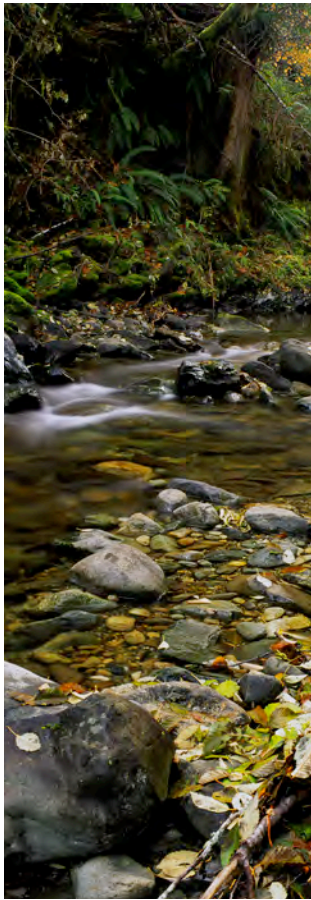




WILD RIVERS REGIONAL BLUEPRINT PLAN

The essence of regional blueprint planning is to communicate regional consensus. The Wild Rivers Region has the rights of self-determination, and by virtue of those rights we are freely pursuing our economic, social and cultural development within the laws of the State. We are influencing our own future, which has been encouraged by the California Department of Transportation through Blueprint Planning. We must tell organizations who we are and what we need or we will be told through default documents such as state-developed reports and studies that are less influenced by our community's needs.

Growth Principles



The Del Norte Local Transportation Commission has developed the Blueprint Preferred Scenario that supports Growth Principles from the community perspective as expressed in the Economic Summit and many other open, public meetings and technical advisory meetings throughout the 2008-09 year.

- ONE. Improve mobility and reduce dependency on single-occupant vehicle trips.
- TWO. Create safe and walkable communities.
- THREE. Provide an adequate supply of housing for all income levels.
- FOUR. Promote safe and vibrant neighborhoods.
- FIVE. Reduce impacts on habitat and farmland.
- SIX. Promote stewardship of our lands and water as a universal ethic.
- SEVEN. Promote a diverse and prosperous economy, especially through small entrepreneurial businesses and through support of the travel and tourism industry.
- EIGHT. Encourage life-long learning activities that include diverse educational, recreational and cultural choices.

A Shared Vision



Achieving A Place of Plenty – May Shum Dun

A Place of Plenty – May Shum Dun is a broadly shared vision of our community's priorities, based on an accurate understanding of our local economy and assets. We have envisioned our community's future and are now linking our intent and knowledge to action. In the past decade, the Wild Rivers region has taken a proactive stance in planning a better future for our citizens by consistently sharing and using knowledge as a basis for action. This effort culminated in the 2007 Blueprint for Our Future, which lays out our shared vision to develop our region into "A Place of Plenty," or "May Shum Dun" in the Native American Tolowa language.

The Blueprint model is a picture that shows us what civic infrastructure may be needed and how we can remain good stewards of our unique natural resources while helping our citizens improve our standard of living, respect our land and people, balance our nature and economy, and communicate our regional consensus and freewill.

As we moved through the 2009 Economic Summit, we considered key principles that have been widely endorsed in prior public meetings and have now been selected as the principles that the community sees as most urgent and relevant.

- One. Improve mobility and reduce dependency on single-occupant vehicle trips.
- Two. Create safe and walkable communities.
- Three. Provide an adequate supply of housing for all income levels.
- Four. Promote safe and vibrant neighborhoods.
- Five. Reduce impacts on habitat and farmland.
- Six. Promote stewardship of our lands and water as a universal ethic.
- Seven. Promote a diverse and prosperous economy, especially through small entrepreneurial businesses and through support of the travel and tourism industry.
- Eight. Encourage life-long learning activities that include diverse educational, recreational and cultural choices.

Picture Our Future with Data

Using UPlan computer modeling and Geographic Information Systems (GIS) data of how current planning choices will affect future infrastructure needs such as roads and schools, we have developed a picture of the Wild Rivers Region and have explored the outcomes of planning choices. This kind of planning picture is essential in our region, where private land constitutes only about 20 percent of total square miles.

The blueprint model represents an inclusive planning process that begins with a broadly shared vision incorporating information and knowledge from many stakeholders including Crescent City, Del Norte County, Elk Valley Rancheria, Smith River Rancheria, Del Norte Unified School District, Redwood State and National Parks, Six Rivers National Forest, and many others.

Economic Summit, April 4, 2009

Linking the Intent and Knowledge to Action

The Chamber and the Local Transportation Commission received the input of 124 community members at the Economic Summit on April 4, 2009 through a presentation and conversation about the Blueprint “Base Case” — a map that shows a data based projection of how we will develop based on current land use zoning, economic and population growth projections. The Sonoran Institute led a mapping exercise for participants to draw their interpretations of the intent of A Place of Plenty – May Shum Dun.

Input from the Economic Summit participants is a key factor in developing growth principles to inform regional planning and make up the foundation of the Regional Blueprint Preferred Scenario, a picture of our shared community goals for the future.



Moving Forward Together

The April 2009 Economic Summit is helping to match our vision with facts and data. The Chamber and the DNLTC are leading the effort to have key stakeholders endorse a preferred scenario and adopt the growth principles at its core in July 2009. While not a policy document, the growth principles are a vital tool for regional leaders to ensure that our freewill is honored and keep us on track to achieve A Place of Plenty – May Shum Dun.



Using the preferred scenario map

This map shows growth areas – not existing conditions. The white area of the map is a “mask” of areas that do not accommodate development, including the existing urban area, private timber holdings and agriculture resource lands. How might this data guide decision-making? In a recent community meeting in Hiouchi, requests were made to the Del Norte Local Transportation Commission to study the possibility of traffic calming in this area. This preferred scenario shows us that Hiouchi is likely going to experience some growth. This fact supports the opinions of the residents living in this community: traffic calming warrants further study and potential project implementation

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Blueprint Timeline

1996-2006	<p>The region engages in comprehensive economic development planning outlining a series of future goals to promote economic growth, improve jurisdictional cooperation and encourage community involvement.</p> <p>“America’s Wild Rivers Coast” is adopted as a brand name and a comprehensive study on tourism marketing is completed.</p>
MAY 2007	<p>The Chamber of Commerce hosts the Economic Summit with results in the document Del Norte County: A Blueprint for Our Future. The community adopts a shared future vision: A Place of Plenty – May Shum Dun.</p>
AUGUST 2007	<p>Action Del Norte is launched to coordinate regional improvement efforts.</p>
JULY 2008	<p>DNLTC is awarded a Blueprint Planning Grant from the California Department of Transportation, and engages the services of Planwest Partners to conduct GIS mapping and complete a Base Case.</p>
NOVEMBER 2008	<p>DNLTC engages the Sonoran Institute to help our communities link knowledge and intent to action, and exercise self-determination and freewill.</p>
MARCH 2009	<p>The Base Case is completed.</p>
APRIL 2009	<p>Economic Summit: Key stakeholders and community members take part in a mapping exercise to identify and picture the growth principles necessary to achieve the Place of Plenty – May Shum Dun vision.</p>
JUNE 2009	<p>Adoption of Growth Principles</p> <p>Selection of Preferred Blueprint Scenario</p>
JULY 2009	<p>Endorsement of Growth Principles and Preferred Blueprint Scenario by Key Regional Stakeholders</p>
FY 2009-10	<p>Ongoing Benchmarking of Regional Transportation Planning</p>

Why we have a Wild Rivers Regional Blueprint Plan

Blueprint modeling and universally accepted growth principles should help inform our policy and guide our growth. The Wild Rivers Regional Blueprint Plan (Blueprint) and adopted regional growth principles are the cumulative efforts of several years of community conversations, a regional vision statement and data based modeling that demonstrates our current land use designations are likely to lead to our intended outcomes. Developed to inform the Regional Transportation Plan and regional General Plans, the Blueprint assists partner agencies by presenting adopted growth principles that represents the will of the people and a model that represents future needs in Del Norte County given a specific set of variables.



Del Norte County is California's northern-most county on the Pacific coast. We host the Redwood State and National Parks, Wild and Scenic Rivers and we have some of the highest indicators of poverty, low literacy and poor health. We self-label as the Nature Park for the State of California because nearly 80% of our land is publicly owned, and we host approximately 100 Threatened and Endangered Species and 1,000 State Species of Special Concern all living in sensitive habitat.

We anticipate a population growth of more than 100% from 2000 to 2050 according to the California Department of Finance. When these facts are considered together, it is clear that we must use our available privately owned land wisely. In a proactive response to this anticipated growth, the community has initiated a countywide Blueprint Planning Project led by the Crescent City/Del Norte Chamber of Commerce (the Chamber). Regional Blueprint planning efforts initially established by the Chamber include four years of annual Economic Summit meetings with over 100 participants annually to focus on improving the infrastructure and economy of Del Norte County.



The 2009 Economic Summit

As a partner in this effort, the Del Norte Local Transportation Commission received a Blueprint Planning Grant from the California Department of Transportation to update and enhance geographic information systems (GIS) data in order to employ the UPlan land-growth modeling system and to adopt Regional Growth Principles. A local GIS data development and technical advisory team was established including representative from all regional government land-holders: City of Crescent City, County of Del Norte, Elk Valley Rancheria, Smith River Rancheria and the Yurok Tribe. Over the course of the year, this team gathered on many occasions to guide and advise the selected consultant, Planwest Partners, Inc., who was working to bring regional GIS data up to a minimum level necessary to run UPlan and with the technical guidance of University of California, Davis.

Simultaneously, the Del Norte Local Transportation Commission received assistance from the Sonoran Institute to assist the community through difficult conversations about the balance of nature and commerce. The Sonoran Institute provided technical assistance, guidance, and developed and delivered a presentation about economic development in gateway communities that enter state and national parks. A presentation advisory team was established, including representatives from the Chamber of Commerce, Crescent City Council, Del Norte County Unified School District, Smith River Alliance and the Yurok Tribe, to provide assistance to the Del Norte Local Transportation Commission in developing the presentation at the 2009 Economic Summit.

According to the Federal Highway Administration, there are seven steps to Blueprint scenario planning: 1: Identify Quality of Life Issues; 2: Research Driving Forces; 3: Determine Patterns of Interaction; 4: Create Scenarios; 5: Analyze Implications; 6: Evaluate Scenarios; 7: Monitor Indicators. The Chamber's Blueprint project had reached Step 5. The two immediate challenges that faced the past Blueprint project were that the project lacked modeling that considers the impacts of population growth and economic development on transportation infrastructure; and that because of the current lack of modeling capabilities, transportation infrastructure, in particular, has been significantly underemphasized in the blueprint planning efforts.

The DNLTC addressed these challenges by bringing transportation professionals to the blueprint planning table to analyze the future. We introduced the GIS-based visualization tool UPlan to help participants picture a future based on existing conditions and possible future changes in transportation, housing, and other areas. A data based model enables community

leaders to provide a transparent decision-making framework that includes transportation impacts.

The Chamber has successfully built relationships, credibility, and trust with stakeholders and community members by actively listening to the public. In partnership with DNLTC, the community now has data based modeling that demonstrates how our shared vision is successfully being implemented to achieve regional goals. Through UPlan modeling, the public and our community stakeholders can see how their decisions today are likely to affect our future.

The project area is the County of Del Norte, with considerations for Curry County, Oregon (north border), Josephine County, Oregon (east border), and Humboldt County, California (south border). This integrated data development process addresses the anticipated future growth. Information needs for civic infrastructure are being met, including transportation infrastructure, technology, visual appeal, quality healthcare and diverse and appropriate housing (for our fish, our critters and our people), while protecting the environment and creating a better future for the people of Del Norte County.

The Characteristics for Del Norte County, listed on the following page, were developed in the 2007 Economic Summit with approximately 100 people with diverse perspectives attending. There are visions of what we are becoming that are not yet supported by the UPlan model. For example, a by-pass on US Highway 101 does not appear to be necessary given current traffic conditions and anticipated local growth. The Base Case shows that growth in Hiouchi and Smith River areas will remain in the low-low and very-low categories, which will not create transportation impacts that require capacity increasing improvements to maintain the current level of service for the State Highway System. A potential next step may be to extrapolate from the base case data the actual number of people signified by the increases of “low-low” and “very-low” population densities.

Characteristics of A Place of Plenty: May Shum Dun

Social/ Cultural Characteristics: 2007 Blueprint

- Downtown Vibrant that welcomes visitors – places for people to meet.
- Coffee shops – places to meet.
- Cultures mix; Lots of things to do.
- Everyone wants to visit Del Norte.
- Cultural opportunities – opera, theatre.
- Old wounds are healed – government comes together.
- Youth retained and attracted to community.

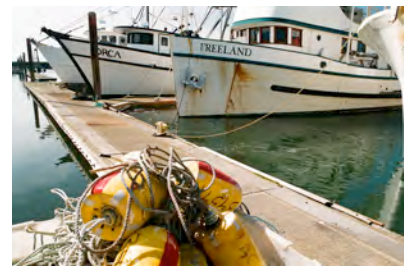
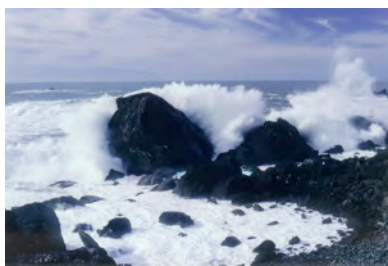
Economic Characteristics: 2007 Blueprint

- Education including non-college bound tracks, health care.
- Entrepreneurial economy – attractive to start businesses.
- On shore and off-shore agriculture embraced and supported.
- Airport transportation system – easily coming and going north and south.

Environmental Characteristics: 2007 Blueprint

- More tourism, with farmers markets, diverse agriculture and green resort.
- Sustain clean air and water and walkable community.
- Harbor dredging
- Cost of land and housing increases dramatically.
- By-pass on 101 and increased traffic.

These characteristics were taken from the 2007 community document, "A Blueprint for Our Future."



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