

## REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
Shasta <i>FORWARD</i> >> Regional Blueprint: Project Update		6/24/08	8

### RECOMMENDATION

It is recommended that the Board receive a Shasta*FORWARD*>> project update.

### SUMMARY

Background information and a summary of recent public outreach activities for the Shasta*FORWARD*>> project are provided. A summary and cursory analysis of public input will be made available to planning commissions and planning agencies in July.

### DISCUSSION

#### **Project Background**

The Shasta County RTPA was awarded a grant from the California Regional Blueprint Planning Program in 2006 (\$375,000) and again in 2008 (\$140,000). Blueprint grants are provided to help encourage collaboration and integrated planning within a region, so that the region may effectively accommodate population growth. Shasta County's regional blueprint effort, also known as Shasta*FORWARD*>>, is currently underway.

Central to Blueprint Planning is a public engagement process designed around growth modeling and visualization techniques. The intent is to create a more approachable, accessible, and engaging planning process for all citizens. In lieu of presenting technical and sometimes onerous reports, Shasta*FORWARD*>> utilizes maps, animations, and graphical performance measures to help 'tell the story' of Shasta County's future and better understand the long-term outcomes stemming from current trends, policies, and practices. This future is known as the 'Current Trend' scenario.

Based on community values and priorities, up to three alternative regional growth scenarios will be developed. The RTPA will aid in the exploration of each alternative and present such findings in comparison to the 'Current Trend' scenario. The public is then invited to select a 'Preferred Regional Growth Vision for 2050'.

Each city and the County will be involved throughout the visioning process. When completed, the Preferred Regional Growth Vision will be presented for consideration and possible incorporation into respective city/county plans and programs as each determines appropriate.

#### **Project Update**

Recent activities have focused almost entirely on the 'Community Values & Priorities Assessment' phase of the public engagement process. The following strategies have been employed:

1. **Small group outreach sessions** – Twenty-five focus group sessions have been held in locations throughout the region. In all, a diverse group of about 250 citizens have directly participated. Each 60 to 90 minute session is documented via detailed notes and an electronically administered mini-survey. A list of all sessions may be found in Attachment A: Shasta*FORWARD*>> Public Engagement Calendar.

- 2. Online Community Values & Priorities Survey** – An Internet-based survey is accessible at the [www.shastaforward.com](http://www.shastaforward.com) homepage. In order to attract visitors to the website and encourage completion of the survey, a multi-media advertising campaign was carried out and a 30-minute television program was broadcast ten times on KIXE Channel 9. As of the end of May, 593 online surveys have been submitted.

The following summary highlights public interest in the website for January through May, 2008:

<b>Website Activity</b> <a href="http://www.shastaforward.com">www.shastaforward.com</a>				
<b>Month</b>	<b>Unique Visitors</b>	<b># of Visits</b>	<b>Pages</b>	<b>Hits</b>
<b>Jan</b>	316	611	5,466	17,665
<b>Feb</b>	286	627	4,981	11,574
<b>Mar</b>	527	913	6,308	22,812
<b>Apr</b>	794	1,474	10,970	39,366
<b>May</b>	988	1,999	13,516	39,082

- 3. Mail-in Community Values & Priorities Survey** - Three thousand survey brochures were hand delivered to at least 10 locations throughout the County, including libraries in Anderson, Burney, Cottonwood, Fall River Mills, Redding, Shasta Lake, and Shingletown, Redding Municipal Airport, Shasta Lake City Hall, and Turtle Bay Exploration Park. A postage-paid return envelope is provided with each survey. As of the end of May, 121 mail-in surveys have been returned. Additional surveys returned before July will be included in the results.



### Next Steps

In mid-May, all three city planning commissions in the region accepted a ShastaFORWARD>> presentation. Each commission agreed to assist the RTPA in translating public input into alternative growth scenarios and to help fine-tune each alternative according to local needs and realities.

RTPA staff has made numerous requests to present ShastaFORWARD>> to the Shasta County Planning Commission with no response. A May 14, 2008, RTPA letter to the County Department of Resource Management is also attached. This is in reply to an email provided by Board member Baugh at the last RTPA meeting. The letter encourages suggestions from the County on how ShastaFORWARD>> can better meet County needs. No response has been received to date; however, staff is confident that any County suggestions can be accommodated since we are still in the data-gathering mode for ShastaFORWARD's base case scenario.

Upon completion of the 'Community Values & Priorities Assessment' phase, the sum total of public input will be compiled and organized. A summary and preliminary findings will be provided to each planning commission and planning agency for consultation and direction later this summer.

### OTHER AGENCY INVOLVEMENT

The ShastaFORWARD>> project study area includes the entire Shasta County region. The expanding number and diversity of public and private organizations participating in the process is documented in Attachment A: ShastaFORWARD>> Public Engagement Calendar.

### FINANCING

All efforts referenced in this report are funded up to 80% through California Regional Blueprint Planning Program grants. In FY 06/07, \$375,000 was awarded to the RTPA. An additional \$140,000 was awarded in FY 07/08. The 20% required match funds are budgeted in the Overall Work Program. Grant funds expended to date for ShastaFORWARD>> equal approximately \$200,000.

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DSL/DTW/jac

Attachments: May 14, 2008, Letter to Shasta County Department of Resource Management  
SB 375 Current Status and Current Amended Version  
AB 2870 Current Status and Current Amended Version  
Draft CALCOG letter to Senator Steinberg re: SB 375