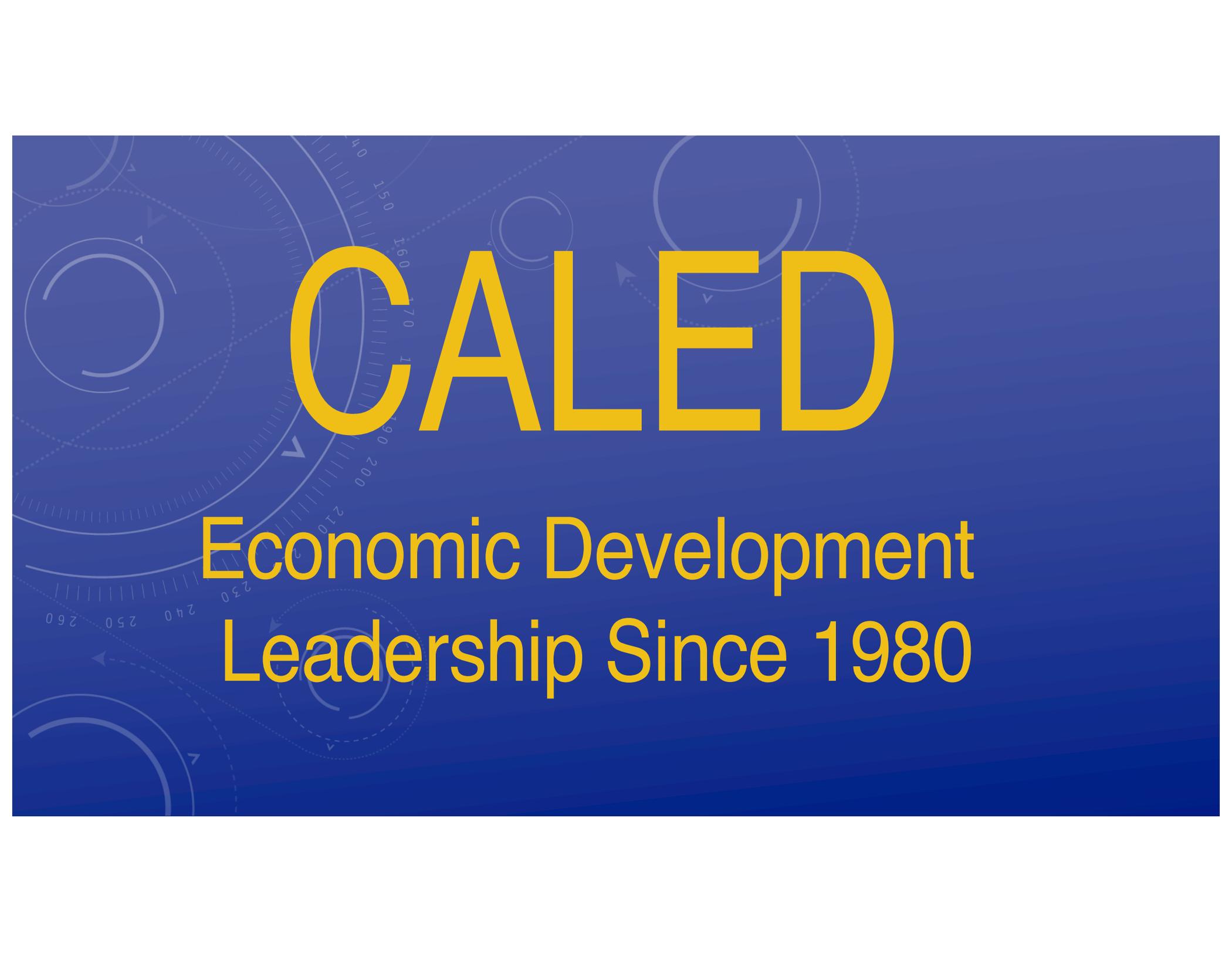


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CALED

Economic Development
Leadership Since 1980

California Association for Local Economic Development

- Founded in 1980 – Celebrating 40 Years!
- Over 700 Members – 75% cities & counties dedicated to Economic Development – helping businesses thrive and create vibrant economies

California Association for Local Economic Development

- California Academy for Economic Development
 - ACE Certification
 - Outsmart Disaster Business Resiliency Training
- California Enterprise Development Authority –
 - 230+ jurisdictions
 - PACE

About Me

- Responsible for leading and delivering work program and budgets for all three orgs.
 - 18+ years of experience, awarded Honorary ACE
- Serve on:
 - Council of Development Finance Agencies
 - CA Community Colleges Economic & Workforce Development Advisory Committee
 - NorCal Small Business Development Center Advisory Board

How Clean Transportation Can Put Us On the Road to Recovery

- Economic Development in California
- Today's Environment
 - Equity
 - Recovery
- Unique Opportunities for Intervention – ZEV



*Economic Development is the creation
of wealth through which community
benefits are realized.*



*“From a public perspective, local economic development involves the **allocation of limited resources** – land, labor, capital and entrepreneurship in a way that has positive effect on the level of business activity, employment, income distribution patterns, and fiscal solvency.”*

DISTINCTIONS

- **COMMUNITY DEVELOPMENT** is a capacity building process for making a community a better place to live and work.
- **ECONOMIC DEVELOPMENT** the creation of wealth in which community benefits are realized. It is more than a jobs program, its an investment in growing your economy and enhancing the quality of life for all residents.

PUBLIC SECTOR ROLE

To create certainty and foster a business-friendly environment to influence business investment and location decisions consistent with our values and vision through:

- Taxes
- Spending
- Investment
- Regulations
- Incentives
- Marketing
- Quality Service
- Adding Value to Community Assets

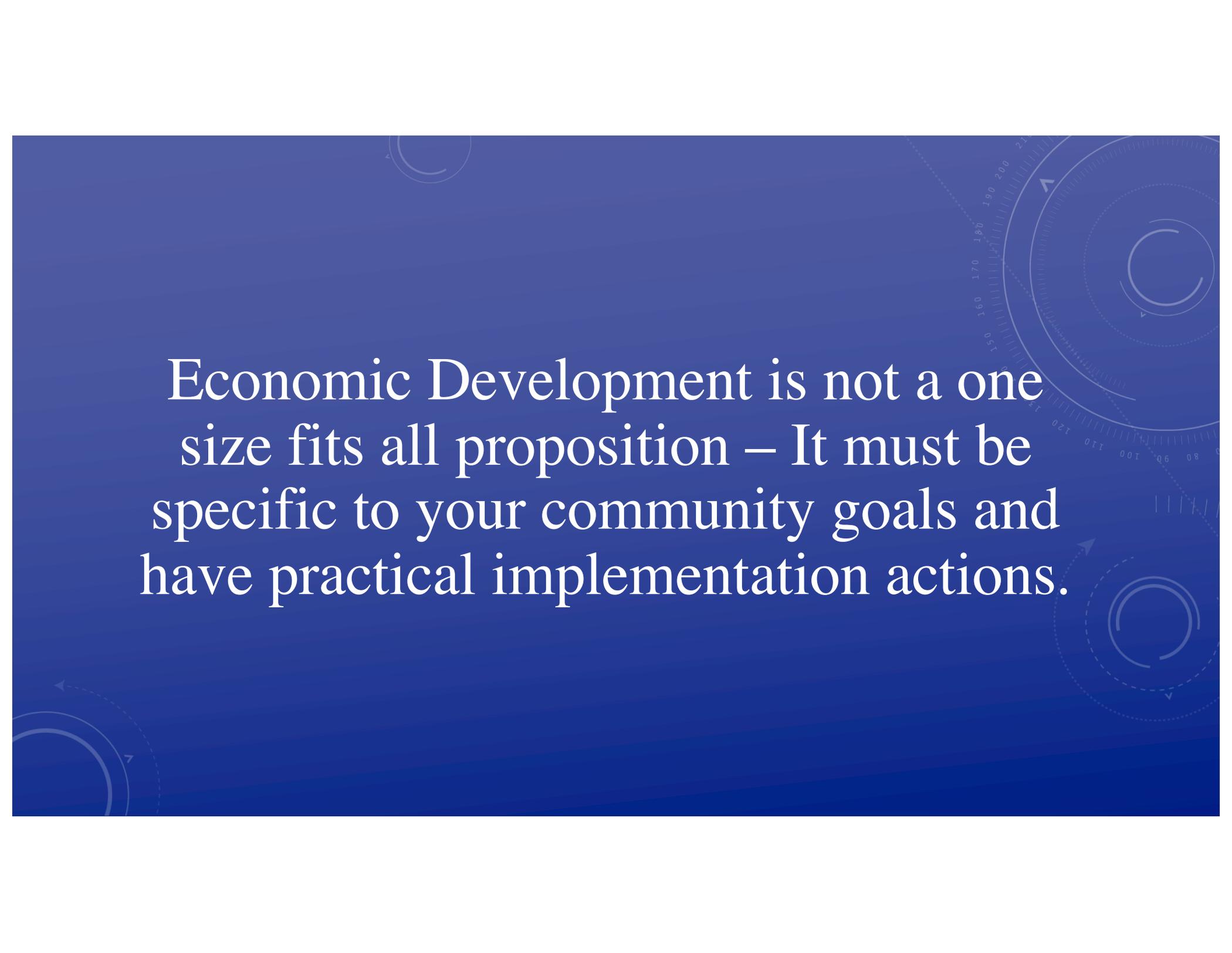
Why Communities Invest in Economic Development



Fostering a range of business types that diversify the local tax base, keep our local economy strong, and celebrate our unique community fabric.

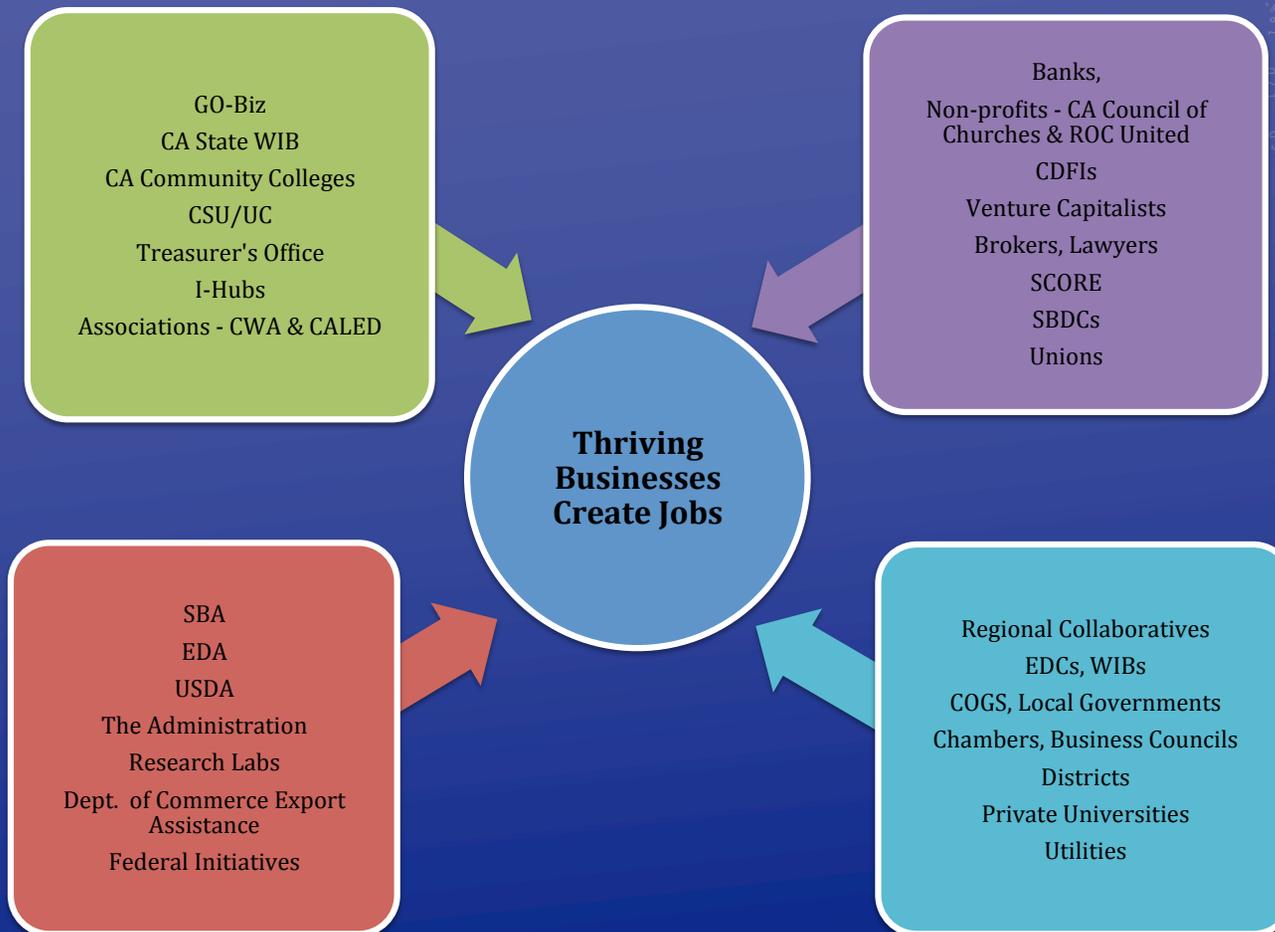
QUALITY OF LIFE

More local tax dollars and jobs raise the economic tide for the community, which generally increases the overall standard of living of the residents.

The background is a solid blue color with several faint, light blue technical diagrams and gauges. On the right side, there is a large circular gauge with a scale from 0 to 210 and a needle pointing towards 180. Below it is another smaller circular gauge. On the left side, there are some curved lines and arrows, possibly representing a flow or a process. The overall aesthetic is clean and professional, typical of a corporate or academic presentation.

Economic Development is not a one size fits all proposition – It must be specific to your community goals and have practical implementation actions.

Economic Development Partners



Measuring Success

- ✓ Monitor the metrics of your economic development programs – tracking your investment
- ✓ Economic development is an investment in your community. It's more than a “Jobs Program”

SMART

A simple device to remember the characteristics of an effective performance measure

- Specific:** performance measures need to be as specific as possible
- Measurable:** a performance measurement is only useful if you can actually measure it
- Achievable:** do not set goals that are impossible to achieve
- Relevant:** performance measurements need to be relevant to the organization's mission and the program's strategic objectives
- Time-based:** make sure that performance measures are achieved within a specific period

Metrics Beyond Jobs

- Community Development
- Real Estate
- Labor & Workforce
- Economic Measures
- Business Measures

Metrics Beyond Jobs

Community Development

- Investments in community facilities by type of facility
- Percent of department investment in distressed areas
- Change in distress level of aided communities
- Percent of department investments in rural communities
- Percent of small businesses assisted
- Percent of minority and women owned businesses assisted

Metrics Beyond Jobs

Labor & Workforce

- Total wage and salary jobs per employed resident
- Number of jobs in value-added manufacturing
- Net job growth
- Manufacturing wage and salary jobs as a percent of total jobs
- Number of job candidates with certifiable skills or college degrees
- Occupational distribution of women and minorities

Environment – Practitioner Recovery Recommendations

Restore Health and Safety Confidence of Employees and Customers page 2	Retrain Displaced Workers page 3
Embrace Innovation by Seeding New Businesses and Linking Workers with New Jobs page 4	Secure Baseline Funding to Stabilize Local Government Budgets page 5
Invest in Local Economic Development page 5	Restore Travel and Tourism page 6
Adequately Fund Local Business Technical Assistance Networks page 6	Repatriate Manufacturing and Critical Supply Chain Industries page 7
Ensure Commercial and Industrial Property Owners Remain Viable page 8	Maximize all State and Local Tools page 8
Support Rural Economies for True Statewide Recovery page 9	Increase Investments in Infrastructure, Broadband, and Affordable Housing page 9

Environment – Recovery Themes

- Creating certainty for businesses – safety protocols
- Prepare for next wave – new way of doing business, planning for partial
- Look for opportunity – get back to better
- Local level – create solutions, invest in economic development

COVID -19 is a Game Changer

- What does density look like moving forward?
- What about public transportation?
- How will land uses change?
- Will people need to commute? Shift in migration patterns?
- **Where do you get current data?**

Unique CEC Opportunities with ZEV

- Manufacturing charging stations and ZEV in California – along with their component parts
 - Pathway to the middle-class
- Redefining the path & resiliency of the supply chain
 - Benefits of sustainable production & goods movement in California.

Unique CEC Opportunities with ZEV

- You have the networks
- You have the funding to influence & incentivize new partnerships
- You have the opportunity



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