

Three-Year Tactical Plan for Board of Supervisors-Identified Strategic Plan Goal

Goal 2: Champion job creation and economic opportunities

Meaning

(expanded definition of goal)

A balanced, thriving economy that offers a job opportunity for every citizen who wants to work, ample services, and up-to-date infrastructure and technology for long term sustainability.

Key Concepts (Actionable items reflected in meaning)

Create quality jobs that are right for Yolo and that fit our residents

Attract industries and jobs that support our strengths of agriculture, research and services

Support job growth, housing and community balance throughout the county

Seek a healthy balance between regional workforce, employers concentrated in cities and development in the county

Improve local quality of life and track trends as measures of success

Understanding our economy and improving our services allow us to adapt quickly to opportunities and threats

Business climate that makes it easier for business to succeed

Encouraging investment locally is critical.
Regulations should protect public health, safety and the environment without impeding job creation

Promote the benefits of doing business in Yolo County

Job creation and job growth are driven primarily by our small businesses

Objectives (SMART-based outcomes that advance the goals and can be achieved in the next three years)

- A. Zoning and incentives friendly to expanding the food value chain
- B. Technology commercialization significantly smoother
- C. Integrated workforce development programs fully matched to employers' needs and workers' skillset
- D. Airport hangar square footage and annual operations increased 10%
- E. Development and infrastructure at designated General Plan locales
- F. County economic, social, environmental and fiscal dashboard created to monitor business climate
- G. Measurable progress toward downtown revitalization in Esparto, Clarksburg, Knights Landing and Madison
- H. Permit and regulatory staff dedicated to customer satisfaction and understanding customer needs
- Permit, regulatory and development services staff committed to ensuring efficient, cost effective, fair and transparent process for applicant and general public
- J. Adequate, quality and affordable housing programs for low income residents

- K. Business attraction and retention processes that bring revenue and include city partners
- L. Expanded tourism in unincorporated Yolo County

Objectives & Implementation Tactics (expected completion date)	Measures of Success	Champions
 A. Zoning and incentives friendly to expanding the food value chain Adopt agricultural zoning ordinance (complete) Adopt Clarksburg Ag zone overlay (complete) Assess feasibility of creating an agricultural benefit assessment district in Clarksburg or Esparto (complete) Work with Tribe and growers to enhance sustainable development in the Capay Valley (complete and ongoing) 	 New flexible Ag zoning and other zoning ordinances adopted Clarksburg zoning overlay adopted 	Planning & Public Works, Agriculture Economic Development CDBG
 B. Technology commercialization significantly smoother Promote Seed Central (complete and ongoing) Complete planning for housing/technology park at Nishi (complete and ongoing) Full County engagement and participation in Food U-Hub creation (complete and ongoing) 	 One window tech transfer conduit with UCD designated One seed company expansion or recruitment per year, or company using UCD technology 	County Administration SACTO Economic Development Agriculture Planning & Public Works Board of Supervisors
 C. Integrated workforce development programs fully matched to employers' needs and workers' skill sets Reduce unemployment countywide by working with multiple partners (complete and ongoing) Detailed study of training needs for employers (complete) Establish agricultural curricula at Woodland College to train seed technicians (complete and ongoing) 	 WIB Board members active regionally, including union apprenticeship programs Study of training needs and recommendations completed Clear universal understanding of all relevant career paths in Yolo County 	WIB Executive Committee DESS One-Stop WIB Board Economic Development Library
 D. Airport hangar square footage and annual operations increased 10% Keep all plans and maintenance needs up to date (complete and ongoing) Improve airport runway, taxiways and facilities using FAA funds (complete and ongoing) Help Davis Flight Support, Woodland Aviation, Prestar and other commercial users expand (complete and ongoing) Recruit new private planes to airport as their home base (complete and ongoing) Recruit new commercial development to airport (complete and ongoing) Balance and sustain airport budget, including evaluating the Port as operations manager (complete) 	 Takeoff and landing counts by aircraft type increase every year Annual net increase of planes based there Annual net increase in commercial activity 	County Administration General Services Private Users Business Owners

Objectives & Implementation Tactics (expected completion date)	Measures of Success	Champions
 E. Development and infrastructure at designated General Plan locales Build infrastructure at I-505 & Hwy 16 in Madison (2015-16) Support completion of Dunnigan Specific Plan (2015-16) Recruit industrial and highway commercial along I-5, I-80, & I-505 (complete and ongoing) Expand Spreckels industrial site (zoning complete) Expand Old Sugar Mill industrial and visitor services (complete and ongoing) Develop additional 50 acres of industrial zoning in Clarksburg (2015-16) Solarize appropriate county lands for energy sustainability (complete) Begin Elkhorn Specific Plan Gateway development planning (2015-16) Through Regional Flood Management Plan, explore options for 100 year flood protection for small communities (i.e. Clarksburg, Knights Landing, Yolo) (2016-17) Work collaboratively with city partners to develop an action plan to study economic benefits and feasibility or rail relocation (including removal of trestle within the Bypass) (2014-15) 	 Encouragement and possible loan/grant participation in infrastructure projects at desired locations. Dunnigan Specific Plan completed One new industrial or commercial project per year 	County Administration Economic Development Planning & Public Works Facilities Services Library Communities Developers
 F. County economic, social, environmental and fiscal dashboard created to monitor business climate Determine number and type of indicators to track — economic, demographic, social, environmental, fiscal, performance measures (2015-16) Establish online dashboard and assign ongoing tracking responsibilities (2015-16) Annual report to Board on dashboard indicators and trends (2016-17) 	 Dashboard established and maintained with timely updates Data is used to improve decision-making by staff and Board 	County Administration Information Technology Planning & Public Works Employment & Social Services
 G. Measurable progress toward downtown revitalization in Esparto, Clarksburg, Knights Landing and Madison Complete Esparto Brownfields assessment work (complete) Help establish Esparto value added food hub (zone?) (complete and ongoing) Clarksburg downtown commercial development plan (2016-17) Knights Landing downtown commercial development plan (2015-16) 	 Brownfield grant completed and business recruitment continues in Esparto Clarksburg downtown revitalization plan completed 	Economic Development CDBG Planning & Public Works Community Leaders

Objectives & Implementation Tactics (expected completion date)	Measures of Success	Champions
 H. Permit and regulatory staff dedicated to customer satisfaction and understanding customer needs Permit and regulatory staff provide customer and industry outreach to evaluate customer satisfaction and program delivery (2015-16) Program improvements are made as a result of outreach efforts (complete) Take advocacy positions when legislation affects our regulatory or permit programs and our ability to serve business constituents (complete and ongoing) Restore dedicated staff position of code enforcement (2014-15) Create a new position of Rural City Manager for direct interaction with unincorporated communities (complete) 	Customer satisfaction surveys conducted bi- annually with comparable data	County Administration Economic Development Planning & Public Works Environmental Health
 I. Permit, regulatory, and development services staff are committed to ensuring an efficient, cost effective, fair, and transparent process for both the applicant and the general public Cost based fees are developed using time/task studies and other relevant cost data (complete) 	 Inspection/Fee working group continues to explore and implement opportunities in planning, building, food safety, hazmat, agriculture and other compliance areas Fees for development projects are transparent to the customer with an online fee calculator Cost based fees are developed using time/task studies 	County Administration
 J. Adequate, quality and affordable housing programs for low-income residents Maintain adequate revolving funding in First-time homebuyer and rehab programs (complete and ongoing) Assist affordable housing projects in unincorporated areas (complete and ongoing) Integrate with Yolo County Housing, DESS, cities, other agencies to evaluate and meet safety net housing, employment and service needs (complete and ongoing) Use CDBG, HOME and other grants to meet our prioritized needs (complete and ongoing) 	Mercy project completed and occupied Annual meeting among all county jurisdictions and the Yolo Housing Authority to ensure effective and cooperative housing efforts	CDBG County Administration

Objectives & Implementation Tactics (expected completion date)	Measures of Success	Champions
 K. Business attraction and retention processes that bring revenue and include city partners Identify capacity of each partner to collaborate (complete) Develop cooperative procedures for attracting new business (complete and ongoing) Implement cooperative process (complete) 	 Improved collaborative business attraction Business groups actively participate in recruitment process; Possible membership in new county-wide economic development organization 	County Administration Economic Development Cities
 Expanded tourism in unincorporated Yolo County Collaborate with YCVB to promote all venues (complete and ongoing) Work with new and existing venue owners to expand their capacity to serve visitors (complete and ongoing) Support YoloArts in the development of a Public Arts Master Plan (ongoing) 	 Complete catalog of attractions in unincorporated Yolo County Increasing visitor counts Help one visitor venue establish or expand per year 	Yolo County Visitors Bureau Economic Development County Administration Library

Key Concepts: Champion job creation and economic opportunities

