



Introduction

On Thursday, October 22, 2020 the El Dorado County Transportation Commission (EDCTC) held a Virtual Open House from 5:00 – 6:30 p.m., for the El Dorado Hills Business Park Community Transportation Plan to provide a project overview and background and to present three potential development and transportation scenarios. The project team also answered questions from the public about the El Dorado Hills Business Park and the Community Transportation Plan. More than 30 community members attended the virtual open house

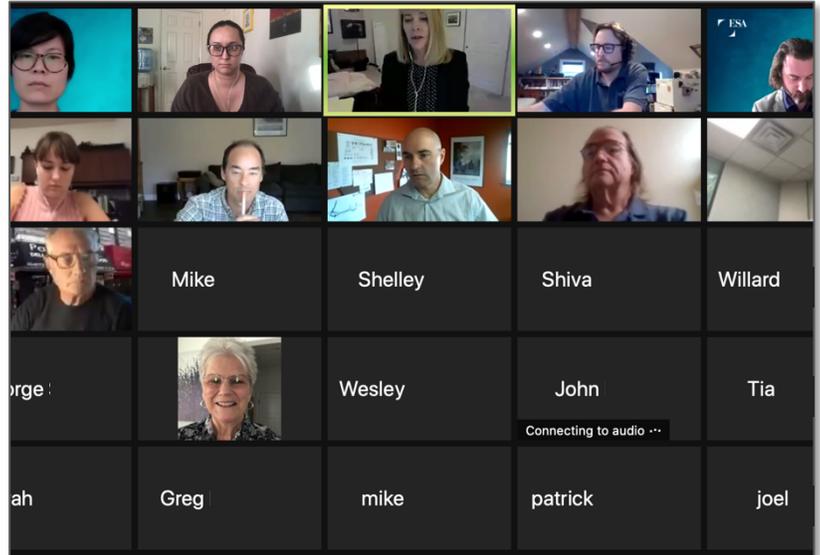


Photo of the virtual open house participants during the Zoom meeting

About the Project

The El Dorado County Transportation Commission (EDCTC) and El Dorado County are collaborating with businesses, property owners and the public on the El Dorado Hills Business Park Community Transportation Plan. The goal of the plan is to create a framework for a multi-modal transportation network around the Business Park that will support a vibrant and livable community. Through the study, the project team sought to understand some of the existing conditions in the Business Park as well as related trends to help achieve economic development goals.

The El Dorado Hills Business Park Community Transportation Plan. The goal of the plan is to create a framework for a multi-modal transportation network around the Business Park that will support a vibrant and livable community. Through the study, the project team sought to understand some of the existing conditions in the Business Park as well as related trends to help achieve economic development goals.

During this study, EDCTC and the project team looked at the unique characteristics of the El Dorado Hills Business Park and evaluated three potential development scenarios which were presented to the public in the Virtual Open House. Using the data and feedback provided, the project team will make recommendations for transportation improvements to the Commission.

Meeting Format, Objectives, and Purpose

The El Dorado Hills Business Park Virtual Open House was held virtually through Zoom to present key findings and potential scenarios developed during the study. Prior to the live virtual open house, the project team developed [a series of three informational videos](#) on the Community Transportation Plan to help spread awareness of the study and



Screenshot from the first informational video for the Community Transportation Plan

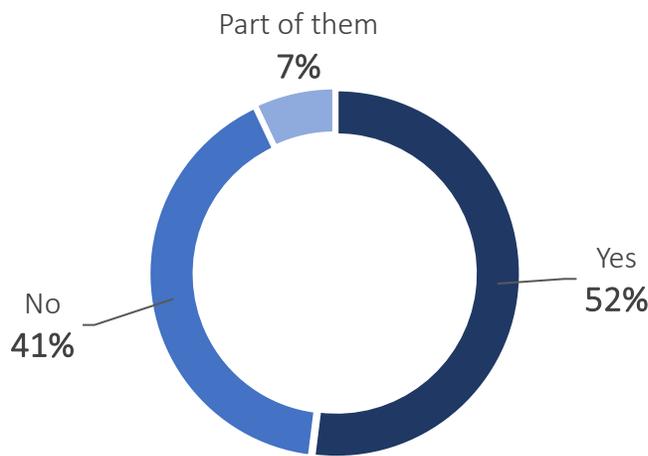


build a shared understanding of the project’s background and existing conditions.

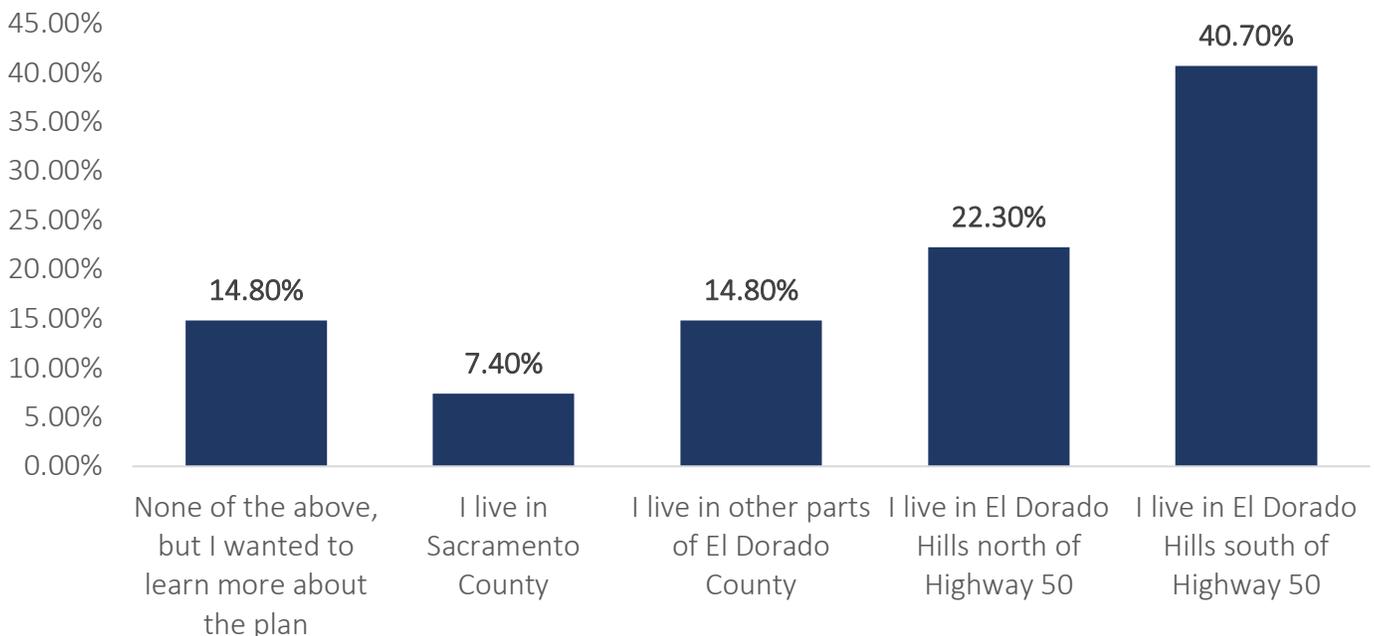
The meeting began with Gladys Cornell, Principal of AIM Consulting, welcoming attendees, providing a meeting orientation with instructions on how to participate, and introducing the project team. Next, Jerry Barton, Senior Transportation Planner with the El Dorado County Transportation Commission provided background information on the El Dorado Hills Business Park Community Transportation Plan and introduced a live polling activity to obtain input from attendees. The results of the polling activity are illustrated below.

Live Polling Set #1

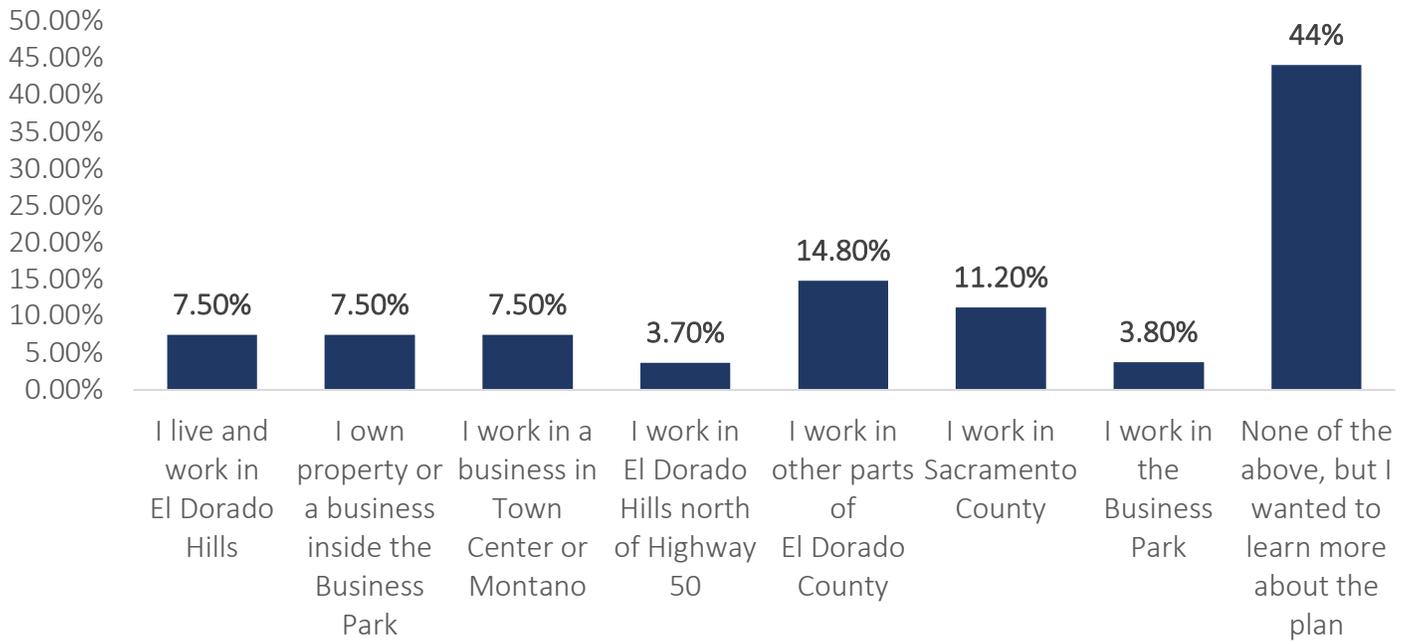
1. Did you get a chance to watch the informational videos on the EDCTC project website prior to this workshop?



2. How would you best describe where you live related to the Business Park?



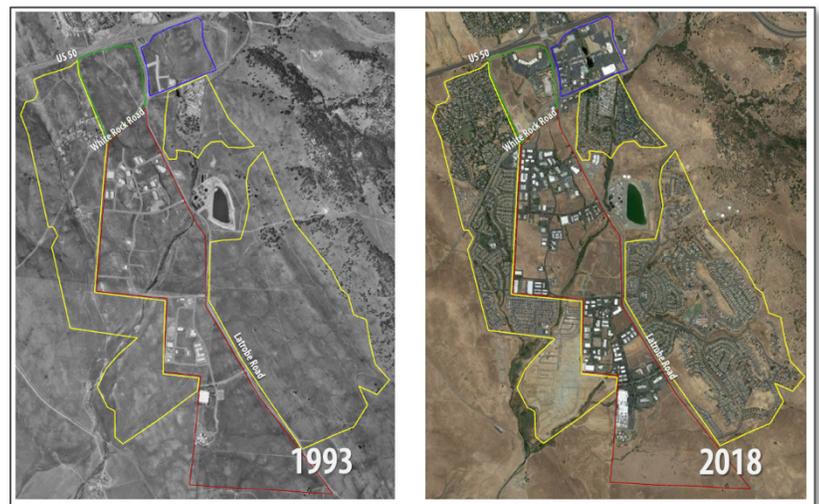
3. How would you best describe where you work related to the Business Park?



Presentation on Study Overview

Once the live polling activity concluded, Adrian Engel, Senior Associate with Fehr & Peers, presented the project analysis. An aerial view of the Business Park was presented to illustrate development over the last couple of decades, supplemented by a graph illustrating that the El Dorado Hills Business Park has been developing at a much slower rate than the surrounding commercial and residential areas like Town Center East and West.

Additionally, Adrian noted the disparity in the El Dorado Hills housing market, with the median price of a single-family home nearly eight times that of the median household income in the area. Moreover, commute patterns to the Business Park indicate that more than half of the employees are traveling from outside of El Dorado County, with only 28% originating within El Dorado Hills, and 20% from eastern El Dorado County.



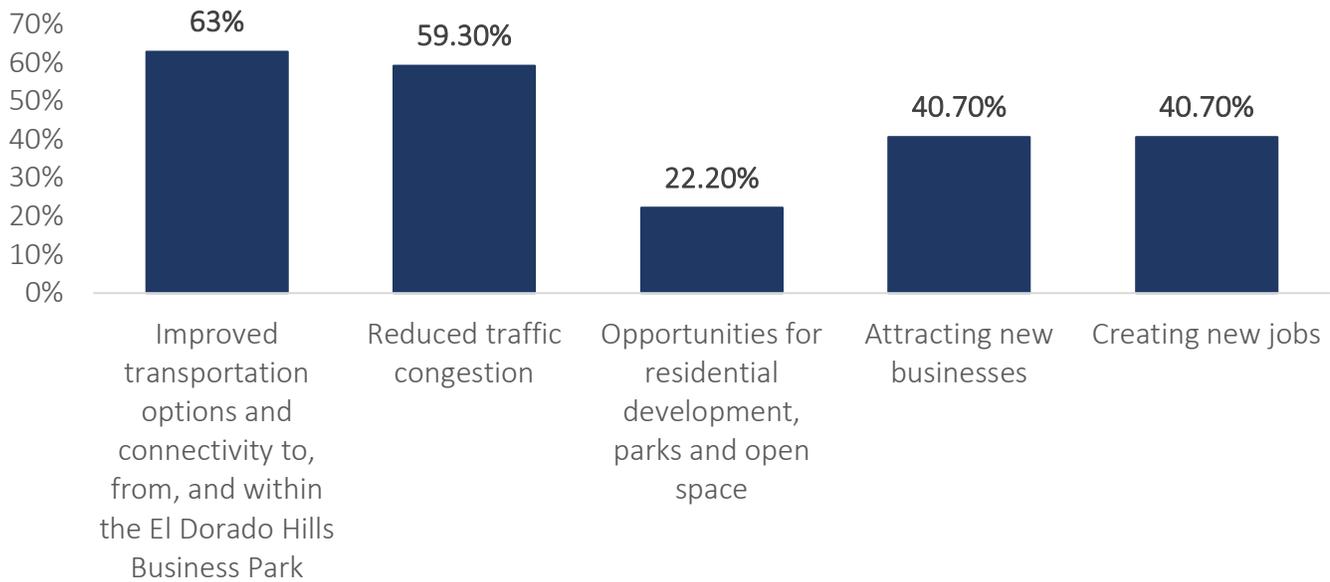
The aerial maps show the disparity in development between the Business Park (outlined in red) and the surrounding commercial and residential areas (outlined in blue, green and yellow) between 1993 and 2018.



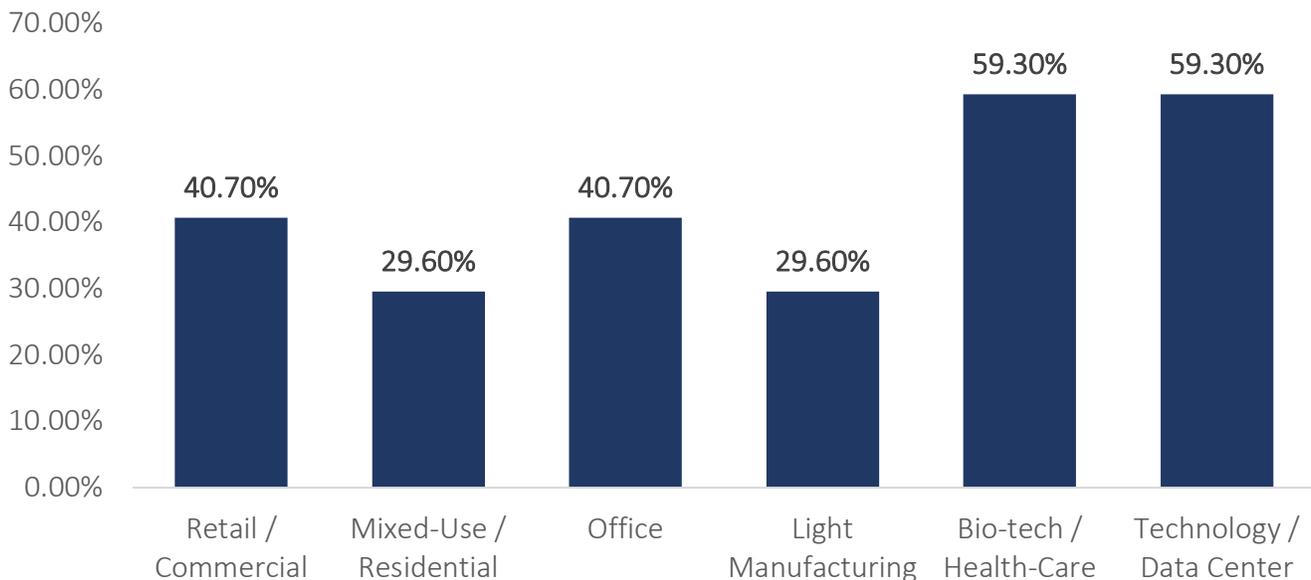
Following a short discussion, Adrian turned over the presentation to Beverly Choi, Community Planning Program Manager with Environmental Science Associates (ESA), who facilitated the second live polling activity with the following results.

Live Polling Set #2

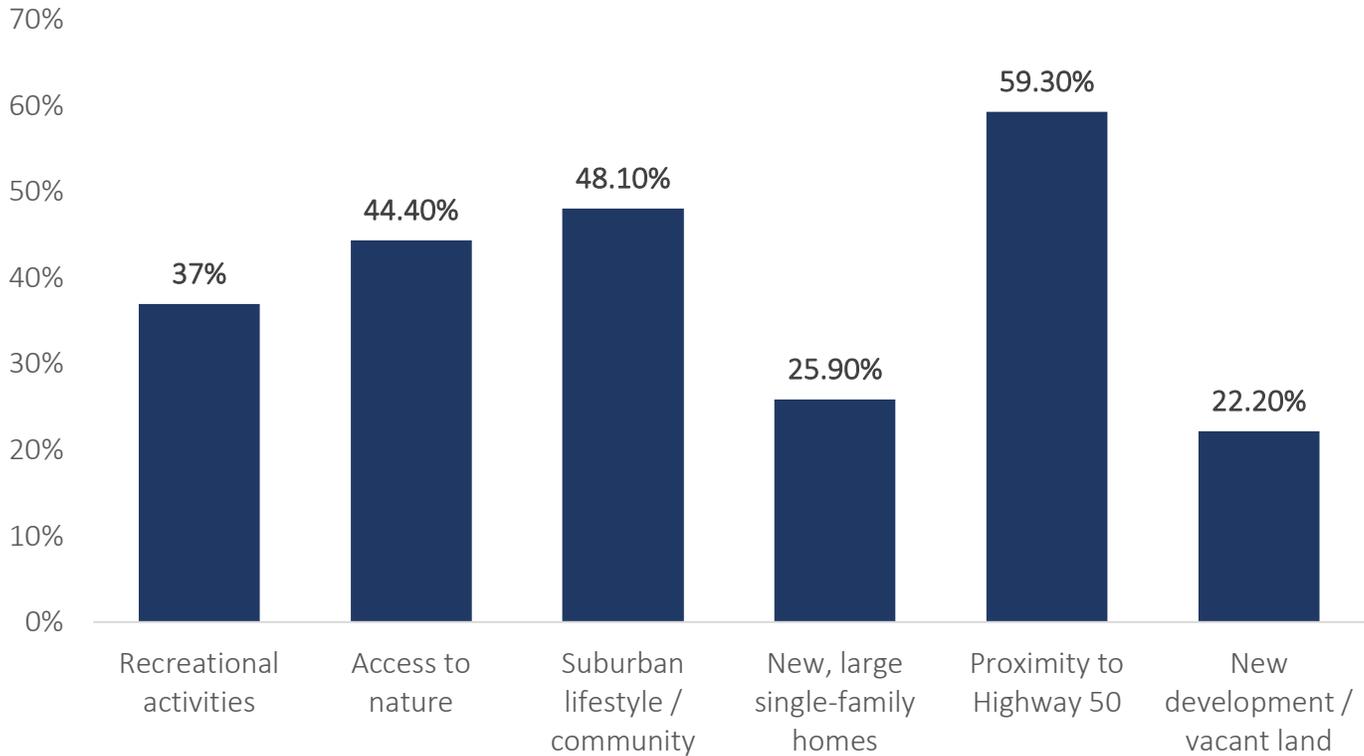
1. As a resident, stakeholder, and/or interested citizen of the area, what are your desired outcomes for the El Dorado Hills Business Park? Select all that apply.



2. What kind of development/industries/land use types would you like to see in the El Dorado Hills Business Park? Select all that apply.



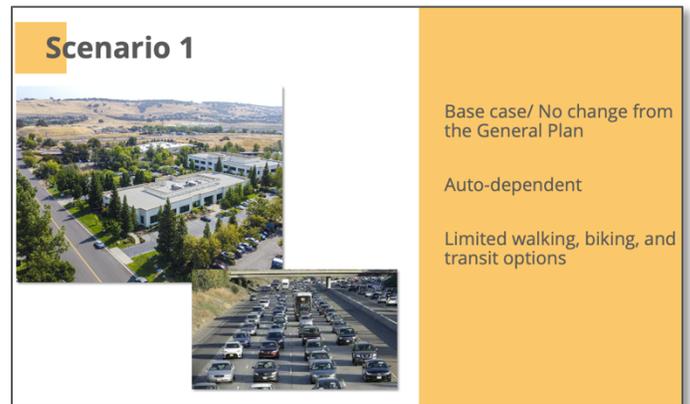
3. What are the best attributes of El Dorado Hills that attract businesses and employees? Select all that apply.



Presentation on Planning Scenarios

Beverly then described the goals of the transportation outcomes of the study, which are to allow employees to live and work in the same area, decrease traffic congestion, and improve the overall quality of life. She discussed some development trends in the Business Park and provided an overview of the potential land use scenarios. The land use scenarios are listed below.

- Scenario 1: Base Case (No Residential)
 - Research & Development (R&D) land use remains at same intensity, which is a 0.25 Floor Area Ratio (FAR). This yields approximately 4.2 million square feet of new R&D development in addition to existing 3.0 million square feet.
 - This scenario retains the existing plan, which is auto dependent and provides limited walking, biking, and transit options.
 - *Floor Area Ratio, or FAR, refers to the proportion of a building's floor area, which may include multiple stories, to the size of the lot it occupies.*



- Historic trend for Business park development is 0.25 Floor Area Ratio (FAR) with single story development. A FAR of 0.5 is allowable under current General Plan.

- Scenario 2: R&D Reduction/ Add Residential and Associated Services/Amenities

- This scenario introduces mixed use development, including residential units targeted for emerging workforce, a retrofit of the transportation network, a reduction in car trips, and more community amenities.
- Future development would be half R&D and half Residential. R&D is assumed to be developed at same intensity (0.25 FAR) as existing. This yields approximately 2.1 million square feet of new R&D development in addition to the existing 3.0 million square feet.



Scenario 2

Introduce mixed use development, including residential targeted for emerging workforce

Transportation network retrofitted

Reduction in car trips

More community amenities

- Scenario 3: Intensified R&D/Add Residential and Associated Services/Amenities

- This scenario provides more intensive mixed-use development as compared with Scenario 2, with more community amenities and transit enhancements to enable more people to live and work in the same area.
- Future development would be half Residential and half R&D with potentially higher FAR, but still within the rates allowed under the current General Plan designation.



Scenario 3

More intensive mixed-use development

More community amenities

Transit enhancements

Enable more people to live and work in the same area

Beverly summarized the differences in the existing conditions and the three development scenarios. Then, Adrian and Beverly answered participant questions regarding of the flexibility of the scenarios and turned over the presentation to Matt Kowta, Managing Principal with Bay Area Economics. Matt gave a quick overview of the rate of the El Dorado Hills Business Park’s development (referred to as absorption), as a benchmarked by absorption rates in nearby areas to estimate potential absorption for a revised planning scenario. Matt highlighted how potential changes to the type of development in the Business Park could accelerate the buildout of the Business Park.

Presentation on Transportation Options

After briefly responding to questions, Adrian provided an overview of the transportation plan. He started by discussing the current and future access via Highway 50 at Latrobe Road, El Dorado Hills Blvd Interchange, Silva Valley Parkway Interchange, and Empire Ranch Road / Carson Crossing Road Interchange (2023). Adrian also



El Dorado Hills Business Park Community Transportation Plan Virtual Open House Summary October 22, 2020 | 5:00 - 6:30PM | *Hosted virtually through Zoom*

Many participants expressed concern about the timing of this project and worried about lag time and changing trends. Adrian Engel said that this study is the first step in understanding development options and offers a potential roadmap to entice businesses and employees to the Business Park. He added that the planning process is not static.

Lastly, project funding was brought up. Adrian Engel and Jerry Barton explained that the purpose of this study is to identify key transportation infrastructure projects to provide EDCTC with a plan to move forward with opportunities to seek funding.

Gladys Cornell then asked for any additional questions. Hearing none, she thanked the participants for their participation, and noted that a recording of this meeting along with a meeting summary will be posted on the EDCTC website.

Education and Awareness Campaign

The project team implemented an education and awareness campaign to increase community participation in the virtual open house. As part of the education and awareness campaign, the project team created an informational flyer and social media graphic. The project team also created a series of three informational videos to both educate the public on the study and invite the community to the virtual open house.

Community partners which consisted of neighborhood associations, community-based organizations, environmental groups, transportation advocacy groups, faith-based organizations, and local businesses and employers were identified and contacted to discuss EDCTC's planning effort for El Dorado Hills Business Park and its corresponding public outreach opportunity. Digital communication materials were provided to partner organizations and agencies to share with their constituents through communication channels like email, social media, and newsletters. Full sized versions of the flyer and social media graphic are available in the Appendix.



Informational Flyer for the virtual open house

As a result, the campaign garnered **32 attendees** at the virtual open house, **2,654 impressions** on social media, and **250 views** on YouTube with more than **4,000 people** who were informed of EDCTC's El Dorado Hills Business Park Community Transportation Plan.



El Dorado Hills Business Park Community Transportation Plan
Virtual Open House Summary
October 22, 2020 | 5:00 - 6:30PM | Hosted virtually through Zoom

Community Partners

Information about the Virtual Community Workshop was provided to sixty-eight (68) organizations or agencies in El Dorado County to share publicly with their constituents, or within their organization.

Media

The project team sent a media release sharing information about the Virtual Open House to 12 local news outlets at the launch of the education and awareness campaign.

Social Media

The project team shared information about the virtual community workshop through a Facebook and Instagram post. Below is a summary of the results:

- [Launch of education and awareness campaign](#) – October 2, 2020
 - 2,654 impressions (views)
 - 29 engagements (post clicks)
 - 7 link clicks

Additionally, EDCTC and El Dorado County shared information about the virtual open house on Facebook.

The three informational videos showing the proposed project scenarios received a combined **251 views** on YouTube.

Email

The project team sent email notifications and subsequent reminders to the public distribution list of more than 1,000 contacts.

Appendix

- FAQ from the virtual open house
- Presentation
- Notification flyer
- Social media graphic



EDCTC's social media post