



**For Immediate Release:**  
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### **Television Station to Provide Insightful Look at ShastaFORWARD>>**

Redding, CA – KIXE-TV Channel 9 will profile the ShastaFORWARD>> regional growth visioning project on Thursday, April 17<sup>th</sup> at 8:00 p.m.

Utilizing the latest planning tools and technology, ShastaFORWARD>> will help everyday folks better understand how land-use and transportation decisions made today will affect Shasta County's quality of life decades from now. Viewers will learn how their input can help shape the future of Shasta County as well as explore possible new directions that more closely match community values and priorities.

Formally launched on October 22, 2007, ShastaFORWARD>> began by developing a snapshot of the County in the year 2050 given current trends, policies, and practices. Utilizing community feedback, up to three alternative growth scenarios will be developed and brought back to the public for an unofficial vote on their 'Preferred Regional Growth Vision for 2050'. The public's vision will be presented to the County Board of Supervisors and each city council for adoption and incorporation into respective general plans and planning programs.

"The primary goal of ShastaFORWARD>>" notes Daniel Wayne, Senior Planner with the Shasta County Regional Transportation Planning Agency, "is to help Shasta County residents imagine and attain their vision for the future. This can best be accomplished by creating a shared understanding of the issues, and then giving citizens the power to explore their own ideas."

The ShastaFORWARD>> project covers growth-related issues across the Shasta County region, with an emphasis on high-growth areas.

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KIXE Channel 9 will air encore presentations of the program on the following dates:

- April 19<sup>th</sup> at 8:30 pm,
- May 2<sup>nd</sup> at 10 pm,
- May 14<sup>th</sup> at 6 pm,
- May 25<sup>th</sup> at 9:30 pm and
- May 26<sup>th</sup> at 5 pm.

To learn more about the project and how to participate, visit the Shasta*FORWARD*>> website at [www.shastaforward.com](http://www.shastaforward.com) or call (530) 225-5486.

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