

**Draft: Scope of Work**

**Process to Establish a Regional Economic Development District (EDD) & Comprehensive Economic Development Strategy (CEDS) report**

*Overview: The purpose of this project is to create the Comprehensive Economic Development Report (CEDS) which is the underlying document to establish a Bay Area Economic Development District with the US Economic Development Administration. While several groups within the Bay Area have also begun the process of creating such a document for their area, by considering needs, resources and programs across the nine counties, the Bay Area can improve access to resources and create a stronger set of strategies to maintain a resilient economy and expand opportunity in the region.*

*This document summarizes the scope of work involved in creating a Bay Area CEDS.*

<b>ACTION / TASK</b>	<b>DESCRIPTION/ ANALYSIS</b>	<b>Timing</b>
<b>Task 1 Participation Framework and Stakeholder Engagement</b>	At the outset of the CEDS, key stakeholders are identified and a Strategy Committee is formed to overview the development of the CEDS	Ongoing
Identify stakeholders to create a regional EDD & CEDS and develop a website to support outreach	Identify key business, workforce, education, and equity organizations that can advance economic development and workforce actions, which build on the region's assets and address its challenges.	September 2015 - April 2016 and ongoing
Establish the Strategy Committee	Invitations will be sent by mid-May	05/16/16
Strategy Committee Meeting 1	Initial kickoff meeting & presentation of recent findings in the region with US EDA (invited) and preliminary review of Tasks 1 - 3 below	06/15/16
Engagement process	Broader engagement will continue as part of the development of material for the CEDS including regional and sub-regional meetings (e.g. EBEDA, Bay Area Community College Consortium, BAC, San Jose / Silicon Valley Chamber)	This process will continue through preparation of the CEDS
<b>Task 2 Background Economic Conditions</b>	Update information from existing background material (State of the Region, Building on Our Assets, Economic Prosperity Report, and others) <ul style="list-style-type: none"> <li>• Demographic and socioeconomic trends</li> <li>• Infrastructure assets</li> <li>• Emerging or declining clusters or industry sectors</li> <li>• Interrelations of subareas within the region and to the larger Bay Area economy</li> <li>• Relationship of Bay Area's economy to the state and broader economy</li> </ul>	<b>06/01/16 - 08/1/16</b>

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ACTION / TASK	DESCRIPTION/ ANALYSIS	Timing
<b>Task 3 Regional Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis)</b>	Building on Task 2 this section identifies critical internal and external socio-economic factors that speak to the region's unique assets and competitive positioning.	<b>July – August 2016</b>
<ul style="list-style-type: none"> <li>Economic Considerations and Resiliency</li> </ul>	Identify factors and elements to ensure the long term success, viability and durability of the regional economy and for consideration in planning and preparation for growth, aging infrastructure, climate change etc.	July – August 2016
<ul style="list-style-type: none"> <li>Create SWOT matrix</li> </ul>	<ul style="list-style-type: none"> <li>Workforce considerations</li> <li>Spatial efficiencies/ sustainability (land use, housing, economic development, transportation, and infrastructure to support regional prosperity)</li> <li>21st century infrastructure needs (e.g. broadband, energy)</li> <li>Identify potential key partners and resources to support economic and workforce development, implement changes where needed, and leveraging existing public and private funds (e.g. OBAG, TOAH, Rockefeller 100 Resilient Cities, foundations)</li> </ul>	July – August 2016
<b>Task 4 Strategic Direction and Action Plan</b>	This section of the CEDS draws on a broad range of existing resources as well as engagement with the Strategy Committee to identify and rank key actions and to describe how these actions link to the major economic development goals and conditions of different groups and locations within the region.	<b>July - August 2016</b>
Strategy Committee Meeting 2	Early in this task, the Strategy Committee will meet with ABAG staff and organizations that have expressed interest in engaging in a process to define and describe regional strategies and actions	July 2016
<ul style="list-style-type: none"> <li>Vision Statement: Goals and Objectives</li> </ul>	Identify broad outcomes and more specific and measurable objectives	July 2016
<ul style="list-style-type: none"> <li>Action Plan/ Implementation</li> </ul>	Identify actions across interrelated dimensions: housing, transportation, broadband, environmental and responsible individuals and institutions.	August 2016

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ACTION / TASK	DESCRIPTION/ ANALYSIS	Timing
<b>Task 5 Evaluation and Performance Metrics</b>	Gauges progress on the successful implementation of the CEDS and provides information for the Annual Performance Report. Annual updates keep the strategic direction and action plan outlined in the CEDS current and the plan as a whole relevant	<b>August 2016</b>
Strategy Committee Meeting 3	Strategy Committee to engage in the development of the performance measures	First half of August 2016
<b>Begin Report Rollout - Draft Preliminary Report Available for Comment and Review</b>	Distribute widely, subregional presentations and incorporate comments from Strategy Committee, Board of Supervisors, and other stakeholders	<b>September 2016</b>
<b>Draft Final Report for Comment and Review</b>	Distribute widely and incorporate comments from Strategy Committee, Board of Supervisors, and other stakeholders	<b>10/30/16</b>
RPC Presentation		12/07/16
ABAG Executive Board Presentation		01/19/17
County Board of Supervisors Presentation	Begins at Report Rollout 9/1/16 through 3/1/17	03/01/17
<b>Final Report</b>	The final CEDS report will include the background materials, SWOT, strategies, and an accounting of County Boards of Supervisor support for the program.	<b>03/15/17</b>