



## Prosperous Economies, Thriving Workers: Regions Up Prosperity Strategy Concurrent Session Agenda Friday, November 8, 8:00-9:15 am DoubleTree Ballroom

### Session Objectives

- Review the draft framework to create, support and grow prosperous regions through improved coordination among regional localities and stakeholders and better alignment with state policy.
- Build consensus around the framework principles that will build up to a Regions Up Prosperity Strategy.
- Commit to priority actions steps for 2020.

### Session Agenda

- I. **Welcome and Introductions** - James Gore, Sonoma County, 4<sup>th</sup> District Supervisor
- II. **Setting the Stage** - Micah Weinberg, CEO, CA Forward

*California's ambitious goals – in issues such as housing, climate, closing the equity gap – call for a “triple-bottom-line” strategy that simultaneously advances an inclusive economy, while responding to market forces. Further, the state has not had a cohesive economic development strategy in over a decade, particularly one that leverages the collective assets of the state's distinct regions, and supports collaboration across agencies and issue areas. Public policy has a central role in creating the conditions in ensuring equitable and sustainable economic growth and attracting private capital investment; this effort seeks to formalize the development of a regions-based state strategy framework for state consideration.*

*The CA Economic Summit has convened representatives from among its partners to initiate a process for the creation of a Regions Up Prosperity Strategy framework that can be utilized for various tactical decisions. We believe state policy should support effective regional governance and recognize the need for regional flexibility, as all partners work toward meeting state goals. Furthermore, it should reflect the principles that have been raised by our regional partners, including the need for greater efficiencies, consistency in state guidance, and additional support for innovative practices in planning, financing and governance. It should recognize that less-resourced regions have more limitations for investment options, and therefore will need additional resources and state assistance.*

III. **State Strategies for Empowering Economic Regions** - Marek Gootman, Brookings Institution (20 mins)

*CA Forward commissioned an analysis on how other states conduct regions up planning that is aligned with state goals to help inform the working group discussions. Gootman will share an overview of the findings.*

IV. **Respondent Panel – Perspectives from the Field** (15 mins)

- **Erica Manuel**, CEO and Executive Director, Institute for Local Government
- **Bill Mueller**, CEO, Valley Vision
- **Cheryl Viegas Walker**, First Vice President, Board of Directors, League of California Cities

*To realize progress, an approach is needed that allows regions to be systematic and can be operationalized based on success stories. Panelists will respond to the presentation findings through the lens of best practices/lessons learned and share what they see as priority action steps in this area of work.*

V. **Discussion/Q&A** – Facilitated by **Bruce Stenslie**, President and Executive Director, Economic Development Collaborative of Ventura County (25 mins)

VI. **Session Wrap-up** - Bruce Stenslie

**Questions to consider prior to the Summit:**

- How can regions and the state recognize and support mutual beneficial opportunities for shared prosperity (e.g. when state policies/priorities connect with related local projects and initiatives)?
- What were the elements of success in times when the State has effectively supported regional economies?
- What are the major elements of a process for the continuous engagement and coordination of diverse parties at the regional and state levels in the planning for inclusive, sustainable economic growth?
- How can we leverage what regions are learning and help connect to the resources and capacities of the state?
- How should the state incentivize integrated thinking, particularly about solutions that seek to rebalance the economy and addressing the clear inequalities between inland California and the coast?

**Priority actions post Summit:**

Finalize a **draft regions-up prosperity framework**, which reflects the input of the stakeholders of the CA Economic Summit, to better support regional collaboration that leverages a region's assets and opportunities and helps address its greatest challenges. The framework should build upon the economic and policy priorities of the localities and help support interconnectivity of the regions and inform State priorities.

The proposal will be further shared and expanded upon with stakeholders over the fall, in preparation for legislative action in 2020 to institutionalize the regions up prosperity strategy framework.