



SUMMARY MINUTES

ABAG Regional Planning Committee – Economic Strategy Committee

Monday, July 24, 2017, 1-2:30pm

Yerba Buena Conference Room (1st Floor), 375 Beale St, San Francisco, California

1. Call to Order

The meeting was called to order by Pradeep Gupta, Mayor of South San Francisco.

Staff Present:

Cynthia Kroll, Chief Economist

Johnny Jaramillo, Principal Planner

Bobby Lu, Regional Planner

Ada Tan, Intern

Arrietta Chakos, Policy Advisor/Resilience team

Attendees:

**Committee members*

Diana Bautista, Lucile Packard Children's Hospital

Jeff Bellisario*, Bay Area Council Economic Institute

Zelda Bronstein, Reporter

John Carrese, Bay Area Community Colleges

Tilly Chang*, San Francisco County Transportation Agency

Dennis Conaghan, San Francisco Center for Economic Development

Gary W. Croft*, Contra Costa County

Pradeep Gupta*, City of South San Francisco

Amanda Hawkins*, San Mateo County Economic Development Association

Melissa Jones, Bay Area Regional Health Inequities Initiative

Bruce Knopf*, County of Santa Clara

Sibella Kraus*, Sustainable Agriculture Education (SAGE)

Darien Louie*, East Bay Economic Development Association

Cynthia Murray*, North Bay Leadership Council

2. Session Overview and Updates

A. Staff provided a session overview that highlighted topics that would be the focus of the day's meeting:

- a. Update of work being done for the Comprehensive Economic Development Strategy (CEDS):

- i. Circulation copy of CEDS Profile is mostly completed

- ii. If members notice mistakes, please let staff know, corrections are welcome before publishing.
- b. Projected schedule for County Board of Supervisors engagement:
 - i. Staff has started efforts to set times to meet with Supervisors and staff to address any concerns, understand local priorities and to get on their agendas.
 - ii. Hope to receive endorsement of Goals, Visions and Objectives from Supervisors by November 2017.
- c. Submission of the Economic Development District application to the United States Economic Development Administration by December 2017.
- d. Overview of the CEDS strategic framework
- e. Arrietta Chakos with the ABAG/MTC Resilience Team provided an update for resilience efforts in coordination with the CEDS:
 - i. Exploring how to merge resilience work with stuff being done within economic development effort.
 - ii. United States Geographical Survey sponsored study of the impacts of an earthquake along the Hayward fault- findings anticipated December 31, 2017 and could reflect/effect work that the Economic Strategy Committee is doing.
 - iii. Kaiser Permanente has partnered with the City of Oakland to create a consortium that will “allow Oakland to become the healthiest city in the United States”. The initiative addresses social, economic, public health and community wellbeing.
- f. Notice of a future Economic Strategy Committee organizational structure meeting:
 - i. Tentatively scheduled for August 14th
 - ii. Opportunity to delve into the Economic Development District organizational structure questions.
- g. Working session centered on strategy prioritization and first steps for developing an action plan.
 - i. This portion of the meeting will focus on advancing the strategy document into a strategic action document.

3. Members provided their own updates:

- a. *Darien Louie, East Bay Economic Development Association:* East Bay EDA is hosting a 2017 Fall Membership meeting that will take place on September 14th at the Rosewood Commons Conference Center in Pleasanton.
- b. *Cynthia Murray, North Bay Leadership Council:* Sonoma County has been working on a health action initiative that has received big grants to look at social deterrents of health concerning economic wellness,

housing, etc. This effort has been ongoing for 10 years and is making a lot of progress.

c. *Sibella Kraus, SAGE*: In the past 6 months, SAGE and American Farmland Trust along with other stakeholders produced a Bay Area Food Economy White paper on the importance of food as a key business cluster for the Bay Area. Based on recommendations in the White Paper, a Draft of the Bay Area Agriculture Food Strategy has been created that reflects some of the CEDS Goals, Strategies and Objectives. Possible additional strategies include:

- Establish a regional Agriculture and food economic development program either embedded in or separate with other existing efforts;
 - Supporting climate and natural disaster resilience to help regional agriculture and food industries manage natural disaster impacts;
 - Facilitate development and enhancement of food related Goods Movement;
 - Upskill workforce in food and agriculture jobs
- SAGE is also interested in enhancing Plan Bay Area and developing Priority Production Areas (PPAs) interactions with the important aggregation, processing and distribution facilities for food in the region. SAGE is in the process of getting feedback on the Draft of the Bay Area Agriculture Food Strategy and seeing how this effort can mutually support the work being done in the CEDS.

4. **Strategy - Vision, Goals and Objectives**

Members provided feedback regarding the overall Goals, Vision and Objectives of the Strategic Framework, for endorsement by each County Board of Supervisors. The discussion was based on specific comments and feedback that members had regarding additional content to incorporate into the Principles and Objectives section, questions regarding clarification on specific language and phrasing.

Feedback and Questions:

A. The US EDA strongly recommends incorporating resilience into the CEDS.

Should this be one of the general principles?

- a. Equity is a primary concern in the document and part of the vision statement. Resilience is also covered to a degree in Goal 4, Objective 4.4. Can possibly be added as a principle.

- B. Under Goal 2 Workforce: recommendation to change “business needs” to “employer needs” because there are a lot of other employers besides businesses including nonprofits and government that need to have a prepared workforce. If the focus is only on “business” needs, the needs of other employees may be overlooked.
- C. In Objective 1.3, change to “Improve the business climate for middle wage industries, small and medium sized firms, and entrepreneurship, *especially* OR *particularly* within disadvantaged communities” for consistency with other portions of the Strategic Framework.
- D. In Goal 4, there is no mention of green infrastructure and natural resources. Consider introducing these values since water is discussed and eco systems are a big part of the region’s resilience efforts.
 - a. Possibly incorporate into Principles section.
- E. Local Control in the General Principles section conflicts with Objective 3.4
 - a. Under some of the strategies, this point is addressed more explicitly.
- F. Under Objective 4.2, possibly change “capacity” to “services” or drop the term all together.
- G. Under Objective 4.5, not clear what infrastructure requirements and implications are. It might be too early to add in autonomous vehicles in the list, might attract more attention than is needed.
 - a. Important to keep in autonomous vehicles to prepare for the future because it is going to change our world.
 - b. Perhaps include at the strategy level rather than the objective level?
- H. In Objective 2.2 and others about workforce training, “higher education” reads as community colleges and universities. This should be changed to “post-secondary” education instead which is a more inclusive and descriptive term that more accurately responds to the need.
 - a. A lot in the workforce is that a lot of people need post-secondary education, not necessarily a degree but certificates and apprenticeships.
 - b. The vast majority of the workforce won’t necessarily be university graduates but rather, people who participate in some type of jobs training program to obtain numerous certificates as job needs change.

5. Workshop Session

Staff provided an overview of the Strategy Prioritization worksheet and asked members to work in groups to discuss and comment on the Objectives, Strategies and example Actions using the Impact and Feasibility guidelines provided in the Strategy Prioritization Criteria handout. Groups were given one hour to complete this exercise.

6. Strategy Prioritization Feedback

Members from each table reported back their major findings, gave feedback on how the language could be improved for clarity and provided recommendations for additional components that could be added to the pre-existing list of Objectives, Strategies and example actions.

Feedback from attendees:

A. Table 1:

Ranked and ordered the objectives based on the importance of things that need to be done. Top objectives for each goal are:

- a. Business Climate: Objective 1.2
- b. Workforce: Objective 2.1
- c. Housing and Work Places: Objective 3.2
- d. Infrastructure: Objective 4.1

B. Table 2:

- a. In Business Climate, group talked about key industry sector identification and its relationship to transportation and housing.
- b. In Workforce, group talked about identifying data sources and developing metrics that could track the outcomes.
- c. In Housing and Work Places, group talked about providing housing for all wage levels and using cap-and-trade money for housing.
- d. In Infrastructure, group talked about separating out Goods Movement sector as they have special transportation needs, also discussed adding in an objective that covers green infrastructure and preservation.

C. Table 3:

- a. Under Business Climate:
 - i. Objective 1.1, add cannabis and biotech cluster.
 - ii. Objective 1.2, emphasize government partnership.
 - iii. Mention new economy and service jobs that connect with the new economy.
 - iv. Mention anchor institutions.
 - v. Mention the impacts of automation.
- b. Under Workforce:
 - i. Establish business-led program for workforce development.

- c. Under Housing and Work Places:
 - i. Eliminate parking requirement for housing construction.
 - ii. Workforce housing should include all sectors, not just farmworkers.
 - iii. Add flexible mixed use zoning.
 - iv. Improve resilience in the housing stock.
 - v. Provide more resources for building and fire inspectors.
- d. Under Infrastructure:
 - i. Acknowledge the transit needs of workers who work late nights and early mornings.
 - ii. Including walkability.
 - iii. Give attention to autonomous vehicles.
 - iv. Consider desalinization.

D. Table 4:

- a. Technology sector is important, but should also emphasize other industry clusters that build on sub area strengths.
- b. Retain entrepreneurial growth from national research labs within the region.
- c. Include outreach and marketing to make production, manufacturing, and other middle wage or middle skill jobs appealing to younger generations.
- d. Emphasize resilience beyond natural hazards to include businesses staying resilient through economic cycles.
- e. Transit flexibility to accommodate different schedules.

7. Wrap Up

Revisions will be made based on today's feedback. If there are any more comments, questions or ideas, feel free to contact staff directly.

8. Adjourn