

Shasta County

Comprised of 3,786 square miles, Shasta County, located at the northern end of the Sacramento Valley, is 160 miles north of Sacramento and 230 miles north of San Francisco. Incorporated in February, 1850, Shasta County, with a population of 163,255, was named after Mt. Shasta. Pristine snow-capped mountain views, numerous streams and rivers, and colorful wildflowers enhance the beauty of this region.

Shasta Lake (California's largest lake which holds the nickname "Houseboat Capital of the West"), Whiskeytown Lake (considered the jewel of the Whiskeytown Shasta-Trinity National Recreation Area), Castle Crags State Park (known for ancient granite formations), The Pacific Crest Trail, and Mc-Arthur-Burney Falls Memorial State Park (containing 129-foot and underground falls) all encompass a major region of this county. There are three incorporated cities within Shasta County: Redding, Anderson and the City of Shasta Lake.

The historic mining town of Old Shasta was the original county seat for Shasta County. At one time, this town was a thriving mining town during Northern California's Gold Rush period. Destroyed by fire in 1853, Old Shasta is now a state park which offers a renovated court house museum, an authentic general store and the remains of several businesses.

Following the destruction of Old Shasta, Redding became the hub of the North state due to its location near the new railroad system and the Sacramento River. Redding, bisected by the Sacramento River, is the seat for Shasta County and is the center for government, retail trade, wholesale trade, commerce and recreation, as well as health and legal services and employment for much of Northern California. Located at the intersection of Interstate 5 and the 299 and 44 highways, Redding is the largest city north of Sacramento covering 70 square miles with a population over 80,000 in the year 2000.

Nearby Shasta Dam, which is the second largest and highest concrete structure in the United States, and Shasta Lake, with 30,000 surface acres and a shoreline of 370 miles, provide the area's abundant water supply as well as low cost electrical power. Redding's overall job growth over the past five years has more than doubled the national average (19.9 percent compared to 8.7 percent) and the number of businesses in the city has almost tripled the national average (38.8 percent versus 13 percent).

The city of Redding funds the Turtle Bay Exploration Park, a 300-acre cultural and scientific center with interactive exhibits and special exhibition galleries. This park, located in the heart of the city, focuses on the Sacramento River's ecosystem and its surrounding forests. Currently featured at the park are three museums, a summer butterfly house, the Arboretum on the River, Paul Bunyan's Forest Camp and a visitor's center. A wildlife exhibit, an aviary, gardens and

fine art exhibits are all planned expansion to the park which is currently under construction. The Sundial Bridge of Turtle Bay, which crosses the Sacramento River, is a harp-shaped pedestrian bridge which was completed in July 2004. This bridge links the Turtle Bay Exploration Park's north and south campuses.

Located south of Redding are the cities of Anderson and Cottonwood, both located on the Sacramento River. The Anderson River Park and the region's only Outlet Shopping Center are located in Anderson. Located in the eastern region of Shasta County is the rich agricultural area of Fall River Valley which provides 25 percent of the world's wild rice. The town of Burney is also located in the eastern region of Shasta County. The intermountain area offers tranquil lakes, rivers, and the nearby beauty of the McArthur-Burney Falls Memorial State Park.

DEMOGRAPHICS

- As of the year 2000, total population is 163,255, of which 32,265 are aged 60+ and 11,850 are aged 75+
- Average of 8 ½ seniors per square mile
- The population has seen stable growth in the last decade
- Population increased 1.6% in the year 2003 and has been increasing at an average rate of 1% annually
- 14% total increase in population since 1991

TARGETED SENIOR POPULATIONS

- 75+ 37%
- Low Income 14%
- Minorities 5%

AGRICULTURE

- Cattle – Stockers and Feeders
- Nursery Plants – Strawberries
- Hay, Other
- Rice, Wild

LABOR FORCE

- Total population employment rate in 2000 was 46%
- Total labor force is 74,800 in the year 2000

- Total labor force increased 5.6% in 2002 and has been increasing at an annual average of 0.2% since 1990
- Despite the increase of 4.5 in total employment during 2002, employment rates have been decreasing at an average of 0.2% annually since 1990
- Unemployment rate between 1990 and 2002 was lowest for 2001 at 6.8% and highest in 1992 at 13%
- The projected unemployment rate for the year 2005 is 7.3%

INCOME

- Total personal income increased 4.5% in 2001, bringing the average annual increase in income to 4.5% since 1991.
- The per capita annual income in the year 2000 was \$24,606
- The poverty rate increased from 14% in 1989 to 15.4 % in 1999 (Compared to California at 12.5% in 1989 to 14% in 1999)

HOUSING

- With the total number of housing units in the year 2000 being 68,810, per capita housing was 42%
- Between 1991 and 2002, the number of total housing units in the county increased by 1.5%, compared to the average annual increase of 3.4%
- Fair market rent in the Shasta-Redding area increased an average 12% annually since 2000

LOW INCOME

- 14 % of the 60+ year old population is at 125% or below poverty level. This is comprised of:

91.6%	Non-Minority
.5%	African American
1.4%	American Indian/Alaskan Native
2.3%	Asian
.1%	Native Hawaiian/Pacific Islander
.3%	Other
2.2%	Multi-race
1.6%	Hispanic/Latino
- The number of TANF (Temporary Aid to Needy Families) and CalWORKS (California Work Opportunity and Responsibility to Kids) recipients and the number of households receiving food stamps have been decreasing steadily, reaching low points in 2002
- MediCal expenditures are at their highest, nearing 153 million in 2002
- The highest number of MediCal eligible recipients are Non-minority making up 80% of the population served by the program

CLIMATE

- Average Maximum Temperature – 100 degrees
- Average Low Temperature – 40 degrees
- Average annual precipitation – ranges from 25” to 60”
- Average annual snowfall – up to 10” in higher elevations