



Legislation Details (With Text)

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Title: Planning and Building Department, Economic Development Division, recommending the Board review and provide direction on the Economic Development Work Plan and Project Prioritization Matrix for Fiscal Year 2019-2020, as follows:
1) Review the Matrix and the recommended project prioritization;
2) Direct staff to modify the Matrix, if necessary, to better reflect the Board's current priorities; and
3) Endorse a final Matrix that prioritizes projects managed by the Economic Development Division for Fiscal Year 2019-2020. (Est. Time: 30 Min.)

FUNDING: Transient Occupancy Tax (General Fund).

Sponsors:

Indexes:

Code sections:

Attachments: 1. A - Staff Report, 2. B - Project Prioritization Matrix, 3. C - Power Point Presentation

Date	Ver.	Action By	Action	Result
7/23/2019	1	Board of Supervisors	Failed	Fail
7/23/2019	1	Board of Supervisors	Approved	Pass

Planning and Building Department, Economic Development Division, recommending the Board review and provide direction on the Economic Development Work Plan and Project Prioritization Matrix for Fiscal Year 2019-2020, as follows:

- 1) Review the Matrix and the recommended project prioritization;
- 2) Direct staff to modify the Matrix, if necessary, to better reflect the Board's current priorities; and
- 3) Endorse a final Matrix that prioritizes projects managed by the Economic Development Division for Fiscal Year 2019-2020. (Est. Time: 30 Min.)

FUNDING: Transient Occupancy Tax (General Fund).

DISCUSSION / BACKGROUND

The attached staff report (Attachment A) includes a brief history of the development of the Economic Development Division, proposed project priorities for FY 2019-20, Economic Development ongoing activities, staff resources and agreements. Attachment B is the proposed Project Prioritization Matrix for FY 2019-20 and Economic Development ongoing activities.

Strategic Plan Goals

On June 11, 2019 (Legistar Item No. 19-0885), the Board updated the Countywide Strategic Plan, which refined the goals and priorities for Economic Development:

1. Retain, develop and attract businesses that provide economic sustainability and quality job creation.
2. Increase employment opportunities by improving workforce development skills.
3. Invest in infrastructure needs to improve and maintain competitiveness.

4. Nurture the County and Community's business friendly environment.
5. Provide attainable housing options - balance jobs with housing.

Proposed Priorities for Fiscal Year (FY) 2019-20

A number of projects have been initiated to address the Economic Development Strategic Plan goals for FY 2019-20, as shown in Attachments A (Staff Report) and B (Economic Development Project Priority Matrix).

Economic Development Ongoing Activities

In addition to these project priorities, the Economic Development team has an extensive list of other ongoing planning activities that are listed on the second page of Attachment B.

Economic Development Staff Resources

The Economic Development Team is currently allocated four employees as follows:

1. Economic and Business Relations Manager (1 FTE)
2. Sr. Administrative Analyst (.75 FTE)
3. Department Analyst I/II - Ombudsman (.75 FTE)
4. Administrative Assistant II (1 FTE)

Next Steps

In order to achieve the objectives described in Attachments A and B, the Economic Development Division will rely heavily on other Planning and Building Department and County staff. Economic Development is a cross-divisional effort that requires collaboration to be successful. Staff is recognizing the impact additional Economic Development efforts will create for existing staff, particularly in the Planning Services Division. The Planning Services Division has been adjusting to various new duties, assignments, policies, ordinances, and regulations which have resulted in increased workloads. Additional staff may be required in Economic Development in order to allow existing Planning employees to manage their ongoing, regular duties.

ALTERNATIVES

The Board could choose to direct staff to modify the Economic Development Work Plan Matrix to better reflect the Board's current priorities; or the Board could choose not to endorse the Matrix.

PRIOR BOARD ACTION

On January 29, 2019 (Legistar Item No. 19-0033), the Board:

1. Received and filed a presentation on Transient Occupancy Tax (TOT) funding sources and expenditures;
2. Approved Resolution 012-2019, deleting 1.0 FTE Principal Management Analyst from the Chief Administrative Office, adding 1.0 FTE Economic Development & Business Relations Manager, and transferring 1.0 FTE Administrative Assistant I/II (assigning that position to the General Unit), to the Planning & Building Department, resulting in the reassignment of Economic Development from the Chief Administrative Office to the Department of Planning and Building, effective February 2, 2019, and approve the related Budget Transfer Form (4/5 vote required);
3. Approved Resolution 013-2019, adding one Administrative Technician to the Chief Administrative Office (assigning that position to the Confidential Unit), effective February 2, 2019, and approve the related Budget Transfer Form (4/5 vote required); and
4. Conceptually approved the reorganization and addition of staffing resources to the Economic Development Program (Program) as outlined below and directed the Planning and

Building Director to return to the Board with the necessary personnel resolutions and budget adjustments for the reorganization.

On March 12, 2019 (Legistar Item No. 19-0175), the Board adopted and authorized the Chair to sign Resolution 025-2019, amending the Authorized Personnel Allocation Resolution 132-2018 to:

1. Reassign the existing Department Analyst I/II - Ombudsman (1.0 Full Time Equivalent (FTE)) position from Community Development Services Administration and Finance to the Planning and Building Department, to be dedicated 75% to the Economic Development Program and 25% to Planning and Building activities;
2. Add one Senior Administrative Analyst (1.0 FTE) position to the Planning and Building Department, to be dedicated 75% to the Economic Development Program and 25% to Planning and Building activities;
3. Direct that the above changes be added to the Fiscal Year 2018-19 Position Allocation Schedule; and
4. Provide authorization to the Director of Human Resources to make, if needed, any technical corrections to the authorized personnel allocations for the Planning and Building Department and Community Development Services, Administration and Finance.

OTHER DEPARTMENT / AGENCY INVOLVEMENT

Chief Administrative Office

FINANCIAL IMPACT

Funding for the proposed project priorities listed in the staff report (Attachment A) and the Project Prioritization Matrix (Attachment B) has been requested in the FY 2019-20 Budget.

CAO RECOMMENDATION/COMMENTS

It is recommended that the Board approve this item.

CLERK OF THE BOARD FOLLOW UP ACTIONS

N/A

STRATEGIC PLAN COMPONENT

Economic Development: projects described in Attachment A and B were designed to implement the five Economic Development Strategic Plan goals.

CONTACT

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