
COMMUNITY ACTION PLAN

for the Community of
GEORGETOWN

Sierra Economic Development District

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With Special Thanks to the
Georgetown Advisory Committee

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I. INTRODUCTION

This Community Action Plan is an expression of the Georgetown community's goals, ideas, and objectives for community and economic development. These goals, ideas, and objectives were expressed through a community survey and a series of three community workshops held in April, May and June 2001.

This Community Action Plan describes the following issues:

- Opportunities and constraints inherent in the community.
- Community goals as developed through the community survey and the three community workshops.
- Community and economic development strategies that incorporate the goals of the community.
- A list of "actions" to accomplish these goals.
- Short- and long-term implementation plans for the community.
- Possible mechanisms to implement the proposed actions.

Community Action Plan Purpose

The purpose of the Community Action Plan is to assist Georgetown residents, merchants, and landowners to function as a unified community in making decisions about Georgetown's future. The Community Action Plan is intended to:

- Foster a sense of community among Georgetown residents.
- Identify community leaders to implement the Community Action Plan.
- Encourage the sharing of ideas to determine future steps toward community development.
- Develop a common path for future economic development.
- Provide a reference list of "action items" for Georgetown.
- Provide an indication of community needs and interests as a basis for grant applications and other sources of funding for community projects.
- Provide a guide for County staff and officials in prioritizing the allocation of resources to meet the community's preferred objectives.

The Georgetown Community Action Plan was prepared under a contract administered by the Sierra Economic Development District (SEDD). SEDD is a non-profit organization that was established in 1969 through a Joint Powers Agreement between the California counties of El Dorado, Placer, Nevada, and Sierra. In addition to representing these public jurisdictions, the SEDD Board Members also represent the primary economic sectors of the region.

SEDD was awarded \$22,950 in U S Forest Service Economic Recovery Grant funds to assist the forest-dependent communities of Georgetown, Camino, and Cool/Pilot Hill in developing community action plans and economic diversification strategies. El Dorado County and SEDD provided local matching funds in the amount of \$3,800. In addition, the local community advisory committees provided \$2,000 of in-kind hours.

Community and Economic Development

The Community Action Plan addresses both community development and economic development because the two are inextricably linked by quality of life considerations.

Local-serving retail businesses characterize the High Sierra economy in El Dorado County. The High Sierra is a sub-region of the Sierra Nevada in El Dorado County that includes the communities of Georgetown, Camino, and Cool/Pilot Hill. Two sectors - agriculture/forestry/fishing services and lumber manufacturing - account for a disproportionate share of local employment: 37.3 percent compared to 7.8 percent for the foothill economy of Placerville and adjacent areas.

Although the timber industry will continue to be an economic driver in the High Sierra sub-region, there is a need to find alternative and diversified economic bases in order to sustain these High Sierra communities. Logging on the El Dorado National Forest has decreased from a high of 167.9 million board feet in 1991 to 24.7 million board feet in 1997. The significant decrease in timber from federal lands has greatly impacted the local economic base.

In addition to the effects of a declining timber industry, the High Sierra communities will be affected by economic and technological changes far beyond their borders. These changes include an increase in the retired population, a work force that has more leisure time and affluence to enjoy attractive communities, and technological advances that enable certain types of employment to locate in relatively isolated locations.

An increase in retired population brings a higher demand for recreation-oriented retirement homes. Increased leisure time and affluence enables more people to visit community's rich in natural amenities such as Georgetown. This will enhance the local economy and lead to more diverse employment opportunities. More employment opportunity leads to population growth and housing demand.

Unfortunately, with the decline of locally based extraction industries more residents are working outside of the community; thus, services are provided for a community with an increasing percentage of out-commuting residents. The decline in local basic employment raises issues that affect sustainability and quality of life in the community.

Communication technologies and demographic trends have already begun to change the way people work, communicate, travel and shop. These changes will provide many new choices for individuals and provide new opportunities that will affect where people choose to live. Company decision-makers will select the location for company expansions and relocations largely on the quality of life available to themselves and their employees. Small communities with a high level of natural amenities and proximity to larger supporting metropolitan areas will attract new businesses and enjoy sustained economic development. The challenge will be to accommodate and derive the benefits of economic development without diminishing the natural amenities and small town environment that the current residents enjoy.

Quality of life and the preservation of the existing natural environment are essential to the realization of this objective. The type of new economic growth anticipated in this plan is totally dependent on retaining and enhancing the environmental quality found in the

community today. The new residents and businesses that will be attracted to this community have choices to locate virtually anywhere they please. Retirees, small business entrepreneurs and those who choose the mountain setting, small community lifestyle and recreation opportunities have the choice of many communities. Georgetown will grow and prosper in the future only to the extent that it:

- protects and sustains the natural amenities it currently offers,
- manages the effects of growth, affordably maintains public services and infrastructure, and
- provides opportunities for quality economic development.

Community Action Plan Goals and Objectives

The fundamental goals and objectives of the Community Action Plan are as follows.

GOAL #1 LEADERSHIP DEVELOPMENT

Local leadership is the foundation of community and economic development.

Objective 1-1: Identify local leaders within the community that can help guide the community action planning process, and then take ownership of ensuring implementation of the action plan.

Objective 1-2: Identify assets and resources, both local and outside the community, that can assist in carrying out the action plan.

GOAL #2 COMMUNITY DEVELOPMENT

Local residents articulate goals, set priorities and implement an action plan.

Objective 2-1: Community to build on its local assets to strengthen its image and position in the marketplace.

Objective 2-2: Identify opportunities to network business, schools, and community leaders together.

Objective 2-3: Identify needed essential community facilities and ways to fund them.

GOAL #3 ECONOMIC DEVELOPMENT

Identify expanded opportunities for employment and higher quality jobs, or maintaining an already stable economic base.

Objective 3-1: Community to take advantage of opportunities for ecological and cultural tourism, building on the cultural and historical base of the area.

Objective 3-2: Develop and strengthen entrepreneurial/self-employment opportunities.

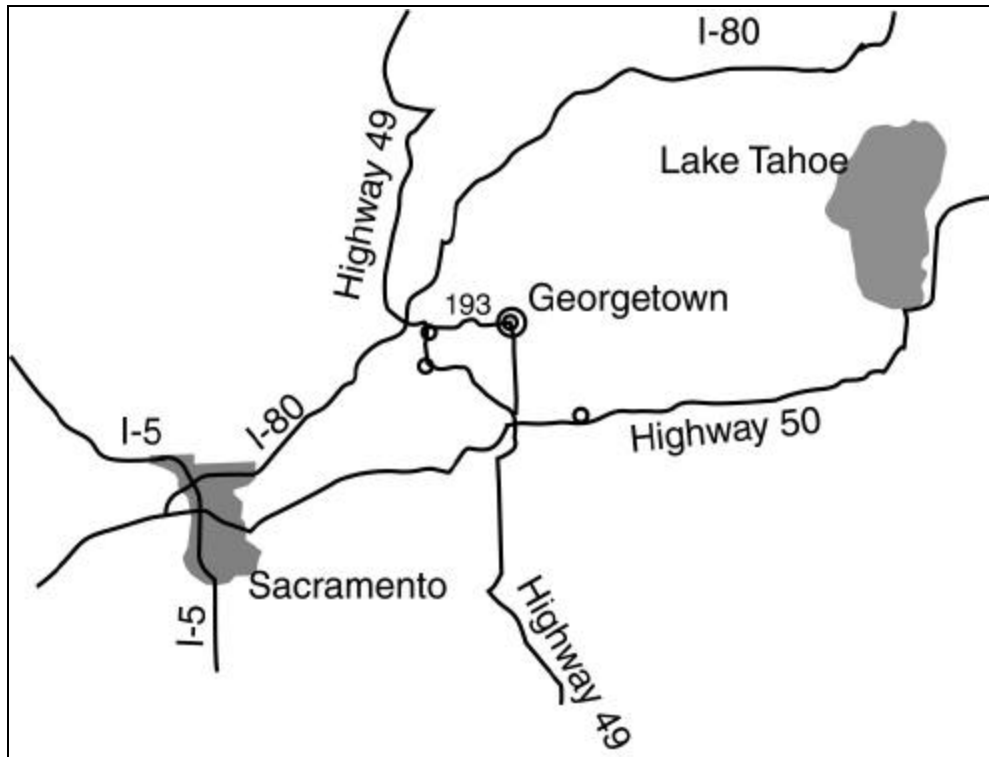
Objective 3-3: Identify opportunities for the expansion of business into the community.

Goals #1 and #2 specifically address the process for unifying the community: leaders must be identified to help guide the community in setting priorities and implementing the Community Action Plan. These leaders are referred to as the Georgetown Community Action Committee (CAC) in this document. Goal #3 addresses economic development: increasing the economic stability of the Georgetown community through expansion of employment and business opportunities.

II. DESCRIPTION OF THE GEORGETOWN COMMUNITY

Georgetown is located along Highway 193 (Georgetown Highway) between its intersection with Highway 49 at Cool and U.S. 50 at Placerville. It is approximately a one-hour drive to Sacramento via Auburn on Interstate 80, and within a few hours of San Francisco, Reno/Lake Tahoe. It is accessible from Highway 49 via Interstate 80 and Highway 193 via U.S. 50.

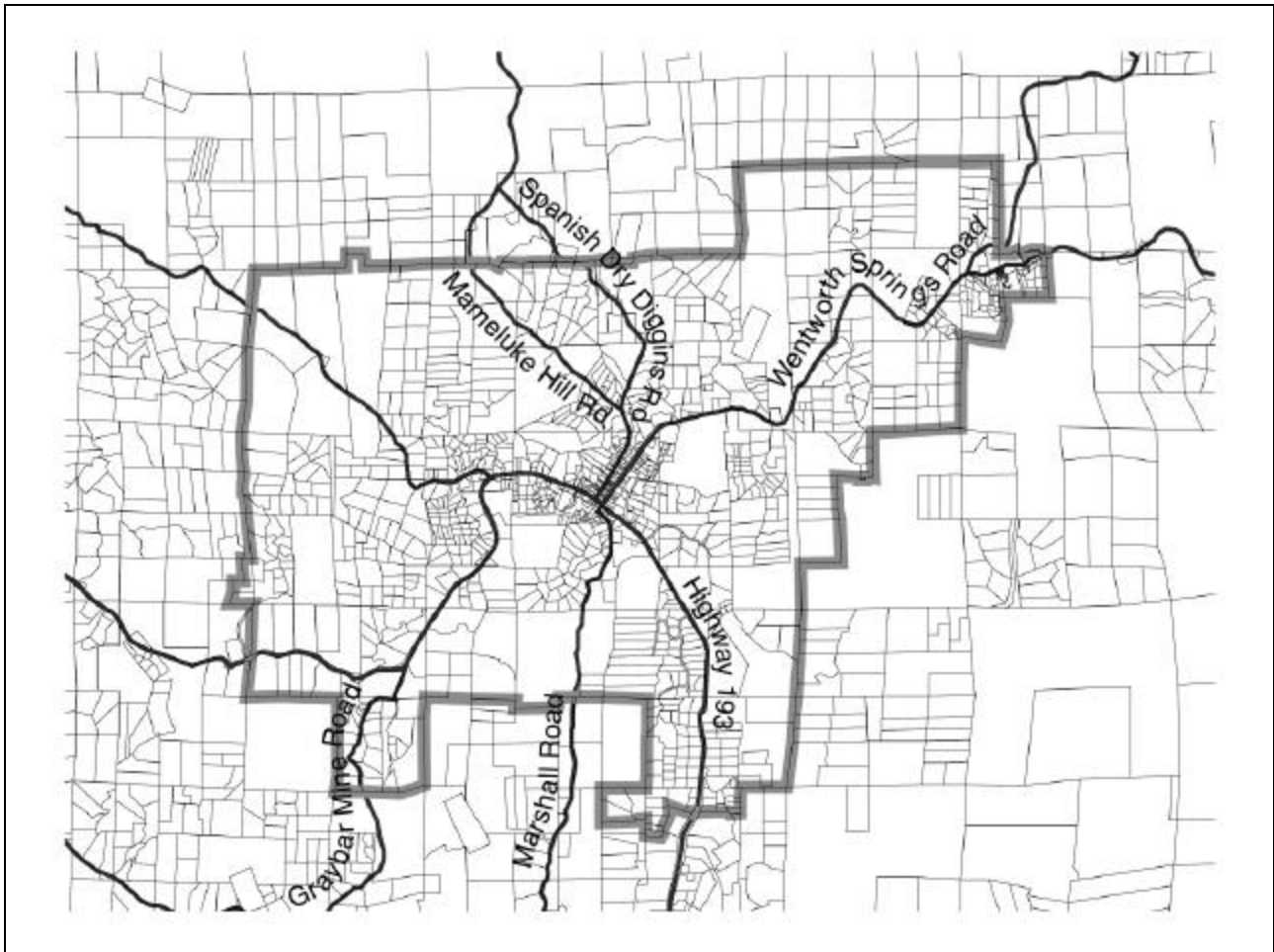
Figure 1
Regional Location Map



Georgetown is also very rich in environmental amenities. The community is located within a lush coniferous forest, once known for huge Sugar Pines. Due to its location on a direct line with winds from the Carquinez Straits, the weather is moderated by a marine influence. There are several coastal vegetation species, such as Deer Fern and Sword Fern, found in the canyons around town. A band of serpentine rock running south just east of town supports a number of unusual species, prompting the U.S. Forest Service to establish the Traverse Creek Botanic Area on one portion of the creek. East of Georgetown, there is a known bald eagle wintering habitat area near the west end of Stumpy Meadows Reservoir.

A wide variety of recreation opportunities are available to Georgetown residents and tourists. Georgetown is home to the renowned “Jeepers Jamboree.” There are a number of equestrian and hiking/biking trails, as well as camping and fishing locations nearby. A substantial amount of land to the north, east and south of town is in public ownership.

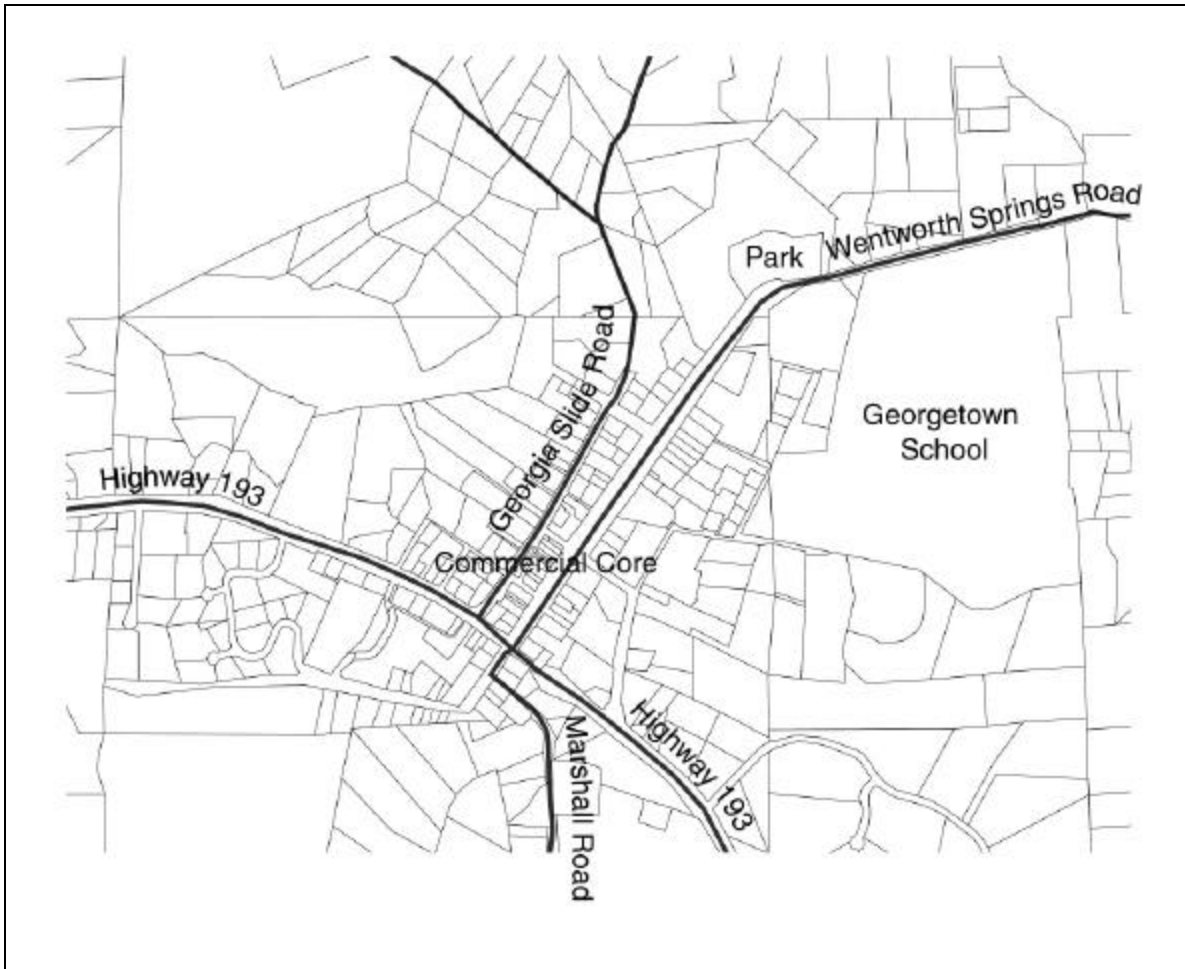
Figure 2
Local Area Map



Georgetown has a very rich history dating to the California Gold Rush. George Phipps founded the town as gold mining camp in 1849, and the population quickly grew to 10,000 people. Oregon Canyon, north of town, had some of the richest placer mining anywhere, and Georgia Slide in the same area was worked until the 1890's by blasting and washing the rock. Numerous hard rock mines honeycomb under the town. The Georgetown Museum and Stamp Mill parcel had a mining shaft that had to be filled before the lot could be used. The Bebee mine on Church Street is a huge pond over 600' deep.

Figure 3 is a community base map that identifies the existing parcels in the Georgetown core area. It indicates that the core of the community is developed in small commercial parcels along Main Street (Wentworth Springs Road) and larger single-family residential sites around the core.

Figure 3
Georgetown Core Area



Main Street (Wentworth Springs Road) is a reminder of these days gone by, with the Georgetown State Historic Landmark plaque, brick buildings and historic hotels. The wide street is also a reminder of a disastrous fire in 1852, after which the residents rebuilt the street extra wide to prevent subsequent fires from spreading.

The town includes several historical buildings, including the Whiteside Theater, which was built in 1869 and is now the Odd Fellows Hall, the Shannon Knox House, Georgetown Hotel, and the American River Inn.

Georgetown offers shopping and services both within the community and nearby. Along Main Street, residents and tourists can find restaurants, a small market and deli, antique shops, small clothing stores, bookstore, real estate offices, church and saloons. The historic American River Inn has been converted to a bed-and-breakfast lodging. The main Post Office is located toward the northern end of Main Street, and additional restaurants and a childcare center are located along Highway 193 at the intersection with Main Street.

Figure 4
Streetscape Along Main Street (Wentworth Springs Road)



Figure 5
Historic Hotel in Commercial Core Area



The Buffalo Hill Center, located along Highway 193 west of Main Street, offers major grocery shopping at the MaVal Food Store. The Center also has a hardware store and Post Office Annex.

In addition to the historic buildings along Main Street, the citizens of the Georgetown Divide Rotary, Friends of the Arts, and Historical Society developed the historic Georgetown Museum and Stamp Mill Project at the northern end of Main Street. There is also a significant display of historic mining equipment and apparatus at the Buffalo Hill Center.

Figure 6
Buffalo Hill Commercial Area



Figure 7
Historic Stamp Mill Project



The Georgetown Divide Recreation District provides a small park and a ball field in the core area. The Buffalo Hill Pedestrian Path, installed by the Georgetown Divide Recreation District, leads from Main Street along Highway 193 toward the Buffalo Hill Center.

Figure 8
Park in the Core Area



Figure 9
Pedestrian Path Toward Buffalo Hill



The Georgetown Divide Recreation District also offers camping in the approximately 200-acre Greenwood Regional Park (formerly the Greenwood CCC) located off Highway 193 west of Georgetown. In addition, visitors may enjoy the many historical sites, museums, antique shopping, and nearby wine country.

The housing in Georgetown is a combination of vintage and newer homes. The housing within the community's center adjacent to Main Street is generally older and varied in style. Newer housing is found in a subdivision located off Highway 193 in Rolling Hills. Rural housing, both older and newer, is located beyond Georgetown's community center and along Highway 193.

Figure 10
Vintage Housing in Georgetown



Opportunities and Constraints for Georgetown's Community and Economic Development

Available Land for Future Community Development

To achieve community and economic development, there must be sufficient building space and/or vacant land on which to develop. Should a business wish to locate or expand in the community, thereby creating economic development opportunities, the community must have available space and land to accommodate that business' needs. The space and land must be easy to locate and readily available.

The parcels in the Georgetown core area reflect the historic development of the community as a mining era boomtown. Very small parcels line the main street, in the residential streets and along a short stretch of Highway 193, but larger, irregularly shaped parcels are located adjacent to the core. This pattern of parcels allows for additional uses in the core area, such as a community center, additional lodging and recreation facilities.

Infrastructure

An adequate infrastructure system is essential for community growth. This does not necessarily mean that improving infrastructure will lead to or is intended to lead to major new development. Rather, sufficient infrastructure will allow for planned growth that is consistent with the community's goals. Potential lack of existing infrastructure may contribute to lower overall quality of life for existing residents. For example, if a high-

speed Internet connection is not available, home-based businesses may not be as accessible or profitable. This may detract from the desire to locate in Georgetown.

Sewer Facilities

The Georgetown area does not have a municipal sewer system. All properties are served by individual septic systems. As a consequence, the area available for sub-surface leach fields limits the size of any commercial or other non-residential use. This is not a constraint for conventional single-family dwellings on large lots, but it restricts the potential for restaurants, lodging, offices, or any other use that may have a higher demand for sewer.

Potable Water

Georgetown is within the service area of, and is served by the Georgetown Divide Public Utility District. There is adequate water service to accommodate the existing community.

Electric Service

Pacific Gas and Electric Company (PG&E) provides electric service.

Natural Gas Service

Natural gas is not available in the community.

Communications Systems (telephone lines, modem lines, etc.)

Pacific Bell Telephone Company provides telephone service. High-speed DSL Internet connection systems are available to all areas within 12,000 feet of a Pacific Bell Central Office.

Transportation, Roads and Sidewalks

The existing transportation system promotes driving motor vehicles. That is, public transportation (busses or shuttles) is not widely used or available. The roads in Georgetown are in relatively good condition and provide mobility throughout the community. Main Street in the community core has sidewalks, many sections covered by extended building roofs. There is angled parking along Main Street, plus space for parking in the center of this extra-wide street. The pedestrian path from Main Street to the Buffalo Hills shopping area is a special pedestrian feature that indicates a concern for pedestrian access in the community.

Parks

The Georgetown Divide Recreation District provides a neighborhood park located adjacent to the Georgetown Museum and Stamp Mill Project. This park has a covered gazebo, picnic area, and a children's playground. A ball field is located on land owned by the Georgetown Divide Recreation District and the Georgetown Amphitheater are located on the Black Oak Mine Unified School District grounds at the northern end of Main Street. The recreation facilities are very attractive and well maintained and provide a special feature that helps define the character of the community.

Schools

The Black Oak Mine Unified School District serves the Georgetown area. Georgetown Elementary and Intermediate School is located on the School District's property at the northern end of Main Street. The community's high school students attend Golden Sierra High School in Garden Valley.

Health

There is a Wellness Center located in the Buffalo Hill Center on Highway 193 west of Main Street. The Wellness Center is affiliated with Marshall Hospital, and there is current speculation that a prescription filling-and-delivery service may become possible for the Georgetown area. There is also an optometrist located on Highway 193 at the intersection with Main Street.

Population

As an unincorporated community, detailed population information for Georgetown is not yet available from the 2000 Census. There are only two incorporated cities in El Dorado County, Placerville with a population of 9,610 and South Lake Tahoe with a population of 23,609.

From 1990 to 2000 the total population in El Dorado County grew approximately 28% to 156,299. The great majority of this growth occurred in the west portion of the County in Cameron Park and El Dorado Hills. Very little new development occurred in the Georgetown area.

Throughout El Dorado County eighty-five percent of the population is white (non-Hispanic), and 9.5% is Hispanic.

A significant portion of the population is educated; 45% of the population has a high school diploma and an additional 11% are college graduates. The median household income in El Dorado County is \$44,954, which is 14% greater than the California median of \$39,595. El Dorado County has a relatively low poverty rate of 8.8% compared to the 16% poverty rate throughout California.

Community Organization

As an unincorporated community the primary organization structure are the two special districts located in the community, the Georgetown Divide Recreation District and the Georgetown Divide Public Utility District, and the Black Oak Mine Unified School District. The community organizational structure also includes a variety of churches, social organizations, business affiliations and a number of special interest groups. It is estimated that there are a total of 130 groups and institutions in the Georgetown community. In addition, the Georgetown Advisory Committee currently addresses community and economic development issues at the community level and provides a community perspective for the local County Supervisor, currently Penny Humphreys.

The number of special interest groups and organizations indicates a high level of community involvement in Georgetown. However, the comments in the community workshops suggest that the groups are often focused on a specific interest and may not be aware of other groups or individuals with similar interests. Consequently, opportunities for collaborative efforts that may yield greater success may go unrecognized in the community.

Community Social Issues

Georgetown has many of the social issues found in other small, rural communities. Fundamentally, the issues stem from relatively fewer recreation, employment and social opportunities, particularly for youth, than may be found in larger population areas. These factors were cited often in the community workshops and were evident in the community survey. The surveys and community workshops also identified drug abuse problems in the community, especially among the youth.

Public Policies Affecting Land Use and Economic Development

Because Georgetown is an unincorporated community, the El Dorado County General Plan establishes policy guidance for land use and development in the community. The General Plan has undergone an extended period of turmoil that is yet to be resolved by adoption of a new General Plan. The El Dorado County General Plan was adopted by the El Dorado County Board of Supervisors on January 23, 1996 by Resolution No. 10-96, but has been involved in significant legal issues since its adoption. The County is currently revising the document.

A fundamental purpose of the General Plan applicable to Georgetown is to “Provide opportunities that allow for continued population growth and economic expansion while preserving the character and extent of existing rural centers and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life and economic health of the County.” The general goals expressed in the General Plan relating to Georgetown include the following.

- *Maintain and protect the County’s natural beauty and environmental quality, vegetation, air and water quality, natural landscape features, cultural resource values, and maintain the rural character and lifestyle while ensuring the economic viability critical to promoting and sustaining community identity.*
- *Promote a better balance between local jobs and housing by encouraging high technology activities and value added activities tied directly to available resource based industries such as the timber industry, tourism, agriculture, mining, and recreation.*
- *Improve and expand the local park and recreational facilities throughout the County.*

III. COMMUNITY GOALS

In addition to the overall goals for the Community Action Plan described in Section II, the residents of the community defined their specific goals for Georgetown's future

through this Community Action Plan process. The specific community goals were defined through a mailed community opinion survey and three Community Action Workshops.

Summary of Community Goals

The strategic action plan must be grounded in the community's goals. The community survey and the public workshops were not all inclusive and the goals of the broad Georgetown community can only be inferred from the survey and workshops. But the concerns and issues raised in those forums were consistent and, therefore, they are considered to be reasonably accurate indicators of the community's needs and interests. The following goals are the broad, underlying goals or visions for the community.

- Enhance the sense of community among all residents and businesses.
- Improve the communication among residents and businesses.
- Increase opportunities for youth: jobs, leisure time activities.
- Increase opportunities for social activities.
- Increase opportunities for adult education.
- Improve access to health services.
- Improve access to recreation services, both parks and programs.
- Improve the range and number of businesses providing services and retail opportunities to the local community.
- Improve employment opportunities, income level and economic stability.
- Minimize traffic hazards and impacts on local roads and Highway 193.
- Improve the range and number of businesses available in the community core.
- Improve the support for business.
- Provide for housing opportunities.
- Plan for long-term business and housing growth.

SEDD Community Survey

The Sierra Economic Development District (SEDD) conducted written surveys to determine the existing residents' feelings about their community and desires for future opportunities. Two separate surveys, one targeting adults and the other targeting youth, were distributed through the mail to 6,500 households in the communities of Georgetown Camino, Cool and Pilot Hill in December, 2000. There were 125 adult survey responses and 36 youth survey responses from the Georgetown community.

The survey results for Georgetown can be summarized as follows:

- Most people choose to live in Georgetown because of its natural beauty, rural location, and small town atmosphere.
- Many residents feel that a pharmacy and 24-hour urgent care facility are needed in the community.
- The community should put effort into substance abuse services, home-based businesses, the environment, ruralness, jobs for teens, and attracting businesses.
- Puppet shows and holiday activities would be popular types of children's activities.

- Most of the respondents either work in Georgetown or do not work. Approximately 1/3 of those who work in the community have a home-based business.
- Residents are concerned about fire, reckless or drunk drivers, and rapid growth
- Most people would probably not use public transportation if it were available.
- Most people leave the community one to two times per week for shopping or other activities (other than work).
- Main Street, Georgetown Hotel, and the IOOF (Odd Fellows) Hall are notable community features.
- Most families are two-person families with incomes over \$40,000 per year.
- The Georgetown youth are most interested in a public swimming pool and a fitness center in the community.

Community Action Workshops

Residents of Georgetown were invited to participate in three workshops to discuss the goals for the community's future. Notification of the workshops was provided in fliers distributed in the community and by articles in the local newspaper. Attendance at the workshops varied, ranging from 12 to 25 persons. The attendees were active participants in the discussions.

Community Action Workshop #1 April 4, 2001

Georgetown residents, business owners, and landowners were invited to express their wishes for the community's future and suggest ways to improve Georgetown at Community Action Workshop #1. The ideas expressed by the workshop participants are summarized below. The original listing of all comments and ideas received from the workshop participants is included as Appendix A. The following ideas are among the primary topics discussed at the meeting.

- Growth needs to be slowed and controlled.
- Sewer is a central problem - need to get grants to upgrade sewer.
- High speed Internet access is needed for business development.
- We need increased access to hiking and equestrian trails.
- Slow traffic down.
- A community center is needed, possibly joining with other communities. Maybe our youth can get involved in hard labor to renovate existing buildings as a community center.
- The community needs a pharmacy.
- The community needs a gas station.
- The community needs youth activities, especially since the closure of the pizza parlor: skateboarding and party facilities to keep them busy and out of trouble.
- The youth population needs increased access to computers.
- Georgetown has many organizations, but not a lot of communication. The community leaders need to improve communication.
- Address youth and adult drug abuse problems, and involve churches in the process.

Community Action Workshop #2 May 9, 2001

Workshop participants were asked to review the list of comments and ideas from Workshop #1, and choose a short-term community project that would be achievable in a relatively short period of time. The other ideas from Workshop #1 were subsequently categorized as long-term community and economic development projects.

Workshop participants who were interested in joining the Georgetown Community Action Committee (CAC) to implement the identified community and economic development goals/projects, were asked to indicate so on the Sign-in-Sheet. A person was chosen from this list of volunteers to serve as the interim information contact for the Georgetown CAC. See Appendix C for the CAC contact.

The workshop participants decided that there are actually eight (8) short-term goals for the community:

- Establish a Community Action Committee (CAC)
- A Community Center is needed for a variety of uses, including a community swimming pool and a teen center (there is a Seniors Center located in the Greenwood Community Center).
- Improve community amenities, including a pharmacy.
- Improve access to equestrian and hiking trails through private properties (Need to map the trails to help ensure that they can be retained).
- Provide support facilities for equestrian and hiking events, such as staging and camping facilities.
- Improve communication.
- Enhance local business opportunities.
- Actively involve the youth in community projects.

In addition to the above community goals, the following is recommended for the Georgetown community:

- Enhance Environmental Education.

The participants set a long-term plan for in-fill and reuse of vacant land in the commercial core of Georgetown, to include the following amenities.

- Business center.
- Revitalized commercial area.

Community Action Workshop #3 June 6, 2001

Workshop participants were asked to review the draft Community Action Plan to ensure that the final written document accurately reflects the community's goals for the future. The participants generally agreed with the draft short and long-term action plans, and expressed hope that the Georgetown community would become more organized and accomplish its goals.

IV. STRATEGIC ACTION PLAN

The strategic action plan for achieving the community and economic development goals/projects identified by the workshop participants involves both short-term and long-term action plans. The action plan is not linear in the sense that each action is a discrete step followed by other discrete steps. In reality, many steps in the action plan will overlap as the energy and interest of the community rises and new opportunities to move forward emerge. Therefore, the strategic action plan is not a series of discrete steps; rather it is a collection of specific objectives and interconnected opportunities that will evolve in response to the contingencies that present them. One primary purpose of the community action plan is to provide the overall framework for forward motion so that the individual activities can occur in a coherent setting.

Many of the goals identified in the workshops will require many years to achieve due to the expense or specific circumstances associated with them. It is essential that the community also establish short-term goals that can be achieved. These may include small projects that can be completed in a short time frame, or they may be part of a larger plan and set of goals that will only be fully achieved over a much longer period of time, a short-term action plan is essential for developing community organization and encouragement. Communication and organization is required to complete even a relatively simple community project. Through achieving success at a small, shorter-term project the community will be encouraged by its abilities, and will be more likely to follow-through with its long-term action plan.

The action plan includes two fundamentally different types of actions. There are the specific actions that lead to a specific objective, such as a community center. Then there are the underlying or organizational actions that do not directly lead to a specific objective, but are necessary to provide communication and structure to the on-going community development process. Creation of an on-going Community Action Committee is an example of a structural action.

Action Programs

The broad goals identified in the survey and workshops are distilled to the following action programs that can be implemented at the community level.

Goal 1. Establish a Community Action Committee

A sense of community is an important facet of economic development and is essential for community development. The community as a whole must have a sense of what economic development projects are important for the community's prosperity and future development. For leaders to come together and create a unified vision, communication and organizational structure is necessary. A community-based organization is essential in order for any significant community action to be implemented. Ad hoc committees may accomplish one-time improvements, but a sustained plan for community action depends on the presence of a standing organization capable of representing the community.

Implementation

Identification of key individuals to begin organization of the Georgetown Community Action Committee (CAC) occurred during the Community Action Workshop #2. The following steps are necessary to form a functional CAC:

1. Make a list of all organizations in the community. Identify the main focus of the group and a contact person phone number, physical address, and email address.
2. Ask each contact person to write a brief (1-3 paragraphs) statement of the types of activities in which they are involved. Maintain a file of these descriptions for future use. When a particular community activity is identified (i.e. trail access) it will be possible to review these descriptions to determine which organization is best capable of carrying out the activities.
3. Provide each contact with a monthly update of the CAC and potential “action items.”
4. Provide for volunteer opportunities within the CAC. However, it is important to be aware of the activities of other organizations so that actions are not duplicated.
5. As a committee, decide on short-term objectives and the scheduling of the “action items.”
6. Establish community newsletter and web page.
7. Encourage participation of local businesses.
8. Develop a timeline to achieve the community goals. A simple timeline should include, at a minimum, the following:
9. Select organization(s) and individuals for the Community Action Committee.
10. Develop contact information for all community organizations.
11. Begin to research grant and other funding opportunities. This will continue indefinitely, as time permits.

Goal 2. Develop a Community Center

A community center was a major topic of discussion at each of the community workshops. The community envisions the community center as a multi-use facility that will contribute to the fulfillment of several community goals. Not the least of these is to reinforce the sense of community that would come from having a distinctive facility for community social activities, such as dances and annual dinners. Among the services or functions discussed for the community center are:

- Community Communication
- Senior Activity Center
- Family-Oriented Activity Center
- Cultural Activity Center
- Adult Educational Opportunities
- Recreation, including a community swimming pool
- Health Services
- Community Events
- Youth Activity Center

The community center is envisioned as a permanent building capable of accommodating a variety of activities on both a fixed, rotating schedule, as well as special events. The center should provide drop-in facilities for both seniors and teens. The teen oriented

facilities should provide indoor active recreation and space for quiet study and socializing. The seniors oriented facilities should provide quiet space for games and socialization, as well as space for dance and other recreation. A community swimming pool could be used by all members of the community; outdoor recreation and exercise would be available to the youth, adults and seniors of Georgetown.

In addition to the functional requirements for the community center, the workshop participants discussed the location requirements. Foremost among the location criteria is that the center should be located where those without ready access to transportation, notably the young and elderly, could conveniently visit the center. The primary locations are in or near the Georgetown core area near the existing stores and services.

Implementation Measures:

A permanent, multi-use community center will require a substantial capital investment, as well as an entity capable of operating and maintaining such a facility. Due to the large amount of dollars required, the development of the facility may involve a long period of fund raising. However, there are interim steps that can be taken to meet a portion of the community's needs until a permanent facility can be constructed.

Interim Implementation Measures:

2.1 Optimize the Use of Existing Facilities

The first interim measure is to optimize the use of the existing facilities in the community. These include the school and churches that may have meeting rooms and social halls. The facilities are undoubtedly used to a significant degree, but may not be fully utilized. An organization, such as a community action committee, that includes representation or contact with local churches, recreation interest groups, schools, businesses, service organizations and special interests could provide a clearinghouse on information for available space. The clearinghouse could provide a connection between those that need space for activities and those that may have underutilized facilities.

Implementation

1. Contact the local agencies, churches and service groups and prepare a comprehensive inventory of available activity spaces, including typical use schedules.
2. Prepare an inventory of specific needs and identify those groups or agencies that are addressing such needs. The groups are the core of the future users of a comprehensive, multi-use community center and would provide the basis of support for seeking funding for a permanent facility.
3. Establish communication among community residents and organizations for coordination of schedules and events in these existing facilities. The method of communication may include a simple listing of available spaces and contact information for each facility. It should be anticipated that the list of spaces may be very limited and many facilities may not have any surplus space available. Nonetheless, optimum use of such spaces can benefit the host group or agency by charging a nominal fee for the use of the space that can go to offsetting the cost of building maintenance and upkeep.

2.2 Convert Existing Spaces to Community Use

Spaces that are not currently used for community use may have the potential to fulfill a portion of the community center function. For example, a small, vacant retail space may be serviceable for a small community meeting or classroom, or a teen drop-in center. Reuse of underutilized buildings not only provides space for community needs, but the reuse can add life to the commercial core or other neighborhood by upgrading a building and increasing the level of activity.

Implementation

1. Prepare an inventory of all vacant and underutilized buildings or spaces in the community. Identify the building owner, the current zoning, and recent use.
2. Determine which buildings, if any, could be adapted to community use.

2.3 Collaborate with Nearby Communities

Facilities in nearby communities may be underutilized and would benefit from increased patronage. The community center in Greenwood was mentioned often in the workshop discussions as an example of the type of facility the community would use. Georgetown residents have visited the Greenwood center. However, the workshop participants noted that the use of facilities outside the community severely limits the potential for drop-in use, most notably among seniors that do not drive and teens and youngsters who cannot drive. The primary constraint to use of facilities in neighboring communities is the lack of transportation, aside from private automobiles. Nonetheless, use of facilities in neighboring communities can provide an interim solution to the community's needs and can increase the interest in various activities, thereby increasing the demand for facilities within the community.

Implementation

1. Identify the recreation, social service and education facilities within neighborhood communities.
2. Determine the level and type of services that are offered and the level of participation that may be open to residents outside the community.
3. Seek to establish a relationship with the neighboring community to make use of the facilities on a regular basis. Such a relationship may already exist in the policies of the host community. Charging non-resident fees for recreation programs or use of a facility such as a community swimming pool are common examples of the policies that define the relationship of use of facilities between one community and another.
4. Establish a transportation program to enable community residents to access the facilities in a neighboring community. Such a program may be as simple as a car-pooling program operated by the Community Action Committee through a local web page.

Long Term Implementation Measures

The ultimate goal is to develop a multi-use community center. The essential components required to fulfill this goal are:

- land
- building(s) and facilities
- program and operating funds, and
- an operating entity

The key to all of these is funding, both for the initial facility and for on-going operations and maintenance. There are a variety of sources for funding such a project, and it is likely that a combination of sources will be required to achieve the goal. There is no single path to achieving the goal and the community must be prepared to pursue all possible sources. Funding for community improvements is often the primary challenge in implementing community projects. One major purpose of the Community Action Plan is to provide support for fund raising. There are a number of fund raising opportunities available to a community with an action plan. Local self-reliance in which the funds can be raised locally or work accomplished by a community group is the most basic approach, and in terms of community development is the most efficient and reliable. But often the scope of the proposed project is beyond the resources of the local community and funds from outside the community are necessary. Some of these opportunities include special event fund-raisers, self-help programs, loan programs, and grants.

The primary sources that should be explored include the following.

Grant funding

Grant sources typically provide the opportunity to achieve a significant portion of the capital investment. However, grants are highly competitive and should not be viewed as the sole, or even primary, source of funding. Pursuit of grants is a worthy effort, but if the community relies totally on grant funding it could be a very long time before the goal is met. A listing of possible private and public loan and grant funding options is included as Appendix E. Appendix F includes tips that may be useful for those who are just entering the field of grant writing.

Local Contributions

Local contributions can take many forms, including private donations and grants. Local fund raising efforts can take the form of cash contributions, or contributions in kind of materials and/or labor. Such contributions are usually applicable to small projects or portions of the major project. Georgetown has already demonstrated a capacity for such community efforts. Additional projects such as construction of a band shell or rehabilitation of a building for community use are examples of small-scale community projects that can be achieved through local contributions. Such amenities would be part of a larger improvement plan that includes the community center building. The construction of a community center is typically beyond the reach of small community local fund raising, but there may be local residents who have the means and the interest to create make a significant contribution.

Soliciting contributions from private donors is typically most effective if there is a clear plan for the proposed improvement. This would entail selection of a site, developing a description of the proposed community center, and developing a concept plan for the operation of the facility. This is a task that could be undertaken by the Community Action Committee.

Government Funding

El Dorado County, the Georgetown Divide Recreation District and the Georgetown Divide Public Utility District are the local government entities with jurisdiction in Georgetown that could be candidates for funding a community facility on an on-going basis. The potential for funding from grants available to the county, or the tow special districts from other funds should be explored on an on-going basis. Preparation of this Community Action Plan provides a guide for allocation of county resources and the plan is the basis for petitioning the County for local improvements.

Local Assessment

A local assessment on property within the community specifically for the purpose of providing a local benefit, such as a community center, would provide a source of funding both for the construction of a facility and/or the on-going operations and maintenance. There are a handful of mechanisms available to create a local financing zone of benefit. Among these is formation of a County Service Area (CSA) or a Community Facilities District. All such financing entities require the assistance of County to establish and administer them, and must be approved in a vote of the people who would be included in such a zone of benefit.

Self-Funding (Revenue Generating)

The community center facility has the potential to generate revenues that can offset the operations cost and/or the repayment of debt incurred in the construction of the facility. Typically, the center would not charge a user fee for regularly scheduled use by the community, such as a teen center or senior center. However, the center may charge a fee for special use, such as a wedding reception, a music event or a dinner meeting for a local service club. The fee for such activities can range from merely cost covering, or even a subsidy, to generating revenue to the entity that operates the center.

The design of the center could accommodate a broader range of uses that are intended to generate revenue that would substantially offset the cost of the facility.

Public/Private Partnership

A public/private partnership may include aspects of local contributions and self-funding. The approach would involve creation of a multi-use community center that would also include space that would be available for rent for uses compatible with the primary community center functions. Such compatible uses might include retail oriented to visitors or the community, commercial recreation, such as a health club, office, health care, private education, adult education, or satellite public offices. A wide variety of combinations of uses are possible. The objective would be to reduce the cost of

construction by combining the primary community service needs with other activities that have the potential to generate revenue.

Goal 3. Improve Community Amenities

Community improvements enhance the quality of life in the community and directly benefit the residents, but also help to improve the opportunities for economic development. Improvements that make the community more attractive to residents are also attractive to potential employers looking to expand or relocate a business..

Goal 3.1 Enhance Opportunities for Cultural Events

Cultural events such as craft fairs, acoustic music events, dances, ethnic themed dinners, performing arts and themed sporting events would enrich the local community life and provide an attraction for visitors. The existing parks and amphitheater would serve this purpose and are well located relative to the community core. Such facilities could also be located on private lands, if permitted under the County land use regulations.

The community action committee, social groups or churches, other agencies, or private entrepreneurs can sponsor and present cultural events. The typical negative impacts of such events, traffic and noise, can be minimized if the events are kept to a scale appropriate to the surroundings, and most importantly, if there is a plan for managing the people and traffic.

Implementation

1. Identify potential locations for cultural events.
2. Support development of a facility to accommodate cultural events through a dedication, or purchase with grant or local assessment funds.
3. Develop a special events master plan in conjunction with the county to allow cultural events to occur. Such a plan would address the management of crowds and traffic, waste management, security and other considerations of staging a public participation event.

Goal 3.2 Establish Needed Local Services

Discussions during the Community Action Workshops included the need for a gasoline station and pharmacy in the community. As discussed above in the description of the Georgetown community, the gasoline station on Main Street recently closed business. There may be an opportunity for prescription filling and delivery through the Buffalo Hill Center Wellness Center through its affiliation with Marshall Hospital.

Implementation

1. The Georgetown Community Action Committee should facilitate the re-opening of the gasoline station on Main Street. If the community achieves economic growth through such opportunities as tourism, visitors would supplement local patronage of such a service.
2. The Georgetown Community Action Committee should facilitate the possibility of a prescription filling-and-delivery service through the Wellness Center. The

CAC should initiate direct contact with the Wellness Center, and offer assistance and support of negotiations with Marshall Hospital.

Goal 4. Retain and Improve the Local Equestrian, Bicycle, and Pedestrian/Hiking Trail System and Access

The Georgetown community includes trails through open space in private lands and in public land throughout the community and extending into the national forest and wilderness areas along the Sierra crest. These trails are an important aspect of the recreation life-style for many area residents, and also provide an attraction for tourist and recreation-oriented visitors. Ensuring that existing trails and access points remain open and in good condition, and that trails and access points are increased, is an important goal for many residents expressed in the workshops. Recently, some trail access points on private property, which have been used for years, are being closed to the public.

Implementation

1. The Georgetown Community Action Committee should encourage El Dorado County to update and maintain a trails master plan for the entire county and specifically for the Georgetown community. The Georgetown Community Action Committee should establish an association of and collaborate with individuals and groups working to retain and improve the trail network, including access, in the community, in the Cool/Pilot Hill area and throughout the Georgetown Divide. Also, a united group of residents might be more successful in approaching private landowners for trail access through their properties.
2. The Georgetown Community Action Committee should establish a map of trails in the area to supplement and add detail to the county trails master plan.
3. The Georgetown Community Action Committee should seek funding to improve and expand trails and access points.

Goal 5. Provide Support Facilities for Equestrian, Bicycle, Running/Hiking Events in the Area

Visitors to the community, including special events such as organized trail rides, mountain biking, foot races, and hiking also use the trails. Support facilities, such as camping areas that can accommodate horse trailers and lodging are lacking in the area. Visitors must typically leave the area for lodging during multi-day events. Expanded lodging and services would attract more visitors to use the trail system on a regular basis and participate in special events.

Implementation

1. The Georgetown Community Action Committee should communicate directly with active equestrian, biking, and running/hiking organizations in order to coordinate the planning for special events, including those in the Cool/Pilot Hill community.
2. The Georgetown Community Action Committee should facilitate development of staging areas for equestrian, biking, and running/hiking events in areas large enough to accommodate such activities, such as the Greenwood Regional Park.

3. The Georgetown Community Action Committee should facilitate development of camping facilities for equestrian, biking, and running/hiking event participants in areas large enough to accommodate such activities, such Greenwood Regional Park.
4. The Georgetown Community Action Committee should facilitate development of lodging facilities, both commercial facilities such as motels, and smaller private facilities such as bed-and-breakfast inns, guest ranches, and Farm Stay opportunities.

Goal 6. Improve Communication Between Individuals and Organizations at the Community Level

Communication among the community residents is essential to the implementation of any substantial community action plan. Support for a community improvement can only come through awareness of the proposed improvement. The Georgetown Community already has essential resources and tools to facilitate communication. Among these are the bulletin boards in the core area and at the Buffalo Hill commercial area and the Post Office. In addition, the announcement of a local broadcast radio station for the Georgetown area was discussed at the workshops. This local radio station would provide the venue for public announcements and discussion of community events and issues.

Implementation

Communication of local events should be in a format and medium that is readily accessible to the residents. Communication in a small, essentially rural community is more difficult in some regards due to the lack of attention given by the larger media. On the other hand, the nature of a small community is such that communication is enhanced by simple, locally focused measures. One of the primary purposes for the Community Action Committee is to facilitate the dissemination of information about community activities.

The simple methods available to the Community Action Committee would include:

1. Public notices and news stories.
2. Construction of a public bulletin board that would provide a brief notice of upcoming events and meetings.
3. Creation of a telephone tree that would pass information about meetings and events and could be used in a local emergency.

More technologically sophisticated methods could include:

1. Creation of a locally operated low power community radio station.
2. Creation of a local community web page.

Goal 7. Enhance Local Business Opportunities

There are three distinctly different categories of business opportunities in Georgetown.

- Home occupations.
- Visitor/ tourist-oriented businesses.
- Small businesses.

Home Occupations

Home occupations have traditionally meant small businesses that can be operated by a sole proprietor, often on a part-time basis. But communications technology has expanded home occupations to include a wide range of consultants, professional services and other specialties. In addition to sole proprietors, many individuals working for larger companies now have the option to work a substantial amount of time at home, and only visit the primary place of business infrequently. Such tele-commuters also have more flexibility about where they will live because these businesses depend on communications and delivery services in lieu of physical proximity. Consequently, the proprietor can be virtually anywhere that there is access to a telephone and, for many, a daily delivery service. Once the basic needs for communication are met, the choice of location for such home occupations is virtually unlimited. The proprietor can consider a wide range of personal preferences and community amenities in choosing where to live. Quality of life becomes a very important factor in attracting and retaining new businesses.

Visitor/Tourists

Georgetown already has a visitor/tourist business component in the tourists and recreation visitors traveling on Highway 193 and Wentworth Springs Road. The annual Jeepers Jamboree is a major event that receives regional attention. The region contains a wealth of historical and recreational attractions that would draw additional visitors. The community workshop discussions indicated a mixed reaction to additional visitors in the community. Some participants expressed concern over the effects of attracting additional visitors. Others supported the increased business and economic benefits that come with short-term visitors.

Georgetown has ample amenities and is surrounded by excellent recreational resources. Therefore, the community has the option to determine whether to increase the level of visitor and tourist business that may occur. Development of new attractions and needed support facilities including a gasoline station and additional lodging, combined with a marketing program would result in an increase in tourism and recreation visitors.

Small Businesses

As with the home occupations and telecommuters, many small businesses have the opportunity to locate in areas that were previously thought to be too far from major markets. Light assembly and manufacturing businesses that produce relatively small, lightweight and high value products may be able to locate in communities such as Georgetown provided that there is a reliable delivery service or access to major trucking routes, a sufficient labor pool and adequate communications. Contemporary marketing through the Internet and other sophisticated communications technology enables businesses to locate on the basis of quality of life issues.

The constraints on developing a new business in a small community often relate to the lack of available building space and available work force. Typically, small businesses cannot wait for, nor have the ability to develop, suitable space. Therefore, attracting new small businesses requires an inventory of available spaces of various sizes and configurations that can be occupied on short notice. Georgetown does not have an

inventory of available spaces for small businesses, but there are vacant parcels in and around the core area that could accommodate additional business activity.

The work force depends, in part, on the availability of adequate housing. In the absence of adequate housing the work force must commute from outside the community.

Each of these categories can be enhanced through improvements at the community level. Many of the improvements will benefit more than one of the categories.

Goal 7.1 Improve Telecommunications

Telecommunications, particularly fast, reliable access to the Internet, is essential for many of the telecommuters, home occupations and small businesses. Service in rural areas is often difficult to obtain because the current technologies rely primarily on hard-wired systems. The opportunity to obtain state-of-the-art service diminishes with distance from a primary circuit or service center. Due to the relatively low population base, and corresponding demand for service, the service providers are reluctant to improve the service system in rural areas. This reluctance is reinforced by the tendency of technology to become obsolete in relatively short time frames. Major capital investments in improvements may not be recoverable before another surpasses one technology. Future wireless technologies could significantly improve the available of high-speed, wide bandwidth communications access in rural areas. It is conceivable the access with the proper equipment would be comparable everywhere. There would be no communications disadvantage to living and working virtually anywhere.

Implementation

1. The community should form an alliance with other communities in the Sierra to petition and lobby the service providers for improved telecommunications in rural areas.

Goal 7.2 Provide Sewer Service in the Core Area

The capacity of an individual sewer system is often a constraint to the growth of restaurants, lodging and any other business that hosts patrons. Often, the simplest practical solution for a small business is to install an additional septic tank and expand the leach field. But the availability of land and other practical problems of siting and constructing a leach field system on small commercial properties may be a permanent limitation on business development.

A small-scale local sewer system that serves multiple commercial properties would allow for more intensive and economical use of those properties. A variety of methods are available to provide a small community wastewater system. The simplest of these for a compact commercial core area is to provide a common septic and leach field system on a larger parcel nearby. The solutions range up to and include construction of a small “package” plant that produces a tertiary quality effluent suitable for landscape or orchard irrigation. Such facilities require a wastewater discharge permit and a local funding mechanism and an agency to manage and operate the system.

Implementation

1. Establish an alliance of local business owners and property owners in the core areas of Georgetown to explore the interest in improving the local wastewater management.
2. Solicit assistance from the County in identifying alternative methods for improving wastewater management in the core area.
3. Determine the feasibility of developing a local sewer improvement system, including collection, treatment and disposal.
4. If feasible, organize a local benefit assessment district to implement the sewer improvements and fund on-going maintenance.

Goal 7.3 Improve Education Opportunities in the Area

Adult education for career advancement and personal development was identified as a desirable feature for the community. The proximity to Sierra College in Rocklin was the basis for suggestions that a local branch of that college or another should be established in the Georgetown area. The potential for such facilities is enhanced by improved telecommunications that would allow residents to participate in a virtual classroom. Such programs are available not only from the community colleges, but from a variety of four year institutions as well.

Implementation

1. Identify institutions that can provide satellite classes, either with an instructor or by telecommunications.
2. Survey the residents of the community to determine what types of classes are desired.
3. Identify spaces that are suitable for classes or for telecommuting.
4. Initiate contact with the institution.

Goal 7.4 Traffic Controls and Road Improvements

The few roads in the Georgetown community typically serve as traffic arterials as well as the local access road. Although the traffic volumes are normally light, (other than high visitor periods), the tendency of some drivers to speed and ignore the dangers of tight, blind curves results in unusually dangerous small roads. This issue was raised in two of the public workshops. Improvement of county roads is the responsibility of the El Dorado County Department of Transportation. The cost of improving a wide range of road conditions throughout the county prohibits upgrading many older roads. Moreover, improvement of the roads is not always a solution, because elimination of narrow roads tends to make drivers go faster. Consequently, the balance between safety and improvements must be carefully considered on a case-by-case basis.

The local community can provide an important guide for prioritizing improvements to the local roads. Those who drive the roads on a daily basis are often best capable of identifying the need for specific improvements that can improve safety and improve day-to-day drivability. The Community Action Committee can provide this input to the county on a periodic basis.

Implementation

1. Periodically review the condition of the local roads and maintain a list of recommended improvements, including traffic controls, such as stop signs.
2. Provide a list of recommended improvements to the County Department of Transportation on a regular basis.

Goal 7.5 Establish a Design Plan for the Core Area

The success of the commercial enterprises in a small community depends on many factors. Not the least of these is the “curb appeal” or attractiveness of the core area. The Main Street area of Georgetown has visual appeal due to the historic buildings and the unusual configuration of the street. Nonetheless, enhancements to the street front would provide additional appeal. Attractive store fronts, signs and lighting coupled with obvious and convenient parking can be very effective in attracting the casual passersby to stop and investigate the offerings of the shops, restaurants and other services in the core.

The improvements need not be extensive, nor require a major investment. Simple embellishments such as painting the exterior, new signs and sidewalk areas are effective. More ambitious improvements, such street and parking area lighting and a common sign program that directs people to the core area and identifies that businesses are available.

Implementation

1. Establish an alliance of business owners and property owners to develop design concepts and approaches for the core area. The concepts may be as simple or complex as the alliance members choose them to be.
2. Determine a list of improvements that can be undertaken by the local business owners and/or property owners.
3. Establish a schedule for individual improvements.
4. Identify opportunities for improvements that provide a common benefit, such as a common street lighting fixture, a gateway landscape and sign feature, or a uniform sign program that would be incorporated in a business signs.
5. Establish a consensus agreement to implement the common area design features.
6. Establish a method for funding the common area design features.

Goal 7.6 Increase Opportunities for Services and Lodging

The traditional role for lodging in small rural communities such as Georgetown is bed-and-breakfast inns and the Gold Rush era hotels. This role can be expected to continue and expand over time. The mere increase in population in the nearby major markets, Sacramento and the Bay Area will inherently increase the number of people interested in a short stay in the area. Currently, the lodging facilities are limited and most likely could not support substantial new visitor traffic.

However, the existing and new lodging facilities in the Georgetown area could be promoted to attract a larger and more diverse patronage. Increased cultural events and increased marketing of special events on the divide would increase the demand for lodging and increased lodging opportunities would enhance the appeal of the local events for patrons from farther away. Lodging would encourage visitors from the Bay Area and

elsewhere to make the trip a two-day event. In addition, lodging may encourage people to use Georgetown as a base for trips to the High Sierra or other locations in the Gold County along Highway 49.

In addition to expanding the potential demand generated by existing attractions, the Georgetown area also is well positioned to attract other types of patrons for lodging. Among these are visitors seeking a short term “retreat” of two to three days. The characteristics of such retreats include the following.

- They are relatively small, but larger than a typical bed and breakfast.
- They are relatively affordable.
- They offer only limited recreation amenities on site, but other recreation or cultural amenities and points of interest are nearby.
- Quality dining is on-site and nearby.
- Health oriented facilities; such as an exercise room and spa are on-site.
- Each room offers a private patio or deck.
- They are well designed and provide a high level of amenities in an attractive setting.
- They are within 1 to 3-½ hour drive from home.

The market for such facilities would be singles or couples seeking a quiet two or three day retreat. Farm-stay lodging is a particular form of such retreats. The existing ranches and orchards in the area would provide a unique perspective on life in the community that would supplement the more conventional bed and breakfast inns.

An additional potential source of demand for lodging and services is for brief conferences or seminars of one to two day duration. Such conference facilities would target small professional organizations, corporations or special interest groups.

Implementation

1. Encourage the County to adopt General Plan land use guidelines, performance criteria and standards that permit the development of lodging facilities in rural areas.
2. Provide input and commentary to the County on adoption of appropriate land use guidelines, performance criteria and standards that permit the development of lodging facilities in rural areas.
3. Identify opportunities for farm-stay lodging in the area.
4. Assist the farmers and ranchers interested in farm-stay lodging opportunities to form alliances that will expand the marketing of the region.

Goal 7.7 Provide Space for Small Business

Many small businesses can locate virtually anywhere but never consider the possibilities of locating in small, rural communities because of the lack of suitable space among other factors. Small businesses typically lack the resources to develop their own space and they typically need to make a location decision relatively quickly. Therefore, the opportunity to select a community solely on the basis of quality of life issues and then find suitable space is rare. A private developer entrepreneur typically assumes the role of finding and developing space for businesses and they often overlook small rural

communities due to the lack of a large demand for space. Consequently, relatively high quality, vacant space for small businesses, particularly light industrial and office use is often just not available.

The role of the community in providing space for small business is limited. The county can take the lead in encouraging local economic development with certain loan and grant programs to underwrite the development or rehabilitation of business space. But the local community is typically involved only in the public hearing process involving the entitlements for land use. Through the community action committee the local community can expedite the creation of places for new jobs by identifying what the community would support.

In addition to the traditional small businesses that require a space for their operations there will be demand for support services for individuals working at home as telecommuters or in home occupations. Such individuals may require support such as copying and reproduction services, clerical services, conferencing facilities and meeting rooms. Some may require such services on a regular basis, others never. But as more individuals who engage in telecommuting discover that they can work in Georgetown as readily as anywhere else, the demand for ancillary services will increase. For some the availability of such services will be the deciding factor in whether they choose to live and work in Georgetown, or elsewhere. Development of a support facility will be a significant contribution to growth of the telecommuter economy.

Implementation

1. Encourage the County to adopt General Plan land use guidelines, performance criteria and standards that permit the development of office, research and development and light industrial facilities in rural areas.
2. Provide input and commentary to the County on adoption of appropriate land use guidelines, performance criteria and standards that permit the development of office, research and development, and light industrial facilities in rural areas.
3. Identify preferred, likely locations to accommodate the development of office, research and development and light industrial uses.
4. Encourage the County to adopt General Plan land use guidelines, performance criteria and standards that permit the development of telecommuter support facilities in rural areas.
5. Provide input and commentary to the County on adoption of appropriate land use guidelines, performance criteria and standards that permit the development of telecommuter support facilities in rural areas.

Goal 8. Establish Georgetown Youth Corps

The Georgetown residents expressed concern for the community's youth during the SEDD survey and the Community Action Workshops. Drug problems, vandalism, and civil disturbance are evident among some of the community's young people. These are problems that are not uncommon in rural communities. A program that interests and occupies their free time may be helpful in alleviating these problems.

Implementation

1. The Georgetown Community Action Committee should facilitate the establishment of a youth organization (Corps). This Youth Corps could help with community projects, including clean-up, landscaping, and construction/renovation. This direct involvement may help instill the youth with pride and a vested interest in their community.
2. Establish “intergenerational” relationships in the community through cooperative projects that involve both adults and young people.

Goal 9. Enhance Opportunities for Environmental Education

Many of the residents who responded to the SEDD Survey stated that they lived in Georgetown because of the natural environment. Given the special environmental features of the Georgetown area, “outdoor classroom” tours could enhance environmental education for the residents of the community, the Georgetown Divide and beyond. As discussed in the above description of Georgetown, the community is located within a lush coniferous foothill forest, yet several coastal vegetation species, such as Deer Fern and Sword Fern, are thriving in the canyons around town. Another special environmental occurrence includes the Traverse Creek Botanical Area established by the U.S. Forest Service on a portion of the creek to protect a number of unusual species supported by serpentine rock.

Implementation

1. The Georgetown Community Action Committee should facilitate an “outdoor classroom” program as an environmental education opportunity for the residents of the community, the Georgetown Divide, and beyond.
2. There are known environmental specialists/ecologists residing in Georgetown. The Georgetown Community Action Committee should seek out these knowledgeable local specialists as environmental educators and tour guides to the special environment of the Georgetown area.

APPENDICES

APPENDIX A

PARTICIPANTS' RESPONSES AND IDEAS

WORKSHOP #1

PARTICIPANT RESPONSES / IDEAS

GEORGETOWN ECONOMIC ACTION PLAN WORKSHOP #1

April 4, 2001

Who received the surveys?

Who got adult vs child surveys?

Are percentages of response to surveys average? (answer: 10% or greater is considered a “good” response percentage)

It is too late to respond to survey. (answer: This is true, but survey is only one piece of information. The survey was distributed before Wade Associates was retained to develop the Action Plans. The workshops provide the opportunity for input.)

We have problems with survey – many respondents don’t live in Divide area.

Was survey also sent to Garden Valley and other nearby communities?

Could the reason for the high percentage of respondents who designated “environment” as a community asset to the number of second home owners?

The pharmacy was listed high on the list because that was an issue at the time of survey distribution. An issue now is the gas station.

We need activities for the youth, especially since the Pizza Parlor closed.

Do we have the population to support a community center? Maybe we should join with other communities. We need donations of computers, etc. for use of the youth.

Greenwood is too far away for our youth to use as a joint-use facility.

It is very costly for the community to support a youth center now. One Million Dollars doesn’t buy much these days.

Youth need skateboarding, party, etc facilities to keep them busy and out of trouble.

Private enterprise used to provide pool tables, etc.

Need to get the youth involved in “hard labor” in renovating existing buildings for a community center.

Students are currently involved with Rotary in pouring concrete at Stamp Mill site. Word has gotten around not to “take” tools which are being used by youth in this work.

Buildings exist in town for renovation, but they will need a lot of work. Sewer is a central problem.

We should be able to get grants for sewer upgrading.

If services and property are donated, is there a tax deduction for that donation. (answer: yes, but must be “gifted” to public agency)

I like the idea of finding a building/location to renovate for a community center.

There is no central identity to spearhead community action. We need a way to communicate with one another

There are many organizations in our community, but we don't know what each are doing or would like to do.

Recognition of need for prevention of drug abuse is good. We need to address that problem. Both youth and adult abuse drugs here.

Are the churches involved in this process.

We should approach the County BOS about “tobacco money” use to develop pharmacy. Could Marshall Hospital run its own pharmacy here in the Divide, such as done with Kaiser? What about a courier service for medication delivery run by Marshall Hospital?

There are not many pharmacists available.

There is more need for pharmacy as the population of the community ages.

SEDD processes Small Business Loans – should consider this for a local pharmacy.

How about a program to train/educate youth as future pharmacists for the community? If the community would help fund this education, youth might come back to our community after education.

The historic nature of our community is important. But I don't want to see Georgetown become only a historical area with tee-shirts, etc. I also do not want to see a McDonald on the corner. We need Design Guidelines to control development.

DSL installation is expensive, and not available. Do programs exist whereby telephone company will work with community to develop high-speed Internet service. I know of a library which gets service free-of-charge.

Cable is available, but not in outlying areas.

Hiking trails are very important. Some places are now closed (many are also trying to close) to hiking and horse riding.

We need to get traffic down to safe speeds.

We need a trail along the Highway. It is one of the only flat places around. Seniors like to jog there.

“Divide” is an appropriate name for our community due to the large number of organizations (approximately 130) all working on their own projects.

We need a central location to post notices of all the organization activities. It is difficult to stay involved when we don't know what is happening.

“Low wattage” radio communication is needed for noticing activities.

It is very difficult to organize/maintain “notice boards” with all the activities available.

Many people won't get involved no matter what we do or say.

I learned of this meeting, advertised as SEDD meeting, through the newspaper.

We should develop a list of the organizations and their contact person/people in the newspaper.

We should contact all organizations personally (each of us could call five organizations) and invite them to these workshops.

We will need a larger meeting space if we can contact all the organizations.

There are 1800 voters in Fire District, same as cemetery district. Two mailings to all voters on specific propositions still didn't reach everyone.

We should publish an article in the newspaper that we are attempting to update list of organizations and contacts.

We should get to the phone-bank person for the organizations.

We need Public Service Announcement in newspaper.

We need a Public Service Officer to make announcements in newspaper.

What would be a precise statement of what we accomplished tonight as a way to attract others to attend future workshops?

There is a problem when youth encounter adults, such as large groups on the sidewalk. How do we deal with this intimidation some feel from youth?

Bars are problems with youth hanging around.

It is the youthful energy that intimidates some. But we must not isolate our youth.

We need “intergenerational” activities with our youth. We need to get to know one another.

We really have fewer problems with our youth than many communities. We need to keep our youth busy.

We need a centrally-located community facility.

Less than 12% of our population responded to the survey. Some answers were a bit disappointing.

We have biking along Highway's 49 and 193.

We need adult education opportunities.

APPENDIX B

COMMUNITY ACTION PLAN SURVEY RESULTS

Adult Survey Results

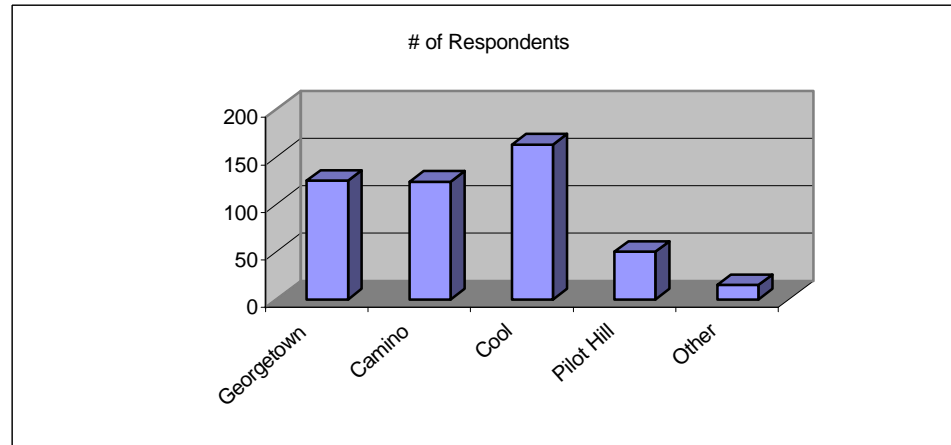
Conducted for the
Community Action Plan
For
Georgetown

Survey distributed to 6,500 households in the communities of Georgetown, Camino, Cool and Pilot Hill, during the month of December 2000.

Q. 1 Where do you live?

Survey was distributed to 1,650 households in the community of Georgetown
125 surveys were returned. The other responses are as follows:

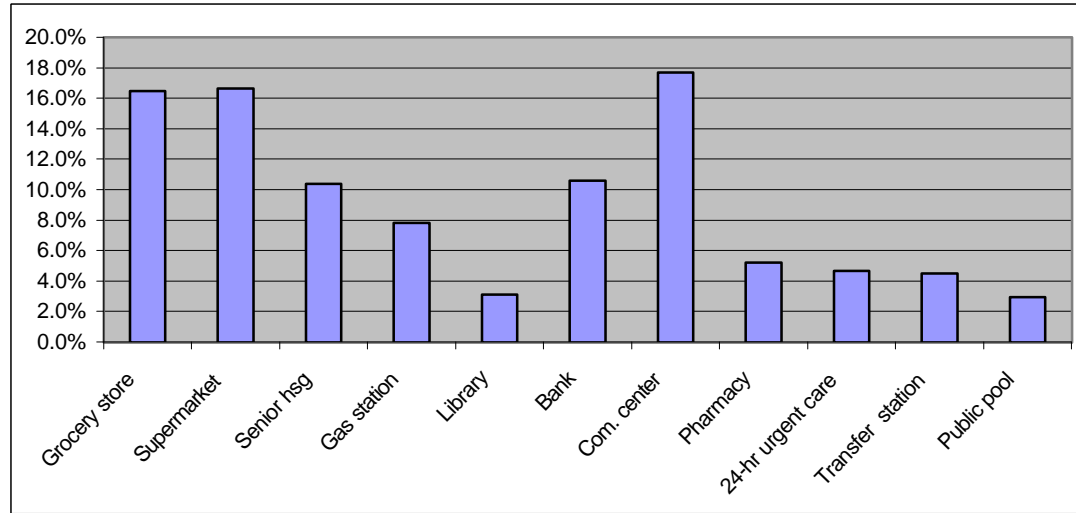
	Respondents	%
Georgetown	125	26%
Camino	124	26%
Cool	163	34%
Pilot Hill	50	10%
Other	15	3%
Total	477	100%



Q.2 Why do you choose to live in your community?

Georgetown

	Respondents	%
Rural location	95	16.5%
Small town atmosphere	96	16.6%
Proximity to Forests	60	10.4%
Proximity to outdoor rec	45	7.8%
Proximity to family	18	3.1%
Climate	61	10.6%
Natural beauty	102	17.7%
Historical heritage	30	5.2%
General cost of living	27	4.7%
Real estate prices	26	4.5%
Other	17	2.9%
Total	577	100%

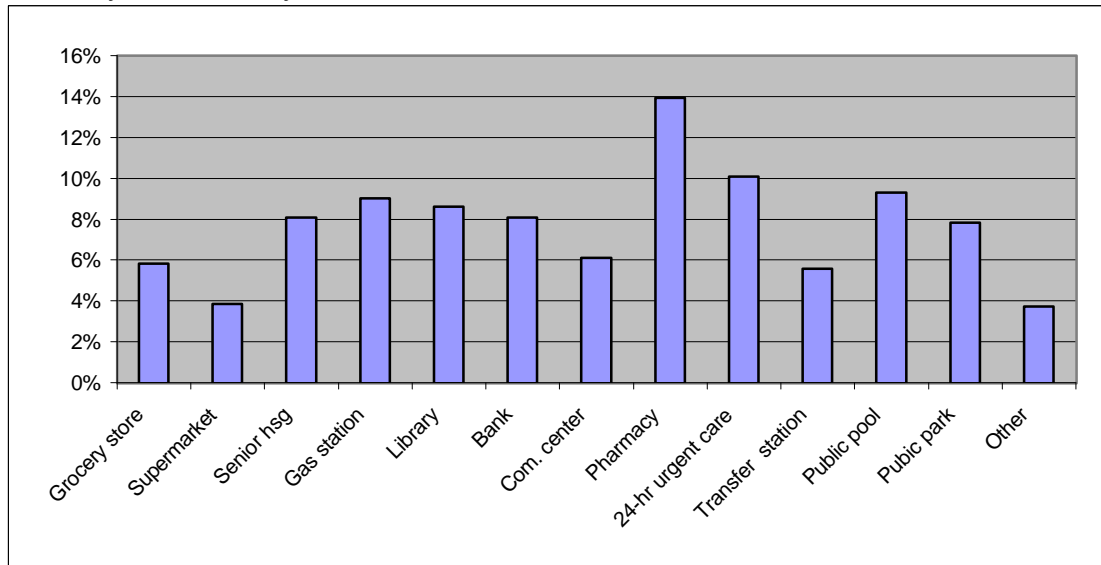


Other: less traffic, church, job, horse trails, school, agriculture, sense of community

Q.3 Would you want to see any of the following services available in your community?

Georgetown

	Yes	%
Grocery store	44	6%
Supermarket	29	4%
Senior hsg	61	8%
Gas station	68	9%
Library	65	9%
Bank	61	8%
Commuity center	46	6%
Pharmacy	105	14%
24-hr urgent care	76	10%
Transfer station	42	6%
Public pool	70	9%
Pubic park	59	8%
Other	28	4%
Total	754	100%



Other: medical center, public parking, skatepark, esquestrian park, gym, eco-tourism organization, child care, museum, dry cleaners, youth center, tennis courts, golf course, motorcross, senior activities, fast food.

Q.4 Should your community be putting more, less, or about the same effort into the following?

Georgetown

	More	Less	Same	No	Traffic Safety Specify	Other efforts specify
Tourism	32	8	55	21		
Outdoor Rec	39	4	60	13	Wentworth Spring Rd	activities for teens/children
Attractg business	57	6	33	16	bicycle lanes	bike trails
Jobs-teens	66	1	26	2	drunk drivers	cellular antenna
Jobs-seniors	33	1	42	8	enforce traffic laws	clean-up "eye-sore" properties
Ruralness	75	1	41	2	hwy193=excessive speeds	computers for seniors
Environment	63	10	42	4	less traffic	enforcement on driving laws
Homebased businesses	64	8	35	6	logging trucks	get dirt bikes off county roads
Public transp.	59	4	28	20	more CHP enforcement	horse/bike trails
DSL Line	52	3	15	12	need more CHP	implement prop 36
Improvng utilities	52	1	50	5	no lights	in-home serv for seniors
Preservg historic bldgs	73	2	42	1	reduce big truck speed	keep loggers away
Air quality	32	3	64	9	repair roads	keep trails open
Drinking water quality	20	2	77	10	repair sidewalks	off-road access
Reduced noise	27	4	55	22	roadside vegetation	OHV Trails
Traffic safety	40	2	47	13	widen Volcanoville Road	Pacific Bell is a problem
Sidewalks	34	4	50	20	zerogrid lock	sewer
Walking trails	61	3	36	13		volunteer fire dept.
Substance abuse	82	0	19	9		
Other	24	0	0	0		
Total	985	67	817	206		

Jobs - teens - Specify: community clean up, forest projects, yard work, internship programs, local stores, recreation related, YCC/YACC, school programs

Jobs - seniors - Specify: community / gov't related, day care, health care, nature walks

Q.5 'What products / services (not in Q.4) would you patronize if offered in your community?

Georgetown

		%
24-hour doctor	1	1%
24-hour convenience store	2	3%
bakery	1	1%
bowling	2	3%
bridge club	1	1%
cell phone service	1	1%
cleaners	4	5%
community center	6	8%
computer classes	2	3%
equestrian facilities	2	3%
gas station	1	1%
fast food restaurants	4	5%
fitness center	10	13%
good restaurants	6	8%
movie theater	3	4%
office supplies store	1	1%
pharmacy/drug store	12	15%
public golf course	2	3%
public transportation	3	4%
recycle center	1	1%
rifle/pistol range	1	1%
shoe repair	1	1%
skateboard park	1	1%
swimming pool	6	8%
tennis classes	2	3%
UPS drop off point	2	3%
wild life care	1	1%
Total	79	100%

Q.6 What type of children's activities would you like to see in your community?

Puppet shows	25
Holiday activities	46
Other	40
None	12
Total	123

Q.7 Do you have children whose needs/special programs in the local schools are not being met?

Response	
No	101
Yes	6
Total	107

Yes - specify:

art/music programs/FLASH activities	2
continue w/after school activities=sports	1
teaching ability	1
wheelchair	1

Q.8 How long have you lived in your community?

Georgetown

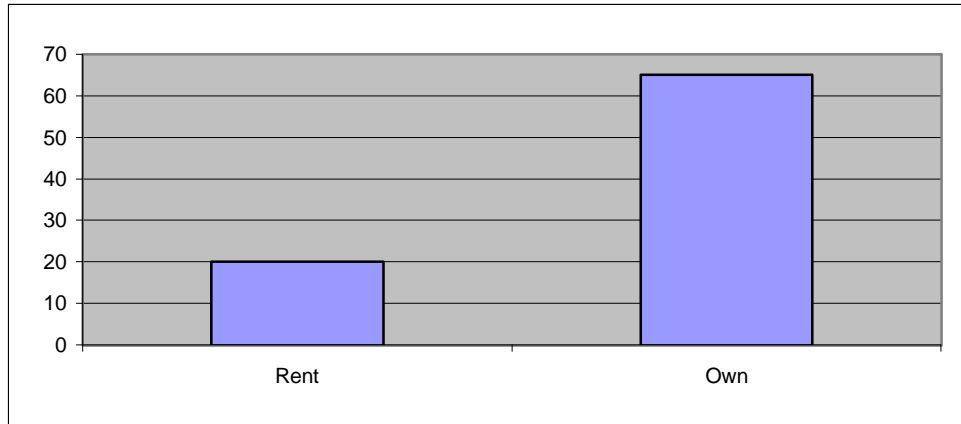
	Respondents
Less than one year	10
1-5 years	24
6-10 years	34
11-20 years	29
21-40 years	23
All my life	4
Total	124



Q.9 Do you rent or own your home?

Georgetown

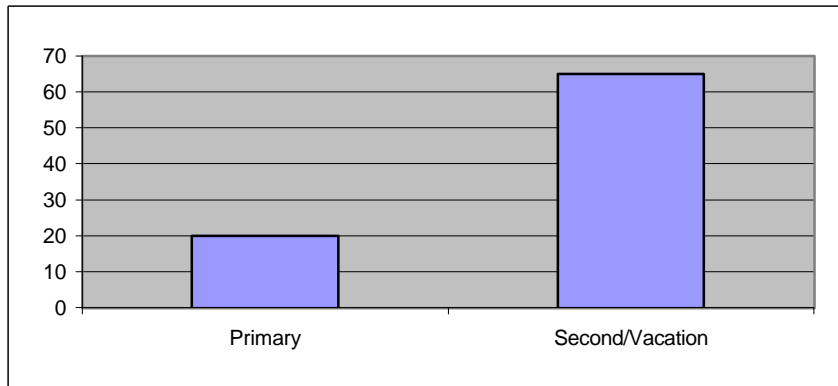
	Respondents
Rent	20
Own	65
Total	85



Q.10 Is your home your primary resident or is it a second/vacation home?

Georgetown

	Respondents	%
Primary	20	24%
Second/Vacation	65	76%
Total	85	100%



Q. 11 Where do you work?

Georgetown

Camino	1	1%
Auburn	12	12%
Placerville	9	9%
S. Lake Tahoe	1	1%
Sacramento	12	12%
Other	18	18%
Do not work	46	46%
Total	99	100%

- OTHER:
- 4 - Folsom
 - 4 - Various Places
 - 3 - Roseville
 - 2 - Grass Valley
 - 1 - Granite Bay
 - 1 - Self Employed
 - 1 - Silicon Valley

Q.12 If you work in your community, what kind of work do you do?

Georgetown

	Respondents	%
Home based bus.	15	32%
Computer work	3	6%
Agricultural work	4	9%
Consulting	4	9%
Service	5	11%
Retail	6	13%
Other	10	21%
Total	47	100%

Q.13 Do you feel you are better off this year than last year? (economically)

	Respondents	%
Yes	20	22%
No	25	28%
About the same	45	50%
Total	90	100%

Home based business - Specify

- Calligraphy
- Construction Litigation
- Ebay antique sales
- Office work for home business
- Paralegal/environmental
- Wood working /Renaissance Fabrication

Retail - Specify

- Gift shop/Grocery Sales
- (2) Grocery
- Jeepers Jamboree

Other - Specify

- Bank Teller
- Construction
- Forest research
- Heavy Equipment
- Library
- (2) Medical
- Real Estate
- Tax Prep./Sm busi. Consultant

Q. 14 What are your two biggest concerns:

Georgetown

	Respondents	%
Reckless / Drunk driver	46	20%
Winter road conditions	17	7%
Rapid growth	39	17%
Crime / violence	15	6%
Law enforcement	5	2%
Natural disasters	7	3%
Fire	58	25%
Teen Issues	16	7%
Children's safety	16	7%
Drugs	5	2%
Other	7	3%
Total	231	100%

Other

- city people taking over environment
- gov't intrusion
- health insurance
- law enforcement harassment (2)
- overlogging
- preserving environment

Q. 15 Would you use public transportation if it were available?

	Respondents	%
Yes	35	18%
No	89	45%
Maybe	73	37%
Total	197	100%

How long have you commuted?

	Respondents	%
1 or 2 times/week	82	13%
3 or more times/week	106	17%
1 time/month	110	17%
3 or more times/month	88	14%
Less than 1 time/month	124	20%
Rarely or never	122	19%

Q15B. What is your occupation?

Georgetown

architect
artist
bank manager
bank teller
Battalion Chief
biologist
bookkeeper/billing dept.
carpenter
civil servant
computers
computers/office
computing
construction
consultant
civil servant
civil servant
dental assistant
elec-oilfield heavy
electronics
environmental health specialist
estimator/proj man construction
farmer
finance consultant
financial planner
forester
forester consultant
government
grocery store clerk
housewife
janitorial services
landscaper
lay fiber optic cable
library assistant
manager
medical assistant
medical receptionist
medical/prof
nurse
nurse practitioner
office assistant
optometrist
outside sales
paralegal/environmental
pest control
preschool administrator
production worker
reception/secretary
retail manager
retail store manager
retired
retired aerospace eng.
retired nurse
retired/heavy equipment company
sales manager
sales person
secretary
secretary/hospital service worker
service tech
State disability analyst
State gov't executive
State govt Manager
student
teacher
tech support for E-business
tradesman
utility clerk
utility forester
veterinarian
vocational ed administrator
welding
wood worker
work in schools/have handyman business

Q. 16 About how often do you leave your community for shopping or activities other than work?

Georgetown

	Respondents	%
1 or 2 times a week	43	35%
3 or more times a week	19	15%
Less than once a month	1	1%
Once a month	15	12%
3 or more times a month	37	30%
Rarely or never	3	2%
I shop while commuting	5	4%
Total	123	100%

Q. 17 About how many times a day, week or month do you leave your community to do the following?

Georgetown								
	1 Times/Day	2-3 Times/Day	1 Times/Week	2-3 Times/Week	4> Times/Week	1 Times/Month	2-3 Times/Month	4> Times/Month
Shop or run errands	1	4	22	27	4	15	34	3
Eat in restaurant	1	1	15	14	6	25	26	4
Visit professional service			3	2		62	20	7
Meet friends or socialize	1	1	8	12	3	28	23	6
Movies/other entertainment			8	5		24	15	2
Indoor sports facility			2	4	1	6	1	
Volunteer work		1	6	3		10	4	3
Total	3	7	64	67	14	170	123	25

Q.18 Where do you do most of your **grocery** shopping?

Georgetown

Response	
Auburn	18
Placerville	13
Georgetown	84
Other	11
Total	126

Other:	
Folsom	1
Granite Bay	1
Loomis	1
Roseville	6
Sacramento	2
Total	11

Q. 19 Where do you do most of your **department store** shopping?

Georgetown

Response	
Auburn	41
Placerville	18
Georgetown	2
Other	66
Total	127

Other:	
Arden Mall	1
Catalog	7
Citrus Heights	1
Folsom	3
Mervins/K-mart	1
Online	1
Placerville	3
Rocklin	1
Roseville	35
Sacramento	13
Total	66

Q. 20 When you think of your community, what building, natural feature, or historic site first comes to mind?

Georgetown

	Why	
Above fog/below snow	not a city	1
All of them	it's our home	1
All the trees	simple/quiet/beautiful place to live	1
American River	amazing thing to have so accessible	1
Buildings	history	1
Cemetery/IIOF Hall	activities associated with them	1
Community Center	need community bldg for many uses	1
Concept of divide & river system		1
Downtown & cemetery		1
Downtown buildings	old & in use	1
Fire house/100F Hall		1
Forest	natural beauty	1
Forest trees		1
Forest/horseback riding country	it's what brought me here	1
Forest/trails	love them	1
Gardens/middle of street parking	because I drive thru there	1
Georgetown	quaint/historic	1
Georgetown Divide Public Utility Dist.	many public mtgs & Boards meet there	1
Georgetown Hotel	biggest in town, character, historic	11
Georgetown Hotel/Main St.	remind me of the Gold Rush days	1
Georgetown itself	not a tourist trap like Camino has become	1
Gold Era Buildings	love the history	1
Gold Rush related history	self interest	1
Hiding in the hills & trees	heart breaks when think of developers coming in	1
Historic hotel center of town	busy in town=nice bldg&nice people	1
Historic values		1
I think it is boring	because of the people	1
IIOF Hall	largest building/prominent/historic	11
Main St.	love it=need more for tourists to do	1
Main St. & Church St.	it could be charming	2
Main St. & Stumpy Meadows Lake	history/sense of community/natural beauty&rec	1

Q. 20 When you think of your community, what building, natural feature, or historic site first comes to mind? (cont.)

Georgetown

	Why	
Main St. & trees	historic	4
Main St. Georgetown	historical=need to maintain	4
Main St./IOF Hall	historic	1
Main St./middle of road parking	unique & it works	1
Main Street	quiet/quaint/good atmosphere/historic	16
Main Street	unique/lots of character	1
Mmines / mining	history of gold	2
Mining sites in/out of town	see effects of mining on vegetation/creeks	1
National Forest	the beauty/people/ride horse	4
Natural environment=lakes/trails	be used for safe recreation activities	1
Natural features/trees/nature	makes me feel at peace	1
Old Cemetery	past history, 'annual historical tour	1
Old mining sites	interested in area history	1
Pine & cedar trees	terran is important to us	8
Pines & town itself	beauty/family atmosphere	1
School	live near there	1
Small town	better place to live	1
Stamp Mill=Georgetown	represents community as it was	2
Stumpy Meadows	beauty/peacefulness/scenic/fishing/picnic	2
Teresa Lenguel Park (?)	symbol of community	1
The bars	they're everywhere	1
The Divide	so much to see	1
The grocery store-Marval	it's a hub	1

Personal Information

Georgetown

Gender

Male	48
Female	72
Total	120

Income

Under \$10,000	0
\$10,000-\$20,000	15
\$20,001-\$40,000	30
\$40,001-\$60,000	31
\$60,001-\$80,000	18
\$80,001-\$100,000	8
\$100,001-\$120,000	8
\$120,001-\$150,000	2
More than \$150,000	1

How many people does that income support?

Support

One	15
Two	66
Three	16
Four	16
Five	6
Six	2
Seven	1

We would appreciate any comments or suggestions you may have on how to improve your community.

Georgetown

Comments	Comments
Assisted living for seniors	More attention/activities for the teens
Better cellular coverage/county nicer to business	More classes thru Senior Services/Weight Watchers
Btr high school/teen center/attract business	More events to attract tourism
Btr roads & bridge over canyon to Auburn needed	More law enforcmnt/more trash pickup=its awful
Btr youth activities/center/btr animal shelter	More parent involvement at schools
Build skate park	More street lights on rural rds into Georgetown
Bitizens group to monitor sheriff facility/teen ce	More youth facilities/need sidewalks on hwy193
Bommunity center that teens can use would be nice	Need assist living/public transportation
Community to be aware of how close to lose forests	Need community center w/scheduled activities
Concerned about teens=how about FLASH program	Need community center=especially for teens
Do less to bring tourists;more local jobs	Need community events/teen socials/plan committee
Equestrian commty growing=need public riding arena	Need dept store closer than Folsom or Auburn
Expand recycling for cleanup	Need drugstore/good restaurant/public transportati
Fitness center/skate park	Need faster police response
For kids=motorcross track w/safety rules, etc.	Need fitness gym/bigger park/btr play structure
Further restore Georgetown for tourism	Need historical group for tours=emphasis on mining
Get environmental out& take care of our forests	Need pharmacy badly;have to go to Auburn/Placervil
Get rid of gas statn at Main St&Hwy193=eyesore	Need public pool
Get to know needs of residents/give trning to solv	Need public swimming pool in Georgetown
Hwy193 shoulder work need/resurface Placerville st	Need senior housing;discourage damaging offroading
Improve irrigation system/availability	Need small businesses/but keep growth down
Improve roads	Need teen center/gyn/skate park=keep out of troubl
Improve roads/more tourist attractions	Need teen center/real doctor in town/roads at limt
Improve visability of traffic & fire protection	Need to give the town more attn/upgrade stores etc
Job training for youth/youth center	Not submitting to urban sprawl
Leave it as it is=that's why we moved here	Pharmacey would be good
Leave us alone/don't teach to gov't depend	Public pool for everyone
Less bars; fix-up historic areas/more shops, cafes	Public pool/place for teens to hang-out
Less development	Public transportation to county bldgs=Placerville
Less environmentalism& growth/more tourist events	Rec. center for kids&seniors/organized hikes
Link teens w/seniors for work at homes	Road improvement/fire protection
Love it/variety of people & most are pleasant	Roads need repair
Maintain historic cemetry btr year round	Sheriff's sub-stat./more money=fire protection
Make any chgs slowly/carefully; keep small	Skatepark for kids/get environmentalists off
More activities for kids=gym/pool/ballpark/etc.	Slow down traffic on hwy 193
More activities for youth & seniors	Sr. activities at community center=computers

We would appreciate any comments or suggestions you may have on how to improve your community. (cont.)

Georgetown

Comments

support horse and walking trails would be good
take a practical approach to any planning
teach/control trash fires=too much smoke
teen center is needed
teen center w/community support&supervision
teens need org centers/responsibilities=no drugs
thanks for having the survey
too much govt programs/welfare
tourism is the future/promote recreation/history
town needs btr sewer system
tutor/activities for kids/vocational training
w/town's growth need teen&senior centers
walk tour map of town/sport center/sr. housing
way to mitigate environ. Wackos plagued with?

Youth Survey Results

Conducted for the
Community Action Plan
For
Georgetown

Adult and Youth surveys were distributed to 6,550 households in the communities of Georgetown, Camino, Cool and Pilot Hill, during the month of December 2000. Additionally, 789 Youth surveys were distributed to 3 middle schools and 1 high school within the surveyed area.

GEORGETOWN YOUTH SURVEY

Q.1 I live in:

Georgetown	36	18%
Camino	79	40%
Cool	56	28%
Pilot Hill	13	7%
Other	13	7%
Total	197	100%

Q.2 What is your gender?

Male	15	42%
Female	21	58%
Total	36	100%

Q.3 How old are you?

under 15	20	56%
16-17	13	36%
18-19	2	6%
20 or older	1	3%
Total	36	100%

Q.4 Where do you attend school?

Golden Sierra High School	17	47%
Georgetown High School	10	28%
Northside Middle School	1	3%
Other	8	22%
Total	36	100%

Q.5 How do you get to school?

Drive my own car	3	8%
Carpool	1	3%
Someone drives me	13	36%
Bus	15	42%
Other	4	11%
Total	36	100%

Q.6 Are you employed?

Yes	5	14%
No	30	86%
Total	35	100%

Type of business	Location
(2) Retail	Citrus Heights
(1) Retail	Cool
(1) Restaurant	Georgetown

Q.7 How do you get to work?

Drive my own car	1	4%
Someone drives me	3	12%
Other	1	4%
I don't work	21	81%
Total	26	100%

Q.8 If you are not working after school, what do you do?

Go home	27	57%
School activities	5	11%
Sports	8	17%
Meet up with friends	5	11%
Other	2	4%
Total	47	100%

Where: Home, Help neighbors, Skateboard

Q.9 Would you take interest in or participate in the following if it were in your community?

	Yes	
Teen center	11	5%
More jobs for teens	16	8%
Skateboard park	18	9%
Big Brother/Big Sister	8	4%
Horse riding trails	10	5%
Motor bike trails	9	4%
Video arcade	12	6%
Public swimming pool	25	12%
Miniature golf	17	8%
Martial arts instruction	11	5%
Fitness center	23	11%
Musical events	12	6%
Dances	20	10%
Archery	13	6%
Total	205	100%

Q.10 About how many times a day, week or month do you leave your community to do the following?

Georgetown						
	1 Times/Week	2-3 Times/Week	4> Times/Week	1 Times/Month	2-3 Times/Month	4> Times/Month
Shop or run errands	14	2	1	7	7	1
Eat in restaurant	4	3	1	16	4	3
Visit professional service				20	1	
Meet friends or socialize	3	4	3			
Movies/other entertainment	5			17	4	1
	3	3	1	4		1
Total	29	12	6	64	16	6

Other Specify: 1- Doctor 1 time per year, 1 - Work

Q.11 Where do you do most of your shopping?

Placerville	8	21%
Georgetown	6	16%
Auburn	16	42%
Sacramento	5	13%
Other	3	8%
Total	38	100%

Other: (3) Roseville

Q.12 Immediately after high school, I plan on:

Leaving the area	15	43%
Staying in the are	7	20%
Not sure	13	37%
Total	35	100%

Q.13 If you plan on leaving the area, why?

College	23	82%
Work	3	11%
Other	2	7%
Total	28	100%

(2) Not much here

Q.14 If you plan on leaving the area, would you want to return to stay?

Yes	11	33%
No	6	18%
Not sure	16	48%
Total	33	100%

Q.15 Are you concerned about the following issues in your school?

	Always		Often		Sometimes		Never	
Alcohol consumption	7	12%	1	3%	14	15%	10	9%
Cigarette smoking	8	14%	3	10%	16	17%	5	4%
Illegal drugs	11	19%	4	14%	12	13%	6	5%
Teen pregnancy	5	9%	2	7%	6	6%	20	17%
Driving without a license	5	9%	1	3%	10	11%	16	14%
Access to a hand gun	5	9%	5	17%	6	6%	16	14%
Weapons, such as gun, knife or club	6	10%	5	17%	6	6%	16	14%
Being threatened or injured by someone	6	10%	3	10%	8	9%	17	15%
Vandalism	5	9%	5	17%	15	16%	9	8%
Total	58	100%	29	100%	93	100%	115	100%

Q.16 How would you answer the following statements?

	Always		Often		Sometimes		Never	
I have a happy home	19	21%	13	23%	3	7%	3	20%
Adults care about people my age	10	11%	12	21%	10	23%	9	60%
Enough alcohol/drug free places for your age	7	8%	5	9%	13	30%	1	7%
Neighborhood is safe	21	23%	8	14%	5	11%	0	0%
School is safe	16	18%	11	19%	7	16%	0	0%
I feel good about my school	18	20%	8	14%	6	14%	2	13%
Total	91	100%	57	100%	44	100%	15	100%

Q.16 Cont.

What is the best part about living in your community?

all the people	1	nature/climate/no crowds/no ct	1
beauty/outdoors/mountains	3	no smog/can ride dirt bikes alr	1
being close to friends	1	nothing=always kicked out	1
can skateboard most anywhere	1	our church/no gov't programs	1
feel safe & loved	1	people take care of each other	1
friends	1	privacy	1
great places to go	1	quiet & away from everything	1
I know everyone	1	small town	4
its peaceful/people are nice	1	smog free air	1
it's small/away from violence	1	the people & the beauty	1
like school	1	the support for one another	1
		the trees	1

Q.16 Cont.

What are you willing to do to help your community?

Georgetown	
anything that is needed	1
be honest/hardworkin citizen	1
be involve in programs to help others quit	1
clean up trash/parks	1
clean-up projects	1
community cleanup program;volunteer	1
don't know/just help out in general	1
don't litter & be a good friend	1
get involved	1
get people to meet each other so all are	1
help at community center for teens	1
help build a public track	1
help build stores/skate park	1
help other kids/help build things	1
mentor my peers	1
mentoring/work projects	1
not much	1
not sure; but probably help out	1
pick up trash/anything	1
raise money for a skate park	1
stop vandalism by not doing it	1
volunteer	1
we do stuff at Girl Scouts	1
whatever needs to be done	1
work	1

Q.16 cont.

Is there anything else you'd like to add?

Georgetown	
kids need responsibilities	
more computer/electronic stores	1
need a skate park	1
need computer stroe	1
need horse/bike trails to stay open	1
no	1
skateboard park is needed	1
skateboard park needed	1
somewhere to go, so we don't get in trouble	1
teachers don't care	1
teen center is needed	1

APPENDIX C

COMMUNITY ACTION COMMITTEE

**COMMUNITY ACTION COMMITTEE
CONTACTS**

Georgetown: **Ray Griffiths**
(530) 333-1294
raygriff@innercite.com

Camino: **Elizabeth Haines**
(530) 644-2204 x-238 (Camino School)
ehaines@camino.k12.ca.us

Cool / Pilot Hill: **John Crane**
(530) 885-0477
jandjcrane@onemain.com

APPENDIX D

RESOURCE GUIDE

RESOURCES

Successful implementation of this strategy will depend on community residents and businesses working together with various county departments and other organizations to create expanded opportunities. Resources and contact information include:

Local

El Dorado County Board of Supervisors

Penny Humphreys, Fourth District

330 Fair Lane, Building A

Placerville, CA 95667

Phone: (530) 621-6513

Web: <http://co.el-dorado.ca.us/bos/>

The Board of Supervisors is the legislative and executive body of county government. As the executive body, some of the functions of the board include:

- Determining annual budget allocation
- Approving contracts for public improvement projects and other specialized services,
- Exercising executive authority for the provision of local government services to the unincorporated part of the County.

The Fourth District Supervisor represents the community of Camino.

El Dorado County Chamber of Commerce

542 Main Street

Placerville, CA 95667

Phone: (530) 621-5885

Web: <http://www.eldoradocounty.org/>

The El Dorado County Chamber of Commerce is an organization of businesses and individuals devoted to preserving the quality of life in El Dorado County by advocating and promoting a strong, healthy and diverse business community. This business membership organization provides opportunities for networking and professional development.

El Dorado County Department of Economic Development

330 Fair Lane

Placerville, CA 95667

Contact: Shawna Purvines

Phone: (530) 621-5570

Web: <http://www.co.el-dorado.ca.us/economic/index.html>

El Dorado County's economic development program is part of the County's Administrative Office and is dedicated to the recruitment, retention and expansion of businesses within the county.

The Economic Development Coordinator is the liaison for the business community and the federal, state, county and regional offices, agencies and programs concerning economic development.

El Dorado County Department of General Services

345 Fair Lane

Placerville, CA 95667

Phone: (530) 621-5944

Web: http://co.el-dorado.ca.us/general_services/special.html

The Department of General Services oversees special districts within El Dorado County. These include Assessment Districts, County Services Areas and specifically the Department of Parks and Recreation. The direct contact for Parks and Recreation is:

Contact: Karl Weiland

Phone: (530) 621-5353

El Dorado County Department of Transportation

2850 Fairlane Court

Placerville CA 95667

Phone: (530) 626-0387

Web: <http://co.el-dorado.ca.us.dot/>

The County Department of Transportation provides for the maintenance and improvements to the existing county road system.

El Dorado County Transportation Commission

550 Main Street, Suite C

Placerville CA 95667

Phone: (530) 642-5260

Web: <http://www.edctc.org/allabout.htm>

The EDCTC is responsible for coordinating regional transportation for the western slope of El Dorado County. The Commission duties include allocating Transportation Development funds and adopting a regional transportation plan. All projects must be included in the Regional Transportation Plan to receive consideration for funding.

El Dorado County Visitors Authority

419 Main Street, Suite B

Placerville, CA 95667

Phone: (530) 642-8029

Web: <http://www.visit-eldorado.com/contactus.html>

The El Dorado County Visitors Authority is the major marketing mechanism in promoting El Dorado County tourism businesses as a “Visitor’s destination”. One of the major goals of the EDCVA is to coordinate marketing efforts between diverse sectors of El Dorado tourism businesses and associations.

Regional

Greater Sacramento Small Business Development Center

1410 Ethan Way

Sacramento CA 95603

Phone: (916) 563-3210

Web: <http://commerce.ca.gov/small/starting> or <http://www.sbdc.net>

The goal of the Small Business Development Center program is to provide business owners and operators with the management, marketing, and financial skills necessary for their companies to survive and succeed in today’s challenging business environment. The Greater Sacramento SBDC provides free one-on-one business consulting to for-profit businesses within El Dorado County. The SBDC can also provide targeted, industry specific trainings on request.

High Sierra Resource Conservation and Development Council

251 Auburn Ravine Road

Auburn CA 95603

Phone: (530) 823-5687

Email: Dan Macon [Dan.Macon@ca.usda.gov]

The High Sierra RC&D works with resource/agriculture dependent areas to increase the economic viability of those industries. High Sierra is currently working with U C Cooperative extension on a regional Agri-tourism program.

Sierra Economic Development District (SEDD)

560 Wall Street, Suite F

Auburn CA 95603

Phone: (530) 823-4703

Web: <http://www.sedd.org>

The Sierra Economic Development District is a non-profit corporation that works to stimulate and manage economic growth in El Dorado, Placer, Nevada and Sierra Counties. SEDD's primary goal is to alleviate unemployment and underemployment by expanding industrial, resource, and small business development while preserving the quality of life in the Sierra Nevada Foothills.

SEDD can provide assistance in applying for and managing grants funds. SEDD also works with small businesses on accessing funding and is the SBA Microloan lender for the region.

State

California Division of Tourism

801 K Street, Suite 1600

Sacramento, CA 95814

Phone: (916) 322-2881

Web: <http://gocalif.com/index2.html>

The California Division of Tourism (Cal Tour) promotes travel to and within the State of California.

Cal Tour works closely with California's travel industry to keep California "top of mind" among travelers, the travel trade and the media. An annual marketing plan is developed

by Cal Tour, then reviewed and approved by the California Tourism Commission, comprised of active tourism professionals. Several industry committees advise Cal Tour on the formation and execution of its plan, including advertising/promotion, international and domestic travel trade, publicity, rural marketing and multicultural tourism committees.

Economic, sociographic and market research produced by Cal Tour helps California companies and destinations understand the changes that are occurring in the marketplace and better anticipate these changes in their marketing and economic development programs. Cal Tour works closely with other offices within the Trade and Commerce Agency and other state agencies to assist in attracting and retaining tourism economic development programs.

California Main Street Program

801 K Street Suite, Suite 1600

Sacramento CA 95814

Phone: (916) 322-5003

Web: <http://commerce.ca.gov/business/community/mainstreet/certification.html>

The Main Street program is one mechanism that many community use to preserve their natural heritage while improving the economic viability of there businesses. An official California Main Street Community becomes a member of the California Main Street network and receives access to services designed exclusively for certified communities.

The main street organization establishes committees that focus on each of the points of the Main Street Approach:

- **Organization** means getting everyone working toward the same goal. Using the common-sense formula of a volunteer-driven program and an organizational structure of board and committees can ease the tough work of building consensus and cooperation among the groups that have an important stake in the district.
- **Promotion** means selling the image and promise of Main Street to all prospects. By marketing the district's unique characteristics to shoppers, investors, new businesses, and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns.
- **Design** means getting Main Street into top physical shape. Capitalizing on its best assets--such as historic building and traditional downtown layout--is just part of the story. An inviting atmosphere created through window displays, parking

areas, signs, sidewalks, streetlights, and landscaping conveys a visual message about what Main Street is and what it has to offer.

- **Economic restructuring** means finding a new purpose for Main Street's enterprises. By helping existing businesses develop and expand and recruiting new businesses to respond to today's market, Main Street helps convert unused space into productive property and sharpens the competitiveness of the district business enterprises.

California Department of Transportation (CALTRANS)

District 3

703 B Street

Marysville CA 95901

Web: <http://www.dot.ca.gov/dist3>

The District is responsible for planning, designing, constructing and maintaining State Highway 49 and U.S. 50. The District is also actively involved in mass transportation and rail planning programs.

Nonprofit Resource Center

828 I Street

Sacramento CA 95814

Phone: (916) 264-2772

Web: <http://www.nonprofitresourcectr.org/about.htm>

Located in the Central Library in downtown Sacramento, The Non-profit Resource Center provides a professionally staffed funding resource library and holds workshops on grant writing and non-profit management.

Federal

Eldorado National Forest

100 Forni Road

Placerville, CA 95959

Contact: Frank Mosbacher

Phone: (530) 621-5268

Web: <http://www.r5.fs.fed.us>

The USDA Forest Service assists rural communities in and around Forest Service lands in managing natural resources, while strengthening their economic health and vitality.

The FS Economic Assistance Program provides funding to rural forest dependent communities to develop and implement plans for economic diversification.

USDA Rural Development

251 Auburn Ravine Road, Ste. 201

Auburn, CA 95603

Contact: Steve Nnodim

Phone: (530) 885-7081

Web: <http://www.rurdev.usda.gov>

The USDA Rural Development delivers a variety of assistance to rural communities. Some involve direct assistance by USDA, while others work through local partnerships.

APPENDIX E

FUNDING OPPORTUNITIES

Funding Opportunities

The following federal grant summaries are taken from the Catalog for Federal Domestic Assistance at <http://www.cfda.gov/default.htm>

10.670 National Forest Dependent Rural Communities (Economic Recovery)

FEDERAL AGENCY: FOREST SERVICE, DEPARTMENT OF AGRICULTURE

Web Site Address: <http://www.fs.fed.us/links/stateandprivate.shtml>.

OBJECTIVES:

Provide accelerated assistance to rural communities faced with acute economic problems associated with Federal, State or private sector resource management decisions and policies and that are located in or near a national forest and are economically dependent upon forest resources. Aid is extended to these rural communities to help them develop strategic action plans to diversify their economic base and to improve the economic, social, and environmental well-being of rural areas.

ELIGIBILITY REQUIREMENTS:

Applicant Eligibility: Applicant must be a general purpose local government or tribe represented by a nonprofit corporation or institution under State or Federal law to promote broad based economic development having a population of not more than 10,000; or any county that is not contained within a metropolitan statistical area. In both cases, the county must derive 15 percent or greater primary and secondary labor and proprietary income from forestry and forest related industries, such as recreation and tourism, range, minerals, and wildlife. In all cases, the community or county must also be within 100 miles of the boundary of a national forest. Communities or counties associated solely with national grasslands are not eligible. Individual businesses are not eligible for direct assistance.

Beneficiary Eligibility: Rural communities as defined in the Law.

EXAMPLES OF FUNDED PROJECTS:

Training and placing out-of-work loggers into environmental restoration jobs in northern California, Oregon and Washington. Developing and implementing an ecosystem management plan which includes commercial opportunities for utilizing small diameter, second-growth pine in Montezuma, Delores, and La Plata counties in southwestern Colorado. Strategic planning resulting in maintaining the rural character, yet enhancing social and economic benefits of community change in Wakulla County, Florida. Local development and construction of a riverfront park in Libby, Montana. Increasing awareness and development of non-farm industries in the historically agriculturally based area around Rust College, Mississippi, with a special emphasis on recreation and tourism opportunities as well as value-added forest products. Ecotourism training and small business management in Newton County, Arkansas

CRITERIA FOR SELECTING PROPOSALS:

Regional Foresters and the Area Director are given the flexibility to make funding decisions based on their own understanding of community and regional priorities and in consultation with others, such as State, tribal and local agencies and organizations.

10.760 Water and Waste Disposal Systems for Rural Communities

FEDERAL AGENCY: RURAL UTILITIES SERVICE, DEPARTMENT OF AGRICULTURE

Web Site Address: <http://www.rurdev.usda.gov>.

OBJECTIVES:

To provide basic human amenities, alleviate health hazards and promote the orderly growth of the rural areas of the nation by meeting the need for new and improved rural water and waste disposal facilities.

ELIGIBILITY REQUIREMENTS:

Applicant Eligibility: Municipalities, counties, and other political subdivisions of a State, such as districts and authorities, associations, cooperatives, corporations operated on a not-for-profit basis, Indian tribes on Federal and State reservations and other Federally recognized Indian tribes. Facilities shall primarily serve rural residents and rural businesses.

Beneficiary Eligibility: Farmers, ranchers, rural residents, rural businesses and other users in eligible applicant areas.

EXAMPLES OF FUNDED PROJECTS:

The following areas received funds for specified projects: Construct new water system consisting of water lines, pumping stations, wells, storage tanks and treatment plants; water system improvements consisting of additional water lines, new water treatment facility and booster pump; renovation of existing water system which includes new distribution lines, wells and pressure tanks; construct new waste water collection and treatment systems; replace waste water treatment plant and improve waste water collection lines; rehabilitate waste water collection lines and construct lift station; purchase site for landfill; and purchase trucks and equipment for solid waste disposal.

CRITERIA FOR SELECTING PROPOSALS:

In selecting applications for funding, the agency cooperates with appropriate State agencies. RUS assistance for water and waste disposal projects will be directed toward truly rural areas and rural communities. Considerations for available funds emphasize such criteria as: Population; low income unemployment; and health and sanitary problems. RUS financed facilities will not be inconsistent with any development plans of the State, multijurisdictional area, county, or municipality in which the proposed project is located.

10.768 Business and Industry Loans

FEDERAL AGENCY: RURAL BUSINESS-COOPERATIVE SERVICE

Web Site Address: <http://www.rurdev.usda.gov>

OBJECTIVES:

To assist public, private, or cooperative organizations (profit or nonprofit), Indian tribes or individuals in rural areas to obtain quality loans for the purpose of improving, developing or financing business, industry, and employment and improving the economic and environmental climate in rural communities including pollution abatement and control.

ELIGIBILITY REQUIREMENTS:

Applicant Eligibility: An applicant may be a cooperative, corporation, partnership, trust, or other legal entity organized and operated on a profit or nonprofit basis; an Indian tribe; a municipality, county, or other political subdivision of a State; or individuals in rural areas. Applicants for direct loans must be located in one of the fifty States, Puerto Rico, Virgin Islands, Guam, American Samoa, or the Commonwealth of the Northern Mariana Islands, in rural areas other than a city, having a population of fifty thousand or more and its immediately adjacent urbanized and urbanizing area with a population density of more than one hundred persons per square mile, as determined by the Secretary of Agriculture according to the latest decennial census of the United States. In addition to the eligible locations for direct loans, applicants for guaranteed loans may also be located in the Republic of Palau, the Federated States of Micronesia, and the Republic of the Marshall Islands. Preference is given to loans in open country, rural communities and towns with populations of 25,000 or less, and, on applications of equal priority, to veterans. Applicants must be U.S. citizens or reside in the U.S. after being legally admitted for permanent residence and, if corporations, at least 51 percent owned by such individuals.

Beneficiary Eligibility: Beneficiaries include cooperatives, corporations, partnerships, trust or legal entities organized and operated for profit or nonprofit, Federally recognized Indian Tribal Governments and individuals in rural areas of less than 50,000 population.

EXAMPLES OF FUNDED PROJECTS:

Loans made and guaranteed by RBS have been in order to assist a wide variety of manufacturing, retail, wholesale, and service businesses. Some recent loans and loan guarantees have assisted an agribusiness in expanding its service area, helped a radio station begin operations, provided access to capital for a catfish farm, assisted a textile firm in modernizing and expanding its operations, and provided working capital and financing for machinery and equipment for a printing company.

CRITERIA FOR SELECTING PROPOSALS:

(1) Those projects that will save existing jobs, (2) improve existing business and industry, (3) create the greatest number of permanent jobs, (4) contribute to the overall economic stability of rural areas.

15.225 Recreation Resource Management

FEDERAL AGENCY: BUREAU OF LAND MANAGEMENT, DEPT. OF THE INTERIOR

Web Site Address: <http://www.blm.gov/nhp/index.htm>

OBJECTIVES:

To manage recreational resource values on the public lands administered by the Bureau of Land Management and to increase public awareness and appreciation of these values.

USES AND USE RESTRICTIONS:

All projects are restricted to lands administered by the BLM. Most of these lands are located in the Western United States and Alaska. Assistance can be used for helping the BLM manage and/or upgrade recreational resources and related facilities, and in providing related public contact/education opportunities. No regular discretionary fund is available. Funding is highly variable each fiscal year.

EXAMPLES OF FUNDED PROJECTS:

Development of recreation facilities on BLM managed lands; cooperative visitor services to the general public using BLM managed lands; agreements to manage public land resources cooperatively; and assistance agreement to promote more effective management of caves on Public Lands.

CRITERIA FOR SELECTING PROPOSALS:

Criteria used to select assistance proposals are based on their direct relationship to BLM land management and a balanced review including relevance to program objectives, merit and cost effectiveness.

15.916 Outdoor Recreation Acquisition, Development and Planning (Land and Water Conservation Fund Grants)

FEDERAL AGENCY: NATIONAL PARK SERVICE, DEPARTMENT OF THE INTERIOR

Web Site Address: <http://www.ncrc.nps.gov/lwcf>

OBJECTIVES:

To provide financial assistance to the States and their political subdivisions for the preparation of Statewide Comprehensive Outdoor Recreation Plans (SCORPs) and acquisition and development of outdoor recreation areas and facilities for the general public, to meet current and future needs.

USES AND USE RESTRICTIONS:

Acquisition and development grants may be used for a wide range of outdoor recreation projects, such as picnic areas, inner city parks, campgrounds, tennis courts, boat launching ramps, bike trails, outdoor swimming pools, and support facilities such as roads, water

supply, etc. Facilities must be open to the general public and not limited to special groups. Development of basic rather than elaborate facilities is favored. Fund monies are not available for the operation and maintenance of facilities

ELIGIBILITY REQUIREMENTS:

Applicant Eligibility: For planning grants, only the State agency formally designated by the Governor or State law as responsible for the preparation and maintenance of the Statewide Comprehensive Outdoor Recreation Plan is eligible to apply. For acquisition and development grants, the above designated agency may apply for assistance for itself, or on behalf of other State agencies or political subdivisions, such as cities, counties, and park districts. Additionally, Indian tribes which are organized to govern themselves and perform the function of a general purpose unit of government qualify for assistance under the program. Individuals and private organizations are not eligible.

Beneficiary Eligibility: The general public. For planning grants, same as Applicant Eligibility.

EXAMPLES OF FUNDED PROJECTS:

Acquisition and development grants may be used for a wide range of outdoor recreation projects, such as picnic areas, inner city parks, campgrounds, tennis courts, boat launching ramps, bike trails, outdoor swimming pools, and support facilities such as roads, water supply, etc. Facilities must be open to the general public and not limited to special groups. Development of basic rather than elaborate facilities is favored. Fund monies are not available for the operation and maintenance of facilities.

CRITERIA FOR SELECTING PROPOSALS:

At the Federal level each project must be in accord with a State Comprehensive Outdoor Recreation Plan. Beyond this, the selection of projects is made by the State Liaison Officer of each State who is responsible for the administration of the 15.916 program in his State.

66.604 Environmental Justice Grants to Small Community Groups

FEDERAL AGENCY: OFFICE OF ENVIRONMENTAL JUSTICE, EPA

Web Site Address: <http://www.epa.gov/oeca/oej/grlink1.html>.

OBJECTIVES:

To provide financial assistance to grassroots community-based groups to support projects to design, demonstrate or disseminate practices, methods or techniques related to environmental justice. Specifically, EPA will grant funding assistance to be used for: 1. environmental justice education and awareness programs; 2. environmental Justice Programs (for example, river monitoring and pollution prevention programs); 3. technical assistance in gathering and interpreting existing environmental justice data; and 4. technical assistance to access available public information.

USES AND USE RESTRICTIONS:

Grant funds shall be used to support projects, programs or activities that promote environmental justice. Projects may include: 1. design, demonstration, or dissemination of environmental justice curricula, including development of education tools and materials; 2. design and demonstration of field methods, practices, and techniques, including assessment of environmental and ecological conditions and analysis of environmental and public health problems; 3. identification, assessment or improvement of a specific local environmental justice issue or a specific environmental problem; 4. provision of environmental justice training or related education for teachers, faculty, or related personnel in a specific geographic area or region. Priority will be given to community-based/grassroots organizations, tribes, and organizations whose projects will help improve the environmental quality of affected communities by a) developing an environmental justice project, activity, method, or technique that has wide application, b) enhancing the community's skills in addressing environmental justice issues and problems, and c) establishing or expanding environmental and public health information systems for local communities. No funds made available for this program shall be used for the acquisition of real property (including building) or the construction or substantial modification of any building. Grant funds also are not available for use in lobbying or underwriting legal actions, including the preparation of court testimony and hiring of expert witnesses.

ELIGIBILITY REQUIREMENTS:

Applicant Eligibility: Community-based grassroots organizations, other incorporated nonprofit organizations and federally recognized Tribal Governments are eligible. Individuals may have their organizations, institutions, government or association apply. Organizations must be incorporated to receive funds.

Beneficiary Eligibility: General Public, Community groups, Public nonprofit institutions/organizations, and federally recognized Tribal governments.

CRITERIA FOR SELECTING PROPOSALS:

EPA will determine if the applicant meets specific administrative and management requirements. EPA will review a description of the applicant's history, goals, and plans for using the assistance funds. Factors that are particularly important in this evaluation process include: (1) The applicant's ability to manage the grant in compliance with EPA grant regulations; (2) The degree to which the applicant groups' members health and economic well-being of the environment are adversely affected by environmental hazardous exposure; (3) The applicant's ability to inform others in the community of the information gathered; (4) Broad representation of affected groups and individuals in the community; (5) Whether or not the applicant group is incorporated. In general, the applicant must demonstrate that it is aware of the time commitment, resources, and dedication needed to successfully manage a grant.

More information on the following state programs is available through websites indicated:

Transportation Enhancement Activities Program

STATE AGENCY: California Department of Transportation

Web site address: <http://dot.ca.gov/hq/TransEnhAct>

OBJECTIVES: Transportation enhancement funds are to be used for transportation-related projects that enhance quality –of-life, in or around transportation facilities. Projects must over and above required mitigation and normal transportation projects, and the project must be directly related to the transportation system. The program should have a quality-of-life benefit while providing the greatest benefit to the greatest number of people.

USES AND USE RESTRICTIONS:

Projects must be selected from one or more of the twelve activities categories, only these activities listed in U.S. Code, Title 23 Section 101(a) are eligible to be accounted for as transportation enhancement activities. If project eligibility in these twelve categories is not clear, the applicant will provide reasoning for including it and a determination will be made by RTPA, Caltrans, and Federal Highway Administration. The funded activities must be accessible to the general public or targeted to a broad segment of the general public.

The twelve categories are:

1. Provision of facilities fro pedestrians and bicycles
2. Provision of safety and educational activities for pedestrians and bicyclists
3. Acquisition of scenic easements or historic sites
4. Scenic or historic highway programs (including the provision of tourist and welcome center facilities)
5. Landscaping and other scenic beautification
6. Historic preservation
7. rehabilitation and operation of historic transportation buildings, structures or facilities (including historic railroad facilities and canals)
8. Preservation of abandoned railway corridors (including the conversion and use thereof for pedestrian or bicycle trails)
9. Control and removal of outdoor advertising
10. Archaeological planning and research
11. Mitigation of water pollution due to highway runoff or reduced vehicle-caused wildlife mortality while maintain habitat connectivity
12. Establishment of transportation museums.

Enhancement development must be for capital improvement; it cannot be a maintenance expenditure, project with a life of less than five years, or a one-time temporary improvement

ELIGIBILITY REQUIREMENTS:

Projects shall be nominated by the agency that will be administering the project and taking responsibility for maintaining it. In addition, the administering agency must be capable of entering into a master agreement with Caltrans and must be determined to be capable of implementing the project by the Caltrans District Local Assistance Engineer.

This may include the Regional Transportation Planning Agencies (RTPAs, Regions) and other federal, state, and local public agencies, i.e. regents of the University of California, a county, city, city and county, special district, public authority, transit operator, transportation commission, county transportation authority or joint powers authority. A joint powers authority must be able to commit the resources of the member agencies.

Rural E-Commerce Program

STATE AGENCY: California Technology, Trade and Commerce Agency, Division of Science, technology & Innovation

Web site address: <http://commerce.ca.gov/dsti/sel01-00106-rural-e-commerce.pdf>

OBJECTIVES: The Rural E-Commerce Program is designed to improve the competitiveness of the California's Small Business by funding demonstration projects that, when scaled up and fully implemented, can make measurable differences in California's technology-based business assistance infrastructure in industry sectors significant to Rural California. The objective of this matching grant program is to aid California in the development of an effective rural e-commerce business assistance infrastructure that encourages and supports the improvement and growth of rural communities throughout the state. This will be achieved by funding project that facilitate increased Internet connectivity at farms, small businesses and community centers throughout Rural California.

USES AND USE RESTRICTIONS:

- Rural Telecommunication Plan projects that include identifying gaps on a region's telecommunication infrastructure that could adversely impact rural e-commerce development, action plans that can address these gaps and organizations or individuals from the public and private sector who will implement these action plans.
- Rural Network Infrastructure projects that demonstrate innovative approaches for rural communities to take to resolve rural telecommunication network infrastructure problems and encourage business ventures. Projects in this area may include demonstrating the feasibility of using rural government offices and other community resources as anchor tenants for the implementation of affordable high-speed Internet connections in regions of Rural California.
- Appropriate Technology Application projects that demonstrate the feasibility of applying innovative technologies such as satellite, wireless, Digital Subscriber Line (DSL) to meet the e-commerce needs of rural communities.
- E-commerce Training and Development projects that demonstrate the feasibility of using innovative e-commerce training and development projects to improve e-commerce opportunities for small and medium sized companies in Rural California and that address the special needs of

the Rural California's present economic structure, while promoting a more competitive and diversified economy.

- Community Planning grants relevant to any of the above project categories for disadvantage communities in Rural California.

ELIGIBILITY REQUIREMENTS:

Non-profit corporations, local governments and public institutions are eligible to apply.

California State Parks – 2000 Bond Act Programs

STATE AGENCY: California State Parks, Office of Grants and Local Services

Web site address: <http://parks.ca.gov/grants/bond/06bond.htm>

OBJECTIVES: To provide funds to local and state agencies and other organizations for park, recreation and resources related projects. This includes programs and projects from the 2000 Bond Act (Prop 12).

USES AND USE RESTRICTIONS:

- Acquisition of park and recreation lands and facilities
- Development/rehabilitation of park and recreation lands and facilities
- Special Major Maintenance of park and recreation lands and facilities
- Innovative recreation programs

ELIGIBILITY REQUIREMENTS:

Eligible applicants include cities, counties, eligible district; local agencies formed for park purposes, other districts and federally recognized California Indian tribes.

APPENDIX F

GRANT WRITING TIPS

GRANT WRITING TIPS

Successful grant writing is critical to take advantage of funding opportunities. It will be important to develop a “core” proposal that can be tailored to individual grants. The following tips may be useful for those who are just entering the field of grant writing.

- Read the Request for Proposal (RFP) or Grant Application numerous times. experienced bidders know that several readings of an RFP are necessary for a complete understanding of what is required.
- Be aware that information critical to your application may be scattered among many different sections of an RFP.
- Make sure you ASK QUESTIONS if you don't understand information in the RFP or Grant Application. It is much better to ask before you hand in your application, then to risk rejection because of an inconsequential procedural error.
- Some RFPs specify a date by which questions are due. Make sure you ask questions before the due date or they may not be considered. In other words, do not wait until the last minute.
- If you have downloaded an RFP from the Internet, you can use that file to begin constructing your proposal outline. It is often useful to structure your application based on the phrasing used in the original document.
- Develop a proposal schedule. Leave plenty of time in the schedule for copying, binding, and delivering the proposal. Allow enough time for technological glitches- they are bound to occur. Distribute the proposal schedule to everyone involved in the grant, so they will know when sections need to be completed and who is the responsible party.
- Review the evaluation criteria and the points allocated to each section/subsection of the application. This information will tell you what to emphasize and where to put your efforts with regard to proposal preparation.
- Do not assume that the reviewer knows your organization's capabilities, staff or the projects you have carried out. The reviewer only has the capability to evaluate the specific information contained in your proposal. Everything you want the reviewer to know about Georgetown must be included in the application, in accordance with the grant instructions.
- Make sure you have filled in and signed all the forms in the RFP that you must return with your bid.
- Make sure your proposal or application is submitted **on or before the deadline** .