



The County of El Dorado

330 Fair Lane
Placerville, CA 95667

Staff Report Continued from May 4, 2009

DATE: May 18, 2009

TO: Board of Supervisors

FROM: Ronald Grassi, Assistant Chief Administrative Officer

SUBJECT: Economic Development Workshop

Background:

On May 4, 2009 Board of Supervisors began a workshop to review the interaction between the General Plan and Economic Development. Taking into consideration the May 4, 2008 discussion, an overarching goal of “creating prosperous and sustainable communities while maintaining our quality of life” would help describe the mission of Economic Development.

El Dorado County has a unique heritage and natural resources that need to be protected. However, we should not create obstacle to economic growth. The General Plan vision statements provide guidance towards balancing the protection of our environment by encouraging cluster development, efficient transportation planning, creation of local jobs and housing, improving education, encouraging agriculture, and provisions for parks. The Plan Strategies provide additional guidance regarding the characteristics of Community Regions, Rural Centers, and Rural Regions. Economic Development is an integral part of developing existing communities and new communities by allowing for a diverse mix of land use which would facilitate economic growth. The Economic Development Element provides a means to strategically plan for El Dorado County’s role in a growing regional economy while retaining El Dorado County’s quality of life.

El Dorado County has a lot to offer. Experience El Dorado focuses on the diverse and unique opportunity that can be found in El Dorado County. El Dorado County is not just a great place to visit it is also a great place to live and work. Experience El Dorado can bring to light the “quality of life” as a means of business attraction. Let’s take El Dorado County to center stage under the brand and marketing of Experience El Dorado.

Wayne Schell, President and CEO of California Association for Local Economic Development provided a brief overview of Economic Development and some tools that can assist El Dorado County become successful in the pursuit of creating prosperous, sustainable communities. However, before hunting or fishing for new business we need to get the house in order. Which

means now is the time to review our processes, identify barriers, and make El Dorado County an easier place to do business.

Ryan Sharp, from the Sacramento Regional Research Institute (SRRI) provided information on Economic and Demographic profiles. A comprehensive collection of the latest and most reliable data can assist local business expansion and attraction efforts.

The Continued Discussion:

Development Services role in Economic Development

The mission of the Development Services Department is to guide land use and development consistent with the General Plan, Building Codes & related regulations, by providing accurate, timely and courteous professional and technical services to our customers, to maintain the County's unique quality of life, protect public safety and the environment & promote economic vitality for current and future generations.

Transportation Infrastructure as a Component of Economic Development

The Department of Transportation facilitates Economic Development by providing road improvement projects which are prioritized based on a number of factors such as safety, capacity, traffic circulation patterns, level of service (LOS) requirements, available funding, and economic development needs.

Economic Development Block Grant and Workforce Development

The Department of Human Services facilitates economic development through the administration of the Economic Development Block and Workforce Investment Act. Community and Economic Development Block Grants provide State Funds, accessed through the California Department of Housing and Community Development. The intent of the EDBG program is to provide assistance to entrepreneurs, business owners and real estate development projects, which in turn creates and/or sustain jobs. They also help by expanding the commercial and industrial base within a community.

El Dorado County Economic Development Overview

The presentation will provide a status report and snapshot of activities as they relate to the implementation of the General Plan's Economic Development Element, demonstrate the interconnected nature of the County's economic development efforts both internally and externally with strategic stakeholder groups. The presentation highlights the progress attained and where the Office of Economic Development would like to head over the next 12 months along with the required Economic Development Tools.

12 Month Action Plan

Through a cooperative effort aligning our public service departments focusing on the key components of Regulatory Reform, Transportation Infrastructure, and Economic Development Tools; El Dorado County can move towards the pursuit of creating prosperous and sustainable communities while maintaining and improving our quality of life.

The following elements are the key components of the interdepartmental 12 month action plan:

Regulatory Reform

1. Continue to improve the processing of permits in a timely fashion.
2. Complete G.P. zoning ordinance update, Permit Center, Code Enforcement.
3. Identify alternative resources to accelerate zoning ordinance update.
4. Explore consolidated Fee Schedule to cover costs of services.
5. Work with EDAC and community stakeholder groups to identify specific General Plan policy barriers to sustainable economic development.

Transportation Infrastructure

1. Explore ways to increase revenues or decrease project costs:
 - a. Examples are: Sales tax, Parcel tax, Mello-Roos tax
 - b. Special District Assessment (MC & FP's or BID's)
 - c. Additional State/Federal grants or loan programs
2. Explore project funding shift to facilitate economic development.
 - a. Alternatives for several projects that currently have large price tags (e.g. US 50/ Cameron Park Drive, and U.S. 50/Silva valley Interchanges)
3. Align major economic development opportunities with the 20 year CIP

Economic Development Tools

1. Use Experience El Dorado to support a Brand and Marketing Campaign.
2. Explore avenues to acquire Economic and Demographic Profiles to support key business and industry sectors.
 1. Customer Analytics
 2. Economic Base Analysis
3. Explore and apply for community economic development grants, State and Federal governmental assistance sources.
4. Develop commercial/industrial property listing and marketing program.
5. Develop regulatory and fiscal incentives for new and existing businesses:
 - a. Develop criteria and processes for establishment of an economic development incentive program targeting critical socioeconomic development projects.
 - I. (Early Care and Education industry as Beta Test)
 - b. Explore programmatic opportunities for local economic development incentive programs such as Enterprise Zone, Redevelopment Agency, establishing a technology incubator.

Board of Supervisors requested Action:

1. Review and file report consistent with General Plan Measure ED-A
2. Adopt interdepartmental 12-month economic development action plan focusing on:
 - a. Regulatory Reform
 - b. Transportation Infrastructure
 - c. Economic Development Tools
3. EDAC and staff are tasked with implementation of the action plan and providing quarterly board updates.