



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”

TID-BITS

Correction: In the last issue we wrote of the passing of Virginia Crespo. We also reported that Virginia was the first woman president of the El Dorado County Taxpayers Association. This was incorrect: Ellen Day was in fact the first woman President, in 1990. Virginia did serve as President in 1998 when she was also a candidate for the Board of Supervisors. We apologize for this error.

Beware of Demagogues: It seems El Dorado County has its share of demagogues – especially during elections. Hearing this pronouncement recently, and having a ‘sense’ of what demagoguery means but not clarity - I looked up the definition as follows: (1) *“A person, especially an orator or political leader, who gains power and popularity by arousing the emotions, passions, and prejudices of the people.”* (2) *“To manipulate or treat (a political issue) in the manner of a demagogue; to distort or treat with emotionalism, prejudice, etc”.*

The problem with voting for demagogues is that it results in leaders who are not dealing with facts and real knowledge so their claims cannot be trusted. Hyper-emotionalism can distort facts and cause people to see only what they want to see, not what truly is. Hyper-sensationalism directed at stirring up the emotions of voters and unsubstantiated fear of the future, doesn't provide insight as to how an individual will lead others or address multiple issues. Our leaders need to be prepared to respond to factual reality if we are to see our problems solved and the community thrive.

As much as people say they dislike negative campaigning, it still works, and therein lies a major reason that demagogues get elected. To change the course of electing dysfunctional, single-issue leaders, consider how candidates' ads scream emotionalism and worst-case claims. Or, do they address a variety of issues and provide their thoughts on solutions and how they would resolve the problems?

Local Drought Conditions: Water restrictions are now in place and folks are adjusting to new water use days and times. It's interesting to see how people deal with such restrictions. I know little about the Governor's new train to link Southern and Northern California via rail. However, it's bothersome that our state leaders can so readily pursue this costly transportation project that may, or may not, prove successful in the long run. Yet we never see the same concern over our lack of water storage and flood protection projects in California, especially in Northern California. How severe will a drought or flood have to be before people get involved and concerned about planning for our water future? California has even teased the water gods by tearing out functioning dams, which makes little sense but is an ongoing environmentalist goal. Certainly, planning for the worst while hoping for the best is a good tactic, yet our leaders fail to do such planning for our water needs. In spite of local efforts to curtail growth, California and the Sacramento Region continue to grow, and ignoring the public's basic needs is a “fast train” to disaster.

Traffic Fee Update: El Dorado County (EDC) has released a Request for Proposal (RFP) for professional services from consulting firms with *“...experience and expertise to assist the County with a major update to the West Slope Transportation Capital Improvement Program (CIP) and Traffic Impact Mitigation (TIM) Fee Program.”* Proposals are due by **3:00 p.m. on Friday, June 27, 2014**. The RFP is posted on the County website on the Procurement and Contracts Department web page under Invitations to Bid (No. 14-918-088). Direct questions to Sue Hennike at: sue.hennike@edcgov.us

Activists Fail to Collect Necessary Signatures - So Far: According to representatives of three local land use initiatives, they've not garnered enough signatures to qualify for the ballot. Some blamed the public for not recognizing that they (activists) are trying to save us from this area becoming another Los Angeles. Some blame the leaders of the other two initiatives for paying signature gathers to qualify their initiatives, thereby lending doubt to the credibility of any of the initiatives.

GENERAL PLAN & ZONING ORDINANCE IMPLEMENTATION CONTINUES

EDC has proposed a limited number of targeted policy amendments to the 2004 General Plan (GP) and adoption of a comprehensive update to the Zoning Ordinance, collectively referred to as the TGPA-ZOU. The process includes the adoption of guidelines for mixed-use development, and allowed use in some commercial zone districts. The project does not include any site-specific development proposals, but no major land use designation changes. State Law requires all zoning ordinances to be updated and brought into conformance with adopted General Plans. The proposed Zoning Ordinance Update consists of revising zoning maps and text to bring them into conformance with the adopted 2004 General Plan. Updating the zoning maps may require a zone change on certain lots to bring them into conformity with the General Plan.

The California Environmental Quality Act of 1970 (CEQA) requires public agencies, such as El Dorado County, to consider potential environmental impacts when considering revisions to an adopted General Plan or Zoning Ordinance. Thus an Environmental Impact Report (EIR) is being prepared for the TGPA-ZOU. **The Draft EIR was released on March 24, 2014 for a 120-day public review period, 75 days more than the 45-day minimum review period required by CEQA.** Written comments submitted during the open review and comment period will be responded to and included in the Final EIR.

The EDC Planning Commission will hold a public hearing at **8:30 a.m. on Thursday, July 10, 2014** in Building C Hearing Room at 2850 Fairlane Court, Placerville. **The Draft EIR comment submittal deadline is 5:00 p.m. on Wednesday, July 23, 2014.** For written comments that are shorter in length than 4,000 characters, please use: TGPA-ZOU Draft EIR Online Comment Form. Written comments greater than 4,000 characters may be submitted by email to: **TGPA-ZOU@edcgov.us** or mail to: EDC Community Development Agency, Long Range Planning, Attn: Shawna Purvines, 2850 Fairlane Court, Placerville, CA 95667.

MCCLINTOCK ADDRESSES DROUGHT

Congressman Tom McClintock (R) recently issued a press release stating that California is now suffering one of the worst droughts in its history, with more than half-million acres of fertile farmland being devastated. Some Central Valley farmers have been notified that they won't receive ANY water allocations this year from the federal system, even though they may have legal rights to the water. It's not as if our lack of stored water is any surprise. I recall many years since living in this region to be short on water, and recall years of watching Folsom Reservoir be depleted of reserves, with boat owners forced to remove recreation vehicles from Folsom Lake.

McClintock points out that even with the current knowledge of looming drought, and people desperate to keep their crops and costly, scenic landscaping alive, the Bureau of Reclamation has recently released more than 70,000 acre feet of water from American and Stanislaus Dams, to meet environmentalists' demands for fish. 70,000 acre feet is enough water to meet the annual needs of a city of half a million people. Due to the fast flows of these releases, extreme caution is urged for citizens using the rivers, and each spring and summer deaths occur.

According to McClintock, *"Four months ago, Folsom Lake...was almost empty. Yet on April 21st the Bureau of Reclamation more than tripled water releases from Folsom and Nimbus dams from 500 cubic feet per second to more than 1,500 cubic feet per second for three days, or about 7,000 acre feet of water. On April 14th, a 16-day pulse flow drained nearly 63,000 acre feet of water from the New Melones and Goodwin Dams on the Stanislaus.*

The irony is that if we hadn't built these dams, these rivers would be nearly dry in this drought and there wouldn't be any fish!

As far as the State's water releases, Congress has passed a reform bill (HR 3964) two times, but the US Senate has refused to act or to offer alternatives. The Administration also has the authority to stop the releases via the Endangered Species Act, but has also refused to act, which McClintock calls "an outrage".

McClintock blames "...inflexible laws administered by ideologically driven officials (who) have taken this waste of water to ridiculous extremes, and it cries out for fundamental reform." (It's also likely that demagogues were involved lobbying at the federal level and the law passed resulted in "unintentional consequences").

Locally EDC also has some "inflexibility" built into regulations as a result of past voter initiatives and a General Plan that attempted to please all people in diverse parts of the community. This is why the TGPA-ZOU has moved forward. Professionals in a variety of fields and volunteers studied those inflexibilities and regulatory snafus and recommended changes that the Board of Supervisors, staff and much of the public endorsed.