

**ENVISION
ALACHUA**



Envision Alachua Phase III Task Force

Summary of Task Force Meeting #2 July 9, 2014

prepared by

MIG, Inc.

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in support of the Envision Alachua
process convened by Plum Creek



Background

On July 9, 2014, Plum Creek convened the second Task Force meeting of Phase III of the Envision Alachua process. Envision Alachua is a community planning process to discuss future economic, environmental and community opportunities in Alachua County on lands owned by Plum Creek. Plum Creek is the largest private landowner in Alachua County, with approximately 65,000 acres. Nearly 24,000 of these acres are permanently conserved. The company's holdings are located throughout northern and eastern Alachua County.

Phase I of the process, which began in June 2011, yielded a community vision, goals and planning principles to guide Plum Creek's decision making as it explores potential opportunities for lands in East County that are suitable for uses other than timber. Phase II resulted in the development of the Long Term Master Plan (LTMP) which serves as the basis for Plum Creek's Sector Plan application. The final application was submitted on June 25, 2014 and is currently being reviewed by Alachua County staff.

A Sector Plan is a long-range plan (50 years) for a specific geographic area of at least 15,000 acres in one or more local governmental jurisdictions. Local governments—or combinations of local governments—may adopt Sector Plans into their comprehensive plans. Sector Plans are authorized by Section 163.3245 of the Florida Statutes. A Long-Term Master Plan is a vision document that is reviewed by the state and approved by the local jurisdiction. The LTMP includes maps, illustrations and text supported by data and analyses.

During Phase III, which began in Spring 2014, Plum Creek will continue to work with the Task Force and the community to improve and refine the LTMP portion of the Sector Plan application. They will also begin planning for the Detailed Specific Area Plans (DSAPs or zoning). A DSAP is prepared for an area within the LTMP of at least 1,000 acres. It includes detailed analyses and policies and identifies the capital improvements needed for future land uses.

The objectives for the second Task Force meeting were to:

- Provide an update on the Envision Alachua Application
- Provide information regarding resource analysis of Envision Alachua policies
- Provide information regarding the economic future of the region

This document summarizes the general discussion comments made by the facilitator, presenters and Task Force members during the July 9, 2014 meeting. It is intended only as a summary and should not be considered a transcription of the meeting. Meeting materials, information about the

process and a videotape of the meeting can be found at www.envisionalachua.com.

I. Welcome and Introductions

Todd Powell opened the meeting and thanked everyone for their involvement and participation. He expressed that we are starting to hear a lot of “noise in the system” about our proposed application and plan. He described that it comes down to two different paths for the future: one is based on what is here today and the other is a future shaped by Envision Alachua. He also noted that some people opposed to the project may think that Plum Creek will go away if our application isn’t approved quickly. Todd reminded everyone that Plum Creek is here for the long term. Plum Creek’s employees are located here and the company owns 15% of the county. He compared the planning process to a marathon versus a 100-meter sprint.

He noted that the opposition is sending out a mailer that is full of myths and misinformation. He commented on several of the myths and misinformation that are being spread, including: fifteen (15) Oaks Malls will be built on Plum Creek lands; Task Force members are paid participants; and that Plum Creek makes its money by flipping lands. He confirmed that these statements are not true. No malls are being proposed or built; Task Force members serve as volunteers and Plum Creek’s strategy is to hold their lands long-term. They have been there since 2001.

He also commented on another myth that the opposition is promoting: that Plum Creek’s decisions are being made from outside the community, 3,000 miles away in Seattle. In response, he introduced Jim Kilberg, Plum Creek’s Senior Vice President, Real Estate, Energy and Natural Resources. Jim has attended almost every Envision Alachua activity since the beginning of the planning process and he has heard first-hand from the Task Force and community members through these events.

Jim reflected on the beginning of the project, and how Plum Creek brought all their consultants together and reminded them that Plum Creek is not a development company. He described, based on his previous experience, how developers work. They typically get a six-month (180-day) option on land and work to secure the zoning or entitlements, financing and tenants. Then on the 179th day they’ll say, for instance, “we have our tenant, but don’t quite have our entitlement and still need our zoning, so we need another 180 days”—and so the process goes on and on in 180-day installments. Plum Creek is not a developer—they are the property owner. Plum Creek employees live here and are active in the community. Plum Creek is consolidating other axillary Florida offices into its main Florida office here in Gainesville.

He described Plum Creek and its employees. He said that Plum Creek is a forestry company and their employees are the salt of the earth, decent and hard working. Their employees take the high road in their actions. Plum

Creek has asked this community about its potential and what the community aspires to be.

Jim shared that he has been really inspired by what he has heard. He explained that Plum Creek showed the community best practices from around the world and the community responded. The community here has a once-in-a-lifetime opportunity to shape its future, working with a willing landowner. He noted that it's hard to think about a 50-year timeframe, but that through this process, everyone can win, both for now and for future generations. Everyone wants good things to happen here—it's important not to lose sight of that!

Following Jim's comments, Daniel Iacofano of MIG, Inc., lead facilitator for the Envision Alachua process, took over facilitation of the meeting, asking if there were any comments from the Task Force.

Charles Lee shared a recent anecdote with the group about a controversy he has heard about from Audubon members in the southern part of the county. There's a project known as Barr Hammock, including a berm around the Levy Prairie that has turned into a lovely hiking trail. Unfortunately, when a new access point to the trail was opened, five homeowners became very vocal in their opposition to the trail, and put out materials criticizing its management and calling for its closure. The materials featured citations from the Alachua County Comprehensive Plan (Comp Plan), taken out of context so they would support the homeowners' position. He compared this approach to that being used by the Stand By Our Plan opposition group (SBOP). It's an approach that pulls out selected sentences from any point devoid of context and uses these selected statements to support a position.

Daniel noted how the opening comments from Todd Powell and Jim Kilberg speak to the meeting's theme of comparing the myths and realities of Envision Alachua, and then reviewed the agenda and the meeting objectives.

II. Update on Envision Alachua Process – Myth vs. Reality

Daniel noted that the Envision Alachua team has been amazed and surprised by some of the things we have heard. He noted a few of the myths being circulated, along with a brief response:

- Myth 1: *Plum Creek built a very poor quality development in Texas.* Plum Creek had nothing to do with this development.
- Myth 2: *EA is financed by the Koch brothers.* This is not true.
- Myth 3: *Plum Creek plans to condemn private land and then build Section 8 low income housing next to neighbors' fence lines.* Plum Creek will not be building Section 8 housing, and they have no condemnation authority.
- Myth 4: Now the opposition responds with the exact opposite tactic: *Plum Creek will build luxury homes that nobody can afford.* This is not correct either.

- Myth 5: *Plum Creek wants to build a number of large shopping malls and sprawling development.* Plum Creek has made no such proposals.
- Myth 6: *Plum Creek intends to do fracking on its properties.* This is totally incorrect and will not occur.

Daniel asked the group, including those who attended the recent meeting in Hawthorne, about what they were hearing from the community—including myths and misinformation that are being circulated.

Justin Williams attended a meeting of SBOP in Melrose where they spread misinformation about the O2O corridor being on Plum Creek property, Envision Alachua’s impacts on animal migration and how wet the land in East County is. He expressed that the misinformation was based on fear and scare tactics. He asked a question of the group: given all the outreach activities that have taken place as part of Envision Alachua, how can there be a greater consensus on the Comp Plan than on Envision Alachua?

Adrian Taylor shared that he was profoundly startled by how far people will go to create and believe their own scenarios and the lengths they will go to with spreading misinformation. For him, the misinformation about fracking was the big surprise.

Charles Lee described a presentation by SBOP that featured a highly generalized map, created from out-of-date information, which attempted to exaggerate the number and size of wetlands in the area portraying them as a “big blue blob.” He compared the map to the exacting process actually used by government agencies to determine the jurisdictional boundaries of wetlands and was amazed by how far the map departed from the facts. It’s testimony to how effective their characterization was in spreading misinformation. Charles continued that he understands how people can be susceptible to this misinformation, since those who want to protect the environment have seen a lot of raw deals at the hands of developers over the years. This really underscores the need for Envision Alachua to be very crisp and clear about outcomes. It is important that we are precise and not include vagaries similar to those that other developers have used in order to get out of their environmental commitments. People are not used to dealing with a company like Plum Creek. Plum Creek is a company able to take the long view, and they don’t have the short-term pressures that other companies and developers have had to deal with.

Daniel then focused on the substantive issues that the meeting was convened to discuss:

- Long-term land conservation: existing Alachua County Comp Plan vs. proposed Envision Alachua Sector Plan
- Wetlands impacts
- Alachua County land supply for economic development
- Resource consumption, especially water

- Economic opportunity: stay the course or go forward with Envision Alachua

He introduced Tim Jackson, Director, Real Estate, Plum Creek, to provide information on these important topics. Tim opened his comments by noting that Plum Creek submitted a Sector Plan application update about two weeks ago—June 24, 2014 was the final update submittal.

Tim called out the three initiatives that have come out of the Task Force:

- Economic Progress Recruitment
- Education and Workforce Development
- Proposed Sector Plan

Tim reviewed the application update, showing some changes in the land ownership that had occurred since the application was originally submitted in December 2013. (The number of acres in the Sector Plan is nearly the same as before—a net loss of about 3 acres.)

He noted that the first area to be addressed in this update was to clarify some detail about conservation. The goal is permanent protection of the Envision Alachua lands in conservation. Originally, there was some difficulty in understanding how conservation easements would be applied. In response, Plum Creek has proposed a timeline. As soon as the application is approved and the Comp Plan amended, deed restrictions are applied to every acre of Envision Alachua conservation land, allowing only silviculture (using best management practices) and non-intensive agriculture. These restrictions stay in place permanently. The only chance of these restrictions not remaining permanent will occur if the County removes the rights to urban development on the lands designated for employment-oriented uses or the landowner (Plum Creek) abandons the Envision Alachua plan, not seeing it through. At that point land use rights revert back to the existing land use designations, in this case Rural Agriculture.

At the time of DSAP approval, any land designated as preservation would go into a conservation easement. Other proposed conservation lands in the plan would go into conservation easement as development is approved phase by phase—the idea being that conservation is being put in place as development rights, not land rights, are granted. (It's similar to land banking.) There would be a management plan in place and conservation would be in proportion to the amount of development. Conservation easements would be required to be held by the County and at least one other conservation organization. The requirement for additional partner(s) is a direct result of comments made through the Envision Alachua process; some stakeholders wanted more than the County holding the easement to ensure the easements are never altered by a Commission vote. The Envision Alachua planning team agreed with this point.

Tim explained that the proportions proposed in the Envision Alachua Sector Plan (EASP) are as follows: of the 60,133 acres in the plan, 38% are already in conservation easement. Of the remaining acreage, 49% will be protected from development by being designated conservation, agriculture or open space, leaving a maximum of 13% for employment-oriented mixed use.

Tim went on to take a look at the 37,268 acres of Plum Creek lands that are today not in conservation. He noted that, through Envision Alachua, 79% of these will be protected from development by being designated conservation, agriculture and open space, with 21% remaining that could be developed. In other words and as an example, for every acre developed, there are roughly 4 acres protected. Under this plan a minimum of 29,326 additional acres will be protected from development, with a maximum of 7,942 acres being developed over 50 years. Currently, all 37,268 acres are a risk of either being developed or used for more intensive forms of agriculture.

Tim continued by stating that some people think that we get a lot more protection under the current Alachua County Comp Plan (ACCP). He demonstrated that this is not so with a slide depicting the maximum amount of additional lands protected from development under the ACCP, wherein two-thirds of each parcel goes into conservation or open space and one-third would be a clustered development. The land Plum Creek owns is in over 150 different parcels, and based on the ACCP, one-third of each parcel could be developed, enabling a minimum of 12,000 acres to be developed at a minimum as rural residential, and protecting a maximum of 24,000 additional acres. This doesn't account for land use changes in the future allowing for more development, which may be granted by a future County Commission. The slide Tim showed depicting the 37,268 acres being developed by the ACCP looked like "Swiss cheese."

Charles Lee commented on how this pattern of development, with so much interface between developed lands and open space, leads to fragmentation and negatively impacts the potential to effectively manage these lands for habitat conservation. It also eliminates the ability to manage these lands for fire protection—a controlled burn can't be used when lands are developed this way. He stated that if you argue for this clustered, fragmented approach, you are basically arguing for a "dumbing down" of your abilities to protect the environment over time.

Tim explained that, in this scenario based on the ACCP, in addition to the 7,500 homes allowed in the one-unit-per-five-acres, you get a density bonus for clustering which actually allows for 9,000 homes, each with individual septic tanks and wells, on 12,000 acres. Also, you wind up with multiple owners of the open space, so managing it can be very difficult. This scenario of open space is not good conservation.

He showed a slide with maps comparing the maximum amount of land protected in the ACCP with the amount protected in the EASP, and then

another slide showing the same comparison in a “soccer ball” diagram. In the ACCP, the maximum open space is 65%; in the EASP, a minimum of 79% or 5,000 acres of additional lands are protected. Further, the EASP scenario provides major economic opportunities, protects entire natural systems, ensures conservation in perpetuity, eliminates septic tanks and wells, and strengthens open space and habitat management.

Tim noted that the other area needing clarification in the application update was about the employment-oriented mixed-use (EOMU) areas. Many of the jobs to be created will be concentrated around Hawthorne. There’s an assumption that there is plenty of existing land available for industrial use. The Gainesville Area Chamber of Commerce, through CHW for iG, did an analysis to determine the availability of industrial lands, looking at parcels of at least 500 acres since that is the size needed to warrant consideration. Tim reviewed a series of slides that showed the available industrial lands in the county and parcels of the appropriate size. He then showed a slide which detailed the limited number of parcels that have adequate access and infrastructure to make them appropriate for industrial uses.

Plum Creek was asked by County staff to provide more detail about each of the EOMU areas designated as A, B, C and D, including the character of each area, density and intensity of uses, and mix of land uses. With the new submittal, each of these areas is now treated separately and independently. County staff noted that the EASP calls for concentrating the majority of new jobs in Areas A and B, along Highway 20 and next to Hawthorne, and asked whether that land is really suitable for that intensity of development.

Tim showed slides giving the further details that Plum Creek submitted:

- About 30% of the 60,000+ acres in the EASP are wetlands
- Only 18% of the 11,390 acres in the EOMU area are wetlands, as follows:
 - 2,006 acres are wetlands
 - 1,169 acres are buffers
 - 270 acres are edges
- The remaining potential suitable land for EOMU development is 7,945 acres.

Charles Lee commented that all wetlands are not created equal. He recommended that people use Google Earth and take a cruise over these lands to see what they really are like. What we see in many cases, likely more than 50%, are lands that are cutover timber and areas that are ditched or bedded. The soils may be wetlands and the understory vegetation may also identify them as wetlands, but many areas like these are not high functioning wetlands. The high functioning wetlands are likely limited to the Lochloosa corridor. Tim commented that the wetlands systems along Lochloosa Creek are higher quality.

Tim went on to explain that the minimum percentage of open space in each of these areas has been modified appropriately to work around wetland areas. This percentage varies in each of these different areas. Once this modification is made, the EOMU has 7,605 maximum acres of land remaining for development.

Tim demonstrated how these percentages were calculated by showing some potential suitability scenarios for development in Area A, located closest to Hawthorne and Highway 20 and intended as the highest density mixed use center. Twenty-three percent (23%) of the land in Area A is wetlands. Even when wetlands, buffers and edges are removed, there are still 1,716 acres available for development. Option 1, which calls for avoiding all the wetlands, still allows development to meet all of the EASP policies related to walkability, proximity to transit and jobs being located close to homes. There are a number of other options that can be considered which have a slightly greater impact to wetlands but allow a larger mixed use center and road connections, increasing the walkable area while still maintaining a reasonable density. This same exercise was performed for each of the areas. Tim showed a map which is a composite of one of these scenarios for all five DSAP areas, testing the suitability of putting the major density in Areas A and B. Tim highlighted that up to 85% of the jobs and a substantial portion of the development program could be placed in Areas A and B, closest to Hawthorne and the SR 20 corridor where transit can run, while still maintaining a reasonable urban density and leaving other areas less built out.

The ACCP currently doesn't allow the Commission to consider how best to meet all of its goals in the Comp Plan in a way that benefits both the economy and the environment. This is why one of the policy refinements requested through the EASP was to allow the Commission to consider providing some flexibility in addressing wetlands impacts in each of these areas. Tim also showed a map of one possible scenario in the context of the entire county, noting that this scenario is not necessarily what the EASP says and what is going to be developed, but just an example of one scenario that would work under the policies in the plan. Wetland impacts for this scenario are less than 250 acres, which is about 2% of the wetlands not protected today by a conservation easement.

Another update to the application was to deal with the timing of development. The plan is to focus on Areas A and B first, with no development within Areas D and E before the year 2030.

In conclusion, Tim reiterated there are three big things that the Envision Alachua plan is attempting to accomplish:

- Accommodates and allows a major economic opportunity
- Locates jobs where they will address economic disparities in the county

- Permanently protects significant additional conservation lands

He concluded by summarizing the approximate timeline for the application process. County staff should complete its formal review of the EASP and issue its report to the Commission by the end of August. The Commission has voted to hold a series of workshops during the month of September to present the plan to the community for comments and input. After that, the Planning Commission will review the application and host public hearings, then make its recommendation to the County Board. The County Board, in turn, will host public hearings, and then could choose to vote to transmit the application to the State Department of Economic Opportunity sometime near the end of 2014. The State review process takes at least sixty days, so some final public hearings on whether to adopt the plan should occur sometime in the spring of 2015.

Daniel noted that there are also a number of upcoming Envision Alachua events scheduled, beginning with the Education Summit on October 1st. He thanked Tim for his presentation and invited the group to ask questions and make comments.

Charles Lee commended Tim on the excellent wetlands analysis that went into the slides.

III. Analysis of Resource Consumption for Alternative Development Scenarios

Daniel then invited Dr. Pierce Jones to provide a presentation on resource consumption. Dr. Jones is the Director of the Program for Resource Efficient Communities for UF/IFAS. He and his staff reviewed a series of scenarios and shared the different resource consumption levels for three development scenarios. He focused on existing projects and used average resource consumption data.

Dr. Jones noted that the Task Force had developed a number of goals and planning principles to guide the process. He referred to the planning principle in the Vision Document that showed a commitment to achieve a 50% or greater reduction in water usage. In order to meet that requirement, we must first establish what water consumption currently is in the county.

To this end, Dr. Pierce showed baseline data on metered water use in average gallons per day (gpd) per household during the years 2009, 2010 and 2013 for a sample of 5,180 Alachua County dwelling units. All units had been constructed since 2000 and were continuously occupied. The sample featured 3 different types of residential water use:

- Turnberry Lake: large homes on single family lots
- Hampton Oaks: apartments
- Union Street Station: downtown condominiums

The Turnberry Lake homes had the highest usage with over 500 gpd. The average consumption of the homes that have an irrigation system is 358 gpd; if they don't have irrigation it drops to 190. (Homes that had access to reclaimed water were not included.) If you look at apartments using the same scale, consumption drops precipitously to 116 gpd, and for condominiums, the average is 94 gpd.

Charles Lee asked if the figures for condos and apartment also include water for landscaping in the common areas. Dr. Jones' reply was yes; they took the common meter for the apartments and split it up proportionally amongst all of the units.

Dr. Jones went on to explain that 358 gpd is pretty standard for single family homes that are typically built, and he has data to confirm this. However, he does not have data for the water used from wells. He showed a map of the 6,000 permitted 4-inch water wells throughout the county. Four-inch wells require a permit, but owners can't really be denied a four-inch well, and you can also have multiple wells on the same property. Choosing to have wells and irrigate with them is an option for rural residential properties.

Daniel asked if Dr. Jones has a sense of the environmental factors or issues on the west side, where the majority of wells are located. It's a known recharge area and the best agricultural land in the county. Dr. Jones wasn't certain why there are so many wells on the west side, except that it's an area where you might find more small farms and rural residential.

Next, Dr. Jones showed a comparative analysis of residential energy consumption baselines for the same properties, using just data from GRU (some are served by Clay Electric, and he does not yet have that data). Again, there is quite a big difference in energy consumption depending on style of home.

He showed a comparative analysis of three 50-year development scenarios for Plum Creek's lands on the east side. He noted that having just attended his 50th high school reunion, he had some perspective on what a 50-year time line is like, and illustrated his point by listing some of the many features that weren't here at the time he came to UF 48 years ago. It's a very long time frame.

Dr. Jones' team used the following three scenarios:

- Full development under existing zoning (Scenario 1)
- Conventional residential, suburban style quarter-acre lot development with supporting retail; more closely approximates the best you could get by applying all of the existing Comp Plan policies (Scenario 2)
- Compact mixed residential/commercial/manufacturing, such as Plum Creek is proposing (Scenario 3)

For Scenario 1, full development under existing zoning, they didn't use the same distinctions regarding clustering and bonus density credits that Tim outlined earlier, just looked at what it would be like if all land not under conservation easement were opened up so that 1 unit per five acre development could occur. For Scenario 2, which is probably a more realistic scenario, they selected locations that were upland areas and likely to be a 200-acre or 500-acre development, aggregated those over the entire set of Plum Creek holdings, and assumed that in exchange, the balance of land would go into some kind of conservation. Scenario 3 is based more closely on the five areas on Plum Creek's map.

They used methods and software that allowed them to do site suitability analyses and then compute what the resource demands and impacts would be for each scenario in terms of land use pattern (developed and disturbed areas), infrastructure, water use, and other elements. They created maps showing the likely land uses for each scenario and then applied the average consumption figures to the land, and compared what they would look like for each. They then computed the number of residential units in each and used that as the basis for the rest of the analysis:

- Scenario 1: 7,500 units
- Scenario 2: 10,500 units
- Scenario 3: 10,500 units

When you look at non-residential space, there are clearer distinctions:

- Scenario 1: all residential—there are no retail, commercial or other units planned
- Scenario 2: small amount of retail
- Scenario 3: 16 million additional square feet of non-residential uses—advanced manufacturing, schools, conventional manufacturing, retail, office space—such as Envision Alachua is proposing to create mostly around the Hawthorne area. This will mean a lot in economic terms to East County.

A look at land consumption shows that the three scenarios leave very different amounts of land available for conservation:

- Scenario 1: 27,000 out of 30,000 acres are filled, leaving very little for conservation
- Scenario 2: uses only 5,200 acres
- Scenario 3: uses fewer than 5,000 acres

If you look at the non-urban areas, there's a similar distinction in terms of the amount of land under conservation easement, in open space or in agriculture:

- Scenario 1: 27,000 out of 60,000 acres, already in existing conservation easement, so no new conservation

- Scenario 2: an additional 25,000 acres in conservation easement, plus a small amount of open space
- Scenario 3: additional conservation easements, plus open space and agricultural land

They also compared the cumulative length of roads in the different scenarios:

- Scenario 1: 264 miles of roads
- Scenario 2: 131 miles of roads
- Scenario 3: 77 miles of roads

It's a substantial commitment of resources to maintain all these roads in the rural areas. So the infrastructure to support all of the businesses in Scenario 3 is actually considerably less. A look at cumulative costs of infrastructure maintenance showed that they would be much greater for the dispersed rural residences in Scenario 1 than in the other two—septic tanks vs. centralized sewage and water, overhead electric lines rather than underground, etc. This level of detail was considered in the analysis.

They also estimated annual water use (this was somewhat speculative, since they didn't have data for well users, but assumed that their usage would be similar to that of a large residential lot). If you look at the comparison, it turns out that due to outdoor irrigation being eliminated in Scenario 3, it would consume a lot less water.

Dr. Jones showed a chart summarizing the comparison of the three scenarios:

	Scenario 1	Scenario 2	Scenario 3
Urban Land Uses (Acres)	26,800	5,493	3,829
Conservation Options (Acres)	0	31,440	29,790
Roads (Miles)	264	131	77
Infrastructure Costs (Million \$)	603	838	609
Water Demand (Million Gallons/Year)	1,147	1,502	850

The more clustered and compact the design, the more resources are conserved.

Dr. Jones showed a summary slide listing some additional considerations to keep in mind regarding the analysis, including some impacts that were not modeled and should be in future:

- Study Limitations:
 - Comparative scenario plans represent three possibilities along a continuum of alternatives
 - Model only resolves direction & relative magnitude
 - Manufacturing impacts are industry specific, highly variable, and beyond scope of study
 - Water and stormwater impacts highly dependent on design & policy patterns at finer resolutions than this study
- Impacts Not Modeled:
 - Wells and miscellaneous outdoor water use in rural residential land uses
 - Multi-modal transit and detailed transportation networks

Dr. Jones closed his presentation with some observations. He shared that he took a look at some of the existing developments in the County. He described the Oakmont development which features low density residential where they are building 990 units. The homes will be two units per acre, with a conventional suburban development pattern, in an area where the road infrastructure is already at capacity. This type of development consumes substantial water, yet is consistent with what is spelled out in the current Comp Plan. He noted that while people are busy worrying about a 50-year plan on the east side, current projects like this are being developed to the west, eating away at our ability to manage our future.

He showed a slide of a sign on Newberry Road advertising 84 acres for sale that is ready to go in 5 acre rural residential lots. This property is right across from Dudley Farm in an area of quality agricultural lands. Policies in the Comp Plan encourage development on these lands.

Dr. Jones shared some analysis of the distance between where people live in this area and where they work. His analysis showed that at Turnberry Lake, only 18 out of 2,900 people live within two miles of where they work. Dr. Jones emphasized that if we keep building this sprawling development on the west side of the county, water and energy consumption will be exacerbated and continue to get more problematic. This is what the current Comp Plan allows and encourages.

He showed a slide of Second Avenue, noting that the densities are there to support mass transit. Mixed use and density will be needed over the long term to make mass transit work.

He commented on trends in retail and how department stores are closing because people are shopping online. Retail is becoming more integrated with housing, especially cities. He described how the Research Triangle office park in North Carolina is being redesigned to include housing. Another photo showed a new development where an urban Wal-Mart was part of a development that included 200 homes.

Dr. Jones also gave an example from drought-stricken California of how not considering water demand can be costly. Sacramento is among the cities that do not have water meters. In 1920, the Sacramento City charter was amended to read that no residential water meters will ever be allowed. In 2004, the State of California mandated water meters, so they are paying \$474 million to put in meters after the fact to help respond to current water shortages.

He noted how in other parts of the state, more and deeper wells are being drilled in response to the current drought. There is no prohibition on the number of wells being drilled, regardless of their potential impact on the water table in the area.

He related these comments to the Envision Alachua Sector Plan application which calls for a new water ethic. The policies in the application state that residential lots shall not be irrigated with potable water except for a limited period during the initial establishment of landscaping. There are also policies that direct the use of recycled water to other purposes and not used for landscaping.

He stated that if the County is serious about water conservation, they will recognize that Plum Creek's commitment to a new water ethic is a big deal.

Daniel asked Task Force members for follow-up comments and questions.

Rob Brinkman commented there are SBOP signs that say "support our current plan and protect our water." These are incongruent, since the current Comp Plan does nothing to protect our water.

IV. Economic Futures

Daniel then introduced Dr. David Denslow, noted economist from the University of Florida, to give a presentation on the area's economic future.

Dr. Denslow provided a brief simplification of the area's history. UF was established and continued to grow. The number of faculty grew and UF research funding continues to grow. The rapid growth of UF accounted for 80-90% of growth in the County. It allowed the County to grow without having to develop the institutions that usually help resolve conflicts related to growth. Also, the County didn't have to worry about attracting other growth to sustain this. They could continue to grow pretty comfortably and not deal with the consequences. UF was able to ignore the community and vice versa. Then, with state budget constraints for higher education and tuition, things began to change and the community got interested. When growth began easing off, UF realized it would need community support and to be able to attract new industry. The institutions and community needed to adapt. They realized it was no longer going to be easy. As this is happening, a landowner, Plum Creek, has come along wanting to develop East County in a way that maintains the qualities that make the county desirable. The question is: how

is this going to impact local politics? We are now seeing the political reaction. We may follow the example of other communities where we take advantage of these opportunities.

He looked at how US teens turn out by age 30 based on family income ranking, and compared these numbers with Gainesville. How do we fare compared to the national average? By the time Alachua County teens hit age 30, they doing worse than average. He then looked at the households they came from, and found that 29.5% of Alachua County teens come from the poorest households, and another 26.9% from the next lowest income rank, so that is why they don't do well. Therefore, the best thing we can do for our area's children is to raise family incomes by providing better jobs.

Dr. Denslow noted that we also have a problem with low mobility from generation to generation, and that our kids do worse than the national average. The conclusion is that if you start off poor in Alachua County, your chances of doing well are far worse than they are in the rest of the country.

He then reviewed trends in wages and housing prices and how Alachua County compared with the rest of the county. He described wage percentiles for the Gainesville metropolitan statistical area. This is a method of calculating wage ranges. A "percentile 10" (P10) of \$18,000, for instance, mean that 10% of workers earn less than that per year, 90% earn a higher wage. The wage percentiles for the Gainesville MSA, based on the May 2013 Bureau of Labor Statistics payroll survey, are as follows:

- P10: \$18,000
- P25: \$21,570
- P50: \$33,000
- P75: \$52,100
- P90: \$80,920

Dr. Denslow showed how the median wage has not changed over the past 12 years; it went up 1% between 2001 and 2013. If we look at the percentage change in annual wages, we did well at the P10 mark, due to a law raising the minimum wage. However, at higher wage percentiles—P75 and P90—we did 11 points worse than the rest of the nation. In other words, we have lost high wage jobs—we've reduced the number of faculty and other jobs in this category. That comfortable life we had with the UF as a cozy economic driver is not happening any more. He showed slides demonstrating that declining enrollment levels and the change in economic activity are closely linked.

To summarize, he noted that UF needs to seek a new engine of economic growth to stay at the forefront of the "knowledge economy." Eighty-to-ninety percent of Alachua County's economic activity depends on UF, and with less growth in enrollment and more competition for increasingly limited public support, UF must seek new and innovative funding sources. A collaboration of UF, the State of Florida, local residents, business owners and

governments, Plum Creek and other local landowners is required to expand the economic base.

UF can augment their limited revenue growth from traditional sources by collaborating with business partners, especially within the local labor market. The entire State of Florida would benefit from growth in Alachua County, and county residents would stand to gain by improving employment opportunities, especially for East County, and increasing the value of taxable land.

He noted that the City of Gainesville complains that 60% of the UF lands are off the tax rolls. Developing East County will bring more lands to the tax rolls, thus diluting the effect of UF's exemption.

Dr. Denslow concluded by stating that increasing base employment in Alachua County by 30,000 above trend over 50 years is a reasonable goal, under the circumstances assumed, with larger increases quite possible. County residents can plan to meet the County's economic needs rather than just continuing past practices. With appropriate local and state-wide investment and collaboration, mild winters, relatively high educational attainment, and the presence of UF place Alachua County in a strong position for above trend growth.

Steve Seibert commented that this was a fabulous presentation, but that the findings are disturbing. It seemed to him that what Dr. Denslow was saying was that the best thing a parent in Alachua County could do for his children was leave.

Dr. Denslow replied that another approach is to focus on improving opportunity in the county. Despite constraints such as low education funding from the state, there are a lot of things that correlate with this that could be changed. For instance, you could change the timing of local elections and also make the districts at-large, so that commissioners are dependent on a lot of votes, not just their districts, and are also forced to consider the entire area. There are challenges with that, but it's just one possibility. Envision Alachua can be a leader, along with the Chamber, to help bring about this opportunity. Dr. Denslow's concern is that there is a sense of urgency; this is a 50-year plan, but there's a need for some things to happen right away.

Daniel shared that he was recently in Lund, Sweden, a medieval city that nonetheless has a tech park associated with their university which more than dwarfs what Gainesville has here—top technology companies, hotels, top-notch facilities and related services. Through their university moving forward and making these partnerships, this six hundred year-old city has reinvented itself and maintained a competitive edge. Every research institution in this county is an investment in intellectual capital that has to be leveraged. That's our sole competitive edge relative to other countries across the globe – it's a matter of national security that has to be addressed.

Rose Fagler commented that when she's out talking to people in the community, they often ask for an example of where this has happened. She mentioned what is happening in Orlando at UCF. Todd gave some more details: UCF has announced a deal with Osceola County (with UF as one of the funders) where they are going to create an advanced materials research park on a property 31 miles from campus. Around that research park will be several hundred acres available for tenants to come and co-locate to create a major research hub. Todd repeated Dr. Denslow's point that, even though this is a 50-year plan, there is a need for us to act right away on these kinds of opportunities; otherwise, we continue to fall behind.

V. Task Force Discussion: Questions, Needs and Suggestions

Daniel closed by asking each Task Force member to comment on the following discussion points:

- A. Your ideas for improving the plan
- B. Key issues or questions that you have and/or that you are hearing out in the community
- C. Informational materials or other tools you would find useful

Tim Giuliani commented on Dr. Denslow's research. Tim grew up in St. Augustine, which is determined to remain as it was 450 years ago. It's great for tourists, but the opportunities and mobility for residents are poor and so people like him tend to move away. He is determined not to have that happen here. In response to Dr. Denslow's point about what's going on in Europe and Todd's about what's happening in Orlando, he noted that the "war for jobs" is a matter of national security; our future is at stake. The fundamentals of our economy here have shifted. The need for leadership is paramount. He commended the Envision Alachua team for thinking boldly—not just about what they could get passed, but also about what is the right thing to do. He recently heard someone say that "the hope for the future gives power to the present." These hopeful, aspirational ideas need to be shared. This is the first time he's seen this presentation; this information needs to come to the forefront and be shared with local leadership. We need to hear the truth about our community and use this data to inform our decisions.

Kevin Thorpe noted that, as part of the County Commission discussion that he attended yesterday about this project, one of the recommendations made was to direct their conclusions or recommendations not only to County staff, but also to advisory groups who are working in the areas where this project is happening. He went to a meeting of the Alachua County Environmental Protection Advisory Committee last week. One of the comments that members of the committee shared over and over again was that a senior official of Plum Creek is on record saying the only purpose of this project is to drive the value of their land up so they can sell it off. This is not true, and the idea that advisory groups that the Commissioners are directing their

conclusions to are thinking this way is disturbing. They're coming into this process with the assumption that this is a boondoggle for economic gain. If Plum Creek can do something to correct this assumption, it would be very helpful.

Bill Strassberger said that in the last few weeks he attended both an SBOP meeting and the Hawthorne Town Hall. The most interesting comment he heard was from a woman who's lived in the Hawthorne area for 60 years, and she stated that during that time, the county has done nothing for her on that side of the county. People are saying that Plum Creek is going to improve the land, get it rezoned and then leave. But all the previous land owners have been good stewards of the land, Plum Creek is continuing that legacy, and they aren't going anywhere. Now, this woman said, here is Plum Creek coming to us, asking, "how can we improve things, how can we help you?" The County Commissioners have never come to them in a similar way.

John Sabine works for Plum Creek as a Resource Supervisor, overseeing the growing of their trees. He has noticed that people have been critical of Plum Creek's forestry practices and called them into question. One thing he heard at the Hawthorne Town Hall stands out: a comparison made between Plum Creek's forests and a cornfield. It is true that we at Plum Creek are tree farmers, and we do plant and harvest, but that is where the similarities between cornfields and forests stop. Plum Creek fertilizes their lands about once a decade, and are striving to do so even less. Herbicide is also used about once a decade, as infrequently as possible. Compare that to how much fertilizer and herbicide is needed for a cornfield. He extended an offer to take anyone out to drive through a cornfield and then through some of Plum Creek's lands and see the difference for themselves.

Bobbi Walton stated that she thinks some of those analogies have been used because people don't understand that Plum Creek's trees are a crop. This comparison has been made in order to explain how tree farming works to those who are concerned about clear-cutting. It's necessary to make it clear that if Plum Creek cuts trees in one section, they'll be replanted, and then they'll move to the next section and cut and replant those trees. She defended the use of the analogy. John noted that the instance of this analogy to which he was referred came from the opposition and was not meant in a complimentary fashion.

Bobbi went on to say that she loved the myth vs. reality analysis. People in her neighborhood are going door to door and spreading lies—not myths, but outright lies. She talked to the leader of SBOP, noting that if she were spreading these types of lies as a member of the Task Force, Plum Creek would not allow her to serve. She asked that he look into this and to correct this misinformation at their next meeting. She said that he admitted that he knew that some of it was lies. She said to him, "I'll make you a deal. If you catch me in a lie, you call me on it, and I will do the same for you."

Justin Williams gave his opinion that the opposition is being led by someone who regularly contradicts himself. He also stated he disagrees with the idea that capitalism is wrong and that Plum Creek shouldn't seek to increase the value of its property. He expects land to increase in value and thinks there's nothing wrong with a company making money. He has a problem with those who keep bringing up this issue—it makes no sense to him. He was glad to see Dr. Jones' data about water consumption. The opposition is using old data, and Dr. Jones is using very current data. Also, there's an assumption that you can't enforce water usage—of course you can. Another thing that the opposition is saying is that the Sector Plan, like the Comp Plan, could always be overturned by three votes of the County Commission. However, overturning a Sector Plan is much more complicated than overturning a Comp Plan, and is not just simple matter of three votes.

Justin explained that he lives next door to where he grew up. He lived on the worst dirt road you could imagine. In 1984 they paved the road and there was fear that there was going to be too many people. Then, in 1987 UF bought 2,500 acres next door and put it into a development plan, and there was more concern. However, now, in 2014, he still lives in the same place and still enjoys the same quality of life. He understands that change is hard, and respects that adjoining landowners are nervous or concerned, but he can't tolerate the level of lies and misinformation being spread. The opposition is being handled in an unethical way.

Rob Brinkman pointed that business is business and making money is acceptable—it's what gives us jobs. He noted that most of those in the room are pretty comfortable, but this is not the same for everyone. He referenced a personal experience he had as a member of the board of a local coop which is struggling, being concerned about a woman who works there—how losing her job would impact her and her children. Good jobs will make a world of difference for many people, and the opposition is coming from people who have never had to worry about this. This is about the future of people's children.

Dorothy Brown wondered why we can't have more people who understand we can have environmental and economic opportunity. She stated that we can have both if we really want to do it. She finds it bothersome that there's not a whole lot of concern for people in East County, and feels that we have to do something to help this part of the county, that we need to be more compassionate.

Dug Jones agreed with what has been shared. He noted that it's really simple. For those who have taken the time to learn the facts, there are clear choices to make about where you want to place your values. There are people who haven't bothered to look into it, and others are intentionally spreading lies. This effort needs to maintain its energy level and maintain its momentum so it can surpass the opposition. We do this by providing easy access to information, correcting misinformation, and holding people

accountable. He noted that there are a large group of people who understand and support the project but are less vocal and don't want to get into the fray. The reality is that, for those of us who do care about the future of the community, it is necessary to get into the fray.

Daniel asked him why this is important for Santa Fe College. Dug explained that over the last year, the college and people in the Hawthorne community have made strong efforts to bring more continuing education and for-credit classes into the Hawthorne area. People in the community have helped make information and space available, and the college offered four courses in the fall semester and seven courses in the spring. Those were large enough to succeed, and they expect to offer more online courses in the fall and are also in discussion about offering more courses on site. There's no question in his mind that there's a commitment in that community to take advantage of these initiatives.

Scott Koons commented that as a professional who focuses on future planning and regional economic development, he sees a need to help people understand that economic development and environmental conservation are not mutually exclusive. We need livable wage jobs to help people meet their basic needs. This process presents clear choices: we can continue on the current path and get 5-acres ranchettes, or we can get what Envision Alachua will achieve. Dr. Jones provided compelling information about water and land consumption under the different scenarios and Dr. Denslow provided data that showed the necessity of providing economic opportunity to help people meet their basic needs.

Adrian Taylor called out Dr. Jones' presentation and how it highlights the increased water ethic this project will bring. He expressed hope that this will inform substantive change that will benefit our region. He added that he had heard from a community member that growth and development is appropriate in the western portion of the county, but not the east. This is based on the mistaken belief that the eastern portions of the county are too wet. He doesn't believe that's fair. It's up to those in East County to decide what they want.

Daniel added that there are continued environmental impacts from development, even in West County. There's a distortion of the facts and a real inconsistency in the environmental lens through which projects are viewed.

Adrian continued to say that he believes there needs to be a philosophical and ideological shift in the commitment to continued growth on the west side. The westward march of development toward the Gulf is unsustainable in every respect. He suggested that we continue to look at national and international trends when it comes to site selection and large-scale park and economic area development. There is a level of naiveté in the community in regards to how site selection occurs. It appears that some key people don't

see the connection between a major research university and major land holdings and how those elements can catalyze each other for economic growth.

His concluding comment was that Dr. Denslow's presentation should be shared with every parent in this region. Our current approach guarantees a permanent caste system that will keep people from advancing. He was fortunately able to move to the other end of the spectrum, but those pathways are more and more being closed off. That should be highlighted and a clear line drawn to show that the patterns of the past should not be the patterns of the future.

Charles Lee expressed that some people are invested in the belief that economic development and environmental protection is a zero sum game. He urged that some metrics be developed in response to help compare what's happening on the east side versus the west. Current development on the west side of the county is infringing on water recharge areas in the County and having a negative impact. He recommended that the way to improve our plan was to keep listening to Pierce Jones and Tim Jackson and the information they provide. He also recommended that Plum Creek pay attention to the suggestions in the letter Alachua Audubon sent to the County.

Lindsey Krieg shared that many of her peers have limited awareness of what's going on. Unfortunately, the opposition is insisting on "no change," saying that they are happy with the way things are. She reminded everyone that change and growth are inevitably going to occur. We can be mindful and choose to have growth that protects the environment and provides economic opportunity. She noted that every day her peers are falling behind in the race for economic advantage. She asked, "When are we going to be playing on the state and national level, given the resources we have in this county?"

Steve Seibert commented that he wanted to call out three additional myths he is hearing. The first is the perception that Plum Creek's property is not developable—this is not true. Dr. Denslow's materials help deal with the second myth—that the status quo is acceptable. The third myth is that the current Comp Plan is materially better for the environment than what we are proposing. Also not true.

VI. Summary and Next Steps

Todd thanked everyone for staying late and made some closing remarks. He noted that the opposition will be disappointed to hear that Plum Creek is not going anywhere; they are in it for the long term. They live here, and are in the process of consolidating all of their Florida offices to the Gainesville office. Plum Creek grows trees and then waits 25 years, so time is on our side. Commissions come and go. Plum Creek has too much invested in this process and it's too great an opportunity for our community to give up. This effort is all about trying to find a win/win in which Plum Creek maximizes the

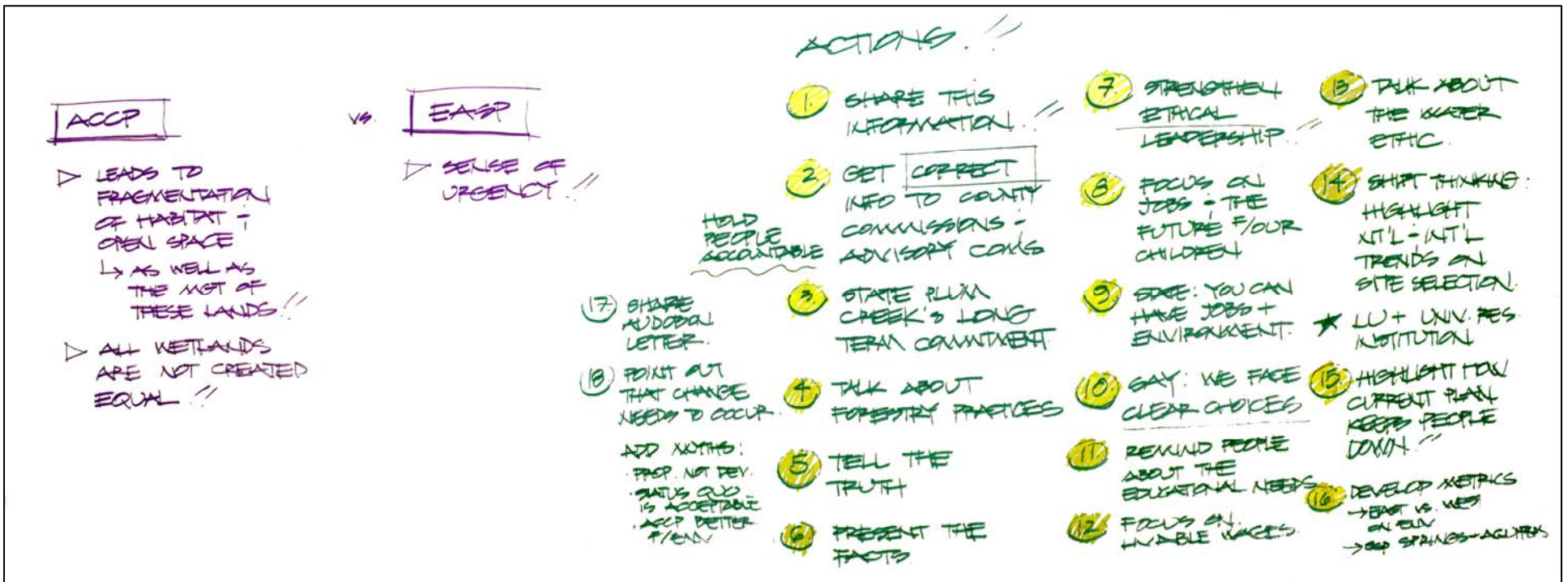
benefit to its shareholders and the community also benefits. This is the largest potential conservation deal in the county's history—at zero cost in taxpayer dollars.

He expressed appreciation of the effort that everyone involved has made, including the 2,000 community members. The approval is just the first step; we have to figure out how to make this a reality. It's not a political process. This plan is going to outlast many, many commissions and outlive many in the room. Plum Creek deliberately made the Task Force apolitical for this reason; look at the diversity of this group.

Rose Fagler added a closing comment, noting that Envision Alachua has some cheerleaders—the members of "I Support Plum Creek." She thanked them for spending their weekends being ambassadors for the project.

Daniel thanked all the participants and closed the meeting.

A meeting wallgraphic, attendance roster of Task Force members and a comment card submitted by a member of the public are attached at the end of this document.



Envision Alachua Phase III
Task Force
Meeting #2 – July 9, 2014

Appendix A: Roster of Task Force Members

*** denotes in attendance at July 9, 2014 meeting**

Jane Adams

Vice President, University Relations
The University of Florida

Dr. Dale Brill*

Founder
Thinkspot, Inc.

Rob Brinkman*

Vice Chair of Citizens Advisory Committee
to MTPO, Former Chair of Suwannee St.
Johns Sierra Club

Dorothy M. Brown*

Windsor Resident

Robert Castellucci

President, CEO
RoomSync

Dr. Karen Cole-Smith

Executive Director
Community Outreach and East Gainesville
Instruction
Santa Fe College

Tom Coward

Retired Alachua County Commissioner &
Retired Lincoln High School Teacher

Ed Dix

Realtor, Developer
Edix Investments, Inc.

Mike Dykes

Officer, Cracker Boys Hunt Club
Senior Project Manager, CH2MHILL

Vivian Filer

Chair, Cotton Club Museum & Cultural
Center
Retired, Santa Fe College & Shands
Healthcare

Tim Giuliani*

CEO
Gainesville Area Chamber of Commerce &
Council for Economic Outreach

Eric Godet

President & CEO
Godet Industries

Dr. Richard Hilsenbeck*

Director Conservation Projects
The Nature Conservancy

Pete Johnson

Former Board Member
Gainesville Regional Airport Authority

Dug Jones*

Associate Vice President of Economic
Development
Santa Fe College

Nona Jones

Community Relations Director
GRU

Lindsay Krieg*

UF Health
Director of Volunteer Services
Shands Hospital

Charles Lee*

Director of Advocacy
Audubon Florida

Vicki McGrath

Alachua County Public Schools
Director, Community Planning

Dr. Jack Payne*

Senior Vice President
Institute of Food & Agricultural Sciences
(IFAS)
University of Florida

Brad Pollitt

Vice President of Facilities
UF Health

Ed Regan

Energy and Utilities Consultant
Retired, Assistant General Manager,
Strategic Planning, GRU

Steven Seibert, J.D.*
triSect Innovates

Bill Strassberger*
District Engineer
Clay Electric

Adrian Taylor*
Pastor
Springhill Missionary Baptist Church

Kevin Thorpe*
Senior Pastor
Faith Missionary Baptist

Bobbi Walton*
President Community Service for Windsor,
Retired, CH2MHILL and Environmental
Science & Engineering

Helen Warren
Agent, Prudential Trend Realty
Audubon Florida, Alachua County Chapter

Justin Williams*
Officer, Public Relations, Cracker Boys Hunt
Club
Information Technologies, Clay Electric

Dr. Gladys Wright
Retired Principal
Alachua County School Board

Ex Officio Members

Scott Koons*
Executive Director
NCF Regional Planning Council

Participating Task Force Members Representing Plum Creek

Todd Powell*
Senior Director Real Estate
Plum Creek

Rose Fagler*
Manager Community Relations
Plum Creek

Plum Creek Resource Liaisons to the Task Force

Kelly Robinson
Senior Resource Manager

John Sabine*
Resource Supervisor

MIG, Inc.

Daniel Iacofano*
Principal & Lead Facilitator
MIG, Inc.

Joan Chaplick*
Principal
MIG, Inc.