

## Monterey County Strategic Initiatives

POLICY AREA	STRATEGIC INITIATIVES
<p><b>Economic Development</b></p> <p><i>“Enhancing the well-being and prosperity of Monterey County Residents”</i></p>	<p>Through collaboration, strengthen economic development to ensure a diversified and healthy economy.</p>
<p><b>Administration</b></p> <p><i>“Efficient and Effective Government Operations”</i></p>	<p>Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.</p>
<p><b>Health and Human Services</b></p> <p><i>“Health and Wellness for Monterey County Residents”</i></p>	<p>Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.</p>
<p><b>Infrastructure</b></p> <p><i>“Meeting our Facilities, Water, Technology and Transportation Needs”</i></p>	<p>Plan and develop a sustainable, physical infrastructure that improves the quality of life for County resident and supports economic development results.</p>
<p><b>Public Safety</b></p> <p><i>“Creating Safe Communities”</i></p>	<p>Reduce violent crime and homicides, create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow.</p>

**Economic Development Key Objective:**

1. Create better paying jobs, reduce poverty and increase the revenue base through business expansion while adding to the economic vitality of the County.

**Economic Development Milestones:**

1. Develop a Countywide economic development strategy including specific action items for Monterey County to support and facilitate opportunity in the following economic pillars: Agriculture; Tourism; Research, Education and Technology; and Small Business.
  - o Lead: Economic Development
  - o Timeline: September 2014
  - o Status: 90%, Strategic Plan will be presented to the Board of Supervisors in Spring 2015.
2. Continue to support the workforce strategy that creates path of economic opportunity for residents.
  - o Lead: Workforce Investment Board

- Timeline: July 2014, 100% complete, and will continue to be on-going.
  - Status: More than 260 enrolled Adult participants in the local workforce investment area received additional training opportunities from 7/1/13-6/30/14, with more than \$1.030 funding obligated to same, ensuring residents strive for career paths to enhance their own economic opportunities.
3. Align with strategic partners, public and private, in order to strengthen economic development efforts.
    - Lead: Economic Development
    - Timeline: January 2015, 100% complete
    - Status: The Economic Development Department (EDD) Business, Retention and Expansion Countywide Program is aligned with partners which strengthen economic development efforts.
  4. Evaluate return on investment of County funds expended on economic development efforts.
    - Lead: Economic Development
    - Timeline: January 2015
    - Status: 0% complete, requires funding to implement.
  5. Enter into a Memorandum of Understanding (MOU) between the County and Cities to partner with each City to allow the County to lead business retention, expansion and attraction.
    - Lead: Economic Development
    - Timeline: January 2015, 0% complete
    - Status: The EDD needs the Strategic Plan approved. Plans to present to the Board of Supervisors in spring 2015.
  6. Develop in collaboration with Information Technology Department (ITD) and Resource Management Agency (RMA) Public Works, a Broadband Policy to expand conduit and fiber resources in the County.
    - Lead: ITD and RMA Public Works
    - Timeline: ~~February 2015~~ April 2015
    - Status: Timeline revised to April 2015 due to ITD role in the Schilling Place project. Central Coast fiber network grant for high speed broadband was awarded. Vendor applying for permit and right-of-ways. May take two years before build outs begin.
  7. Develop and promote Monterey County as a destination for eco-recreation and wellness.
    - Lead: Health, Economic Development
    - Timeline: June 2014, 100% complete
    - Status: The EDD partners with the Monterey County Convention & Visitors Bureau that promotes eco-recreation and wellness as a destination.
  8. Develop an implementation plan for a multi-department Countywide economic development strategy.
    - Lead: Economic Development
    - Timeline: June 2017, 20% complete
    - Status: The EDD partners with Workforce Investment Board and RMA.

9. Participate in the City of Salinas/Civic Center Downtown Revitalization Plan to monitor the City's activity and review opportunities for collaboration on providing parking and street improvements around the County Campus.
  - o Lead: RMA
  - o Timeline: On-going
  - o Status: The City of Salinas Vibrancy Plan is to be adopted in 2015. (EDD update)
10. Support a diversified collective impact study to work toward "cradle to career" model that is integrated into the Countywide development strategy.
  - o Lead: Health
  - o Timeline: On-going
  - o Status: The Cradle to Career countywide development strategy has CSUMB as its backbone agency. Earlier this year CSUMB hired Cynthia Holmsky to establish the Cradle to Career Partnership, which will seek broad commitment among agencies to work together to achieve agreed-upon goals for student success. The EDD in partnership with the Health Department.
11. Support the Central Coast Broadband Consortium for broadband service throughout Monterey County in order to support business expansion and attraction.
  - o Lead: Information Technology
  - o Timeline: On-going
  - o Status: The EDD supports ITD in these efforts. It is a legislative priority. ITD attending monthly meetings; working with committee on route of new fiber build out to incorporate unserved and underserved areas of the County.
12. Provide agricultural research about the presence (or absence) and transmission of organisms affecting food safety and crop production, help growers comply with all regulatory laws, and prevent large-scale losses to production through disease, insects, pests, and other causes.
  - o Lead: Cooperative Extension
  - o Timeline: On-going
  - o Status: No update at this time.
13. Encourage and increase revenue generating events at County Parks.
  - o Lead: Parks
  - o Timeline: On-going
  - o Status: Pending approval of the Parks Strategic Plan.