are invited to kick off this historic effort – the first of its kind in the North State – and preview the unofficial 2050 model before it goes public.

An exemplary panel of community leaders has been assembled from across the county (see side panel) to help add perspective to this exciting process. Attendees will learn:

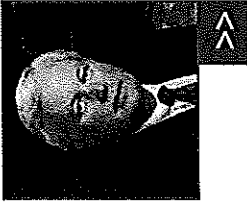
- > The value and utility of scenario planning,
- > The triumphs and pitfalls learned through first-hand experience, and
- > What type of short- and long-term results we can expect when a community comes together.

You have been selected to participate in the ShastaFORWARD>> Kick-Off Event because it is your decisions and your influence that will help determine whether the community we are building reflects the hopes, dreams, and expectations we have for the future – and not just for us, but for our children, grandchildren, and many thousands who will someday call Shasta County home.

Special Guest Speakers>>

Robert Grow>>

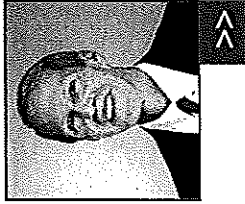
Founding Chair Emeritus, Envision Utah



As Founding Chair Emeritus of Envision Utah, Mr. Grow led the way toward development of a regional Quality Growth Strategy for the Greater Salt Lake area and surrounding communities. Envision Utah is recognized nationwide as a model for regional growth visioning and successful public involvement. Mr. Grow's career is diverse and distinguished with a long history of leadership, including past president of a large manufacturing company, chair of a national trade association, and being recognized as Utah's Entrepreneur of the Year. Mr. Grow currently practices law, specializing in land use planning and zoning, real estate development, regional visioning and growth planning, and environmental law. He holds degrees in both engineering and law.

Phil Laurien>>

Chief Technical Advisor, "How Shall We Grow?"



Mr. Laurien is Executive Director of the East Central Florida Regional Planning Council and has been involved in all planning aspects of "How Shall We Grow?", an 18-month campaign to engage citizens, community leaders, and elected officials in creation of a Shared Vision for Growth in Central Florida. As a result of this process, a regional compact and policy framework was developed that is now being utilized to guide the community vision. Mr. Laurien holds 33 years experience in planning, town management, and real estate development. He has authored numerous white papers, comprehensive plans, and zoning codes in Florida, Ohio, Kentucky, and New Hampshire.

Tom Cosgrove>>

Councilmember, City of Lincoln



As City Councilmember since 1994 for the fastest-growing small city in California, Mr. Cosgrove is keenly aware of the opportunities and challenges of managing community growth and development. He has also worked as a Field Representative for State Assemblyman Tim Leslie, is Vice-Chair of the Sacramento Area Council of Governments, and Boardmember of the Placer County Transportation Planning Agency. He played a key role in completion of the Highway 65 Bypass Environmental Impact Study and, most recently, served on the sub-committee working to develop a Habitat Conservation Plan for the City of Lincoln and Placer County.

ShastaFORWARD.com