

STAFF REPORT



MEETING DATE:	2/28/12
SUBJECT:	Application for Round 2 Proposition 84 Sustainable Communities Planning & Incentive Program
AGENDA ITEM:	7
STAFF CONTACT:	Daniel Wayne

STAFF RECOMMENDATION:

It is recommended that the board accept the attached Round 2 Proposition 84 Sustainable Communities Planning & Incentive Program application (\$528,570).

DISCUSSION:

On December 19 the board authorized staff to prepare and submit a Round 2 Proposition 84 Sustainable Communities Planning & Incentive Program application to fund tasks related to development of a 'sustainable communities strategy' (Resolution No. 11-18). Additional tasks requested by the City of Shasta Lake (e.g. update related general plan elements) and the City of Redding (e.g. complete infrastructure capacity modeling) are also included. As directed, the agency's grant application in the amount \$528,570 is now provided for board consideration. The agency is under no commitment until funds are approved and a state grant agreement is executed.

ALTERNATIVES:

The board may decline to approve the agency's grant proposal and direct staff to recall the application.

The board may direct certain tasks or elements in the scope of work be removed from the proposal. A scope of work amendment would be submitted to the grant administrator before executing the state grant contract.

OTHER AGENCY INVOLVEMENT:

The California Department of Conservation serves as grant administrator for this program. Specific tasks provided by the City of Shasta Lake and the City of Redding are included in the scope of work. The Technical Advisory Committee (TAC) concurs with the staff recommendation.

FINANCING:

Local match funding is not required for Proposition 84 grants, but help make the application more competitive. Funding is earmarked in the agency's proposed FY 2012/13 overall work program to assist member agencies with SCS-related work tasks (\$60,000); these funds are referenced in the application as local cash match.

A handwritten signature in black ink, appearing to read "Daniel S. Little", written over a horizontal line.

Daniel S. Little, AICP, Executive Director

Attachments: Round 2 Proposition 84 Sustainable Communities Planning & Incentive Program Application

**Shasta County RTPA
Scope of Work
Round Two Proposition 84 Sustainable Communities Planning &
Incentive Grant Program**

SUMMARY:

The following scope of work represents the capstone to over five years of collaborative regional effort toward a comprehensive growth and development plan for Shasta County. Building upon three successfully completed regional blueprint grants and two active Prop 84 grants, this effort will result in the following:

- 1) A jointly developed regional Sustainable Communities Strategy (SCS);
- 2) Public-private partnerships needed to cultivate the SCS into reality; and
- 3) The ability to measure, track, report, and make targeted future adjustments to implementation strategies as needed.

Tasks herein have been carefully crafted in consultation with local agencies and community stakeholders in order to address their respective objectives, areas of concern, and the most promising implementation opportunities. As evidenced by the attached letters, project partners are materially committed to and invested in the region and program objectives.

TASK A: Administration & Project Management

- a. Project director, including general oversight, executive-level communications, etc.
- b. Project manager, including day-to-day management, preparation of quarterly reports, etc.
- c. Accountant-auditor for fiscal management, invoicing, etc.

TASK #1:

Assess the development capacity of prospective 'priority growth areas' (PGAs) - Growth and development capacity within a PGA is defined in two ways: 1) constraints inherent in the natural/built environment and 2) socio-political values and priorities. This task aims to address both through the following actions:

- a. Assemble and/or create detailed transportation, infrastructure, and land use GIS data within prospective PGAs.
- b. Determine maximum transportation and infrastructure system capacities through the hypothetical 'loading' of growth and development within prospective PGAs.
- c. Identify the 'weakest link' infrastructure deficiencies within PGA nodes/corridors and determine the most cost-effective opportunities to increase system capacities.
- d. Work with local agencies and the community to identify the most appropriate combination of development intensity, land use, and transportation investment strategies within PGAs – i.e. what is the happy medium between present conditions and future potential.
- e. Select one PGA location for demonstration purposes; generate visualizations depicting the scalable integration of infill, redevelopment, and transportation enhancements.

TASK #2:

Evaluate the potential for development of underutilized parcels (e.g. infill and redevelopment opportunities) within the existing urban area and rural community plan areas – Goal setting, implementation, and the subsequent measurement of progress toward desired outcomes requires: 1) a realistic assessment of the potential for change and 2) concurrence among public and private sector stakeholders on what those opportunities are. In consultation with economic and land development stakeholders, this task will result in a locally relevant methodology for identifying infill and redevelopment opportunities and a coordinated multi-stakeholder action plan.

- a. In partnership with economic/land development stakeholders, identify the land needs and land use characteristics required by forecast industrial, commercial, and residential development.
- b. Develop and apply a GIS-based underutilized parcel methodology and real estate report for the existing urban area and select community centers.
- c. Assess the extent to which forecast growth and development might be accommodated through infill and redevelopment and what potential range of impact might this have in terms of VMT and GHG emissions through travel demand modeling.
- d. In consultation with public sector and economic/land development stakeholders, identify the potential role of local agencies in facilitating such development – i.e. what combination of policies, programs, partnering, public investment, and/or incentives would make the infill or redevelopment of parcels within PGAs economically viable and competitive.

TASK #3:

Develop Collaborative SCS Implementation Initiative – A joint effort between the SCRTPA and local agencies is desired to 'seed' or otherwise support private sector development within PGAs. The purpose of 'seeding' activities is to address the various additional pre-development tasks and unknown costs/factors associated with infill/redevelopment versus typical greenfield development.

- a. Develop urban seeding program guidelines and evaluation criteria.
- b. Prepare and distribute request for concept proposals.
- c. Evaluate proposals and select pilot project(s) for customized program of consultant and SCRTPA/local agency technical assistance (non-capital costs such as conceptual renderings, traffic impact analysis, accessibility analysis, evaluation of minimum parking requirements, community outreach, drafting of development agreements, and/or other such planning activities).

TASK #4:

Add sustainability-related performance indicators for use in planning, tracking, and reporting of progress toward program objectives – Shasta County's current performance measures no longer reflect the region's size and desired sustainability outcomes.

- a. Develop locally applicable performance indicators based on land use and transportation policies outlined in the Regional Targets Advisory Committee Final Report (pg 44-46), focusing on the 5 'D' factors.
- b. Apply performance indicators, including the ability to compare PGA performance to that of the greater urban area.
- c. Determine GHG emissions impact of planned local and regional transportation improvements and major new policies.
- d. Prepare performance indicators for upload to the regional GIS server and online viewer.

TASK #5:

Regional Trails-Urban Connections Plan – Approximately 85 percent of Shasta County's population resides within nine percent of the county's land area. This area, known as the 'south-central urban region', features a growing, albeit disjointed system of non-motorized recreational trails. Many of these trails serve as collectors between residential neighborhoods and the Sacramento River Trail corridor. Unfortunately, these recreational assets are not well-linked in a network suitable for day-to-day transportation purposes.

- a. Building upon Round 1 funded work (i.e. generation of a non-motorized network), develop a plan for strategically linking the region's disjointed recreational trails and urban bike/pedestrian network.
- b. Establish a single, seamless non-motorized network that can be used in travel demand modeling purposes.
- c. Test the benefit of network connections in conjunction with targeted growth and development strategies using the region's new activity-based travel demand model (developed via Prop 84 Modeling Enhancements grant).
- d. Select a high-profile location for conceptual design and rendering.

TASK #6:

Development and programming of map viewer for general public access to the Shasta Regional GIS Platform – Viewer will be used to assist with planning, public/stakeholder/decision-maker engagement, implementation, performance tracking, and reporting of regional efforts.

- a. Plan and host multi-agency technical work group meetings (work group has already been identified; see FNRGC letter of support and contribution).
- b. Programming of online viewer.

TASK # 7

City of Redding - Rank vacant and underdeveloped parcels for ability to serve with water and wastewater

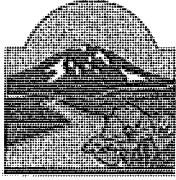
- a. Develop automated GIS tools with manual assessment of approximately 25% of the parcels;
- b. Add to parcel map shape file with ranking for ease or difficulty in ability to provide water and sewer service, maps, and a technical memo; and
- c. Support neighboring jurisdictions in adapting modeling tool for analysis of respective Priority Growth Areas.

TASK #8

City of Shasta Lake - update related local plan elements

- a. Update General Plan Land Use, Circulation, and Conservation & Open Space Elements and Community Health Assessment;
- b. Analysis of commercial 'leakage' – The City of Shasta Lake suffers from commercial leakage (e.g. residents traveling outside the city for routine retail and services), resulting in higher VMT and associated GHG emissions.
 - Evaluate development barriers, including environmental (brownfield and drainage), zoning (parking, lot depth and width, utilities), and sewer and water impact and connection fees;
 - Provide infill strategy for the city's Priority Growth Area(s), including development of growth and development assumptions;
 - Provide policies and programs to reduce barriers using cost-effective (or no cost) methodology; and
 - Provide analysis and recommendations for Zoning and other Municipal Code amendments to reduce barriers to sustainable, low VMT/GHG land uses.

CITY OF
ANDERSON



Development Services Department ~1887 Howard St. ~Anderson, CA 96007

February 10, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer St
Redding, CA 96001

Re: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne,

Thank you for the opportunity to review and provide input on the Shasta County RTPA's Sustainable Communities Planning & Incentive Program grant application. The City of Anderson is pleased to provide this letter of support and confirm our intent to participate and facilitate the delivery of applicable work elements.

Sustainable Communities grant funding would allow the City of Anderson to take on a more direct role in developing local strategies, inputs, and assumptions needed to complete and adopt the region's Sustainable Communities Strategy. In particular, we appreciate the focus on implementation activities and associated 'collateral' benefits, including economic development, the cultivation of public-private partnerships, and the potential for reducing or eliminating the need for costly infrastructure and services.

Sincerely,

A handwritten signature in black ink, appearing to read "Kristen Maze". The signature is fluid and cursive, with the first name "Kristen" and last name "Maze" clearly distinguishable.

Kristen Maze, Development Service Director
City of Anderson
1887 Howard Street
Anderson, CA 96007

CITY OF REDDING



DEVELOPMENT SERVICES DEPARTMENT

PLANNING DIVISION

777 Cypress Avenue, Redding, CA 96001-271

P.O. Box 496071, Redding, CA 96049-6071

530.225.4020 FAX 530.225.4495

February 13, 2012

Mr. Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer Street
Redding, CA 96001

Subject: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne:

The City of Redding is pleased to provide this letter of support for the Shasta County RTPA's Proposition 84 Sustainable Communities Planning and Incentive Program (Program) grant application and looks forward to participating in the process.

Aided by Sustainable Communities funding, the City of Redding will be able to take a more direct role in developing local strategies, inputs, and assumptions needed to complete and adopt the region's Sustainable Communities Strategy and contribute to the Program's stated objectives.

The City of Redding, with support from the Shasta County RTPA, is also submitting an application under Focus Area No. 1. Extensive collaboration during the development of respective work scopes is anticipated and will ensure coordinated and complementary outcomes. The City fully endorses the Shasta County RTPA grant application.

Sincerely,

A handwritten signature in dark ink, appearing to read "Douglas DeMallie", is written over a horizontal line.

Douglas DeMallie
Planning Manager

DD:amf
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City of Shasta Lake

P.O. Box 777 ♦ 1650 Stanton Drive
Shasta Lake, CA 96019
Phone: 530.275.7460
Fax: 530.275.7406
Website: cityofshastalake.org



February 13, 2012

Daniel Wayne, Senior Planner

Shasta County RTPA
1855 Placer St
Redding, CA 96001

RE: Support for Shasta County Regional Transportation Planning Agency (RTPA) Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne:

The City of Shasta Lake is pleased to support Shasta County RTPA's application for funding under Round 2 of the Sustainable Communities Planning Grant and Incentive Program. This is an excellent opportunity for the City to collaborate with RTPA, and the City is pleased to participate in this process.

With funding through this grant program, the City will be able to take a more direct role in developing local strategies, inputs, and assumptions needed to complete and adopt the region's Sustainable Communities Strategy and continue with recent efforts to develop and implement healthy/sustainable communities policies into local planning documents.

The objectives of the Sustainable Communities Planning Grant are aligned with the City's goals to increase housing affordability; improve air and water quality; improve infrastructure systems; promote public health, infill development, energy efficiency, and water conservation; protect natural resources; reduce automobile usage and fuel consumption; and strengthen the economy.

The Grant application includes the following activities for the City of Shasta Lake, which support the State's AB 32 greenhouse gas (GHG) emission reduction targets and assist with implementation of SB 375:

- 1. Update the General Plan Land Use and Circulation Elements.**

This update includes integration of Healthy/Sustainable Communities goals, objectives and policy recommendations into the General Plan. The City recognizes that land is one of the most valuable resources in a community, and there is a growing body of research that demonstrates that land use decisions can have a direct positive effect on physical and mental well being.

The project will analyze development patterns that locate a variety of uses (e.g., diverse housing types, jobs, commercial/service uses, schools and open space) within easy walking distance of each other, and density patterns designed to preserve the natural terrain, drainage and vegetation of the community.

The Circulation Element will focus on "Complete Streets" to plan for a balanced, multimodal transportation network that meets the needs of pedestrians, bicyclists, children, seniors, persons with disabilities, motorists, movers of commercial goods, and users of public transportation. Land use policies will be designed to promote higher-density infill development and infrastructure design that encourages alternative forms of transportation, thereby reducing dependence on automobiles.

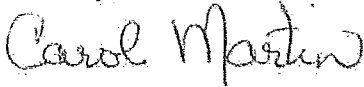
Implementation of this project will assist with reduction of greenhouse gas emissions consistent with AB 32 and SB 375 by developing and implementing strategies resulting in a reduction of vehicle miles traveled (VMT).

2. Update the General Plan Open Space and Conservation Elements.

This update includes an evaluation of the impacts of development on natural resources and open space, and development of a classification system for properties that includes carrying capacity, physical and economic constraints and benefits of the resource in terms of sustainability. GIS mapping of resources will be completed (including resource data available through other agencies). Data compiled under this project will be incorporated into the City's General Plan.

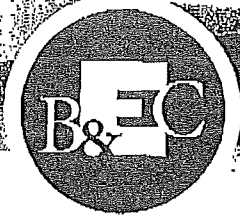
My staff and I look forward to working with you to further sustainable communities efforts in the region. If you have any questions, please feel free to contact me at **530.275.7429**.

Sincerely,



Carol Martin
City Manager

c: Carla L. Thompson, AICP, Development Services Director
Debbie Israel, Senior Planner
Jeff Tedder, City Engineer



Business & Entrepreneur Center
At Shasta College

February 8, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer St
Redding, CA 96001

Re: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne,

The Business & Entrepreneurship Center and Economic & Workforce Development (EWD) Division at Shasta College is pleased to extend this letter of support for the Shasta County RTPA's Round 2 Proposition 84 Sustainable Communities Planning & Incentive Grant Program. In particular, we appreciate the capacity-building efforts built into the scope of work, including the RTPA's efforts to cultivate public-private sector partnerships and involve GIS students in the real-world projects with the opportunity to be mentored by professionals in their field of study.

Shasta College is committed to a green campus environment and supports practices and projects that would effectively reduce greenhouse gas emissions and other objectives of the Sustainable Communities Program. As you are aware, EWD recently contributed \$20,000 toward the implementation of the Shasta Regional GIS Platform as funded by the RTPA's Round 1 Sustainable Communities Grant. We are also playing a key role in the Caltrans-funded North State Transportation for Economic Development Study. We look forward to continuing these types of partnerships in order to increase sustainable economic opportunity in Shasta County and the North State region.

Sincerely,

Darren Gurney-Director of the Business & Entrepreneurship Center at Shasta College



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www.becsc.org





Shasta College

Shasta-Tehama-Trinity Joint Community College District
11555 Old Oregon Trail • P.O. Box 496006 • Redding, CA 96049-6006
Phone: (530) 242-7500 • Fax: (530) 225-4990
www.shastacollege.edu

February 14, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer St
Redding, CA 96001

Re: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne,

Shasta College would like to extend this letter of support for the Shasta County RTPA's Round 2 Proposition 84 Sustainable Communities Planning & Incentive Grant Program and is pleased to confirm our intent to dedicate up to 70 student hours in support of GIS related components of this important effort.

As made possible by the Shasta RTPA's previous Sustainable Communities grant, Shasta College is now host to the Shasta Regional GIS Platform which will support community projects with the broad support of the professional GIS community. As the principal investigator on a National Science Foundation grant (Geospatial Education Collaborative; # 1003865), I view our collaboration with the RTPA as an essential to meeting our objective of expanding opportunities for students to gain worksite and community experience in the use of GIS and GPS. I see this as an opportunity to build upon current projects, which include urban tree mapping and a community well-being atlas. Furthermore, the efforts of the RTPA fit with Shasta College's commitment to sustainability, which is expressed in its institutional master plan and supported by the campus Sustainability Committee.

We look forward to the opportunity to continue this partnership and contribute to the proposed scope of work.

Sincerely,

Dan Scollon

Dan Scollon
Geography and GIS Instructor

Governing Board Members

Judi D. Beck McArthur	Harold J. Lucas Red Bluff	Duane K. Miller Anderson	Kendall S. Pierson Redding	Rayola B. Pratt Shasta	Robert M. Steinacher Corning	Scott J. Swendiman Redding
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Superintendent/President
Joe Wyse



Anderson Partnership for
Healthy Children/South
County HEAC

February 10, 2012

City of Anderson

Daniel Wayne, Senior Planner

City of Redding

Shasta County RTPA

City of Shasta Lake

1855 Placer St

Redding, CA 96001

County of Shasta

Dear Mr. Wayne,

First 5 Shasta

Mercy Medical
Center

As you know, Healthy Shasta is a local partnership formed to address obesity and prevent chronic disease by making the 'healthy choice the easy choice' for physical activity and healthy eating. As a partner in the Healthy Shasta movement, Shasta County RTPA has a demonstrated commitment to supporting the health of the community and strong relationships with Healthy Shasta partners.

Redding Rancheria

Redding School District

Shasta College

Healthy Shasta supports Shasta County RTPA's efforts to seek funding through the Sustainable Communities Planning Grant and Incentive Program. The goals of the Program are in-line with Healthy Shasta's Healthy Communities work. In addition to expanding public access to the planning process, the RTPA's proposal will facilitate the consideration of health promoting strategies and subsequent implementation efforts.

Shasta County Office of
Education

Shasta County RTPA

Shasta Family
YMCA

We support the efforts of the Shasta County RTPA and Task 5 supports our walking/biking initiative by providing the necessary data to address walking and biking issues in Shasta County.

Shasta Head Start

Simpson University

Sincerely,

The McConnell
Foundation

A handwritten signature in cursive script that reads "Shellisa Moore".

Turtle Bay Exploration
Park

Shellisa Moore

University of California
Cooperative Extension

Healthy Shasta Coordinator

Viva Downtown

Whiskeytown National
Recreation Area



Health and Human Services Agency

Marta McKenzie, R.D., M.P.H., Director

Public Health

Donnell Ewert, M.P.H., Branch Director

Andrew Deckert, M.D., M.P.H., Health Officer

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February 14, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer St
Redding, CA 96001

Re: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne,

The Health and Human Services Agency Public Health Branch (HHSA-PH) is pleased to support the Shasta County RTPA's Sustainable Communities Planning & Incentive Program grant application. The goals outlined in the grant proposal are in harmony with HHSA-PH's vision for a healthy community. In addition to expanding public access to the planning process, RTPA's proposal will facilitate the consideration of health promoting strategies into long range planning efforts.

As you are well aware, we have a long history on collaborating on projects that support the public's health, including assistance with community outreach efforts for the ShastaFORWARD Regional Blueprint and our collaborative effort with Shasta College to develop public health indicators as part of the Community Well-Being Atlas project. We have also worked together on a variety of downtown walkability assessments.

Should your proposal be selected for funding as outlined, HHSA-PH will continue to support efforts to engage the public in the planning process, specifically targeting underrepresented populations, including but not limited to the elderly, low income, and minority populations. We will also contribute data, community organizing and public health expertise to ensure that health is considered in future planning processes.

Thank you for the opportunity to work with you to promote a healthy Shasta County.

Sincerely,

A handwritten signature in dark ink, appearing to read "Donnell Ewert".

Donnell Ewert, MPH

Branch Director of Public Health & Adult Services
Shasta County Health and Human Services Agency

"Healthy people in thriving and safe communities"

www.shastahhsa.net



February 8, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer Street
Redding, CA 96001

**SUBJECT: Support for Shasta County Regional Transportation Planning Agency's
Round 2 Sustainable Communities Grant Proposal**

Dear Mr. Wayne,

This letter is to confirm Redding Area Bus Authority (RABA) support for the Shasta County RTPA's Sustainable Communities Planning & Incentive Program grant application entitled "Shasta County Regional SCS Collaborative". RABA is in a perfect position to directly benefit from and contribute toward the ultimate success of this effort. As you are aware, the City of Redding and surrounding communities have some of the lowest urban densities found anywhere in California. RABA's ability to meet performance goals will be enhanced by efforts that encourage more compact development patterns coupled with transit accessibility. This project will potentially allow RABA to serve more customers and enhance our contributions toward regional VMT and GHG emissions reductions.

Should this proposal be selected for funding, RABA will participate in the planning process and seek to incorporate findings into future public transportation planning efforts.

Sincerely,

A handwritten signature in black ink, appearing to read "B. F. Crane", written over the word "Sincerely,".

Brian F. Crane
Executive Officer

BC:sm
020812L-RTPA-Support-SusCommGrnt

REDDING AREA BUS AUTHORITY (www.RABAride.com)

777 CYPRESS AVENUE, REDDING, CALIFORNIA 96001-3396 • (530) 225-4171 • FAX (530) 245-7024



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<http://www.westernshastarc.org>

February 8, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer Street
Redding, CA 96001

Re: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne:

The mission of the Western Shasta Resource Conservation District (RCD) is to collaborate with willing landowners, government agencies and other organizations to facilitate the conservation and restoration of Western Shasta County's natural resources. The RCD has reviewed the Sustainable Communities Planning & Incentive Program objectives and found them wholly congruent with our goals and activities.

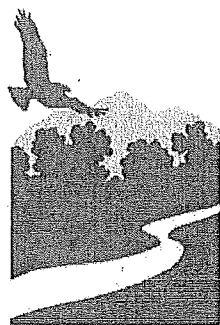
The RCD supports the Shasta County RTPA proposed work plan, entitled "Shasta County Regional SCS Collaborative". In particular, the RCD is interested those tasks that would help measure and monitor impact of regional growth and development on Shasta County's irreplaceable natural resources, including land, water, forests, wildlife.

The RCD is pleased to provide all reasonable assistance in the form of natural resource GIS data and targeted stakeholder communications/outreach. As discussed, the RCD is also pleased to lend our expertise as necessary to consider and integrate the goals and objectives found in the California Wildlife Action Plan, Natural Community Conservation Plan, Surface Mining and Reclamation Act and other applicable state plans.

Sincerely,

A handwritten signature in cursive script that reads "Mary Mitchell".

Mary Mitchell
District Manager



*shasta
Land
Trust*

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P.O. Box 992026
Redding, CA 96099-2026

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Fax: 530.241.7814
www.shastalandtrust.org



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Muffy Berryhill
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Don Koch
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Executive Director
Caitlin O'Hara
*Coordinator of
Outreach & Development*
Susan Partridge
Administrative Assistant
Bridgett Harrison
*Americorps Conservation
Associate*

*"Conserving the beauty, character and diversity
of significant lands in far Northern California."*

Mission of Shasta Land Trust

February 14, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer St
Redding, CA 96001

Re: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne,

Shasta Land Trust (SLT), founded in Redding in 1998, is a non-profit organization dedicated to permanently conserving open space, wildlife habitat, and agricultural land. In our fourteen year history, SLT has been successful with many conservation accomplishments and continues to work towards meaningful and lasting land protection for our region. SLT understands that the topic of land use and regional planning stirs considerable passion among local residents and various interest groups. SLT is neither a political nor advocacy organization, but does support efforts that help engage and inform the community in decision making processes.

As you are aware, SLT participated in and supported the Shasta County RTPA's Shasta *FORWARD*>> Regional Blueprint effort and routinely references the products of that effort to communicate with regional stakeholders and land owners. SLT supports continuing efforts as presented in the Shasta County RTPA's grant application entitled "Shasta County Regional SCS Collaborative". In particular, SLT is interested in those tasks that would help measure, monitor, and communicate the impact of regional growth and development on Shasta County's irreplaceable open spaces, wildlife habitats, and agricultural lands.

SLT is pleased to offer reasonable assistance in the form of natural resource GIS data and targeted stakeholder communications/outreach.

Sincerely,

Ben Miles
Executive Director
Shasta Land Trust

Viva Downtown Redding

A National Main Street Organization

1725 Market Street Redding, CA 96003
T: 530-243-7773 vivadowntownredding.org

February 10, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer St
Redding, CA 96001

Re: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

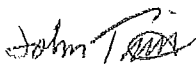
Dear Mr. Wayne,

As you know, Viva Downtown is a designated National Main Street Organization and a member of the California Main Street Association. Viva is an active collection of volunteers, businesses owners and property owners dedicated to enhancing the cultural, social, and economic development of Downtown Redding. To forward our mission, we work with many agencies and groups to make sustainable improvements.

The proposed Shasta County 'Regional SCS Collaborative' is a prime example of activities that Main Street organizations endorse to improve districts. In particular, Viva strongly supports efforts to improve the use of vacant and underutilized parcels in existing urban areas and seed the right mix of development in Downtown via public-private partnerships. This program will accelerate economic development in Downtown Redding and do so in a meaningful, sustainable fashion.

Communication and coordination with local entrepreneurs and developers is essential to the success of this project and the grant program objectives. Should this proposal be funded, Viva Downtown looks forward to working with you and your group to actively facilitate public engagement strategies designed to reach existing and potential business and land owners in the area.

Sincerely,



John Truitt
Executive Director



February 8, 2012

Daniel Wayne, Senior Planner
Shasta County RTPA
1855 Placer St
Redding, CA 96001

Re: Support for Shasta County RTPA's Round 2 Sustainable Communities Grant Proposal

Dear Mr. Wayne,

Weaver Contract Services is a development company that specializes in the construction of residential, medical, and commercial projects in Shasta County.

Over the past two years we have focused our efforts and financial resources on the creation of high-quality mixed-use development in Downtown Redding (Downtown). In 2009, we completed a 16,000 square foot retail/restaurant/office/residential development on what was previously vacant land. We are currently completing a second Downtown project, turning an unused parking lot into an 18,000 square foot mixed-use development featuring ground commercial with residential units.

It is our desire to create a more vibrant, livable and economically sustainable community by introducing more business and residential opportunities into the heart of Downtown. Locations that provide tenants access to public transportation, public services, restaurants, retail, and entertainment are critical to the marketability of these projects. Unfortunately these are often the most intricate and time-intensive parcels to develop. Our relationship with the City and Redevelopment Agency make it possible for use to deliver these projects.

Recently we began the planning phase for our largest Downtown mixed-use development to date. This project, approximately 45,000 square feet in size, will offer residential and commercial spaces with an emphasis on residential. The location and scale of this project greatly adds to the number and complexity of issues and factors that must be addressed. These include but are not limited to:

- Parking requirements (for the project and neighboring businesses);
- Traffic circulation and impact analysis;
- Multi-modal integration (including pedestrian, bicycle, and public transportation access);
- Public meetings and communications; and
- Conceptual design work (needed for development review).

The level of effort and uncertainty associated with these tasks in a highly urbanized location becomes prohibitive for most developers. It is my experience that these issues can be overcome via public-private partnership. The Shasta County RTPA's proposed 'Regional SCS Planning Collaborative' would provide both the resources and catalyst needed to cultivate and expand these partnerships. In particular, Weaver Contract Services supports the use of grant funds to seed private sector investment and participation in the meaningful infill and redevelopment of parcel in Downtown.

Sincerely,

Brent Weaver, President
Weaver Contract Services
5660 Westside Road
Redding, CA 96001

References

California State Parks Community Fact Finder Report

ROUND TWO

This is your Community FactFinder report for the project you have defined. Please refer to your Project ID in any future communications about this project.

Project ID: **25411**

Date created: **February 15, 2012**

County: **Shasta**

City: **Redding**

Coordinates: **40.583615, -122.393416**

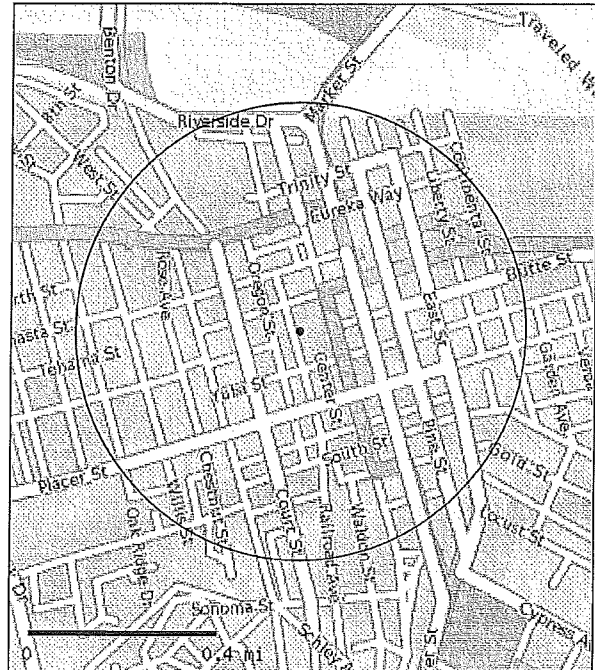
Total Population: **2,819**

Median Household Income: **\$22,864**

Number of people below poverty line: **827**

Park acreage: **0.61**

Park acres per 1,000 population: **0.22**



Project Site

All numbers above have been calculated based on a ½ mile radius from the point location of your project. Demographics are figured by averaging population numbers over selected census block groups and using the percent of the block group within the project circle to determine the actual counts.

Parks and park acres are based on best available source information but may not always contain exact boundaries or all parks in specific locations. Parks acreage does not include major lakes or ocean. Users can send update information to: parkupdates@parks.ca.gov

Data Sources:

Demographics - Claritas Pop-Facts, block group level (2010)
Parks - Calif. Protected Areas Database v. 1.6 (Feb. 2011)



Community FactFinder is a service of the
California Department of Parks and Recreation
www.parks.ca.gov

Community FactFinder created
by GreenInfo Network
www.greeninfo.org

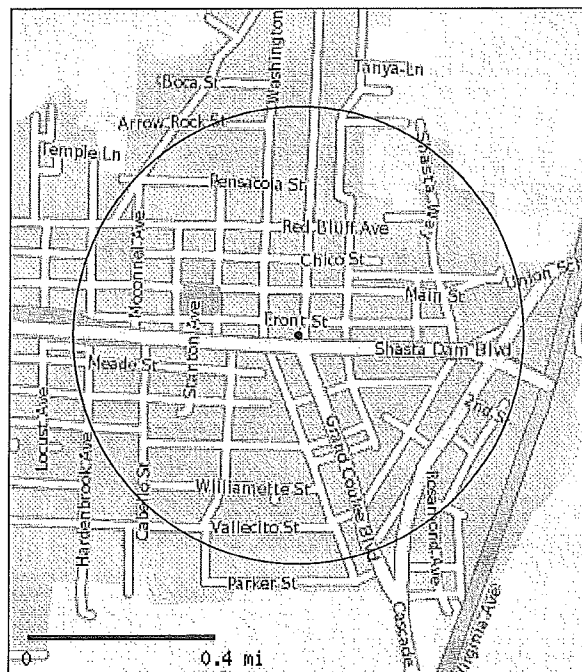


California State Parks Community Fact Finder Report

ROUND TWO

This is your Community FactFinder report for the project you have defined. Please refer to your Project ID in any future communications about this project.

Project ID: **25412**
Date created: **February 15, 2012**
County: **Shasta**
City: **Shasta Lake**
Coordinates: **40.680345, -122.358727**
Total Population: **2,082**
Median Household Income: **\$32,905**
Number of people below poverty line: **354**
Park acreage: **2.75**
Park acres per 1,000 population: **1.32**



Project Site

All numbers above have been calculated based on a ½ mile radius from the point location of your project. Demographics are figured by averaging population numbers over selected census block groups and using the percent of the block group within the project circle to determine the actual counts.

Parks and park acres are based on best available source information but may not always contain exact boundaries or all parks in specific locations. Parks acreage does not include major lakes or ocean. Users can send update information to: parkupdates@parks.ca.gov

Data Sources:

Demographics - Claritas Pop-Facts, block group level (2010)
Parks - Calif. Protected Areas Database v. 1.6 (Feb. 2011)



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RESOLUTION



RESOLUTION NUMBER:	11-18
SUBJECT:	Certifying Approval to Submit a Round Two Proposition 84 Sustainable Communities Planning & Incentive Grant Program Application

WHEREAS, the Legislature and Governor of the State of California have provided funds for the Sustainable Communities Planning Grant & Incentive Program under the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84); and

WHEREAS, the Strategic Growth Council has been delegated the responsibility for the administration of this grant program, establishing necessary procedures; and

WHEREAS, said procedures require all award recipients commit to threshold requirements; and

WHEREAS, said procedures established by the Strategic Growth Council require a resolution certifying the approval of application(s) by the applicant's governing board before submission of said application(s) to the state; and

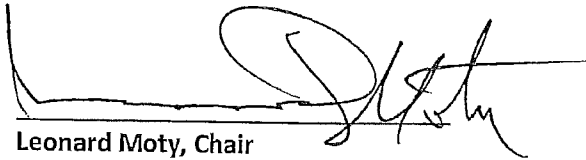
WHEREAS, the applicant, if selected, will enter into an agreement with the State of California to carry out the development of the proposal;

NOW, THEREFORE, BE IT RESOLVED that the Shasta County Regional Transportation Planning Agency:

1. Approves the filing of an application for the 'Shasta County Regional SCS Collaborative' in order to become a more sustainable community; and
2. Certifies that applicant will have sufficient funds to develop the proposal or will secure the resources to do so; and
3. Certifies that the proposal will comply with any applicable laws and regulations including being consistent with the State Planning Priorities identified in Government Code section 65041.1 and summarized below:
 - a. Promote infill development and invest in existing communities;
 - b. Protect, preserve and enhance agricultural land and natural resources; and
 - c. Encourage location and resource efficient new development; and
4. Certifies that threshold requirements outlined in the guidelines, including consideration of Ocean Protection Council Sea Level Rise Guidance will be met; and

5. Agrees to reduce, on as permanent a basis as feasible, greenhouse gas emissions consistent with California Global Warming Solutions Act of 2006 (Division 25.5 (commencing with Section 3850) of the Health and Safety Code); any applicable regional plan; and
6. Agrees to meet the Collaboration Requirements of the focus area applicable to the proposal and includes all required documents in the application package; and
7. Authorizes the executive director, or designee, as agent to conduct all negotiations, execute and submit all documents including, but not limited to applications, agreements, payment requests and so on, which may be necessary for the completion of the aforementioned project.

PASSED AND ADOPTED this 19th day of December 2011, by the Shasta County Regional Transportation Planning Agency.

A handwritten signature in black ink, appearing to read 'Leonard Moty', is written over a horizontal line.

Leonard Moty, Chair
Shasta County Regional Transportation Planning Agency

Grantee Name: Shasta County RTPA
ADMINISTRATION & PROJECT MANAGEMENT

PERSONNEL	Title	Hourly Rate	# of Hours	(D+E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	Senior Planner		950	\$36,147.50	\$25,735.50	\$61,883	\$61,883		
	Asst Planner		600	\$12,228.00	\$9,498.00	\$21,726	\$21,726		
	Exec Director		130	\$5,809.70	\$4,426.50	\$10,236	\$10,236		
	Accountant		50	\$1,413.00	\$1,077.50	\$2,491	\$2,491		
	Admin Sec		50	\$901.50	\$779.50	\$1,681	\$1,681		
Total			1780	\$56,499.70	\$41,517.00	\$98,017	\$98,017		\$0
CONSULTANTS <i>See individual task worksheets</i>									
							\$0	\$0	\$0
SUPPLIES <i>Note: The RTPA is under the umbrella of the County. RTPA overhead is nominal and therefore not billed to grants.</i>									
							\$0	\$0	\$0
MEETINGS, WORKSHOPS <i>Note: Shasta County's SCS will be based on the previously completed and recently adopted ShastaFORWARD>> Regional Blueprint, a comprehensive and intensive 3-year public outreach effort. Tasks under this grant are largely technical in nature; any direct cost for further public meetings (legal ads, etc) will be provided as in-kind.</i>									
							\$1,000	\$0	\$1,000
OTHER <i>None</i>									
							\$0	\$0	\$0
TRAVEL <i>Estimated 500 miles at current per mile rate.</i>									
							\$1,000	\$0	\$1,000
EQUIPMENT <i>Note: The RTPA is under the umbrella of the County. RTPA overhead is nominal and therefore not billed to grants.</i>									
							\$0	\$0	\$0
Totals							\$100,017	\$98,017	\$2,000

Grantee Name: Shasta County RTPA

Task #1: Assess Development Capacity of 'Priority Growth Areas'

PERSONNEL	Title	Hourly Rate	# of Hours	(D*E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	See Admin_Project Management tab								
Total				\$0.00	\$0.00	\$0.00	\$0.00		
CONSULTANTS (fully allocated rates)									
				Rate	# Hrs				
	Senior GIS Specialist			\$125/hr	40	\$5,000			
	GIS Project Manager			\$89/hr	120	\$10,680			
	Spatial Database Analyst			\$79/hr	120	\$9,480			
						\$25,160	\$25,160		\$0
SUPPLIES									
						\$0	\$0		
MEETINGS, WORKSHOPS									
						\$0	\$0		
OTHER									
	Local agency staff time					\$25,000	\$20,000		\$5,000
						\$25,000	\$20,000	\$0	\$5,000
TRAVEL									
						\$0	\$0		
EQUIPMENT									
						\$0	\$0		
Totals						\$50,160	\$45,160	\$0	\$5,000

Grantee Name: Shasta County RTPA

Task #2: Evaluate Potential Shift from Greenfield to Vacant and Underutilized Urban Parcels

PERSONNEL	Title	Hourly Rate	# of Hours	(D+E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	See Admin_ Project Management tab								
				\$0.00	\$0.00	\$0.00	\$0.00		
CONSULTANTS (fully allocated rates)									
				Rate	# Hrs				
	Senior GIS Specialist			\$125/hr	151	\$18,875			
	GIS Project Manager			\$89/hr	20	\$1,780			
	Spatial Database Analyst			\$79/hr	75	\$5,925			
	Real estate sub			\$100/hr	110	\$13,750			
	Economic Development sub			\$100/hr	110	\$9,790			
						\$50,120	\$50,120		\$0
SUPPLIES									
						\$0	\$0		
MEETINGS, WORKSHOPS									
						\$0	\$0		
OTHER									
	Shasta College GIS Student Intern Project			\$10/hr	70	\$700			\$700
	(funded via National Science Foundation)								
						\$700	\$0		\$700
TRAVEL									
						\$0	\$0		
EQUIPMENT									
						\$0	\$0		
Totals						\$50,820	\$50,120	\$0	\$700

Grantee Name: Shasta County RTPA

Task #3: Develop and Initiate Collaborative SCS Implementation Initiative

PERSONNEL	Title	Hourly Rate	# of Hours	(D+E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	Senior Planner		250	\$9,512.50	\$6,772.50	\$16,285	\$16,285		
	Asst Planner		250	\$5,095.00	\$3,957.50	\$9,053	\$9,053		
				\$14,607.50	\$10,730.00	\$25,337.50	\$25,337.50		
CONSULTANTS (fully allocated rates)				Rate	# Hrs				
	Travel Demand Modeler			\$129/hr	75	\$9,375	\$9,375		
	Technical consultant			\$89/hr	100	\$8,900	\$8,900		
	Senior GIS Specialist			\$125/hr	150	\$18,750	\$18,750		
	GIS Project Manager			\$89/hr	250	\$22,250	\$22,250		
	Spatial Database Analyst			\$79/hr	100	\$7,900	\$7,900		
						\$67,175	\$67,175		\$0
SUPPLIES									
						\$0	\$0		
MEETINGS, WORKSHOPS									
						\$0	\$0		
OTHER									
	Community partner contributions								\$3,000
	RTPA SCS Assistance Funds							\$60,000	\$0
						\$63,000	\$0	\$60,000	\$3,000
TRAVEL									
						\$0	\$0		
EQUIPMENT									
						\$0	\$0		
Totals						\$155,513	\$92,513	\$60,000	\$3,000

Grantee Name: Shasta County RTPA

Task #4: Develop Sustainability-Related Performance Indicators

PERSONNEL	Title	Hourly Rate	# of Hours	(D*E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	See Admin_Project Management tab								
				\$0.00	\$0.00	\$0.00	\$0.00		
CONSULTANTS (fully allocated rates)				Rate	# Hrs				
	Travel modeler			\$125/hr	210	\$26,250			
	GIS Project Manager			\$89/hr	25	\$2,225			
	Spatial Database Analyst			\$79/hr	150	\$11,850			
						\$40,325	\$40,325		\$0
SUPPLIES									
						\$0	\$0		
MEETINGS, WORKSHOPS									
						\$0	\$0		
OTHER									
						\$0	\$0	\$0	\$0
TRAVEL									
						\$0	\$0		
EQUIPMENT									
						\$0	\$0		
Totals						\$40,325	\$40,325	\$0	\$0

Grantee Name: Shasta County RTPA

Task #5: Regional Trails-Urban Connections Plan

PERSONNEL	Title	Hourly Rate	# of Hours	(D+E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	Senior Planner		150	\$5,707.50	\$4,063.50	\$9,771	\$9,771		
	Asst Planner		150	\$3,057.00	\$2,374.50	\$5,432	\$5,432		
				\$8,764.50	\$6,438.00	\$15,202.50	\$15,202.50		
CONSULTANTS (fully allocated rates)				Rate	# Hrs				
Consultant	GIS Project Manager			\$89/hr	50	\$4,450			
	Spatial Database Analyst			\$79/hr	200	\$11,800			
						\$16,250	\$16,250		\$0
SUPPLIES									
						\$0	\$0		
MEETINGS, WORKSHOPS									
						\$0	\$0		
OTHER									
	McConnell Foundation (GIS-based conceptual design)								\$3,000
						\$3,000	\$0		\$3,000
TRAVEL									
						\$0	\$0		
EQUIPMENT									
						\$0	\$0		
Totals						\$34,453	\$31,453	\$0	\$3,000

Grantee Name: Shasta County RTPA

Task #6: Development of Online Map Viewer for the Shasta Regional GIS Platform

PERSONNEL	Title	Hourly Rate	# of Hours	(D+E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	Senior Planner		50	\$1,902.50	\$1,354.50	\$3,257.00	\$5,000.00		\$5,000.00
				\$0.00	\$0.00	\$0.00	\$0.00		
				\$0.00	\$0.00	\$0.00			
				\$0.00	\$0.00	\$0.00			
				\$0.00	\$0.00	\$0.00			
Total				\$1,902.50	\$1,354.50	\$3,257.00	\$3,257.00		\$0.00
CONSULTANTS									
	Senior GIS Specialist			\$125/hr	40	\$5,000			
	GIS Project Manager			\$89/hr	120	\$10,680			
	Spatial Database Analyst			\$79/hr	200	\$15,800			
						\$31,480.00	\$31,480.00		
SUPPLIES									
						\$0.00	\$0.00		
MEETINGS, WORKSHOPS									
						\$0.00	\$0.00		
OTHER									
						\$0.00	\$0.00		
TRAVEL									
						\$0.00	\$0.00		
EQUIPMENT									
						\$0.00	\$0.00		
Totals							\$34,737.00	\$34,737.00	0

Grantee Name: Shasta County RTPA

Task #7: City of Redding - Infrastructure Modeling Tool

PERSONNEL	Title	Hourly Rate	# of Hours	(D+E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	Associate Civil Engineer		500	\$14,130.00	\$10,775.00	\$24,905	\$24,905		\$5,000.00
				\$0.00	\$0.00	\$0.00	\$0.00		
				\$0.00	\$0.00	\$0.00			
				\$0.00	\$0.00	\$0.00			
				\$0.00	\$0.00	\$0.00			
Total				\$14,130.00	\$10,775.00	\$24,905.00	\$24,905.00		\$0.00
CONSULTANTS									
	Technical consultant			\$89/hr	170	\$15,130	\$15,130		
						\$15,130.00	\$15,130.00		
SUPPLIES									
						\$0.00	\$0.00		
MEETINGS, WORKSHOPS									
						\$0.00	\$0.00		
OTHER									
						\$0.00	\$0.00		
TRAVEL									
						\$0.00	\$0.00		
EQUIPMENT									
						\$0.00	\$0.00		
Totals							\$40,035.00	\$40,035.00	0

Grantee Name: Shasta County RTPA

Task #7: City of Shasta Lake - Update General Plan Land Use, Circulation, and Conservation & Open Space Elements, Community-Health Assessment Update, and Analysis of Commercial Leakage

PERSONNEL	Title	Hourly Rate	# of Hours	(D+E) Salary	Benefits	(F+G) Total	Funding Sources		
							DOC Grant	Cash	In-Kind
	Planning Director		50	\$1,902.50	\$1,354.50	\$3,257			\$3,257.00
	Planner		150	\$4,239.00	\$3,232.50	\$7,472			\$7,472.00
				\$0.00	\$0.00	\$0.00			
				\$0.00	\$0.00	\$0.00			
				\$0.00	\$0.00	\$0.00			
Total				\$6,141.50	\$4,587.00	\$10,728.50	\$0.00	\$0.00	\$10,729.00
CONSULTANTS									
	Senior GIS Specialist			\$125/hr	100	\$12,500			
	GIS Project Manager			\$89/hr	250	\$22,250			
	Spatial Database Analyst			\$79/hr	250	\$19,750			
	Senior Tech Consultatn			\$89/hr	250	\$22,250			
	Asst Tech Consultant			\$79/hr	250	\$19,750			
						\$96,500.00	\$96,500.00		
SUPPLIES									
						\$0.00	\$0.00		
MEETINGS, WORKSHOPS									
						\$0.00	\$0.00		
OTHER									
						\$0.00	\$0.00		
TRAVEL									
						\$0.00	\$0.00		
EQUIPMENT									
						\$0.00	\$0.00		
Totals							\$107,228.50	\$96,500.00	0 10,729

Form 4c – Shasta County INDICATORS AND OUTCOMES

Program Objectives	Indicators (Data Point)	Desired Outcomes
Improve Air Quality and Water Quality	✓ Ozone, CO2, PM10/2.5, CO	✓ Decrease by 7-10%
	✓ Impaired water segments	✓ Decrease by 10%
Promote Public Health	✓ Walkability	✓ Decrease by 5%
	✓ Access to healthy foods, access to community services	✓ Decrease by 5%
	✓ Residents exposure to airborne pollution	✓ Decrease by 5%
Promote Equity	✓ Jobs/housing balance	✓ Increase by 5%
	✓ Access to multi-modal transportation options	✓ Increase by 5%
Increase Affordable Housing	✓ Housing and transportation affordability index	✓ Decrease by 10%
	✓ Jobs/housing balance	✓ Decrease by 10%
Promote Infill and Compact Development	✓ Acres land converted to urban use vs. current trend	✓ Decrease by 15%
	✓ Building permits, new business licenses Priority Growth Areas	✓ Increase by 20%
Revitalize Urban and Community Centers	✓ Building permits, new business licenses Priority Growth Areas	✓ Increase by 20%
	✓ Assessed value of structures in Priority Growth Areas	✓ Increase by 10%
Protect Natural Resources and Agricultural Lands	✓ Acres of natural resources and agricultural lands converted to urban use versus current trend	✓ Decrease by 15%
Reduce Automobile Usage and Fuel Consumption	✓ Per capital VMT	✓ Decrease by 7%
	✓ Non-single occupancy vehicle modal split	✓ Increase by 2%
Improve Infrastructure Systems	✓ Utilization of existing water/sewer infrastructure in Priority Growth Areas	✓ Increase by 10%
Promote Water Conservation	✓ Per capita water usage	✓ Decrease by 5%
Promote Energy Efficiency and Conservation	✓ Number of new development projects which meet established energy efficiency goals	✓ Increase by 15%
Strengthen the Economy	✓ Number of students participating in GIS Collaborative	✓ Increase by 10%
	✓ Congestion/hours of delay on regional corridors	✓ Decrease by 7%

Welcome Daniel Wayne of Shasta County Regional Transportation Planning Agency. If not your Account, please log out. [Help](#) | [Logout](#)

[Main Menu](#) > Application/Survey Preview

Application/Survey Preview

This is a preview of your application/survey. Please review and confirm the information is accurate before submitting the application/survey. FAAST will perform a check to verify whether required fields are completed and/or required attachments are uploaded.

Once you have verified the information, please read the certification statement and enter your initials to submit the application/survey to the State Water Board.

Note: To print the application, please use the "FILE -> PRINT" menu option on the browser.

PIN 23927 - Shasta County Regional SCS Collaborative - IN PROGRESS

Application/Survey Preview

RFP/Survey Title: Sustainable Communities Planning Grants and Incentives Program (Proposition 84), SGC

Submitting Organization: Shasta County Regional Transportation Planning Agency

Organization:

Project Title: Shasta County Regional SCS Collaborative

Project Description: The following scope of work represents the capstone to over five years of collaborative regional effort toward a comprehensive growth and development plan for Shasta County. Building upon three successfully completed regional blueprint grants and two active Prop 84 grants, this effort will result in the following: 1)A jointly developed Sustainable Communities Strategy (SCS); 2)The critical missing links required to cultivate the SCS into reality; and 3) The ability to measure, track, and report progress toward program objectives and refine implementation strategies over time. Tasks herein have been carefully crafted in consultation with local agencies and community stakeholders in order to address their respective needs, areas of concern, and the most promising implementation opportunities. As evidenced by the attached letters, project partners are materially committed to and invested in the proposed scope of work and the region's long-term future.

APPLICANT DETAILS

Applicant Organization: Shasta County Regional Transportation Planning Agency

Organization:

Applicant Address: 1855 Placer Street , Redding , CA - 96001

PROJECT LOCATION

Latitude : 40.580970 **Longitude:** -122.395630

Watershed: Sacramento-Lower Cow-Lower Cle

County: Shasta

Responsible Regional Water Board: 5R Central Valley Redding Regional Water Board

PROJECT BUDGET

Funds Requested(\$): 528,570.00

Local Cost Match(\$): 84,429.00

Total Budget(\$): 612,999.00

Funding Program	Applied	Amount Recommended by State Water Board
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Focus Area # 1: Local Sustainable Planning (Cities and Counties)	No	\$0.00
Focus Area # 2: Regional SB 375 Plus (Metropolitan Planning Organization [MPO])	Yes	\$0.00
Focus Area # 3: Regional Planning Activities with Multiple Partners	No	\$0.00

Project Management Role	First Name	Last Name	Phone	Fax	Email
Project Director: Authorized Representative from Applicant Organization to execute funding agreement	Daniel	Little	530-245-6819	530-225-5667	dlittle@co.shasta.ca.us
Project Manager: Day to day contact on this project from Applicant Organization	Daniel	Wayne	530-225-5486	530-225-5667	dwayne@co.shasta.ca.us

Applicant Information

Name: Shasta County Regional Transportation Planning Agency
Address: 1855 Placer Street
Redding, CA , 96001

Person Submitting Information

Name: Daniel Wayne
Phone: 530-225-5486, Fax: 530-225-5667
Email: dwayne@co.shasta.ca.us

Legislative Information	Primary	Additional District(s)
Senate District	04	04,
Assembly District	02	02,
US Congressional District	02	02,

Contacts	Name	Phone	Email
Shasta County RTPA	Daniel Wayne	530-225-5486	dwayne@co.shasta.ca.us
Shasta County RTPA	Daniel Little	530-245-6819	dlittle@co.shasta.ca.us
Shasta County RTPA	Sue Crowe	530-245-6826	scrowe@co.shasta.ca.us

Cooperating Entities	Role	Name	Phone	Email
City of Shasta Lake	Develop local growth & development inputs/assumptions	Carla Thompson	530-275-7460	carla.thompson@ci.shasta-lake.ca.us
City of Anderson	Develop local growth & development inputs/assumptions	Kristen Maze	530-378-6643	kmaze@ci.anderson.ca.us
Shasta County Department of Public Health	Targeted community outreach and health assessment	Shelissa Moore	530-229-8428	sdmoore@co.shasta.ca.us
City of Redding	Develop local growth & development inputs/assumptions	Doug DeMallie	530-225-4020	demallie@ci.redding.ca.us
Western Shasta Resource Conservation District	Advise on natural resource related plans, targeted outreach	Mary Mitchell	530-365-7332	Mary@westernshastarc.org

Shasta College	GIS Technical Services	Dan Scollon	530-225-3917	dscollon@co.shasta.ca.us
Viva Downtown Redding	SCS Collaborative Initiative guidelines & communications	John Truitt	530-243-7773	truitt.john@sbcglobal.net
McConnel Foundation	Conceptual design for regional trails-urban network	Brian Sindt	530-226-6228	bsindt@mccconnellfoundation.org

Pre Award Attachment Title	Phase	Date & Time Attached
<u>Budget</u>	PHASE1	2/15/2012 4:10:29 PM
<u>Collaboration Letter(s)</u>	PHASE1	2/15/2012 11:55:19 AM
<u>Economically Disadvantaged</u>	PHASE1	2/15/2012 11:54:30 AM
<u>Indicators</u>	PHASE1	2/15/2012 11:39:36 AM
<u>Proposal Summary Statement</u>	PHASE1	2/15/2012 3:35:33 PM
<u>Signed Resolution</u>	PHASE1	2/15/2012 11:11:25 AM
<u>Work Plan</u>	PHASE1	2/15/2012 3:40:02 PM

Application Questionnaire

Applicant Information

Have you entered the required Authorized Representative information in the Project Management tab?

Have you entered the required day to day contact information in the Project Management tab (can be the same person as the Authorized Representative)?

Answer: YES

Applicant Type

Proposed Project Duration (months):

Answer: 36

Does your project meet the following Threshold Requirements as defined in the Guidelines (mandatory):

- A) Consistent with State Planning Priorities
- B) Reduces GHG emissions on a permanent basis
- C) Collaboration requirement

Answer: A B C

What Priority Considerations are incorporated or applicable to the proposed project?

- A) Demonstrates collaboration & community involvement
- B) Addresses climate change impacts
- C) Serves as best practices
- D) Leverages additional resources
- E) Serves an economically disadvantaged community
- F) Serves a severely economically disadvantaged community

Answer: A B C D E F

Check all of the following Program Objectives that are incorporated or applicable to the proposed project:

- A) Improve air and water quality
- B) Promote public health

- C) Promote equity
- D) Increase housing affordability
- E) Promote infill and compact development
- F) Revitalize urban and community centers

Answer: A B C D E F

- G) Protect natural resources and agricultural lands
- H) Reduce automobile usage and fuel consumption
- I) Improve infrastructure systems
- J) Promote water conservation
- K) Promote energy efficiency and conservation
- L) Strengthen the economy

Answer: G H I J K L

The following attachments are required and should be uploaded in the Attachments tab:

- 1) Budget
- 2) Workplan
- 3) Indicators
- 4) Signed Resolution from Governing Body
- 5) Proposal Summary Statement

The following attachments may be required depending on your focus area. Please refer to the Guidelines for more information:

- 6) Collaboration Requirement Letter(s)
- 7) Economically Disadvantaged Community Documentation

Step 1: Threshold Requirements

Clearly label and address all of the following points:

- 1 Describe how the proposed project is consistent with the State's Planning Priorities, Section 65041.1 of the Government Code.

a. Promote infill development and invest in existing communities;

Answer: The agency will: 1) identify where infill/redevelopment opportunities are, 2) assess future market demand for such parcels, and 3) identify the most effective remedies to infill/redevelopment capacity-limitations. A GIS-based methodology for identifying underutilized parcels will be developed and applied to urbanized areas and community centers. The region's inventory of prospective infill/underutilized parcels will be compared to forecast residential, commercial, and industrial needs. Results will be used to set realistic goals, help the region identify an ambitious yet achievable GHG target, and effectively apply resources. 'Weakest link' transportation and infrastructure system deficiencies that would restrict or prohibit prospective infill/redevelopment will be identified. Cost-effective enhancements that would add to the area's carrying capacity will be identified and prioritized based on consistency with local and regional plans, context/setting, and market interest. Policies, programs, partnerships, public investment, and/or incentives that would make infill/redevelopment within the existing urban footprint economically viable compared to greenfield development will be identified. Computer-generated visualizations will be prepared for a select area within a high-profile 'Priority Growth Area' to assist in community engagement and future development review processes. A catalyst program will take a critical step toward eliminating or reducing many of the complexities and unknown costs associated with the

development of urban infill/redevelopment parcels. Performance measures will compare resulting performance gains inside and outside 'Priority Growth Areas' for comparison. Results will be uploaded to the Shasta Regional GIS Platform's online viewer.

b. Protect, preserve and enhance environmental and agricultural lands, and natural and recreational resources; and

Answer: Many of the region's most sensitive and productive lands are faced with development pressures due to suitable topography, natural/rural character, and accessible transportation, infrastructure, and services. Where such resource lands are determined by local agencies to provide social, environmental, and/or economic value to current and/or future residents, local agencies will have the tools to focus development toward other locations. Key to the preservation and long-term productivity of environmental, agricultural, and natural and recreational resource lands is the improved utilization of land within the existing urban footprint. This effort will engage the appropriate mix of stakeholders in the identification of underutilized parcels and in facilitating the development thereof. Local agencies and private sector developers will work together to identify those parcels that are most suitable and economically viable for infill or redevelopment - or that can be made viable by eliminating or reducing the number or severity of complexities, unknowns, and other risks. Performance gains toward program objectives will be tracked and made available via the Shasta Regional GIS Platform's online viewer.

c. Encourage location- and resource-efficient development

Answer: Planning for transportation and resource efficiency is of little value if not coordinated with how the region is actually growing and developing. Neither will isolated and uncoordinated VMT/GHG reduction strategies deliver desired performance gains. Whereas the region will remain , predominately rural and low-density into the foreseeable future, the region must work collectively to focus a portion of future growth and development at key locations where it most transportation and infrastructure-efficient and desirable to do so. So called 'Priority Growth Areas' represent the sweet spot where transportation and resource-efficiency intersects with community values and market activity/trends. Within these selected areas, the Shasta County RTPA and its partners will utilize all available tools and resources to facilitate the prime determinants of reduced VMT, also know as 'Five Ds': Density, Design, Diversity, Destination accessibility, and Distance to transit. The most successful 'Priority Growth Areas' will be enlarged or replicated over time.

2 Describe (and include in work plan) how the proposed project will reduce, on as permanent a basis as feasible, greenhouse gas emissions consistent with:

a. California's Global Warming Solutions Act of 2006

- i. How will the proposed project reduce greenhouse gas emissions?**
- ii. Identify the indicators that will be used to measure whether the proposed project will meet greenhouse gas emissions reduction targets or requirements.**

Answer: To reduce GHG emissions, this project focuses on: 1) establishing designated 'Priority Growth Areas', 2) coordinating local and regional policies/investments, 3) cultivating public-private partnerships, and 4) tracking performance via the regional GIS platform's online GHG emissions viewer. In order to achieve meaningful reductions in VMT/GHG emissions, the Shasta County RTPA is coordinating with local agencies and the private sector development community to realize the 'Five Ds' within designated 'Priority Growth Areas'. More specifically, the region will jointly and strategically focus infrastructure improvements, incentives, and other supportive policies/programs in key locations where it is determined to be most advantageous and likely to be supported by private sector investment. The proposed scope of work also includes development of a demonstration program designed to reduce the major obstacles and uncertainties associated with infill and redevelopment within these areas versus greenfield type development. Critical to this approach is the ability to measure, track, and report progress toward the region's goals and GHG emissions reduction target. Utilizing the Shasta Regional GIS Platform, this project will

make information regarding the region's SCS plan, GHG emission sources, and GHG emissions reduction efforts more accessible, approachable, and meaningful. Indicators will include: 1) VMT (via the travel demand model); 2) GHG emissions (via EMFAC post processing) for those areas inside and outside of 'Priority Growth Areas'; and 3) utilization/saturation of vacant and underutilized parcels within the urban area. In addition to measuring progress toward GHG emissions reduction, this effort will serve as a forum and planning tool to adjust and refocus efforts over time.

b. Any applicable regional plan

- i. Cite any applicable regional plan(s).
- ii. Describe how the proposed project will be consistent with the greenhouse gas emission reduction strategies in the applicable regional plan(s).

Answer: This effort is consistent with the 'ShastaFORWARD>>' Regional Blueprint, which in turn feeds into the forthcoming sustainable communities strategy (SCS). The region's SCS planning process will support local jurisdictions in the development of detailed, locally appropriate, and regionally coordinated land use and transportation investment strategies. Additional performance measures and the completion of an online GHG emissions viewer will allow the region to monitor progress and adjust strategies over time to optimize effectiveness and ultimately achieve the region's GHG emissions reduction target. In addition, Shasta County RTPA has reviewed all planning documents referenced in the program solicitation. The Shasta County RTPA has partnered with the Western Shasta Resource Conservation District (see attached support letter) to help insure consistency with CA Wildlife Action Plan, Natural Community Conservation Plan, State Water Plan, and the Surface Mining & Reclamation Act. The agency is coordinating with Shasta County and the Air Quality Management District with regard to the Integrated Regional Water Mgmt Plan and State Implementation Plan. Because the agency is not a council of governments, we are not responsible for the Regional Housing Needs Assessment, but will coordinate with each local jurisdiction and the Dept of Housing & Community Development to ensure coordination and consistency between plans. As the designated RTPA and MPO for Shasta County, the agency will provide all necessary local inputs necessary to support the California Transportation Plan and the California Interregional Blueprint. Furthermore, the agency is transitioning to a state-of-the-art activity-based travel demand model and will be expanding the range of performance indicators to allow for consistent methodology and technical capabilities across all MPO regions.

3 Meet the Collaboration Requirements of the focus area applicable to the proposed project. (See Section III of the Guidelines, Focusing Funds, for the Collaboration Requirements applicable to the Proposal.)

Answer: YES

Answer: As documented in the attached letters of support, all cities and identified stakeholders are committed to the project and are materially invested in the planning process and/or implementation. The attached work plan and budget reflect specific areas of partnership with the City of Shasta Lake and Redding that combine and leverage local and regional needs. In addition, the agency worked with the City of Redding to develop a scope of work and application for Focus Area #1 to update their downtown specific plan.

4 Plan for Sea Level Rise, where appropriate, consistent with Ocean Protection Council Resolution on Sea Level Rise and related guidance. For more information, visit the Ocean Protection Council's Website.

Answer: Shasta has reviewed the Ocean Protection Council Resolution on Sea Level Rise and related guidance. Although Shasta County is not directly impacted by sea level rise, the region is aware the significance of impact to California and the ripple effect this will have in all regions. The Shasta County RTPA is a participating member in the CA DOT's "Climate Change Adaptation Workgroup" and the "Shasta County Climate Solutions University Team", a grant-funded educational endeavor working toward the development of practical local solutions to climate change. The agency has also provided travel demand modeling data to assist Shasta County in the development of thier regional climate action plan.

Step 2: Program Objectives

Identify and describe the Program Objectives projected to be achieved by the proposed project. The Proposal must identify anticipated indicators ([see Glossary](#)) that will evaluate the overall success of achieving each Program Objective that is projected to be achieved. The Program Objectives are as follows:

- Improve air and water quality

Air Quality

1. What strategies ([see Glossary](#)) will be used to meet the air quality objective?
2. What indicator(s) will be used to measure the outcomes?
3. How will the Proposal be consistent with the State Implementation Plan ([see Appendix O](#)), as specified by the local air district?

Water Quality

4. What strategies will be used to meet the water quality objective?
5. What indicator(s) will be used to measure the outcomes?
6. How will the Proposal be consistent with the Integrated Regional Water Management Plan ([see Appendix O](#))?

Answer: Air Quality: This effort aims to reduce overall regional air pollutants through reduced vehicle and light truck VMT. This is accomplished by reducing the number and length of local trips. Performance indicators shall focus on the prime determinants of VMT - also known as the 'D factors' (e.g. Density, Design, Diversity, Destination accessibility, and Distance to transit). Ultimately, VMT (via the travel demand model) and emissions (via EMFAC model) will be used to determine the ultimate impact and progress toward air quality goals. The Shasta County Air Quality Management District (AQMD) is currently designated by the US EPA as Unclassified or Unclassified/Attainment for criteria pollutants. Although the AQMD is not required to prepare a SIP for specific criteria pollutants, the AQMD is part of the Northern Sacramento Valley Planning Area which prepares a triennial attainment plan. After consulting with the AQMD, it has been determined that the this proposal will not conflict with the implementation of the adopted 2009 attainment plan. Water Quality: 85% of Shasta's population resides in the valley straddling the Sacramento River and surrounding watersheds. All projects must go through environmental review, including an assessment of impact to water resources. Indicators related to runoff (i.e. impervious lane miles) and water quality (i.e. segments of impaired waterways) will be utilized to measure impact and support plans and strategies that reduce impact on water resources. The North Sacramento Valley IRWMP is under development. The agency is coordinating with Shasta County to insure consistency.

- Promote public health

1. What indicators will be focused on to meet the public health objective?
2. Describe how the Proposal addresses and responds to the definition of a healthy community ([see Appendix N](#)).
3. Describe how, in the development and implementation of the Proposal, public health co-benefits and potential adverse health consequences will be identified, and for any identified negative consequences that may be associated with the Proposal, the approach to mitigating or preventing these consequences.
4. Describe the extent and nature of the coordination and collaboration with the local health officer/health department for the cities and counties included in your agency's jurisdiction or covered by the scope of the Proposal.

Answer: The agency partnered with the Shasta County Dept. of Public Health and the Shasta College GIS Department to map health indicators, also known as the 'Community Well-being Atlas'. This

project, funded via the agency's previous Prop 84 grant, in-kind contributions from County Public Health, and Shasta College via a National Science Foundation grant, resulted in the following indicators: residences at risk of traffic-related air quality exposure; number of off-sale alcohol outlets per 1,000 population; percent of households living below poverty; number of retail establishments that accept WIC per 1,000 people; and years of potential life lost per 1,000 population. These are considered first-cut indicators (in addition to mobility related indicators developed through other tasks) to help quickly inform regional partners during formation of the SCS. A variety of additional, location-specific indicators will be applied as appropriate once Priority Growth Areas have been identified. These may include access to healthy foods, access to community services, access to parks and open space, jobs-housing balance, crime and violence, residential health code violations, exposure to mobile and point-source emission sources, socio-demographics, and so forth. This proposal responds to the definition of a healthy community by a) better understanding the relationship between the built environment and public health via GIS-based spatial analysis and inclusive community engagement practices; b) integrating this knowledge into the decision-making process; and c) partnering with the public health community on specific, performance-oriented implementation activities. The agency is a 'Healthy Shasta' partner and member of the subcommittee on the built environment for the implementation of policies, projects and programs that would improve public health indicators.

- **Promote equity**

1. What strategies will be used to meet the equity objective?
2. What indicator(s) will be used to measure the outcomes?
3. Explain how disadvantaged communities will be engaged in the planning process for the proposed outcomes.

Answer: In order to assure equity in the planning and implementation process, the agency is utilizing GIS-based spatial analysis to better understand the relationship between transportation plans, land use plans, and various social, economic, and demographic data. The agency will also continue to partner with Shasta County Public Health to help the agency effectively communicate with underrepresented segments of the population that are often disenfranchised from public processes. Armed with this understanding, policies, programs, incentives, investments and/or other efforts related to the region's SCS can help the region avoid, mitigate, or remedy equity related concerns. Performance indicators will be used to address the fundamental issues that contribute to inequity, including mobility, access to services, housing-transportation costs, opportunities for healthy and active lifestyles, exposure to mobile and stationary pollution, and so forth.

- **Increase housing affordability**

1. What strategies will be used to meet the housing affordability objective?
2. What indicator(s) will be used to measure the outcomes?
3. How will the Proposal be consistent with housing affordability requirements under the RHNA ([see Appendix Q](#))?

Answer: As an island MPO surrounded by rural counties, Shasta County is unique among metropolitan regions. The scale and complexity of housing affordability issues is not comparable to larger regions with multiple urban centers. As the Shasta region grows in size and population, however, special attention must be paid to ensure a geographic balance of housing, employment, and mobility options. The agency's primary strategies for increasing housing affordability include: * Decrease transportation related costs - Technical tools used to improve transportation-related housing affordability include the compilation and merging of parcel level housing and employment GIS data with multi-modal transportation network data. Also a new activity-based travel demand model, including sensitivity to travel cost and non-motorized travel options. These tools will allow the agency to adapt the 'Transportation & Housing Affordability Index' for local use and evaluate the benefits of various transportation and land use alternatives. * Utilize transportation funding to

encourage economic development - The agency is leading a sixteen-county North State Transportation for Economic Development Study. This study will help the agency, its regional partners, and the state maximize the return on transportation investment in the form of job creation and economic prosperity. With regard to RHNA consistency, Shasta County RTPA is not a council of governments and therefore has no direct purview over the RHNA process. RHNA is administered by HCD in direct consultation with local agencies. Shasta County RTPA will, however, work closely with local agencies to coordinate the RHNA and SCS processes.

- **Promote infill and compact development**

1. What strategies will be used to meet the infill and compact development objective?
2. What indicator(s) will be used to measure the outcomes?

Answer: Through this effort, the agency will: 1) identify where infill/redevelopment opportunities are, 2) assess future market demand, and 3) identify the most effective remedies to capacity-limiting obstacles. A GIS-based methodology for identifying underutilized parcels will be developed and applied to urbanized areas and community centers. The region's inventory of prospective infill/underutilized parcels will be compared to forecast residential, commercial, and industrial land use needs. Results will be used to set realistic goals, help the region identify an ambitious yet achievable GHG target, and effectively focus limited resources. 'Weakest link' transportation and infrastructure system deficiencies that could restrict or prohibit infill/redevelopment will be identified. Enhancements that would add to the area's effective carrying capacity will be identified and prioritized based on cost effectiveness, consistency with local context/setting, and market interest. The potential role of local agencies in facilitating high-priority infill/redevelopment will be spelled out, including those policies, programs, partnerships, public investment, and/or incentives would make infill/redevelopment within the existing urban footprint economically viable in comparison to greenfield development. Computer-generated visualizations will be prepared for a select area within a high-profile 'Priority Growth Area' to assist in community engagement and development review processes. Performance indicators, including number of vacant and underutilized parcels, number of new building permits/business licenses, floor-area ratio, residential density, and other such measures will be used to assess performance gains inside and outside Priority Growth Areas. Results will be uploaded to the Shasta Regional GIS Platform online viewer.

- **Revitalize urban and community centers**

1. What strategies will be used to meet the urban and community center objective?
2. What indicator(s) will be used to measure the outcomes?

Answer: Urban and community centers will naturally comprise a number of the region's 'Priority Growth Areas'. A top growth issue identified through the ShastaFORWARD>> Regional Blueprint was the desire to reinvest in existing urban areas. Indicators include commercial vacancy rate, acres of blight, number of vacant and underutilized parcels, acres of agriculture/open space/environmentally sensitive lands preserved, and so forth. Consistent with the region's focus on 'Priority Growth Areas', this effort will combine and focus limited resources from a diversity of stakeholder on key urban and community centers in order to achieve maximum short term impact. Demonstrated success can then be leveraged to enlarge and/or expand the number of urban and community centers impacted through this effort.

- **Protect natural resources and agricultural lands**

1. What strategies will be used to meet the natural resources and agricultural land objective?
2. What indicator(s) will be used to measure the outcomes?
3. How will the Proposal be consistent with the California Wildlife Action Plan, Natural Community Conservation Plan and the Surface Mining and Reclamation Act (see Appendix Q)?

Answer: Considerable GIS data on natural resource, grazing, and agricultural lands was collected and analyzed during the ShastaFORWARD>> Regional Blueprint process. For the SCS process, regional stakeholders who are closest to the data and most knowledgeable on local resources and the opportunities to reduce impact to these lands will be tapped into. Converting this information to spatial GIS data and combining it with other land use modeling will allow for these considerations to be considered earlier in planning and decision-making processes as well as facilitate the development and use of performance measures. The agency has partnered with Western Shasta Resource Conservation District to help insure consistency with various state natural resource plans, including the CA Wildlife Action Plan, Natural Community Conservation Plan and the Surface Mining and Reclamation Act. The agency has also consulted and/or partnered with land trusts, land management agencies, and other such public and non-profit entities to assist with fact-finding and/or to improve our ability to exchange information with interested and knowledgeable community stakeholders. These efforts will continue to expand under this grant. Indicators will focus on the stressors to sustainable natural resources and conversion of agricultural lands to other uses or parcel sizes no longer useful for commercial food production. Through the North State Transportation for Economic Development Study, the economic value of the region's agricultural and natural resources will also be better understood and quantified.

- **Reduce automobile usage and fuel consumption**

1. What strategies will be used to meet the automobile use and fuel consumption objective?
2. What indicator(s) will be used to measure the outcomes?
3. How will the Proposal be consistent with the California Transportation Plan ([see Appendix O](#))?

Answer: Local efforts to reduce VMT and corresponding fuel consumptions will focus on encouraging new growth and development in more transportation efficient locations in combination with implementation of 'D Factors' (i.e. Density, Design, Diversity, Destination accessibility, and Distance to transit). The agency is presently developing a new activity-based travel demand model in order to model the impact of land use decisions at the parcel level. It will also allow for a wide variety of performance measures, including VMT and fuel consumption, to be calculated on a project-by-project basis rather than the aggregated transportation analysis zones. As the designated RTPA and MPO for Shasta County, the agency will provide all necessary local inputs necessary to support the California Transportation Plan and the California Interregional Blueprint. The agency's activity-based travel demand model will allow for consistent methodology, performance indicators, and technical capabilities across all MPO regions.

- **Improve infrastructure systems**

1. What strategies will be used to meet the infrastructure systems objective?
2. What indicator(s) will be used to measure the outcomes?

Answer: Funding for infrastructure capacity improvements is limited and declining in comparison to demand. The most effective approach to meeting current and future infrastructure needs is to make full use of existing underutilized capacity. This project will provide information on where excess infrastructure capacity exists and how much additional development could be accommodated. This information will be used by local agencies to help determine the most appropriate geographic growth and development assumptions. These inputs will in turn be used to inform the SCS. Indicators include cost per new household by location, utilization of existing infrastructure, distance of new infrastructure per household, and so forth.

- **Promote water conservation**

1. What strategies will be used to meet the water conservation objective?
2. What indicator(s) will be used to measure the outcomes?
3. How will this Proposal help the State achieve its goal to reduce water consumption 20 percent by 2020?

4. Explain how this Proposal is consistent with the Integrated Regional Water Management Plans (see Appendix Q).

Answer: Whereas many urban areas are visibly disconnected from their water source, Shasta Lake and the surrounding mountain tops serve as a constant reminder of where water comes from and current supply (or lack thereof). In 2009 for example, Shasta Lake fell to a decades-low mark, a remarkable 159 feet below capacity. This year to date, snowpack levels are 74% below average for this time of year. Although Shasta County will by and large continue to be a rural region, as local agencies work to increase densities within Priority Growth Areas, some reduction of water is anticipated. As the agency works with local stakeholder to develop the eligibility and evaluation criteria for SCS Implementation Initiative (see scope of work: Task #3), local agencies may integrate water conservation strategies. Finally, the ability to administer water policy lies greatly in an informed decision making process. This project will make water related data and performance measures more accessible via the Shasta Regional GIS Platform online viewer. Indicators will include water consumption per capita. More specific measures associated with water usage strategies may also be developed by local agencies.

• **Promote energy efficiency and conservation**

1. What strategies will be used to meet the energy efficiency and conservation objective?
2. What indicator(s) will be used to measure the outcomes?

Answer: The agency will rely on local agencies and other relevant stakeholders (such as the Redding Electric Utility) to determine and apply energy efficiency and conservation policies. The RTPA will support their efforts as appropriate. For example, local agencies may specify energy efficiency and conservation be included as evaluation criteria for the 'SCS collaborative' projects. These criteria and subsequent practices could in turn set an example/template for energy efficiency best practices that can be used throughout the region. As with other efforts related to the SCS, significant new projects, investments, and development consistent with the SCS will be made known and accounted for via the Shasta Regional GIS Platform online viewer. Indicators will be based on established LEED strategies and/or other measures identified by local agencies.

• **Strengthen the economy**

1. What strategies will be used to meet the economy objective?
2. What indicator(s) will be used to measure the outcomes?

Answer: The Shasta County RTPA views all plans and investments as an opportunity to directly or indirectly create economic development, prosperity, and build capacity among various stakeholders. For example, the Shasta RTPA is presently lead agency for the North State Transportation for Economic Development Study aimed at optimizing the economic development potential of transportation infrastructure investments. The agency will take utilize existing relationships developed with the economic development community, including the Upstate CA Economic Development District, the Superior CA Economic Development District, Economic Development OnCall, and Shasta College (Economic & Workforce Development and Business & Entrepreneurship Center), to provide expert review, access to economic data, and development of economic performance measures. Specific performance measures used in this effort will be determined by the aforementioned North State study, but will include economic return on investment in the form of job growth, increased average income, and tax revenue generated. At the local scale, the agency has used the location of new building permits and business licenses as an indicator of market place activity; the ability to increase the number of permits/licenses within Priority Growth Areas will be used to assess real world impact of coordinated regional SCS implementation efforts.

Step 3: Priority Considerations

Please describe how the proposed project addresses the following priority considerations:

- 1 **Proposed project demonstrates ongoing collaboration with state, regional and local, public and private stakeholders and community involvement (*include in work plan*).**

a. Describe tasks undertaken by all entities involved in the work plan.

Answer: A consortium of community stakeholders are needed to ensure successful implementation of the SCS. Project partner roles include the following: * Provide topical expertise consistent with the state's planning priorities and the Sustainable Communities grant program objectives; * Facilitate communication and the exchange of information between the agency and interested residents and stakeholders throughout the region; * Develop and carry out coordinated implementation activities; and * Leverage limited funds through coordination. If funded, this project will serve to strengthen existing ties and establish new partnerships. Furthermore, tasks such as the SCS Collaborative Initiative (Task #3) and development capacity assessment (Task #1) are specifically designed to cultivate and public-private partnerships. These partnerships are absolutely essential to achieving the long-term performance objectives of this effort.

b. Describe how other entities will be engaged in the development and/or implementation of the proposed project (e.g., local governments, state entities, designated Catalyst Projects, COGs, MPOs, transit agencies, health agencies, air districts, local businesses, landowners, general public, environmental groups, low income households and/or groups that represent them, etc).

Answer: With each new effort and grant, the agency is able to throw its net a little further; to interact on a meaningful level, to leverage, collaborate, and to build capacity to affect positive change. Evidence of collaboration has been referenced and described in detail throughout the grant application. Many of these entities provided letters of support. Although not all-inclusive, a summary of key partners and their respective role include the following: * Local agencies (Shasta County, Redding, Shasta Lake, Anderson): Provided inputs and assumptions necessary for SCS development * Shasta College: To provide GIS student interns to assist with GIS data collection. * Western Shasta Resource Conservation District: To provide consultation/assistance with the coordination of various state natural resource plans. * McConnell Foundation/Brian Sindt: To provide GIS-based design work for Task #5 (regional trails-urban connections) * Viva Downtown: To facilitate communications with business and land owners and development of the SCS Collaborative Initiative request for proposals. * Public Health/Healthy Shasta: Will assist with targeted public/stakeholder outreach and information exchange among low-income and other underrepresented segments of the population. Also will provided public health impact assessments. * Shasta Land Trust: Will assist with targeted public/stakeholder outreach and information exchange. * Redding Area Bus Authority (RABA): Will coordinate and support the agency on all transit related facets of the project, including development of transit service and ridership inputs and assumptions for the SCS.

c. Describe how the community will be engaged in the planning process.

Answer: This project is based on nearly three years of extensive public outreach performed via the ShastaFORWARD>> Regional Blueprint process and accepted by the RTPA board. This effort involved one out of every sixty adults in the county and included outreach of every shape and form, including production of two-part television program, dozens of focus groups, thousands of surveys, public workshops, etc. Capitalizing on these results, we will focus on the key stakeholders having the authority and resources to effect the community's documented vision, values, and priorities.

- 2 **Proposed project addresses climate change impacts.**

a. Identify the potential climate change impacts on the population, or human or natural areas, or systems most vulnerable to those impacts within the planning area.

Answer: The agency has partnered with Caltrans' and other state/regional agencies on the 'Climate Change Adaptation Workgroup'. Information gathered and presented through this consultant-supported project study will provide Shasta County with a clear picture of the key climate change impacts affecting the region and the vulnerability of the region's natural systems and infrastructure systems to such change. The agency will be equipped to incorporate these considerations and adaptation strategies into upcoming projects and regional long-range planning efforts.

b. How will the proposed project improve adaptation to the impacts for these populations, human or natural areas, or systems?

Answer: The proposed project includes programming/development of an online viewer for the Shasta Regional GIS Platform, whereby information on forecast climate change impacts can be assessed in relation to local/regional plans and corresponding adaptation efforts can be developed and tracked.

3 Proposed project demonstrates strategies or outcomes that can serve as best practices for communities across the state.

Note: projects funded by the grant will be posted on the Strategic Growth Council website.

a. Does the proposed project include tools or processes that could easily be accessed and used by other government agencies to develop plans or strategies for sustainable communities?

Answer: All methods and tools developed through this proposal are transferable and will be made available to other agencies. Methods and tools will be usable by other small urban and rural regions who share similar resources, GIS data, and staffing limitations needed to undertake a regional sustainability effort. Because the Shasta RTPA is an island MPO surrounded by rural counties, this approach has been intentional and necessary to allow for multi-regional coordination. For example, the Regional GIS Platform was specifically built with expansion to the larger region in mind, including neighboring regions, the surrounding watersheds, the Northern Sacramento Valley, and/or the sixteen county North State Super Region. By developing shared regional GIS data standards and providing access to the regional platform, the main technical hurdles to coordinated sustainable communities analysis and planning can be overcome.

b. How will your agency promote and share the proposed project information, tools or processes?

Answer: All data and performance indicators will be made available through the Regional GIS Platform online viewer. The agency is a member of the sixteen county North State Super Region and the Far North Regional GIS Council. In addition to help with the development of methods and tools, these partners assist with sharing and exchanging ideas, experience, and tools/planning outcomes between regions.

4 Proposed project is leveraged with additional resources, in-kind or funds. Identify in budget. (sample in Appendix D).

a. Identify funding sources and amount already committed to the proposed project and expected timing of funds. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc..

Answer: All project partners are bringing a level of in-kind funds to the table, largely in the form of donated staff time. In particular, our local member agencies (i.e. the county and incorporated cities) will be dedicating significant time in the identification of Priority Growth Areas and corresponding growth and development assumptions and inputs. Local agencies will also play the lead role in infrastructure modeling efforts. Total combined dollar value estimate of in-kind contributions is \$25,000. Local cash contribution from the RTPA is \$60,000.

b. Identify potential future funding sources and the amount expected to be committed to the proposed project. Detail whether funds are in the form of cash contributions, in-kind services, volunteer effort, donated labor or materials, technical expertise, etc.

Answer: Additional potential grant funding sources include future cycles of Proposition 84 programs, Caltrans Transportation Planning Grant Program, and other prospective efforts by the state to fund SB 375 implementation. The Shasta County RTPA will, upon adoption and incorporation of the SCS into the next update of the Regional Transportation Plan, implement the plan with the various available cash revenue sources (FHWA planning, FTA planning, State PPM, TDA, STIP, STIP Transportation Enhancement, RSTP, and other state and federally funded grants).

5 Proposed project serves an economically disadvantaged community.

Are you applying for 20% EDC set aside?

a. Describe the unique challenges faced by the economically disadvantaged community, or severely economically disadvantaged community (see Glossary), that this proposed project seeks to serve. Please refer to the CA State Parks' Community Fact Finder for assistance.

Answer: Yes

Answer: Shasta County's median household income is 69.4% of the statewide average, considerably below 80% threshold for economically disadvantaged communities. Over the last year, Shasta County's unemployment rate has fallen between 13.2 and 17.4%. Shasta County industries, including the construction sector, were hit particularly hard by the current economic recession. Long term declines in natural resource-based industries (such as timber and mining) have been replaced in part by low-wage jobs in the service sector.

b. How will this proposed project specifically work to address these challenges and improve the quality of life for residents in the targeted community (see Glossary)?

Answer: Despite hard times, public and private investment is evident throughout the region, particularly in the redevelopment and reuse of properties within existing urban center. In Downtown Redding for example, the area selected for the first implementation initiative (see Scope of Work: Task #3), the median household income is \$23,370 and nearly one-third of residents are below the poverty line (Source: CA State Parks Community Fact Finder). Here, the new Shasta College Health Science Bldg, restoration of traditional downtown (mall roof removal), and multiple mixed-use projects are putting the heart back in Downtown. There's an opportunity in Downtown and throughout the region to step back and consider the future direction of the region and to make appropriate course corrections toward sustainability. Sustainable Communities grant funds can best help disadvantaged communities who are helping themselves. If funded, this grant will augment positive direction and leverage private sector investment, thereby creating economic opportunity and prosperity.

c. Discuss how the economically disadvantaged community has been and will continue to be engaged and participatory in the development of the proposed project.

Answer: The agency has long sought to engage economically disadvantaged segments of the population in all planning activities. In recent years the agency has been particularly successful by tapping into the community relationships and communication channels of the Social Services Technical Advisory Committee and the public health community. These stakeholders are embedded within the community at the neighborhood level with a focus on low income and other disadvantaged and/or underrepresented members of the community. They serve as information gatekeepers, helping to exchange information in a cost effective manner to segments of the population that otherwise might not have the opportunity. The agency makes great effort to make information accessible, approachable, and meaningful to the wide range of affected audiences. As per the attached letters of support and participation commitment from the Redding Area Bus Authority, the Health and Human Services Agency Public Health Branch, and the Healthy Shasta partnership, the agency is prepared to carry out an equitable planning process. Another

contributing factor is our ability to identify geographical disparities via GIS spatial analysis. Aided by several grants, the agency has aggregated and merged various regional GIS data sets that can be used to quickly pinpoint high need locations.

d. Describe the indicators that will be used to measure the benefits to the EDC.

Answer: Utilizing GIS analysis of the spatial distribution of economically disadvantaged residents throughout the region, the region will ensure that all plans and investments are helping to improve not exacerbate these disparities. For low-income households, transportation represents a disproportionate portion of income. The agency will adapt and apply the Transportation & Housing Affordability Index to the region.

Step 4: Organizational Capacity

Address the following points:

- 1 What is your organization's experience in completing this type of project or similar projects? Is the expertise needed for the successful development of the proposed project available within the organization? If not, how do you plan to acquire it? (Describe the administrative capacity of your organization. How will your organization follow up on the proposed project completion?)**

Answer: The Shasta County RTPA has a demonstrated commitment and track record of producing high caliber deliverables, facilitating interagency coordination, providing technical support to peer agencies, and developing innovative approaches and methodologies transferable to other small urban and rural regions. The Shasta County RTPA is considered a leader and safe bet when it comes to fiscal accountability and producing quantifiable results for its funding partners. Recent and active projects include three Regional Blueprint projects (\$715,000), North State Transportation for Economic Development Study (\$225,000), Round 1 Sustainable Communities (\$300,000), Modeling Enhancements (\$400,000), and CalFIRE Leafing Out (\$30,000) program grants. To ensure consistent quality, project management, public outreach, and other key planning tasks are all performed in-house. The agency recently added staff to ensure the effective management of current and prospective grant-funded efforts related to SCS planning. We know from experience, however, that it is most efficient and cost-effective to rely on specialists knowledgeable in the requisite methods, techniques, and software to deliver highly technical deliverables. The agency routinely contracts for such services and maintains on-call contracts for GIS, travel demand modeling, and other technical consulting firms.

- 2 Do you have active partners that will help implement the proposed project? Who? How will they help?**

Answer: To be adopted and implemented, the Sustainable Communities Strategy must be a group effort - not a plan that the agency devises and attempts to impose on local jurisdictions, stakeholders, and the community. This project will be successful because of our various community partners. The agency has built extensive relationships through years of meaningful and consistent regional planning. These have already been tapped into (see attached letters of support and commitment to participate). Of particular note, the following partners will be instrumental in carrying out this project: * Member agencies (e.g. the cities and county) will be assisting the agency in the identification of 'Priority Growth Areas', infill/redevelopment opportunities, and infrastructure capacity assessments. They will also be providing development assumptions and inputs for their respective jurisdictions. * The Western Shasta Resource Conservation District will be assisting the agency with targeted communications with natural resources stakeholders and in considering, referencing, and/or incorporating pertinent state plans, including the California Wildlife Action Plan, Natural Community Conservation Plan and the Surface Mining and Reclamation Act. * 'Viva Downtown Redding' will be assisting the agency in target communications with local business owners and property owners and prospective entrepreneurs. These stakeholders will help inform and guide the vacant and underutilized parcel assessments and the collaborative SCS implementation initiative (e.g. demonstration/catalyst program). * The Shasta County Department

of Public Health and the 'Healthy Shasta' partnership will be assisting the agency in targeted communications to traditionally underrepresented segments of the population, including the aged, low-income, and minority populations. They will also be applying community well-being indicators and other factors to measure the health impacts of the plan.

3 How will the proposed project be kept on schedule and within budget? What administrative and fiscal controls will be used to keep the proposed project on schedule and within budget?

Answer: The agency and assigned project manager have extensive experience moving large and complex project through to completion, including but not limited to the ShastaFORWARD>> Regional Blueprint. Projects of this nature often get mired in the details and/or politics, resulting in lengthy project delays and incomplete deliverables. The agency is adept at addressing these issues without holding up key tasks or sacrificing critical project momentum. For example, the agency does not farm out project management, public outreach, and other key planning tasks; these capabilities exist within the agency. However, we know that it is more efficient and cost-effective to rely on trusted consultants to deliver highly technical tasks. The agency routinely contracts for such services and maintains on-call contracts for GIS, travel demand modeling, and other critical tasks. The agency employs the Program Evaluation & Review Technique (PERT) - including specific project control strategies to ensure the project remains on-schedule and achieves promised objectives/deliverables. Project management for critical tasks may include: schedule compression (i.e. start a subsequent task before completion of a prerequisite task); reassignment of resources (i.e. moving staff not assigned to non-critical tasks to critical tasks); and increased resources (i.e. reallocating staff assigned to other projects for a short duration). Another key strategy is a commitment to producing and delivering timely and sufficiently detailed progress reports. A narrative description of accomplishments and obstacles is provided. If there is an issue, we address it early in the process. If technical assistance is needed, we communicate with the grant administration/management team and get it taken care of. This is best accomplished by maintaining communications and a positive working relationship with the grant program administrator/manager throughout the entire duration of the grant project.

4 If the Proposal goes over budget, explain your contingency plan to cover these additional costs.

Answer: In the unlikely event that the project goes over budget, local Planning, Programming & Monitoring (PPM) funds will supplant Prop 84 grant funds.

5 Explain how the proposed project will be implemented, including zoning updates if applicable.

Answer: The region's SCS planning process does not assume nor will it depend upon zoning changes. The Region's SCS will focus on locations within existing urban and community plan areas where the fundamentals are already in place. The basic philosophy or approach is to combine public investment with supportive policies, program, incentives, and other activities at specific locations that are transportation efficient and have multi-modal options, land use diversity, and private sector market interest. The local transportation and land use plans and tools already exist, they just need to be better coordinated and leveraged with private sector resources. At their discretion, local agencies may wish to update respective zoning, specific plans, or other programs to realize their goals, but the successful adoption and implementation of the SCS is not predicated upon such actions.

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Submission Confirmation

Thank you for submitting an application for the RFP: **Sustainable Communities Planning Grants and Incentives Program (Proposition 84), SGC**

PLEASE PRINT A COPY OF THIS CONFIRMATION PAGE FOR YOUR RECORDS. Please note that your proposal identification number (PIN) for this application is: **23927**.

Please provide this PIN in the subject line on any correspondence or emails regarding your application.

If you have any questions, please contact Division of Financial Assistance staff at faast_admin@waterboards.ca.gov or 1-866-434-1083 M-F 8:00 am - 5:00 pm. Thank you.

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Shasta County RTPA
Proposal Summary Statement

The following scope of work represents the capstone to over five years of collaborative regional effort toward a comprehensive growth and development plan for Shasta County. Building upon three successfully completed regional blueprint grants and two active Prop 84 grants, this effort will result in the following:

- 1) A jointly developed regional Sustainable Communities Strategy (SCS);
- 2) Public-private partnerships needed to cultivate the SCS into reality; and
- 3) The ability to measure, track, report, and make targeted future adjustments to implementation strategies as needed.

Tasks herein have been carefully crafted in consultation with local agencies and community stakeholders in order to address their respective objectives, areas of concern, and the most promising implementation opportunities. As evidenced by the attached letters, project partners are materially committed to and invested in the region and program objectives.

The agency is in need of funding because SB 375 is an unfunded mandate requiring extensive technical development/analysis, coordination, outreach, and planning. The agency has set aside local funding in its overall work plan and gathered local cash and in-kind contributions, but additional funding is still needed to complete a thorough and rigorous planning process in conjunction with our member agencies and community partners.

If funded, this proposal will achieve the intent of Focus Area #2: Regional SB 375 Plus as follows:

- The proposal will increase the agency's ability to collaborate with local governments to implement SB 375 by providing the resources and tools needed by local agencies to identify their own 'Priority Growth Areas' and to develop their own corresponding growth and development assumptions.
- The proposal directly addresses the three E's of sustainable communities:
 - Healthy environment – The agency has partnered with Shasta County Department of Public Health and Healthy Shasta Partnership. Funding will allow public health indicators and other analysis to be included in the earliest stages and throughout the planning process. In addition, these partners will be assisting the agency in understanding the needs at-risk segments of the population.
 - Economy – The agency has partnered with local and regional economic development council/districts as well as the Business & Entrepreneurship Center and Economic & Workforce Development Division at Shasta College to ensure all opportunities to generate economic opportunity are included in the planning process. Funding will allow for economic related performance measures to be calculated and attached to specific policies and projects.
 - Equitable access to regional resources and amenities – The agency will aggregate and analyze various socio-demographic data, augmented with on-the-ground knowledge provided via our public health project partners, to insure that all plans, programs, investments, and other activities dutifully consider all segments of the population and the equitable distribution benefits.

All outcomes and deliverable directly feed the development of a community-supported, achievable Sustainable Communities Strategy for Shasta County – one designed to meet the region's greenhouse gas emissions reduction target.