

July 4, 2014

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To: the Planning Staff, Planning Commission, and BOS  
From : Charlet Burcin of El Dorado Hills

RECEIVED  
PLANNING DEPARTMENT

I am writing this to you on Independence Day - one of the American symbols of our Democracy where the people elect government officials to represent the voice of the majority.

Therefore, I have attached the El Dorado Hills Community Survey prepared by AIM Consulting in January, 2014 which had 17 questions for our community to answer. This survey was requested by the El Dorado Hills Economic Development Advisory Committee (EDAC) to assist in getting broader participation in the early phases of the planning process. The first step was to do this survey to involve more people in the process.

Out of 2,157 a total of 1,814 people completed the entire survey. The survey zeroed in on the amount of land to devote to certain uses. Results showed that a majority of respondents felt that single-family residential, condominiums, apartment complexes, affordable housing, and senior housing were already sufficient.

When shown the results at a community meeting, many asked to see the raw data. Near the end of the presentation one person asked, "Will the county even listen to us?"

**Will you listen?** This proposed apartment complex contained in a maximum 5-story, 60-foot-tall building and a 5-story, 60-foot-tall parking garage does NOT have majority support of the people.

**This project is not an entitlement. You are entitled to ask not just approve.**

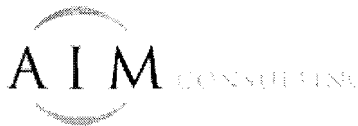
**Thank you for your attention to this very important issue!**

AIM CONSULTING, INC.

# El Dorado Hills Community Survey

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## Results and Summary Report



Prepared by: Chris Aguirre

1/21/2014

## **INTRODUCTION AND BACKGROUND**

AIM Consulting is working with El Dorado County on a Vision Implementation Plan (VIP) to better understand the community planning status and activities within the different communities in the county. El Dorado County has provided support in order to work with the communities to assist in their respective processes. The El Dorado Hills Economic Development Advisory Committee (EDAC) has helped to establish a community planning approach and, therefore, AIM Consulting worked with the El Dorado Hills EDAC to assist in obtaining broader participation in the early phases of the planning process.

In September AIM Consulting met with the El Dorado Hills EDAC to gain a better understanding on the priorities of the committee and how best to obtain broader input from the community members. A community survey was identified as an optimal first step in involving more people in the process. The EDAC and AIM reviewed a variety of community surveys, which helped define what type of information the group would like to obtain. AIM carefully designed the survey to obtain information on what community members view as priorities in regards to different aspects of El Dorado Hills. The survey sought to acquire information pertinent to each EDAC subcommittee, gather some demographic information, and serve as a starting point for more in-depth community dialogue. The content below reports on the results of the survey and offers recommendations for next steps.

## **RESULTS**

The survey consisted of seventeen questions. Demographic information was captured, but the majority of questions focused on participants' perceptions on residential and commercial land-use, job development, transportation, recreation and open space, and community identity. The survey was administered online and was also made available at the El Dorado Hills CSD and Library. The EDAC also hosted a kick-off event on November 19, 2013 at the California Welcome Center in the El Dorado Hills Town Center. A total of 2,157 participants started and completed part of the survey, of the 2,157 participants that started the survey a total of 1,814 people completed the entire survey. The survey was closed on December 23, 2013.

### **Demographics**

The demographic questions were voluntary, but over 2,000 participants answered each of the questions. The gender breakdown consisted of 54.4% female and 45.6% male. The age distribution is illustrated in the graph below:

Graph I

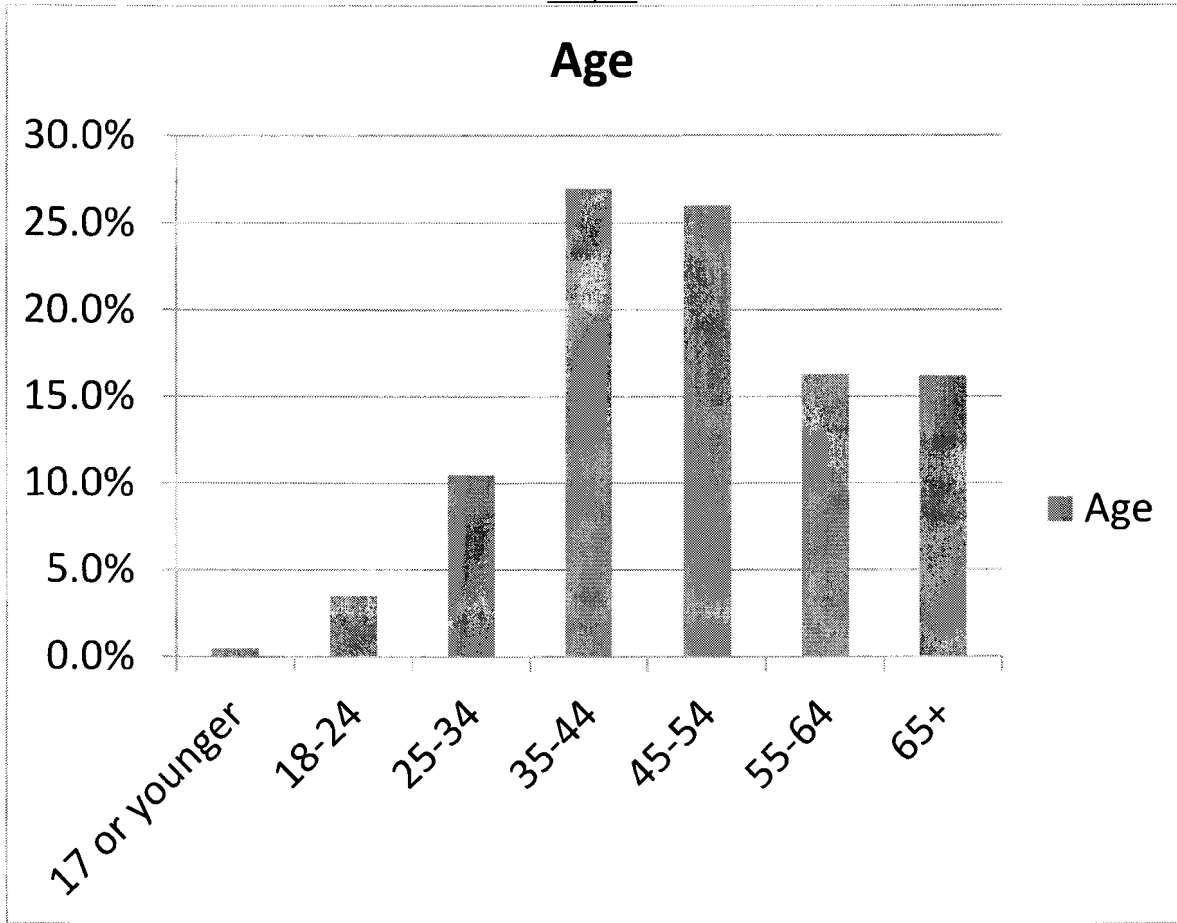


Table I displays where individuals reside and/or work:

Table I

Please select the following that best describes you:	
Reside in El Dorado Hills, but work elsewhere	38.9%
Work in El Dorado Hills, but live elsewhere	3.0%
Reside and work in El Dorado Hills	29.9%
Reside in El Dorado Hills	28.2%

Table II displays where community members reside (a map was provided within the survey that indicated the different areas):

Table II

Area in which you reside (if applicable):	
West of Salmon Falls Road	12.7%
East of Salmon Falls Road	3.8%
West of EDH Blvd.	28.7%
East of EDH Blvd.	29.8%
South of Serrano Parkway to 50	16.3%
South of 50 West	4.6%
South of 50 East	4.1%

The information below is a synopsis of the data obtained through the survey. The main areas that the survey was intended to obtain information on was people's perceptions and opinions on current land-use, local transportation, community attributes, and recreation, trails, and open space.

#### **Land-Use**

The survey requested participants provide their opinion on the amount of land devoted to certain uses by indicating if they felt there was too much, sufficient, or need more. In regards to housing land-uses, a majority of respondents felt that single-family residential, condominiums, apartment complexes, affordable housing, and senior housing were sufficient, with single-family residential being the highest at 72%. While 52% of respondents rated senior housing as sufficient, 31% rated as need more. Apartment complexes and affordable housing were rated as too much by 35% and 25%, respectively.

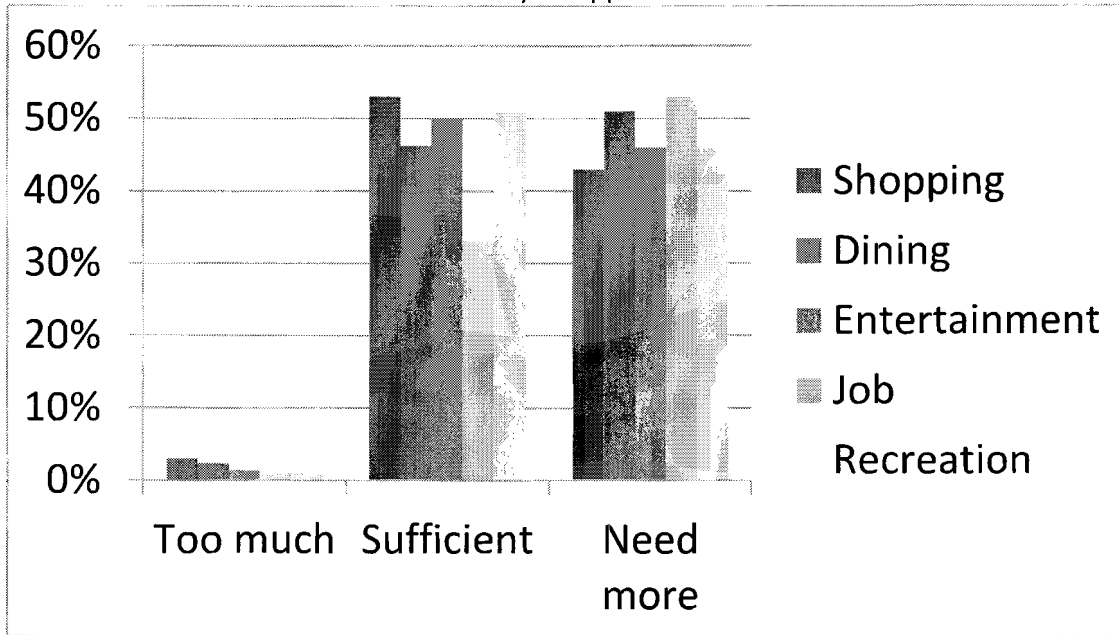
Commercial land-uses included office space, retail, mixed-use, and hotels and motels. A majority of people rated these uses as sufficient; however, there was a significant percentage of respondents that rated retail, mixed-use, and hotels and motels as need more. 38% stated the area needs more retail; 27% stated need more for mixed-use, which was described in the survey as a mixture of retail and/or office space with housing; and 23% felt there needed to be more hotels and motels (hotels and motels were one category and were not broken up separately).

Public open space areas and public parks were the only two categories to have a majority that stated need more. 61% felt there needed to be more public open space areas and 58% felt there needed to be more public parks.

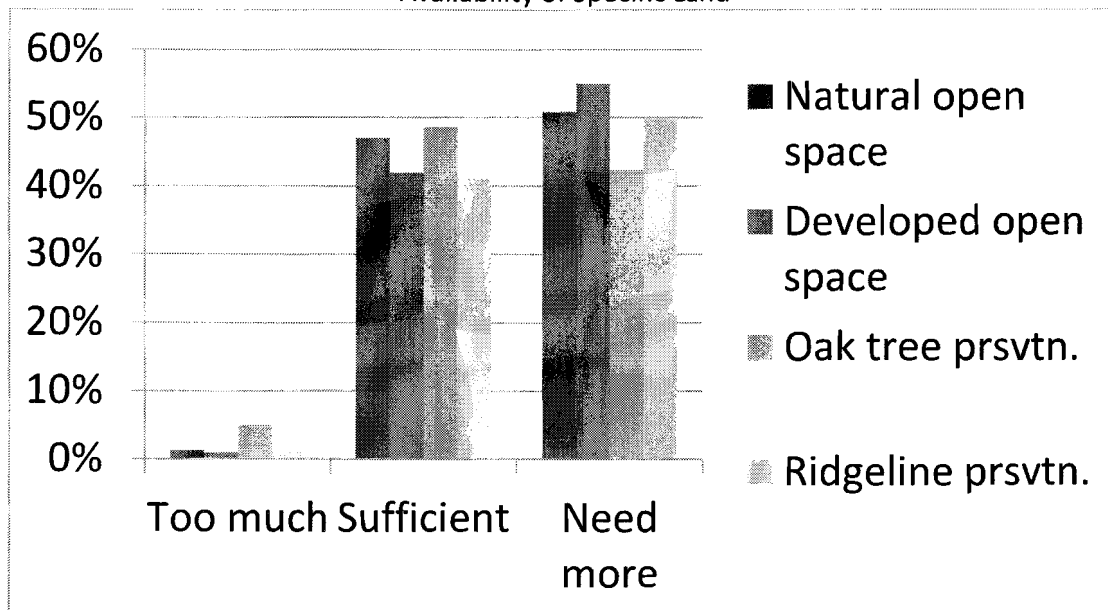
Several questions in the survey sought information about the availability of specific opportunities, for example, shopping and dining, recreation, access to jobs, and open space. Graphs II, III, and IV illustrate that a large number of people feel availability is sufficient;

however, there is also a sizable population that would like to see more. There is also a desire to recruit businesses and attract industries/quality jobs to the area. As one respondent commented, “[I] would like to see additional quality business' move to EDH to increase the availability of high paying jobs.”

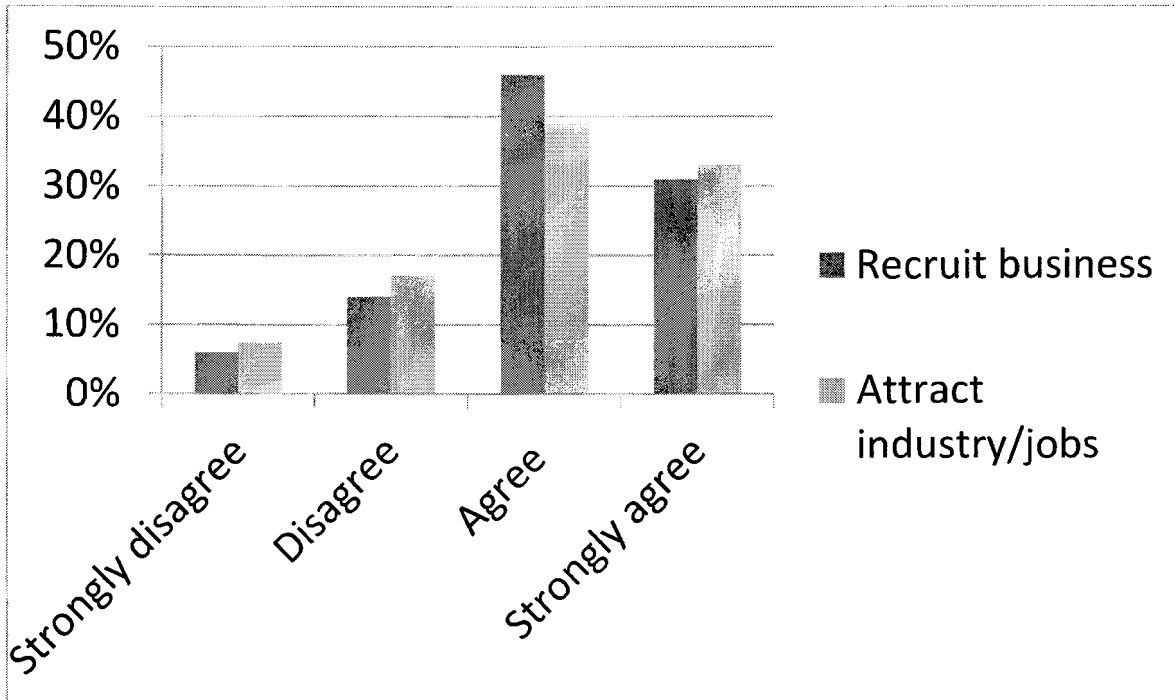
**Graph II**  
Availability of Opportunities



**Graph III**  
Availability of Specific Land



**Graph IV**  
**Attract Businesses and Industries**



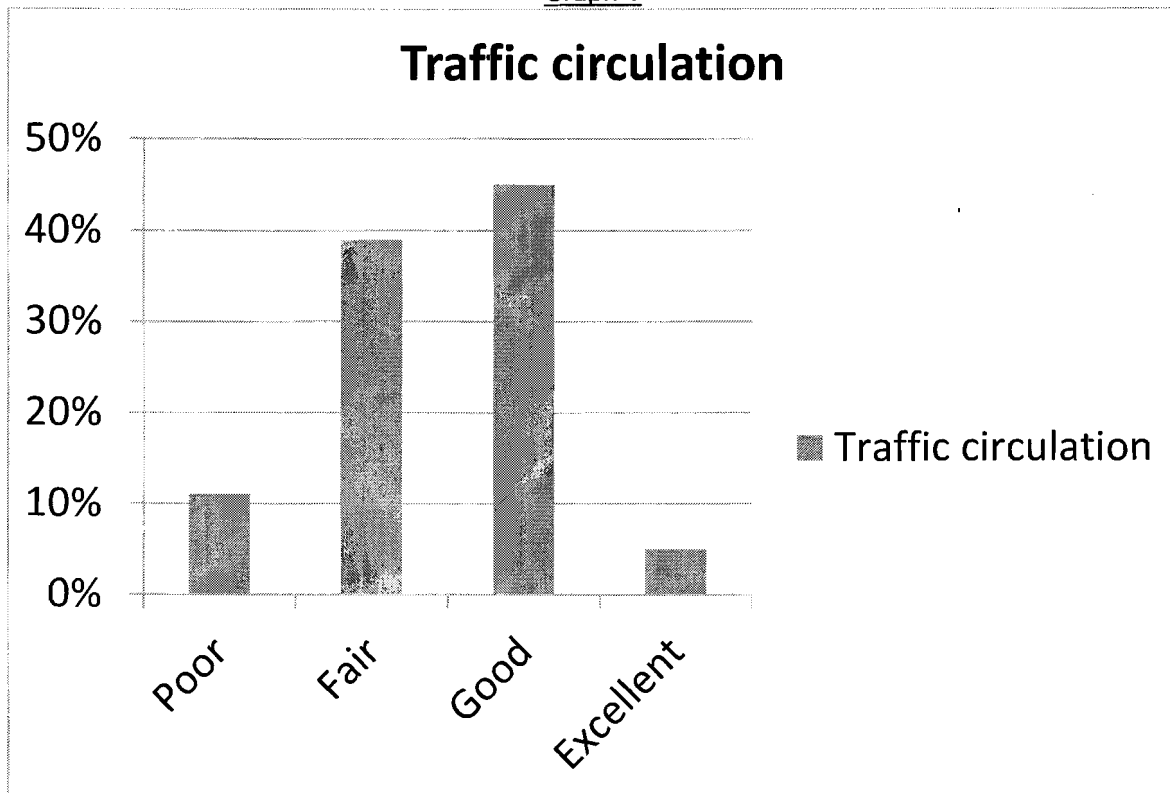
**Transportation**

The El Dorado Hills EDAC subcommittee has data on traffic counts in each of the main corridors, as well as other surface streets in the area, which may prove useful when coupled with the qualitative data obtained in the survey. The intent of the questions in the survey pertaining to transportation was to obtain the level of satisfaction for specific areas and streets. Participants were requested to rate their satisfaction as excellent, good, fair, or poor. Overall, the ease of driving on every street listed was rated good or fair by a majority of respondents. The areas with the highest percentage of people stating the ease of travel was poor are displayed in the table below.

**Table III**  
**Ease of Travel**

Rate of Satisfaction	Poor
Pedestrian travel	29.5%
Traveling on Bicycle	26.6%
Driving on White Rock Road	22.3%
Driving on Bass Lake Road	19.1%
Driving on Green Valley Road	19.0%
Driving on Francisco Drive	17.4%

Graph V



### Recreation and Trails

One of the questions in the survey requested participants rank seven different uses that an expanded network of trails in El Dorado Hills should be designed for. Table IV illustrates the trend in regards to where most respondents ranked each use, as well as, indicates the rating average. For example, routes to school had a lower rating average (a lower average indicates a higher priority) than road biking, but a higher number of respondents ranked road biking at 4 and routes to school at 5. The design of the question is relational to other uses so the ranking honors how most people arranged the uses, however, it is important to note the differences in the rating averages. This difference may indicate the need for a multi-use trail system, as well as, provide information as to the location of the trail system. One respondent commented, "Having a trail system connecting neighborhoods to open spaces, parks, and schools would add so much to this community."



Table IV

Rank	Desired Use for Expanded Trails	Avg.
1	Hiking/Walking	2.05
2	Running	3.08
3	Mountain biking	4.11
4	Road biking	3.97
5	Routes to school	3.58
6	Routes to work	4.68
7	Horseback riding	6.53

### Community Identity

Several questions within the survey sought to obtain input on different attributes that define or could define El Dorado Hills. One specific question focused on the need for a community sports complex that could accommodate tournament play. On a scale from strongly agree to strongly disagree and no opinion, over 69% respondents agreed or strongly agreed that the sports complex would be a good addition. Another question asked about the importance of keeping the look and feel of El Dorado Hills a mixture of urban-like and rural-like charm in which 66.6% strongly agreed and another 25.6% agreed. Finally, a voluntary question was asked about El Dorado Hills' greatest attributes. The word cloud below illustrates the most common words used to describe El Dorado Hills; larger words indicate it was used more often by respondents.



## OBSERVATIONS & CONCLUSION

The raw data of survey results will be made available to the El Dorado Hills EDAC in order for the group to make their own conclusions and define next steps. During the analysis of the survey AIM noted several trends that are categorized in the bullet points below:

- **Additional housing is not overwhelmingly supported in the area:** 72% of respondents felt single-family residential housing was sufficient in the area and a vast majority of respondents felt there was either too much or sufficient high-density housing. One respondent commented, "I strongly disagree with the proposal to develop high density housing within the currently proposed locations. It will significantly impact traffic congestion, school overcrowding, and the rural and upscale appeal of EDH."
- **There seems to be a desire for more commercial development in specific areas:** 38% of respondents felt El Dorado Hills could use more retail and a large number of respondents felt there needed to be more shopping, dining, and entertainment opportunities (see Graph II). Comments also indicated that commercial development should be located in existing centers and that residents did not want to become like Folsom. One survey participant stated, "Town Center needs 2-3 more blocks of small retail to create and sustain any retail synergy necessary to make it a viable Town Center."
- **The area truly values it's open spaces:** Several comments lamented the loss of the golf course and want to keep El Dorado Hills' open space aspects; a majority of respondents rated both natural open space and developed open space as need more.
- **Residents seem supportive of attracting industry that provides quality jobs:** A majority of respondents agreed or strongly agreed that it was important to attract and recruit businesses that provide quality jobs. Comments indicate that specific jobs are preferable in order to assure quality employment and maintain the demographic characteristics of the area.
- **Road improvements must be responsive to new developments and mindful of pedestrian and bicycle access:** Respondents seemed reluctant to support new developments, but if development moves forward, the transportation infrastructure should be developed accordingly.
- **The community strongly supports a community sports complex and a multi-use network of trails:** A vast majority strongly agreed or agreed that a community sports complex would be a good addition. Comments supported expanding trails in El Dorado County; Table IV indicates that respondents support multiple uses for the trail system.

The survey successfully obtained more input as to what residents deem important and offers some guidance as to where the EDAC may want to focus their efforts. This initial step should be leveraged to gain more participation and to advance the community planning efforts. Providing the survey report and presenting the survey results to community members and representatives from El Dorado County could precede facilitated community forums and/or area specific focus groups.