



The *Business Alliance...Update* is a bi-monthly publication of the El Dorado Business Alliance (BA). The BA is made up of the following organizations: El Dorado Builders' Exchange, El Dorado County Association of Realtors (EDCAR), El Dorado County Chamber of Commerce, North State Building Industry Association (NSBIA) and Shingle Springs-Cameron Park Chamber of Commerce. Web Address for Subscription Info: KathyeRussell@gmail.com

“Developing Mutual Support on Community-Wide Issues”

SUPERVISORS TO SEE NEW TRAVEL DEMAND COMPUTER MODEL

On March 25, 2013 the Board of Supervisors will hold a public hearing with a long list of items of interest.

One such item will be an actual demonstration of how the newly developed Travel Demand Model (TDM) will function. As reported on in the past the El Dorado County (EDC) Department of Transportation (DOT) has been working with the consulting firm of Kimley-Horn and Associates, Inc. to update the Travel Demand Model relating to EDC's ability to track and project traffic patterns and the impacts of future development on local roads.

More specifically Kimley-Horn's contract work was to include an update to the existing travel model with current traffic and population data; complete the Environmental Impact Analysis for the Targeted General Plan (GP) Amendment and Zoning Ordinance Update; and incorporate the revised Land Use Forecast into the new model. With improved technology now available this model should be superior to methods used to date in evaluating those areas of the county that are impacted the most by high levels of traffic and long stops at intersections in parts of the County.

This project has also been part of the comprehensive Land Use Policy Programmatic Update (LUPPU) process to review the 2004 General Plan and fully implement it. When LUPPU was first developed it quickly became clear that land use policy and implementation was integrally linked to local transportation issues. Although included in the LUPPU list of "must do" items, the new TDM and its associated transportation processes are undergoing a separate Environmental Impact Report (EIR) process, while staying in sync with the LUPPU timeline.

SUPERVISORS TO CONSIDER GRANT REQUESTS

The LUPPU process may be the most far-reaching process this County has ever undertaken, including the 2004 General Plan (GP) process. This is true because its effects reach far beyond land use policies alone. Prior to the LUPPU process the County had been operating as if each of its departments stands alone. In fact, many factions of the community operated the same way – in what's been called the "silo" style. LUPPU has stimulated a new look at how all levels of EDC interact, from policy to programs to processes to people and communities. It is the General Plan that is the road map for how all must interact, so implementation of the GP has become the key.

For example, in the recent past some departments would make recommendations/decisions based on a limited understanding of whether or not that input met the goals and objectives of the General Plan or whether or not those requirements were in conflict with others. There were also situations where the Planning Department did not interpret another department's or agency's regulations correctly. This was the case with constantly changing fire regulations, which are extensive and multi-jurisdictional. With so many regulations now filling volumes of code books, it is nearly impossible to understand them on a local, state and federal level, let alone apply them within the context of an outdated Zoning Ordinance as we've worked with to date, and a new county-wide "vision" which is the General Plan.

Thus the LUPPU process has been instrumental in highlighting the results of the "silo" way of thinking. Put simply – it did not work! Economic activity has been much lower than projected in assumptions as evidenced by the facts, notwithstanding the tenacious national economic recession. More specifically, EDC has failed to provide jobs that keep up with projections for a healthy balance of homes-to-jobs. Moreover EDC is experiencing a countywide failure to provide housing for moderate-income families. In fact, EDC has produced homes that few working in El Dorado County can afford to purchase. This has made the area a poor stepchild (bedroom community) to the Sacramento region and the result is a failure to adequately capture much needed county-enhancing revenues.

The LUPPU process highlighted land use and policy planning deficiencies, but also offered solutions to the process of linking communities, departments, impacts, individuals and, most importantly, decisions, by showing how all these areas are inter-linked. For example: El Dorado Hills (EDH) traffic flow is related not only to how people live and drive in EDH, but also to populations east of EDH (all the way to the Tahoe area). With relatively few options, use of the current road network carrying people east to west has a direct impact on El Dorado Hills. In other words, EDH is impacted by land use decisions and policies governing all the communities that use Highway 50 and Green Valley Road.

Recognizing these facts was one issue; the independent and "siloed" decisions of communities and departments was yet another. When the Economic Development Advisory Committee (EDAC) and subcommittee on Regulatory Reform became engaged in the 5-year General Plan Update process, it brought new attention to the policies, goals and objectives of the GP. Previously estranged individuals actually found themselves in agreement on the fact that ***had the General Plan been fully implemented and with an updated Zoning Ordinance, many current issues / problems might have disappeared or been resolved.***

Thus the focus of the LUPPU process was solidified to one key goal: implement the 2004 General Plan! Volunteers who have worked on LUPPU together for the past few years, now agree with the significance of this task to understand what is included in the GP and understand what is prohibiting implementation of it. Then, work together to resolve those issues.

The final link, now in process, required to fulfill this united goal, is money. In 2007 a cost analysis for implementing the General Plan was projected to require millions of dollars (\$80 million!) to achieve full implementation. This is money just not available in the EDC General Fund. So the genius of the community came up with yet another solution: Rely on capable and willing volunteers to offset the need to pay outside consultants *funded by the county's general fund* for every process, and review how other communities in similar situations, had survived and thrived.

The result of the research was that each of those successful communities had developed a process to enhance their General Fund and support local economic development by looking to *external* sources for funding. And, **all relied on external public and/or private grant money to help** to comply with required processes exactly like those we are facing in EDC today.

On March 25, 2013 the community will be asking the Board of Supervisors (BOS) to approve a process to provide seed money for volunteers and county departments to utilize in seeking funding assistance in the form of external grants. This is the community's attempt to facilitate the process of implementing the General Plan as adopted by the BOS and ratified by the public in 2004.

THE BIG PICTURE: "WE HAVE A PLAN"

This writer admits to being pretty simple-minded overall. And, like most, I recognize that LUPPU is a very complicated process that CEDAC (the Community Economic Development Advisory Committee, formerly "EDAC") has moved forward with an extensive use of slide presentations as a visual aid. The following information is intended as a simplified outline as to where EDC is currently in the big picture of LUPPU and related processes and needs of the community, in order to complete LUPPU's current process and truly implement the countywide GP vision:

LUPPU GOAL: IMPLEMENT the 2004 GENERAL PLAN

EDC is well underway in its 5-year Review of the General Plan as required. Following the review, the GP must be implemented to fulfill its goals and objectives. Updates to the General Plan include the following, as required by law and/or the General Plan itself.

- Develop a new/revise "old" EDC **Zoning Ordinance** consistent with the 2004 GP (legal & GP requirement)
- Incorporate **state laws** enacted since the passage/adoption of the 2004 GP (legal requirement)
- Include "**Community Identification**" and Community Design Standards as appropriate (GP requirement)
- Update EDC county **traffic** projections' accuracy and efficiency, based on an updated, technologically improved, Travel Demand Model (Necessary: links communities, policies and people)
- Encourage, and remove obstacles to, local **job growth and creation** (GP requires to meet goals)
- Diversify new **housing availability** for ALL income levels (state and GP requirement)
- Establish a sustainable **Future Planning** process (to incorporate above needs).
- *NOTE: The new EDC Future Planning department is the vehicle that gives communities access to BOS policies: it is the new "front room" culture that replaces the prior "back door" culture.*
- Update **local standards** including: Land Development, Community, County and neighborhood Design Options, and Transportation standards. (GP requirements)

What's Still Needed To Meet LUPPU General Plan Implementation Goal?

⇒ **DONE:** **Community Involvement:** Active, concerned volunteers with good attitudes

⇒ **PENDING:** **Funding** for required processes

On March 25th the Board of Supervisors is being asked to support the Community Economic Development Committee's (CEDAC) plan to bring external grant money into EDC to complete processes and actions required in the GP, and to fuel the volunteers who bring tourism and economic attention to our community.

The BOS will also be asked to recognize that the efforts of volunteers have contributed significantly in reducing the amount of money required that would otherwise have used EDC General Fund resources.

Result of LUPPU:

CEDAC participants agree that to attract visitors and economic growth to El Dorado County, our communities must be attractive. Together we can augment our county revenues, create more attractive neighborhoods, connect our communities, improve local processes and vital transportation networks, and stimulate economic activity and jobs.