

CITY OF REDDING  
**INTERNAL COMMUNICATION**

**DATE:** December 5, 2008

**CODE:** R-010-750

**TO:** Planning Commission

**FROM:** Development Services Director Jim Hamilton



**SUBJECT:** "ShastaFORWARD>>" Blueprint Planning Effort—Alternative Scenario Selection

The Regional Transportation Planning Agency (RTPA) is inviting the Redding Planning Commission, along with other local agencies, to participate in the crafting of the regional land use scenarios that will make up the heart of the ShastaFORWARD>> blueprint planning effort.

Central to "blueprint" planning is a public engagement effort to create an accessible and meaningful planning process for all citizens. In lieu of technical reports, the ShastaFORWARD>> effort will utilize maps, animations, and performance measures to help "tell the story" of Shasta County's future. The information that is generated will aid residents throughout the county to better understand the long-term outcomes from current land use policies and development practices, along with an understanding of the costs and benefits of other possible approaches to growth and development.

As noted in the attached information, the project has progressed through an intensive public-input process to collect the views of the residents of Shasta County in regard to future growth. This feedback has led to the creation of seven possible growth scenarios that will be distilled into three core alternatives for computer modeling. Each of the three alternative scenarios will have a distinct area of emphasis.

Feedback from the public and local agencies is needed to help in this consolidation of the scenario concepts before proceeding with a 2- to 3-month-long modeling process.

**RECOMMENDATION**

The Commission is being asked to provide feedback regarding the "big picture" feasibility of the conceptual scenarios as they may affect Redding, focused around the following questions:

1. Please highlight where the seven conceptual scenario concepts substantially diverge from existing Redding land use plans or programs; and

2. Please identify any major policy or political hurdles that the Commission believes may hinder or otherwise prevent the community from considering any of the scenario concepts in future planning efforts.

RTPA would also like the Commission to provide your insights regarding input or assumptions to the modeling that would best accomplish community development goals; for example, protection of steep-slope areas (20 percent or greater) is a critical value for development in Redding.

Obviously, providing effective feedback, to the degree you decide to do so, may take some time and consideration. At this meeting Dan Wayne from RTPA will provide an overview of the Shasta*FORWARD*>> effort to date, and he will lay out the framework of the effort going forward. This should help the Commission gain a better understanding of the purpose and use of your feedback.

Any feedback the Commission wishes to provide to Mr. Wayne at the meeting, or by January 9, 2009, will be gladly accepted and can be sent to me or directly to Dan Wayne at the RTPA ([dwayne@co.shasta.ca.us](mailto:dwayne@co.shasta.ca.us)).

JH:amf

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Attachment



**hasta County**

Regional Transportation  
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**Daniel S. Little, Executive Director**

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To: City of Redding Planning Commission

From: Daniel S. Little, AICP, Executive Director  
by Daniel Wayne, Senior Planner

Date: December 3, 2008

**Re: ShastaFORWARD>> alternative growth scenario development**

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### **Summary**

The ShastaFORWARD>> regional blueprint has progressed from the public engagement phase to the identification of alternative growth scenarios for modeling. A range of seven conceptual scenarios were generated during recent community workshops. Feedback from the public, the ShastaFORWARD>> Steering Committee, planning commissions, and local agencies is requested to consolidate and prioritize the seven scenario concepts. Based on feedback received, three scenarios will be fleshed-out and brought to the RTPA Board on February 24<sup>th</sup> for discussion and approval before proceeding with the 2-3 month modeling process.

### **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). The Board authorized submittal of a third grant application (up to \$260,000) for FY 2008/09. Grant award announcements are expected sometime in December. Blueprint grants support regional collaboration and data gathering to effectively accommodate population growth and meet emerging state and federal requirements. Shasta County's regional blueprint effort, known as ShastaFORWARD>>, 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 meaningful planning process for all citizens. In lieu of technical and sometimes onerous reports, ShastaFORWARD>> 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.

Through community-defined alternative scenarios, regions may explore a variety of different assumptions about the future and possible new directions for growth and development. These alternatives are cross-evaluated and compared against the Current Trend scenario.

Performance measures and consistency with local values and priorities are used to rank scenarios and select a preferred regional growth vision.

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

Shasta*FORWARD*>> adds new data, technical modeling methods, public engagement tools, and a regional forum needed for future generation of a 'Sustainable Communities Strategy' under SB375 as well as local agency compliance with AB32 (California Global Warming Solutions Act of 2006) and related CEQA requirements. In addition, consistency with a regionally adopted blueprint plan is now commonly included as a scoring criterion under various housing and transportation related grants.

The following major milestones are completed or planned:

<b>Milestone</b>	<b>Status</b>
Project Kick-off meeting	Completed
'Current Trend' scenario	Completed
Community Values & Priorities Assessment	Completed
Community-driven scenarios identified	In progress
Final Three alternative scenarios selected for modeling	February '09
Selection of Preferred Regional Growth Vision	June '09

When completed, scenario modeling outputs and regional GIS datasets will be provided to local agencies. A final report documenting the Shasta*FORWARD*>> process as well as project findings and recommendations will be presented to local agencies in mid to late 2009.

Additional information and resources regarding the Shasta*FORWARD*>> regional blueprint is available at the project website: [www.shastaforward.com](http://www.shastaforward.com).

#### **Identification of Community-driven Alternative Scenarios**

Shasta*FORWARD*>> community workshops were held in October in Anderson, Burney, Redding, and Shasta Lake. Working in small groups, local residents weighed each of the fifteen community priorities (as documented in the Community Values & Priorities Assessment), outlined desired long-range outcomes, and developed strategy recommendations for achieving their goals.

This input, viewed together with the more comprehensive Community Values & Priorities Assessment (see Attachment A), led to a range of seven 'scenario concepts' (see Attachment B). Note that these are not scenarios; rather they are a range of potential building blocks for use in constructing the final three alternative scenarios. Public and local agency feedback is needed to consolidate the community's scenario concepts down to three alternatives for modeling.

To collect public feedback, scenario concepts have been posted on the project website, accompanied by an electronic survey tool. To collect local agency input, staff will continue to meet and consult with city and county staff. In addition, scenario concepts and draft

