

**ESTABLISHING A COMPREHENSIVE PLAN FOR
SUSTAINABLE ECONOMIC DEVELOPMENT
FOR EL DORADO COUNTY:**

**A CEDAC Recommendation from their
January 15, 2015 Meeting**

March 31, 2015

Gene Altshuler and Emily Smith

OVERVIEW

- An effective economic engine
 - Long term perspective
 - Comprehensive
 - Sustainable
- Past efforts
 - Conceptual blueprint – 2004
 - Piecemeal
 - Reactive

El Dorado County General Plan

“...provides for growth in an environmentally balanced manner, maintains the rural character and quality of the living environment, providing adequate infrastructure while conserving agricultural lands, forest and woodlands, and other natural resources.”

ECONOMIC MULTIPLIER EFFECT

- EDC must attract employers who can bring scientific, managerial, and technical jobs
 - For example, Clean-Tech, Ag-Tech, and Med-Tech
- Highly educated employees making six-figure salaries
 - Renovate, build, or buy new homes
 - Create demand for better, more varied, and higher quality local goods and services
 - Become involved in ensuring the best educational opportunities for their children

**Higher local payrolls, corporate taxes,
and resident spending will reduce County
reliance on residential construction and
enable vastly improved infrastructure and
services**

OBJECTIVES

- Establish an approach that will fairly balance the social, economic, cultural, and environmental interests of stakeholders.
- Provide an approach that is scaled to the size and resources of the County and is consistent with the vision of the General Plan.
- Obtain, to the extent possible throughout the process, approval of all relevant stakeholders to the Strategic Plan, as well as to the conclusions and actionable recommendations of the program.
- *Source: Economic Development Element; Policy 10.1.4.1*

Vision Statement – “Wise Growth”

10,000 new, quality jobs by 2020

- Apply “Wise Growth” principles to foster economic vitality.
 - An innovative approach to economic development to realize a vital, balanced economy.
 - The judicious use of resources to maximize human capital while respecting individual communities and the rural character of the County.
 - Emphasizes quality, high-wage jobs that have significant and long-term economic impact.
 - Identifies and minimizes economic and business barriers to encourage investment, innovation, and entrepreneurship.
 - Distinguishes between economic development (the enhancement of productive capacity) and economic growth (an increase in jobs, gross product, tax revenue, and similar measures).
 - Complements current General Plan Language

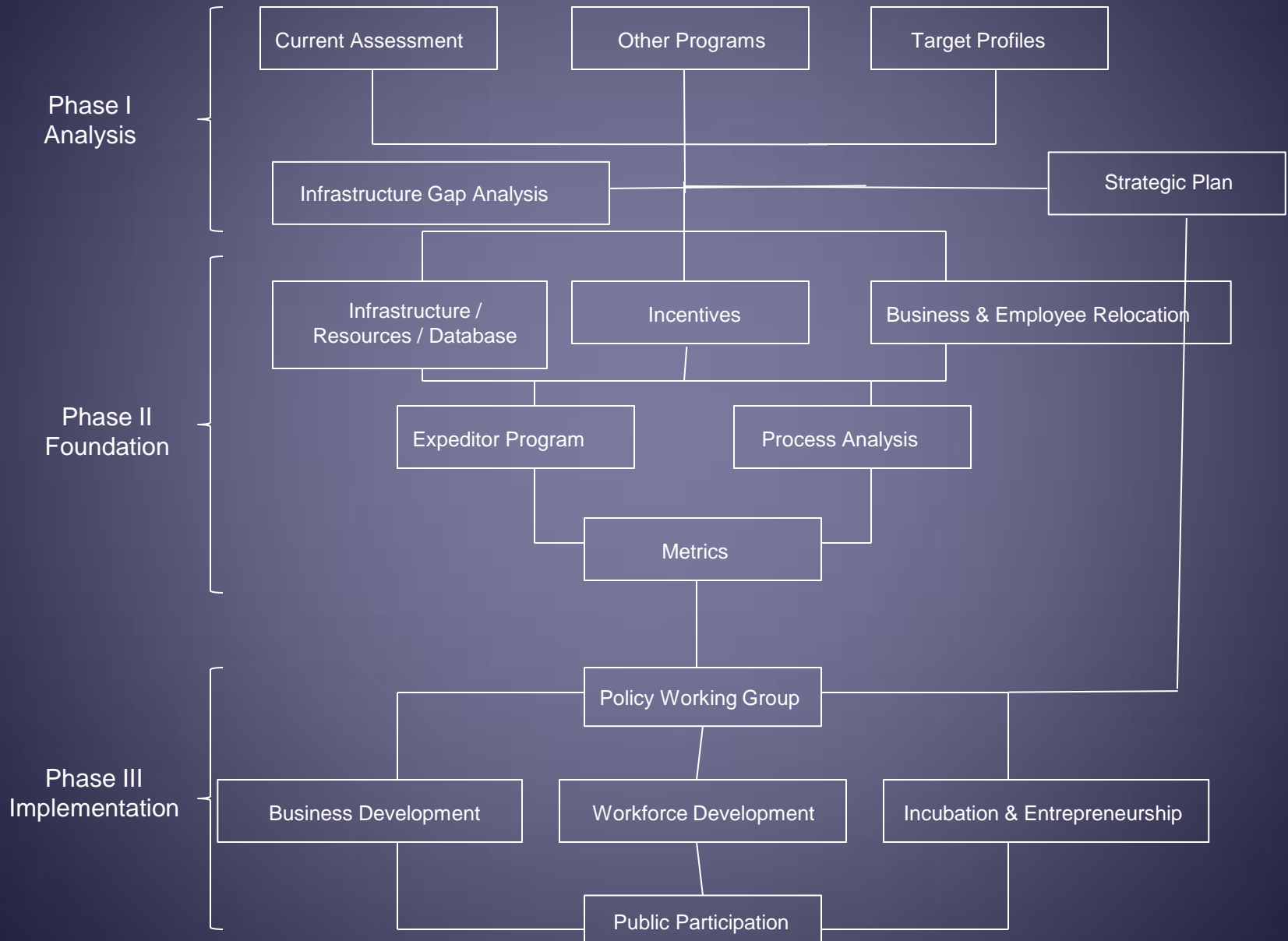
Barrier-Driver Analysis

- Similar to Strengths-Weaknesses-Opportunities-Threats
 - SWOT
 - Focused on economic vitality
- Drivers
 - Active, Committed Stakeholders
 - Scenic Environment
 - Entrepreneurial Culture
 - Educated Workforce
- Barriers
 - Perceived Dysfunction
 - Perceived Anti-Business Policies
 - Infrastructure Gaps
 - State Regulatory Environment

STRATEGIC PLAN

- Sustainable model
- Strategic planning phases
 - Vision
 - Policy
 - Framework
 - Mobilization
 - Sustained Action
- Examples of synergistic sub-plans
 - Energy
 - Agriculture
 - Construction

APPROACH



PROJECT MANAGEMENT AND STATUS REPORTING

- Need for a Coordinating Contractor
 - Provide strong top-down management structure for overall project
 - Select a project management program for tracking and reporting
 - Establish overall PERT chart and metrics
 - Receive bi-weekly sub-project status reports
 - Conduct regular meetings with all sub-contractors
- Establish a Steering Committee
 - Five members: 3 from public sector, 2 from private sector, with CAO as Chair
 - Reports to BOS on a monthly basis at minimum

CONCLUSIONS

- Urgency of need
- Complementary, not adversarial
- Endorsement

$$w\Delta \equiv A_n(\rho_{n+1} > \rho_n)$$

$$w\Delta \equiv A_n(\rho_{n+1} > \rho_n)$$