

REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
ShastaFORWARD>> Regional Blueprint: Project Update, OWP Amendment, and PSA Amendments		4/22/08	6

RECOMMENDATION

It is recommended that the Board:

1. Receive a ShastaFORWARD>> project update;
2. Amend the OWP to include FY 06/07 Blueprint grant award carryover funds in the amount of \$193,860;
3. Amend the Overall Work Program (OWP) to include FY 07/08 Regional Blueprint Program grant award in the amount of \$140,000;
4. Amend the existing personal services agreement with Moore & Associates to expand public involvement activities (\$40,000);
5. Amend the existing personal services agreement with Vestra Resources to include additional on-call GIS and modeling services (\$29,500).

SUMMARY

A project history and summary of Board-related actions is provided. Board action is requested to amend OWP. A project update is provided, including a discussion of the FY 06/07 Blueprint grant deadline extension, FY 07/08 Blueprint grant award, recent accomplishments, media coverage, and website activity. Also discussed are key provisions related to SB 375 (Steinberg).

DISCUSSION

PROJECT BACKGROUND

In 2006, the RTPA was awarded a \$375,000 grant from the California Regional Blueprint Planning Program to generate a community-based regional growth vision for Shasta County. This project, currently underway, is known as ShastaFORWARD>>. The Shasta County Regional Transportation Planning Agency (RTPA) is leading the application of newly developed planning tools which make possible the forecast and mapping of growth and development through 2050 given current trends, policies, and practices. Based on public feedback, the RTPA will develop several regional growth alternatives - also known as 'scenarios'.

The RTPA will facilitate comparison between each of the public's alternative growth scenarios and weigh those against the 'Current Trend' scenario. Citizens are then invited to select a 'Preferred Regional Growth Vision for 2050'.

The County and each city will continue to have opportunities to be integrally involved throughout the visioning process. When completed, the Preferred Regional Growth Vision will be presented for adoption and incorporation into respective plans and programs as appropriate.

See 'Attachment A' for a summary of Board action related to ShastaFORWARD>>. Additional detail regarding ShastaFORWARD>> and the Regional Blueprint Planning process can be found online at www.shastaforward.com.

PROJECT UPDATE

FY 06/07 Grant Deadline Extension

Due to delays in the initial availability of funds, the California Regional Blueprint Planning Program has revised the deadline to complete FY 06/07 grant-funded tasks from December 31, 2008 to June 30, 2009. As originally intended, there is now a full two years to complete the FY 06/07 scope of work.

To accommodate expanded public involvement activities, the ShastaFORWARD>> project schedule has been revised slightly to reflect a new project completion date of April 2009.

FY 06/07 Blueprint Carryover Funds

The 07/08 OWP included \$164,459 of FY 06/07 State Planning & Research (SPR) revenue for consultant and staff time. Caltrans requires the balance of the FY 06/07 grant (\$193,860) to be included in the 07/08 program, even though most of these funds will be expended in the next fiscal year. The amendment includes 20% TDA local match.

FY 07/08 California Regional Blueprint Program Grant Award:

In addition to and in support of the original FY 06/07 grant, the Agency was recently awarded a FY 07/08 grant for \$140,000. The Letter of Award is provided by 'Attachment B'. The FY 07/08 Overall Work Program Blueprint work element must be amended to include the new funds and corresponding tasks as described below. Additional details are provided by 'Attachment C'.

- I. REGIONAL HOUSING STUDY (\$60,500)
Task #1: Housing Market Analysis
Task #2: Jobs/Housing Analysis

Interested stakeholders in the building, lending, and real estate industries are being consulted in development of the final scope of work. If there is a high level of private sector interest, a request for proposals will be prepared and brought before the Agency for approval at a future date.

- II. EXPANDED PUBLIC INVOLVEMENT SERVICES (\$40,000)
Task #1: Enhancements to the KIXE television show production and associated marketing efforts.

As an extension of the public outreach program currently being conducted by Moore & Associates, it is recommended that the Board amend the Agency's existing Agreement with Moore & Associates to include the additional grant funds.

- III. ADDITIONAL MODELING AND GIS MAPPING (\$39,500)
Task #1: Travel Model/UPlan Merge & Analysis

On December 18, 2007, the Board amended the Agency's existing Agreement with Dowling Associates to add \$10,000 for additional on-call support related to the Shasta County Travel Model. These funds will be used for the merging of UPlan scenario outputs with the Shasta County Travel Model and secondary analysis as required to calculate scenario performance measures.

Task #2: Modeling & Mapping of Scenarios

The Shasta County RTPA has partnered with Vestra Resources of Redding to provide GIS and modeling services. It is recommended that the Board amend the Agency's existing Agreement with Vestra Resources to add \$29,500 for additional on-call services needed for the modeling and mapping of the public's alternative scenarios.

RECENT PROJECT DEVELOPMENTS:

- I. Steering Committee meeting - On April 2nd, the recently formed ShastaFORWARD>> Steering Committee was provided a project update and an overview of the draft scenario performance measures. In response to Committee feedback, the presentation of performance measure data has been slightly modified and additional detail regarding the methodology and underlying assumptions will be made available via the project website.
- II. Small-group outreach sessions - As recommended by the ShastaFORWARD>> Steering Committee, a number of small-group outreach sessions have been held or are currently scheduled. A list of groups is provided by 'Attachment D'. Additional outreach sessions are being pursued and will be conducted through mid-May, 2008.
- III. Scenario performance measures - In conjunction with map outputs, each performance measure helps 'tell the story' of a scenario. Taken collectively, they enable citizens to better understand the connections between land-use, mobility, the environment, the economy, and overall quality of life.

Performance measures are also central to the State's objectives; they are used to gauge progress toward Blueprint Program goals and help quantify the Program's overall success.

Performance measures were selected based on 1) public interest, 2) data accessibility, and 3) suitability as an indicator of larger trends. A detailed summary of performance measures is provided by 'Attachment E'.

- IV. Media coverage
 - The Record Searchlight published a front page article regarding ShastaFORWARD>> on Sunday, March 23, providing an overview of the 'Current Trend' 2050 scenario and explaining how the public can participate. See 'Attachment F' for a copy of the article.
 - KRCR-TV News Channel 7 produced a ShastaFORWARD>> segment which aired four times over two days in early March. This segment provided an overview of the ShastaFORWARD>> process and demonstrated how the public can participate via the online survey.
 - KCHO Northstate Public Radio (NPR) featured ShastaFORWARD>> during the 'I-5 Live' program on March 10 from 8 to 9pm. In addition to a discussion of innovative planning efforts in the Northstate, listeners phoned in their growth-related questions.

- KIXE-TV Channel 9 is currently airing a ShastaFORWARD>> television commercial designed to draw the public to the project website. This advertisement will also be broadcast on Public Access Television Channel 11.

V. Website Activity - Shastaforward.com is the central point of communication with the public. Interest in ShastaFORWARD>>, as gauged by website activity, is growing in conjunction with the increased media coverage and outreach efforts.

Summary of Recent Website Activity			
Month	Unique Visitors	Number of Visits	Pages Hit
Jan 08	316	611	5466
Feb 08	286	627	4981
Mar 08	488	818	5750

In addition to website activity, at least 150 online surveys have been completed to date. It is anticipated that the number of website visitors and completed surveys will grow substantially following the KIXE-TV program, additional paid advertising scheduled in April, and other ongoing outreach efforts.

BLUEPRINT RELATED LEGISLATION

SB 375 (Steinberg) - AB 32 requires the State to reduce its greenhouse gas emissions to 1990 levels no later than 2020. Improvements in vehicle and fuel technologies are not sufficient to achieve these reductions without significant changes in land-use and transportation policy on a statewide basis.

SB 375 aims to realize the goals of AB 32 by requiring Metropolitan Planning Organizations (including Shasta County RTPA) to incorporate into respective Regional Transportation Plans a 'Sustainable Communities Strategy' (SCS) designed to reduce vehicle miles traveled (VMT). A Regional Blueprint, such as to be obtained through the ShastaFORWARD>> process, could lay the foundation for a future SCS. Any significant modifications required to qualify Shasta County's Blueprint as a SCS under SB 375 would need to be brought before the public for their consideration and consent.

SB 375 language continues to be revised as feedback and recommended changes are received and incorporated into the Bill. Although the final form of the bill is not yet known, it appears to be garnering growing support and momentum. Key provisions of the most recent version of the bill (amended in Assembly, March 24, 2008) are provided in 'Attachment G'.

ALTERNATIVES

The Board may choose not to amend the OWP to include the FY 07/08 Blueprint Program grant award. This is not recommended as grant funds cannot be encumbered without an authorizing resolution.

In lieu of amending personal services agreements (PSAs) with Moore & Associates and/or Vestra Resources to include additional grant-funded work

tasks, the Board may direct staff to initiate a separate request for proposals and new PSA. This is not recommended as such tasks are directly related extensions of work now being performed by firms that were previously selected through a competitive bid process and who are performing satisfactorily.

OTHER AGENCY INVOLVEMENT

The ShastaFORWARD>> project study area includes the entire Shasta County region and also involves a growing number of public and private organizations.

FINANCING

All efforts referenced in this report are funded up to 80% through California Regional Blueprint Planning Program grants. \$375,000 was awarded to the RTPA in FY 06/07. An additional \$140,000 was awarded to the RTPA in FY 07/08. The 20% required match funds are budgeted in the OWP. Grant funds expended to date for ShastaFORWARD>> equal approximately \$175,000.

Daniel S. Little, AICP, Executive Director

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Attachments:

- A) Summary of Blueprint-related Board actions
- B) FY 07/08 grant award letter
- C) Detailed description of FY 07/08 funded tasks
- D) Small-group outreach session calendar
- E) Performance measures summary
- F) Record Searchlight article (March 23, 2008)
- G) Key provisions of SB 375 (Steinberg)
- H) Resolution 08-05, OWP Amendment #1
- I) Amendment to Agency Agreement with Moore & Associates
- J) Amendment to Agency Agreement with Vestra Resources