



REACH

Ideas + Action for a Thriving Central Coast



OVERVIEW

- BACKGROUND 3
- REGIONAL CHALLENGES 5
- ORGANIZING FOR IMPACT 6
- REACH 2030 8
- OPPORTNITIES TO PARTNER 11
- VANDENBERG INITIATIVE 12

REGIONAL ECONOMIC ACTION COALITION



MISSION

To increase economic prosperity through big thinking, bold action and regional collaboration.

VISION

The Central Coast will be a place where current and future generations have opportunity to thrive.

REACH: BACKGROUND

Uniting The Region To Take Collective Action

Resident

- Resides in the Central Coast
- Requires high-paying job and improved quality of life

Education and Research

- Tests new ideas in a 'safe' environment
- Develop and train Talent

Investors

- Provides capital, investment
- Participates in risk/reward transfer for new ideas

Business

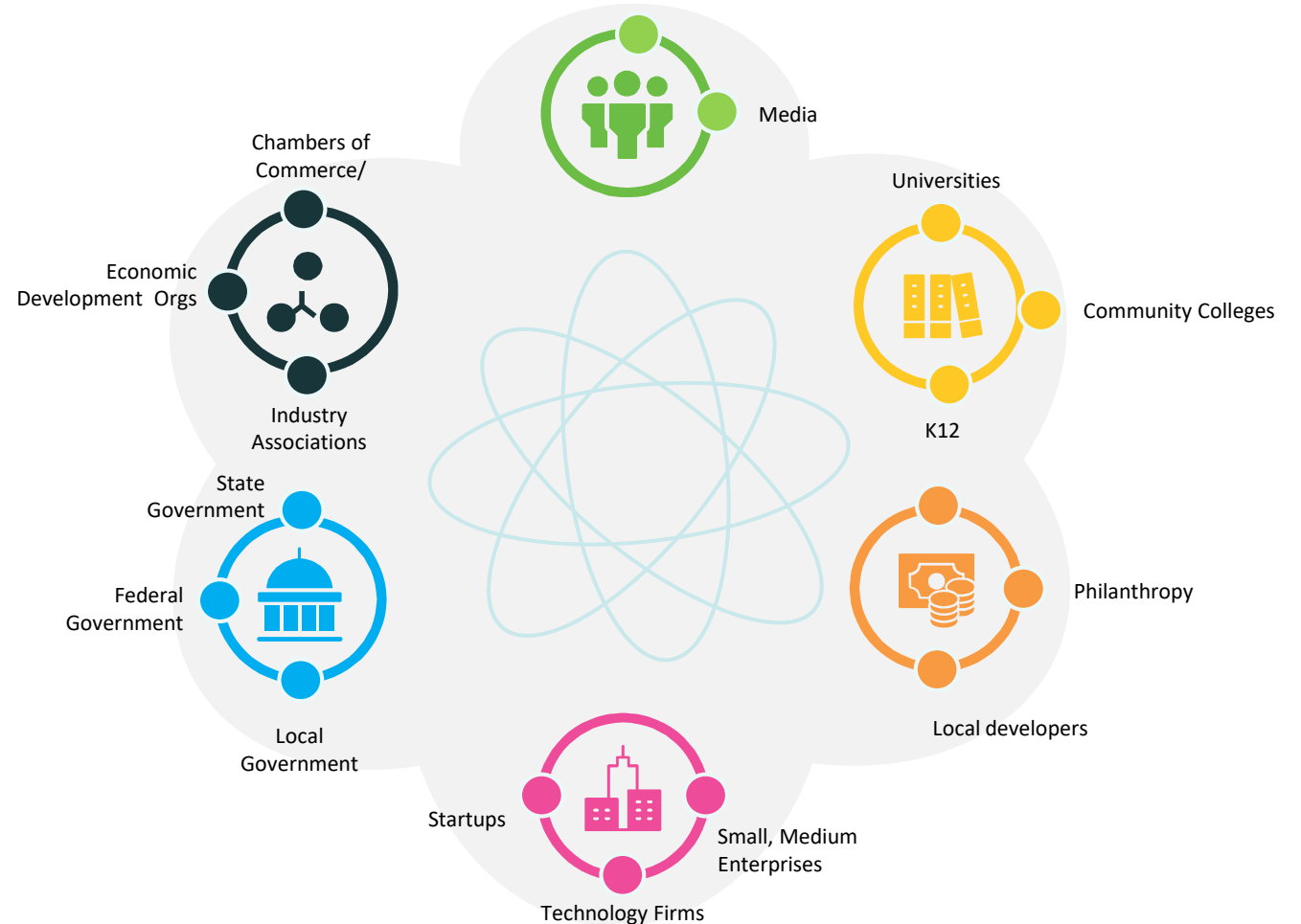
- Operationalizes innovation and employment
- Hires/retains and grows talent

Government

- Sets policy and regulates markets
- Delivers services

Non-Profit + Community Org's

- Aligns the efforts of interested stakeholders
- Convenes or facilitates opportunities



REACH: REGIONAL CHALLENGES

1 in 10

residents and 1 in 5 Latinx residents worry about having enough money for food.

86%

believe the region's young people will be unable to afford to live/work here in adulthood.

1 in 529

believe housing is affordable.

1 in 3

residents has less than \$10,000 saved for retirement.

1 in 4

middle-class residents must borrow to cover \$500 emergency.

50%+

53% of all middle-class residents, 63% of Latinx and 83% of African Americans are likely to leave.

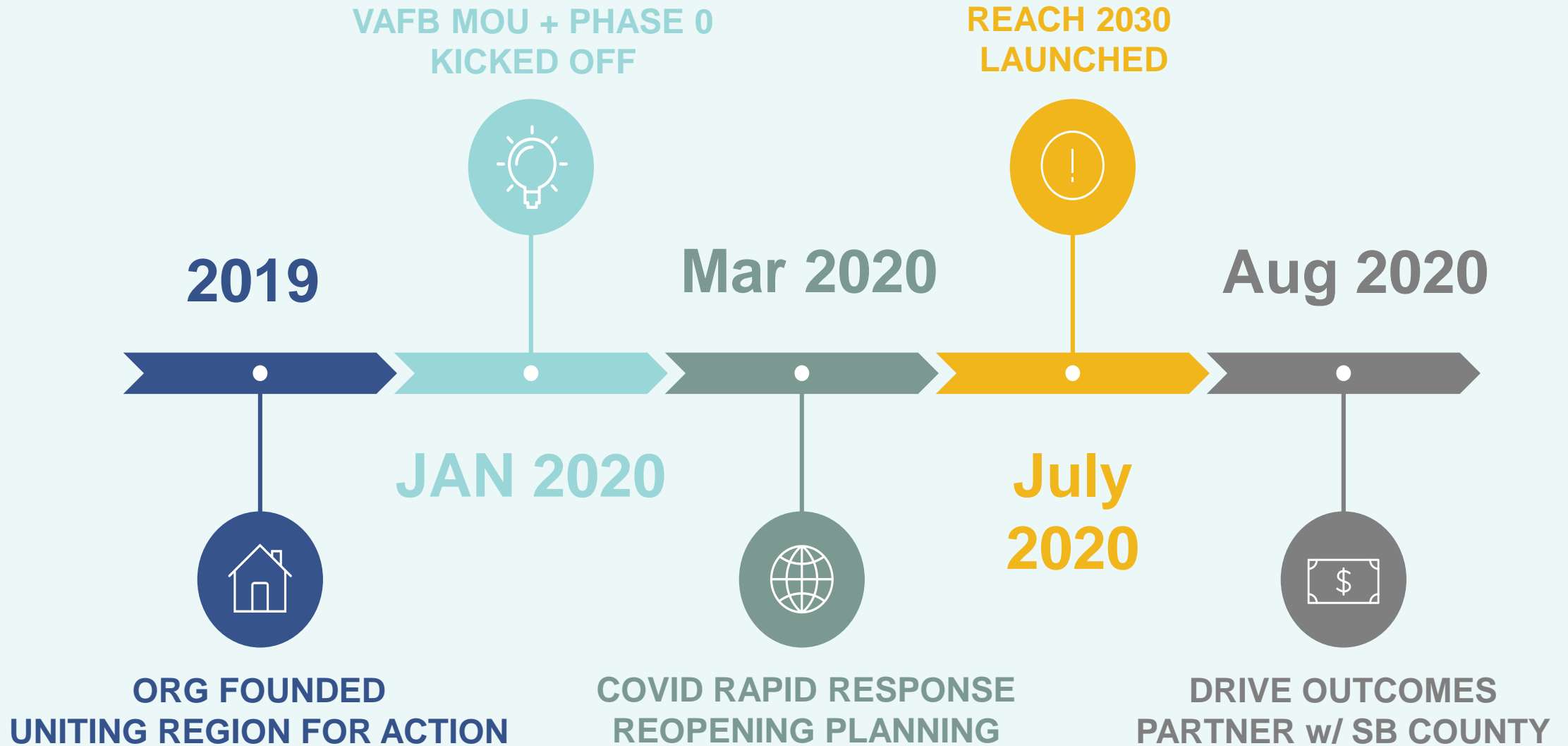
NOT ENOUGH GOOD PAYING JOBS PRE-COVID

- + 53% of the workforce earn a wage \$25,000
- + 2/3 Jobs pay less than \$50,000 per year
- + 5% more low-paying jobs than the state
- + Lower paying jobs are fastest growing
- + Underemployment 9 times worse than the state

COVID HAS ONLY MADE IT WORSE

- + 42,600 jobs lost in region
- + Regional 11.5% unemployment
 - + Worst in last 80 years
 - + 15.1% State/11.2 Nation

REACH: ORGANIZING FOR IMPACT



REACH: ORGANIZING FOR IMPACT

Addressing Needs of Today

RELIEF & REOPENING

- + Support individuals & businesses accessing economic relief
- + Developed central information platform
- + Developed RISE guide

RECOVERY

- + Create regional industry consortia and pursue
- + Evaluate and implement policy to support business
- + Partner with Workforce Development Boards to get people back to work
- + Pursue Federal Grants

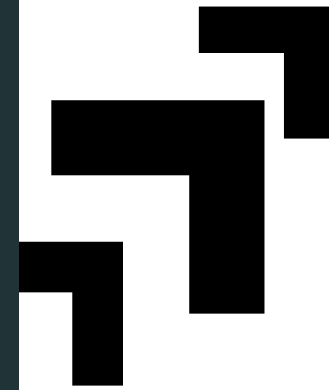
Building Resiliency for Tomorrow

REINVENTION + RESILIENCE

- + Drive work forward on REACH 2030 Plan
- + Evaluate societal shifts and opportunities for economic growth

REACH: REAH 2030

A Regional Action Plan for
Job Creation



**A 10-year
action plan to
create a
sustainable
economy that
works better
for us all.**

JOB CREATION ROADMAP

PRIORITY 1

**ACCELERATE
JOB GROWTH
IN TARGET
INDUSTRIES**

- + Foster the Start-up, Attraction and Expansion of High-Wage Industries

PRIORITY 2

**CREATE
WORLD-CLASS
INNOVATION
HUBS**

- + Build a Thriving Space Enterprise at Vandenberg Air Force Base
- + Influence the Transformation of Diablo Canyon

PRIORITY 3

**BREAK DOWN
BARRIERS TO
JOB CREATION**

- + Champion Regional Planning in Support of Economic Expansion
- + Spur Infrastructure Investment through Collaboration and Innovation

PRIORITY 4

**PREPARE
RESIDENTS
FOR THE JOBS
OF TODAY AND
TOMORROW**

- + Expand and Integrate Education Opportunities

INDUSTRY

GOVERNMENT

EDUCATION INSTITUTIONS

CIVIC ORGANIZATIONS



Looking ahead

PARTNERING WITH SANTA BARBARA
COUNTY ON ECONOMIC VITALITY

Engaging all of Santa Barbara County

1. INTEGRATE SBC IN ECONOMIC STRATEGY

- Expand upon REACH 2030 to develop a two County Regional Comprehensive Economic Development Strategy
- Develop a SB County Economic Element

2. FOSTER JOB GROWTH IN KEY INDUSTRIES

- Develop Industry Consortia in Technology, AgTech, Aerospace & Defense, Cleantech
- Map and leverage regional assets

3. DEVELOP COMMERCIAL SPACE ENTERPRISE

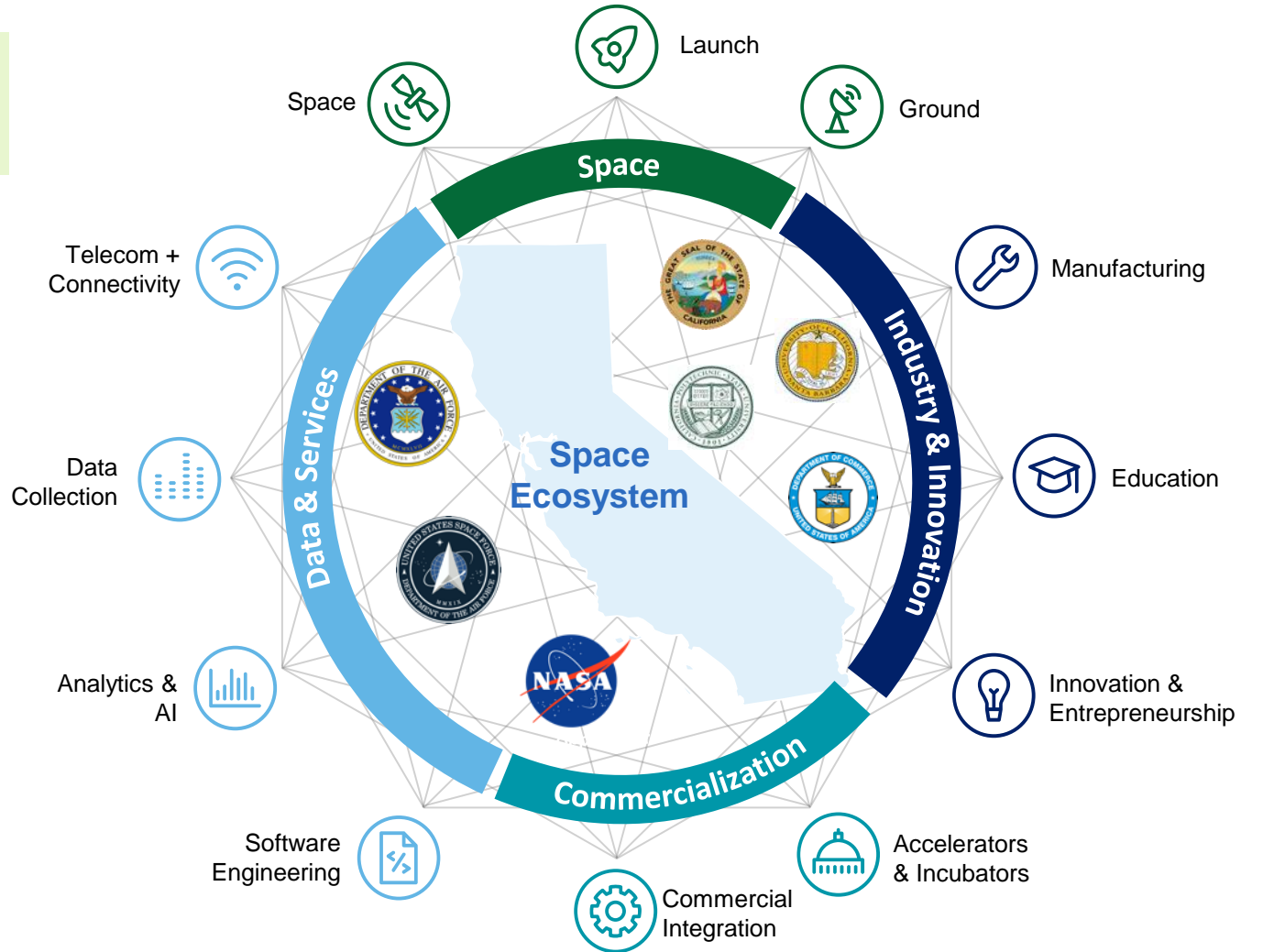
- Develop a Master Plan for VAFB that details infrastructure and financing
- Develop compatible use/community plan to support regional ecosystem

REACH: VAFB Initiative

Our ability to imagine, design, and accelerate the future of California's space ecosystem is informed by a deep knowledge of the space industry coupled with our ability to look towards the future of innovation

We will perform the following action across the space, innovation, and emerging technology ecosystems to identify the winning opportunities for VAFB:

- 1** Perform market research, industry engagement, and technology horizon scanning
- 2** Assess the current state of VAFB and the surrounding region to determine its ability to support emerging space ecosystem needs
- 3** Identify opportunities for VAFB to pursue in order to create a strong future for California's space enterprise



Note: Logos are representative of current and future space ecosystem/enterprise actors

SWOT Analysis

	Vandenberg	Cape Canaveral/KSC	Wallops
Master Plan	Program Does Not Exist	Program Exists	Program Exists
Funding/financing from State Government	Program Does Not Exist	Program Exists	Program Exists
Funding/financing from Federal Government	Program Does Not Exist	Program Exists	Program In Progress
Funding/financing from private sector	Program Does Not Exist	Program Exists	Program Exists
Tax programs/incentives	Program Does Not Exist	Program Exists	Program Exists
Commercial enterprise zone/spaceport	Program In Progress	Program Exists	Program Exists
Formal space industry commission	Program Does Not Exist	Program Exists	Program Exists
Presence of commercial space companies	Program Exists	Program Exists	Program Exists
Ability to launch geo	Program Does Not Exist	Program Exists	Program Does Not Exist
Ability to launch polar	Program Exists	Program In Progress	Program Does Not Exist
Relationships with government offices at a spaceport	Program In Progress	Program Exists	Program Exists
Statewide entity owning the industry development	Program Does Not Exist	Program Exists	Program Exists
Site champions at Federal level	Program Exists	Program Exists	Program Exists

Legend:

Program Exists

Program In Progress

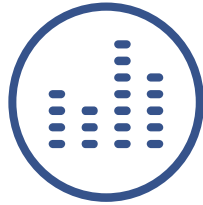
Program Does Not Exist

REACH: VAFB Initiative



Supports regular orbital space launch from multiple launch service providers

- Enables the military and commercial use of responsive access to space
- Supports operationally responsive space through horizontal and vertical launch providers



Is home to an ecosystem for logistics, downstream applications, and testing and evaluation capabilities

- Integrates the commercial and government ecosystem for Space Domain Awareness
- Provides the conditions to attract and sustain downstream application provers



Expands the roles of universities in Space Domain Awareness, technology transfer, and innovation

- Establishes VAFB as a research and talent hub for Space Domain Awareness

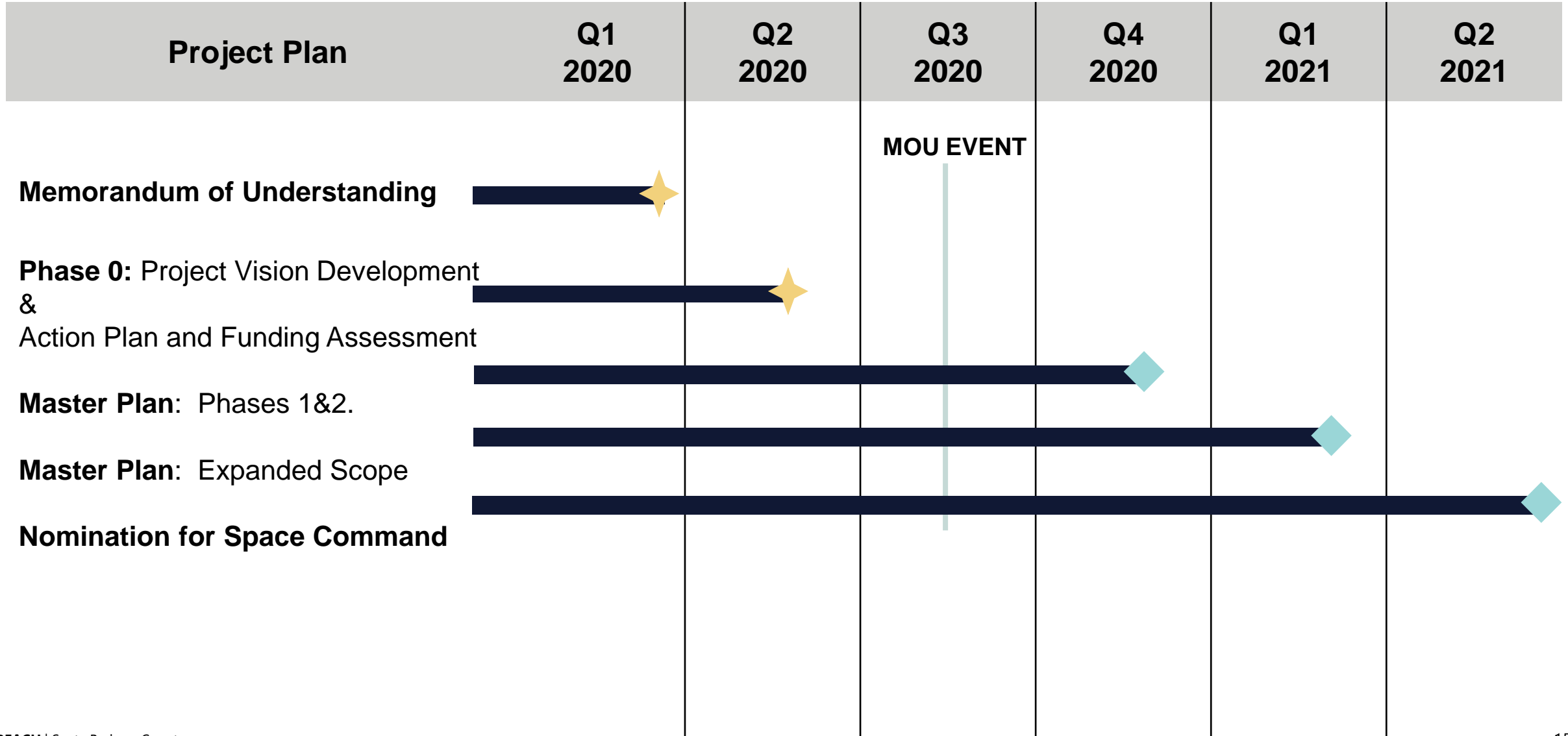


+ Job & Internship Opportunities
+ Additional University Research

+ Talent Development Opportunities
+ Increased density of start-ups

+ Higher number of industrial base partnerships

REACH: VAFB Initiative





REACH

with us.