

## Public Outreach Phase One Summary

Our comprehensive public engagement program was designed to engage multiple population segments via a diverse set of outreach channels. The first phase was designed to educate the public, giving them a clear understanding of the purpose of the effort and an opportunity for them to share concerns and/or ideas about future needs, deficiencies and growth.

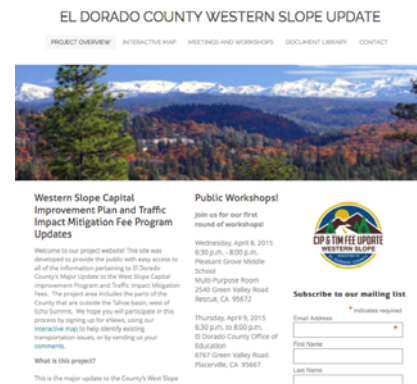
### *Project Branding*

The team developed a project logo for use in all materials. It has been utilized on the project website, presentations, eBlasts and maps.



### *Website*

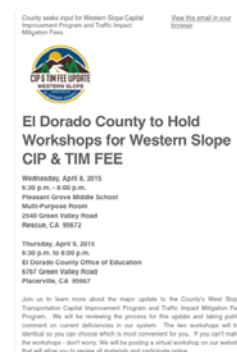
The consultant team launched the project website EDCWesternSlopeUpdate.com in January of 2015. The site includes information about the update, a complete document library with background information about previous efforts as well as project deliverables, information about upcoming meetings and an interactive mapping tool that allows users to identify current deficiencies and areas of concern. The site also allows users to sign up for eNews, posts questions and submit ideas. We have tracked over 1,500 individual sessions since launch. Thirty-seven people have signed up for eNews blasts and we have received 14 comments via our mapping tool and an additional seven comments from the contact link.



We also launched an online version of our first workshops to allow those who could not attend to participate online. We will continue to update and monitor the site throughout the project.

### *eBlasts*

We have created an eBlast newsletter list that currently has over 800 subscribers and includes all news media in El Dorado County. The consultant team has sent out five eBlasts promoting sign-up for our focus groups and our first round of workshops. We have averaged a 35% click through rate driving traffic to our project website and will continue to add subscribers.



El Dorado County has also used its email notification system to promote sign-ups for focus groups and workshops.

### *Focus Groups*

The team opted for focus groups to explore topics and interest specific issues that relate to the development of the TIM Fees and the CIP. We promoted opportunities to participate via eBlasts, our project website and local news media. Applicants were able to “self-select” based on their area of interest; development community, economic development, resident concerns or public services. Due to high resident interest, the team established a total of five groups with two representing resident interests. A total of 65 people signed up to participate in the groups.



We held five, two-hour sessions over March 26<sup>th</sup> and March 27<sup>th</sup>. Each session focused on key issues and concerns about existing deficiencies and perceptions about how the TIM Fees are developed. The consultant team provided each group with an overview of the CIP and TIM Fee process and then, utilized a click polling system to ask questions about their views on the process, the fairness of the fee structure and how well the County uses the fees to fund projects. All five groups expressed concern that the County’s fees are substantially higher than other jurisdictions as well as how the fees are actually allocated to projects.

### *Workshops*

We held two workshops Wednesday, April 8<sup>th</sup> and Thursday, April 9<sup>th</sup>. We had 15 attendees at the first workshop and 20 at the second. Sixty-five percent of attendees “strongly agreed” or “agreed” that the workshops were “useful and informative” with 30% “neutral” and 5% that disagreed. There continues to be some confusion about how the fees are calculated as well as the difference between TIM fees and costs associated with mitigation measures required by CEQA. We are continuing to explore ways to make this information more “public-friendly”.



Workshop attendees, like focus group participants, expressed concerns about the fees being higher for residential development and asked for transparency in all aspects of the process so that the fee calculation may be fully vetted.

The entire workshop has been made available online as a “virtual workshop” and will remain open through May. Our second round of workshops will take place in late August or early September.