



The VOICE

Your independent news source

Greater Shasta County, CA

Volume VIX, Issue VIX

www.shastavoices.com

March 2015

Did you know...

- The unemployment rate in Shasta County rose to 9.4 percent in January 2015 from 8.8 percent in December. It was 11.5 percent a year ago.
- The City of Redding's Attorney, Rick Duverney, will retire on April 4, 2015. A search firm has been engaged to assist in finding his replacement, and will provide an update of their progress on March 30th. In the interim, former and now retired City Attorney Leonard Wingate will fill in as a retired annuitant, with an hourly pay of \$104.75 per hour.
- The Downtown Redding Business Association (DRBA) hired local attorney Walt McNeill to prevent the City of Redding from terminating its administration agreement with the group, which was a Council meeting agenda item on March 17th. The item was tabled until legal issues can be considered by Council.

Inside this issue:

Continued Drought Conditions in 2015 Prompt Local Agencies to Take Further Action	1
Continued Drought Conditions in 2015 (continued)	2
Spotted Owl Listening Session in Redding	2
March 17, 2015 Becomes Day of Doing Something to Curtail Crime	3
Updated News and Notes	4
Join Shasta VOICES	4

Continued Drought Conditions in 2015 Prompt Local Agencies to Take Further Actions

The Bureau of Reclamation is planning to scale back water allotments to **Shasta County** to just 25 percent of its three year historic average, down from 50 percent in 2014. Water is more of a scarce resource than it was last year, prompting the Shasta County Board of Supervisors to unanimously approve a water purchase from the McConnell Foundation for 250 acre-feet of water at its March 10th Board meeting.

The County will pay McConnell Foundation \$62,500 for the 250 per acre-foot purchase. The County was able to carry over 15 acre-feet bought last year, and combined with the water in this new purchase agreement, should have enough to supply customers in Keswick, Jones Valley, Castella and Cragview.

And, the **City of Redding**, at its March 17th Council meeting, approved an updated Drought Management Plan with a Water Shortage Contingency Plan, and initiated stage 2 of the plan. 2014 measures will continue along with the **new** regulations outlined below:

2014 Prohibited Actions—1) The application of potable water to outdoor landscapes in a manner that causes runoff such that water flows onto adjacent property; 2) The use of a hose that dispenses potable water to wash a motor vehicle, except where the hose is fitted with a shut-off nozzle or device attached to it that causes it to cease dispensing water immediately when not in use; 3) The application of potable water to driveways and sidewalks; 4) The use of potable water in a fountain or other decorative water feature, except where the water is part of a re-circulating system.

Additional 2015 Prohibited Actions—1) The application of potable water to outdoor landscapes during and up to 48 hours after measurable rainfall; 2) The serving of drinking water, other than upon request, in eating or drinking establishments, including but not limited to: restaurants, hotels, cafes, cafeterias, bars, or other public places where food or drink are served and/or purchased; 3) To promote water conservation, operators of hotels and motels shall provide guests with the option of choosing not to have towels and linens laundered daily. The hotel or motel shall prominently display notice of the option in each bathroom using clear and easily understood language.

2015 City of Redding Water Shortage Contingency Plan—1) Water Conservation in this plan addresses the principle that the Water Utility and its customers should consider conservation measures beyond drought times; 2) A Safe Operating Capacity (SOC) Plan mandates that water demand in the City not exceed 90 percent of the amount of water the City can produce at a given time; 3) A Four-Stage Plan: **Stage 1** is "Year Round Water Conservation Measures" as mentioned above, as well as limiting outdoor watering to three days per week between the hours of midnight and 7 am and again between 9 pm and midnight; **Stage 2** would be implemented when SOC reaches 80 percent, and adds notices to customers of violations and after a warning, subjects them to fines of \$50 per day or per occurrence; **Stage 3** would be initiated when water demand to SOC reaches 85 percent, and increases fines of \$200 per day or per occurrence; **Stage 4** would be initiated when the water demand to SOC reaches 90 percent and implements the following **Mandatory Conservation Measures**:

Continued on Page 2

Continued Drought Conditions in 2015

Continued from Page 1

1) All outdoor landscape watering is prohibited at all times; 2) Additional prohibited use of water included but not limited to operation of ornamental water features, use of water for dust control, filling or refilling swimming pools, and use of bulk potable water for construction purposes; 3) Vehicle wash facility operation is prohibited outside the hours of 7 am to 7 pm; 4) No new water meters will be issued. Customers in violation after a notice and warning will be subject to an administrative fine of \$500 per day or per occurrence.

It should be noted that the new state regulations require urban water suppliers who do *not* have an existing limit on the number of days that outdoor watering is allowed to limit outdoor landscape watering to 2 days per week. Because the City of Redding already implemented a 3 day per week regulation in 2014, the City does not have to further reduce their plan to 2 days per week.

Unfortunately, the State of California continues to experience record drought conditions and the state's water supplies have dropped to extremely low levels. The City of Redding was successful in implementing voluntary and mandatory measures in 2014 that resulted in over 4,400 acre-feet of water savings. The revised Water Shortage Contingency Plan outlined above will implement updated 2015 *state-mandated conservation measures* and provide a response to future water shortage conditions.

Spotted Owl "Listening Session" in Redding

The US Forest Service has scheduled what they are calling a "listening session" in Redding, Portland and Seattle as they prepare to make updates to the controversial Northwest Forest Plan that was constructed over 20 years ago.

The sessions are intended to gather public input about revisions needed to the 1994 plan, as well as sharing information with the general public.

Those of us who have been in the Shasta County area for a while may recall that in 1986, an autonomous committee of the Redding Area Chamber of Commerce called SHARE, an acronym for the SHasta Alliance for Resources & Environment, was organized as leaders of the community became aware of the threat to our way of life evolving from changes in land and resource management policies being dictated by people and organizations with no connection to, nor responsibility for, those resources. In January of 1997, SHARE separated from the Chamber and began operations as an independent corporation. They continued for a few more years, and eventually disbanded in the early 2000's.

SHARE was committed to helping develop a well-organized and coherent local effort to assure that the interests of Shasta County and other Northern California Counties were given full consideration in the planning process for the management of the local National Forests. In particular, they fought to eliminate abuses such as loss of farms and private property in order to protect a species of rat and the devotion of millions of acres of forests for exclusive use of a subspecies of "*Spotted Owl*" that clearly does as well or better in managed forests. But government agencies prevailed.

The resource management decisions by several levels of government regarding public and private forests, waterways and other natural resources dictate the nature of our environment, the nature of our employment, our potential

for economic development stability and diversity, and the future of our communities.

Since the 1994 Northwest Forest plan was put into effect, the timber and related industries, as well as peripheral businesses in the Shasta County and North State area have been decimated and all but disappeared with a few exceptions. Our once strong economic base disappeared with the protection of the spotted owl, and our local economy still has not recovered from the loss of jobs and revenues that kept our economy afloat. Forest fires are now growing in terms of numbers and intensity due to lack of proper forest management practices.

Despite the well-fought efforts of SHARE and other organizations like them for so many years, government agencies have not been willing to reevaluate and/or reconstruct the Northwest Forest Plan.

Perhaps now there is an opportunity to once again try to have real input into the process of updating a plan that has demonstrated it is full of flaws and has not done what it was intended to do. The biggest threat to the spotted owl turns out to be another owl, the barred owl. After 20 years of managing this species at great sacrifice to the timber related industries, the Northwest Forest Plan has done nothing to actually preserve it.

If you want to participate in the listening and information sharing session, here are the details:

What: **US Forest Service Listening Session**

When: **March 25, 2015—5:30 pm to 8:30 pm**

Where: **Redding Red Lion Hotel, 1830 Hilltop Drive**

March 17, 2015 Becomes Day of Doing “Something” Towards Curtailing Crime in Redding and Shasta County

Shasta County

On March 17th, Shasta County Sheriff Tom Bosenko asked the Board of Supervisors to put **five more deputies** on the streets and hire **two administrative staffers** at a cost of **\$910,000** annually. The Board voted unanimously to do just that. Four of those deputies will be assigned to the Burney area, one will become a resident deputy in Shingletown, and two others will patrol the greater Redding area. This will bring back 24-hour patrols in the Burney area for the first time in 15 years.

The money to pay for these additions will come from the County’s general fund. Shasta County CEO Larry Lees believes the County will be able to fund the additional costs using increased sales tax revenues that are being received as the economy continues to improve.

Sheriff Bosenko now has the task of finding qualified candidates to fill these and other budgeted but unfilled positions in his department. Last year, there were 810 applicants for jobs in his department, but only 13 hires were made. Problems with “integrity, honesty, and violations of moral turpitude” have hindered the hiring process historically, and it is likely that the Sheriff couldn’t hire all the people he needs (and has a budget for) in one year. With an increased budget, however, the pressure will be on to make these hires as quickly as possible.

City of Redding

Also on March 17th, the City of Redding City Council **approved** the use of **\$100,000 from the general fund reserves** to retain four grant-funded police officers for the remainder of this fiscal year 2014-2015, and **\$1.2 million from the general fund reserves** for fiscal years 2015-2016 and 2016-2017 to hire four new police officers to staff a new “Neighborhood Policing Unit.” The use of reserves allows the City to hire four new officers sooner, but is only a **one-time funding source**. Therefore, in order to keep these officers beyond two years, a new funding source will need to be found. The City Council has identified public safety as its highest priority, and demonstrated their willingness to support that priority with a unanimous vote to approve this plan.

Greater Redding Chamber of Commerce

It seems that March 17, 2015 will become the day that the Shasta County area leaders took formal action to do something about public safety. The Board of Directors of the Greater Redding Chamber of Commerce also met on this day and voted to **support a public safety ballot measure to authorize a transaction and use tax (sales tax) with a companion advisory ballot measure**. They believe the business community in the City of Redding has suffered as a result of criminal activity, public nuisance, drug use, public intoxication, prostitution, blight, shoplifting and theft, panhandling, AB109, and Proposition 47 among other things. They are seeking a ballot measure to go before City of Redding voters via a special election for a **simple majority** (50% plus one general sales tax) vote to authorize a new sales tax of **1/2 percent up to 1 percent**, depending on “demonstrated need.” The City is, in fact, preparing to complete a public safety strategic plan (more details below) to determine those needs.

The Chamber has agreed to support and help lead a campaign for this ballot measure only if the City of Redding is willing to declare a **fiscal emergency**, a **companion advisory measure** is included, the ballot measure includes a **sunset provision** of not more than six years, a **steering committee** is created for transparency and oversight of the revenue generated from such a tax, and the Greater Redding Chamber of Commerce maintains **at least two seats** on the steering committee.

This request will be publicly discussed by the Redding City Council at a future Council meeting (date not yet established). At the January 20th Redding City Council meeting, City Manager Kurt Starman presented a public safety strategic plan, and provided an outline, referred to as a **“Blueprint”** and cost estimate for their consideration. The Council voted unanimously to approve the outline for the Blueprint for Public Safety and directed staff to issue an RFP (Request for Proposal) for consulting services, appropriating up to \$90,000 for the planning process. Upon final screening, the firm selected as the most qualified for this project will be recommended to the City Council, with approval currently scheduled for the **April 21, 2015** Council meeting. From the RFP, “The duration of the project is anticipated to be approximately four months. The project should begin in May 2015 and conclude by August 2015.”

The Chamber, however, wants to see a sales tax measure on the ballot this November, 2015. For that to occur, the Council would need to declare a fiscal emergency, write and place the measure on the ballot by the first week in August 2015 to meet the deadline requirements. According to City Attorney Rick Duvernay, “It’s premature to jump to conclusions to declare that the Council is going to declare a fiscal emergency right away. It’s complicated and there are a whole lot of variables and lot of decisions that need to be made before deciding whether we are going to go there or not.” He cited the city’s “PILOT” lawsuit (where REU transfers \$6 million each year to the general fund) and making comparison of police staffing levels before and after the recession as possible points to consider in the discussion.

Council members expressed concerns about the timeline—the strategic plan and Blueprint identifying needs and costs will likely not be completed in time to meet a ballot measure deadline for this November. The public safety “needs and costs” will have to be identified before determining how any new sales tax revenues would be spent.

Updated News and Notes

Shasta VOICES is continuing to monitor and follow many issues of interest to our supporters and the community. As part of our efforts to keep you updated and informed, here is a brief update of some of these issues.

Palo Cedro Rite Aid—A Rite Aid store proposed in the Palo Cedro area at the corner of Highway 44 and Deschutes Road received approval for a use permit by the Shasta County Planning Commission on March 12, 2015. Gabrielsen Family Limited Partnership received approval for a new Rite Aid pharmacy consisting of the demolition of three existing buildings and the construction of a new 17,340 square-foot building in the Palo Cedro Village Shopping Complex. A fourth building that had been originally targeted for demolition, a landmark known as the “windmill” in the Holiday Foods Shopping Center, was spared. Gabrielson & Company of San Ramon, who own the shopping center and the windmill building, agreed to work with the Palo Cedro community to try and save the windmill, and will donate \$3,000 toward having it moved from the shopping center. The Greater Palo Cedro Chamber of Commerce wants to relocate the windmill to the southwest side of State Highway 44 and Deschutes Road, and are investigating the costs involved. The project will now be sent to the Shasta County Board of Supervisors for final consideration.

Moore’s Flour Mill—The owners of Moore’s Flour Mill applied for a building permit on June 5, 2014 to construct a new food manufacturing facility on an 11.2 acre parcel at 6150 Shasta View Drive, which is located off of Airport Road where Shasta View Drive has not yet been extended. In March 2015, a building permit was finally issued and dirt is currently being moved on the site. The building is designed to be 63,000 square feet and will be used in the manufacturing of a variety of milled food goods with a small retail sales storefront, with uses broken down as follows: Office space—6,307 square feet; Retail Sales—1,983 square feet; Gluten-Free Production—6,929 square feet; Granola Production—12,103 square feet; Wheat Production—4,385 square feet; Climate-controlled Warehouse—19,381 square feet; Other Space—11,912 square feet. It is anticipated that construction will continue through the summer, with no specific completion date available at this time.

Shasta Wine Village—A ground breaking ceremony was held on September 18, 2014 at the corner of Holiday Road and Old Oregon Trail, the 10-acre site of the future Shasta Wine Village. The land has been graded and looks ready for the next phase of construction. The developer envisions up to 19 individual wineries at the village, two restaurants and a retail winery location. From the Hearth Bakery & Café will provide the casual dining option and Chateau at the Village will feature upscale dining. There will be a 65,000 square foot pavilion on the east side of the village to host events. There will be a vineyard for esthetic and educational purposes. Over 180 construction jobs will be gained throughout the completion of the project. It is also estimated that 130 retail and service positions will be added to the local economy when the Village is fully operational. It was the original objective of the developer to open prior to the primary 2015 tourist season. As of this writing, progress is being made as the developer works his way through the Shasta County plan-check phase.



Join Shasta VOICES today.

We depend on membership and other contributions.

If you are viewing this issue of “***THE VOICE***” on our website, click on the ***membership tab*** for information and to download a membership application or contributor form. Or, you can obtain more information by going to our website, **www.shastavoices.com**, or calling **(530) 222-5251**.

Mary B. Machado, Executive Director