

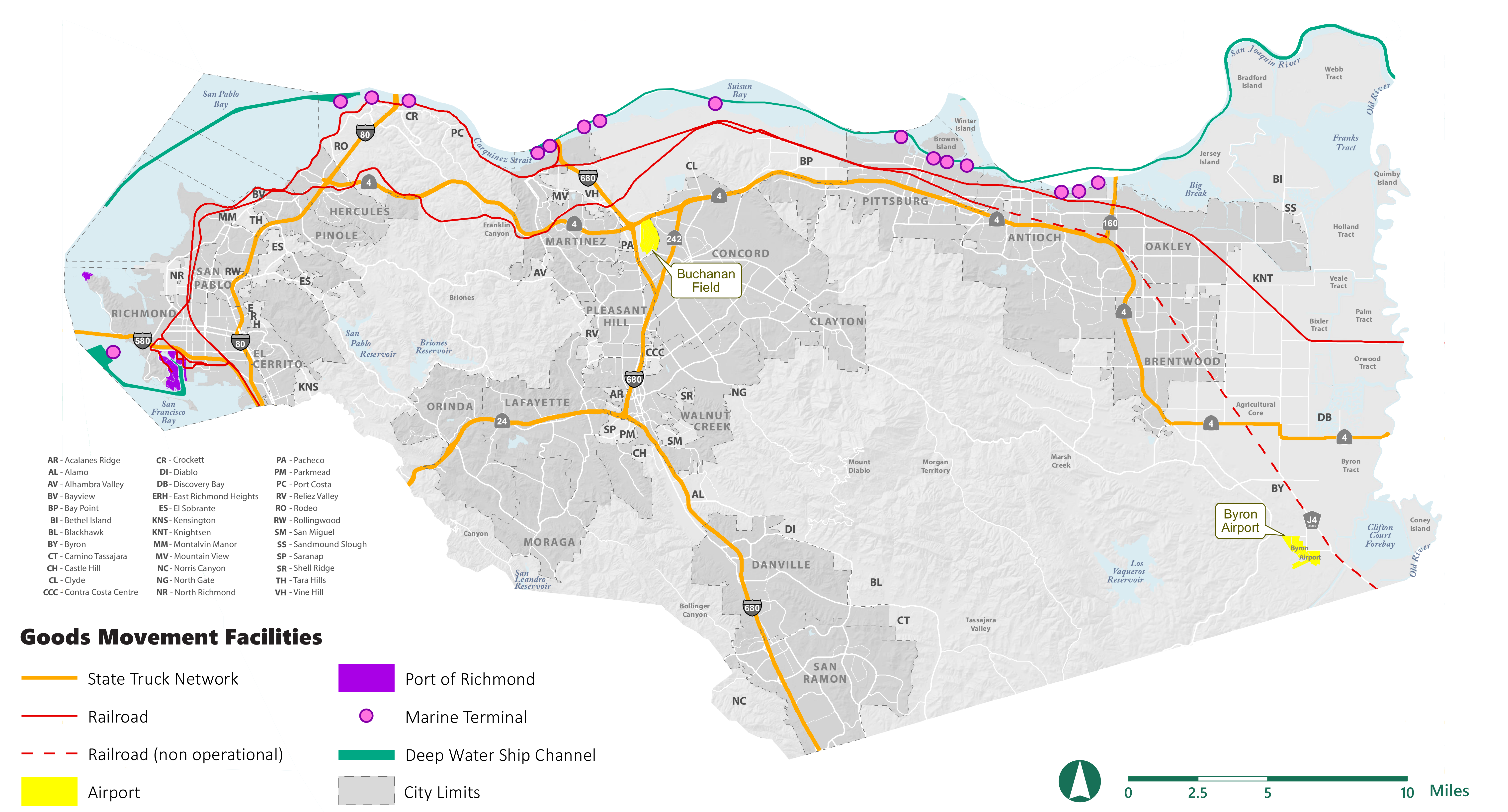
ECONOMIC DEVELOPMENT

When planning for land uses and economic opportunities in Contra Costa County, the jobs-to-housing balance is an important consideration, as the ratio of jobs to employed residents directly affects peoples’ ability to work and live in the same area. The county currently has a jobs-housing imbalance, with only about 0.9 jobs for every home, causing many residents to commute out of county to the Bay Area and beyond. Ideally, there would be 1.4 jobs for every home in the county since there are about 1.4 employed residents per home. Contra Costa County is home to companies and organizations across a broad spectrum of industries, but less than 10 percent of the jobs are in the unincorporated areas. To attract new and retain existing businesses and jobs, the county must offer a workforce that possesses the education and skills employers need.



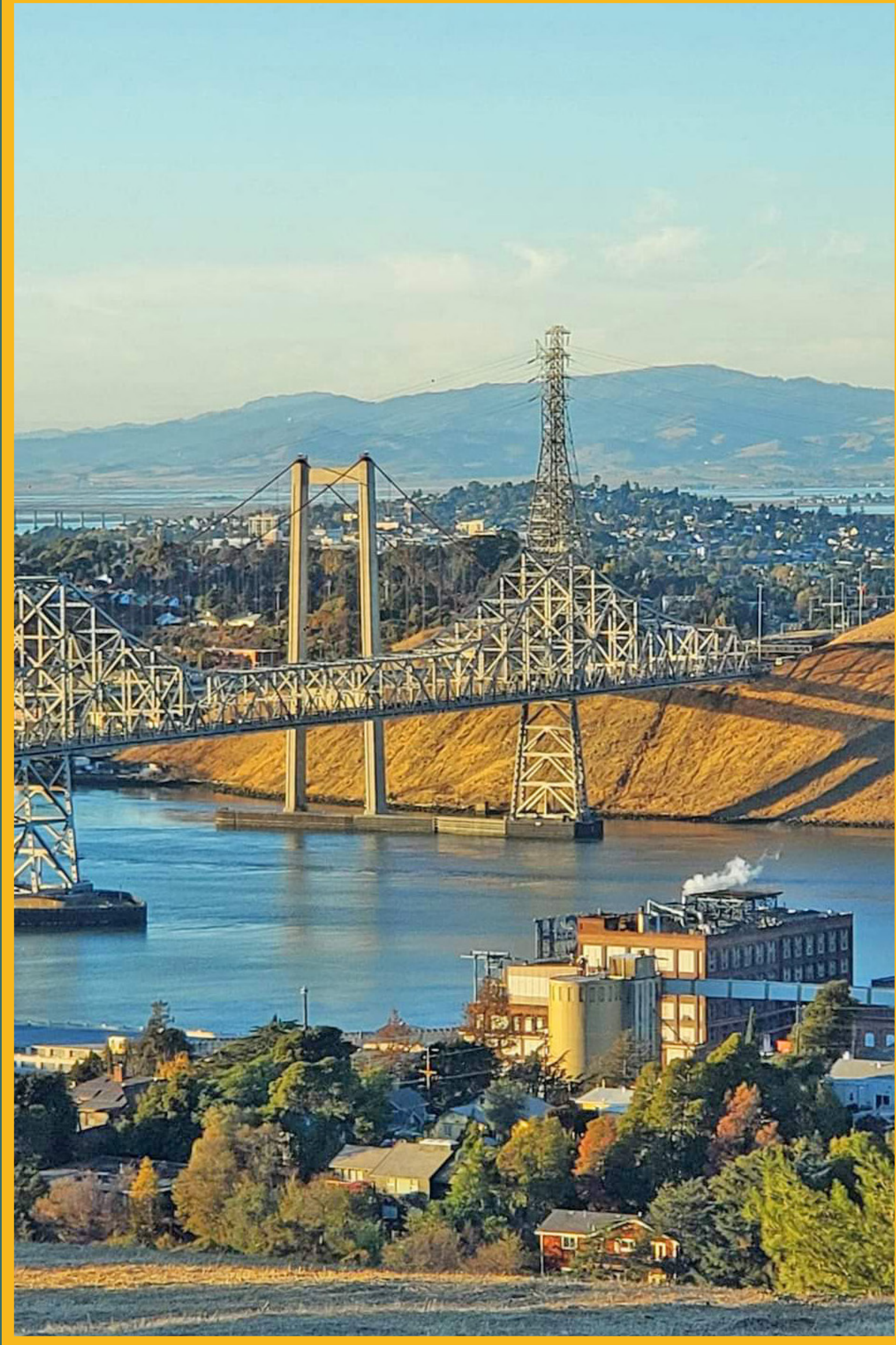
Key Components

- Community Investment
- Economic Diversification
- Jobs
- Small & Local Business Support
- Northern Waterfront



Goods Movement Facilities

- State Truck Network
- Railroad
- Railroad (non operational)
- Airport
- Port of Richmond
- Marine Terminal
- Deep Water Ship Channel
- City Limits



Jobs

The Draft 2045 General Plan supports high quality job growth in Contra Cost County so that community members can earn a living wage without having to commute long distances, including through policies and actions that:

- Retain, expand, and attract businesses and industries that provide living-wage jobs, invest in the community, hire from the local workforce, and embrace sustainability.
- Support regional efforts to achieve a jobs-housing balance within the county by maintaining an adequate supply of developable land designated for job-generating uses.
- Encourage development of housing that meets the needs of the local workforce and living-wage jobs that maximize the education, skills, and talents of county residents.
- Support schools, training programs, the Workforce Development Board, and other institutions that develop and enhance local workforce skills.
- Establish a First Source Hiring Program requiring developers, contractors, and employers to make good-faith efforts toward employing the local construction workforce.



Small & Local Business Support

Small and local businesses contribute to a resilient economy while providing important services for residents. The Draft 2045 General Plan supports small and local businesses, including through policies and actions that:

- Promote entrepreneurship, innovation, and locally owned businesses and enterprises that improve economic self-sufficiency and stability, including through outreach efforts to local small business owners while minimizing permitting barriers.
- Support small businesses in Impacted Communities through new programs that provide technical support and funding.
- Expand the Small Business Assistance Program, working collaboratively with technical assistance service providers, and consider fee-waiver programs for small and micro-businesses.



Northern Waterfront

The Northern Waterfront Economic Development Initiative is a regional economic development strategy developed collaboratively between the County and seven partner cities. It intends to create 18,000 new jobs by 2035 along the Northern Waterfront, which extends along the shoreline from Hercules to Oakley and down to Brentwood. The Draft 2045 General Plan supports equitable economic growth along the Northern Waterfront and across the county, including through policies and actions that:

- Position Contra Costa County to be a hub of production and employment for industries that spur economic growth and innovation in the transition to a zero-emission economy.
- Strengthen the viability of the Northern Waterfront and implement the Northern Waterfront Economic Development Initiative.
- Adopt an Economic Development Strategy that defines a vision for the county's economy, identifies target industries, and facilitates economic development and employment growth.