

REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
Authorization to Submit Shasta Area Regional Blueprint Plan		10/24/06	4-3

RECOMMENDATION

It is recommended that the Agency authorize the Executive Officer to submit the attached FY 06/07 Regional Blueprint grant application and execute all required documents pursuant to the attached resolution.

SUMMARY

At the July 25, 2006 RTPA meeting, the Agency authorized staff to prepare and submit a Regional Blueprint grant application for FY 06/07. The attached 'Shasta Area Regional Blueprint' grant application was submitted to Caltrans on October 2, 2006. The attached resolution is required before Caltrans submits recommended projects to the California Transportation Commission (CTC) in November.

DISCUSSION

The Regional Blueprint Planning Program is intended to better inform regional and local decision-making, through a broad-based and proactive public engagement process. With the help of innovative digital map-based forecasting technology, the Blueprint planning process will help generate a regional growth strategy.

A successfully completed Blueprint plan will enable the Shasta County RTPA to remain competitive for transportation funds. In addition, a Blueprint provides information critical to other efforts, such as environmental impact reports, capital improvement programs, redevelopment plans, the Regional Transportation Plan, and the traffic model.

Grant awards will be announced December 15, 2006. The Shasta County RTPA has applied for \$384,200 in grant funds. If awarded, staff will prepare an amendment to the Overall Work Program (OWP) to include the Blueprint planning project.

The attached Shasta County Blueprint fact sheet provides further information. Staff recommends approval of the attached resolution.

OTHER AGENCY INVOLVEMENT

The Blueprint process will require extensive involvement with a variety of agencies and entities, including Caltrans District 2 and various local agencies. Letters in support of the Blueprint planning process have been received from: City of Redding, City of Anderson, City of Shasta Lake, City of Red Bluff, City of Corning, Shasta County, Tehama County, the Tehama County Transportation Commission, and the McConnell Foundation.

FINANCING

If approved, grant funds would need to be placed in the RTPA's Overall Work Program (OWP). A minimum 20% local match is required which can consist of in-kind services such as local agency and RTPA staff time (reimbursed by state planning funds).

Grant applications with additional match will be more competitive. We can receive additional match credit for many city, county and RTPA activities currently planned over the next three years that would support or help to implement Blueprint goals. Examples include GIS data gathering, general plan updates, specific plans and transportation studies. Given these related planning activities, proposed match is conservatively estimated to nearly equal the \$384,200 requested.



Daniel S. Little, AICP, Executive Officer

DW/jac

Attachment: Resolution 06-12
Shasta County Blueprint Fact Sheet
Blueprint Grant Application

Resolution No.06-12
Approving Submission of the
Shasta Area Regional Blueprint Plan Application

WHEREAS, a State Blueprint Planning Grant is available to Metropolitan Planning Organizations (MPO). State and federal agencies encourage Blueprint studies to better guide transportation investment decisions through enhanced agency and public collaboration; and

WHEREAS, the Shasta County Regional Transportation Planning Agency is the designated MPO for Shasta County, and therefore eligible to apply for Blueprint Planning Grant funds. The total grant request is for \$384,200; and

WHEREAS, a resolution of the MPO Governing Board must be included authorizing the MPO to manage the Regional Blueprint Planning Grant and to collaborate with other stakeholders.

NOW, THEREFORE, BE IT RESOLVED that the Shasta County Regional Transportation Planning Agency is authorized to submit a Blueprint Planning Grant application; and

BE IT FURTHER RESOLVED, that the Executive Officer is hereby authorized to execute all documents, including contracts, subcontracts, agreements, extensions, renewals, and/or amendments required by the California Department of Transportation, which may be necessary to carry out and administer all obligations, responsibilities, and duties under the aforementioned Blueprint Planning Grant.

PASSED AND ADOPTED this 24th day of October, 2006, by the Shasta County Regional Transportation Planning Agency.

Glenn Hawes, Chairman
Shasta County Regional
Transportation Planning Agency



SHASTA COUNTY BLUEPRINT FACT SHEET

WHY STATE AND FEDERAL GOVERNMENTS ARE ENCOURAGING BLUEPRINTS

With state and federal transportation funds becoming scarcer, it is clear that regions cannot buy their way out of congestion by simply adding roads and transit. Through more efficient regional coordination of transportation, land use, and economic development – and enhanced public participation – limited transportation dollars can be stretched further to reduce congestion and improve quality of life.

BLUEPRINT STUDY DEFINED

Blueprint studies examine planned growth over 20 to 30 years from a broad regional perspective based on public and agency interaction. With the help of computer models, different growth scenarios with varying urban densities are compared using performance indicators such as traffic congestion, public investment costs, and economic benefit. Information derived from the Blueprint study will assist local jurisdictions in making sound investment decisions consistent with community priorities.

WHAT A BLUEPRINT STUDY CAN DO FOR OUR REGION

Information Gathering: Blueprint information must be meaningful and useful to both local agencies and the public. Information will be developed for the entire region. It will be presented in a common format to better compare factors related to traffic, growth, housing, economic development, capital improvement needs, land use, and environmental constraints. This information will be mapped for us in geographic information systems (GIS).

Such information can support local efforts including general and specific plans, redevelopment plans, capital improvement programs, traffic studies, the regional traffic model, environmental impact reports, the Regional Transportation Plan (RTP), RTPA project selection, and public involvement efforts.

WHAT A BLUEPRINT STUDY IS AND IS NOT

- Is not:** A mandatory plan to be adopted by cities and counties that pre-empts local decision-making authority
- Is:** A cooperative effort to gather information and develop decision-making tools for use by local agencies
- Is not:** Design-based standards to create community identities or “livable communities”
- Is:** Outcome- and performance-based strategies for a high return on public investments
- Is not:** A wholesale change in the way we approach community development
- Is:** An identification of the smallest changes to the status quo of development patterns that can reap the highest community benefit
- Is not:** A cure-all for our regional challenges
- Is:** A step in the direction of improved regional coordination

PUBLIC AND AGENCY INVOLVEMENT

Inherent in a good Blueprint study is broad, responsive public and agency involvement. An open dialogue regarding regional growth challenges and needs will be facilitated. The full spectrum of involvement methods will be used (work groups, meetings, polling) to determine the most engaging techniques and establish a framework for ongoing communication.

FUNDING AND GRANTS

The Shasta County RTPA is one of four (out of seventeen) California MPOs that did not receive a grant in 2005. \$1,000,000 is earmarked in next years budget for these four MPOs. We could reasonably expect a \$250,000 grant for our region. It is expected that more funds will be available in subsequent annual cycles to complete additional phases of study as needed.

STUDY AREA

The study will focus on the South Central Urban Region (SCUR) of Shasta County and, more specifically, areas that have community sewer and water service. It is envisioned that the study will also consider Northern Tehama County since transportation and land use patterns in this area are so intertwined with our own.

CONSEQUENCES OF NOT DOING THE BLUEPRINT STUDY

California's largest regions have already completed their Blueprint studies. They are proposing that most state and federal transportation funding should be contingent on consistency with an approved Blueprint study. The state is currently developing guidelines to this effect for major funding programs used by our region. Programs where our region could lose funding include: the State Transportation Improvement Program (STIP) and the Governor's Transportation Bond (on the November 2006 ballot). The state is also considering linking housing and community development funds to Blueprint studies, and relaxing environmental requirements for projects consistent with Blueprint studies.

Not securing the grant means a lost opportunity to fund public involvement, regional coordination, and information collection efforts that would be of benefit for our region.

For More Information

Visit Caltrans' Blueprint website:

http://www.dot.ca.gov/hq/tpp/offices/orip/Collaborative_Planning.htm

Shasta County RTPA Contact:

Dan Little, AICP, Executive Officer
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Redding, CA 96001
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Email: dlittle@co.shasta.ca.us

Grant Application Cover Sheet

First Year Grant – 2006/07

REGIONAL BLUEPRINT PLANNING PROGRAM		
Project Title: Shasta Area Regional Blueprint Plan		
Location (county/city): Shasta County		
	Applicant	Sub-recipient(s)
Organization	Shasta County Regional Transportation Planning Agency	
Contact Person	Daniel Wayne	
Mailing Address	1855 Placer Street	
City	Redding	
Zip Code	96001	
E-mail	Dwayne@co.shasta.ca.us	
Telephone	(530) 225-5486	()
Fax	(530) 225-5667	()

Funding Information for FY 2006/2007		Identify Fund Source
Grant Funds Requested	\$ 384,200	Blueprint
Cash Local Match	\$ 9,400	City and County General Funds
In-kind Local Match	\$ 362,400	PPM, Federal Planning, Local General Fund, TDA
Other Funding	\$ 0	
Total Cost	\$ 756,000	

To the best of my knowledge, all information contained in this proposal is true and correct.

Signature of Authorized Official (Applicant)

Dan Little
Print Name

Executive Director
Title

9/29/06
Date

SHASTA/CENTRAL TEHAMA REGIONAL BLUEPRINT PROPOSAL

The Shasta County Regional Transportation Planning Agency is pleased to submit the following Regional Blueprint Planning Program Grant Application for fiscal year 2006/2007.

The core project area (where the actual scenario development will occur) encompasses all of Shasta County with an emphasis on those areas most likely to incur growth. Due to the environmental, social, and economic connectivity with neighboring Tehama County, the project will also include a discussion of growth occurring in north-central Tehama area along the Interstate 5 corridor. Although a full-fledged Blueprint Plan for Tehama County was deemed premature at the present time, stakeholders from Tehama are committed to supporting the Shasta Area Blueprint planning process, thus laying the proper groundwork for greater regional Blueprint efforts in the near future.

In the previous grant cycle, the Shasta County region felt it was premature to commit to a Blueprint Plan. Now, with different leadership in most cities, the county, and the RTPA, the Blueprint planning is widely and enthusiastically supported. Letters of support for the Shasta Area Blueprint Plan have been received from the following agencies and organizations:

- Shasta County
- City of Redding
- City of Anderson
- City of Shasta Lake
- Tehama County
- City of Red Bluff
- City of Corning
- Tehama County Transportation Commission
- McConnell Foundation

The northern Sacramento Valley is an ‘urbanizing’ region, where relatively small course corrections effect major change and community goals can be achieved without having to undo the past. The challenge of Blueprinting in an urbanizing area – where the full effect of growth may not yet be apparent – is communicating the region’s growth issues and what role long range planning plays. As this will be the first study of its kind in the region, a significant portion of the Shasta Area Blueprint’s work scope is dedicated to information and awareness, marketing, documentation, and ongoing implementation.

The political climate in the Shasta region is at an important precipice: Significant congestion is now evident; the level-of-service on most of our urban highways and major local roads will fail within twenty-years; and public sentiment is turning regarding the need for proactive planning and "self-help" impact fees. Meanwhile, six mega-projects in five jurisdictions throughout the study area are under environmental review. These projects alone total over 17,000 homes and 3.5 million square feet of commercial development. All of this is unprecedented in our region.

Just a couple of years ago, regional planning and regional fee programs were not even on the table for discussion. Now, with the promise of this grant and other recent initiatives, we are gaining momentum. The Shasta County RTPA is committed to fostering further progress. The Blueprint grant represents a tremendous opportunity for our urbanizing region to look into the future and not repeat the mistakes that many urban areas are still trying to correct today.

Shasta County RTPA has prepared a comprehensive scope of work and aggressive project schedule. In all, the work scope covers a two-year period at a total cost of \$756,000 (includes funds committed for future implementation efforts and incentives). Shasta County RTPA requests grant funds in the amount of \$384,200 to support efforts as detailed in the project scope of work. The combined cash and in-kind support totals \$371,800, or about 49 percent of the total project cost.

OVERVIEW OF PLAN AREA/REGIONAL SETTING:

Land Use

Located at the far northern end of the Sacramento Valley, Shasta County is home to a unique combination of natural and built features, including hundreds of miles of scenic highways, magnificent mountain ranges, diverse wildlife habitats, and the world's only bridge that is a sundial! The City of Redding is the largest urban area north of Sacramento as well as the geographical center and transportation crossroads of the North State region.



The Sundial Bridge: A community landmark and part of Shasta County's growing bicycle and pedestrian infrastructure

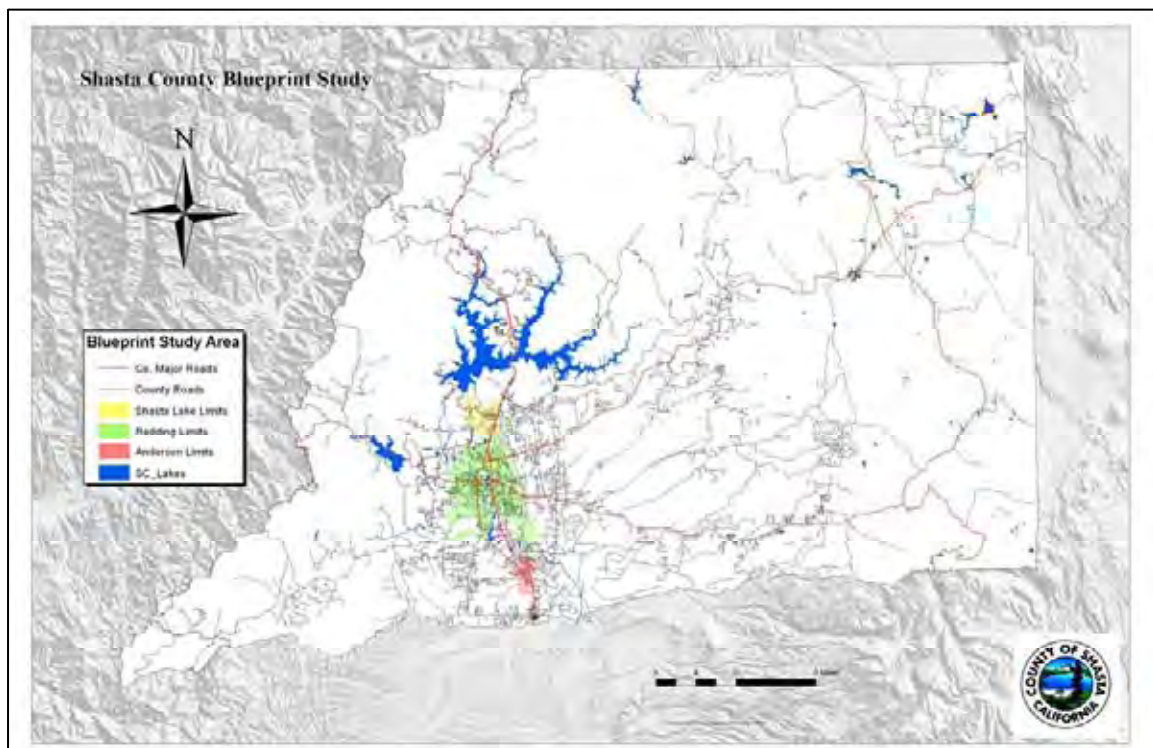


Figure 1-1: Proposed project area shown with current incorporated city boundaries

Shasta County's three incorporated cities (Redding, Anderson, and the City of Shasta Lake) and one Town Center (Cottonwood) all lay in the central non-mountainous portion of Shasta County – referred to as the South Central Region. The Shasta South Central Region contains about 335 square miles or about 8.8 percent of the county's area, yet is home to 85 percent of the county's total population. Outside of the South Central Region, three Shasta County Town Centers exist, namely Burney/Johnson Park and Fall

River Mills/ McArthur (both located in small valleys in the mountains of eastern Shasta County) and Palo Cedro (located just east of Redding).

Shasta County is home to approximately 181,483 individuals (Department of Finance 2006). Projects currently in the development pipeline will, however, add thousands of new homes and residents over the next 20 years. Most of this new development will occur in the south central Shasta/north central Tehama region and rely heavily on the Interstate 5 corridor for access to jobs and services. There is a general consensus that all easy to develop land – the ‘low hanging fruit’ – has been developed, resulting in increased development of traditionally rural or areas.

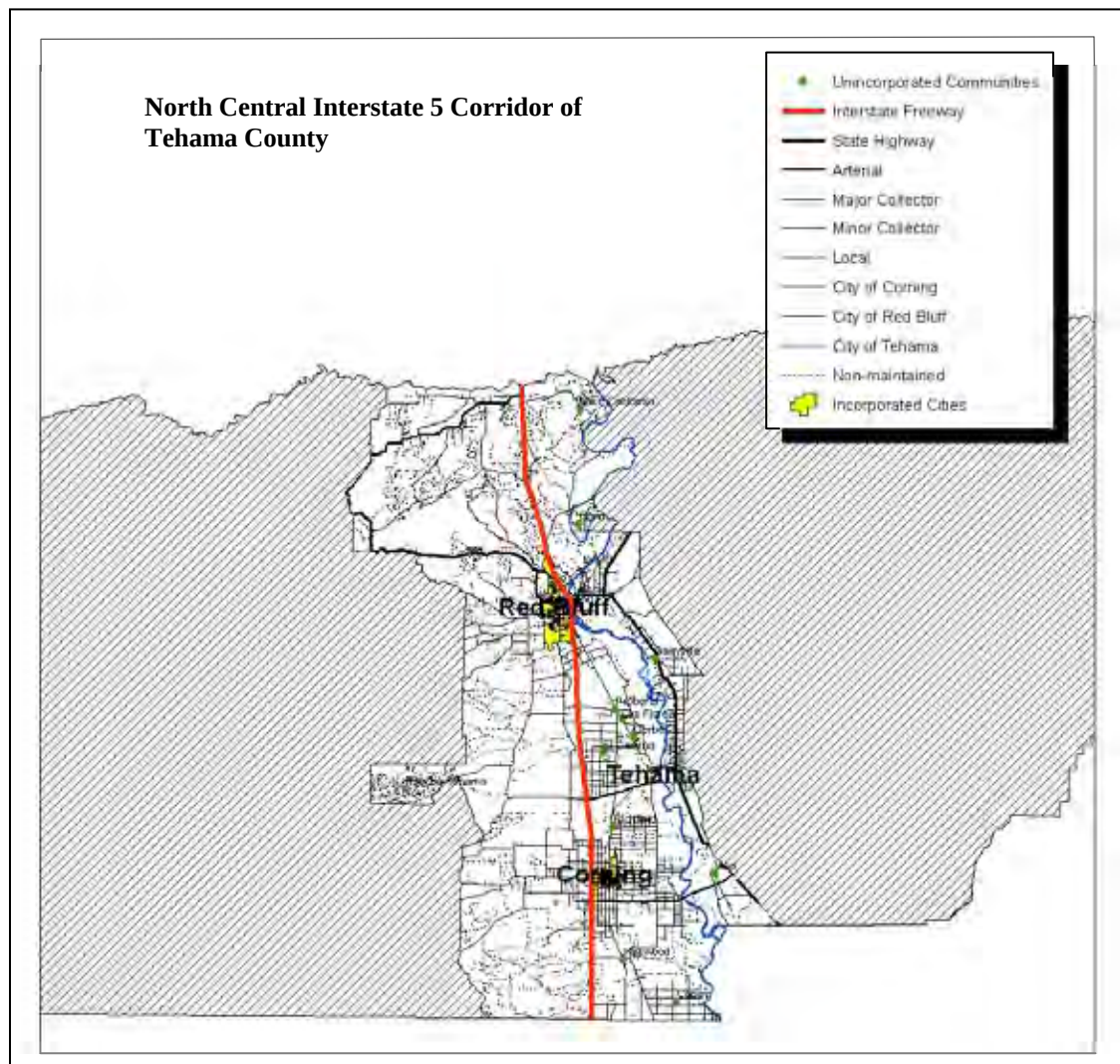


Figure 1-2: Additional area of consideration in Tehama County

In Tehama County, Red Bluff is the largest city and home to nearly one-quarter of the County’s overall population. Additional incorporated areas include the City of Tehama and Corning. Twelve rural communities are also located in proximity to the Interstate 5

corridor. At the present time, Tehama County north of Red Bluff is sparsely populated. Residential projects in the development pipeline will, however, add thousands of homes and spur commercial development in this area. Growth occurring within this corridor is unavoidably tied to economic, environmental, and transportation system conditions of Shasta County.

Approximately 58 percent of Shasta County is private land, of which approximately 3 percent has been developed and approximately 2 percent is incorporated. Approximately 40 percent of Shasta County is public land. Geographical features have concentrated urban development in a relatively small portion of Shasta County. The mostly level topography, accessibility to water, and suitable soil condition in the area's three major valleys (Sacramento, Fall River, and Burney) have encouraged the formation of urban and town centers seen today. The ratio of incorporated and developed land is therefore much higher within these areas.

The region's population growth outpaces the State of California as a whole and will likely continue to do so. Record numbers of building permits have been issued in recent years – on average permits issued have increased by about 10 percent annually over the last five years. These figures will, however, pale in comparison to the thousands of homes and accompanying commercial development slated to occur over the next 10-20 years.

Table 2-1: Sample Population Statistics in Shasta and Tehama County				
Location	2000 Census	2006 Dept. of Finance Estimate	% Change 2000-2006	2030 Dept. of Finance Projected
State of California	33,873,086	37,172,015	9.74%	48,110,671
Shasta County	163,256	181,483	11.16%	260,160
Redding	80,865	89,973	11.26%	-
Anderson	9,022	10,677	18.34%	-
Shasta Lake	9,008	10,325	14.62%	-
Tehama County	56,039	61,533	9.80%	74,171
Red Bluff	13,147	13,650	3.83%	-
Corning	6,741	7,220	7.11%	-

Transportation Systems

The principle north/south transportation corridor in Shasta County is Interstate 5, while east/west travel is primarily served by State Route 44 and 299. Public transportation service areas are mostly limited to the core urban areas of Redding/Anderson/Shasta Lake, plus basic service to larger Town Centers in the region. North/south interregional passenger service is provided by Amtrak Coast Starlight and Greyhound Bus Lines. Redding Municipal Airport, located in southeast Redding, provides daily commercial airline passenger service by Skywest Airlines to San Francisco and by Horizon Air to Los Angeles, Eureka/Arcata and Portland.

About 50 miles of pedestrian and biking trails exist in Shasta County, with an emphasis on recreational type facilities such as the Sacramento River Trail and internal loop park trails. As a transportation alternative to the automobile, pedestrian and bicycle facilities are generally incomplete, disconnected, and/or indirect.

As in most areas of the state, vehicle miles traveled (VMT) is growing at a significantly greater rate than the population. In Shasta County, motor vehicles traveled an estimated 5.7 million miles daily on public roads in 2002. This is an 8.8 percent increase versus average daily VMT in 2000. By comparison, the population of Shasta County grew by only 4.9 percent over the same time period. By far the most common mode of travel to work in Shasta County is the single occupancy vehicle, representing about 79 percent of all trips. Carpooling occurs in 9 percent of trips, but public transportation, walking, and biking make up only 4 percent *combined* of all work trips.



Interstate 5 at State Route 44 looking west

Travel time to work has remained relatively constant except for a sharp increase of 8% in the longest measured category of commute trips (i.e. 45 or more minutes). Taken collectively, the proportionally small share of alternative mode trips and the rise in the long commute category is an alarming trend that warrants further long-view analysis.

Housing Availability

While median household income is 25 percent less in Shasta County than in California, median *home value* in Shasta County is 43 percent less than in California as a whole. This is one of several reasons why the home ownership rate in Shasta County is approximately 9 percent higher than in California as a whole (*U.S. Census 2000 data*).

In spite of this relative affordability, individual and household incomes have not kept pace with the rapid acceleration of home values in recent years. The plight of persons seeking affordable housing in Shasta County has given rise to numerous articles appearing in local newspapers and housing industry reports. Among the issues identified are:

- Rapidly rising home prices and rents in excess of the standard 30 percent of monthly gross income guideline for many residents
- Housing values have grown much faster than household income
- The supply of affordable housing for purchase is extremely low and vacancy rates limit what options are available
- Increases in building materials and other development costs continue to drive up the price of new housing

- New residential developments are focused on upscale single family homes, many of which will be purchased by upper-income newcomers and retirees

While much of the attention regarding housing affordability has been focused on the inflation of home prices versus household wages, housing affordability is closely dependant on a number of factors. Extraordinarily high energy costs, for instance, have left a proportionally lower percentage of household income available for housing. The location of residential areas in relation to schools and jobs, the presence of adequate transportation options, the pass-through costs of providing community services and utilities, and other energy dependant facets of the region, all combine to diminish accessibility to quality housing. These relationships need to be examined in a holistic fashion, where the interactive influence between land-use, transportation, public infrastructure and services, the regional economy, and other contributing factors are duly considered.

Jobs-Housing Balance

Due to the geographic separation from other urbanized areas, the region fairs relatively well in regard to the jobs-housing balance. Over 92 percent of Shasta County residents also work in Shasta County and about 3 percent commute from Shasta to neighboring Tehama County (U.S. Census 2000 data). In order to maintain the current jobs-housing balance, an increasing number and appropriate variety of housing units will need to be added to the region's housing stock. The changing jobs-housing balance between Shasta and Tehama County is one of the key issues related to economic sustainability and social equity.

Air Quality

The project area lies in the northern portion of the Northern Sacramento Valley Air Basin (NSVAB). Shasta and Tehama Counties are currently classified by the State Air Resources Board as a “moderate” nonattainment area for ozone and particulates (PM10). Shasta is considered attainment with respect to the revised federal ambient air standard for ozone, but is projected to be formally classified as nonattainment should ambient ozone concentration continue to increase.



Geographic features and weather patterns play a significant role in the determining region's air quality. The NSVAB is bounded on the north and west by the Coastal Mountain Range and on the east by the southern portion of the Cascade Mountain Range and northern portion of the Sierra Nevada Mountains. These mountain ranges reach

heights in excess of 6,000 feet with peaks rising much higher, providing a substantial physical barrier to locally created air pollutants and pollutants transported northward on prevailing winds from the Sacramento Metropolitan Area. Although a significant area of the NSVAB is above 1,000 feet sea level, the vast majority of its populace lives and works below that elevation. The valley is often subjected to inversion layers that, when coupled with geographic barriers and high summer temperatures, create a high potential for air pollution problems. On occasion, ozone violations have also been influenced by smoke impacts from nearby wildfires.

Among all factors contributing toward regional air quality, vehicle miles traveled (VMT) is perhaps the single most *controllable* factor. Unfortunately, the design and location of many recent and proposed developments will continue to exacerbate the non-linear growth in VMT compared to population growth. Increased traffic and congestion will add significantly to air pollutants and likely push Shasta County and the region over maximum air pollutant thresholds. Accurate and substantial data will be needed to assist with conformity determinations and reports as well as environmental impact reports associated with new development proposals.

BACKGROUND/DESCRIPTION OF RELATED EFFORTS:

Incremental adjustments to local land use plans and development policies in Shasta County have historically dealt with the gradual pace of change satisfactorily. The acute onset of demand for land, infrastructure, and community services as a result of new and proposed ‘mega-projects’ will leapfrog existing land-use and transportation management policies if left unchecked.

Planning policies and practices in some communities are ill-equipped to meet this new reality – lacking sufficient capacity to differentiate between sustainable and unsustainable growth. Unless development policies are updated, market driven practices may, in large part, become defacto policy. The permitting of land development and transportation capital projects in response to marketplace demands without a unified regional planning program or adequate impact fee programs is triggering long-term if not permanent transformations in the form and function of local communities and the region. These changes will greatly impact commonly held principles of livability and sustainability, and could result in profound economic, environmental, and social repercussions.

In the absence of up-to-date, community based development policies, emerging development patterns may foreclose more sustainable growth alternatives and accrue a deficit in infrastructure and services that cannot be repaid. Accommodating community needs and wishes within sensible constraints will require development practices and transportation infrastructure investments derived from ‘build-out’ scenarios set forth in land-use and transportation planning documents. Formulating future cumulative impacts stemming from today’s decisions requires a systemic analysis of the many interdependent variables that ultimately define the region’s form, function, and sustainability.

New technologies, a new level of interagency coordination, and new ways to engage the public are needed for the region to forecast the long term outcome of policy options being considered today. A highly visual and interactive approach is needed to help communicate this complex relationship to the public and decision makers in an efficient and unambiguous manner. The scope of the Regional Blueprint Planning Program successfully encompasses these elements.

The following efforts have served to lay the foundation for a successful Shasta Area Blueprint Plan:

- Vital Signs: Economy, Individual Well-Being, Nature, Society - Sponsored by the McConnell Foundation, the North State Institute for Sustainable Communities’ report on quality of life indicators in Shasta and Tehama Counties closely parallels the intent and objectives of the State’s Regional Blueprint Planning Program. This benchmark study identified and tracked ‘indicators’ of healthy communities in order to “help both public and private groups set priorities, adopt policies, and monitor the impact of their decision on the overall health of the community.” Indicators analyzed in this report and examples of specific performance measures are included in Table 2-1.

Table 2-2: Well-Being Indicators as Documented by 'Vital Signs' Project Report	
Indicators:	Sample Performance Measures:
Individual Well-Being	Children in Poverty; Healthcare Accessibility; Substance Abuse
Society	Civic Participation; Traffic; Community Safety; Voting Rates
Economy	Economic Diversity; Housing Affordability; Income Distribution; Infrastructure Maintenance
Nature	Air Quality; Ecosystem health; Energy and Resource Use; Land Use

- Fix 5 Partnership – In recent years – due in part to the onset of long-anticipated congestion and funding shortfalls – there is an emerging consensus that growth management is now a serious issue. A series of meetings with RTPAs, City Councils, Board of Supervisors, City Managers, Chief Administrative Officers and Caltrans was recently held to discuss the growth in traffic demand along the I-5 corridor. The focus of these meetings was to develop a consensus for a regional study to evaluate capacity improvements on I-5 and develop a fair-share revenue program. As a result of these discussions, the “Fix 5 Partnership” was formed, which includes local agency participation from management, staff, and/or elected representatives from Shasta County, Tehama County, City of Shasta Lake, Redding, Anderson, Red Bluff, Corning, Shasta County RTPA, Tehama County Transportation Commission, and Caltrans District 2. The Fix 5 Partnership Mission Statement is to:

Support the regional economy, public safety, and public welfare through partnerships that manage congestion on the I-5 corridor between the cities of Shasta Lake and Corning. Identify, prioritize, and deliver projects necessary to prevent I-5 gridlock through 2030. Facilitate regional cooperation and a comprehensive strategy to maximize leverage of state and federal funds. Develop a traffic impact fee (TIF) program to be adopted by all local agencies based on a fair-share responsibility as determined by a consensus of the Fix 5 Partnership.

The Fix 5 Partnership has secured funding to facilitate development and evaluation of the traffic impact fee program through a State Planning and Research Program grant.

There is a shared understanding among participants that the northern Sacramento Valley has entered a new era – one in which current policies and standards will not adequately serve community goals and objectives. Although there is regional participation and buy-in regarding the Fix 5 project, the broader context and coordination between various other planning efforts being carried out by local agencies is not within its scope. Utilizing the cooperative spirit of this project, however, the proposed Shasta Area Blueprint Plan will allow for a more comprehensive analysis and evaluation of the relationship between regional growth decisions and quality of life. In turn this information will help inform and direct local planning decisions.

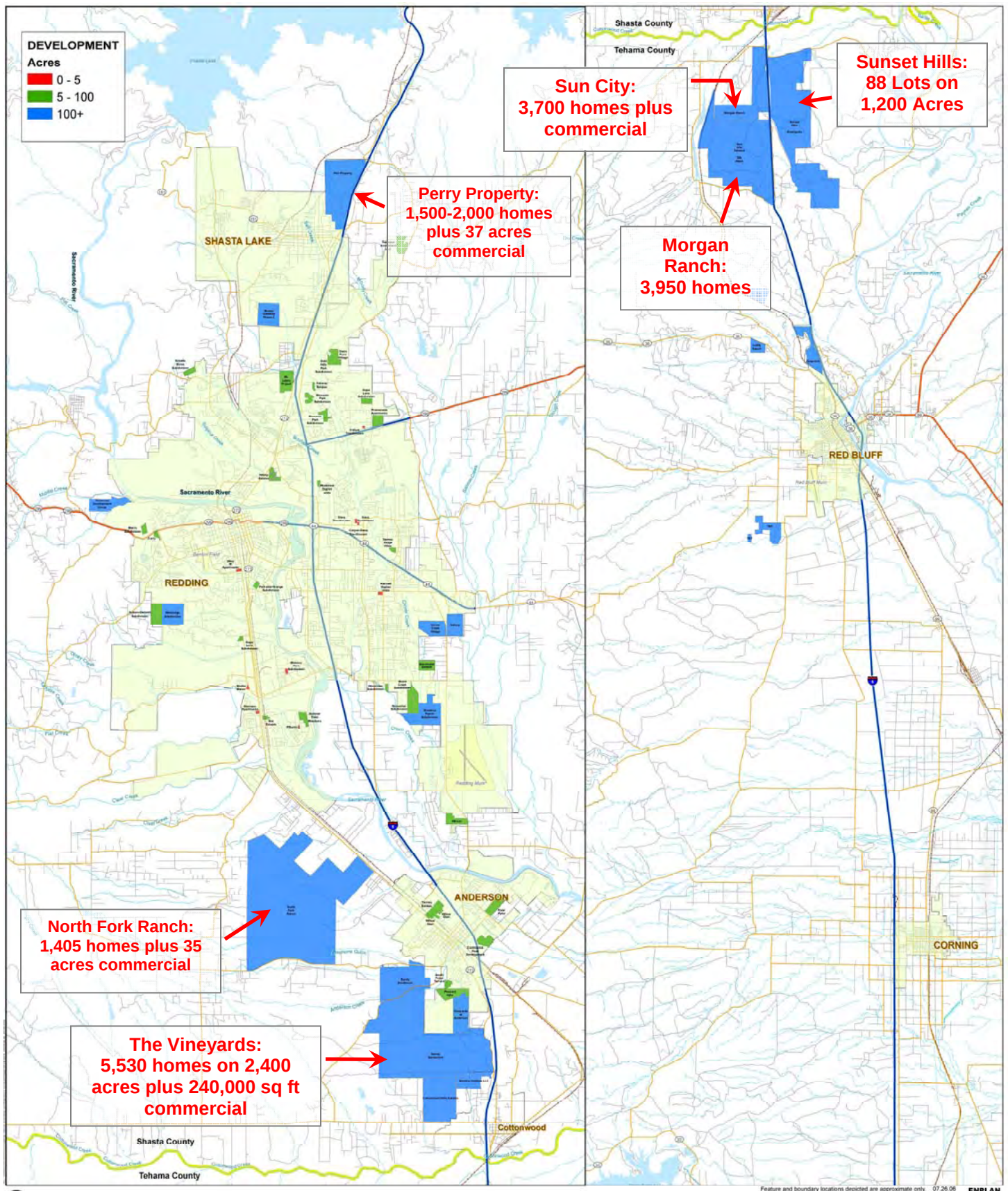
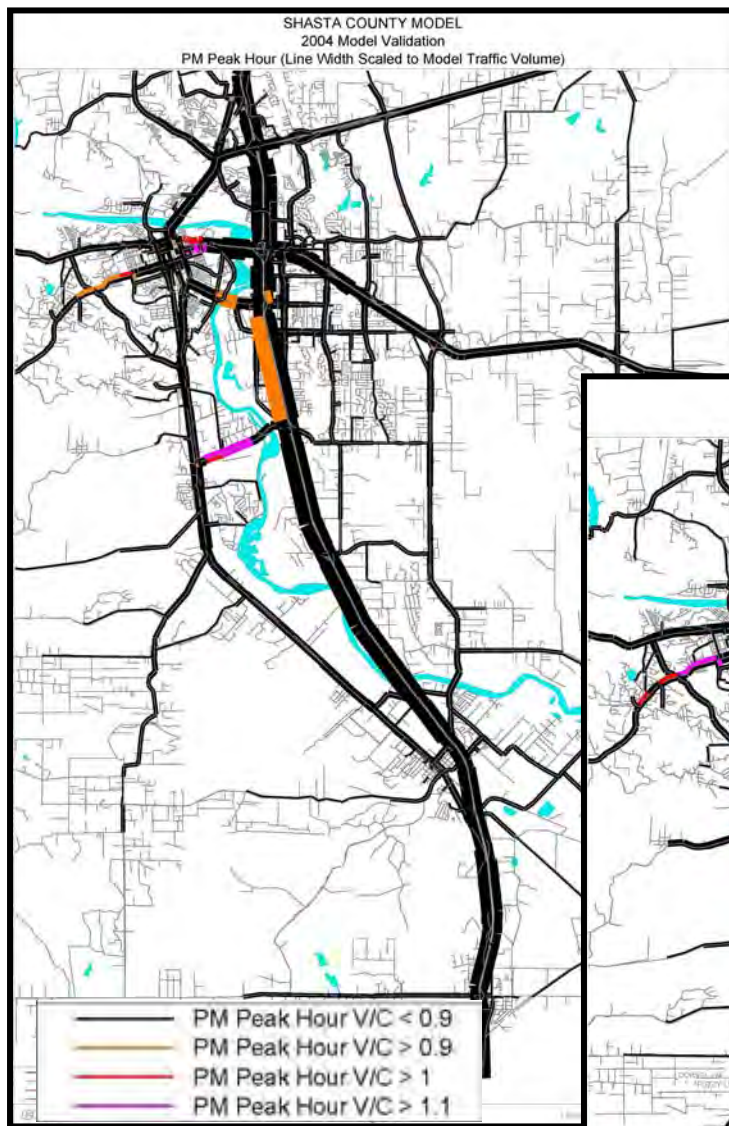
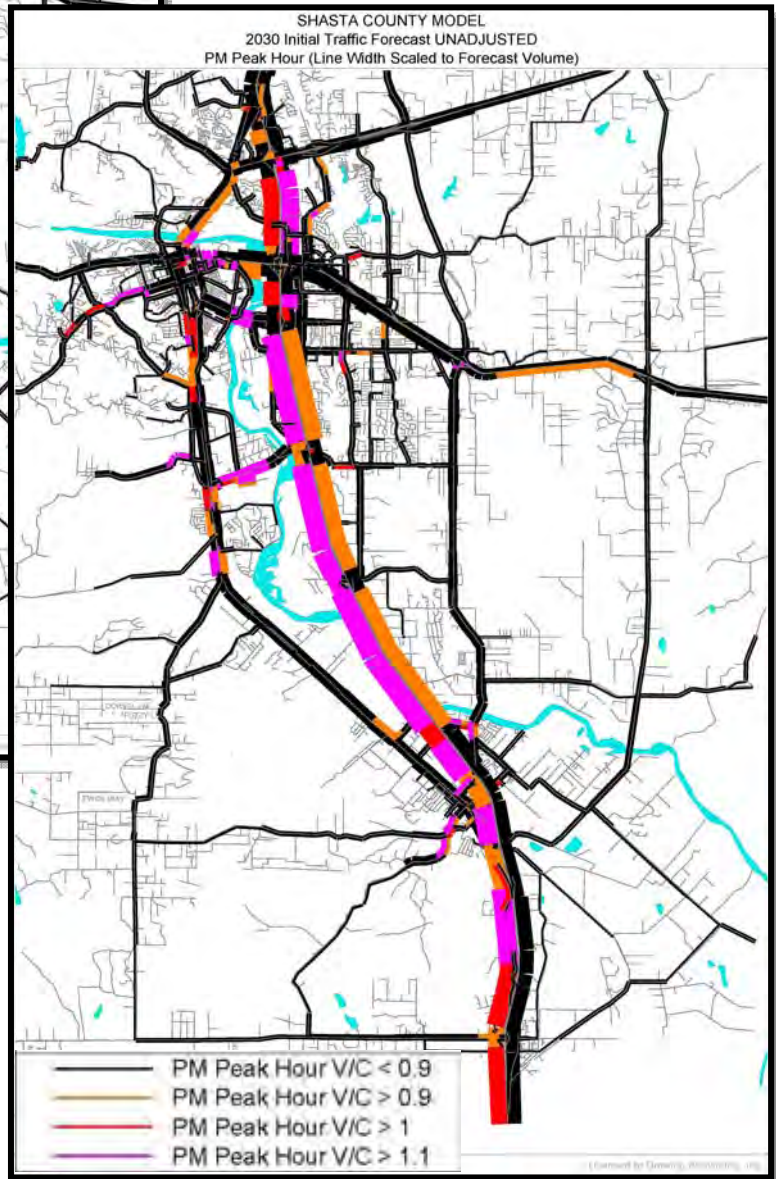


Figure 2-3: Large-scale future development affecting the northern Sacramento Valley in Shasta and Tehama Counties



Existing conditions



Forecasted 2030 conditions

Figure 2-4: Impact of development on Mainline Interstate 5 through Redding

- Traffic Model – Nearly complete, the updated traffic model will provide highly accurate and up-to-date traffic data for input into growth models.
- Regional Performance Indicators Report – Shasta County RTPA is working with the California Center for Regional Leadership (CCRL) in development of the Regional Performance Indicators report. Together with CCRL and other Blueprint grant recipients, Shasta RTPA is helping to define what performance measures may best assess Blueprint program outcomes and, in particular, what performance measures are best suited to ‘urbanizing’ areas such as the northern Sacramento Valley.

In conjunction with CCRL, Shasta County RTPA will host one of a handful of Regional Growth Dialogues in California. This event, to be held in Redding, will strengthen regional relationships and draw new participants.

- Blueprint Learning Network (BLN) – In preparation for a regional Blueprint, staff and community stakeholders have actively participated in a number of workshops and learning opportunities. A diverse assembly of regional representatives attended the following workshops:

Blueprint Learning Network Session 1: Sacramento, May 12, 2006:

- Dan Little, Executive Officer, Shasta County RTPA
- Brian Crane, District Director, Caltrans District 2
- Jim Hamilton, Development Services Director, City of Redding
- Dean Goekler, Councilor, City of Shasta Lake
- Gary Antone, Roads and Public Works Director, Tehama County

Blueprint Learning Network Session 2: September 13-14, 2006:

- Kent Manuel, Senior Planner, City of Redding
- Jim Coats, GIS Manager, City of Redding
- Dan Wayne, Senior Planner, Shasta County RTPA
- Barbara O’Keeffe, Transit Manager, Tehama County Public Works

Chico Scenario Planning Workshop, September 9, 2006:

- Brian Crane, District Director, Caltrans District 2
- Tim Huckabay, Deputy District Director of Planning and Local Assistance, Caltrans Dist. 2
- Daniel Kovacich, Fiscal Chief for Administrative, County of Shasta
- Gracious Palmer, Councilor, City of Shasta Lake
- Michelle Millette, Senior Transportation Planner, Caltrans District 2
- Bill Goodwin, Chief Administrator, County of Tehama
- Barry Tippin, City Engineer, City of Redding
- Jim Hamilton, Development Services Director, City of Redding
- Dan Little, Executive Officer, Shasta County RTPA
- John Mathena, Board Member, Shasta County RTPA

- Bert Meyer, Chairman, City of Redding Planning Commissioner
- Scott Wahl, Deputy Director, Engineering, Shasta County Dept. of Public Works
- Thomas Hays, Senior Planner, Shasta County RTPA
- Dan Wayne, Senior Planner, Shasta County RTPA
- Debbie Ginn, Associate Transportation Planner, Caltrans District 2
- Gary Antone, Executive Director, Tehama County RTPA
- Barbara O'Keeffe, Transit Manager, Tehama County RTPA

Healthy Communities in the North State: Building Neighborhoods ~ Not Just Houses, January 18, 2006:

- Dan Little, Executive Officer, Shasta County RTPA
- Upcoming Events: Ongoing learning opportunities that Shasta County RTPA and other local/regional representatives plan to attend or co-sponsor include the following:
- The Great Valley Center's 2006 Sacramento Valley Forum, October 18, 2006:
 - Preparing for the Future State Bonds and Regional Needs, October 20, 2006

SCOPE OF WORK

The following tasks are not entirely exclusive nor are they intended to be completed sequentially. Some tasks may be ongoing, with portions of work conducted in the first and second year of the project schedule. In general, however, it is anticipated that tasks one through three as well as portions of Task 4 will be completed during the project's first year. See attached project scope and schedule table for additional details.

Task 1: Preliminary Work

- 1.1 Solicit stakeholder support, preliminary meetings and trainings, and regional communications.

Task 2: Administration

- 2.1 Amend OWP and execute agreement with Caltrans
- 2.2 Develop RFP for public outreach consultant services and Professional Services Agreement(s) for technical assistance needed to complete countywide general plan land-use designations in GIS; select consultant/service providers; execute and maintain contracts
- 2.3 Perform pre-award audit
- 2.4 Prepare and submit quarterly and annual progress reports to Caltrans
- 2.5 Travel, Blueprint training, and general administrative expenses

Task 3: Build Blueprint Foundation

- 3.1 Identify and compile applicable regional data sets and review planning documents from each agency, municipality, county, and other entities/organizations as identified.
- 3.2 Develop and administer stakeholder interviews, including direct contact with elected officials, city managers, planners, public works directors, tribal governments, non-profit community based organizations, and various local, state, and federal offices representing environmental, social, and economic interests. Nominations for members of technical advisory committee will be solicited at this time.
- 3.3 Develop performance measures, establish baseline performance data, and determine type, method, and format of future data collection.
- 3.4 Validate output of Shasta County traffic model update and associate with other GIS map layers.
- 3.5 Generate countywide general plan with zoning designations as Arcview GIS layer and complete or associate other data/layers as needed, including updated traffic model, transit service network, open space, agricultural lands, roadway systems, green infrastructure, public infrastructure, and so forth.
- 3.6 Develop a 'Relationship Matrix and Nexus Analysis' that will identify where goals, objectives, and policies of various agencies are complimentary or could be adjusted or aligned to multilaterally enhance performance and achieve regional goals. This task will also address the social and institutional communication network between these entities, how these relationships support or discourage coordination, and what specific changes may directly benefit the Blueprint planning process.

Task 4: Public Information & Awareness Campaign

- 4.1 Develop marketing plan, schedule, and collateral materials
- 4.2 Mass media purchase and ongoing communication with local news media and editorial boards.
- 4.3 Prepare and distribute project newsletter.
- 4.4 Develop, deploy, and update/maintain Blueprint project website.

Task 5: Scenarios Development

- 5.1 Train staff to construct, maintain, update, and refine scenario modeling software, including the ability to add new data layers and test the impacts of future development proposals or alternative policy assumptions.
- 5.2 Utilizing GIS-based scenario planning tool (such as UPlan, Place3s, or similar), construct Shasta County scenario model and generate or associate data necessary for long-term (minimum 20 year horizon) growth modeling. The model will include the following scenarios:
 - 5.2.1 Base Case/‘business as usual’ option
 - 5.2.2 Alternative growth scenarios, including the following categories of encouragements/discouragements to growth:
 - Administrative policies/constraints
 - Natural/environmental policies/constraints
 - Public infrastructure and services policies/constraints
 - Energy costs/availability
 - Representative community values/priorities

Specific measured variable(s) within each category are to be determined through public engagement process.
- 5.3 Purchase two-year Arcview GIS license.
- 5.4 Develop ‘Cumulative Development Impact and Suitability Assessment Program’ guidelines based on outcome of scenario planning exercises and visioning process. Develop draft language for incorporation into local development policies and standards.

Task 6: Stakeholder & Public Engagement

- 6.1 Organize and conduct regular technical advisory committee meetings. At minimum, individuals representing the interests of each county and city within the project area shall be included. Task-specific workgroup meetings and the ‘three Es’ will also be organized and conduct as needed.
- 6.2 Organize and conduct a public engagement program with representative cross section of community participants. Efforts to include those with limited access, means, or capacity to actively participate in the planning process will include targeted marketing, multilingual materials, alternative feedback instruments, and the solicitation of individuals from entities representing these populations. Task includes public meeting facilities expenses as well as audio/visual and communication equipment, such as instant polling technology.

- 6.3 Develop and administer random sample pre/post outreach public opinion assessment tool.

Task 7: Document and Adopt Final Plan

- 7.1 Develop 'Preferred Scenario Incentive Program' for adoption and incorporation into long-range planning documents and development review policies and standards of Shasta County and local municipalities.
- 7.2 Produce and design draft version of '*Shasta Area Regional Blueprint Plan: Final Summary and Implementation*' report and present to participating agencies for approval.
- 7.3 Revise, print, and distribute the '*Shasta Area Regional Blueprint Plan: Final Summary and Implementation*' report. Will include a blank report card indicating selected performance measures, baseline performance levels, and anticipated performance levels based on preferred scenario model.

Task 8: Project Implementation and Maintenance

- 8.1 Assist with preparation of Blueprint developed data sets for incorporation into various local and regional planning processes. Provide support for general plan, transportation, and other planning efforts.
- 8.2 Refine, update, revisit as necessary. Post progress on project website.
- 8.3 Administration of 'Preferred Scenario Incentive Program'. May include individual project studies, implementation efforts, financial support, and/or other efforts with nexus to performance measures and goals as identified in final plan.

PROGRAM'S RELATIONSHIP TO BLUEPRINT PROGRAM POLICY GOALS:

More efficient land use pattern

One of the primary outcomes of this project will be the identification of low-impact/high-benefit development locations paired with the adoption of supportive policies aimed at new development, rehabilitation, and infill in these high priority locations. In situations where conditions are not fully ripe to justify implementation, adoption of proactive policies and standards will ensure that the preferred architecture will be in place when that time comes. In urban edge development, for example, accommodations for 'transit ready' design, easements for non-motorized access to future land-uses, and other such preparatory design features will be accounted for.



Recent commercial development in Redding

Specific land-uses and land-use typologies that support community goals related to the regional economy, environment, and social equity will be identified and incorporated into local policies and standards. Optimal land-use mixes and densities that reduce public investment requirements, enhance viable transportation options, reduce overall trips and VMT, achieve synergistic benefits, and achieve other project objectives will be encouraged. New data and correlations between data will be used internally and shared with partner agencies to support parallel planning efforts and subsequent iterations of the Blueprint planning.

Specific tools designed to move the plan from concept to implementation include collaboration with planning directors and the development community, generation of the 'Preferred Scenario Incentive Program', the adoption of Blueprint Project recommendations into the regional transportation plan, local general plans and development review policies, and the documentation and preservation of stakeholder, general public, and elected official participation and buy-in.

More housing and transportation choices

The adoption of policies that encourage a greater diversity of quality, affordable, mixed-use housing options with access to viable transportation options will shift marketplace demand to more efficient and regionally appropriate development practices over time. Although this shift will not occur overnight, the more equitable distribution of costs associated with different development practices will assist individuals in making community-friendly decisions.

A project objective will be to maintain a regionally independent economy; one in which a complete spectrum of individuals and households may live and work within the region. New levels of coordination aimed at developing conjunctive plans and programs with Housing and Community Development and other aligned partners will maximize the opportunities available to realize such improvements.

Improve Economic competitiveness and quality of life

The Shasta/North Central Tehama project area is a region at the crossroads – an ‘urbanizing’ region where a relatively modest course correction can reap enormous results. The Blueprint planning process will help identify and capitalize on areas of economic autonomy within the region and encourage a stable mix of commerce and industry. Based on the results of extensive stakeholder interviews, a ‘Relationship Matrix and Nexus Analysis’ will be constructed. This analysis will identify where community and social interests, natural features and characteristics, and economic opportunities intersect. Based on the outcome of this process, a systemic approach to realizing the region’s preferred growth strategy will be developed. Economic benefit will not be at the expense of the environmental, social, or other priorities as identified through the public engagement process.

Reduce costs and time needed to deliver transportation projects

Through enhanced collaboration, this project will improve the timeliness of interagency communication and highlight the interdependency of goals and objectives between public agencies in the project area and their respective mission and goals. Key tasks toward this objective include the stakeholder interviews and development of the ‘Relationship Matrix and Nexus Analysis’ that will identify where goals, objectives, and policies of various agencies are complimentary or could be adjusted or aligned to multilaterally enhance performance and achieve regional goals. More specifically, this effort will:

- Develop a set of performance measures (based on output of growth scenario and traffic models) that foster consensus when selecting regional transportation projects
- Serve as a core document for environmental conformity determinations and environmental impact reports associated with new development proposals.
- Act as a catalyst to transportation studies that will identify specific projects, secure right of way dedications as development occurs, and create transportation impact fee programs
- Support short and long-range public transit strategies, including transit ready development
- Attain early buy-in from resource management agencies

By looking for opportunities to improve ‘system’ performance in an organic fashion, the gap between needs and resources will be reduced and greater interagency collaboration will occur. Since the Blueprint Planning Program is an iterative process, relationships and formal consultation processes developed for the initial project will grow over time,

resulting in greater project efficiencies, an increase constructive public and/or stakeholder participation, and shorter overall project delivery times.

Obtain consensus support for a regional vision from local government, stakeholders, and general community

This project will shine a light on true alternatives via innovative computer modeling technology and public participation strategies. It is unreasonable to expect communities to achieve consensus in regard to the growth and development of their community if alternative options are not presented in a way as to be readily envisioned and cross evaluated. Given no ability to conceptualize alternative growth scenarios, progress will be limited to infinite incremental variations of the status quo.

The ultimate validity of the project will be directly tied to the depth and breadth of public and agency participation across local and regional boundaries. The Shasta Area Blueprint scope of work includes an extensive and multi-dimensional public engagement element (i.e. individual stakeholder interviews, web-based communications, and public open houses/workshops) and a large public information and awareness campaign (i.e. marketing and advertising plan, mass media purchase, and communication with local news media outlets).

Establish a replicable process for public and stakeholder engagement

One of the desired outcomes of this undertaking is to establish a process that will continue to function beyond the time and resource limitations of the project's scope of work. Specific project deliverables toward this purpose include the acquisition of a computer-based growth scenario assessment tool and the training required to update and modify as needed for future efforts. This tool is the key visioning mechanism to be utilized in the engagement of stakeholders and the general public and will be used to refine the vision as needed and to test the impacts of new development proposals and/or policy assumptions.

Ultimately, the plan's effectiveness will require the incorporation of project outcomes into regional transportation plans, general plans, redevelopment plans, area transportation plans, and so forth. A commitment to incorporate elements of the consensus derived plan into local plans, policies, and processes are demonstrated by the attached letters of support from regional project participants. In addition, one of the project performance measures will be the adoption of project recommendations into local plans and processes.

The 'Project Final Summary and Implementation Plan' will document in detail the methods utilized to engage the public, stakeholders, decision makers, and elected officials as well as their contributions and reactions throughout the project.

Project Title:			Shasta Area Regional Blueprint Plan																																							
Task			Fund Source					Calendar Year 2007													Calendar Year 2008																					
			Responsible Party	Cost Total	Grant (%)	Local (%)	In-kind (%)	Other \$ (%)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Deliverables								
Preliminary Work																																										
1.1	Solicit stakeholder support, preliminary meetings and trainings, and regional communications	Shasta RTPA	\$20,000				\$20,000		←...																								Staff reports, minutes, resolutions, letters of support									
Administration																																										
2.1	Amend OWP and execute agreement with Caltrans	Shasta RTPA	\$2,500				\$2,500		X																								OWP amendment and executed agreement									
2.2	Develop RFP and PSA, select consultant/service provider, execute and maintain contracts	Shasta RTPA	\$10,000	\$7,000			\$3,000														On Going												RFP, contract with consultant, agreement for professional services									
2.3	Complete pre-award audit	Caltrans or independent auditing firm	\$2,500	\$2,000			\$500					X																					Pre-award audit									
2.4	Prepare and submit quarterly and annual progress reports	Shasta RTPA	\$5,000	\$4,000			\$1,000							X			X			X				X							X		Quarterly and annual progress reports									
2.4	Travel, Blueprint training, and general administrative resources	Shasta RTPA	\$10,000	\$8,000			\$2,000														On Going												Training summary notes									
Build Project Foundation																																										
3.1	Collect and compile regional data and review of planning documents	Shasta RTPA, Consultant, various regional partners	\$8,000	\$5,600			\$2,400						X	X	X																		Summary of existing data report									
3.2	Develop and administer stakeholder interviews	Consultant, Shasta RTPA	\$10,000	\$7,000			\$3,000						X																				Summary of stakeholder interviews report									
3.3	Develop performance measures and establish baseline performance data	Shasta RTPA, Consultant	\$15,000	\$10,500			\$4,500					X	X	X	X	X																	Performance measures and baseline performance report									
3.4	Validate output of Shasta County traffic model and associate with other GIS map layers	Professional services agreement	\$10,000	\$7,000			\$3,000		X	X		X																					Technical memorandum									
3.5	Generate countywide General Plan GIS layer and associate other data/layers	Professional services agreement	\$40,000	\$24,000	\$8,000		\$8,000				X	X	X																				Data sets on disk with user guide and data sources									
3.6	Develop relationship matrix and nexus analysis	Consultant, Shasta RTPA	\$15,000	\$10,500			\$4,500						X	X																			Relationship matrix and nexus analysis report									
Public Information & Awareness Campaign																																										
4.1	Develop marketing plan, schedule, and collateral materials	Consultant, Shasta RTPA	\$10,000	\$8,000			\$2,000							X	X																		Marketing Plan and collateral									
4.2	Mass media purchase and ongoing communication with news media	Consultant, Shasta RTPA	\$50,000	\$40,000			\$10,000						X				X						X			X							Newsclippings, press releases, video, etc.									
4.3	Prepare and distribute newsletters	Shasta RTPA	\$10,000	\$8,000			\$2,000				X		X				X						X			X							Newsletters									
4.4	Develop and maintain Blueprint project website	Shasta RTPA	\$20,000	\$14,000			\$6,000		X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X		Project website									

Task		Fund Source						Calendar Year 2007												Calendar Year 2008													
		Responsible Party	Cost Total	Grant (%)	Local (%)	In-kind (%)	Other \$ (%)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Deliverables
Scenario Development																																	
5.1	Software training (UPlan)	Consultant, Shasta RTPA	\$15,000	\$5,000		\$10,000									X																	Agenda, training materials	
5.2	Construct GIS-based scenario planning tool, including selection and input of encouragers and discouragers	Consultant, Shasta RTPA	\$80,000	\$56,000		\$24,000									X	X	X															Scenario models, user guides, technical memo	
5.3	Purchase two year Arcview GIS license	Shasta RTPA	\$7,000	\$5,600	\$1,400				X																								Arcview license
5.4	Develop cumulative development impact and suitability assessment program guidelines	Shasta RTPA	\$40,000	\$32,000		\$8,000											X	X	X														Cumulative development impact and suitability report
Stakeholder & Public Engagement																																	
6.1	Organize and conduct regular technical advisory and workgroup meetings	Shasta RTPA	\$30,000	\$21,000		\$9,000		X	X	X	X	X	X		X	X	X	X			X	X	X	X	X		X	X	X	X			Agendas, stakeholder lists, minutes
6.2	Organize and conduct community engagement program	Consultant, Shasta RTPA	\$50,000	\$35,000		\$15,000																											Public notices, agendas, minutes, responses to comments
6.3	Develop and administer pre/post outreach public opinion assessment tool	Consultant, Shasta RTPA	\$16,000	\$10,000		\$6,000											X													X			Summary report of pre/post public opinion
Project Documentation and Execution																																	
7.1	Develop 'Preferred Growth Scenario Incentive Program'	Consultant, Shasta RTPA	\$15,000	\$12,000		\$3,000																X	X	X	X	X	X						Preferred Growth Scenario Incentive Plan
7.2	Production and design of DRAFT 'Final Summary and Implementation Plan'	Shasta RTPA	\$20,000	\$16,000		\$4,000																						X	X	X			Draft report
7.3	Revise, print, and distribute 'Shasta Area Regional Blueprint Plan: Final Summary and Implementation Plan' booklet	Shasta RTPA	\$20,000	\$16,000		\$4,000																									X		Shasta Area Regional Blueprint Plan: Final Summary and Implementation report
7.4	Prepare Blueprint developed datasets for incorporation into local and regional planning processes	Consultant, Shasta RTPA, vendor	\$25,000	\$20,000		\$5,000																								X	X	X	Data on disk with documentation
Project Implementation and Maintenance																																	
8.1	Assist and support incorporation of Blueprint data sets into local planning documents and efforts	Shasta RTPA	\$15,000			\$15,000																											Agendas, correspondence
8.2	Refine, update, and revisit plan as necessary	Shasta RTPA	\$15,000			\$15,000																											Plan updates
8.3	Administration of 'Preferred Growth Incentive Plan'	Shasta RTPA	\$170,000			\$170,000																											Individual project studies, Blueprint incentives assistance with individual project implementation
TOTALS			\$756,000 100%	\$384,200 51%	\$9,400 1%	\$362,400 48%	\$0 0%																										



The McConnell Foundation

Helping Build Better Communities Through Philanthropy

9/20/2006

Sharon Scherzinger
California State Department of Transportation
Division of Transportatation Planning, MS-32
P.O. Box 94272
Sacramento, Ca 94271-0001

Dear Ms. Scherzinger,

On behalf of The McConnell Foundation, please accept this letter in support of Shasta County RTPA's FY 2006-2007 *Regional Blueprint Planning Program* grant application.

The timing of this project is especially critical to the future our region. Historically modest growth trends in Shasta and Tehama County have given way in recent years to rapid development of large scale residential subdivisions and clustered big box retail. This new wave of development pressures carries truly regional implications that may permanently affect the form and function of our region.

This project will provide a common forum for regional issues and the financial resources needed to develop a preferred blueprint for the future. Citizens, decision makers, and elected officials will gain insight and a greater appreciation for the long-term implications of today's decisions and the relationship between the economy, the environment, and social equity.

The McConnell Foundation is committed to participating in the development of a consensus derived 'blueprint' for the Shasta/Northern Tehama region.

Sincerely,

John Mancasola
Executive Vice President

City of Shasta Lake

P.O. Box 777 • 1650 Stanton Drive
Shasta Lake, CA 96019
Phone: 530-275-7400
Fax: 530-275-7414
Website: ci.shasta-lake.ca.us



August 29, 2006

Sharon Scherzinger
California State Department of Transportation
Division of Transportation Planning, MS-32
P.O. Box 942874
Sacramento, CA 94274-0001

Dear Ms. Scherzinger,

On behalf of the City of Shasta Lake, please accept this letter in support of Shasta County RTPA's FY 2006-2007 *Regional Blueprint Planning Program* grant application.

The timing of this project is especially critical to the future of our region. Current and anticipated growth demands that we pay close attention to the needs of our communities when planning projects, factoring in economic, health and safety, social, and environmental impacts. To effectively plan and strategize future projects that will provide the most benefit, we must plan on a more regional basis.

As a small city with limited financial means, it is vitally important that we have a voice in regional planning and decision making. This project will provide improved opportunities for local decision-makers to work together in resolving transit related issues affecting their jurisdictions, as well as the entire region. We truly believe that the benefits derived from this proposed Blueprint Study will enhance our region's coordinated planning efforts.

The City of Shasta Lake is committed to participating in the development and subsequent implementation of a consensus derived 'blueprint' for the Shasta/Northern Tehama region.

Sincerely,

A handwritten signature in cursive script that reads "Carol Martin".

Carol Martin
Interim City Manager



CITY OF REDDING

OFFICE OF THE CITY MANAGER

777 Cypress Avenue, Redding, CA 96001

P.O. Box 496071, Redding, CA 96049-6071

530 225 4060 FAX 530 225-4325

Kurt Starman, City Manager

Randy Bachman, Assistant City Manager

August 29, 2006

R-010-750

Sharon Scherzinger
Division of Transportation Planning, MS-32
California Department of Transportation
P.O. Box 94272
Sacramento, CA 94274-0001

Dear Ms. Scherzinger:

On behalf of the City of Redding, please accept this letter in support of the Shasta County Regional Transportation Planning Agency's *Regional Blueprint Planning Program* grant application.

The timing of this project is especially important to the future of our region. Modest growth trends in Shasta and Tehama Counties have given way in recent years to urban-type development, such as "big-box retail" and large-scale residential developments. This new wave of development carries regional implications that may permanently affect the form and function of our region.

This project will provide a common forum to discuss regional issues and the financial resources needed to develop a preferred blueprint for the future. Citizens, decision makers, and elected officials will gain insight and a greater appreciation for the long-term implications of today's decisions.

The City of Redding is committed to participating in the development of a consensus-derived 'blueprint' for the Shasta/Northern Tehama region. The products and deliverables of this project will be used to build upon or support the goals, objectives, and policies found in the City of Redding General Plan.

Sincerely,

A handwritten signature in black ink, appearing to read "Kurt Starman", is written over a horizontal line.

Kurt Starman
City Manager

KS:kr

c: Barry Tippin, Dir. of Transportation/Eng.

Jim Hamilton, Director of Dev. Services

Dan Little, Shasta Reg. Transp. Planning Agency

SCHERZINGER BLUEPRINT.wpd



Shasta County

ADMINISTRATIVE OFFICE

LAWRENCE G. LEES
COUNTY ADMINISTRATIVE OFFICER

1450 COURT ST., SUITE 308A
REDDING, CALIFORNIA 96001-1673
VOICE – (530) 225-5561
(NORTH STATE) – (800) 479-8009
FAX – 229-8238

August 25, 2006

Ms. Sharon Scherzinger
California State Department of Transportation
Division of Transportation Planning, MS-32
P.O. Box 942874
Sacramento, CA 94274-0001

Re: RTPA FY 2006-2007 Regional Blueprint Planning Program Grant Application

Dear Ms. Scherzinger:

On behalf of Shasta County, please accept this letter in support of Shasta County RTPA's FY 2006-2007 *Regional Blueprint Planning Program* grant application.

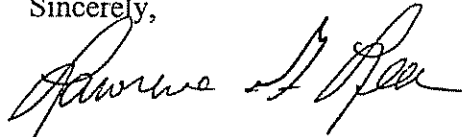
The timing of this project is especially critical to the future of our region. Historically modest growth trends in Shasta and Tehama County have given way in recent years to urban-type development such as big-box retail and large scale residential developments. This new wave of development pressures carries truly regional implications that may permanently affect the form and function of our region.

This project will provide a common forum for regional issues and the financial resources needed to develop a preferred blueprint for the future. Citizens, decision makers, and elected officials will gain insight and a greater appreciation for the long-term implications of today's decisions and the relationship between the economy, the environment, and social equity.

Page 2
Ms. Sharon Scherzinger
August 25, 2006

Shasta County is committed to participating in the development and subsequent implementation of a consensus derived 'blueprint' for the Shasta/Northern Tehama region. The products and deliverables of this project will be used to build upon or support the goals, objectives and policies found in the Shasta County General Plan.

Sincerely,

A handwritten signature in black ink, appearing to read "Lawrence G. Lees". The signature is fluid and cursive, with a large initial "L" and "G".

Lawrence G. Lees
County Administrative Officer

LGL:rbhl
Cc: Dan Little, Chief Public Works Planner



The McConnell Foundation

Helping Build Better Communities Through Philanthropy

9/20/2006

Sharon Scherzinger
California State Department of Transportation
Division of Transportation Planning, MS-32
P.O. Box 94272
Sacramento, Ca 94271-0001

Dear Ms. Scherzinger,

On behalf of The McConnell Foundation, please accept this letter in support of Shasta County RTPA's FY 2006-2007 *Regional Blueprint Planning Program* grant application.

The timing of this project is especially critical to the future our region. Historically modest growth trends in Shasta and Tehama County have given way in recent years to rapid development of large scale residential subdivisions and clustered big box retail. This new wave of development pressures carries truly regional implications that may permanently affect the form and function of our region.

This project will provide a common forum for regional issues and the financial resources needed to develop a preferred blueprint for the future. Citizens, decision makers, and elected officials will gain insight and a greater appreciation for the long-term implications of today's decisions and the relationship between the economy, the environment, and social equity.

The McConnell Foundation is committed to participating in the development of a consensus derived 'blueprint' for the Shasta/Northern Tehama region.

Sincerely,

John Mancasola
Executive Vice President



City of Corning

794 Third St Corning, CA 96021 (530) 824-7020 Fax (530) 824-2489

September 19, 2006

DEPARTMENT OF
RESOURCE MANAGEMENT
RECEIVED

SEP 21 2006

Sharon Scherzinger
California State Department of Transportation
Division of Transportation Planning, MS-32
PO Box 94272
Sacramento, CA 94274-0001

PLANNING/BUILDING
DIVISIONS

Re: Support of Shasta County RTPA FY 2006-2007 "Regional Blueprint Planning Program," grant application

Dear Ms. Scherzinger;

As you know, the Counties of Shasta and Tehama and their cities have been working closely together on Regional Transportation Planning. The Regional Blueprint Planning Program provides another opportunity for us to work together to identify and solve traffic and transit problems before the problems are out of control. The City of Corning as the southern most City in Tehama County strongly supports the joint effort in which our Caltrans District 2 is also a major player.

The atmosphere of cooperation in our two Counties and with our Caltrans District 2 is outstanding. Think about this opportunity for a moment; we are talking about a team of Cities and Counties, spread along over 60 miles of I-5, working together for a common cause.

The City of Corning would appreciate your support in obtaining funding for the Regional Blueprint Planning Program.

Sincerely,


Gary R. Strack
Mayor

Cc: City Council
Dan Little, Shasta County RTPA
Gary Antone, County of Tehama
Barbara O'Keeffe, County of Tehama
Tom Russ, Corning Director of Public Works

Board of Supervisors
COUNTY OF TEHAMA

*District 1 - Gregg Avilla
District 2 - George Russell
District 3 - Charles Willard
District 4 - Ross Turner
District 5 - Ron Warner*

*Williams J. Goodwin
Chief Administrator*



Tehama County Courthouse



August 29, 2006

Ms. Sharon Scherzinger
California State Department of Transportation
Division of Transportation Planning, MS-32
P.O. Box 94272
Sacramento, CA 94274-001

Dear Ms. Scherzinger,

As the Tehama County Chief Administrator, I was pleased to have the opportunity to participate in the August 9th FWHA/Caltrans Scenario Planning Workshop in Chico. Tehama County is providing this letter of support for the Shasta County Regional Transportation Planning Agencies FY 2006-2007 *Regional Blueprint Planning Program* grant application.

The Blueprint study provides a common forum for regional issues and the financial resources needed to develop a *preferred Blueprint* for the future. Citizens, decision makers, and elected officials will gain insight and a greater appreciation for the long-term implications of today's decisions. Information derived from the Blueprint study will assist local jurisdictions in making sound planning and investment decisions consistent with community priorities.

The historically modest growth trends in Shasta and Tehama County have given way in recent years to urban-type development such as big-box retail and large scale residential developments. This new wave of development pressures carries regional implications that may permanently affect the form and function of our region.

Tehama County looks forward to the participating in the development and subsequent implementation of a multi-jurisdictional consensus created 'Blueprint' for the Shasta/Northern Tehama region. The products and deliverables of this project will be used to build upon or support the goals, objectives and policies found in the Tehama County General Plan and the Regional Transportation Plan.

Funding of the proposed Shasta County Regional Transportation Planning Agencies FY 2006-2007 *Regional Blueprint Planning* would help ensure essential regional planning. Thank you for your consideration of this most deserving grant application.

Sincerely,

Williams J. Goodwin, P.E., P.L.S.
Chief Administrator

Cc: Gary Antone, Tehama County RTPA
Dan Little, Shasta County RTPA



CITY OF RED BLUFF

555 Washington Street Red Bluff, California 96080 (530) 527-2605 Fax (530) 529-6878 www.ci.red-bluff.ca.us

August 28, 2006

Sharon Scherzinger
California State Department of Transportation
Division of Transportation Planning, MS-32
P.O. Box 94272
Sacramento, CA 94274-0001

Dear Ms. Scherzinger:

I am writing to express my support of Shasta County RTPA's FY 2006-2007 Regional Blueprint Planning Program grant application.

Red Bluff and Tehama County, as well as Shasta County and its cities, are experiencing significantly increasing growth trends involving larger retail businesses as well as larger scale residential subdivisions. The effect of this shift in development is to create more potentially significant impacts on the region that require careful review and analysis.

The Regional Blueprint Planning Program will assist the many local governments of this area by creating a forum to discuss the regional and long term implications of various projects. Better information leading to better decisions will be the result.

Sincerely,



John Blacklock
Interim City Manager

cc: Dan Little, Shasta County RTPA
Gary Antone, County of Tehama