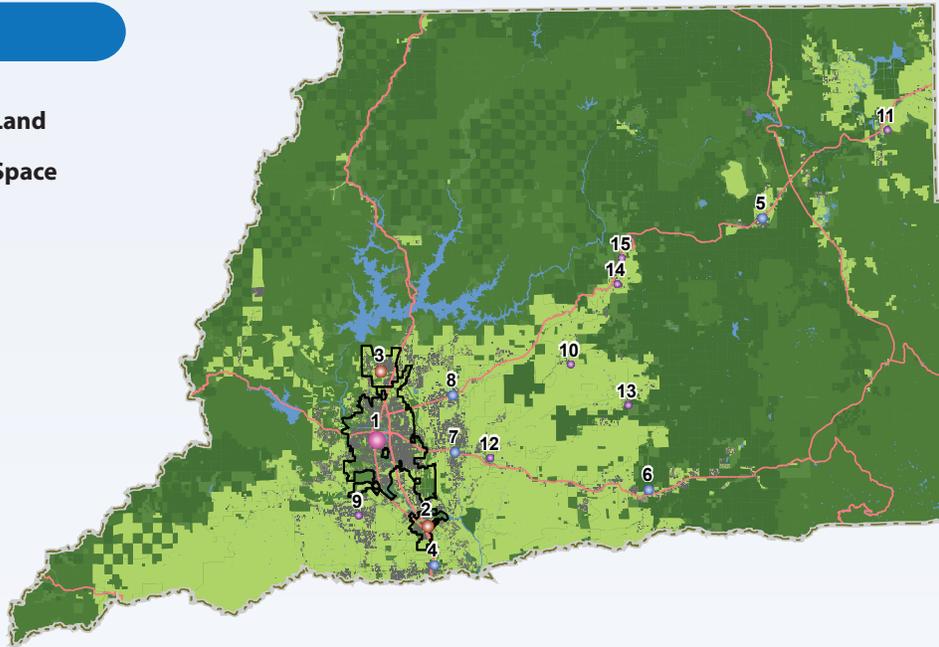


EXISTING CONDITIONS >>

Map Legend >>

-  Existing Developed Land
-  Undeveloped Open Space
-  Conservation Lands
-  Urban Center
-  City Center
-  Town Center
-  Community Center
-  City Boundary
-  County Boundary
-  Waterbody
-  Highway



- | | | |
|------------------------|-----------------|----------------------|
| 1. Redding | 6. Shingletown | 11. Fall River Mills |
| 2. Anderson | 7. Palo Cedro | 12. Millville |
| 3. City of Shasta Lake | 8. Bella Vista | 13. Whitmore |
| 4. Cottonwood | 9. Happy Valley | 14. Round Mountain |
| 5. Burney | 10. Oak Run | 15. Montgomery Creek |

1950s

Boom period – 1950s through early 1970s, the region continued to grow with the expansion of the lumber industry.



1960s

Key date – Arrival of Interstate 5 in 1966 puts Shasta County on the map.



1980s

Boom period – A retail and housing boom in the late 80s and early 90s greatly expands Shasta County's urban area.



2000s

Landmark – In 2004, the Sundial Bridge at Turtle Bay was completed



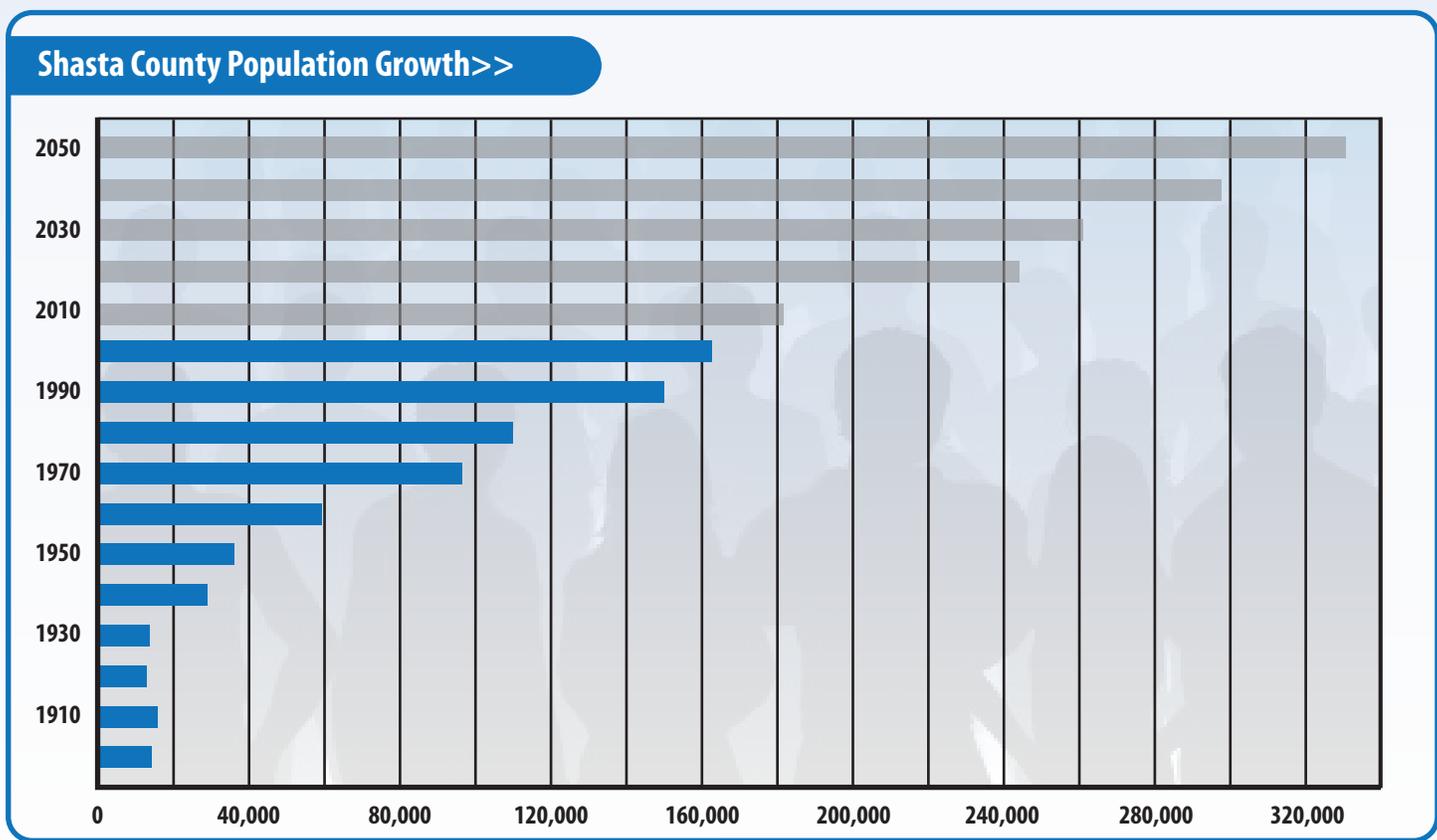
What's Next?



NOTABLE REGIONAL CHARACTERISTICS>>

- >> **Economy** – Key employment industries in Shasta County include services, retail, construction, finance/insurance/real estate, manufacturing, wholesale trade, and ag/forestry/fishing. By most economic measures, Shasta County lags behind overall State figures. For example, Shasta County’s median household income is \$41,980, versus \$59,928 for the State.
- >> **Transportation** – Vehicle miles traveled (VMT) in Shasta County is growing at a faster rate than population growth. Motor vehicles traveled an estimated 5.7 million miles daily on Shasta County public roads in 2002 – an 8.8 percent increase versus average daily VMT in 2000. By comparison, the population of Shasta County grew by only 4.9 percent over the same time period. These divergent trends have been consistent year to year, tempered to some degree only by the recent economic recession.
- >> **Demographics** – Shasta County residents are older than California as a whole. The median age for Shasta County is 38.9 versus 33.3 for the State. Shasta County is less educated than California as a whole. The percentage of Shasta County residents with a bachelor’s degree or higher is 16.6% versus 26.6% for the State.
- >> **Density** – Shasta County is one of the least densely populated regions in the State. At 47 people per square mile, Shasta County is significantly below the 217 people per square mile average for California as a whole. Even in Shasta County’s most urbanized area, Redding’s 91,000 residents occupy nearly 60 square miles of land area.

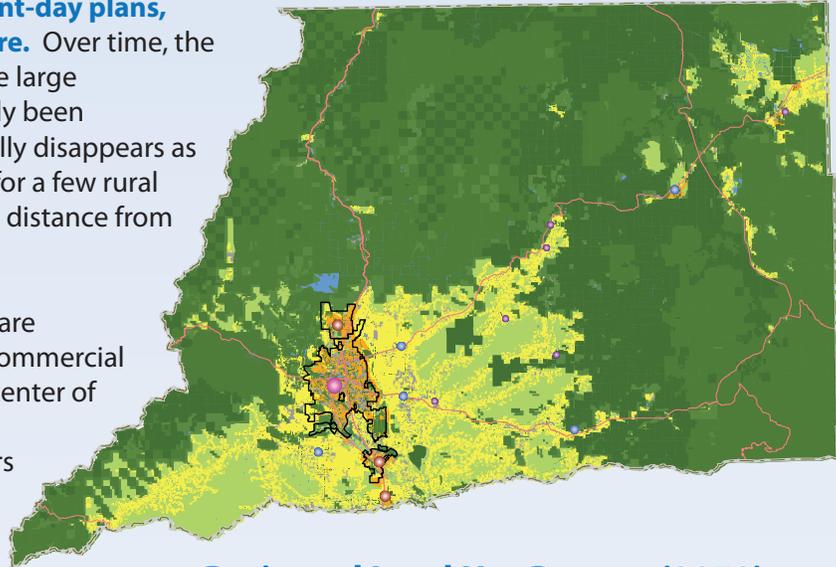
While the future course of Shasta County is subject to various known and unknown variables and influences, present day trends and anticipated new development may be utilized to forecast the most likely future development patterns and to measure the affects of a significantly higher population.



CURRENT TRENDS >>

The 'Current Trend' scenario is based on present-day plans, policies, and practices projected into the future. Over time, the I-5 corridor and surrounding areas blend into one large metropolitan area. Much of what has traditionally been considered open space in the valley floor gradually disappears as undeveloped land becomes developed. Except for a few rural towns, the intensity of development fades as the distance from I-5 increases.

The places people live and the places people go are generally separated. Redding and a handful of commercial and industrial sites along I-5 continue to be the center of economic activity and employment. Retail development is grouped in large, regional centers near freeway on/off ramps and at major intersections. Residential development gradually expands outward at the urban fringe. Every so often, a large multi-thousand home tract changes the landscape more abruptly.

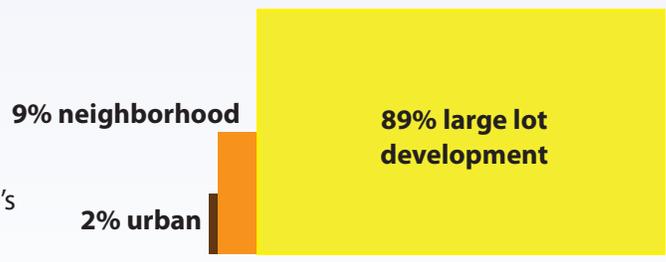
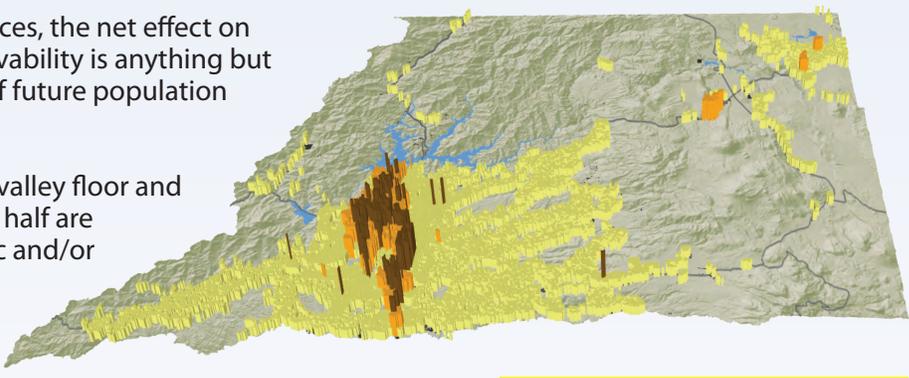


Projected Land Use Pattern (2050)

I-5 and regional highways are increasingly relied upon for routine trips. The vast majority of transportation investments focus on maintaining these roadways and fixing congested bottlenecks as resources permit. The general appearance and quality of life in the region inch closer to other metropolitan areas throughout California.

Projected Impacts >>

- >> Despite status quo policies and practices, the net effect on Shasta County's form, function, and livability is anything but business-as-usual under the weight of future population projections.
- >> Nearly one-half of all land area in the valley floor and foothills is developed. The remaining half are those lands that are most problematic and/or expensive to develop due to environmental impacts, lack of ground water, or distance from existing infrastructure.
- >> Vehicle miles traveled per household jumps from 34 to 65 miles per day. A near doubling of automobile CO₂ emissions is at odds with current environmental and climate change laws. Failure to comply with state laws will lead to litigation, eventually restricting Shasta County's freedom to grow and develop as a region.
- >> The 'Current Trend' is the most predictable and politically expedient option in the short term, as only incremental changes in local policies and practices are required.



How Land is Used >>

Finding Common Ground >>

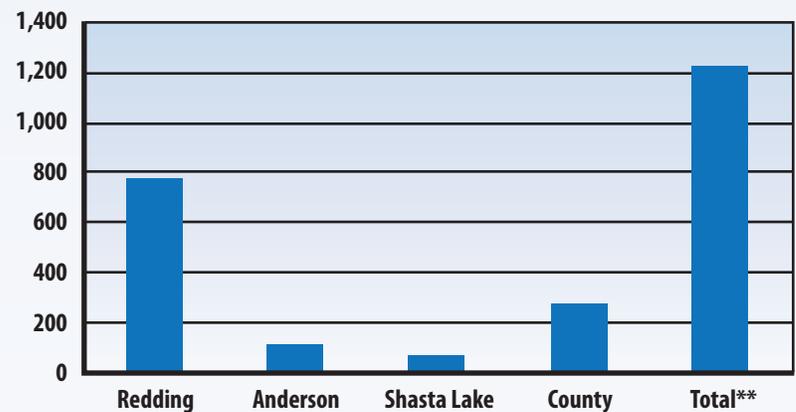
PUBLIC ENGAGEMENT METHODS & PARTICIPATION >>

During Phase I of the public outreach effort, community values and priorities were solicited regarding the current state of the region, quality of life indicators, and how Current Trend growth and development projections through the year 2050 may affect these perceptions.

Extensive community surveying was utilized to gather public input. An initial survey, conducted by telephone in November 2007, queried 384 residents. An additional 1,071 surveys were obtained between March and July 2008 in response to an electronic survey posted on the ShastaFORWARD >> website and a hard-copy survey distributed at libraries, community centers, and at various public outreach meetings throughout the region. Collectively, 1,455 residents responded to the Community Values & Priorities survey.

Community Values & Priorities Survey* >>

Survey Type	Responses
Telephone survey	384
Online survey	653
Mail survey	418
Total	1,455



*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. Small-group sessions allowed for discussion and added detail than could not be obtained by the survey tool alone.

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.

Taking into account some overlap of individual participation between outreach methods, it is estimated upwards of 1,700 residents shared their values and priorities. Put another way, approximately 1 out of every 80 Shasta County residents age 16 and older voiced their thoughts and opinions during Phase I of the ShastaFORWARD >> public engagement effort.

PHASE I OUTREACH EFFORTS>>

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 up-to-date project information was posted and the electronic survey could be accessed. Website activity increased each month during Phase I, 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 during Phase I.
- >> **Media Coverage** Regional radio, television, and newspapers provided widespread coverage of ShastaFORWARD>>. Media attention 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 Channel 7 reported on the ShastaFORWARD>> process (March 3, 2008 plus reruns)
 - >> KCHO Radio featured ShastaFORWARD>> during the 60-minute '1-5 Live' program (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 Channel 7 reported on ShastaFORWARD>> progress (April 15, 2008 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 (June 5, 2008)



Finding Common Ground >>

COMMUNITY VALUES & PRIORITIES >>

What does it mean to value Shasta County? The core values overwhelmingly discussed or cited by local residents in response to engagement efforts focused on Shasta County's: 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.

COMMUNITY VALUES & PRIORITIES >>



Overall, residents indicated 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.

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

Shasta Lake Resident >>

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 the future, or will the region fall victim to 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.”

There was a clear understanding among residents, however, that new development will also bring new opportunities and 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.

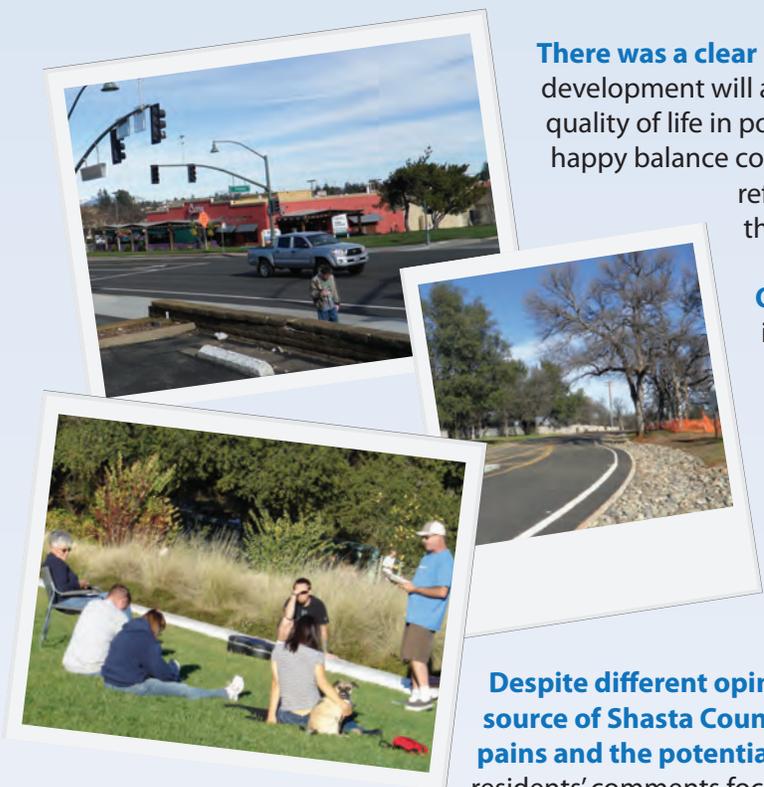
On the other hand, a few 'pot shots' were made at individual politicians, government in general, or "outsiders" bent on spoiling the region's quality of life. "There seems to be many negative feelings and attitudes that permeate the culture here," explained one resident, "but I think some people are 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 the potential solutions, residents' comments focused in on

fifteen priorities near and dear to their hearts. The following pages provide an expanded discussion of these Priorities.

Attention to other important topics were raised, including but not limited to public safety, public health, and a variety of social issues. While in no way diminishing the importance of such issues, they simply were not consistently discussed or identified by the public as one of their top growth and development related priorities.

“Shasta County is like an adolescent in its growth; we're neither a child nor a mature adult.”
Redding Resident>>



Finding Common Ground >>

COMMUNITY VALUES & PRIORITIES ASSESSMENT >>

VALUE: NATURAL SETTING >>

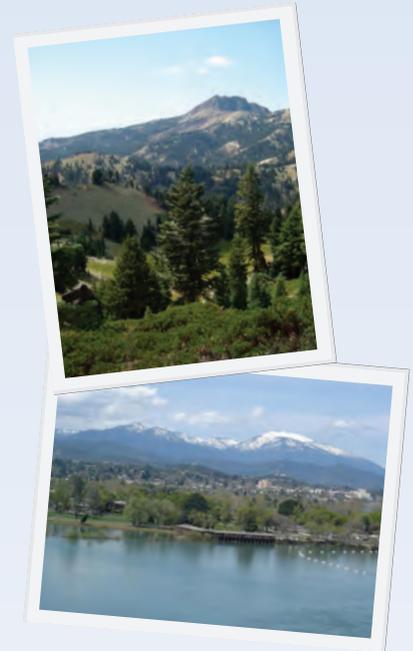
By an overwhelming margin, the single most frequent value put forward by Shasta County residents is an appreciation for the beauty, proximity, and accessibility of their natural surroundings; the unique combination of mountains, vistas, lakes, rivers, and authentic rural landscapes that define the Shasta County experience. It is how locals identify and 'connect' with their home.

Priority: Accessible Open Space - Residents spoke of nature and open space in pragmatic and functional terms rather than as untouchable; a place for enjoyment and recreation, tourism, hunting, agriculture, and the natural resources they provide. While other regions may have one or two prominent natural features, Shasta County possesses the confluence of many within reach of all. 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.

Priority: Urban/Nature Interface - Throughout the region, residents wished to stay connected to nature; to live in – not on top of – Shasta County's landscape. 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!"

Priority: 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.

Priority: Water Resources - 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' comments focused on the preservation of our region's water rights as well as the wise and judicious use of water within our region.



VALUE: 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.

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.

Priority: 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.



Priority: 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 services and retail sales. Better jobs are needed, "Something where one can start at a decent wage and work their way up with full-time hours and some health benefits," stated on resident.



Priority: Economic Self-sufficiency - Shasta County is the only metropolitan area in California which does not share borders with another metropolitan area. Our region will never be a bedroom community to another Metropolitan area. Residents recognized this unique autonomy and see it as an opportunity to create and support more homegrown businesses and jobs.

Priority: Redevelopment & Infill - 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.

Priority: Strong Downtowns - Residents were extraordinarily outspoken in regard to the unrealized potential of local downtowns. Generous praise was offered for strategic improvements downtown, including the Cascade Theatre restoration and the Shasta College Health 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.

Finding Common Ground >>

VALUE: 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.



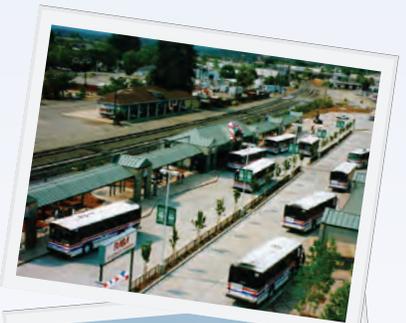
Priority: Traffic Congestion - By a near 2 to 1 margin over any other issue, traffic congestion was the least valued aspect of current growth and development trends. Most residents acknowledge that Shasta County's traffic pales in comparison to other urban areas, but don't like the direction traffic congestion is heading.

Priority: Mixed 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.

Priority: Cost of Travel - Many residents are looking ahead with trepidation at a future characterized by high fuel prices and the impact this could have on transportation habits, life style choices, and where to live. 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.

Priority: Travel Mode Choices - In areas where walking, bicycling, and public transportation are more practicable and convenient, residents wished transportation investments better reflected the community's broader sense of mobility. 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.

Priority: Interregional Connections - 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.



affordable cities responsibility region farms challenge opportunity walking downtown neighbors gro
business ors Choices land development urban Forward Anderson cities Community consen
nic Jobs Towns water Impact development Residents peripheral 2050 downtown ag
elopment umption green cooperation cultural Water Consumption

Identifying the Possibilities >>

COMMUNITY WORKSHOP SUMMARY >>

Limited resources (and brain power) restricted the number of alternative scenarios able to be forecasted. Squeezing the community's priorities into just three scenarios required an additional round public input.

Community workshops were held throughout the region, wherein local residents weighed previously identified community values and priorities, outlined desired long-range outcomes, and developed specific strategy recommendations for achieving their goals.

In one exercise, participants were asked to place themselves in the classic tale of Rip Van Winkle. Having awakened from a decades-long slumber (the year 2050 in this case), and having no knowledge of what has transpired during lost time, small work groups of local residents discussed and agreed upon a list of the questions they would ask to ascertain what 'current' conditions are like in their hometown. Examples of questions asked by workshop participants include the following:



- >> Is all of the fertile farmland gone?
- >> Have the cities grown together?
- >> Is there adequate water?
- >> Is there preservation of open space between the three cities?
- >> Do we have a 4 year public university?
- >> Do all homes require solar energy?
- >> Has climate change affected Shasta County in a significant way?
- >> Do salmon still migrate in local rivers and streams?
- >> Is Interstate 5 congested/are the freeways clogged?
- >> Is the County bicycle friendly?
- >> Do we have a vertical (tall) downtown?
- >> Are there enough well-paid jobs to support our population?
- >> Is the North State a separate state?
- >> Are there still natural resource industries (timber, mining, etc) and agriculture/ranching in Shasta County?
- >> Has air pollution/smog obscured the mountain views?
- >> Do we still have access to natural open space recreation?

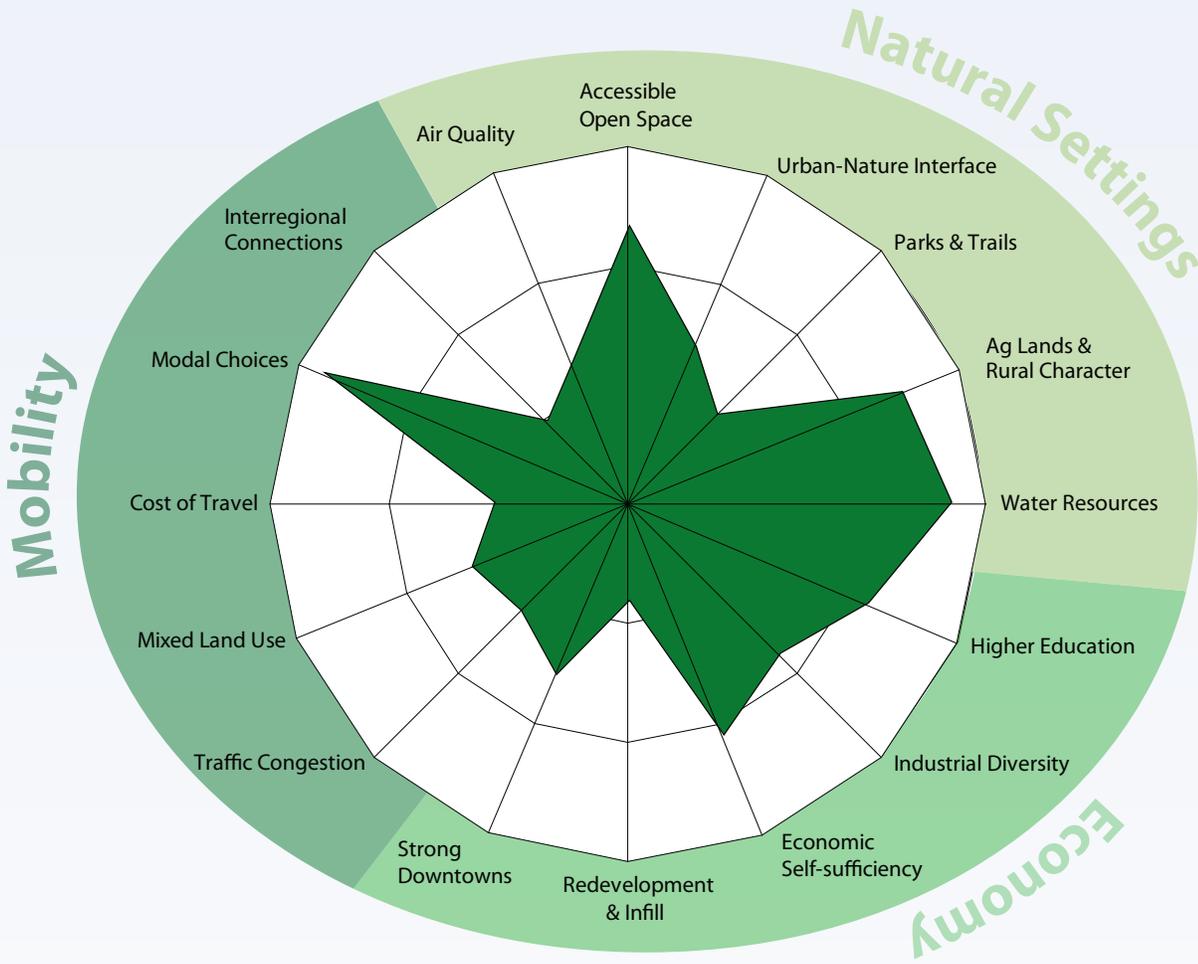
Restricting the number of questions participants could ask forced residents to think about the most important uncertainties; those things that might most affect their ideal vision of Shasta County. Requiring 'yes or no' type questions and prohibiting questions that are contingent on earlier questions forced residents to think about the specifics of the future rather than pointless generalities.

Participants used the results from workshop exercises and subsequent discussions to rank their top five local priorities. When the debate settled, areas of common interest rose to the surface and subtle intra-regional differences emerged.

Identifying the Possibilities >>

COMMUNITY WORKSHOP SUMMARY >>

BALANCING REGIONAL PRIORITIES (ALL COMMUNITY WORKSHOPS COMBINED >>





ALTERNATIVE SCENARIO CONCEPTS>>

This balancing act between regional priorities, once viewed together with the more comprehensive Community Values & Priorities Assessment report, led to a range of seven 'scenario concepts' or building blocks for developing a more manageable range of scenarios.

THE COMMUNITY'S SEVEN ALTERNATIVE SCENARIO CONCEPTS>>

<p>Concept #1: Agriculture & Natural Resources</p>	<p>Primary Objective: Protect the lands which allow for economically viable agriculture and natural resource industries</p>
<p>Concept #2: Rural Character</p>	<p>Primary Objective: Open space, the natural landscape, and vegetation predominate the built environment</p>
<p>Concept #3: Open Space for Public Enjoyment</p>	<p>Primary Objective: Maximize the number and diversity of homes with convenient access to open space and outdoor recreation.</p>
<p>Concept #4: Downtown & Community Center Focus</p>	<p>Primary Objective: Downtowns that function as regional destinations for community activities, employment, and entertainment together with additional urban residential development and public spaces.</p>
<p>Concept #5: Mobility & Transportation Choices</p>	<p>Primary Objective: A flexible and equitable transportation network. Investments in transportation infrastructure will be diversified and land use strategies employed to reduce trip lengths.</p>
<p>Concept #6: Dispersed Areas of Economic Activity</p>	<p>Primary Objective: Areas of economic activity (e.g. commerce and employment) are decentralized in order to be more geographically balanced in communities throughout the region.</p>
<p>Concept #7: Low Cost Infrastructure & Services</p>	<p>Primary Objective: Direct growth and development in areas, patterns, and densities that require the lowest fiscal investments in transportation, water, sewer, and other community infrastructure and services.</p>

Aided by an online community survey, objectives from all seven of the community's concepts were consolidated down to three alternatives scenarios for advancement to the technical modeling process. Each of the final three scenarios has a distinct area of emphasis; a packaged set of concepts and ordered priorities upon which to base computer modeling inputs and assumptions.

Alternative Scenario A – Rural & Peripheral: Focuses on the character and aesthetics commonly associated with rural living.

Alternative Scenario B – Urban Core & Corridors: Focuses on the benefits and conveniences of urban living without sacrificing the closeness and accessibility of Shasta County's unique natural setting.

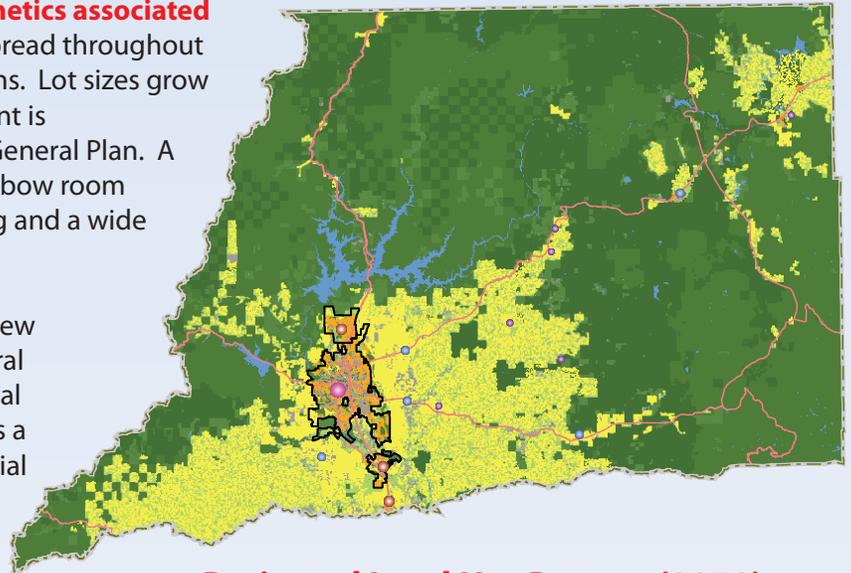
Alternative Scenario C – Distinct Cities & Towns: Focuses on maintaining individual community identity and a strong sense of place.

Evaluating the Options >>

SCENARIO A - RURAL & PERIPHERAL >>

'Scenario A' focuses on the character and aesthetics associated with rural living. Growth and development is spread throughout the region rather than confined to cities and towns. Lot sizes grow substantially, but all new growth and development is accommodated within Shasta County's existing General Plan. A slower pace of life, rural landscapes, and ample elbow room between neighbors take priority over urban living and a wide range of housing options.

Low density, low rise homes and buildings help new development blend in with Shasta County's natural landscape. Although some small-scale commercial development exists near residential areas, there is a clear and deliberate separation between residential and non-residential areas. Employment and commercial centers are located at freeway on/off ramps and major intersections for easy access by automobile.

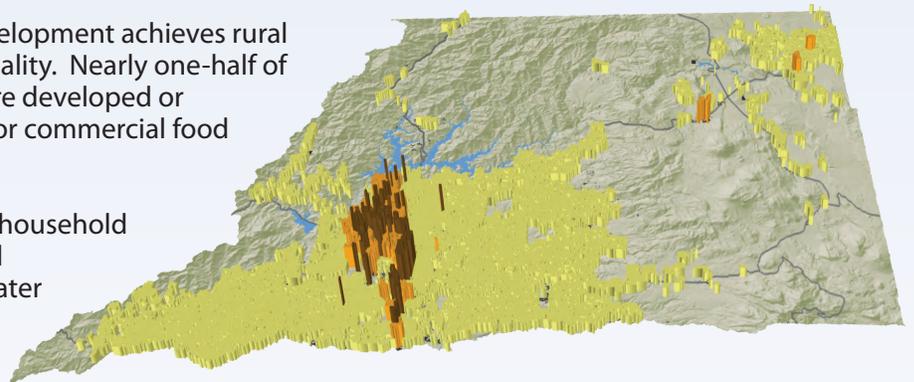


Projected Land Use Pattern (2050)

Transportation investments focus on expanding rural roadways into outlying areas to allow for more low-density residential development and to keep existing rural communities from being overrun by new growth. Additional other transportation investments such as public transit are limited to existing urban areas as needed.

What are the implications? >>

- >> An increase in large lot residential development achieves rural character and aesthetics over functionality. Nearly one-half of the region's prime agricultural lands are developed or subdivided into parcels not practical for commercial food production.
- >> Water consumption is higher on a per household basis due to larger lot sizes, but overall consumption is lowest as a result of water intensive agricultural land being converted to urban uses.
- >> Nearly four times as many acres of environmentally sensitive lands are impacted by new development compared to the Current Trend scenario. Large lot development helps reduce the severity of impacts, but the threat of wildfire in developed areas is high.
- >> Increased vehicle emissions affect air quality, leading to increased incidence of respiratory and other chronic diseases.
- >> Low density and far distances limit mobility options. Vehicle miles traveled per household balloons from 34 to 104 miles per day. Mobility and the cost of travel are highly susceptible to fluctuations in fuel prices.



3% neighborhood

1% urban

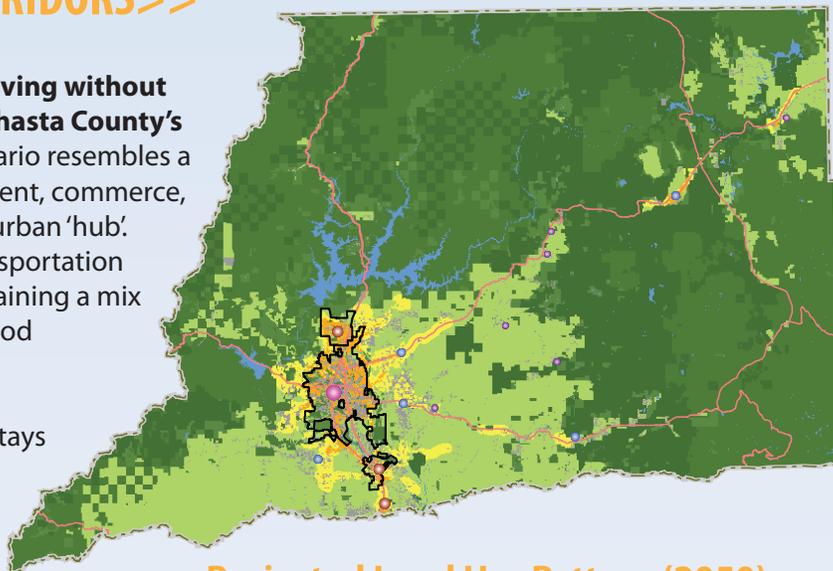
96% large lot development

How Land is Used >>

SCENARIO B - URBAN CORE & CORRIDORS >>

‘Scenario B’ focuses on the benefits of urban living without sacrificing the closeness and accessibility of Shasta County’s unique natural setting. Conceptually, this scenario resembles a ‘hub and spoke’ development pattern. Employment, commerce, and regional destinations are focused within an urban ‘hub’. Radiating outward along a select number of transportation corridors or ‘spokes’, are linear communities containing a mix of multifamily housing, townhouses, neighborhood commercial, and traditional neighborhoods.

The area of developed land in the regional core stays about the same size as today, but previously passed over and underutilized land is filled in over time. Residents travel in and out of the urban core for work and regional shopping, but have access to routine goods and services close to home. Between urban corridors, a network of interconnected open space enhances the connection between urban and natural areas. A regional trails network provides access to open space and doubles as non-motorized transportation corridors to and from the urban core.



Projected Land Use Pattern (2050)

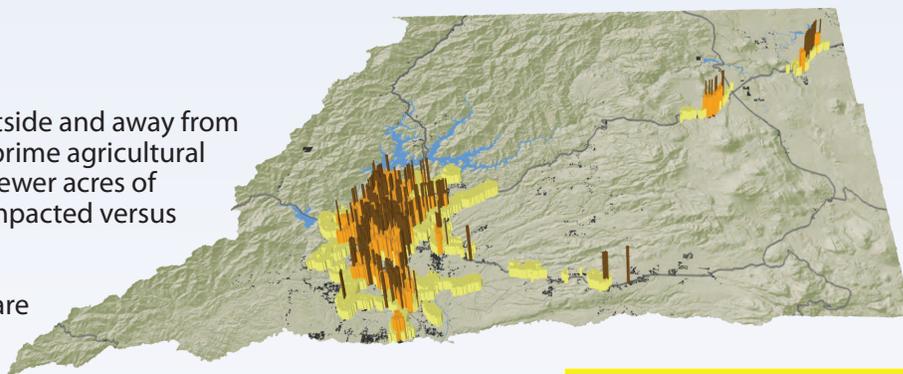
By concentrating new development along select corridors, miles of additional new roadways are greatly reduced. More focused investments in public transportation, bicycling, and walking facilities along the urban corridors make transportation options more accessible and convenient to use. Public infrastructure is likewise combined along these key corridors to help reduce housing costs. Large lot development continues to occur, but is grouped together at the end of urban corridors.

What are the implications? >>

>> By locating large lot development outside and away from the valley floor, nearly 2,500 acres of prime agricultural lands are preserved and over 21,000 fewer acres of environmentally sensitive lands are impacted versus the ‘Current Trend’ scenario.

>> Development patterns in ‘Scenario B’ are similar to the ‘Current Trend’ scenario, but much more focused and condensed.

>> More households have access to open space and nature. In addition, about one out of every four homes is within easy walking distance to neighborhood commercial and high-frequency public transportation. Opportunities for increased physical activity, such as walking to school, help reduce obesity and other chronic diseases.



19% neighborhood

75% large lot development

7% urban

How Land is Used >>

>> Low impact areas not feasible for development today due to lack of ground water now make economic sense through consolidation of infrastructure.

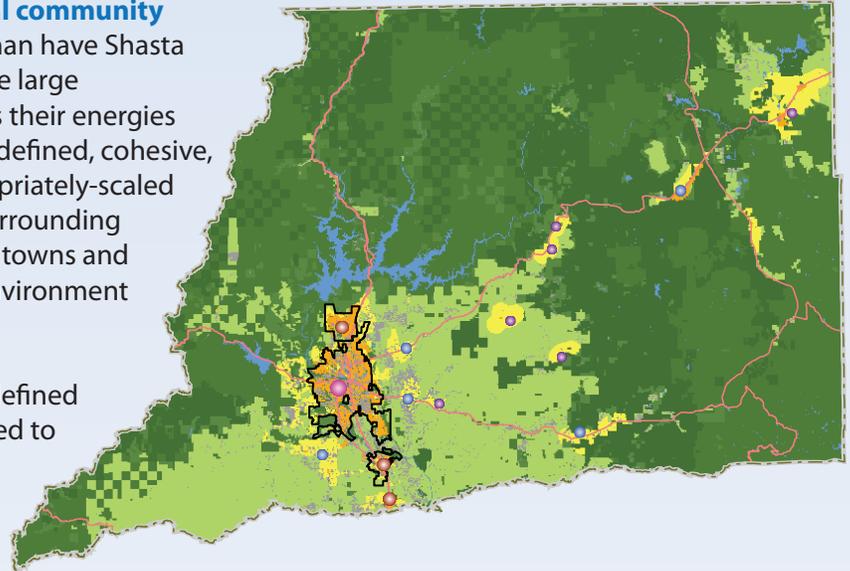
>> Increased use of public transportation, carpooling, bicycling and walking helps ‘Scenario B’ achieve the lowest vehicle miles traveled per household.

Evaluating the Options >>

SCENARIO C - DISTINCT CITIES & TOWNS >>

'Scenario C' focuses on maintaining individual community identity and a strong sense of place. Rather than have Shasta County's cities and towns grow together into one large metropolitan area, individual communities focus their energies inward. Each 'micropolitan' area contains a well-defined, cohesive, and compact city or town built around an appropriately-scaled downtown and community gathering places. Surrounding open spaces serve as buffers between cities and towns and help meet the functional needs of the natural environment and nearby agriculture production.

The size of each city/town is based on a locally-defined 'build-out' area. Infill and redevelopment are used to knit respective communities together and take advantage of existing public infrastructure and services. Transportation investments are used to link respective cities and towns as well as support a wide range of mobility choices within each individual community.

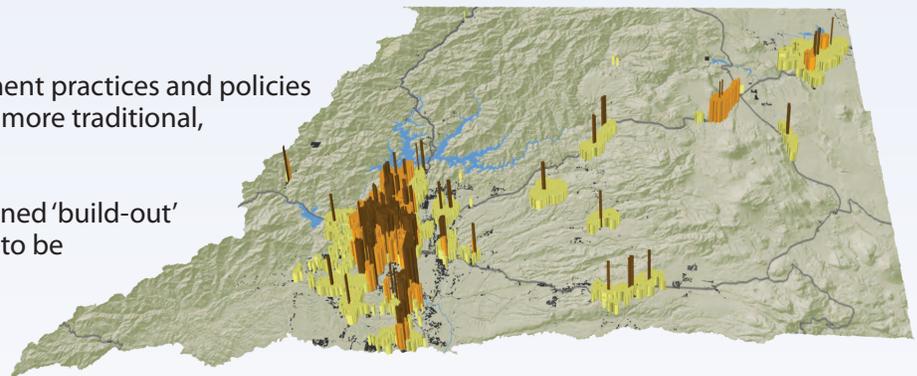


Projected Land Use Pattern (2050)

Local government policies and programs work in concert to encourage more 'complete' and economically self-sufficient communities; places where residents can live, work, and shop. Economic growth, population, and political clout are more evenly distributed throughout the region. Rural development is primarily located on the fringe of designated cities and towns, but clustered or grouped together in order to make the best use of infrastructure and avoid disruption to prime agricultural lands, open spaces, and environmentally sensitive areas.

What are the implications? >>

- >> Although major changes in development practices and policies are required, 'Scenario C' represents a more traditional, small-town form of development.
- >> As cities and towns grow to their planned 'build-out' size, new towns may eventually need to be created to accommodate growth and development.
- >> A large portion of growth and development occurs outside and away from the valley floor. Nearly 4,000 acres of prime agricultural lands are saved from conversion to other uses compared to the 'Current Trend' scenario. Impacts to environmentally sensitive lands are reduced by nearly 43,000 acres.
- >> Residents will have greater opportunity to live, work, and shop within their hometown. Many are able to walk to work. Children are able to walk or bike to schools located within each community.
- >> Vehicle miles traveled per household, fuel use, and vehicle emissions are all substantially reduced over the 'Current Trend' scenario.



23% neighborhood

70% large lot development

7% urban

How Land is Used >>

PERFORMANCE MEASURES >>

Performance Measure		Today	Current Trend 2050	Scenario A Rural & Peripheral	Scenario B Urban Core & Corridors	Scenario C Distinct Cities & Towns
Land Developed Ratio*	Among those lands in combined general plans designated for development, the percentage of which is needed to accommodate new growth. <i>*Includes valley floor and lower foothill areas only.</i>	21% Developed	48% Developed	57% Developed	35% Developed	30% Developed
Environmentally Sensitive Lands Impacted*	Areas of environmentally sensitive land over which development has occurred. <i>*Includes valley floor and lower foothill areas only.</i>	12% 17,812 Acres Impacted	35% 50,221 Acres Impacted	46% 65,513 Acres Impacted	20% 28,691 Acres Impacted	16% 22,585 Acres Impacted
Air Quality	Smog forming gases and particulate emissions from cars and trucks. <i>*Note: despite more cars and trucks on the road, advances in vehicle technology reduces overall emissions.</i>	3	3	4	1	2
Fuel Consumption	Gas and diesel fuel used in Shasta County (local trips only).	336,699 gallons/day	737,210 gallons/day	1,074,290 gallons/day	606,690 gallons/day	641,300 gallons/day
Greenhouse Gas Emission	CO ₂ emissions from on-road vehicles in tons per day.	3.39 tons/day	7.48 tons/day	10.9 tons/day	6.15 tons/day	6.5 tons/day
Infrastructure Costs for New Development	Cost of infrastructure (streets, water, sewer, utilities).	Not Applicable	\$7.69 billion	\$8.67 billion	\$7.06 billion	\$7.14 billion
Walkability/Transportation Choices	Percent of households within 1/4 mile of shopping and transit stop/routes.	12 households out of 100	15 households out of 100	12 households out of 100	22 households out of 100	18 households out of 100
Average Commute Time	Average time (in minutes) it takes to drive to work.	00:14 Average Commute Time	00:27 Average Commute Time	00:24 Average Commute Time	00:18 Average Commute Time	00:21 Average Commute Time
Vehicle Miles Traveled	Daily vehicle miles traveled per household (2.43 people per household).	0344 Miles Per Household	0646 Miles Per Household	1042 Miles Per Household	0587 Miles Per Household	0621 Miles Per Household
Prime Agricultural Land Impacted	Prime ag lands over which development has occurred.	18% 3,901 Acres Impacted	40% 8,856 Acres Impacted	46% 10,052 Acres Impacted	29% 6,394 Acres Impacted	23% 4,972 Acres Impacted
Water Consumption*	Shasta County water use based on the primary land-use related consumption categories. <i>*Note: conversion of water intensive ag lands to urban uses results in a net decrease of water use. Scenarios with highest conversion of ag lands have lowest water use.</i>	169.1 billion - gal/day	172.3 billion - gal/day	151.2 billion - gal/day	181.0 billion - gal/day	178.4 billion - gal/day

Evaluating the Options >>

PHASE II PUBLIC OUTREACH EFFORTS >>



Long-range regional planning is a daunting task for anyone, regardless of experience or a familiarity with the various of concepts and issues that must be taken into consideration. The ShastaFORWARD>> visioning process is the first of its kind in the North State; an attempt to capture and summarize mountains of data and binders full of information in a way that everyday citizens with busy lives can interact with in a reasonable amount of time, yet still provide meaningful input.

Building upon the momentum and wave of public interest generated during Phase I, ShastaFORWARD>> invested heavily in publicizing the community's alternative growth scenarios. As in Phase I, multiple methods were used to assure all Shasta County residents had access to the results and ample opportunity to vote for their preferred scenario.

Phase II public involvement efforts focused on encouraging local residents to learn more about the scenarios and complete the online or mail-in Scenario Survey.

>> Scenario Survey Booklet

Approximately 30,000 booklets were distributed throughout Shasta County by direct mail; as inserts in the *Record Searchlight* and the *Intermountain News*; floor-standing displays

located at all seven of the region's libraries, and; grassroots distribution between friends, family, and co-workers.



>> Online Scenario Survey

Convenient and comprehensive access to scenario outputs, performance measures, and an electronic version of the Scenario Survey was made available online at www.shastaforward.com.



>> KIXE-TV Channel 9 (PBS)

A second television program describing each scenario and inviting residents to complete the Scenario Survey was produced and broadcast 31 times during prime time viewing hours.

>> KRCR News Channel 7

Reports on ShastaFORWARD>> progress were broadcast at each phase of the project, including a live studio segment broadcast during the evening news hour.