

REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
ShastaFORWARD>> Regional Blueprint Proposed Steering Committee		2/26/08	7

RECOMMENDATION

It is recommended that the Board:

1. Receive a ShastaFORWARD>> project update;
2. Establish a ShastaFORWARD>> Steering Committee based on the attached membership list; and
3. Direct staff in regard to other potential ShastaFORWARD>> Steering Committee members.

SUMMARY

A report of recent work elements completed or underway is provided. The attached list of individuals have organized to better inform and facilitate the ShastaFORWARD>> public outreach process. It is requested that the Board establish a ShastaFORWARD>> Steering Committee as represented by the attached list of interested and willing participants. Board direction is also sought regarding other recommended members that could be invited.

DISCUSSION

Background

The RTPA was awarded a \$375,000 grant from the California Regional Blueprint Planning Program to generate a community-based regional growth vision for the Shasta County region. This project, currently underway, is known as ShastaFORWARD>>. The RTPA is leading the application of newly developed planning tools and public engagement strategies designed to assist citizens with development of regional growth alternatives - also known as 'scenarios'.

The RTPA will facilitate comparison between each alternative growth scenario as well as against the 'Current Trend' scenario (an extrapolation of current growth trends, policies, and practices). Citizens will then be invited to select a 'Preferred Regional Growth Vision for 2050'.

The County and each city will have the opportunity 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.

From an RTPA perspective, the chief objective of ShastaFORWARD>> is to increase the efficiency and effectiveness of transportation infrastructure investments. This can be accomplished in part through land development strategies that enhance mobility and connectivity.

It is appropriate that the RTPA work to create opportunities for regional coordination of transportation and land-use planning in light of the forecast imbalance between travel demands and transportation funding availability.

Under Board direction, staff has completed the following tasks:

Date	Request	Board Action
Jul 25, 06	Authorization to apply for FY 06/07 Blueprint Grant funds	Approved
Oct 24, 06	Authorization to submit FY 06/07 Blueprint grant application	Resolution 6-12
Dec 12, 06	Amend 06/07 OWP Budget to include Shasta Area Regional Blueprint	Resolution 6-15
Feb 27, 07	Authorize to publish RFP for GIS services related to scenario modeling	Approved
Apr 17, 07	Authorize PSA w/ Vestra Resources for GIS services related to scenario modeling	Agreement executed
Apr 17, 07	Authorization to publish RFP for public involvement services	Approved
Jun 26, 07	Authorize PSA w/ Moore & Associates for public involvement services	Agreement executed
Oct 23, 07	Board invited to Inaugural Meeting for ShastaFORWARD>>	Information only
Dec 18, 07	Authorization to amend PSA w/ Dowling Associates to include additional funds for UPlan/Travel model merge	Approved
Dec 18, 07	Authorization to submit FY 07/08 Blueprint grant application	Resolution 7-11

In addition to and in support of the existing FY 06/07 grant, Blueprint Program staff has informed the RTPA that the following work tasks will be awarded in response to the RTPA's FY 07/08 grant application.

- Task #1: Regional Housing Market Analysis (\$38,000)
- Task #2: Regional Jobs/Housing Analysis (\$22,500)
- Task #8: Production of KIXE-TV two-part series on growth and development in Shasta County (\$40,000)

An additional \$39,500 is conditionally awarded pending submittal of supplemental information for the following tasks:

- Modeling and Cartographic Development of Alternative Growth Scenarios (\$19,750)
- Assess Impacts of Growth on the Regional Transportation Network Under Alternative Scenarios (\$19,750)

In total, it is anticipated that \$140,000 will be formally awarded to the RTPA through the FY 07/08 Blueprint grant cycle.

Additional detail regarding ShastaFORWARD>> and the Regional Blueprint Planning process can be found online at www.shastaforward.com.

Project Update

I. The ShastaFORWARD>> Marketing Plan is complete and now being employed to maximize public awareness and participation. The final report is provided by attachment. Advertising media has been developed and placed on bus-stop billboards, local newspapers, and the radio. A sample of print advertising is provided by attachment. Since the second half of January, advertising and other outreach efforts have drawn 483+ unique visitors to shastaforward.com. Forty-four online surveys have

been completed and the online community forum has received some initial use.

- II. A community telephone survey tool was developed and administered in order to obtain community values and priorities related to growth. A statistically valid 384 surveys were attained. This input - in conjunction with that from other outreach efforts - will ultimately guide the development of alternative growth scenarios. An analysis of the survey results is provided by attachment.

In summary, the survey reveals that citizens enjoy living in Shasta County and are optimistic about the future. They appreciate Shasta County's open spaces, access to nature/outdoor recreational opportunities, and the overall quality of the environment. Least appealing characteristics were congestion and crime.

Participants were asked about the affect of current growth and development trends on the future of Shasta County. Although responses were mixed, participants largely approved of the direction Shasta County is heading. In response to a range of growth-related issues, survey respondents expressed highest concern for public safety/crime, air quality, and public health. Of least worry was global warming.

A clear majority of respondents believed a comprehensive regional growth plan was important to Shasta County's future and that local governments should work together toward this end. Respondents were not, however, confident in local elected official's ability to address growth related issues.

The survey was also translated into Spanish and Mien and administered via hard-copy throughout the area with assistance from the Shasta County Health Department.

- III. The development of scenario performance measures has also been a recent focus area. Performance measures are intended to 'tell the story' of regional growth scenarios. Each measure will be converted to a graphical image suitable for communicating varying degrees of performance, thereby allowing participants to more easily and efficiently compare and contrast the costs/benefits between growth scenarios. Performance measures were selected based on 1) public interest, 2) data accessibility, and 3) suitability as an indicator of larger trends.

Tentative performance measures are:

- Economic Impact
- Available Land Area Developed
- Environmentally Sensitive Lands Impacted
- Air Quality
- Per Household Infrastructure Cost for New Development
- Walkability
- Mobility and Connectivity

IV. A public outreach strategy has been crafted with assistance from local community leaders and citizens. Persons in attendance at the ShastaFORWARD>> Inaugural Meeting and who expressed an interest in further participation were invited to meet with staff on two occasions to discuss best strategies for expanding public engagement. SCRTPA Board Member Dickerson volunteered to assist staff with both strategy meetings. Attendees of the strategy meetings comprise what is now the proposed ShastaFORWARD>> Steering Committee.

Proposed ShastaFORWARD>> Steering Committee

The attached list of persons desire ongoing project participation as members of a formal ShastaFORWARD>> Steering Committee.

The purpose of this committee is to advise staff in regard to public communication strategies and help stimulate dialogue within the community on growth-related issues. The ShastaFORWARD>> Steering Committee is not designed or intended to provide public input or represent public opinion. It is anticipated that the three to four meetings will be convened over the next 10-12 months.

It is requested that the Board formally establish a ShastaFORWARD>> Steering Committee and approve proposed membership therein. Members of the proposed Steering Committee have suggested other persons and organizations whom they believe would add value to the process as general participants or as additional members of the Steering Committee. Although a large Steering Committee is more difficult to manage, it is appropriate for a project of broad scope such as ShastaFORWARD>>. Staff recommends that these additional suggested members be invited to participate on the Steering Committee.

ALTERNATIVES

The Board may choose not to approve formation of the ShastaFORWARD>> Steering Committee. Alternatively, the Board may establish the committee, but modify the membership thereof at its discretion.

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 discussed in this report are funded up to 80% through the \$375,000 Blueprint Program grant from the State; the remaining required match funds are budgeted in the OWP. Grant funds expended to date for ShastaFORWARD>> equal \$130,000.

Daniel S. Little, AICP, Executive Director

DSL/DTW/jac

Attachments: Proposed ShastaFORWARD>> Steering Committee Member List
 ShastaFORWARD>> Marketing Plan
 Sample of ShastaFORWARD>> Print Media
 ShastaFORWARD>> Community Telephone Survey Analysis