

**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY**

DEPT: CHIEF EXECUTIVE OFFICE

BOARD AGENDA # B-19

Urgent _____ Routine X

AGENDA DATE January 9, 2001

CEO Concurs with Recommendation YES [Signature] NO _____
(Information Attached)

4/5 Vote Required YES _____ NO ✓

SUBJECT:

AUTHORIZE A GRANT APPLICATION TO THE CALIFORNIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT FOR ECONOMIC DEVELOPMENT STRATEGIC PLANNING UNDER THE AB 2864 JOBS-HOUSING BALANCE IMPROVEMENT PROGRAM.

STAFF
RECOMMEN-
DATIONS:

1. AUTHORIZE THE CEO TO SUBMIT GRANT APPLICATIONS TO THE CALIFORNIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT FOR ECONOMIC DEVELOPMENT STRATEGIC PLANNING ON BEHALF OF THE COUNTY AND EIGHT OF ITS CITIES FOR A TOTAL AMOUNT OF \$800,000.
2. AUTHORIZE AN AGREEMENT BETWEEN THE COUNTY AND THE WORKFORCE INVESTMENT BOARD AND THE STANISLAUS COUNTY ECONOMIC DEVELOPMENT CORPORATION FOR THE PURPOSE OF IMPLEMENTING THE GRANT.
3. AUTHORIZE A RESOLUTION THAT COMMITS THE COUNTY TO THE REQUIRED TEN PERCENT MATCH OF \$80,000.
4. AUTHORIZE STAFF TO INVOICE EACH PARTICIPATING CITY FOR THEIR FAIR SHARE OF THE REQUIRED MATCH CONSISTENT WITH A SIGNED MEMORANDUM OF UNDERSTANDING.

FISCAL
IMPACT:

The grant program is 90 % funded by the California Department of Housing and Community Development. Each qualifying jurisdiction is eligible to receive \$100,000 on a first come basis if they agree to a 10% match. Eight of the nine cities in the county have agreed to join with the county in the application process and the completion of the business strategy project and to share equally in the match requirement. The County's share of the match is available in the Economic Development Budget. The City of Riverbank has elected to not participate in a joint application and will submit their application directly.

BOARD ACTION

No. 2001-28

On motion of Supervisor Simon, Seconded by Supervisor Blom,
and approved by the following vote,

Ayes: Supervisors: Mayfield, Blom, Simon, Caruso, and Chair Paul

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2) _____ Denied

3) _____ Approved as amended

Motion:

Christine Ferraro

File No. BD-71-8

AUTHORIZE A GRANT APPLICATION TO THE CALIFORNIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT FOR ECONOMIC DEVELOPMENT STRATEGIC PLANNING UNDER THE AB 2864 JOBS-HOUSING BALANCE IMPROVEMENT PROGRAM.
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DISCUSSION: The California Department of Housing and Community Development (HCD) has made available \$4.8 million statewide for economic development strategic planning and/or business attraction/expansion efforts for those jurisdictions that have fewer than 1.5 jobs per housing unit. Stanislaus County and most of its nine cities meet this criteria. HUD will make the final calculation and determination.

Each jurisdiction can receive up to \$100,000 if they agree to provide a ten percent match. HUD encourages collaboration and will allow jurisdictions to file a joint application for a maximum of \$500,00. For this reason, staff recommends that the County submit two applications to HUD in order to maximize the amount of grant funds available for the community.

One of the applications will name the City of Newman, City of Patterson and Stanislaus County as the eligible jurisdictions. This application will request a grant amount of \$300,000. The other application will name the Cities of Modesto, Turlock, Ceres, Oakdale, Hughson, Waterford and Stanislaus County as eligible jurisdictions. This application will request a grant amount of \$500,000. Stanislaus County is listed as an eligible jurisdiction on both applications because it will be the lead agency for both applications. Funding potential and the required match obligation is the same for each jurisdiction.

The County's grant application procedure is designed to meet the minimum requirements of HUD and to maximize the amount of funding the community may receive from HUD. All participating jurisdictions are in agreement that if one and/or both of the applications are funded the proceeds will be used to finance the countywide strategic planning process with the intent that all participating jurisdictions will benefit from the results of this effort. Each participating jurisdiction has signed a MOU that commits their jurisdiction to share on an equal basis the funding of the required match.

It recommended that the County contract with the Workforce Investment Board (WIB) and the Stanislaus County Economic Development Corporation (SCEDCO) to implement the project as defined in the grant application. Each participating jurisdiction has agreed to the nature and scope of the project. The grant funded project will include a comprehensive community asset/liability analysis, development of a countywide strategic plan which will be inclusive of a strategic plan for each of the participating jurisdictions. Grant funding may also be used for outreach activities that attract high wage employers to the county.

AUTHORIZE A GRANT APPLICATION TO THE CALIFORNIA DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT FOR ECONOMIC DEVELOPMENT STRATEGIC PLANNING UNDER THE AB 2864 JOBS-HOUSING BALANCE IMPROVEMENT PROGRAM.
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The grant funds make it possible and encourage all jurisdictions to work together in addressing the county's job/housing imbalance. The development of a strategic plan for business attraction is a logical step to the countywide visioning process and the other efforts the cities and county has taken to encourage and promote job creation.

AB 2864 formalized the Five-County Inter-Regional Partnership and created the Jobs-Housing Improvement Program. Representative from San Joaquin, Alameda, Contra Costa, Santa Clara and Stanislaus County meet regularly to explore ways to improve the job/housing balance in each respective area. Supervisor Nick Blom, City of Patterson Mayor Richard Dodds and City of Modesto Councilman Mike Serpa represent Stanislaus County.

**POLICY
ISSUES:**

The Board should decide if staff recommendations regarding the above grant applications are consistent with their priorities of economic development and multi-jurisdiction collaboration.

**STAFFING
ISSUES:**

All participating jurisdictions will designate a staff liaison to assist in the project. The Workforce Investment Board and the Stanislaus County Economic Development Corporation staff will collaborate and will provide project leadership.

**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
STATE OF CALIFORNIA**

Date: January 9, 2001

No. 2001-28 (1 of 2)

On motion of Supervisor Simon , Seconded by Supervisor Blom ,
and approved by the following vote,
Ayes: Supervisors: Mayfield, Blom, Simon, Caruso, and Chair Paul
Noes: Supervisors: None
Excused or Absent: Supervisors: None
Abstaining: Supervisor: None

*B-19

THE FOLLOWING RESOLUTION WAS ADOPTED:

**IN RE: A RESOLUTION APPROVING AN APPLICATION FOR FUNDING AND
THE EXECUTION OF A GRANT AGREEMENT AND ANY AMENDMENTS
THERE TO FROM THE JOBS/HOUSING BALANCE IMPROVEMENT
PROGRAM, ECONOMIC DEVELOPMENT PLANNING ALLOCATION.**

WHEREAS, the County has reviewed and hereby approves an application for up to \$300,000 for the Economic Development Strategic Development and Implementation Plan on behalf of three or more eligible jurisdictions; and

WHEREAS, the County hereby approves the use of budgeted Economic Development funds in the amount of \$30,000 to be used as the required Cash match for this project; and

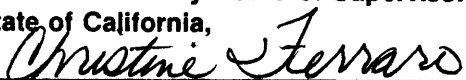
WHEREAS, each eligible and participating jurisdiction has signed a memorandum of understanding committing to their share of the financial match and to participate in the Jobs/Housing Balance Improvement Program; and

WHEREAS, W. Richard Jantz, County Deputy Executive Officer, is hereby authorized and directed to act on the County's behalf in all matters pertaining to this application; and

WHEREAS, if the application is approved, Reagan M. Wilson, County Chief Executive Officer, is authorized to enter into and sign the grant agreement and any subsequent amendments with the State of California for the purposes of this grant,

NOW, THEREFORE, BE IT RESOLVED that the Stanislaus County Board of Supervisors does hereby approve an application for funding and the execution of a grant agreement and any amendments thereto from the Jobs/Housing Balance Improvement Program, Economic Development Allocation.

ATTEST: REAGAN M. WILSON, Clerk
Stanislaus County Board of Supervisors,
State of California,



By: By: Deputy

File No.

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
STATE OF CALIFORNIA

Date: January 9, 2001

No. 2001-28 (2 of 2)

On motion of Supervisor Simon, Seconded by Supervisor Blom, and approved by the following vote,
Ayes: Supervisors: Mayfield, Blom, Simon, Caruso, and Chair Paul
Noes: Supervisors: None
Excused or Absent: Supervisors: None
Abstaining: Supervisor: None

*B-19

THE FOLLOWING RESOLUTION WAS ADOPTED:

IN RE: A RESOLUTION APPROVING AN APPLICATION FOR FUNDING AND THE EXECUTION OF A GRANT AGREEMENT AND ANY AMENDMENTS THERETO FROM THE JOBS/HOUSING BALANCE IMPROVEMENT PROGRAM, ECONOMIC DEVELOPMENT PLANNING ALLOCATION.

WHEREAS, the County has reviewed and hereby approves an application for up to \$500,000 for the Economic Development Strategic Development and Implementation Plan on behalf of five or more eligible jurisdictions; and

WHEREAS, the County hereby approves the use of budgeted Economic Development funds in the amount of \$50,000 to be used as the required Cash match for this project; and

WHEREAS, each eligible and participating jurisdiction has signed a memorandum of understanding committing to their share of the financial match and to participate in the Jobs/Housing Balance Improvement Program; and

WHEREAS, W. Richard Jantz, County Deputy Executive Officer, is hereby authorized and directed to act on the County's behalf in all matters pertaining to this application; and

WHEREAS, if the application is approved, Reagan M. Wilson, County Chief Executive Officer, is authorized to enter into and sign the grant agreement and any subsequent amendments with the State of California for the purposes of this grant,

NOW, THEREFORE, BE IT RESOLVED that the Stanislaus County Board of Supervisors does hereby approve an application for funding and the execution of a grant agreement and any amendments thereto from the Jobs/Housing Balance Improvement Program, Economic Development Allocation.

ATTEST: REAGAN M. WILSON, Clerk
Stanislaus County Board of Supervisors,
State of California,

Christine Ferraro

By: Deputy

File No.

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BOARD OF SUPERVISORS

**AGREEMENT
FOR THE
IMPLEMENTATION FOR THE JOB-HOUSING
BALANCE IMPROVEMENT GRANT**

This Agreement is made and entered into by and between the County of Stanislaus ("County"); the Workforce Investment Board ("WIB") and the Stanislaus County Economic Development Corporation ("SCEDCO") on January 9, 2001.

RECITALS

WHEREAS, the California Department of Housing and Community Development ("HCD") has announced the availability of funding in the amount of 4.8 million dollars under the Jobs-Housing Balance Improvement Program for Economic Development Strategic Planning and/or Business Attraction/Expansion efforts in housing-rich communities;

WHEREAS, the purpose of these grants is to attract new businesses and new jobs to areas that lack a sufficient employment base in relation to housing already being provided;

WHEREAS, any California city, and/or county, that meets the eligibility requirements may apply for grant monies; and

WHEREAS, the County, WIB, SCEDCO, and the participating cities, have agreed to work together to develop a strategy to attract new businesses and new jobs to areas in Stanislaus County to improve the employment base as it relates to housing.

NOW, THEREFORE, it is agreed between the parties as follows:

TERMS AND CONDITIONS

1. Scope of Work

1.1 Stanislaus County will submit a joint application(s) to the Department of Housing and Community Development Division of Community Affairs (HCD) for the Jobs-Housing Balance Improvement Program (JHBIP) economic development planning grant.

1.2 SCEDCO agrees to write the grant(s) with the assistance of Stanislaus County and the Department of Employment and Training.

1.3 The WIB and SCEDCO agree to complete the grant(s) in a form that meets the criteria set forth by HUD and shall prepare and submit the grant(s) within the time period set forth in the grant applications.

1.4 If the grant(s) are approved by HCD, this Agreement will allow up to a period of twenty-four (24) months for the WIB and SCEDCO to administer and oversee the completion of the tasks and activities funded through the grant(s).

1.5 The WIB and SCEDCO also agree to be responsible for the preparation of the semi-annual reports that are required by HUD to provide the State with information regarding the progress of the grantee's programs and to provide copies of such reports to the participating cities, and the County.

1.6 The County and participating cities shall self-certify that they have submitted a draft housing element and any required update to HUD in accordance with the requirements of Article 10.6 of Chapter 3 of Division I of Title 7 of the Government Code.

1.7 Each participating jurisdiction, and the WIB and SCEDCO shall provide the cash match for this grant(s) project. Each party shall pay the fair share which is equal to the total match requirement divided by the participating jurisdictions and the WIB and SCEDCO at the time the grant(s) is awarded.

1.8 Each participating jurisdiction shall designate a specific staff contact to assist in the carrying out of the planning and implementation of the grant(s). The WIB and SCEDCO shall convene a task force of the participating jurisdictions to assist in the development of an economic development strategic plan and a written marketing strategy targeting businesses that may choose to locate jobs within Stanislaus County, consistent with the task and activities identified in the grant(s) proposal.

1.9 The WIB and SCEDCO shall also prepare an activity budget which sets forth specific tasks and milestones.

1.10 The County shall adopt a resolution approving the required match and the execution of a grant agreement.

2. Consideration


2.1 The parties to this Agreement agree that all of the services described above shall be performed by the parties agreeing to perform such services and there should be no compensation paid to any party by any of the parties pursuant to this Agreement.

3. Term

3.1 The term of this Agreement shall be from the date of approval of this Agreement until completion of the agreed upon services.

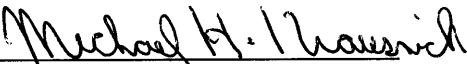
IN WITNESS WHEREOF, the parties hereto have executed this Agreement in duplicate on the day and year first hereinabove written.

COUNTY OF STANISLAUS

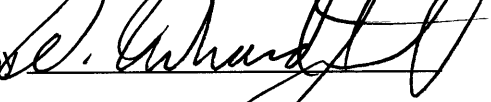
By 
Reagan M. Wilson
Chief Executive Officer

"County"

APPROVED AS TO FORM:
MICHAEL H. KRAUSNICK
County Counsel

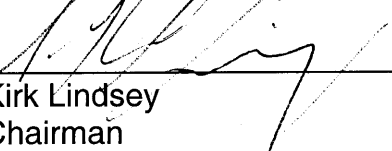
By 
Michael H. Krausnick
County Counsel

APPROVED AS TO CONTENT:

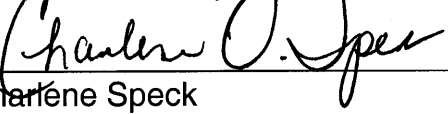
By 

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WORKFORCE INVESTMENT BOARD

By 
Kirk Lindsey
Chairman

SCEDCO

By 
Charlene Speck
President

Job-Housing Balance Improvement Program (JHBIP) Stanislaus County Proposed Activities and Tasks

ACTIVITY ONE – COUNTYWIDE ECONOMIC SUMMIT

Objective: The objective of the County-wide Summit will be to convene key stakeholders representing the partners in this countywide collaborative effort. The summit will include a broad based representation of stakeholders from the public and private sector. The Stanislaus County Economic Development Corporation (SCEDCO) and the Workforce Investment Board (WIB) will convene the economic development summit.

In an effort to avoid duplication and not create yet another study, this summit will provide a forum to re-visit the efforts of the work done by the Center for Public Policy Studies, the Job Creation Plan, the Cluster Analyses and the Vision Process. As well as other report and strategies done by each jurisdiction and other public institutions.

The summit will allow the opportunity to introduce the consultants to key public and private sector decision makers to gain an understanding of the issues and trends. It will be an important step towards setting the stage for the activities funded by the Jobs-Housing Balance Improvement Program.

ACTIVITY TWO - ASSET & LIABILITY ANALYSIS

Objective: The objective of the Asset & Liability Analysis is to assess Stanislaus County's strengths and weaknesses for the most important economic development characteristics from a professional site selector's viewpoint related to our existing and emerging target clusters. This activity will assess economic development characteristics in Stanislaus County necessary to compete for new jobs, capital investment and new tax base. It will result in Stanislaus County's ability to attract new businesses and new job opportunities.

Three target clusters will be identified and a site selection research process will be conducted for each of these targets. Although we are aware of many of our assets and liabilities, an objective site-selection consultant with National site selection/relocation experience will conduct this exercise. They will develop hypothetical site criteria for each of three target-type projects. They will complete a thorough site selection analysis for each project in each of the cities in the County. Eight key factors per project will be analyzed. They will include:

Labor force

Wages for select target positions
Availability of select target skills
Future availability outlook
Quality

Education/Training

Four-year & Community College
Public training/placement
Private employment agencies
Secondary education (K-12) with emphasis on technical/computer capabilities.

Transportation/market access

Highways
Freight service
Rail
Air

Utilities

Power
Water/sewer
Telecommunications

Sites and Building

Availability/costs
Zoning/permit process
Taxes, fees and assessments

Quality of Life/Housing

Cost of living
Housing costs

Business Climate

Regulations
Attitudes

Incentives

"By right"
Discretionary

Interviews with corporate, education, and government officials will be conducted. The interviews will be conducted as if it were "actual" corporate site selection exercise.

- ***Wages and Labor issues are the most important component of any new project, comprising up to 80% of the annual operating costs, therefore, this effort will place major emphasis in the areas of labor and wages and the availability of good quality workers***

After analyzing all information, Each site selection factor will be rated as a strength, or a weakness (or a neutral), based on each Stanislaus County community's situation. These ratings and related analysis will be presented in a comprehensive report. The report will provide key points and conclusions associated with each target project, each factor, in each community. The results will become an ideal resource for the strategic implementation process.

ACTIVITY THREE - ECONOMIC DEVELOPMENT STRATEGIC IMPLEMENTATION PLAN

Objective: Prepare a professionally prepared strategic economic development plan for each community that summarizes existing efforts and priorities and moves towards implementation. This , will then become the blueprint for quality job creation and growth.

The consulting team will reconvene the participants in the initial Economic Summit. This summit will provide a review of asset and liability analysis. Following the presentation of the assets and liability analysis, the consultants will conduct three work sessions with each community's economic development committee:

Work Session Number One – The first work session will focus on identifying priority competitiveness challenges. The economic development committee will be presented with an overview of the competitiveness challenges facing its community, based on the consulting team's competitive analysis.

Work Session Number Two – During the second session, the economic development committee will form an image of what its future could be as a result of overcoming the competitive challenges. Actions will be identified to overcome the challenges and champions identified who will work on the solutions.

Work Session Number Three – At the last session, a strategic plan will be presented for discussion and validation.

ACTIVITY FOUR – MARKETING PLAN

Objective. Prepare a county-wide marketing plan based on the outcomes of the asset & liability analysis and community economic development implementation plans.

The total marketing process includes the analysis necessary to define the product and the audience. The intent of the marketing process is to strengthen the capacity of the area and to set in place procedures that enable the county to adapt to the changing marketplace, seize opportunities, and sustain an economically viable community.

The following steps will be used in developing the marketing plan:

- Review current organizational structure, existing programs, work plans, and priorities
- Review the results of the asset and liability analysis
- Review industrial properties within the region
- Identify the site selection factors as they relate to the business decision maker
- Research the audience (target industries and existing businesses)

- Define the individual products to be marketed
- Identify existing business clusters within the county and its communities
- Review current organizational structure, existing programs, work plans, and priorities
- Review the results of the asset and liability analysis
- Review industrial properties within the region
- Identify the site selection factors as they relate to the business decision maker
- Research the audience (target industries and existing businesses)
- Define the individual products to be marketed
- Identify existing business clusters within the county and its communities
- Formulate Marketing Strategies which will include:
 1. Program organization and management
 2. A locational profile (community assessment)
 3. Marketing goals and objectives for county and each of its communities
 4. Stakeholders' roles and responsibilities; organizational structure
 5. Lead generation process
 6. Review of existing promotional materials and recommendations
 7. Develop methods to reach the target audiences
 8. Marketing planning calendars
 9. Procedures and processes for follow-up action
 10. Process for program evaluation

IMPLEMENTATION ACTIVITY ONE – MARKETING STRATEGY IMPLEMENTATION

Funds have been proposed for the implementation of marketing strategies that will be identified after the completion of the marketing strategy exercise. These funds will also be used to implement specific strategies on the I-5 Corridor, which we anticipate to be different than the other Stanislaus County jurisdictions.

IMPLEMENTATION ACTIVITY TWO – SEED TO CEO

In the late 1998, Modesto Chamber of Commerce President Craig Lewis wrote a column proposing the Northern San Joaquin Valley, heart of one of the most world's most fertile agricultural regions, become the "Ultimate Center for Agriculture." Since that time major effort has been placed in moving this effort forward. Ann Veneman did the research for this project. Implementation funds are not available. We are proposing seed money for this county-wide effort.

IMPLEMENTATION ACTIVITY THREE – VISIONING – BEST PRACTICES

We are proposing that the visioning team identify three cities with "best practice" examples. Three cities that have been identified are Portland, Oregon, Spokane, Washington and Raleigh, North Carolina. We could adopt these cities and seek assistance in accomplishing similar practices in the areas of job creation and economic development.

IMPLEMENTATION ACTIVITY FOUR – THE SILICON OBJECTIVE

In a recent study commissioned by the San Joaquin Partnership and the San Joaquin Council of Governments it was determined that there could be as many as 20,567 vehicle owners traveling into the jobs-rich communities in Silicon Valley. We know that at least 22.7% live in the housing-rich communities in Stanislaus County. With this in mind, Stanislaus County, the WIB and SCEDCO are moving forward with an effort to establish ourselves in the Silicon Valley. The funds proposed for this effort would augment current funds to enhance this current Stanislaus County Promotional Strategy.

INTRODUCTION

With the rising cost of housing in major job growth centers such as San Jose, more and more housing developments are moving further and further out where land is more available and affordable. Stanislaus County is geographically positioned adjacent to the Silicon Valley and over the last decade has become the beneficiary of numerous housing developments which accommodate job commuters. At the same time, the flow of jobs-producing businesses into Stanislaus County has not transpired. Our economy continues to be population driven and focused in the retail and service sectors.

Stanislaus County's growth rate is not expected to decline. In fact, over the next ten years the population growth rate is projected to exceed that of the State of California. The leadership in Stanislaus County is bracing for this growth by building strong collaborations between public and private partners. The communities in Stanislaus County have developed a vision for the future of our region (See Attachments¹).

As a result of this collaboration, many efforts are currently underway that require coordination.

- California State University Stanislaus has produced several studies that give a clear picture of our economy and suggest some strategies for improving it.
- The Stanislaus County Board of Supervisors has created a new workforce system wherein local educators and state economic and employment development agencies are working together to re-invent workforce development in Stanislaus County.
- The Stanislaus County Economic Development Corporation (SCEDCO) and the local jurisdictions are working cooperatively towards meeting the needs of new and expanding businesses.
- The Five-Year Job Creation Plan written by SCEDCO two years ago in response to the Job Creation Investment Fund Grant Program also includes strategies that have yet to be implemented (See Attachments²).
- Finally, the local Workforce Investment Board has been established. This new public-private partnership has been commissioned to "Coordinate the activities of the public and private institutions in Stanislaus County in order to achieve the goals of a coordinated community plan."

The Jobs-Housing Balance Improvement Program's (JHBIP) planning grant allows the opportunity to **coordinate efforts**. All these efforts need to be acknowledged and **updated to create improved methods of targeting and coordinating outreach to**

¹ Attachment: *Stanislaus County Visioning Processes*

² Attachment: *Stanislaus County Job Creation Investment Fund Grant Program Implementation Plan and Five-Year Job Creation Strategy*

California Department of Housing and Community Development
Jobs-Housing Balance Improvement Program
Stanislaus County, California
I-5 Corridor Plan - \$300,000
January 10, 2001

employers who may choose to locate jobs within our housing-rich communities. We feel this will be accomplished by completing a comprehensive asset and liability analysis. Each community must have a professionally prepared strategic economic development and marketing plan which will then become the blueprint for quality job creation and economic growth. Finally, the implementation activities that will be funded with this grant provide an opportunity to move forward and aggressively pursue attraction and expansion efforts.

ACTIVITY DESCRIPTION

A. HOUSING RICH DOCUMENTATION

Describe and provide back up documentation for how the city or county meets the definition of a "housing rich" community.

We have provided two methodologies for defining our communities as a "housing rich community.

Method 1

Method 2

B. ACTIVITY ONE – COUNTYWIDE ECONOMIC SUMMIT

Objective: The objective of the County-wide Economic Summit will be to convene key stakeholders representing the partners in this countywide collaborative effort. The summit will include a broad based representation of stakeholders from the public and private sector. The Stanislaus County Economic Development Corporation (SCEDCO) and the Workforce Investment Board (WIB) will convene the economic development summit.

In an effort to avoid duplication and not create yet another study, this summit will provide a forum to re-visit the efforts of the work done by the Center for Public Policy Studies, the Job Creation Plan, Cluster Analysis and the Visioning Process. Other reports and strategies done by each local jurisdiction and other public institutions will also be acknowledged and presented.

The summit will provide an opportunity to introduce the consultants to key public and private sector decision makers so they may gain an understanding of local issues and trends. It will be an important step toward setting the stage for the activities funded by the Jobs-Housing Balance Improvement Program.

Other stakeholders include staff and other members of the governing boards of the County of Stanislaus, the Cities of Newman, Patterson, Hughson, Waterford, Oakdale, Turlock, Ceres and Modesto. Other local stakeholders not included in this application will be invited, as they are an integral part of the process and success of the endeavor.

C. ACTIVITY TWO - ASSET & LIABILITY ANALYSIS

Objective: The objective of the Asset & Liability Analysis is to assess the strengths and weaknesses of Stanislaus County's most important economic development characteristics from a professional site selector's viewpoint and as they relate to our existing and emerging industry clusters. This activity will assess economic development characteristics in Stanislaus County necessary to compete for new jobs, capital investment and new tax base. It will result in Stanislaus County's ability to attract new businesses and new job opportunities.

Three target clusters will be identified and a site selection research process will be conducted for each of these targets. Although we are aware of many of our assets and liabilities, an objective site-selection consultant with national site selection and relocation experience will conduct this exercise. They will develop hypothetical site criteria for each of three target-type projects and will complete a thorough site selection analysis for each project in each of the cities in the County. Eight key factors per project will be analyzed. They will include:

- **Labor force**
 - Wages for select target positions
 - Availability of select target skills
 - Future availability outlook
 - Quality
 - Unionization

- **Education/Training**
 - Four-year & Community College
 - Public training and placement (e.g. Private Industry Council)
 - Private employment agencies
 - Secondary education (K-12) with emphasis on technical/computer capabilities

- **Transportation/Market Access** (for target-type projects/services)
 - Highways
 - Freight service
 - Rail
 - Air
 - Courier service

- **Utilities**
 - Power
 - Water/sewer
 - Telecommunications
- **Sites and Building**
 - Availability/costs
 - Zoning/permit process
 - Taxes, fees and assessments
- **Quality of Life/Housing**
 - Cost of living
 - Housing costs
- **Business Climate**
 - Regulations
 - Attitudes
- **Incentives**
 - "By right"
 - Discretionary

Interviews with corporate, education, and government officials will be conducted. The interviews will be conducted as if it were an "actual" corporate site selection exercise.

Three (3) competitor cities and three (3) "source" cities³ will be selected. A comparison of selected factors for each of the three projects will be conducted between Stanislaus County communities and each of these cities.

Wages are the most important component of any new project, comprising up to 80 percent of the annual operating costs. The consultants will conduct a unique wage analysis from a site selector's perspective focusing on the most important and most sought after positions and occupations.

The following items could be included:

- current local wages
- estimated "wage thresholds"⁴

³ Large metro areas where large numbers of target companies are present (e.g. San Jose and Los Angeles)

⁴ The wage threshold is the ideal wage range for attracting and retaining employees. Offering below the threshold will result in poorer recruiting and loss of employment to better paying local companies. Offering above the

- wages versus the competitor and source cities (6)

The **availability of good quality workers** is essential to a project's success. A labor availability and quality characteristics assessment will be completed similar to the way corporate site selection consultants approach this exercise for their corporate clients. It could include:

- Turnover and absenteeism
- Attitudes on-the-job
- Trainability/employees response to training
- Basic skills of new hires (math, English, grammar, etc.)
- Communications (employer/employee and employee/employee on-the-job)
- Alcohol/drugs (perceived situation)
- Productivity (employer's measure)
- Accuracy

Existing students are the area's future labor force. An assessment of training and education capabilities from a site selection/relocation perspective will be completed. Interviews will be held with stakeholders from the following:

- Community College
- California State University, Stanislaus
- The Workforce Investment Board
- Partners in the Future Factory
- One-Stop Partners
- Private employment agencies
- Secondary education (K-12) with emphasis on technical/computer capabilities

The assessment will focus on collecting important information such as:

- Work placement data
- Rating comparisons, as available
- Cooperation and duplication between providers and with the business community

After analyzing all information, each site selection factor will be rated as a strength, a weakness, or neutral based on each Stanislaus County community's situation. These ratings and related analysis will be presented in a comprehensive report. The report will

threshold will result in excellent recruiting, including "pirating" from other local companies and retention but will be too costly to the company.

provide key points and conclusions associated with each target project and each factor in each community. The results will become an ideal resource for the strategic planning process.

D. ACTIVITY THREE - ECONOMIC DEVELOPMENT STRATEGIC IMPLEMENTATION PLAN

Objective: Prepare a professional strategic economic development plan for each community that summarizes existing efforts, priorities them, and moves towards implementation. This will become the blueprint for quality job creation and economic growth.

The consulting team will reconvene the participants of the initial County-wide Economic Summit. This second summit will provide a review of the asset and liability analysis. Following the presentation of the assets and liability analysis, the consultants will conduct three work sessions with each community's economic development committee.

Work Session Number One – The first work session will focus on identifying priority competitiveness challenges. The economic development committee will be presented with an overview of the competitiveness challenges facing its community, based on the consulting team's competitive analysis.

Work Session Number Two – During this second session, the economic development committee will form an image of what the County's future could be as a result of overcoming the competitive challenges. Actions will be identified to overcome the challenges and champions designated who will work on the solutions.

Work Session Number Three – At the last session, a strategic plan will be presented for discussion and validation.

E. ACTIVITY FOUR – MARKETING PLAN

Objective: Prepare a countywide marketing plan based on the outcome of the asset and liability analysis and community economic development implementation plans.

The total marketing process includes the analysis necessary to define the product and the audience. The intent of the marketing process is to strengthen the capacity of the area and to set in place procedures that enable the county to adapt to the changing marketplace, seize opportunities, and sustain an economically viable community.

The following steps will be used in developing the marketing plan:

- Review current organizational structure, existing programs, work plans, and priorities
- Review the results of the asset and liability analysis
- Review industrial properties within the region
- Identify the site selection factors as they relate to the business decision maker
- Research the audience (target industries and existing businesses)
- Define the individual products to be marketed
- Identify existing business clusters within the county and its communities
 1. Program organization and management
 2. A locational profile (community assessment)
 3. Marketing goals and objectives for county and each of its communities
 4. Stakeholders' roles and responsibilities and organizational structure
 5. Lead generation process
 6. Review of existing promotional materials and recommendations
 7. Develop methods to reach the target audiences
 8. Marketing planning calendars
 9. Procedures and processes for follow-up action
 10. Process for program evaluation

F. IMPLEMENTATION ACTIVITY ONE – MARKETING STRATEGY IMPLEMENTATION

Funds have been proposed for the implementation of marketing strategies that will be identified after the completion of the marketing strategy exercise.

G. IMPLEMENTATION ACTIVITY TWO – SEED TO CEO

In late 1998, Modesto Chamber of Commerce President Craig Lewis wrote a column proposing the Northern San Joaquin Valley, heart of one of the world's most fertile agricultural regions, become the "Ultimate Center for Agriculture."⁵ Since that time a major effort has been in place to move forward with this initiative. Ann Veneman, President Bush's newly elected Secretary of Agriculture, performed the research for this project. However, currently implementation funds are not available. We are proposing seed money for this county-wide effort.

⁵ Attachment: *Seed to CEO: Promoting Agribusiness in the Northern San Joaquin Valley*

H. IMPLEMENTATION ACTIVITY THREE – VISIONING – BEST PRACTICES

The visioning team will identify three cities as examples of “best practices.” Three cities that have been identified as potentials are (1) Portland, Oregon, (2) Spokane, Washington and (3) Raleigh, North Carolina. These cities would be “adopted” and we would seek assistance in accomplishing similar practices in the areas of job creation and economic development.

I. IMPLEMENTATION ACTIVITY FOUR – THE SILICON OBJECTIVE

In a recent study commissioned by the San Joaquin Partnership and the San Joaquin Council of Governments it was determined that there could be as many as 20,567 vehicle owners traveling into the jobs-rich communities in Silicon Valley. It was also determined that at least 22.7 percent live in the housing-rich communities in Stanislaus County. With this in mind, Stanislaus County, the Workforce Investment Board, and SCEDCO are moving forward with an effort to establish a physical presence in the Silicon Valley. The funds proposed for this effort would augment current funds and enhance an existing Stanislaus County Promotional Strategy⁶.

⁶ Attachment: *The Silicon Objective, A Stanislaus County Promotional Strategy: Stanislaus County, Closer Than You Think.*

California Department of Housing and Community Development
Jobs-Housing Balance Improvement Program
Stanislaus County, California
I-5 Corridor Plan - \$300,000
January 10, 2001

Schedule 3 - Tasks/Milestones
Stanislaus County I-5 Corridor Plan

TASKS/MILESTONES	Year One				Year Two			
	QTR 1	QTR2	QTR3	QTR4	QTR5	QTR6	QTR7	QTR8
A. Econ Development Summit								
1. Review existing studies	■■■■							
2. Summarize existing studies	■■■■							
3. Outreach to stakeholders	■■■■							
4. Facilitate summit	■■■■							
5. Report findings	■■■■							
B. Asset/Liability Analysis								
1. Identify target industries		■■■■						
2. Develop site criteria		■■■■						
3. Site selection interviews		■■■■						
4. Identify benchmark cities		■■■■						
5. Compare site criteria		■■■■						
6. Conduct wage analysis		■■■■						
7. Assess labor availability		■■■■						
8. Assess education and training		■■■■						
9. Identify strengths/weaknesses		■■■■						
10. Present comprehensive report		■■■■						
C. Economic Dev. Strategic Plan								
1. Hold Economic Summit			■■■■					
2. Present assets/liabilities			■■■■					
3. Create ED committees			■■■■					
4. Interview stakeholders			■■■■	■■■■				
5. Conduct worksession I				■■■■				
6. Conduct worksession II				■■■■				
7. Conduct worksession III				■■■■				
8. Create ED plan for review				■■■■	■■■■			
9. Present final ED plan					■■■■			

Countywide Plan - ACTIVITY BUDGET

Activity: Countywide Economic Summit

Activity	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. Review existing studies					8	\$140	\$1,120	\$100		\$1,220
2. Summarize existing studies					5	\$140	\$700			\$700
3. Outreach to stakeholders					6	\$140	\$840	\$175		\$1,015
4. Facilitate summit					10	\$140	\$1,400	\$175		\$1,575
5. Report findings					10	\$140	\$1,400			\$1,400
6. Related & facility expenses							\$300	\$126		\$426
7.										
8.										
9.										
10.										
11.										
12.										
13.										
14.										
15.										
Totals			\$0	\$0			\$5,760	\$576	\$0	\$6,336

Countywide Plan - ACTIVITY BUDGET

Activity: Asset & Liability Analysis

Activity	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. Identify target industries					16	\$140	\$2,240	\$350		\$2,590
2. Develop site criteria					10	\$140	\$1,400			\$1,400
3. Site selection interviews					48	\$140	\$6,720	\$1,200		\$7,920
4. Identify benchmark cities					20	\$140	\$2,800	\$400		\$3,200
5. Compare site criteria					30	\$140	\$4,200			\$4,200
6. Conduct wage analysis					42	\$140	\$5,880	\$800		\$6,680
7. Assess labor availability					42	\$140	\$5,880	\$800		\$6,680
8. Assess education & training					42	\$140	\$5,880	\$800		\$6,680
9. Identify strengths/weaknesses					36	\$140	\$5,040			\$5,040
10. Present comprehensive report					40	\$140	\$5,600			\$5,600
11. Related expenses							\$11,196	\$1,334		\$12,530
12.										
13.										
14.										
15.										
Totals			\$0	\$0			\$56,836	\$5,684	\$0	\$62,520

Countywide Plan - ACTIVITY BUDGET

Activity: Economic Development Strategic Plan

Activity Tasks	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. Hold Economic Summit II					128	\$140	\$17,920	\$3,000		\$20,920
2. Present assets/liabilities					48	\$140	\$6,720			\$6,720
3. Create ED committees					48	\$140	\$6,720	\$2,500		\$9,220
4. Interview stakeholders					275	\$140	\$38,500	\$2,500		\$41,000
5. Conduct worksession I					90	\$140	\$12,600	\$2,000		\$14,600
6. Conduct worksession II					90	\$140	\$12,600	\$2,000		\$14,600
7. Conduct worksession III					90	\$140	\$12,600	\$2,000		\$14,600
8. Create ED plan for review					350	\$140	\$49,000	\$1,500		\$50,500
9. Review/revise ED plan					48	\$140	\$6,720	\$3,500		\$10,220
10. Present final ED plan					225	\$140	\$31,500			\$31,500
11. Related expenses							\$36,556	\$4,144		\$40,700
12.										
13.										
14.										
15.										
Totals			\$0	\$0			\$231,436	\$23,144	\$0	\$254,580

Countywide Plan - ACTIVITY BUDGET

Activity: Marketing Plan

Activity Tasks	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. ID available properties					8	\$140	\$1,120	\$350		\$1,470
2. ID site selection factors					8	\$140	\$1,120			\$1,120
3. Conduct target ind. research					40	\$140	\$5,600			\$5,600
4. Define product					32	\$140	\$4,480			\$4,480
5. ID existing business clusters					24	\$140	\$3,360	\$350		\$3,710
6. Interview stakeholders					32	\$140	\$4,480	\$1,500		\$5,980
7. Formulate mktg strategies					40	\$140	\$5,600			\$5,600
8. Present draft mktg plan					16	\$140	\$2,240			\$2,240
9. Review/revise marketing plan					24	\$140	\$3,360	\$850		\$4,210
10. Present final marketing plan					16	\$140	\$2,240			\$2,240
11. Related expenses							\$5,264	\$836		\$6,100
12.										
13.										
14.										
15.										
Totals			\$0	\$0			\$38,864	\$3,886	\$0	\$42,750

Countywide Plan - ACTIVITY BUDGET

Activity: Marketing Plan Implementation

Activity	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. Marketing Activities	600	\$85	\$51,000	\$5,000						\$56,000
2. Seed to CEO Program	350	\$85	\$29,750	\$2,500						\$32,250
3. Best Practices Activities	350	\$85	\$29,750	\$2,500						\$32,250
4. Silicon Valley Initiative	500	\$85	\$42,500	\$4,200						\$46,700
5. Related Expenses			\$14,104	\$2,509						\$16,613
6.										
7.										
8.										
9.										
10.										
11.										
12.										
13.										
14.										
15.										
Totals			\$167,104	\$16,709			\$0	\$0	\$0	\$183,813

I-5 Corridor Plan - ACTIVITY BUDGET

Activity: Countywide Economic Summit

Activity	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. Review existing studies					5	\$140	\$700	\$100		\$800
2. Summarize existing studies					4	\$140	\$560			\$560
3. Outreach to stakeholders					3	\$140	\$420	\$100		\$520
4. Facilitate summit					6	\$140	\$840	\$100		\$940
5. Report findings					6	\$140	\$840			\$840
6. Related & facility expenses							\$95	\$45		\$140
7.										
8.										
9.										
10.										
11.										
12.										
13.										
14.										
15.										
Totals			\$0	\$0			\$3,455	\$345	\$0	\$3,800

I-5 Corridor Plan - ACTIVITY BUDGET

Activity: Asset & Liability Analysis

Activity	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
Tasks			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. Identify target industries					8	\$140	\$1,120	\$100		\$1,220
2. Develop site criteria					8	\$140	\$1,120			\$1,120
3. Site selection interviews					32	\$140	\$4,480	\$800		\$5,280
4. Identify benchmark cities					12	\$140	\$1,680	\$200		\$1,880
5. Compare site criteria					25	\$140	\$3,500			\$3,500
6. Conduct wage analysis					25	\$140	\$3,500	\$600		\$4,100
7. Assess labor availability					25	\$140	\$3,500	\$600		\$4,100
8. Assess education & training					25	\$140	\$3,500	\$600		\$4,100
9. Identify strengths/weaknesses					24	\$140	\$3,360			\$3,360
10. Present comprehensive report					25	\$140	\$3,500			\$3,500
11. Related expenses							\$4,840	\$510		\$5,350
12.										
13.										
14.										
15.										
Totals			\$0	\$0			\$34,100	\$3,410	\$0	\$37,510

I-5 Corridor Plan - ACTIVITY BUDGET

Activity: Economic Development Strategic Plan

Activity	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. Hold Economic Summit II					60	\$140	\$8,400	\$1,500		\$9,900
2. Present assets/liabilities					32	\$140	\$4,480			\$4,480
3. Create ED committees					32	\$140	\$4,480	\$500		\$4,980
4. Interview stakeholders					120	\$140	\$16,800	\$1,500		\$18,300
5. Conduct worksession I					65	\$140	\$9,100	\$1,300		\$10,400
6. Conduct worksession II					65	\$140	\$9,100	\$1,300		\$10,400
7. Conduct worksession III					65	\$140	\$9,100	\$1,300		\$10,400
8. Create ED plan for review					250	\$140	\$35,000			\$35,000
9. Review/revise ED plan					40	\$140	\$5,600	\$2,500		\$8,100
10. Present final ED plan					120	\$140	\$16,800			\$16,800
11. Related expenses							\$20,004	\$3,986		\$23,990
12.										
13.										
14.										
15.										
Totals			\$0	\$0			\$138,864	\$13,886	\$0	\$152,750

I-5 Corridor Plan - ACTIVITY BUDGET

Activity: Marketing Plan

Activity	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. ID available properties					5	\$140	\$700	\$200		\$900
2. ID site selection factors					5	\$140	\$700			\$700
3. Conduct target ind. research					25	\$140	\$3,500			\$3,500
4. Define product					10	\$140	\$1,400			\$1,400
5. ID existing business clusters					8	\$140	\$1,120	\$200		\$1,320
6. Interview stakeholders					20	\$140	\$2,800	\$1,000		\$3,800
7. Formulate mktg strategies					32	\$140	\$4,480			\$4,480
8. Present draft mktg plan					8	\$140	\$1,120			\$1,120
9. Review/revise marketing plan					16	\$140	\$2,240	\$700		\$2,940
10. Present final marketing plan					8	\$140	\$1,120			\$1,120
11. Related expenses							\$4,138	\$232		\$4,370
12.										
13.										
14.										
15.										
Totals			\$0	\$0			\$23,318	\$2,332	\$0	\$25,650

I-5 Corridor Plan - ACTIVITY BUDGET

Activity: Marketing Plan Implementation

Activity	City/County Staff Hours				Consultant Hours				Other Sources	Total Cost
	# of Hrs	Hrly	Task Cost		# of Hrs	Hrly	Task Cost			
			JHBIP Portion	Cash Match			JHBIP Portion	Cash Match		
1. Marketing Activities	430	\$85	\$36,550	\$3,460						\$40,010
2. Seed to CEO Program	175	\$85	\$14,875	\$2,000						\$16,875
3. Best Practices Activities	175	\$85	\$14,875	\$2,000						\$16,875
4. Silicon Valley Initiative	200	\$85	\$17,000	\$2,567						\$19,567
5. Related Expenses			\$16,963							\$16,963
6.										
7.										
8.										
9.										
10.										
11.										
12.										
13.										
14.										
15.										
Totals			\$100,263	\$10,027			\$0	\$0	\$0	\$110,290

APPLICATION SUMMARY FORM

1. Applicant: City of County of: Stanislaus

In the County of Stanislaus

Type of Application:

- a. On Applicant's Own Behalf
- b. Joint Application: Stanislaus County
and City of Newman, City of Patterson

2. Total amount of funds requested: \$ 300,000

3. Name, title and mailing address of person authorized in the resolution to sign the grant agreement if funded:

Name: Wilson Reagan M.
(Last) (First) (MI)

Title: Chief Executive Officer

Address: Stanislaus County
(Name of Jurisdiction)
Office of the CEO
(Department/Division, etc. as applicable)
1010 Tenth Street, Ste. 6800
(Street #, and or P.O. Box #)
Modesto CA 95354
(City) (State) (Zip Code)

4. List activity title, amount requested and amount of cash match:

Activity Title	Amount Requested	Cash Match
Countywide Econ. Summit	\$ 3,455	(enter the total amount committed) (minimum 10% of amount requested)
Asset & Liability Analysis	34,100	
E. D. Strategic Plan	138,864	
Marketing Plan	23,318	
Total	\$199,737	
Marketing Plan Implementation	\$ 100,263	
1. Preparation of an ED Strategic Plan	\$ 199,737	\$ 19,974
2. Targeting and outreach to businesses	\$ 100,263	\$ 10,026
TOTALS	\$ 300,000	\$ 30,000

APPLICATION SUMMARY FORM

1. Applicant: City of County of: Stanislaus

In the County of Stanislaus

Type of Application:

- a. On Applicant's Own Behalf
- b. Joint Application: Stanislaus County
and City of Ceres, City of Hughson, City of Oakdale, City of Modesto,
City of Turlock, City of Waterford

2. Total amount of funds requested: \$ 500,000

3. Name, title and mailing address of person authorized in the resolution to sign the grant agreement if funded:

Name: Wilson Reagan M.
 (Last) (First) (MI)

Title: Chief Executive Officer

Address: Stanislaus County
 (Name of Jurisdiction)
Office of the CEO
 (Department/Division, etc. as applicable)
1010 Tenth Street, Ste. 6800
 (Street #, and or P.O. Box #)
Modesto CA 95354
 (City) (State) (Zip Code)

4. List activity title, amount requested and amount of cash match:

Activity Title	Amount Requested	Cash Match
Countywide Econ. Summit	\$ 5,760	(enter the total amount committed) (minimum 10% of amount requested)
Asset & Liability Analysis	56,836	
E. D. Strategic Plan	231,436	
Marketing Plan	38,864	
Total	\$332,896	
Marketing Plan Implementation	\$ 167,864	
1. Preparation of an ED Strategic Plan	\$ 332,896	\$ 33,290
2. Targeting and outreach to businesses	\$ 167,104	\$ 16,104
TOTALS	\$ 500,000	\$ 50,000

**MEMORANDUM OF UNDERSTANDING
JOBS-HOUSING BALANCE IMPROVEMENT PROGRAM**

(I-5 Corridor Communities)

This agreement is a cooperative and collaborative effort between the County of Stanislaus, the directors of Stanislaus County Economic Development Corporation (SCEDCO) and the governing boards of the Workforce Investment Board (WIB) and the Cities of Newman and Patterson.

This agreement is made with reference to the following recitals:

Stanislaus County will submit a joint grant application to the Department of Housing and Community Development Division of Community Affairs "HCD" for the Jobs-Housing Balance Improvement Program Economic Development Planning Grants. The purpose of this grant is to attract new businesses and new jobs to areas that lack a sufficient employment base in relation to the housing already provided.

This grant application will be a joint application between Stanislaus County, and the I-5 Corridor Cities of Newman and Patterson.

The grant amount will be a total of \$300,000 to complete a comprehensive asset/liability analysis, develop a countywide strategic plan, and specific strategic plans for the Cities of Newman and Patterson. In addition the grant will fund implementation and outreach activities for the purpose of attracting employers to the County.

If approved, Stanislaus County and the participating cities will contract with SCEDCO/WIB for a period of twenty-four (24) months to administer and oversee the completion of the tasks and activities funded through the grant.

On behalf of the county, SCEDCO will write the grant, with the assistance of the Stanislaus County, Office of the CEO, and the Department of Employment and Training.

The grant eligibility requires that the jurisdictions must self-certify that it has submitted a draft housing element and any required update to the Department in accordance with the requirements of Article 10.6 (commencing with Section 65580) of Chapter 3 of Division 1 of Title 7 of the Government Code.

Upon approval of each governing board, and approval of the grant through HCD, each participating jurisdiction, SCEDCO and the WIB agrees to provide equally general fund and/or economic development budgeted dollars to be used as the required cash match. The fair share cash match will not exceed in the amount of \$ 7273.00 unless for some reason one of the jurisdictions is deemed ineligible. In which case, the amount will be adjusted amongst the eligible jurisdictions, SCEDCO and the WIB. If one jurisdiction is ineligible, the amount would not exceed \$ 7779.00 per partner.

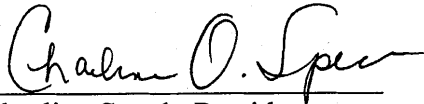
**MEMORANDUM OF UNDERSTANDING
JOBS-HOUSING BALANCE IMPROVEMENT PROGRAM
(I-5 Corridor Communities) – Page 2**

Each participating jurisdiction agrees to designate a staff contact for this project that will make every effort to attend planning and implementation meetings. The designated staff will coordinate local efforts with other jurisdictions or “consultants” dedicated to the project.

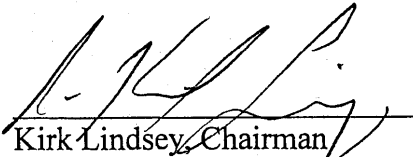
SCEDCO/WIB agrees to provide quarterly reports to each governing board citing progress and accomplishments.

The terms of this agreement are from the date of final approval and up to 24 months. Each jurisdiction reserves the right to cancel this agreement by written notification.

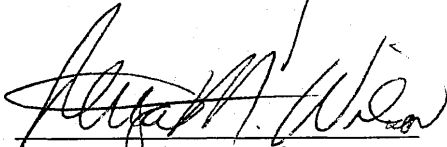
MEMORANDUM OF UNDERSTANDING
SIGNATURE PAGE



Charline Speck, President
SCEDCO



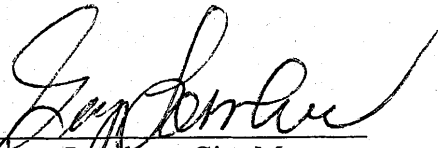
Kirk Lindsey, Chairman
Workforce Investment Board



Reagan Wilson, CEO
County of Stanislaus



Cleve Morris, City Manager
City of Newman



George Lambert, City Manager
City of Patterson

**MEMORANDUM OF UNDERSTANDING
JOBS-HOUSING BALANCE IMPROVEMENT PROGRAM**

County-wide Grant

This agreement is a cooperative and collaborative effort between the County of Stanislaus, the directors of Stanislaus County Economic Development Corporation (SCEDCO) and the governing boards of the Workforce Investment Board (WIB) and the the Cities of Oakdale, Waterford, Hughson, Modesto, Ceres and Turlock.

This agreement is made with reference to the following recitals:

Stanislaus County will submit a joint grant application to the Department of Housing and Community Development Division of Community Affairs "HCD" for the Jobs-Housing Balance Improvement Program Economic Development Planning Grants. The purpose of this grant is to attract new businesses and new jobs to areas that lack a sufficient employment base in relation to the housing already provided.

This grant application will be a joint application between Stanislaus County, and the Cities of Oakdale, Waterford, Hughson, Modesto, Ceres and Turlock.

The grant amount will be a total of \$500,000 to complete a comprehensive asset/liability analysis, develop a countywide strategic plan, and specific strategic plans each of the participating jurisdictions. In addition the grant will fund implementation and outreach activities for the purpose of attracting employers to the participating jurisdictions.

If approved, Stanislaus County and the participating cities will contract with SCEDCO/WIB for a period of twenty-four (24) months to administer and oversee the completion of the tasks and activities funded through the grant.

On behalf of the county, SCEDCO will write the grant, with the assistance of the Stanislaus County, Office of the CEO, and the Department of Employment and Training.

The grant eligibility requires that the jurisdictions must self-certify that it has submitted a draft housing element and any required update to the Department in accordance with the requirements of Article 10.6 (commencing with Section 65580) of Chapter 3 of Division 1 of Title 7 of the Government Code.

Upon approval of each governing board, and approval of the grant through HCD, each participating jurisdiction, SCEDCO and the WIB agrees to provide equally general fund and/or economic development budgeted dollars to be used as the required cash match. The fair share cash match will not exceed the amount of \$ 7273.00 unless for some reason one of the jurisdictions is deemed ineligible. In which case, the amount will be adjusted amongst the eligible jurisdictions, SCEDCO and the WIB. If one jurisdiction is ineligible, the amount would not exceed \$ 7779.00 per partner.

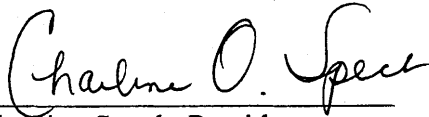
MEMORANDUM OF UNDERSTANDING
JOBS-HOUSING BALANCE IMPROVEMENT PROGRAM
County-wide Grant – Page 2

Each participating jurisdiction agrees to designate a staff contact for this project that will make every effort to attend planning and implementation meetings. The designated staff will coordinate local efforts with other jurisdictions or “consultants” dedicated to the project.

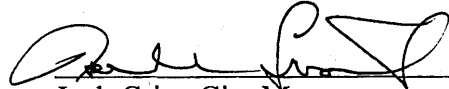
SCEDCO/WIB agrees to provide quarterly reports to each governing board citing progress and accomplishments.

The terms of this agreement are from the date of final approval and up to 24 months. Each jurisdiction reserves the right to cancel this agreement by written notification.

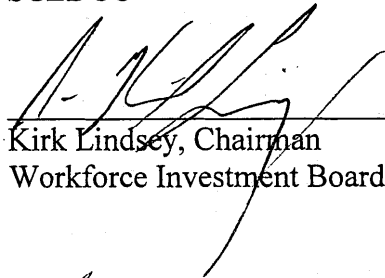
**MEMORANDUM OF UNDERSTANDING
SIGNATURE PAGE**



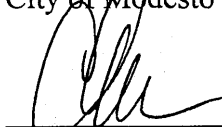
Charline Speck, President
SCEDCO



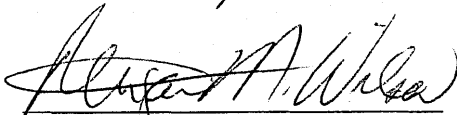
Jack Crist, City Manager
City of Modesto



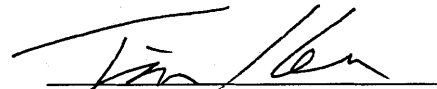
Kirk Lindsey, Chairman
Workforce Investment Board



Charlie Woods, Director Workforce
Community Development Services
City of Turlock



Reagan Wilson, CEO
County of Stanislaus



Tim Kerr, City Manager
City of Ceres

Rich Holmer, City Manager
City of Riverbank



Dave Whiteside, City Manager
City of Hughson



Bruce Bannerman, City Administrator
City of Oakdale



Chuck Deschenes, City Manager
City of Waterford

From: Richard Jantz
To: Seibert, Suzi
Date: 1/8/01 1:46PM
Subject: Re: 1/9/01 Agenda Item B-19

Yes, the City of Riverbank is not participating. Thanks