Elevate to El Dorado
A Great Place to Live, Work & Play

Community & Economic Development Advisory Committee (CEDAC)

WORK PLAN

7/24/2018 * BOS Presentation

Current CEDAC* Membership (Resolution # 177-17) consists of 9 appointees:

- **Kris Payne**, At-Large Member and Chair
- **Roberta Long**, District IV Member and Vice Chair
- **Glenn Krakow**, District I Member
- **Scot Bernstein**, District II Member
- **Ann Wofford**, District III Member
- **Leon Abravanel**, District V Member
- **Charlie Downs**, At-Large Member
- **Felicity Wood**, At-Large Member
- **Mark Lobaugh**, At-Large Member

*Subject to the Brown Act
*Meetings Open to the Public

- Policy 10.1.1.1 of the Economic Development Element of the County General Plan - "***Annually review the success of the Economic Development Element, establish the program for the coming year, and take action to ensure continued productive activities***."

- CEDAC needed to re-tool itself to meet its obligations.

- Attempts made to identify CEDAC's purpose and importance.

3

- The original work plan as generated by CEDAC contained **Targeted Economic Development**, **Placemaking** (Millennial based), **High Speed Internet Access**, **Non-Residential Land Inventory**, and **Collaborations For Success. I**t then evolved first to 6 projects with the addition of **Community Planning**, and then to 8 with the addition of **Explore Low-Cost Energy Alternatives** and **Strengthen the County's Economic & Fiscal Base**.

- Revisions have subsequently been made to the work plan to make it consistent with Economic Development Element vision: *"Enable a Prosperous and Vibrant Economy"*.

- Most recently on 11/7/2017, the CAO brought a presentation and update to the BOS on the implementation of the Economic Development objectives of the County's Strategic Plan. A major work plan re-write has occurred.

- Today, the results of the last few months of coordinated effort under the membership structure of the new improved CEDAC are presented.

- The Work Plan brings greater focus on projects/deliverables deemed most important to the CEDAC members in behalf of their economic development commitment.

- The Work Plan contains the following projects/deliverables: **Housing**, **Explore Energy Alternatives**, **Career Creation**, **Community Planning**, **High Speed Internet Access**, **Advocate for Higher Education Pathways, (K-12+)**, and **Collaborations For Success**.

- SO LET US INTRODUCE THE WORK PLAN -> -> -> ->

The Work Plan

Community & Economic Development Advisory Committee (CEDAC)
Action Plan

Targeted Economic Development: Help attract prospective businesses to relocate or expand to El Dorado County; Identify and promote Targeted Economic Development Opportunities; Identify and promote the County's positive business opportunities and strengths; Work with the County's Chief Administrative Office, including Communications and Outreach Manager, to promote targeted economic development opportunities; and in all of the above, protect and enhance the natural, cultural and historical assets of the County.

	PROJECT-DELIVERABLES	OBJECTIVES	COMMITTEE LEAD/ AD-HOC MEMBERS	STATUS
1.	**Housing** *(Full Committee)* • **Workplace Housing** • **Ultra-luxury Housing** • **Affordable Senior Housing** • **Inclusionary Housing**	Balance Jobs With Housing, including solutions for workforce, affordable, very low, low, and moderate-housing.	**Committee Lead** Felicity Wood	Ongoing
2.	**Explore Energy Alternatives** *(Ad-Hoc Committee)* • **Transmission** • **Clean Energy** • ***Community Choice Aggregation Program***	Feasibility Assessment	**Ad Hoc** Lead: Glenn Krakow Scot Bernstein Roberta Long	Ongoing
3.	**Career Creation** *(Full Committee)* • **Keep and/or attract young educated people** • **Retain home grown talent as they complete their studies or trade apprenticeships** • **Support entrepreneurial start ups**			Ongoing
4.	**Community Planning** *(Full Committee)* • **Support development of Community Planning Template (ad-hoc)** • **Support development of design guidelines/standards (ad-hoc)**	Board of Supervisors authorized $250,000 in FY 17-18 for initiation of Community Planning in Community Regions with Shingle Springs as the prototype.	**Ad Hoc** Lead: Kris Payne Roberta Long Mark Lobaugh	**Project has advanced to County Staff.** Ongoing

5.	High Speed Internet Access *(Full Committee)* • Support efforts to attract reliable High Speed Internet Access	The lack of reliable high speed Internet access has stunted capital investment in our existing communities and their business parks, particularly as you move further east, and particularly home-based businesses. High speed access will continue to have a dramatic effect on our ability to attract new business while retaining existing businesses to the county.	**Committee Lead** Scot Bernstein	**Project has advanced to County Staff** Committee Lead will attend the Broadband Technical Advisory Group meetings with NEO Connect & County Staff and report back to CEDAC. NEO Connect was awarded the Broadband Feasibility Study and Needs Assessment.
6.	Advocate for Higher Education Pathways (K-12+) *(Ad-Hoc Committee)* • Talk to HS students/classes • Attract/develop a 4-year college		**Ad Hoc** Lead: Kris Payne Charlie Downs	Ongoing
7.	Collaborations for Success *(Ad-Hoc Committee)* Preserve and expand collaboration with Chambers of Commerce and other organizations to share news and recognize business needs. • Roundtable Discussions • Economic Summit • Cultural/Historical Organizations	A collaborative relationship with all the Chambers and other organizations can help share news and recognize business needs. Working together is always preferable.	**Ad Hoc** Lead: Kris Payne Roberta Long	Ongoing
COMPLETED	Non-residential Land Inventory *(Ad-Hoc Committee)* Analyze General Plan 5-year review as it is related to ED and non-residential land inventory as part of the Long Range Planning effort (including vacant inventory).	Identify key commercials lands (and vacant inventory) with intention to market	**Ad Hoc** Lead: Linnea Marenco Larry Brilliant	**Completed: April 13, 2017**

Targeted Economic Development:

Help attract prospective businesses to relocate or expand to El Dorado County;

Identify and promote Targeted Economic Development Opportunities;

Identify and Promote the County's positive business opportunities and strengths;

Work with the County's Chief Administrative Office, including the Communications and Outreach Manager, to promote targeted economic development opportunities;

in all the above, protect and enhance the natural, cultural and historical assets of the County.

1. **Housing** (*Full Committee*)

- Workplace Housing – Affordable housing close to the workplace
- Ultra-luxury Housing – In El Dorado County >$1M
- Affordable Senior Housing – Low Income Senior Apartments/Condos
- Inclusionary Housing – Ordinances that require a given share of new construction be offered to people of low to moderate incomes.

2. **<u>Explore Energy Alternatives</u>** (*Ad-Hoc Committee*)

- Transmission – Pursue additional transmission opportunities

- Clean Energy – Use renewable energy sources

- ***Community Choice Aggregation Program*** - local entities aggregate the buying power of individual customers within a defined jurisdiction in order to secure alternative energy supply contracts.

3. **<u>Career Creation</u>** (*Full Committee*)

- Keep and/or attract young educated people

- Retain home grown talent as they complete their studies or trade apprenticeships

- Support entrepreneurial startups

4. **<u>Community Planning</u>** (*Full Committee*)

- Support development of Community Planning Template (Ad Hoc)

- Support development of design guidelines/standards (Ad Hoc)

5. **<u>High Speed Internet Access</u>** (*Full Committee*)

- Support efforts to attract reliable High Speed Internet Access

√ On-going County Effort – NeoConnect (Gigabit Strategy)

6. **<u>Advocate for Higher Education Pathways (K-12+)</u>** (*Ad Hoc*)

- Talk to High School students/classes

- Attract/Develop a 4-year college

7. **<u>Collaborations For Success</u>** (*Ad Hoc*)

Preserve and Expand collaborations with Chambers of Commerce and other organizations to share news and recognize business needs.

- Round Table Discussions

- Economic Summit

- Cultural/Historical Organizations

Questions? / Direction?