



**COUNCILMEMBER TODD GLORIA
CITY OF SAN DIEGO**

M E M O R A N D U M

DATE: January 9, 2015
TO: Councilmember Myrtle Cole
FROM: Councilmember Todd Gloria *Todd Gloria*
SUBJECT: 2015 Economic Development & Intergovernmental Relations Committee Priorities

In response to your memo dated December 23, 2014, I am pleased to offer my priorities for the 2015 Economic Development & Intergovernmental Relations (ED&IR) Committee.

Business Improvement Districts and other Assessment Districts

I request the ED&IR Committee explore the development of a City policy for Property Based Improvement Districts (PBIDs), in keeping with the Business Improvement District (BID) Council Policy or the Maintenance Assessment District (MAD) City Ordinance. PBIDs provide another opportunity for communities that want to invest in their own economic development, and the City Council may wish to formalize this process in a Council Policy or in the Municipal Code section.

I also suggest the Committee explore a revolving loan fund for assessment districts other than MADs, with the goal of creating additional sources of revenue to help improve business districts and make the San Diego business climate more competitive. This policy discussion should cover how successful these existing funds have been in meeting the policy goals set forth in CP 100-21, Funding for Maintenance Assessment District Formation, and CP 900-15, Small Business Enhancement Program, and whether we should create a new fund or open up the existing MADs Revolving Loan Fund to other assessment districts.

City-wide Economic Development Programs

City-wide Economic Development Programs should be reviewed on an annual basis, to ensure that we are implementing the most effective and up to date initiatives that support good employers and empower small businesses. These investments are critical to stimulating economic development and making San Diego a better place to live and work.

In particular, I would like the Committee to explore expanding the Storefront Improvement Program, either by increasing the program budget or increasing the percentage of an overall storefront improvement that the grant can address. I would also encourage the Committee to look at enhancing program outreach efforts to make sure we are doing enough to let small businesses in the community know that this opportunity is available.

Civic San Diego

On October 29, 2014, the Public Safety & Livable Neighborhoods Committee directed Civic San Diego to engage community stakeholders in a process to develop a Community Benefits Policy, and return in March with an updated policy. The ED&IR Committee should monitor the development and implementation of this policy to ensure that it results in a comprehensive set of guidelines for the use of community reinvestment funds reflective of the community's priorities and supportive of the creation of good paying jobs in the community.

Economic Development Strategy

The ED&IR Committee should continue to oversee the implementation of this multi-year plan to promote job creation and economic growth in the City.

Educational Partnerships

The City Council should continue to pursue opportunities to expand educational partnerships and highlight the importance of investment in youth development. Specifically, I request that the City's Youth Development Program present a semi-annual update to the ED&IR Committee to raise awareness of the resources the City allocates to existing programs focused on work-readiness skills and mentorship programs, monitor the effectiveness of these programs, and look for opportunities for enhancement.

Open Data and Government Efficiency

When Council approved the Open Data Policy late last year, staff indicated that the first step would be to assess and take inventory of our departments' high value data. Upon completion of this inventory assessment, I would appreciate an update to the ED&IR Committee on what the Performance and Analytics Department has found and what the next steps are for making this information available to the public. I would also like the Committee to be briefed on any needed policy amendments and budgetary needs for additional positions or other costs related to implementation of the Open Data Policy.

Prevailing Wage and Living Wage Ordinance

The ED&IR Committee should review and evaluate the Living Wage and Prevailing Wage Ordinances on a yearly basis. Providing ongoing oversight will ensure that these important Council policies are current, effective, necessary, and compliant. In keeping with this priority, I brought forward an update to the Living Wage Program administrative guidelines in 2014, including clarifications to help lead to greater enforcement. I encourage the Committee to continue to review the annual written reports provided by City staff in order to evaluate implementation and look for areas for improvement in the administration and monitoring of these policies.

TG/jl