

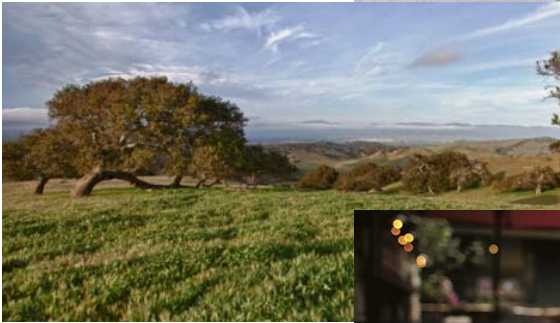
Economic Development Coordinator: 100-day Plan

Josh Metz
Economic Development
Coordinator

Overview

- *Build on Regional Economic Strengths*
- *Hold Key Stakeholder Meetings*
- *Launch **Ord Forward** Social Media/Website*
- *Attend Key Conferences*
- *Develop Success Metrics*
- *Draft Strategic ED Action Plan*
 - ***Present at October Board meeting***
- *Continue RUDG/Trails Planning*

Regional Economic Engines



Collaboration



**Not an exhaustive list*

OrdForward



A screenshot of the OrdForward Twitter profile page. The browser address bar shows "https://twitter.com/OrdForward". The profile header includes a banner image of a city street with a cyclist and a pedestrian, and a bio box with the text "ORD ADVOCATING SMART GROWTH FORWARD". Below the bio, it says "Ord Forward @OrdForward" and "Advocating smart growth, economic development, & quality reuse at the former #FortOrd #innovation #placemaking #agtech #marinetech #recreation #tourism #econdev". The location is "Monterey Bay Area, California". The profile statistics are: TWEETS 1,044, FOLLOWING 866, FOLLOWERS 300, FAVORITES 86, and LISTS 12. The main content area shows three retweeted tweets: one from Urban Land Institute (@UrbanLandInst) about a report on global cities, one from Harvard JCHS (@Harvard_JCHS) about a 2015 State of the Nation's Housing report, and one from Entrepreneur (@Entrepreneur) about Ford joining a car-sharing initiative.

- *Web / social media*
- *Curated content*
- *Connecting people, ideas, and information*

Initiatives



Capacity



Water



Facilities



Connectivity

Cluster Workshops



- Quarterly Workshops
 - ½-day
 - Action Plan Oriented
- Industry Sector focus
 - Overview – BMP
 - What We Have
 - What We Need
- Marine Tech, Education, Agtech, Language, Tourism/ Hospitality, Ecotourism, Health & Wellness, Homeland Security, other?

Success Metrics



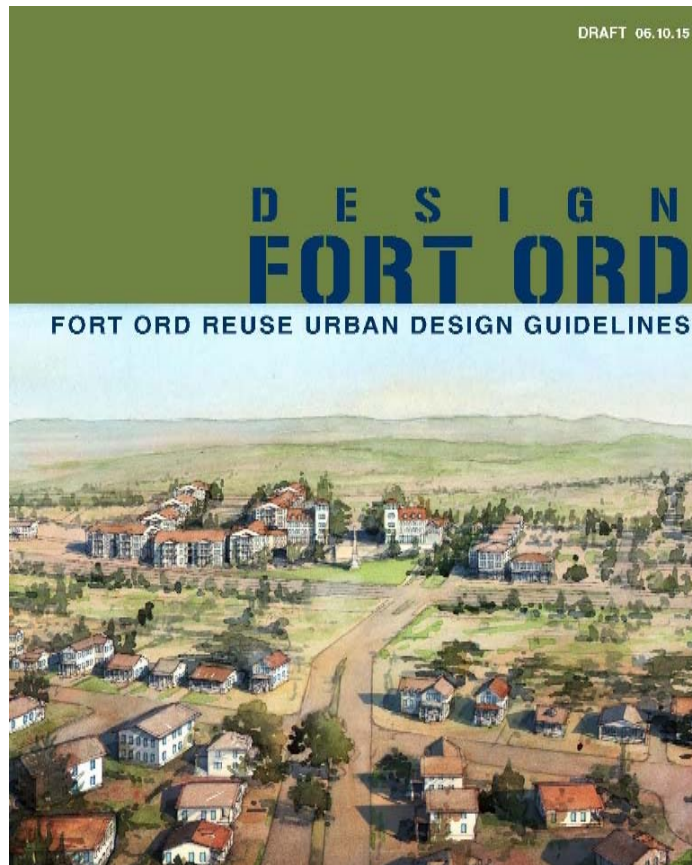
- *Business Creation/Retention*
- *Job Creation/Retention*
- *Investment Volume*
- *Partnerships*
- *Project Metrics*
- *Web/Social Media Analytics*

Board Reports



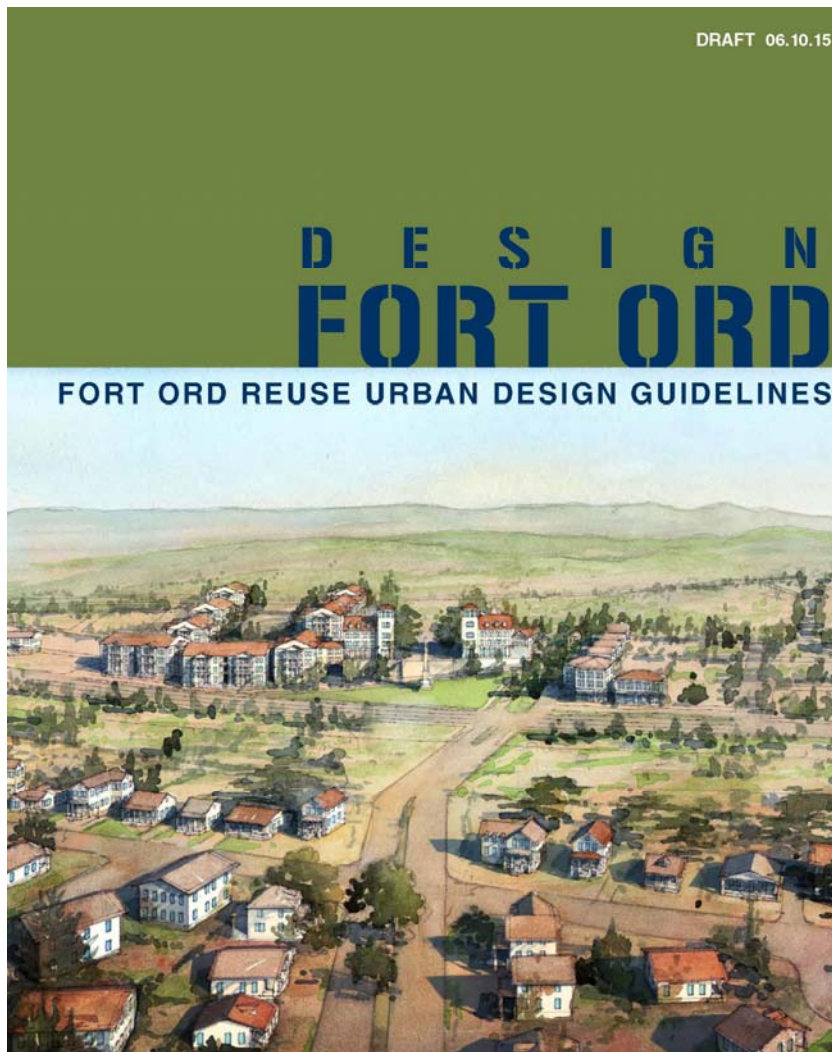
- *Quarterly Updates*
- *Ongoing collaboration with jurisdiction staff & other partners*
- Ideas, communications, action
- Tweets **@OrdForward**
- Web **OrdForward.org** (*coming soon*)

Transitions



RUDG Project Update

Josh Metz
Economic Development
Coordinator



- **Thurs June 25: RUDG Task Force began Administrative Draft review**
 - Sections 1 & 2
 - Sections 3-5 remain
- **Lively discussion:**
 - Where the Guidelines Apply
 - Diagrams and renderings
 - Trails maps

fora.org/RUDGtaskforce.html

- **Friday Aug 14:** DKP Presents DRAFT RUDG v1.0 at FORA Board meeting
 - *Begins 30-day comment period*
- **Monday Sept 14:** FORA Staff returns compiled comments to DKP
- **Friday Oct 9:** Draft RUDG v2.0 presented at FORA Board meeting
 - *Begins 2nd 30-day comment period*
- **Monday Nov 9:** FORA Staff returns v2.0 compiled comments to DKP
- **Friday Dec 11:** Final RUDG presented