



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: County Executive
Office
Department No.: 012
For Agenda Of: May 7, 2019
Placement: Administrative
Estimated Time: NA
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

FROM: Department Mona Miyasato, County Executive Officer
Director(s)
Contact Info: Dennis Bozanich, Deputy County Executive Officer

SUBJECT: **Economic Development Strategic Planning Status Update**

County Counsel Concurrence

As to form: N/A

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

That the Board of Supervisors (Board):

- A. Receive and file an update on the status on the Economic Development Strategic Plan, and
- B. Find that the proposed actions are administrative activities of the County, which will not result in direct or indirect changes to the environment and are therefore not a “project” as defined for the purposes of the California Environmental Quality Act (CEQA) under State CEQA Guidelines Section 15378(b)(5).

Summary Text:

During the Fiscal Year 2017-18 Budget Hearings, the Board appropriated \$75,000 to begin the creation of an economic development strategic plan. Other projects and last year’s disasters have limited the amount of staff time available to work on this project. Since January 2019, work has begun. This update will provide an overview of the work that is currently underway and anticipated next steps

Background:

In general, an Economic Development Strategic Plan helps a community understand strengths, weaknesses, opportunities, and threats within its economy in order to better allocate resources to improve and support specific sectors for the overall purpose of the economic well-being and quality of life for those in the community. The current design of the County’s strategic plan includes:

- A comprehensive overview of the current state of the County’s economy;
- Identifies parts of the economy where residents would like to see improvement based on qualitative and quantitative research; and

- Identifies policy options which provides local government and businesses a set of tools to improve the performance of the local economy.

With the assistance of an intern from University of California Santa Barbara, work has begun on developing the comprehensive overview of the local economy. Fortunately, solid sources on the state of the local economy already exist from the County’s Workforce Development Board and the UCSB Economic Forecast Project.

The need for current research is vitally needed. The Workforce Development Board conducted employer surveys in 2013. A list of businesses, institutions and organizations from across the County has been developed. This contact list will be used to conduct an online survey on the strengths, weaknesses, opportunities and threats of the local economy. Importantly, all members of the public will have the opportunity to take the survey as well. The goal of the survey is to understand what participants believe about the future of the economy and what policymakers may choose to focus on to improve the economic outlook throughout the County.

Following the initial analysis of the survey results, focus groups of stakeholders will be convened to further refine the survey findings. The survey and focus groups should be completed this summer. The results will be brought to the Board for discussion and framing of potential policy options to enhance economic vitality efforts in the county. Fully developed policy options would most likely come back to the Board before end of the calendar year.

Performance Measure:

NA

Contract Renewals and Performance Outcomes:

NA

Fiscal and Facilities Impacts:

Budgeted: Yes **Fiscal Analysis:**

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund			
State			
Federal			
Fees			
Other:			
Total	\$ -	\$ -	\$ -

Narrative: A total of \$75,000 was allocated in FY 2017-18. That money was not spent during the fiscal and was rolled over by the Board at the FY 2018-19 Budget Hearings. It is anticipated that some of that money will be spent this year but it is unlikely that all of it will be spent.

Key Contract Risks:

NA

Staffing Impacts: NA

Legal Positions:

FTEs:

Special Instructions:

NA

Attachments:

None

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