



Shasta FORWARD >>

Draft Final Report



Shasta County
Regional Transportation
Planning Agency

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Mountain
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FORWARD>>

Daniel Wayne>>

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

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

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

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

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

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

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

Sincerely,

Daniel Wayne



Development Millville river burney choices Shingletown air quality lakes Land Dev
potential risk regional Cottonwood strategies fuel cons
recreation Bella Vista round mountain C Oak Run
jobs hometown transportation Current Trend shape Incentives towns gre
Scenarios Peripheral scenic Shasta Responsibility Farms Wild regional lo

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



**THINK GLOBALLY
PLAN REGIONALLY
ACT LOCALLY**



GETTING STARTED 1

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



14 **SETTING THE STAGE**

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



FINDINGS 38

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



50 **CARRYING OUT THE VISION**

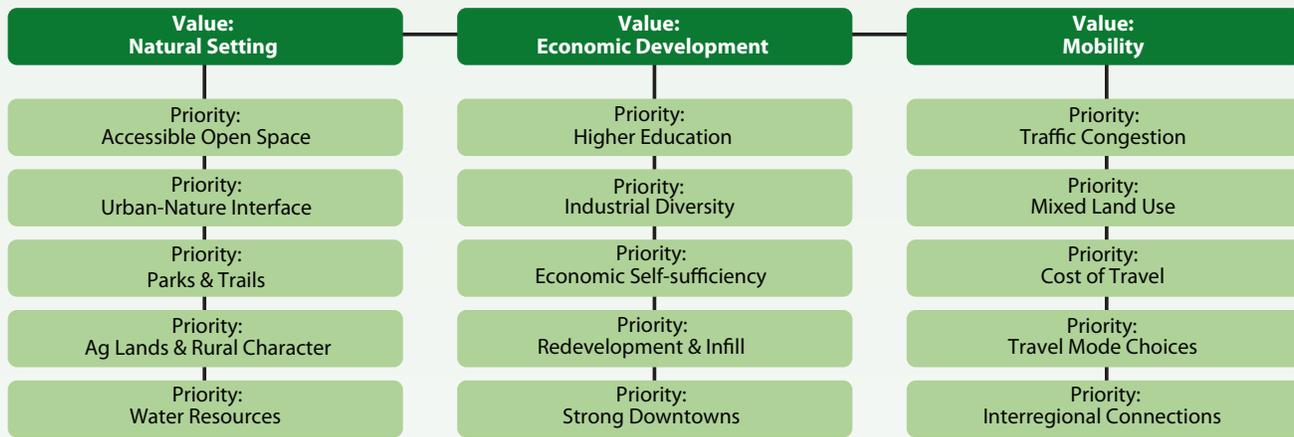
- Next Steps
- Implementation

Executive Summary >>

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

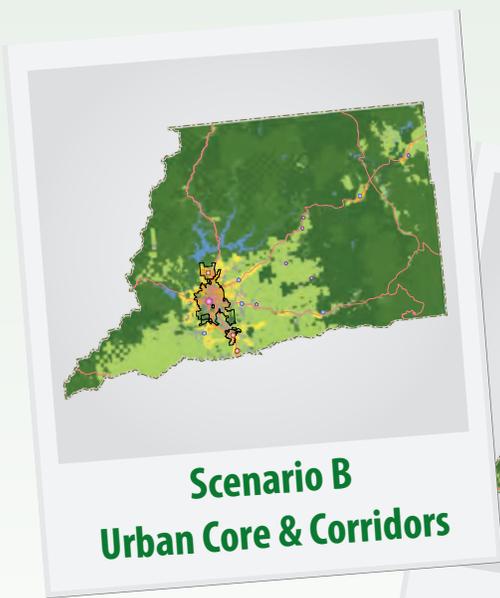
ShastaFORWARD>> stems from the desire to engage local residents in the planning process and to maximize public input needed for the many difficult decisions lying ahead. Over three years in the making, **ShastaFORWARD>>** is the single largest public outreach effort ever documented in Shasta County.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

Community Values & Priorities >>

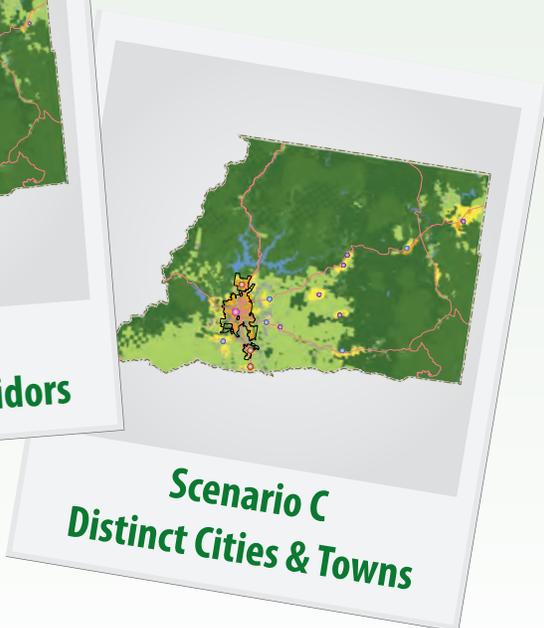


As directed by the **Shasta County RTPA Board** (a consortium of elected city and county officials in the region), current trends, policies, and practices were used to project Shasta County's most likely future. Documented community values and priorities formed the foundation of three community-driven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

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



Scenario B
Urban Core & Corridors

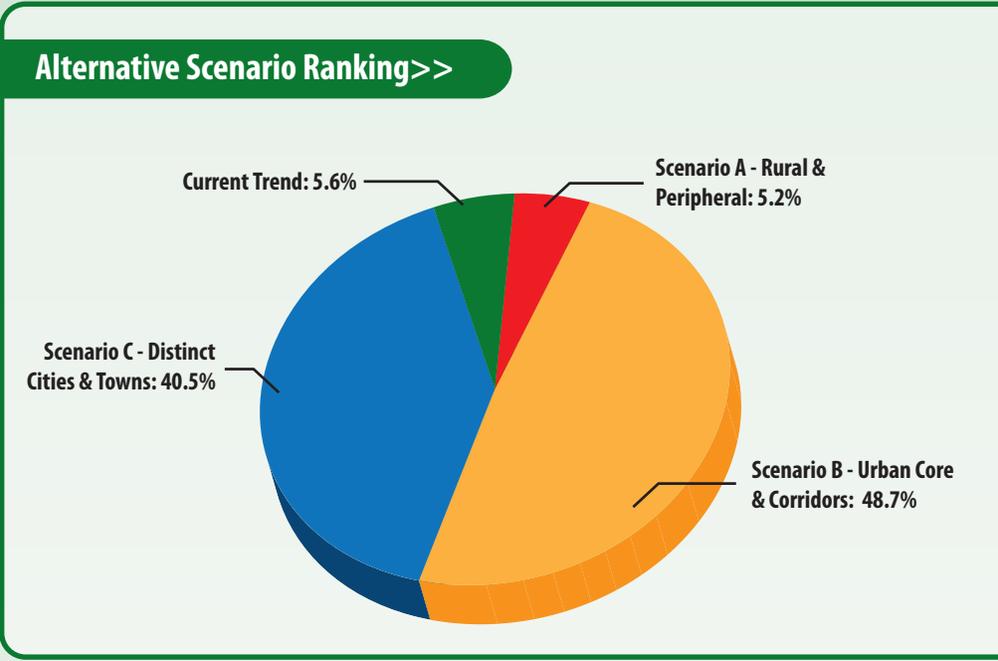


Scenario C
Distinct Cities & Towns

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

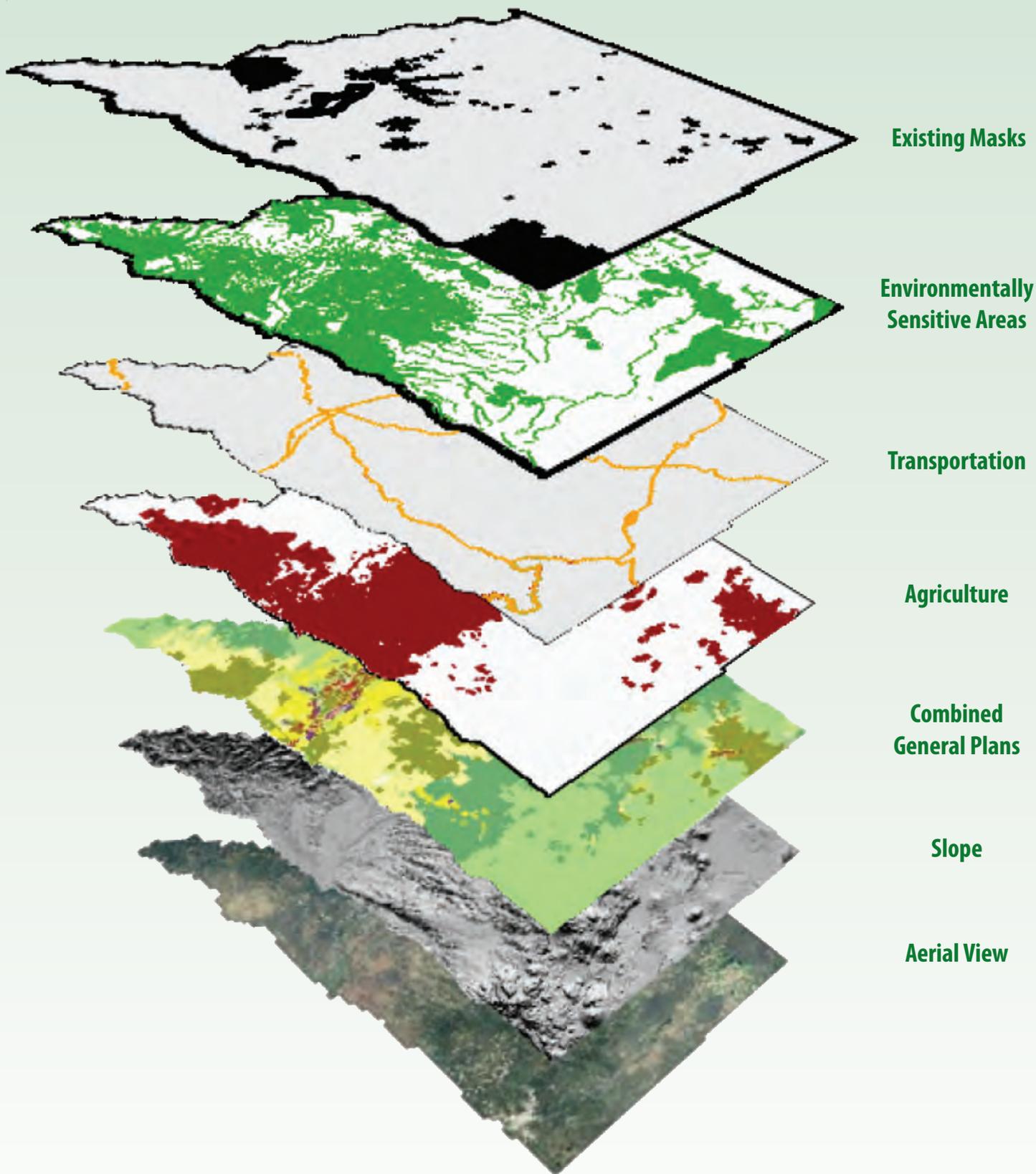
1 'Mobility Assessment Tool' – Utilizes computer-aided mapping and travel demand modeling to highlight priority areas for new development based on the degree of transportation system connectivity and the potential for reducing automobile use.

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



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





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>>

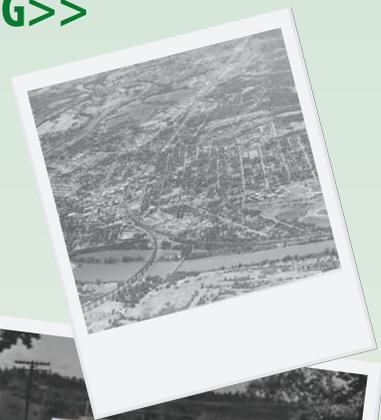


If you could turn the clock back 20 or 30 years, is there anything you would change? Have there been small decisions that drastically changed the course of your life? If you knew then what you know now, would your life be any different today? Like individuals, communities are the product of choices multiplied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

“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**



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.



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 >>

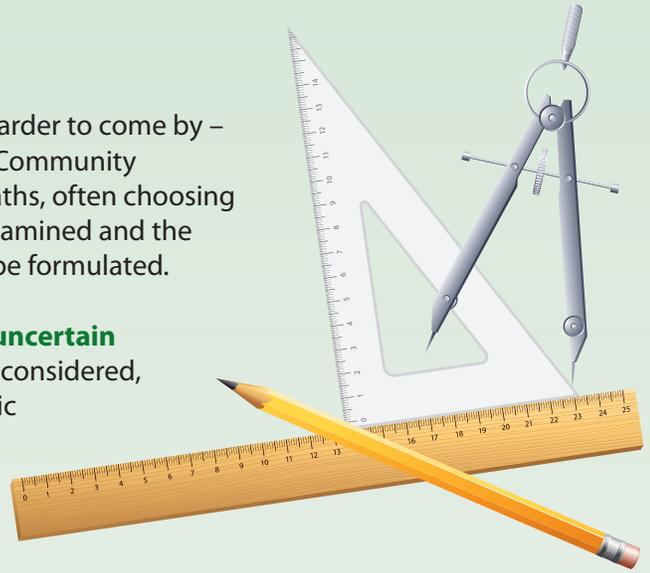
While it may be tempting to turn a blind eye and leave it to future residents and decision-makers to sort out, this leads to a diminished ability to respond fully and effectively. By comparison, the scenario planning process connects subtle trends to long-range outcomes, thereby providing a big picture 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>>

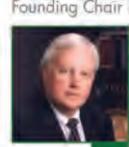
Monitoring, measuring, and shaping progress toward the community's Preferred Regional Growth Vision.

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 history of successful public involvement. Mr. Grow currently practices and zoning, real estate development, 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 frequent speaker at regional growth compact and policy forums. He has utilized his extensive experience in planning and development to guide the development of 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 for 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 will be contacted because you are interested in participating during Phase I of the ShastaFORWARD >> process.

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

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

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



our vision >>

http://www.shastafoward.com/home.php

Shasta County Regional Transportation Planning Agency

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.



can help Shasta County...



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

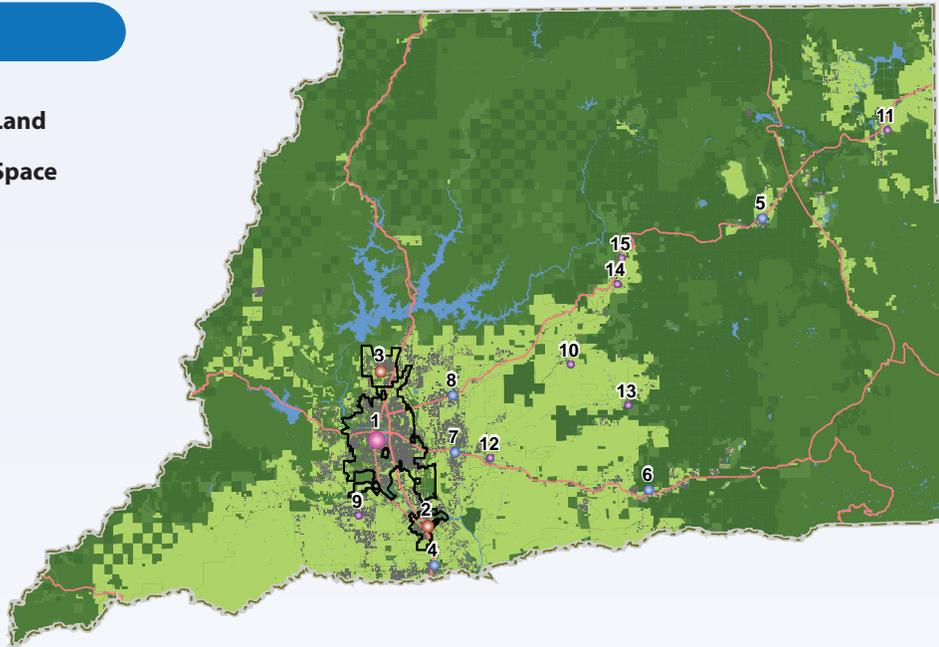
Boom period – Construction of Shasta Dam (1938-1945) caused population to double.



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?

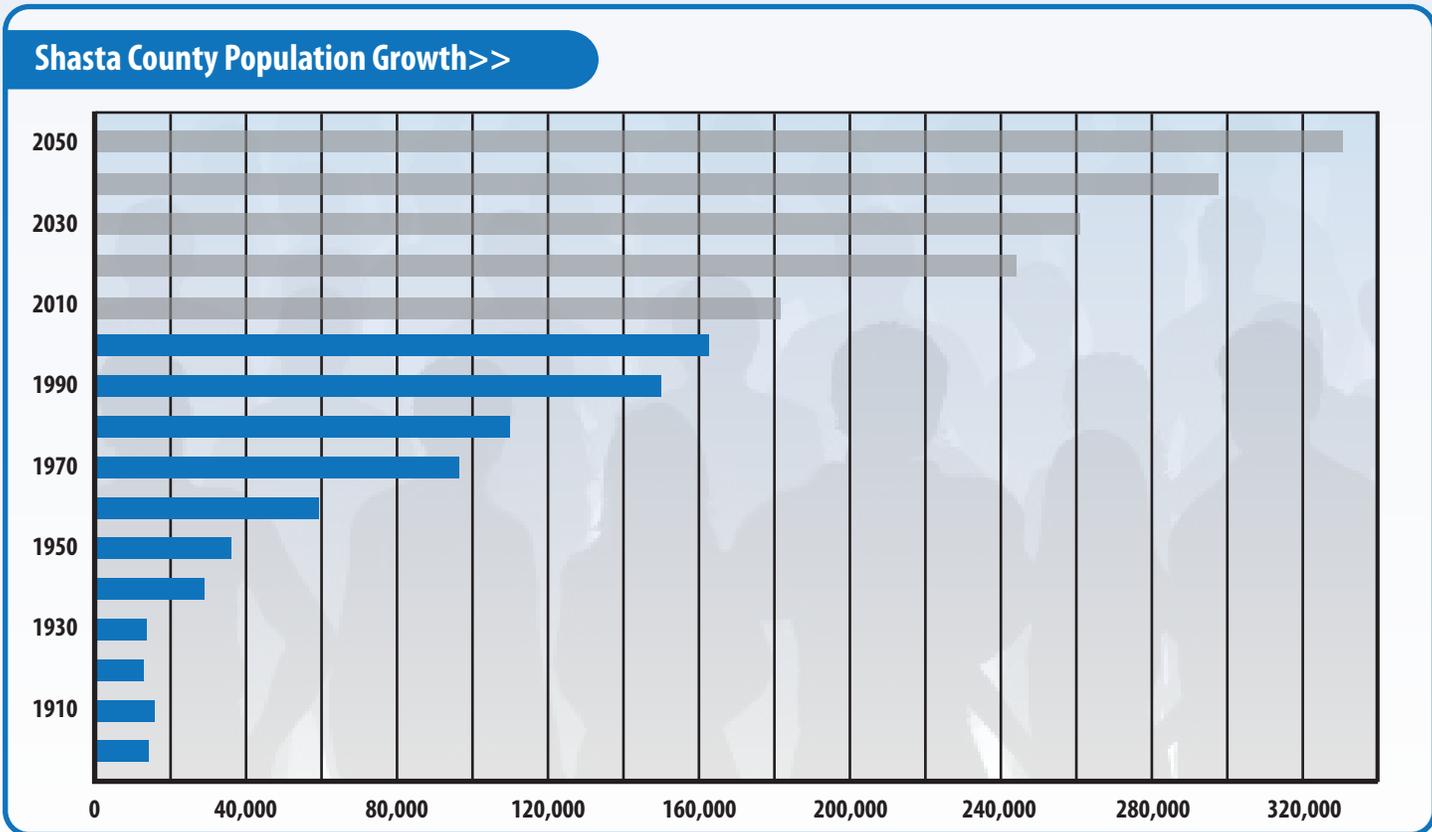


*Photos Courtesy of Shasta Historical Society

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.

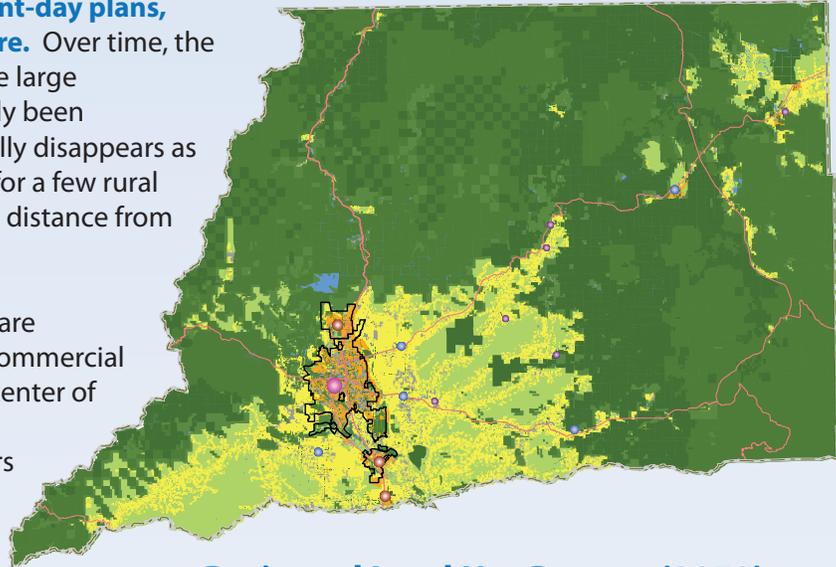


Current Trends >>

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.

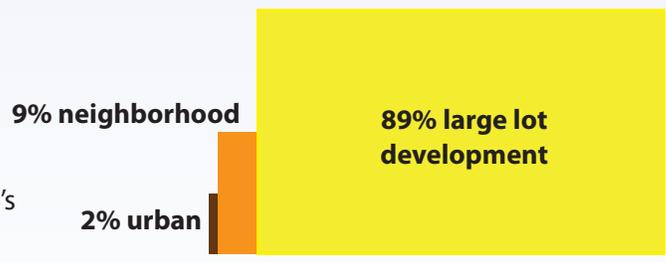
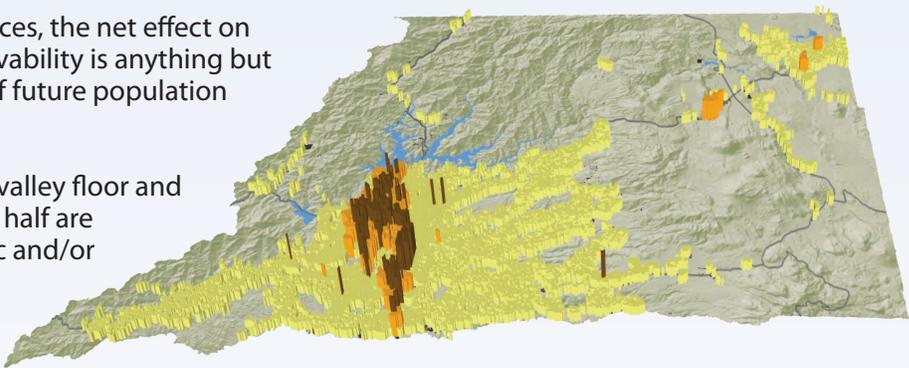


Projected Land Use Pattern (2050)

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 >>

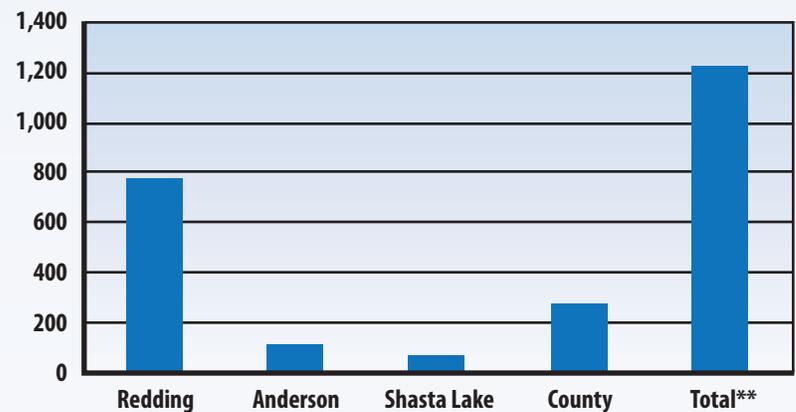
PUBLIC ENGAGEMENT METHODS & PARTICIPATION >>

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 >>

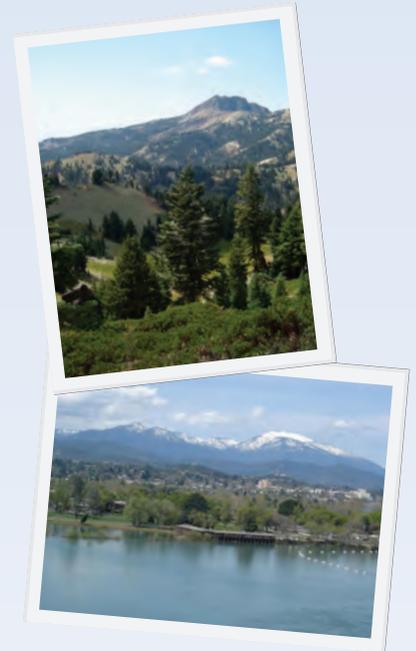
By an overwhelming margin, the single most frequent value put forward by Shasta County residents is an appreciation for the beauty, proximity, and accessibility of their natural surroundings; the unique combination of mountains, vistas, lakes, rivers, and authentic rural landscapes that define the Shasta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



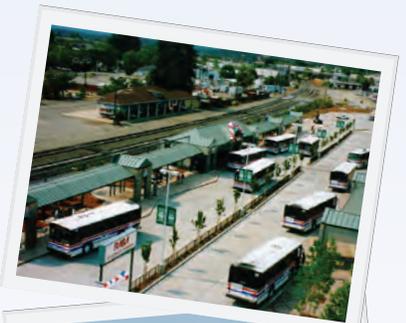
Priority: Traffic Congestion - By a near 2 to 1 margin over any other issue, traffic congestion was the least valued aspect of current growth and development trends. Most residents acknowledge that Shasta County's traffic pales in comparison to other urban areas, but don't like the direction traffic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



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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?

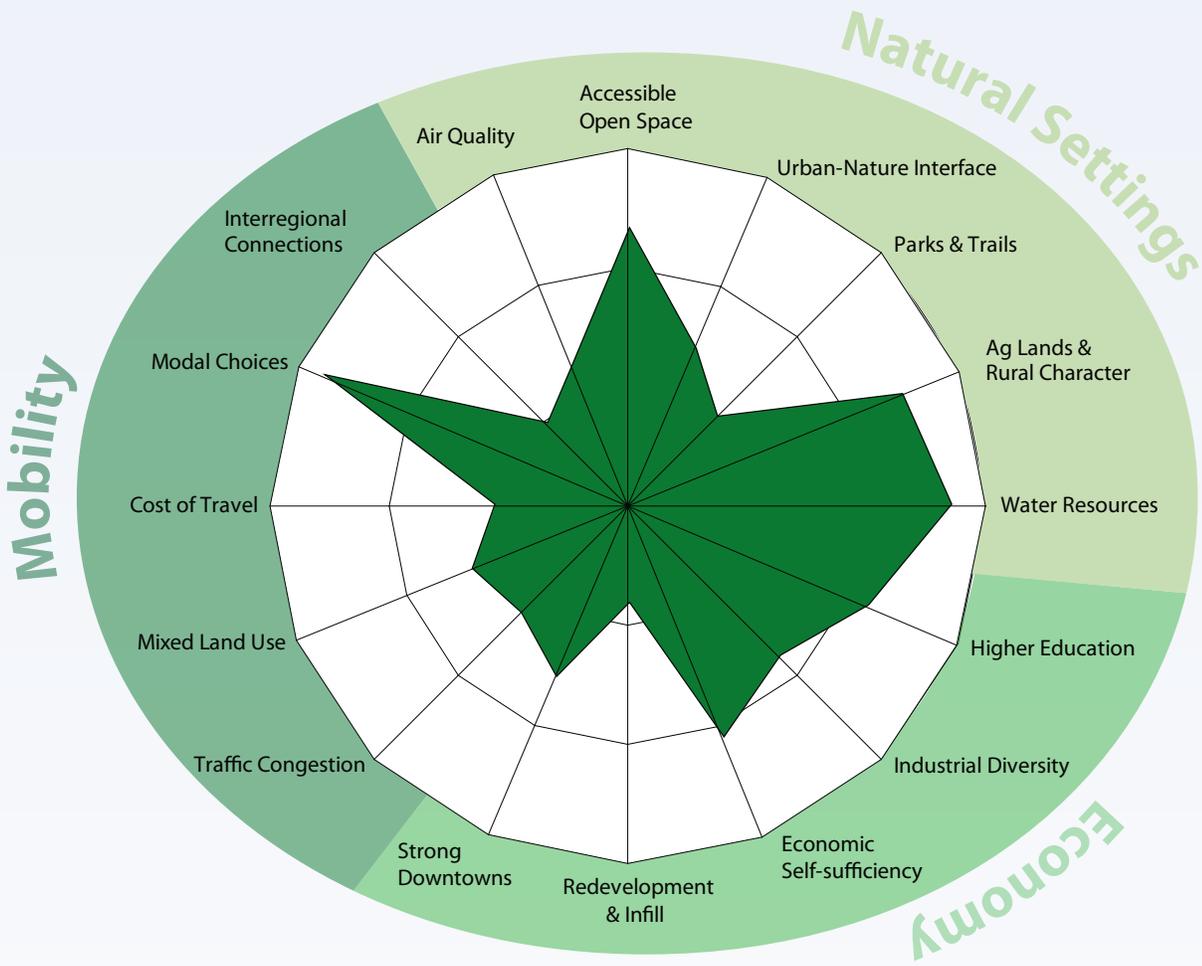
Restricting the number of questions participants could ask forced residents to think about the most important uncertainties; those things that might most affect their ideal vision of Shasta County. Requiring 'yes or no' type questions and prohibiting questions that are contingent on earlier questions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

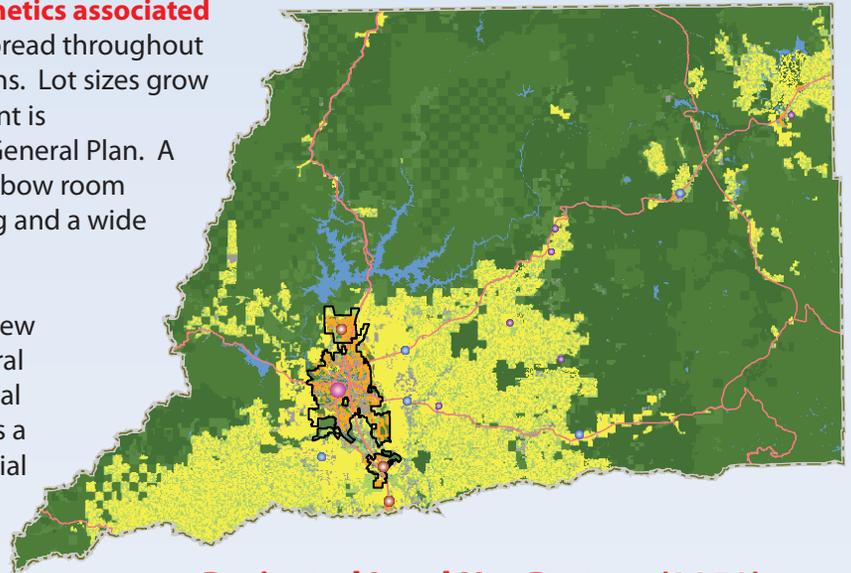


Evaluating the Options >>

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.

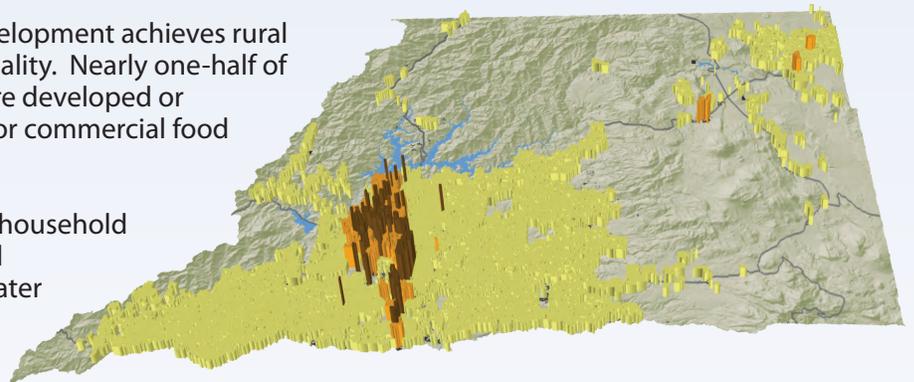


Projected Land Use Pattern (2050)

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

96% large lot development

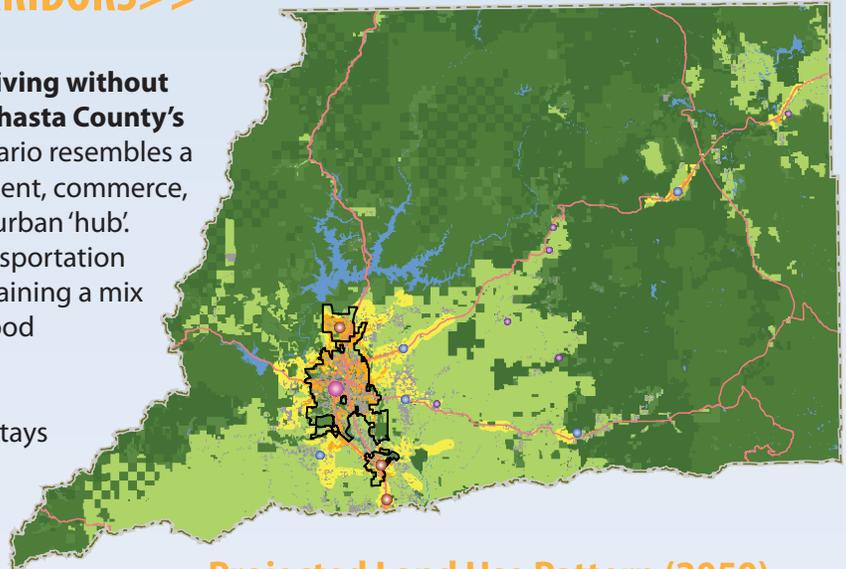
1% urban

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)

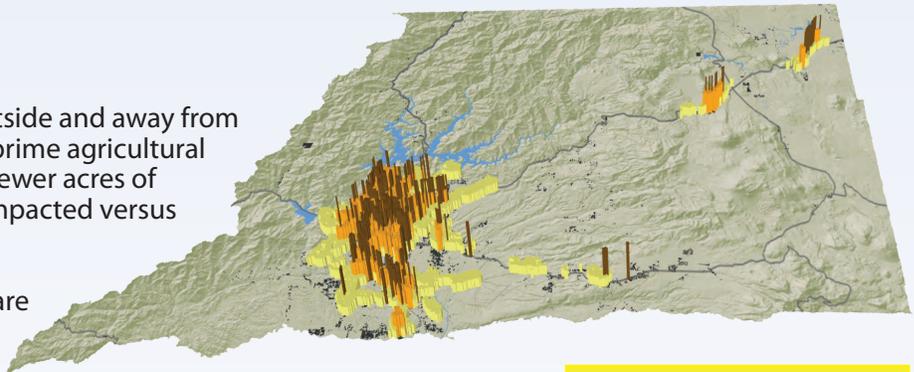
By concentrating new development along select corridors, miles of additional new roadways are greatly reduced. More focused investments in public transportation, bicycling, and walking facilities along the urban corridors make transportation options more accessible and convenient to use. Public infrastructure 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 >>

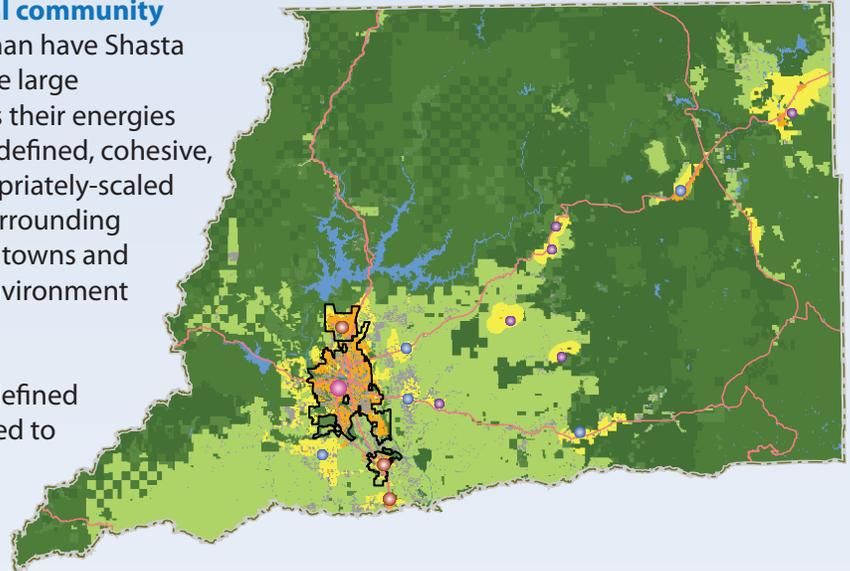
'Scenario C' focuses on maintaining individual community identity and a strong sense of place. Rather than have Shasta County's cities and towns grow together into one large metropolitan area, individual communities focus their energies inward. Each 'micropolitan' area contains a well-defined, cohesive, 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.

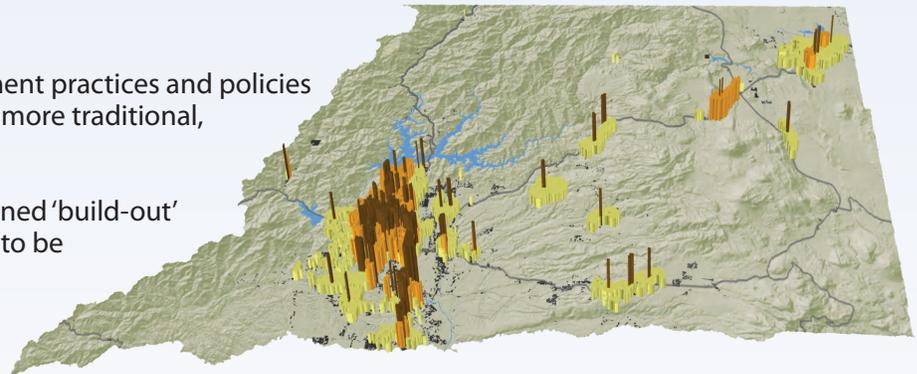
Local government policies and programs work in concert to encourage more 'complete' and economically self-sufficient communities; places where residents can live, work, and shop. Economic growth, population, and political clout are more evenly distributed throughout the region. Rural development is primarily 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.



Projected Land Use Pattern (2050)



23% neighborhood

7% urban

70% large lot development

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.



>> 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 Rural
illville A Potential transit Education Lakes traditional healthy engage Agriculture Sha
Anderson Montgomery Creek happy valley Preserve Industry incentives sundia
Regional Choices Identity Fall River Mills Palo Cedro transpor



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 cars and truck

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



What does the future hold for Shasta County?
 Visit ShastaFORWARD.com to explore the options a
 your preferred regional growth vision. Or pick up a
 with mail-in survey at your local library.



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

BUILDING CONSENSUS >>>

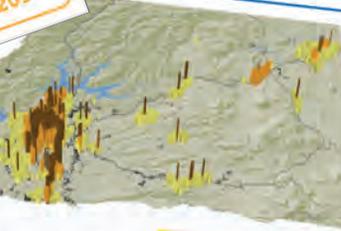
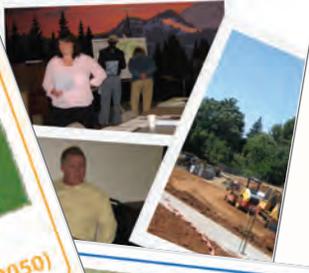
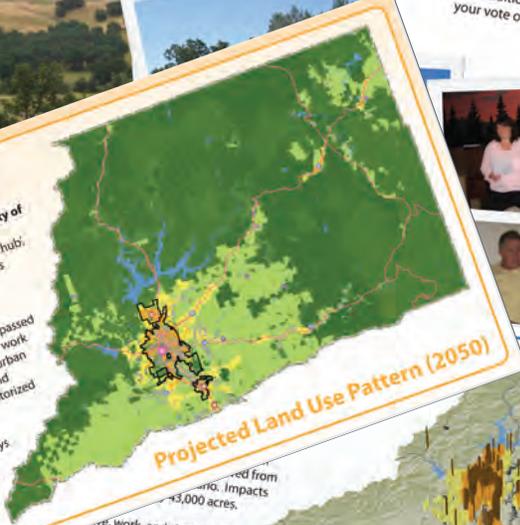
Shasta County's population will swell from 180,000 residents today to over 330,000 residents by the year 2050. Inside you will find four unique approaches for accommodating growth and development, called 'scenarios'. The 'Current Trend' scenario represents Shasta County in the year 2050 given current 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 shastaforward.com.

>>> Defining the closeness and accessibility of

Scenario resembles a 'hub and spoke' pattern. Stations are focused within an urban 'hub'; 'spokes' or 'linear communities' connect the hub to commercial, and traditional residential areas. 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 and open space and doubles as non-motorized recreation. Miles of additional new roadways. Transportation options more accessible. Combined along these key development continues to occur.



How Land is Used >>>

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



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.

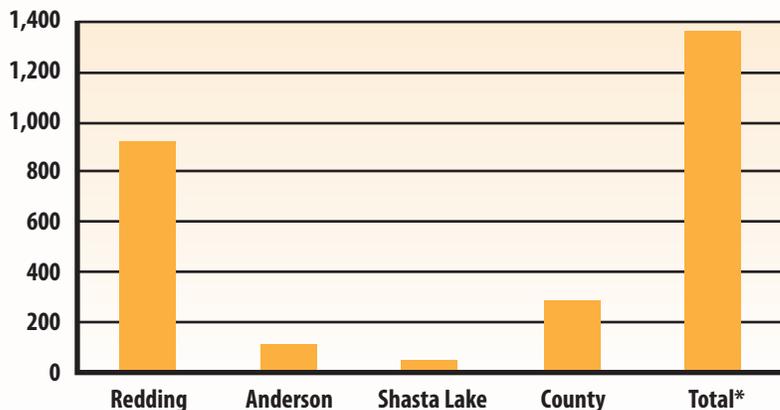
A record setting level of public participation was essential to the ShastaFORWARD >> process due to the comprehensive nature and complexity of issues addressed during the planning process. The large community response also helped assure that key public outreach objectives were successfully achieved,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

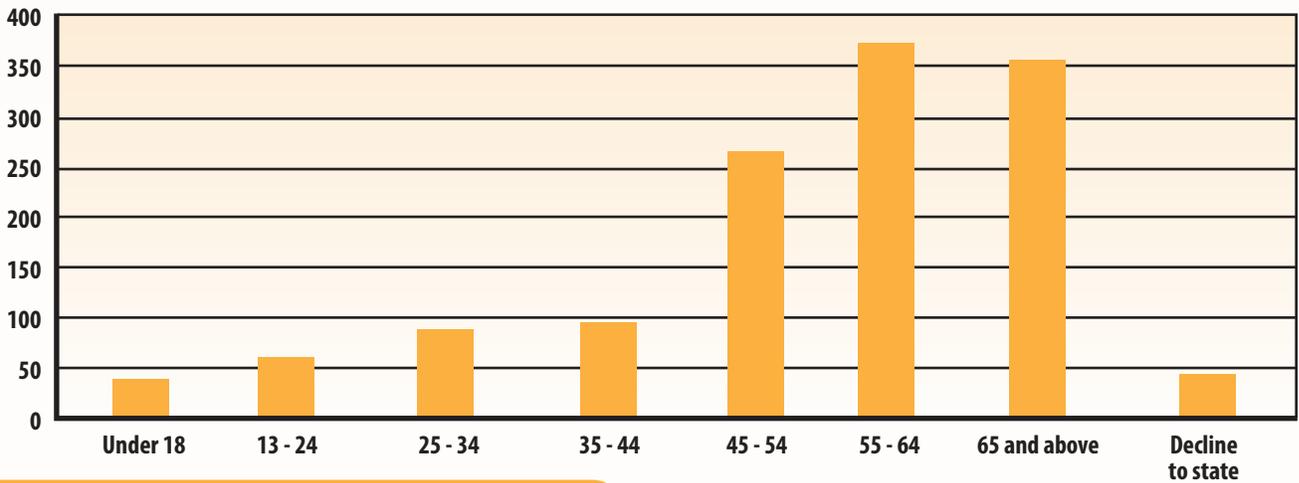


* Not all respondents indicated their place of residence

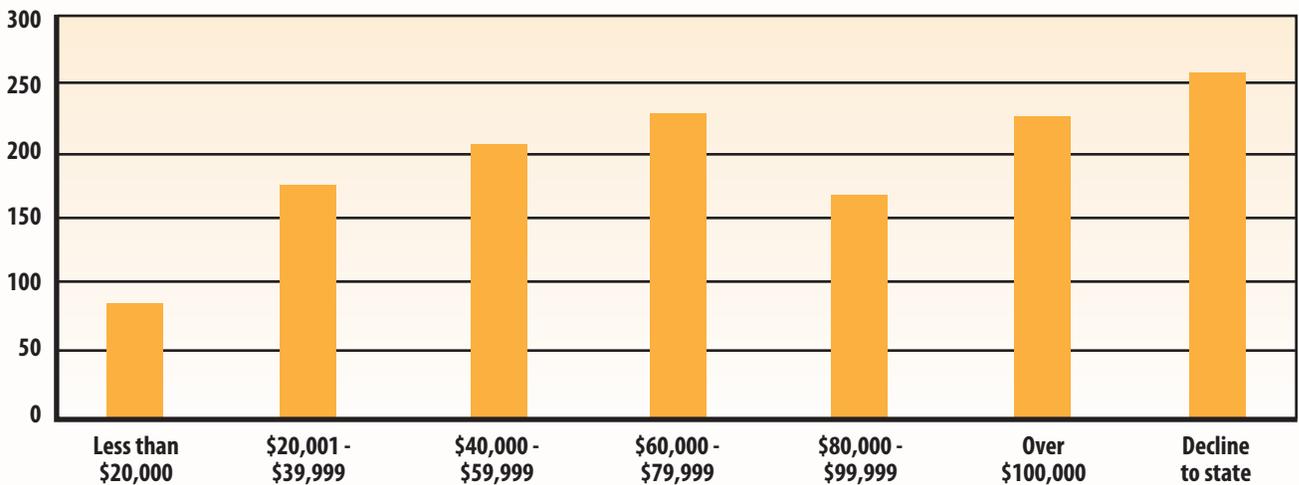
The following findings are based directly on the combined input gathered during both phases of public outreach. Input was analyzed and cross-tabulated to address potential demographic biases attributable to variables such as age, tenure of residence, and income. Differences were also rooted-out based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



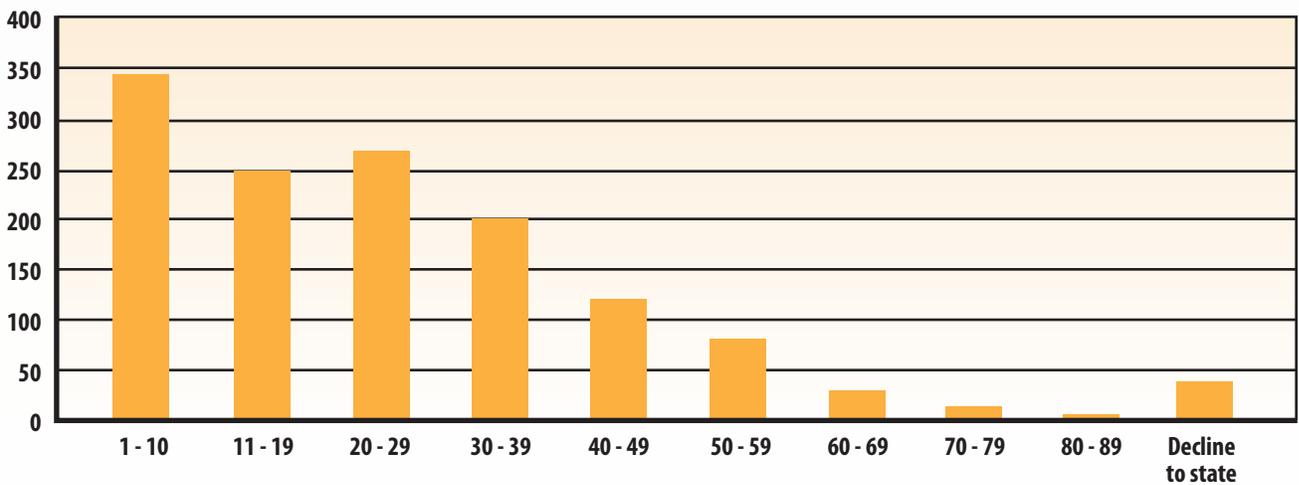
Survey Responses by Age >>



Survey Responses by Household Income >>



Survey Responses by Years of Residency >>



Survey Results>>

WEIGHING THE OPTIONS>>

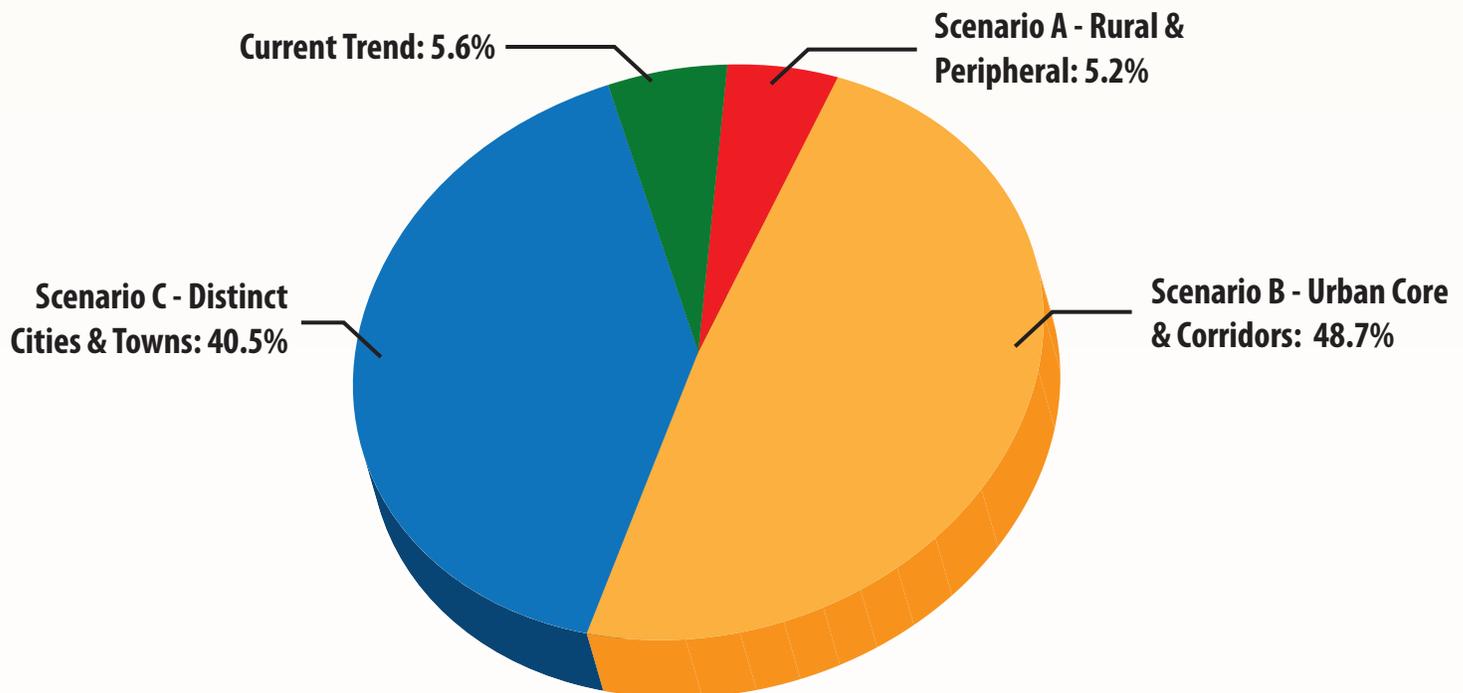
There is no one 'right' or 'wrong' way to grow - but there are different costs and benefits associated with the community's growth and development scenarios. Because Shasta County citizens largely love the region as it exists today, the question was not about what to change, but rather what actions will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

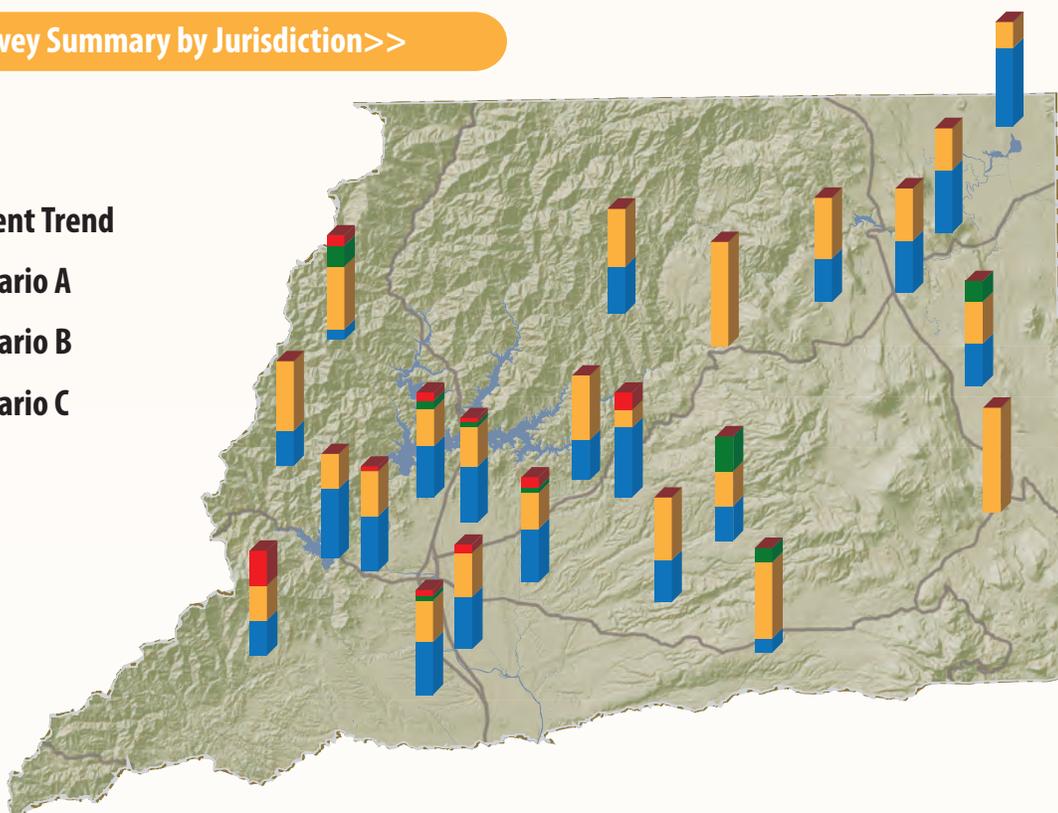
In terms of raw survey responses, Scenario B (Urban Core & Corridors) was selected by nearly one-half (48.7%) of all survey participants. Scenario C (Distinct Cities & Towns) was nearly as popular, garnering over 40.5% of the vote. The Current Trend Scenario ranked a distant third (5.6%), while Scenario 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** bella vista **Transportation** bella vista **Transportation** bella vista **Transportation** bella vista
Whitmore **Growth** montgomery creek **commute** oak run city of shasta lake challenge **Transportation** bella vista **Transportation** bella vista
course Gas Hometown **current trend** education oak run city of shasta lake challenge **Transportation** bella vista **Transportation** bella vista

Carrying Out the Vision >>



Survey: Maintain open spaces

Shasta Forward wants input on future growth

By Scott Mobley
Recent Searchlight

Shasta County residents reverse the north state's wide open spaces. And looking ahead to 2050, they don't want their home to wind up congested and crowded like the rest of urbanized California. That's the overwhelm-

ing in focus groups organized by Shasta Forward, a long-range community planning exercise sponsored by the Shasta County Regional Transportation Agency (RTA).

As a next step in this 18-month-long process, Shasta Forward will hold workshops this week in Anderson, Burney, Redding

county grow over the next four decades. "This is their opportunity to let the decision-makers know how they feel about the future and also express some of the ideas they have," said Dan Wayne, the RTA planner coordinating the Shasta Forward planning exercise.

Shasta Forward held its first focus group about a year ago, where organizers asked residents what makes

Shasta County a great (or not so great) place to live. Participants were shown a map of how the county will look in 40 years if it keeps growing the way it has and population nearly doubles to an estimated 331,724. The map showed ranchettes and suburbs spreading out from the Interstate 5 corridor until develop-

Shasta Forward community workshops

All Shasta Forward workshops are from 5:30 to 7 p.m.

- Anderson: Monday, Teen Center, 2889 E. Center St.
- Burney: Tuesday, Senior Center, 37477 Main St.
- Redding: Wednesday, Veterans' Hall, 1605 Yuba St.
- Shasta Lake: Thursday, Senior Center, 1525 Meridian Ave.

More information: www.shastaforward.com.

Fired up for freedom



Shasta County
Welcome to Shasta

Your values, your vision >>

<< Did we get it right? >>
See the values & priorities we share as a community and tell us what you think at www.shastaforward.com

<< Make it your vision! >>
Create your ideal future for Shasta County at a community workshop happening near you...

- | | |
|--|---|
| <p>Anderson
Monday, October 20, 2008
5:30pm - 7:00pm
Anderson Teen Center
2889 E. Center Street, Anderson</p> | <p>Redding
Wednesday, October 22, 2008
5:30pm - 7:00pm
Redding Memorial Veterans Hall
1605 Yuba Street, Redding</p> |
| <p>Burney
Tuesday, October 21, 2008
5:30pm - 7:00pm
Mt. Senior Center
37477 Main Street, Burney</p> | <p>Shasta Lake
Thursday, October 23, 2008
5:30pm - 7:00pm
John Beaudet Senior Community Center
1525 Median Avenue, Shasta Lake</p> |

For more information, please call (530) 5486 or www.shastaforward.com.

THE NEWS

OCTOBER 29, 2008

Planning for growth in county is aim of Shasta Forward

By WILL CAMPBELL
The population in Shasta County is expected to nearly double to 200,000 people by 2050. A regionally based process is underway to plan for the projected growth. What are eastern Shasta County residents' priorities for the region? (See sidebar article on page 3 for county wide values and priorities and the eastern Shasta County priorities identified during the Oct. 21 Phase Two meeting.)



Abe Hathaway of Burney, second from left, makes a point during Shasta Forward planning meeting Oct. 21. Listening are: Facilitator Joe Studenick, third from left, the facilitator, and Facilitator Dave Moore, left. Seven local residents attended the meeting. —Please See Page 3

Parkview association members say loss of open spaces a top concern

By Scott Mobley
Recent Searchlight

The rural road runs between a freeway interchange and a drive-in movie theater. Otherwise, there's hardly a rooftop in sight in the black-and-white photo. Most of the half-dozen or so Parkview Neighborhood Association members viewing the photo at a recent Shasta Forward focus group correctly guessed it was Hilltop Drive in 1970, nearly four decades ago.

And now this group was looking four decades ahead, imagining Shasta County in 2050.

Dan Wayne, the county transportation planner coordinating Shasta Forward, showed the Parkview neighbors an animated image of how greater Red-

ding will more than double in size until it takes up nearly half the available land in the valley, Wayne told the group. Wayne wouldn't say whether he thought this growth would be good or bad. He wanted to know how the Parkview residents felt about it.

When losing open space proved group's top concern, Wayne wanted to know why.

"It (open space) is important to us because we've become used to it," said Bob Parkview Neighborhood Association vice chair and Shasta Forward committee member. "Every year Whiskeytown. I have less to encourage there are so damn many."

Another Parkview resident said the need to preserve Churn Creek, where farmers could grow food for local markets. She valued about thousands of 4- and 10-

Planning group wants input from public

Shasta Forward, a long-range planning program, will hold a focus group tonight for people and groups interested in planning for downtown Redding.

Shasta County Regional Transportation Planning Agency launched its 18-month regional blueprint project, Shasta Forward, last fall.

The project seeks input from the public for more effective planning solutions and a more efficient use of county resources.

Today's session is hosted by the Viva Downtown Economic Restructuring Committee. It runs from 5-

Share your vision >>

Now is the time to plan

Next Steps >>

SELECTING AND IMPLEMENTING THE PREFERRED REGIONAL GROWTH VISION >>

A WINNING COMBINATION >>

Based on a combined analysis of survey responses and open-ended comments, a melding of Scenario B and Scenario C is recommended to inform future implementation efforts.

MAKING IT REAL >>

The Preferred Regional Growth Vision provides the conceptual framework; a broad-stroke expression of the community's desired growth pattern and values. Implementation of the preferred regional growth vision is primarily a local responsibility to be carried out by individual jurisdictions under the umbrella of the overarching vision.

In order for local agencies to consider and act upon the community's vision, visioning concepts must be translated into well-defined land use inputs and implementation efforts broken down into specific and manageable components.

Based on local agency feedback solicited during the regional blueprint process, a regional plan that all agencies might uniformly agree upon must also meet the following criteria:

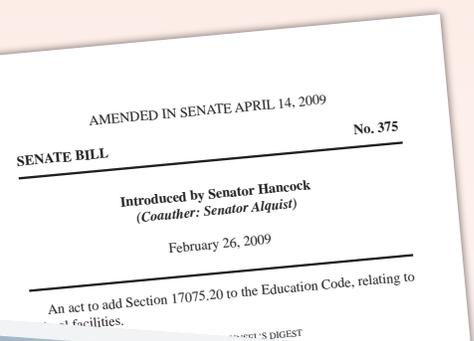
- >> Focuses on projects and policies directly tied to documented local values & priorities;
- >> Does not rely solely on public sector effort and investment for implementation;
- >> Focuses on minimally-scaled efforts and investments;
- >> Does not hinge upon another layer of rules and regulations to implement the plan; and
- >> Does not assume resources beyond the application of existing programs and funding.

REGIONAL BLUEPRINT / SUSTAINABLE COMMUNITIES STRATEGY TRANSITION >>

In light of the recent introduction of Senate Bill 375 (SB 375) and impending Sustainable Communities Strategy (SCS) planning requirements instituted by the State, it is recommended that the ShastaFORWARD >> Regional Blueprint come to a close. It is further recommended that ShastaFORWARD >> deliverables and any remaining balance of Regional Blueprint grant-funded tasks be focused toward SCS compliance.

Although an adopted SCS plan is not required until the 2014 Regional Transportation Plan (RTP) update, pursuing SCS development at this time will capitalize on the momentum generated by ShastaFORWARD >> and allow the region to build and test an SCS under real-world conditions for several years. Experience gained and lessons learned during this time will be utilized to address potential issues and allow desired modifications prior to the SCS element's formal inclusion in the RTP.

The following section outlines the steps required to develop an SCS-consistent action plan and advance the community's vision via an objective and practical process.



1 DEVELOP AND APPLY A MAP-BASED 'MOBILITY ASSESSMENT TOOL' (MAT) IN ORDER TO OBJECTIVELY IDENTIFY HIGH-PRIORITY LOCATIONS FOR NEW DEVELOPMENT:

MAT utilizes computer-aided mapping and travel demand modeling to isolate those areas with the highest degree of transportation system connectivity and the greatest potential for reducing vehicle miles traveled (VMT). MAT-highlighted areas have the highest visibility, the greatest probability to develop as an urban landmark and activity center, and the capacity to sustain community retail and amenities.

Outputs include a set of color-coded maps (viewed individual or combined) highlighting existing locations and 'opportunity' areas where concepts from the both the 'Urban Core & Corridors' and 'Distinct Cities & Towns' scenarios may be applied.

MAT analysis will be applied to the three-city Interstate 5 corridor and surrounding urbanized areas. Selected rural town centers located in unincorporated portions of the County may also be examined.

2 DEVELOP A COMMUNITY-DRIVEN 'REGIONAL PRIORITIES COMPACT' FOR UNIFORM LOCAL AGENCY CONSIDERATION:

A 'Regional Priorities Compact' packages the community's values, preferred land use patterns, and specific implementation activities for local agency consideration.

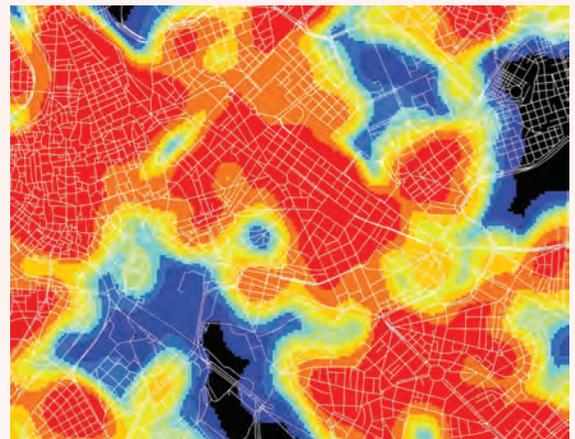
Three community-based workgroups (each representing a core community value identified via the ShastaFORWARD>> process), plus a technical advisory workgroup, will be organized to develop specific actions items that are consistent with both the MAT outputs and the community's values and land use vision.

The function of workgroup-generated action items is to 'seed' desirable development in locations where increased public usage, private investment, and market-driven mechanisms are most likely to ensue. Activities best able to accomplish this are those that are consistent with 'opportunity' areas highlighted via the MAT analysis. Implementation of the community's action items are intended to be undertaken at the minimum scale necessary to sway new development toward preferred locations and to encourage more transportation-efficient regional land-use patterns.

The Shasta County Regional Transportation Planning Agency (RTPA) will assist workgroups in the generation of visualizations, computer-based mapping/data analysis, community surveying, public communications, and/or other applicable support necessary to develop and substantiate recommended actions.

Together, the core community values and accompanying MAT-consistent action items will be presented to local agencies for discussion and consideration for region-wide adoption in the form of a 'Regional Priorities Compact'. Once adopted, the Compact will help ensure implementation activities are working together and may be utilized to demonstrate SCS compliance.

Sample MAT Output >>



Implementation >>

In addition to a detailed workshop-style introduction (held jointly as a regional body and attended by the California Air Resource Board (CARB) representatives), local agencies will have a minimum of three formal opportunities to guide development of the Regional Priorities Compact:

- 1 **Workgroup organization** – Workgroups will be comprised of 5-10 individuals as designated by local agencies. A list of community stakeholders and citizens will be provided as a starting point for local agency consideration.
- 2 **Action item review** – Draft action items will be generated by community workgroups and submitted to local agencies for review and comment. The addition and subtraction of specific actions may be negotiated by local agencies in preparation for region-wide consideration.
- 3 **Acceptance of Regional Priorities Compact** – The final Regional Priorities Compact with accompanying implementation actions will be presented to local agencies for consideration and potential adoption, conditioned upon uniform region-wide acceptance.

Shasta County’s SCS approach and technical methodology for quantifying Vehicle Miles Traveled (VMT) and accompanying greenhouse gas (GHG) emission reductions will be explained to CARB at the first regional workshop. Ongoing consultation between the region and CARB staff will help to ensure CARB’s eventual approval of Shasta County’s SCS-consistent 2014 Regional Transportation Plan (RTP).



In the coming years, as various State departments realign their respective grant and incentive program objectives to coincide with SB 375, the presence of a regionally adopted SCS and demonstrable progress toward the region's assigned greenhouse gas reduction target will be critical to a sustainable future and the preservation of the Shasta County lifestyle.

Viewed from a local agency perspective, the regions SCS will help attract discretionary State funds needed to provide infrastructure and community services to a growing population. The local economy is likewise expected to benefit from various economic development incentives.

Throughout the SCS process local values and priorities and the community's preferred Regional Growth Vision generated via ShastaFORWARD>> will provide the underlying foundation and serve to inform and enlighten decision making processes.

“ Be sure to consider the information gained (by ShastaFORWARD>>). So many reports are developed by organizations, government, and businesses and then left on the shelf and rarely used.

This conversation has to much value to allow that to happen.”

27 Year Redding Resident>>

agricultural land wild Landscape Redding Home Shape scenic Oak Run regional shape
oose sundial round mountain small town hometown family B Farms
development transportation Current Trend traffic burney river
narios Choices regional Shasta Responsibility challenge potential risk regional parks Corridors
recreation Bella Vista Lakes scenic L

Incentives
Wild
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akes S

Survey: Maintain open spaces

Shasta Forward wants input on future growth

Shasta Forward community workshops

By Scott Mobley
Record Searchlight

Shasta County residents revere the north state's wide-open spaces. And looking ahead to 2050, they don't want their home to wind up congested and crowded like the rest of urbanized California.

That's the overwhelming sentiment expressed by some 1,700 people answering online surveys or meet-

ing in focus groups organized by Shasta Forward, a long-range community planning exercise sponsored by the Shasta County Regional Transportation Agency (RTA).

As a next step in this 18-month-long process, Shasta Forward will hold workshops this week in Anderson, Burney, Redding and Shasta Lake where participants will be asked how they would like to see the

county grow over the next four decades.

"This is their opportunity to let the decision-makers know how they feel about the future and also express some of the ideas they have," said Dan Wayne, the RTA planner coordinating the Shasta Forward planning exercise.

Shasta Forward held its first focus group about a year ago, where organizers asked residents what makes

Shasta County a great (or not so great) place to live.

Participants were shown a map of how the county will look in 40 years if it keeps growing the way it has grown over the past 40 years and population nearly doubles to an estimated 331,724. The map showed ranchettes and suburbia spreading out from the Interstate 5 corridor until develop-

All Shasta Forward workshops are from 5:30 to 7 p.m.

- Anderson: Monday, Teen Center, 2889 E. Center St.
- Burney: Tuesday, Senior Center, 37477 Main St.
- Redding: Wednesday, Veterans' Hall, 1605 Yuba St.
- Shasta Lake: Thursday, Senior Center, 1525 Meridian Ave.

• More information: www.shastaforward.com.

See GROWTH, B-5



Panel Discussion



Chase

Fired up for freedom

YOUR TURN TO CHOOSE



Open spaces

Mobley
Searchlight

...s between a freed-
a drive-in movie

...hardly a rooftop in
d-white photo.

...zen or so Parkway
...ation members

...a recent Shasta
... correctly guessed
... in 1970, nearly four

will more than double in
takes up nearly half the available
in the valley, Wayne told the group.

Wayne wouldn't say whether he
thought this growth would be good
bad. He wanted to know how the P
view residents felt about it.

When losing open space proved
group's top concern, Wayne want
know why.

"It (open space) is important b
we've become used to it," said B
Parkview Neighborhood Associ
vice chair and Shasta Forward
committee member. "Every se
... I have less to e

Planning group wants input from public

Shasta Forward, a long-range planning program, will hold a focus group tonight for people and groups interested in planning for downtown Redding.

Shasta County Regional Transportation Planning Agency launched its 18-month regional blueprint project, Shasta Forward, last fall.

The project seeks input from the public for more effective planning solutions and a more efficient use of county resources.

Today's session is hosted by the Downtown Economic Restructuring Committee. It runs from 5:30 to 7 p.m. in Room 1501 at the conference center.

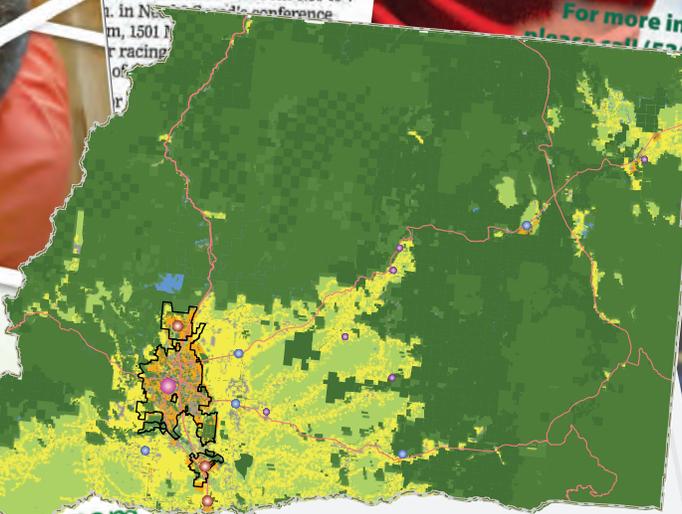
Shasta County
Regional Transportation Planning Agency

Share your values, your vision >>

<< Did we get it right?
See the values & priorities we share as a community and tell us what you think at www.shastaforward.com.

<< Make it your vision!
Create your ideal future for Shasta County at a community workshop happening near you...

Anderson Monday, October 20, 2008 5:30pm - 7:00pm Anderson Teen Center 2889 E. Center Street, Anderson	Redding Wednesday, October 22, 2008 5:30pm - 7:00pm Redding Memorial Veterans Hall 1605 Yuba Street, Redding
Burney Tuesday, October 21, 2008 5:30pm - 7:00pm Mt. Senior Center 37477 Main Street, Burney	Shasta Lake Thursday, October 23, 2008 5:30pm - 7:00pm John Beaudet Senior Community Center 1525 Median Avenue, Shasta Lake



What does the future hold for Shasta County?

Visit ShastaFORWARD.com to explore the county's preferred regional growth vision. Share your input with mail-in survey at your local planning office.

ShastaFORWARD.com

For more information, please call (530) 225-5486 or visit www.shastaforward.com



