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ECONOMIC DEVELOPMENT COMMITTEE REPORT relative to the Citywide Economic Development Strategy (CEDS) and the CEDS five-year implementation plan.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. APPROVE the final modified CEDS and related five-year implementation plan, Attachment A of the Economic and Workforce Development Department (EWDD) report dated May 22, 2019, attached to the Council file.
2. INSTRUCT the Interim General Manager, EWDD, or designee, in conjunction with the Chief Legislative Analyst (CLA) and City Administrative Officer (CAO) and key City departments identified in the CEDS, to implement the final modified CEDS, Attachment A of said EWDD report.
3. INSTRUCT the Interim General Manager, EWDD, or designee, to submit the CEDS to the United States Economic Development Administration (EDA) for approval in the appropriate form to conform to EDA formatting and submission requirements.
4. INSTRUCT the Interim General Manager, EWDD, or designee, to prepare and submit grant proposals and applications to secure EDA and non-EDA economic development funds from public, private, non-profit, or governmental entities, subject to the City's Grants Regulations.
5. INSTRUCT the Interim General Manager, EWDD, or designee, with the assistance of the CLA, to review the CEDS and make amendments as needed.
6. INSTRUCT the Interim General Manager, EWDD, or designee, to report to Council quarterly on economic development program metrics, progress towards meeting the goals of the Evaluation Framework, and grant applications/awards.
7. INSTRUCT the Interim General Manager, EWDD, or designee, to report on the outstanding personnel needs of the EWDD to accomplish the actionable items of the implementation plan for the CEDS, including the convening of representatives from key City departments, tracking status of action items, recording data, and preparing presentation reports for the economic development task force.
8. INSTRUCT the Interim General Manager, EWDD, or designee, to monitor and assess changing requirements to implement the CEDS on an ongoing basis, and work with the CAO, CLA and other City departments to identify and request additional resources required to effectuate the implementation plan including staffing and/or funding needs.
9. INSTRUCT the Interim General Manager, EWDD, or designee, to transmit the CEDS Annual Report as required by the EDA, subject to Council approval.

Fiscal Impact Statement: The EWDD reports, based on the recommendations as stated in its March 22, 2019 report, that on April 4, 2019 the CAO submitted a separate report requesting the EWDD to provide a prioritized list of implementation strategies to determine feasible funding and

staffing requirements. In response, the EWDD has revised the proposed implementation plan and funding originally submitted with the draft CEDS in June 2018. The list of action items, lead entity for each action item and start and end periods have been updated based on the approved recommendations from the CLA, Attachment C of said EWDD report.

The EWDD will continue to work with the CAO and CLA on staffing and funding needs necessary for successful implementation of the CEDS. The EWDD will continue to review existing staffing and funding levels; based on this review additional requests may be submitted through the City's budget process.

Community Impact Statement: None submitted.

SUMMARY

At the meeting held on May 28, 2019, your Economic Development Committee considered EWDD and CAO reports relative to the CEDS and five-year implementation plan. The EWDD reports that the draft CEDS and five-year implementation plan was completed by the EWDD in concert with HR and A Advisors, Inc., a nationwide consulting firm. This firm was selected through a Request for Proposals procurement, and their selection was approved by the Mayor and Council. The draft CEDS and implementation plan was submitted in June 2018 and considered by the Ad Hoc on Comprehensive Job Creation Plan and Economic Development Committees in August 2018. Preliminary hearings were conducted by both Committees, and the CAO and CLA were instructed to report on the draft CEDS. The CAO reported on the CEDS and five-year-plan in September 2018.

Prior to submitting their report, the CLA surveyed all Council offices representing the designated focus areas to determine whether recommended strategies for these areas needed amendment. The CLA subsequently submitted their report and related recommendations in February 2019. The Economic Development Committee approved the CLA report as amended on February 26, 2019, and the Ad Hoc on Comprehensive Job Creation Plan Committee approved the CLA report as amended on February 27, 2019. On March 20, 2019, City Council adopted the Ad Hoc on Comprehensive Job Creation Plan Committee report. After an opportunity for public comment was held, the Committee moved to approve the EWDD's recommendations as amended, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

ECONOMIC DEVELOPMENT COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
PRICE:	YES
BUSCAINO:	YES
RODRIGUEZ:	YES
ME	5/28/19

-NOT OFFICIAL UNTIL COUNCIL ACTS-