



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: 08-25-2020
Placement: D-1
Estimated Time: 1 hour
Continued Item: No
If Yes, date from: N/A
Vote Required: Majority

TO: Board of Supervisors
FROM: Department: Mona Miyasato, County Executive Office
Director(s)
Contact Info: Nancy Anderson, Assistant CEO

SUBJECT: Presentation from REACH and Vandenberg Airforce Base on Economic Opportunities

County Counsel Concurrence

As to form: NA

Other Concurrence:

As to form: NA

Auditor-Controller Concurrence

As to form: N/A

Recommended Actions:

It is recommended that the Board of Supervisors:

- a) Receive presentation on the Vandenberg Airforce Base Initiative and REACH 2030 regional action plan;
- b) Direct staff to continue participation in REACH efforts to promote economic vitality in Central Coast Region; and
- c) Determine that the above actions are not a project under the California Environmental Quality Act (CEQA), because pursuant to sections 153378(b)(4) and 15378(b)(5) the recommended actions consist of organizational, administrative or fiscal activities of government that will not result in direct or indirect physical changes in the environment.

Summary

Presentations will be made by the Vandenberg Airforce Base leadership and REACH on the current projects underway and opportunities for economic vitality in the Central Coast Region that includes the County of Santa Barbara.

Discussion

REACH representatives, Melissa James and Andrew Hackleman, will be discussing the most current Central Coast Projects just launched. The group is looking to expand and engage all of Santa Barbara County. Previously, their focus has been primarily North County and San Luis Obispo areas.

REACH 2030 – REACH 2030 is a regional action plan for job creation. The 10-year plan encompasses priorities to 1) Accelerate job growth in target industries, 2) Create world class innovation hubs, 3) Breakdown barriers to job creation and 4) Prepare residents for the jobs of today and tomorrow. The plan collaborates with industry, government, education institutions and civic organizations.

VAFB Initiative – REACH has been engaged to promote space innovation and technology through various projects related to the base. They will be performing market research, industry engagement and technology horizon scanning. They will be assessing the current state of VAFB and the surrounding region to determine its ability to support emerging space ecosystem needs. Finally, they will identify opportunities for VAFB to pursue in order to create a strong future for California’s space enterprise. REACH issued a Phase 0 foundational overview report of the VAFB Master Plan that is intended to provide a vision of the future of the base.

Colonel Anthony Mastalir, 30th Spacewing VAFB, will be presenting the latest US Space Force (USSF) plans to enhance the domestic commercial space enterprise.

Background

In 2018, REACH (formerly the Hourglass Project) was formed as a coalition of business and civic leaders who came together to develop region-wide economic actions to create high quality jobs throughout the Central Coast region, focusing on San Luis Obispo County and northern Santa Barbara County. The organization was created as a catalyst for fostering a prosperous economy and regional collaboration. County representatives participated in the organization’s strategy lab workshops to develop the 2030 regional plan, as well as onsite discussions regarding the Vandenberg Air Force Base initiative.

The County successfully partnered with REACH during the COVID-19 pandemic response to develop the County’s Reopening In Safe Environment (RISE) Guide. Work with REACH helped to facilitate more than 30 roundtable discussions with over 350 industry sector leaders to help businesses navigate the reopening process. The partnership effectively facilitated collaboration of various stakeholders and government in a focused period of time.

Fiscal and Facilities Impacts:

This agenda item is for information and administrative purposes only. There are no current budget impacts associated with this report.

Authored by:

Nancy Anderson, Assistant County Executive Officer

Attachments:

A – REACH 2030 Plan

B – VAFB Master Plan Phase 0 Report