

REPORT TO SHASTA COUNTY RTPA

SUBJECT	MEETING DATE	ITEM NUMBER
Shasta <i>FORWARD>></i> Regional Blueprint: Community Values & Priorities Assessment Report and FY 08/09 Blueprint Grant Application	10/28/08	6

RECOMMENDATION

It is recommended that the Board:

1. Receive a project update and accept the 'Community Values & Priorities Assessment' report; and
2. Approve the attached resolution authorizing FY 08/09 Regional Blueprint grant application.

SUMMARY

The recently completed Community Values & Priorities Assessment for Shasta*FORWARD>>* is summarized by way of three core community values expressed through fifteen priorities. The full report is provided by attachment. Staff recommends approval of the attached FY 08/09 Regional Blueprint grant application. The completed application package was due October 10. An authorizing resolution is provided by attachment for agency consideration.

DISCUSSION

Project Background

The Shasta County RTPA was awarded a grant from the California Regional Blueprint Planning Program in 2006 (\$375,000) and again in 2008 (\$140,000). Blueprint grants support regional collaboration and data gathering to effectively accommodate population growth and meet emerging state and federal requirements. Shasta County's regional blueprint effort, known as Shasta*FORWARD>>*, is currently underway.

Central to Blueprint Planning is a public engagement process designed around growth modeling and visualization techniques. The intent is to create a more approachable, accessible, and engaging planning process for all citizens. In lieu of technical and sometimes onerous reports, Shasta*FORWARD>>* utilizes maps, animations, and graphical performance measures to help 'tell the story' of Shasta County's future and better understand the long-term outcomes stemming from current trends, policies, and practices. This future is known as the 'Current Trend' scenario.

Through community-defined alternative scenarios, regions can explore new ideas and assumptions about growth and development. These alternatives are cross-evaluated and compared against the Current Trend scenario. Performance measures and consistency with local values and priorities are used to rank scenarios and select a preferred regional growth vision.

Each city and the county are involved throughout the visioning process. When completed, the Preferred Regional Growth Vision will be presented for consideration and possible incorporation into respective city, county, and RTPA plans and programs as appropriate. In addition, Shasta*FORWARD>>* will provide new data, modeling capabilities, public engagement tools, and a regional forum needed to lay the foundation for future RTPA compliance with Senate Bill 375.

It is anticipated that the Shasta*FORWARD>>* community visioning process will be completed by July 2009. Key deliverables include the following:

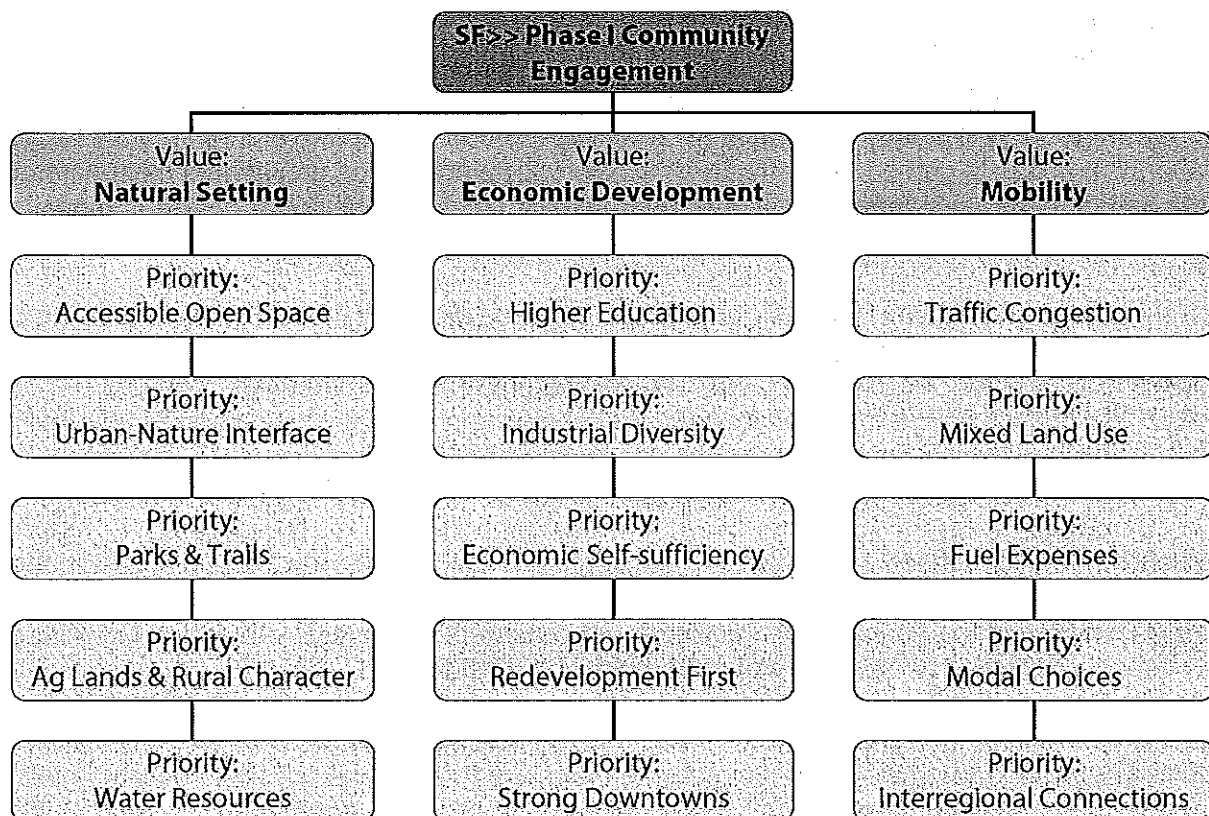
- A final report describing the region's community-defined growth vision and accompanying implementation strategies;
- Scenario modeling output, including land use maps and projected progress toward regional goals and performance measures; and
- Regional GIS datasets and modeling outputs for use by local agencies and the RTPA.

Project Update

Over the past several months, the Community Values & Priorities Assessment was carried out. An estimated 1,700 residents directly participated in this effort by completing a survey or attending a small-group outreach session. Put another way, approximately 1 out of every 80 Shasta County residents age 16 and older voiced their thoughts and opinions thus far. The Community Values & Priorities Assessment report (Attachment D) summarizes and presents a preliminary analysis of all public input gathered during this effort. More specifically, the report includes the following major headings:

- Public Engagement Methods and Participation Results
- Community Values & Priorities Assessment
- Next Steps: Community-based Scenario Development

As illustrated below, community input was organized into three core values, expressed through fifteen priorities.



Residents have been invited to examine and comment on draft findings and all source data during a 21-day review period. The final report reflects all feedback received.

Agreed upon community values and priorities provided the building blocks for alternative growth scenario outlines generated during community workshops in Anderson, Burney, Redding, and Shasta Lake. With assistance from the public, these outlines will be used to help create three scenarios, which will be fully developed akin to the 'Current Trend' scenario.

A multi-step vetting process is underway to help insure that the visioning process is community-driven and the resulting alternative scenarios reflect local interests. At key decision points, the ShastaFORWARD>> Steering Committee, planning commissions, and agency councils/boards are asked to review and provide feedback. As previously directed by the RTPA, project findings and recommendations will be presented to local governing councils and boards responsible for land use planning for their consideration.

A partial project calendar covering September '08 through June '09 is provided by 'Attachment B'.

FY 08/09 Regional Blueprint Grant Application

Approximately \$4,250,000 is available to Metropolitan Planning Organizations (MPOs) to fund continuing and new Blueprint projects in FY 08/09. Applications were due to Caltrans October 10, 2008.

Requested tasks are designed to sharpen outreach, visioning, and modeling capacities to reflect community values and priorities as well as emerging state and federal planning requirements. Comments and suggestions provided by city and county planning officials have likewise been incorporated into the proposed scope of work. In summary, the Shasta County RTPA's FY 08/09 grant application requests assistance in the following areas:

- 1) Transportation & Infrastructure Assessment (\$75,000) – Test the impacts of additional growth based on the previously described scenarios by "loading" more intensity/density at key locations to ascertain the level of additional improvements that will be required to accommodate significant additional development. This will involve development of various growth scenarios at each location in order to establish a range of improvement options for consideration. The end result is a cost/benefit analysis based on a range of intensity/density scenarios within the sub-area planning zone. The analysis will assist local city and county jurisdictions in tailoring community growth strategies toward Blueprint program goals.
- 2) Local Agency Participation & Inter-agency Support (\$75,000) – Facilitates inter-agency coordination of technical resources and products. Additionally, it is intended that this platform will be the first steps toward greater collaboration in the larger far-northern California region. Subtasks include a) development of a platform, library, and sharing tools necessary to facilitate access and exchange of technical modeling data, b) technical training session for GIS users throughout Shasta County and nearby North State regions, and c) reimbursement for partner agency staff time and resources for technical training session and activities essential to delivery of grant funded tasks.
- 3) Meta-Analyses of Scenario Outputs (\$75,000) – Builds upon existing technical work tasks previously funded through the Blueprint program. Augments technical modeling, mapping, visualization, and performance measuring capabilities needed to explore community-defined regional growth strategies. Also includes sub-area planning for development in core urban zones and regionally significant transportation corridors.

- 4) Preferred Scenario Communications Support (\$75,000) – Builds upon existing public information and communication efforts, including production, design, printing, and regional distribution of print media, such as brochures, mailers, inserts, advertisements, and/or other methods as appropriate.
- 5) Update Travel Model for Public Transportation Modeling (\$25,000) – Update Shasta County Travel Model with new Redding Area Bus Authority (RABA) routes and schedules. Explore public transportation service scenarios needed for alternative scenario modeling.

The total cost of tasks outlined above is \$325,000, of which \$260,000 (80%) is requested in the FY 08/09 grant application. An authorizing resolution from the RTPA is required to receive any grant funds that may be awarded (see Attachment A).

OTHER AGENCY INVOLVEMENT

The ShastaFORWARD>> project study area encompasses all of Shasta County, including each city, the county, and all other entities interested in transportation and land use. The California Department of Transportation (Caltrans) and the Federal Highway Administration (FHWA) administer the Blueprint program and provide grant funds.

FINANCING

All Blueprint efforts to date are funded up to 80% through California Regional Blueprint Planning Program grants. In FY 06/07, \$375,000 was awarded to the RTPA. An additional \$140,000 was awarded in FY 07/08. The required 20% match funds are budgeted in the Overall Work Program. Grant funds expended to date for ShastaFORWARD>> equal approximately \$284,000.

Should all proposed FY 08/09 tasks be fully funded, the minimum regional share will be \$65,000. Matching funds – less any eligible in-kind contributions – are provided by State Planning funds.



Daniel S. Little, AICP, Executive Director

DSL/DTW/jac

Attachments: Attachment A: Resolution 08-14
Attachment B: SF>> project calendar (Sept '08 – June '09)
Attachment C: FY 08/09 Blueprint Grant Application
Attachment D: Community Values & Priorities Assessment Report

Resolution No.08-14
Approving Submittal of the Fiscal Year 2008/09
Continuing Shasta Regional Blueprint Plan Grant Application

WHEREAS, the Shasta County Regional Transportation Planning Agency (RTPA) Received a \$375,000 grant in Fiscal Year 2006/07 and a \$140,000 grant in Fiscal Year 2007/08 from the California Regional Blueprint Planning Program to perform a Regional Blueprint Plan for Shasta County; and

WHEREAS, the California State Legislature included an additional \$5 million in the Fiscal Year 2008/09 California State Budget in order to fund new and continuing Blueprint projects; and

WHEREAS, the California Regional Blueprint Planning Program published a call for new and continuing Blueprint project grant applications to be submitted; and

WHEREAS, the Shasta County RTPA is the designated MPO for Shasta County, and therefore eligible to apply for continuing Blueprint Planning Grant funds; and

WHEREAS, the Shasta County RTPA has prepared a Fiscal Year 2008/2009 grant request in the amount of \$260,000; 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 Fiscal Year 2008/2009 Blueprint Planning Grant application; and

BE IT FURTHER RESOLVED, that the Executive Director 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 28th day of October, 2008, by the Shasta County Regional Transportation Planning Agency.

Norma Connick, Chair
Shasta County Regional
Transportation Planning Agency



Shasta*FORWARD* >>

Project Calendar

August 08 thru February 09

 = Work Task

 = Milestone

 = Completed

[illegible]

FORM 1. Grant Application Cover Sheet

	REGIONAL BLUEPRINT PLANNING PROGRAM GRANT APPLICATION Fiscal Year 2008/2009	
---	--	---

Project Title: Continuation of ShastaFORWARD>> Regional Blueprint		
Location (county/city): Shasta County		
	Applicant	Sub-recipient(s)
Organization	Shasta County Regional Transportation Planning Agency	
Contact Person	Daniel Wayne, Senior Planner	
Mailing Address	1855 Placer St	
City	Redding	
Zip Code	96001	
E-mail	Dwayne@co.shasta.ca.us	
Telephone	(530) 225-5486	()
Fax	(530) 225-5667	()

Funding Request Information for FY 2008/2009		Fund Source
Grant Funds Requested	\$ 260,000	Blueprint grant funds
Cash Local Match	\$ 45,000	State Planning funds
In-kind Local Match	\$ 20,000	RTPA and partner agency staff time
Other Funding	\$	
Total Cost	\$ 325,000	

Previous Years Funding

Grant Award for FY 2007/2008 \$140,000	Expenditure Information FY 2007/08	Percent Expended	Identify Fund Source
Grant Funds Expended		0%	
Cash Local Match			
In-kind Local Match			
Other Funding			
Total Expenditures			

FORM 1. Grant Application Cover Sheet

Grant Award for FY 2006/2007 \$375,000	Expenditure Information FY 2006/07	Percent Expended	Identify Fund Source
Grant Funds Expended	\$ 242,981	64%	SPR
Cash Local Match			
In-kind Local Match	\$ 73,076		State TDA, PPM
Other Funding			
Total Expenditures			
Grant Award for FY 2005/2006 \$ not applicable	Expenditure Information FY 2005/06	Percent Expended	Identify Fund Source
Grant Funds Expended			
Cash Local Match			
In-kind Local Match			
Other Funding			
Total Expenditures			

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

Print Name

Signature of Authorized Official (Applicant)

Executive Director
Title

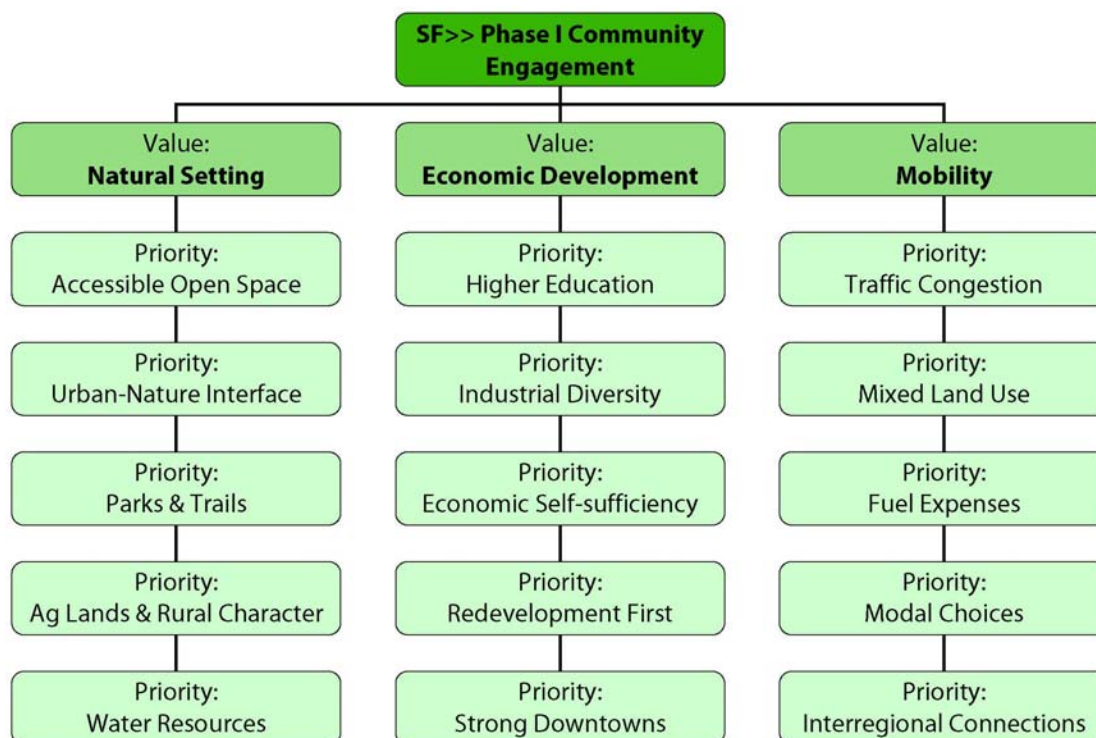
Date

Narrative:

1. What are the products, accomplishments, and outcomes from previous years' grants and what remains to be accomplished that required further blueprint planning funding?

Utilizing grant funds awarded in FY 06/07 and 07/08, the requisite technical foundation was constructed and development of the 'Current Trend' scenario was completed. Performance measures and visualizations were developed to help tell the story of current trends, policies and practices played out over time. Modeling and visualizations were used to build a common understanding of growth related issues and spur community dialogue during Phase 1 of the ShastaFORWARD>> public engagement process.

Phase 1 is now complete and documented in the draft 'Community Values & Priorities Assessment' report. As illustrated below, community input was organized into three core values, expressed through fifteen priorities.



Building on identified community values and priorities, the ShastaFORWARD>> blueprint planning process will next assist local residents in the generation of alternative scenario outlines. Final scenarios will be crafted in consultation with local policy makers and the ShastaFORWARD>> Technical Advisory Committee. Mid-year 2009, the county and each of the three incorporated cities will be asked to accept the community-preferred regional growth scenario and work toward implementation.

Continuing grant funds are critical to maintaining the project momentum generated over the last 18-24 months and to bring home a successful result. More specifically, additional funds are needed for 1) sub-area transportation & infrastructure planning, 2) local agency participation and inter-agency support, 3) meta-analysis of scenario outputs, 4) preferred scenario communications support, and 5) an updated travel model for public transportation modeling. A detailed explanation of each task is provided in the scope of work narrative below.

2. Describe efforts to upgrade transportation modeling and integration with other sectors and local land use and traffic modeling.

The Shasta County Travel Model was completely upgraded last year. With the exception of public transportation modeling, the updated model appears to include all necessary modeling capabilities needed for AB 32 and SB 375 compliance. Needed transit-related updates are described in Task #5.

UPlan and the Shasta County Travel Model are now communicating with each other, permitting the modeling of current trends and eventually the alternative scenarios. Primary and secondary outputs are being utilized to calculate traffic congestion, air quality, and mobile source greenhouse gas emissions. It has also been used to calculate the affect of distance, accessibility, and traffic congestion on regional economic activity.

Under proposed FY 08/09 tasks, travel modeling capabilities will be expanded to more effectively explore and communicate the impacts of alternative land use patterns on the local and interregional transportation network.

3. Describe measures to incorporate health benefits and obesity prevention goals in the regional blueprint plan.

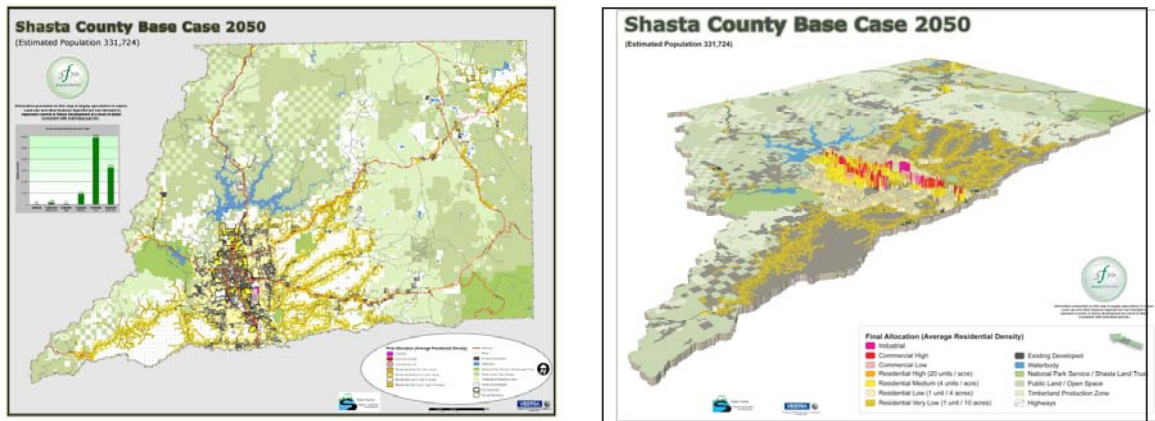
Public health interests have been incorporated since the earliest stages of Blueprint planning. For example, performance measure methodology was developed in consultation with public health professionals, in particular that of air quality, walkable communities, and multi-modal transportation choices. Successful planning and improvements in these key areas will have direct benefit on respiratory disease, cardiovascular disease, and obesity. Coordination with other health organizations, such as the South County Partnership for Healthy Children, has likewise focused on the relationship between public health and the built environment.

In addition, public health professionals have greatly assisted in community outreach and helped to insure that health equity issues have been addressed. One way this has been accomplished is the translation of community surveys into Mien and Spanish and the administration of these surveys within non-English speaking communities.

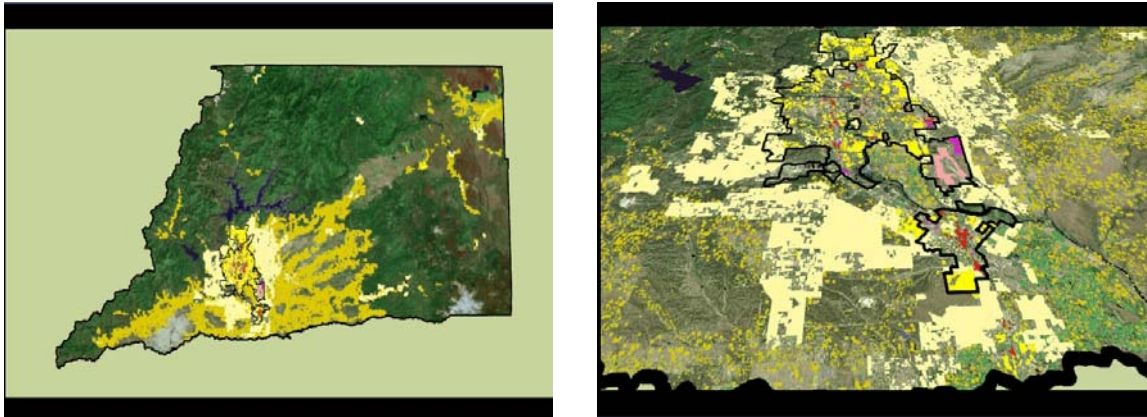
4. Describe efforts and accomplishments using visualizations in scenario planning.

A variety of visualizations and communication techniques have been employed during the ShastaFORWARD>> process to help 'tell the story' of Shasta County's future and to better connect decisions made today with their long-range impacts. Highlights from key efforts include the following:

- a. Current Trend scenario mapping – UPlan outputs, viewed from different perspectives



- b. Computer animated visualizations – video illustrating current trend growth in 10 year increments

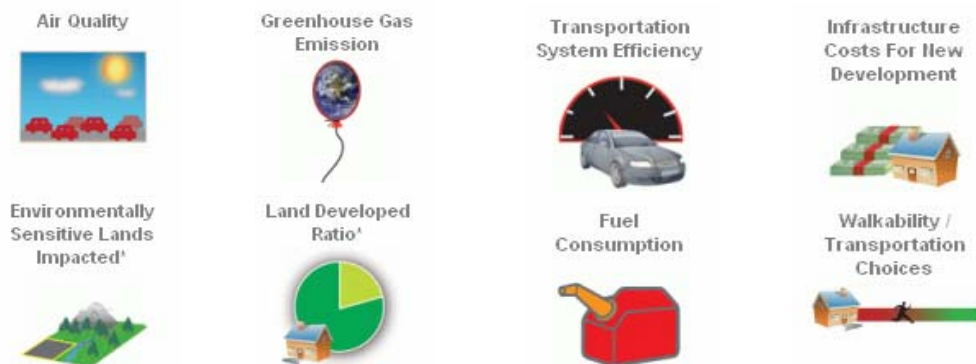


- c. KIXE-TV – 30 minute program broadcast 31 times and 30 second PSA broadcast over 1,400 times on North State PBS. Also a channel on www.youtube.com has been set up for easy internet access.

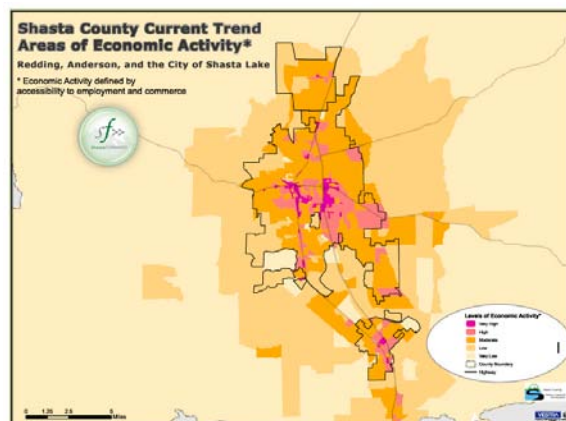


5. Methods used to measure the effectiveness of the regional blueprint plan (i.e. performance measures).

The set of performance measures used to evaluate the Current Trend scenario include: air quality, greenhouse gas emissions, environmentally sensitive lands impacted, land developed ratio, infrastructure costs for new development, transportation system efficiency, walkability/transportation choices, and fuel consumption. Graphical icons shown below have been developed to more easily and efficiently communicate what each measure means. Each icon has the ability to convey a change in performance as a result of modeled growth.



In addition, the regional distribution of economic activity has been mapped based on the attraction of commercial and employment centers moderated by the effects of transportation accessibility and intervening congestion. Alternative land-use strategies will be examined to better understand and reduce the impact of new growth and development on local and interregional transportation systems. Other performance measures and refinements to existing measures are currently underway in response to stakeholder and general public feedback.



TASK #1: Transportation & Infrastructure Assessment

In light of the community values and priorities assessment results and the adoption of AB 32 and SB 375, it is clear that one of the main evolving concepts will be a move toward more intensive growth within Shasta County's urban areas and along regionally significant transportation corridors and nodes. Together, residents and new legislation are looking toward more mobility-efficient land use patterns that support environmental and economic goals.

The City of Redding comprises more than 50% of the population of Shasta County and has become the center for medical services, shopping, and employment for over 250,000 residents throughout far northern California. The Department of Finance projects that the Redding MSA will grow at rate that is approximately twice the state average over the next decade.

The original Redding town site was a mere seven-block by seven-block area bounded by North Street (now Eureka Way) and South, East, and West Streets. By 1998, Redding had grown to 59 square miles – 10 square miles larger than San Francisco but with only 10 percent of San Francisco's population. A decade later, the City of Redding has over 91,000 residents, and has grown to 60 square miles in area. Few would suggest that Redding is capable, or should, emulate the intense development pattern seen in San Francisco or other large cities. However, based on persons per square mile (PPSM) of incorporated territory, Redding – at approximately 1,500 PPSM – ranks among the least densely populated cities in the State. The Cities of Anderson and Shasta Lake reflect a similar pattern.

The infrastructure planning of Redding and the surrounding cities of Shasta Lake and Anderson are tied directly to the development intensities defined by existing General Plans. As possible changes in growth patterns are considered during the Blueprint process, any substantial divergence from existing circulation, water, and sewer system master plans may or may not reflect the reality of infrastructure capacities. Under various scenarios, what is the maximum combination of infill and increased density that infrastructure can handle? And, if desired, what would it cost to go beyond these limits?

This uncertainty in the ability to serve new growth in a pattern significantly different than what is currently planned undermines the Blueprint planning process. To ensure that one or more selected growth strategies are viable, it is important that the infrastructure limitations, if any, as well as costs and other constraints associated with capacity increases to accommodate changes in growth patterns, are clearly understood. To this end, the following sub-tasks are proposed:

Transportation Circulation Planning

- 1.1** Using the Shasta County Travel Demand Model, determine the increment of additional growth beyond the levels of the adopted General Plans that can be accommodated by currently planned roadway improvements. The focus will be on strategic locations (i.e. downtown cores, major transit corridors, and key development "node" locations).
- 1.2** Test the impacts of additional growth based on the previously described scenarios by "loading" additional intensity/density at those key locations to ascertain the level of additional improvements that will be required to accommodate significant additional development. This will involve development of various growth scenarios at each location in order to establish a range of

improvements options for consideration.

- 1.3 Estimate the costs and/or benefits associated with the capacity increases required under each scenario.
- 1.4 Determine appropriate ways to incorporate public transit to serve the growth centers, including the need for transit centers, route configuration modifications, etc.

Sewer/Water Infrastructure

- 1.5 Using the adopted sewer and water master plans where available, estimate the increment of additional growth beyond the levels of the adopted General Plans, that can be accommodated by currently planned system improvements. The focus will be on those strategic locations addressed under Transportation Planning.
- 1.6 Test the impacts of additional growth by "loading" additional intensity/density at those key locations to ascertain the level of additional improvements that will be required to accommodate alternative development patterns. This will involve development of a number of growth scenarios at each location in order to establish a range of improvements for consideration.
- 1.7 Estimate the capability to accommodate alternative development scenarios and the potential costs associated with the capacity increases.

The end result is essentially a cost/benefit analysis based on a range of intensity/density scenarios within the sub-area planning zone. The analysis will assist local city and county jurisdictions in tailoring community growth strategies toward Blueprint program goals.

\$75,000 (consultant, cities, county, and RTPA)

TASK #2: Local agency participation and inter-agency support

Along with improved regional planning come barriers to accessing and exchanging newly formed regional data between agencies. Lessons learned during early stages of Blueprint planning suggest that compatibility standards and a point source for regional data are critical to the long-term nature of Blueprint program goals. Planning agencies have also been hit hard by the economic downturn; reduced staff and shrinking budgets have made it very difficult for agencies to participate in ShastaFORWARD>>.

Task #2 provides a much needed kick-start for current and future inter-agency coordination relating to technical resources and products. Additionally, it is intended that this platform will be the first steps toward greater collaboration in the larger far-northern California region.

- 2.2 Develop platform, library, and sharing tools to facilitate access and exchange of technical modeling data.
- 2.3 Technical training session for GIS users throughout Shasta County and nearby North State regions.
- 2.4 Reimburse partner agency staff time and resources for technical training session and activities essential to delivery of grant funded tasks.

\$75,000 (consultant, cities, county, and RTPA)

TASK #3: Meta-Analyses of Scenario Outputs

Task #3 builds upon existing technical work tasks previously funded through the Blueprint program and adds technical capacities needed to maintain and carry-out the vision.

- 3.1** Augment technical modeling, mapping, visualization, and performance measuring capabilities needed to explore community-defined regional growth strategies.
- 3.2** Sub-area planning (parcel level land use inventory, land use/transportation/ infrastructure modeling, visualizations, and application of performance measures) for development in core urban zones and regionally significant transportation corridors.

\$75,000 (consultant, cities, county, and RTPA)

TASK #4: Preferred Scenario Communications Support

Task #4 builds upon existing public engagement work tasks by expanding public awareness and support – a critical step in preparation for when individual agencies are asked to consider the Blueprint findings and incorporate the regional vision and growth strategies into respective plans and programs.

- 4.1** Augment public information and communication efforts, including production, design, printing, and regional distribution of print media, such as brochures, mailers, inserts, advertisements, and/or other methods as appropriate.

\$75,000 (consultant, RTPA)

TASK #5: Update Travel Model for Public Transportation Modeling

The Redding Area Bus Authority (RABA) recently instituted an extensive revamp of routes and schedules. These changes are not in the current Shasta County Travel Model and need to be incorporated. Because no long-range transit plan exists, a number of public transportation service scenarios need to be modeled.

- 5.1** Update Shasta County Travel Model with new public transportation routes/schedules and model public transportation service alternatives for inclusion in the Blueprint planning process.

\$25,000 (consultant, RTPA)

6. List the overall goals of the regional blueprint plan as developed by the region.

- Empower citizens in the Shasta County region to imagine and attain their vision of the future through a more accessible, approachable, and meaningful planning process.
- Ensure long-range mobility through efficient use of existing transportation infrastructure (i.e. managing travel demand) and strategic transportation improvements (i.e. keeping up with needed capacity).
- Create a resilient regional economy characterized by diverse and emerging industry, high quality jobs, and equitable opportunity.
- Better understand and benefit from the inherent connections between land use and transportation planning/policy.
- Encourage development that minimizes impacts to the environment, including critical habitat, wetlands, and farmlands.
- Make more efficient use of natural resources.
- Accommodate new growth within fiscal ability to provide utilities and infrastructure.
- Maintain a proper balance between the number of jobs and the number/type of housing within the region.
- Improve communication and coordination between applicable local, regional, state, and federal planning entities.

FORM 2. Scope of Work

Regional Blueprint Planning Program Goal	Objective(s) <i>(Plan of Action – Major strategies for achieving the goal.)</i>	Quantifiable Performance Measure <i>(Unit of measure to gauge progress toward the goal.)</i>	Lead Agency	Partner Agencies	Completion Date for Each Objective
1. Improve multimodal mobility through a combination of strategies and investments to <u>accommodate growth in transportation demand and reduce congestion</u> that will contribute to a strong economy.	Encourage more meaningful and accessible modes of transportation through regionally coordinated land use and transportation planning and investment strategies Ensure long-range mobility through efficient use of existing transportation infrastructure (i.e. managing travel demand) and strategic transportation improvements (i.e. keeping up with capacity and strategically expanding multimodal system). Examine mobility as it related to regional distribution and intensity of economic development	<u>Walkability/Transportation Choices</u> – # of residents in proximity to schools, neighborhood shopping, and public transportation <u>Transportation System Efficiency</u> – Average travel speed during AM peak hours <u>Location & Intensity of Economic Activity Map</u> – A product of accessibility and congestion	RTPA	Cities and County	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.

FORM 2. Scope of Work

2. Reduce dependency on auto trips by fostering a <u>more efficient regional land use pattern</u> that enables more walking, bicycling and transit use to meet State congestion reduction goals which also support State health and obesity prevention goals.	Encourage coordination of land use and transportation policies and investment strategies, with an emphasis on core urban areas, regional significant corridors, and transportation-activity nodes. Encourage community health by expanding safe and active mobility options – particularly for those more vulnerable segments of the population.	<u>Walkability/Transportation Choices</u> – # of residents in proximity to schools, neighborhood shopping, and public transportation <u>Air Quality</u> – Mobile source emissions	RTPA	Shasta County Public Health Cities and county	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.
3. Work with stakeholders to adopt land use plans and regulations to <u>make available an adequate supply of housing</u> over at least the next 20-plus years, including new residential opportunities proximate to transit and other transportation facilities, jobs, health facilities, convenience retail uses, and support services.	Combine land use and transportation modeling technology with demographic data and jobs/housing analysis (FY 07/08 grant), and housing market analysis (FY 07/08 grant) to determine housing needs by type and location. Assess transportation related impacts of scenarios based on geographic distributions of employment and housing.	Geospatial analysis of housing and jobs County to County Worker Flow (U.S. Census) Shasta County Travel Model outputs	RTPA	Cities and county	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.

FORM 2. Scope of Work

4. <u>Increase transportation choices by adopting plan(s) that increase housing affordability and choices, including a variety of housing types and densities.</u>	Encourage more meaningful and accessible modes of transportation through regionally coordinated land use and transportation planning and investment strategies Combine land use and transportation modeling technology with demographic data and jobs/housing analysis (FY 07/08 grant), and housing market analysis (FY 07/08 grant) to determine housing needs by type and location. Assess transportation related impacts of scenarios based on geographic distributions of employment and housing.	<u>Walkability/Transportation Choices</u> – # of residents in proximity to schools, neighborhood shopping, and public transportation Geospatial analysis of housing and jobs Shasta County Travel Model outputs	RTPA	Cities and county	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.
5. <u>Avoid and minimize impacts to natural resources, valuable habitats (including wildlife, riparian and wetlands), farmland and water and air quality.</u>	Improve inter-agency coordination of land use and transportation modeling data with natural resource data sets.	<u>Environmentally Sensitive Lands Impacted</u> – Composite later of critical lands over which new development is modeled to occur	RTPA	Cities and county, various natural resource agencies.	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.

FORM 2. Scope of Work

6. <u>Increase conservation and efficient use of resources including energy and water.</u>	Reduce consumption of natural resources attributable to development patterns and transportation system investment strategy.	<u>Water Consumption</u> – methodology under development <u>Fuel Consumption</u> – gallons gas and diesel per day for region and per household. <u>Infrastructure Costs</u> – cost for onsite infrastructure and transportation improvements required to maintain acceptable LOS	RTPA	Cities and county, various natural resource agencies.	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.
7. <u>Improve the region's transportation infrastructure</u> to promote California's economic competitiveness and quality of life.	Reduce reliance on interregional roadways for local trips. Encourage geographic distribution of land uses and areas of economic activity to maximize opportunities for exchange and commerce and maintain LOS on key interregional transportation corridors.	<u>Transportation System Efficiency</u> – Average travel speed during AM peak hours <u>Infrastructure Costs</u> – cost for onsite infrastructure and transportation improvements required to maintain acceptable LOS <u>Location & Intensity of Economic Activity Map</u> – A product of accessibility and congestion	RTPA	Cities and county	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.

FORM 2. Scope of Work

8. Reduce costs and time needed to deliver transportation and other infrastructure projects through informed early public and resource agency involvement.	Encourage a combination land use patterns and transportation system investments that increase multimodal opportunities.	SB 375 requirements to qualify for CEQA streamlining benefits	RTPA	Cities and county	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.
9. Engage in scenario planning to <u>improve coordination and collaboration among all local and regional agencies.</u>	Develop platform, resources, and tools to facilitate access and exchange of technical modeling data.	n/a	RTPA	Cities, county, regional and North State GIS users	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.
10. <u>Reduce the region's greenhouse gas emissions</u> and plan for climate change impacts including sea level rise. Describe measures to adapt to climate change, reduce flooding and mitigate impacts.	Work with CARB in development of regional GHG reduction target per SB 375.	<u>Green House Gas Emissions</u> – local, on-road mobile sources.	RTPA	Cities, county, CARB	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.

FORM 2. Scope of Work

11. <u>Secure local government and community support</u>, including that of underrepresented groups to achieve the <u>resulting comprehensive vision through use of visualization tools</u> (computer models and GIS maps) and enhanced public engagement activities.	Organize regional stakeholder forum at key project milestones. Regular presentations to individual agencies. Facilitate common understanding of regional growth issues via modeling and visualization tools.	Letters of support. Public participation. Agency acceptance of project outcome.	RTPA	Cities and county	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.
12. Build awareness of and support for critical infrastructure such as transportation facilities, housing, energy, health care, and water facilities.	Utilize modeling technology, visualizations, and performance measures to 'tell the story' of future growth and development – specifically, to improve the connection between decisions made today and their long-term impacts critical planning issues and local values and priorities.	Community participation	RTPA	Cities and county	Tasks will be completed according to grant award terms. The realization of program goals is long-term in nature and impossible to tie to a specific date.

FORM 3. Status of Milestones and Products

FY 2008/2009 Status of Milestones and Products Update				
Program Goal #	Objectives and Major Tasks	Milestone/Products	Status	Challenges and How Addressed
	Build project foundation and 'Current Trend' scenario	Digitized Shasta County General Plan and developed other data sets required for basic modeling, UPlan training, modeling, mapping, visualizations, and other analysis.	Completed	
9, 11, 12	Regional introduction to Blueprint planning	Kick-off meeting	Completed	
1, 2, 3, 4,	Integrate land use and travel models	Models merged	Completed	
9, 11, 12	Stakeholder participation	Steering Committee and Technical Advisory Committee organized and regular meetings held, partner agency presentations,	Ongoing	
11	Establish measures for quantifying outcomes of community scenarios	Performance Measures methodology and graphical representations	Completed	
11, 12	Public engagement	Marketing plan, KIXE-TV Program, project website, telephone/mail-in/web surveys, focus groups, 'Community Values & Priorities Assessment' report	Completed or ongoing	

Timeline for Completion of Objectives and Regional Blueprint Plan

Blueprint Planning Schedule

Goal/Objectives	2 0 0 8												2 0 0 9											
	jan	feb	mar	apr	may	june	july	aug	sept	oct	nov	dec	jan	feb	mar	apr	may	june	july	aug	sept	oct	nov	dec
Community Values & Priorities Rpt									x															
Draft Regional Growth Scenarios										x														
Regional Consensus on Scenarios												x												
Alternative A, B, C modeling completed															x									
KIXE-TV Episode II																x								
Preferred Scenario Selected																	x							
Preferred Scenario Communications (Task #4)																								
Final Report and recommendations																			x					
Meta-Analyses of Scenario Outputs (Task #3)																				x	x			
Agency Consensus on Regional Growth Vision																						x		x

Blueprint Planning Schedule

Goal/Objectives	2 0 1 0												2 0 1 1											
	jan	feb	mar	apr	may	june	july	aug	sept	oct	nov	dec	jan	feb	mar	apr	may	june	july	aug	sept	oct	nov	dec
Regional Housing Market Analysis	x																							
Regional Jobs/housing Analysis			x																					
Local Agency Participation (Task #2)	x	x	x	x	x	x	x																	
Transp & Infrastructure Assessment (Task #1)							x																	

FORM 5. Public and Stakeholder Engagement

Describe the strategies used to achieve adequate public and stakeholder involvement.

Strategies	Public & Stakeholder Groups	Level of Participation
Kick-off Meeting	Partner agency planning departments, plus varied list of individuals representing econ development, land use, natural resources, public health, parks & rec, homeowner groups, wildlife habitat, real estate, environment, agriculture, water, education, etc.	79 regional stakeholders
TAC		65 members
Steering Committee		39 member committee 4 meetings to date
KIXE-TV :30 PSA	Shasta County residents and surrounding counties	1,409 airings to date
KIXE-TV 30 Minute Program	Shasta County residents and surrounding counties	31 airings to date
Community Values & Priorities Survey (telephone, online, mail-in)	Shasta County residents	1,455 surveys
Small-Group Outreach Sessions	Shasta County residents	306 participants
www.shastaforward.com	Shasta County residents and beyond	4,560 unique visitors (8/07 to 6/08)
KRCR-TV Channel 7	Shasta County residents and surrounding counties	Multiple segments produced and aired during morning and evening local news
Radio	Shasta County residents and surrounding counties	North State NPR and KQMS talk radio programs featuring ShastaFORWARD>>
Paid Advertisements	Shasta County residents	Bus Shelter ads, radio ads, newspaper ads and public notices
Newspaper	Shasta County residents	Front page Sunday article on ShastaFORWARD>>

FORM 6. Stakeholder Support

List agencies, organizations or other key stakeholders supporting and participating in the process and committed to implementation of the Regional Blueprint Plan. Please attach your letters of support; letters should be addressed to your agency.

	AGENCY/ORGANIZATION	CONSTITUENCY
1.	Butte County Association of Governments	
2.	The following letters of support were provided with previous blueprint grant applications:	
3.	Community Revitalization & Development Corporation	Financing and construction of affordable housing
4.	Habitat for Humanity (Shasta Cascade)	Affordable housing
5.	KIXE-TV	Telecommunications
6.	North Valley Bank	Economic development and development financing
7.	Superior California Economic Development Corporation	Small business development and resource center
8.	Economic Development Corporation of Shasta County	Economic development
9.	McConnell Foundation	Provides grants that support Arts & Culture, Community Vitality, Recreation, Social Services, and the Environment
10.	City of Shasta Lake	
11.	City of Redding	
12.	Shasta County	
13.	City of Corning (Tehama County)	
14.	Tehama County	
15.	City of Red Bluff (Tehama County)	
16.		
17.		
18.		
19.		
20.		

FORM 7. Local Government Implementation

List local governments that have adopted the regional blueprint plan or have implemented the plan in some way. List the localities, nature of the implementation and dates. Local government support for a blueprint planning effort still in progress can also be reported here.

	Local Government Agency	Nature of Blueprint Plan/Process Implementation	Date of Implementation Action
1.			
2.			
3.		Not applicable, ShastaFORWARD>> Blueprint is still in progress	
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			



BUTTE COUNTY ASSOCIATION OF GOVERNMENTS

2580 SIERRA SUNRISE TERRACE, SUITE 100, CHICO, CALIFORNIA 95928-8441 • (530) 879-2468 • FAX: (530) 879-2444 • www.bcag.org

DATE: October 9, 2008

Subject: **Letter of Support for Shasta County RTPA Grant Application for "Regional Blueprint Planning Program"**

Dear Sir or Madam:

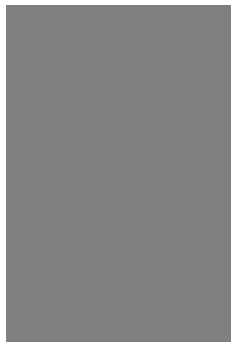
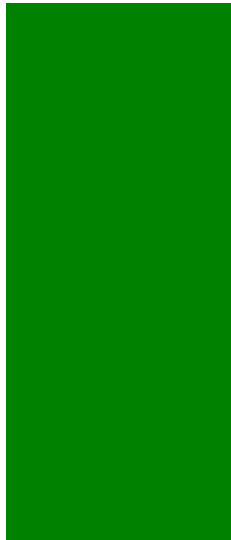
I am writing to express our support for the Regional Blueprint Planning Program grant application being submitted to you by Shasta County RTPA. The purpose of this grant proposal is to establish a Blueprint planning process for future land use on a county-wide scale in the Shasta County region.

This collaborative process would be a very beneficial planning undertaking for the Shasta County region, as it would provide an opportunity to comprehensively address county-wide land use issues in this growing region. BCAG staff expects to coordinate closely with Shasta County RTPA on our mutual Blueprint planning efforts and share information and data where appropriate. We have an open dialogue with Shasta County RTPA staff, and expect that this mutually beneficial relationship will strengthen in the future as our respective regions continue developing our visions for the future.

I am therefore requesting that high priority be given to this project during the next programming cycle. I look forward to hearing of your favorable reply in this regard. Thank you for your consideration.

Sincerely,

Jon Clark
Executive Director



DRAFT

ShastaFORWARD>>

Phase I Community Engagement: Values & Priorities Assessment

September 2008



1855 Placer St.
Redding, CA 96001
(530) 225-5486

www.shastaforward.com
info@shastaforward.com



EXECUTIVE SUMMARY:

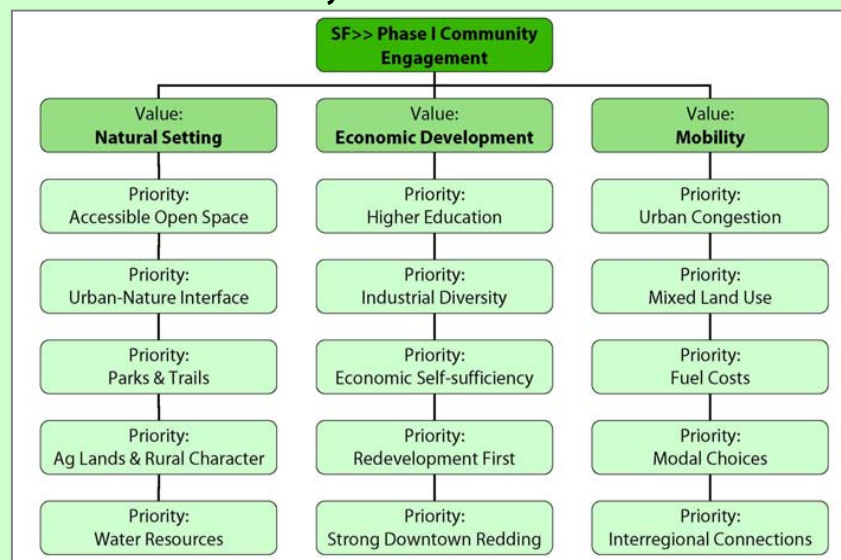
The Shasta County Regional Transportation Planning Agency (SCRTPA) is lead agency for the ShastaFORWARD>> Regional Blueprint project. The purpose of ShastaFORWARD>> is to plan for Shasta County's growing population in a manner that best reflects local values, priorities, and available resources. In collaboration with Shasta County residents and partner agencies, the SCRTPA seeks dialogue and consensus on a long-range regional growth vision. This report provides a summary and preliminary analysis of the first phase of public outreach, or 'Community Values & Priorities Assessment'.

In general, residents were in agreement that planning should be done cooperatively between local agencies for the benefit of region. Residents were also clear on several key objectives, namely:

- Preserve and capitalize on Shasta County's unique strengths and points of local pride, and
- Learn from the choices made by other communities in California who have already experienced growth and development.

Core values overwhelmingly discussed or cited by Shasta County residents in response to public outreach efforts are: 1) natural setting, 2) economic development, and 3) mobility. Shasta County residents perceived and expressed these values through fifteen priorities. These priorities – arranged in no particular order – are outlined in the following flowchart and described in detail in the body of this report.

Community Values & Priorities Flowchart



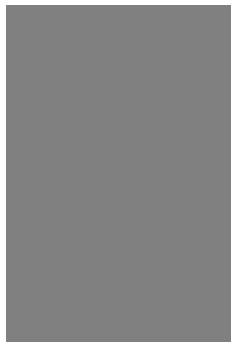
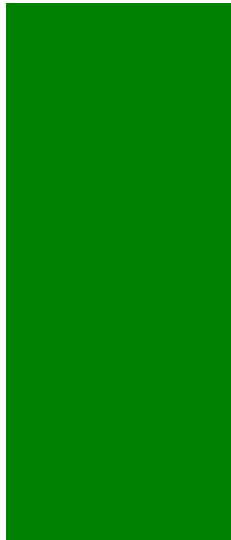


It is estimated upwards of 1,700 residents directly contributed during this phase of public outreach efforts. Put another way, approximately 1 out of every 80 Shasta County residents age 16 and older voiced their thoughts and opinions.

It is anticipated that all phases of the Shasta*FORWARD*>> regional blueprint will be completed by June 2009. End products of this effort will include the following:

- A final report describing the Shasta*FORWARD*>> planning process, project findings, and general strategies for implementation of the preferred regional growth vision,
- Scenario modeling output, including land use maps and projected progress toward regional goals and performance measures, and
- A regional growth modeling platform and accompanying datasets for use by local agencies.

A multi-step vetting process is currently underway to help insure the Shasta*FORWARD*>> process is community-driven and reflects local best interests. At key decision points – such as publication of this report – the general public, the Shasta*FORWARD*>> Steering Committee, and city and county planning commissions are asked to review and provide feedback and direction. Project findings and recommendations will be presented to local governing councils and boards responsible for land use planning for their consideration.



1

INTRODUCTION



I. INTRODUCTION>>

The Shasta County Regional Transportation Planning Agency (SCRTPA) is lead agency for the ShastaFORWARD>> Regional Blueprint project. Partner agencies within the planning area are Shasta County, Redding, Anderson, and City of Shasta Lake. Utilizing new planning tools, technologies, and public engagement strategies, the SCRTPA seeks to attain regional consensus on a preferred regional growth vision for Shasta County through the year 2050; a vision that best reflects the values and priorities of local residents and accounts for available resources. More detailed information about the Regional Blueprint Planning Program and this project is available at www.shastaforward.com or by contacting project staff.

Blueprint studies are intended to provide a comprehensive view of growth-related issues from a regional, long-term perspective. Computer modeling and visualizations are employed to assist residents, stakeholders, and decision-makers in assessing potential growth scenarios and analyzing their relative merits when viewed against long-term outcomes and stated community values and priorities.

In collaboration with Shasta County residents and partner agencies, a community vision – and accompanying strategies in the pursuit of that vision – will be generated. At the heart of ShastaFORWARD>> is a community-driven process comprised of the following two phases:

Phase I: Community Values & Priorities Assessment

Phase II: Generation & Selection of Preferred Regional Growth Alternative

This report summarizes and presents a preliminary analysis of all public input gathered throughout Phase I. More specifically, this report is divided into the following sections:

- Public Engagement Methods and Participation Results
- Community Values & Priorities Assessment
- Next Steps: Community-Based Scenario Development
- Appendices/Source Documentation

The goal of Phase I is not to advocate a particular scenario or direction for the future growth and development of Shasta County; rather it is intended to accurately and faithfully consolidate the results from all public engagement efforts needed to begin the scenario development process. The following is intended to provide an unfettered view of community values and priorities



prior to consideration of tradeoffs and funding realities that must eventually be worked out.

A key feature and benefit of the scenario planning process is the inclusion and consideration of a wide range of public input, including those recommendations which may fall outside mainstream thought. Good ideas are good ideas, regardless of how frequently they are voiced. All input is relevant to the process, as it permits the juxtaposition and evaluation of different and sometimes opposing perspectives on growth.

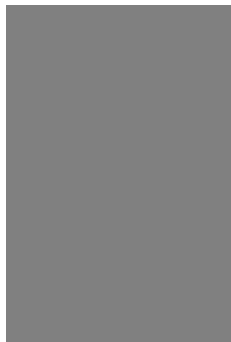
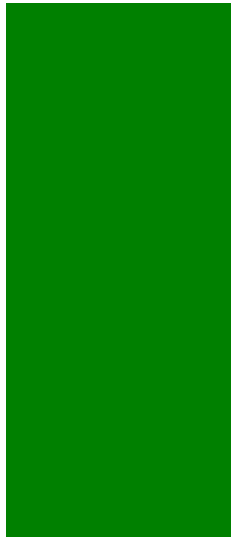
Rather than marginalizing such ideas or opinions, they are viewed as an essential component of the process. Whether conservative or radical, local residents' ideas can be explored with equal attention and serve to put accepted notions and common assumptions to the test. Where relevant, comments from ShastaFORWARD>> participants have been included within the summary. A full chronicling of all public input – over 150 pages worth – is provided by appendices.

The exploration of new ideas and the generation of potential growth scenarios are designed to enhance the decision-making process by connecting actual or potential policies with their long-term outcomes. Similarly, it permits the exploration of status quo policies under different assumptions for future conditions. Regardless of how one feels about the direction of current development trends, the environment in which Shasta County residents live and work is ever-changing.

ShastaFORWARD>> provides the tools and the forum for local residents to test new ideas and generate outcome-based strategies that local agencies may incorporate into existing planning processes.



The RTPA's regional blueprint effort includes development of performance measures to quantify progress toward the region's preferred regional growth vision as well as those performance measures of statewide interest.



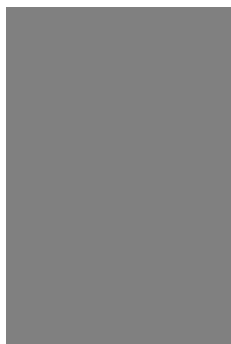
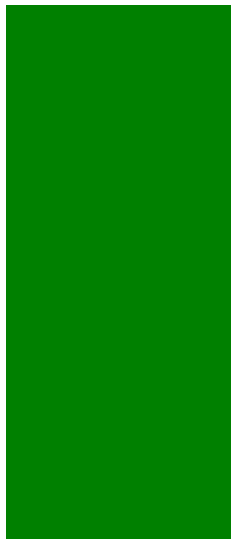
Within the framework of expressed local community values and priorities documented in this report, the SCRTPA will work to meet the following California Regional Blueprint Planning Program goals¹:

- Foster a more efficient land-use pattern that (a) supports improved mobility, (b) accommodates an adequate supply of housing for all incomes, (c) reduces impacts on valuable habitat, prime farmland, and air quality, (d) increases resource use efficiency, and (e) results in safe and vibrant neighborhoods.
- Provide consumers more housing and transportation choices.
- Improve California's economic competitiveness and quality of life.
- Reduce costs and time needed to deliver transportation projects through informed early public and resource agency involvement.
- Secure local government and community support, including that of under-represented groups, to achieve the resulting comprehensive vision through including innovative computer models and public involvement activities.
- Establish a process for public and stakeholder engagement that can be replicated to build awareness of, and support for, critical infrastructure and housing needs.

Next steps in the Shasta*FORWARD*>> process includes the following:

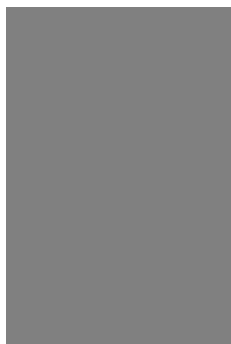
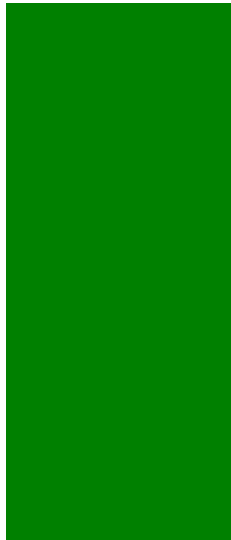
- Community workshops will be held to facilitate the translation of public input from abstract views and commentary to specific growth strategies.
- Shasta*FORWARD*>> Steering Committee meetings will be held to examine community input and validate the analysis performed on this data. The Steering Committee will also assist in organizing and extracting up to three of the community's scenarios for recommendation to planning commissions in the region.
- Respective planning commissions will be asked to review and give direction on the proposed scenarios to ensure each could reasonably and feasibly be implemented within their jurisdiction.
- The Shasta*FORWARD*>> Technical Advisory Committee (TAC) will assist in the technical adaptation of scenario themes to computer modeling

¹ www.calblueprint.dot.ca.gov/



2

PUBLIC ENGAGEMENT METHODS & PARTICIPATION RESULTS



II. PUBLIC ENGAGEMENT METHODS AND PARTICIPATION RESULTS>>

During Phase I, community values and priorities were solicited regarding the current state of the region, quality of life indicators, and how growth and development projections through the year 2050 may affect these perceptions. Multiple outreach methods were utilized to ensure a diverse and representative cross-section of the community was sampled. All public input received was combined and cross-tabulated in order to address potential biases attributable to employment sector, age, ethnicity, tenure of residence, and other demographic characteristics. Phase I was completed in June 2008. Only Shasta County residents over the age of 16 were included in the survey results.

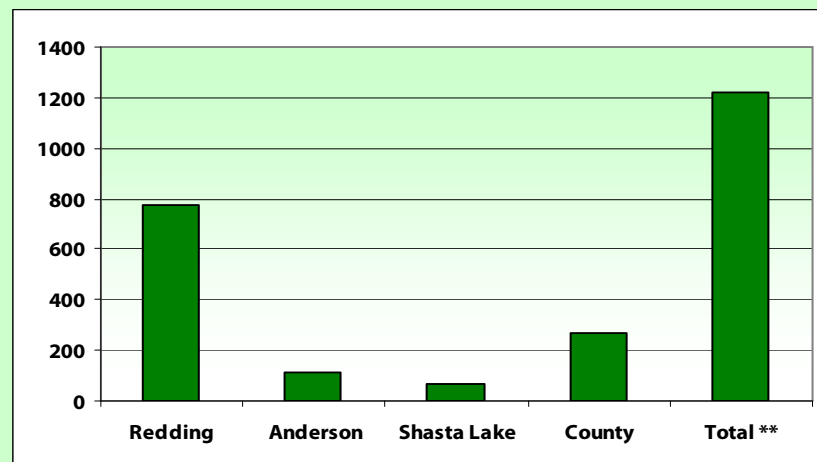
ORIGIN OF PUBLIC INPUT

An initial survey, conducted by telephone in November 2007, queried 384 residents. An additional 1,071 surveys were returned between March and July 2008 via an electronic survey posted on the project website and hard-copy surveys distributed at libraries, community centers, and at various outreach meetings throughout the region. Collectively, 1,455 residents responded to the community survey.

Source of Survey Responses

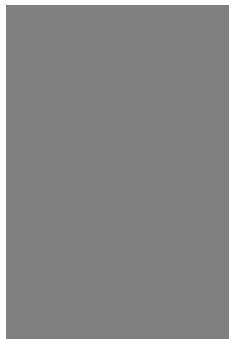
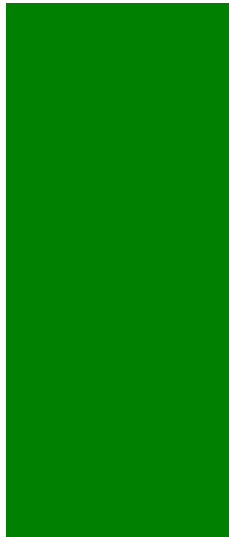
Telephone survey	384
Online survey	653
Mail survey	418
Total	1,455

Survey Responses by Area of Residents*



* Does not include small group outreach session participant

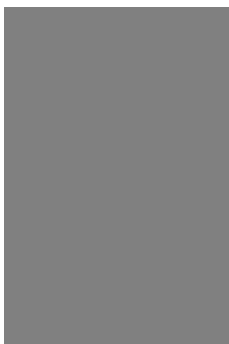
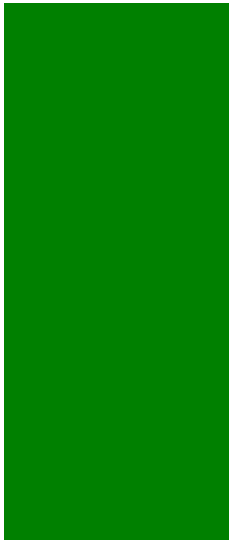
** Not all respondents indicated their place of residence



In addition to survey responses, 306 individuals participated in 'small-group outreach sessions' conducted throughout Shasta County. Sessions featured a brief introduction to the Blueprint Planning process and the 'Current Trend' 2050 scenario, followed by a facilitated discussion of growth-related issues and concerns. Sessions were held in private homes, community centers, or places of business. In all, twenty-five sessions were held, each session typically lasting 90 minutes. These small-group sessions allowed for more detailed discussions and opportunity for clarification than could be obtained by the survey tool alone.

Small-Group Outreach Sessions

Date	Session	Participants
03/19/08	Neighborhood association	13
04/01/08	Western Shasta Natural resources conservation district	8
04/24/08	Fall River Mills residents/landowners	17
04/28/08	Regional residents/employees	6
04/28/08	Regional residents/employees	8
04/29/08	Western Shasta County landowners	16
05/02/08	Public health professionals	7
05/06/08	Real estate professionals	14
05/06/08	Downtown Redding merchants & smart growth advocates	11
05/08/08	Palo Cedro residents/land owners	9
05/13/08	Non-profit land conservation organization	7
05/13/08	Happy Valley residents/landowners	8
05/14/08	Public health and safety professionals	12
05/15/08	Public sector transportation professionals (staff)	2
05/15/08	Development and local business professionals	20
05/15/08	Faith-based community group	11
05/19/08	Public sector transportation professionals (executive)	9
05/19/08	Public sector transportation professionals (staff)	12
05/20/08	Public safety professionals	12
05/20/08	Senior citizens	14
06/04/08	Bicycling advocacy organization	29
06/05/08	Millville Residents and landowners	13
06/10/08	Public education executives	12
06/24/08	Burney residents, landowners, business owners	14
06/25/08	Economic development organization	22
		306



OUTCOME OF COMBINED PUBLIC ENGAGEMENT EFFORTS

The sum total of all community data and input covered a wide range of topics. Once all public input was compiled, tallied, analyzed, and categorized, a snapshot of community wants, needs, and expectations came into focus. Common threads of shared values and priorities emerged and residents' thoughts and opinions fell readily into a handful of categories. These are summarized and discussed in the 'Community Values & Priorities Assessment' portion of this report.

Taking into account potential overlap of individual participation between outreach methods, it is estimated upwards of 1,700 residents directly contributed during Phase I of the ShastaFORWARD>> public engagement effort. In other words, approximately 1 out of every 80 Shasta County residents age 16 and older voiced their thoughts and opinions. By comparison, a survey sample of minimum statistical validity for the population of Shasta County (+/- 5%) would require 384 participants.

In addition to those individuals who directly participated during Phase I, thousands more Shasta County residents were exposed to ShastaFORWARD>> and the scenario planning process through the following activities:

- PBS Special Production:

Produced in conjunction with KIXE-TV, this 30-minute program introduced the public to ShastaFORWARD>> and explained how to participate in the visioning process. The program was broadcast eleven times between April 17 and May 26, 2008 during prime time viewing hours.



- Website:

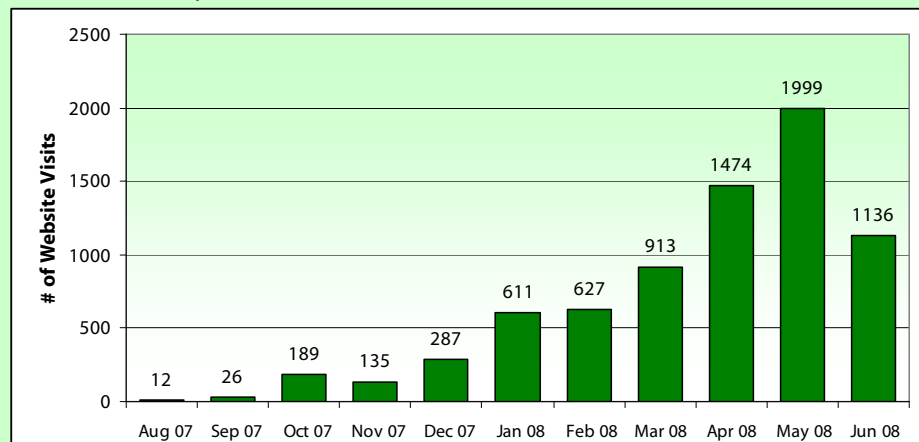
Public and media communication efforts were designed to direct residents to the ShastaFORWARD.com website, where ongoing project information is posted and the electronic survey and online community forum could be accessed. Website visits were tracked to gauge the effectiveness of communication efforts. As illustrated below, website





activity increased each month during Phase I of the public engagement process, peaking in synch with programmed public engagement efforts carried out through the month of May. Altogether, 9,361 visits were made by 4,560 unique visitors between August 2007 and June 2008.

Website Activity on www.shastaforward.com



- Media Coverage:** Regional radio, television, and newspapers provided widespread coverage of ShastaFORWARD>> as Phase I of the public engagement process unfolded. The following in-kind media opportunities played a critical role in public communication and greatly expanded the number and diversity of individuals with access to the planning process.



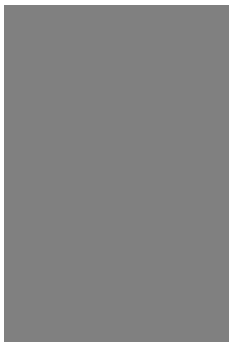
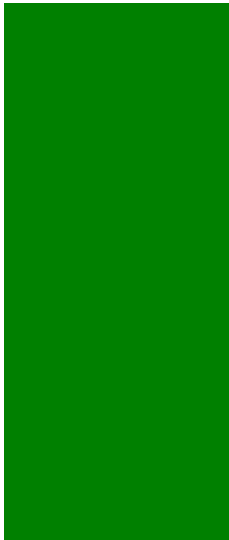
- KIXE-TV broadcast a 30-second television spot throughout the community values and priorities assessment period
- KCRC-TV News 7 produced a news segment (aired March 3, 2008 plus reruns)
- KCHO Radio featured ShastaFORWARD>> on the 60-minute 'I-5 Live' program (aired March 10, 2008)



- Record Searchlight published a front-page article outlining the project and introducing the 'Current Trend' scenario (published March 23, 2008)
- KCRC-TV News 7 produced a news segment (aired April 15 plus reruns)
- Record Searchlight published an invitation to participate in small-group outreach session (published May 6)
- KQMS Radio featured ShastaFORWARD>> on the 'Ken Murray in the Morning' program (broadcast June 5, 2008)

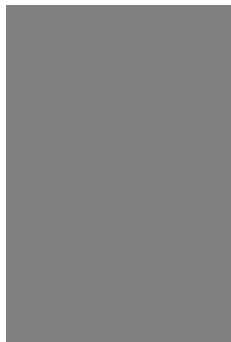
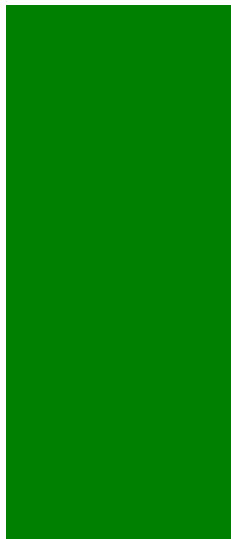
A more detailed overview of all public outreach and communication efforts is included in report appendices. Future activities will be directed at moving individuals from project familiarity to active participation in the process. More specifically, residents will be invited to comment on the findings and recommendations found in this report, participate in the generation of potential alternative growth scenarios, and play an active role during Phase II of the public engagement process.

Public input and preliminary analysis will be made available for public review. The ShastaFORWARD>> Steering Committee will help determine if data gathered from the participant sample accurately reflects overall community sentiment. Feedback received will be incorporated into this draft document as appropriate. Direction and recommendations from each Planning Commission will likewise be incorporated into the document and presented to the RTPA Board in its final form for consideration. The ShastaFORWARD>> Technical Advisory Committee will guide the adaptation of selected scenarios during the computer modeling process.



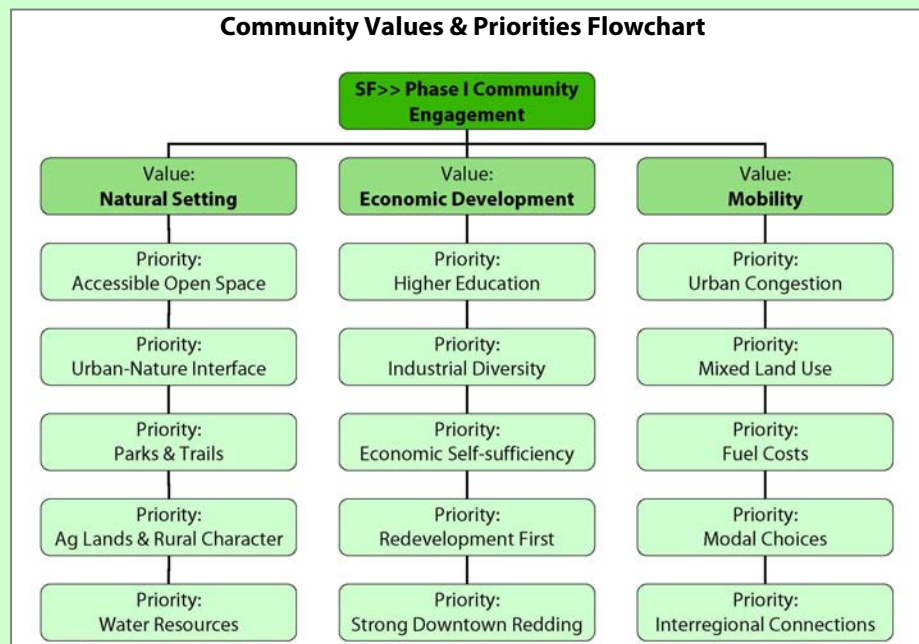
3

COMMUNITY VALUES & PRIORITIES ASSESSMENT



III. COMMUNITY VALUES & PRIORITIES ASSESSMENT

The core values overwhelmingly discussed or cited by Shasta County residents in response to engagement efforts are: 1) natural setting, 2) economic development, and 3) mobility. Most public input could be assigned to one of these three core values. In no particular order, the priorities listed under each value indicate how the value was perceived and expressed by Shasta County residents. A general overview and a discussion of each priority are provided below.



Overall, residents indicate a high degree of satisfaction with the current state of Shasta County and feel fortunate to live in the region. Small-group discussions held throughout the county support this conclusion. Residents' opinions were conflicted, however, with regard to the individual and overall regional impacts of projected growth and development.

Many wondered how this growth and development would fit into existing plans, policies, and practices. More specifically, will the region continue to enjoy the same quality of life decades into

// ...this way of doing things may not always be relevant to changing conditions. //



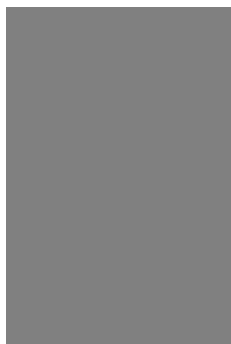
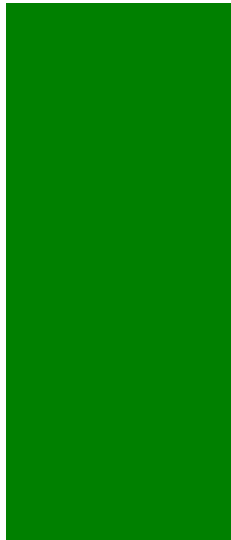
the future, or will the region suffer from incremental adaptations to change, becoming no different than other, more-populated cities and regions in California? “The direction that we’re heading as a region is good for now,” noted one resident, “but this way of doing things may not always be relevant to changing conditions.” Another commented that “Shasta County is like an adolescent in its growth – we’re neither a child nor a mature adult. We’re making rash decisions without much thought about the long-term future.” “If we do not prepare in advance,” added another resident, “we will have a hard time catching up to the influx of new residents.”

“Shasta County is like an adolescent in its growth; we’re neither a child nor a mature adult.” //

There is a clear understanding among residents, however, that new development will also bring opportunities – changes that will impact the region’s quality of life in positive ways. Many residents expressed confidence that a happy balance could be struck between growth and quality of life; some referenced their favorite benchmark city as proof positive that it can be done.

On the other hand, a few ‘pot shots’ were made at individual politicians, government in general, or “outsiders” bent on spoiling the region’s quality of life. “There seems to be many negative feelings and attitudes that permeate the culture here,” explained one resident, “but I think some people are witnessing change in our community and over-simplifying the situation by blaming an influx of new residents.” On the whole, the vast majority of residents kept the quick-fire quips at bay in favor of more thoughtful or constructive input.

Despite different opinions about the source of Shasta County’s growing pains and potential solutions, residents’ comments focused in on fifteen priorities near and dear to their hearts. The following discussion summarizes those priorities outlined in the ‘Community Values & Priorities Flowchart’.



A. Natural Setting

By an overwhelming margin, the single most frequent value put forward by Shasta County residents is an appreciation for the beauty, proximity, and accessibility of our natural surroundings; the unique combination of mountains, vistas, lakes, rivers, and authentic rural landscapes that define the Shasta County experience. It is how locals identify and ‘connect’ with their home. Praise was heaped on local cities and towns for their small town feel – even Redding, which one participant referred to as a “mid-size city with a small-town heart.” A fellow resident echoed the sentiment, “Redding is a big town, not a small city. It’s the right mix of city and country.”

“Redding... is the right mix of city and country.”

When telephone survey participants were asked what they most valued about Shasta County, over 35% described the region’s natural environment – more than double the mention of any other attribute. Participants in small-group outreach sessions supported this finding, indicating that Shasta County’s top issue/challenge will be the loss of open space.

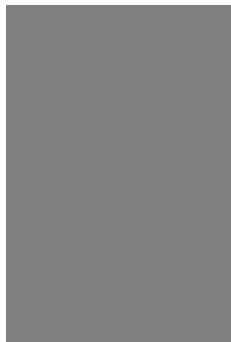
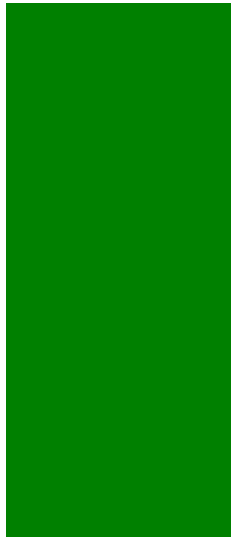


Most surveyed residents have lived in Shasta County for at least 15 years, many of which relocated (or “escaped” as some described) from large urban areas such as the Bay Area or Southern California. “Shasta County is a return to the area in which I grew up; my hometown 20 years ago,” noted one resident. “I love the slower pace of life, the friendliness of the residents, the recreational opportunities, and rural feel of the surroundings.” Another resident appreciated the welcoming

“Shasta County is a return to the area in which I grew up; my hometown 20 years ago.”

landscape when traveling northbound on Interstate 5; “When I see that first view of Shasta Mountain, the Sacramento River, Anderson, and Redding, I can feel my whole body relax.”

Residents feel rooted to the area and are not willing to flee this home for the next new frontier. “Many residents are active in civic participation,” believed one resident, “because they have a commitment and connection to the region;



they're not willing to move to another small town." For such residents, it is preferable to stay and work to maintain the regional qualities they've built their lives and family around. Residents understand Shasta County will grow, but hope to preserve the attributes that drew them here and to avoid the mistakes of their former hometown.

Shasta County's natural setting is also the area in which residents feel the greatest angst as they consider projected growth and development. Over 57% of electronic and mail-in survey participants believe the region's environment will be negatively affected by population growth and current development trends.

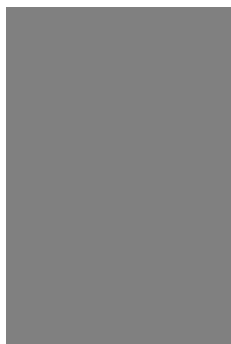
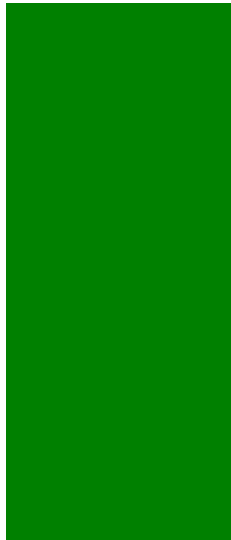
While some fear the worst, residents are not resolved to defeat. "What I like most about Shasta County," commented one resident, "is that it has potential to be great if we acknowledge and preserve the host of great features that set us apart from more drab regions." Stated another resident, "I have spent most of my life in the north state. We live in a wonderful part of the state and should take great care in planning how we grow over the years to come. We can't stop the growth, but we can make sure it happens in the right way." One resident's favorite Shasta County attribute is "the unspoiled environment...for now. I know it will change, but the county can address growth now before it loses control."

// I know Shasta County will change, but the county can address growth now before it loses control. //

In essence, Residents hope that their progeny and other future generations of Shasta County residents will be able to experience, appreciate, and enjoy all the area has to offer – just as they themselves have done. One resident worried that Shasta County "is growing too fast and that my children aren't going to get to experience a small town feel."

Collectively, residents' communicated the value of Shasta County's natural setting through the following priorities:

- 1) **Accessible open space:** Residents spoke of nature and open spaces in pragmatic and functional terms rather than as untouchable; a place for enjoyment and recreation, tourism, hunting, agriculture, and the natural resources they provide. Over 85% of all survey respondents rated open space as one of the highest regional priorities and believed that it should definitely be included when planning for future growth and development.



While other regions may have one or two prominent natural features, Shasta County possesses the confluence of many within reach of all. "We live in the center" noted one resident, "of the 'Golden Circle' of outdoor recreational opportunities." Even long-time residents marveled at the closeness of nature – that the Sacramento River, bald eagles, and salmon could be found mere steps from Downtown Redding. Many appreciated the ability to escape the city without having to leave town by visiting one of the area's many nature trails. Beyond town – yet just a short drive away noted residents – are several National Recreation Areas and Lassen Volcanic National Park.

- 2) Urban/nature interface: The interaction between natural and built environments was identified by residents as an area in need of attention. At the neighborhood level, for example, one resident said, "I envision open spaces left between developments so children can go into nature." At the community level, many residents highlighted the underutilization of river frontage in Downtown Redding. "The waterfront is an unrealized piece of the puzzle in Downtown Redding," noted one resident, "what a great resource to waste!" Throughout the region, residents wished to stay connected to nature; to live in – not on top of – Shasta County's natural assets and resources.

// The waterfront is an unrealized piece of the puzzle in Downtown Redding. //



Residents expressed a desire to maintain and enhance individual community identities instead of growing together. "We should play up our individual cities – including their individual strengths and unique character – rather than develop into a single large metro area," said one resident. In doing so, residents recommended the use of agricultural lands and open space corridors as possible "buffers" between neighborhoods and urbanized areas. "Agriculture and green belt areas should be identified between communities," recommended one resident. "Cities and towns can and should stay



distinct,” remarked another. “We need to preserve the rural landscape in the Valley through open space and attention to natural corridors.”

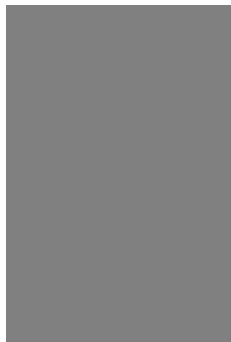
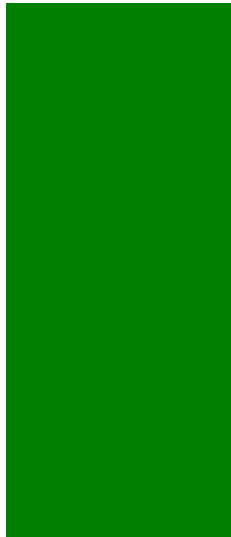
- 3) Parks & trails: Residents described neighborhoods designed in conjunction with ample parks and access to an interconnected network of trails – not as a luxury or afterthought, but as part of basic infrastructure standards. “If there’s going to be housing development,” said one resident, “we’re going to need more green space, trails, and play areas.” “Experience has taught us that trails and parks need to be in place before the lots are sold or they will never get built” added another resident. Other residents agreed, “There doesn’t seem to be a commitment to follow current plans for parks and open areas. We need more open space and parks and trails that actually go somewhere”.



- 4) Agricultural and rural character: Residents acknowledged that the best lands for agriculture are often the easiest and the most economical to convert to other uses. Although these lands may provide greater short-term payoff if developed into residential, commercial, or industrial land, residents believed agriculture is the best and highest use based on the land’s unique suitability and susceptibility to disturbances. “Rezoning of agricultural lands is an issue; we’re not giving it enough thought. Rather it is incrementally eating away at an irreplaceable resource,” one resident warned. “Commercial and residential development should stay on hardpan and other areas; once we develop farmland, it never comes back,” added another resident.

“Rezoning of agricultural lands is...incrementally eating away at an irreplaceable resource.”

Several rural residents described a one-size fits all mentality and recommended that different models be used for urban and outlying areas. Some believed that County officials are out of touch with individuals who live or own land in rural Shasta County. “There needs to be TWO models for Shasta County: one that addresses the I-5 corridor issues and one that maintains the rural nature and balance of the county’s communities” suggested a rural resident. “Nowadays,”



lamented a small-farm owner, “newcomers are building mansions in the farmlands who don’t use the land for agricultural purposes.”

City dwellers had opinions too. Some felt new development must be rural in order for the region to remain rural, while others believed the only way to maintain Shasta County’s rural character and natural beauty is to concentrate new development within existing cities and towns while



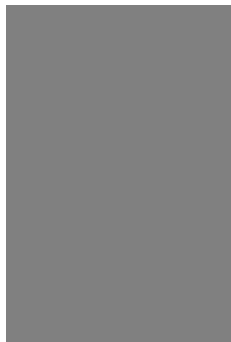
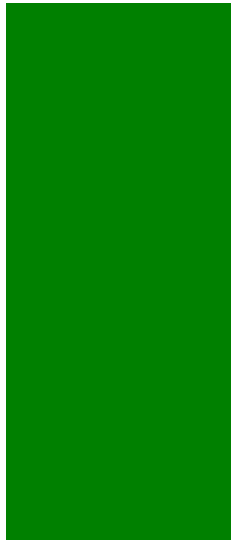
setting aside open spaces. “I would like to see more compact development with more open and agricultural space saved” noted one. Another believed small lots should be prohibited in order to keep a rural feeling all over Shasta County. Regardless of their city/urban status, there existed internal conflicts between the preservation of rural and agricultural lands and the rights of property owners to define what is in their best interest.

Most residents agreed, however, that agriculture offers many direct and indirect benefits, including its role in the local economy, as a key component of economic self-sufficiency, as a way of preserving open space, and its inherent aesthetic value.

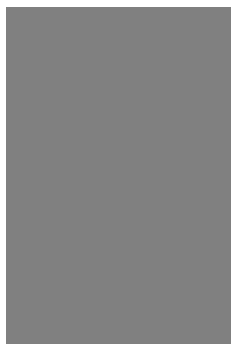
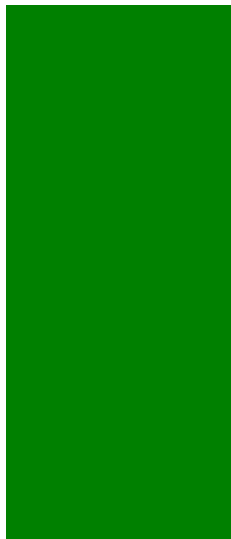
- 5) Water resources: When provided a list of growth related issues and asked what – if anything – is missing, residents suggested Shasta County’s water resources are at or near the top of the list. “We are selling off our water. What is Shasta County without water? It is what attracts people here and is our greatest natural asset,” asserted one resident.



Residents believed that rivers, streams, watersheds, lakes, reservoirs, wetlands, vernal pools, and other water resources are an inseparable part of Shasta County’s natural environment, agricultural feasibility, and cherished outdoor lifestyle. Residents were, however, very



much aware of the enormous growth and development occurring in Central and Southern California and their increasing thirst for North State water. Residents' comments focused on the preservation of our region's water rights as well as the wise and judicious use of water within our region.



B. Economic Development

Also of near universal interest is Shasta County's economy (or lack thereof). Although survey participants voted economic development as middle-of-the-pack among a range of possible issues, it was one of the most discussed topics during small-group outreach sessions and was cited most frequently in response to open-ended survey questions. Furthermore, mini-surveys administered during these sessions placed economic development at a very close second to issues related to nature and the environment as described above. "Shasta County has what a family needs," observed one resident. "The good parts – nature, lakes, mountains, etc – are still so much a part of the area. But it's hard to find good work here; not everyone can live well here."

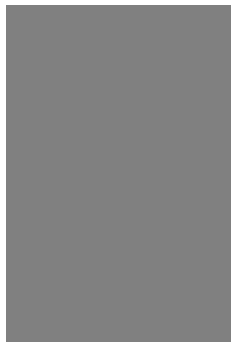
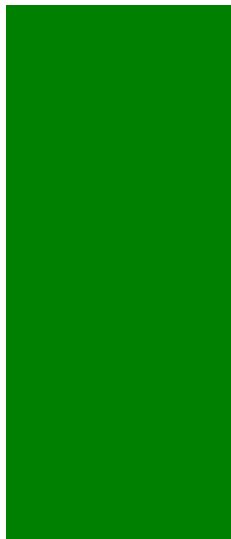
// It's hard to find good work [in Shasta County]. Not everyone can live well here. //

There was much discussion about poor job opportunities, lack of industrial diversity, low wages, and generally challenging economic times. Residents believe population growth is key to economic development, but registered more interest and concern with 'growing up' as a region rather than simply growing bigger.

There was notable diversity of opinion regarding government's current and potential role in economic development. Some believed government's role should be minimal and that recent efforts by local agencies to encourage new or expanding businesses in the region are misguided. Others felt local agency decision-making has been inconsistent and frequently bows to special interest groups. In outlying areas, some claimed economic decision-making is consistently biased toward the urban areas.

Others simply longed for more clarity in a vision and the courage to develop a strategy and stick to it. "We have too many short-term goals that aren't going anywhere long-term," noted one resident. "I have confidence in elected officials' ability to plan for the future," stated another, "but I do not have confidence they will effectively manage that plan and consider it

// We have too many short-term goals that aren't going anywhere long-term. //



when making high-revenue decisions.” A number of residents urged public agencies to have “more faith and consistency in ‘the plan’ than in special interest groups, who are sometimes given more attention than their actions merit.”

While some degree of negativity permeated the discussion of economy, residents overwhelmingly encouraged local agencies to take on challenges collectively as a region. “We need key players to buy into the concept of regional planning,” commented one resident.

**// The three cities should
be like the Three
Musketeers – one for
all, all for one! //**

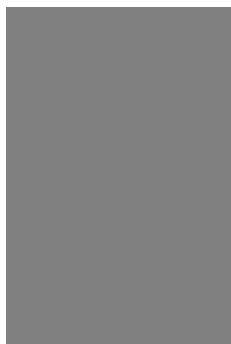
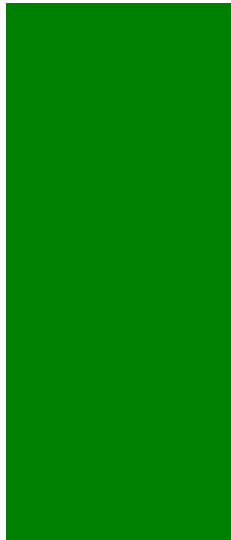
“The three cities should be like the Three Musketeers – one for all, all for one!” “We need a regional vision,” stated another. “Otherwise, where’s it (growth) all going? What’s it heading toward? There’s no larger context that we’re now

operating in.” “We’re on the slow track”, regretted one resident who blamed inconsistent decision-making for the “one step forward, one step back cycle.” “Decisions are based on short-term and localized benefits,” added another. “We need more regional cooperation – we’re all in this together – our economies are interrelated.”

Despite the region’s economic challenges, many residents looked for bright spots and offered constructive direction on how local agencies could work together with the public and business community to grow, expand, and prosper the regional economy. Residents identified what they believe are Shasta County’s economic goblins and recommended strategies for moving forward.

- 1) Higher education: With rare exception, limited access to higher education was identified as the number-one culprit and highest priority for improving Shasta County’s economy. Shasta College was openly praised and appreciated for their longstanding commitment to the region – particularly the recent opening of the downtown Health Sciences facility – but this could not overcome the glaring absence of a four-year public university.





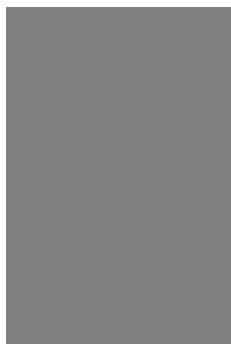
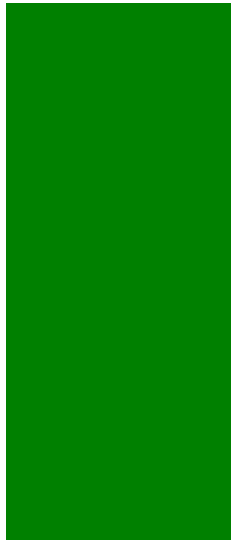
Residents lamented that their children must leave the area to attend a public university and also the bleeding of human capital with its resulting impacts on the regional economy. "Too often", lamented one parent, "we ship our best and brightest away and they don't or can't return. This 'brain-drain' affects the whole North State". "The lack of a four year University hurts our city, our children, and our future," concluded one resident. "Struggling families continue their low-educated, low-income cycles because there are not enough higher paying jobs in town to aspire to," added another.

The sort of employers local agencies and residents want (i.e. clean industry in need of skilled labor) is often attracted by the expertise, research prowess, and constant flow of educated people that a university provides. "It would be great to have a four-year public university here," commented one resident, "so we could provide educational opportunities for young people and those looking to change careers." "The Shasta County area would be an excellent place to live," remarked another resident, "if it could draw a four-year university. The recently-built city hall, county offices, sports complex, etc. are all great things to have, but none are ever going to be as important to the potential 'growing up' of our community."

// A four-year university is important to the 'growing up' of our community. //

- 2) Industrial diversity: Despite public and private sector efforts to diversify the region's industrial mix, residents believe Shasta County's economy is too closely tied to service and retail sales. Better jobs are needed, "Something where one can start at a descent wage and work their way up with full-time hours and some health benefits," stated on resident. Even those who are gainfully employed and financially secure lamented the lack of opportunities for youth and professionals to remain in the region.

Residents would like to see more opportunities in new and expanded sectors. Areas of economic interest specifically mentioned include:



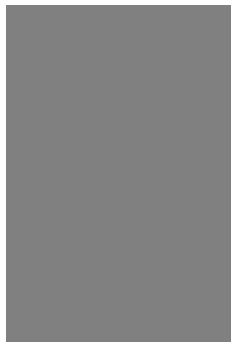
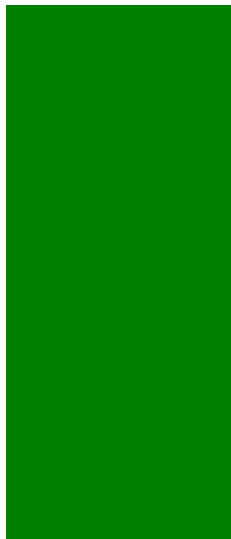
- Industrial and manufacturing – Skilled/vocational jobs that do not require a university education.
- Resource extraction – A revival of industries such as timber and mining - if consistent with natural resource values and if products are not exported from the region without first creating additional jobs and gaining further economic value.
- Medical/healthcare – Expand existing cluster of healthcare-related services and continue to support the education of local residents for employment in this sector.

- 3) Economic self-sufficiency: Shasta County is the only metropolitan area in California which does not share borders with another metropolitan area. Residents recognized this unique autonomy and see it as an economic opportunity. “We’re not a bedroom community to some big city; we can and should be more self-reliant and self-sustainable,” asserted one resident.

Residents described a local-centric economy that is more resilient to negative outside forces. “We should stop allowing franchises into our community,” commented one resident, “they are destroying our local economy.” Instead, offered another resident, “We should recognize and capitalize on our inherent strengths – including outdoor recreation and ranching – that help to sustain our local economy. We should focus on having a more self-reliant economy in order to insulate against rising energy costs.”

“ We should recognize and capitalize on our inherent strengths that help to sustain our local economy. ”

Some recommended economic incentives to grow small businesses and attract large employers. One resident observed, however, “We have a hard time keeping/holding on to good businesses once incentives dry up.” Although there was no ‘silver bullet’ put forth that would remedy the region’s economic woes, residents believed the region need not compete toe-to-toe with other larger regions; rather the region should identify and focus attention and effort on the unique local assets and strengths that other regions can not buy or manufacture.



- 4) Redevelopment first: Residents were alarmed at recent development trends favoring new areas over older, existing ones. Despite their patronage, newer retail centers were widely disparaged by residents. Many expressed disappointment and irritation with the vacancy and blight left behind by the migration of business to new regional retail centers. “We’re passing over older areas, leaving vacancies and blight in order to build on new land,” commented one resident.

// We’re passing over older areas, leaving vacancies and blight in order to build on new land. //

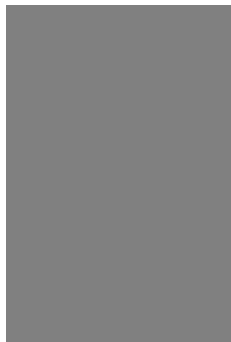
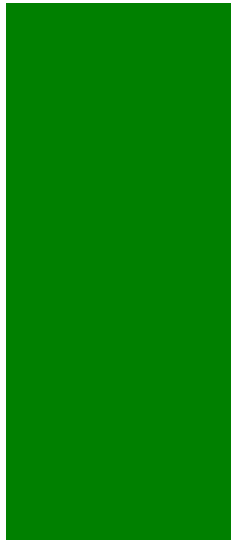
Some residents believed existing urbanized areas should be the highest priority. “I think the blighted areas need to be addressed and rebuilt BEFORE more development is allowed on undeveloped land.” Many more agreed. “New growth should be encouraged to



use existing vacant facilities rather than keep spreading asphalt” said one resident. “I would like to see existing areas improved and modernized before too much additional growth occurs” said another. We should “fill in and develop already quasi-developed areas before expanding outward more” suggested another resident. “Businesses should be strongly encouraged to use/remodel the old buildings before they decide to build a new one further out of town,” recommended one resident. “There’s no reason there should be vacant, underutilized land in the city. It’s better for them (city dwellers) and it’s better for us (rural dwellers),” added another.

- 5) Strong Downtown Redding: Residents were extraordinarily outspoken in regard to Downtown Redding’s unrealized potential. Generous praise was offered for strategic improvements downtown, including the Cascade Theatre restoration and the Shasta College Health

// Downtown is getting better, but there’s a missed opportunity for it to be a community gathering place. //



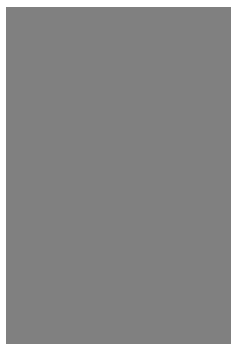
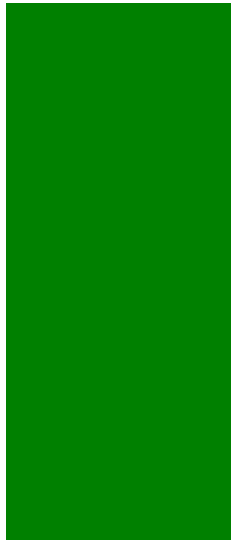
Center. "Downtown is getting better," said one resident, "but there's a missed opportunity for it to be a community gathering place. Redding "lacks of a true central downtown type area," echoed another.

"Downtown Redding's scale is appropriate and neighborhoods are nearby, but we need to fix trouble spots such as the seedy motels." "In order to have a good downtown," stated another, "we need to get folks on-board and excited. We need to help folks visualize



what it could be." Many residents believe the focus should be on unique marquee businesses and local shops and businesses that serve the evening and weekend crowd, more residential opportunities, and support for existing economic pillars such as medical and professional services.

Many were greatly encouraged by the removal of the Downtown Mall's roof and feel this is great leap in the right direction. "All great cities have a nice downtown that is the centerpiece and pride of a successfully growing city," concluded one resident.



C. Mobility

Not lost on residents was the difference between congestion and mobility. While the mere discussion of congestion elevated the blood pressure of some residents, talk of mobility was more closely tied with residents' ability to enjoy their surroundings and feel more in control of their quality of life.

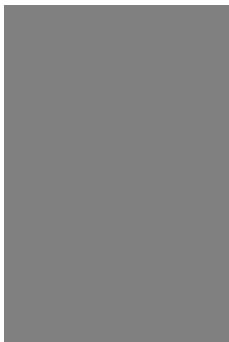
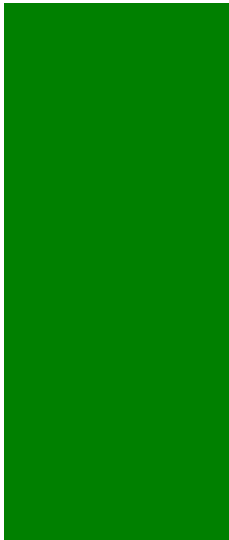
Although residents voiced complaint about wasted hours stuck in traffic and a few traffic bottlenecks, few recommended bigger and wider roads beyond a handful of critical locations. Instead, residents spoke of their need for viable walking and biking routes, access to adequate and responsive public transportation, and more destinations closer to their homes. All such components of mobility were voiced frequently and fervently by Shasta County residents.

Residents expressed themselves in regard to transportation and mobility through the following priorities:

- 1) **Congestion:** By a near 2 to 1 margin over any other issue, traffic congestion was the least valued trait of residents who participated in the county-wide random-sample telephone survey. Residents' definition of congestion, however, offered substantial differences depending on the point of reference or yardstick each individual used. Whether or not, in other words, they had lived in and experienced traffic in a large metropolitan area.

While many residents jumped at the opportunity to vent frustrations with growing congestion in Shasta County, a great majority expressed satisfaction with the overall lack of congestion and simplified commuting. "We enjoy living in a community this size," commented one resident, "and not having to deal with commutes and intense rush-hour traffic." With the exception of a few bottlenecks and traffic routing issues, congestion levels were generally within acceptable limits. In those instances where problems do exist, new projects currently underway will provide relief.





Why congestion registered so strongly among priorities is attributed to a shared understanding that this relative lack of congestion will undoubtedly fall by the wayside if urbanization occurs here as it has throughout much of California.

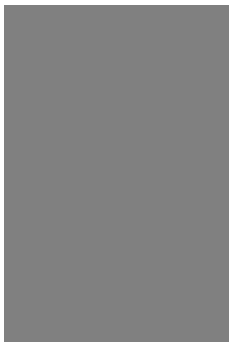
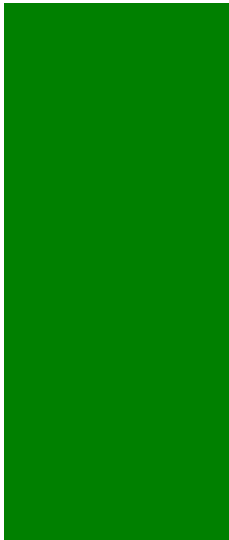
- 2) Land use: Many residents felt their neighborhoods did not relate well to the community as a whole. They desired less segregation between land uses and communities that aren't "chopped up" and "segmented" from everyday destinations. One resident explained, "We are not self-contained within each area; rather we have to criss-cross all over the place for shopping, jobs, etc." "There should be "more basic amenities located closer to homes," added another resident.

Several residents described "complete neighborhoods" designed for a wide range of residents; neighborhoods that better accommodate different transportation choices, changing demographics, and updated assumptions about the rising cost of living. Another resident believed the "concept of the neighborhood – the places where you live, work, and shop – is totally absent in Redding." "Everything is sooooo spread out, requiring too much driving time" lamented another.

//...there should be more 'complete' neighborhoods //

A local realtor encouraged the removal of barriers to higher density and infill, including secondary units (i.e., granny flats) and the redevelopment of underutilized parcels – but not without good design. Other residents agreed, believing that higher density development should improve upon its surroundings, link to open space, and capitalize on the key benefits of density, including easy access to amenities, employment, public transportation, and trails.





Even in rural areas, such comments were not out of place. Stated one resident, “Shasta County needs better public transportation and amenities like stores, restaurants, parks, and community spaces in outlying areas near Shasta College, Bella Vista, etc. in order to cut down on driving distance for rural residents and college students.”

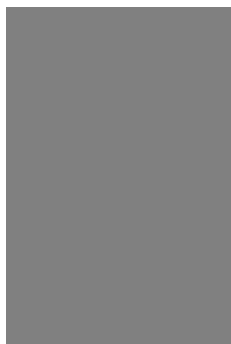
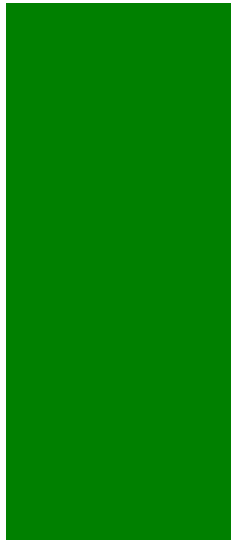
When asked what would improve the outlook for Shasta County’s future, one resident recommended the region “adopt neighborhood plans that would allow a small market, pub, and/or other local businesses so people do not have to drive to the big box stores, malls, or elsewhere for all of their needs.” Many more residents shared concerns regarding the proliferation of big box stores and strip malls. Commented one resident, “I fear that we will look like all of the other areas in the state; we will lose what makes us special.” Another resident encouraged “restrictions on big box outlets in order to preserve the character of the area.”

- 3) Fuel costs: Many residents are looking ahead with trepidation at a future characterized by high fuel prices and the impact this could have on transportation habits and assumptions. Stated one resident, “I work in town and relish going home to the ‘country’, but to do so with the current gas prices means I need to rethink whether or not I can afford to go to work every day.”

**//...current gas prices
means I need to
rethink whether or
not I can afford to go
to work... //**

Many residents are looking for ways to deal with high fuel prices and the cost of travel, but felt that current conditions limited their options. “Now that gas prices are ridiculous – we need better public transportation,” recommended one resident. “Walking needs to be more easily done as a way to get to work for health and saving gas,” added another.

When residents were surveyed about what issues are most important in a long-range vision for Shasta County, energy affordability was rated higher than any other. “I feel a consciousness is beginning to be asserted about the need to



develop our community around people and not so much around the automobile,” concluded one resident. Many simply wished prices would go down so they could return to their normal routines.

- 4) Modal choices: In urban areas where walking, bicycling, and public transportation are more practicable and convenient, residents wished transportation investments better reflected the community’s a broader sense of mobility. “Transportation is the main



area I see that is stifling people’s ability to enjoy what this region has to offer,” commented on resident. “We need to connect the places we live to community activities, whether it is bike trails, better routes to get places, public transportation, and so forth...”

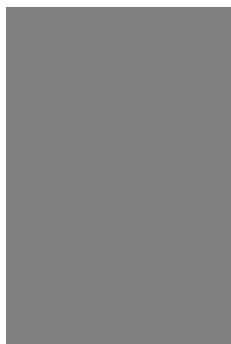
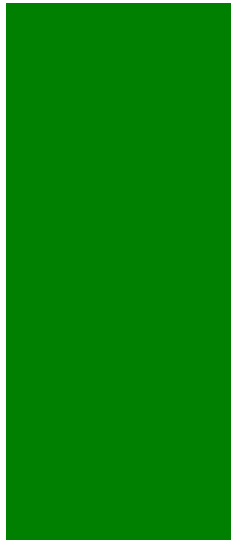
There was generous praise for the local trail system, but residents felt that extensions and connections to the system are necessary to make it useful for transportation, whereas now they are primarily used for recreational purposes. “Transportation is difficult” noted one resident.

“Even though I live near downtown Redding, I have to drive to buy groceries. By car, the town is chopped up. By bicycle, well that is pretty scary. We need more bike

“My house is near one of the busiest roads in Redding, yet there are no sidewalks...to walk the kids to school.”

lanes and sidewalks.” Another resident noted, “My house is near one of the busiest roads in Redding, yet there are no sidewalks or bike lanes to get around the area without a car or to walk the kids to school.”

- 5) Interregional transportation: Residents wished for improved connections to the outside world, with particular attention to air travel, passenger rail service, and the removal of bottlenecks from interregional corridors and regional arterials.

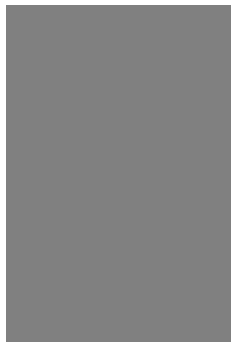
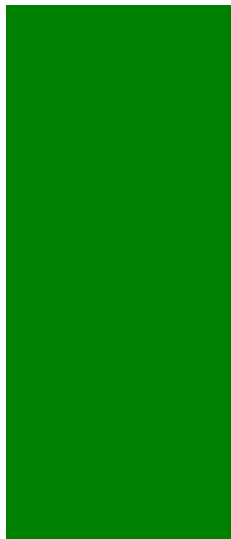


The same geographic separation that contributes to Shasta County's rural character in many ways works against the region economically, by limiting opportunities for commerce and exchange. "We lack good air transportation needed to fuel/support job growth," commented one resident. Others simply wished for more frequent and lower cost options in and out of the region in order to visit extended family or for other personal trips.

Several residents noted Shasta County's location at the cross-roads and transportation hub of the North State. Because Shasta County's interregional travel



market extends well beyond its political boundaries, residents identified the growth and expansion of interregional transportation services and support infrastructure as one of Shasta County's key long-range opportunities.



4

NEXT STEPS: COMMUNITY-BASED SCENARIO DEVELOPMENT



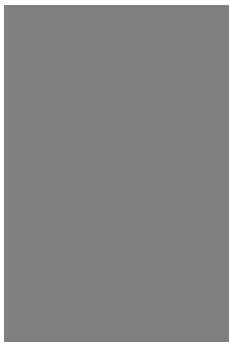
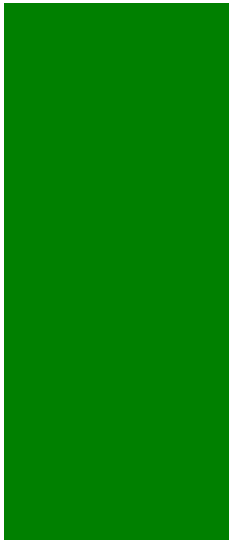
IV. NEXT STEPS: COMMUNITY-BASED SCENARIO DEVELOPMENT>>

As part of the ongoing effort to ensure a community-driven outcome, community workshops are planned to facilitate the translation of public input from abstract views and commentary to specific growth strategies. With documentation of public input in hand, workshop participants will break out into small groups to craft individual scenario outlines.

The Shasta*FORWARD*>> Steering Committee will assist in organizing and extracting three of the community's scenarios for recommendation to planning commissions within the region. Commissions will in turn be asked to review and give direction on the proposed scenarios based on the following criteria:

- 1) It is feasible and realistic to implement within participating jurisdictions,
- 2) It addresses at least one of the critical issues identified during the public outreach process, and
- 3) It seeks to improvement upon the 'Current Trend' performance measures.

The technical adaptation of scenario themes to computer modeling will then be completed in consultation with the Shasta*FORWARD*>> Technical Advisory Committee (TAC).



5

CONCLUSIONS/WRAP-UP



V. CONCLUSIONS/WRAP-UP>>

While residents' priorities varied considerably, several core values dominated the discussion. Residents were also in agreement that planning must be done cooperatively as a region. When asked whether local government agencies should work independently of each other to maximize benefits to each individual community or work collectively to design a regional strategy/vision, 91% of online and mail survey respondents believed local agencies should work together for the regional good. Cross-tabulation of survey data revealed that this sentiment was shared, regardless of age, income, or geography.

Regardless of how the region's most desired values are sought after, residents were clear and consistent on several points: 1) preserve and capitalize on the unique strengths and points of local pride and 2) learn from the choices made by other communities in California. Noted one resident, "If we squander or diminish what makes us special, then we have to compete at everyone else's level; we've lost our natural advantage." Rather, suggested another resident, "Let us learn from the mistakes made by other communities in California and else where."

Some residents were completely unaware of any planning efforts by local governments. One resident asked "What actions are being taken by our local government and community to move growth and development in the right directions?" Another commented that "I'm not aware of any planning direction or action being pursued. Perhaps better communication would clear up this perception of no planning at all being done."

ShastaFORWARD>> seeks to improve this perception by providing the resources, the forum, and an open invitation to residents of Shasta County to play an integral role in the evaluative and decision making processes which ultimately guide growth and development. The successful outcome of ShastaFORWARD>> depends on a community vision reflective of community wants, needs, and expectations, tempered by the practical realities faced by the region as a whole.