

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM: 2.7  
(ID # 15182)**

**MEETING DATE:**  
Tuesday, May 11, 2021

**FROM :** OFFICE OF ECONOMIC DEVELOPMENT:

**SUBJECT:** OFFICE OF ECONOMIC DEVELOPMENT: Receive and File the Economic Recovery Task Force Strategic Economic Recovery Framework. All Districts. [\$0]

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Receive and file the attached Riverside County Strategic Economic Recovery Framework

**ACTION:Consent**

  
Suzanne Holland, Director of EDA 5/3/2021

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Washington, seconded by Supervisor Perez and duly carried by unanimous vote, IT WAS ORDERED that the above matter is received and filed as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez, and Hewitt  
Nays: None  
Absent: None  
Date: May 11, 2021  
xc: OED

Kecia R. Harper  
Clerk of the Board

By:   
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
STATE OF CALIFORNIA**

| <b>FINANCIAL DATA</b>       | <b>Current Fiscal Year:</b> | <b>Next Fiscal Year:</b> | <b>Total Cost:</b>        | <b>Ongoing Cost</b> |
|-----------------------------|-----------------------------|--------------------------|---------------------------|---------------------|
| <b>COST</b>                 | \$ 0                        | \$ 0                     | \$ 0                      | \$ 0                |
| <b>NET COUNTY COST</b>      | \$ 0                        | \$ 0                     | \$ 0                      | \$ 0                |
| <b>SOURCE OF FUNDS: N/A</b> |                             |                          | <b>Budget Adjustment:</b> | N/A                 |
|                             |                             |                          | <b>For Fiscal Year:</b>   | 20/21               |

**C.E.O. RECOMMENDATION:** Approve

**BACKGROUND:**

**Summary**

As all are acutely aware, the global pandemic has created challenges to the health and safety of County residents and has disrupted business activity in unprecedented ways. The impact of COVID-19 has been crippling to many businesses in a short period of time; many have had to shut down operations for months at a time and, in some cases, permanently. To respond quickly and provide support and resources to help the county's business community navigate health and safety requirements during this time, the Board of Supervisors created the Economic Recovery Task Force (ERTF) on April 1, 2020. The ERTF is comprised of representatives from chambers of commerce, the business sectors of tourism and hospitality, banking, agriculture, and non-profits, and representatives from economic development corporations, workforce development, labor, and tribal governments.

The ERTF has provided the opportunity for County staff and regional stakeholders to work together to draw upon unique areas of expertise to identify and deploy resources to assist with achieving public health objectives and supporting the county's business community and workforce. In conjunction with the Board of Supervisors, the County Executive Office, the Office of Economic Development, the Transportation and Land Management Agency, and the Department of Public Health, the ERTF has created and implemented such programs as the \$50 million Small Business Assistance Grant Program, the Business Ambassador Program, distribution of Personal Protective Equipment, the Tourism Recovery Campaign, and the Safer Together, Greater Together Pledge program.

At the beginning of 2021 with vaccine deployment on the horizon and public health metrics indicating progress in containing or minimizing the impact of COVID-19, it appeared that Riverside County would be entering a more rapid and sustained period of business sector reopening. The ERTF began working on the Strategic Economic Recovery Framework which contains short-term actions to assist business

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
STATE OF CALIFORNIA**

sectors finding it difficult to rebound from the pandemic and state closures, as well as mid to long range areas of focus for future growth and economic resiliency. These parallel paths will complement existing efforts, leverage new and solid partnerships, while emphasizing coordination for immediate and lasting results. The framework identifies key areas for development of a long-term vision for elevating the county's economic profile by investing in changing the county's industry landscape. This framework will require collaborative implementation by aligning all active stakeholders within the region.

Solid partnerships will be at the core for a regional economic recovery. Key to this framework are the short and long-term action items coordinated for an economic recovery and for the growth of the region whose trajectory includes the principles of equal access to opportunities and addressing barriers for economic equity and inclusion. Collaborative and inclusive implementation strategies will yield a stronger and more equitable economy.

With Board of Supervisors concurrence, the Office of Economic Development will continue working with the ERTF to develop and implement programs as well as provide for transformational investment in the County's recovery and future economic growth and resiliency.

**Impact on Residents and Businesses**

The framework will assist the County's economic recovery due to the pandemic and elevate the county's economic profile and long-term resiliency resulting in quality job growth, opportunities for new industry businesses and continued support for existing business growth and retention.

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**From:** Rebecca Zaragoza <rzaragoza@leadershipcounsel.org>  
**Sent:** Monday, May 10, 2021 1:04 PM  
**To:** Veronica Garibay; Phoebe Seaton; Mariela Loera; Omar Gastelum  
**Cc:** Rojas, Paulina; Sinclair, Ryan (LLU); Nataly Escobedo Garcia  
**Subject:** 5/11/21 Written Comment Submission - Item 2.7  
**Attachments:** BOS Item 2.7 51121 Public Comment .pdf

Good afternoon,

I would like to submit the attached written comments for Item 2.7 on tomorrow's Board of Supervisors agenda regarding the Economic Recovery Framework. Please let me know if you have any questions or if you would like to discuss these further.

Thank you,

Rebecca Zaragoza  
Regional Policy Manager  
Eastern Coachella Valley  
Leadership Counsel for Justice and Accountability  
Cell: (760) 774-3528

She/Her/Hers



May 10, 2021

Riverside County Board of Supervisors  
4080 Lemon Street, 1st. Floor  
Riverside, CA. 92501

*Submitted Via Email*

Dear Riverside County Board of Supervisors,

In response to the Economic Recovery Task Force (ERTF) Strategic Economic Recovery Framework (Framework), we respectfully submit the following recommendations to inform Riverside County's recovery from the economic impacts of the COVID-19 pandemic. While we appreciate the Task Force's effort to plan for the future, the recommended Framework does not fully reflect the priorities of the community, focusing primarily on supporting and sustaining industrial and capitalist systems that are causing harm to communities. Not only should the County prioritize investing in existing communities, workers, and businesses for them to recover and thrive, but the recovery Framework should also be informed by public input and reflect the economic and social priorities of community residents. The Board should not accept this proposed Framework until further guidance is provided for the \$54 million that's being requested by the ERTF, including guidance from the United States Treasury Department for the American Rescue Plan.

To help inform a more inclusive and just Framework, the following recommendations were developed in partnership with the Community-led Task Force and other residents from the Eastern Coachella Valley which have the potential to have positive long-term impacts in communities across the County.

**Short-Term Actions**

1. **Provide financial support to small, BIPOC and locally-owned businesses.** Such businesses are a very important part of the communities culture and resilience, and are

often the first to feel the impacts of the economy. This should also include technical assistance to be able to access legal resources, financial advising, and other tools to be sustainable. Supporting them will also help the County advance equity and diversity in the region.

2. **Establish a County-led program to provide premium pay for all essential workers.** The COVID-19 pandemic continues to have a significant impact on grocery and food service workers, agricultural workers, and other essential workers, many of which earn minimum wage. A premium pay program will help support and provide more stability and economic mobility to working class families and individuals and should be available to all regardless of immigration status.
3. **Develop a plan to create and expand diverse and sustainable employment opportunities.** Many of the employment opportunities available in Riverside County are low-wage jobs that sustain capitalist and extractive economic systems that provide no long-term stability or growth for workers. Residents in the Eastern Coachella Valley are primarily of Latinx descent living under 200% of the federal poverty level. The County must start developing a plan to introduce new, clean, healthy, and sustainable jobs that provide social, economic, and environmental benefits across the region. It is important that this plan also address economic growth through an environmental, racial, and social lens to prevent further injustices to residents and the environment. Such a plan could be accomplished by learning from the DRIVE initiative in Fresno County and bring greater economic and societal benefits in the long-run.
4. **Develop a preparedness plan for future health and economic crises.** The COVID-19 pandemic also highlighted many gaps and vulnerabilities within the County's structure, like poor infrastructure, environmental pollution and health impacts, our reliance on external and extractive systems and industries, as well as our inability to quickly respond to widespread social and public health crises. Developing a robust crisis preparedness plan will help the County and its residents better adapt and respond to issues and protect the health and wellbeing of everyone.

### **Long-Term Actions**

1. **Institutionalize community outreach and engagement in all government processes in Riverside County.** The County must acknowledge and respect the importance of public participation in our decision-making. Economic decisions, in particular, must reflect the diverse and most pressing needs of vulnerable populations. In addition, we request that the ERTF be made more inclusive and representative of the County's demographics and function in a more transparent and equitable fashion.

2. **Lead an annual participatory budgeting process to inform County investments.** For long-term sustainability, the County should conduct an annual participatory budgeting process to ensure that County funds are going directly to community priorities in a more equitable, sustainable, and effective way.

These recommendations better align with the County Executive Office's guidance for the American Rescue Plan funding which aims to focus on a constituent and community-based recovery to achieve transformative change, equity, and long-term resiliency.

We strongly recommend the County to incorporate these points in their Strategic Economic Recovery Framework and to ensure that future plans are informed through public participation and more equitable representation. Please do not hesitate to reach out to Rebecca Zaragoza at [rzaragoza@leadershipcounsel.org](mailto:rzaragoza@leadershipcounsel.org) if you have any questions or concerns.

Sincerely,

Rebecca Zaragoza  
Regional Policy Manager, Leadership Counsel for Justice and Accountability

Paulina Rojas  
Senior Program Coordinator, Youth Leadership Institute

Ryan Sinclair PhD, MPH  
Associate Professor of Environmental Microbiology, Loma Linda University

**Boydd, April**

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**From:** cob@rivco.org  
**Sent:** Monday, May 10, 2021 12:20 PM  
**To:** COB  
**Subject:** Board comments web submission

**CAUTION:** This email originated externally from the **Riverside County** email system.  
**DO NOT** click links or open attachments unless you recognize the sender and know the content is safe.



First Name: Omar  
Last Name: Gastelum  
Phone: 7603936766  
Agenda Date: 05/11/2021 ;  
Agenda Item # or Public Comment: 2.7

**Thank you for submitting your request to speak. The Clerk of the Board office has received your request and will be prepared to allow you to speak when your item is called. To attend the meeting, please call (669) 900-6833 and use Meeting ID #864 4411 6015 . Password is 20210511. You will be muted until your item is pulled and your name is called. Please dial in at 9:00 am am with the phone number you provided in the form so you can be identified during the meeting.**





## **ECONOMIC RECOVERY TASK FORCE STRATEGIC ECONOMIC RECOVERY FRAMEWORK**

### **RIVERSIDE COUNTY STRATEGIC ECONOMIC RECOVERY FRAMEWORK *INVEST IN CHANGING RIVERSIDE COUNTY'S INDUSTRY LANDSCAPE***

As all are acutely aware, the global pandemic has created challenges to the health and safety of our residents and disrupted business activity in unprecedented ways. The impact of COVID-19 has been crippling to many businesses in a short period of time many of which have had to shut down operations for months at a time and, in some cases, permanently. To respond quickly and provide support and resources to help the county's business community navigate health and safety requirements during this time, the Board of Supervisors created the Economic Recovery Task Force (ERTF) on April 1, 2020. The ERTF is comprised of representatives from chambers of commerce, the business sectors of tourism and hospitality, banking, agriculture, and non-profits, and representatives from economic development corporations, workforce development, labor, and tribal governments.

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Workforce competitiveness through quality skills training and services for continuous workforce development is key to advancing the county's economic growth. The Riverside County Workforce Development Board in partnership with San Bernardino, is ready to move both counties forward coming out of this pandemic. Strategic investment in workforce development will provide opportunities for access to high quality jobs through up-skilling, focused training, and collaboration. This new and improved system will support the economic recovery of the Riverside County and move the economic needle throughout the region.



## ECONOMIC RECOVERY TASK FORCE STRATEGIC ECONOMIC RECOVERY FRAMEWORK

Solid partnerships will be at the core for a regional economic recovery. Key to this framework are the short and long-term action items coordinated for an economic recovery and for the growth of the region whose trajectory includes the principles of equal access to opportunities and addressing barriers for economic equity and inclusion. Collaborative and inclusive implementation strategies will yield a stronger and more equitable economy.

### I. SHORT-TERM ACTION ITEMS

#### A. *Small Business Assistance*

- Assist sectors difficult to rebound supported by data
  - Personal Services
  - Professional Services
  - Tourism, Travel, and Hospitality
- Assist and build minority-owned businesses capacity

#### B. *Regional Tourism Marketing Campaign*

- Capitalize consumer demand for vacations/staycations
- Identify uses of existing open space and natural assets for eco-tourism
- Attract and support adult and youth sports venues

#### C. *Regional Targeted Competitiveness Campaign*

- Market housing availability and affordability
- Identify present & future office work/telecommuting opportunities
- Create branding and marketing strategy for business attraction

#### D. *Business Ecosystem Support*

- Provide specialized services to enhance new and existing businesses
- Build up Innovation and Entrepreneur Support
- Create tools for resilient development
  - Review Existing Zoning
  - Create Value Capture Districts
  - Assist in Repurpose Retail Options

### II. MID to LONG-RANGE VISION FOR RIVERSIDE COUNTY'S ECONOMY

#### A. Invest in Changing Riverside County's Industry Landscape

##### 1. *Clean Energy Technology Industry*

- Green Team - County/Chamber of Commerce/City of Riverside/ UCR/CE-CERT (already underway) – working in partnership with OASIS
- OASIS – UCR Technology Partnerships Research and Economic Development



## ECONOMIC RECOVERY TASK FORCE STRATEGIC ECONOMIC RECOVERY FRAMEWORK

### **2. Logistics Industry**

- IEGO Sustainable Logistics Investment Plan – *Riverside/San Bernardino Counties* –
- E-commerce presence growth
- Last-mile facilities and how they fit into existing underutilized assets
- Future of logistics – capitalize on robotics and automation currently deployed and in the future

### **3. Medical-Biotech/Life Sciences/Agricultural Technology Industries**

- UCR Science & Engineering schools/programs key to this effort
- Southwest county region active in this space - *County/ Cities of Lake Elsinore, Menifee Murrieta, Temecula, Wildomar*

### **4. Robotics and Artificial Intelligence Industry**

- Artificial Intelligence (AI) -*UCR Center for Robotics and Intelligent Systems*
  - Linkage to logistics and service sector
  - Will be important to mitigate impacts to low-skill occupations

### **5. Advanced Manufacturing Industry (e.g. aerospace/medical device)**

- Engagement with Ports of Los Angeles and Long Beach
- Explore opportunities for existing supply chain assets
- Focus on high value industrial products

## **B. Invest in Small Business Development**

### **1. Innovation & Entrepreneurship Hubs**

- ExCITE- *UCR/City of Riverside/ County of Riverside*
- Murrieta Innovation Center
- Coachella Valley iHub
- Temecula Valley Entrepreneurs Exchange
- Tech-Bridge, Naval Warfare Assessment Center

### **2. Small Business Development Centers (SBDC)**

- EPIC SBDC – UCR-hosted, Tech Small Business Development Center
- Coachella Valley SBDC
- Inland Empire SBDC
- Women’s Business Center

### **3. Expand Small Business Access to Capital**

- Venture Capital
- Microlending
- Expand traditional and alternative lending sources



## ECONOMIC RECOVERY TASK FORCE STRATEGIC ECONOMIC RECOVERY FRAMEWORK

### III. WORKFORCE DEVELOPMENT

#### ***A. Coordinated Skills Training for High Quality Jobs***

- Workforce preparation is key and continual
- Community college systems
- Universities

#### ***B. Invest in Vocational & Technical Training***

- Community college systems
- Apprentices

#### ***C. Continued Support for Regional Collaboration***



## ECONOMIC RECOVERY TASK FORCE STRATEGIC ECONOMIC RECOVERY FRAMEWORK

### ATTACHMENT A – DATA RESOURCES

Incorporate official and unofficial data about Riverside County’s economy and communities.

#### ECONOMIC DATA AND GEOGRAPHY LEVELS:

##### County Level Data:

##### *Official Sources:*

1. American Community Survey - lags by two years (i.e. current data is 2019). Subjects covered on a yearly basis include counts on the following types of variables:
  - Economic
  - Demographic
  - Social
  - Housing
2. State of California Employment Development Department (EDD) – Labor market information on:
  - Workforce and Unemployment (monthly and Quarterly)
  - Industries (county lag one year (currently December 2019 is most current)
  - Occupations (Short term (2yr) and Long-term estimates (10Yr)
  - Wages (median wage and wage range lags about 9 months most current is 2Q2020)
  - Quarterly Census of Employment and Wages – Number of establishments and monthly total employ and average wage)
3. California Department of Finances - Yearly Housing and Population counts
4. California Department of Tax and Fee Administration – Quarterly and yearly reports (lag about 1 year)
5. US Bureau of Economic Analysis – quarterly and yearly estimates of GDP currently 1Q 2020 is most recent.

##### *Unofficial Source:*

1. EMSI Analyst: Private Proprietary software
  - Economic Overview (countywide)
  - Industry overview (overall or by NAICS)
  - Occupation Review (by Standard Occupation Classification)
  - Completions – Training and education programs count of degrees or certificates completed
2. ESRI Community Analyst: Private Proprietary software
  - Business and employees count
  - Retail Leakage Reports
  - Community demographic profile estimates
  - Forecast for Selected industry sectors demand
  - Area Tapestry segmentation
  - Custom area reports



## ECONOMIC RECOVERY TASK FORCE STRATEGIC ECONOMIC RECOVERY FRAMEWORK

### Regional/Economic Development Regions Level:

No official sources at this level

Unofficial Source:

1. EMSI Analyst: Private Proprietary software (only available through use of zip code approximations)
  - Economic Overview (countywide)
  - Industry overview (overall or by NAICS)
  - Occupation Review (by Standard Occupation Classification)
  - Completions – Training and education programs count of degrees or certificates completed
2. ESRI Community Analyst: Private Proprietary software
  - Business and employees count
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  - Custom area reports

### Census Designated Places Level (includes incorporated cities and unincorporated communities)

1. American Community Survey - lags by two years (i.e. current data is 2019). Subjects covered on a yearly basis include counts on the following types of variables:
  - Economic
  - Demographic
  - Social
  - Housing
2. State of California Employment Development Department (EDD) – Labor market information on:
  - Workforce and Unemployment (monthly for Cities and some unincorporated communities)
3. California Department of Finances - Yearly Housing and Population counts (Incorporated Cities only)
4. California Department of Tax and Fee Administration – Quarterly and yearly reports (lag about 1 year (Incorporated Cities only)
5. EMSI Analyst: Private Proprietary software (only available through use of zip code approximations)
  - Economic Overview (countywide)
  - Industry overview (overall or by NAICS)
  - Occupation Review (by Standard Occupation Classification)
  - Completions – Training and education programs count of degrees or certificates completed
6. ESRI Community Analyst: Private Proprietary software
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  - Community demographic profile estimates
  - Forecast for Selected industry sectors demand



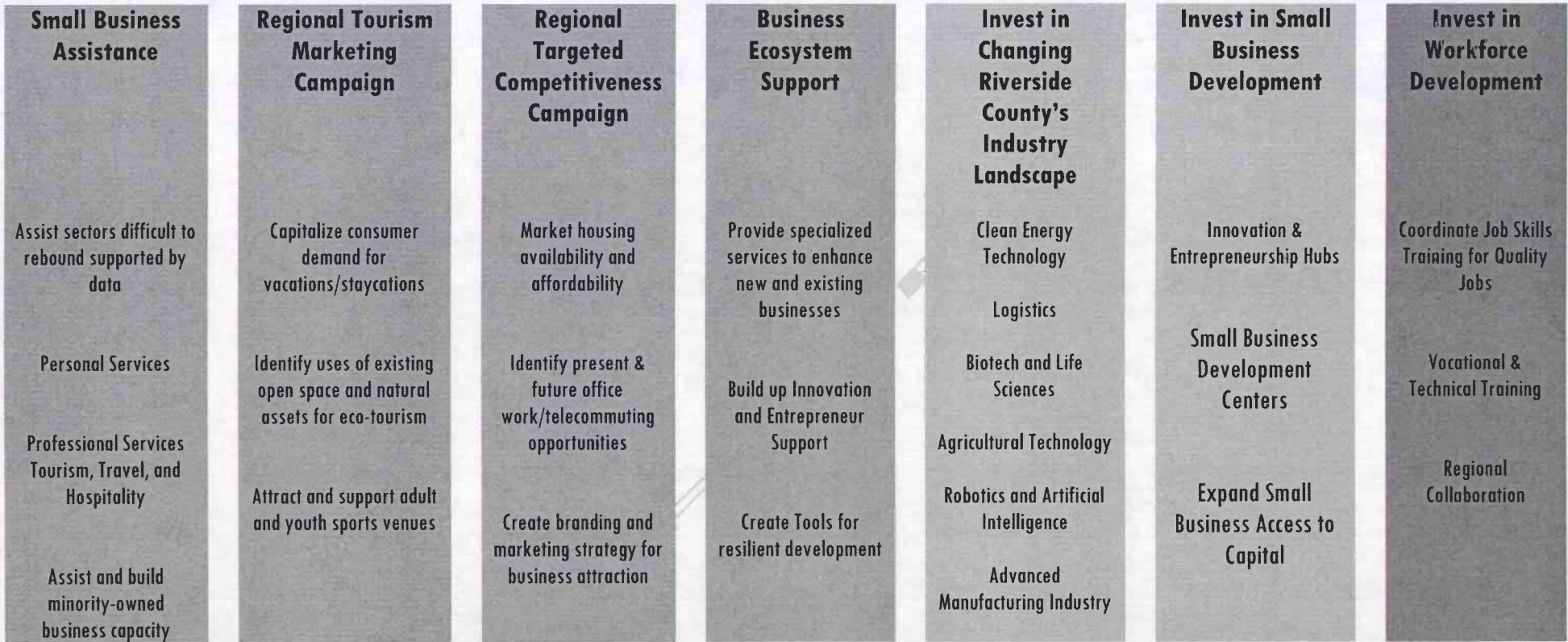
## ECONOMIC RECOVERY TASK FORCE STRATEGIC ECONOMIC RECOVERY FRAMEWORK

- Area Tapestry segmentation
- Custom area reports

### **Partnerships for Economic Reports**

1. Inland Empire Economic Center/Inland Empire Economic Partnership - Keil, Manfred W. and Kleinhenz, Robert A. (July 21,2020) *The Pandemic and The Economy in Riverside County*
2. UCR Center for Economic Forecasting and Development
3. Coachella Valley Economic Partnership
4. Southern California Association of Governments

# STRATEGIC ECONOMIC RECOVERY FRAMEWORK



Short Term

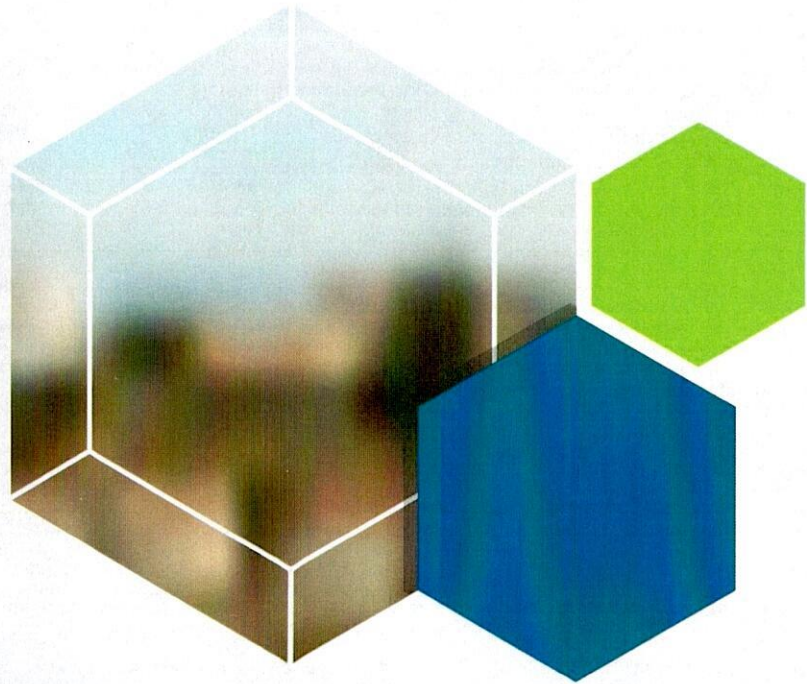
Mid-Long Term

Workforce



# ECONOMIC RECOVERY TASK FORCE

STRATEGIC ECONOMIC RECOVERY FRAMEWORK



RIVERSIDE COUNTY | ECONOMIC RECOVERY TASK FORCE

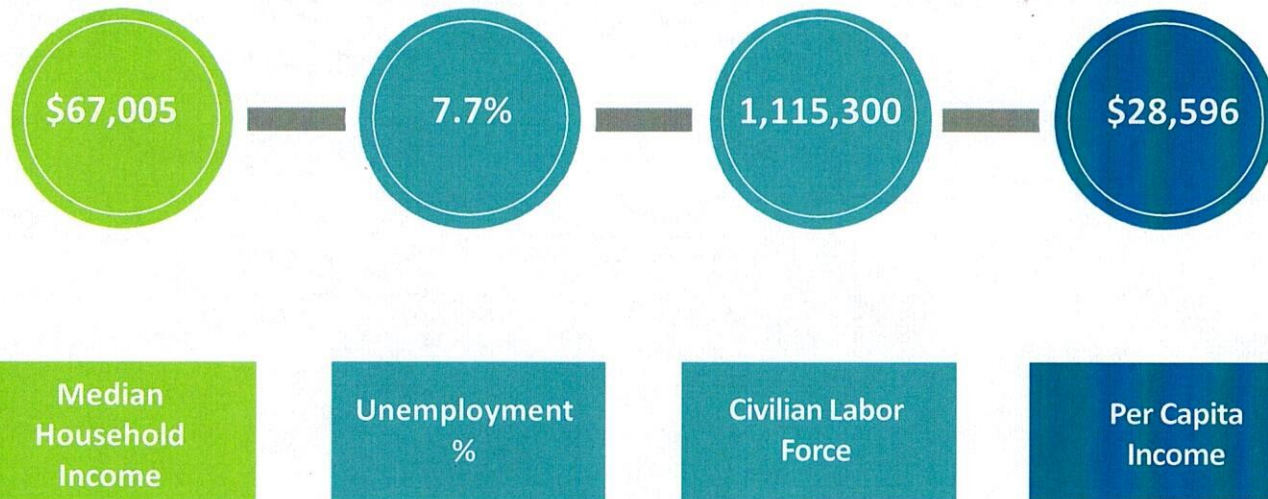
5-11-2021

2,7

# RIVERSIDE COUNTY ECONOMIC SNAPSHOT

**Riverside County Population**  
**2,477,971**

**Riverside County Median Age**  
**35.6**



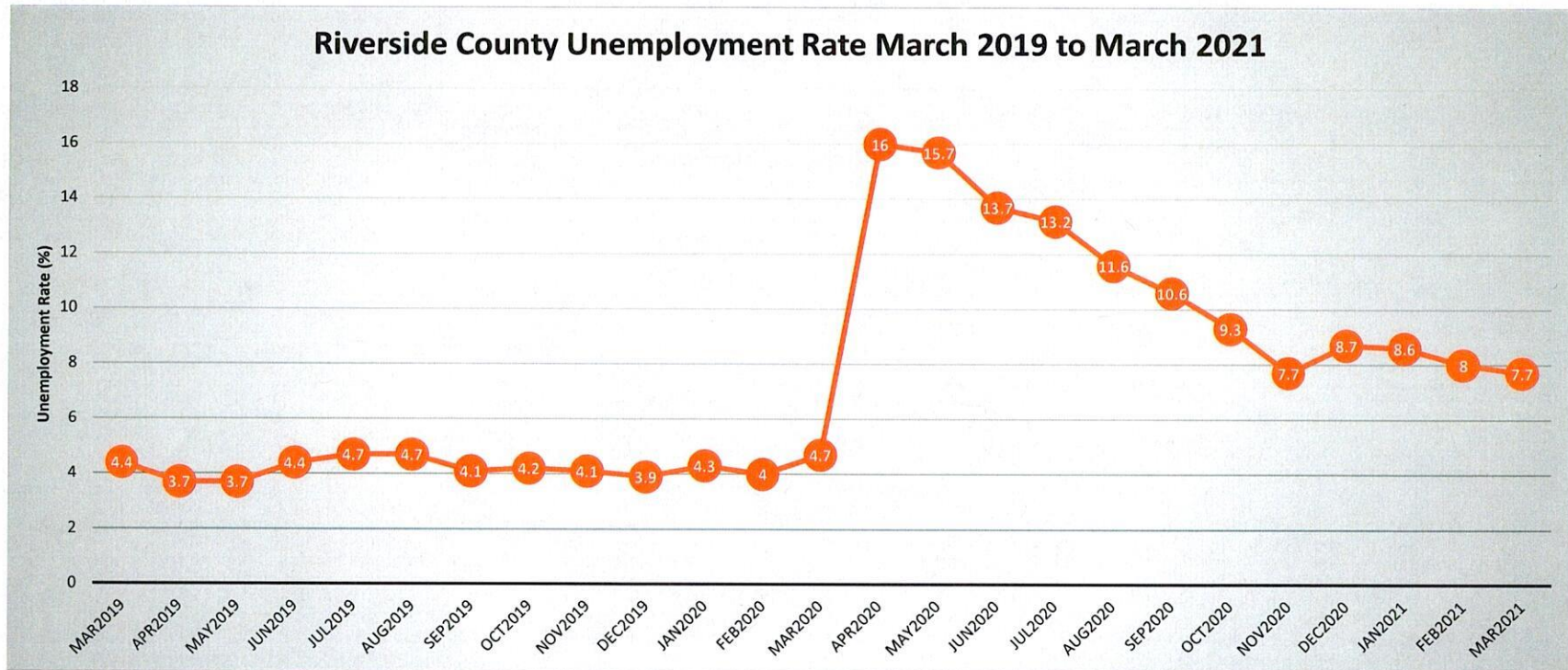
\* Data Source: State of California Employment Development Department, Department of Finance

# RIVERSIDE COUNTY TOP TEN INDUSTRIES BY EMPLOYMENT



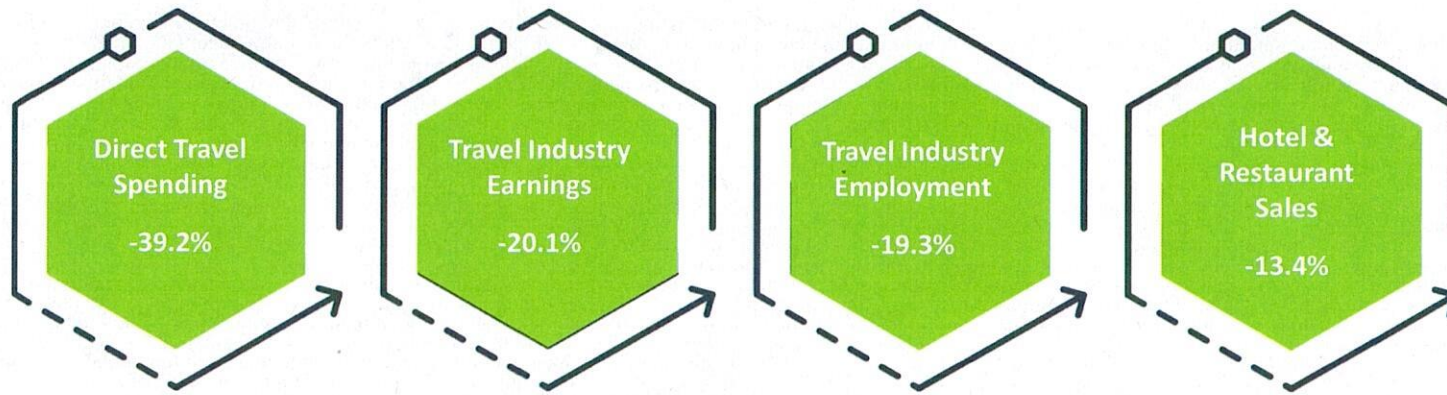
\* Data Source: State of California Employment Development Department

# RIVERSIDE COUNTY UNEMPLOYMENT RATE



\* Data Source: State of California Employment Development Department

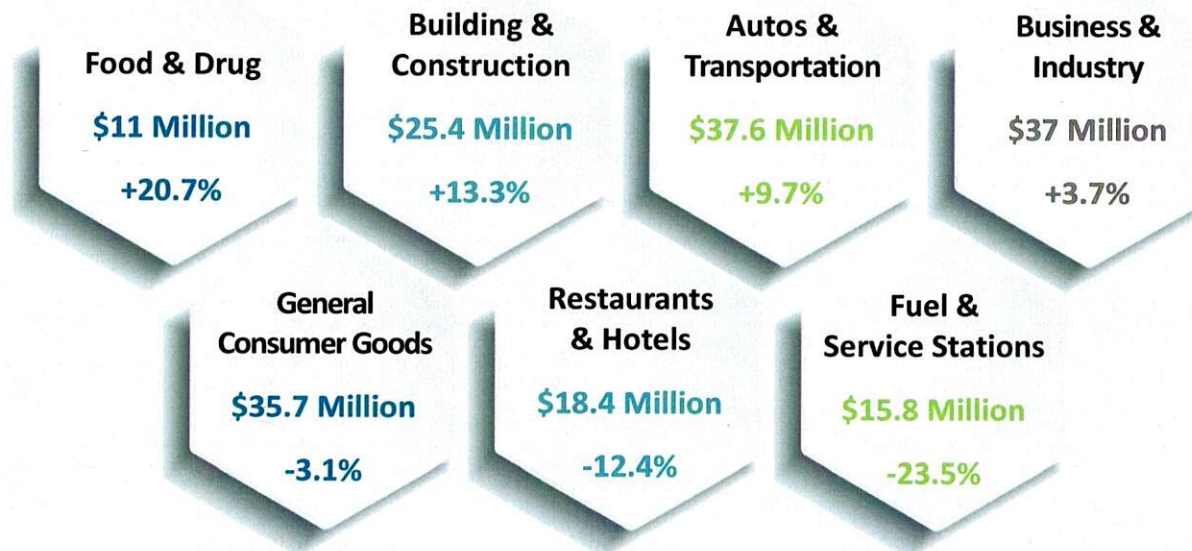
# RIVERSIDE COUNTY TOURISM, TRAVEL & HOSPITALITY



\* Data Source: Visit California, 2020 The Economic Impact of Travel in California

# INLAND EMPIRE TAXABLE SALES

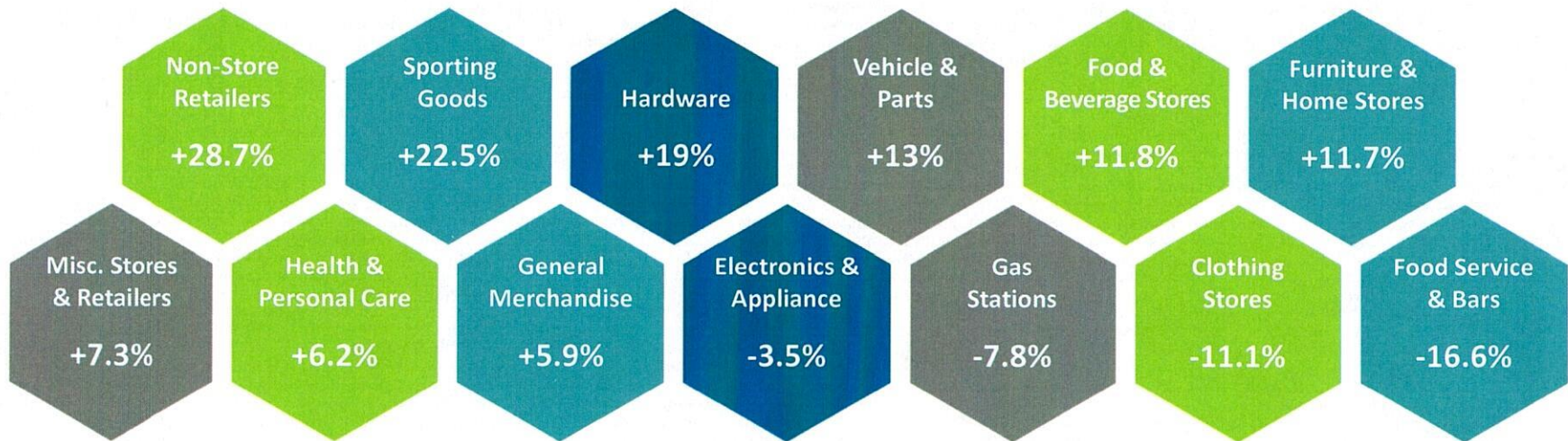
**Total Sales Tax Revenue**  
**\$221.4 Million**  
**+7.6%**



\* Data Source: CDTFA, HDL

# INLAND EMPIRE CONSUMER SPENDING

## Retail Sales Numbers January 2021



\* Data Source: CDTFA, HDL

# STRATEGIC ECONOMIC RECOVERY FRAMEWORK

