

Economic Development

{ Strategic Plan
2022 Update



Elevate to El Dorado

A Great Place to Live, Work & Play

Tuesday, March 22, 2022

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Mission Statement

Enable a prosperous and vibrant community

Strategic Goals, Themes and Priorities:

- Retain, develop and attract businesses that provide economic sustainability and quality job creation
- Increase employment opportunities by improving workforce development skills
- Invest in infrastructure needs to improve and maintain competitiveness
- Nurture the County and Community's business friendly environment
- Provide attainable housing options – balance jobs with housing
- Explore the feasibility of biomass and cogeneration plants

Retain, develop and attract businesses that provide economic sustainability and quality job creation

Accomplishments

- Continued business retention and expansion efforts;
- Explored several verticals for attraction including assisting the Community and Economic Development Advisory Committee (CEDAC) with potential emerging sectors like biomass, cogeneration, and hemp;
- Conducted numerous pre-application meetings with site selection companies and provided fee estimated, pre-planning and building services to explore viability of projects;
- Worked with existing developments including the Crossings, Prospector's Plaza and El Dorado Hills business parks and guided several projects through the building and planning phases of their projects;
- Vetted potential new incentive plans with County Counsel and other agencies;
- Received and reviewed several J-8 special district fee offset applications and brought the County's first one to the Board of Supervisors in January of 2022;
- Received allocation of American Rescue Plan Act (ARPA) funds to assist non-profits in weathering losses incurred during the pandemic;
- The use of telework and virtual meetings allowed staff to continue communicating and assisting businesses amidst the COVID-19 pandemic.

Increase employment opportunities by improving workforce development skills

Identify current workforce resources

- Work with Health and Human Services Agency (HHSA) One-Stop, Golden Sierra Workforce, and Tahoe Prosperity for workforce resources
- HHSA Employment Services in South Lake Tahoe works with ADVANCE Network for job readiness programs
- HHSA continues to grow their Subsidized Employment program in South Lake Tahoe and the West Slope
- Child Support Services offers tuition reimbursement, checkpoint lessons, and training sessions to staff
- Sheriff's Office ensures all employees are provided with the most relevant and up to date training and conferences to be at the forefront of criminal trends and public service

Conduct survey with the business community to determine labor skills gap

- Joining Golden Sierra Workforce Board as the Economic Development seat
- Continued efforts as part of the Business Retention work with John Krueger
- Continued work on a larger workforce effort with Rancho Cordova and Folsom on labor skills gap in region

Identify skills the County's workforce has in abundance for business attraction

- Gathering workforce data from the Greater Sacramento Economic Council (GSEC) for the Highway 50 Economic Alliance which includes Folsom, Rancho Cordova and the County of El Dorado

Collaborating with the local school systems, community colleges, and County departments on how to create workforce development classes desired by the market

- California State Library funded online learning platforms (JobNow, Coursera, NorthStar Digital and Skillshare)
- Availability of career online High School Certification programs for adults

Invest in infrastructure needs to improve and maintain competitiveness

Conduct a comprehensive land use, water, sewer, gas, electricity, multi-modal transportation, infrastructure needs study to identify potential economic development zones or clusters

- Studies conducted by the El Dorado County Transportation Commission (EDCTC) on HWY 50 and the El Dorado Hills Business Park are helping to identify areas of targeted growth

Encourage development of high speed Internet service (broadband and/or Wi-Fi)

- Joint efforts between the Department of Transportation, Chief Administrative Office, County Counsel, Planning and Building, and a consultant have led to the near completion of the Economic Development Administration (EDA) Broadband Grant application. This Federal assistance will be used to construct the El Dorado County Middle-Mile Fiber Project, a proposed project that will address the lack of connectivity within the three community areas of Cool, Garden Valley, and Georgetown
- Received guidance from the Board to pursue a second EDA grant for the South Lake Tahoe area. The County of El Dorado, Tahoe Prosperity, and the City of South Lake Tahoe are working on a co-application for this project
- Started a contract for a speed test campaign for the County of El Dorado
- Received an allocation of American Rescue Plan Act (ARPA) funds to complete the final design and engineering for the remaining priority areas already approved by the Board of Supervisors
- The Department of Transportation continues to work with Caltrans on middle mile backbone infrastructure projects
- Upgraded A/V equipment in the Board Chambers has allowed for better visibility and community participation

Explore the use of special financing districts such as Business Improvement Districts, Tourism Improvement Districts, Agriculture Improvement Districts, Tax Increment Financing, etc.

- Working with John Krueger and the Chief Administrative Office to discuss possibilities of such districts; possible Community and Economic Development Advisory Committee (CEDAC) item

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Nurture the County and Community's business friendly environment

Continue to evaluate opportunities to improve County processes that are identified as onerous for the business sector

- Continued work through our Ombudsman, permit process improvements, website updates on Planning, Building and Economic Development pages
- Adapted permit processes for the victims of the Caldor Fire
- Department of Agriculture conducted outreach to Agricultural associations to provide information on regulatory processes

Actively participate with local, Regional and National organizations to strengthen the County's economic development advantages

- Participation in the American River Economic Area (A.R.E.A.) which consists of Rancho Cordova, Folsom and the County of El Dorado
- Economic and Business Relations Manager, Kyle Zimbelman, completed Leadership El Dorado; a year long course through the El Dorado County Chamber of Commerce
- Continued work with the Highway 50 Economic Alliance in coordination with Rancho Cordova, Folsom and the County of El Dorado
- The Economic and Business Relations Manager attended the California Economic Summit as a representative of the County
- Bi-weekly participation in regional Economic Development Director meetings with the Greater Sacramento Economic Council (GSEC)
- Advocated on behalf of small businesses and non-profits for American Rescue Plan Act (ARPA) funds to support losses inflicted by the pandemic
- Assisted with the creation of an economic impact report for Sierra at Tahoe to understand the impacts of the Caldor Fire on our community
- County Counsel assisted in negotiations with the City of South Lake Tahoe on the 56- Acres property

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Nurture the County and Community's business friendly environment

Continue to provide expert assistance and guidance to help navigate regulatory requirements in support of business development

- Continually working with local businesses and constituents to navigate the Planning and Building processes; Senior Planner and Ombudsman positions are in place to provide expertise along with the Economic Development Business and Relations Manager
- Libraries received a grant from the California State Library to support local businesses through program collaboration for the community

Provide attainable housing options – balance jobs with housing

Housing

- Continued work and monitoring of the South Shore Housing Action Plan
- Ongoing efforts by the El Dorado County Transportation Commission (EDCTC) on the El Dorado Hills Business Park Community Transportation Plan
- Major Amendments to the Zoning Ordinance
- Creation of Temporary Recreational Vehicle (RV) Urgency Ordinance 5136, allowing the use of an RV for temporary housing for hardship purposes
- 2021-2029 Housing Element Update
- Creation of Caldor Fire Urgency Ordinance 5150, addressing temporary emergency housing, resiliency, and rebuilding after the 2021 Caldor Fire
- Accessory Dwelling Unit (ADU) Ordinance Update
- Continued efforts for Community Design Standards

Housing and Homelessness (Public Safety)

- El Dorado Opportunity Knocks (EDOK) in collaboration with the Health and Human Services Agency (HHSA) and other agencies, has developed and released *Collectively Building: A Community Plan to Prevent and End Homelessness in El Dorado*; a draft strategic plan focused on preventing and ending homelessness in the community
- Homeless Outreach Team (HOT), in collaboration with County Parks; hope to achieve territorial reinforcement on County owned properties affected by homelessness. (Addressing potential water runoff/environmental impact issues)
- Implementation of ArcGIS and survey123 system used by HOT to track and compile data on homeless, used by PERT to track trends of people who are experiencing a mental health crisis to better determine solutions
- Information sharing with other County departments who utilize ESRI and ArcGIS products for data collection. In data sharing, the county emphasizes the importance of modernizing workflows and creating efficiencies by reducing the duplication of work.

Explore the feasibility of biomass and cogeneration plants

- Hired an Extra Help Principal Management Analyst to lead a feasibility study for a biomass cogeneration facility
- Serves as a single point of contact for the County
- Works with Pioneer Energy, South Fork American River Project (SOFAR), and Rural County Representatives of California (RCRC).



Elevate to El Dorado

A Great Place to Live, Work & Play

El Dorado County began its entrepreneurial spirit with the California Gold Rush, and is still open for business today. With unmatched rural beauty, endless recreational opportunities, safe communities and world class public schools, the County provides an unparalleled quality of life.

From anywhere in the County, an hour's drive will allow you to ski, hike, bike, raft, rock climb, enjoy wine tasting, access Sacramento International Airport and stroll historic downtown Placerville. Our Lake Tahoe region has hosted the Winter Olympics, and our Rubicon Trail is internationally renowned.

Learn more at www.elevatetoeldorado.com