

# Regional Roundup>>

**In October of 2007, local officials and leaders from across Shasta County gathered to talk about the future.** Not what the future should be, but how to get more residents involved in the planning and decision making needed to effectively accommodate projected growth and development.

Experts from around the country were invited to talk about a new approach, called scenario planning>>



## Bob Grow>>

Founding Chair Emeritus, Envision Utah



"Regions do scenario planning to help decision makers and the public understand how their choices may play out long term. The future of this region will literally be defined by millions of individual personal decisions. And seeing how those choices that face the region play out over time is the best way for people to understand that they can either have a great region in the future or they can damage the future for their children and grandchildren. Scenario planning is like developing crash-test dummies; rather than practice on your region for real, you can do it first with computer models and visualizations and see if you like the result."

## Phil Laurien>>

Executive Director, North Central Florida Regional Planning Council  
"How Shall We Grow"/My Region Project Manager



"The traditional planning process is very complicated; it's very alienating and it puts the average person off. They don't know how to get into it; they don't know how to express themselves. Scenario planning is very liberating because people feel they are being asked. Everybody's got an opinion, but we never ask them in the proper way. Through the visioning and scenario planning processes we can ask people and they will give you an answer. It's very inclusive and people like to feel like they are part of the group."

## Tom Cosgrove>>

City Council, City of Lincoln  
Chair, Sacramento Area Council of Governments



"You look around Shasta County, and you almost have to wonder, why bother doing a blueprint? Just take a snapshot and keep it this way forever. The reality is that that this is not going to happen. So the challenge is – how can you keep it this way as best you possibly can given the future challenges that you are going to have, including a larger population, economic development, and so forth. How can you build that into your community in such a way that it still stays the same community that it is today? That's a challenge. But the true benefit that ShastaFORWARD>> has, and that Shasta County has, and the people here have, is the fact that you're starting so early in the process. What you have the opportunity to keep and capture forever is absolutely stunning. Many communities wished they'd started a lot sooner."

# ShastaFORWARD Steering Committee >>

**From the very beginning, the ShastaFORWARD >> Steering Committee helped infuse** a citizen-driven, bottom-up culture to the planning process. The Committee oversaw the public engagement effort and, perhaps most importantly, ensured an objective process during the translation of public input into a collective community vision.

**The Committee agreed that it would not contribute to the findings** nor would they attempt to influence the outcome of the process; rather the Committee would seek to make certain that the end product was an honest and undistorted portrayal of local residents' input. In so doing, the Committee advised project staff to:

- >> Avoid any shadow of pre-determined results;
- >> Seek a better connection with everyday residents who have their own busy lives and concerns to deal with; and
- >> Stay focused on the nature of local decision making; namely, that city and county agencies are needed to turn the community's vision into reality.



**The Shasta County RTPA Board and project staff** would like to extend a very special thanks to the following ShastaFORWARD >> Steering Committee members and participants for their service to the community:

- >> **Barbara Jackson**, Anderson Partnership for Healthy Children
- >> **Tim Huckabay**, Caltrans
- >> **John R. Mathena**, Citizen
- >> **Emily Young**, Citizen
- >> **Ron Reece**, Citizens for Smart Growth
- >> **Christine Haggard**, City of Anderson Planning Commission
- >> **Brian Crane**, City of Redding
- >> **Dick Dickerson**, City of Redding
- >> **Jim Hamilton**, City of Redding
- >> **Kurt Starman**, City of Redding
- >> **Barry Tippin**, City of Redding
- >> **Carol Martin**, City of Shasta Lake
- >> **Gracious Palmer**, City of Shasta Lake
- >> **Carla Thompson**, City of Shasta Lake
- >> **Matt Davison**, KIXE-TV
- >> **John Mancasola**, McConnell Foundation
- >> **Lee Salter**, McConnell Foundation
- >> **Willie Preston**, Office of Assemblyman Doug LaMalfa
- >> **Bill Ulch**, Parkview Neighborhood Assoc

- >> **Melinda Brown**, People for Progress
- >> **Roger Janis**, Redding Chamber of Commerce
- >> **Barbara Murphy**, Redding Rancheria Tribal Government
- >> **Jerry Wagar**, Shasta Builders' Exchange
- >> **Gary Lewis**, Shasta College
- >> **Andrew Deckert**, Shasta County Health & Human Services Agency
- >> **Tom Armelino**, Shasta County Office of Education
- >> **David Rutledge**, Shasta County Planning Commission
- >> **Donnell Ewert**, Shasta County Public Health
- >> **Minnie Sagar**, Shasta County Public Health
- >> **Amy Mickelson**, Shasta LAFCO
- >> **Lori Chapman-Sifers**, Shasta Lake Fire Protection District
- >> **Mary Machado**, Shasta Voices
- >> **James Theimer**, Trilogy Architecture
- >> **Allyn Clark**, Turtle Bay Exploration Park
- >> **Michael Warren**, Turtle Bay Exploration Park

**Dick Dickerson>>**



"ShastaFORWARD>> put local citizens in the planning role where they could ask the questions and make key decisions and recommendations... bearing in mind that it is local elected officials who, in the end, have the authority and responsibility to make local land use decisions."

>> **Dick Dickerson**,  
City of Redding Council member and member of the SF>> Steering Committee

**Christine Haggard>>**



"I was skeptical in the beginning about the translation of this input into a vision, but after reviewing all of the data and listening in on the community meetings, it was clear to me that the vision represented what I heard the community say."

>> **Christine Haggard**,  
City of Anderson Planning Commissioner and member of the SF>> Steering Committee

**Gary Lewis>>**



"Our role was to oversee the process; to make sure that public input was the driving force in regard to the ultimate vision."

It was a good process and the more local residents realized their ideas were being heard, the more positive they were.

The Steering Committee is confident that the outcome is something we can build a very good plan on for the next 40 or 50 years."

>> **Gary Lewis**,  
President, Shasta College and member of the SF>> Steering Committee

# Regional Planning & Scenarios>>

## A REGIONAL BLUEPRINT IS OUTCOME BASED PLANNING>>

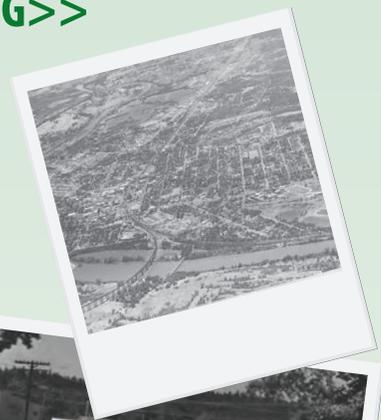


**If you could turn the clock back 20 or 30 years**, is there anything you would change? Have there been small decisions that drastically changed the course of your life? If you knew then what you know now, would your life be any different today? Like individuals, communities are the product of choices multiplied by time.

**By the year 2050, Shasta County's population will swell** from 180,000 residents today to over 330,000. Over time, the cumulative affects of thousands of existing and new residents making thousands of choices will alter the form, function, and ultimate livability of the Shasta County region.

**Decades from now**, will Shasta County residents resent the growth and development decisions being made today or feel a sense of gratitude for the forethought and prudence exhibited by local residents and their elected officials?

**Only hindsight is 20/20**, but what if there was a way to peek into the future? To test current plans, policies, and practices played out over time? And what if we could try on different growth and development directions before committing to a specific course and heading.



*“Thanks for the nudge to think ahead and consider the consequences of possible future actions.”*  
**41 Year Redding Resident>>**

## A SCENARIO IS NOT A PLAN, BUT RATHER A QUESTION >>



**The Regional Blueprint process provides a glimpse** of what most likely 'will be' based on existing trends, plans, and policies, compared to what 'could be' if growth and development related decisions were more closely aligned with shared community values and priorities.

**Sometimes referred to as 'scenario' planning,** a forecast map of Shasta County in the year 2050 is generated based on known relationships between population growth, household demographics, employment statistics, land-use, transportation, the environment, and other key factors. If local residents don't like what they see, alternative scenarios can be created.



**What if, for example,** we incorporated more natural open space within our urban areas? Added new cities and towns rather than expanding existing ones? Or mixed different types of land-uses together in more densely populated areas? Specialized computer software is used to simulate such decisions and project the outcome decades into the future. These alternative futures may then be compared and contrast against current trends and the region's shared vision and priorities.



**Performance measures are used to help tell the individual story of each scenario** and allow residents to assess the impact (for better or worse) that different choices might have on daily life years from now. Armed with objective information presented in a readily understood format, local residents are able to play a more meaningful and consequential role in planning for their region.



**In effect, regional blueprint planning gives local residents the opportunity** to be a virtual community planner, to evaluate the trade offs, and experience what it's like to sit in the elected officials seat.

*“Scenarios should enlighten and inform the visioning process, but are not, in and of themselves, plans. By developing consensus on a preferred scenario, the community can craft a vision that provides guidance for the many types of plans and actions needed to achieve it.”*

**Hannah Twaddell >>  
 Renaissance Planning Group**

## A REGION IN TRANSITION >>

**Most locals perceive Shasta County as rural.** In many respects it still is, but growth is inevitable in a region with Shasta County's natural resources and quality of life. Some have compared Shasta County to a teenager transitioning between childhood and adulthood.

**As in adolescence,** decisions are sometimes based on immediate wants rather than long term goals. Investments of time and resources toward distant objectives often lack priority or might be considered unpopular in certain circles. The struggle to connect today's decisions with long-range goals is arguably the critical chapter that forges and defines the heart and soul of a young adult or a growing community.

**At such times,** access to objective information and a focus on the future helps to assure a successful outcome. Regions that fail to meet this challenge find it markedly more difficult – politically, financially, and effort wise – to undo past development directions than it would have been to make a few simple yet strategic decisions today.

**Frustrating the proactive approach,** however, is the apparent calm of today. Small changes spread over time and a large area betray the urgency of growth and development decisions soon impacting Shasta County. Just under the surface of everyday life, some very real issues will increasingly test the resolve of local decision-makers:



- >> **Funding and natural resources are in decline** – The future condition of transportation systems, water and sewer infrastructure, public services, and environmental quality standards will not meet the standards Shasta County residents have grown accustomed to.
- >> **New and emerging environmental regulations** – The management of air quality and greenhouse gas emissions will become one of the determining factors affecting new development, key sectors of Shasta County industrial mix (e.g. employment categories), and the ability to compete for State funding programs relied upon by local governments to serve the community.
- >> **Growing political divisions will hamper effective and efficient decision-making** – Planning that is not approachable, accessible, and meaningful to everyday citizens excludes many from the community-building process. Whether pro-growth or no growth; old-timer or new-comer; rural folk or city slicker; all want to be a part of the community-building process.

“OUR LEADERS HAVE, UNTIL NOW, CHOSEN TO IGNORE THE IMPLICATIONS OF OUR CONSUMPTION. MANY HARD DECISIONS LIE IN THE NEAR FUTURE.”

**58 Year Anderson Resident >>**

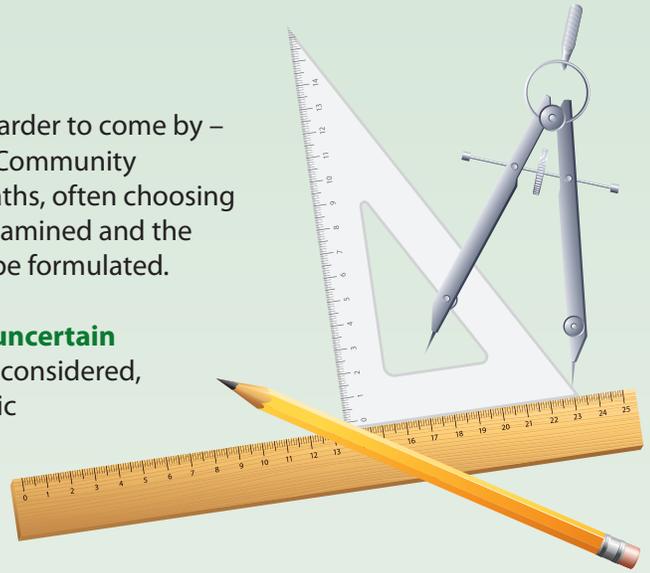
**While it may be tempting to turn a blind eye** and leave it to future residents and decision-makers to sort out, this leads to a diminished ability to respond fully and effectively. By comparison, the scenario planning process connects subtle trends to long-range outcomes, thereby providing a big picture perspective that is often absent from today's discourse and decision making.



## BENEFIT OF SCENARIO PLANNING>>

**When problems are messy and complex** – and when answers are harder to come by – the standards used to evaluate possible solutions often deteriorate. Community decision-makers are more likely to resort to familiar and well-worn paths, often choosing the first satisfactory solution that comes along. Not all options are examined and the decision-making process concludes before the optimal solution can be formulated.

**ShastaFORWARD>> sheds new light on the many hidden and/or uncertain long-term consequences** of growth and development that, if left unconsidered, lead to less than optimal decision-making based on inadequate public input. The scenario planning process paints a visual picture of the future and its impacts in a way that would otherwise defy description. In so doing, scenario planning helps overcome two of the prime obstacles to effective and doable planing:



- 1 Insular perspectives:** A specific plan or approach cannot be hatched without first coming to a mutual understanding and agreement on what the region's growth and development issues are. Scenario planning focuses diverse perspectives and points of view on a single starting point and common prize, thereby providing a solid foundation for an enduring plan. A plan without a joint view of current conditions, trends, and desired outcomes would crumble under the first sign of real-world pressures.
- 2 Isolated impacts:** Incremental growth and deferred consequences have a way of reducing the shock factor of current trend realities. Individual projects are frequently seen and evaluated on a case-by-case basis, with little attention to the cumulative effects over time and across the larger region. Scenario planning, provides decision makers a view of the forest, not just the trees.

**Ultimately, the true (and arguably most tangible) benefit of scenario planning is that** Shasta County residents get to keep the features and attributes of the region that they treasure most, while avoiding or minimizing the adverse impacts typically associated with growth and development. In the end, even small, simple actions by individual residents and local agencies matter because they cumulatively mean something when focused on a jointly shared vision.

*“If you don't look at the cumulative affects of decision making at one time, you tend to have death by a thousand paper cuts; you end up looking just like everywhere else.”*

**Phil Laurien>>**



# Steps in the Process>>

## Project Overview/Timeline

**ShastaFORWARD>>** is the first of its kind in the North State, requiring new methods, technologies, and public involvement strategies. The following project phases represent critical steps in this journey.



### I. Set the Stage>>

July 2007 - February 2008

Understanding the past, the present, and the current trends which define who we are and where we're heading.



### II. Find Common Ground>>

October 2007 - November 2008

Engaging the citizens of Shasta County and assessing shared community values & priorities.



### III. Identify the Possibilities>>

October 2008 - May 2009

Local residents sharing and exploring their ideas for the future of Shasta County.



**IV. Evaluate the Options>>**

May 2009 - June 2009

Applying technical modeling and performance measures to the community's alternative scenarios.



**V. Build Regional Consensus>>**

June 2009 - December 2009

Selecting a preferred regional growth vision.



**VI. Develop an Implementation Strategy>>**

December 2009 - August 2011

Turning the community vision into an achievable action plan.



**VII. Next Steps>>**

Monitoring, measuring, and shaping progress toward the community's Preferred Regional Growth Vision.

responsibility identity region farms Challenge Opportunity Natural Resources Burney Clean Commute  
land development urban Forward Anderson cities Community consensus Outdoor  
owns water Impact development Residents peripheral 2050 downtown agriculture new deve  
een Conserve politics cultural Water Consumption water consu

# Setting the Stage >>



### Robert Grow >>



Founding Chair Emeritus, Envision Utah  
 As Founding Chair Emeritus of the Envision Utah program, Mr. Grow has been instrumental in the forward development of a region. Mr. Grow is a recognized national expert on public involvement, distinguished with a long record of successful public involvement, and being recognized as a leader in the field. Mr. Grow currently practices and zoning, real estate development, planning, and environmental engineering and law.

### Phil Laurien >>



Chief Technical Advisor, "How Shall We Grow?"  
 Mr. Laurien is Executive Director of the Planning Council and has been instrumental in the "How Shall We Grow?" process. Mr. Laurien is a community leader, and a recognized expert in the field of growth in Central California. Mr. Laurien has utilized his experience in planning and development to guide the comprehensive plans, and New Hampshire.

### Tom Cosgrove >>



Councilmember, City of Lincoln  
 As City Councilmember of Lincoln, California, Mr. Cosgrove has faced the challenges of managing growth. Mr. Cosgrove also worked as a city manager, is Vice-Chair of the California Planning Agency, and Boardmember of the California Planning Agency. He plays an active role in the Environmental Impact Statement process of the City of Lincoln.



Choosing the right growth track for Shasta County begins right here.  
**Welcome to ShastaFORWARD >>**

**Save the Date >>**

**ShastaFORWARD >> Regional Blueprint Inaugural Meeting**  
 on  
**Monday, October 22, 2007**  
**8:30 am - 2:00 pm**  
 at  
**The Riverview Country Club**  
**4200 Bechelli Lane**  
**Redding**

Featuring:  
 Project background  
 Guest presenters  
 Complimentary catered lunch  
 R.S.V.P. required by October 15 to Daniel Wayne at (530) 225-5486

ShastaFORWARD >>



Learn more about the scenario others are saying about



### ShastaFORWARD >> and KIXE-TV want to interview you!



You may be contacted because you participate during Phase I of the ShastaFORWARD >> process.

Selected officials why your views and help showcase the latest issues affecting the future of Shasta County.

Information will be used in Part II of the ShastaFORWARD >> process and will be used in the KIXE-TV series on growth visioning.

For more information, contact Keenan, KIXE-TV Program Manager at (530) 225-5493 or rkeenan@kixetv.com to arrange an interview in your neighborhood, community, or place of business.



Our vision >>

You can help shape the future of Shasta County...

ShastaFORWARD >> home.php

Choosing the right growth track for Shasta County begins right here.  
**Welcome to ShastaFORWARD >>**

About SF >> Growth Scenarios >> Press >> Resource >> Participate >> Contact Us >>

**Shasta County**  
 Shasta County's population will swell from 180,000 residents today to over 330,000 residents by the year 2050. Here you will find four unique approaches for accommodating new growth and development, called "scenarios".

The "Current Trend" scenario represents Shasta County in the year 2050 under existing trends, policies, and practices. Scenarios A, B, and C are community-driven alternative growth scenarios.

Maps, descriptions, and performance measures help paint a picture of what each future scenario might look like. Highlight the tradeoffs between different strategies, and help residents measure the impacts on daily living.

Picture yourself in each scenario and then tell us what you think using the online survey. Your input will be used to build a "Preferred Regional Growth Vision" for Shasta County.

Together, we're moving Shasta Forward.

**Scenarios >>**  
 The ShastaFORWARD >> visioning process is the first of its kind in the North State. Because many of the concepts and methods are new, we're working to make the process more approachable and accessible. Here you will find the most recent moving targets and performance measures - each designed to "tell the story" of what growth will mean in the Shasta region.

**Articles >>**  
 Throughout California and the nation, regions are faced with tough choices about development. Many are responding in innovative ways. Follow the link below to browse media articles and see what's happening.

**Results >>**  
 Thank you for your interest and participation in the ShastaFORWARD >> Regional Blueprint process. Public input is currently being compiled. Look for the draft Final Report & Recommendations later this year.



# Our Story >>

## SHASTA COUNTY YESTERDAY & TODAY >>



**Located at the far northern end of the Sacramento Valley**, Shasta County is home to a unique combination of natural and man-made features, including hundreds of miles of scenic highways, magnificent mountain ranges, diverse wildlife habitats, productive farmlands, beautiful lakes, streams and rivers, and the world's only bridge that is a sundial!

**The location of development** is predominately influenced by topography and access to transportation. A majority of the population (about 85%) live in the three-city urbanized region along the Interstate 5 corridor. The balance of the region's population is nestled within the surrounding foothills, mountains and smaller valleys. The City of Redding, the largest city in the County, is located at the geographical center and transportation crossroads of the North State region.

**Shasta County's earliest inhabitants** were Native Americans, including the Pit-River, Wintu, and Yana tribes. European settlers flocked to the area following the discovery of gold in the mid-1800s. The region's population steadily grew in the ensuing years, with several notable 'boom' periods corresponding with natural resource extraction, construction of Shasta Dam, the rise of the lumber industry, and, more recently, a surge in retail and residential development.

**Today, over 181,000 residents** call Shasta County home.

## SHASTA COUNTY YESTERDAY AND TODAY >>

### Before 1800s

Original inhabitants – Native Americans.



### 1840s

**Boom period** – Gold is first discovered in Shasta County in 1848 and continues to be mined until the 1950's when it was replaced for a short time with copper.



### 1870s

**Key date** – The railroad arrives in Redding in 1872, bypassing Old Shasta.



### 1930s

**Landmark** – The Cascade Theatre opens its doors in 1935.



### 1940s

**Boom period** – Construction of Shasta Dam (1938-1945) caused population to double.

