



The *Business Alliance...Update* is a bi-monthly publication of the El Dorado Business Alliance (BA). The BA is made up of the following organizations: El Dorado Builders' Exchange, El Dorado County Association of Realtors (EDCAR), El Dorado County Chamber of Commerce, North State Building Industry Association (NSBIA) and Shingle Springs-Cameron Park Chamber of Commerce. Web Address for Subscription Info: KathyeRussell@gmail.com

"Developing Mutual Support on Community-Wide Issues"

Happy 2013 Readers! I know you join me in hoping 2013 is an improvement in the climate for business and individuals over 2012. Since this writer took the liberty of taking the holiday season off – **we did not publish a January 1, 2013 newsletter.**

HOUSING ELEMENT UPDATES BEGIN

The City of Placerville is beginning the process of updating its Housing Element. Placerville's new Housing Element will cover years 2013 to 2021 as the State extended this time-consuming process to only being required every eight years. The City has distributed a community survey to obtain public input regarding the current and projected housing needs with the City limits. The deadline to complete and submit the survey is February 1, 2013. As a city resident I took the survey and can report that it is very short and easy to complete online. If you've not received it and would like to provide input, contact the City of Placerville Development Services Department at 3101 Center Street, 2nd Floor, Placerville CA 95667. Or address email to: pv.planning@gmail.com The phone number is: (530) 295-3510. You don't have to be a current resident to respond.

El Dorado County (EDC) is also updating its Housing Element for unincorporated areas of the County. The group in charge of coordinating the County's update is the Economic Development Advisory Committee (EDAC) under the County's Chief Administrative Office (CAO). Good planning and state law requires periodic updates to the Housing Element and, like the City of Placerville, this update will be good for eight years as long as all reporting and state mandates for providing housing are met (reference next paragraph). The first meeting of interested public participants was held last week and meetings of the ad hoc committee will continue for a short time. The goal is to have a draft report completed for Board of Supervisors' (BOS) review within the next three months. The public is invited to attend and public input is encouraged via written comments on the Housing Element Update at the Land Use Policy Programmatic Update (LUPPU) web page: <http://www.edcgov.us/landuseupdate/>

HOUSING ELEMENT LAW CHANGES UNDER SB 375

California Senate Bill 375 (Steinberg, 2008) is widely known as the "greenhouse gas" or "global warming" bill. But it also made several important changes to Housing Element law, including extending the time period covered by housing elements from five to eight years, and strengthening existing obligations of local governments to zone land for affordable housing. It also creates new tools to get housing built when local governments do not comply. If it wasn't clear in the past, these changes prove State legislators are very serious that cities and counties accommodate State housing goals, especially for those considered low-and-very-low income earners.

Key changes now in effect include the following:

- The state adopted consequences for jurisdictions that fail to adopt the Housing Element as required. Any local government that doesn't adopt the Housing Element within 120 days of the statutory deadline, falls out of the 8-year cycle and must adopt one every four years.
- Where rezoning is needed due to the Housing Element not identifying enough existing land to accommodate the area's housing needs, all necessary rezoning must be completed within three years of the Housing Element's adoption, or 90 days after the area receives its comments from the Housing and Community Development Dept., whichever occurs first. The jurisdiction may get an additional year to complete the rezoning if it has completed 75% of the rezoning process and meets one of three factors.
- There are now two new consequences for local governments that do not complete the rezoning within the specified period of time:
 - ⇒ A developer in which at least 49% of the units are affordable to very low, low and moderate income households can develop on any of the sites proposed for rezoning, as if the site had been rezoned. The jurisdiction can turn down the proposal ONLY where it makes the finding that the project would have a specific adverse impact on public health or safety that can't be mitigated; and
 - ⇒ Any interested party can bring an action to compel the jurisdiction to complete the rezoning within 60 days and seek sanctions for failure to do so.

REG REFORM HITS THE GROUND RUNNING

The El Dorado County Economic Development Advisory Committee's (EDAC) Regulatory Reform subcommittee has hit the ground running with several meetings held last week. Many found there's an excitement in the air as EDAC's Regulatory Reformers move to involve various community representatives in the process of defining their local goals and identity. Last Friday the group held their regularly scheduled Reg Reform meeting at 8 am and had to move into the Planning Commission hearing room at 10 am to accommodate more attendees.

The draw for this meeting was based on prior meetings held in December, which began to explore several goals recently defined as:

- Strategic planning for the future that includes a centralized County homepage
- Community Identity outreach to include all areas of the County in future planning
- Centralized grant writing which could fund incentive programs and provide matching dollars for community groups.

These goals are consistent with prior direction given by the EDC Board of Supervisors (BOS) and set forth in the 2004 General Plan Economic Development Element, which reads: "...to utilize the Economic Development Providers Network or other Board of Supervisor recognized economic development organizations (i.e. EDAC) to advise and recommend to the Board of Supervisors policies that will facilitate the County's economic vitality."

Further, in their Strategic Direction adopted on May 25, 2010, the BOS determined that the county "...continue a collaborative process with EDAC, Development Services Department and the Department of Transportation (DOT) to address regulatory reform issues."

It has become clear that each of the goals set forth above requires involving various local communities and their representatives in this part of the planning process. A centralized County homepage is sorely needed in El Dorado County and that need ties in directly to the need for upgraded IT (Information Technology) services. Recent participants have expressed their frustration that so much of our area is still on "dial up" internet access. Broadband is one technology that has the support of some knowledgeable locals and has been a fledgling project that is currently still struggling to find a sponsor to move it from a concept to a reality (look for an upcoming article in this newsletter).

One can go to any of a variety of areas throughout this state and find one web page that links web visitors to different areas, activities or neighborhoods within that county or city. Yet El Dorado County currently lacks that one-stop shopping website and link for tourists or potential businesses to peruse. Thus identifying all of this areas' sites, activities and organizations to link up is now needed.

Our third goal deals with much-needed funding to help our entire community to access funds that would help us to achieve the first two goals. Although EDAC has really performed miracles so far, due to many volunteers' hard sweat and tears in some cases, we are at the point where we need paid professionals for some of these activities. Grants have been identified as a key source of funding for exactly the types of programs our area has accomplished without any funding to date.

At Reg Reform meetings held last week, community representatives came forward to help to identify a variety of needs of our community. We heard from many people and we heard some exciting ideas: We heard of Davey "Doc" Wiser's successful effort to treat tourists (and residents!) to a real stagecoach ride and his vision for expanding the El Dorado railroad train rides and create a rail museum in El Dorado: We heard of Betty January's vision to turn the vacant Placerville Courthouse into a history museum: We heard from Apple Hill's Maryann Argyres and were stunned by the reality that 2014 is their 50th year in operation and it has all been accomplished by active volunteers without outside funding: We heard about El Dorado Hills residents' desires to be more involved in the land use planning of their area: And we learned of options and the potential that Broadband and other technologies would bring to our communities.

The input given at this recent meeting was about growing the community, for the community good. If we, as a community, can accomplish so much with unfunded volunteers – and we've just scratched the surface, it's exciting to think about what we can do, as a community, if we use a small portion of our existing county promotional fund, and parlay it into more money for community projects. And such projects can be accomplished as identified by our goal for a centralized grant writing program. EDAC has been exploring centralized grant writing as a way to maximize a small portion of our county's current promotional funds to assist with a variety of community projects within our county, including the Community Identification (which some are calling CDAC) processes that have financial needs. These programs are an excellent example of what many planning grants are available for.

Currently EDAC is in the process of identifying what organizations now exist, what their mission statements are, what their goals and wish lists are, and how a focused, unified, community effort might help to seek financial support. We encourage all those with a can do 'tude (good attitude) to join these efforts!