



The VOICE
Your independent news source
Greater Shasta County, CA

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Did you know...

- The Greater Redding Chamber of Commerce enrolled 214 members in 2013. This was the best year for membership growth since 2007. Now over 100 years old, the Chamber is a 938 member business advocacy organization, representing more than 13,000 employees in Shasta County.
- The Enterprise High School Football team is the first Northern Section team in 100 years to win the Northern Section State playoff game and make it to the CIF State Championship Bowl game. They didn't win that final game, but they are the pride of the North State anyway!



HAPPY HOLIDAYS!

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Previewing 2014

Shasta VOICES has been tracking and monitoring many issues that affect economic opportunity in our community since we began our work in 2007. We have grown to 1,070 supporters in the last six and a half years. We have accomplished much thus far, and will continue to pursue issues of economic importance in the Shasta County area in 2014. Here is a partial update of probable issues:

- **City of Redding Parks, Trails, and Open Space Master Plan Update**—In August, 2013, Council voted to have an update of the now *ten year old* Parks, Trails and Open Space Master Plan before any parks fee adjustments are considered. The existing Plan does not reflect current market trends, growth projections, and realities. Certain standards adopted then clearly need to be analyzed now to see how they fit into the new economy.
- **Shasta County General Plan Update**—A General Plan Update Committee was convened in 2013 to provide input in to the update process, focused on changes in state laws and regulations related to green gashouse emissions, flood and fire safety, and housing. The update will take up to two years to complete. Shasta VOICES is a participant in this process.
- **City of Redding Public Pension Cost Crisis**—The Public Employees Retirement System (CalPERS) is continuing to raise its rates from 2014 through 2020. In 2013, \$14.5 million came from the General Fund to pay for these costs, and that amount will grow to about \$20 million. Negotiations with labor unions as contracts expire in 2014 (and beyond) will be crucial to the financial health of the City.
- **Costco Move to Oasis Road**—The final contract between Costco and the City of Redding should be completed with construction under way in early 2014.
- **2014 Local Election Information**—City and County elections will occur in November, 2014. There will be information available through our newsletters to help voters make an informed decision at the voting booth.
- **Results of Newly Implemented Development Impact Fee Program in Redding**—Some highly economically beneficial changes have been made that will have a positive impact on our community. We plan to report on the results that occur in 2014.
- **Moody Flats Quarry**—The Environmental Impact Report (EIR) for the Moody Flats Quarry, which will be located in western Shasta County on land owned by 3M, about 1 mile west of I-5 and north of the City of Shasta Lake, has been in process for almost two years. It is likely to be ready for consideration in 2014.
- **Economic and Job Creation Progress**— Many potential businesses consider locating or expanding in our community, only to be turned away by what they viewed as exorbitant regulations and fees imposed by local government agencies. Shasta VOICES has been proactively seeking to lower these costs ever since we began our organization in 2007, and has been successful working in partnership with the City of Redding to do just that. See the article on Page 3 of this issue, which demonstrates how far we've come, and how major reductions in fees are now in effect. We will continue our efforts to assist such businesses in 2014.

Taxes used to Fund Non-Motorized Transportation Projects, Too

When you drive up to a gas station and put gas in your vehicle, there are taxes charged (lots of them) at the pump on each gallon purchased. Not only do these taxes go to pay for new roads and improvements to existing roads, they are also used for non-motorized projects. There are three main sources of funding exclusively for *non-motorized* transportation projects in California:

Active Transportation Program: California's new Active Transportation Program (ATP) consolidates various federal and state transportation programs, including such things as the Bicycle Transportation Account and State Safe Route to Schools program.

The new Program Goals include:

- Increase the proportion of trips accomplished by biking and walking
- Increase safety and mobility for non-motorized users
- Advance efforts of regional agencies to implement SB 375 (greenhouse gas reduction)
- Enhance public health
- Ensure disadvantaged communities fully share in the benefits of the program
- Provide a broad spectrum of projects to benefit many types of active transportation users

The funding for this program is **\$129.5 million** of federal and state funds annually, and they are distributed through a competitive process: 50% for a statewide competitive program, 10% to small urban and rural regions with populations of 200,000 or less, and 40% to Metropolitan Planning Organizations in urban areas with populations greater than 200,000.

Of the amount of the statewide component, a minimum of **\$24 million** shall be awarded to fund Safe Routes to School projects. Within that amount, no less than **\$7.2 million** shall be awarded to non-infrastructure types of projects.

Local Transportation Fund (LTF): This program is derived from 1/4 cent of the general sales tax. Two percent of the fund may be used for bicycle and pedestrian projects. Because funds are based on sales tax, revenues vary from year-to-year depending on the economy.

Environmental Enhancement and Mitigation Program (EEM): This program offers a total of **\$7 million** each year toward projects that reduce environmental impacts associated with transportation projects. Eligible projects include bicycle and pedestrian facilities, land acquisitions for conservation, and roadside recreation. The funding source for this program is fuel taxes. **\$10 million** each year is available for grants to local, state, and federal governmental agencies and to nonprofit organizations.

Whether we agree or disagree with the way these taxes are collected and spent, if we must contribute as law-abiding citizens, at least we have some sort of input locally as to which projects make sense for our community.

Our local Shasta Regional Transportation Agency (SRTA) oversees these programs for the Shasta County area, writes and coordinates grant applications, and ultimately receives and manages the funding, in addition to many other road and transit-related projects that benefit the Shasta County region. They make sure that we receive our fair of these taxes.

Bosetti Elected Mayor for 2014

At its December 3, 2013 Council Meeting, Redding City Council members voted 3-2 to have current Mayor Rick Bosetti continue serving as Mayor for one more year.

Council members Missy McArthur, Francie Sullivan and Rick Bosetti voted in favor of electing Rick Bosetti as Mayor and Francie Sullivan as Vice-Mayor for 2014.

This decision was based in large part on the fact that Bosetti will not be running for re-election again in the fall, when three Council seats will be up for election.

Council members Patrick Jones and Francie Sullivan have

both said they will run for re-election.

Although the Council leadership normally is based on vote totals, with the highest vote-getter first in line for Mayor, the second highest vote-getter second in line and so on, this did not occur after the 2012 election. Council members Gary Cadd, Patrick Jones, and Rick Bosetti voted for Patrick Jones as Vice-Mayor, assuring that Francie Sullivan would not serve as Mayor unless she again sought re-election in 2014 and won.

It appears that this decision is designed to help keep political campaigns from dominating discussions from the dais.

Impact Fees—Then Versus Now

Comparing Business Costs in 2013 to New Program Costs in 2014

Many potential businesses large and small consider locating or expanding in our community, only to be turned away by what they view as exorbitant regulations and fees imposed by local government agencies. Shasta VOICES has been proactively seeking to lower these costs ever since we began our organization in 2007. Though difficult to affect change in State regulations, we have found at the local level that the City of Redding has been willing to listen to those concerns, and work with advisory groups to make some economically beneficial changes to the Development Impact Fee Program. This resulted in the implementation of a new Impact Fee Program beginning January 1, 2014, for both residential and commercial construction.

The changes (as illustrated below) are to the *administration* of impact fees for commercial and industrial construction:

- Impact fees for new shopping malls/strip centers are calculated differently. Developers will now pay ***mixed-use impact fees*** when they build such centers rather than low-generation commercial fees. This means that the impact fees will include percentages for multiple uses when constructed, rather than assigning a general commercial impact fee at time of construction. Future tenants who choose to locate in the center would not owe any further impact fees, because the proper fees will have already been paid. There will be ***no more change of use fees*** for these newly built centers.
- Commercial and industrial construction water and wastewater ***hookup fees will now be based on the meter size***, rather than on household equivalents (HE's).
- A ***new method of calculating traffic impact fees*** has also been established. Administration of these fees will be done project by project, using industry accepted trip generation, pass-by rates, and trip lengths to calculate the projected vehicle miles traveled (VMT). Fees will be assigned by industry, rather than being categorized in one of three commercial classes.

Here is a comparison of what fees were charged for commercial construction to ***actual businesses*** in 2013 versus what the newly implemented fees will be starting in January, 2014 for the same type of businesses:

Retail Commercial Strip Center Restaurant

	<u>2013</u>	<u>2014</u>
Water Fee	\$ - 0 -	\$ - 0 -
Sewer Fee	\$16,895	\$ -0-
Traffic Fee	\$28, 251	\$ - 0 -
Overall Fees	\$45,146	\$ - 0 -

Retail Commercial/Office Center

Water Fee	\$10,333	\$ 8,400
Sewer Fee	\$18,062	\$10,500
Traffic Fee	\$ 7,489	\$ - 0 -
Overall Fees	\$35,884	\$18,900

Downtown Specific Area Retail/Commercial Area Restaurant

Water Fee	\$ - 0 -	\$ - 0 -
Sewer Fee	\$33,010	\$ - 0 -
Traffic Fee	\$33,572	\$32,700*
Overall Fees	\$66,582	\$32,700*

**(Could be \$0 in 2014 if it wasn't considered commercial retail center)*

New Mixed Use Building Downtown Redding

Water Fee	\$17,387 (1" meter)	\$14,000 (1 " meter)
Sewer Fee	\$80,403	\$17,500
Traffic Fee	\$94,854	\$88,655
Overall Fees	\$192,644	\$120,155

The process of completing the new Impact Fee Program took a little over one year. During that time, the County of Shasta and its other incorporated cities (Anderson and Shasta Lake) were watching to see just where the City of Redding's fees would end up, and indicated so to Shasta VOICES when asked if they would be willing to update their own programs. Perhaps 2014 will be the year that they, too, will consider updating their impact fee programs to better reflect current economic conditions in the North State.

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.

Turtle Bay Land Sale—At its meeting on August 20, 2013, Redding City Council (in closed session) initiated the possible sale of 14.17 acres of property at the existing Turtle Bay Exploration Park by authorizing a letter of agreement to obtain appraisals in preparation of selling two parcels (Parcel 3 and Parcel 4) to the McConnell Foundation. As proposed, the parcels would eventually be developed with commercial uses to provide a source of revenue to support the Turtle Bay facility. The appraisals were obtained, one by the City of Redding and one by the McConnell Foundation. Shaw & Associates, hired by the City, assigned the value at \$443,000. FMV, hired by the McConnell Foundation, appraised the land at \$75,000. As per their agreement and because the two appraisals were more than 15% apart, a third appraisal will need to be completed before any sales transaction can occur. It could be January of 2014 before any final agreement will come before Redding City Council and the general public for discussion.

Shasta VOICES Needs Your Help!

The Shasta VOICES organization began in May, 2007, as a small non-profit aided by generous donations in the form of computer equipment, expertise to get it up and running, and all kinds of needed supplies to get the rest of our business up and running. These generous donations of supplies have continued ever since. These donations, together with our membership dues, have allowed us to be successful in affecting change to many government regulations, fees, and tax programs that has greatly benefited the Shasta County area economically.

However, now almost seven years later, we find ourselves in the unfortunate position of needing up-to-date computer equipment and peripherals. Our operating systems and computer programs are close to the point where they will no longer be supported by Microsoft and other technology companies. We haven't totally crashed yet, but we are having difficulties.

So, we are again reaching out to the community seeking donations of new, up-to-date computer equipment and peripherals, and technology expertise to transition existing data from the old system to the new one without compromising the integrity of the data.

If you are in a position to assist us with this challenge, please contact Mary B. Machado: (530) 222-5251, mary@shastavoices.com.

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