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Title: Treasurer-Tax Collector and Chief Administrative Office recommending the Board broaden the scope of efforts in support of pursuing a satellite, branch, or extension university campus to include other colleges and universities, in addition to the University of California, Davis. (Est. Time: 10 Min.)

FUNDING: N/A

Sponsors:

Indexes:

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Attachments: 1. 3A - Fountain Study Summary 1-5-16, 2. 3B - UC Econ Contribution 1-5-16, 3. A - EDUHSD Letter of Support - UC Davis Extension Campus 3-10-15, 4. B - LTCC EDC Letter of Support UC Davis 3-10-15, 5. C - EDC UCD Steering Committee 3-10-15, 6. Public Comment Rcvd 3-10-15 BOS 3-10-15

Date	Ver.	Action By	Action	Result
1/5/2016	3	Board of Supervisors	Received and Filed	
3/10/2015	1	Board of Supervisors	Approved	Pass

Treasurer-Tax Collector and Chief Administrative Office recommending the Board broaden the scope of efforts in support of pursuing a satellite, branch, or extension university campus to include other colleges and universities, in addition to the University of California, Davis. (Est. Time: 10 Min.)

FUNDING: N/A

DEPARTMENT RECOMMENDATION

On March 10, 2015, the Board of Supervisors gave conceptual approval for the pursuit of a University of California, Davis satellite or branch campus in El Dorado County (Legistar File 15-0219, Agenda item 18). The Treasurer-Tax Collector has been coordinating this effort with assistance from a group of volunteer community members and input from the Economic Development Manager. Subsequent to the Board’s action in March, the group became aware that other colleges and universities may have an interest in establishing a presence in this region. The Treasurer-Tax Collector and the Chief Administrative Office seek Board approval to broaden the scope of the pursuit to include branch and satellite campuses from accredited colleges and universities across the United States.

DISCUSSION / BACKGROUND

A university or college campus in El Dorado County would most likely create significant economic growth and job opportunities. Further, a local four-year or six-year university would likely help to reduce the number of young residents leaving the county for educational and economic opportunities elsewhere.

Attached to this item are two reports, one identifying strategic planning efforts of the Fabulous 50 Marketing Council, and another demonstrating the economic contribution of the University of California’s economic contribution to the State of California. Dr. Robert Fountain, renowned

economist at Sacramento State University, published a study, *Development Potential for the Highway 50 Corridor in the Sacramento Region*, December 2004. A summary of that study is included as Attachment 3A to this item. In his study, Dr. Fountain studied the economic potential of the Highway 50 corridor. The Highway 50 Corridor is defined as the region along Highway 50 from Rancho Cordova to Placerville. Dr. Fountain identified the lack of higher education as one of the key infrastructure obstacles to economic growth in this region.

The Fountain Study identified target clusters of economic industries that have the most potential for success in this region. Those targets are: Healthcare Services, Business Services, Engineering Services, Agri-Tourism, Building/Trade Construction Services and Educational Services. The absence of a four-year university was noted and as impediment to the growth of the first and most important three clusters.

Another study, focused on the direct output generated by a university. The University of California, Office of the President, commissioned a study to evaluate the impact of the University of California system on the California economy. (Attachment 3B, Economic & Planning Systems, Inc., *Final Report, The University of California's Economic Contribution to the State of California*, Prepared for: The University of California Office of the President, September 12, 2011.) This study provides data regarding the economic importance of the UC system to the state of California, as well as the importance of a university to the region where it resides.

According to the study, the economic output from the UC system across the state in fiscal year 2009-2010 was \$46,325,710,500. State-wide, the UC system employed 430,004 in that same year. Looking at the smallest campus in the UC system, UC Merced, the study estimated the economic output from this one campus in that same year at \$231,225,349. Total employees from this campus in fiscal year 2009-2010 were 3,228. The economic impact to a region from even a small university is substantial.

As the study explains, “[i]n addition to stimulating spending in the California economy, UC contributes to the state’s economic vitality and quality of life through educational opportunities, research, and cultural resources.” These additional benefits, difficult to quantify, will enrich our community, encourage young people to remain in El Dorado County and attract business to relocate here. For these reasons, we request the Board of Supervisors expand the scope of the pursuit of a satellite or branch campus to include other accredited colleges and universities across the United States.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

Chief Administrative Office, Economic Development Division, has contributed to this effort.

CAO RECOMMENDATION

The Chief Administrative Office recommends the Board of Supervisors approve the expanded scope of this effort, noting the need for ongoing coordination with the Economic Development Manager to ensure that it complements broader economic development strategies related to the recruitment and retention of a high quality workforce in El Dorado County.

FINANCIAL IMPACT

There is no cost to the County associated with this initiative other than staff time. The majority of the efforts to recruit a college or university to El Dorado County are being performed by a group of community volunteers coordinated by the Treasurer-Tax Collector's with input from the Economic Development Manager.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Economic Development

CONTACT

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