



**LATE DISTRIBUTION** EDC COB <edc.cob@edcgov.us>

**NO Dollar General in Cool**

1 message

DATE 7/14/2020

BOS 7/14/2020

Rosemary Borba <coolfloristca@gmail.com>  
To: edc.cob@edcgov.us

Mon, Jul 13, 2020 at 4:20 PM

July 13, 2020

Office of the Clerk of the Board  
El Dorado County  
330 Fiar Lane,  
Placerville, CA 95667

Dear El Dorado County Board of Supervisors:

As a longtime resident, taxpayer, and 30+ year business owner on the Divide I am opposed to the opening of Dollar General in Cool. The opening of a Dollar General in Cool will destroy our rural communities' heritage and way of life.

Dollar General does not benefit our Divide economy. There is nothing they can sell that you can't already buy on the Divide. Dollar General's mode of operation is to move into depressed areas and destroy the established independent businesses. Research shows that when a Dollar General moves to a small town, local existing businesses show an average loss of 30%.

<https://ilsr.org/dollar-stores-target-cities-towns-one-fights-back/>

Encouraging a Dollar General will not only affect Holiday Market, but it will also affect my business as well as Cool Village Pharmacy and Cool Feed & Ranch Supply to name a few. **Do you realize, at minimum, at least three+ businesses could close due to Dollar General moving into town?**

It took the Divide residents over 8 years to clear the hurdles for Holiday Market to be built in Cool. Now you are jeopardizing their future and many other independent businesses in Cool and on the Divide. On average independent grocers suffer tremendously when a Dollar General moves into town. Moreover, it's not uncommon for independent grocers to close within three years of a Dollar General opening. **"We lasted three years and three days after Dollar General opened. Sales dropped and just kept dropping."** - Doug Nech, Foodliner Grocery Store

<https://www.theguardian.com/business/2018/aug/13/dollar-general-walmart-buhler-haven-kansas?page=with%3Aimg-3>

Residents have only so much disposable income to spend. As quoted in the Chicago Tribune in 2019, “...**but they undercut grocery stores on prices of everyday items, often pushing them out of business.**” Furthermore, they reduce ounces of their products, where the consumer believes they may be receiving a better deal, only to find they are being taken advantage of by paying more per ounce...this is a deceptive practice.

<https://www.chicagotribune.com/business/ct-biz-dollar-stores-help-or-hindrance-20190218-story.html>

A few months ago, I had a delivery on the Foresthill Divide and stopped in to see what the Dollar General was all about. At the counter, I asked about a store being put in Cool and if he really thought they needed one there. He said, “We like to go into small areas that are economically depressed. The people don’t realize what Dollar General is all about”. He continued to say, “The general public, the people, don’t understand that some of our merchandise is less per ounce, ie can of beans, chips, etc.” I was informed they operate with two part-time workers and a manager. That’s it! I asked if he would be going over to Cool and he said, “No, they will bring someone from another store”. Allowing Dollar General to build in Cool isn’t even a benefit of bringing jobs to our community.

On the Divide, we have limited law enforcement and our Cool fire department isn’t open full-time along with no ambulance. If you want to put something on the Divide, how about a community park, urgent care, or an ambulance. These are things we truly need!

**Let’s work together to be part of the solution to help our community.** As your constituent, I’m respectfully requesting you **say NO to Dollar General in Cool.**

Rosemary Borba

Owner, Cool Florist and Gifts  
2968 State Highway 49, Suite I  
Cool, CA 95614  
(530) 885-2750



EDC COB &lt;edc.cob@edcgov.us&gt;

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## Dollar General in Cool

1 message

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Elizabeth Ketelle <eketelle@hotmail.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Mon, Jul 13, 2020 at 6:24 PM

Dear Supervisors,

As a resident of the Georgetown Divide, I value our sense of small town community - especially our locally owned businesses and neighborly attitudes. The idea of putting a 9100 sq. ft. Dollar General store in the little town of Cool is anathema to the ethos of the Divide. We have no need for such a store. Holiday Market - owned by its employees, by the way - is sufficient to fill the needs of the residents of the area. The other small stores on the Cool boardwalk and beyond are all struggling to stay in business during the course of the pandemic. WHY WOULD YOU WANT TO COMPLICATE THEIR SURVIVAL by having them fight for their very existence against a behemoth national chain store? Have you no shame? We need to start drawing the line and asking why chain stores that employ very few people and undercut the business of hard-working citizens are allowed to have free rein across the country. I call your attention to the exposè of Dollar General stores in the latest issue of *The New Yorker* magazine (July 6 & 13, 2020). The author points out the link between Dollar General's business practices and the level of crime in the neighborhoods in which they have a foothold. Crowded display practices, under-staffing, and lax security systems have created nightmares in some Dollar General neighborhoods. All of these objections are over and above the traffic nightmare that would be created!

Please, please, please - do not contribute to the demise of small businesses in America by capitulating to Dollar General. Keep rural El Dorado County scenic and peaceful and community-oriented.

Respectfully,

Elizabeth Ketelle  
4388 Mt. Carmel Rd.  
Garden Valley, CA 95633  
530-333-0879



EDC COB &lt;edc.cob@edcgov.us&gt;

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## Opposition to Dollar General in Cool

1 message

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**tbell** <tbell@softcom.net>

Mon, Jul 13, 2020 at 8:08 PM

To: edc.cob@edcgov.us, NoBigBoxRetailersOnTheDivide@yahoo.com

I am a 16 year resident of Cool and see no reason for a Dollar General store to be built in Cool. Our Holiday Market more than suffices for my shopping needs. Should we not keep the quaintness of our Cool town intact? Please say No to these moneymongers. Thank You. Mary Stoner of ALT in Cool

Sent from my Verizon, Samsung Galaxy Tablet



EDC COB <edc.cob@edcgov.us>

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## Opposition to Dollar General in Cool - attached

1 message

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Taira Mulliken <tairabmulliken@gmail.com>

Mon, Jul 13, 2020 at 8:37 PM

To: edc.cob@edcgov.us

Please include my attached letter on the official record. Thank you.



**OppositiontoDollarGeneral.docx**

18K

July 13, 2020

Dear El Dorado County Board of Supervisors,

As you all know, our beloved county is special: it is one of the first counties in the state to have been established and holds worldwide, historical significance. It is incredibly rich with history, gorgeous scenery, wildlife, lakes, rivers and tremendous communities and families who cherish rural living at its finest.

I am a native Californian and have lived in El Dorado County for over 15 years and prior to living here, visited annually for over 30 year. I frequently drive on Hwy. 49 and can't imagine seeing a Dollar General store or their yellow and black sign, sullyng the bucolic setting and tarnishing the rustic charm of Cool and this stretch, in particular, of one of California's most historic (if not THE most historic) highways.

Cool is the gateway and first impression to the Divide from the north and a Dollar General would corrupt the image to visitors and residents alike. In addition, a Dollar General could potentially drive down home prices -- in neighboring Auburn Lake Trails especially and discourage potential buyers who associate Dollar Generals with impoverished communities -- and cause a further decline of the local economy and significantly increase vacant retail space in Cool, possibly resulting in blight. In my honest opinion, a Dollar General will cause the "soul" of the area to be also be diminished. As one young, local resident, fresh out of high school, stated: "If a Dollar General comes to my hometown of Cool, we will be considered **less than.**"

This young lady and all of us living in Cool, on the Divide and El Dorado County, deserve the respect and consideration to fully understand what Dollar General actually is and does, and is capable of doing to a community, its residents and visitors:

- There are approx. 16,250 Dollar General stores nationwide; More than McDonalds and Starbucks; Wealthier than eBay and Twitter; Recession proof -- in fact they are thriving even more during an economic downturn and help contribute to communities continued economic decline; Several years ago, CEO Todd Savlos said: "The economy is continuing to create more of our core customer..." And year to date, Dollar General stock is up 20%!
- Also important to note: none of the stores are actually owned by Dollar General -- they are all leased;
- Dollar General's own employees have filed numerous complaints against their former employer, including both OSHA violations and lawsuits.

I am especially concerned about Dollar General putting numerous, locally owned and operated businesses under and potentially causing 50+ El Dorado County families to lose all income,

especially should Holiday Market be unable to stay afloat; There is also inequality to take into consideration, as well as a Dollar General eroding community and contributing to the health crisis (especially in low income families) by limiting shopping options and by only offering highly processed, unhealthy food. (And NOT at an actual discount either!)

- It is a proven fact that the same items for sale in bulk at both Wal-Mart and Costco are less expensive than at a Dollar General; Their track record shows they sell groceries (yet deceptively do not call themselves a grocery store) including cereals, lunch meats, hot dogs, juices, sodas and alcoholic beverages; Dollar General does not sell all items for \$1 and it appears their price range tends to be \$1 to \$12; They have misleading marketing techniques and often times the items for sale are nearing their expiration dates; They fail to disclose and publish the name “Dollar General” in the required newspaper notices to try to fend off public outcry and opposition (in this case the Cool Dollar General is published as “Cool General Retail”) and they have negotiation power like no other in the grocery business; Especially since they are # 123 on the S&P 500 with yearly revenue of approx. \$28 billion last year; Their extreme wealth enables them to obtain incredibly low wholesale prices from food makers which literally kills the competition.
- And last, but not least: I believe valid concerns exist pertaining to air, soil and noise pollution, including in the form of above ground septic and leach fields; Especially with regards to the stated (low?) estimate of “three employees and four to five customers in the store during peak hours” and being open Mon. – Sun. 9 a.m. until 10 p.m. There is also the destruction of native habitat and ecology to take into account. And forever altering the landscape and ambiance of a historic town, should Dollar General come to the Divide.

Now, especially, is not the time for one of America’s biggest, wealthiest, big box, grocery retailers to enter into our beloved County of El Dorado. In fact, it is outrageous to even think about this project moving forward, without the county even being fully re-opened yet. And without El Dorado County requiring an Environmental Impact Report for a project of this type and scope.

Given the above, I hope each of you will vote to appeal the Planning Commission’s flawed and premature May 28 approval. Thank you for your time, service and consideration.

Sincerely,

~ Taira Mulliken



EDC COB &lt;edc.cob@edcgov.us&gt;

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## Dollar General Appeal for Cool, CA

1 message

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**Nanette Franceschini** <goingdogs2@gmail.com>

Mon, Jul 13, 2020 at 11:01 PM

To: edc.cob@edcgov.us

This e-mail is in regard to the appeal of the Dollar General approval for Cool, CA. I oppose the approval of the Dollar General store, and other stores of the same ilk, because of the following reasons. Most importantly to me is that Dollar General, and their subsidiaries e.g. Dollar Tree, move into areas they consider to be economically challenged. I live in Cool and do not want Dollar General to have an adverse effect on property values in the area. New potential property buyers and investors do not want to go into an area that is "economically challenged".

Although dollar stores sometimes fill a need in places that lack basic retail services, there's growing evidence that these stores are not merely a byproduct of economic distress. They're a cause of it. In small towns and urban neighborhoods alike, dollar stores are leading full-service grocery stores to close. And their strategy of saturating communities with multiple outlets is making it impossible for new grocers and other local businesses to take root and grow. This leads to job eliminations.

I moved to rural El Dorado County to get away from commercial development and traffic problems. The placement of the Dollar General will create even more significant traffic. The proposed driveway is almost in conjunction with other commercial driveways. The proposed increase in traffic and visitors proposed by ASRA will have a significant impact on our small town. I believe this will ruin the small town feel which I wanted when I moved to the area.

I think it's important that our local government start listening to residents. I know Dollar General and other businesses can generate more income for the county but quality of life is important to local residents.

Nanette Franceschini.510-299-7568

3031 Sweetwater Trail, Cool, CA 95614



EDC COB <edc.cob@edcgov.us>

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## letter re Dollar General attached

1 message

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**Jody Gray** <jody@eldoradocountyfair.org>  
To: "edc.cob" <edc.cob@edcgov.us>

Tue, Jul 14, 2020 at 8:04 AM

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Jody W. Gray

**CEO | El Dorado County Fair & Event Center**

*a 501 c 3 nonprofit organization*

100 Placerville Drive, Placerville CA 95667 P. (530) 621-5860 F. (530) 295-2566



**Dear County Board of Supervisors.docx**

14K

Dear County Board of Supervisors,

I am a concerned resident and business owner of Cool, CA. I have many concerns and you will hear most of them from my neighbors, so I won't state them all, however, a large concern of mine, is the bicycle and pedestrian access in downtown Cool. If a retail store is put in across from the current Boardwalk, people will want to cross back and forth. The proposal does not account for that, nor do I think that there is a reasonable solution. It is a highway with a great deal of traffic. I read in one document that offered a solution to just pay a fine. How much of a fine can cover the loss of just one life? Why is that even an option? We already had one vehicle/pedestrian death in December 2016 in daylight, on that highway, within a block of proposed location. Not to mention our beloved Feed Store mouser that was killed on that highway. The traffic study that was performed on June 12, 2019, was done during summer and school was not in session. The majority of our community drive their children to and from school, three different times per day. All businesses and residents know that during the 30-45 minutes on either side of school sessions, businesses and traffic gets busy. That is not counting the traffic before work and after work, where the line at the four way stop is daunting. Doing a study in the middle of the day and in the summer months, is not a typical day in Cool, CA. If we have one small event added to our town's activities, traffic gets very heavy. I know the County Supervisors know of the problem that we are having at the confluence, just outside of Cool, the whole corridor is logged jammed, traffic is a major problem for our community, it now takes an extra 10 – 15 minutes just to get through the canyon, which normally would take 15 minutes as it is, and that is to go only 6 miles. If there were a fire, we would be worse off than Paradise, CA, as we only have two roads out. Adding more traffic is dangerous and irresponsible. Not to mention bringing more supply trucks through our canyons. Another worry of mine is our property values, which brings lower property taxes. Ironically, I have a friend from Nevada, moving to Grandbury Texas. Just the other day, she told me that they found a house to buy, they went in to Escrow, offering a much lower price, as she said "it was on the wrong side of the river, that part of town is run down, they have a Dollar General." Those were her words, not knowing that we are dealing with a potential Dollar General here.

Thank you for your time.

Jody Gray



EDC COB &lt;edc.cob@edcgov.us&gt;

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## No Dollar General Store in Cool

1 message

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Maren Petre <marenpetre@hotmail.com>

Tue, Jul 14, 2020 at 8:39 AM

To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Cc: "NoBigBoxRetailersOnTheDivide@yahoo.com" <NoBigBoxRetailersOnTheDivide@yahoo.com>

My husband and I are opposed to having a Dollar General Store or any other big box retailers on the Divide. Reasons are traffic congestion and the negative image for the Divide community. Our community is precious. Our historical heritage is precious. Any store that peddles low quality items would be a hindrance. We have ample tourism traffic and already contend with overflowing vehicles at the bottom of the confluence and along Highway 49 between Pilot Hill and Coloma.

Allowing a store such as a Dollar Store is antithetical to the historic and peaceful climate of our community while adding no true value.

Please know we are not "anti-growth", just opposed to growth that erodes the quality of life in our Divide community.

Sincerely,

Maren and Michael Morello



EDC COB &lt;edc.cob@edcgov.us&gt;

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**dollar store**

1 message

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Lucinda Elliot <siselliot@att.net>  
To: dividepreservationsociety@gmail.com  
Cc: edc.cob@edcgov.us

Tue, Jul 14, 2020 at 9:52 AM

I can't believe this board is intent on having this discount store build in our neighborhood. We don't need it, we don't want it and if you do, find a place in Placerville or South Lake Tahoe for it. Please do not let this merchant build here. We have a pharmacy, a market and several gift stores and do not need the junk that this chain sells. Read this excerpt from The Guardian and tell the voters in this district that you're ok with this:

“The bags of flour at a Dollar Store just south of San Francisco cost only \$1, but they also only weigh two pounds. Most bags in the supermarket are five pounds, and can be scored for less than \$2.50 at cavernous retailers like Walmart or Costco – though these require time and, often, a car to access.

Dollar store raisins are only 4.5 ounces. At a big box store, however, 72 ounces of raisins cost \$10.50 – meaning dollar store customers are paying 52% more.

Cartons of milk at a dollar store are only 16 ounces – which prorates to \$8 per gallon, more than what you would pay for even top-of-the line milk at Whole Foods.

Deep-discount retailers have flourished in recent decades, popping up like mushrooms in the depressed locales big-box stores economically eviscerated in the decades before.”

Thank you,

Lucinda Elliot

2734 Willow Creek Trail

Cool, Ca 95614

Board of Supervisors,

As a resident/frequent visitor of the Divide area, I oppose the construction of a Dollar General store at the intersection of Highways 49 and 193.

I object to this project on the grounds that the increased traffic will create unsafe driving conditions at the 49 and 193 intersection. Vehicles attempting to cross traffic to turn into and out of the proposed store parking lot will create even more severe traffic backups. Our intersections are already failing. I also believe there will be a significant economic damage to our existing local stores that will result in retail vacancies and blight in our small community.

Dollar General is incompatible with our small community. I join with many of the neighbors and local business owners in the Cool-Pilot Hill area in opposing this project. I urge the Board of Supervisors to reject this project.

NAME: Rachel deBecker  
ADDRESS: 1940 Tegra Rd Cool, CA  
PHONE: (530) 823-9972  
EMAIL: rdebecker1@gmail.com  
SIGNATURE: Rachel deBecker

Board of Supervisors,

As a resident/frequent visitor of the Divide area, I oppose the construction of a Dollar General store at the intersection of Highways 49 and 193.

I object to this project on the grounds that the increased traffic will create unsafe driving conditions at the 49 and 193 intersection. Vehicles attempting to cross traffic to turn into and out of the proposed store parking lot will create even more severe traffic backups. Our intersections are already failing. I also believe there will be a significant economic damage to our existing local stores that will result in retail vacancies and blight in our small community.

Dollar General is incompatible with our small community. I join with many of the neighbors and local business owners in the Cool-Pilot Hill area in opposing this project. I urge the Board of Supervisors to reject this project.

NAME: Matthew Miller  
ADDRESS: 2685 Black Horse Rd  
PHONE: 650 218-6537  
EMAIL: Matt@WaldenVc.com  
SIGNATURE: Matthew Miller

Board of Supervisors,

EDC BOS ROVD  
JUL 14 2020 AM 10:25

As a resident/frequent visitor of the Divide area, I oppose the construction of a Dollar General store at the intersection of Highways 49 and 193.

I object to this project on the grounds that the increased traffic will create unsafe driving conditions at the 49 and 193 intersection. Vehicles attempting to cross traffic to turn into and out of the proposed store parking lot will create even more severe traffic backups. Our intersections are already failing. I also believe there will be a significant economic damage to our existing local stores that will result in retail vacancies and blight in our small community.

Dollar General is incompatible with our small community. I join with many of the neighbors and local business owners in the Cool-Pilot Hill area in opposing this project. I urge the Board of Supervisors to reject this project.

NAME: Autumn deBecker  
ADDRESS: 1940 Tegra Road Cool, CA  
PHONE: (530) 823-0216  
EMAIL: autumnrosy7@gmail.com  
SIGNATURE: Autumn deBecker

Board of Supervisors,

EDC BOS ROVD  
JUL 14 2020 AM 10:25

As a resident/frequent visitor of the Divide area, I oppose the construction of a Dollar General store at the intersection of Highways 49 and 193.

I object to this project on the grounds that the increased traffic will create unsafe driving conditions at the 49 and 193 intersection. Vehicles attempting to cross traffic to turn into and out of the proposed store parking lot will create even more severe traffic backups. Our intersections are already failing. I also believe there will be a significant economic damage to our existing local stores that will result in retail vacancies and blight in our small community.

Dollar General is incompatible with our small community. I join with many of the neighbors and local business owners in the Cool-Pilot Hill area in opposing this project. I urge the Board of Supervisors to reject this project.

NAME: IDA ELAIN  
ADDRESS: 2074 UPPER BLACK ROCK COOL, CA  
PHONE: 823 0243  
EMAIL: \_\_\_\_\_  
SIGNATURE: IDA ELAIN

Board of Supervisors,

EDC BOS RCVD  
JUL 14 2020 AM 10:26

As a resident/frequent visitor of the Divide area, I oppose the construction of a Dollar General store at the intersection of Highways 49 and 193.

I object to this project on the grounds that the increased traffic will create unsafe driving conditions at the 49 and 193 intersection. Vehicles attempting to cross traffic to turn into and out of the proposed store parking lot will create even more severe traffic backups. Our intersections are already failing. I also believe there will be a significant economic damage to our existing local stores that will result in retail vacancies and blight in our small community.

Dollar General is incompatible with our small community. I join with many of the neighbors and local business owners in the Cool-Pilot Hill area in opposing this project. I urge the Board of Supervisors to reject this project.

NAME: Hope Justice

ADDRESS: 2601 Indian Park Rd.

PHONE: (530) 320-3569

EMAIL: hopejustice@aoi.com

SIGNATURE: Hope Justice



EDC COB &lt;edc.cob@edcgov.us&gt;

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## Dollar General

1 message

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Jean <jwkosters@comcast.net>  
To: dividepreservationsociety@gmail.com  
Cc: Edc Cob <edc.cob@edcgov.us>

Tue, Jul 14, 2020 at 10:49 AM

To: El Dorado County Board of Supervisors  
From: Howard and Jean Kosters  
Subject: Dollar General in Cool

Recent articles published in National Magazines and Newspapers have given alarming statements about the Dollar Corporation statistics and "The True Cost of Dollar Tree Stores" to communities where they choose to build.

One statement says, they are built in communities that have been forgotten. Is Cool the "forgotten Community" of El Dorado County Supervisors? Are we just a place you can see added county revenue and tax base?

Cool is a small blip at the very end of your county line, but it is complete with most of the services we need. Have any of you ever walked through the community, talked to any of the store owners, eaten in any of our eateries, visited our Feed Store, met Chuck at the pharmacy or seen the fine Holiday Market that serves the community? Have you taken into consideration what it will do to the system in place as a true friends working together Neighborhood?

We serious cannot understand that in the midst of this incredible Pandemic you would even consider putting all of the businesses in our community at risk as they struggle back from the losses they will have suffered. There are already vacant commercial spaces available in the "town", will you be the supervisors that will oversee the eventual demise of Cool, County of El Dorado County, CA?

Howard and Jean Kosters

2390 Westville Trail  
Cool, CA 95614

[jwkosters@comcast.net](mailto:jwkosters@comcast.net)

530-823-1120



EDC COB &lt;edc.cob@edcgov.us&gt;

## Dollar General Cool appeal hearing - applicant's traffic-related responses

1 message

**Sabrina Teller** <STeller@rmmenvirolaw.com>

Tue, Jul 14, 2020 at 11:03 AM

To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>, "bosone@edcgov.us" <bosone@edcgov.us>, "bostwo@edcgov.us" <bostwo@edcgov.us>, "bosthree@edcgov.us" <bosthree@edcgov.us>, "bosfive@edcgov.us" <bosfive@edcgov.us>, "bosfour@edcgov.us" <bosfour@edcgov.us>, Tia Raamot <tia.raamot@edcgov.us>

Cc: Breann Moebius <breann.moebius@edcgov.us>

Good morning,

Attached for the Board's consideration this afternoon is a letter from the applicant's traffic expert responding to the late-filed comments of the appellants provided yesterday afternoon regarding the Dollar General appeal.

Mr. Anderson will also be available for questions on the Zoom call hearing today.

Sabrina V. Teller

Attorney

# RMM

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cool dollar general 7 14 2020 letter.pdf  
720K



July 14, 2020

El Dorado County Board of Supervisors  
**County of El Dorado**  
330 Fair Lane  
Placerville, CA 95667

**RE: COOL DOLLAR GENERAL PROJECT APPEAL: RESPONSE TO COMMENTS**

Dear Supervisors:

As the author of the traffic impact analysis prepared for the Cool Dollar General Store IS/MND, I have been asked to respond to the comment letter submitted by Smith Engineering & Management late yesterday afternoon. That letter states that the IS/MND Transportation / traffic analysis is inadequate and that the Project should not be approved without the driveway design modifications. Another comment letter from Sara Schwartz has suggested that the traffic volume counts were conducted on a day that is not representative of regular traffic conditions due to school schedules and summer tourist traffic. I reject these conclusions based on the assessment of the comment letter and review of traffic counts which follows:

***Smith Engineering & Management Letter***

**KDA Report.** The comment letter states that the review is based on the July 24, 2019 KDA traffic study. The analysis included with the IS/MND is actually based on the March 2020 traffic report. The commenter does not claim to have reviewed the more recent traffic report relied on in the IS/MND.

**Pass-by Trip Rate.** The letter disagrees with the pass-by trip assumptions. The commenter states that the pass-by rate employed for the analysis was too high because there isn't enough traffic going by the site to apply the normal pass-by rate of 34%. He bases that conclusion on a comparison of the total daily traffic at the SR 49 / Northside Drive intersection to the Dollar General's pass-by traffic. He states the traffic study indicated that volume at the SR 49 / Northside Drive intersection was 866 vehicles per day. That volume does not appear in the July 24, 2019 traffic study. The commenter states that 34% of the Dollar General's daily weekday trips are 196 pass-by trips. He then states that 196 trips represent 22.6 percent of the total traffic through the intersection (i.e.,  $196/866 = 22.6\%$ ), and that this is equal to a motorist at the intersection stopping to shop every 5<sup>th</sup> day. He states that this is too high a share to be reasonable given other competing retail uses in the area.

This argument is in error for these reasons:

1. The pass-by percentage assumed in the analysis was reviewed and accepted by Caltrans and El Dorado County staff.
2. The identified traffic volume of 866 vehicles per day at the SR 49 / Northside Drive intersection is actually the p.m. peak hour volume in the July 24, 2019 traffic study. In fact, the traffic study on page 4 notes that published Caltrans traffic counts indicate that SR 49 carried 8,800 vehicles per day north of SR 193. It can reasonably be assumed that this volume on SR 49 also goes through the intersection, and that the daily traffic volume through the SR 49 / Northside Drive intersection is in the range of 8,800 vehicles per day.
3. The 196 pass-by trips (in and out) represent travel by motorists who make one trip into Dollar General and another trip out of the store (i.e., 196 = 98 in and 98 out). Thus only 98 vehicles are actually drawn to the store from the intersection.
4. Compared to the 8,800 daily vehicles estimated for the SR 49 / Northside Drive intersection, these 98 vehicles entering the store represent only 1.1% of the daily traffic. By the commenter's math, this percentage would equate to a typical driver passing through the intersection stopping to shop at Dollar General every 90 days.

Clearly the pass-by comparison made in the comment letter is in error and does not support an argument that the study was inaccurate with regards to the assumptions of pass-by traffic. Both the July 2019 and March 2020 studies' pass-by trip assumptions are reasonable and valid.

**Proximity of Dollar General and Post Office Driveways – Level of Service (LOS).** The comment letter states that the Dollar General driveway and the existing Post Office driveway are so close together that they should have been analyzed as one intersection “in order to produce a more realistic finding of actual Level of Service”.

The argument that a new LOS calculation is needed is without merit for these reasons:

1. The LOS calculations contained in the traffic analysis were reviewed and approved by Caltrans and El Dorado County staff.
2. Ignoring the question as to whether the LOS calculation should even consolidate the driveways, no change in Level of Service results if that change is made. A new calculation with the driveways consolidated was made, and the table below compares these results to the original traffic study. As shown with separate intersection calculations both the Dollar General driveway and Post Office driveway operate at LOS A. If consolidated, the driveways continue to operate at LOS A, and the difference in calculated delay is so small as to be negligible.

Consolidation of the driveway LOS calculation as suggested makes no appreciable difference in the result.

*KDA*

**TABLE 1  
 NORTHSIDE DRIVE DRIVEWAY LEVELS OF SERVICE  
 EXISTING PLUS DOLLAR GENERAL STORE CONDITIONS**

Location	Original traffic study assumptions separate driveways		With consolidated driveways	
	Average Delay (sec/veh)	LOS	Average Delay (sec/veh)	LOS
Northbound approach at Dollar General Driveway	8.7	A	9.9	A
Southbound approach at Post Office	8.7	A	8.5	A
Eastbound left turn into Post Office	7.4	A	7.3	A

**Proximity of Driveways – Safety.** The letter includes a statement that “Because of the complexity of driver tasking imposed by two closely spaced but offset driveway intersections, the design introduces unnecessary collision hazard. The commenter recommends that for operational safety reasons, the County should require the Project to realign its driveway to line up with that of the post office”.

The recommendation is unsupported by consideration of the characteristics of the two driveways and the volume of traffic anticipated, both of which combined to address and preclude typical concerns about offset driveways. The Post Office driveway is slightly west of the Dollar General driveway. In this alignment the typical turning conflict would have been between outbound left turns from each driveway who might meet between the intersections. In this case because Northside Drive is a cul-de-sac, all of the traffic observed leaving the Post Office did so by turning right to go back to SR 49. The vehicles would not occupy the same space as left turns from the Dollar General, and no conflict occurs. While an occasional Post Office customer may turn left to visit the Dollar General, the number of potential conflicts between Dollar General traffic and these left turns will be minimal. In addition, almost no Northside Drive was observed continuing beyond the Post Office driveway, so no conflicts with through traffic should be expected. Sight lines between the two driveways are not obstructed. The anticipated operation of the two driveways can hardly be described as requiring “complex” maneuvers, the design is safe, and no change to the design is warranted.

**Conclusion.** The letter makes a concluding statement that the IS/MND Transportation / traffic analysis is inadequate and that the Project should not be approved without the driveway design modification described above.

There is no substantial evidence offered to support these conclusions. The assessment of pass-by trips offered as evidence of the inadequacy of the traffic analysis is flawed, and correct interpretation of actual traffic data strongly supports the pass-by assumptions made in the traffic study. The change to analysis of the Northside Drive driveway operations suggested by the comment yields no change to Level of Service. The complex driver tasking suggested due to

KDA

offset driveway will not occur, and no safety deficiency will exist to require the driveway to be redesigned.

***Sara Schwartz Letter***

The author states that the traffic counts were conducted on Wednesday June 12, 2019 and that the last day for school at Northside was June 7, 2019. Thus, the June 12<sup>th</sup> count did not account for all school traffic. The author also states that tourist traffic occurs in the summer, but that because there is no rafting on Wednesdays, the day in question, therefore the quantity of traffic counted that day would be lower than on weekends.

The argument that the traffic counts conducted for the traffic analysis are invalid lacks merit for these reasons:

1. The traffic analysis addressed the p.m. peak hour, which under El Dorado County guidelines falls during the period from 4:00 p.m. to 7:00 p.m. On the day these counts were collected. the highest volume hour occurred from 4:30 to 5:30 p.m. Little regular traffic associated with schools occurs in that hour, and the traffic volume data is not invalid due to a school closure a mile away.
2. Weekend traffic conditions are not typically addressed under El Dorado County traffic guidelines and were not requested by either El Dorado County or Caltrans. No information was proved to suggest the magnitude of any difference between the traffic count results and the summer conditions suggested in the comment.

The traffic data employed for the traffic analysis is valid.

Thank you for your attention to this information. Please feel free to contact me if you have any questions.

Sincerely Yours,

**KD Anderson & Associates, Inc.**



Kenneth D. Anderson, P.E.  
President

Attachment: LOS calculation

**Intersection**

Int Delay, s/veh	6.4											
<b>Movement</b>	<b>EBL</b>	<b>EBT</b>	<b>EBR</b>	<b>WBL</b>	<b>WBT</b>	<b>WBR</b>	<b>NBL</b>	<b>NBT</b>	<b>NBR</b>	<b>SBL</b>	<b>SBT</b>	<b>SBR</b>
Lane Configurations	↕			↕			↕			↕		
Traffic Vol, veh/h	35	1	32	0	2	0	30	0	0	0	0	40
Future Vol, veh/h	35	1	32	0	2	0	30	0	0	0	0	40
Conflicting Peds, #/hr	0	0	0	0	0	0	0	0	0	0	0	0
Sign Control	Free	Free	Free	Free	Free	Free	Stop	Stop	Stop	Stop	Stop	Stop
RT Channelized	-	-	None									
Storage Length	-	-	-	-	-	-	-	-	-	-	-	-
Veh in Median Storage, #	-	0	-	-	0	-	-	0	-	-	0	-
Grade, %	-	0	-	-	0	-	-	0	-	-	0	-
Peak Hour Factor	78	78	78	92	78	78	78	78	78	78	92	78
Heavy Vehicles, %	2	2	2	2	2	2	2	2	2	2	2	2
Mvmt Flow	45	1	41	0	3	0	38	0	0	0	0	51

<b>Major/Minor</b>	<b>Major1</b>			<b>Major2</b>			<b>Minor1</b>			<b>Minor2</b>		
Conflicting Flow All	3	0	0	42	0	0	141	115	22	115	135	3
Stage 1	-	-	-	-	-	-	112	112	-	3	3	-
Stage 2	-	-	-	-	-	-	29	3	-	112	132	-
Critical Hdwy	4.12	-	-	4.12	-	-	7.12	6.52	6.22	7.12	6.52	6.22
Critical Hdwy Stg 1	-	-	-	-	-	-	6.12	5.52	-	6.12	5.52	-
Critical Hdwy Stg 2	-	-	-	-	-	-	6.12	5.52	-	6.12	5.52	-
Follow-up Hdwy	2.218	-	-	2.218	-	-	3.518	4.018	3.318	3.518	4.018	3.318
Pot Cap-1 Maneuver	1619	-	-	1567	-	-	829	775	1055	862	756	1081
Stage 1	-	-	-	-	-	-	893	803	-	1020	893	-
Stage 2	-	-	-	-	-	-	988	893	-	893	787	-
Platoon blocked, %	-	-	-	-	-	-	-	-	-	-	-	-
Mov Cap-1 Maneuver	1619	-	-	1567	-	-	772	753	1055	843	734	1081
Mov Cap-2 Maneuver	-	-	-	-	-	-	772	753	-	843	734	-
Stage 1	-	-	-	-	-	-	867	780	-	990	893	-
Stage 2	-	-	-	-	-	-	941	893	-	867	764	-

<b>Approach</b>	<b>EB</b>	<b>WB</b>	<b>NB</b>	<b>SB</b>
HCM Control Delay, s	3.8	0	9.9	8.5
HCM LOS			A	A

<b>Minor Lane/Major Mvmt</b>	<b>NBLn1</b>	<b>EBL</b>	<b>EBT</b>	<b>EBR</b>	<b>WBL</b>	<b>WBT</b>	<b>WBR</b>	<b>SBLn1</b>
Capacity (veh/h)	772	1619	-	-	1567	-	-	1081
HCM Lane V/C Ratio	0.05	0.028	-	-	-	-	-	0.047
HCM Control Delay (s)	9.9	7.3	0	-	0	-	-	8.5
HCM Lane LOS	A	A	A	-	A	-	-	A
HCM 95th %tile Q(veh)	0.2	0.1	-	-	0	-	-	0.1



EDC COB &lt;edc.cob@edcgov.us&gt;

**Fwd: Dollar General**

1 message

**BOS Four** <bosfour@edcgov.us>  
To: EDC COB <edc.cob@edcgov.us>

Tue, Jul 14, 2020 at 11:20 AM

FYI, was addressed to only bosfour.

*Sincerely,  
Shelley Wiley*

Assistant to Supervisor Lori Parlin, District IV

Board of Supervisors, County of El Dorado

Phone: (530) 621-6513

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----- Forwarded message -----

From: **Elizabeth Ketelle** <eketelle@hotmail.com>

Date: Mon, Jul 13, 2020 at 6:25 PM

Subject: Dollar General

To: The BOSFOUR &lt;bosfour@edcgov.us&gt;

Dear Lori,

As a resident of the Georgetown Divide, I value our sense of small town community - especially our locally owned businesses and neighborly attitudes. The idea of putting a 9100 sq. ft. Dollar General store in the little town of Cool is anathema to the ethos of the Divide. We have no need for such a store. Holiday Market - owned by its employees, by the way - is sufficient to fill the needs of the residents of the area. The other small stores on the Cool boardwalk and beyond are all struggling to stay in business during the course of the pandemic. WHY WOULD YOU WANT TO COMPLICATE THEIR SURVIVAL by having them fight for their very existence against a behemoth national chain store? Have you no shame? We need to start drawing the line and asking why chain stores that employ very few people and undercut the business of hard-working citizens are allowed to have free rein across the country. I call your attention to the exposè of Dollar General stores in the latest issue of *The New Yorker* magazine (July 6 & 13, 2020). The author points out the link between Dollar General's business practices and the level of crime in the neighborhoods in which they have a foothold. Crowded display practices, under-staffing, and lax security systems have created nightmares in some Dollar General neighborhoods. All of these objections are over and above the traffic nightmare that would be created!

Please, please, please - do not contribute to the demise of small businesses in America by capitulating to Dollar General. Keep rural El Dorado County scenic and peaceful and community-oriented.

Respectfully,

Elizabeth Ketelle  
[4388 Mt. Carmel Rd.](#)  
Garden Valley, CA 95633  
530-333-0879





EDC COB &lt;edc.cob@edcgov.us&gt;

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**Dollar general**

1 message

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**TRACY HAMMOND** <tracyhammond22@comcast.net>

Tue, Jul 14, 2020 at 11:52 AM

To: "edc.cob@edcgov.us" &lt;edc.cob@edcgov.us&gt;

To whom it may concern,  
Please do not allow a dollar general store to be put in our small town of Cool.  
We already have all the stores that are needed and this will put the stores  
that are there out of business. With everything that is already going on we certainly don't need  
more. Our store have been there a long time and I am sure we all feel the same about keeping  
them in business.

Thank you very much,  
Rod and Tracy Hammond



EDC COB &lt;edc.cob@edcgov.us&gt;

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## Dollar General in Cool

1 message

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Rho Bailey <rhobailey@comcast.net>

Tue, Jul 14, 2020 at 12:10 PM

To: edc.cob@edcgov.us

In regards to today's meeting, if I am unable to speak, via Zoom, I want to voice my concerns to all of the Supervisors. Have you ever been to Cool? Have you seen the proposed location for Dollar General?

This is not a good idea, first Cool does Not want a Dollar General, Cool has no need for a Dollar General. The Georgetown Divide is against a Dollar General being placed in this area. There are already a multitude of EMPTY store fronts in Cool, so why does Dollar General want to be here, it is wrong & will result in another empty store front when they close for lack of business/revenue. Don't allow this to happen in our very small, quiet, rural town. There are Dollar stores in Auburn, Colfax, and I am sure around larger El Dorado County towns. Please, do NOT put one in Cool.

Truly Dollar General is not wanted, needed in Cool It will hurt & destroy our Community.

Rho Bailey  
PO Box 94  
Cool, CA. 95614  
530-885-7461

Sent from Rho's iPad



EDC COB &lt;edc.cob@edcgov.us&gt;

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## Opposition to Cool Dollar General

2 messages

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**Rich Meagher** <rmmeagher@gmail.com>

Tue, Jul 14, 2020 at 10:43 AM

To: Shiva Frentzen &lt;shiva.frentzen@edcgov.us&gt;, edc.cob@edcgov.us

Cc: NoBigBoxRetailersOnTheDivide@yahoo.com

Cool is how I first got to know El Dorado County. Visited there many times for years before I finally moved here. I no longer live there but visit frequently. It is a charming community and doesn't need the Dollar General store. The location endangers neighbors there in fire protection, and traffic concerns are also not currently manageable.

Thank you

Rich Meagher

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**EDC COB** <edc.cob@edcgov.us>

Tue, Jul 14, 2020 at 1:24 PM

To: The BOSONE <bosone@edcgov.us>, The BOSTHREE <bosthree@edcgov.us>, The BOSFOUR <bosfour@edcgov.us>, The BOSFIVE <bosfive@edcgov.us>, Donald Ashton <don.ashton@edcgov.us>, Tiffany Schmid <tiffany.schmid@edcgov.us>, Julie Saylor <julie.saylor@edcgov.us>, Jeanette Salmon <jeanette.salmon@edcgov.us>, Robert Peters <robert.peters@edcgov.us>, Breann Moebius <breann.moebius@edcgov.us>

FYI #27.

Office of the Clerk of the Board  
El Dorado County  
330 Fair Lane, Placerville, CA 95667  
530-621-5390

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[Quoted text hidden]