

# Economic Vitality Corporation

Board of Supervisors  
Economic Strategy Update

November 4, 2014



# Economic Strategy Project

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## Agenda

- Accomplishments
- Cluster initiatives
- Cluster and Policy priorities
- Economic Strategy 2.0
- Partnerships

# Economic Strategy

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## Key Accomplishments

- 805connect (K&I/All)
- Broadband Consortium Pacific Coast (K&I/All)
- Workforce Housing Survey (BD&C/All)
- Specialized Manufacturing Database (SM)
- Infrastructure Committee (BD&C)
- Solarize SLO (GE)
- Energy Efficiency/Renewables Financing/Partnerships (GE)
- Renewable Energy Streamlining Program (GE)
- California Stewardship Network
- CALED Awards of Merit

# Economic Strategy 2014-15

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## Initiatives

- Economic Analysis Program (BD&C)
- Infrastructure Committee (BD&C)
- Workforce Housing (BD&C)
- Solar E-Permitting Support (GE)
- Energy Efficiency and Renewable Financing (GE)
- Solarize SLO (GE)
- 805connect (K&I/All)
- Broadband Consortium Pacific Coast (K&I/All)
- Specialized Manufacturing (SM)
- California Economic Summit (EVC/All)

# Advocacy Policy Framework

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- Guidelines to advocate for public policies within legal parameters of a 501(c)(3) and have a significant economic impact within the County and/or on the clusters identified in the Economic Strategy.
- The EVC will not endorse or oppose specific projects, but may educate decision makers about EVC's policies and ask that any actions be consistent with the policies.

# Economic Strategy Advocacy

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- Airport Flights (EVC, US)
- Airport Land Use Plan Safety Zone Expansion (EVC, BD&C)
- Broadband Consortium Pacific Coast (EVC/K&I)\*
- County’s Implementation of Strategic Growth (EVC, BD&C)
- Infrastructure Financing Alternatives Analysis (BD&C)
- Planned Development Ordinance (BD&C)
- Proposed CEQA Greenhouse Gas Emissions Thresholds of Significance (EVC, BD&C)
- Renewable Energy Streamlining Grant (GE)\*
- Solar Day (EVC/GET)\*
- Enhanced Infrastructure Financing District state legislation (EVC)\*
- City of San Luis Obispo Land Use and Circulation Element Update (BD&C)\*
- Cal Poly Housing (EVC/BD&C)\*
- Paso Robles Housing Element Update (BD&C)\*

# Economic Policy Priorities

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- Support the Countywide Economic Strategy and six clusters
- Support the County's Economic Element as updated w/EVC in 2012;
- Advocate for cities to either update existing or create and adopt new economic elements as part of their general plans;
- Encourage cities to adopt an Economic Analysis Program similar to the program adopted by the County in February 2014;
- Foster a thriving and competitive business climate which promotes the creation and retention of head-of-household jobs;
- Support development of an online business information resource accessible to all;
- Support the expansion of broadband infrastructure;

# Economic Policy Priorities (Cont.)

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- Advocate the retention and expansion of commercial air service at the San Luis airport;
- Support policies and programs which facilitate necessary infrastructure and workforce housing; and
- Educate decision makers and the public that business and economic vitality are directly related to the quality of life in San Luis Obispo County.

# Economic Policy Priorities

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## Uniquely SLO

- Support regular economic analysis of agricultural activities in the county;
- Advocate for sound policies that enhance and protect the county's agricultural products;
- Support efforts of local agricultural industry to maintain the viability of agricultural operations;
- Support efforts of local agricultural industry to preserve agricultural lands;
- Support regular economic analysis of tourism activities in the county;
- Advocate for sound policies that enhance and protect the county's tourism industry; and
- Advocate for strategic and unified public/private partnerships for tourism promotion.

# Economic Policy Priorities

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## Knowledge & Innovation

- Recognizes that effective schools, colleges and universities enhance opportunities for economic vitality and assist our communities in attracting new investment;
- Support the development of educational programs and facilities designed to meet projected needs for educated or trained individuals within our region;
- Recognize that enrolled students are an important component of our regional workforce; and
- Support developing a competitive workforce and economy through the alignment of workforce education and economic needs.

# Economic Policy Priorities

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## Building Design & Construction

- Advocate to governmental agencies for the construction and maintenance of infrastructure needed for current and future economic activity;
- Advocate for local governmental policies that allow for the creation of a diverse housing inventory, including workforce housing, that meets community demands;
- Advocate for General Plan land use designations and zoning that accommodate adequate residential, commercial/manufacturing, and agricultural land uses to support community needs and market demand;
- Support streamlining the development review process so that residential developments are approved in a consistent and timely manner;
- Support higher density infill development and orderly growth along the existing urban edge; and
- Advocate for the development of infrastructure financing policies, resources, and mechanisms.

# Economic Policy Priorities

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## Health Services

- Advocate for higher Medicare and Medicaid reimbursements for health care services provided in SLO County;
- Advocate for the expansion of local nursing and supportive health programs at Cuesta College and Cal Poly to address critical nursing and other service provider shortages; and
- Advocate for enhanced network connectivity for health care providers.

# Economic Policy Priorities

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## **Green Energy**

- Support policies and administrative actions that encourage practices in:
  - Conservation;
  - Energy efficiency;
  - Water conservation;
  - Distributed generation; and
  - Utility-scale initiatives (as applicable).
- Advocate for the growth of businesses that position San Luis Obispo County as a world-class leader in sustainable practices; and
- Stimulate consumer and business awareness and interest in green energy and sustainable energy choices.

## **Specialized Manufacturing**

- Support of the development of a peer-to-peer knowledge exchange of specialized manufacturing companies in San Luis Obispo County.

# Steps to Economic Strategy 2.0

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- **Meetings with Cluster Chairs**
  - Economic Vision for San Luis Obispo County
  - Quarterly Cluster Chair Meetings (Steering Committee)
  - Monitor Progress of Cluster initiatives (Regular Reporting)
  - Cross-Cluster Initiatives
  - Economic Dashboard

# Programs

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## Partnerships

Continue to act as a conduit for collaborative support of Economic Strategy goals.

County and local governments

Softec

Airport

Cal Poly (Center for Innovation & Entrepreneurship and SLO Hot House)

Cuesta College (Business & Entrepreneurship Center)

San Luis Obispo County Chambers of Commerce

Service Corp of Retired Entrepreneurs

San Luis Obispo County Farm Bureau

Clean Business Investment Summit

MIT Enterprise Forum

Visit San Luis Obispo County



Keeping SLO County business vital.

*Thank you*