



Healthy Shasta Annual Report: July 2020 through June 2021

Caltrans, District 2

City of Anderson

City of Redding

City of Shasta Lake

County of Shasta

Dignity Health, Mercy
Medical Center
Redding

First 5 Shasta

Good News Rescue
Mission

Redding Rancheria

Redding School District

Pathways to Hope for
Children

Shasta College

Shasta Community
Health Center

Shasta County Office of
Education

Shasta Regional
Transportation Agency

Shasta Family
YMCA

Shasta Head Start

Simpson University

The McConnell
Foundation

Turtle Bay Exploration
Park

University of California
Cooperative Extension

Viva Downtown

Whiskeytown National
Recreation Area

Healthy Shasta (HS) is a local collaboration of organizations working to increase healthy eating and physical activity among Shasta County residents. The collaborative continues to prioritize efforts to reduce obesity and decrease rates of chronic diseases, such as Type 2 Diabetes, through:

- Increasing Walking and Bicycling
- Increasing Fitness and Play
- Increasing Fruit and Vegetable Consumption
- Decreasing Sugary Beverage Consumption

Healthy Shasta is committed to long-lasting community changes that make healthy choices easier, convenient, inviting, and affordable where community members live, work, play and learn. In the 2020-2021 fiscal year, Steering Committee and staff focused on continuing to build the Healthy Shasta Walks campaign. Due to COVID-19, many activities were held virtually and scaled back as the community was shut down and staff was assigned to work on COVID-19 duties. Staff continued to place a number of ads to encourage families to “Find the Calm,” get out for a walk, and join one of several virtual walking challenges that took place throughout the year.

As part of the walking initiative, three challenges took place using the Walker Tracker platform: the Walktober worksite team challenge, a local Parks and Playgrounds challenge, and the Hawaiian Island Hop challenge. Staff made minor changes to the walking passport, which was branded as a new year’s resolution walking challenge to encourage residents to take walks in different places throughout the county.

Staff expanded FARM Club. This season it was held in Burney for the first time. Staff worked with a retired teacher to promote and hold the program for 4 weeks at the July Burney Market. The program was well received with 195 attendees, averaging 49 kids each week.

Healthy Shasta also partnered closely with prediabetes efforts in the community with the Shasta Family YMCA, Mercy Medical Center, Shasta Community Health Center, KIXE, and Shasta County HHSA Public Health Branch.

- Held two community online/filmed prediabetes events: Turn it Around Shasta – Stop Diabetes Before it Starts, 40 people attended; and Let’s Talk Prediabetes, around 20 people attended.
- Held Grand Rounds Diabetes Prevention presentation with Mercy Medical Center- ‘What Really Works’ by Dr. Tejaswi Kompala, UCSF. Event was held in-person and online for medical providers and other professionals, around 50 attended.
- The Shasta Family YMCA’s Diabetes Prevention Program was put on hold due to COVID-19. Plans to restart next fiscal year.
- Promoted prediabetes campaign in several ways:
 - Created You-tube videos in collaboration with KIXE that ran from January-June 2021.

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www.healthyshasta.org



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| Caltrans, District 2 | – Launched the prediabetes website turnitaroundshasta.com |
| City of Anderson | – Worked with Pacific Sky to develop a prediabetes ‘Poking the Bear’ ad campaign. |
| City of Redding | – Placed print, bus, and bus shelter prediabetes ads; purchased A-frame signs for events with prediabetes and walking message (2 sided); and printed 5,000 rack cards to be placed in doctor’s offices and used at events. |
| City of Shasta Lake | |
| County of Shasta | |
| Dignity Health, Mercy Medical Center Redding | Healthy Shasta is made up of 24 partners, which include Caltrans, City of Anderson, City of Redding (COR), City of Shasta Lake, Dignity Health Mercy Medical Center Redding, First 5 Shasta, Good News Rescue Mission, The McConnell Foundation, Whiskeytown National Recreation Area, Redding Rancheria, Redding School District, Shasta College, Shasta Community Health Center, Shasta County, Pathways to Hope for Children, Shasta County Health and Human Services Agency Public Health Branch, Shasta County Office of Education, Shasta Family YMCA, Shasta Head Start, Shasta Regional Transportation Agency, Simpson University, Turtle Bay Exploration Park, University of California Cooperative Extension, and Viva Downtown. |
| First 5 Shasta | |
| Good News Rescue Mission | |
| Redding Rancheria | |
| Redding School District | |
| Pathways to Hope for Children | Additionally, there are other community organizations and friends of Healthy Shasta with whom Healthy Shasta collaborates and supports. These include, but are not limited to, Dignity Health Connected Living, Redding Cultural District, KIXE-TV, Midnite Racing, NorCal OUTreach Project, Northern Valley Catholic Social Service, Northern Hispanic Latino Coalition, Partnership Health Plan, Pit River Health Service, Redding Parks and Trails Foundation, Redding Trail Alliance, Shasta Growers Association, and Shasta Living Streets. |
| Shasta College | |
| Shasta Community Health Center | |
| Shasta County Office of Education | Efforts are accomplished through Healthy Shasta committees such as the Steering Committee, Marketing/Public Relations Committee, and the Bike Month workgroup. |
| Shasta Regional Transportation Agency | |
| Shasta Family YMCA | The 2020-21 Healthy Shasta Steering Committee is composed of the following individuals: Sara Sundquist (Healthy Shasta Coordinator), Alexis Ross, April Jurisich (HS Program Manager), Kim Niemer/Jeff Hansen, Michael Kuker, Michelle Larsen, Pauline Asbill, Shawnice Fisher (Sellers), and Jackie Scott. |
| Shasta Head Start | |
| Simpson University | |
| The McConnell Foundation | The Healthy Shasta Marketing/Public Relations Committee is composed of the following individuals: Sara Sundquist, Alexis Ross, Denise Yergenson, Julie Driver, Miki’ala Catalano, Peter Griggs, and Amy Koslosky. |
| Turtle Bay Exploration Park | |
| University of California Cooperative Extension | The Bike Month Workgroup is composed of the following individuals/agencies: HHS Public Health (HS Worksite Wellness Coordinator), Chain Gang Bike Shop, Caltrans, Redding Parks and Trails Foundation, Redding Trails and Bikeways Council, Shasta Community Health Center, Shasta Wheelmen, Shasta Living Streets, Shasta Regional Transportation Agency, and the Shasta Family YMCA. A notable accomplishment of this group this year was The Great Bike Giveaway to promote how e-bikes can be used as transportation. The selected applicant benefited from the e-bike with the ability to look for employment (instead of |
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| Whiskeytown National Recreation Area | |

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relying on bus service with limited hours), eat healthier (access to grocery stores instead of convenience stores), and spend more time with his son riding bikes. He kept a journal of his rides which can be found at www.shastabikechallenge.org, in a blog-like format. The contest was so well loved, a teacher at Turtle Bay School replicated it with Healthy Shasta's assistance.

Administrative Highlights

- Continued to engage the community with three virtual walking challenges and a Walks Passport challenge, engaging roughly 1500 residents.
- Held the Environmental Protection Agency's "Local Foods, Local Places" workshop virtually in October. Approximately 60 local food partners participated over the 3-day session. The group created an action plan to move forward.
- Designed an application process to award six organizations/businesses with bike racks. Businesses will be announced and awarded next fiscal year.
- Assisted the Shasta Growers Association and City of Redding with new branding for the Farmers' Markets. Purchased pole banners, printed posters, and promoted through paid digital and print ads, the HS website, and social media.

Increase Fruit and Vegetable Consumption

Healthy Shasta is working to enhance options for healthy eating in our region by supporting efforts that promote local foods – for health and economic benefits – and improve access to fruits and vegetables, both locally and regionally.

Healthy Shasta Collaborative and Partner Accomplishments

- Healthy Shasta FARM Club: Children 3-15 years old purchased produce using wooden tokens at the Burney Farmers' Market in July 2020. Two \$2 tokens were given to each child each visit.
 - 195 visits by children were made to the Burney FARM Club
 - \$744 in tokens were redeemed from farmers for produce purchases by children
- University of California CalFresh Healthy Living Program:
 - Provided virtual nutrition and physical activity education to 300 students in five Shasta County schools
 - Supported Redding Parks & Rec Summer Camps by delivering Physical Activity lessons to 75 Shasta County Youth
 - Provided nutrition education to 150 adults through five agencies
 - Supported Redding School District Food Services during COVID-19 and Distance Learning
- City of Redding rebranded the Farmers' Market and created a new Shasta Growers Association Farmers' Market poster (Exhibit B). A new website, canopy tents, and new A-frame signs were added to promote the market and music groups performing to bring in additional customers.

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| Caltrans, District 2 | <ul style="list-style-type: none">• Shasta County Office of Education continued to have an active workplace wellness group SWAG (Safety and Wellness Activity Group). Provided a second year of a healthier snack station "SWACK Bar" that was so successful they created a second SWACK Bar at one of their satellite buildings. Due to COVID-19, they got creative and had virtual snack-n-chats (30 min education component on health and wellness) and had workplace challenges for employees using Healthy Shasta Walks.• The Shasta Family YMCA offered weekly cooking lessons with a variety of foods to introduce healthy options to children that they may not have at home. Examples of the meals that the children made were tacos, spaghetti, salads and more. Each meal was available for the children to take home to their families.• First 5 Shasta continues to provide language in their contracts to provide healthy foods using the Healthy Shasta Food Guidelines for meetings/events.• The Local Foods, Local Places (LFLP) steering committee made up of Healthy Shasta, HHSa Public Health Branch, the McConnell Foundation, Viva Downtown, City of Redding, and the Women's Business Center at JEDI met together with state and federal partners via three calls to plan for the Local Foods, Local Places Community Action Plan Workshop.<ul style="list-style-type: none">– The LFLP steering committee met together to complete a community assessment as part of the workshop planning.– The workshop was held online on October 13 - 15th of 2020. Around 60 community members participated.– Out of this workshop the Redding Local Foods, Local Places Community Action plan was developed.– The steering committee has continued to meet monthly online since this time.– A one-page executive summary of the action plan has been completed (Exhibit C).• The goals of the LFLP action plan are the following:<ul style="list-style-type: none">– To improve coordination & cooperation within and across local food and downtown redevelopment efforts.– Ensure access to affordable, fresh & healthy food for people who live, work, or play downtown.– Evaluate & enhance the local food system & economy as a driver of downtown revitalization.• Accomplishments from creating the Action Plan include:<ul style="list-style-type: none">– Building a web portal: HS staff established a page on the HS website called Shastafarmtofork.org that includes updates and how to join the movement.– Assessing downtown residents to learn what type of food and food venue they prefer and to identify opportunities, barriers, and ideas that residents have for accessing their preferred food choices, 240 surveys were completed.– Supporting new and existing businesses with business plan development and an achievable plan to access capital and resources to expand or include local food in their business model. Roundtables hosted by Women's Business Center at JEDI occurred in March and April, named, Building the Local Food Economy, around 30 attended.– Promoting LFLP - interview with Edible Shasta-Butte due out summer 2021. |
| City of Anderson | |
| City of Redding | |
| City of Shasta Lake | |
| County of Shasta | |
| Dignity Health, Mercy Medical Center Redding | |
| First 5 Shasta | |
| Good News Rescue Mission | |
| Redding Rancheria | |
| Redding School District | |
| Pathways to Hope for Children | |
| Shasta College | |
| Shasta Community Health Center | |
| Shasta County Office of Education | |
| Shasta Regional Transportation Agency | |
| Shasta Family YMCA | |
| Shasta Head Start | |
| Simpson University | |
| The McConnell Foundation | |
| Turtle Bay Exploration Park | |
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- Welcoming and adding community members/agencies interested in LFLP to the steering committee.

Reduce Sugary Beverage Consumption

Healthy Shasta is working to make it easier for people to choose healthy beverages while decreasing access to sugary beverages by promoting Rethink Your Drink and drinking tap water.

Healthy Shasta Collaborative and Partner Accomplishments

- Shasta County Office of Education workplace wellness group SWAG (Safety and Wellness Activity Group) incorporated several Rethink your Drink challenges.

Increase Fitness and Play

Healthy Shasta aims to increase the number of community members, both children and adults, who are physically active through promoting outdoor recreation, fitness opportunities, and the “Go Outside and Play” message.

Healthy Shasta Collaborative and Partner Accomplishments

- Healthy Shasta sponsored and promoted the Redding Trail Alliance’s Big Foot and Junior Big Foot Mountain Bike Challenge; 363 passports returned, up from 302 in 2020. Forty-six (46) of the 363 passports were Junior passports.
- For the first time, the Shasta Bike Month workgroup collaborated with the Redding Trail Alliance to hold a wrap up party for Big Foot and Bike Month participants. The groups shared in distributing prizes and promoting the wrap-up event.
- Continued to expand list of local recreational opportunities on Healthy Shasta website, and provide support and activities for Meet Up walking group site from Friends of the Redding Trails.
- First 5 Shasta started providing a weekly yoga class to staff during COVID-19 for physical and mental health.
- City of Anderson Recreation planned and held their 1st walk with a celebrity/city official. The series will continue into the next fiscal year.

Increase Walking and Bicycling

Healthy Shasta aims to engage more people in walking and bicycling on a regular basis by collaborating with other community organizations to create environments that make it easy, safe, and convenient to walk and bicycle throughout Shasta County.

Healthy Shasta Collaborative and Partner Accomplishments

- Shasta Regional Transportation Agency (SRTA)

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| Caltrans, District 2 | – Funded, promoted, and developed schedule for the Beach Bus with RABA. Healthy Shasta staff worked closely with SRTA to promote and provide incentives (1 hour kayak/SUP rentals at Brandy Creek, and an organized Ranger led hike on the Davis Gulch Trail) to encourage people to try the Beach Bus. |
| City of Anderson | |
| City of Redding | |
| City of Shasta Lake | – Awarded a \$500,000 Strategic Partnership Grant to fund the SR-273 Northern Section Multimodal Corridor Plan. These funds will be combined with a \$500,000 Special Studies grant that Caltrans District 2 received to prepare the SR-273 Multimodal Corridor Plan. |
| County of Shasta | |
| Dignity Health, Mercy Medical Center Redding | – Awarded \$291,819 Strategic Partnership grant award to fund the North State Intercity Bus to Rail Plan. The plan aims to provide improved transportation options between Redding and Greater Sacramento and/or the Bay Area primarily along the Interstate 5 corridor. |
| First 5 Shasta | |
| Good News Rescue Mission | – Awarded a \$584,545 Caltrans Sustainable Transportation Planning Grant (Sustainable Communities) to procure a consultant for assistance in preparing local jurisdictions' active transportation projects for competitive grant programs, including the Active Transportation Program (ATP). ATP funds biking and walking infrastructure, amenities, and programs. |
| Redding Rancheria | |
| Redding School District | |
| Pathways to Hope for Children | – Participated in Shasta Bike Month Workgroup and Walktober challenges. • Turtle Bay held a Walk for Wildlife and pancake breakfast. Healthy Shasta assisted with providing reusable water bottles and snacks for the walk, over 200 participants. Along with this event, Turtle Bay promoted the Hawaiian Island Hop challenge on their website and social media. |
| Shasta College | • Shasta County Health and Human Services Agency Public Health Branch |
| Shasta Community Health Center | – Developed non-infrastructure (NI) components for several ATP projects that were submitted by COR, SRTA, and Caltrans. Projects submitted with NI components included: Lake Boulevard Trunk Line Project, Victor & Cypress Project, and Turtle Bay Gap Project and 3 projects in Cottonwood. Three projects were awarded funding: Victor, Turtle Bay and one in Cottonwood. |
| Shasta County Office of Education | – Assisted COR Engineering with promoting public outreach for Park Marina Transportation Plan and the Redding Local Road Safety Plan. |
| Shasta Regional Transportation Agency | – Provided support to various agencies to improve infrastructure for walking, bicycling, and active lifestyles (including assistance with data collection/analysis and public input, design review with a health lens, assistance with grant proposals, providing letters of support, etc.). |
| Shasta Family YMCA | – Served on the California Walk & Bike Technical Advisory Committee and a Design subcommittee, two state-wide committees to improve walking and biking. |
| Shasta Head Start | – Served on the local Traffic Operations Committee to provide an Active Transportation perspective. |
| Simpson University | – Provided letters of support for several projects including ATP to several jurisdictions and the Highway Safety Improvement Program for safety lighting and protected left signals for the COR. |
| The McConnell Foundation | – Coordinated 13th annual Fall Bike Count with partner agencies and volunteers to track trends and data for funding proposals. |
| Turtle Bay Exploration Park | – Continue to update map portion of website to help people find trails and places to walk/hike/bike/be active. |
| University of California Cooperative Extension | |
| Viva Downtown | |
| Whiskeytown National Recreation Area | |

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| Caltrans, District 2 | – Continue to promote Safe Routes to School: |
| City of Anderson | ○ Promoted Walk to School Day 2020 via attendance tracking through October for students to win prizes for walking. School just started back up in October and message was slow to get out. Twenty-five students participated from eight schools. |
| City of Redding | ○ Schools were encouraged to participate in Bike to School Day as part of the Shasta Bike Month and Challenge. Participating students were entered into a drawing for Jamba Juice gift cards; five schools participated. |
| City of Shasta Lake | |
| County of Shasta | |
| Dignity Health, Mercy Medical Center Redding | ● Shasta Bike Challenge and Bike Month Workgroup: |
| First 5 Shasta | – Facilitated Bike Month & Challenge Planning Group. |
| Good News Rescue Mission | – Utilized Love to Ride online platform to create friendly competition with worksite teams and track bicycle trips. The YMCA operated the Love to Ride platform. |
| Redding Rancheria | – Held the Great e-bike Giveaway to provide an e-bike to someone in the community who needed it for transportation. Out of over 60 applicants, Joseph Olea was selected by the Shasta Bike Month workgroup. He joined the Shasta Bike Challenge for the first time and rode his bike for transportation all over town (instead of RABA). |
| Redding School District | – The Great e-Bike Giveaway was so successful, Turtle Bay Elementary School replicated it to award their custodian an e-bike. They were able to get the bike fully donated, thanks many generous donors, Pedego Redding, and Sign Creations. |
| Pathways to Hope for Children | – Organized a small workshop to help people get their bikes ready to ride with Chain Gang Bike Shop and Shasta Living Streets; 15 people attended. |
| Shasta College | – Redding ranked 1st nationally in communities similar in population size, 75K-150K in the National Bike Challenge. |
| Shasta Community Health Center | – 828 participants (similar to 2020), including 158 new riders and 287 occasional riders, 44 workplaces teams plus 20 social groups totaling 64 teams, compared to 56 teams in 2020. |
| Shasta County Office of Education | – 43 cyclists rode all 31 days in May |
| Shasta Regional Transportation Agency | – 10% of trips were logged for transportation throughout May 2021, compared to 16.5% in 2020 when the community was shut down due to COVID-19. |
| Shasta Family YMCA | ● The HS Walks activities included walking challenges such as Walktober, a month-long challenge using Walker Tracker to track steps. Walktober 2020 was the largest since its inception in 2016 with participants and teams. |
| Shasta Head Start | – 868 participants at 120 active workplaces/teams (869 participants and 40 workplaces in 2019) |
| Simpson University | – 29 teams met the Walktober Challenge Goal of 8,000+ steps/day |
| The McConnell Foundation | – totaling over 175,238,530 steps |
| Turtle Bay Exploration Park | – City of Redding Recreation ran the Walker Tracker platform and developed a new look and feel with a robust social media campaign. The Challenge added a charity drawing for the team and individual with the most steps. The team Dead Last Corps from the Shasta County Sherriff Coroner's office chose to split their \$1,000 donation with the Jeremy Stokes Legacy Foundation and Girls Inc. of the Greater Northern Sacramento Valley. The individual winner from team Juniper (school) Friends and Family chose to give the charity donation of \$500 to One Safe Place. The charity giveaway was well received. |
| University of California Cooperative Extension | |
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- Walktober, saw a 25% increase in teams that met the challenge goal, 80% more steps walked and much more engagement through social media and on the Walkertracker app.
 - Started the PCT walking challenge in January 2020. Challenge went through September 2020 (into this reporting year). 333 participants signed up but only 62 finished. The challenge proved to be too long and lost participant interest. The HS Steering Committee opted for several shorter challenges.
 - City of Redding Recreation assisted with conducting the Local Parks and Playgrounds walking challenge through Walker Tracker with 131 participants in March.
 - City of Redding Recreation assisted with conducting the Hawaiian Island Walking Challenge in June with around 158 participants.
 - Developed and promoted the Healthy Shasta Walks Passport challenge. Challenge was held over two months, January and February, and promoted as New Year's resolution challenge. Over 200 passports were submitted. We know many more people participated as they informed us but did not turn in their passports. Most of the passports that were returned hit our target population of women 30-50 years old. This year instead of printing passports, we submitted to Enjoy, After 5 and North State Parent so residents could tear out the page or print digitally from HS website and complete.

Resources and Investments

County of Shasta and Shasta Family YMCA manage the financial accounts for Healthy Shasta.

Funders for Healthy Shasta, Fiscal Year 2020-2021

The McConnell Foundation
Dignity Health Mercy Medical Center Redding
Shasta County Health and Human Services Agency, Public Health Branch

Budget for Healthy Shasta 2020-2021 Fiscal Year:

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|--------------------------------------|------------|
| Salaries and Benefits | \$174,100* |
| General Expenses | \$11,500 |
| General Advertising/Marketing | \$4,500 |
| Professional and Special Services | \$2,000 |
| Biking/Bike Month | \$12,000 |
| Healthy Shasta Walks | \$25,000 |
| HS Walks Media Campaign | \$15,000 |
| Farmers Market/FARM Club | \$5,000 |
| Farm to Fork/Local Foods Initiative | \$5,000 |
| Initiative Support (i.e. bike racks) | \$6,000 |

Total amount: \$260,100**

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* This amount is lower due to staff vacancies and COVID-19 influences on staffing availability.

**This amount does not include additional financial and in-kind contributions from these and other Healthy Shasta Partners

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Strategic Plan 2018

Mission: Partnering with the community to promote healthy eating and physically active lifestyles through environmental, policy, and organizational change.

Vision: A community where the healthy choice is the easy choice.



Goals and Priorities

Reduce the prevalence of obesity and chronic diseases such as Type 2 Diabetes.

Increase Fruit and Vegetable Consumption:

- Expand the Farm to Fork culture
- Partner with healthcare providers; increase the number and scope of healthcare partnerships

Decrease Consumption of Sugary Beverages:

- Increase access to water
- Encourage more organizations to have policies about not serving sugary beverages

Increase Fitness and Play:

- Increase the use of parks and trails
- Improve access to schools and campuses
- Improve online tools to locate recreational sites

Increase Walking and Bicycling:

- Promote walking and bicycling as transportation
- Develop and promote walking groups
- Implement best practices in walking and bicycling infrastructure

Improve Collaborative Sustainability:

- Engage community leaders
- Marketing and promotion
- Community Education and outreach

About Us:

The Healthy Shasta movement is a collaborative of community organizations who promote healthy eating and active living among Shasta County residents. We initially joined forces due to increasing rates of childhood obesity and continue to work towards reducing obesity in children and adults in an effort to reduce the rates of chronic diseases such as Type 2 Diabetes.

Partners:

Caltrans
City of Anderson
City of Redding
City of Shasta Lake
County of Shasta
Dignity Health - Mercy Medical Center
First 5 Shasta
Good News Rescue Mission
Redding Rancheria
Redding School District
Shasta County Child Abuse Prevention
Coordinating Council

Shasta College
Shasta Community Health Center
Shasta County Office of Education
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REDDING MARKETS

SATURDAYS

April 3rd - December 11th
7:30 a.m. - 12:00 p.m.
Redding City Hall
777 Cypress Ave

SUNDAYS

June 6th - October 10th
8:00 a.m. - 12:00 p.m.
Sundial Bridge Overflow Lot
800 Sundial Bridge Drive

TUESDAYS

Marilyn Miller Market
June 8th - October 12th
7:30 a.m. - 12:00 p.m.
Next to Dairy Queen
1700 Churn Creek Road

BURNEY MARKET

WEDNESDAYS

June 9th - September 29th
3:00 p.m. - 6:00 p.m.
Burney Sporting Goods
37427 Highway 299 East

ANDERSON MARKET

THURSDAYS

June 3rd - September 23rd
7:30 a.m. - 12:00 p.m.
Shasta Gateway Shopping Center
1699 California 273 #100

REDDINGFARMERSMARKETS.COM  

FARM CLUB

Kids can receive **FREE** tokens to shop for fruits and vegetables! The Healthy Shasta FARM Club will be in Redding at Saturday Markets for the month of June and at the Burney Market in July and the 1st week of August.

Visit healthyshasta.org for more information.

HEALTHY

SHASTA
Better choices. Healthy changes.

REDDING, CA

MARCH 2021

LOCAL FOODS, LOCAL PLACES

Community Action Planning for Downtown Redding, CA

COMMUNITY GOALS

GOAL 1

Improve coordination & cooperation within and across local food and downtown redevelopment efforts

GOAL 2

Ensure access to affordable, fresh & healthy food for people who live or work downtown

GOAL 3

Evaluate & enhance the local food system & economy as a driver of downtown revitalization



Executive Summary

FOOD & THE FUTURE OF DOWNTOWN

How will food shape the future of downtown?

In fall of 2020, more than 50 community members explored this question. Together, we looked at case studies, did asset mapping & prioritized what's next. Now, it's time to take actions to advance our goals.

Want to take part? Email: _____@_____ or visit www.alskdjf.laksdjf.org to plug in.

Special thanks to the federal partners from USDA, EPA and HUD who are investing in our community, choosing Redding as 1 of only 16 cities across the nation to be spotlighted for this work.