



# Shasta FORWARD >>

## Draft Final Report



**Shasta County**  
Regional Transportation  
Planning Agency

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## FORWARD>>

### Daniel Wayne>>

Senior Planner and ShastaFORWARD>> Project Manager  
Shasta County Regional Transportation Planning Agency

Planning is never objective; it always embeds the intentions of those who produce it. With this in mind, it became our mission to give you – the citizens of Shasta County – power to imagine and realize a future of your own choosing. Rather than propose a plan for public consideration, we invited local residents to become a part of the planning process; to share and explore their own ideas for the future of the region.

And because public meetings without the public are boring, we sought out local residents in their natural environment. We invited ourselves to your association and club meetings; we called you on the phone; we showed up on your television; we emailed you; we came to you over the radio; we caught up with you reading the newspaper; we used the internet; we left brochures and surveys for you at the library; we arrived in your mailbox; and, yes, we even held public meetings! It was exhausting, but worth the effort.

To the thousands of citizens who participated in the process – thank you. Thank you for having faith in the process and responding to the call of your elected representatives.

The report you have in your hands signifies the end of the visioning process and will serve as the principal means for communicating shared community wants and needs to the region's decision makers. Together as a unified region, local agencies are challenged with turning your vision into reality, but how is that best accomplished?

We believe that great, functional communities are not simply a product of master plans or a complex set of rules and regulations, but rather evolve as a result of everyday citizens shaping their surroundings over time via informed, community-minded choices. We aim to support this approach by encouraging new levels of coordination between local plans and through public investment strategies that are more closely aligned with community values and priorities. Realizing this goal requires a method all its own; you'll find that in this report.

We look forward to participating with you in making the vision a reality. As we work toward this end, if I can be of assistance to you, please contact me directly.

Sincerely,

*Daniel Wayne*



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*ShastaFORWARD>> is made possible  
by generous grants from the  
California Regional Blueprint Planning Program*



**THINK GLOBALLY  
PLAN REGIONALLY  
ACT LOCALLY**



**GETTING STARTED 1**

- Executive Summary
- Regional Roundup
- ShastaFORWARD>> Steering Committee
- Regional Blueprinting & Scenarios
- Why Here? Why Now?
- Steps in the Process



**14 SETTING THE STAGE**

- Our Story
- Existing Conditions
- Current Trends
- Finding Common Ground
- Identifying the Possibilities
- Evaluating the Options
- Choosing the Future



**FINDINGS 38**

- Survey Results
- 'Current Trend/Scenario A' Perspective
- 'Scenario B/Scenario C' Perspective
- Additional Comments



**50 CARRYING OUT THE VISION**

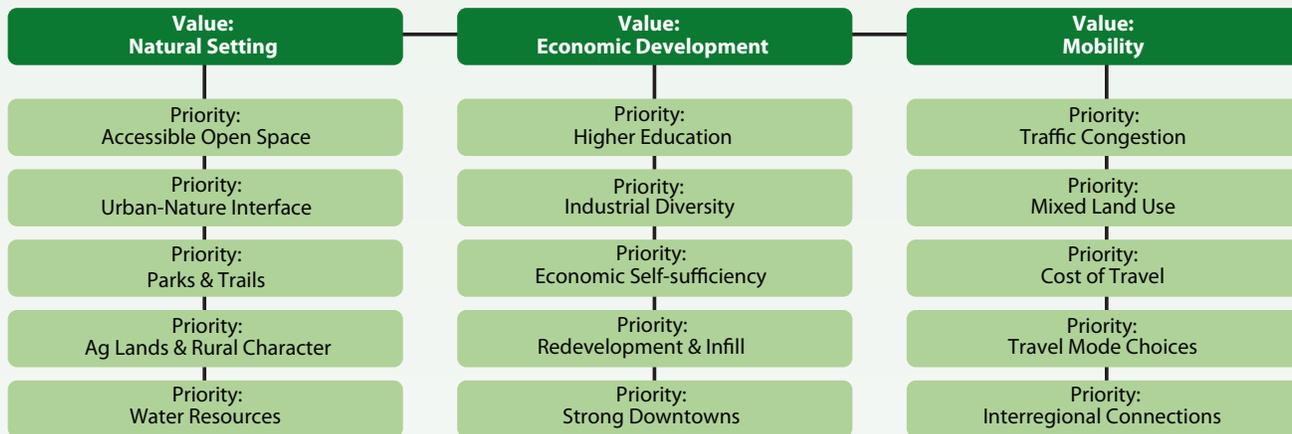
- Next Steps
- Implementation

# Executive Summary >>

The **ShastaFORWARD>> Regional Blueprint** is the first of its kind in the North State; a once-in-an-era opportunity to measure-up the region as a whole, articulate the unique characteristics that make Shasta County so endearing, and explore a range of future growth and development patterns aimed at accommodating the needs, hopes, and expectations of a growing population.

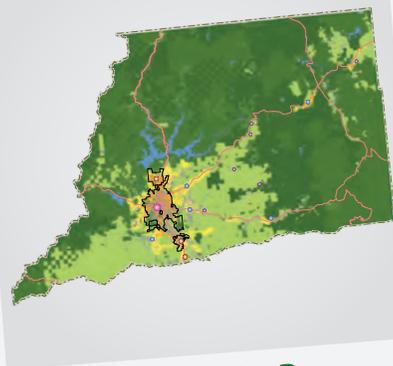
**ShastaFORWARD>>** stems from the desire to engage local residents in the planning process and to maximize public input needed for the many difficult decisions lying ahead. Over three years in the making, **ShastaFORWARD>>** is the single largest public outreach effort ever documented in Shasta County. Over 2,500 residents participated in the process; a diverse sample representing 1 out of every 60 Shasta County residents age 16 or older.

## Community Values & Priorities >>

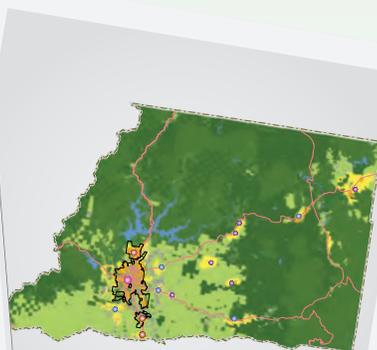


As directed by the **Shasta County RTPA Board** (a consortium of elected city and county officials in the region), current trends, policies, and practices were used to project Shasta County's most likely future. Documented community values and priorities formed the foundation of three community-driven alternative growth scenarios developed for comparison.

The **ShastaFORWARD>> public outreach effort culminated in November 2009** with the community's selection of a 'Preferred Regional Growth Vision' for Shasta County's future; or more specifically, a hybrid vision that borrows concepts from both Scenario B (Urban Core & Corridors) and Scenario C (Distinct Cities & Towns).



**Scenario B**  
**Urban Core & Corridors**

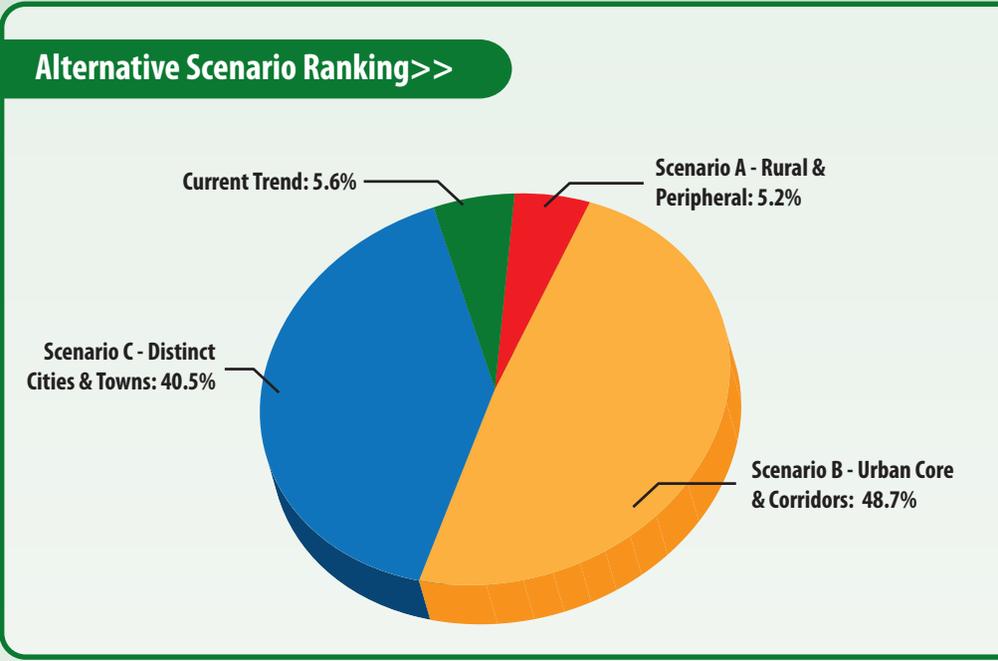


**Scenario C**  
**Distinct Cities & Towns**

**In light of recent climate change legislation and new regional planning requirements** levied by the State, it is recommended that ShastaFORWARD>> results be utilized to support development of the region's 'Sustainable Communities Strategy' (SCS) for the reduction of transportation sector greenhouse gas emissions. The following key elements are recommended for generation of the region's SCS:

**1 'Mobility Assessment Tool'** – Utilizes computer-aided mapping and travel demand modeling to highlight priority areas for new development based on the degree of transportation system connectivity and the potential for reducing automobile use.

**2 'Regional Priorities Compact'** – Packages the community's values, preferred land use patterns, and specific action-items for uniform local agency consideration in order to ensure individual jurisdiction implementation activities are working together.



**Without urgent progress toward an SCS plan**, it is certain that the region will miss out on numerous critical funding sources necessary to provide infrastructure and community services to Shasta County's forecasted population. ShastaFORWARD>> results will help assure the SCS plan and local agency implementation efforts are consistent with community values and priorities as well as the concepts embodied by the Preferred Regional Growth Vision.



