



The County of El Dorado

Community & Economic Development Advisory Committee

330 Fair Lane
Placerville, CA 95667-4197

Linnea Marengo
Chair

March 9, 2017

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

RE: El Dorado County's 2016-2019 Strategic Plan

Honorable Board of Supervisors,

This letter is recommending that the Board of Supervisors consider, as part of the County's Strategic Planning process, actions to help make El Dorado County more attractive, especially to the millennial generation. Millennials are now the largest living generation in the United States. We recognize that El Dorado County needs to become more attractive to younger generations in order to build a more vibrant and health economy. We believe this attractiveness to be achievable. We would like the Board of Supervisors to prioritize the following General Plan policies in the upcoming budget discussions as critical and necessary for meeting the Plan's adopted goals. The Board's stated vision for the 2016-2019 Strategic Plan is "**Safe, healthy and vibrant communities, respecting our natural resources and historical heritage**".

The following policies, that have yet to be implemented in the General Plan, would provide a foundation necessary to achieve this Vision.

1. Opportunity Areas [GP Policies 2.1.4.1 - 2.1.4.4]
2. Mixed Use Development [GP Policies 2.1.1.3, 2.1.2.5, 2.2.1.2]
3. Infill Development [GP Policy 2.4.1.5] and Infill Incentive Ordinance [Measure HO-2013-4]
4. Community Identification [GP Policy 2.4.1.2]

Each of the Goals outlined in the Strategic Plan provides the components necessary to achieve the Plan's Vision (i.e. Healthy Communities, Economic Development, Public Safety, Good Governance and Infrastructure). This Vision may be achieved if managed through a focused planning effort that is inclusive of the policies identified above.

As the Board may be aware, a main focus for CEDAC has been the retention and attraction of the next generation of employees (e.g. Millennials). Without a well-trained and diverse workforce, the County will struggle to retain and attract businesses that provide long-term economic sustainability to the County. Therefore, the County must create communities that are attractive to the next generation of employees.

CEDAC proposes that the County begin this process by first defining appropriate criteria needed for identifying and designating "Opportunity Areas" (GP Policies 2.1.4.1 - 2.1.4.4) where the County's very limited resources (staff and funding) can be narrowly focused and used efficiently. Once criteria have been defined, "Opportunity Areas" are designated, and subsequent supportive policies, measures and ordinances are prepared and implemented; the Strategic Plan's stated Vision can be achieved.

CEDAC also recommends that the County work closely with all related Board appointed committees and commissions such as CEDAC, the Commission on Aging, Youth Commission and participants of Health and Human Services Agency Well Dorado program (www.welldorado.org).

It is CEDAC's understanding that Long Range Planning has requested direction from the Board on its annual work plan, and that the policies outlined above are included within a Community-Based Planning task. Should the Community-Based Planning task be prioritized by the Board, CEDAC requests that Long Range Planning and other County staff responsible for work on these relevant sections of the County's 2016-2019 Strategic Plan work with CEDAC and other related committees and commissions to ensure that timely and effective outcomes are accomplished.

Sincerely,



Linnea Marengo, Chair, At-Large Member
Laurence Brilliant, Vice Chair, District I
Scot Bernstein, District II
Maryann Argyres, District III
Roberta Long, District IV
David Orr, District V
Charlie Downs, At-Large Member
Kris Payne, Alternate, At-Large Member