

Sierra Economic Development District Plumas County - CEDS Update

Agenda

- 1. Introduction to the CEDS process, purpose and synergies
- 2. Review of the survey data
- 3. Discussion of potential investment projects
- 4. Discussion of additional data
- 5. Additional stakeholders to include in the process

Questions for Discussion

- 1. Does the SWOT resonate, what is missing?
- 2. Who else to bring to the table ?
- 3. 2018 goals still in alignment?
- 4. Key industries to focus on
- 5. Priority investments to consider
- 6. Advisory board participation

CEDS – COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY



INVESTMENT PRIORITIES





Sierra CEDS Focus Areas – 2018

- 1. Catalyze Economic Diversification
- 2. Facilitate Innovation & Entrepreneurship
- Expand Broadband Infrastructure for Inclusive Economic Development
- Build Community Resilience through Wildfire & Flood Protection Efforts
- Protect Natural Capital by Advancing Forest Health & Biomass Opportunities



SWOT Summary

Strengths

- Outdoor recreation activities
- Geographic location, natural environment and weather
- Arts and culture offerings
- Public safety
- Entrepreneurial mindset

Threats

- Lack of adequate housing
- Fire prone topography and natural environment
- Insufficient climate disaster preparedness
- Declining retail and shopping destinations
- Lack of support for small business

Weaknesses

- Housing availability and affordability
- Career / job opportunities with liveable wage
- Broadband connectivity
- Infrastructure capacity to support sustainable growth
- Climate disaster preparedness

Opportunities

- Investment in broadband expansion
- Investment in housing
- Climate disaster preparedness
- Small business support, capital & technical assistance
- Increased amenities to support outdoor recreation
- Agricultural industry expansion

Investments

Survey Question: When thinking about the future of your community, what do you consider to be the Top 5 investment priorities for advancing economic prosperity, social equity, community health and vitality, and environmental sustainability?



We need to invest in lodging and housing for tourism, job growth, bringing in out of town workers, college students while also ensuring there is a place for people who want to live here permanently. In order to get here we need planning and action followed up by infrastructure expansion and support of our local services. -Respondent Quote

Investments Ranked as a Top 5 Investment Priority

266 Plumas County residents completed this survey question.



Chart: Sierra Business Council • Source: CEDS Survey, 2022 • Created with Datawrapper

in the community" as a Top 5 Investment Priority for Plumas County.



Survey Question: What type of business would you like to see developed or expanded in your community?

	Restaurant				
Tourism & recreation	Food & beverage	Downtown retail	Forestry & timber	Manufacturing	Clean & renewable energy
39 comments	35 comments	30 comments	16 comments	15 comments	15 comments

169 Plumas County residents answered this survey question.



Survey Question: What is your number one concern for your community's economic climate?



193 Plumas County residents answered this survey question.

Questions for Discussion

- 1. Does the SWOT resonate, what is missing?
- 2. Who else to bring to the table ?
- 3. 2018 goals still in alignment?
- 4. Key industries to focus on
- 5. Priority investments to consider
- 6. Advisory board participation



Next Steps

- Codify Survey Results & SWOT
- Populate Priority Project List
- Release DRAFT CEDS for comment
- Update CEDS as appropriate
- Board Approval
- Implementation

Strengths

Survey Question: What do you consider to be the TOP 5 competitive strengths of your community when compared to other similar communities. Competitive strengths are those elements that currently exist in the region AND that contribute to the overall quality of life for residents, attractiveness for visitors and long term economic prosperity.



"It is difficult to find 5 strengths, the top 2 are solid, but a large gap to number 3-5... Our recreation opportunities are so numerous and easy to get to. There are no traffic problems, the roads, (when not on fire or sliding as a result of fire) are easy to access...Our local college has been progressive at procuring 4 year degrees and more, but again, they need housing NOW. There are livable wages, but some areas need to increase their wages as well." - Respondent Quote

Competitive Strengths Ranked as a Top 5 Strength

289 Plumas County residents completed this survey question.



For example, 249 Plumas County residents ranked "outdoor recreation activities" as a Top 5 Strength for Plumas County.

Chart: Sierra Business Council • Source: CEDS Survey, 2022 • Created with Datawrapper

Weaknesses

Survey Question: What do you consider to be the TOP 5 structural weaknesses in your community. Structural weaknesses are deficiencies that currently exist in the region AND that prevent sustainable, healthy growth or otherwise inhibit the overall quality of life for residents, attractiveness for visitors and long term economic prosperity.



"Unfortunately,... most of these are significant weaknesses in our county, and most are so interconnected. Lack of transportation leads to issues accessing health care and social services. government leadership choices lead to lower wages, which leads to a fewer tax dollars, which discourages people from moving here. Lack of housing prevents new employees from moving to the county, etc." - Respondent Ouote

Structural Weaknesses Ranked as a Top 5 Weakness

279 Plumas County residents completed this survey question.

wage

sustainable growth

Workforce / talent

amongst Residents

K-12 schools

Public safety

Social services

and weather

231 Housing availability and affordability Career / job opportunities with liveable Broadband connectivity Infrastructure capacity to support Climate disaster preparedness (drought, wildfire, increasing temps) Government / Political leadership Business climate / entrepreneurial mindset Health care / health services Retail and shopping destinations Culture of diversity, equity and inclusion Resources for small businesses Preschool and childcare capacity Transportation Infrastructure Higher Education opportunities 12 q Arts and Culture Offerings 6 Geographic location,natural environment 4 Philanthropic community impact 3 Outdoor recreation activities 2

For example, 231 Plumas County residents ranked "housing availability and affordability" as a Top 5 Weakness for Plumas County.

Chart: Sierra Business Council • Source: CEDS Survey, 2022 • Created with Datawrapper

Opportunities

Survey Question: What do you consider to be the TOP 5 promising opportunities in your community. This section considers externalities that represent favorable circumstances that can be captured for economic prosperity, community resilience, and environmental sustainability. These would be opportunities to invest in projects or leverage larger efforts to achieve a goal.



"Plumas County has so much to offer with regards to recreation. With additional philanthropic endeavors, more recreation options could exist. Plumas co would be a great place for a business. There are so many needs that have not been met. How do we not have a drive up coffee shop? That is just one example, but lots of potentially viable business could thrive here. It's a safe place. You don't find that in a lot of areas." - Respondent Quote

Promising Opportunities Ranked as a Top 5 Opportunity

262 Plumas County residents completed this survey question.

Investment in accessible housing development

Investment in broadband expansion

Increased amenities to support outdoor recreation

Small business support including capital and technical assistance

Climate disaster preparedness (drought, wildfire, flooding, increasing temperatures) New industry attraction or growth (please specify industry in comments)

Geographic location and natural environment

Job training and talent development to support local workforce

Alternative and Renewable Energy grid infrastructure

Infrastructure capacity to support sustainable growth (e.g. roads, sewer, fire suppression)

Multiple options for health care / health services

Arts and Culture expansion

Expand education opportunities

Public safety Retail and shopping destinations Philanthropy's role in community development Transportation Infrastructure Promote and/or support culture of diversity,

equity and inclusion

Range of social services



For example, 135 Plumas County residents ranked "investment in accessible housing development" as a Top 5 Opportunity for Plumas County.

Chart: Sierra Business Council • Source: CEDS Survey, 2022 • Created with Datawrapper

Threats

Survey Question: What do you consider to be the TOP 5 existential threats in your community. Existential threats challenge the vulnerable and fragile elements of a community's social, environmental, and economic wellbeing. They are things that must be addressed through mitigation investments, policy, and practice to safeguard livelihoods, protect ecosystems and protect the overall quality of life and economic prosperity of the community.



"There are many threats. Many businesses needing labor that is not there, including government positions. Businesses are hanging on a thread with no help from local government. We need to attract talent and non skilled labor to our community and they need somewhere to live. We need a developer to come in and build housing to support our community. That, and of course fire. It's exhausting to run a business up here, like living on an island with no help and you are on your own." - Respondent Quote

Existential Threats Ranked as a Top 5 Threat

82

276 Plumas County residents completed this survey question.

Lack of adequate housing

Fire prone topography and natural environment

Insufficient Climate disaster preparedness (drought, wildfire, increasing temps)

Declining retail and shopping destinations

Lack of support and capital for small businesses and entrepreneurs

Inadequate Investment in broadband expansion

Lack of availability of Job training and talent development to support local workforce

Little options for health care / health services

Lack of capacity to support sustainable growth (e.g. roads, sewer, fire suppression)

Lack of diversity, equity and inclusion

inadequate amenities in growing outdoor recreation sector

Lack of Alternative and Renewable Energy grid infrastructure

Education needs

New industry domination or growth (please specify industry in comments) Inadequate public transportation Infrastructure Misaligned philanthropic goals in community development Lack of social services

Public safety

Under capitalized Arts and Culture sector



For example, 224 Plumas County residents ranked "lack of adequate housing" as a Top 5 Threat for Plumas County. Chart: Sierra Business Council • Source: CEDS Survey, 2022 • Created with Datawrapper