

# CASE STUDY: FANITA RANCH

## CHALLENGE

HomeFed, the developers of the proposed Fanita Ranch project, knew entitlement of a 2,950-home community on 2,650-acres in the City of Santee in Southern California would be a long and arduous task. They came to us to help navigate the process. The project faced numerous obstacles such as opposition driven by the state's prolonged drought, growing wildfire danger, the region's strains from growth and concerns over traffic. However, no one anticipated that as the multi-year entitlement project neared the finish-line Covid would transform how we engaged the public and how local jurisdictions engaged during public meetings. The challenge before the project team was to overcome Covid lockdowns and decades-long opposition to win approval for 3,000 homes.

## APPROACH

We started with careful and methodical community engagement. Using research-driven messaging, we helped highlight the project as the most sustainable development in the county with traffic improvements that would create a net positive impact upon completion. When Covid shutdowns occurred, we quickly adopted a digital-first approach to help engage supporters online and empower them to participate virtually in the entitlement process.

## SOLUTION

We developed visually appealing and emotionally compelling materials to share the story of the enhanced Fanita Ranch project. Pre-Covid, we went door-to-door to deliver fact books, informational white papers and cards directing people to information on traffic improvements housed on our website: fanitaranch.com/ improving traffic. With in-person supporter events impossible, we turned to a series of webinars and a targeted digital ad campaign to continue to educate city residents on the project. We launched a second website where supporters sent hundreds of supportive comments directly to the Santee City Council. Our team coordinated three well-attended city council workshops about the project and a city council hearing where the council voted 4 to 1 to approve the project.

## RESULTS

Board approval from the City of Santee.

### SUSTAINABLE HOMES AND NEIGHBORHOODS

High-quality design and construction

Outdoor living areas take advantage of Santee's great weather

Fanita Ranch offers a diverse variety of homes to meet Santee's needs.

Santee needs homes designed for its next generation of young people, as well as empty nesters looking to downsize, executives seeking to locate businesses in Santee, and families who are attracted to Santee's small town character.

### WE IMPROVE TRAFFIC BEFORE ADDING HOMES

#### The number of homes and pace of development will be based upon successful traffic improvements.

Once all of those improvements are in place, peak-hour trip capacity will improve dramatically. Trips from Fanita Ranch will only occupy about a quarter of the operational improvements on SR-52, leaving ample capacity to address current issues that you are living with today.

#### PROPOSED IMPROVEMENTS

Our traffic improvements create four times more capacity than the trips we will add, leaving traffic much better.