

MERCED ON THE MOVE



Partnering for Prosperity

December 4, 2014

WELCOME

Welcome to Today's Session



- 
- Help yourself to the buffet
 - Keynote Speaker, Bill Mueller, Valley Vision
 - Breakout Sessions
 - Closing Keynote, Ben Duran, Great Valley Center
 - Thank you; What's next

Introductions

Sarah Rubin, Public Engagement
Program Manager

Institute for Local Government



The **James Irvine**
Foundation



The
California
Endowment



Agenda

- | | |
|-------|---|
| 8:45 | Welcome, Introductions, Karalee Browne, ILG Program Coordinator |
| 9:00 | Keynote Speaker, Bill Mueller, CEO, Valley Vision |
| 9:15 | Merced on the Move, Steve Sanders, Sustainability Director, ILG |
| 9:25 | Breakout Groups |
| 10:35 | Gallery Walk/ Report Out |
| 10:55 | Partnership Action |
| 11:15 | Closing Keynote, Ben Duran, Great Valley Center |
| 11:30 | Adjourn |

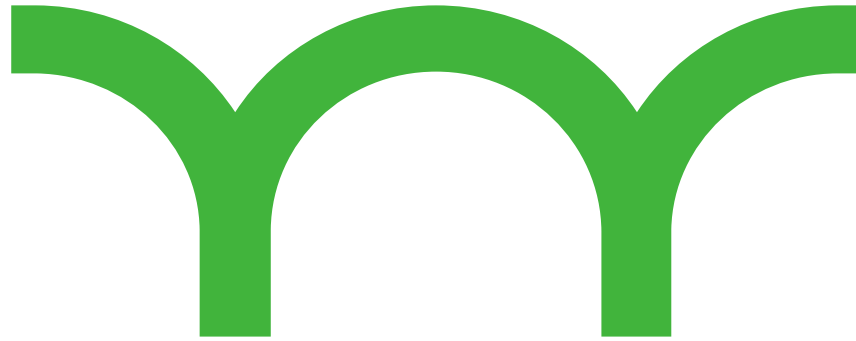
KARALEE BROWNE, ILG PROGRAM MANAGER

Introduction to Keynote Speaker

BILL MUELLER, CEO, VALLEY VISION

Keynote Speaker

VALLEY VISION



Connect. Partner. Impact.

nexteconomy

CAPITAL REGION PROSPERITY PLAN



Resolutions of support

Counties

El Dorado, Placer, Sacramento, Yolo, and Yuba counties

Public Agencies & Special Districts

1. SETA-Sacramento Works
2. Golden Sierra Job Training Agency
3. Sacramento Area Council of Governments
4. Placer County Water Agency
5. Roseville Chamber of Commerce
6. Davis Chamber of Commerce
7. North Sacramento Chamber of Commerce
8. Rancho Cordova Chamber of Commerce

Cities

1. City of Sacramento
2. City of Roseville
3. City of Rancho Cordova
4. City of Elk Grove
5. City of Yuba City
6. City of Galt
7. City of Folsom
8. City of Wheatland
9. City of Placerville
10. City of Woodland
11. City of West Sacramento
12. City of Rocklin
13. City of Davis
14. City of Citrus Heights
15. City of Colfax
16. City of Lincoln
17. City of Winters
18. City of Marysville
19. City of Auburn
20. City of Live Oak

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CAPITAL REGION PROSPERITY PLAN

Visit:

www.nexteconomycapitalregion.org

Note One
Key Take-
Away

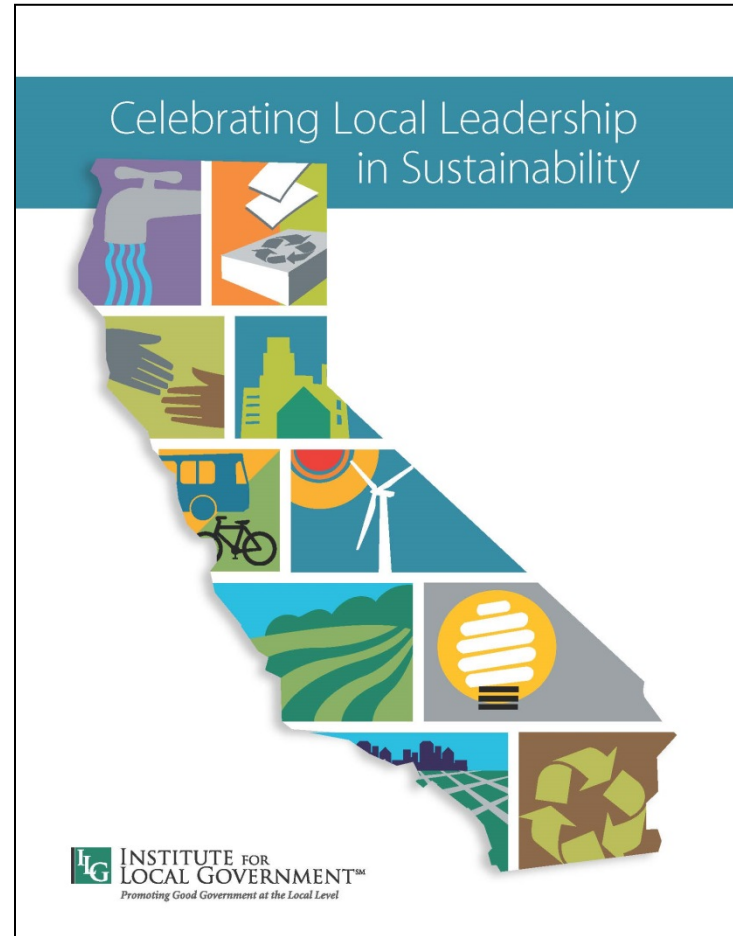


STEVE SANDERS, INSTITUTE FOR LOCAL GOVERNMENT

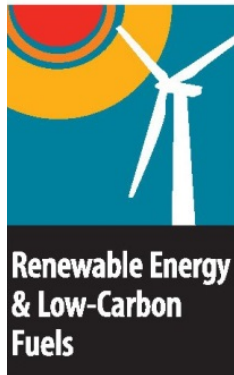
Merced on the Move

Beacon Program:

Voluntary Local Action for Sustainable Development



Local Sustainability Practices Promote Economic Prosperity



Tulare Converts Waste to Energy

The **City of Tulare** has been able to reduce its electricity bills by more than \$1 million a year, after installing “ultra-clean” fuel cells at its wastewater treatment plant that help treat the wastewater in a more cost-effective way while significantly reducing air pollution.

Tulare estimates that the systems save the city about **\$3,500 a day** in avoided electricity costs.



Key Partners:

- City of Tulare (Lead Agency)
- Southern California Edison (Financing)
- California PUC (Preferential Energy Rate)
- FuelCell Energy (Operations & Maintenance)

El Cerrito Revitalizes San Pablo Avenue



The physical improvements have created a vibrant avenue that provides access to schools, city hall, a renovated major shopping center, a restored historic theater complex and two Bay Area Rapid Transit (BART) stations.

San Pablo Avenue serves as El Cerrito's main street, which is also a state highway under the jurisdiction of Caltrans. Faced with the declining economic vitality of the community's main street, the City of El Cerrito collaborated with Caltrans on the San Pablo Avenue Streetscape Improvement Project.

Key Partners:

- City of El Cerrito (Lead Agency)
- Caltrans
- Metropolitan Transportation Commission
- Bay Area AQMD
- California EPA
- Contra Costa Transportation Authority

“Healthy Richmond” Paves Way for Major UC Lawrence Berkeley National Lab Project

With support from a multi-year grant provided by The California Endowment, the City of Richmond launched the “Healthy Richmond” initiative and updated its General Plan to include an innovative health element which is helping guide new projects as well as community revitalization efforts. The Healthy Richmond initiative provides the framework for long-term changes in health, safety and economic prosperity throughout the community.



Richmond’s efforts paid off.

In 2011, the city was chosen as the preferred site for the second campus of the Lawrence Berkeley National Laboratory, which has the potential to bring millions of dollars to the city and new possibilities for economic growth.

“Richmond ♥ LBNL”

Lab officials, who hope to move into the new location by 2016, say the enthusiasm of the city and its residents, sparked by extensive community involvement in developing the Healthy Richmond General Plan, played an important role in selecting Richmond as the location for the new LBNL campus.

For example, as part of its effort to be selected, the city put up a billboard that flashed “Richmond ♥ LBNL” along Interstate 580 and had more than 500 residents write personal notes to lab employees inviting them to the city.

Key Partners:

- The City of Richmond
- The California Endowment
- The Residents of Richmond
- UC Berkeley Haas School of Business
- Lawrence Berkeley National Laboratory

The city is now working with the Haas School of Business at UC Berkeley to capitalize on the economic opportunities created by the campus investment so that it benefits Richmond residents and businesses.

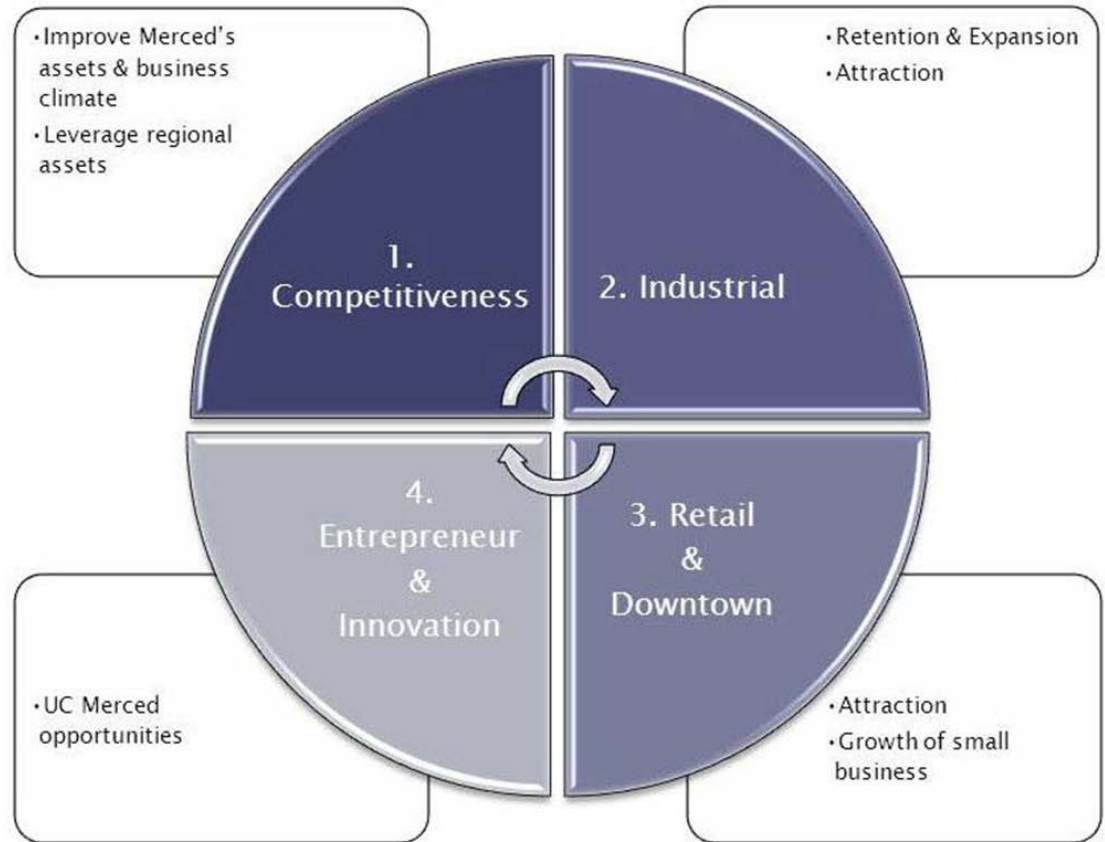


Inventing California's Future

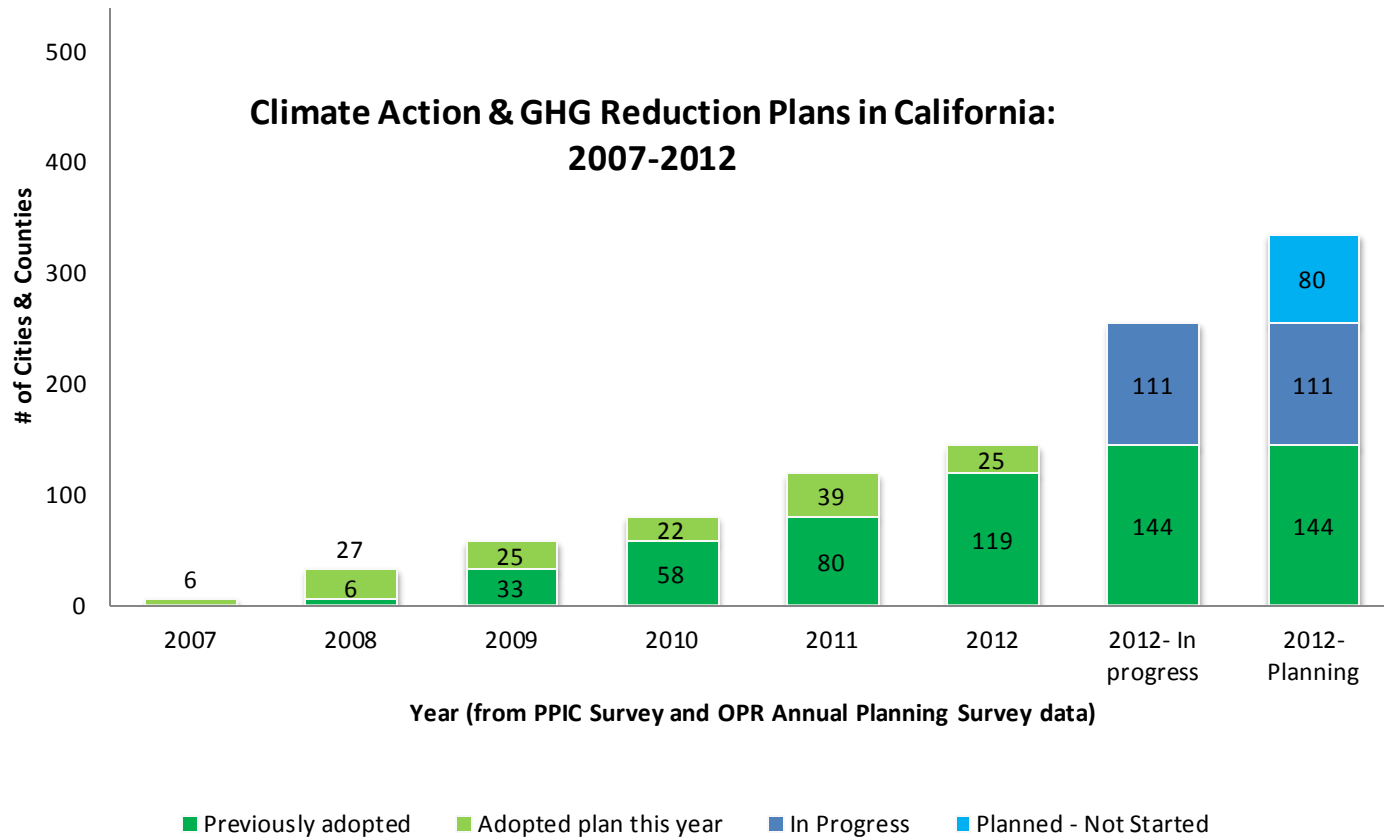
Telling Merced's Prosperity Story...

1. Are we competitive with other San Joaquin Valley communities? Communities in other states?
2. Do we have happy local companies?
3. Have we built a pipeline of prospects considering Merced for their site search?
4. Are we changing perceptions of Merced as a business-friendly community?
5. What is the economic impact of our efforts?

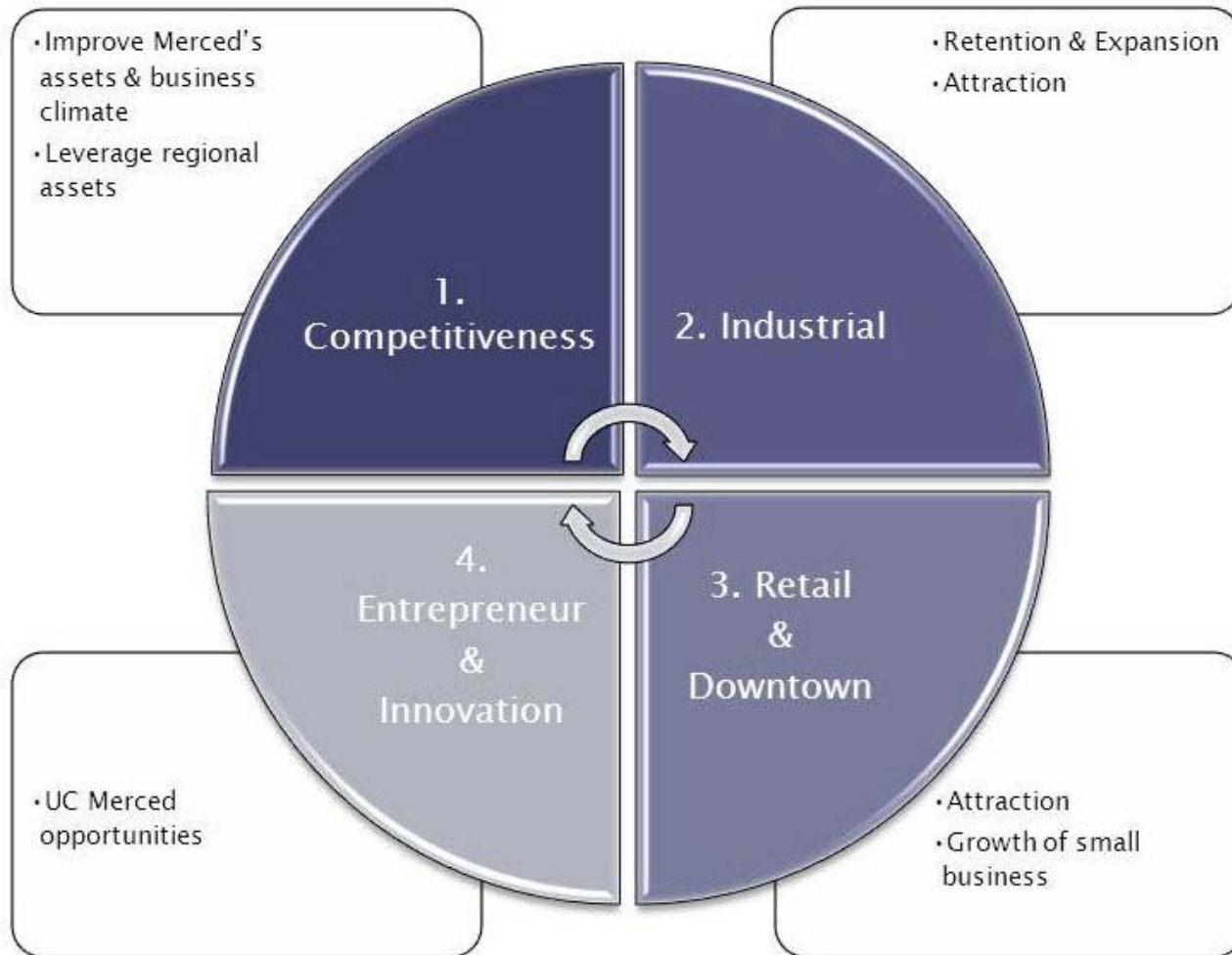
- Merced 2012 Economic Action Plan



PCAP – a Tool to Streamline Local Projects



Next Up: Breakout Sessions on Merced's Economic Development Plan



BREAKOUT GROUPS



Four Choices (Page 6 in Workbook)

Downtown Revitalization

Daniel Kazakos, President, Merced
Mainstreet Association

Competitiveness

Bill Osmer, Plant Manager, Merced
Wastewater Treatment Plant

Innovation

Peter Schuerman, Vice Chancellor of
Research and Economic Development, UC
Merced

Industrial Opportunities

Lorelei Mouillesseaux, Sustainability
Coordinator, Scholle Packaging

Today's Approach

The Law of Two Feet

- Go to breakout of greatest interest
- If you are not contributing or learning, move somewhere else

Two Rounds

- Round 1 (25 mins); Round 2 (20 min)

Report
Out



BEN DURAN, GREAT VALLEY CENTER

Closing Keynote



GREAT VALLEY

C E N T E R

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Thank You for Coming Today

- Two additional workshops: February & June 2015
- Please fill out the evaluation form