



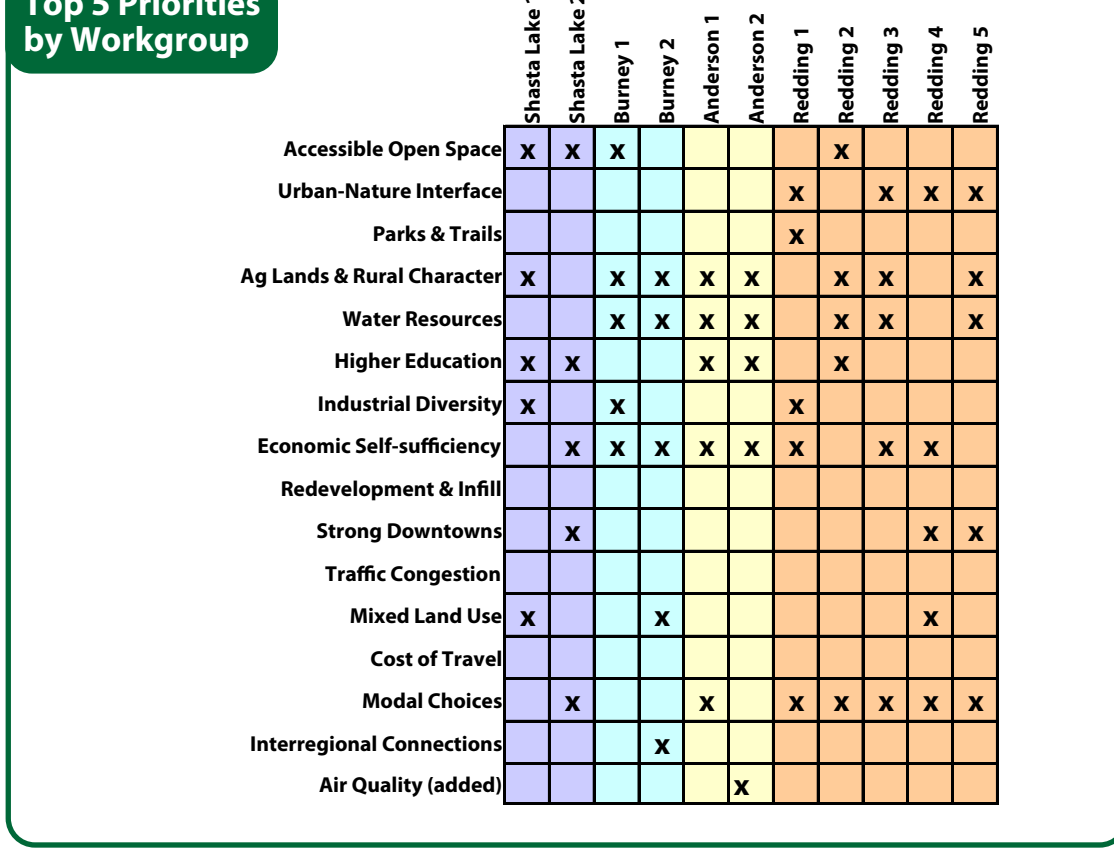
An **alternative scenario** is a combination of hypothetical land use decisions, policies, and public investment strategies designed to steer the future growth and development of Shasta County in a desired direction. ShastaFORWARD>> will model up to three alternatives to the [Current Trend scenario](#) and use performance measures to quantify the various costs and benefits associated with each.

The **starting point for each alternative scenario** is the fifteen community priorities identified during the comprehensive [Community Values & Priorities Assessment](#).

At **community workshops** held in Anderson, Burney, Redding, and Shasta Lake, workgroups weighed each of the fifteen community priorities according to their respective wants, needs, and expectations for the future. The following exhibits illustrate the relative importance workshop participants placed on each priority.

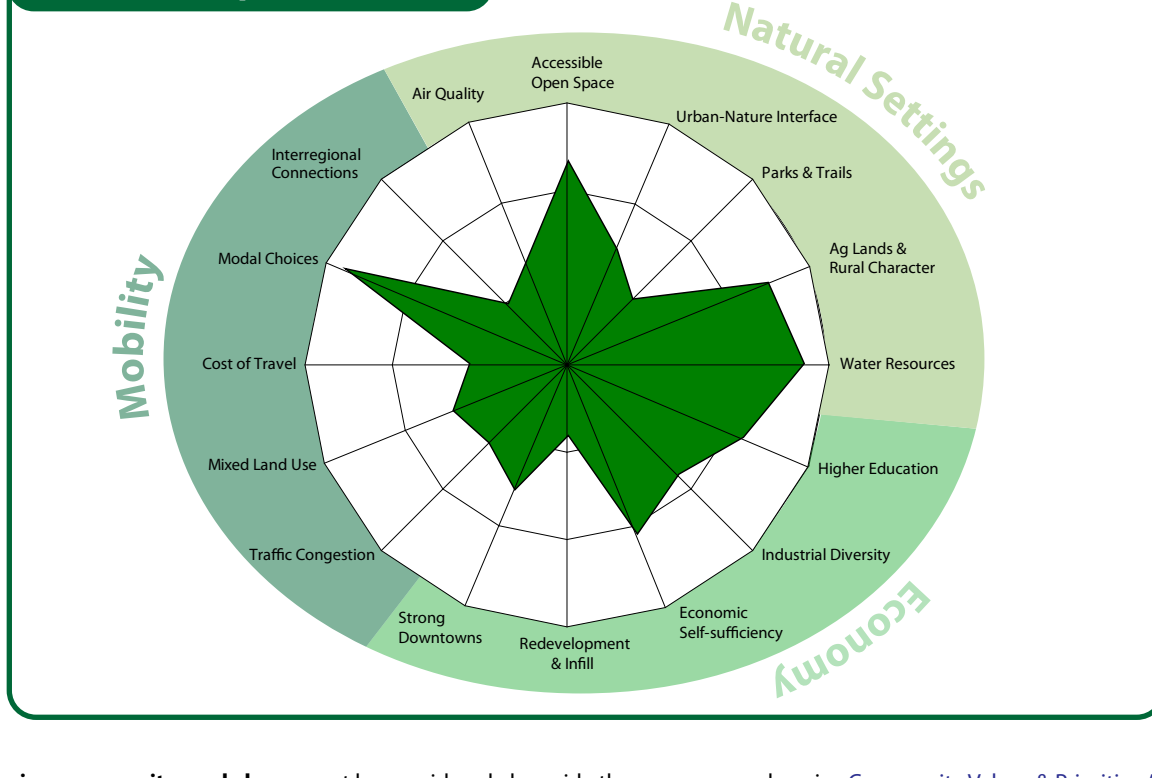
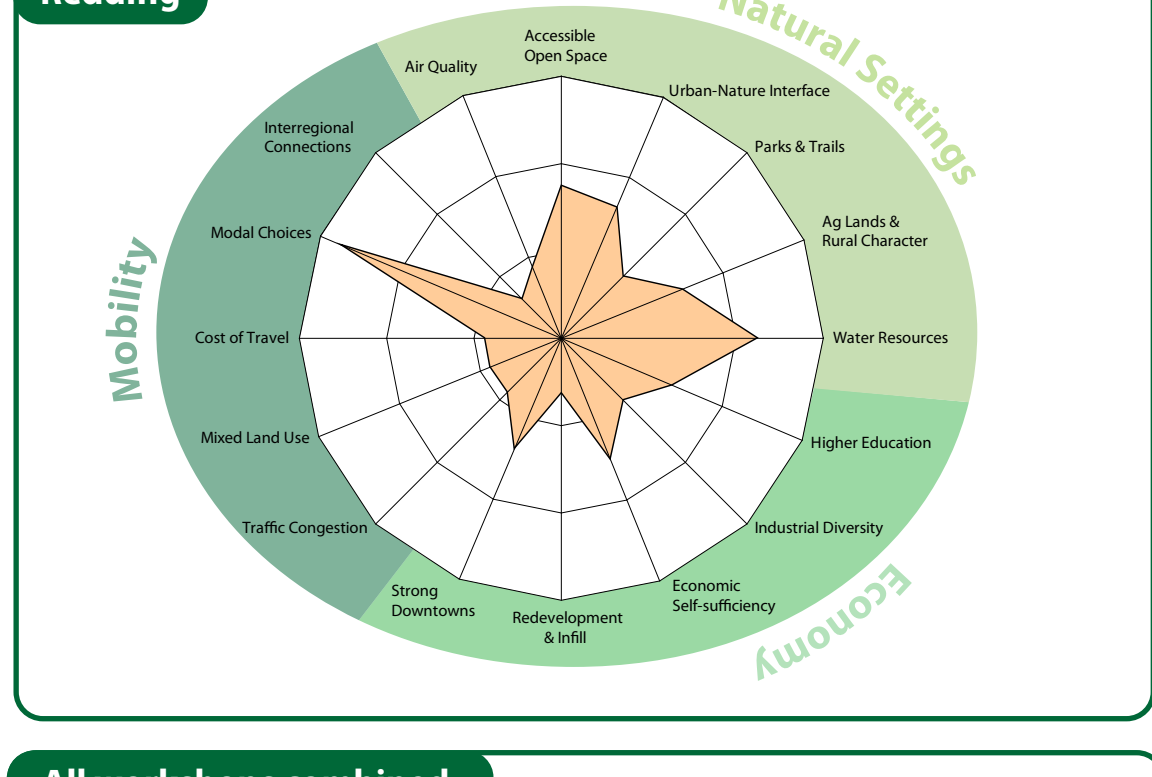
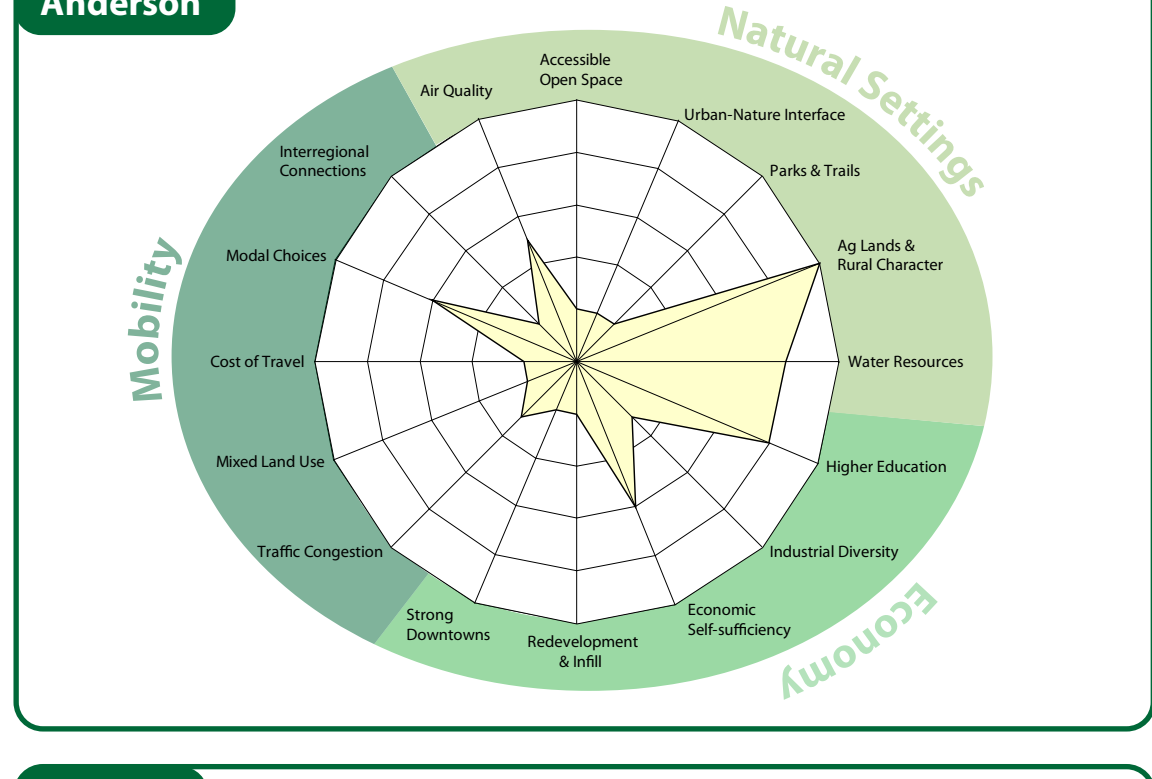
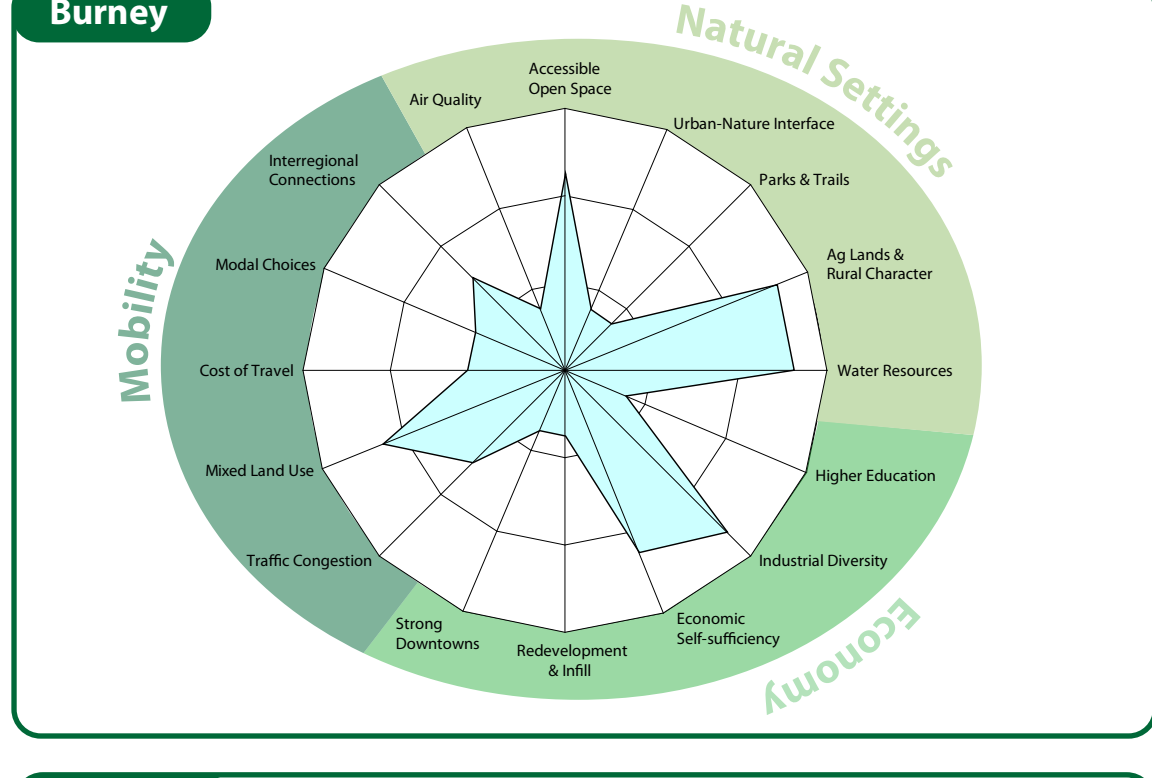
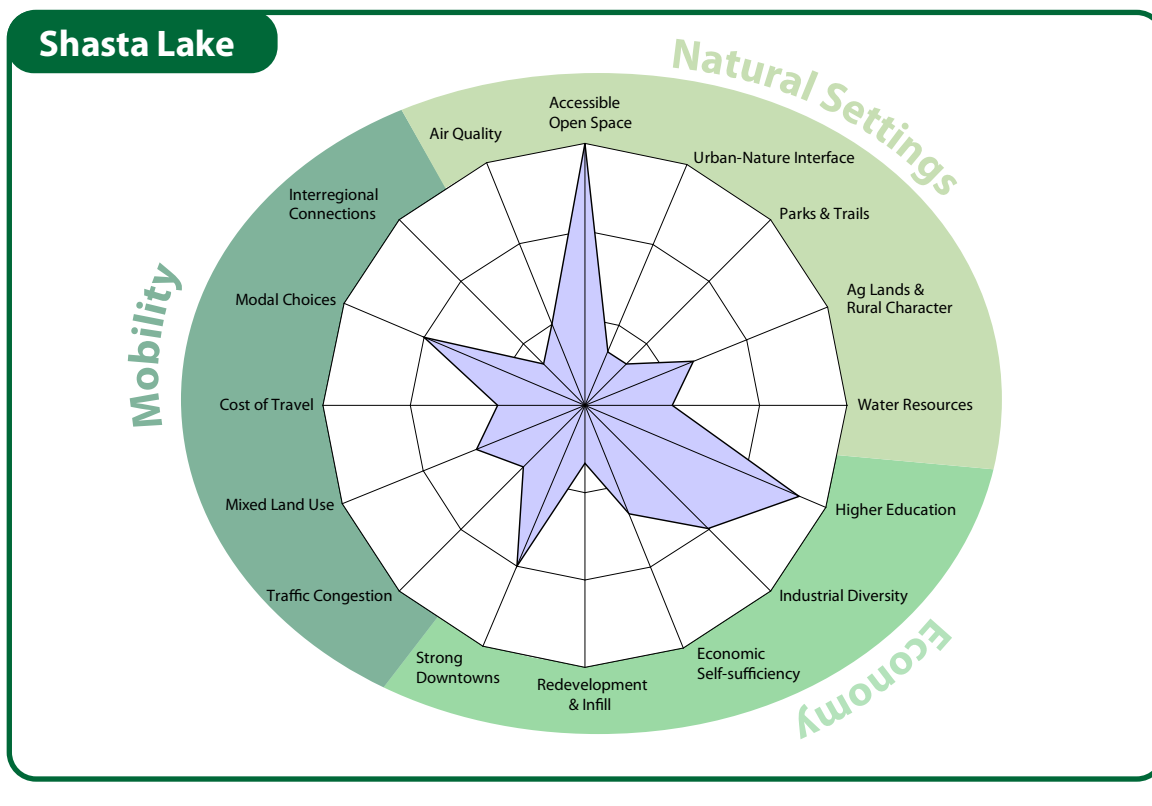
**Community Workshop Summary**  
**Exercise #1 Results\***

During **Exercise #1**, workgroups discussed the fifteen community priorities and selected their top five (in no particular order). Workgroups were allowed to add their own priorities, if desired.



**Community Workshop Summary**  
**Exercise #1 and #2 Results\***

The **combined results** of Exercise #1 (top five priorities) and Exercise #2 (top 10 questions about Shasta County's future) are shown below. The farther away from the center point of each chart, the more interested workshop participants were in a given priority.



\***Input received during community workshops** must be considered alongside the more comprehensive [Community Values & Priorities Assessment](#). Viewed together, local residents selected a handful of priorities they believe to be most important and/or able to provide mutually advantageous benefits across one or more other priorities.

- Ag Lands & Rural Character,
- Water Resources,
- Accessible Open Space,
- Higher Education,
- Modal Choices,
- Strong Downtowns,
- Economic Self-sufficiency, and
- Industrial Diversity.

**Some differences existed between urban and rural residents.** For instance, Urban-Nature Interface was of greater interest among urban residents, while rural residents were more focused on increasing job opportunities in natural resource industries.

**Specific variables that can be used to create unique scenarios include:**

- General Plan land use designations
- Transportation investment strategies
- Locational attractions for new development
- Locational discouragers for new development
- Residential densities/average lot size
- Percentage vacant land vs. infill development
- Percentage (or designated area) of existing development that is redeveloped
- Masks (areas where development is prohibited)

**Nuances between urban and rural areas** can be modeled by dividing the county into zones, each with its own unique set of assumptions and inputs.

**Community-Driven Scenario Concepts**

The following **community-driven scenarios are conceptual**. They are presented in simple outline form for discussion purposes; as a starting point for revising, expanding, merging, or even creating anew. Each of the seven scenarios represents a central theme upon which all growth and development related decisions rest.

Use the **survey tool below** to select the three scenarios you would most like to explore. Concepts from all seven alternatives will be condensed down to three final scenarios for modeling (as has been done with the Current Trend scenario). Your feedback will help decide which concepts take precedence during the modeling process.

**Overview of Seven Community-driven Alternative Scenarios**

	Scenario 1: Agriculture & Natural Resources	Scenario 2: Rural Character	Scenario 3: Open Space for Public Employment	Scenario 4: Downtown & Community Center Focus	Scenario 5: Mobility & Transportation Choices	Scenario 6: Economic Development	Scenario 7: Low Cost Infrastructure & Services
<b>Key desired 2050 benefits</b>	Protect the lands which allow for economically viable agriculture and natural resource industries	Open space, the natural landscape, and vegetation predominate over the built environment	A large number of homes with access to open space and outdoor recreation	Downtowns that function as regional destinations for community activities, employment, entertainment, etc.	A flexible and equitable transportation network w/ reduced trip distances	Keep Shasta County an affordable place to live and do business	Lowest cost option for municipal services and road, water, and sewer infrastructure.
<b>Possible Attractions for New Development</b>	Areas with existing development	Rural roads and highways	Open space and natural corridor boundaries (urban-nature interface)	Access to goods, services, and amenities	Multi-modal transportation options and accessibility to areas with economic activity	Major transportation corridors, interchanges, and business parks	Areas with surplus infrastructure capacity
<b>Possible Discouragements for New Developments</b>	Prime agriculture, timber, mining, and other natural resource areas	Areas with existing development	Open space and natural corridors	Open space buffers between communities	Areas which lack roadway connectivity	Traffic delay/congestion	High slope areas, fire prone areas, areas with low quantity or poor quality water.
<b>Possible Transportation Investment Strategy</b>	Expand major intra-regional and interregional transportation corridors for efficient goods movement	Focus on basic improvements to regional highways and increasing the miles of rural roadways	Provide access to, but do not interrupt natural open space corridors. Pair natural open space corridors with expanded, interconnected trails network	Improve auto access in/out of downtowns and community centers. Non-motorized investments within designated downtowns and community centers	A balanced, multi-modal transportation system w/ investments in auto, transit, bike, and pedestrian facilities. Preserve future transportation corridors	Budget existing transportation funding sources to maintain adequate level of service on local streets and roads and fix bottlenecks	Minimize local costs by relying on state and federally maintained transportation facilities

After reviewing the scenarios above, we invite you to **VOTE HERE**