

COUNTY OF SAN DIEGO, CALIFORNIA
BOARD OF SUPERVISORS POLICY

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Purpose

It is the purpose of this policy to outline 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 all the residents of our region with an emphasis on equitable and inclusive economic development.

Background

The County of San Diego is responsible for the delivery of numerous public services to the residents in the cities and unincorporated areas of the region. The County of San Diego strives to unlock the full potential of the local economy by dismantling barriers and expanding opportunities for low-income people and communities of color.

The County recognizes the essential role of sustainable, equitable and inclusive economic development in providing for a healthy regional economy. 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 through a variety of programs and services that meet the needs of our diverse communities.

Economic development activities, for purposes of this policy, are broadly defined to include not only capital investment, industry development, resource mobilization, and the creation of jobs, but also the development of the economy's human resources. Desired economic development activities would thus include programs which address industry engagement, education, job training and the changing demographics of San Diego County as well as the need to provide equitable opportunities for all communities.

The County carries out its economic development activities through the Office of Economic Development and Government Affairs in association with 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. Our region has unique and defining characteristics such as the fact that it is a bi-national community, and there is also a thriving tourism industry, which underscores the need for a region-wide approach. This includes cooperative efforts with the City of San Diego and other agencies on regionally beneficial programs dealing with trade, technology development, research, and other programs designed to benefit the region's economy and workforce.

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It is the policy of the Board of Supervisors to promote a healthy regional economy that balances the improvement of 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:

Work done through the County's Office of Equity and Racial Justice, Office of Equitable Communities, Office of Labor Standards, and other collaborative efforts with the communities we serve.

Programs seeking the retention, expansion, and attraction of private and public sector job-producing and industry development investments in the San Diego region. This includes bringing evidenced-based data-driven solutions that encourage residents in need to utilize available supportive services.

Programs that provide green jobs such as jobs in businesses that produce goods or provide services that benefit the environment or conserve natural resources. This includes new professions that are created to, among other things, achieve decarbonization, develop the circular economy, and protect and restore ecosystems, or existing industries that create jobs that make production processes more environmentally friendly or use fewer natural resources. Green jobs benefit the planet by aiming to protect and promote the environment as well as minimize our impact on the planet's health, and also benefit the global economy.

Programs that balance investment of resources between subregions such as industrial land, markets for labor, labor pools, and affordable housing by including local community input to identify 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, veteran, minority, or 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 and geographical relationships with Mexico, the Pacific Rim and other nations important to the region's long-term economic health.

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Programs and projects that elevate and promote equity in arts and culture countywide and ensure our region is seen as an international and multi-cultural powerhouse in arts, culture, and design, and provide a benefit of creativity in boosting our local economy.

Activities that promote economic health in all communities and determine that need by gathering community input, in addition to data.

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.

Public-private sector activities and projects, including proposals to retain, expand, or attract business investments that improve the educational and job skill levels of the region's work force, and provide opportunities for older adults to re-enter the workforce.

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 Office of Economic Development and Government Affairs.

Sunset Date

This policy will be reviewed for continuance by 12-31-29.

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)

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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)
10-19-21 (19)
REVISION DATE

CAO Reference

1. Chief Administrative Office
2. Office of Economic Development and Government Affairs
3. Office of Equity and Racial Justice
4. Office of Equitable Communities