

REACH

Ideas + Action for a Thriving Central Coast

RESILIENCE ROADMAP

A Comprehensive Economic Development Strategy
for San Luis Obispo and Santa Barbara Counties

WITH FUNDING FROM



Resilience Roadmap Briefing



Project Overview

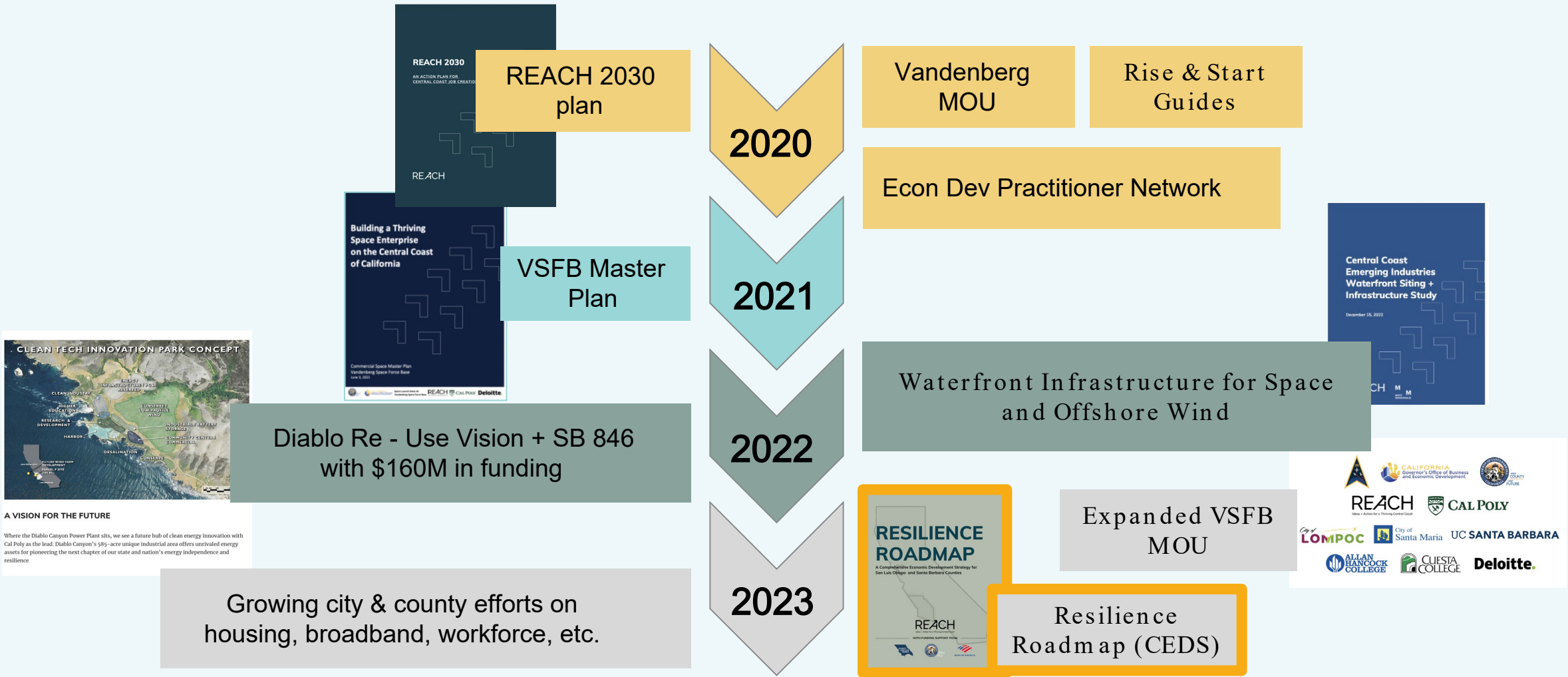
CEDS: What it is and why it's important

Central Coast Resilience Roadmap

Public Comment Process

Next Steps

Central Coast Regional Collaboration



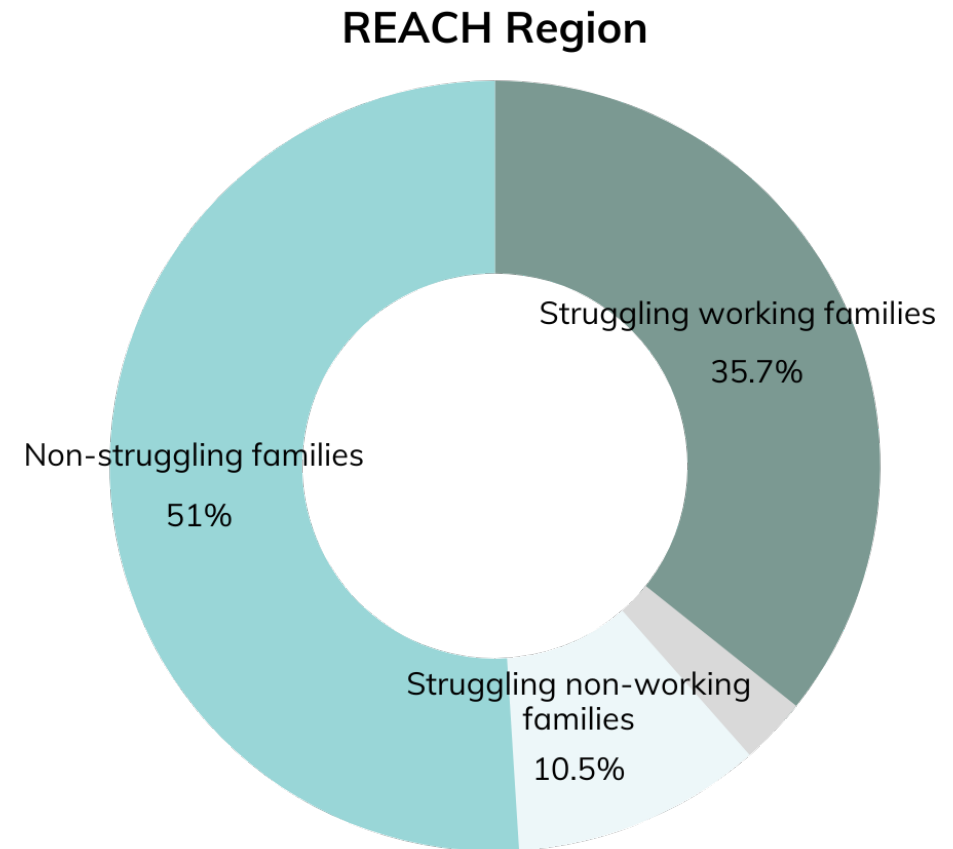
A VISION FOR THE FUTURE
 Where the Diablo Canyon Power Plant sits, we see a future hub of clean energy innovation with Cal Poly as the lead. Diablo Canyon's 585-acre unique industrial area offers unrivaled energy assets for pioneering the next chapter of our state and nation's energy independence and resilience.

Central Coast Economic Challenges

Key building blocks still needed to create foundation for regional efforts:

- + No federally- approved comprehensive economic development strategy (CEDS)
– *key to unlocking federal dollars*
- + Need for regional approach to key sectors + workforce
- + Opportunity for greater regional collaboration on cross- cutting challenges such as workforce development, housing and infrastructure

Nearly half of the region's population struggles to earn enough to make ends meet



Source: Brookings analysis of University of Washington Sufficient Standard and American Community Survey 1-year public use microdata sample, 2019-2021

Central Coast Target Industries Snapshot

Clean Tech



\$2.32B

Clean Tech &
Renewable Energy
sector total GRP

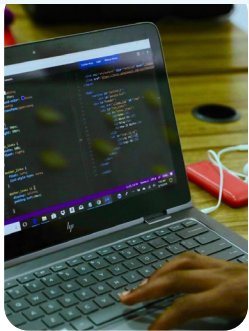
Aerospace



\$1.45B

Aerospace &
Defense sector total
GRP

Tech



\$3.29B

Technology
sector
total GRP

Precision Mfg



\$0.86B

Precision
Manufacturing
sector total GRP

Agtech

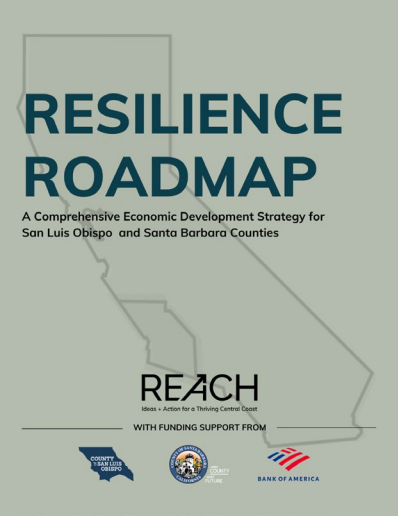


\$4.42B

Agriculture and
Agtech sector
total GRP

Getting the Region Investment - Ready

CEDS



DATA DASHBOARDS



TARGET INDUSTRY ECONOMIC IMPACT ANALYSES + COUNCILS



TARGET INDUSTRY + WORKFORCE STRATEGIES



Resilience Roadmap Project

Quick Facts

2 Counties

15 Cities

400+
Stakeholders

Federally
Funded

Local
Matching



A community - catalyzing project that will chart a course of action for economic recovery, resilience and reinvention for community benefit using the REACH 2030 plan as the launch point.

CEDS: What it is and why it's important



STRATEGIES

1995

YEAR FOUNDED

500+

ENGAGEMENTS

350+

CLIENTS

44

STATES

5

COUNTRIES



CURRENT AND RECENT CEDS PROJECTS

- ▶ Spokane, WA Comprehensive Economic Development Strategy (CEDS) Update & Community Vision
- ▶ Lake County, IL Comprehensive Economic Development Strategy (CEDS)
- ▶ Indianapolis, IN Comprehensive Economic Development Strategy (CEDS)
- ▶ Central Upper Peninsula, MI Comprehensive Economic Development Strategy (CEDS)
- ▶ Cowlitz County, WA Comprehensive Economic Development Strategy (CEDS) Update & Resiliency Plan
- ▶ Oklahoma City, OK Comprehensive Economic Development Strategy (CEDS)
- ▶ Midland & Saginaw, MI Comprehensive Economic Development Strategy (CEDS)





CEDS Overview

- ▶ A **strategy and data-driven** plan for regional economic development
- ▶ The result of a **regionally-owned planning process** designed to **build capacity** and guide the economic **prosperity** and **resiliency** of an area or region
- ▶ Considers, integrates, and **leverages other regional planning efforts**
- ▶ Required elements include a **SWOT** analysis, regional demographic and socioeconomic **data**, **target sector** analysis, and **infrastructure** assets
- ▶ Regions must update their CEDS at least **every 5 years** to qualify for EDA assistance
- ▶ A CEDS is a prerequisite for **EDD designation** by the EDA

1. **Equity:** Projects that advance equity across America including but not limited to women, Black, Latino, Indigenous and Native American persons, Asian Americans, Pacific Islanders, and underserved communities.
2. **Recovery & Resilience:** Projects that assist with economic resilience and long -term recovery from natural disasters and economic shocks.
3. **Workforce Development:** Projects that support workforce education and skills training activities directly connected to the hiring and skills needs of the business community.
4. **Manufacturing:** Projects that encourage job creation, business expansion, technology and capital upgrades, and productivity growth in manufacturing sectors.
5. **Technology-Based Economic Development:** Projects that foster regional knowledge ecosystems that support entrepreneurs and startups, including the commercialization of new technologies that are creating technology-driven businesses.
6. **Environmentally-Sustainable Development:** Projects that help address the climate crisis including through the development and implementation of green products, processes (including green infrastructure), places, and buildings.
7. **Exports & FDI:** Projects that enhance or build community assets to support growth in US exports or increased foreign direct investment.

EDA INVESTMENT PRIORITIES

Strategy Committee

Members from across two - county region representing government, education, community and philanthropy overseeing creation of the Resilience Roadmap



- Dr. Richard Beswick, **Cottage Health Research Institute**
- Greg Bland, **Bank of America**
- Dawn Boulanger, **Workforce Development Board, County of San Luis Obispo**
- Michael Boyer, **Boys and Girls Clubs of Mid Central Coast**
- Jackie Carrera, **Santa Barbara Foundation**
- **City of Santa Barbara**
- Sam Cohen, **Santa Ynez Band of Chumash Mission Indians**
- Erica Crawford, **Morro Bay Chamber of Commerce**
- Josh Cross, **Atascadero Chamber of Commerce**
- Kirsten Deshler, **University of California, Santa Barbara**
- Jim Dunning, **California Polytechnic State University, San Luis Obispo**
- Laura Fiedler, **County of San Luis Obispo**
- Jon Hooten, **Allan Hancock College Foundation**
- Lee Johnson, **City of San Luis Obispo**
- Marjie Kim, **Santa Barbara County Association of Governments (SBCAG)**
- Judy Mahan, **Cal Poly Center for Innovation and Entrepreneurship**
- Dr. Beya Makekau, **California Polytechnic State University, San Luis Obispo**
- Steve McCarty, **McCarty Davis Commercial Real Estate**
- Kathy McCorry, **South County Chambers of Commerce**
- Jasmine McGinty, **County of Santa Barbara**
- Kristen Miller, **Santa Barbara South Coast Chamber of Commerce**
- Glenn Morris, **Santa Maria Valley Chamber of Commerce**
- Dr. Kindred Murillo, **Santa Barbara City College**
- Julie Sinton Pruniski, **REACH**
- Pete Rodgers, **San Luis Obispo Council of Governments (SLOCOG)**
- Sara Sanders, **San Luis Obispo Council of Governments (SLOCOG)***
- Luis Servin, **County of Santa Barbara Workforce Development Board**
- Paul Sloan, **City of Paso Robles**
- DeVika Stalling, **Lompoc Valley Chamber of Commerce and Visitors Bureau**
- Dr. Jill Stearns, **Cuesta College**
- Bruce Stenslie, **Economic Development Collaborative**
- Roxanne Taggart, **California Polytechnic State University, San Luis Obispo***

Stakeholder Engagement and Roundtables

400+ stakeholders convened across cities, labor, nonprofits, industries, private sector, workforce development, education, philanthropy and community

+ Roundtables

- + Cities: All 15 across the 2 county region
- + Labor + Trades
- + Nonprofit + Community Development
- + Tourism + Hospitality
- + Building, Design, & Construction
- + Healthcare
- + Higher Education
 - + Cal Poly, UC Santa Barbara, AHC, Cuesta, SBCC, apprenticeship programs, Workforce Development Boards, County Offices of Ed, Education foundations
- + Private Sector
- + Economic Development
- + REACH SLO Advisory Commission
- + GO-Biz
- + EDA

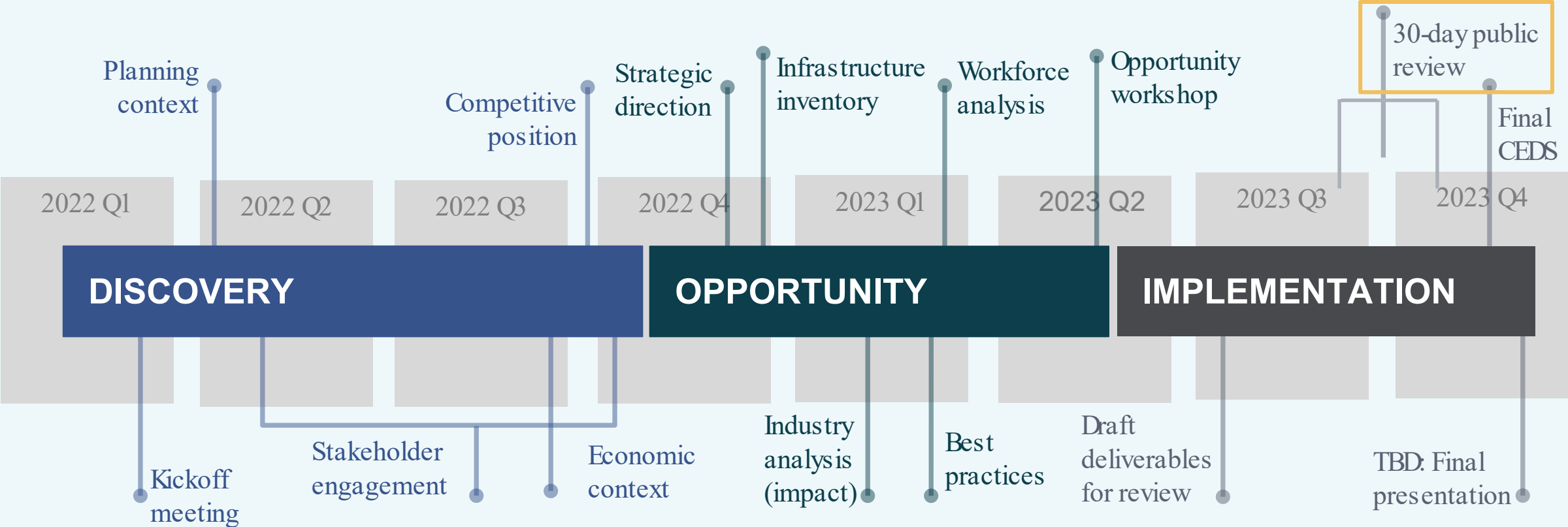
+ Target Industry Advisory Councils

- + Agtech
- + Clean Tech & Renewable Energy
- + Aerospace, Defense, and Precision Manufacturing
- + Technology

Culminating in 4 target industry economic impact reports



PROJECT SCHEDULE



Case Study: Northwest Indiana Forum

NORTHWEST INDIANA FORUM

Ignite the Region

Central Coast Resilience Roadmap

Resilience Roadmap Approach

REGIONAL ECONOMIC
VISION STATEMENT

The Central Coast is a dynamic region where current and future generations thrive, and businesses innovate and excel

GUIDING PRINCIPLES

Future-
focused

Inclusive &
equitable
growth

Sustainability
& resilience

Regional
collaboration

GOALS



People



Innovation



Place



Goal 1: People

1.1 Workforce Development Pathways

- 1.1.1 Build on existing career pathways work
- 1.1.2 Regional Worker: Upskilling and reskilling
- 1.1.3 Employee Cross-Training
- 1.1.4 Online Resources, Networking Opportunities and Partner Placement
- 1.1.5 CTE Awareness
- 1.1.6 Re-entry Pathways

1.2 Youth

- 1.2.1 Career Opportunity Awareness
- 1.2.2 Internship and Apprenticeship Opportunities
- 1.2.3 Opportunity Youth

1.3 Partner Coordination

- 1.3.1 Postsecondary Programs in Target Industries
- 1.3.2 Workforce Development Alignment
- 1.3.3 Guided Pathways

1.4 Talent Attraction & Retention

- 1.4.1 Networking Opportunities
- 1.4.2 Tourism Promotion
- 1.4.3 Job Fairs

1.5 Wraparound Services

- 1.5.1 Broadband and Digital Literacy
- 1.5.2 Early Childhood Education and Childcare
- 1.5.3 Transportation and Public Transit
- 1.5.4 Healthcare and Mental Health Support



Goal 2: Innovation

2.1 Business Retention and Expansion

- 2.1.1 BRE Services
- 2.1.2 Tracking BRE and Regional Coordination
- 2.1.3 Access to Capital
- 2.1.4 Business Planning and Modernization Assistance
- 2.1.5 Workforce Development for Target Industries
- 2.1.6 Regional Workforce Development Coordination

2.2 Business Attraction


- 2.2.1 Supply Chain and Target Industries Ecosystem
- 2.2.2 Leads from Existing Businesses
- 2.2.3 Business Recruitment: Startups and Ties to Region
- 2.2.4 Business Recruitment: Satellite Offices

2.3 Entrepreneurship

- 2.3.1 Business Planning Assistance
- 2.3.2 Business Mentoring Programs
- 2.3.3 Business Incubator and Accelerator Program Expansion
- 2.3.4 Technology Transfer and Commercialization
- 2.3.5 Strengthen Regional Entrepreneurial Ecosystem
- 2.3.6 Coworking Spaces
- 2.3.7 Regional Startup Retention

2.4 Target Industry Focus

- 2.4.1 Regional Collaboration to Bolster Innovation
- 2.4.2 Convene industry consortia groups on a consistent basis
- 2.4.3 Connect Industry Trends to Central Coast Opportunities
- 2.4.3 Target Sector Infrastructure Needs + Site Selection



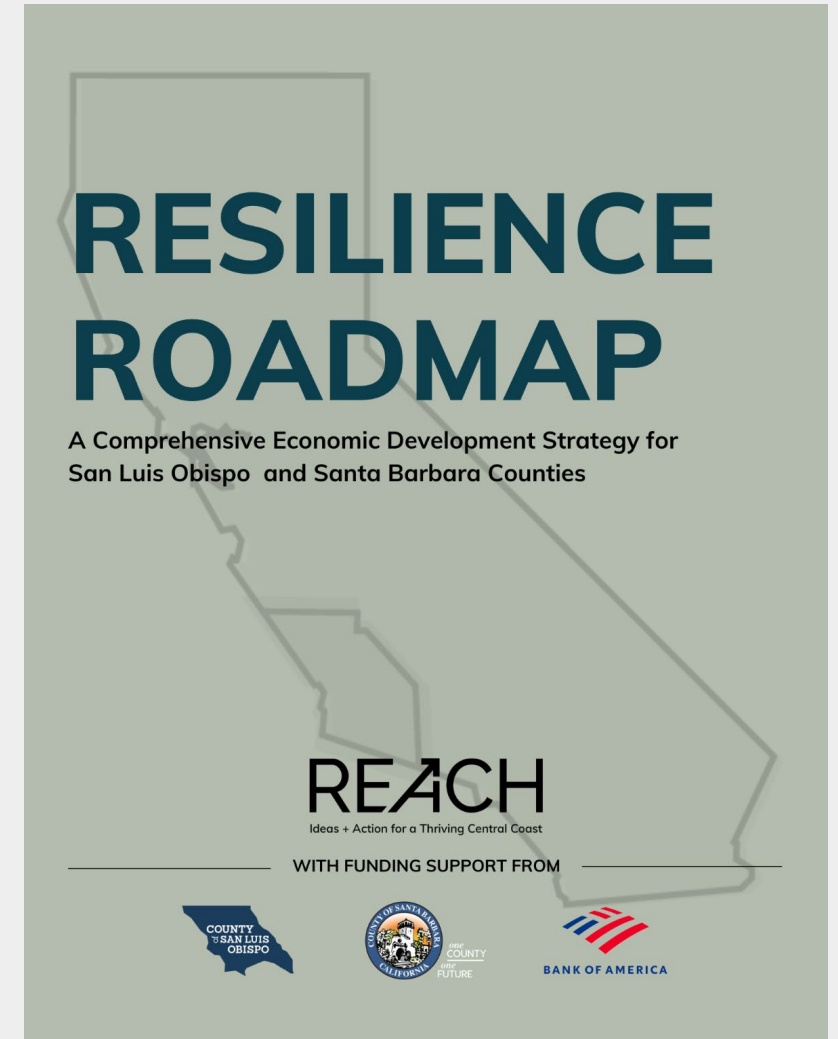
Goal 3: Place

3.1 Housing	3.2 Site Identification and Readiness	3.3 Supporting Infrastructure	3.4 Quality of Life	3.5 Regional Collaboration
<p>3.1.1 Workforce Housing</p> <p>3.1.2 Anti -Displacement Strategies</p> <p>3.1.3 Transit -Oriented Development</p> <p>3.1.4 Support Regional Work Addressing Needs of Unhoused Residents</p>	<p>3.2.1 Regional Inventory of Employment Centers and Residential Sites</p> <p>3.2.2 Identify Vacant and Underutilized Properties</p> <p>3.2.3 Regional Liaison for Streamlined Permitting Support</p> <p>3.2.4 Sustainable Building Practices and Clean Materials</p> <p>3.2.5 Local Vendor and Small Business Procurement Policies</p>	<p>3.3.1 Regional Infrastructure Projects</p> <p>3.3.2 Sustainable Water Solutions</p> <p>3.3.3 Broadband Expansion</p> <p>3.3.4 Public Transportation</p> <p>3.3.5 Non-Motorized Transit Corridors</p> <p>3.3.6 Flight Route Development</p> <p>3.3.7 Rail Infrastructure</p> <p>3.3.8 Waterfront Infrastructure for Commercial and Recreational Use</p>	<p>3.4.1 Cultural and Historical Assets</p> <p>3.4.2 Agritourism Industry</p> <p>3.4.3 Park and Trail Systems</p> <p>3.4.4 Downtown and Central Business District Development</p> <p>3.4.5 Places of Belonging</p>	<p>3.5.1 Economic Development District</p> <p>3.5.2 Regional Association of Nonprofits</p> <p>3.5.3 Partnership between Tourism Promotion and Economic Development</p> <p>3.5.4 Ongoing Regional Convening</p>

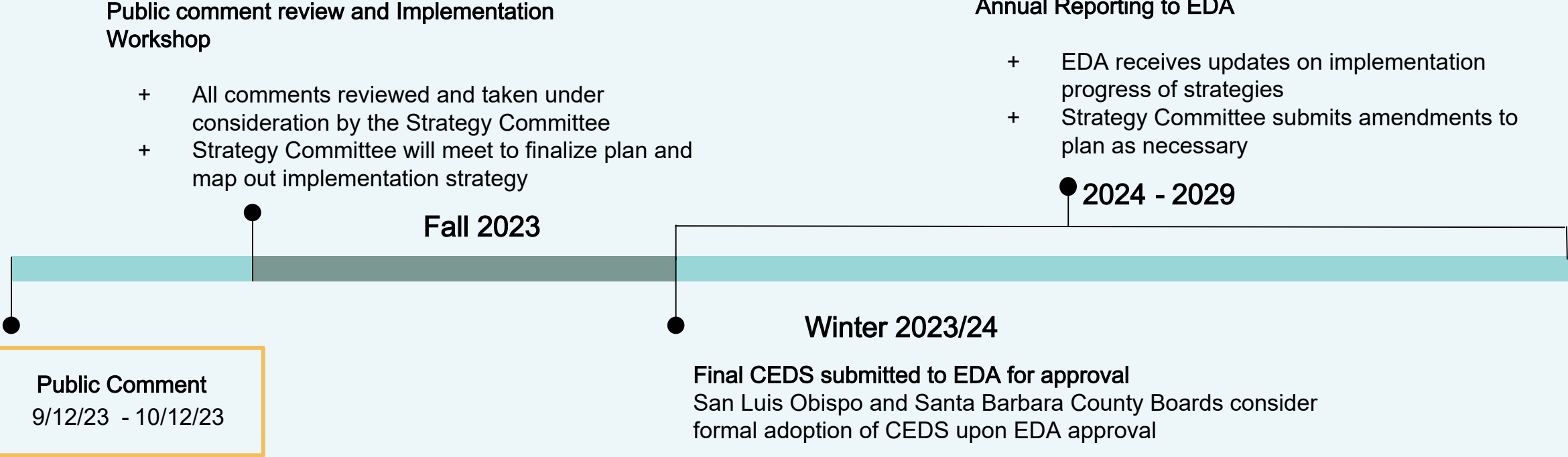
Public Comment Process

Public Comment Process

- + Go to reachcentralcoast.org/ceds
- + Download and review Resilience Roadmap
- + Send comments to cedscomment@reachcentralcoast.org
 - Please reference the page number or section heading in your comment
- + All comments will be reviewed and taken under consideration by the Strategy Committee



Resilience Roadmap Timeline



Next Steps

Key Initiatives: Elevating Regional Collaboration on Cross -Cutting Issues

GOALS



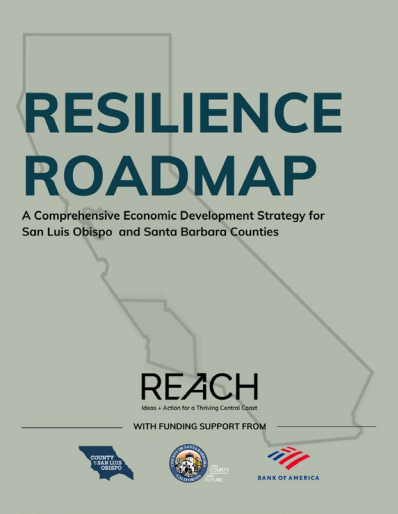
→ Developing **Career Pathways** for Innovative Industries

→ Fostering a **Regional Innovation Network**

→ Building a **Housing and Infrastructure Coalition** for 2- county collaboration

Career Pathways for Innovative Industries

CEDS



DATA DASHBOARDS



TARGET INDUSTRY ECONOMIC IMPACT ANALYSES + COUNCILS



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