

COUNTY OF SAN DIEGO, CALIFORNIA
BOARD OF SUPERVISORS POLICY

Subject

San Diego County Economic Development

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Purpose

It is the purpose of this policy to define the County of San Diego's role in facilitating and maintaining activities and programs that improve the economic health of the region and the quality of life of its residents.

Background

The County of San Diego is responsible for the delivery of numerous public services to citizens in the cities and unincorporated areas of the region. It is best able to carry out this mission under conditions of County-wide economic prosperity.

The County recognizes the essential role of sustainable economic development in providing for a healthy regional economy. Economic development also helps enable residents to achieve and maintain self-sufficiency. To this end, the County supports economic development activities that strengthen and balance the economic health of the region, while maintaining or improving the quality of life of its residents.

Economic development activities, for purposes of this policy, are broadly defined to include not only capital investment and the creation of desirable jobs in desired locations, but also the development of the economy's human resources. Desired economic development activities would thus include programs which address education, job training and the changing demographics of San Diego County and the needs of particular groups for special assistance in order to contribute to, and benefit from, economic development in the region.

The County carries out its economic development activities in association with, or through, regional and subregional public/private-sector entities in a manner that avoids duplication of effort, and considers individual community concerns while providing for the long-term good of the entire region. This includes cooperative efforts with the City of San Diego and other agencies on regionally beneficial programs dealing with international trade, defense conversion, regulatory reform, technology development and economic research.

Policy

It is the policy of the Board of Supervisors to promote a healthy regional economy that balances improvement of the quality of life for San Diego County residents with sustainable economic growth.

Emphasis and priority in the use of County resources to carry out this policy will be given to the following programs and activities:

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Programs seeking the retention, expansion, and attraction of private sector and Federal/State job-producing investments, including military and Department of Defense investments in the San Diego region.

Programs and activities that link community infrastructure capacity and population distribution to targeted economic expansion, thereby promoting a better housing/jobs balance and healthier communities.

Programs that seek to sunset/modify regulations that have a negative impact on the region's economy while providing little to no public benefit, or that streamline the regulatory process to reduce duplication and costs.

Programs that address the imbalance of resources between subregions such as industrial land, markets for labor, labor pools, and affordable housing, thereby satisfying local community needs in areas such as traffic congestion, pollution, and unemployment.

Programs that maintain and/or improve economic health, balanced growth, and quality of life in the County's unincorporated communities.

Public and private-sector programs that strengthen the global competitiveness of local businesses, including agriculture and small, minority and women-owned enterprises, by encouraging maximum opportunities for participation in public procurement and contracting programs, skills/technology acquisition, diversification, and/or legislative/financial assistance programs.

Projects and activities that capitalize on the County's unique cultural/geographical relationships with Mexico, the Pacific Rim and other nations important to the region's long-term economic health.

Activities that promote economic health in deteriorating residential or business communities through public fund investment and private lending practices as appropriate.

Additionally, this policy encourages support for programs that provide for:

Regionally coordinated long-range planning for the financing, construction and maintenance of the infrastructure required to support a healthy County-wide environment and economy. These planning efforts will always be consistent with the County's growth management policies/strategies and will consider the needs of affected agencies and communities.

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Public-private sector activities and projects, including proposals to retain, expand, or attract business investments that (1) improve the educational and job skill levels of the region's work force, to promote upward job mobility and increased per capita income levels, especially for women, minorities and the working poor; (2) retrain older workers and senior citizens for gainful employment; (3) incorporate the region's chronically unemployed, including public assistance recipients, into the work force or into other meaningful activities.

Integration, where feasible, of the efforts of subregional economic development corporations/councils, with the needs and activities of other economic development related-organizations, in furtherance of the County's economic development goals.

Policy Implementation

This policy will be implemented and administered by the Chief Administrative Office.

Sunset Date

This policy will be reviewed for continuance by 12-31-21.

Board Action

9-13-77 (67)
11-1-77 (126)
3-4-80 (53)
4-29-80 (68)
6-1-82 (7)
10-30-84 (92)
12-12-88 (73)
3-4-89 (37)
7-18-89 (81)
11-6-90 (41)
4-4-95 (28)
6-22-05 (21)
12-09-08 (33)
10-28-14 (21)

CAO Reference

1. Chief Administrative Office
2. Office of Strategy and Intergovernmental Affairs