

BOARD of SUPERVISORS



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MEMORANDUM

BUDGET AND FINANCE COMMITTEE

SAN FRANCISCO BOARD OF SUPERVISORS

TO: Supervisor Malia Cohen, Chair
Budget and Finance Committee

FROM: Linda Wong, Assistant Clerk

DATE: September 25, 2017

SUBJECT: **COMMITTEE REPORT, BOARD MEETING**
Tuesday, September 26, 2017

The following file should be presented as a **COMMITTEE REPORT** at the Board meeting on Tuesday, September 26, 2017, at 2:00 p.m. This item was acted upon at the Committee Meeting on Thursday, September 21, 2017, at 10:00 a.m., by the votes indicated.

Item No. 29 **File No. 170945**

Resolution adopting the Vision, Goals and Objectives of The Bay Area Comprehensive Economic Development Strategy to establish a nine county regional Economic Development District recognized by the United States Economic Development Administration, to improve access to economic and workforce related grants and technical assistance from federal and state agencies and private foundations to foster greater public and private collaboration in addressing economic, workforce and equity issues that no single jurisdiction, organization or enterprise can solve alone.

RECOMMENDED AS COMMITTEE REPORT

Vote: Supervisor Malia Cohen - Aye
Supervisor Norman Yee - Aye
Supervisor Katy Tang - Excused

c: Board of Supervisors
Angela Calvillo, Clerk of the Board
Jon Givner, Deputy City Attorney
Alisa Somera, Legislative Deputy Director

File No. 170945

Committee Item No. 5

Board Item No. 29

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Budget & Finance Committee

Date September 21, 2017

Board of Supervisors Meeting

Date September 24, 2017

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
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| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
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Completed by: Linda Wong Date September 15, 2017

Completed by: Linda Wong Date September 25, 2017

1 [Adopting the Vision, Goals, and Objectives of The Bay Area Comprehensive Economic
2 Development Strategy - Establish a County Regional Economic Development District]

3 **Resolution adopting the Vision, Goals and Objectives of The Bay Area Comprehensive**
4 **Economic Development Strategy to establish a nine county regional Economic**
5 **Development District recognized by the United States Economic Development**
6 **Administration, to improve access to economic and workforce related grants and**
7 **technical assistance from federal and state agencies and private foundations to foster**
8 **greater public and private collaboration in addressing economic, workforce and equity**
9 **issues that no single jurisdiction, organization or enterprise can solve alone.**

10
11 WHEREAS, Economic Development Districts (EDDs) are multi-jurisdictional entities,
12 which support local and regional economic and workforce development planning and involve
13 public, private and non-profit actors to establish a strategic roadmap for regional collaboration
14 that acknowledges and supports local government land use authority; and

15 WHEREAS, A regional Economic Development District (EDD) provides a platform for
16 addressing shared problems, realizing mutual goals, and leveraging resources across the
17 region to achieve more equitable outcomes; and

18 WHEREAS, The Bay Area had a population of 7.7 million people at the beginning of
19 2017, an increase of over 500,000 from 2010, and is projected to grow to 9.5 million people
20 according to Plan Bay Area 2040; and

21 WHEREAS, While every county in the region has distressed and disadvantaged
22 neighborhoods where incomes fall below 80% of US per capita levels, a U.S. EDA threshold
23 point for distress; and

1 WHEREAS, High housing prices and low production levels characterize the Bay Area's
2 housing market, so that in 2015 almost half of all renters and one third of all homeowners paid
3 30% or more of their income towards housing; and

4 WHEREAS, A regional Economic Development District would make the Bay Area more
5 competitive for federal economic and workforce development related technical assistance and
6 grant funding and could support sub-regional economic development efforts that address the
7 needs of the region's diverse communities and workforce; and

8 WHEREAS, The region's Comprehensive Economic Development Strategy documents
9 the economic conditions of the region, provides an assessment of the Bay Area's strengths
10 and challenges, and develops an action plan to build on the region's assets and address its
11 challenges; and

12 WHEREAS, Economic growth is necessary to improve the Bay Area's economic
13 prosperity; and

14 WHEREAS, A stronger business climate is needed to maintain industry and employer
15 competition, and initiatives must be developed that retain and expand our strong economic
16 base and culture of innovation; and

17 WHEREAS, Continuing to train our workforce will provide pathways to better and more
18 diverse jobs with a wide range of skill levels and entry into middle income jobs; and

19 WHEREAS, Economic opportunity is integrally tied to regional housing production and
20 retaining low- to middle- wage earners in the region requires a broader housing base; and

21 WHEREAS, Infrastructure investments are needed to address the growing strains on
22 transportation, water, energy and communications and will allow the region to be more
23 resilient to economic downturns and natural hazards; and

24 WHEREAS, The completion of the Bay Area's Comprehensive Economic Development
25 Strategy (CEDS) report is required to establish a nine county Regional Economic

1 Development District (EDD) recognized by the federal Economic Development Administration;
2 and

3 WHEREAS, Boards of Supervisors from at least five of the nine Bay Area counties
4 must adopt the Vision, Goals and Objectives in the Comprehensive Economic Development
5 Strategy to establish a region-wide Economic Development District on file with the Clerk of the
6 Board of Supervisors in File No. 170945, which is hereby declared to be a part of this
7 resolution as if set forth fully herein; now, therefore, be it

8 RESOLVED, The Board of Supervisors of The City and County of San Francisco
9 hereby adopt the Visions, Goals and Objectives set forth in the Bay Area's Comprehensive
10 Economic Development Strategy (CEDs) produced by Association of Bay Area Governments/
11 Metropolitan Transportation Commission on file with the Clerk of the Board of Supervisors in
12 File No. 170945, which is hereby declared to be a part of this resolution as if set forth fully
13 herein.



METROPOLITAN
TRANSPORTATION
COMMISSION

www.mtc.ca.gov

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(415) 778-6700



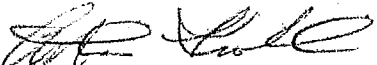
Association of
Bay Area Governments


www.abag.ca.gov

September 5, 2017

To: San Francisco Board of Supervisors

From: Cynthia Kroll, Chief Economist and Assistant Director, Planning and Research


Johnny Jaramillo, Manager, Economic and Workforce Development Program



RE: Resolution endorsing the final Vision, Goals and Objectives of the regional
Comprehensive Economic Development Strategy

ABAG requests endorsement by San Francisco's Board of Supervisors as well as the other eight Bay Area County Boards of Supervisors for the attached Vision, Goals and Objectives of the regional Comprehensive Economic Development Strategy. The Vision, Goals and Objectives were developed over the past year in partnership with local jurisdictions and economic and workforce organizations and related stakeholders in each of the nine Bay Area counties. Your support and approval is required by the USEDA to establish the framework for an Action Plan that directs the Bay Area Regional Economic Development District. .

In 2016, ABAG staff were directed by the Executive Board to partner with the USEDA and regional and local economic and workforce organizations to prepare a Comprehensive Economic Development Strategy (CEDS) that would establish a Bay Area Regional Economic Development District (EDD). The CEDS describes regional economic conditions and trends, identifies strengths and challenges, and includes the vision, goals and objectives that will guide the activities of the Regional Economic Development District. The EDD will be a platform for cooperative action, shared information, and developing creative policy responses to address economic, workforce and equity issues that no single jurisdiction, organization or enterprise can solve alone. Together, the CEDS Action Plan and Regional EDD designation will improve local jurisdiction access to federal, state and private foundation investments, foster greater public and private collaboration, and expand the effectiveness of local and regional resources.

Vision, Goals and Objectives of the regional Comprehensive Economic Development Strategy
STRATEGIC FRAMEWORK TO ACTION – VISION, GOALS, OBJECTIVES

VISION

A dynamic and resilient economy, spurred by a culture of innovation and inclusion, providing opportunities, shared prosperity, and a sustainable quality of life for all residents and workers.

The vision statement is the distillation of conversations among business, workforce, local government and community stakeholders, reflecting the region’s aspirations for the economy and its participants over the next 10 to 20 years.

GOALS AND OBJECTIVES

Goals and objectives reflect major concerns of business, workforce, and community organizations in the region and drive the CEDS action plan. Goals are broad outcomes that build upon the vision and are often intangible. Objectives by contrast are more specific, measurable, and support realization of the goals. Together, the vision, goals and objectives will underlie efforts to strengthen our business climate and workforce opportunities for all, while addressing regional challenges that cross-jurisdictional borders.

GOAL 1 BUSINESS CLIMATE. Develop policies to improve the business climate to retain and expand our strong economic base and culture of innovation.

- Objective 1.1* Support key industry clusters that drive the economy and improve the capacity for new clusters to develop throughout the region.
- Objective 1.2* Retain and expand the region’s culture of innovation and enable companies to start, grow and thrive here.
- Objective 1.3* Improve the business climate for middle wage industries, small and medium sized firms, and entrepreneurship, especially within disadvantaged communities.
- Objective 1.4* Strengthen economic resilience across business cycles and within vulnerable parts of the region.
- Objective 1.5* Strengthen the economic development capacity of local jurisdictions by sharing best practices and data.

GOAL 2 WORKFORCE. Improve workforce training and provide pathways to better jobs by improving the alignment between workforce skills, business and employer needs, and working conditions and earnings in low wage occupations.

- Objective 2.1* Enhance the quality and access of pre-K through High School education to better prepare children and young adults for future success.
- Objective 2.2* Improve the Bay Area and California’s higher education and other post-secondary systems to generate a globally competitive workforce.
- Objective 2.3* Support economic growth and economic mobility in employment and wages for all workers at all stages of life, particularly low- and moderate-wage workers.
- Objective 2.4* Strengthen the local economy by supporting the role of immigrants in the region’s labor market.

GOAL 3 HOUSING AND WORK PLACES. House the labor force needed to fill the low, middle and high wage jobs required by our economy as well as the nonworking population, while providing flexibility for timely expansion of work places.

- Objective 3.1* Enhance Plan Bay Area (PBA) to ensure a land use pattern with space for all activities, particularly the “fit” between jobs and housing at the subregional level, that contribute to the regional economy.
- Objective 3.2* Work toward providing enough housing to meet the affordability needs at wage and salary levels that exist in the Bay Area’s *current and future* population.
- Objective 3.3* Encourage local regulations and permitting processes that support retention and expansion of local business and infill development.
- Objective 3.4* Advocate for changes to state regulations that impede local infill development, and strengthen the region’s ability to provide related infrastructure and services.

GOAL 4 INFRASTRUCTURE. Prioritize investments to address the growing strains on public services, transportation, water, energy and communications.

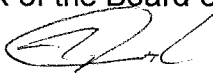
- Objective 4.1* Improve Regional Mobility through transportation system enhancements and investments.
- Objective 4.2* Increase access to jobs and economic opportunity for all workers, particularly low income workers, by expanding access to transportation.

- Objective 4.3* Prepare for the future by expanding investment in communications and sustainable energy infrastructure, and ensure the existing regulatory framework supports these developments.
- Objective 4.4* Reduce the impact of natural hazards on community infrastructure, particularly in distressed or disadvantaged communities that are most at risk.
- Objective 4.5* Improve the management of existing resources, increase funding to rebuild and expand infrastructure, and develop infrastructure to be compatible with anticipated technological changes.
- Objective 4.6* Recognize the natural environment as “green-infrastructure” that underlies some of the region’s key economic activities, attracts and retains workers, and could potentially generate new green-industries, clusters and economic activity.

OFFICE OF THE MAYOR
SAN FRANCISCO




EDWIN M. LEE

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: *for* Mayor Edwin M. Lee 
RE: Resolution adopting the Vision, Goals and Objectives of The Bay Area Comprehensive Economic Development Strategy (CEDs) to establish a nine county regional Economic Development District (EDD)
DATE: September 5, 2017

Attached for introduction to the Board of Supervisors is a resolution adopting the Vision, Goals and Objectives of The Bay Area Comprehensive Economic Development Strategy (CEDs) to establish a nine county regional Economic Development District (EDD) recognized by the United States Economic Development Administration (U.S. EDA), to improve access to economic and workforce related grants and technical assistance from federal and state agencies and private foundations to foster greater public and private collaboration in addressing economic, workforce and equity issues that no single jurisdiction, organization or enterprise can solve alone.

Please note that this legislation is co-sponsored by Supervisor Yee.

Should you have any questions, please contact Mawuli Tugbenyoh (415) 554-5168.

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2017 SEP - 5 PM 4: 26
BY 

file # 170945
Received in Committee
9/21/17
JW.

Bay Area Regional Economic Development

Johnny Jaramillo, Principal Planner

*Association of Bay Area Governments/
Metropolitan Transportation Commission*

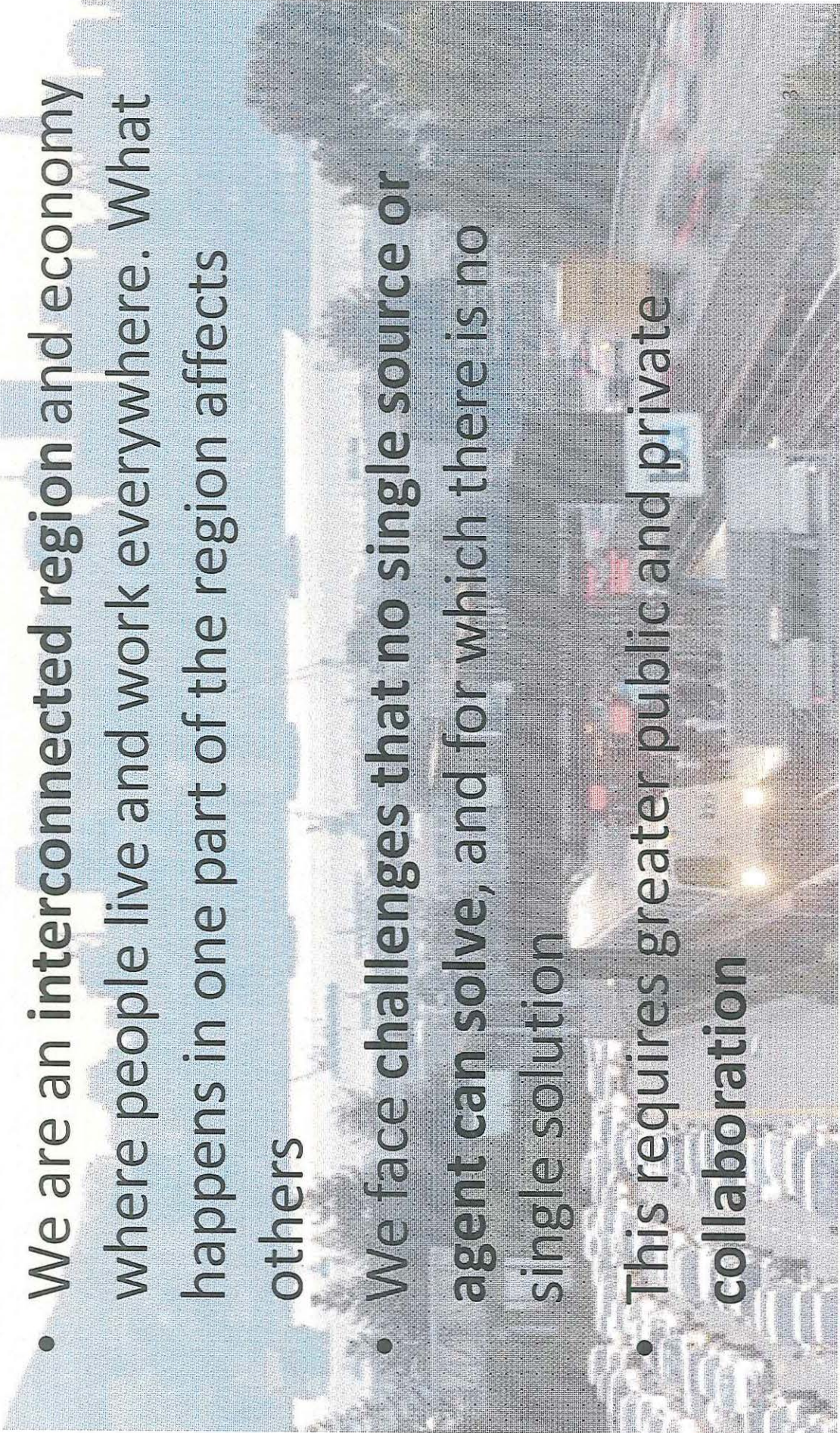
September 21, 2017



REGIONAL ECONOMIC DEVELOPMENT

— What and Why

- We are an **interconnected region** and economy where people live and work everywhere. What happens in one part of the region affects others
- We face **challenges that no single source or agent can solve**, and for which there is no single solution
- This requires **greater public and private collaboration**



Economic Development District (EDD)

- What is an EDD? Regional designation by the US EDA
- Promotes regional economic collaboration
- Improves access to grants and technical assistance
- County Boards of Supervisors endorse the Vision, Goals, and Objectives to establish a regional EDD

Comprehensive Economic Development Strategy (CEDS)

- Region's economic strategy that establishes the framework for the EDD
- Review of the region's economic characteristics
- SWOT: strengths and opportunities, weaknesses and threats/constraints
- Identifies consensus for strategic actions
- Implementation Plan - schedule, actors, measures of success
- Guided by a Strategy Committee representative of the region's business, economic development, workforce, and equity communities

Strategy Committee and Other Engagement

Strategy Committee:

- Economic & Workforce Development
- City and County Agencies & Elected Officials
- Business Community
- Academic & Research Institutions
- Non Profits, CBOs, Labor

Beyond the Strategy

Committee

- Partnerships
- Subregional presentations
- Questionnaire for stakeholder organizations
- Input from interested citizens
- Public postings
- Briefings to elected officials, stakeholder groups

Economic Profile

- **Region has economy that other want to emulate**
 - But there are places and people left behind
 - And the region is failing to produce basic resources – workforce skills, housing, transportation networks
- **Long term transformations create additional challenges**
 - Demographics
 - Middle wage jobs
 - Structure of work (automation, tech change, gig work)

Regional Vision

“A dynamic and resilient economy, spurred
by a culture of innovation and inclusion,
providing opportunities, shared prosperity,
and a sustainable quality of life for all
residents and workers”

Goals

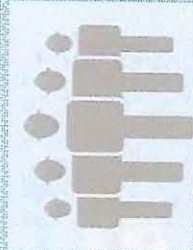
- **Goal 1: BUSINESS CLIMATE.** *Develop policies to improve the business climate to retain and expand our **strong economic base and culture of innovation.***
- **Goal 2: WORKFORCE.** *Improve workforce training and provide **pathways** to better jobs by improving **alignment between workforce skills, business and employer needs,** and working conditions and earnings in low wage occupations.*
- **Goal 3: HOUSING AND WORK PLACES.** *House the labor force needed to fill the low, middle and highway jobs required by our economy as well as the nonworking population, while providing flexibility for **timely expansion of work places.***
- **Goal 4: INFRASTRUCTURE.** *Prioritize investments to address the growing strains on **public services, transportation, water, energy and communications.***

Action Areas



Business Climate

- Supporting economic drivers, clusters
- Maintain innovation capacity
- Small firms, local ED capacity



Workforce

- WF training and business partnerships
- Collaboration across training programs
- Middle wage jobs; career mobility
- Apprenticeships
- Education across levels



Housing & Workspace

- **Housing affordability**
- **Regulatory adjustments**
- **Priority production areas**
- **Financing and public resources**



Infrastructure

- Transit access to jobs and housing
- Water and energy resources
- Public private partnerships
- Enhance access to capital
- Investments to mitigate natural hazards

BENEFITS OF CEDS, EDD: REGIONAL, SUBREGIONAL, LOCAL

- Leverage resources across the region
- Consistent and cooperative strategies
- Shared information
- Aligning workforce, training resources with evolving business needs
- Connecting local and regional infrastructure needs and investments
- Regional context for subregional and local needs
- Understanding unique areas within the larger economy

SCHEDULE AND NEXT STEPS

August 2017: CEDS Profile, SWOT, Vision-Goals-Objectives posted

September-November 2017:
County Endorsements, Organizational Structure and Action Plan

December 2017 and early 2018: Final CEDS,
Submit EDA Application, Establish Regional EDD

Thank You

Cynthia Kroll ckroll@bayareametro.gov

Johnny Jaramillo jjaramillo@bayareametro.gov

Bobby Lu blu@bayareametro.gov

Aksel Olsen aolsen@bayareametro.gov

<http://abag.ca.gov/planning/economic.html>

