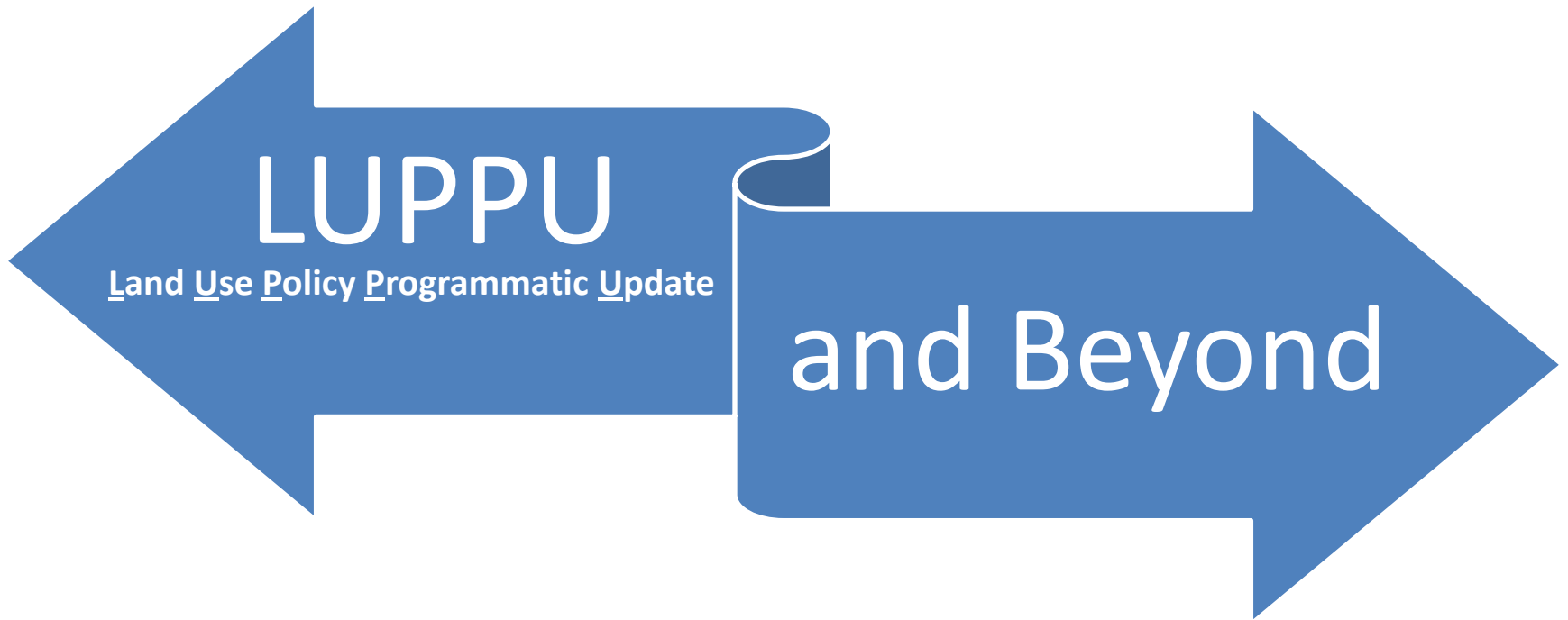


CEDAC

Community Organization and Economic Development Program Funding



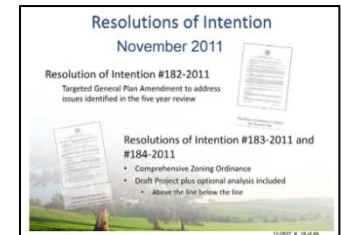
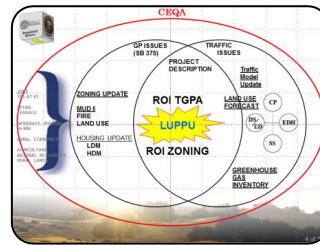
**Presentation to the Board of Supervisors
March 25, 2013**



HOW WE GOT HERE

As of January 2011

- 5 year review of General Plan Required
- Zoning Ordinance Map and Text Update - General Plan required completion by 2005 – work began in 2006
- Travel Demand Model Outdated - Work Plan projected 5 years and cost \$1,000,000
- Board of Supervisors adopted Resolutions of Intention to Amend 2004 General Plan since 2008 with no action
- Linear not programmatic (comprehensive) planning
- “We” submitted a plan on January 25, 2011



CEQA



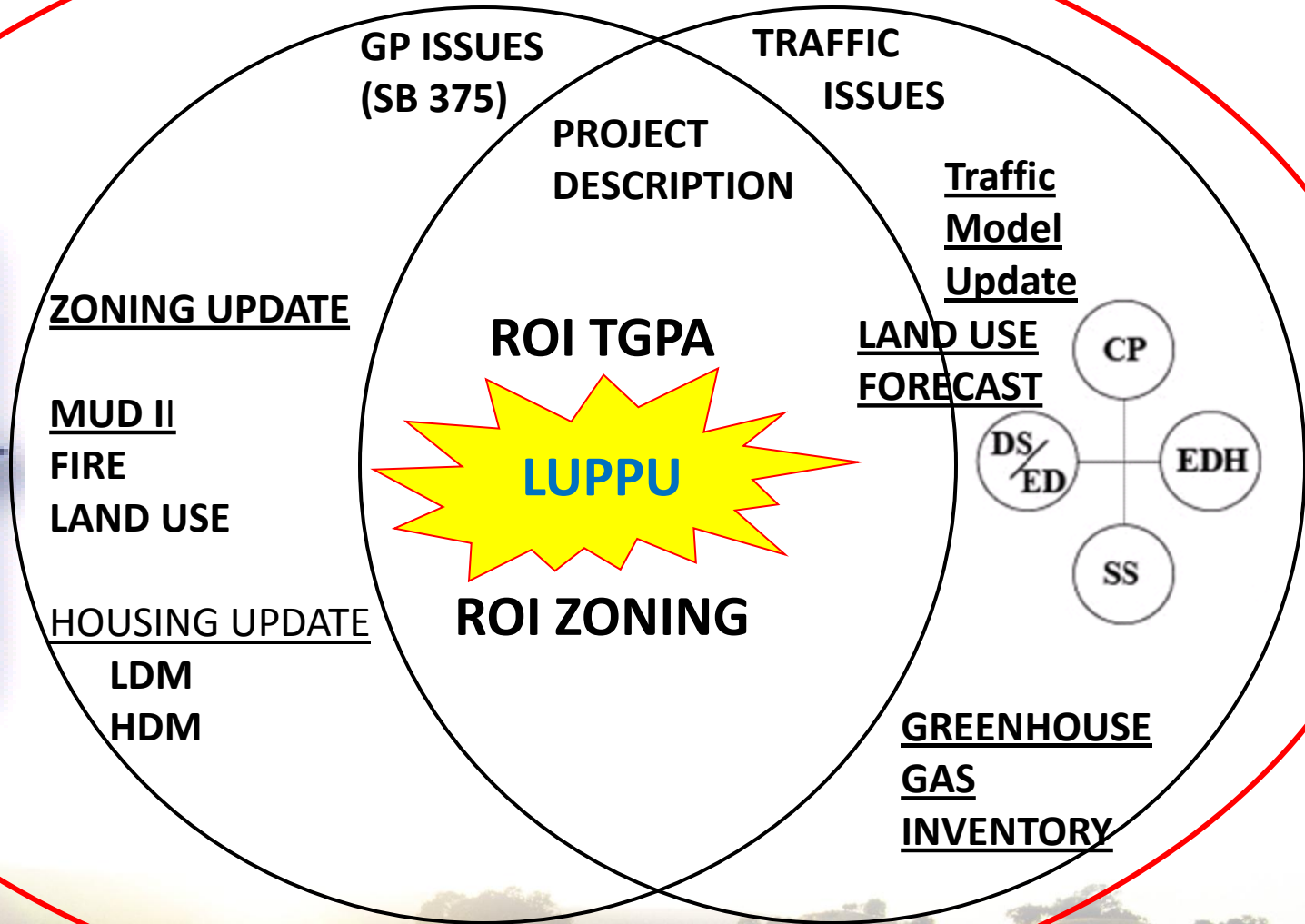
JOBS
17K AT 43

RETAIL
LEAKAGE

MODERATE HOUSING
55-90K

RURAL COMMERCE

AGRICULTURE
NATURAL RESOURCES
RURAL LANDS

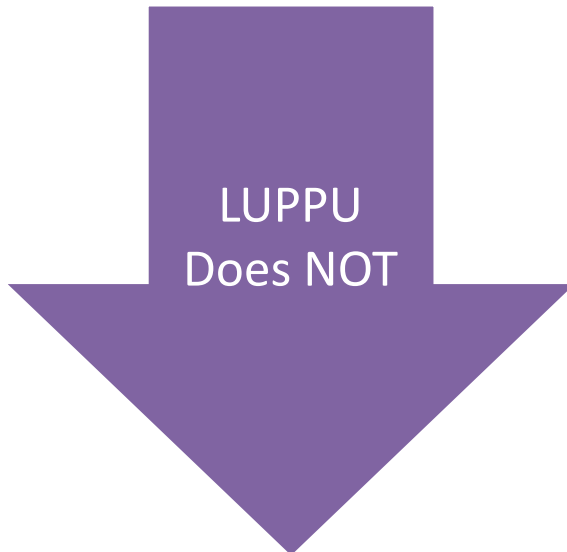


What is LUPPU?

Land Use Planning Programmatic Udate



Implements the General Plan
Updates Zoning Text and Map
Plans Forward Rather than Reacts
Establishing a Process for Communities
Supporting Community-Led Standards
Alternatives to Apartments in MUD



Change General Plan Land Uses
Approve Specific Projects

LUPPU

Land Use Policy Programmatic Update

and Beyond

- Targeted General Plan Review and Amendment (GP Policy 2.9.1.2)
 - Resolutions of Board of Supervisors
- Comprehensive Zoning Ordinance Update (GP Policy LU-A 1 year)
- Housing Element Update (law)
- Travel Demand Model Update
- Countywide Community Design Standards and Guidelines
 - Community Design
 - Community I.D. (GP Policy 2.4.1)
- Community Design
- Community I.D.
- Zoning amendments
- Advanced Form-Based codes
- Formation of special districts (LLD, CSD)
- Parks and Recreation
- Historical preservation
- Amendment of GP text and maps

Opportunities Lost:

Grants that may have saved an estimated \$2.75M of General Fund



- Targeted General Plan Review and Amendment (GP Policy 2.9.1.2) **\$ 1,000,000**
 - Resolutions of Board of Supervisors
- Comprehensive Zoning Ordinance Update (GP Policy LU-A 1 year) **\$ 750,000**
- Housing Element Update (law)
- Travel Demand Model Update **\$ 400,000**
- Countywide Community Design Standards and Guidelines **\$ 600,000**
 - Community Design
 - Community I.D. (GP Policy 2.4.1) **\$ 2,750,000 (could have been saved)**

An illustration showing several black silhouettes of people standing around a large, glowing green stack of money. The stack is composed of many bills, and the people appear to be holding or supporting it. The background is dark with a green glow emanating from the money.

EDAC Subcommittee Has Saved General Fund Hundreds of Thousands of Dollars and Years of work Since January 2011

- Don't Waste a Good EIR
 - Housing Element Update **saved \$150,000**
 - Zoning Ordinance **saved \$220,000**
 - MUD II **saved \$75,000**
 - 4 Resolutions of Intention (Camino/Pollock Pines, Agricultural Districts Expansion, 30% Open Space, Diamond Springs Historical District) **saved \$100,000**
- “We” Contributed at least **\$300,000** in value to LUPPU
- Climate Action Plan Inventory **\$50,000**
- Travel demand Model Updated at same time **(Time and \$)**

Inclusive Interactive Process

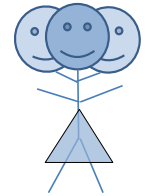
CEDAC

EDAC

Economic Development
Advisory Committee

Framing Policy
Business and Promotions

"TUDES"



Council of Communities



Policy

Board
of Supervisors

Community
Development
Agency

Asst CAO
(Interim Director)

Future
Planning

Turn policy into practice

- Divisions -

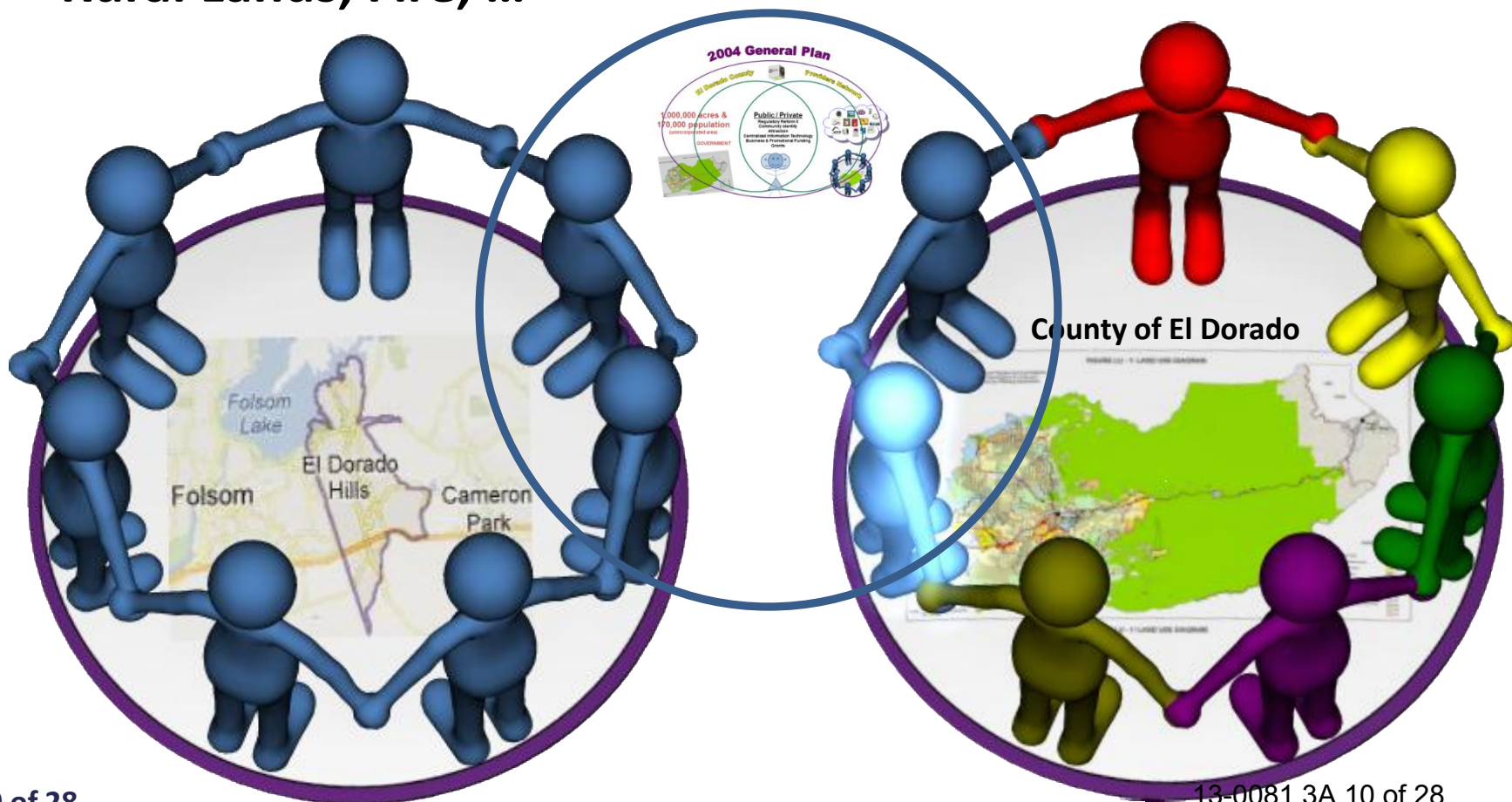
Environmental Health
and Air Quality

Development
Services - Current
Planning

DOT - Current
Planning and Road
Maintenance

COUNCIL OF COMMUNITIES

Camino, Pollock Pines, Meyers, Diamond - El Dorado, Cameron Park, Shingle Springs, Georgetown, Coloma, Placerville, Cool, South Lake Tahoe, Historical Societies, Chambers, Arts, Utilities, CSDs, Trails, Parks, Rafting, Ag, Rural Lands, Fire, ...





PRINCIPLES

The General Plan establishes a land use development pattern that makes the most effective and feasible use of existing infrastructure and public services.

The General Plan provides guidelines for new and existing development that promotes a sense of community.

The General Plan defines those characteristics which make the County "special" and provides strategies for preserving those characteristics.

The General Plan provides opportunities for positive economic growth such as increased employment opportunities, greater capacity of tourism, increased retail sales, and high technology industries.

The General Plan provides guidelines for new development that maintains or enhances the quality of the County.

INTRODUCTION

The Land Use Element sets forth specific goals, objectives, and policies to guide the economy, location, and distribution of land uses. El Dorado County has experienced rapid population growth since the 1970s and is projected to grow by 30,000 households over the next 20 years. This element and the General Plan as a whole determine how and to what degree this projected population growth can be accommodated while meeting other State and Federal mandates.

The General Plan land use diagram is also a part of this element. The General Plan land use diagram graphically represents the County's goals, objectives, and policies. All references in this General Plan to the land use map are references to the land use diagram.

The General Plan land use maps will delineate areas where future higher density growth and urban/suburban like activities are anticipated and/or will be directed. These areas may be reflected in the expansion of existing communities within Community Regions and Rural

GOAL 2.4: EXISTING COMMUNITY IDENTITY

Maintain and enhance the character of existing rural and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life, economic health, and community pride of County residents.

OBJECTIVE 2.4.1: COMMUNITY IDENTITY

Identification, maintenance, and enhancement of the unique identity of each existing community.

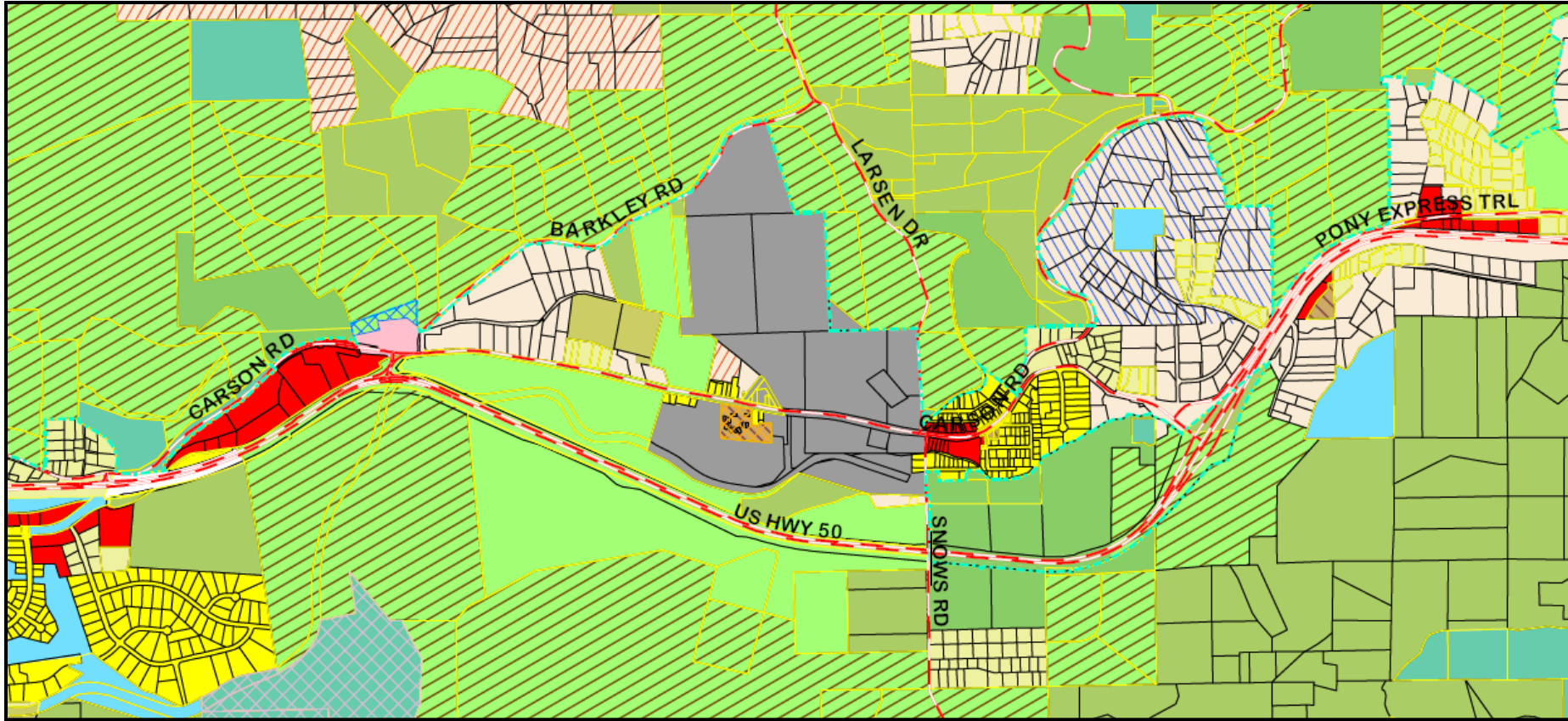
Policy 2.4.1.1 Design control combining zone districts shall be expanded for commercial and multiple family zoning districts to include identified Communities, Rural Centers, historic districts, and scenic corridors.

Policy 2.4.1.2 The County shall develop community design guidelines in concert with members of each community which will detail specific qualities and features unique to the community as Planning staff and funds are available. Each plan shall contain design guidelines to be used in project site review of all discretionary project permits. Such plans may be developed for Rural Centers to the extent possible. The guidelines shall include, but not be limited to, the following criteria:

- A. Historic preservation
- B. Streetscape elements and improvements
- C. Signage
- D. Maintenance of existing scenic road and riparian corridors
- E. Compatible architectural design
- F. Designs for landmark land uses
- G. Outdoor art



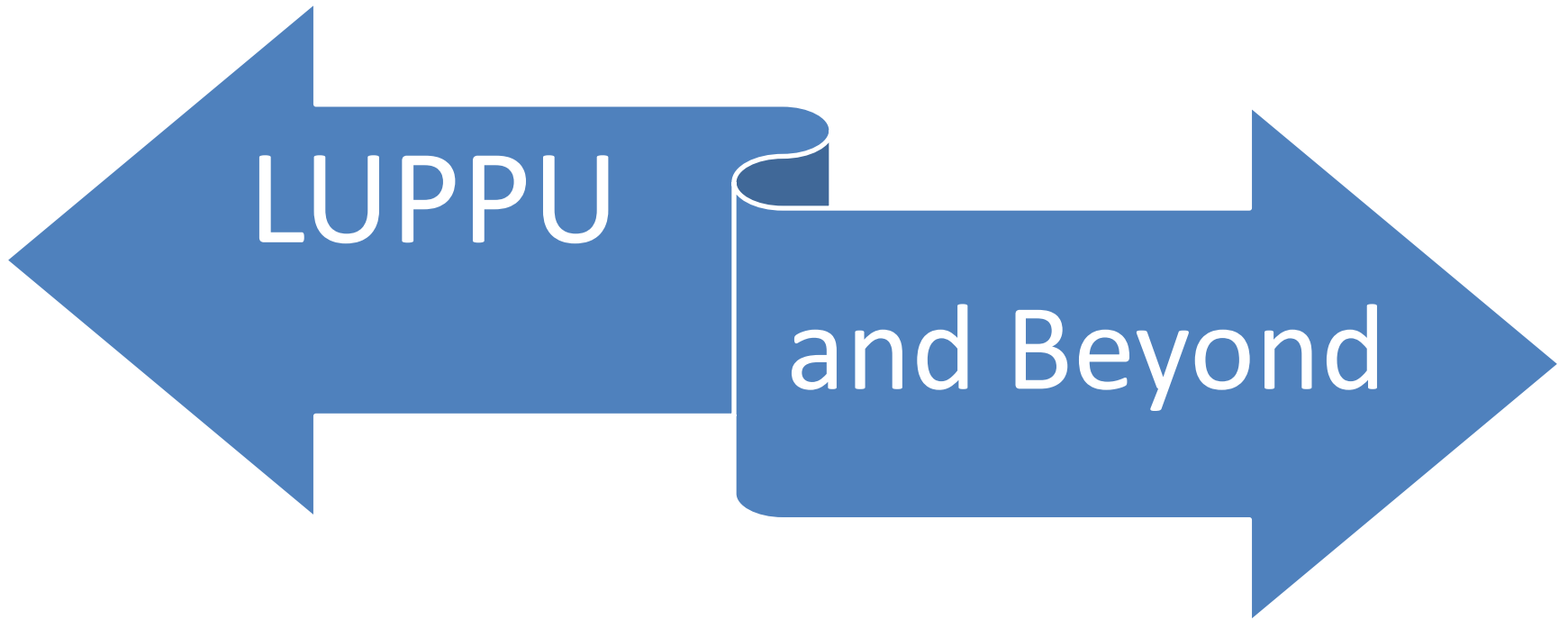
Integrated Community Development – LUPPU and Beyond



LUPPU



FUTURE PLANNING



GRANT DEVELOPMENT PROCESS

Grant Program In Two Parts

Grant Development Program (County and Community)



Acquires External Funds

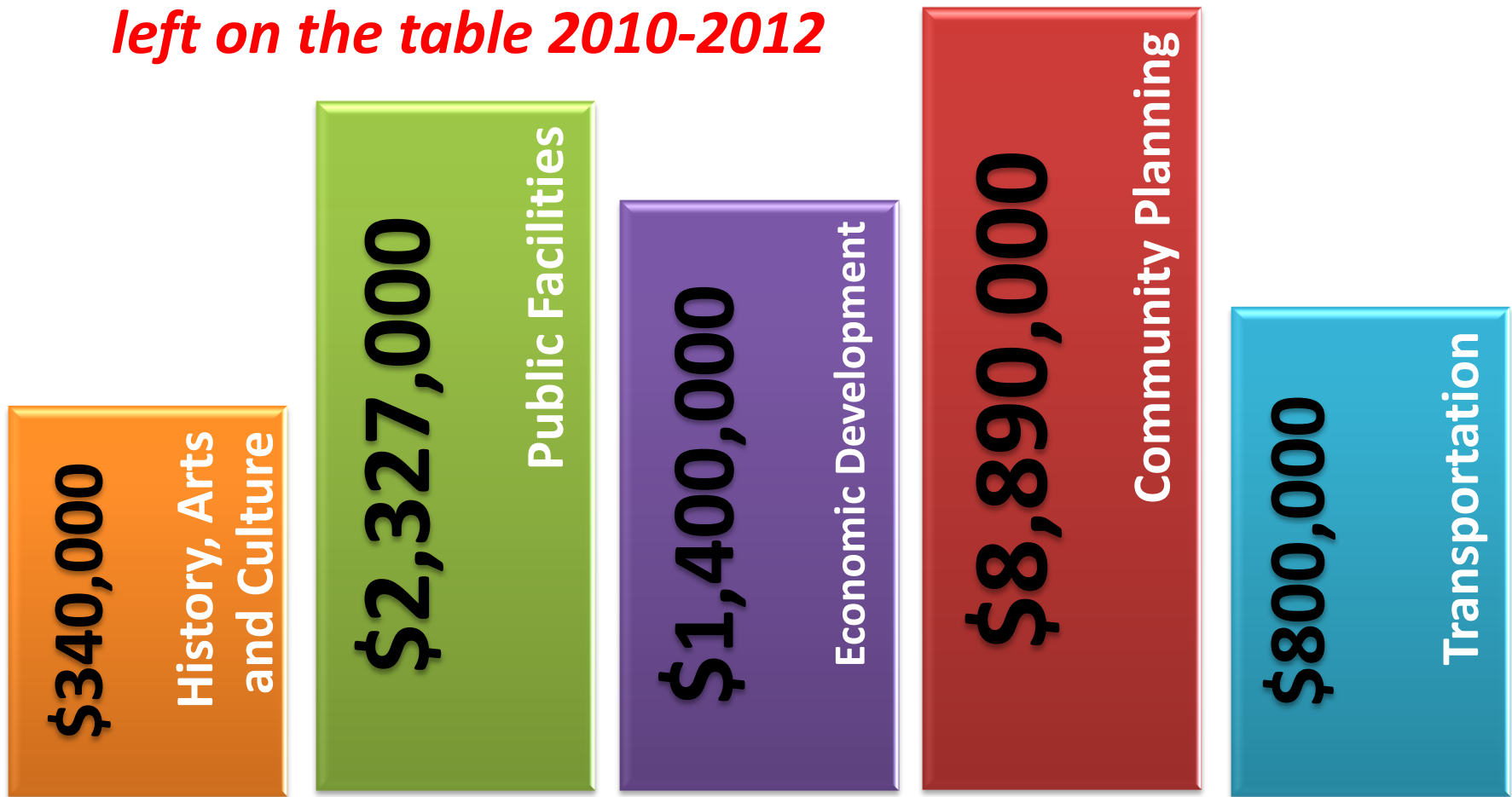
Cultural and Community Development Program ("Tom Sawyer")



Oversees Internal Funds

Almost \$14 million in Community Development Grants Were Available in 2010 - 2012

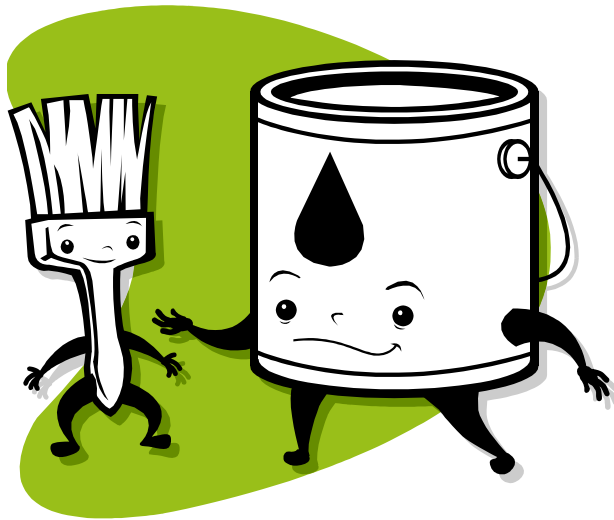
*Funds, Dollars, Resources, etc.
left on the table 2010-2012*



Total = \$13,757,000 found with a simple Google Search

Cultural and Community Development Program

(Tom Sawyer)



Process used in other jurisdictions

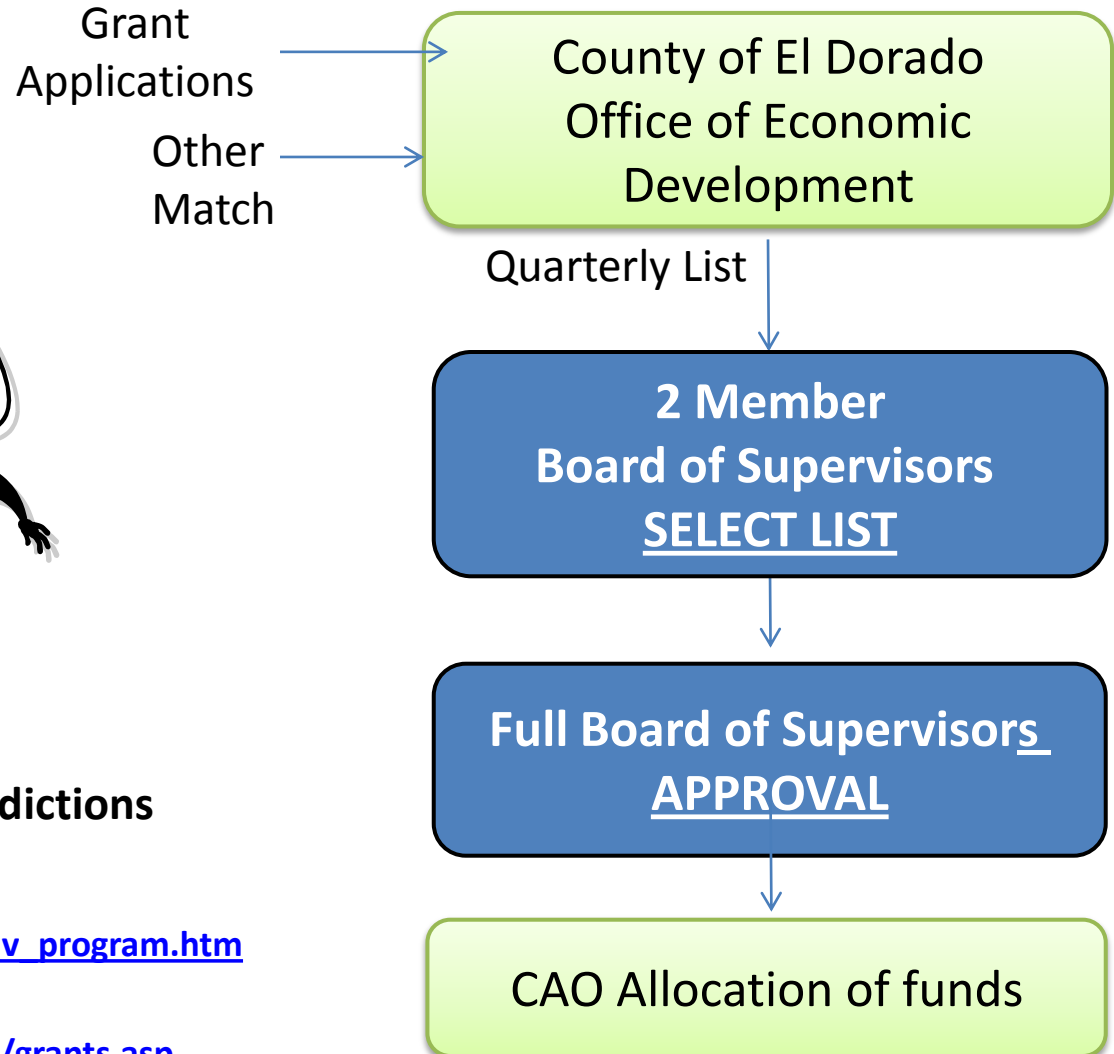
Sonoma County Program

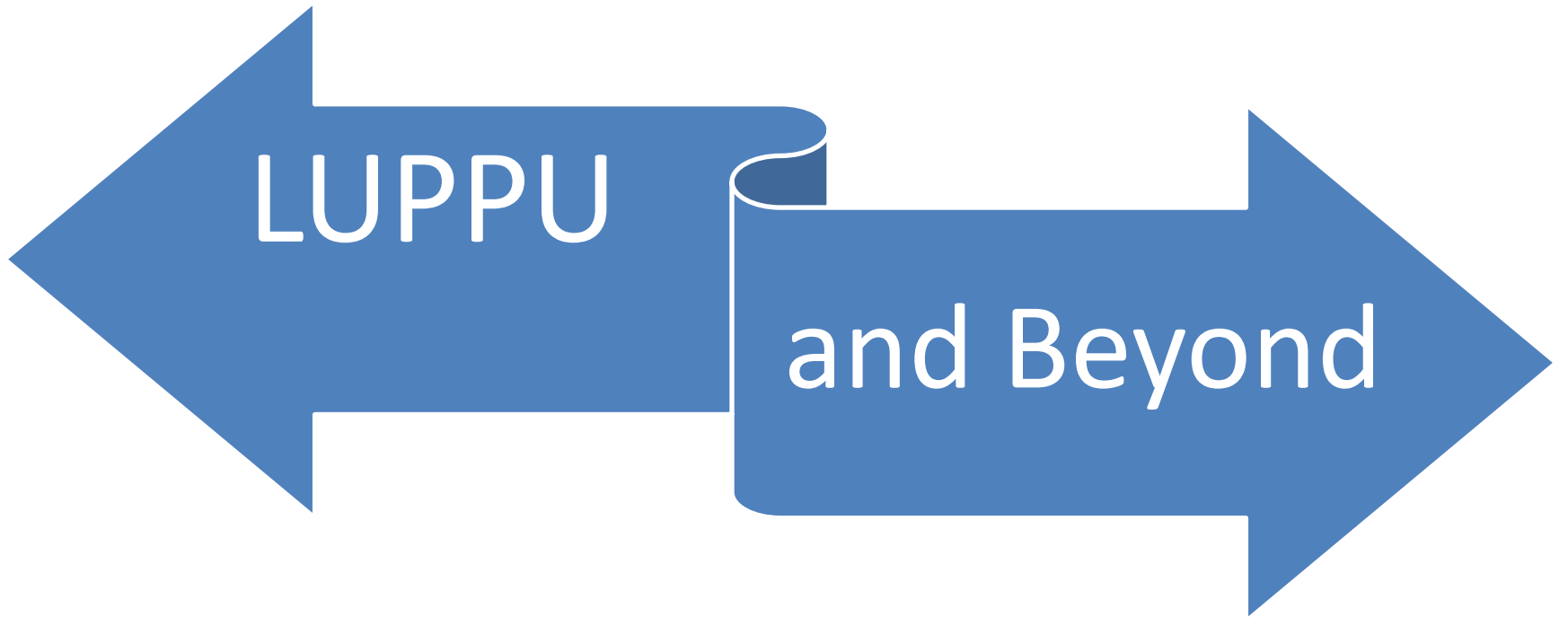
http://www.sonoma-county.org/cao/adv_program.htm

San Luis Obispo – by committee

<http://www.slocity.org/specialactivities/grants.asp>

CAO/BOS Process Example





JOBS

General Plan Economic Development Element

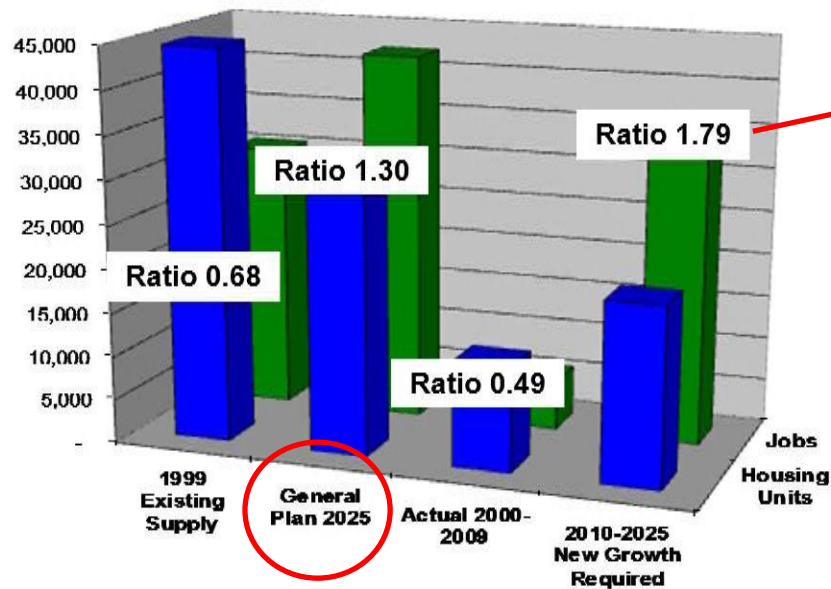
OBJECTIVE 10.1.9: JOBS-HOUSING RELATIONSHIP

The County shall monitor the jobs-housing balance and emphasize employment creation.

Creation of Jobs

GP 42,202 Jobs / On Track for 18,000

Jobs/Housing Ratio Growing in the Wrong Direction



Necessary to Achieve the Balance

Job Stimulation

LUPPU

Land Use Policy Programmatic Update
(ROI's)

and Beyond

- Arts and Culture (includes Historical)
- Agriculture & Natural Resource Preservation
- Tourism & Recreation
- Rural Commerce & Home Occupation
- Multiple Commercial & Industrial Zones
- Commercial/MUD and Multi-Family
- Sales Tax Leakage
- El Dorado Hills Business Park Employment Cap
- Retention, Expansion & Resources:
 - Buxton Customer Analytics
 - Direct Service to Business
 - Workforce Training
 - Business Loans
 - Quarterly Business Showcase
- El Dorado Hills Business Park
- Barnett Business Park, *Shingle Springs*
- Park West Business Park, *Diamond Springs*
- The Georgetown Airport Business Park
- Georgetown Industrial Park, Wentworth Springs Road
- Placerville Airport
- Business Incubator & Services
- TIM Fee Reductions
- Next Economy

CEDAC Quarterly Business Showcase

SCHILLING
ROBOTICS



deep ocean robotics
July 31, 2012

stem[®]
express

biomedical research
October 23, 2012

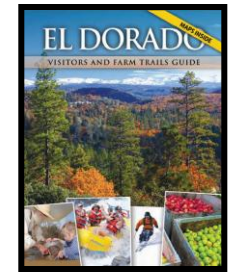
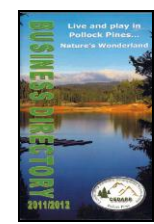
 **Bloo** solar

clean renewable energy
January 29, 2013

The Legacy Farmers
April 23, 2013



Community Participation





Live, Work & Play

Placerville	EL Dorado Hills	South Lake Tahoe
Live Work Play	Live Work Play	Live Work Play
Summerset Mt Aukum	Cameron Park Shingle Springs	Camino Pollock Pines
Live Work Play	Live Work Play	Live Work Play
The Divide	El Dorado Diamond Springs	Coloma Lotus
Live Work Play	Live Work Play	Live Work Play

	History	Live	Work	Play
Placerville				
South Lake Tahoe				
EL Dorado Hills				
Cameron Park / Shingle Springs				
Camino / Pollock Pines				
El Dorado / Diamond Springs				
The Divide				
Coloma-Lotus				

Virtual Web Portal Connecting Our Community

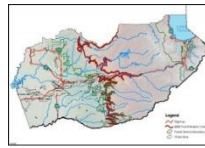
El Dorado County Web Portal

A Doorway to our County



Cloud & Map Concepts

Only in Seattle	Home Page	http://www.onlyinseattle.org
San Diego	Home Page	http://www.sandiego.org/
Maine	Interactive Map	http://www.visitmaine.com/map/interactive/
Maryland	Interactive Map	http://www.visithowardcounty.com/howard-county-attractions-map
Interactive Map		http://www.nytimes.com/interactive/2009/03/10/us/20090310-immigration-explorer.html
County of El Dorado Web Zoning		http://gemp.edcgov.us/zoning_luppu/
Other County of El Dorado Web-Based Maps		http://gemp.edcgov.us/4Hlocs/ http://gemp.edcgov.us/4HSponsors/ http://gemp.edcgov.us/emergencyplan/




Social Media

County Wide Calendar

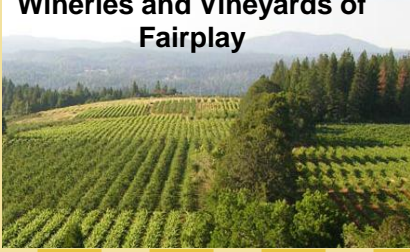
Run Demo

Communities about contact

Experience El Dorado County

<p>Placerville</p>  <p>Live Work Play</p>	<p>EL Dorado Hills</p> <p>Live Work Play</p>	<p>South Lake Tahoe</p> <p>Live Work Play</p>
<p>Summerset Mt Aukum</p> <p>Live Work Play</p>	<p>Cameron Park Shingle Springs</p> <p>Live Work Play</p>	<p>Camino Pollock Pines</p> <p>Live Work Play</p>
<p>North County</p> <p>Live Work Play</p>	<p>El Dorado Diamond Springs</p> <p>Live Work Play</p>	<p>Coloma Lotus</p> <p>Live Work Play</p>

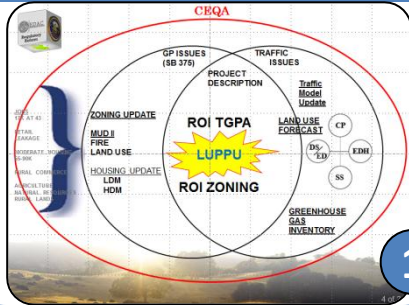
Wineries and Vineyards of Fairplay



Gateway to the Rubicon



Regulatory Reform



1

Don't Waste a Good EIR

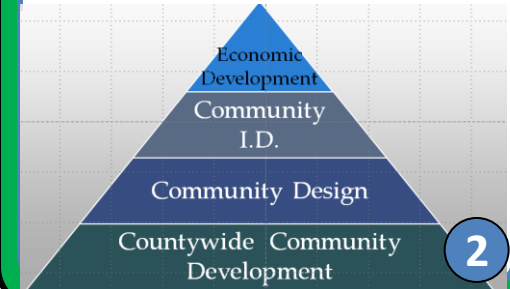
Information Technology



5

Connecting Our Community

Community Identification



2

Implement the General Plan

Economic Development Begins in the Community

Business & Promotional



4

26 Engage Providers Network



Grants & Incentives

Available Community Development Grants!

Funds, Dollars, Resources, etc. left on the table 2010-2012



Total = \$13,757,000 found with a simple Google Search

Alternate Funding

3

1300812A 26 of 28 Greater Leverage

Timeline

CEDAC Community Planning and Council of Communities

LUPPU

Draft EIR

• Spring 2013



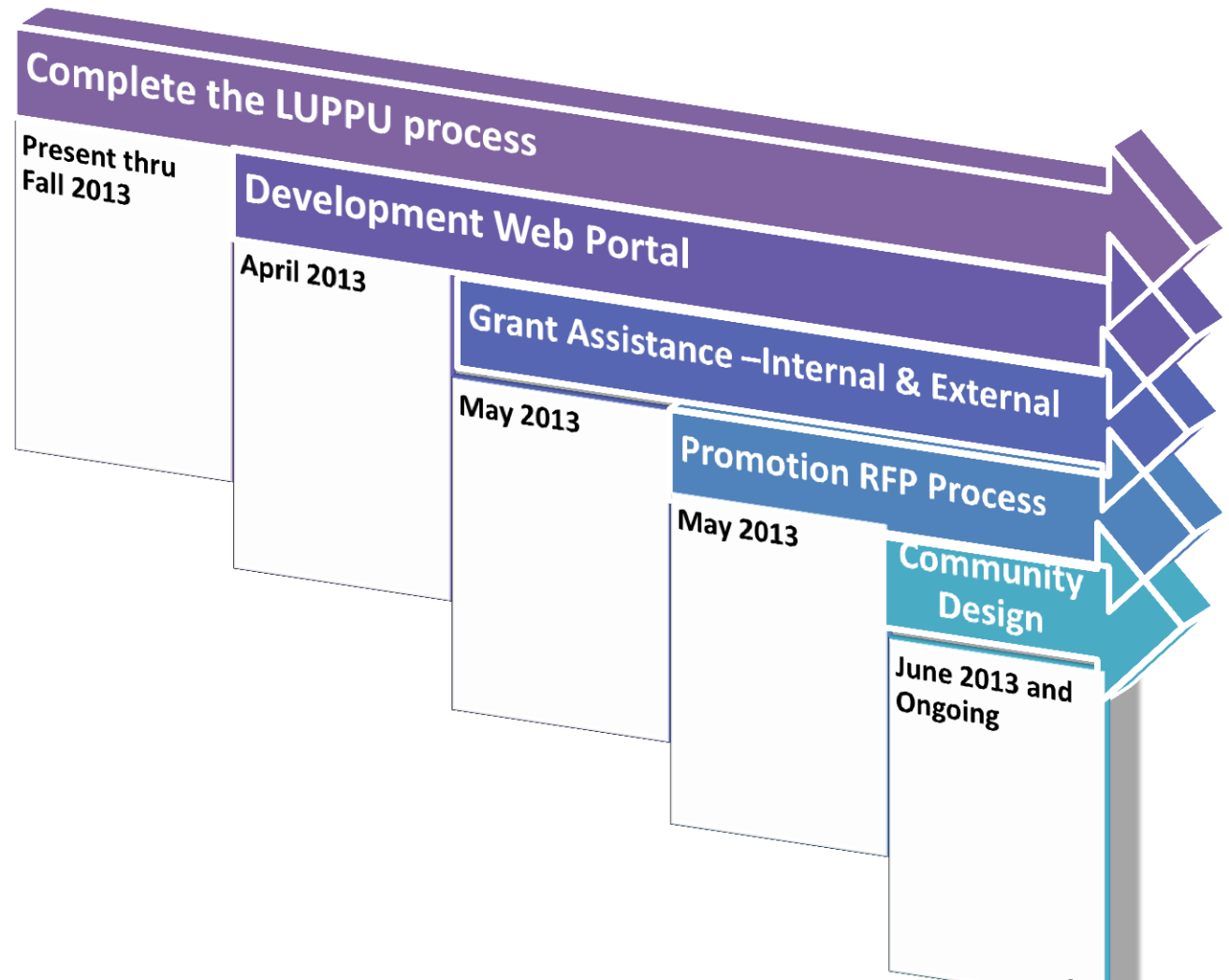
Public Hearings

• Summer 2013



Decisions

• Fall 2013





CEDAC Recommendations

- 1. Direct CAO to initiate the following using Fiscal Year 12/13 appropriations:**
 - A. Web Portal Development - \$100,000
 - B. Grant Development Program - \$100,000
 - C. "Tom Sawyer" Cultural and Community Development Grants (process outlined on slide 17) - \$40,000 (\$5,000 x8 Communities)
 - D. Extend current program and project contracts through 2014 with a 15% increase over current year. \$110,000 (approx)

Total Recommendation \$350,000

- 2. Direct CAO to review and revise the Promotion Program and Project contract process for 2014 and beyond. Return to the Board with recommendations no later than December 2013.**