

# The Eldridge Enterprise... A Vision for the Heart of Eldridge

The Sonoma Developmental Center's 700 acres of open space are protected. There are only a few months left to lay the groundwork for the future of the 200-acre former campus area. We believe that the future Eldridge site should include a profit-making enterprise focused on the future prosperity of our community and our planet. Such an endeavor, operated under the right rules, would provide good-paying jobs that will diversify our local economy and generate profits that can underwrite much-needed affordable housing onsite in a socio-economically diverse neighborhood.

The Eldridge Enterprise's charge would be to demonstrate the economic soundness of moving to the post-petroleum era. Over the next three decades, \$2 trillion annually will be invested to reduce humanity's carbon footprint.<sup>1</sup> California has demonstrated the ability to grow economically while addressing climate solutions.<sup>2</sup> The Eldridge Enterprise can rapidly invent and innovate the applied solutions our planet needs to shift to a low carbon-consumption future: designing physical objects, finance mechanisms, management technologies, and manufacturing and process innovations.

Such an endeavor would continuously apply its inventions and knowledge in our local community. As such, our Sonoma community can stand as the proof, the model, the inspiration for adopting post-carbon technologies, mitigation methodologies, and adaptation solutions that support a viable future for humans and the natural world.

Eldridge's uniquely beautiful location and proximity to the Bay Area will allow the Enterprise to attract the intellectual and financial capital it needs to succeed. Even during a pandemic, innovation requires proximity and connection. The Enterprise's facilities would be some of the first designed with features to manage future infectious disease.

Sonoma County has repeatedly led the next step toward prosperity: from hops to prunes to grapes, from Ag+Open Space to Carbon Free Water to Sonoma Clean Power. A post-petroleum Enterprise at Eldridge is our next step.

## Why Do We Need this Enterprise Now?

Business as usual is not an option, for Eldridge or for our planet. If we don't include a profit-making element at Eldridge, the state's process will likely result in a business as usual solution, such as exclusive estates, with limited benefit for our community, and mostly benefit for the few who can afford them. We need instead a move that re-invents our local economy. For our planet, business as usual is delivering climate disaster.

Going big at Eldridge can produce a future site that we will be proud of in 50 years. The Eldridge Enterprise is an audacious bid to attract world-class talent and capital, making possible transformative shifts in our local community--from higher-paying jobs to a diverse mix of affordable housing options--and in our world. With the Enterprise taking

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<sup>1</sup> International Panel on Climate Change. <https://www.bloomberg.com/news/articles/2018-10-08/scientists-call-for-2-4-trillion-shift-from-coal-to-renewables>

<sup>2</sup> Office of the Governor, press release, Aug 12, 2019. Governor Newsom Announces Climate Pollution Continues to Drop Below 2020 Target While State's Economy Grows.

the place of SDC as Sonoma Valley's largest employer, we can thrive as the world changes, grow our reputation for leadership, and provide good jobs at an inspiring facility nestled beneath our beautiful hills.

### **The Eldridge Enterprise Continues the Story of Sonoma**

Re-inventing SDC as the Eldridge Enterprise carries SDC's history of care into the future, and improves on it, looking to assure that all are cared for in a sustainable future. The Enterprise will bring new energy to Sonoma Valley and Sonoma County. It gives our young people opportunities for career adventure and economic prosperity here at home.

Creating the physical place that engenders invention, action, and competitive collaboration keeps Sonoma County front and center in building a viable future for all of us, in the tradition of Sonoma Clean Power, the Renewal Enterprise District, and Carbon Free Water... all frontline actions leading to economic, human and environmental vitality.

### **What the Eldridge Enterprise Will Look Like**

The economic engine of the Eldridge Enterprise would occupy 20-30 acres of the 200-acre redeveloped campus. The core of the Enterprise would be offices, labs, and meeting spaces to host cutting-edge design, technology, and engineering, with associated program and project support. This economic engine would be the heart of a new, diverse, viable community, thoughtfully integrated with its neighbors: Glen Ellen, the Martin Street neighborhood, two world-class parks, and Sonoma Valley. The Enterprise's neighborhood would include on-site housing for all levels of employees and visiting experts, plus the small business and services to support a modern community of people: trail connections to the abundant open space, cafes and small restaurants, an exercise and sports facility, health clinic, live-work lofts, childcare and elder care, car share, bike and walking infrastructure, and frequent free transport to minimize off-site single vehicle travel.

### **Principles to Govern the Enterprise**

The guiding principles of the Eldridge Enterprise will be the Sustainability Principles that have been crafted by a coalition of community groups, reviewed at public workshops, and are soon to be refined in a public planning process. The Enterprise would reflect these principles in its infrastructure and utilities, transportation, buildings, housing, how it equitably supports its community, natural resource protection and rejuvenation, building reuse where possible, relationship to surrounding communities, preservation of historic buildings, and honoring the memory of past inhabitants of the site, from Miwok people, to early ranchers, to the developmentally disabled.

A governance structure and financial model built on principles articulated by the community will advance, support, and monitor the Enterprise. The Enterprise laminates together government, business, community, environment, policy, and finance for a stronger and more versatile organization that benefits people and planet.