

# Briefings:

Special Anniversary Edition May 2014

## Visioning Surveys Show Workforce Development, Emerging Industries High Priority

The South County EDC has completed the outreach and research phase of its visioning project, which included focus groups, community workshops, outside research, surveys and expert interviews. The results will provide a baseline for the development of a strategic five-year economic plan for the region.

Survey results showed that there's broad and deep support for border crossing investments; there's a need for better understanding of emerging industries that will help the region; transit support is very high; and people want housing options near transit. In total, 4,595 surveys were collected in more than 12 languages.

Respondents found workforce development and emerging industries to be the two most important factors for future planning and investment. More than 75 percent of all respondents said tools like apprenticeships, training academies and internships were highly important. The top three emerging industries identified by respondents for future development were healthcare, energy efficiency and clean energy, and tourism. Advanced manufacturing came in fourth, although respondents over the age of 40 reported advanced manufacturing more important than tourism.

Modeled after the Our Greater San Diego Vision conducted by the San Diego



***Cecilia Estolano of ELP Advisors, which is conducting the visioning project research, stands before the completed surveys. "These surveys are a snap shot of the community and perceptions now; where people are today and where we may need to enhance educational and messaging efforts moving forward," she said.***

Foundation, the South County Visioning Project was designed to further look at the specific subset of South County communities. One notable difference in the two project findings was that while only three percent of Our Greater San Diego respondents placed emphasis on the border, 64 percent of South County Visioning respondents indicated upgrading land ports (border crossings) were the highest priority, over sea ports and airports. Additional findings include:

- More than two-thirds of respondents

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## San Diego City Council Unanimously Approves Otay Mesa Community Plan Update

The San Diego City Council approved passage of the Otay Mesa Community Plan Update by a unanimous vote in late March -- a significant milestone for a plan that has taken more than ten years to develop.

"This update really does the right thing for the community and for the region by providing future planning and infrastructure and amenities for our vital cross-border economy," said Councilman David Alvarez.

"This is a visioning document for how growth will occur in Otay Mesa, and it also

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## European Union & Mexican Government Invest \$2.5 Million in Industrial Design Lab for Aerospace Industry

In an effort to foster product design capabilities in the region, Baja's Innovation and Technology Center recently opened an industrial DesignLab, offering tools and software for local manufacturers looking to design aviation and aerospace components.

The European Union provided 55 percent of the total \$2.5 million investment needed to open the DesignLab. The remaining funds were provided by the Mexican government, with support of PROCEI (Mexico-European Union Program for Competitiveness and Innovation) and as a project of Mexico's CANIETI (Chamber for the Electronics, Telecommunications and Information Technology Industries).

With more than 71 manufacturing plants employing 17,000 people in the aerospace industry, Baja California continues to be a

top destination for foreign and direct government investment.

DesignLab is a strategic tool for the growing the aerospace industry in Baja California. Its initial focus will be on design of aerospace and defense components, but it will provide support to engineers across various manufacturing sectors including automotive and electronics.

The opening of the DesignLab is in line with ProMexico's National Flight Plan for the aerospace industry in Mexico. Created in 2012 as a roadmap for government and economic development agencies, the Flight Plan declared a triple helix approach of government, private industry, and academia to support the aerospace and defense manufacturing industries. By investing in academic support and training programs

like DesignLab, Mexico's workforce can keep up with the growing demands on Mexico's aerospace needs.



***DesignLab offers courses on SolidWorks and CATIA software in a state-of-the-art technology center. Courses began last month and officials expect to train more than 900 industrial design engineers a year.***

## CHAIR'S MESSAGE

I would like to thank Scott Parker, our previous Chairman of the Board, for his great leadership over the past 10 months. Unfortunately, Scott had to step down as chair in March and I am once again taking the reins of the South County EDC and will be serving out the rest of Scott's term, which ends June 30. I have never been more committed to the success of this organization as it begins to shape the future of the entire South County region.

The South County Visioning Effort, which has been a major focus of the South County EDC for several months now, has completed its research phase and the planning to create our future is now under way. In addition to focus groups, community workshops, outside research, and expert interviews, the more than 4,000 survey responses that we collected will provide a baseline for the development of a

strategic five-year economic plan for the region, which will be completed by the end of our current fiscal year.

Survey respondents found workforce development and emerging industries to be the two most important factors for future planning and investment and I couldn't agree more.

With the new Local Control Funding Formula that South County School Districts are now navigating, our region will soon be receiving an additional \$42 million to prepare our future workforce. Districts will be using these new funds on technology, increasing support for English-language learners and engaging students in critical thinking.

Education is one of, if not the most, important tools students have to help prepare them for entering the workforce. Business, community and education leaders

**Ricardo Macedo**, Chairman of the Board



need to join together to discuss how these additional funds can be structured to best prepare our future workforce.

## CHULA VISTA

### City Committed to Continuous Improvement

The city of Chula Vista has turned to a proven private sector strategy to streamline city operations. The Continuous Improvement program is based on the Toyota Production System, which the automaker introduced in Japan in the late 1940s. While the system is known by many names, the concept is to identify and eliminate waste in a process. Waste can be found in manufacturing, office, or city processes. The Continuous Improvement program has inspired and emboldened city staff to be innovative and creative as they take a new approach to streamlining processes. This has revolutionized service delivery, project timelines, strategic partnerships, and staffing models, while improving the bottom line.

Continuous Improvement is an organization-wide program that provides employees, at all levels, the ability to make changes to processes they do every day. These changes are designed to reduce costs, streamline procedures, improve customer service, foster innovation and make employees' jobs easier. With more than 100 Chula Vista staff now trained in Continuous Improvement, the city is definitely operating more lean and efficiently. Utilizing these tools has helped the city reduce costs that can then be used to enhance services, which ultimately improves the quality of life in Chula Vista.

Since 2011, the city has conducted nearly 20 process improvement events. Among these successful projects are the Public Works Department's efforts to streamline vehicle preventive maintenance inspections for the city's 560 vehicles; improve permit processing in development services; establish an innovative partnership to open a branch library in a major shopping mall; overhaul the accounts payable process to more efficiently process invoices; and re-engineer the process to install ADA ramps in the city.

## NATIONAL CITY

### National City Hotel Revenue Up 13 Percent Over 2012

Tourism is up in National City as the National City Tourism Marketing District is reporting an increase in hotel revenue in the 2013 fiscal year.

According to data collected by the city of National City, transit occupancy taxes collected in 2013 were 13.2 percent higher than in 2012. The success, however, isn't new to the National City Tourism Marketing District. A report by the San Diego Tourism Authority indicated tourism in 2013 was up 17 percent in National City in 2012 over 2011; the highest increase of any city in San Diego County.

## CORONADO

### City to Add New Pedestrian Signals

The city is working on a project to install pedestrian signals at all signalized intersections in Coronado, including those in front of the Coronado Cays. The project also will reconfigure the Orange Avenue and Tenth Street intersection to accommodate a new signal phasing plan.



**Busy Orange Avenue and Tenth Street intersection will receive signal upgrades.**

The work will improve the operation and efficiency of the city's traffic signals and keep traffic moving smoothly. The project will include striping modifications and a dedicated left turn lane on Tenth Street. A contractor soon will be selected to replace existing pedestrian signal equipment with equipment that provides audible

indications, push buttons and countdown timer pedestrian indicators. The work should significantly improve traffic flow through town and should be completed just in time for the busy summer tourist season.

## IMPERIAL BEACH

### Breakwater Shopping Center Gets Green Light

The Successor Agency to the former Imperial Beach Redevelopment Agency has been notified that its Long Range Property Management Plan has been approved by the California Department of Finance.

Approval of the plan allows for the transfer of the vacant parcel at the southwest corner of 9th Street and Palm Avenue to Sudberry Development for the construction of the long-awaited Breakwater Shopping Center.

Mayor Jim Janney said, "together with the recent opening of the Pier South Hotel, Filippi's and Sea 180 restaurants and the future opening of Coronado Brewing Company restaurant, the remodeling of the Burger King and planned remodeling of McDonalds, there are great things happening in Imperial Beach."

## PORT OF SAN DIEGO

### Steel Arrives at Tenth Avenue Marine Terminal

The Port of San Diego handled a massive shipment of steel shipbuilding materials in late February that will be used by General Dynamics NASSCO for the construction of two commercial container vessels. The ships, each 764 foot long, will be the largest ships of any type in the world powered by

*(continued on page 4)*

# WELCOME NEW MEMBERS

American West Bank

Jacobs Engineering

Redit

# REGIONAL ROUNDUP

*(continued from Page 3)*  
liquefied natural gas.

Some of the raw materials for this contract – about 1,611 metric tons of steel – were shipped from South Korea on the Isuzu cargo vessel. The first container vessel is scheduled to be completed in late 2015 and the second vessel is scheduled for completion in 2016.

General Dynamics NASSCO is the only major full-service shipyard on the West Coast. The company is the city of San Diego's second largest manufacturer, with 2,631 employees.

## COUNTY

### Helping Local Businesses By County Chairman Greg Cox

With an annual budget of nearly \$5 billion, the County of San Diego plays a big role in the region's local economy. The County contracts with public, private and non-profit vendors that provide vital goods and services throughout the region. We strive to buy local, and give preference to companies that are headquartered in the San Diego region.

But we want to do more. That's why I recently partnered with Supervisor Dave Roberts on a proposal to boost our efforts with local businesses.

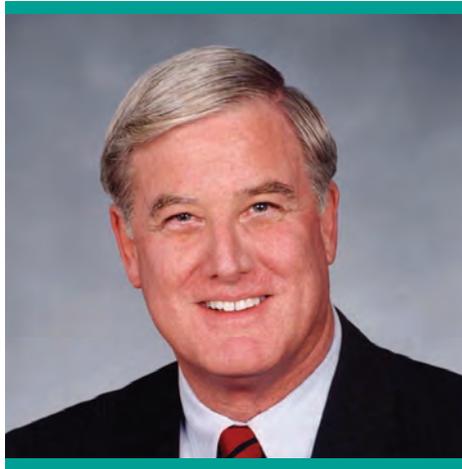
## Words From Our Businesses

*“I just wanted to say thanks again for pointing me in the right direction to get my office and warehouse space moved from Pacific Beach down to Otay Mesa. We are completely moved out of our old facility and are in the process of sorting and organizing everything here in the new space.”*

*– Robin Niehaus  
Director of Operations  
Footbalance System, Inc.*

Currently, the County buys goods and services to the tune of \$1 billion a year. Not only does the County's Department of Purchasing and Contracting want to get the best value for the taxpayer dollar, it also wants to go local if possible.

So if given the choice between a low bid



from an outside company and several local businesses, the department subtracts 1% from the bids submitted by local businesses to see if they are equal to or lower than the non-local business. Then the department awards the contract based on the lowest bid and other factors. In essence, the County pays up to 1% more to contract with a local business instead of a non-local business, giving local companies an advantage when bidding for County contracts.

The Board of Supervisors voted in March to study the idea of increasing that 1% to a higher amount and also extend the additional preference to businesses owned or operated by disabled veterans.

In addition, we've asked the Purchasing and Contracting Department to host a regional conference for other government procurement officials so they can learn about the best practices used by our BuyNet procurement system. The conference would allow other agencies and local governments to learn from each other and jointly benefit.

We've always prided ourselves at the County on spending money wisely. Spending more money with our local companies would help our economy and create more jobs. We think that's wise too.

## BREAKING NEWS



**Panelists at the March Local Funding Control Formula event included Dr. Edward Brand, Sweetwater Union High School District, Dr. Francisco Escobedo, Chula Vista Elementary School District, Gloria Madera, San Ysidro School District, Dr. Chris Oram, National School District, Abdollah Saadat, South Bay Union School District and John Moreno, Chula Vista Star News, who moderated the event.**

### South County School Districts to Receive Approximately \$42 Million in New Dollars

The South County EDC gathered superintendents from five local school districts in March to discuss the new Local Control Funding Formula and how it will impact district funding. Community members attended the event to hear how the districts will allocate LCFF funds to increase student achievement and build a strong foundation for the future workforce.

The new formula will phase money over an eight-year period, and approximately \$42 million of new annual funding is expected to be directed to students in South County by the 2020-21 school year.

“Though it seems like we're getting extra money, we're essentially getting more money to get us back to the 2007-08 operating budget levels,” said Dr. Francisco Escobedo, whose Chula Vista Elementary School District is the largest elementary district in the state of California with 29,000 students.

Each district representative discussed the

specific needs of the district, anticipated funding, and its Local Control Accountability Plan, which is the district's road map that will outline action items to meet state and local priorities.

"Curricular programs, such as English Language Development, are essential to add to the core curriculum for English-learners. With a portion of the entitlement being dedicated to these particular sub-groups of students, it allows us the flexibility to develop specific support for our economically disadvantaged students as we see fit, as these programs typically need to be more varied," said Abdollah Saadat, South Bay Union Assistant Superintendent.

Gloria Madera, Interim Superintendent for the San Ysidro School District, added, "We recognize the importance of our students' bilingual, binational and bicultural experience as they navigate between two nations as an important 21st century asset for success in a global economy."

All five superintendents noted the importance of technology in aiding student advancement. "The question for us at Sweetwater is: how do we compete with a global market? How do we equip our students to compete in an international marketplace? And that's where American innovation comes in," said Dr. Ed Brand, Sweetwater Union High School District Superintendent. "What we have to do is teach students how to be facilitators of their own educational plan, on their schedule, to meet their needs, and technology is a crucial component. When technology is a key focus, then education becomes 24/7 and isn't limited to the classroom."

National School District Superintendent Dr. Chris Oram explained, "With our plan, we're trying to keep the main thing the main thing, and that's about preparing kids for the workforce and making sure students have what we call 21st century skills – that they would be effective communicators, collaborate with others, be able to access information and evaluate its effectiveness, utilize creativity, innovation, self-direction and demonstrate a high level of self-responsibility."

## New Members Get Tour Of San Diego Airport

More than 20 new members of the South County EDC were recently treated to a behind-the-scenes tour of the new Terminal Two at the San Diego International Airport. The tour included an orientation for new members, and a catered lunch courtesy of the airport's communications department.



SAN DIEGO  
INTERNATIONAL  
AIRPORT

*Visioning Surveys (continued from front page)* said the creation of various housing options was very important.

- Top three desired transit options: trolley extension, rapid bus lines, short hop shuttles.

South County EDC is currently working on building a five-year economic development plan complete with action items and marketing messages. The plan is expected to be released by June 2014. For more information on the project, or to see the full report, visit [www.scedcvisioning.wordpress.com](http://www.scedcvisioning.wordpress.com).

## Working Committees of the SCEDC

**Transportation and Infrastructure**  
**Marketing and Membership**  
**Workforce and Education**  
**Loan & Finance**  
**Public Policy**

For more information or to join any of these committees, contact:

South County Economic  
Development Council  
phone 619-424-5143  
[scedc@southcountyledc.com](mailto:scedc@southcountyledc.com)

## Save the Date

### 24th Annual Economic Summit

Friday, October 10, 2014

San Diego Convention Center  
8 a.m. to 2 p.m.

For more information, contact  
the South County EDC at  
[scedc@southcountyledc.com](mailto:scedc@southcountyledc.com)

25<sup>TH</sup>  
ANNIVERSARY  
EST. 1989



**SCEDC**  
South County Economic  
Development Council

*Otay Mesa (continued from front page)* has some very specific, practical impacts including funding for the Old Otay Mesa Road project, a high priority for me because it will build a missing sidewalk segment that will allow students to safely access San Ysidro High School," Alvarez continued.

The Otay Mesa Community Planning area is approximately 9,300 acres and is in the southeastern area of the city along the border with Mexico. Otay Mesa has unique features, residents, and property owners that make it an amazing regional resource. Ongoing projects such as Brown Field development and the Cross Border Terminal pedestrian bridge reflected in the plan update will allow Otay Mesa to continue to contribute to the thriving border economy.

*The South County Economic Development Council is funded in part by grants from the cities of Chula Vista, Coronado, Imperial Beach, National City and San Diego, the County of San Diego and the Port of San Diego as well as our members.*

## THANK YOU

United States University, VEBA,  
Southwestern College and  
Public Consulting Group for your  
support of the LCFF Funding Forum

## South County Career Center Launches “Experience Works!” Workshop Series

Times have changed. If you're an older adult looking for work, you've probably discovered that job hunting is very different from the way it used to be. Today's job seekers must be more aggressive and tech-savvy. They need to be constantly on the lookout for anything or anyone that can give them the edge in the job hunt.

With an eye toward providing new strategies for the older worker, the South County Career Center is now offering the “Experience Works!” workshop series. This interactive two-session workshop is designed to meet the special job-search challenges of the 50+ age group. The two consecutive sessions cover a variety of topics on how mature workers can market themselves in today's economy. Many in this particular age bracket, who have lost their jobs, have not been in the job market for 10, 15 or even 20 years. Job-search techniques and employer expectations are very different in 2014 compared to when these mature workers last applied for a position.

“Experience Works” provides hands-on, job-search instruction and the most up-to-date Internet and social media techniques. Practice interview sessions, resume review and practical solutions to the unique challenges of employment search for the 50+ worker are provided over two consecutive days each month. For information on dates and times of the workshop series, phone 619-628-0354 or go to [www.southsdcareercenter.com](http://www.southsdcareercenter.com).

For copies of our new

## Cultural Attractions

BROCHURE

call 619-424-5143.



***The newly formed Aerotropolis Committee of the South County EDC recently toured Brown Field, the future hub of an Aerotropolis Plan, or airport city, in the city of San Diego, along the U.S-Mexico border. Brown Field and its future Metropolitan Airpark are expected to be a catalyst for future job creation in the South County region.***



***Members of the San Diego Business Journal staff recently toured numerous South County businesses including Marine Group Boat Works, pictured here. Todd Roberts of Marine Group Boat Works is pictured on the far left.***

## Special Anniversary Feature:

## FOUNDING MEMBER PROFILE

### Greg Cox, County Supervisor

At the time of the formation of the South County Economic Development Council, SR 125 was just beginning to garner serious discussion. Governor Deukmejian announced three new universities were going to be created in the state by year 2000, and that fueled conversations for a four-year university in Chula Vista.

"TransNet had just been approved and we were fighting to make sure there was some money included to set the stage for SR 125," said Cox. "At the same time, there were a lot of issues on the table: the city of Chula Vista was completing its General Plan update, the enormous Otay Ranch had just been sold after the death of Mary Birch Patrick, EastLake was under construction and we were exploring the possibility to site the Olympic Training Center in Chula Vista."

South County EDC was launched at the right time to become involved in making all this happen, says Cox.

Cox credits then-Supervisor Brian Bilbray, who brought together the mayors of the South County cities and Marilyn Lassman, who was with McMillin and on the Southwestern College board to help launch South County EDC. And community leaders Tony McCune, Joe Conte from Southwestern College and Joe Ellis, a developer in Otay Mesa also were early supporters of the effort.

Cox says the biggest successes for the South County EDC have been the creation of a voice for the region and establishing credibility with the other EDCs. As he reflects on the 25 years, he says it is "nice to see expansion of membership that now includes the regional EDC, the Workforce Partnership, and other regional groups –



it's an indication of the clout South County EDC has developed over the years."

Going forward, the U.S. Mexico border will be extremely important not just to South County but to the entire region, according to Cox. "The leadership at SANDAG has realized the importance the border has and been improving the infrastructure there," he said. "SANDAG is working on getting funding pieced together to complete SR 11 and the Otay Mesa II border crossing."

With the completion of State Route 125, State Route 905, State Route 11 and the border crossing, that area will blossom, according to Cox. "The largest creation of jobs in our regions will be along the border over the next 20 years."

The former mayor of Chula Vista also emphasized the importance of the Chula Vista Bayfront – "one of the most exciting waterfront projects in the state of California."

Cox also believes that the completion of the Bayshore Bikeway will make the South Bay one of the most premier recreational biking opportunities in the United States.

"I still hope to get a tube under the Coronado Bridge so bicycles and pedestrians can cross under the bridge. It's my dream for the future."

A number of dreams have come true for South County with the efforts of the SCEDC. Perhaps this one will come true as well.

## Rapid Re-Employment Presentation

**FIND OUT HOW TO APPLY  
FOR UNEMPLOYMENT  
INSURANCE, HOW MUCH TO  
EXPECT, RESOURCES  
AVAILABLE TO YOU, AND  
ASSISTANCE WITH YOUR  
JOB SEARCH!**



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- Career assessment
- Job development

### 3. Financial Management

- Cobra
- IRA and 401k options and tax information

**Please contact us at:**

**Call (619) 424-5143**

**Fax (619) 424-5738**

**[scedc@southcountyledc.com](mailto:scedc@southcountyledc.com)**

## SD ENTERPRISE ZONE Office Accepting Applications for Tax Credits Through the Fall

Employees hired prior to December 31, 2013, may qualify your business to receive state tax credits for the next 10 years.

Visit [www.SDREZ.org](http://www.SDREZ.org) for more information or contact the San Diego Regional Enterprise Zone office at 619-533-5954.



***The leadership from Point Loma Nazarene University recently toured the future university site in eastern Chula Vista. South County EDC arranged the tour, which included Dr. Brower, the president of the university, and six of his staff along with Mayor Cheryl Cox and Councilwoman Pamela Bensoussan as well as Paul Borden and other executives from HomeFed, which hosted the event.***

25<sup>TH</sup>  
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**Celebrating Our  
25th Anniversary**  
And Honoring  
Our Founding Members

See The Special Feature  
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