



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 PROGRAMS



Public Works



**Economic
Adjustment**



**Planning &
Technical
Assistance**

INVESTMENT PRIORITIES



Equity



Recovery & Resilience



Workforce Development



Manufacturing



**Technology-Based
Economic Development**



**Environmentally-
Sustainable Development**



**Exports & Foreign Direct
Investment**

CEDS Process

Begin
where we
are

- SWOT & PEST
- Stakeholder Engagement
- Materiality Assessment



Develop
Strategy

- Vision & Values of Region
- Long Term Objectives
- Feasibility



Draft
CEDS

- Set Priorities
- Tactical goals
- Review



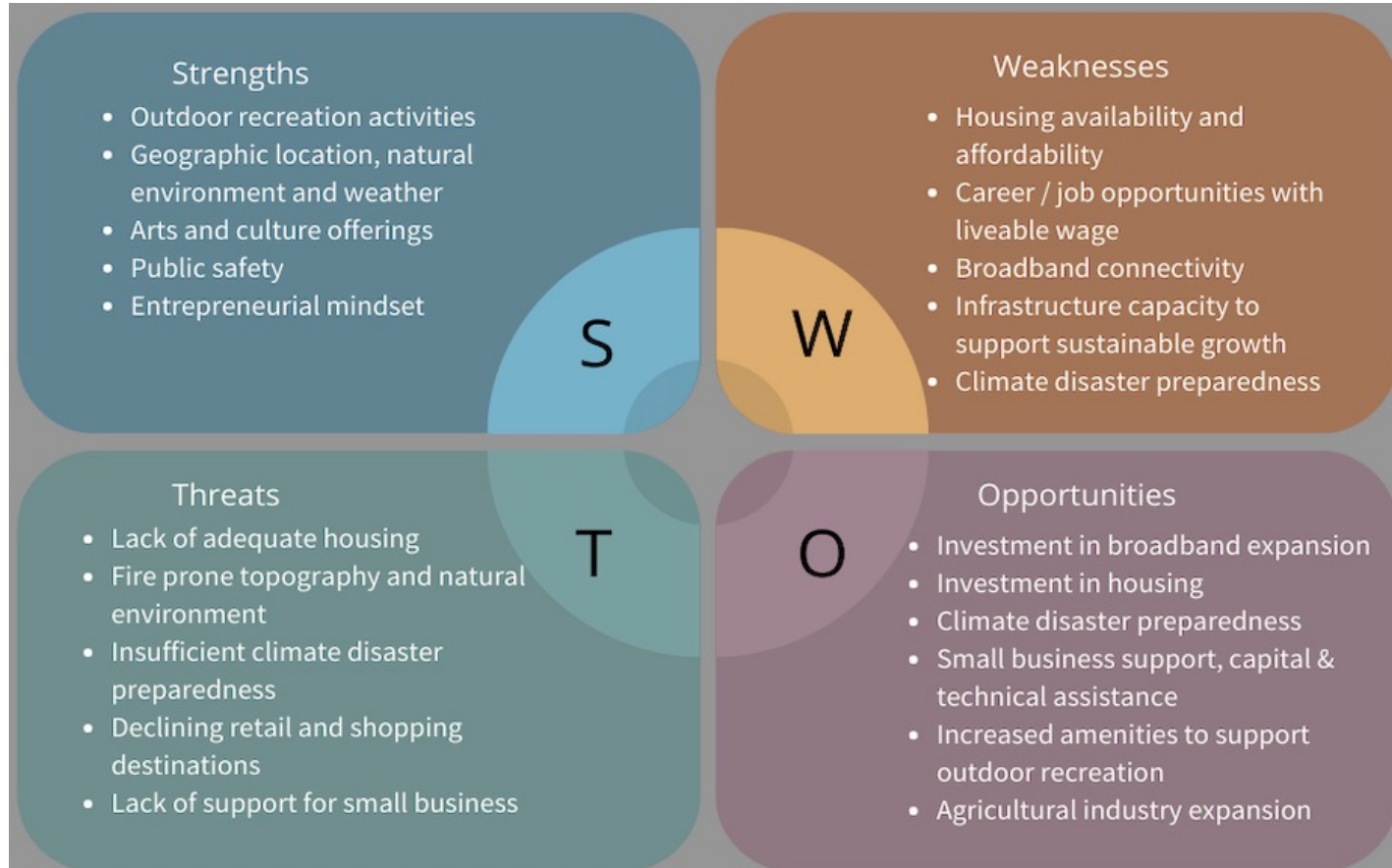
Implement
Projects

- Fund & build projects

Sierra CEDS Focus Areas – 2018

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

SWOT Summary



Investments

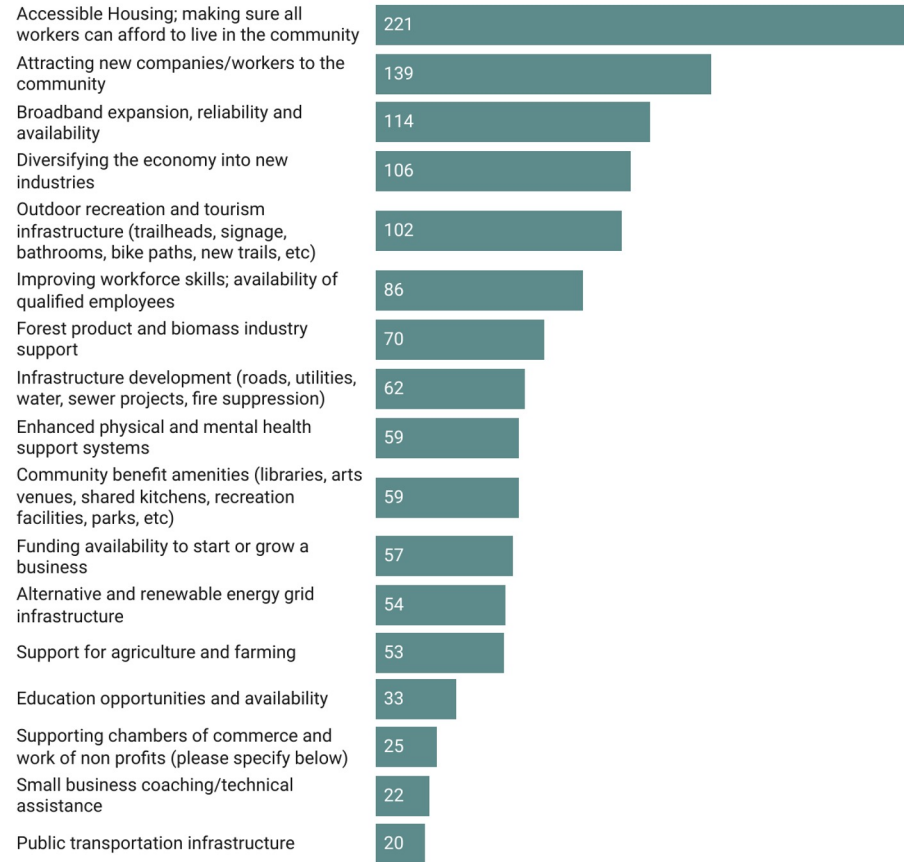
Survey Question: When thinking about the future of your community, what do you consider to be the Top 5 investment priorities for advancing economic prosperity, social equity, community health and vitality, and environmental sustainability?



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.



For example, 221 Plumas County residents ranked "accessible housing: making sure all workers can afford to live 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?



Tourism &
recreation

39 comments



Food &
beverage

35 comments



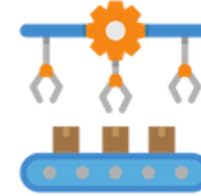
Downtown
retail

30 comments



Forestry
& timber

16 comments



Manufacturing

15 comments



Clean &
renewable
energy

15 comments

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



Lack of workforce housing

54 comments



Workforce & low wages

29 comments



Wildfire

27 comments



Broadband access

8 comments

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
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Next Steps

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

Strengths

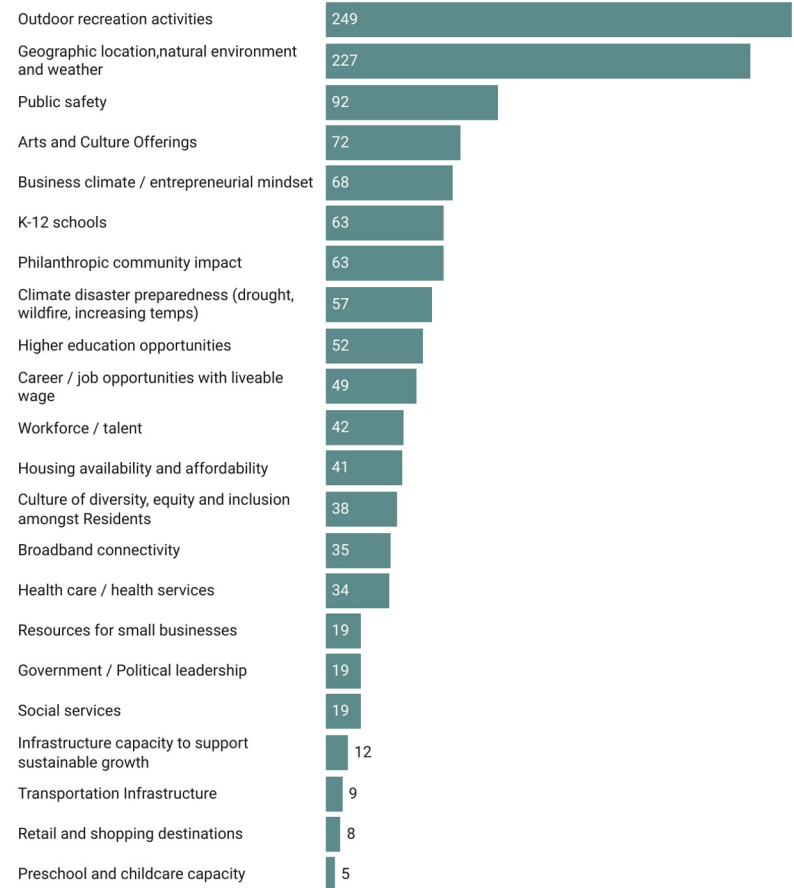
Survey Question: What do you consider to be the TOP 5 competitive strengths of your community when compared to other similar communities. Competitive strengths are those elements that currently exist in the region AND that contribute to the overall quality of life for residents, attractiveness for visitors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

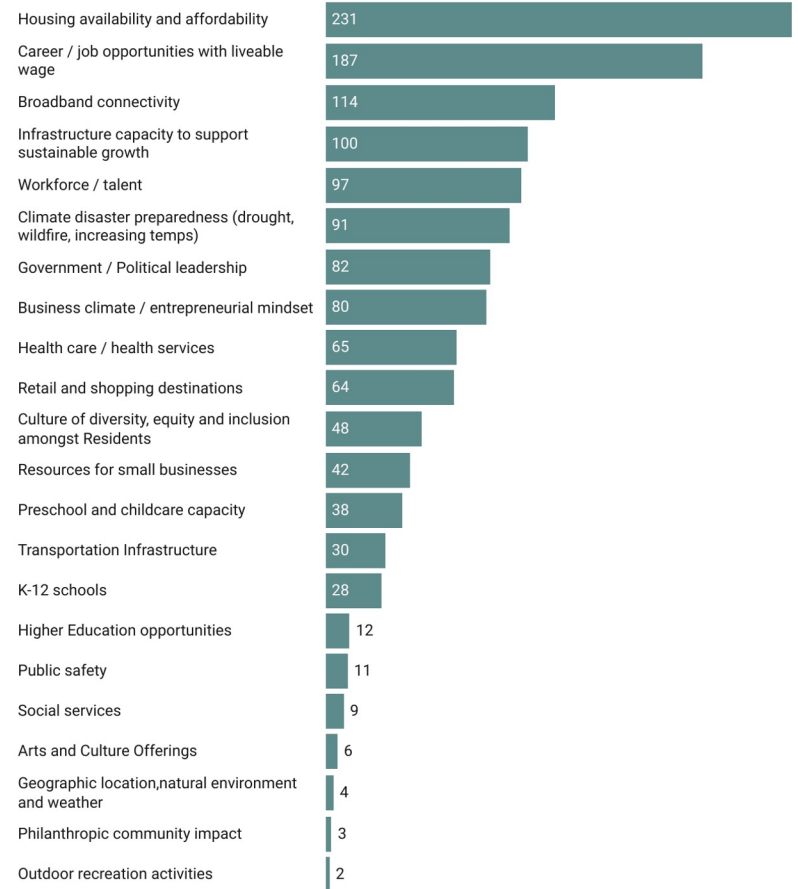
Survey Question: What do you consider to be the TOP 5 structural weaknesses in your community. Structural weaknesses are deficiencies that currently exist in the region AND that prevent sustainable, healthy growth or otherwise inhibit the overall quality of life for residents, attractiveness for visitors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

Structural Weaknesses Ranked as a Top 5 Weakness

279 Plumas County residents completed this survey question.



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

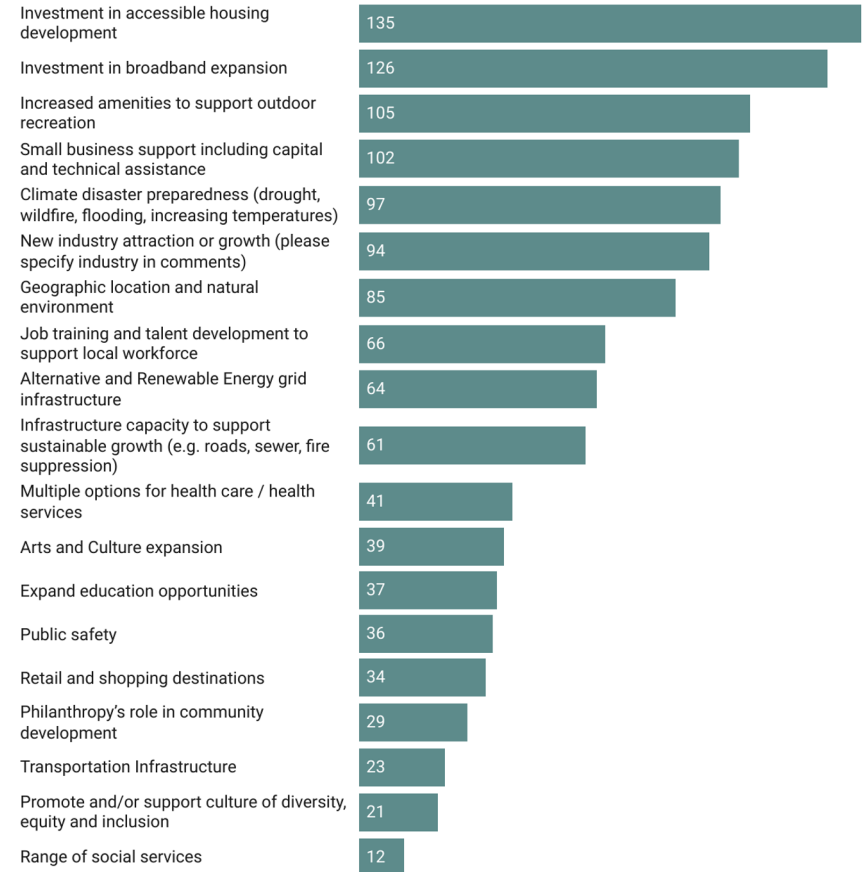
Survey Question: What do you consider to be the TOP 5 promising opportunities in your community. This section considers externalities that represent favorable circumstances that can be captured for economic prosperity, community resilience, and environmental sustainability. These would be opportunities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



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

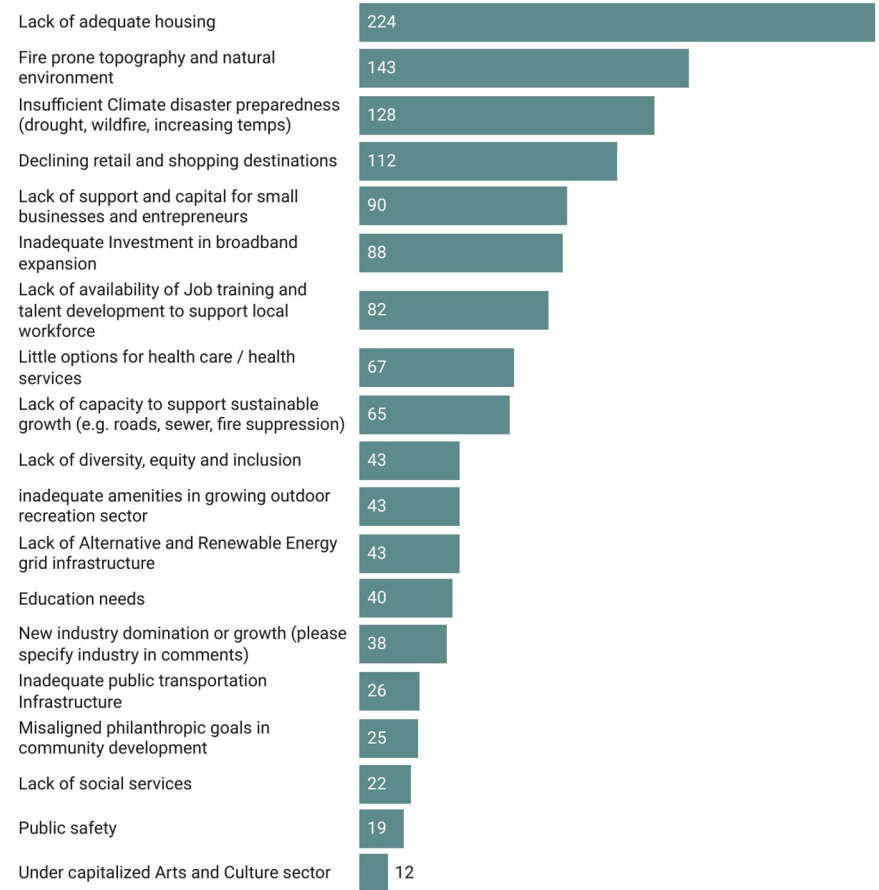
Survey Question: What do you consider to be the TOP 5 existential threats in your community. Existential threats challenge the vulnerable and fragile elements of a community’s social, environmental, and economic well-being. They are things that must be addressed through mitigation investments, policy, 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

276 Plumas County residents completed this survey question.



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