

>> Newspaper coverage

The *Record Searchlight*, *Shasta Lake Bulletin*, and *The Intermountain News* each ran a front page article describing the scenario outputs. Several editorial columns provided an objective summary of the process and invited participation in the process.

>> Print advertising

Large print ads were placed in the *Record Searchlight*, *Anderson Valley Post*, *Shasta Lake Bulletin*, *The Intermountain News*, *East Valley Times*, *Mountain Echo*, and *Ridge Rider* over a four week period.



>> Radio

In addition to radio commercials broadcast on Shasta County's most popular stations, *KCHO Northstate Public Radio* featured *ShastaFORWARD* in a 60-minute program and took listener call-in questions.

>> Community presentations

A series of workshops and open houses were held in each jurisdiction. All meetings were publicly noticed and display ads printed in local newspapers. Formal presentations were likewise provided to each city council and subsequently broadcast to the larger community via community access television.

>> Other

A variety of additional outreach was performed, included but not limited to web links placed on popular regional websites (including local news and government sites); email blasts; an information booth/display at Downtown Redding Marketfest; and presentations to local high schools, Shasta College, and community-based associations.



ons Shape small town Politics opportunity outdoors residents Corridors Parks
new development challenge Family peaceful Economy clean Sha
Rural C
illville A Potential transit Education Lakes traditional healthy engage Agriculture
anderson Montgomery Creek happy valley Preserve Industry incentives sundia
Regional Choices Identity Fall River Mills Palo Cedro transpor
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SUNDAY Searchlight

AUGUST 23, 2009 REDDING, CALIFORNIA \$1.40
 LOCAL B1 SPORTS C1 BUSINESS D1 OUTDOORS

Which way should the county grow?

Shasta Forward wants input from residents on shaping future development, but some question the private organization's motives



Shasta Forward... choices for developing today's...

- Percent of va...
- Average com...
- Greenhouse...

YOUR REGION. YOUR SCENARIOS. YOUR TURN TO CHOOSE...



What does the future hold for Shasta County?

Visit ShastaFORWARD.com to explore the options and pick up a ballot for your preferred regional growth vision. Or pick up a ballot with mail-in survey at your local library.



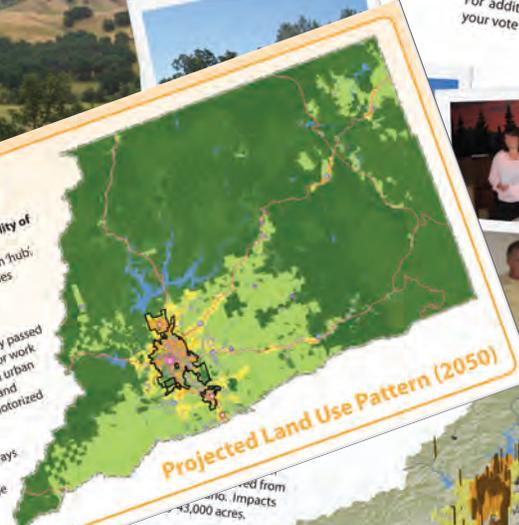
YOUR REGION. YOUR SCENARIOS. YOUR TURN TO CHOOSE...

BUILDING CONSENSUS >>>
 Shasta County's population will swell from 180,000 residents today to over 330,000 residents by the year 2050. Inside you will find four unique approaches for accommodating growth and development, called 'scenarios'. The 'Current Trend' scenario represents Shasta County in the year 2050 given current trends, policies, and practices. Scenarios A, B, and C are community-generated alternative growth scenarios.

The following maps, descriptions, and performance measures paint a picture of what each future scenario might look like, highlight the trade-offs 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 attached ballot. Your input will be used to build a 'Preferred Regional Growth Vision' for Shasta County. For additional information and/or to submit your vote online, visit shastafoward.com.

Measuring the closeness and accessibility of...
 Scenario A resembles a 'hub and spoke' model. Stations are focused within an urban 'hub'. 'Spokes' or 'linear communities' are linear communities of commercial, and traditional residential development. The same size as today, but previously passed up. Travel in and out of the urban core for work and services close to home. Between urban centers, the connection between urban and open space and doubles as non-motorized recreation. Five miles of additional new roadways. Active transportation, bicycling, and walking are more accessible. Transportation options more accessible. Combined along these key transportation corridors, development continues to occur. ... per household, fuel use, and vehicle emissions are all reduced over the 'Current Trend' scenario.



How Land is Used >>>

48% Developed 35% Acres Impacted 3	57% Developed 46% Acres Impacted 4	35% Developed 20% Acres Impacted 2	30% Developed 16% Acres Impacted 3
50,221 Acres Impacted	65,513 Acres Impacted	28,691 Acres Impacted	22,585 Acres Impacted
3	4	1	2



Findings >>

WHO VOTED? >>

Phase II of the ShastaFORWARD >> public outreach process concluded in October of 2009 with the selection of a preferred regional growth scenario. An additional 1,379 community surveys were received at this time. Accounting for some degree of overlap in individual participation between Phase I and Phase II, an estimated combined total of 2,500 Shasta County residents contributed during the visioning process. Viewed in its entirety, public input gathered via ShastaFORWARD >> is arguably the single-most comprehensive and voluminous documentation of community input ever in Shasta County.

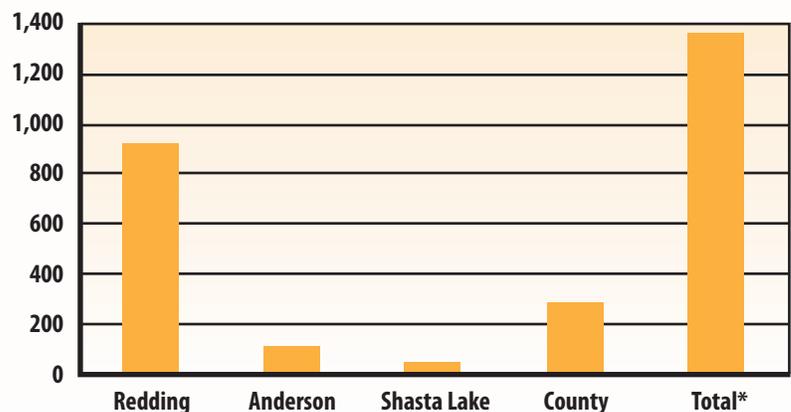
A record setting level of public participation was essential to the ShastaFORWARD >> process due to the comprehensive nature and complexity of issues addressed during the planning process. The large community response also helped assure that key public outreach objectives were successfully achieved, including:

- >> A demographically broad and representative cross-section of residents participating in the process; and
- >> A geographically balanced sample of residents representing Shasta County's three incorporated cities as well as rural and small-town unincorporated areas.

Source of Survey Responses >>

Survey Type	Responses
Online survey	420
Mail survey	959
Total	1,379

Survey Responses by Area of Residents >>

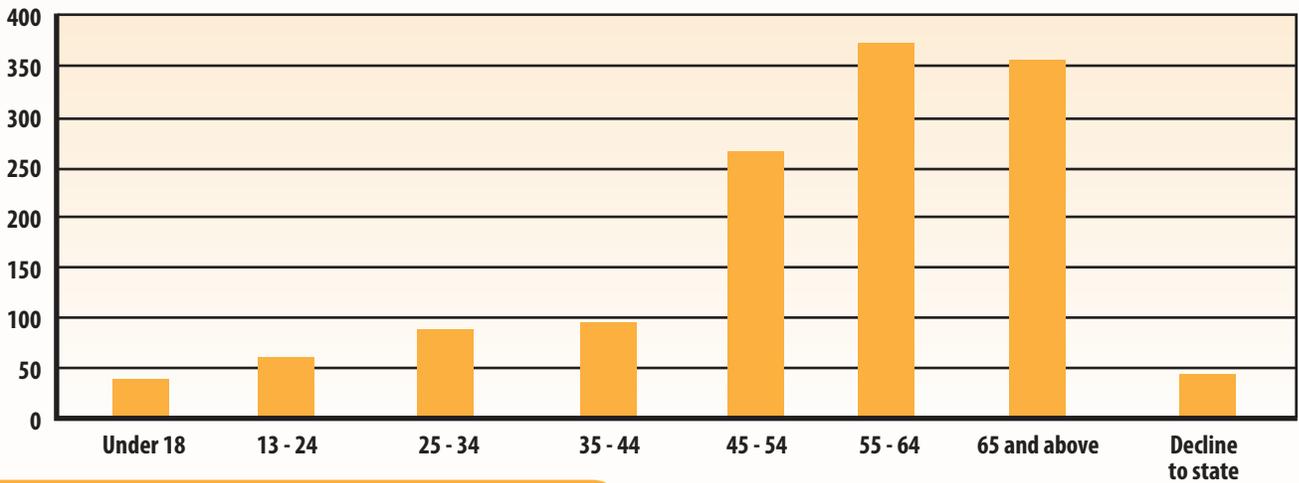


* Not all respondents indicated their place of residence

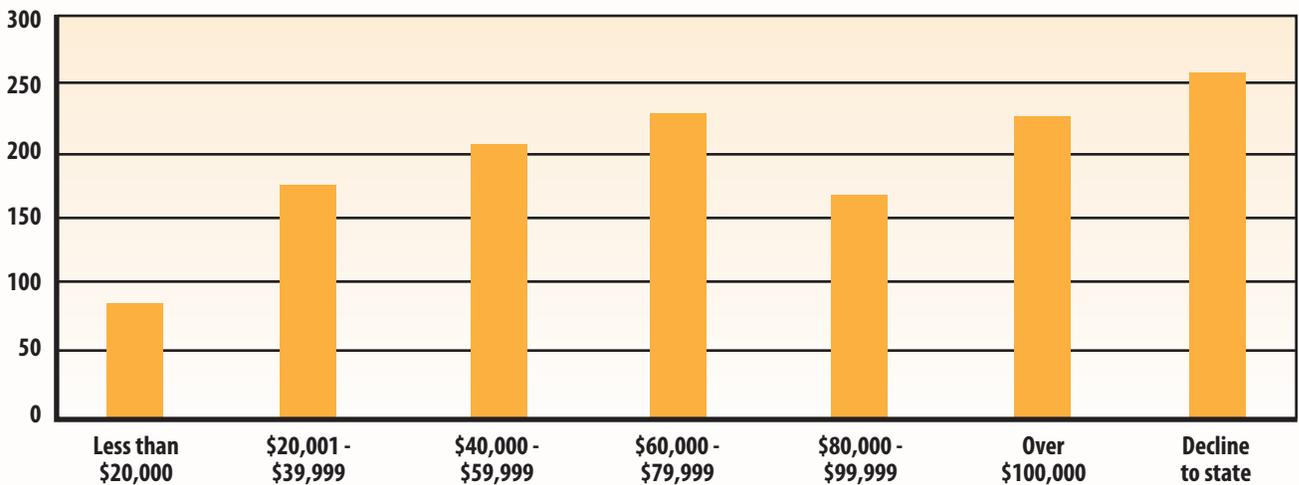
The following findings are based directly on the combined input gathered during both phases of public outreach. Input was analyzed and cross-tabulated to address potential demographic biases attributable to variables such as age, tenure of residence, and income. Differences were also rooted-out based on geographic area of residence – primarily between urban and rural residents.



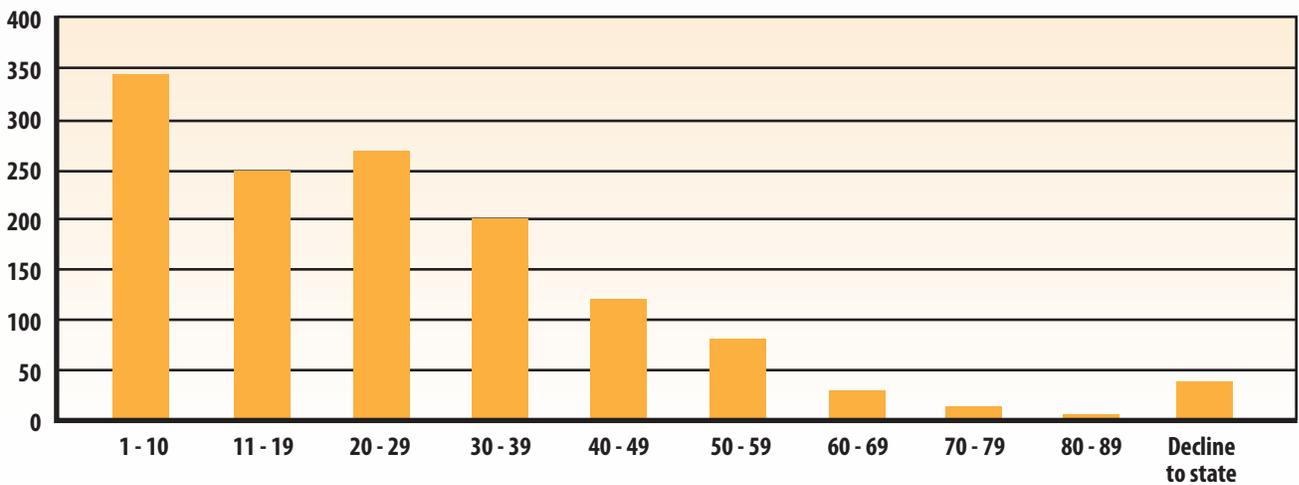
Survey Responses by Age >>



Survey Responses by Household Income >>



Survey Responses by Years of Residency >>



Survey Results>>

WEIGHING THE OPTIONS>>

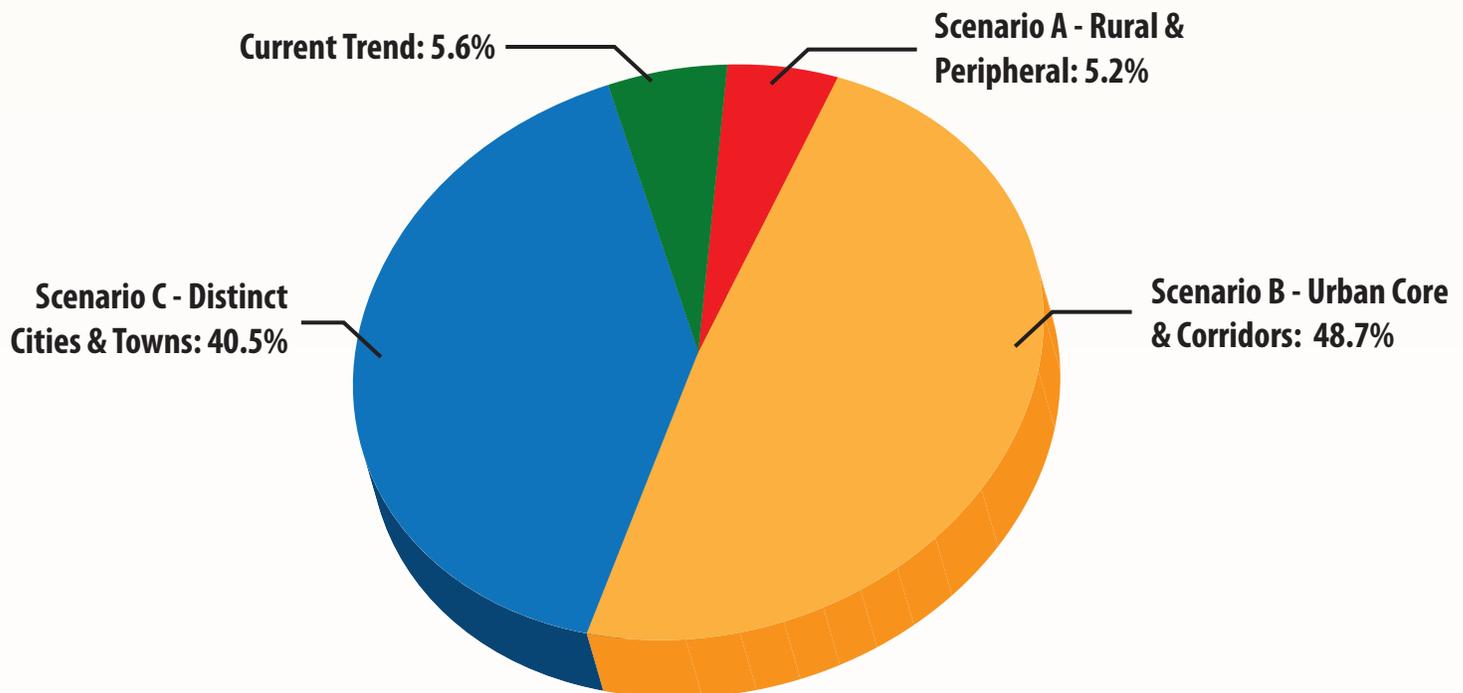
There is no one 'right' or 'wrong' way to grow - but there are different costs and benefits associated with the community's growth and development scenarios. Because Shasta County citizens largely love the region as it exists today, the question was not about what to change, but rather what actions will keep the romance alive under the weight of projected population growth.

Did current trends, policies, and practices repeated at ever-increasing scales continue to provide the same benefits and quality of life experienced today? Or was adjusting the game-plan to fit new realities a better answer for most residents? The following section summarizes the community's response.

SURVEY RESPONSES>>

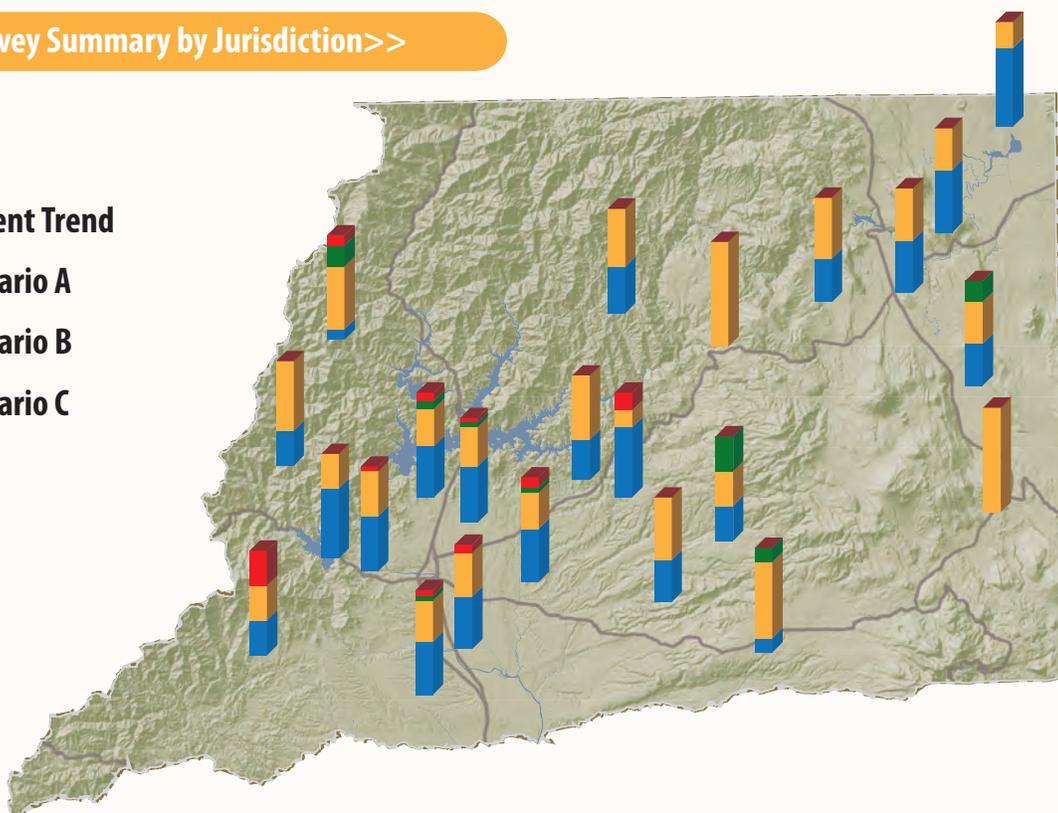
In terms of raw survey responses, Scenario B (Urban Core & Corridors) was selected by nearly one-half (48.7%) of all survey participants. Scenario C (Distinct Cities & Towns) was nearly as popular, garnering over 40.5% of the vote. The Current Trend Scenario ranked a distant third (5.6%), while Scenario A (Rural & Peripheral) was the least preferred (5.2%). Viewed by jurisdiction, residents in outlying, unincorporated towns and rural areas were slightly more apt than their urban counterparts to prefer Scenario C (Distinct Cities & Towns).

Alternative Scenario Ranking>>



Scenario Survey Summary by Jurisdiction>>

- Current Trend
- Scenario A
- Scenario B
- Scenario C



	Current Trend	Scenario A: Rural & Peripheral	Scenario B: Urban Core & Corridors	Scenario C: Distinct Cities & Towns	# of Votes by Jurisdiction*
Residence	# of votes (% within jurisdiction)				
<i>Redding</i>	14 (1.77%)	42 (5.1%)	427 (52.3%)	334 (40.9%)	917 (100%)
<i>Anderson</i>	4 (4.5%)	5 (5.6%)	45 (50.6%)	35 (39.3%)	89 (100%)
<i>Shasta Lake</i>	3 (6.7%)	4 (8.9%)	21 (46.7%)	17 (37.8%)	45 (100%)
<i>County</i>	14 (5.7%)	10 (4.1%)	109 (44.5%)	112 (45.7%)	245 (100%)
# of Votes by Scenario	35 (2.9%)	61 (5.1%)	602 (50.3%)	498 (41.6%)	1,196 (100%)*

*Excludes 183 surveys that did not provide a zip code.

QUALITATIVE WRITTEN RESPONSES>>

Survey respondents were encouraged to provide additional comments and the rationale behind the selection of their preferred scenario. Local residents gladly obliged – adding clarity that could not be extracted from a simple scenario voting tally.

In general, individual preferences could be grouped into supporters of the Current Trend and Scenario A or those drawn to Scenario B and C. The following discussion compares and contrasts these two perspectives.

In order to convey a more direct, unfettered, and unprocessed portrait of the public input, the following summary refrains from any superfluous analysis of the data; instead focusing on simply extracting notable common themes and characteristics.

'Current Trend/Scenario A' Perspective>>

OVERVIEW>>

Although the Current Trend and Scenario A (Rural & Peripheral) were selected by less than 11% of survey respondents, individuals were forthcoming with their comments, adding substantial (and occasionally colorful) contributions to the overall discourse.

COMMON THEMES>>

Typical comments from residents who preferred the Current Trend or Scenario A focused around the following perspectives:

“The small towns are dying and with it rural lifestyle. I’d rather that Redding remain spread out and those that choose to live outside the city can do so without being penalized.”

25 Year Redding Resident>>

Density is dreadful>>

- >> “Dense housing does not provide a relaxed atmosphere for living and causes higher stress and more problems.”
- >> “Scenario A allows for large lot sizes and gives people with jobs and money the opportunity to separate themselves from the poor.”
- >> “Living in little square box-type homes where you can see your neighbor through your window is not what I picture in Redding or any of the cities and towns of Shasta County.”
- >> “Too much low income housing only invites a ‘ghetto’ area; do we really want to over-build low-income housing to create a socially engineered slum?”
- >> “The small towns are dying and with the rural lifestyles. I’d rather that Redding remain spread out and those that choose to live outside the city can do so without being penalized.”

Urban development does not belong or fit in Shasta County>>

- >> "I think we have a good situation currently in Shasta County. To continue urbanization would be to encourage unchecked, uncontrollable growth. Many of the same people who migrated to Shasta County to escape urbanization and its problems are now working to help create the very problem they fled to escape."
- >> "Retain to the greatest extent possible the number of 'rural' opportunities for those with that desire to live with animals and open space environments."
- >> "Shasta County is mainly rural in nature and should remain that way."
- >> "I moved to Redding/Shasta County because of the rural ambiance of the area; I would hate to loose that."
- >> "Let's retain the reason why people want to live here – to enjoy a natural vacation year 'round."
- >> "There's a better quality of life associated with rural living; we don't need another big city up here."
- >> "We need to have a conscious way to manage the development of our region. I fear we'll loose that country/farm style."
- >> "I don't want to see urbanization of rural areas increased or encouraged!"

"I moved to Redding/Shasta County because of the rural ambiance of the area. I would hate to loose that."

5 Year Redding Resident>>

"I picked Scenario A because this county needs to grow and have good jobs and homes."

20 Year Burney Resident>>

Jobs and economy depend on the perpetuation of current trends>>

- >> "We need continued construction jobs associated with the kind of growth found in Scenario A."
- >> "Current Trends are current trends primarily because that's the way people seem to want it; I think the way development occurs naturally according to market conditions is the best way to go. "
- >> "I believe Scenario A provides for job growth and continued construction growth for the region. Also a stronger economic base less dependant on service jobs and tourism."
- >> "The Current Trend scenario best fits the reality of needs and growth."
- >> "I picked Scenario A because this county needs to grow and have good jobs and homes."
- >> "The city is stagnant; I like Scenario A or the Current Trend so that people like me can afford to retire here."

“Scenario B/Scenario C” Perspective>>

OVERVIEW>>

Although Scenario B (Core & Corridors) garnered the most votes, comments revealed that respondents were conflicted on whether Scenario B or C best reflected their personal preference.

- >> “I was very close between Scenario B and C, but I chose C because I like the sense of a centralized community. Actually, a combination of B and C would be best!”
 - >> “I prefer the efforts of a combined Scenario B and C to retain the unique small town atmosphere in each community, while promoting the largest impact to greater economic opportunity and the least reliance on natural resources.”
 - >> “It was a difficult choice selecting a preferred scenario between B and C, but ultimately ended up making a final choice based on the lowest impacts among performance measures – minimizing resource use and sprawl, and maximizing open space, views, and clean air.”
 - >> “I’m torn between Scenario B and C. I don’t like the thought of Shasta County’s cities growing together into a large metropolitan area that you see from Sacramento down to Southern California. However, I feel there are more advantages with Scenario B.”
 - >> “Tough choice between B and C. Instinctively I prefer Scenario C. However, environmentally speaking, B seems to be a more responsible choice.”
 - >> “I prefer Scenario C because less environmentally sensitive and ag lands are disturbed. Scenario B is a close 2nd place; I like the idea of open space connections to different parts of town for non-motorized travel.”

“I WAS VERY CLOSE BETWEEN SCENARIO B AND C, BUT I CHOSE C BECAUSE I LIKE THE SENSE OF A CENTRALIZED COMMUNITY. ACTUALLY, A COMBINATION OF B AND C WOULD BE BEST!”

Resident>>

Overall, Scenario B (Urban Core & Corridors) was considered the more conservative and doable option, while Scenario C (Distinct Cities & Towns) was believed to best maintain the present day feel of the region. In most instances, Scenario B was a more analytical choice while Scenario C was a more personal and emotional choice for local residents.

COMMON THEMES>>

Typical comments from residents who preferred Scenario B and/or C focused around the following perspectives:

Maintain the balance between areas of growth and open space/agricultural lands>>

A consistent message expressed by individuals who preferred Scenario B or C was a desire for balance – balance between urban and rural development; the natural and built environment; mobility and environmental impacts; rural/small town and urban/walkable neighborhoods; small town atmosphere and urban amenities; and so forth. For example, individual comments included the following:

- >> “Scenario C seems to provide urban and rural residents the best of both worlds.”
- >> “I picked Scenario C because it has the least amount of impact on agricultural land and best compromise between rural life and growth.”
- >> “On balance, I believe Scenario C provides the best quality of life.”

- >> "Scenario C provides dense, urban, and aesthetic architecture and effective public transportation that in turn allows rural areas to remain intact."
- >> "Scenario C gives room for population growth without wiping out resources and land."
- >> "B seems to maintain the 'city' structure, while allowing 'directed growth' as the population increases. It also seems to allow for 'neighborhood' business areas that would provide groceries, fuel, beauty/barber shops, etc. It seems to be the most 'people-friendly' of the scenarios, while keeping necessary agricultural areas for the growing of our food supplies."

Focus on efficiency, sustainability, and the new reality/new normal of economic conditions>>

- >> "Energy, financial, and environmental changes will force all cities to scale back. It is imperative, therefore, that they initiate the journey to becoming 'complete' and economically self sufficient."
- >> "Our future concerns will center on enough food and water, not over having enough growth. Each acre of productive land you chose to destroy is a valuable asset in the future survival of Shasta County."
- >> "I believe the forces of business and economics have dominated the developmental planning in the past and that has to change if we are to maintain a healthy, sustainable existence into the future."

Focus on the mobility benefits>>

- >> "Minimize sprawl so I don't have to drive long urban strips that make the area feel like a big city."
- >> "Preservation of unique communities that are livable is important to me, with walking and biking options for local needs and public transportation options to downtown and community areas."
- >> "I chose Scenario B because it minimizes the impacts of growth, maintains the Shasta County lifestyle and improves walkability and transportation choices."
- >> "I chose Scenario B because of the strong public transportation plans, trails system, and strong downtown."

"I chose Scenario B because it minimizes the impacts of growth, maintains the Shasta County lifestyle and improves walkability and transportation choices."

2 Year Redding Resident>>

"I like the concept of focused communities with a sense of identity and completeness as well as a smaller more closely knit community."

25 Year Cottonwood Resident>>

Focus on quality of life, livability, and sense of place>>

- >> "I like the concept of focused communities with a sense of identity and completeness as well as a smaller more closely knit community."
- >> "Preserve unique community identities."
- >> "Scenario C has the lowest sensitive environmental impact, lowest development on prime ag land and giving people a distinctive 'sense of place'. What is lost is very little compared to what is gained."
- >> "Creates the opportunity for a 'small town' life experience."
- >> "I believe that a sense of community leads to safe, respectful, and healthy relationships and communication."
- >> "Allow people to build their homes in a smaller feeling community, with opportunities for the human connections necessary for health and a more stable, peaceful environment."

Additional Comments>>

Positive comments about the process>>

- >> "Thanks for the nudge to think ahead and consider the consequences of possible future actions."
- >> "Nice survey. Lots of work. Hope it works to preserve our beautiful county."
- >> "Fantastic presentation of information; easy to comprehend. It is my sincere hope that many people provide thoughtful feedback."
- >> "I hope the decision-makers are open-minded and use this information to promote positive change, so that future growth will have less impact than the current trend scenario."
- >> "I think it is commendable that Shasta County residents have the opportunity to give input on the direction our future development takes; thank you for the information."
- >> "This community planning exercise has been a valuable tool for encouraging the public to envision how our future might unfold. We have the resources and knowledge available to grow while protecting those amenities that are most unique and distinctive to our area, now we have to use them. I hope this initiative is not neglected once the results are tabulated, and that our community can follow the important visions laid down during this exercise."
- >> "Please continue the conversation with the community regarding growth. This is a great effort and people are not only engaging, but are learning as well. As the future unfolds, it is important to keep learning and revising plans as necessary. Frequent (as appropriate) trend information should be discussed through a venue such as done here. Keep this Shasta Forward going, and be sure to consider the information gained. So many times reports are developed by organizations, government and businesses and then left on a shelf and rarely used. This conversation has too much value to allow that to happen. Thank you for your efforts!"
- >> "Thanks for all of the people who put in so much time and energy putting together all of the information. The presentation packet was very well done - clear and concise. And the idea of getting so much public input and involvement is the greatest concept ever!"
- >> "I appreciate being given to opportunity to take part in the future of this area. I hope that the decision makers will always keep quality of life in mind as we move forward."
- >> "Thoughtfully planning the future growth of this community through the help of professional planners and the guidance of its population is the right way to shape the future. It is an enlightened approach which recognizes all key variables and can result in a compromise plan everyone can find rewarding."
- >> "I am impressed with this project and the quality information that has been developed. I very much appreciate the opportunity to comment and hope that our elected officials will give it the same consideration."
- >> "I hope the citizen input is actually going to be considered in this, and that it is not something that is just going to be rubber stamped as okay to suit a desired number of influential persons."
- >> "Thank you for asking the citizens of the community for input - it is both educational and empowering. My family really appreciates the opportunity to learn about the options and to weigh in with our vote."
- >> "Thank you for creating this opportunity for input into our future."
- >> "It's great to be asked for an opinion about the future growth of our beautiful area... thank you ;-)"
- >> "Nice to see some forward thinking."
- >> "Great job on developing this survey and the time and effort you are putting in for our community. Thanks for the opportunity to participate."
- >> "I found the website informative and appreciate having my opinions heard."
- >> "Thank you for this opportunity to respond. You go planners!"
- >> "I am concerned over the future path of development and pleased to know that multiple measures are being considered for Shasta County's future growth."

Negative comments about the process>>

- >> "How much is ShastaFORWARD>> costing, and who is paying the bill?"
- >> "The flashy pamphlet that was in the newspaper was difficult to read and see as I am color blind. This is why I completed this "waste" on line. I am a firm believer in planning, but 40 years out is a stretch and a waste of time. The current economic conditions of our country, state, county and city is such that planning 5 years out is almost impossible."
- >> "Your poll is a confusing one! I took my own from 4 friends: one considerably younger but civic minded and a business person, one younger, and 2 about my age. They all said your poll was confusing and had doubts if it would accurately portray honest feelings mainly because it was structured to be confusing-----one size fits nothing!"
- >> "I do not believe in the growth model as the only model for success. Zero population growth plus increased efficiency ought to be the model for a good community."
- >> "I don't like trying to force unworkable plans on people 'for their own good', which is my impression about a lot of public planning."
- >> "Bum Survey. Difficult to understand what you are asking. Asking stupid questions. What ever happened to common sense? How much was spent on graphics, layout, printing, postage?"
- >> "Suggestion: Please provide examples, if available, of communities that have implemented the scenarios (or similar scenarios). Then people could research those communities and get an idea of issues they have faced."

poverty Cooperation parks **scenarios** fall river mills Poverty Healthy Business Recreation **Green** Leadership Risk **Growth**
Neighbors Open Space Cottonwood sundial natural resources **Transportation** bella vista Clean
Environment impact Rural Air Quality towns **commute** challenge **track**
Whitmore **Growth** montgomery creek education oak run city of shasta lake
course Gas Hometown current trend City of Shasta