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# Bay Area Regional Economic Development

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*Association of Bay Area Governments/  
Metropolitan Transportation Commission*

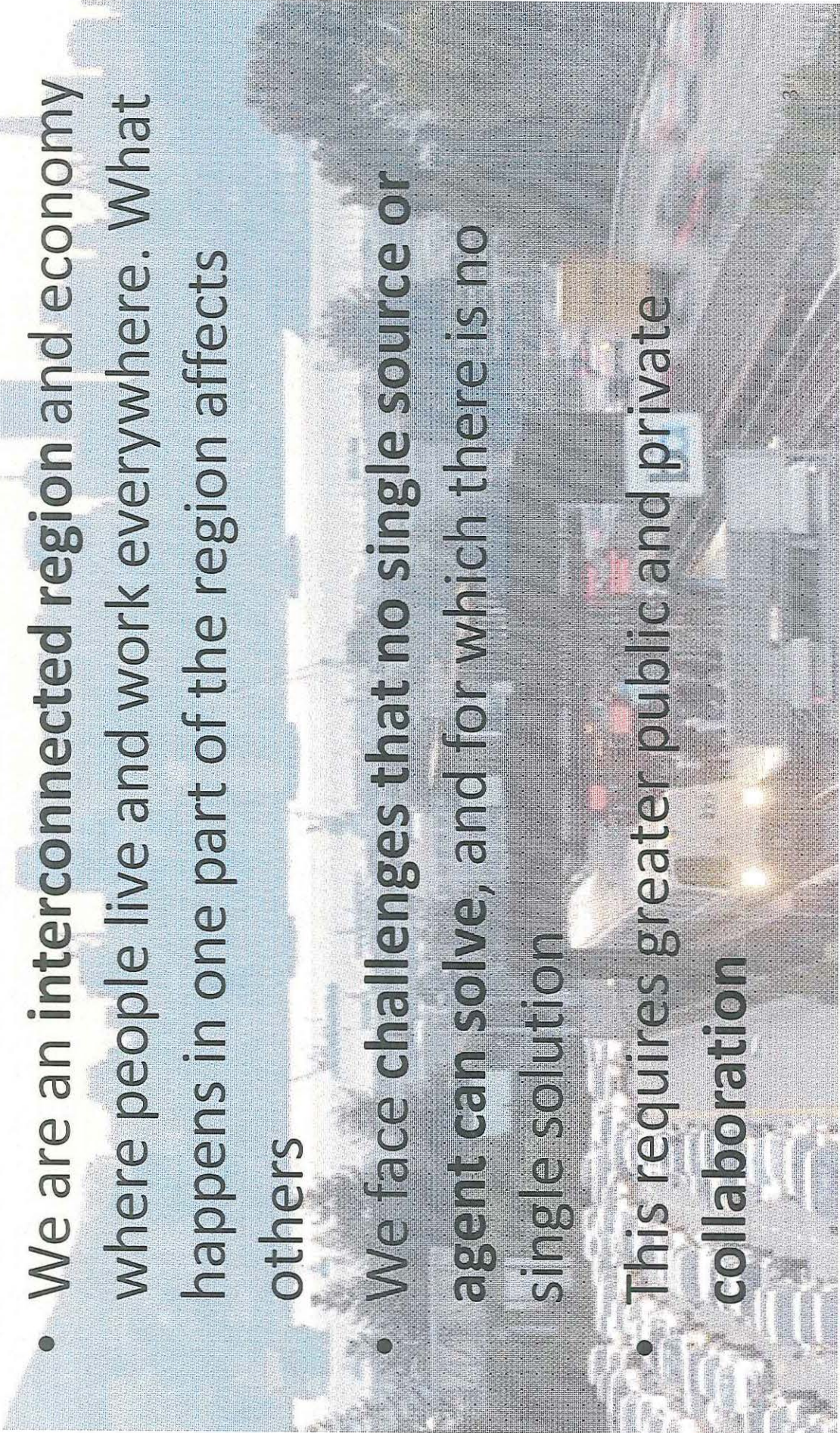
September 21, 2017



# 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.***

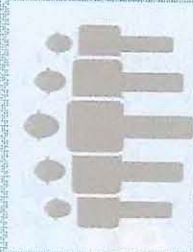


# Action Areas



## 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

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