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Shasta County Launches Blueprint Planning Project

Redding, CA - Within the State of California, many counties have begun to participate in California's Regional Blueprint Planning Program. Public agencies within the San Joaquin, Los Angeles, San Diego, San Luis Obispo, and Bay areas are already actively involved in this program. In an effort to improve the overall effectiveness of future planning decisions, the Shasta County Regional Transportation Planning Agency will launch its own regional blueprint project, *ShastaFORWARD>>*.

Launched on October 22, 2007, *ShastaFORWARD>>* aims to provide local and regional decision-makers with a better understanding of the information required to assess the impact of a wide-range of issues associated with growth within Shasta County. The new project will allow for more effective planning solutions and lead to a more efficient use of County resources.

"Across the past 5 years, Shasta County has experienced unprecedented growth", noted Shasta County Regional Transportation Planning Agency Senior Planner, Daniel Wayne. "The *ShastaFORWARD>>* project serves to provide regional planners with a market-driven blueprint for the County's future growth patterns."

The use of an integrated scenario planning program combined with a series of focus groups, surveys, and other community outreach efforts, the project will

present interactive visualizations of potential scenarios concerning the regional environment, based upon current trends and policies. The data will not provide outright solutions, but rather insights toward the future conditions of region.

The Shasta*FORWARD*>> project will cover issues relating to the entire Shasta County region, focusing primarily upon high-growth areas. The project will also take into account the potential effects of development occurring in neighboring Tehama County, along the Interstate 5 corridor.

According to Shasta*FORWARD*>> officials, over the next 18 months, there will be numerous opportunities in which the public can participate, including community forums, surveys, and focus groups. For more information, visit the Shasta*FORWARD*>> website at www.shastaforward.com or call (530) 225-5486.

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