

Public Comment #27



EDC COB <edc.cob@edcgov.us>

### LATE DISTRIBUTION

**Fw: A Request for Appeal**

1 message

DATE 7/13/2020

BOS 7/14/2020

Carolynne Angleton <coolfeed@live.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Fri, Jul 10, 2020 at 5:08 PM

My letter did not show up on the public record page. So sending it again.

Thank you

### Cool Feed & Ranch Supply

2968 State HWY 49 Suite M  
Cool CA 95614  
530-887-0200

**From:** Carolynne Angleton  
**Sent:** Wednesday, June 3, 2020 1:52 PM  
**To:** bosone@edcgov.us <bosone@edcgov.us>; bostwo@edcgov.us <bostwo@edcgov.us>;  
bosthree@edcgov.us <bosthree@edcgov.us>; bosfour@edcgov.us <bosfour@edcgov.us>;  
bosfive@edcgov.us <bosfive@edcgov.us>  
**Subject:** A Request for Appeal

It has come to my attention that the planning commission approved the Dollar General in cool California on May 28.

First off, I would like to say how disappointed I am that this would be continuing during this pandemic. I don't believe most of the public was even aware of Dollar General, let alone that you were all pressing forward. There are so many things wrong with Dollar General and even worse Grocery Outlet coming into our location.

1. First off It is just not a fit for our quaint little town. A cute little bump on the map in the middle of Gold country does not need for either one of these stores.
2. The traffic issues alone will be a problem, much discussion about changing the current intersection took place a few years ago, that was just to handle current flow of traffic.
3. Most importantly the small businesses in this quaint community are all barely making ends meet. There's not enough revenue to support additional businesses without the loss of some or both competing businesses. If you take \$100 and split it two or three ways, if \$100 was needed to survive none of those three businesses will make it through this. Dollar General has deep pockets I'm sure they can survive for a very long time while the others die off. I am guessing that is the ultimate goal.
4. But we are not only talking about businesses we are talking about people, neighbors, friends... The loss of these businesses will be devastating in this community. Not to mention what our community will look like when these businesses close down. We will have empty spots in all of our perfect little town buildings. As well as a huge empty building when Holiday Market has to pull out. No one will open businesses in those spots... we already have empty shop fronts that our local revenue cannot support. Where do you think the money will come from to keep all of these businesses afloat? This is a real question; I would like to hear your thoughts on this.

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5. The environmental implications are huge although these large corporations would like to say that they are insignificant. Nothing about our town is insignificant & none of us agree with that. I looked through the documents on the county website and was unable to find an Environmental Impact Report, can you tell me if this was ever executed?

On the note of the grocery outlet, where is that planned to go? In the same center as Dollar General? Can you tell me if this has been the plan all along?

I am formally requesting that you appeal this approval.

Please reply.

Carolynne Knisley  
coolfeed@live.com  
Cool Feed & Ranch Supply

**Cool Feed & Ranch Supply**  
2968 State HWY 49 Suite M  
Cool CA 95614  
530-887-0200



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

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## Dollar General and Grocery Outlet

1 message

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**craig stotenburg** <rocklinshl@yahoo.com>  
To: "EDC.COB@EDCGOV.US" <EDC.COB@edcgov.us>

Sun, Jul 12, 2020 at 10:18 PM

To: El Dorado County Board of Supervisors

My arguments in having a Dollar General and/or Grocery Outlet in Cool California are simple. The people in the Divide live here because they don't want the traffic and congestion that Auburn and Placerville have. They like the peace and quiet and charm this little town offers. These kind of franchise stores only bring more of the same.

Many years ago I left the Lincoln-Newcastle area for this exact same reason. The little town of Lincoln was like going back in time. One gas station, one grocery store, a barber shop, a feed store.....you get the picture. But when a Del Webb retirement community was put in, all that changed. We all know what happened to Lincoln. It became a mini version of Roseville. Traffic got worse and worse by the year. I also could never see stars again, until I moved to this town.

Please stop this from happening in our rural town. The Holiday Market is a great store and all this town needs.

Local resident  
Craig Stotenburg



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: Joseph A Nash

ADDRESS: 1772 Rising M Ranch Rd Georgetown, CA 95634

PHONE: 831-277-3183

EMAIL: jdoug.nash@gmail.com

SIGNATURE: Joseph A Nash



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

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**please consider NOT allowing Dollar stores to open in Cool**

1 message

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**Pamela Greer** <pgcool@gmail.com>  
To: edc.cob@edcgov.us

Sun, Jul 12, 2020 at 12:39 PM

Hello Board,

Please do what you can to STOP the Dollar store from opening here. They have a horrid reputation -- check out the 'food desert' concept !

We have a perfectly fine grocery store here, Holiday....and folks are happy with it.

Dollar stores only offer cheap processed food and non-perishable junk at supposedly low prices.

The traffic issues are also not good.

Please read my excerpts below -- taken from a variety of online sites (sites listed).

Other local residents and business leaders worry that dollar stores' concentration in urban areas deter grocery stores, which offer a wide range of produce and healthy options, from opening.

"There are almost 100 dollar-type stores in a ten-mile radius," said Fort Worth Councilwoman Kelly Allen Gray. "They are heavily located in low-to-moderate-income neighborhoods, which makes their presence feel predatory."

And Cleveland Councilman Blaine Griffin, who has introduced a moratorium on new dollar store openings, expressed concern that dollar stores do not offer fresh fruits or vegetables.

"A lot of the people that live in our communities live in food deserts," Griffin said. Dollar stores "drive out chains that actually offer good, healthy food options."

<https://www.cnn.com/2019/07/19/business/dollar-general-opposition/index.html>

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The dollar stores make the argument they're expanding food access, but what they're really expanding is access to unhealthy foods like candy, chips, and soda," says Julia McCarthy, a senior policy associate at the [Center for Science in the Public Interest](#). "The healthy food options at dollar stores are really limited. Fewer than 3 percent of Dollar General stores offer these."

<https://progressive.org/magazine/dollar-stores-prey-on-the-poor-sainato-191001/>

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The cost of a trip can be so negligible – the average customer drops \$29 a month – and dollar stores have grown so ubiquitous, that it's hard to countenance what economists confirm: visitors to dollar stores are often paying more than well-off consumers who shop elsewhere.

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Edcgov.us Mail - please consider NOT allowing Dollar stores to open in Cool

**“If you’re budget-constrained, then you make choices that are not optimal,” said Professor John Strong, a dollar-store expert at the College of William & Mary**

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

<https://www.theguardian.com/us-news/2018/jun/28/dollar-store-ripping-people-off-poverty-inequality>

THANK YOU, PAMELA GREER, COOL RESIDENT



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

## Opposition to Cool Dollar General

1 message

edbev2@sbcglobal.net <edbev2@sbcglobal.net>  
 To: edc.cob@edcgov.us  
 Cc: NoBigBoxRetailersOnTheDivide@yahoo.com

Fri, Jul 10, 2020 at 10:39 PM

El Dorado County Board of Supervisors July 10, 2020

330 Fair Lane

Placerville, CA 95667

County of El Dorado **Board of Supervisors**

Public Hearing--Appeal -Opposition to Dollar General, Cool

Hearing Date: **July 14, 2020**

We are here within submitting written comments to the Board of Supervisors appealing the Dollar General store in Cool, California, Public Hearing scheduled for July 14, 2020.

We are not members of the Cool Pilot Hill Advisory Committee or the Divide Preservation Society, but we identify with their concerns. As longtime (28+ years) residents of the Georgetown Divide we have concerns about the building plans for the Dollar General Store in Cool.

We were involved citizens of Georgetown and did attend the community meeting held in Georgetown by the Developer in February 23, 2015, so we are familiar with the Dollar General business and its corporate operational plans.

Our concerns are about the following:

- **Town Culture~Historical rural pioneer community.** Since the early days of the Cool village each commercial building has had its own unique "personality" with this rural frontier flavor. Each building has low keyed signage of the services and goodies displayed. None have glowing night lite signage. The businesses are small local proprietorships. Pride of ownership is part of the history which is still found in each business property. Dollar General's commercial signage & lighting (especially at night) as proposed will not blend into the life of town. The building site is one of the main entrances to the commercial neighborhood. Dollar General is not the "welcome" this quaint community wants to extend as a first impress to the many tourists, much less for us residences. The 10:00pm closing time will change the neighborhood's quiet zone that has long been respected.
- **Traffic issues: congestion and safety.** The section of road this store is planned for is kitty-corner to the Cool Fire Station, and Hwy 49 south bound arrival up the canyon grade to Cool. This junction is confusing to novice area drivers. Has the junction issue been addressed? Traffic congestion on this only road up the canyon mountain, with its logging trucks, towed recreational vehicles/boats and motor homes has huge risk factors for safety of our pedestrians- children & senior, as wells the vehicle passengers. Safety of the citizens should be a high priority factor in the consideration of approval of site as a busy commercial site. Adding a Grocery Outlet for a neighbor, as rumored, would multiply this risk factor.
- **Entrepreneurs.** For 165+ years business ownership in Cool has been small and locally owned business. Owners are part of the fabric of the business community. They have poured sweat equity into their businesses. They know us by our first names and we know them and their families. Dollar General's Plans display long distance, absentee corporate ownership. Store management occurs from working the corporate ladder and transferring for upward mobility. The standard business model for Dollar General is to transfer in mangers and assistance managers, other workers (2-5) are only part-time. Managers and assistant managers are rated on non-management labor hour scores. Do not fall for the *employment-of-locals* carrot.
- **Board of Supervisors Responsibility.** As our representatives you have a moral obligation and responsibility to represent your constituents, we the local people. Does the Board of Supervisors take into consideration the damage to current small businesses that service our community needs? What about peace, safety, courtesy, respect and honor of the Divide residences? A majority of us Divide residents do not want Dollar General. Have you so soon forgotten the fight over Dollar General in



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Edcgov.us Mail - Opposition to Cool Dollar General

Georgetown? Will history repeat itself? Rumors are flying about with spending dreams of promised corporate sponsorships for our community projects and scholarships. Is that why many project opponents have become silent lately? Could sponsorships/scholarships be modern terms for bribes? What about the welfare of the children's safety, the residences peace of mind, the small businesses dying? Is the taste of tax revenue for the county clouding valid concerns? Some of us can smell a skunk in town wearing perfume.

We understand the private property rights issues involved and cost of litigation. We also understand the small community, small private businesses and our livelihood and lifestyle. We live on the Georgetown Divide, which includes Cool, which should have a thousand times more weight than, the out-of-state land developer or Dollar General shareholders. The Board of Supervisors are to represent its citizen.

Thank you for taking the time to read and analyze the many reasons we are protesting.

We respectfully request that you make your decision as if you lived in Cool on the Georgetown Divide.

Sincerely

Ed and Beverly Vietor

PO Box 35

Georgetown, CA 95634



Virus-free. [www.avast.com](http://www.avast.com)



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

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## Cool Dollar General

1 message

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aaron1navarro@yahoo.com <aaron1navarro@yahoo.com>

Sat, Jul 11, 2020 at 2:28 PM

To: edc.cob@edcgov.us

To Whom it May Concern,

Hi there, my name is Aaron Navarro and I was motivated to leave a comment on the proposed construction of the Cool Dollar General and Grocery Outlet. Growing up in El Dorado County has been a beautiful and unique experience specifically because of the rural nature of the community. One of the many treasures this county holds dear is the support of small businesses. It's what gives the town the charm and appeal that all the outsiders and big business tend to want to capitalize on. However, once businesses begin to be forced out and land is developed for additional parking structures and lots, the acreage and scenery begins to suffer. With expansion comes more tourism, and given the size of the cool community, more people and traffic could cause problems. The main problems that come to my head are safety and traffic. In terms of safety, the influx of traffic and commuting through a major intersection can cause potential blockage for emergency service vehicles, as well as put bikers and pedestrians at a greater risk. I also fear that the increased traffic can bring new potential to accidental fire. As more people congregate it increases the chance of an accidental fire via cigarette butt, car accidents, and incidents due to parental neglect. Given the rural nature of the area, the aesthetic is designed to be a stopping post, to grab a quick coffee, small needs, and gas. I believe if larger corporations move into the designated lot, then the delicate balance of the micro economy, as well as the general flow of traffic will be altered significantly. I believe that people will adapt if we cannot overturn this decision, but through preemptive decisions and voicing our opinions, we can help preserve our community's peace. Thank you very much for taking the time to read this message and I look forward to participating in the public hearing on July 14th. Thank you and have a wonderful day.

Many thanks,  
Aaron Navarro  
Community member



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

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## Dollar General in Cool

1 message

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Carolyn Loomis <crloomis99@yahoo.com>

Sat, Jul 11, 2020 at 6:05 PM

Reply-To: "crloomis99@yahoo.com" <crloomis99@yahoo.com>

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

I live in the tiny town of Cool. We are not economically depressed which is the common setting where this tacky store chooses to build.

We don't need cheap products from China. We have a fine store, the Holiday Market, to supply our needs. We also have other small businesses that don't want to be affected.

When Dollar General only employs less than a handful of employees, part-time, there is no benefit to our town.

Of bigger concern is the effect on traffic. We already have to wait coming out of the Post Office parking lot to cross over 49. ASRA wants to put campgrounds between Cool and the American River. We have a short main street; it's horrible to think about evacuation from fires clogging two major arteries that provide an exit from Cool. Traffic already backs up in the Canyon with road maintenance, clogging around the Confluence, and regular accidents.

Please don't let this store come into our little town. It's not a good fit and I will never set foot in it. Plenty of people will boycott it.

Thanking you,  
Carolyn Loomis

Sent from Yahoo Mail on Android



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

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## Opposition to Cool Dollar General

1 message

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**Marilynn Barnes** <marilynn.barnes@gmail.com>

Sun, Jul 12, 2020 at 7:11 AM

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

Please do not ruin our country side and small towns with the Dollar Store. We live here because it is a small uncongested area. If you allow stores like the dollar store to come here it will change. Change is good but not in this way. We love our small towns and don't want the bigger stores to run our small stores out of business. So please for the people of Cool and all small towns around Don't allow the Dollar Store.

Thank You

Marilynn Barnes

3044 Evergreen Ct

Georgetown, CA 95634



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

## Fwd: Appeal of Approval for Dollar General in Cool

1 message

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

Mon, Jul 13, 2020 at 8:49 AM

FYI, for Public Record

*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: **Susan Yewell** <syewell@earthlink.net>  
Date: Thu, Jun 11, 2020 at 4:45 PM  
Subject: Appeal of Approval for Dollar General in Cool  
To: Supervisor Lori Parlin <bosfour@edcgov.us>

June 11, 2020

Supervisor Lori Parlin  
Board of Supervisors, District 4  
Placerville, CA 95667

RE: Appeal of Approval for Dollar General, Cool, CA

Dear Supervisor Parlin,

I write to support the appeal of the recent Planning Commission's approval of the Dollar General in Cool, CA. We do not want this type of business in our community. We don't care if it meets the minimum requirements set by the El Dorado County Planning Commission. Those requirements should be revised anyway to reflect the reality of all the different communities within the county. (One size does not fit all.) I feel as if the members of the Planning Commission, and possibly members of the Board of Supervisors, have never been in Cool. Cool is a Gold Rush town and wants to maintain its rich historic history without the addition of a second rate chain of any kind.

As you know, because of the COVID-19 Pandemic many local businesses have been hurt financially. You may not be aware, however, that most of these small businesses in the Cool area were already barely making ends meet. It will take time for them to get on their feet financially. Therefore, it is not prudent for a big box store such as Dollar General to come into this community now or ever.

Research has shown that when this type of business comes into a small community, it, in time, will cause those smaller, local businesses to close. And then if the big box store closes, the community is left with nothing but an empty building. That is not a good economic outlook for a small community. Dollar General obviously has deep pockets and has no concern for the livelihood of our local residents regardless of what the DG representatives may say...we hope that our Board of Supervisors would have concern. We already have empty spots in all of our town buildings, and we certainly don't want an empty market if Holiday Market finds they can no longer sustain their bottom line.

I understand that businesses in Cool were not advised of the Planning Commission hearing to discuss Dollar General. While there are several means of notifications, i.e., emails, newspapers, social media, and local gossip, etc., this does not alleviate the County's responsibility of directly advising local businesses of pending actions. The County has a responsibility to provide notices of important events affecting the citizens and the economy of the County. The County

failed in this responsibility.

Additionally, the ability to access information through the County's eTrakit system is difficult. At best, it is a weak example of good customer service. While planners usually answered questions, the system failed to provide easy access for the user. One could see the list of many reports that had been filed, but could not access them through this system. This is a problem that needs to be addressed by the County immediately.

Most of us are not versed enough to know what to look for in an application submitted by a developer or anyone else interested in developing property. The same in staff reports; reading them does not give me the seriousness of what is being discussed. It is not easy for a citizen to keep up with all reports and documents that lack clarity.

Traffic is a major and significant problem that continues to increase by orders of magnitude in Cool, especially at the intersection and area around Hwy 49 and Georgetown Road 193 (as well as the Confluence). I want you and your colleagues to travel to Cool to see for yourselves the traffic congestion that arises at various times of the day, especially during rush hour and weekends. This congestion would be amplified by having a DG or GO in the neighborhood.

If Dollar General plus Grocery Outlet are built, the driveways alone would cause a traffic disaster in addition to the current congestion in and out of the parking lots already located on both sides of Highway 49. Imagine, six (6) driveways or intersections in less than ¼ mile: Hwy 49/193 Intersection, Dollar General proposed driveway, proposed Grocery Outlet driveway, driveway to American River Grill and Los Establos and the gas station, Northside Drive and St. Florian/Firehouse Drive. Often, exiting Northside Drive onto Hwy 49 to go south already requires a timely wait for traffic to pass. To add additional driveways and traffic would create a truly untenable situation. It is an unwise move by the EDCBOS to approve this plan.

Apparently, the plan approved by the Planning Commission has Dollar General deliveries made between 9:00 a.m. to 3:00 p.m. During that time, a large truck would be accessing Northside Drive as normal daily traffic drives in and out to the Post Office and other businesses. These deliveries should be scheduled for earlier or later times when there is less traffic.

The environmental implications to this area are huge, and mostly disregarded by large corporations in smaller towns and areas. Was an Environmental Impact Report completed? Or, was it just ignored, trying to skirt the requirement. This property borders on property that will not perk; what kind of requirements were required to ensure proper disposal of waste water and not let it seep onto Highway 49?

Also, I ask for an Economic Impact Study for this project.

Light pollution is another large concern because of the importance of preserving the dark night sky. Are there provisions for exterior and parking lot lighting that does not reflect upwards into the sky?

What is the plan to protect pedestrians from traffic, especially when walking across Hwy 49 and 193?

Those of us that live in Cool rely on the businesses that are here, we don't want them to close, leaving more empty spaces. These businesses provide the services we need and use. Adding Dollar General to our quaint little community does not add anything new, just cheap products; we can purchase now quality products from the local businesses. Revenue from the Divide is not sufficient to support this type of business.

I urge you, and your colleagues, to vote against allowing the developer and Dollar General to build in Cool.

Sincerely,

Susan Yewell  
Cool, CA

June 4, 2020

To Whom it may Concern...

Or in this case To Whom is Not Concerned enough?

Have any of you ever visited our delightful little town, Cool, CA? The last outpost on in Ed Dorado County on Hwy 49. Fifteen years ago Teichert Quarry was about to get permission to put a huge number of gravel trucks on the road on the road connecting the Confluence. The residents of Cool attended your meeting to protest. Not one Supervisor had ever visited Cool, nor driven Hwy 49 all the way to the Confluence, Is it different now?

We are a wonderfully self contained community and certainly do NOT need a Dollar General nor Grocery Outlet. It would seriously impact our economy and our sense of Community in a negative way. This is not the time to make the struggle of the small independently owned businesses more difficult. Instead, step back and remember what El Dorado County and the Divide has always stood for. Independence, outdoor pleasures, neighbor helping neighbor. When the community had a need, we worked to find a solution together. We don't appreciate large corporations making them for us.

We fought long and hard to get our Holiday Market here. It took years of planning and fighting. They have fully supported the whole community through this difficult time. Now is not the time to not support them! There are empty spaces for rent in that complex. Let's work together to find renters of independent business owners to fill those before we back large corporations that could impact so much and so many negatively.

Come visit, Actually see the placement planned for this blight on our area. Why? Seriously, why put in something I truly believe the residents do not want and certainly will cause economic hardships on our small businesses.

Thank you for your consideration,

June 4, 2020

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Or in this case To Whom is Not Concerned enough?

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Thank you for your consideration,





EDC COB <edc.cob@edcgov.us>

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## Fwd: Decision on Dollar General etc TWO formats

1 message

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


Mon, Jul 13, 2020 at 9:01 AM

FYI for public comment, addressed to all BOS

*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: **Jean** <jwkosters@comcast.net>


Date: Fri, Jun 5, 2020 at 10:09 AM


Subject: Decision on Dollar General etc TWO formats

To: <bosone@edcgov.us>, <bostwo@edcgov.us>, <bosthree@edcgov.us>, <bosfour@edcgov.us>, <bosfive@edcgov.us>

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### 2 attachments

 **Supervisor County 6:4:20.docx**  
9K

 **County letter pdf.pdf**  
17K



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

**Fwd: Cool CA / Apposition to Dollar General**

1 message

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

Mon, Jul 13, 2020 at 8:51 AM


FYI for Public comment

*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: **'Beverly Escobar' via BS-BOSFour-m** <bosfour@edcgov.us>

Date: Fri, Jun 5, 2020 at 11:43 AM

Subject: Cool CA / Apposition to Dollar General

To: &lt;bosone@edcgov.us&gt;, &lt;bostwo@edcgov.us&gt;, &lt;bostthree@edcgov.us&gt;, &lt;bosfour@edcgov.us&gt;, &lt;bosfive@edcgov.us&gt;

I am formally requesting that you repeal this approval.

It has come to my attention that the planning commission approved the Dollar General in cool California on May 28.

There are so many things wrong with Dollar General and even worse Grocery Outlet coming into our location.

First off It is just not a fit for our quaint little town. A cute little bump on the map in the middle of Gold country has no need for either one of these stores.

The traffic issues alone will be a problem, much discussion about changing the current intersection took place a few years ago, and that was just to handle current flow of traffic. Basically we have no law enforcement of any kind on a regular basis. No regular CHP or sheriff and the traffic is horrible. Many, many people speed and drive unsafely through the canyon. Bringing this type of business to this intersection will only make matters worse.

Most importantly the small businesses in this quaint community are all barely making ends meet. There's not enough revenue to support additional businesses without the loss of some or both competing businesses. Dollar General has deep pockets I'm sure they can survive for a very long time while the others die off. I am guessing that is the ultimate goal.

But we are not only talking about businesses we are talking about people, neighbors, friends... The loss of these businesses will be devastating in this community. Not to mention what our community will look like when these businesses close down. We will have empty spots in all of our perfect little town buildings. As well as a huge empty building when Holiday Market has to pull out. No one will open businesses in those spots... we already have empty shop fronts that our local revenue cannot support. Where do you think the money will come from to keep all of these businesses afloat? This is a real question; I would like to hear your thoughts on this.

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I looked through the documents on the county website and was unable to find an Environmental Impact Report, can you tell me if this was ever executed?

Beverly Escobar  
Cool CA

7/13/2020

Edcgov.us Mail - Fwd: Cool CA / Apposition to Dollar General

Sent from my iPhone



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

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**Fwd: Appeal of Planning Commission Approval of Dollar General Cool, CA**

1 message

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


Mon, Jul 13, 2020 at 8:53 AM

FYI for public comment.  
This was addressed to BOSFOUR only.

*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: **Laurel Posey** <llp.trail.runner@gmail.com>  
Date: Thu, Jun 11, 2020 at 1:12 PM  
Subject: Appeal of Planning Commission Approval of Dollar General Cool, CA  
To: <bosfour@edcgov.us>

Please see attached letter.

Thank you

Laurel Posey  
Cool, CA  
llp.trail.runner@gmail.com

---

 **Appeal of El Dorado County planning commission approval of Dollar General Cool CA.docx**  
13K

June 11, 2020

John Hidahl, District I  
Shiva Frentzen, District II  
Brian Veerkamp, District III  
Lori Parlin, District IV  
Sue Novasel, District V  
Board of Supervisors  
Placerville, CA 95667

RE: Appeal Dollar General, Cool CA

I am writing to request an appeal of the recent Planning Commission approval of the Dollar General in Cool, California.

Cool is a small rural community that deeply values its Gold Rush history. The addition of a Dollar General does not support or preserve the historic character of this area.

The local small businesses in Cool are struggling right now because of closures over the last several months due to Covid-19. The community relies on those businesses as they provide good quality local products. Allowing a non-local large chain business to locate in this community will make it that much harder on our locally owned businesses to survive. Dollar General has no ties or concern for the local community. They have a long history of moving into small communities and purposely working to put the small local businesses out of business. Leaving empty stores and lack of any viable alternative to their non-local, cheaply made and non-healthy products.

I request that an Economic Impact Study, by an independent consultant, be completed to evaluate the potential impact on existing business, plus the cumulative impact of the other proposed project, Grocery Outlet. These two projects will have a tremendous negative impact on this community and yet El Dorado County is processing these projects independently without any regard to the overall impact of both projects.

There does not appear to be any consideration given as to the environmental impact such a project will have on this area. Was an Environmental Impact Study completed prior to approval of this project? Without such a study the potential negative impact on the natural features or ecological function of the proposed site and the surrounding adjacent land will never be considered. How can El Dorado County ignore such an important aspect of the decision making process that should go into the approval or denial of this project?

There is a definite traffic issue that has not been addressed. Congestion is already an issue on Highway 49 near Northside Drive. Cars trying to exit the post office or other businesses that have Northside Drive as their access often cause a back-up trying to turn back onto Highway 49. Adding Dollar General into that Northside Drive area access will result in further congestion and make a hazardous driving situation that much worse. There are also issues concerning pedestrian traffic and the lack of any walkway along that portion of Highway 49. It appears that this project has been approved prior to obtaining feedback

Page 2

June 11, 2020

from Caltrans. Under normal circumstances it would seem that input should have been received and responded to by the developer's design team prior to El Dorado County giving approval for this project.

Thank you for your time and consideration of this request.

Sincerely,  
Laurel Posey  
Cool, CA  
llp.trail.runner@gmail.com



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

## Fwd: General Dollar Store in Cool

1 message

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

Mon, Jul 13, 2020 at 8:56 AM

FYI for public comment, addressed only to 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: **Heike Heyken Davisson** <hrmdavis@comcast.net>  
 Date: Fri, Jun 5, 2020 at 5:14 PM  
 Subject: General Dollar Store in Cool  
 To: <bosfour@edcgov.us>

Dear Ms. Parlin,

It has come to my attention that the El Dorado Board of Supervisor are advancing in the plans to establish a General Dollar Store in Cool. This news has sadden me, because as a resident of Cool and loyal customer to our local stores from Holiday Grocery Store, Cool Pharmacy, Cool Florist and Gifts, Cool Feed, Cool General Store, I would like them to strive in our community as they mean so much to me. These stores have shown extreme commitment to their customers and our community. They have been actively involved in our community for years, and have giving back to the community by supporting local schools and charities. Especially, during the current Covid-19 health crisis, all of them shown tremendous efforts to get us through this. They immediately implemented Social distancing practices, increased cleaning efforts to basically non-stop, while trying to keep the shelves stocked with items we needed. They have shown to be the right partners in this current crisis to keep us safe. Having said this, I feel obligated to speak for our local stores and against the plan to add an aggressive supermarket retail corporation to our area.

In contrast to the study provided to you by the ALH Urban & Regional Economics on our Market Area Retail Demand, I don't see that adding a General Dollar Store will improve our local regional economics in its slightest. On the contrary, it is more likely that the General Dollar Store will present an additional economic strain on our beloved stores with the potential to erode their livelihood. It is my opinion that the local retail demand is just not there to sustain that our local stores and a new General Dollar store can thrive in concord. Worse scenario, it may not be viable for any store to operate here in this area competing against each other where retail demand is limited.

All in all, I would support expanding economic activities in our area to improve employment opportunities. However, I think complementary business to what we have and are able to sustain, would be a much better choice.

Please reconsider your decision to move further with the planning of adding a General Dollar store in our area. I think, you, as our representative could promote attracting businesses which are much better fitting in our local area.

7/13/2020

Edcgov.us Mail - Fwd: General Dollar Store in Cool

Thank you for your consideration,

Heike Heyken-Davisson

Resident of Cool





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

---

**Fwd: NO Dollar General Store in Cool!**

---

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

Mon, Jul 13, 2020 at 8:59 AM

FYI for public comment, addressed to all BOS

*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: **Aileen** <aileen.dalen@gmail.com>

Date: Fri, Jun 5, 2020 at 11:02 AM

Subject: NO Dollar General Store in Cool!

To: <bosone@edcgov.us>, <bostwo@edcgov.us>, <bostthree@edcgov.us>, <bosfour@edcgov.us>, <bosfive@edcgov.us>

I have just learned that the approval for Dollar General by the planning commission was on May 28th. I am requesting that the Board of Supervisors appeals this vehemently.

Please do not approve Dollar Stores or Grocery Outlets in Cool!!

Thank you for your attention to this matter.

Aileen Dalen  
1515 Paymaster Ct, Cool, CA 95614



EDC COB <edc.cob@edcgov.us>

## Fwd: DollarGeneral Appeal.doc

1 message

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


Mon, Jul 13, 2020 at 9:05 AM

FYI for public comment, addressed to 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: **Aloha Adams** <adams2810@sbcglobal.net>  
Date: Sun, Jun 7, 2020 at 9:14 PM  
Subject: DollarGeneral Appeal.doc  
To: <bosfour@edcgov.us>

Lori – Please see my attached letter.

Aloha Adams

---

 **DollarGeneral Appeal.doc**  
42K

*Aloha N. Adams*  
*2810 Gillespie Road*  
*P. O. Box 365, Cool, CA 95614*  
*Cell 530-320-0887*  
*Email: [adams2810@sbcglobal.net](mailto:adams2810@sbcglobal.net)*

June 7, 2020

Ms. Lori Parlin  
Board of Supervisors, District Four  
Placerville, CA 95667

**RE: Appeal Dollar General, Cool, CA**

Dear Ms. Parlin:

This letter is to appeal the recent Planning Commission approval of the Dollar General in Cool, CA, which under the continued Pandemic closures of so many businesses and County Government is minimally ridiculous, if not absurd. Cool is a Gold Rush town and wants to maintain its rich historic history without the addition of some second rate chain.

There are so many issues that have not been addressed, one hardly knows where to start, perhaps the fact that the **businesses in Cool were not advised of the pending Planning Commission hearing**. While there are several means of notifications, i.e., newspapers, social media, local gossip, this does not alleviate the County's responsibility of advising local business of pending actions. The County has a responsibility to notice people/businesses of important events affecting the citizens of the County. The County failed in this responsibility.

You may not be aware that most **small businesses in the Cool area are barely making ends meet**, especially during the pandemic when most were required to close for nearly three (3) months. Those of us that live in Cool rely on the businesses that are here, we don't want them to close, leaving more empty spaces. These businesses provide the services we need and use. Adding Dollar General to our quaint little community does not add anything new, just cheap products; we can purchase quality products from the local businesses. There is not enough revenue to support this type of business... bring us a business we need.

Dollar General obviously has deep pockets and has no concern for the livelihood of our local residents..... and perhaps our Board of Supervisors has no concern either? We already have **empty spots in all of our town buildings**, and we certainly don't want an empty market if Holiday Market finds they can no longer afford our little town.

Additionally, there is a **severe lack in the ability to access information through the County's eTrakit system**. At best, it is a weak example of good customer service. While planners usually answered questions, the system failed to provide easy access for any local citizen. One could see the list of many reports that had been filed, but could not access them through this system. This is a problem that needs to be addressed by the County immediately.

Most of us are not versed enough to know what to look for in an application submitted by a developer or anyone else interested in developing property. The same in staff reports, reading them does not give me the seriousness of what is being discussed. It is not easy for a citizen to keep up with all reports

and documents that lack clarity.

Another significant issue is **vehicular traffic**. I seriously doubt that you or any of your colleagues have traveled to Cool recently to see the horrendous traffic blocks that arise at various times of the day.

Add to current congestion the addition of traffic into and out of Northside Drive, to the Post Office and current businesses. Getting out of Northside Drive onto Highway 49 to go south sometimes requires waiting several minutes, and you intend to add the traffic from the proposed Dollar General. Unreal!

The **traffic situation between the intersection of Highway 49 and 193** is already a problem, think about the absolute mess with the proposed Grocery Outlet and their plan to put their primary driveway on Highway 49 just across from the Cool General Store and Los Establos Mexican Restaurant. Imagine, **five (5) driveways or intersections in less than ¼ mile**: Hwy 49/193 Intersection, GC proposed driveway, driveway to American River Grill, Northside Drive and St. Florian/Firehouse Drive.

Apparently, the Planning Commission approved that Dollar General **deliveries would be made from 9:00 a.m. to 3:00p.m.**, which would mean a large truck would also be accessing Northside Drive in the middle of the day while other traffic would be accessing the Post Office or other businesses. Why aren't these deliveries made at 4:00a.m. when there is no traffic on Northside Driveway?

The environmental implications to this area are huge, probably disregarded by large corporations. **Was an Environmental Impact Report completed?** Or, was it just ignored, thinking no big deal for this small plot of land in Cool? Also, this property borders on property that will not perk, what kind of requirements were required to **ensure proper disposal of waste water** and not let it seep onto Highway 49?

As I recall from the original meetings by the developer, there was **commitment to include a pathway along Highway 49**, from the intersection of 49/193 to Northside Drive to extend the current pathway along Highway 193. I do not see any reference to this in the approval. What happened?

Since the addition of this business may cause shoppers to try to cross from one side of Highway 49 to the other, it seems that **a cross walk should be included as well as reduced speed signs**.

Lastly, I have a significant concern that the current **virtual meetings** are having a huge impact on residents' willingness to come forward to voice their concerns regarding this project as well as others to come. In my opinion, virtual meetings are very intimidating as many of our residents are older, may not have skills to do call-in or don't have the technology to participate. This creates a very serious customer service issue for the County and steps should be taken to resolve this before other projects come forward. Lots of people are willing to do social-distancing in order to be heard.

I sincerely request that you and your colleagues give serious consideration to the points in this letter.

Sincerely,

Aloha N. Adams  
(aka Chair, Cool Pilot Hill Advisory Committee)



EDC COB <edc.cob@edcgov.us>

# Fwd: Dollar General Draft Meeting Minutes and Appeal Process, COVID-19 Updates, Emergency Notifications

1 message

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

Mon, Jul 13, 2020 at 9:09 AM

FYI for public comment, addressed to 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: 'Melinda Abplanalp' via **BS-BOSFour-m** <bosfour@edcgov.us>  
Date: Fri, Jun 5, 2020 at 5:24 PM  
Subject: Re: Dollar General Draft Meeting Minutes and Appeal Process, COVID-19 Updates, Emergency Notifications  
To: <BOSFOUR@service.govdelivery.com>

Our community does not want Dollar General. You know that and you don't care.

On Friday, June 5, 2020, 05:08:43 PM PDT, Supervisor Parlin District IV <bosfour@service.govdelivery.com> wrote:



COUNTY OF  
El Dorado

*District 4 Supervisor  
El Dorado County*

**Lori  
Parlin**



Having trouble viewing this email? [View it as a Web page.](#)

In This Issue:

- [Dollar General Draft Meeting Minutes and Appeal Process](#)
- [COVID-19 Updates](#)
- [Emergency Notifications: Signup for CodeRED](#)



Any decision by the review authority of original jurisdiction may be appealed by the applicant or any other affected party, as follows: A. An appeal must be filed within 10 working days from the decision by the review authority by completing the appeal form and submitting said form together with the applicable fee, as established by resolution of the Board, to the Department. The appellant shall clearly identify on the appeal form the specific reasons for the appeal and the relief requested.

[https://www.edcgov.us/government/planning/forms/documents/Appeal\\_Final%20Format.pdf](https://www.edcgov.us/government/planning/forms/documents/Appeal_Final%20Format.pdf)

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## COVID-19 Updates

### NEWS RELEASE



Chief Administrative Office  
El Dorado County

#### EL DORADO COUNTY, PARTNERS SEND LETTER TO GOVERNOR REQUESTING MODIFICATION FOR TOURISM TRAVEL, OUTDOOR RECREATION GUIDELINES

FOR IMMEDIATE RELEASE  
June 5, 2020

Contact: Carla B. Hass  
530-621-4609  
916-293-2046

(PLACERVILLE, CA) – The El Dorado County Board of Supervisors, Public Health Officer, CEOs of Marshall Medical Center and Barton Health and the mayors of Placerville and South Lake Tahoe sent a joint letter to Governor Newsom requesting modifications in the State’s Stay At Home order to relax travel restrictions and allow for additional recreation activities.

“El Dorado County residents have made significant sacrifices to ensure the level of COVID-19 remains low,” said Board Chair Brian Veerkamp. “Coupled with the fact that a preponderance of businesses throughout the County is reliant upon tourism, we believe it is both possible and important that we be able to open more widely in a safe, reasonable manner.”

Many businesses have already developed safety plans which will mitigate the transmission of the virus and are awaiting guidelines to finalize them and be in a position to safely reopen.

The letter specifically requests the California Department of Public Health convene a work group with heavily tourism-focused Counties to develop guidelines that allow a reasonable amount of recreational travel; relax the Stay At Home order to allow low-risk recreation areas and campgrounds including backpacking, camping and commercial white water rafting; amend the lodging and hotels guideline to remove restrictions on nonessential use of lodging in preparation for relaxation of the nonessential travel ban; and release a timeline for the issuance of future guidelines.

See the letter [here](#).

###

*Providing safe, healthy and vibrant communities; respecting our natural resources and historical heritage*

June 5, 2020 - Joint letter sent to Governor Newsom requesting relief from some restrictions on tourism lodging & recreation travel.

The County is asking Governor Newsom to consider relaxing some COVID-19 travel restrictions and allowing for more recreational activities for El Dorado County. See the joint letter from County government and health care leaders here: <http://ow.ly/tJhm50A0I6P>

June 3, 2020 - Public Health Officer Clarifies Approval Process for Reopening of Stage 3 Businesses See Press Release.

<https://www.edcgov.us/Government/hhsa/PublishingImages/pages/EDCCOVID-19-News/PR%202020-38%20Williams%20Statement%20on%20Stage%203%20openings.pdf>

State Guidelines are located here:  
<https://covid19.ca.gov/roadmap/>

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### CodeRED Sign up



The El Dorado County Sheriff's Office, Office of Emergency Services' Alert Notification System - Code Red provides a number of ways in which the county may contact the community in the event of an emergency such as: evacuations due to wildfires or hazardous material spills, or urgent law enforcement operations. The system may be used to deliver alerts when there is a threat to the health or safety of residents.

Learn more about CodeRED here: <https://ready.edso.org/>

To register your home phone, cell phone, and/or email address go to: <https://public.coderedweb.com/CNE/en-US/BF6E025EBFDC>

[Back to Top](#)







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

---

**Fwd: Dollar General Store in Cool**

1 message

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

Mon, Jul 13, 2020 at 9:11 AM

FYI for public comment, sent to all BOS

*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: **Zina Vitcov** <zinavitcov@hotmail.com>

Date: Thu, Jun 4, 2020 at 11:57 AM

Subject: Dollar General Store in Cool

To: bosone@edcgov.us <bosone@edcgov.us>, bostwo@edcgov.us <bostwo@edcgov.us>, bosthree@edcgov.us <bosthree@edcgov.us>, bosfour@edcgov.us <bosfour@edcgov.us>, bosfive@edcgov.us <bosfive@edcgov.us>

Please reconsider Dollar General in Cool

Some of us in Cool were involved with other issues when the Dollar Tree controversy first came into view. It didn't seem possible it could be seriously considered in our rural backwater. Worse, the approval process occurred in the middle of a Pandemic when life was very much focused in a different direction. Now we hear that unless appealed, a low quality, community breaking, store with a terrible reputation in other communities in which it operates is approved. The effect it will have on our local businesses, community support, personal lives is deemed irrelevant. The zoning will permit it. That seems to be all that is important.

However, the effect on our Cool is considerable. As one businesswoman lamented: Dollar General will wait out their share of local sales until they are the only business in town. They are backed by corporate funds and can afford to undercut until they win. Our small rural village is served by local friends, neighbors, and we care. Our local businesses don't enjoy a large net profit, but can get just enough to keep them willing to work. Worse, as Dollar General (and we understand Grocery Outlet will be added), forces out local owners, we are left with lost quality, no local feedback, and pretty soon, empty buildings. Is this good planning?

The timing on this couldn't be better for Dollar General. The outrage that might have been much more evident is subdued by what is happening in our country and a pandemic. Please, revisit this approval on appeal. It has the future of our small village as a vacant building wasteland being allowed.



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

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**Fwd: Dollar Store**

1 message

---

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

Mon, Jul 13, 2020 at 9:21 AM

FYI for public comment, sent to 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: **Karen Stinson** <karen@jimandkarenstinson.com>  
Date: Thu, Jun 4, 2020 at 9:02 AM  
Subject: Dollar Store  
To: bosfour@edcgov.us <bosfour@edcgov.us>

**El Dorado County Supervisor:**

This letter is written as opposition to the Dollar General Store in Cool. The negative impact of this store will affect small businesses, individuals, and the environment. Cool is a small town with small businesses which are supported by the community. The area is rural, beautiful, and quiet. The roads are single lane and wind through the hills in all directions. A box store will be a terrible addition to this area. It brings nothing of value and will simply be an eyesore in a beautiful area. A Dollar General Store is unneeded and unnecessary.

Please reconsider this decision. Please allow us to keep rural and continue to support the small businesses who have been there for us throughout the years.

I'm a 40 year resident of El Dorado County. Please hear my voice.

Sincerely,

**Karen St. Amant-Stinson**

**916-284-9534**



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

---

**Fwd: Dollar General in Cool, CA**

1 message

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

Mon, Jul 13, 2020 at 9:23 AM

FYI for public comment, sent to bosfour and bosthree.

*Sincerely,  
Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513[✉ Sign Up for District IV Email Updates](#)[f Follow Us on Facebook](#)

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

From: **Noreen Schmidt** <noreeneschmidt@gmail.com>  
Date: Wed, Jun 3, 2020 at 8:53 PM  
Subject: Dollar General in Cool, CA  
To: <bosfour@edcgov.us>, <bosthree@edcgov.us>

Dear Board of Supervisors:

**I would like to state my objection to the building of a Dollar General store in Cool for the following reasons:**

- It would severely impact local businesses that support the community.
- It would increase traffic congestion at the intersection of Highway 49 and 193 and increase traffic in the town of Cool.
- I have no interest in the products sold.
- There would be a loss of our small town atmosphere.
- It would overtax the local water supply.

**Georgetown did not want a Dollar General and neither does Cool**

I also see no need for a Grocery Outlet in Cool when we have an excellent supermarket already and another just up the road in Georgetown.

Thank you for your time.

Noreen Schmidt

Resident of the Divide for 39 years and of Cool for 5 years.

7/13/2020

Edcgov.us Mail - Fwd: Dollar General in Cool, CA



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

---

**Fwd: Oppose Dollar General**

1 message

---

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

Mon, Jul 13, 2020 at 9:24 AM

FYI for public comment, sent to bosfour.

*Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513[✉ Sign Up for District IV Email Updates](#)[f Follow Us on Facebook](#)

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

**From:** 'Jennifer Alcorn' via **BS-BOSFour-m** <bosfour@edcgov.us>  
**Date:** Wed, Jun 3, 2020 at 10:29 PM  
**Subject:** Oppose Dollar General  
**To:** bosfour@edcgov.us <bosfour@edcgov.us>

Good evening. Please repeal the Planning Commissions' approval for moving forward with Dollar General in Cool. It was not approved for Georgetown, why should it have moved down the street to our little community? We cannot support a larger store that will take away the sales from our current stores. Our current stores do not have long lines, we do not need another store that basically sells the same items that Holiday Grocery Store, Cool Pharmacy, Cool Florist and Gifts, Cool Feed, Cool General Store, sell.

If there isn't community support that wants it, nor will it sell items we need or cannot get, we do not want it! We cannot allow a big bully store to come in and tear up our small, tiny town by taking away it's small-town charm, adding unneeded competition to hard-working small businesses. Please do not move this forward, or at least get a majority of the town's signatures in favor of this before you do. We are way too small for this added mess.

Sincerely,  
Jennifer Alcorn  
3530 Cherry Acred Rd.  
Cool, CA 95614



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>

Mon, Jul 13, 2020 at 9:26 AM

FYI for public comment, sent to all BOS.

*Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513[✉ Sign Up for District IV Email Updates](#)[f Follow Us on Facebook](#)

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From: **Lucinda Elliot** <siselliot@att.net>

Date: Wed, Jun 3, 2020 at 5:47 PM

Subject: dollar general

To: &lt;bostwo@edcgov.us&gt;, &lt;bosthree@edcgov.us&gt;, &lt;bosfour@edcgov.us&gt;, &lt;bosfive@edcgov.us&gt;, &lt;bosone@edcgov.us&gt;

Why would you think this community wants a Dollar general or Grocery outlet? I don't recall a public outcry asking for these discount stores in our town! I would have thought you got the message after Georgetown expressed NIMBY. Between your decision and the parks considering launching a small city of public camp sites, I'm wondering about the thought process our public officials have adopted. It must be the money because it sure doesn't fit this rural community! A dollar general store is the kiss of death for this community and our mom and pops will suffer. Look at other rural communities where this juggernaut has invaded. It's the star thistle of retail mercantilism and I for one do not want this store in our community.

Lucinda Elliot

2734 Willow Creek Trail

Cool, CA 95614



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

---

**Fwd: Opposition to approving the Dollar General in Cool**

1 message

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

Mon, Jul 13, 2020 at 9:28 AM

FYI for public comment, sent to bosfour.

*Sincerely,  
Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513[✉ Sign Up for District IV Email Updates](#)[f Follow Us on Facebook](#)

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

**From:** 'Larry Hausen' via **BS-BOSFour-m** <bosfour@edcgov.us>  
**Date:** Wed, Jun 3, 2020 at 4:12 PM  
**Subject:** Opposition to approving the Dollar General in Cool  
**To:** <bosfour@edcgov.us>

I am writing this letter to express my strong opposition to allowing Dollar General or Grocery Outlet to be built in Cool, California.

As residents/property owner residing in Auburn Lake Trails, I believe it would be detrimental to the local businesses including Holiday Market, Cool Pharmacy, Cool Florist and Gifts, Cool Feed and Cool General Store. We do not need a redundant supplier of grocery and general supply items in this very small town. When my family moved to Cool nine years ago, we were pleased to find a very good local source for groceries and home products. We have since become big supporters of our local businesses and would hate to see a large discount competitor disrupt the quality services we already receive. I and many of my neighbors would not support a big retail business that would change the small town appeal that our present business provide. The local businesses have earned our trust and support.

Please do not approve the Dollar Store or Grocery Outlet that would only serve to take away sales from our treasured businesses.

Larry Hausen, Full-time resident and homeowner

2511 Cascade Trail

Cool, California

530-885-6002





Larry Hausen

[ruffhaus@icloud.com](mailto:ruffhaus@icloud.com)

<http://www.ruffhausstudio.com/>

Studio Ph: 530-885-6131

Mobile Ph: 925-212-2537

2511 Cascade Trail

Cool, CA 95614



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

---

**Fwd: Dollar general and grocery outlet**

1 message

---

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

Mon, Jul 13, 2020 at 9:32 AM

FYI for public comment, sent to all BOS.

*Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513✉ [Sign Up for District IV Email Updates](#)📘 [Follow Us on Facebook](#)

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

From: **Kelly O'Brien** <appraiserkellyo@gmail.com>

Date: Wed, Jun 3, 2020 at 1:58 PM

Subject: Dollar general and grocery outlet

To: &lt;bosone@edcgov.us&gt;, &lt;bostwo@edcgov.us&gt;, &lt;bosthree@edcgov.us&gt;, &lt;bosfour@edcgov.us&gt;, &lt;bosfive@edcgov.us&gt;

I just recently bought a home in Cool. I moved my family here from Roseville. My wife grew up in Roseville when there was little development. She loved the small town feel. That is one of the reasons we chose Auburn Lake Trails/Cool. We want to raise our kids in the country. Not the over developed cement jungle.

The news of a dollar store and a grocery outlet is troubling.

Have you ever been in these stores? They carry expired food and off brands made with who knows what.

Please keep our small town small. I have been a real estate appraiser since 1995. I understand General Plans and zoning. Development brings in revenue. I think as a majority we are not opposed to development, let's do it with citizen input and not big box or chain stores.

A 15 minute drive and we have Auburn for those amenities.

My family and I will not patronize either of those stores.

Please consider my letter and opinion as an objection to these two stores.

Kelly O'Brien  
Certified Appraiser  
Sent from my iPhone  
iTypos  
iApologize



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

---

**Fwd: Dollar General and Grocery Outlet**


1 message

---

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

Mon, Jul 13, 2020 at 9:34 AM

FYI for public comment, sent to bosfour.

*Sincerely,  
Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513 [Sign Up for District IV Email Updates](#) [Follow Us on Facebook](#)

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

From: **Dianne Wright** <cooldianne@gmail.com>  
Date: Wed, Jun 3, 2020 at 1:54 PM  
Subject: Dollar General and Grocery Outlet  
To: <bosfour@edcgov.us>

Dear Supervisor Lori Parlin,

How does this happen to a peaceful, quiet community in the Foothills? And, why haven't the people who live and love the ambiance of our town been informed of all these plans that the Board of Supervisors have decided are a good idea. Don't you think that we, who live and know the area, should have been part of this voting procedure?

I'm sending you, as a Board member, to inform you that there are more than plenty residents who are opposed to a Dollar General and, or a Grocery Outlet to be built and opened in Cool. We have several small stores, owned and operated by our friends that might suffer as a result of your drastic decisions.

PLEASE reconsider!

Dianne Wright  
1859 American River Trail  
Cool, CA 95614  
530-401-0917



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

## Fwd: Opening of Dollar General and Grocery Outlet

1 message

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

Mon, Jul 13, 2020 at 9:36 AM

FYI for public comment, sent to all BOS.

*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: **Shelly McGagin** <shelly@blackoak.cool>

Date: Wed, Jun 3, 2020 at 1:12 PM

Subject: Opening of Dollar General and Grocery Outlet

To: <bosone@edcgov.us>, <bostwo@edcgov.us>, <bosthree@edcgov.us>, <bosfour@edcgov.us>, <bosfive@edcgov.us>

Attn: Board Of Supervisors El Dorado County,

Please repeal the Planning Commissions approval to put in a Dollar General Store. It was not approved for Georgetown, why should it have moved down the street to our little community? We cannot support a larger store that will take away the sales from our current stores. Our current stores do not have long lines, we do not need another store that basically sells the same items that Holiday Grocery Store, Cool Pharmacy, Cool Florist and Gifts, Cool Feed, Cool General Store, sell. Plus, we live here because it is a RURAL Community. We can go to Auburn for these stores, but still have the same small town feel and safety. We do not want growth and expansion here as it threatens our basic way of life.

We absolutely DO NOT support a Grocery Outlet coming to our small town, as this will bring more traffic, crime and put our current grocery store, which we love, out of business, as well as the businesses named above. Once the small businesses go away, we've got big businesses and no difference than a regular residential community. I can move to Roseville if I want that for myself and family. That is not what myself and many others who live here are looking for.

Please keep our small agricultural town small. We're doing just fine.

Thank you.

**Shelly McGagin,**  
**Estate Manager**



BLACK OAK  
MOUNTAIN  
VINEYARDS

2480 State Highway 193  
Cool, Ca 95614



EDC COB <edc.cob@edcgov.us>

## Fwd: Dollar Store and Grocery Outlet stores in Cool

1 message

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

Mon, Jul 13, 2020 at 9:37 AM

FYI for public comment, sent to all BOS.

*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: **Autumn deBecker** <autumnrosy1@gmail.com>

Date: Wed, Jun 3, 2020 at 1:07 PM

Subject: Dollar Store and Grocery Outlet stores in Cool

To: <bosone@edcgov.us>, <bostwo@edcgov.us>, <bosthree@edcgov.us>, <bosfour@edcgov.us>, <bosfive@edcgov.us>

Hi- we do **not** need these stores in our tiny town! Please stop them from polluting our area with traffic and non sustainable products!

Thank you, Autumn Elise  
1940 Tegra Cool, CA



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

**Fwd: dollar general for Cool**

1 message

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

Mon, Jul 13, 2020 at 9:39 AM

FYI for public comment, sent to all BOS.

*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 A SORENSEN** <critterswelcome@comcast.net>

Date: Wed, Jun 3, 2020 at 11:14 AM

Subject: dollar general for Cool

To: &lt;bosone@edcgov.us&gt;, &lt;bosthree@edcgov.us&gt;, &lt;bosfour@edcgov.us&gt;, &lt;bosfive@edcgov.us&gt;, &lt;bostwo@edcgov.us&gt;

June 3, 2020

Dear Board of Supervisors:

Please repeal the Planning Commissions approval for the dollar general.. It was not approved for Georgetown, why should it have moved down the street to our little community? We cannot support a larger store that will take away the sales from our current stores. Our current stores do not have long lines, we do not need another store that basically sells the same items that Holiday Grocery Store, Cool Pharmacy, Cool Florist and Gifts, Cool Feed, Cool General Store, sell.

We cant afford to loose the stores we have at present. Many of us are elderly and are well taken care of by our existing merchants...all who know us by name and will go above and beyond to address our needs.

I have been a home and property owner in Auburn Lake Trails for 27 years and the merchants we have available to us are enough.

We don't need the additional traffic either. The proposed location for this large store is in a location that will bottleneck our community: residents and emergency vehicles.

We also have a large number of wildlife in our area that are hit daily, killed and or maimed.

We do not need or want expansion in our area...please reconsider your approval.

Regards,  
Elizabeth Hartman Sorensen  
3057 Secret Lake Trail, Cool CA 95614  
[Critterswelcome@comcast.net](mailto:Critterswelcome@comcast.net)

7/13/2020

Edcgov.us Mail - Fwd: dollar general for Cool

530 889-9049



EDC COB <edc.cob@edcgov.us>

**Fwd: Government officials of EDC: NO NEW STORES NEEDED IN COOL!!!! Please read!**

1 message

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

Mon, Jul 13, 2020 at 9:40 AM

FYI for public comment, sent to bosfour.

*Shelley Wiley*

Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513  
[✉ Sign Up for District IV Email Updates](#)  
[f Follow Us on Facebook](#)

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

From: **Rachel Debecker** <rdebecker1@gmail.com>  
Date: Wed, Jun 3, 2020 at 11:01 AM  
Subject: Government officials of EDC: NO NEW STORES NEEDED IN COOL!!!! Please read!  
To:

hi- as a resident of Cool, CA for 20 years, we all enjoy the rural calm and natural settings of our small town. We like it very much this way, and feel the stores in plan would negatively change our landscape and climate.  
PLEASE STOP the Dollar Store and Grocery Outlet from coming here. Our town is too small to even need these large corporation stores.  
Thank you for your consideration,  
Rachel and Paul de Becker and family in Cool  
1940 Tegra Rd, Cool, CA 95614  
530-823-9972





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

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**Fwd: Dollar stores in Cool?**

1 message

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

Mon, Jul 13, 2020 at 9:42 AM

FYI for public comment, sent to 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: **Rho Bailey** <rhobailey@comcast.net>  
Date: Wed, Jun 3, 2020 at 10:46 AM  
Subject: Dollar stores in Cool?  
To: <bosfour@edcgov.us>

Please do not allow a Corporate low cost product store be built in the quant small town of Cool. There are already so many vacant store fronts, how do you figure stores like Dollar Tree or Grocery Outlet will help this community? It won't especially by putting up more buildings to go empty. Have you ever shopped in a Dollar Tree? Cheap made out of the USA merchandise. This small Community just won't support it.

If they HAVE to have a presence in this area they could give it a test by using an empty storefront near Holiday.

Cool businesses are already hanging by a thread this store will hurt so much & cause more closures.

Do not let Dollar Stores destroy our little town.

Rho Bailey  
Cool, CA 95614  
530-885-7461

Sent from Rho's iPhone

Sent from Rho's iPhone



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

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**Fwd: My Opposition to Dollar Store**

1 message

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

Mon, Jul 13, 2020 at 9:43 AM

FYI for public comment, sent to BOSFOUR.

*Sincerely,**Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513[✉ Sign Up for District IV Email Updates](#)[f Follow Us on Facebook](#)

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

From: **'Linnea Marengo' via BS-BOSFour-m** <bosfour@edcgov.us>  
Date: Wed, Jun 3, 2020 at 10:01 AM  
Subject: My Opposition to Dollar Store  
To: <bosfour@edcgov.us>

Dear Supervisor Parlin,

I am writing to express my opposition to the proposed Dollar Store in Cool. I understand the proposal was recently approved by the Planning Commission on May 28, 2020.

This business does not fit the flavor of the town of Cool or our community in any way. The issue is not simply what the building would look like.

That this proposed business was even on the Planning Commission's agenda during the extreme time of chaos and crisis in our nation is disappointing. We are asked to remain sheltered at home with the corona virus -19 and yet there is a major item on the Planning Commission's agenda. This prevented many people from being able to attend, whether it was on Zoom or not. I doubt many people even knew about the item on the Planning Commission's agenda. I did not.

The rest of us and our lives have been put on hold, why can't a major item such as a Dollar Store be put on hold? Many businesses have been put on hold. This is not a normal time and thus we don't need to follow normal procedures for planning.

What other type of business might be proposed for Cool? A Grocery Outlet? Another type of 'discount' store?

Was this something our community asked for or something the business itself asked for? Just because a business wants to come here for their bottom line financial gain, does not mean it is right for our community.

I have been in one Dollar Store and was absolutely disgusted by the store. It was not well presented, not well cared for, and I rushed out of that Dollar Store because it was so disgusting and unappealing and depressing. I would not even use the rest room it was so filthy.

I do not believe this store would complement our community.

Sincerely,

Linnea Marengo  
Cool

7/13/2020

Edcgov.us Mail - Fwd: My Opposition to Dollar Store



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

---

**Fwd: Dollar General in Cool**

1 message

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

Mon, Jul 13, 2020 at 9:45 AM

FYI for public comment, sent to BOSFOUR.

*Sincerely,**Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513[✉ Sign Up for District IV Email Updates](#)[f Follow Us on Facebook](#)

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

From: **Pam Sheil** <pamsheil@hughes.net>  
Date: Tue, Jun 2, 2020 at 4:25 PM  
Subject: Dollar General in Cool  
To: <bosfour@edcgov.us>

Dear Ms. Parlin: I am adamantly opposed to the proposed Dollar General (and possibly Grocery Outlet) store in Cool.

This store is not the type of business that we want in our quaint little town. The dollar stores typically sell junk items and do nothing to bring value to the neighborhood.

We also love our local stores: Cool Feed, Holiday Market, Cool Florist, etc. These stores, most operated by small business owners, will suffer economically should a cut-rate competitor move in.

Please, please do everything you can to see that this does not happen. No Dollar General (and similar stores) in Cool!!!

Thank you for your service to your constituents.

Regards,

Pam Sheil  
4381 Meadowview Acres Road  
Cool, CA



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

---

**Fwd: Development in Cool - Dollar General and Grocery Outlet**

1 message

---

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

Mon, Jul 13, 2020 at 9:46 AM

FYI for public comment, sent to all BOS.

*Sincerely,**Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513[✉ Sign Up for District IV Email Updates](#)[f Follow Us on Facebook](#)

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

From: **Dede Azevedo** <dedelou@sbcglobal.net>

Date: Tue, Jun 2, 2020 at 4:03 PM

Subject: Development in Cool - Dollar General and Grocery Outlet

To: &lt;bosone@edcgov.us&gt;, &lt;bostwo@edcgov.us&gt;, &lt;bosthree@edcgov.us&gt;, &lt;bosfour@edcgov.us&gt;, &lt;bosfive@edcgov.us&gt;

Hello,

I am writing in strong opposition of adding Dollar General and Grocery Outlet to the beautiful community I live in — Cool, CA. I realize some things have passed certain levels of approval. However, please note that this development will actually cause me to strongly consider relocating my family. This is not why I purchased a home here two years ago.

The beauty and small-town feel with locally owned businesses (and Holiday) are why we bought here. We will certainly not stay given this direction in planning and I urge you to stop this. Do not allow Dollar General and Grocery Outlet, or the like, to stain our beautiful landscape and community. I can't believe I even have to send this email. It seems so blatantly obvious that it is a terrible idea.

Thank you,

Denise Gruber  
3077 Secret Lake Trail  
Cool, CA 95614



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

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**Fwd: Dollar General and other projects**

1 message

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

Mon, Jul 13, 2020 at 9:49 AM

- FYI for public comment, sent to all BOS..

*Sincerely,**Shelley Wiley*Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513[✉ Sign Up for District IV Email Updates](#)[f Follow Us on Facebook](#)

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

From: **Bev Martin** <bnlmartin@gmail.com>

Date: Tue, Jun 2, 2020 at 3:34 PM

Subject: Dollar General and other projects

To: &lt;bosone@edcgov.us&gt;, &lt;bostwo@edcgov.us&gt;, &lt;bosthree@edcgov.us&gt;, &lt;bosfour@edcgov.us&gt;, &lt;bosfive@edcgov.us&gt;

I am writing you as a concerned citizen of Cool, CA. After fighting to prevent a Dollar General in Georgetown, we have to fight again for the same in Cool. We have no need or interest in the poor quality merchandise and atmosphere of a Dollar General in our community. And the thought that this project would be followed by a Grocery Outlet is maddening. The intersection of 193 and 49 would become a traffic hazard with the potential of these stores. We have a grocery store, a florist, a pharmacy as well as other businesses that serve the community and provide our needs. I am especially asking that our supervisor, Laurie Palen, support our needs and see that these projects are built in our community. I personally will boycott these stores if they are built and will encourage others to do the same. Then what do we have.....empty, ugly buildings to detract from the community!

Please, I urge you to not allow Dollar General to build in Cool!

Thank you,

Bev Martin

2142 Angel Camp Ct.

Cool, CA. 95614

bnlmartin@gmail.com



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

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## Fwd: Oppose Dollar General

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


Mon, Jul 13, 2020 at 9:24 AM

FYI for public comment, sent to bosfour.

### *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: 'Jennifer Alcorn' via **BS-BOSFour-m** <bosfour@edcgov.us>  
Date: Wed, Jun 3, 2020 at 10:29 PM  
Subject: Oppose Dollar General  
To: bosfour@edcgov.us <bosfour@edcgov.us>

Good evening. Please repeal the Planning Commissions' approval for moving forward with Dollar General in Cool. It was not approved for Georgetown, why should it have moved down the street to our little community? We cannot support a larger store that will take away the sales from our current stores. Our current stores do not have long lines, we do not need another store that basically sells the same items that Holiday Grocery Store, Cool Pharmacy, Cool Florist and Gifts, Cool Feed, Cool General Store, sell.

If there isn't community support that wants it, nor will it sell items we need or cannot get, we do not want it! We cannot allow a big bully store to come in and tear up our small, tiny town by taking away it's small-town charm, adding unneeded competition to hard-working small businesses. Please do not move this forward, or at least get a majority of the town's signatures in favor of this before you do. We are way too small for this added mess.

Sincerely,  
Jennifer Alcorn  
3530 Cherry Acred Rd.  
Cool, CA 95614



EDC COB <edc.cob@edcgov.us>

---

## Cool Dollar General 20-0866

1 message

Sara SK <skpriority@earthlink.net>

Mon, Jul 13, 2020 at 10:46 AM

To: EDC COB <edc.cob@edcgov.us>

Cc: Supervisor Parlin District IV <BOSFOUR@service.govdelivery.com>


To the Clerk of the Board,  
Please submit my written comment to the record of the appeal of the Cool Dollar General.

Thank you,  
Sara Schwartz C.R. Kendall

---

Sara Schwartz C.R. Kendall  
[skpriority@earthlink.net](mailto:skpriority@earthlink.net)  
(530) 295-3488

---

 **BOS Dollar General Appeal Sara Schwartz Kendall letter.pdf**  
107K



July 11, 2020

To the Board of Supervisors of El Dorado County,

I have lived near Cool, and frequented it, for 20 years. I have worked there, have been groomed there, and have been taught how to groom my dogs there. I have walked the trails, commuted to Auburn through the Hwys 193/49 intersection, and posted mail there. I regularly shop there and dine there (minus the current COVID 19 pause – now I get my food to go). I have often walked my dog around the small parcel where the Dollar General store is supposed to go in, and I was astonished that it is the chosen location for a store that is on an enormous scale for the area.

You have received many comments against Dollar General moving into our County, at the intersection of two much-used throughways in Cool. My comments are based on my experience living in the area for two decades. I am concerned about the continued vitality of our small business community which nurtures our entire community. I very concerned about the traffic and fire safety aspects of this proposed large building (and, it must be said, the proposed Dollar General on the corner). Further, I agree with others' concern about the esthetic and natural degradation of the area this chain store would cause, diminishing the charm and rural aspect of this getaway for residents -- and also for tourists who we want to keep visiting the area and bringing their financial support to El Dorado County.

### Traffic

I have very often waited a long time to turn left/south out of Northside Drive after frequenting the businesses in the existing plaza. I cannot imagine how anyone can think that adding that over 370 new daily trips – including over 60 at the rush hour, when traffic is backed all the way down the canyon – will have no effect on that intersection. Most of the Dollar General traffic is expected to turn left/south, across traffic, and Northside Drive is a very short section of very narrow road. It is a mess waiting to happen.

I am on record with the Planning Commission asking how the increase of traffic projected to be generated by the Dollar General can be considered of no impact when it's expected to generate over 370 new trips per day, and the road segments are already at Level of Service D and E. I was not answered adequately in that May 28, 2020 meeting,

because the report I was referring to had only come out that morning (after the Planning Commission had convened) and the Commissioners had not had time to review the material. Steve Powell replied in that meeting that the intersections are at better levels of service, but that is not an answer.

Project developer Steve Powell wrote to you that “Per General Plan Policy TC-X Table TC-2, **State Route 49 is allowed to operate at LOS F.**” While factually true, I have no idea why this is the case; what thinking person or agency would allow for failure, much less plan for failure? We are better than that. In fact, the very cover of the General Plan describes it as “A Plan for Quality Neighborhoods and Traffic Relief.” Putting in a situationally huge store in a tiny plot of land, on a tiny road already shared by many businesses, at an over-used roadway and busy intersection, goes against the intention of the General Plan and against common sense.

Powell also argued that “Traffic is not considered to be a non-technical subject, and therefore the review of the experts should be relied upon for determination of project compliance.” Well, I may not have been trained in the statistical models of traffic analysis, but I do know what it is like to wait to get through that intersection at rush hour, and how hard it already can be to get out of Northside Drive. I know that getting in and out of the Holiday Market Plaza is fine because they have long turn lanes and plenty of space in the parking lots to maneuver. It also has Ellinghouse Drive running behind it. Northside Drive has almost no turn lane space, and the DG lot would have a throat of only 2 cars. I am not convinced, having been there often, that little Northside Drive can accommodate traffic into, and especially out of, both the plazas.

Additionally, I see these limitations of the measurements taken on June 12, 2019:

1. The last day of school at Northside was June 7, 2019. The traffic study was June 12 so did not account for all the vehicular, pedestrian, and bike traffic through the intersection. The community worked very hard to make a bike lane going through the Hwys 193/49 intersection for students and families to walk and bike to and from school. Additionally, many families go to the school by car. None of that traffic was taken into consideration.
2. We have a great deal of tourist traffic in the summer months, especially on weekends. People go up to Georgetown and beyond for the reservoirs and open lands. People go to Coloma-Lotus and beyond to wine taste, use the trails, and

recreate at the river especially in the warm months. Many visitors year-round go to the State Park in Coloma and other gold rush destinations farther south on Hwy 49. June 12 was a Wednesday. Most years, there is no rafting on Wednesdays. Any week, Wednesday is low tourism because it's far from a weekend. Therefore a quantity of traffic to and from Auburn was not present and not counted. Neither was the weekend traffic of locals going out to Auburn and the Hwy 80 corridor and back.

3. There are a number of endurance runs and rides that occur in Cool and sometimes on Hwy 49. They draw tourists and we do not want to discourage them, or the destination tourists, by making it difficult to get through Cool into the Divide and over to attractions to the south.
4. Fire Station 72 very close to the Hwys 49/193 intersection. If we clog that intersection with vehicles turning left into Dollar General (and perhaps Grocery Outlet), there will be far less space for fire trucks to get through.

#### Additional Fire Response Concerns

~~9. Wildland Fire Safe Plan: This development shall be conditioned to develop, implement, and maintain a Wildland Fire Safe Plan that is approved by the Fire Department as complying with all Title 14 regulations for the roadways and driveways.~~

Why was this condition struck out? According to Cal Fire, Cool is in a High Fire Hazard Safety Zone (see <https://egis.fire.ca.gov/FHSZ/>). Since Cool is in a State Responsibility Area, and Cal Fire is the wildfire response, it seems that this condition should remain. Additionally, given the proximity of the Fire Station to the Project, I would expect that Cal Fire and the El Dorado County Fire Protection District have been consulted about the fire response aspects of this project (as well as the potential Grocery Outlet project on the corner of Hwys 49/193). If that consultation has not happened yet, it needs to.

Further, there should be a condition listed of any new projects on Cool having a fire inspection no less than once a year.

#### Economics

Amy Herman's team did an excellent job laying out how Dollar General directly

threatens the businesses in downtown Cool. Her economic report even charts how many locally owned stores overlap their products lists with that of the corporate chain (p.7). Her final conclusions are illogical, however. She says that Dollar General will reduce sales “leakage,” a faulty conclusion seized upon by developer Steve Powell in his letter. Rather, the economic study’s own data points out that this is incorrect because the items DG would sell reproduce those sold by the local businesses, and do not supplement those currently offered in the community.

Specifically, the report states that: “demand for other goods comprises leakage to other communities, since there are few shopping opportunities available in the Cool market area. This includes none to very little shopping opportunities available to meet market area shopping needs in other key retail categories such as general merchandise, clothing, home furnishings and appliances, and a range of other retail goods, such as sporting goods, and office supplies.” (p.9)

Yet the chart on page 4 of the report estimates Dollar General as selling only 5.9% home products and 4.7% apparel. The overwhelming majority of items sold would be consumables and seasonal, totaling 89.4% of goods in the category that is **already** offered by existing Cool stores. People are not going to go fashion shopping or furniture buying at Dollar General. They are going to continue to go to the bigger cities where large stores belong.

So here comes a big chain store with big pockets and the ability to wait out the starvation process of local stores. When Herman said the local grocery store “Holiday Market will have the ability to modify its product mix to maximize sales in products not available at Dollar General yet targeted to meet the needs of its loyal customers” – that it can adapt and sell other things and survive -- this sounds a bit wistful when in fact nationwide, small businesses are driven out by competition of these chains. One of many reports on the situation is by the *Washington Post* which pointed out, “Grocery stores run on thin profit margins — usually between 1 and 3 percent. And they employ more workers than dollar stores to keep perishable food stocked.” Dollar General in Cool would hire up to 5 employees, whereas Holiday Market currently employs 51 neighbors - - and supports the community in a variety of ways. The *Post* continues with a quote:

“It’s no longer the big-box grocery store” that threatens local businesses, said David Procter, a Kansas State University professor who studies rural grocery stores. “But it’s the discount retailer that’s coming to town and setting up shop right across the street.”

(see [https://www.washingtonpost.com/business/economy/as-dollar-stores-move-into-cities-residents-see-a-steep-downside/2019/02/15/b3676cbe-2f09-11e9-8ad3-9a5b113ecd3c\\_story.html](https://www.washingtonpost.com/business/economy/as-dollar-stores-move-into-cities-residents-see-a-steep-downside/2019/02/15/b3676cbe-2f09-11e9-8ad3-9a5b113ecd3c_story.html))

Local businesses support local events and causes, from kids' sports to seniors' meals at home to fundraisers for nonprofits and ill neighbors, environmental cleanups, and more. Michigan State University did an economic study "Why Buy Local? An Assessment of the Economic Advantages of Shopping at Locally Owned Businesses." They found benefits in the area of job creation, and money staying in the community. From \$100 spent at a business, they found, \$73 stays in the community from a local business while just \$43 stays from a non-local business. Also, local business owners make four times as many charitable donations as a corporate chain, volunteer in their communities, and keep the local areas clean and unique – in other words, attractive to locals and tourists alike (see <https://ced.msu.edu/upload/reports/why%20buy%20local.pdf>). The Divide is a help-each-other-out place and it takes small, locally owned businesses doing well financially to be able to support the community..

For these reasons of manageable traffic levels, attractive and economically healthy environments, preserving fire response ability, and all the reasons others have cited, I urge you to deny Dollar General's proposal to come into Cool. The parcel could support a small business building that is proportional to the space and would create a manageable amount of traffic.

However, the small size of the parcel, the presence of oak trees including a heritage oak, and its proximity to a school and residential area lends itself more to the El Dorado County Plan Statement of Vision #7: "Improve and expand local park and recreational facilities throughout the County." Our kids need a playground, and a place for environmental education. That would be a real investment in our County.

Sincerely,

*Sara Schwartz C.R. Kendall*  
skpriority@earthlink.net



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

## Fwd: Support for new Dollar General store in the plans for Cool

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

Mon, Jul 13, 2020 at 11:18 AM

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

FYI - Sender would like to remain anonymous.

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

CONFIDENTIALITY NOTICE: This electronic communication with its contents may contain confidential and/or privileged information. It is solely for the use of the intended recipient(s), except as otherwise permitted. Unauthorized interception, review, use, or disclosure is prohibited and may violate applicable laws including the Electronic Communications Privacy Act. If you are not the intended recipient, or authorized to receive for the intended recipient, please contact the sender and destroy all copies of the communication. Thank you for your consideration.

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

From: BOS Four <bosfour@edcgov.us>  
Date: Mon, Jul 13, 2020 at 9:17 AM  
Subject: Fwd: Support for new Dollar General store in the plans for Cool  
To: EDC COB <edc.cob@edcgov.us>

FYI for public comment, sent to all BOS

\* Please redact email address, sender would like to remain anonymous.

Sincerely,  
Shelley Wiley  
Assistant to Supervisor Lori Parlin, District IV  
Board of Supervisors, County of El Dorado  
Phone: (530) 621-6513  
Sign Up for District IV Email Updates  
Follow Us on Facebook

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

From: [REDACTED]  
Date: Fri, Jun 5, 2020 at 10:53 AM  
Subject: Support for new Dollar General store in the plans for Cool  
To: <bosone@edcgov.us>, <bosfour@edcgov.us>, <bostwo@edcgov.us>, <bosthree@edcgov.us>, <bosfive@edcgov.us>

Dear Board of Supervisors,

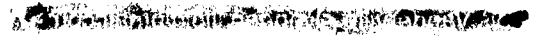
I know there is a very vocal group that opposes this new development. I would like to let you know that not everyone agrees with their belief that it will be a detriment to the town of Cool. I really can't understand their fears that such a store will be a magnet for the homeless and drug addicts/dealers.

I am an older resident of Greenwood, and would greatly appreciate having this store, as well as the Grocery Outlet that I have heard may also be in the planning stages, located so that I don't have to drive 30-40 minutes to shop at similar stores in Auburn or Placerville.

Thank you for taking the time to read one person's view.

Regards,

A anonymous resident, out of fear of conflict with my neighbors.



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: JAMISON PERCEVAL  
ADDRESS: 3194 Hwy 193  
PHONE: 916-953-9874  
EMAIL: JPERCEVAL25@YAHOO.COM  
SIGNATURE: [Signature]

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.

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NAME: Julia Percival  
ADDRESS: 3194 Hwy 193  
PHONE: 916-793-4624  
EMAIL: Julia.caitlyn19@gmail.com  
SIGNATURE: [Signature]

Board of Supervisors,

EDC BOS RCVD  
JUL 13 2020 AM 11:07

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.

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NAME: Michael Wallace  
ADDRESS: 2446 Westville trail, Cool, CA 95614  
PHONE: 415-690-6737  
EMAIL: mpwallace@gmail.com  
SIGNATURE: [Signature]

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.

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NAME: FELICITY HILDEBRAND  
ADDRESS: 4900 HOTCHKISS HILL RD  
PHONE: 530-333-1896  
EMAIL: \_\_\_\_\_  
SIGNATURE: [Signature]



Board of Supervisors,

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NAME: Crystal Costa  
ADDRESS: 2500 Calle Fresca Cool  
PHONE: 530-305-9268  
EMAIL: CrystalCosta@att.com  
SIGNATURE: [Signature]

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.

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NAME: Janet Chang  
ADDRESS: P.O. Box 549  
PHONE: 530 305 2851  
EMAIL: janet1941@gmail.com  
SIGNATURE: [Signature]

Board of Supervisors,

EDC BDS RCVD  
JUL 13 2020 AM 11:07

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NAME: EMALA DEBECKER  
ADDRESS: 1940 TESSA PDCool  
PHONE: (530) 823-9972  
EMAIL: edabecker@gmail.com  
SIGNATURE: [Signature]

Board of Supervisors,

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NAME: Mary Nelson  
ADDRESS: 2500 Calle Fresca  
PHONE: 530 305 7267  
EMAIL: mnelson922@att.net  
SIGNATURE: [Signature]

Board of Supervisors,

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NAME: Bernard Wilson  
ADDRESS: 2230 White Horse Road Cool CA  
PHONE: 916-713-6578  
EMAIL: barney@camblinsteel.com  
SIGNATURE: Bernard Wilson

EDC BOS RVD  
JUL 13 2020 AM 11:07

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NAME: Candi Davenport  
ADDRESS: 2230 Sawtooth Ct, Cool  
PHONE: 530 863-6363  
EMAIL: cd377@gmail.com  
SIGNATURE: Candi Davenport

Board of Supervisors,

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NAME: Annis Moon  
ADDRESS: 2560 Calle Fresca  
PHONE: (224) 3506723  
EMAIL: \_\_\_\_\_  
SIGNATURE: Annis Moon

Board of Supervisors,

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NAME: Leslie Graves  
ADDRESS: P.O. Box 864 Cool CA  
PHONE: 925614  
EMAIL: \_\_\_\_\_  
SIGNATURE: Leslie Graves

Board of Supervisors,

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NAME: GRETCHEN RICHARDS  
ADDRESS: 2023 LOIS LANE, COOL  
PHONE: 530-885-6391  
EMAIL: gretchen2023@att.net  
SIGNATURE: Gretchen Richards

EDC BOS RCVD  
JUL 13 2020 AM 11:07

Board of Supervisors,

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NAME: Joanne Thornton  
ADDRESS: 2625 White Horse Rd., Cool  
PHONE: 530-906-4574  
EMAIL: joannethornton5@gmail.com  
SIGNATURE: Joanne Thornton

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.

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NAME: GREG RICHARDS  
ADDRESS: 2023 LOTS LANE, COOL  
PHONE: 530-885-6391  
EMAIL: gretchen2023@att.net  
SIGNATURE: Greg Richards

Board of Supervisors,

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NAME: Noreen Schmidt  
ADDRESS: 2492 Cascade Trail  
PHONE: 530 919-4101  
EMAIL: noreeneschmidt@gmail.com  
SIGNATURE: Noreen Schmidt

Board of Supervisors,

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NAME: Robyn Pask  
ADDRESS: 2601 INDIAN Rock RD  
PHONE: COOL CA 95614 530 906-5269  
EMAIL: RobynPask2@aol.com  
SIGNATURE: 


EDC BOS ROVD  
JUL 13 2020 AM11:07

Board of Supervisors,

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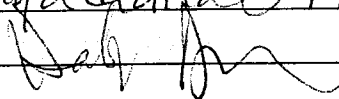
NAME: Nicole Miller  
ADDRESS: 2685 Black Horse Rd. Cool, CA  
PHONE: 650 743 9597  
EMAIL: Nicole.MillerMailbox@gmail.com  
SIGNATURE: 

Board of Supervisors,

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NAME: Delaya Diana  
ADDRESS: 3361 Chery Acres Road  
PHONE: 530 320 4318  
EMAIL: delayadiana@hotmail.com  
SIGNATURE: 

Board of Supervisors,

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NAME: Barbara Johnson 956  
ADDRESS: P.O BOX 163 Greenwood CA  
PHONE: 530 305 6465  
EMAIL: bj1950@hughes.net  
SIGNATURE: 

Board of Supervisors,

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NAME: Lisa Jones  
ADDRESS: 7170 Hwy 49 #1 Lotus CA 95651  
PHONE: 530-626-6300  
EMAIL: casinlisa@gmail.com  
SIGNATURE: [Signature]

Board of Supervisors,

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NAME: DAVID ACCOMAZZO  
ADDRESS: 2090 UPPER BLACK ROCK COOL, CA  
PHONE: 885-5789  
EMAIL: COOLFIREMAN76@SBCGLOBAL.NET  
SIGNATURE: [Signature]

EDC BOE RCVD  
JUL 13 2020 AM 11:07

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NAME: Paul de Becker  
ADDRESS: 1940 Tegmud Cool  
PHONE: 530-823-9972  
EMAIL: paul@funmotors.com  
SIGNATURE: [Signature]

Bikes, APES, STUPID RIVERS, ETC

Board of Supervisors,

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NAME: Barb Torky-Dykema  
ADDRESS: 2820 SWEETWATER TR  
PHONE: 530-823-8157  
EMAIL: coolbatgram@gmail.com  
SIGNATURE: [Signature]

PLEASE Consider TRAFFIC !!

Norma Campbell hndse Teachers

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: Karlee MacDougal  
ADDRESS: PO Box 163 Greenwood CA 95635  
PHONE: 916 947 6553  
EMAIL: Karlee1955@yahoo.com  
SIGNATURE: Karlee MacDougal

EDC BOE ROWD  
JUL 19 2020 AM 11:07

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.

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NAME: Rod Rodrigues  
ADDRESS: 2250 Windmill Ct  
PHONE: 925 457 1084  
EMAIL: badros@yahoo.com  
SIGNATURE: Rod Rodrigues

Board of Supervisors,

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NAME: DEBORAH ACCOMAZZO  
ADDRESS: 2090 UPPER BLACK ROCK, COOL, CA  
PHONE: 530 885 5789  
EMAIL: COOLPASO@HOTMAIL.COM  
SIGNATURE: Deborah Accomazzo

Board of Supervisors,

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NAME: DRAOY JONES  
ADDRESS: 1801 Lotus Rd Placerville  
PHONE: 530 626 0948  
EMAIL: dradyj@gmail.com  
SIGNATURE: Drady Jones

Board of Supervisors,

EDC BOS RCVD

JUL 13 2020 AM 11:06

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.

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NAME: SUZANNE I. DUNNING

ADDRESS: 2420 BIG NUGGET TRAIL

PHONE: 530-623-2030

EMAIL: suzanne.dunning@hotmail.com

SIGNATURE: Suzanne Dunning

Board of Supervisors,

EDC BOS RCVD

JUL 13 2020 AM 11:06

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NAME: Paige Hagie

ADDRESS: 1705 American River Trail

PHONE: (530) 277-2847

EMAIL: paigehagie@att.net

SIGNATURE: Paige Hagie

Board of Supervisors,

EDC BOS RCVD

JUL 13 2020 AM 11:06

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NAME: Shirley Martucci

ADDRESS: 2121 American River Trail

PHONE: 530 888-8806

EMAIL: SMARTUCCI@Comcast.net

SIGNATURE: Shirley Martucci

Board of Supervisors,

EDC BOS RCVD

JUL 13 2020 AM 11:06

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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: Donna Seaman

ADDRESS: 1335 HAMBLEN WAY

PHONE: 707 666 1429 COOL, CA 95614

EMAIL: dmchamp57@gmail.com

SIGNATURE: Donna M Seaman

Board of Supervisors,

EDC BOS RCVD  
JUL 13 2020 AM 11:06

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NAME: Michael Sallac  
ADDRESS: 1705 AMERICAN RIVER TRAIL  
PHONE: 530-919-3850  
EMAIL: sternheavy@gmail.com  
SIGNATURE: Michael Sallac

Board of Supervisors,

EDC BOS RCVD  
JUL 13 2020 AM 11:06

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NAME: Amy Wilson  
ADDRESS: 2730 White Horse Rd Cool CA 95614  
PHONE: 916-690-9265  
EMAIL: amyw2730@gmail.com  
SIGNATURE: Amy Wik

Board of Supervisors,

EDC BOS RCVD  
JUL 13 2020 AM 11:07

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NAME: Charles Canfield  
ADDRESS: 2016 Sweetwater Trail  
PHONE: 503-939-3935  
EMAIL: \_\_\_\_\_  
SIGNATURE: Charles Canfield

Board of Supervisors,

EDC BOS RCVD  
JUL 13 2020 AM 11:06

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NAME: RICHARD J. DUNNING  
ADDRESS: 2420 BIG RUGGER TRAIL  
PHONE: 531-823-2030  
EMAIL: RJDUNNING@AOL.COM  
SIGNATURE: Richard J. Dunning



EDC BUS RCVD  
JUL 13 2020 AM 11:06

Board of Supervisors,

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NAME: DIANNE WRIGHT  
ADDRESS: 1859 AMERICAN RIVER TRAIL  
PHONE: 530-401-0917  
EMAIL: COOL DIANNE W @ gmail . com  
SIGNATURE: Dianna Wright



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

## Opposition to Cool Dollar General

1 message

tbdough@gmail.com &lt;tbdough@gmail.com&gt;

Mon, Jul 13, 2020 at 1:53 PM

To: edc.cob@edcgov.us

Cc: NoBigBoxRetailersOnTheDivide@yahoo.com, Mary Stoner &lt;tbell@softcom.net&gt;

My name is Beth Dougherty and I have lived in Pilot Hill for 37 year. I am writing to let the Board of Supervisors know that I am opposed to the Dollar General Store in Cool. I remember what it was like living in the Cool/Pilot Hill area before we had our own grocery store. I would usually drive to Auburn via Hwy 49 which is a 12 mile drive. I was so happy when we got our Holiday Market in Cool! It is a wonderful store that has top notch produce and meat. Holiday Market employs 50 local residents and is employee owned. It is a pleasure to shop there. Over the years I have submitted many customer requests for my favorite products and they always do their best to obtain these items for me.

It is well known that when Dollar General opens in your small community, other local stores suffer due to lost revenue. Our wonderful local market would most likely receive less business once Dollar General opens which could potentially cause Holiday Market to close. This would be a huge loss for our community considering dollar stores, although affordable, rarely offer any food beyond highly processed options. If Holiday Market closes, many residents will once again have to drive to Auburn to shop for groceries. This would increase driving trips through the canyon to Auburn which is already a heavily traveled road.

Please do not allow Dollar General to build in Cool. Thank you for allowing me to voice my concerns.

*Beth Dougherty*  
*Pilot Hill*



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

---

## Support for the new Dollar General Store

1 message

---

viper832@aol.com <viper832@aol.com>  
To: "edc.cob@edcgov.us" <edc.cob@edcgov.us>

Mon, Jul 13, 2020 at 1:23 PM

Numerous citizens in the north county want more shopping options and welcome Dollar General. The other DG stores we have seen don't hurt the other stores around them as they aren't that busy. It's a nice sized small store with decent prices and should be welcomed. The jobs and taxes are needed.

Sincerely,

S. Hammock  
north county resident

Sent from Windows Mail



EDC COB <edc.cob@edcgov.us>

---

## Cool Dollar General Appeal

**Don Mooney** <dbmooney@dcn.org>  
To: edc.cob@edcgov.us  
Cc: Breann Moebius <breann.moebius@edcgov.us>

Mon, Jul 13, 2020 at 1:12 PM

. Please include the attached letter in the record for appeal to the Board of Supervisors regarding the Cool General Dollar Store.

Don Mooney  
Law Office of Donald B. Mooney  
417 Mace Blvd, Ste J-334  
Davis, CA 95618  
530-758-2377  
dbmooney@dcn.org

**LAW OFFICE OF DONALD B. MOONEY**

417 Mace Boulevard, Suite J-334

Davis, CA 95618

530-758-2377

dbmooney@dcn.org

July 13, 2020

**VIA ELECTRONIC MAIL**

**edc.cob@edcgov.us**

El Dorado County Board of Supervisors

County of El Dorado

330 Fair Lane

Placerville, CA 95667

**Re: Cool General Retail Project (Dollar General)**

Dear Supervisors:

This office represents Appellants Divide Preservation Society and Cool Pilot Hill Advisory Committee regarding the Cool General Retail Project (“Dollar General” or “Project”). Appellants object to the Project and object to the approval of the Mitigated Negative Declaration (MND) for the Project on the grounds that the MND fails to comply with the requirements of the California Environmental Quality Act (“CEQA”), Public Resources Code section 21000 *et seq.* Appellants respectfully request that that the County Board of Supervisors grant their respective appeals and deny the Design Review Permit for the Cool Dollar General Store.

**A. CEQA REQUIRES THE PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT**

The Planning Commission’s approval of the Project, based on a mitigated negative declaration instead of an environmental impact report (EIR) violates CEQA as substantial evidence supports a fair argument that the Project may have potentially significant impacts. CEQA was enacted to ensure environmental protection and encourage governmental transparency. (*Citizens of Goleta Valley v. Bd. of Supervisors* (1990) 52 Cal.3d 553, 564.) CEQA requires full disclosure of a project’s significant environmental effects so that decision makers and the public are informed of consequences *before* a project is approved, to ensure that government officials are held accountable for these consequences. (*Laurel Heights Improvement Ass’n of San Francisco v. Regents of the University of California* (1988) 47 Cal.3d 376, 392.) In the present case, substantial evidence supports a fair argument that the Project may have potentially significant impacts to noise and public safety.

An agency must prepare an EIR instead of a MND whenever a proposed project may have a significant impact on the environment. (Pub. Resources Code, § 21082.2(d) [“If there is substantial evidence, in light of the whole record before the lead agency, that a project may have a significant effect on the environment, an environmental impact report shall be prepared.”]) An agency’s decision not to prepare an EIR is judged by the

“fair argument” standard of review. Under this standard, an EIR must be prepared “whenever it can be fairly argued on the basis of substantial evidence that the project *may* have significant environmental impact.” (*No Oil, Inc. v. City of Los Angeles* (1974) 13 Cal.3d 68, 75, emphasis added; *Laurel Heights Improvement Assn. v. Regents of University of California* (1993) 6 Cal.4th 1112, 1123.) The County must prepare an EIR instead of an MND if there is any substantial evidence in the record supporting a fair argument that a project may have a significant effect on the environment, even if other substantial evidence supports the opposite conclusion. (Pub. Resources Code, § 21151(a); CEQA Guidelines § 15064(f)(1)-(2); *No Oil, supra*, 13 Cal.3d 68, 75; *Architectural Heritage Ass'n v. County of Monterey* (2004) 122 Cal.App.4th 1095, 1109.) It is the function of an EIR, not a negative declaration, to resolve these conflicting claims. (See *No Oil, supra*, 13 Cal.3d at p. 85.) The fair argument standard is a “low threshold” test for requiring the preparation of an EIR. (*No Oil, supra*, 13 Cal.3d at 84.)

The requirement for an EIR cannot be waived merely because additional studies are required; in fact an agency’s lack of investigation “may actually enlarge the scope of fair argument by lending a logical plausibility to a wider range of inferences.” (*Sundstrom v. County of Mendocino* (1988) 202 Cal.App.3d 296, 311.) An MND is proper only if project revisions would avoid or mitigate the potentially significant effects “to a point where clearly no significant effect on the environment would occur, and . . . there is no substantial evidence in light of the whole record before the public agency that the project, as revised, may have a significant effect on the environment.” (Pub. Resources Code §§ 21064.5, 21080(c)(2); see also *Mejia v. City of Los Angeles* (2005) 130 Cal.App.4th 322, 331.)

Input from non-experts, lay testimony, can be substantial evidence when such testimony is credible and does not purport to embody analysis that would require special training. Thus, “statements of area residents who are not environmental experts may qualify as substantial evidence if they are based on relevant person observations or involve ‘nontechnical issues.’” (*Bowman v. City of Berkeley* (2004) 122 Cal.App.4th 572, 583 (aesthetics); *Ocean View Estates Homeowners Association, Inc. v. Montecito Water District* (2004) 116 Cal.App.4th 396, 402 (aesthetics); *Mejia v. City of Los Angeles* (2005) 130 Cal.App.4th 322 (traffic and biology); *The Pocket Protectors v. City of Sacramento* (2004) 124 Cal.App.4th 903, 932 (land use); *Oro Fino Gold Mining Corp v. County of El Dorado* (1990) 225 Cal.App.3d 872, 882 (noise); *Citizens Association for Sensible Development of Bishop Area v. County of Inyo* (1985) 172 Cal.App.3d 151, 172 (traffic).)

In the present matter, nearby residents, including Aloha Adams, Laurel Posey, K.N. Aloha, Sara Schwartz C.R. Kendall, along with others, have provided lay testimony and comments that constitute substantial evidence supporting a fair argument that the Project may result in potentially significant environmental impacts to traffic. For instance, Ms. Adams’ comments discuss the existing traffic is already at an intolerable level and that additional traffic and that adding additional traffic on and off Highway 49

to Northside Drive will mean longer waits to access either direction. Ms. Posey's comments discuss that the existing congestion on Highway 49 near Northside Drive and that adding Dollar General into the Northside Drive area access will result in further congestion making a hazardous driving situation even worse.

Ms. Schwartz commented that based upon her experience and personal knowledge the Project will significantly impact traffic on Northside Drive. Ms. Schwartz also pointed out a significant flaw in the traffic study as it was conducted on June 12, 2019, five days after the last day of school and on a Wednesday when traffic tends to be lighter because it does not capture the weekend tourist traffic that can be significant during the summer months. This traffic study seriously calls into question the adequacy of the traffic study and the conclusions resulting from the study.

Those comments that are based upon their personal knowledge and experience regarding traffic at the Project site and vicinity constitute substantial evidence and support a fair argument that the Project may have significant impacts to traffic. As such CEQA mandates that the County must prepare an EIR prior to approving the Project.

Additionally, testimony/comments from qualified traffic engineers constitutes substantial evidence that supports a fair argument. (Pub. Resources Code § 21080(e)(1); see also CEQA Guidelines § 15384(b) (Substantial evidence consists of "fact, a reasonable assumption predicated upon fact, or expert opinion supported by fact.") In the present matter, the attached letter from Dan Smith, Smith Engineering & Management, demonstrates that the Project would have potentially significant traffic safety impacts that the IS/MND fails to disclose or mitigate. (Exhibit A – Letter dated July 9, 2020 from Smith Engineering & Management to Donald B. Mooney.)

Mr. Smith opined that the traffic study assumed a high percentage of the Project's trip generation would be attracted from existing passers-by at the site and that the percentage is unsustainable by the amount of traffic passing site, especially considering the competing uses in the immediate vicinity and relatively near to the Project site.

Mr. Smith further opined that the intersections of the Project's driveway and that of the post office complex with Northside Drive are so close to one another that they should be analyzed as a single complex intersection. Based upon this failure to properly analyze the intersection, the County should require that the Project realign its driveway to meet Northside Drive directly opposite that of the Post Office complex. Mr. Smith opined that the current site design introduces unnecessary collision hazard.

Thus, as the record contains substantial evidence supporting a fair argument that the significant increase in traffic may result in potentially significant impacts to traffic safety, CEQA requires the preparation of an EIR.

**B. THERE ARE SIGNIFICANT PUBLIC SAFETY ISSUES ASSOCIATED WITH DOLLAR GENERAL STORES**

Another issue that has arisen associated with Dollar General stores is the reports of violent crime associated with the Dollar General stores and that the stores serve as a robbery magnet. To this end, a number of recent news articles highlight Dollar General's management of the stores and that the risk that such management and low-costs business model poses to the employees and community.<sup>1</sup> The articles point out that insiders and security experts say the company fails to adequately protect workers from violent crime. One sheriff in a rural county referred to the stores as "stop and robs." The sheriff presented a list of safety concerns including recommendations to improve lighting and limit the number of boxes piled up inside the stores, which can make it difficult for officers to see inside. It appears that Dollar General simply paid lip service to the sheriff's concerns about safety. According to the local sheriff, "They say they're going to do better, but it doesn't seem to come to fruition."

The CNN article also highlights problems in Dayton, Ohio, where the Police Department identified the factors that it believed were enabling robberies and made a lot of recommendations to Dollar General to improve safety and prevent robberies. Unfortunately, the Dayton Police Department has not noticed that the recommendations have been implemented.

The articles also discuss Dollar General's preference to only have one employee on site except at closing time. While having only one employee on site holds fits into Dollar General "low-cost model" by reducing costs and expenses, it also increases the risk for robbery. According to the articles, former executives from Dollar General have stated that the company's low-cost approach often comes at the expense of employees and that the effort to keep costs down keep Dollar General from taking action on security concerns. Security guards are viewed as too costly and are almost non-existent in Dollar General stores. Security guards and extra staff are all seen as taking away from the profit or requiring an increase in prices. Both of which contradict Dollar General's low-cost model. Unfortunately for Cool and other communities, this low-cost model is not conducive to public safety, especially when decisions are based upon adhering to the low-cost model as opposed to implementing recommended security procedures.

The public safety of Cool, as well as the safety of law enforcement officers must take precedent over Dollar General's low-cost model as the low-cost model does not adequately address a community's concerns about safety. To this end, if Board denies the appeal, the Board should direct Dollar General to implement security measures such

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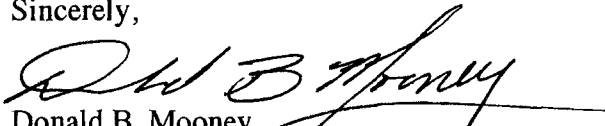
<sup>1</sup> Copies of two articles are attached as Exhibit B and C to this letter. They can also be located at: <https://www.cnn.com/2020/06/26/business/dollar-general-robberies/index.html> and <https://markets.businessinsider.com/news/stocks/dollar-stores-general-family-tree-violent-crime-gun-deaths-reports-2020-6-1029351599>



Board of Supervisors  
July 13, 2020  
Page 5

as at least two employees on site at all times, reduce height of shelving in order provide visibility for store clerks and law enforcement, and a security guard. These have been the recommendations of law enforcement in other communities and should be part of the conditions of approval for this Project. Again, public and employee safety must take priority over Dollar General's low-cost model.

Sincerely,



Donald B. Mooney  
Attorney for Appellants Divide Preservation  
Society & Cool Pilot Hill Advisory Committee

cc: Clients  
Breann Moebius

# **EXHIBIT A**

**EXHIBIT A**



SMITH ENGINEERING & MANAGEMENT

July 9, 2020

Mr. Don Mooney  
Law Office of Donald B. Mooney  
417 Mace Boulevard, Suite J-334  
Davis, CA 95618

**Subject:** Cool Dollar General Store, File DR19-0006

Dear Mr. Mooney:

Per your request, I have reviewed the Initial Study/Mitigated Negative Declaration (hereinafter the "ISMND") for the proposed Dollar General Store Project (the "Project") in the Cool community area in El Dorado County (the "County"). My review is specific to the Transportation/Traffic section of the ISMND and its Appendix G, a Traffic Impact Analysis by KD Anderson & Associates dated July 24, 2019 (the "Traffic Study") upon which findings of the ISMND transportation/traffic section are based. My qualifications to perform this review include registration as a Civil and Traffic Engineer in California and over 50 years professional consulting practice in those fields. My professional resume is attached hereto.

The findings of my review of the ISMND follow.

**Overview**

The KD Anderson Report is seemingly thorough. However, there are two areas of concern that are discussed below.

**The Traffic Study Assumes a High Percentage of the Project's Trip Generation Would Be Attracted From Existing Passers-by at the Site, a Percentage That Is Unsustainable By the Amount of Traffic Passing the**

**Site, Especially Considering the Competing Uses in the Immediate Vicinity and Relatively Near to the Project Site**

The traffic study assumes that 34 percent of Project traffic is attracted by traffic already passing the site. While this is in line with typical rates for variety stores, the amount of traffic actually passing the site is insufficient to sustain that level of passerby attraction. According to the study's traffic counts, 866 motor vehicles pass through the intersection of SR 49 and Northside Drive on the average weekday. But 34 percent of the Project's trip generation is 196 trips on the average weekday. What this means is that 22.6 percent of the drivers passing the site each day would have to stop to reach the assumed 34 percent. This translates to every driver regularly passing the site stopping to shop slightly more frequently than once every 5<sup>th</sup> weekday. Given the other retail services already available within about 600 feet or less of the Project site, this is a complete implausibility.

- At the corner of SR 49 and SR 193 there is a Holiday Market in Cool Village center.
- On SR 49 at the near side of the SR 193 intersection the Union 76 Station has a convenience market.
- There is also a Smoke Shop in this vicinity.
- On SR 49 closer to the Project site are Cool Flourist and Gift Shop, Cool General Store and Liquors and Cool Deli.
- There are also several restaurants of various types and a bar in the immediate area.
- In addition, the center of Auburn, CA is about 6 miles away. Among the department stores in Auburn are a WalMart Supercenter, Target, Ross Dress for Less, and others.

Given the above, it is entirely implausible to suppose that the proposed Project would extract 34 percent of its patronage from existing immediate local traffic, to say nothing of it being able to attract sustaining traffic from over a broader area.

The Project should be reanalyzed assuming that only a very small percentage of its trip generation is drawn from existing passer-by traffic.

**The Intersections of the Project's Driveway and that of the Post Office Complex with Northside Drive Are So Close to One Another that They Should Be Analyzed As a Single Complex Intersection. For Safety Reasons, the County Should Require the Project to Realign Its Driveway to Meet Northside Drive Directly Opposite that of the Post Office Complex**

Mr. Don Mooney  
July 9, 2020  
Page 3

The Project entrance and the Post Office complex entrance driveway are just slightly offset, the east limit of the Post Office driveway and west limit of the Project driveway where they meet Northside Drive more or less coincide. They are analyzed as two independent intersections in the traffic study and should be analyzed as a single complex intersection which would produce a more realistic finding of actual Level-of-Service than when they are analyzed as independent intersections. Because they are so close, they simply will not function as independent intersections.

Because of the complexity of driver tasking imposed by two closely spaced but offset driveway intersections, the design introduces unnecessary collision hazard. For operational and safety reasons, the County should require the Project to realign its driveway to line up with that of the Post Office complex.

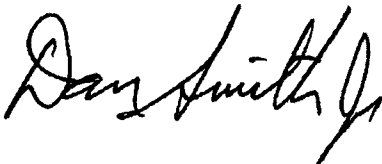
### Conclusion

This concludes my current comments on the current Cool Dollar General ISMND.

Based on the above, I am convinced that the ISMND Transportation/Traffic section is inadequate, and that the Project should not be approved without the driveway design modification described above.

Sincerely,

Smith Engineering & Management  
A California Corporation



Daniel T. Smith Jr., P.E.  
President

Mr. Don Mooney  
July 9, 2020  
Page 4

## **DANIEL T. SMITH, Jr.**

### **President**

#### **EDUCATION**

Bachelor of Science, Engineering and Applied Science, Yale University, 1967  
Master of Science, Transportation Planning, University of California, Berkeley, 1968

#### **PROFESSIONAL REGISTRATION**

California No. 21913 (Civil) Nevada No. 7969 (Civil, Ret.) Washington No. 29337 (Civil, Ret.)  
California No. 938 (Traffic) Arizona No. 22131 (Civil, Ret.)

#### **PROFESSIONAL EXPERIENCE**

Smith Engineering & Management, 1993 to present. President.  
DKS Associates, 1979 to 1993. Founder, Vice President, Principal Transportation Engineer.  
De Leuw, Cather & Company, 1968 to 1979. Senior Transportation Planner.

Personal specialties and project experience include:

**Litigation Consulting.** Provides consultation, investigations and expert witness testimony in highway design, transit design and traffic engineering matters including condemnations involving transportation access issues; traffic

accidents involving highway design or traffic engineering factors; land use and development matters involving access and transportation impacts; parking and other traffic and transportation matters.

**Urban Corridor Studies/Alternatives Analysis.** Principal-in-charge for State Route (SR) 102 Feasibility Study,

a  
35-mile freeway alignment study north of Sacramento. Consultant on I-280 Interstate Transfer Concept Program, San Francisco, an AA/EIS for completion of I-280, demolition of Embarcadero freeway, substitute light rail and commuter rail projects. Principal-in-charge, SR 238 corridor freeway/expressway design/environmental study, Hayward (Calif.). Project manager, Sacramento Northeast Area multi-modal transportation corridor study. Transportation planner for I-80N West Terminal Study, and Harbor Drive Traffic Study, Portland, Oregon.

Project

manager for design of surface segment of Woodward Corridor LRT, Detroit, Michigan. Directed staff on I-80 National Strategic Corridor Study (Sacramento-San Francisco), US 101-Sonoma freeway operations study, SR

92 freeway operations study, I-880 freeway operations study, SR 152 alignment studies, Sacramento RTD light rail systems study, Tasman Corridor LRT AA/EIS, Fremont-Warm Springs BART extension plan/EIR, SRs 70/99 freeway alternatives study, and Richmond Parkway (SR 93) design study.

**Area Transportation Plans.** Principal-in charge for transportation element of City of Los Angeles General Plan Framework, shaping nations largest city two decades into 21<sup>st</sup> century. Project manager for the transportation element of 300-acre Mission Bay development in downtown San Francisco. Mission Bay involves 7 million gsf office/commercial space, 8,500 dwelling units, and community facilities. Transportation features include relocation

of commuter rail station; extension of MUNI-Metro LRT; a multi-modal terminal for LRT, commuter rail and local

bus; removal of a quarter mile elevated freeway; replacement by new ramps and a boulevard; an internal roadway

network overcoming constraints imposed by an internal tidal basin; freeway structures and rail facilities; and concept plans for 20,000 structured parking spaces. Principal-in-charge for circulation plan to accommodate 9 million gsf of office/commercial growth in downtown Bellevue (Wash.). Principal-in-charge for 64 acre, 2 million

gsf multi-use complex for FMC adjacent to San Jose International Airport. Project manager for transportation element of Sacramento Capitol Area Plan for the state governmental complex, and for Downtown Sacramento Redevelopment Plan. Project manager for Napa (Calif.) General Plan Circulation Element and Downtown Riverfront Redevelopment Plan, on parking program for downtown Walnut Creek, on downtown transportation plan for San Mateo and redevelopment plan for downtown Mountain View (Calif.), for traffic circulation and safety

plans for California cities of Davis, Pleasant Hill and Hayward, and for Salem, Oregon.

**Transportation Centers.** Project manager for Daly City Intermodal Study which developed a \$7 million surface bus terminal, traffic access, parking and pedestrian circulation improvements at the Daly City BART station plus development of functional plans for a new BART station at Colma. Project manager for design of multi-modal terminal (commuter rail, light rail, bus) at Mission Bay, San Francisco. In Santa Clarita Long Range Transit

Mr. Don Mooney  
July 9, 2020  
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Development Program, responsible for plan to relocate system's existing timed-transfer hub and development of three satellite transfer hubs. Performed airport ground transportation system evaluations for San Francisco International, Oakland International, Sea-Tac International, Oakland International, Los Angeles International, and San Diego Lindberg.

**Campus Transportation.** Campus transportation planning assignments for UC Davis, UC Berkeley, UC Santa Cruz and UC San Francisco Medical Center campuses; San Francisco State University; University of San Francisco;

and the University of Alaska and others. Also developed master plans for institutional campuses including medical centers, headquarters complexes and research & development facilities.

**Special Event Facilities.** Evaluations and design studies for football/baseball stadiums, indoor sports arenas, horse and motor racing facilities, theme parks, fairgrounds and convention centers, ski complexes and destination resorts throughout western United States.

**Parking.** Parking programs and facilities for large area plans and individual sites including downtowns, special event facilities, university and institutional campuses and other large site developments; numerous parking feasibility and operations studies for parking structures and surface facilities; also, resident preferential parking.

**Transportation System Management & Traffic Restraint.** Project manager on FHWA program to develop techniques and guidelines for neighborhood street traffic limitation. Project manager for Berkeley, (Calif.), Neighborhood Traffic Study, pioneered application of traffic restraint techniques in the U.S. Developed residential

traffic plans for Menlo Park, Santa Monica, Santa Cruz, Mill Valley, Oakland, Palo Alto, Piedmont, San Mateo County, Pasadena, Santa Ana and others. Participated in development of photo/radar speed enforcement device and

experimented with speed humps. Co-author of Institute of Transportation Engineers reference publication on neighborhood traffic control.

**Bicycle Facilities.** Project manager to develop an FHWA manual for bicycle facility design and planning, on bikeway plans for Del Mar, (Calif.), the UC Davis and the City of Davis. Consultant to bikeway plans for Eugene,

Oregon, Washington, D.C., Buffalo, New York, and Skokie, Illinois. Consultant to U.S. Bureau of Reclamation for development of hydraulically efficient, bicycle safe drainage inlets. Consultant on FHWA research on effective retrofits of undercrossing and overcrossing structures for bicyclists, pedestrians, and handicapped.

#### **MEMBERSHIPS**

Institute of Transportation Engineers Transportation Research Board

#### **PUBLICATIONS AND AWARDS**

*Residential Street Design and Traffic Control*, with W. Homburger *et al.* Prentice Hall, 1989.

Co-recipient, Progressive Architecture Citation, *Mission Bay Master Plan*, with I.M. Pei WRT Associated, 1984.

*Residential Traffic Management, State of the Art Report*, U.S. Department of Transportation, 1979.

*Improving The Residential Street Environment*, with Donald Appleyard *et al.*, U.S. Department of Transportation, 1979.

*Strategic Concepts in Residential Neighborhood Traffic Control*, International Symposium on Traffic Control Systems, Berkeley, California, 1979.

*Planning and Design of Bicycle Facilities: Pitfalls and New Directions*, Transportation Research Board, Research

Record 570, 1976.

Co-recipient, Progressive Architecture Award, *Livable Urban Streets, San Francisco Bay Area and London*, with Donald Appleyard, 1979.

**EXHIBIT B**

**EXHIBIT B**



# Dollar General is cheap, popular and spreading across America. It's also a robbery magnet, police say

Story by Nathaniel Meyersohn, [CNN Business](#)

Video by Moss Cohen, [CNN Business](#)

Photographs by Maddie McGarvey for CNN

Updated 12:24 PM ET, Fri June 26, 2020

In the year before Dave Dukes killed a man who was trying to rob the store where he worked, he'd witnessed three other robberies.

After each of them, Dukes, 28, would say later, he'd asked his supervisors at Dollar General to put in a security guard.

But, according to Dukes, his bosses didn't do that — though, because of how many robberies he'd been through, they did start sending him out to train employees at other stores.

After the third robbery, Dukes started bringing a gun to work.

Then, in October 2019, the fourth robbery happened.

According to the local prosecutor's office, a man entered the store with a gun and demanded money from the cashier. When Dukes tried to intervene, the man — Roosevelt Rappley, just 23 years old — pointed his gun at Dukes. Then Dukes pulled out his own gun and shot Rappley, killing him.

A grand jury in Ohio reviewed the case and found Dukes "acted lawfully under the circumstances," according to the prosecutor's office.

But by then Dukes was out of a job, allegedly having been fired by Dollar General for violating company policy. Dollar General's 2019 policy said that possession of a firearm on the company premises may result in termination.



Dave Dukes stands in his lawyer's office in Dayton, Ohio in March. Dukes was a Dollar General clerk who shot and killed a man during an armed robbery. It was the fourth robbery he had witnessed on the job.

Dollar General declined to say why Dukes was terminated, saying in an email that it does not comment publicly on specific employment situations. The company said it does not retaliate "against employees who make good faith reports of safety concerns." It also maintains that the safety of its employees is a top priority.

Rappley's family is still trying to process his death eight months after the robbery. Rappley's sister Jasmine Jessery said in an interview that she didn't hold a grudge toward Dukes. "He was protecting himself," she said.

Jessery described her brother as a kind person who had linked up with the wrong crowd. "Everything went sour" then, she said.

## A thriving business

Business is booming at Dollar General, the chain adding more stores every year than any other retailer in America. That was the case even before the coronavirus pandemic, but Dollar General has been in an even stronger position during the pandemic as price-conscious consumers stock up on essential items.

Dollar General has kept its stores open since the coronavirus hit, and its stock price has rallied 23% since the beginning of the year even as the S&P 500 has lost 5%. In March, the company announced a goal of hiring up to 50,000 new workers to meet increased customer demand.

Former executives, store employees, law enforcement officials and retail security experts told CNN Business that while the company's low-cost, no-frills model might be embraced by Wall Street, it is putting its workers at risk.

Dollar General stores, which process a high number of cash transactions, are a prime target for armed robberies, they said. Some of the former company officials and current and former employees spoke on the condition of anonymity either to discuss internal conversations or for fear that speaking out would impact their jobs.

### **DARK SIDE OF A BOOMING BUSINESS**

**At a time when other retailers are struggling, Dollar General is thriving. The company plans to add 1,000 stores in 2020.**

**Meanwhile, insiders and security experts say the company is failing to protect workers from violent crime.**

**In Dayton, Ohio, seven Dollar General stores accounted for 29% of commercial robberies in 2019. Police say they had repeatedly recommended stores improve security measures.**

"Every night I was just waiting for there to be a phone call that said, 'Hey we've lost somebody,'" Brian Flannery, who oversaw security at around 2,000 Dollar General stores in the northeast as a divisional loss prevention director from 2011 to 2015, said. "It wasn't a matter there [of] if you were going to have a bad robbery. It was a matter of when."

At least six Dollar General employees have died during robberies since 2016, according to a review of news and police reports. And while the FBI doesn't specifically track robberies at dollar stores as it does those which occur at convenience stores and gas stations — other robbery targets — police have warned company managers that its stores are vulnerable.

In a statement in response to this story, Dollar General said, "We employ a number of measures designed to create and maintain a safe work environment for our employees and a safe shopping environment for our customers, all while protecting company assets."

The company said its safety and security measures take federal and state laws, retail industry standards and law enforcement recommendations into account and its measures are "designed to prevent, deter and if

**At least six Dollar General employees have died during robberies since 2016, according to a review of news and police reports.**

necessary, respond to criminal activity in our stores."

"Our employees are our greatest asset. Their safety and security is of paramount importance," Dollar General added.

The problem of robberies isn't exclusive to Dollar General. In an interview with CNN Business, Jason Hall, a lieutenant with the Dayton Police Department, described local dollar stores as "robbery magnets."

He has tracked robberies at local chains including Dollar Tree, Family Dollar and Dollar General over the last few years — and Dollar General, by far, had the most incidents.

Lieutenant Jason Hall, photographed in March, says the Dayton Police Department repeatedly made security recommendations to dollar stores in the area but many of those recommendations were ignored.

In Dayton alone, police were called to 86 robberies at just seven Dollar General stores between 2016 and 2019. Robberies at Dollar General locations accounted for 29% of the 80 commercial robberies in the city in 2019, according to figures provided by the department.

Dollar General declined to comment on how much it spends annually on crime prevention or any specific measures in its stores to protect workers and prevent robberies "as to do so potentially compromises the integrity of those measures, provides a roadmap to would-be wrongdoers and may place customers and employees at risk."

# Growing at a price

As other retailers have struggled in recent years, dollar stores have enjoyed breakneck growth. The Great Recession, slow wage growth and widening inequality in America had all boosted discount retailers. Now the pandemic is as well.

The two largest players are Dollar General and Dollar Tree, which bought Family Dollar in 2015.

There are a few differences between the chains. At Dollar Tree, for example, all items are exactly \$1. The stores tend to be in middle-class suburban areas.

Dollar General's more than 16,000 stores, on the other hand, sell items largely in the \$1 to \$10 range, meaning there is more cash in registers. That makes stores more susceptible to robberies, according to retail security experts.

Dollar General stores are predominantly located in rural areas. About 75% of its stores are in towns with fewer than 20,000 people. Todd Vasos, the company's CEO, has described his core customers as struggling Americans. Dollar General's primary customers make \$40,000 a year or below per household.

"We do very good in good times and we do fabulous in bad times," Vasos said on a call with Wall Street analysts in May. "We're very, very bullish on what post-Covid looks like because...I think we're very well positioned no matter what this economy does to both our core customer and to the customer overall."

Investors like Dollar General because it's been relentless at making more with less: less real estate, less labor and smaller product sizes than its larger big-box competitors. In its latest fiscal year, Walmart's US stores had a 5.1% operating profit margin before taxes; Dollar General stores boasted an 8.3% margin — an indicator that Dollar General is more efficient at keeping costs low and turning sales into profits.

Since 2010, Dollar General's annual profits have increased five-fold and its stock has surged more than 800%. Its locations have nearly doubled, and now the chain boasts more US stores than Walmart, Kroger, Costco and Home Depot combined. A record 25,000 retail stores are expected to close this year, but Dollar General still plans to open 1,000 new locations in 2020, or roughly 20 new stores a week.

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**We do very good in good times  
and we do fabulous in bad  
times.”**

TODD VASOS, CEO, DOLLAR GENERAL

But the company's low-cost approach often comes at the expense of employees, former executives said. Efforts to keep costs down have also kept the company's leadership from wanting to take bigger steps on security, these executives said.

Visibility inside the stores is often poor for workers because of the design, according to law enforcement officials. Stores tend to be small and crowded, with high shelves and piles of boxes and carts lining the aisles. Some police patrolling outside complain that it's difficult to see inside because windows are covered with advertisements and signs.

Dollar General said in an email that "we continually review and, as needed, adapt operating procedures and store layout [and] fixturing."

Staffing is intentionally kept at a minimum, often with just one or two low-wage employees on site at any given time, former executives said. And although store registers are often flush with cash because it's what many customers use to pay, security guards are rarely on the premises.

The Dayton Police Department says in 2017 it recommended Dollar General keep its windows clear as a security precaution. This store on Dayton's Salem Avenue, which was the site of four robberies between 2018 and 2020, had its windows covered as of March 2020.

Security guards were viewed as costly to the company's bottom line, the former executives also said.

One former Dollar General executive described the difficulty in convincing other company leaders that security guards could deliver a positive return on investment. "We certainly didn't get a return having somebody standing there and paying \$10 or \$12 an hour," the former executive said. "Out of the 13,000 stores when I was there, probably less than 100 stores had some type of outside security."

Another of the former Dollar General executives, who focused on security, said he was "heavily chastised" for frequently going over budget on monthly guard expenses.

Adding staff to stores would have also jeopardized the low-cost model.

"It's a low margin business, so you have to have low labor [costs] to make a profit," said one of the former executives. "Putting more labor in the stores took away from the profit, or you have to raise prices. And there was no appetite to raise prices because it's a low-price business."

The company has invested in interactive security monitoring services. At thousands of stores in higher-crime neighborhoods or that have experienced frequent incidents, cameras are monitored by offsite security agents. The agents can communicate with employees in the store and make public announcements over the loudspeakers letting customers know they are on camera.

If the agents see a robbery or suspicious activity at the store, they can alert the local police. There are also two-way phones and panic buttons that employees can press to talk directly with a security agent if they are in distress.

Interface Security Systems, one of the services that Dollar General uses, boasts on its website that its technology helps companies reduce security guard costs by 88%. Dollar General also has used iVerify, another off-site monitoring company. Earlier this year, Securitas Electronic Security acquired the customer contracts of iVerify.

This Dollar General store on N Gettysburg Ave in Dayton is where Dave Dukes said he experienced four robberies in just a year on the job.

The remote monitoring systems can be effective at deterring shoplifting inside the store, according to experts. But unlike human security guards who can act as a visible, physical deterrent, they are less effective at deterring robberies, according to police, former employees at iVerify and Interface, and retail security consultants.

One former iVerify executive said, "it's rare that you're going to be looking at a video when the robbery occurs." He said the remote monitoring was better-suited for investigating robberies after they occurred.

Securitas, the company that now owns iVerify's customer contracts, did not respond to request for comment. A representative for Interface said "there is a place for both remote interactive monitoring and security guards in most retail chains" and that its interactive remote monitoring systems with live video and two-way audio were a strong crime deterrent.

When robberies do occur, some of the former Dollar General executives said, the company offered reactive, short-term measures — such as adding a security guard to a store for a few weeks.

"It was literally whack-a-mole. You would get the okay to spend cash when there was an incident. A reactive security program in that kind of environment is not what you're looking for," said Flannery, the former divisional loss prevention director at Dollar General.

Dollar General said it disagreed with Flannery's characterization of its security efforts and that it doesn't



believe "those assertions are supported by facts."

The safety concerns take a toll on some workers.

When Kenya Slaughter works the cash register at a Dollar General in Alexandria, Louisiana, she makes sure she has enough \$1 and \$10 bills in the drawer, so she won't have to go back into the safe. When she has to take out money from the safe behind the register, she "strategically positions herself" so she's not opening it with her back turned.

Still, potential robbers "know we don't have security and that people are in there alone," she said.

Indeed, Dollar General employees told NBC News in a report last month that they've been stabbed, shot and held at gunpoint.

## Significant 'shrink'

In recent years, Dollar General has focused on solving another problem.

Current and former staffers said there was an intense urgency to combat "shrink" — or merchandise lost due to shoplifting, employee theft or inventory errors. In its latest annual report filed in March, Dollar General called the problem "significant," noting that "higher rates of inventory shrinkage or increased security or other costs to combat inventory theft could adversely affect our results of operations and financial condition."

The sources said they felt that the company prioritized reducing "shrink" over preventing robberies, which had a human toll.

"In the two years I sat in the executive meetings, I never remember anybody bringing up armed robberies as a problem. We talked about loss of product and store manager turnover," said one former top Dollar General executive. "The people that are below the store manager level are just a commodity."

The obsession with reducing shrink was often turned inward, with Dollar General treating some of its own workers with constant suspicion, said Tracy Vargas, an assistant professor of sociology and criminal justice at the University of North Carolina at Pembroke. Vargas worked as a clerk at Dollar General in 2014 and 2015 for her PhD dissertation on dollar stores at Syracuse University. She also interviewed 50 employees from across the country. In her dissertation, she described workers being treated like criminals with surveillance cameras often focused on their activities rather than on customers.

Dollar General said its "understanding is that Ms. Vargas's employment with the company was intended solely to validate her preconceived notions regarding the company for purposes of a book that she was writing, rather than in furtherance of serving the customers and communities that rely on us."

It added: "We categorically deny the assertions."

A 13-foot poster in the store backroom, known as the Shrink Chart, displayed performance statistics including the number of times each employee voided cash register transactions that week, Vargas said. (A large number of voided transactions or price checks could be interpreted by managers as a sign of employee theft.)

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**The people that are below the store manager level are just a commodity."**

A FORMER DOLLAR GENERAL  
EXECUTIVE

Meanwhile, Dollar General provides little training on how to handle robberies, sources told CNN Business.

Former store workers, including Dukes and Vargas, described when they were first hired being shown a simulation video of a robbery. There are no hands-on drills and they did not have to review the video annually, some of these sources said. In some stores, signs are posted in back rooms giving employees directions on what to do "should the unlikely event of robbery occur."

Vargas told CNN Business that Dollar General employees are "sitting ducks" and "considered to be profit risks to the corporation's bottom line."

"Employees are alone, exposed, and at the mercy of whomever [decides] to walk through the door that day," she said.

## **Law enforcement raises concerns**

In some cities, local officials have urged Dollar General management to take more steps to prevent violent crime. They say their warnings have largely gone ignored.

Dayton police have prepared reports on crime at local Dollar General, Dollar Tree and Family Dollar stores. On February 1, 2017, members of the department presented a Dollar General divisional loss prevention director with a 32-slide PowerPoint deck detailing the factors the department believes to be "enabling factors" in robberies. The factors included blocked windows, high shelves, lack of maintenance outside the stores and lack of security guards in high-incident locations.

To print the document, click the "Original Document" link to open the original PDF.  
At this time it is not possible to print the document with annotations.

It's a "fairly large issue for us," Hall, the Dayton Police Department lieutenant, told CNN Business. "We've made a lot of recommendations to try to improve these situations. We have noticed that not many of these recommendations have been implemented or fully implemented."

Dollar General said it "enjoys frequent communication with the Dayton Police Department" and that it implemented the department's exterior maintenance suggestions in 2017. The company claimed the department did not provide "specific store safety and security measures."

A representative for Dollar Tree, which owns Family Dollar, said "working with and supporting local law enforcement is absolutely important to us. We continually refine our security program, which includes cooperating with local police departments to share photos and videos to support their investigations."

In St. Louis, where there have been "high calls for police service for larcenies, disturbances [and] hold-ups" at Dollar General and Family Dollar in recent years, "implementing security is often suggested and ignored," said Rich Sykora, an attorney for the city of St. Louis.

St. Hall described robberies at local dollar stores as a "fairly large issue" in the area. Seven Dollar General locations accounted for 29% of robberies at Dayton businesses in 2019, according to the department's data.

"We will take a fresh look at the St. Louis market and implement the appropriate steps," a Dollar Tree representative responded.

In rural Effingham County, Georgia, Sheriff Jimmy McDuffie said three of the five Dollar General stores in the area have been hit in recent years. "We don't call them dollar stores. We call them stop and robs," he said.

McDuffie presented a list of safety concerns to Dollar General stores in the county, he said, including recommendations to improve lighting and limit the number of boxes piled up inside the stores, which can make it difficult for officers to see inside. "Put in some security measures," he urged. "Light the parking lots up."

"They say they're going to do better, but it doesn't seem to come to fruition," he told CNN Business.

And in the Pee Dee region of South Carolina, there have been a string of robberies at Dollar General stores over the past year.

"None of the stores have added outside cameras that could potentially capture the mode of

transportation and the direction of travel for suspects," said Tammy Erwin, a deputy at the Marion County Sheriff's Office in South Carolina.

"There are no security officers at any time. There are shifts with only one employee working in the entire store," she said. She added that she wonders why Dollar General won't implement "a buddy-system of employees, so that no one is alone in the store."

Dollar General's 2019 handbook of operating procedures says "at a minimum, two employees must be involved in the closing process. For safety purposes, always use the buddy system." But there is no mention of similar policy for opening stores in the morning or at other hours of the day. The company says it "tries to minimize the time that employees are alone in the store."

The company said it has received "no formal safety and security policy change" from the sheriff's offices in Effingham County, Georgia, and Marion County, South Carolina.

Dollar General said it was "aware of a single request from a member of law enforcement in St. Louis," who requested that Dollar General implement facial recognition software from a company "in which we understood the individual to have a personal and financial interest."

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**We don't call them dollar stores.  
We call them stop and robs."**

JIMMY MCDUFFIE, SHERIFF,  
EFFINGHAM COUNTY, GEORGIA

## Deaths on the job

Family members of Dollar General employees killed during armed robberies and security experts say it's not just a lack of in-store security measures that are the problem.

Out of the six Dollar General employees killed since 2016, two were shot as they left stores to deposit cash from the register at the bank.

Some Dollar General employees take cash deposits to the bank by themselves: The company's policy in its 2019 store operating procedures says that stores should make one or two such deposits each day depending on their location, and that the deposits can only be made by "key carriers," or high-ranking employees.

Ron Holder took a job as a store manager at a Dollar General in Richmond, Virginia, and hoped to work his way up the ranks at the company and become a district manager. But he was killed in his car outside of Dollar General one morning after picking up a cash deposit from the store, according to the FBI. His case is still unsolved.

In Houston, 20-year-old DeQuan Anderson was killed in 2017 as he got in his car to bring cash from the store to the bank. His mother, Janine, has filed a wrongful death lawsuit. The case has gone to arbitration.

Janine Anderson described her son in an interview as "an all-around good kid" who was active in his church and developed a love of photography in high school. He saved up money to buy a camera and equipment and took it everywhere he went.

"He always was going to have some type of career in art," she said. "That was his passion."

Before his death, DeQuan had raised concerns about the bank-drop process on multiple occasions, the lawsuit said. But despite previous robberies at the store, Dollar General did not increase its security or hire an outside security company to transport cash to the bank, the lawsuit alleges.

Dollar General declined to comment on pending litigation.

Ron Holder (left) and DeQuan Anderson (right) were Dollar General employees who were both killed on the job during armed robberies. (Courtesy Angela/Courtesy Janine Anderson)

Meanwhile, Dukes, the former Dollar General employee in Dayton, Ohio, is trying to bounce back after the October robbery that changed his life. He has had trouble finding work after the shooting. He is hoping to be more present in his kids' lives.

"I don't regret anything that I did," he said. He was defending himself, he said.

But Dukes believes the robbery could have been avoided if Dollar General had taken his advice and put in permanent armed security. He hopes company executives will start doing more to protect their employees.

"They don't know what's going on inside these stores every day. They don't. Store managers are the ones that deal with that every day. But I would tell them that they need to take better care of their staff."

Dukes said he repeatedly asked Dollar General to hire security guards, but managers dismissed his requests. He hopes the company will do more to protect its workers.

**EXHIBIT C**

**EXHIBIT C**

▼ DOW +0.68%

▼ S&P 500 +0.78%

▼ NASDAQ 100 +1.44%

HOME > RETAIL

# Dollar stores have seen a wave of violent crime even as the discount retailers thrive during coronavirus

Áine Cain

Jun 29, 2020, 1:22 PM





**Dollar stores like Dollar General, Dollar Tree, and Family Dollar have been the target of violent crimes, according to two recent reports from CNN and Pro Publica.**

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**Pro Publica linked dollar stores to around 50 gun fatalities since 2017.**

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**"We strive to create safe work and shopping environments by tailoring our store operations and security for each store," a Dollar Tree spokesperson told Business Insider.**

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Dollar stores have experienced a spate of deadly and violent crime over the past few years, even as sales at discount retailers soared during the pandemic, according to recent reports from CNN and Pro Publica.

Dollar stores, which offer shoppers heavily-discounted goods, have seen massive growth in the United States since the Great Recession.

Recently, chains like Dollar General have posted excellent sales as shoppers seek out deals amid the coronavirus pandemic.

But news outlets including CNN and Pro Publica have reported that companies like Dollar General and Dollar Tree are prime targets when it comes to robberies and violent crime. A high-profile murder occurred outside a Family Dollar store in Flint, Michigan on May 1. Store security guard Calvin Munerlyn was shot and killed after a dispute with Ramonyea T. Bishop and Larry E. Teague over wearing face masks.

A spokesperson for Dollar Tree Inc., which also owns Family Dollar, told Business Insider that "the safety and security of our customers and associates is a top priority." The Dollar Tree representative said that they could not "publicly share specific details" of the chains' security-related policies "to ensure the integrity of our security systems and procedures."

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"When violence in the communities we serve occurs, it affects everyone — including our stores," the spokesperson said. "We strive to create safe work and shopping environments by tailoring our store operations and security for each store. We are continually refining our processes and enhancing on-premise security and surveillance systems, as well as our associate training."

Dollar General and the Federal Bureau of Investigation did not immediately respond to Business Insider's request for comment.

But CNN's Nathaniel Meyersohn spoke with former Dollar General executives about security issues within the chain. These former company leaders compared Dollar General's security tactics to a game of "whack-a-mole."

"Every night I was just waiting for there to be a phone call that said, 'Hey we've lost somebody,'" former divisional loss prevention director Brian Flannery told CNN.

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And a number of factors are likely contributing to the trend of violence at discount chains. Pro Publica's Alec MacGillis reported that Dollar General's major expansion across the country and presence in "high-crime neighborhoods" both put dollar stores at risk.

GBP Radio, an NPR affiliate in Georgia, spoke to Middle Georgia State University criminal justice professor Jeff Tarver on a slew of dollar store robberies in 2017 in the Macon region.

"They know they're not going to be getting a lot of money," he told the radio station. "It's just the convenience of being able to get in and get out quickly and have a couple dollars in your pocket."

The result is a deadly wave of retail crime.

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According to Pro Publica, the Gun Violence Archive found there have been 50 gun deaths resulting from "violent incidents" at both

Family Dollar or Dollar General since 2017. CNN reported that six Dollar General employees have died in store robberies since 2016.

*Are you a dollar store employee with a story to share? Email [acain@businessinsider.com](mailto:acain@businessinsider.com).*



*Do you have a personal experience with the coronavirus you'd like to share? Or a tip on how your town or community is handling the pandemic? Please email [covidtips@businessinsider.com](mailto:covidtips@businessinsider.com) and tell us your story.*

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*A Dollar General in North St. Louis. An employee named Robert Woods was killed there in 2018. (Andres Gonzalez for The New Yorker)*

## **How Dollar Stores Became Magnets for Crime and Killing**

Discount chains are thriving — while fostering violence and neglect in poor communities.

by Alec MacGillis, June 29, 6 a.m. EDT

*Above: A Dollar General in North St. Louis. An employee named Robert Woods was killed there in 2018. (Andres Gonzalez for The New Yorker)*

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When Jolanda Woods was growing up in North St. Louis, in the 1970s and early '80s, she and her friends would take the bus to the stores downtown, on 14th Street, or on Cherokee Street, on the South Side, or out to the River Roads Mall, in the inner suburb of Jennings. "This was a very merchant city," Woods, who is 54, told me. There were plenty of places to shop in her neighborhood; too, even as North St. Louis, a mostly Black and working-class part of town, fell into economic decline. There was Perlmutter's department store, where women bought pantyhose in bulk, Payless shoes, True Value hardware and Schnucks grocery store.

Almost all these stores have disappeared. As St. Louis' population has dropped from 850,000, in the 1950s, to a little more than 300,000, owing to suburban flight and deindustrialization, its downtown has withered. The River Roads Mall closed in 1995. North St. Louis is a devastated expanse of vacant lots and crumbling late-19th-century brick buildings, their disrepair all the more dramatic for the opulence of their design. "This neighborhood has gone down," Woods said. "Oh, my God, these houses."

A new form of retail has moved into the void. The discount chains Family Dollar and Dollar General now have nearly 40 stores in St. Louis and its immediate suburbs, about 15 of them in North St. Louis. This is where the people who remain in the neighborhood can buy detergent and toys and pet food and underwear and motor oil and flashlights and strollers and mops and drain cleaner and glassware and wind chimes and rakes and shoes and balloons and bath towels and condoms and winter coats.

The stores have some nonperishable and frozen foods, too, for people who can't travel to the few discount grocery stores left in the area. Rudimentary provisions like these allowed the stores to remain open as "essential" businesses during the coronavirus shutdowns. "These stores are our little Walmarts, our little Targets," Darryl Gray, a local minister and civil rights activist, told me. "It's the stuff you won't get at a grocery store, that you get at a Walmart — but we don't have one."

Three years ago, Woods' husband, Robert, who was 42, began working at a Dollar General on Grand Boulevard, across from an abandoned grocery store. He and Jolanda had separated, but they stayed in touch over the years as Robert overcame a crack-cocaine addiction, got a job at the Salvation Army, was ordained as a minister and became an informal counselor to other men battling addiction. Dollar General paid a bit more than the Salvation Army, but he expressed anxiety about security problems at the store. Shoplifting was common, and occasionally there were even armed robberies.

The store lacked a security guard, and it typically had only a couple of clerks on hand.

On Nov. 1, 2018, Woods went to work on his day off, to fill in for an absent co-worker. Footage from a security camera shows a man entering the store just after 1 p.m., wearing a blue sweatshirt with the hood pulled up over a red cap, and holding a silver gun.

He fired down the center aisle, hitting Woods in the back of the head. Then he pointed the gun at the cash register, before seeming to panic. He ran out of the store empty-handed. An ambulance arrived, but Woods was no longer breathing. After his body was removed, Dollar General remained open for several hours, before closing amid protests from local residents.

Woods' murder was one of three homicides in six months at the two discount chains in the St. Louis area. On June 13, a man and a woman started arguing in a car in the parking lot of a Family Dollar on West Florissant Avenue, just outside the city line; he shot her once in the head, killing her. Less than a month after Woods' death, a 65-year-old woman was shopping at the Family Dollar on St. Charles Rock Road when a seemingly mentally ill 34-year-old woman grabbed steak knives from a shelf in the store and stabbed her to death.

The Gun Violence Archive, a website that uses local news reports and law enforcement sources to tally crimes involving firearms, lists more than 200 violent incidents involving guns at Family Dollar or Dollar General stores since the start of 2017, nearly 50 of which resulted in deaths. The incidents include carjackings in the parking lot, drug deals gone bad and altercations inside stores. But a large number involve armed robberies in which workers or customers have been shot. Since the beginning of 2017, employees have been wounded in shootings or pistol-whippings in at least 31 robberies; in at least seven other incidents, employees have been killed. The violence has not let up in recent months, when requirements for customers to wear masks have made it harder for clerks to detect shoppers who are bent on robbery. In early May, a worker at a Family Dollar in Flint, Michigan, was fatally shot after refusing entry to a customer without a mask.

The number of incidents can be explained in part by the stores' ubiquity: There are now more than 16,000 Dollar Generals and nearly 8,000 Family Dollars in the United States, a 50% increase in the past decade. (By comparison, Walmart has about 4,700 stores in the U.S.) The stores are often in high-crime neighborhoods, where there simply aren't many other businesses for criminals to target. Routine gun violence has fallen sharply in prosperous cities around the country, but it has remained stubbornly high in many of the cities and towns where these stores predominate. The glowing

signs of the discount chains have become indicators of neglect, markers of a geography of the places that the country has written off.



*Vacant lots surround a Family Dollar in North St. Louis. (Andres Gonzalez for The New Yorker)*

But these factors are not sufficient to explain the trend. The chains' owners have done little to maintain order in the stores, which tend to be thinly staffed and exist in a state of physical disarray. In the 1970s, criminologists such as Lawrence Cohen and Marcus Felson argued that rising crime could be partly explained by changes in the social environment that lowered the risk of getting caught. That theory gained increasing acceptance in the decades that followed. "The likelihood of a crime occurring depends on three elements: a motivated offender, a vulnerable victim, and the absence of a capable guardian," the sociologist Patrick Sharkey wrote, in "Uneasy Peace," from 2018.

Another way of putting this is that crime is not inevitable. Robberies and killings that have taken place at dollar store chains would not have necessarily happened elsewhere. "The idea that crime is sort of a whack-a-mole game, that if you just press here it'll move over here," is wrong, Richard Rosenfeld, a criminologist at the University of Missouri-St. Louis, told me. Making it harder to commit a crime doesn't just push crime elsewhere; it reduces it. "Crime is opportunistic," he said. "If there's no opportunity, there's no crime."

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James Luther Turner left school in 1902, when he was 11. His father had died in a wrestling accident, and Turner had to run his family's farm, in Macon County, Tennessee. He was successful and entrepreneurial, and when he was 24 other farmers asked him to manage the local co-op; he started a bridle shop behind the store. Eventually, he took a job working for a Nashville dry goods wholesaler, hawking samples across southern Kentucky and middle Tennessee. In 1929, at the onset of the Depression, he opened a store in Scottsville, a small town in Kentucky. He bought up failed retailers' stock, which he either liquidated, sold to other store owners or took back to his own shop, Turner's Bargain Store. "He also knew that where there was failure, there was opportunity," his grandson Cal Turner Jr. wrote in a memoir, called "My Father's Business," published in 2018.

In 1939, James Luther Turner's only child, Hurley Calister Turner, known as Cal Sr., bought a building in Scottsville to serve as the warehouse for a new wholesale business, J. L. Turner and Son. Soon, he was buying so much discount merchandise that he had trouble finding stores to take it, so he and his father started a chain of stores in partnership with local managers. At first, Cal Sr. later said, the plan was "selling the good stuff to the rich folks, but we were late getting into retailing." He concluded, "We had to sell the cheap stuff to the poor folks." Cal Sr. had high standards: He called all his store managers on Saturday nights and made frequent rounds in person. "He wanted a store to be clean and well displayed," Cal Jr. wrote. He started working for the company when he was about 13, sweeping the warehouse for 25 cents an hour.

By 1955, the Turners had three dozen stores across Kentucky and Tennessee. Cal Sr. noticed that crowds of shoppers came to department stores in larger cities when they held "dollar days," selling off excess merchandise cheaply. On June 1 of that year, the company converted a store in Springfield, Kentucky, into one called Dollar General. The store was a sensation, as was a second one, in Memphis, which in 10 months did more than a million dollars in sales. Soon, all J. L. Turner and Son stores were renamed Dollar General, with a new slogan above the window: "Every Day Is Dollar Day." Signs outside read "Nothing Over \$1."

At first, the Turners didn't have to radically change their business model. They bought inventory, including irregular items and closeouts, very cheap and sold it for a little more. When a friend's textile company had an excess of pink corduroy, Cal Sr. had the friend make men's pants, which he sold for a dollar a pair. He bought a truckload of wet socks in Nashville and had workers sort and hang them around the Scottsville warehouse. When bell-bottoms went out of fashion, he turned them into cutoff shorts. Once, at the end of the Christmas season, he bought 35,000 fruitcakes; he sold them all a

year later.

Cal Sr. sought out cheap real estate. “We don’t have to have great locations,” he said. “With our merchandise and our prices, we just need some kind of building around us.” And he paid poorly: Wages were to be kept at a maximum of 5% of a store’s gross sales, which, Cal Jr. acknowledged, “placed us at the bottom of a low-paying industry.” A store typically had only two employees — and, if business was slow, it got by with just one at a time. When a bookkeeper invited two colleagues to lunch with a union organizer, Cal Sr. had her fired. After the Teamsters tried to organize the company’s truck drivers, the company outsourced its transportation to a contractor and hired a slew of armed guards to escort the new drivers past picketers.

Sales nearly doubled between 1963 and 1968, and the Turners took the chain public. By 1972, they had 500 stores, and, a few years later, around the time that Cal Sr. passed the reins to Cal Jr., they started buying up other chains, also in small towns, extending the company far from its upland-South base. A competing chain, Family Dollar, started by Leon Levine in Charlotte in 1959, focused mostly on low-income urban areas. By 1974, Levine had 200 stores; he took his company public five years later.

As the two chains have grown, expanding to offer many goods for more than a dollar, the urban-rural distinction between them has diminished. Today, it is not uncommon to find both stores on the same small-town main street or a few blocks apart in a distressed urban neighborhood. (Dollar Tree, which bought Family Dollar in 2015 and has maintained both brands, keeps prices closer to a dollar with a more limited selection — wrapping paper, party supplies — sold to a more middle-class clientele. Unlike Dollar General and Family Dollar, Dollar Tree’s stores tend to be in suburban locations.) As Amazon and its e-commerce rivals have devastated brick-and-mortar shopping, the two chains represent just about the only branch of physical retail that is still growing in America. Even Walmart, often viewed as the bane of small-town retailers, has been consolidating. Last year, it closed about 20 stores, leaving some communities even more dependent on the two chains. In 2019, discount chains accounted for about half of all new retail store openings. Dollar General alone opened nearly 1,000 stores.

The chains’ executives are candid about what is driving their growth: widening income inequality and the decline of many city neighborhoods and entire swaths of the country. Todd Vasos, the CEO of Dollar General, told The Wall Street Journal in 2017, “The economy is continuing to create more of our core customer.”

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*A Dollar General on the west side of Dayton where the reporter encountered Jimmy Donald shopping with his mom. (Andrés González for The New Yorker)*

Because dollar stores are heavily concentrated in poor towns and neighborhoods, many middle- and upper-middle-class consumers are unaware of their ubiquity — or of the frequency of armed robberies and shootings. In 2017, the manager of a Dollar General in Baltimore, where I live, was shot and killed as he was closing up. But I discovered the pervasiveness of the problem while reporting elsewhere. In Dayton, Ohio, I got to know Jimmy Donald, who was working for a heating and air conditioning contractor while trying to start an organization to help ex-felons and others with troubled backgrounds, a category that included himself. Donald, who is 38, served in the Marines in Iraq. He then spent four years in prison, after being involved in the beating death of a man outside a Michigan bar, in 2004. He lived on the west side of Dayton, which is predominantly Black; as the area has lost several grocery stores, the dollar store chains have proliferated.

This correlation is not a coincidence, according to a 2018 research brief by the Institute for Local Self-Reliance, which advocates for small businesses. The stores undercut traditional grocery stores by having few employees, often only three per store, and paying them little. “While dollar stores sometimes fill a need in cash-strapped communities, growing evidence suggests these stores are not merely a byproduct of economic distress,” the brief reported. “They’re a cause of it.”

There are now more than a dozen Family Dollars and Dollar Generals on

Dayton's west side. "In a lot of these areas, they're the only stores around," B. J. Bethel, who has reported on the chains for WDTN, the local NBC affiliate, told me. For robbers, he added, "it's the only place to get cash." Donald did much of his shopping at the stores, and each week he drove his mother to them to do her shopping as well. One day in Dayton, needing a winter hat, I stopped by a Dollar General at West Third Street and James H. McGee Boulevard, where Donald and his mother were making their way down an aisle. Goods spilled off the shelves, and carts were piled high with boxes waiting to be opened and stacked, giving the store an air of neglect.

Shortly before Donald and I first met, he had been the victim of an armed robbery at another west side Dollar General. It was homecoming weekend at Central State University, the historically Black college near Dayton, and his mother needed some barbecue sauce. Donald was standing in line to pay when two young men, probably in their late teens, came in and pointed a gun at the cashier. Donald concluded that they were amateurs — they weren't wearing masks, and when the one with the gun pulled the slide back, not realizing that a round was already chambered, the bullet popped out. They ordered Donald and two women in line to get on the floor, then took the money that he had just cashed from his paycheck: \$700.

Donald described this event in an undramatic and routine manner. And for good reason: armed robberies are a regular occurrence at the Dayton stores. In 2017, the year he was held up, there were 32 armed robberies at 18 Dollar Generals and Family Dollars in Dayton. (This count didn't include the store where he was robbed, which sits just beyond the city line.) Last year, there were two dozen. The violence has included more than robberies, too. Last July, a man and a woman were killed outside a west side Family Dollar in a murder-suicide; in September, a man was shot during a drug deal outside the Dollar General where I had run into Donald and his mother.

All told, the Dayton police receive an average of nearly 1,000 calls for service to the stores each year. There have been more calls to just nine of the city's Family Dollars than there have been to one of Dayton's two major hospitals, Grandview Medical Center, where police are often summoned for interviews with victims of violent crimes, drug overdoses and other problems.

The Dayton Police Department prides itself on being a modern, data-driven force, embracing such initiatives as "harm reduction" measures to combat the opioid epidemic. Several years ago, noticing the rise in calls to the dollar stores, the department provided training sessions for Family Dollar managers in how to practice what police call "crime prevention through environmental design." Officers showed them how less trash outside and less clutter inside and fewer big ads in the windows, which block the view of responding police officers, would make their stores safer. The store



managers were told to instruct cashiers to make frequent transfers of cash from the register to the safe. (Until 2004, Dollar General did not accept credit cards, and the stores still deal heavily in cash.)

But Jason Hall, the commander of the city's Violent Crime Bureau, told me that the effect of the training had dissipated, partly because the stores, which pay a starting wage of about \$9 or \$10 an hour in states without higher minimum-wage thresholds, have such high turnover. "It was supposed to be passed down to the rest of the employees, but it didn't trickle down," he said. "The rank and file did not reap the benefit of that training." Store managers have resisted pleas to reduce trash or loitering outside their stores, saying that their responsibility is limited to the stores themselves. And they are often slow about getting police the feed from store cameras after robberies,



*Donald in Dayton, outside the store where he was robbed. (Andres Gonzalez for The New Yorker)*

Hall said. The cameras are typically of such low quality and so poorly placed

practice, what is that they is not even respecting the justice system, Whaley said. "They don't even care if they're being held up at gunpoint."

Recently, Dayton has cited the crime and violence that the stores attract as a reason to challenge their requests to sell alcohol. Several years ago, Dollar General obtained alcohol licenses for many of its Dayton-area stores. In 2017, the city's law department began seeking to block requests by Family Dollar to obtain licenses for seven of its stores, including three on the west side. The city had an easier time enlisting community testimony against alcohol license applications for stores on the north and east sides of town, which are less heavily African American. City officials attributed this imbalance in part to a general sense of resignation and powerlessness on the west side.

When the state's Division of Liquor Control approved all but one Family Dollar request, Martin Gehres, the assistant city attorney, drove a 15-passenger van full of north and east side residents to appeals hearings in Columbus. The residents, who included the owner of a bakery across from a Family Dollar and the manager of an adjacent library branch, won reversals of the approval for that store and for another on the north side. But the alcohol sales went ahead on the west side, where crime is worse. "The stores they got them at were the ones I was most concerned about," Gehres said.

When I met with Gehres and Hall, they told me they were aware that the stores filled a retail void for many residents of Dayton, which has lost nearly half its residents since 1960. But they also cited research suggesting that, in some places, the dollar stores have exacerbated the problem. "They are filling a food desert," Gehres said. "And they are helping cause a food desert."

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Even the most image-conscious public corporations tend to acknowledge, in their required disclosures to investors and in their quarterly calls with market analysts, the challenges facing them. So it was startling to find no mention of the prevalence of crime and violence in recent filings for either Dollar General or Family Dollar and Dollar Tree. Company executives make occasional reference to "shrink," the industry euphemism for stock lost mainly to shoplifting or employee theft. But the steady stream of violence at

the stores, much of it directed against employees, was omitted.

Dollar General emphasized its efforts to keep costs down. In its disclosures for the third quarter of 2019, Dollar General lamented the rise in nationwide hourly wages, and it said that it was aiming to shift to self-checkout in many stores. The company hopes not to have to increase security at stores, since its “financial condition could be affected adversely” by doing so. “Our ability to pass along labor costs to our customers is constrained by our everyday low price model,” Dollar General concluded, “and we may not be able to offset such increased costs elsewhere in our business.” Similarly, Dollar Tree executives told analysts in a quarterly call in March that they were pushing “productivity initiatives” in stores, which would help get more from fewer workers. “We are well positioned in the most attractive sector of retail to deliver continued growth and increase value for our shareholders,” Gary Philbin, the company’s CEO, said.

In the past five years, the share price of Dollar General has nearly tripled, outpacing the broader stock market by some 80% and vastly outperforming traditional grocery stores and retailers such as Kroger and Macy’s. In 2018, Vasos, Dollar General’s CEO, received more than \$10 million in total compensation, nearly 800 times the median pay for workers at the company. Philbin, at Dollar Tree, was paid about the same amount.



*A marquee lists a Family Dollar in a mostly empty shopping plaza in St. Louis. (Andres Gonzalez for The New Yorker)*

Asked about the hundreds of incidents of violent crime at their stores, the

companies said that they took security concerns seriously, but they did not elaborate on preventive measures at the stores. Both companies declined to say how many had armed security. Randy Guiler, a Family Dollar spokesman, said, in written responses to questions, "To ensure the integrity of our security systems and procedures, we do not publicly share specific details." None of the 10 dollar stores that I visited in Dayton had a security guard present. In liquor board testimony, the Family Dollar manager for the region stretching across Interstate 70 from Dayton to St. Louis said that the company deployed security guards at only a couple of stores in his region, in St. Louis and Cincinnati.

Guiler said that the stores cooperated fully with local police departments and had in some places opened tip lines with rewards for information leading to arrests. He told me that the company recently hired the security firm ADT to upgrade the stores' camera systems. Asked about the stores' low staffing levels, Guiler said, "We are a small-box retailer. Staffing levels can, and do, vary by day, by hour and based on store sales volumes."

A spokesperson for Dollar General said, "In keeping with our mission of serving others, we are proud to provide a convenient, affordable retail option to customers and communities that other retailers choose not to serve."

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When Jolanda Woods heard about Robert's murder, she returned to St. Louis from Philadelphia, where she had been working at a nonprofit, to organize his funeral. In an interview with KMOV, the local CBS affiliate, she faulted Dollar General for leaving stores understaffed and for allowing stock to pile up near the door, making it harder for workers and customers to escape robberies. "That's not enough staff to secure your store with no security," she said. "You can't expect them to watch the aisles, work the cash registers, watch the thieves and stop the thieves."

In February, I went to St. Louis and visited the Dollar General where Robert was killed. Inside the entrance was just the sort of barrier that Jolanda had described: a double-wide column of several dozen "totes," or large plastic crates, holding a jumble of goods on clearance. There were cable protectors and scented oils and chicken jerky curls and baby pacifiers and "Frozen"-themed Ziploc bags and party napkins and elastic wrist supports and charcoal foot scrub and romance novels. In the shampoo aisle, a manager was telling an employee to mark down certain goods with a price gun. "I want to sell this because this is what creates totes in the back room, and I hate totes in the back room," he said. "So get your gun."

The next morning, I went to see Jolanda at her new house, in an inner

suburb just north of the city. She called up her friend Winter and put her on speakerphone. Winter knew a lot about crime that had occurred at that Dollar General in the years when Jolanda had been living in Philadelphia. There was the time some men loaded up a large trash can with stolen goods at the store's back door and then just hauled it out. There was the time a manager she knew became so frustrated by the crime that he asked a friend from East St. Louis to serve as de facto security. After the friend got in an altercation with a suspected thief, the company reprimanded them, which led both to quit. "When they quit, it was all on again," Winter said.

The police say that Robert Woods' killing remains unsolved. Jolanda had received a workers-compensation payment on Robert's behalf, but she was contemplating organizing a class-action lawsuit on behalf of family members of other victims of violence at Dollar Generals. "You have a service and a product that's needed in a community," she said. "Well, you have to be part of the community to make that work.

"And being part of it means 'I'm going to secure you while you're here. I'm going to have somebody on my lot to make sure you get to your cars. I'm going to secure it.' These stores are throughout our community, but they have no interest in the community. They're not giving nothing back. They give nothing back."

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Last October, Jimmy Donald was in line with a friend at a Dollar General on the west side of Dayton, at 2228 North Gettysburg, a short drive from the one where he took his mother to shop and the one where he had been robbed. He was startled to see that the cashier was carrying a pistol on his hip. The cashier, Dave Dukes, said that he had been held up recently and wanted to be ready in case it happened again.

Frustration was rising at City Hall, too. When Whaley, the mayor, entered city government, in 2005, she viewed the dollar chains as serving a useful purpose, but over time she saw how the chains' stores in urban neighborhoods contrasted with the ones in rural areas. Residents often sent her photos of dangerously cluttered aisles, and she asked fire marshals to issue warnings. "The more and more ubiquitous they've gotten, they've gotten less and less caring," she said. "I came to see them as glorified check-cashing and payday lenders for the way they prey off the poor but don't really care about the poor."



*Outside the Dollar General in Dayton, where cashier Dave Dukes, after being held up, began carrying a pistol on his hip. (Andres Gonzalez for The New Yorker)*

In January 2019, John Cranley, the mayor of Cincinnati, wrote a letter about his city's struggles with the stores to the CEO of Dollar Tree, which led to a meeting at Cincinnati's City Hall with Cranley, Whaley, the cities' police chiefs and some company executives. The executives started giving a PowerPoint presentation about Dollar Tree, but the mayors cut them off and threatened to file lawsuits against the company. The executives promised to work on "good neighbor" agreements with the cities instead, laying out terms for better cooperation. (Asked for an update this spring, Gehres, Dayton's assistant city attorney, wrote in an email: "Family Dollar and the City are ironing out the terms. Some language concerns a litter abatement program and environmental improvements to mitigate some of our concerns.")

Some cities have started to take more dramatic measures. In 2018 and 2019, Tulsa, Oklahoma; New Orleans; and Birmingham, Alabama, believing that the stores' concentration dissuaded traditional grocers from moving in, were among the cities that passed legislation requiring new chain dollar stores to be at least a mile apart, unless they held a minimum square footage of fresh food. Whaley and Gehres told me that Dayton had considered taking this step but decided that it would be of little more than symbolic value, since the city's immediate challenge was contending with problems at the stores it already had.

Eventually, I made it to the Dollar General on North Gettysburg, where Jimmy Donald had seen Dave Dukes, the cashier with the gun on his hip. But he was no longer there.

On Oct. 9, 2019, Roosevelt Rappley, a 23-year-old man who police said had been involved in several dollar store robberies, came into the store carrying a gun. Dukes, who is 28, had been employed at the store for a year and a half, after years of working in construction. He had been promoted to assistant manager and, he said, had repeatedly asked his supervisors for a security guard at the store, to no avail. He had a concealed-carry permit for the gun, and, in any case, Ohio allowed open carry without a permit. The store manager knew about the gun and had not prevented him from carrying it.

When Rappley drew his gun and threatened him, Dukes shot him dead. Dukes then called 911. "I just had somebody try to attempt and rob me over here at Dollar General on Gettysburg," he said. "Came in with a firearm, threatened to take money out the drawer, pointed a gun at me and my staff members. ... He pointed a gun at me. I had a firearm on me. I pulled my firearm, and I shot him in self-defense." (Dukes was not charged.)

The next day, Dollar General told Dukes not to return to work, according to Dukes' lawyer, Erik Blaine. "This is a company that decided to place their stores in certain areas and absolutely fought requests for security, and then, when someone does defend themselves and their co-workers, they're thrown out the next day," Blaine told me. "For a company that puts profits so far over people to put their store employees at risk of life and death, it's just unconscionable." Dollar General declined to answer questions about the case. "When employee actions are part of police investigations, we thoroughly review matters and take appropriate action, as necessary," the company said.

In November, just a few weeks after Rappley's death, someone robbed the Dollar General on nearby Salem Avenue, where Jimmy Donald had been robbed in 2017. The robber wore a surgical mask and fired a gun before leaving.

Soon afterward, Edwin Goldsmith, who is 32, took a job there. The only security training he received was a 12-minute video. Cashiers were instructed to give up the cash in the drawer if threatened, to include a dye pack to make it easier to trace the money and to use a red phone behind the register to call a security company that Dollar General uses. Goldsmith's supervisors ignored his request for security guards. On St. Patrick's Day, as Ohio started to shut down amid the coronavirus pandemic, a man walked into the store while pulling on a mask and took out a gun. There was only \$80 in the register; the cashiers had just transferred cash to the drop box.

There was no dye pack in the register to add to the money — it still hadn't been replaced after the November robbery. Goldsmith had only recently removed a part of the counter that the gunman had damaged with a bullet.

Goldsmith, the most senior of the three employees on shift, worried that the robber would come back for more money. So Goldsmith got his own gun from his car and slipped it under his waistband. The police arrived, as did the Dollar General district manager. When they played back the camera footage to see the robbery, they also saw Goldsmith getting his gun. The following day, the store manager told Goldsmith that the company had told her to fire him for having violated the company handbook's rule against bringing a gun to work. Dollar General declined to comment on the firing.

Goldsmith had never seen the handbook. "It's not right for me to lose my job all because I didn't want to die in the store," he told me the next day.

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About six months after Robert Woods' murder, Javon Pearson took a job at the Family Dollar on Dr. Martin Luther King Drive in St. Louis, a mile and a half from the Dollar General where Woods was killed. Pearson, who was 31, had worked at Wendy's for seven years, but his prospects for promotion conflicted with his child-care schedule; he had three children, ages 10, 6 and 3, whose custody he shared. So he switched to Family Dollar, while working a second job at Save A Lot, one of the few grocery stores left in North St. Louis. He worked midnight to 6 a.m. stocking shelves at Save A Lot, then 9 a.m. to 3 p.m. at Family Dollar, getting home in time to see his kids, often with some treats from Family Dollar in hand, and to rest for a few hours before returning to Save A Lot. "We don't sleep," his mother, Carolyn Noble, said. She cared for Pearson's children when she wasn't working as a medical assistant at a mental health facility. "We work."

On Oct. 3, Pearson was working at the Family Dollar when, according to an account that co-workers later gave to his family, he had a dispute with a man whose girlfriend he had caught shoplifting. He left the store at 3 p.m. with another employee, who was going to give him a ride home. As they were crossing the parking lot, two young men approached and shot him. Pearson's aunt, Shari Ealy, had lost a 17-year-old daughter to gun violence in 2006. When she heard about the shooting at Family Dollar, she rushed to the store. Even from a distance, Ealy recognized him by his sneakers. Carolyn Noble got to the store moments later. "That's not my baby, is it?" she asked, before collapsing to the pavement.

I went to see Noble and Ealy at Ealy's house, a small bungalow in University City, an inner suburb just west of St. Louis. The blinds were drawn, a large



TV was on, and children and teenagers were coming and going from the house. It had been four months since Pearson's murder — the police had not made any arrests — and Noble said that she had been too grief-stricken to go back to work. "I'm just starting to come out," she said.

She began by talking about the air conditioners and kept coming back to them in the hour that followed. Why did the stores go to such lengths to lock down the air conditioning units that cool their buildings but do so little to secure the workers and shoppers inside?

The disregard had continued after her son's death, she said. Save A Lot had sent food and sodas to the family, with condolences. Even Wendy's, where he no longer worked, had offered to help, and several area managers had come to the funeral. But Family Dollar management had not contacted her and had discouraged employees from attending the funeral, she said. (Family Dollar declined to comment.)

After the funeral, she said, several other family members had asked why her son had worked at the Family Dollar, given the level of crime there. This bothered Noble. The store was close to their home, which made it convenient, considering all the rushing between jobs and child care. "Why can't I work in my neighborhood?" she said. "Why can't you work in your neighborhood?"

She used to shop at Family Dollar sometimes, to buy toiletries or household items or little gifts for her mental health clients — jogging suits or the occasional \$5 perfume. She had stopped going since the murder, but one day she had been driving past a Family Dollar a little farther west and had gone in and asked the cashier how she felt working there. "For real? It's scary," the cashier said, and mentioned the fatal shooting at the store down the road. Carolyn Noble said nothing.

*Sean Campbell contributed reporting.*



**Alec MacGillis**

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EDC COB <edc.cob@edcgov.us>

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## Letter to include to BOS

1 message

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**Carolynne Angleton** <coolfeed@live.com>  
To: EDC COB <edc.cob@edcgov.us>

Mon, Jul 13, 2020 at 4:00 PM

Another one

### Cool Feed & Ranch Supply

2968 State HWY 49 Suite M

Cool CA 95614

530-887-0200

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 **BOS July 13.docx**  
19K

TO: El Dorado County Board of Supervisors

CC Clerk of the Board

- First off, super disappointed that all this was going on in the background during a pandemic when the world assumed things were at a standstill.
- Secondly, Traffic: My own personal experience is that traffic is already an issue. I never leave my store going northbound without using the 4 way stop. I would have to say that thinking this will have little impact is flawed.
- Don Mooney addressed the safety of employees as DG is historically a Magnet for robberies and theft, although Steve Powell's rebuttal letter states that this thinking is flawed, we have our share of bad guys, who will definitely take advantage of opportunities presented. Multiple thefts at gas station, smoke shop, bars and even our local feed store.
- Good employer? I don't think so. Safety in general is a huge issue. See violations below:
- **Violation Tracker Parent Company Summary**
  - **Parent Company Name:**
  - Dollar General
  - **Ownership Structure:**
  - publicly traded (ticker symbol DG)
  - **Headquartered in:**
  - Tennessee
  - **Major Industry:**
  - retailing
  - **Specific Industry:**
  - retail-discount stores
  - **Penalty total since 2000:**
  - \$56,449,074
  - **Number of records:**
  - 113

<b>Top 5 Offense Groups (Groups Defined)</b>	<b>Penalty Total</b>	<b>Number</b>
employment-related offenses	\$38,794,175	
financial offenses	\$10,000,000	
safety-related offenses	\$3,499,811	
consumer-protection-related offenses	\$2,856,000	
environment-related offenses	\$1,299,088	

<b>Top 5 Primary Offense Types</b>	<b>Penalty Total</b>	<b>Number</b>
employment discrimination	\$25,545,383	
accounting fraud or deficiencies	\$10,000,000	
wage and hour violation	\$9,151,792	