

Report & Action Plan



Co-Chairs



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North Coast
Pacific Gas & Electric



Cynthia Murray
President & CEO
North Bay Leadership
Council

Background

- **34 appointed members**
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- **Goal: Develop a 10-yr strategic plan**

Background

- **Focus on 3 main areas of change:**
 - **Workforce Development**
 - **Resource Efficiency**
 - **Economic Climate**

What is Innovation?

Innovation is the act of making changes. While invention is the creation of new ideas...

What is Innovation?

...innovation is the process of converting ideas into productive uses that add economic and social value.

Tasks

- **Update 1998 Economic Vitality Plan**
- **Anticipate changes in workforce, natural resources, and economic climate**

Tasks

- **Use models for 10-year economic forecast**
- **Develop an action plan**

Current Economic Trajectory

- **Economy not keeping pace with population growth**
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- **Jobs/Labor mismatch**
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- **Increase in younger and older residents**

Recommendations

- **Raise educational attainment**
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- **Actively engage small businesses in resource conservation**

Recommendations

- **Encourage growth of 2nd stage firms**
- **Enhance regulatory efficiency**
- **Coordinate with County Strategic Plan**

Opportunities

- **Create 12-15,000 new jobs**
- **AB-32 and AB-811**

Opportunities

- **Reduce County's carbon footprint**
- **Create stronger economy & healthier environment through strategic efforts**
- **Create public/private partnerships**

Innovation Showcase

- **22 collaborative partnerships**
- **Leaders in innovative/sustainable practices**
- **Exhibits in the Lobby**

Innovation Action Council

- **Three committees:**
 - **Workforce Development**
 - **Resource Efficiency**
 - **Economic Climate**

Next Steps

- **Morgan Family Foundation Challenge Grant - \$50,000**
- **Match from 7 local organizations - \$50,000**
- **Total \$100,000**

One-Year Outcomes

- Workforce Development
 - Countywide Mentoring Program
 - Green Jobs
 - Business-Education Roundtable

One-Year Outcomes

- Workforce Development Cont.
 - Hispanic Outreach—Work-Ready Certificate
 - Expansion of MESA (SSU) & Math/Science Academy (SR Chamber)

One-Year Outcomes

- Resource Efficiency
 - Engage small businesses in conservation
 - Showcase local Innovation/Sustainability

One-Year Outcomes

- Economic Climate
 - Foster second-stage company growth
 - Enhance regulatory efficiency

Progress: January 2010

Let the Innovation Begin!



www.innovationcouncil.org