

## REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
Shasta <i>FORWARD</i> >> Regional Blueprint: Approval of Alternative Scenarios with Modeling Outputs and Amendments to Agreements with Moore & Associates and Dowling Associates		7/28/09	9

### RECOMMENDATION

It is recommended that the Board:

1. Approve the 'Current Trend' and alternative scenario A, B and C modeling outputs, narratives, and performance measures as presented in the attached 'Scenarios Brochure';
2. Direct staff to proceed with Phase II of the public outreach process, or scenario voting period;
3. Amend the Agreement with Moore & Associates to add up to \$40,000 for additional communication and marketing services; and
4. Amend the Agreement with Dowling Associates to increase the on-call services budget by an additional \$30,000 for travel demand and air quality modeling.

### SUMMARY

Modeling of the 'Current Trend' and Board-approved alternative scenarios is complete. Pending Board approval, results will be made available for public review. Shasta County residents will be asked to vote for their favorite scenario during Phase II of the public outreach process. Input will be used to develop a 'preferred regional growth vision'. A final report and recommendations will be presented for Board consideration in December.

Existing Agreements with Moore & Associates and Dowling Associates require an amendment to augment budgets based on the latest Blueprint grant award for ongoing work tasks related to communication/marketing and technical travel modeling respectively.

### DISCUSSION

**Shasta *FORWARD*>> Project Update** – In addition to the previously completed 'Current Trend' scenario, the following three community-driven alternative growth scenarios were presented to the cities and County and approved in conceptual form by the Board on February 24, 2009:

- Scenario A: Rural & Peripheral – focuses on the character and aesthetics associated with rural living;
- Scenario B: Urban Core & Corridors – focuses on the benefits of urban living without sacrificing the closeness and accessibility of Shasta County's unique natural setting;
- Scenario C: Distinct Cities & Towns – focuses on maintaining individual community identity and a strong sense of place.

The 'Current Trend' and alternative scenario A, B and C are now complete and ready for Board review. A full description of all scenarios is arranged for examination and comparison via 'Attachment A: Scenarios Brochure'. The Shasta *FORWARD*>> Technical Advisory Committee (TAC) and Steering Committee have provided multiple stages of review and input and recommend RTPA approval as presented.

Pending Board approval, notable public outreach activities planned for Phase II include the following:

- Distribution of approximately 37,000 Scenarios Brochures via newspaper inserts, library displays, and a variety of community locations;
- 30-minute KIXE-TV program (premiers August 24, followed by encore presentations throughout September);
- Mass media advertising including radio (KQMS), print (Redding Record Searchlight, Anderson Valley Post, Shasta Lake Bulletin, Intermountain News, Mountain Echo, Ridge Rider), and public service announcements;
- Project website ([www.shastafoward.com](http://www.shastafoward.com)); and
- Community open houses to be held in Anderson, Shasta Lake, Redding, and Burney.

Public input received will be used to develop a 'preferred regional growth vision'. Draft results, findings, and recommendations will be presented at a wrap-up summit later this year. A final report will be presented for Board consideration at the February 2010 Agency meeting. Pending Board approval and further direction, individual agency presentations will be scheduled thereafter.

### **Consultant Agreement Amendments**

Additional funding support through the Regional Blueprint Program FY 2008/09 grant cycle has allowed for further work related to Shasta*FORWARD*>>. The following consultant agreements require amendment:

- Moore & Associates: Amend to augment public information and communication efforts, including production, design, printing, and regional distribution of print media. The attached Third Amendment adds \$40,000 to the existing amount of \$242,649.
- Dowling Associates: Amend to add \$30,000 for additional travel modeling required to calculate transportation system capacity and expansion needs under the 'preferred regional growth vision' and for general regional travel model maintenance in support of all transportation planning activities and air quality conformity. The attached Second Amendment adds up to \$20,000 from the FY 2008/09 Regional Blueprint grant plus an additional \$10,000 in FHWA metropolitan planning (PL) funds to the existing amount of \$20,000 for on-call services.

### ALTERNATIVES

The Board may choose not to approve alternative scenario modeling outputs as presented, or may conditionally approve with specified changes. Substantial changes may necessitate further consultation with the Shasta*FORWARD*>> TAC and Steering Committee as well as an extension of the current project schedule.

Regarding the consultant agreement amendments, the Board may direct staff instead to prepare a request for proposals (RFP). This is not recommended as needed services are not new tasks, but rather an intensification of the current Agreement's work tasks made possible through the latest Blueprint grant award. No additional amendments are anticipated.

### OTHER AGENCY INVOLVEMENT

The Shasta*FORWARD*>> project study area encompasses all of Shasta County, including each city, the county, and all other entities interested in transportation and regional growth. The California Department of Transportation and the Federal Highway Administration provide grant funds.

### FINANCING

FHWA PL funds in the amount of \$10,000 will be used for general upkeep of the Shasta County Travel Model. All other efforts referenced in this report are funded up to 80% through California Regional Blueprint Planning Program grants in amount of \$715,000 (\$375,000 was awarded to the RTPA in FY 2006/07, \$140,000 in FY 2007/08, and \$200,000 in FY 2008/09). The 20% required match funds are budgeted in the OWP, using State Planning, Programming, and Monitoring (PPM) funds. Grant funds expended to date for Shasta*FORWARD*>> equal approximately \$425,000.

---

Daniel S. Little, AICP, Executive Director

DSL/DTW/jac

Attachments:           Third Amendment to Agreement with Moore & Associates  
                              Second Amendment to Agreement with Dowling Associates  
                              Shasta*FORWARD*>> Scenarios Selection Brochure