

PATHWAY TO Prosperity

Presented by **Councilmember Carl DeMaio**

Fact Sheet: 112 Reforms for Job Creation

(A complete description of each reform is contained in the full 100-page plan)

Strategy 1 – Cut Red Tape through Regulatory Reform

These reforms will streamline permit processing, provide regulatory relief, and fundamentally change the processes and culture at City Hall to help San Diego businesses cut through red tape and create more jobs.

Reform 1.1: Overhaul and Streamline Permit Processing at Development Services

Reform 1.2: Reform 1.2 – Eliminate Permit Requirements by Shifting to Self-Certification Programs

Reform 1.3: Expand the Use of “Ministerial” Permits vs. “Discretionary” Permits

Reform 1.4: Conduct Program EIRs and Advance CEQA Reforms for Job Creation and Redevelopment

Reform 1.5: Grant the Mayor Powers to Enact “Regulatory Amnesty” Under “Job Creation Performance Contracts”

Reform 1.6 – Implement Customer Service Training Programs within City Departments

Reform 1.7 – Expand Awareness and Benefits of the San Diego Regional Enterprise Zone

Reform 1.8 – Improve San Diego’s Use of E-Permitting and E-Licensing Portals

Strategy 2 – Target Emerging Economic Sectors

These reforms provide a targeted plan to encourage the growth of jobs within emerging sectors, which provide some of the highest-paying careers and bright futures for our local workforce.

Reform 2.1 – Designate “Job Sector Coordinators” to Trouble-Shoot Problems in Economic Sectors

Reform 2.2 – Monthly Regulatory Relief Town Halls By Economic Sector

Reform 2.3 – Design the Balboa Park Centennial Celebration Around a “World Innovation Expo” to Highlight San Diego’s Most Innovative Sectors

Reform 2.4 – Make San Diego a Leader in Transitioning to a Renewable Economy

Reform 2.5 – Launch the “Tourism 2020 Plan” – Strategic Initiatives to Hit \$300 Million in TOT Revenue by 2020

Reform 2.6 – Anchoring our Military and Defense Industries: Getting the Navy Broadway Complex Completed

Reform 2.7 – Create a “San Diego Defense Realignment Task Force” to Aggressively Lobby to Protect and Expand Defense Jobs in San Diego

Reform 2.8 – Moving Forward on the “IDEA District” Downtown

Strategy 3 – Promote Small Businesses

Our local economy is driven by small businesses, over 90,000 in San Diego. DeMaio’s strategy includes: technical assistance and advocacy, permitting and code enforcement, keeping taxes and fees low, and opening access to city contracts.

- Reform 3.1 – Expanding Neighborhood Business Improvement Districts (BIDs)
- Reform 3.2 – Expand Local Small Business Incubators
- Reform 3.3 – Expand Small Business Access to City Contracting Opportunities
- Reform 3.4 – Enact Small Business Tax and Fee Reforms

Strategy 4 – Make San Diego’s Workforce the Most Competitive in the Nation

We must make sure San Diego’s workforce has the skill sets needed to succeed in a highly competitive 21st century economy. We must specifically target high unemployment among youth and returning veterans (17% and 25% respectively) – as well as the deficit in workers with skills in STEM disciplines: Science, Technology, Engineering, and Math.

- Reform 4.1 – Improve Efficiency and Effectiveness of Workforce Training Programs
- Reform 4.2 – Pilot a “Work-Study San Diego” Program in the STEM Disciplines
- Reform 4.3 – Expand the “Hire a Youth” Program
- Reform 4.4 – Implement the “Welcome Home Plan” to Transition Veterans to Jobs

Strategy 5 – Rebuild and Improve Our Economic Infrastructure

A strong economy requires a well-functioning transportation infrastructure. We must provide the streets, highways, airports, and port infrastructure needed to allow commerce to flourish in San Diego.

- Reform 5.1 – Implement the “Save Our Streets” Infrastructure Management Plan
- Reform 5.2 – Redevelopment Agency Reforms & Successor Agency Management
- Reform 5.3 – Replace RA’s with “Neighborhood Investment Collaboratives (NIC)”
- Reform 5.4 – Expand and Improve San Diego’s Regional Air System
- Reform 5.5 – Increase Utilization of the Port of San Diego
- Reform 5.6 – Complete the North Embarcadero Visionary Plan
- Reform 5.7 – Protect San Diego’s Industrial Lands
- Reform 5.8 – Increase Capacity at Existing Border Crossings and Support Construction of San Diego’s Third Border Crossing
- Reform 5.9 – Put City of San Diego on Record Opposing the \$98 billion High Speed Rail Project

Strategy 6 – Position San Diego as a Gateway to the Asia-Pacific Economies

The economy has gone global, and San Diego must embrace global relationships as a pathway to prosperity.

- Reform 6.1 – Expand Trade Missions to the Pacific Rim economies via the World Trade Center
- Reform 6.2 – Create the “San Diego Passport” Program
- Reform 6.3 – Targeted Tourism Marketing Initiative for Asia and the Pacific Rim

Strategy 7 – Reduce the Cost of Living for San Diego’s Working Families

A major hurdle to job creation in San Diego continues to be the high cost of living. The Pathway to Prosperity provides solutions to help reduce the cost of living for San Diego’s working families – from providing affordable housing to reforming water rates.

- Reform 7.1 – Affordable Housing: Expedite Community Plan Updates
- Reform 7.2 – Affordable Housing: Encourage Increased Density in Appropriate Areas
- Reform 7.3 – Affordable Housing: Make the City’s Development Impact Fee Deferral Program Permanent
- Reform 7.4 – Performance Audit to Hold Affordable Housing Funds Accountable
- Reform 7.5 – Reform Storm Water Run-Off Regulations
- Reform 7.6 – Eliminate Linkage Fees – San Diego’s Version of a “Jobs Tax”
- Reform 7.7 – Enact Efficiency Reforms and Adopt a Water Supply Strategy to Lower Rates

Strategy 8 – Ensuring Economic Opportunities Are Available to All San Diegans

We have a responsibility to provide an even playing field for San Diego companies and individual workers -- ensuring economic opportunities are available to all San Diegans, union and non-union alike.

- Reform 8.1 – Make San Diego a “Fair and Open Employment” Region

Strategy 9 – Advocating for Federal and State Regulatory Reform

Washington and Sacramento politicians have failed to solve California’s problems – and have only exacerbated our economic and fiscal problems. We must act to change this.

San Diego is California’s second-largest city – and is in a unique position to help shape and lead the debate for regulatory reform on the state and national levels.

- Reform 9.1 - Require City’s Federal and State Legislative Agenda to Include a Jobs Plan

Strategy 10 – Provide Regional Economic Leadership – and Measure Results

The City should provide the leadership necessary to move our entire region forward on job creation. As initiatives are implemented, we must measure our performance – and report results to the public.

- Reform 10.1 – Designate a Deputy Mayor for Job Creation & Economic Development
- Reform 10.2 – Consolidate City Business Programs in an “Economic Services Department”
- Reform 10.3 – Create a Mayor’s Economic Competitiveness Council
- Reform 10.4 – Measure and Report San Diego’s Job Creation Results Annually
- Reform 10.5 – Take a Regional Approach to Job Creation by Launching “Opportunity San Diego”
- Reform 10.6 – Launch the “San Diego – The Perfect Climate for Business” Marketing Campaign

How the Pathway to Prosperity Was Developed

In compiling the recommendations in the *Pathway to Prosperity*, Councilmember Carl DeMaio held numerous Job Creation Summits – addressing issues such as regulatory reform, small business growth, workforce development, and targeting emerging sectors. In addition to the summits, DeMaio solicited feedback using a Job Creation Hotline, social media, and small-scale focus group sessions with business leaders.

Additional input was obtained from the Job Creation Task Force which DeMaio created in the summer, consisting of the following members:

Jerry Navarra, *Jerome's Furniture*

Susie Bauman, *Bali Hai Restaurant*

Steve Flaim, *Tech Coast Angels*

Ruben Garcia, *US Small Business Administration*

Leo Hamel, *Leo Hamel Fine Jewelers*

Frank Hewitt, *IntelliSolutions, Inc.*

Laura Nelson, *Cass Construction*

Phil Pace, *Phil's BBQ*

Ed Plant, *San Diego Cold Storage*

Janie Ramshaw, *Ramshaw Enterprises*

Tom Sudberry, *Sudberry Properties*

Joe Terzi, *SD Convention & Visitors Bureau*

Vince Vasquez, *National University*

Courtland Weisleder, *Greener Dawn*

Steve Williams, *SENTRE Partners*

The next steps in Carl DeMaio's *Pathway to Prosperity* initiative will include the pursuit of the implementation of these proposed reforms through a variety of means, including the submission of his *Pathway to Prosperity* Plan to the City Council's recently-created Economic Development and Strategies Committee, speaking to additional business leaders and elected officials about the importance of these proposals, and encouraging the public to hold their public officials accountable when it comes to job creation.