

REPORT TO SHASTA COUNTY RTPA

SUBJECT	MEETING DATE	ITEM NUMBER
Regional Blueprint FY 07/08 Grant Application	12/18/07	6

RECOMMENDATION

It is recommended that the Board:

1. Receive a ShastaFORWARD>> project update; and
2. Adopt resolution 07-11 approving the submittal of a FY 07/08 grant application to the California Regional Blueprint Planning Program.

SUMMARY

A FY 07/08 Blueprint Program grant application will be presented to the Board. The purpose of this application is to 1) create a business case for new development types that are consistent with Blueprint Program principles, and 2) augment the public outreach scope of work and budget. If awarded, this grant would be in addition to and in support of the existing regional blueprint effort, entitled ShastaFORWARD>>.

DISCUSSION

Background

The Shasta County Regional Transportation Planning Agency (SCRTPA) received a \$375,000 grant from the California Regional Blueprint Planning Program (Blueprint Program) in Fiscal Year 06/07. This project, currently underway, is known as ShastaFORWARD>>.

An additional \$5 million in Blueprint Program funds was recently announced, of which \$4.5 million is available to Metropolitan Planning Organizations (MPOs) for new or on-going Regional Blueprint projects.

The deadline to submit grant applications for the FY 07/08 grant cycle was November 30, 2007. Attached is a copy of the grant application, letters of support, and the project schedule and budget as submitted.

SCRTPA's Fiscal Year 07/08 grant request is \$197,000.

Overview of Proposed Continuation Project

The goal of this project proposal is to provide housing options that increase mobility options, encourage fewer and shorter trips, capitalize on empty or underutilized infill parcels where there is existing infrastructure capacity, and expand opportunities for individuals to live and work in the same community.

The FY 2007/08 grant application contains the following three elements:

I. Business Case for New Development that is Consistent with Blueprint Principles - A certain degree of risk is involved for those bringing a new product to the housing market; an investment of time, resources, and energies toward a project that may have unproven demand in the region. Local codes may also hinder such development, resulting in time delays and unexpected development costs. The proposed scope of work will:

- Create a substantiated business case for financing and constructing new development that addresses Blueprint principles, and
- Facilitate development of 'Blueprint-friendly' local codes and housing policies.

Utilizing these deliverables, a real-world business case will be generated for the Shasta Builders' Exchange's AGREE Park demonstration project. Many questions are left undiscovered or unanswered in this hypothetical exercise. As the AGREE Park project moves from concept to reality, such issues and obstacles will be identified and addressed.

Staff time volunteered by Shasta Builders' Exchange has been included in the local share match contribution.

II. Workforce Analysis - Shasta County's evolving industrial mix and the policies that guide the location of employment centers within the region will greatly impact commuting patterns, access to modal options, the regional jobs/housing balance, and the cost and efficiency of transportation infrastructure.

The Workforce Analysis will build the business case needed for employment generating businesses to expand or relocate in Shasta County. It will generate the input data needed to model economic impacts of alternative growth scenarios for ShastaFORWARD>>.

Upon grant award, a request for proposals will be circulated for consultant services to prepare the business plan and workforce analysis. Total funding requested to complete these tasks is \$157,000.

III. Public Outreach Augmentation - The final element of the 07/08 grant application will augment the ShastaFORWARD>> public engagement scope of work to include production of a two-part KIXE-TV series on regional growth and development in Shasta County.

Grant funds in the amount of \$40,000 are requested to complete this task. A portion of the total production cost will be offset via in-kind KIXE-TV staff time and use of KIXE-TV equipment and facilities.

Grantee Requirements

Board approval of the application is required prior to award. Upon grant award, the RTPA must also amend the Overall Work Program and complete the Overall Work Program Agreement no later than April 1, 2008. Two years are provided to complete the project.

ALTERNATIVES

The Board may choose not to approve the Fiscal Year 07/08 Blueprint grant application. This is not recommended as the proposed deliverables will be instrumental in the implementation of the ShastaFORWARD>> regional growth vision.

OTHER AGENCY INVOLVEMENT

The following project partners have contributed to the preparation of this grant application:

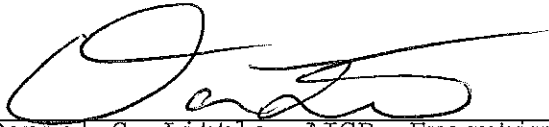
- Habitat for Humanity Shasta Cascade
- Community Revitalization & Development Corporation
- Shasta Economic Development Corporation
- Superior California Economic Development
- Shasta Builders' Exchange
- Shasta Association of General Contractors
- North Valley Bank
- City of Redding Economic Development Program
- North State Center for Economic Development
- KIXE-TV

Letters of support are included in the attached grant application.

FINANCING

Total project cost is \$245,000. Grant amount requested is \$197,000.
In-kind local match is \$48,000.

Local match is comprised of 1) RTPA staff time funded with state and federal planning funds, 2) staff time and equipment/facility usage from KIXE-TV, and 3) staff time from the Shasta Builders' Exchange and Shasta Economic Development Corporation.



Daniel S. Little, AICP, Executive Director

DSL/DTW/jac

Attachments: Resolution 07-11
FY 07/08 Blueprint Grant Application Packet

Resolution No.07-11
Approving Submittal of the Fiscal Year 2007/08
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 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 2007/08 California State Budget (Senate Bill 78, Chapter 172, Statutes of 2007) 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 2007/2008 grant request in the amount of \$197,000; 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 2007/2008 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 18th day of December, 2007, by the Shasta County Regional Transportation Planning Agency.

Norma Connick, Chair
Shasta County Regional
Transportation Planning Agency



Project Title: ShastaFORWARD>> Implementation Coalition		
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 Street	
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 007/2008		Fund Source
Grant Funds Requested	\$197,000	
Cash Local Match		
In-kind Local Match	\$ 48,000	PPM, Federal Planning, Local General Fund, TDA
Other Funding		
Total Cost	\$245,000	

Previous Years Funding

Grant Award for FY 2006/2007 <u>\$375,000</u>	Expenditure Information FY 2006/07	Percent Expended	Identify Fund Source
Grant Funds Expended	\$112,000	30% (of \$375,000 grant award)	
Cash Local Match			
In-kind Local Match	\$ 40,000	11% (of \$353,700 local match)	PPM, Federal Planning, Local General Fund, TDA
Other Funding			
Total Expenditures	\$152,000	21% (of \$728,700 project budget)	

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.

Signature of Authorized Official (Applicant)

Print Name

Shasta County RTPA FY 07/08 Regional Blueprint Grant Application: ShastaFORWARD>> Implementation Coalition

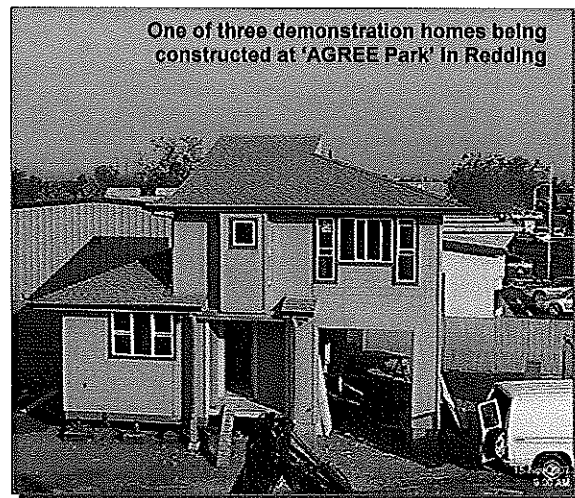
I. Project Overview and Progress to Date:

Critical to ShastaFORWARD>> and the ongoing success of the California Regional Blueprint Planning Program is the uniting of planning and implementation activities. It is not sufficient for key stakeholders and organizations – those we hope to deliver the preferred regional vision – to simply be aware and informed during the planning stages. These stakeholders must become an integral player; to have a stake in the project and be vested in a meaningful outcome.

For this purpose the SCRTPA has organized the ShastaFORWARD>> Implementation Coalition. **The following scope of work represents the synthesis of this group's expertise and abilities, resulting in a coordinated program of work elements that will move Blueprint planning from a vision to reality.** Working together and leveraging the resources and momentum of existing and ongoing efforts, this subcommittee will demonstrate how 'Blueprint-friendly' development typologies are marketable and able to deliver the quantifiable results desired by the California Regional Blueprint Planning Program.

There is a degree of risk involved for those delivering Blueprint consistent development; an investment of time, resources, and energies in a project that may have little or no proof of marketability in the Shasta region. **Key elements of this proposal are to 1) create a substantiated business case for financing and constructing Blueprint consistent development, 2) facilitate a program of 'Blueprint-friendly' local policies and practices, and 3) develop a strong base economy of local, household-wage jobs that enable residents to live and work within the community.**

Arguably the most exciting element of this proposal is a 'proof of concept' or prototype high-density infill development based on the 'AGREE Park' demonstration project. This project – constructed by the Shasta Builders' Exchange with the support of private, public, and non-profit partners – provides real world examples of attractive, energy efficient, single-family homes that can be built cost effectively and are affordable to Redding's entry-level home buyers. According to current local real estate statistics for recent new and resale home prices, households with incomes below 120% of AMI (area median income) are generally unable to purchase a home in our area.



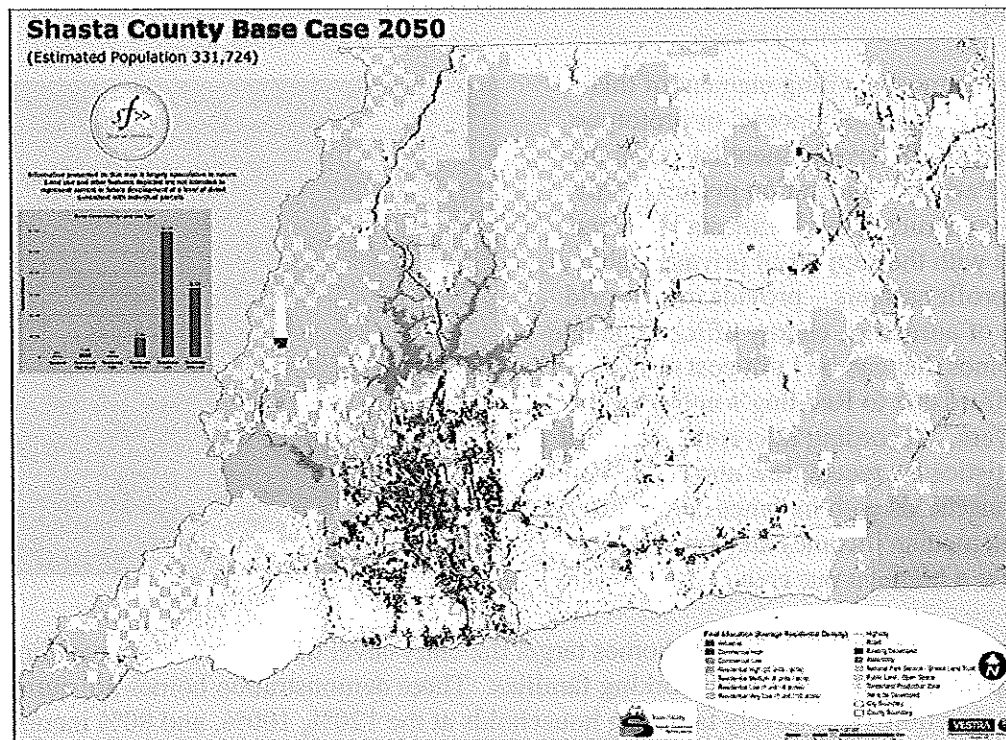
By contrast, the three AGREE Park homes target the entry-level market, thereby providing ownership opportunities for local working families. Three demonstration homes are currently under construction, respectively targeting households at the 120%, 100%, and 80% income levels.

A business case will be crafted, outlining the strategy needed for such a project to succeed in the marketplace. We do not know what the outcome of the business case may be; there may in fact be modifications required to align this project with the current and changing needs of Shasta County. It is a learning opportunity, a real-life laboratory for the application of Blueprint principle in our region.

Projects such as AGREE Park, **if successfully implemented**, are the crucial element in achieving the Blueprint Program performance results so commonly spoken of in abstract or academic terms. Through this grant, the leadership demonstrated by the Shasta Builders' Exchange will be leveraged and the likelihood of success maximized. The end product will become a tangible success story – a concrete return on the legislature's investment in the California Regional Blueprint Programs Program.

In addition to these efforts, additional funds are needed to take full advantage of the partnership we have formed with KIXE, our North State PBS station. **The fourth and final element of this application** is the production of the Shasta**FORWARD**>> KIXE-TV series. Leveraging in-kind staff time and expertise from KIXE, a two-part series on regional growth and development in Shasta County will be produced. This task is also providing local leaders an opportunity to actively participate in the process.

This is a continuation effort, an expansion of the Shasta**FORWARD**>> project made possible through a grant cycle 06/07 award. Some highlights of accomplishments achieved to date include development of the Current Trends Regional Growth Scenario in conjunction with broad-based technical advisory committee participation.



In addition, the ShastaFORWARD>> Inaugural Event was successfully held and attended by a diverse and regionally representative range of elected officials, stakeholders, and community leaders/opinion shapers. Event invitation is provided below.

About the Event>>

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

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

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

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

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

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

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

Special Guest Speakers>>

Robert Grow>>
Founding Chair Emeritus, Entiron Utah



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

Phil Iourilen>>
Chief Technical Advisor, "How Shall We Grow?"



Mr. Iourilen is Executive Director of the East Central Florida Regional Planning Council and has been involved in all planning aspects of "How Shall We Grow?", an 18-month campaign to engage citizens, community leaders, and elected officials in creation of a Shared Vision for Growth in Central Florida. As a result of this process, a regional compact and policy framework was developed that is now being utilized to guide the community vision. Mr. Iourilen holds 20 years experience in planning, town management, and real estate development. He has authored numerous white papers, comprehensive plans, and zoning codes in Florida, Ohio, Kentucky, and New Hampshire.

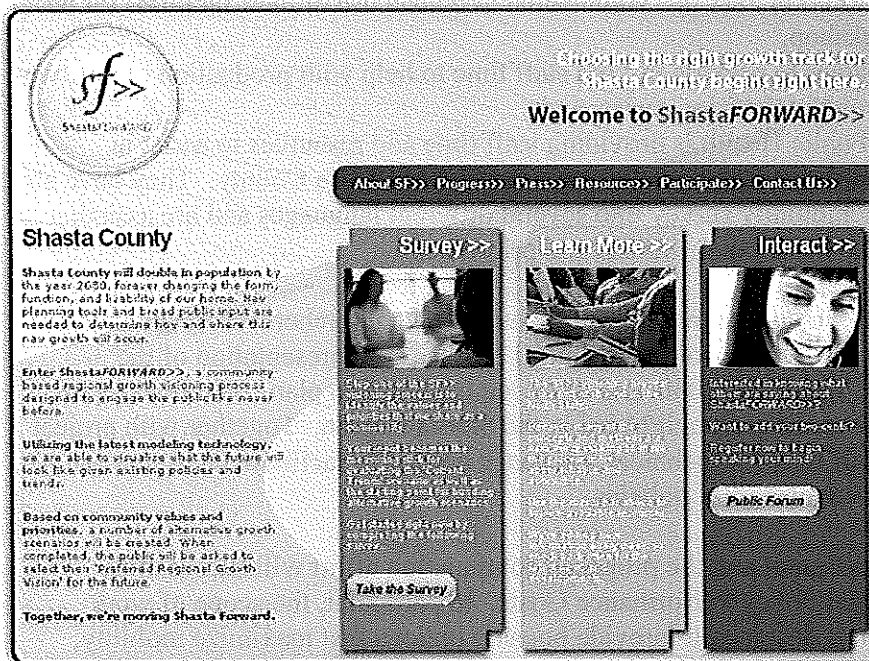
Tom Cosgrove>>
Councilmember, City of Lincoln



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

ShastaFORWARD.com

The www.shastaforward.com website has been developed, including an online community values survey and a wealth of information and links about the Blueprint Planning Program and ShastaFORWARD>>. Screen shot of homepage is provided below.



Shasta County

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

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

Utilizing the latest modeling technology, we are able to visualize what the future will look like given existing policies and trends.

Based on community values and priorities, a number of alternative growth scenarios will be created. When completed, the public will be asked to select their "Preferred Regional Growth Vision" for the future.

Together, we're moving Shasta Forward.

Survey>>

Take the Survey

Learn More>>

Learn More

Interact>>

Interested in knowing what Shasta County's future will look like? Register now to begin making your voice heard!

Public Forum

SCRTPA also partnered with FTA and FHWA in hosting a Planning & Environmental Linkages workshop in Redding. Natural resource agencies representing federal, state, and local interests participated in this workshop, many of which have continued on as member of our technical advisory committee.

Other major work tasks accomplished thus far include:

- Digitization of the Shasta County General Plan
- Community values telephone survey
- Development of Shasta*FORWARD>>* Marketing Plan
- Design of Shasta*FORWARD>>* logo and communications templates

Future steps from our original grant's scope of work include the following:

- Development of performance measures for evaluation the Current Trend and future alternative scenarios.
- Various public outreach efforts, including advertising, public meetings, community focus groups, stakeholder interviews, etc.
- Ongoing technical advisory committee meetings.
- Development of Alternative Scenarios
- Development of Preferred Regional Growth Vision Implementation Plan

As a result of our existing grant, we continue to leverage in-kind contributions from a variety of sources. For example:

- Guest speakers at the Shasta*FORWARD>>* Inaugural Event waived their speaking fee,
- GIS department staff from the City of Redding, City of Anderson, and City of Shasta Lake continue to provide technical support and assist in the acquisition and compilation of GIS data layers and technical methodology,
- Turtle Bay Exploration Park has volunteered to donate use of their facilities for an exhibit and workshop,
- KIXE-TV continues to provide in-kind staff time to help with production of our two-part regional growth television series, and
- Shasta County Public Health is providing staff time and resources to assist in community workshops in the smaller communities of Shasta County. They have also translated our community survey into several different languages and are assisting in gathering community input on values and priorities.

At the close of out current grant, a final report will include: 1) a comprehensive documentation of the outreach process, 2) an overview of the technical process, 3) a presentation of the Preferred Regional Growth Vision for 2050, and 4) an implementation plan. The final report will be presented to each governing council/board in the Shasta Region. Together with project partners we will provide staff time for technical assistance needed to facilitate incorporation of the Preferred Vision into local plans and policies.

Together, the original project grant and the proposed continuation effort will successfully address all Blueprint Program Policy Performance Goals. In particular, the scope of work proposed in this application is designed to provide housing options that maximize mobility, encourage fewer and shorter trips, capitalize on empty or underutilized infill parcels where there

is existing infrastructure capacity, expand opportunities for individuals to live and work in the same community, and create a more accessible, approachable, and engaging public participation process.

II. Project Support

Please note that the letters of support accompanying this application are not generic form letters completed by other government agencies; rather they represent the growing diversity of support for the Shasta**FORWARD>>>** Regional Blueprint. There are many talented and passionate individuals and organizations committed to the future Shasta County region. Through this grant, we are providing a purpose for them to be an active project partner. In addition to letters of support from the following entities:

- North Valley Bank,
- Superior California Economic Development District,
- Community Revitalization & Development Corporation,
- Habitat for Humanity
- KIXE-TV, and
- Shasta County Economic Development Corporation.

A number of other organizations have provided consultation or were directly involved in development of this application. These include:

- Shasta Builders' Exchange,
- Shasta Association of General Contractors,
- Redding Economic Development, and
- North State Center for Economic Development at Chico State University.

III. Fiscal Year 2007/2008 Scope of Work

Below is an overview of each proposed work element and the relationship to Blueprint Program Policy Performance Goals:

Task 1: Housing Market Analysis

Developers and the lending industry are a pragmatic bunch, not prone to go out on a limb for the sake of a Blueprint Plan. Before a new housing product can be brought to the market, local developers and financiers want to know:

Who will buy it? At what price point should it be built? Does it meet marketplace expectations? What will its market value be and what is the profit margin? Are there unmet needs in the housing market yet to be fulfilled by the development community? How many units of each housing type can the market absorb? Where should it be built? Is land available and in what quantity?

A Housing Market Analysis will include discussion of a full-range of potential housing types and densities. Major elements of the analysis will include:

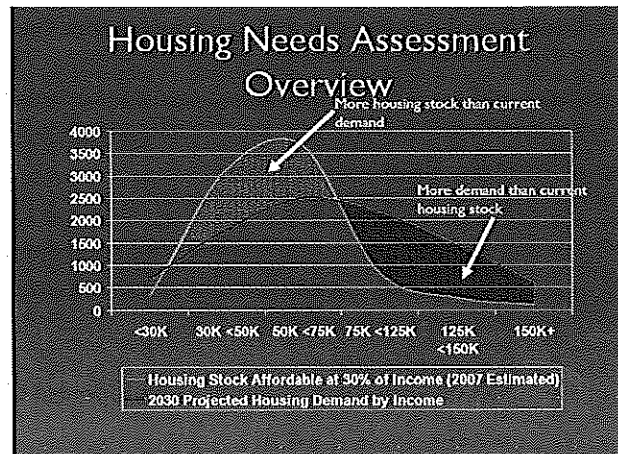
- Optimum product type/characteristics for the future

- Potential market for different housing concepts and neighborhoods
- Forecast absorption rates
- Construction costs and market values

In addition, this analysis will include a local assessment of the lending environment and what impact foreclosure rates will have on the marketplace.

Task 2: Jobs/Housing Analysis

This task will evaluate the physical and economic linkage between jobs and housing in Shasta County. How will job growth and household characteristics change the demand patterns for housing in the region? We will determine, based on existing trends, where efforts should be focused to improve the balance of housing to jobs. The analysis will be broken down between Shasta County and each incorporated city.



Source: Southern California Association of Governments

A current year baseline assessment will be generated as well as future year assessments to aid in evaluating each scenario.

Task 3: Review of Major Housing Programs Applicable to Shasta County

A wide range of housing programs, whether administered by a municipal or non-profit agency, are available to help improve and diversify Shasta County's housing stock. Such programs may offer incentives in the form of low-cost financing, grant dollars, tax breaks, in-kind donations of services or building materials, professional consultation services, and so forth. This task will daylight all major programs applicable in Shasta County and outline strategies for increasing regional competitiveness for such programs.

Task 4: Blueprint Rating System

A rating system will be developed to gauge how well proposed new development is aligned with the Blueprint vision. Pending the outcome of the visioning process, a Blueprint 'score card' will assign point values in categories that correspond to those local values and priorities identified in the preferred scenario. Possible categories may include multimodal accessibility, location in areas zoned for mixed land uses, impact on critical habitat, wetland, and/or agricultural lands, utilization of carbon reduction strategies, pricing parity with AMI (area median income), and/or other priorities as identified. A proposed development's combined total point value or rating shall in turn be tied to the Housing Policies Analysis & Recommendations (refer to Task 5).

This rating system will be put to the test in guiding site location and design of the AGREE Park pilot project (refer to Task 7).

This task will be completed subsequent to the determination of Shasta County's Preferred Regional Vision.

Task 5: Housing Policy Analysis & Recommendations

This task includes a housing policy review of each incorporated city and the county in order to identify policy stumbling blocks that would prevent or complicate the deliver of Blueprint-friendly development. Review would include discussion of zoning, fee structures, development review processes, etc.

Recommendations would be based on best practices tuned to local conditions in order to facilitate Blueprint friendly development and best maximize the use of public funds to support regional housing needs in a changing marketplace.

Task 6: Shasta County WORKFORCE Analysis

In the quest for affordable housing, an acceptable cost of living, and increased opportunity, we must also focus on increasing individual prosperity and the economic competitiveness of our region. Key to Shasta County's growing economy is our ability to attract new and expanding business. Maintaining the attractiveness and quality of life in our region, effectively managing our transportation system, and balancing jobs and housing are all critical to this goal.

To improve the Shasta region's economic competitiveness and quality of life, this project will also include a comprehensive Workforce Analysis. The purpose of this analysis is to develop the business case needed to expand or relocate employment generating business in Shasta County.

In today's competitive market, workforce capital is the critical ingredient for a business to succeed and could be the deciding factor for an expansion or location in Shasta County. Given the changing demographics, tight labor markets, and baby boomers exiting the workforce, those seeking to expand or relocate their business in Shasta County are looking for assurances that a quality workforce with transferable skills is available and that a new talent pool is emerging to sustain a competitive edge.

What kind of jobs we have and the incentives and policies that guide the location of such jobs within the region will greatly impact commuting patterns and access to modal options, the regional jobs/housing balance, and the cost and efficiency of transportation infrastructure.

We recognize the need to develop an in-depth analysis of the workforce that goes beyond the standard data points. This analysis will capture the broad range of talents and skills residing in the region. Workforce capital, including specialized and transferable skill sets, educational attainment, and other data will be generated specific to Shasta County and each incorporated city. This task will address how, over time, workforce capital will change and what impact this will have on current and emerging industrial sectors. It will address regional job growth by industry sector, wage, and geographic location within the region. A present day baseline will be established as well as projected changes over the next 5 to 10 years.

The product of this task will become key inputs to the alternative growth scenario performance evaluations.

Task 7: AGREE Park Business Plan

Utilizing Agree Park as a demonstration project, a business plan will be developed that outlines all steps required by all parties to turn this project into reality. This business plan will be the product of all prior tasks.

The AGREE Park project was designed to answer many questions. It proves that affordable doesn't have to mean 'cheap' or poorly designed. All plans utilize leading edge construction technology, energy conservation, and green building techniques. In addition, each home is designed to meet 'Earth Advantage' standards developed by Redding Electric Utility. It demonstrates that a developer doesn't have to trade off increased energy efficiency for increased construction costs; instead it helps architects use smarter, integrated design to achieve cost-neutral or reduced cost techniques to achieve increased efficiency.

It also helps answer questions about the purported benefits of Blueprint principles. This project was built to be used in mixed land-use areas on small infill lots where existing underutilized infrastructure exists; locations where there is excellent access to transportation alternatives and accessible employment center. The benefits of this neighborhood will be assessed and compared to other types of development during future program evaluations.

AGREE Park was also created to generate new questions. Many questions are left undiscovered or unanswered in a hypothetical exercise. This project, as it moves from concept to reality, will flush out such obstacles and hurdles, allowing all parties to identify and resolve such barriers. In so doing, a roadmap will be provided for future projects.

Task 8: ShastaFORWARD>> Regional Blueprint PBS Series

Although this task was not included in our original FY 06/07 grant, we have since partnered with KIXE (PBS station for the North State) to produce a two-part series on regional growth in Shasta County. KIXE has volunteered in-kind services to offset the cost of producing the program, but we had to significantly pare down our advertising budget in all other areas in order to squeeze this opportunity in.

Funds requested for this task will be dedicated to an enhanced production of this KIXE program. This effort will produce two one-hour programs. Each program will greatly expand the number and diversity of Shasta County residents able to participate in the ShastaFORWARD>> Regional Blueprint process. Part I will introduce the Base Case 2050 Scenario, highlight the growth issues that the region will face, and solicit public participation needed to gather community values and priorities. Part II will highlight the alternative scenarios, discuss the advantages and disadvantages of each, and then solicit public investigation in each scenario with a final vote for their preferred regional growth vision.

Funding for this task will provide the following key benefits:

- 1) Enhance the production quality of the program – Because this effort was not specifically called out in the original grant application, we have been trying to pull off a bare-bones version with funds squeezed from our advertising budget. We are excited about this work element and the power it has to engage a broad range of participants, but we are concerned that the simple production may reflect poorly on the Blueprint process. If

awarded funds specifically for this task, we will be able to add animated computer visualizations of each scenario, organize a facilitated panel discussion with question and answer session before a studio audience, and substantially increase the overall production quality.

- 2) Maximizes Community Exposure to Blueprint Planning – This grant will provide additional air time needed for encore presentations of the KIXE-TV series, including presentations at different times of day.

In addition, advertising dollars were spread thin in order to add the KIXE-TV program to our scope of work. This was done because the television medium allows us to take full advantage of the visual outputs of the modeling process and because it greatly increases the number and diversity of individuals able to play a part in the Blueprint planning process. If funds are awarded for this task, our advertising budget will be whole once again. Without this grant, other critical public involvements efforts will be suffer.

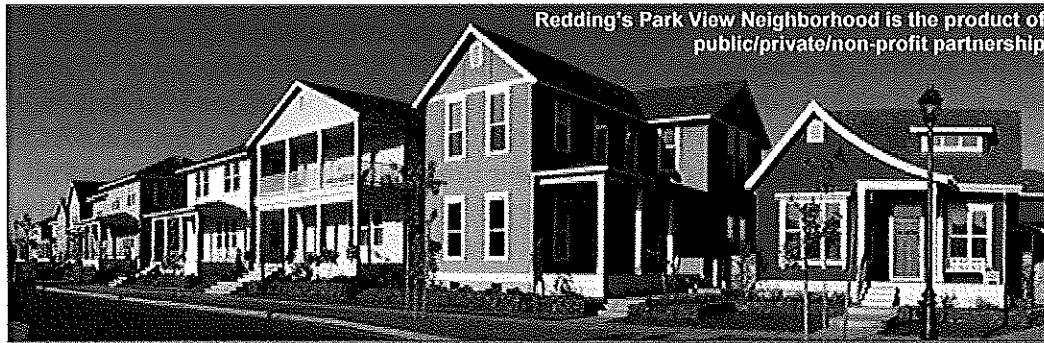
- 3) Leverage additional funding – KIXE-TV has a strong interest in producing original programming in the North State and has therefore volunteered in-kind services to help make the Shasta*FORWARD*>> program happen. A camera crew was provided, for example, to document the proceedings of our Shasta*FORWARD*>> Inaugural Event last October. This camera crew spent the afternoon performing one-on-one interviews with guest speakers, including Tom Cosgrove (City of Lincoln Council Member and SACOG Board Member), Robert Grow (Founding Chair Emeritus of Envision Utah), and Phil Laurien (Chief Technical Consultant to the www.MyRegion.org project and Executive Director of the East Central Florida Regional Planning Council). KIXE-TV will continue to provide in-kind staff time.
- 4) Actively involve key community leaders – If awarded funds for this effort, we will have the resources to record additional one-on-one interviews with local elected officials and key community leaders. Such leaders will also have the forum and opportunity to engage with their constituents in an open discussion about growth issues by participating on a panel presentation and question and answer session in front of a community audience. The video documentation and preservation of these proceedings will form a powerful tool in encouraging implementation of the preferred regional vision.
- 5) Targeted Outreach and Blueprint Program Promotion – Our budget included seventy-five copies of the KIXE series on DVD. Twenty-five will be provided to the California Regional Blueprint Planning Program for distribution as desired; the remaining copies will be utilized by RTPA staff and project partners for targeted presentations to community groups. Particular effort will be made to present the program to those groups who may be under-represented in the planning process.

IV. Conclusion

Ultimately this project is about connecting the dots between housing needs and housing products/options that will best match the changing needs and demographics of our region. It is more than just a sufficient number of housing units; it is the right kind of housing in the right place and at the right price. In the absence of comprehensive, locally relevant information about marketplace conditions and product demand, the details of this product are just speculation.

The lending environment in the North State is conservative. If a project is speculative; if it falls outside past successes or copycat/formula development, the risk goes up and the chances for successful financing go down. It can be accomplished, however, with the right support. An example of this type of partnership is the Parkview Neighborhood located in the City of Redding. This project was made possible through a partnership between the public sector (Redding Redevelopment Agency), the private sector (New Urban Builders, Inc.), and non-profit (Shasta Cascade Habitat for Humanity).

More projects like this are needed. Local agencies want to help, but need the resources and additional information. Private industry participants would like to participate, but it must make good business sense. This project will advance the coordination and collaboration between local and regional agencies, the private sector, and non-profit entities by bringing the right combination of motivated and experienced stakeholders together on a real world project with meaningful benefits.



Publicly highlighting these public/private partnerships, stimulating new development that is consistent with Blueprint Program principles, and engaging the community in the regional planning discussion is critical because it connects planning with results. It's often said that free food gets the public to meetings; we assert that results best stimulate public engagement. The efforts proposed herein will not go unnoticed. They will be highlighted in the KIXE series on regional growth and development and utilized as a 'proof of concept' during ongoing Blueprint implementation activities.

Attached to this application are letters of support and project scope and schedule matrix. The Shasta County RTPA Board will be presented this grant application at the December 18, 2007 meeting. The Board will be asked to adopt a resolution approving submittal of this application.

Project Title:		ShastaFORWARD>> Implementation Coalition Support																													
Task		Fund Source					Calendar Year 2008												Calendar Year 2009												
		Responsible Party	Cont Total	Grant (%)	Local (%)	In-Kind (%)	Other \$ (%)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	Housing Market Analysis	Consultant, RTPA, Local TAC	\$40,000	\$38,000 95%		\$2,000 5%																									
1.0																															
	Jobs/Housing Analysis	Consultant, RTPA, Local TAC	\$25,000	\$22,500 90%		\$2,500 10%																									
2.0																															
	Review of Housing Programs	Consultant, RTPA, Local TAC	\$25,000	\$22,000 88%		\$3,000 12%																									
3.0																															
	Blueprint Rating System	RTPA	\$10,000	\$0 0%		\$10,000 100%																									
4.0																															
	Housing Policy Analysis & Recommendations	Consultant, RTPA, Local TAC	\$35,000	\$31,500 90%		\$3,500 10%																									
5.0																															
	Shasta County Workforce Analysis	Consultant, RTPA, Shasta County EDC	\$30,000	\$25,000 83%		\$5,000 17%																									
6.0																															
	Case Study Business Plan	Shasta Builders' Exchange, RTPA	\$20,000	\$18,000 90%		\$2,000 10%																									
7.0																															
	Production of SF>> Regional Growth PBS Television Series	KIXE PBS Station, RTPA	\$60,000	\$40,000 66%		\$20,000 33%																									
8.0																															
TOTALS			\$245,000 100%	\$197,000 80%		\$48,000 20%																									



COMMUNITY REVITALIZATION & DEVELOPMENT CORPORATION

November 29, 2007

California Department of Transportation
Attention: Katie Benour
Division of Transportation Planning, MS-32
P.O. Box 942874
Sacramento, CA 94274-0001

Dear Ms. Benour:

I am a member of the National Association of Realtors (NAR) and have been active in all phases of real estate in Shasta County since 1977. In addition to NAR, I also belong to the CCIM Institute and the Urban Land Institute (ULI). ULI has been active in the development of "blueprints" for development in metropolitan areas all over the United States. My experience in land use planning includes serving as a member of the Redding Planning Commission between 1992 and 2000 and as a planning commissioner for the County of Shasta from 2001 to this date. In addition, I have worked with a non-profit housing development corporation that has constructed over 270 affordable housing units in Shasta County.

The experience noted above makes me a believer in sound land use planning and a supporter of the Shasta County RTPA's grant application entitled "ShastaFORWARD>> Implementation Coalition."

The non-profit housing corporation assesses the need for a particular type and style of housing in the communities it serves and then works to design a product that fulfills the need. We have found that efforts to build homes to meet "blueprint" objectives have fallen short in several areas. The areas include poor basic design and often the wrong location for a particular type of housing. In addition, we have found it very difficult to build housing that meets the needs of those that need housing that is affordable in terms of the median income ranges in this community. Big factors are the cost of land and ever increasing fees that do not differentiate between affordable housing and market rate housing units.

Access to good information is a key to developing affordable housing. The Shasta County RTPA's grant application will provide the support documentation needed to access financing and construct blueprint type developments that hit all of the marks.

Sincerely yours,

A handwritten signature in dark ink that reads "David Rutledge".

David Rutledge, CCIM



**Habitat
for Humanity®**
Shasta Cascade

Jim Koenigsaecker
Chief Executive Officer

30 November 2007

Ms. Katie Benouar
California Department of Transportation
Division of Transportation Planning, MS-32
Post Office Box 942874
Sacramento, CA 94274-0001

Dear Ms. Benouar:

Please accept this letter in support of the Shasta County Regional Transportation Planning Agency's grant application entitled ShastaFORWARD>> Implementation Coalition.

Critical to the implementation of Blueprint principles in Shasta County are models of success. If a new breed of development is wildly successful, the development industry will follow suit. For every effort that fails, however, it will become increasingly difficult to deliver the next project.

The Shasta County RTPA's grant proposal will provide the information needed to bring the right housing product to the marketplace. In addition, the best locations need to be highlighted, the risk to developers, lenders, and the City need to be minimized, and municipal housing policies and practices must be modified to encourage Blueprint consistent development. These and other such issues are outlined clearly in the Shasta County RTPA's grant application.

The timing of this project is ideal; the housing market is in flux, local demographics are changing, and the lending environment has grown cautious. With so much uncertainty in the marketplace, organizations need good information in order to be successful. On behalf of Habitat for Humanity Shasta Cascade and the citizens of Shasta County, we urge your financial support for the Shasta County RTPA's grant application.

Sincerely yours,

Jim Koenigsaecker

Post Office Box 991846
Redding, CA 96099-1846
USA

tel (530) 243-5693
jim@shastahabitat.org
www.shastahabitat.org



603 N. Market Street
 Redding, CA 96003
 (530) 243-5493
 FAX (530) 243-7443
 www.kixe.org

November 27, 2007

Dan Wayne
 Senior Planner
 Shasta County Regional Transportation Planning Agency
 1855 Placer St.
 Redding, CA 96001-1759
 Phone: (530) 225-5486

Dear Dan,

This letter is to reaffirm KIXE TV's commitment to producing a televised panel discussion with regards to the ShastaForward program. I am very interested in broadcasting a locally produced program highlighting a discussion about development in Shasta County in the next fifty years. We air very few programs that focus on relevant local issues and I am looking forward to producing an informational program that engages a broad spectrum of viewers.

If you have any further questions or information concerning the future production and broadcast of this proposed program, please contact me at (530) 243-5493.

Regards,


 Robert Keenan
 Director of Content
 KIXE TV
 603 N. Market St.
 Redding, CA 96003

P.O.V.
 Great Getaways
 NOVA
 Baking with Julia
 Arthur
 California Country
 This Old House
 Hometime
 Reading Rainbow
 Sid Webb's Digital Studio
 Mystery!
 A Place of Our Own
 Globe Trekker
 Woodwright's Shop
 American Experience
 Imagination Station
 The Lawrence Welk Show
 Scientific American Frontiers
 Maya & Miguel
 California's Gold
 NOW
 Austin City Limits
 Heston's Wild Hips
 Monty Python
 American Masters
 Classic Gospel
 Wild Chronicles
 Between the Lines
 Great Performances
 It's Our Station...
 Let's Support It!
 Alighty Business Report
 The Red Green Show
 Churchouse
 California Connected
 Real Simple
 Seaside Sweet
 Westside Theatre
 Traders Ahead
 Independent Lens
 Dragon Tales
 Joy of Painting
 Charlie Rose
 Barnaby & Friends
 Fracturing
 Sewing with Nancy
 Los Ninos En Su Casa
 Healthy Body, Healthy Mind
 It's a Big, Big, Big World
 Antiques Roadshow
 Keeping Up Appearance
 Washington Week
 Mister Rogers' Neighborhood
 New Yankee Workshop
 American Consumer
 Postcards from Buster
 Koton
 Victory Garden
 Washington Week
 Clifford the Big Red Dog



November 26, 2008

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

Dear Ms. Benouar:

Please accept this letter in support of the Shasta County Regional Transportation Planning Agency's grant application entitled "ShastaFORWARD>> Implementation Coalition".

In many respects, Shasta County is in a state of transition; large enough to experience common big city issues such as traffic congestion and lack of affordable housing, yet not too far down the road to foreclose potential new directions.

We believe in Shasta County's future. We are invested in the region and committed to improving prosperity and creating new opportunity for Shasta County residents. The lending industry is, however, a pragmatic one, not prone to go out on a limb for the sake of a Blueprint Plan.

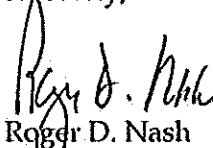
The deliverables outlined in Shasta County RTPA's grant application are paramount to financing and delivering development types that have little or no history in the region. There are many questions that need to be answered before a new housing product can be financed.

Who will buy it? At what price point should it be built? Does it meet marketplace expectations? What will its market value be and what is the profit margin? Are there unmet needs in the housing market yet to be fulfilled by the development community? How many units of each housing type can the market absorb? Where should it be built? Is land available and in what quantity?

These and other such questions will be answered by the Shasta County RTPA's proposal.

The timing of this project is ideal; the housing market is in flux, local demographics are changing and the lending environment has grown cautious. With so much uncertainty in the marketplace, organizations need good information in order to be successful. On behalf of North Valley Bank and the citizens of Shasta County, we urge your financial support for the Shasta County RTPA's grant application.

Sincerely,


Roger D. Nash
Executive Vice President & Chief Credit Officer

Anderson
Cottonwood
Crescent City
Eureka (2)
Ferndale
Garberville
Hayfork
McKinleyville
Palo Cedro
Redding (7)
Shasta Lake
Weaverville
Willits



Superior California Economic Development District

2400 Washington Avenue, suite 301, Redding, CA 96001
phone #: 530-225-2760 fax #: 530-225-2769 email: bnash@scedd.org

VIA EMAIL

November 29, 2007

California Department of Transportation
Attn: Katie Benouar
Division of Transportation Planning, MS-32
P.O. Box 942874
Sacramento, CA 94274-0001

Re: Grant Application - Shasta

Dear Ms. Benouar,

Please accept this letter in support of the Shasta County RTPA grant application entitled "ShastaFORWARD Implementation Coalition".

In the quest for affordable housing, an acceptable cost of living, and increased opportunity, we focus on increasing individual prosperity and the economic competitiveness of our region. A key to Shasta County's growing economy is our ability to attract new and expanding business. Maintaining the attractiveness and quality of life in our region, effectively managing our transportation system, and balancing jobs and housing are all critical to this goal.

We are pleased to support the Shasta County RTPA grant application for several reasons including proposed holistic approach to the issues to be addressed.. Through our involvement with ShastaFORWARD, they have become more aware of the influence our economic development policies and practices have on the growth and development of our region and how they can be a significant component in that effort as a partner and through this proposed project. We intend to continue this partnership and urge your financial support of the Shasta County RTPA grant application.

Sincerely,

s- Robert Nash

Robert Nash,
CEO



410 HEMSTED DRIVE • SUITE 220
REDDING, CALIFORNIA 96002-0164
800.207.4278
(T) 530.224.4920
(F) 530.224.4921
www.shastaedc.org

November 28, 2007

California Department of Transportation
Attn: Katie Benouar
Division of Transportation Planning
MS-32 P.O. Box 942874
Sacramento, CA 94274-0001

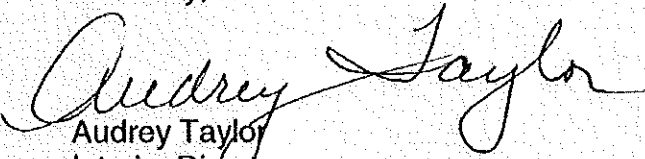
Dear Ms. Benouar:

Please accept this letter in support of the Shasta County RTPA's grant application, entitled "ShastaFORWARD>> Implementation Coalition".

In the quest for affordable housing, an acceptable cost of living, and increased opportunity, we must also focus on increasing individual prosperity and the economic competitiveness of our region. Key to Shasta County's growing economy is our ability to attract new and expanding business. Maintaining the attractiveness and quality of life in our region, effectively managing our transportation system, and balancing jobs and housing are all critical to this goal.

We are pleased to support the Shasta County RTPA's grant application because of its holistic approach. Through our involvement with ShastaFORWARD>>, we have become more aware of the influence economic development policies and practices have on the growth and development of our region. We hope to continue this partnership and urge your financial support of the Shasta County RTPA's grant application.

Sincerely,


Audrey Taylor
Interim Director

labor
economics



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