



LAEDC

Engaging Stakeholders for Success:

Implementing the LA County Strategic Plan for Economic Development

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「01」 Introduction

「02」 Research

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AGENDA

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PART ONE

INTRODUCTION

INTRODUCTION



LAEDC

- Objective: to attract, retain, and grow business and quality jobs in Los Angeles County
- Coalition of public, private, nonprofit agencies, research, academic institutions



Strategic Plan

- Result of collaborative planning process
- Summation of goals for 500+ stakeholders
- Ensuring a strong, diverse and sustainable economy for LA County's residents and communities



Our Task

- Create a proper implementation strategy
- Think about how outreach to stakeholders
- Create and vet metrics

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PART TWO

RESEARCH

Assessment of Strategic Plan and LAEDC

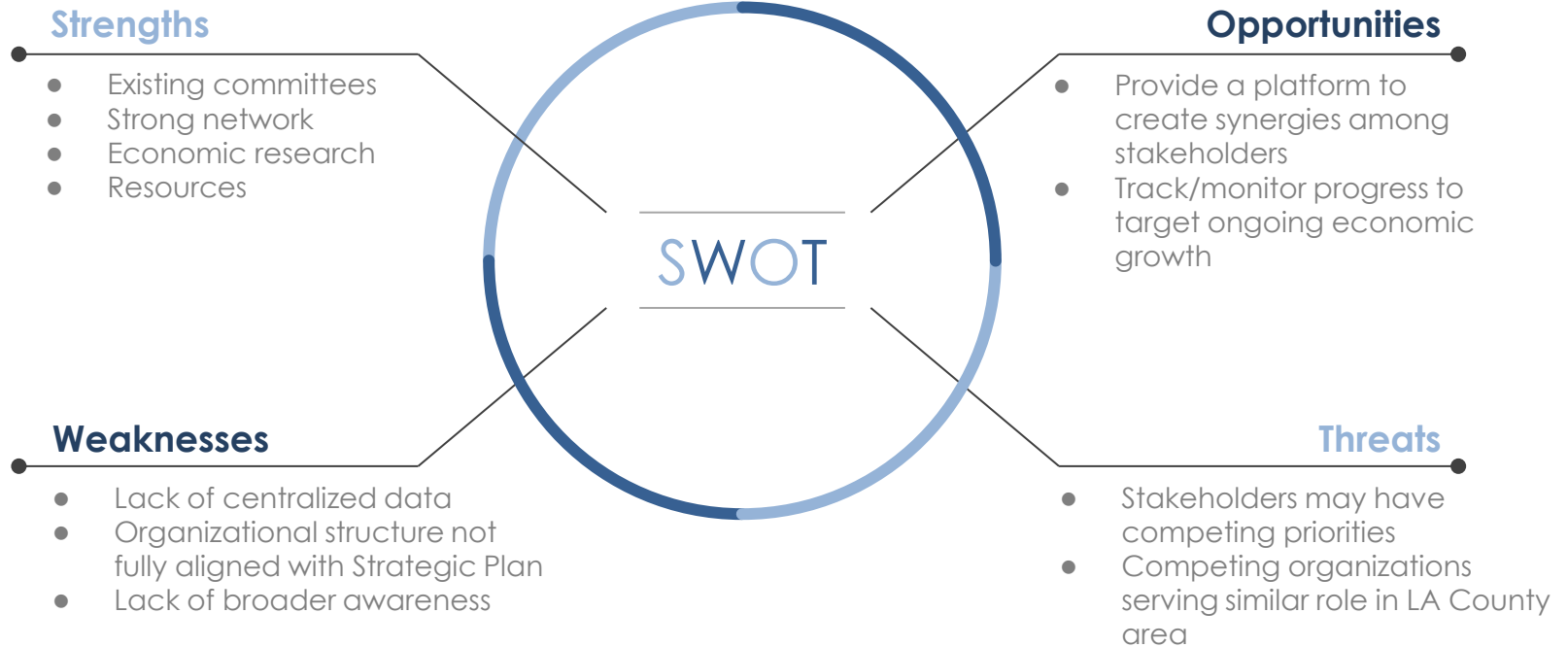
Metrics Vetting Process

Assessing Other Strategic Plans

Lessons From Peers

RESEARCH

Assessment of Strategic Plan and LAEDC



RESEARCH

Metrics Vetting Process



Critical Indicators

People

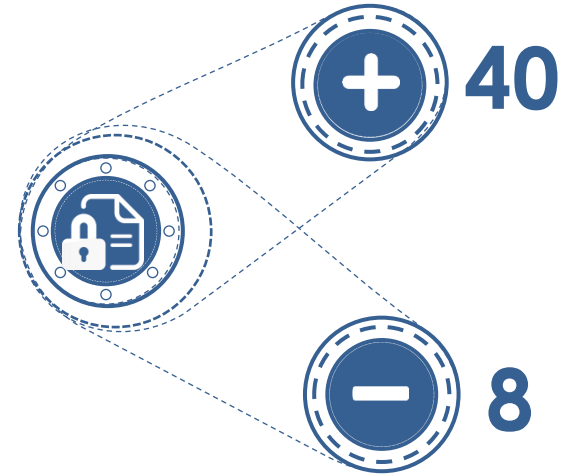
Unemployment Rate
Hourly Median Wage
Gini Index

Goods

Gross Regional Product

Investment

Venture Capital Investment
Infrastructure Investment



Introduction

Research

Recommendation

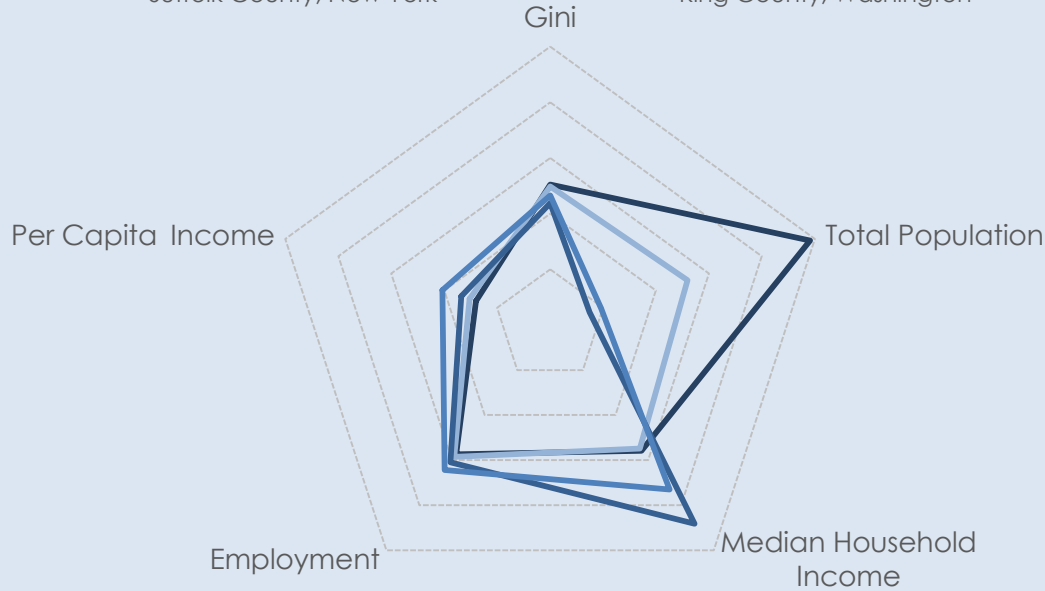
Long-term Suggestions

RESEARCH

Assessing Other Strategic Plans

Peer County Economic Indicators

- Los Angeles County, California
- Suffolk County, New York
- Cook County, Illinois
- King County, Washington



Note: amount adjusted for comparison



Suffolk County



Cook County



King County

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Assessing Other Strategic Plans



Suffolk County



Cook County



King County



Provo



South Florida

Introduction

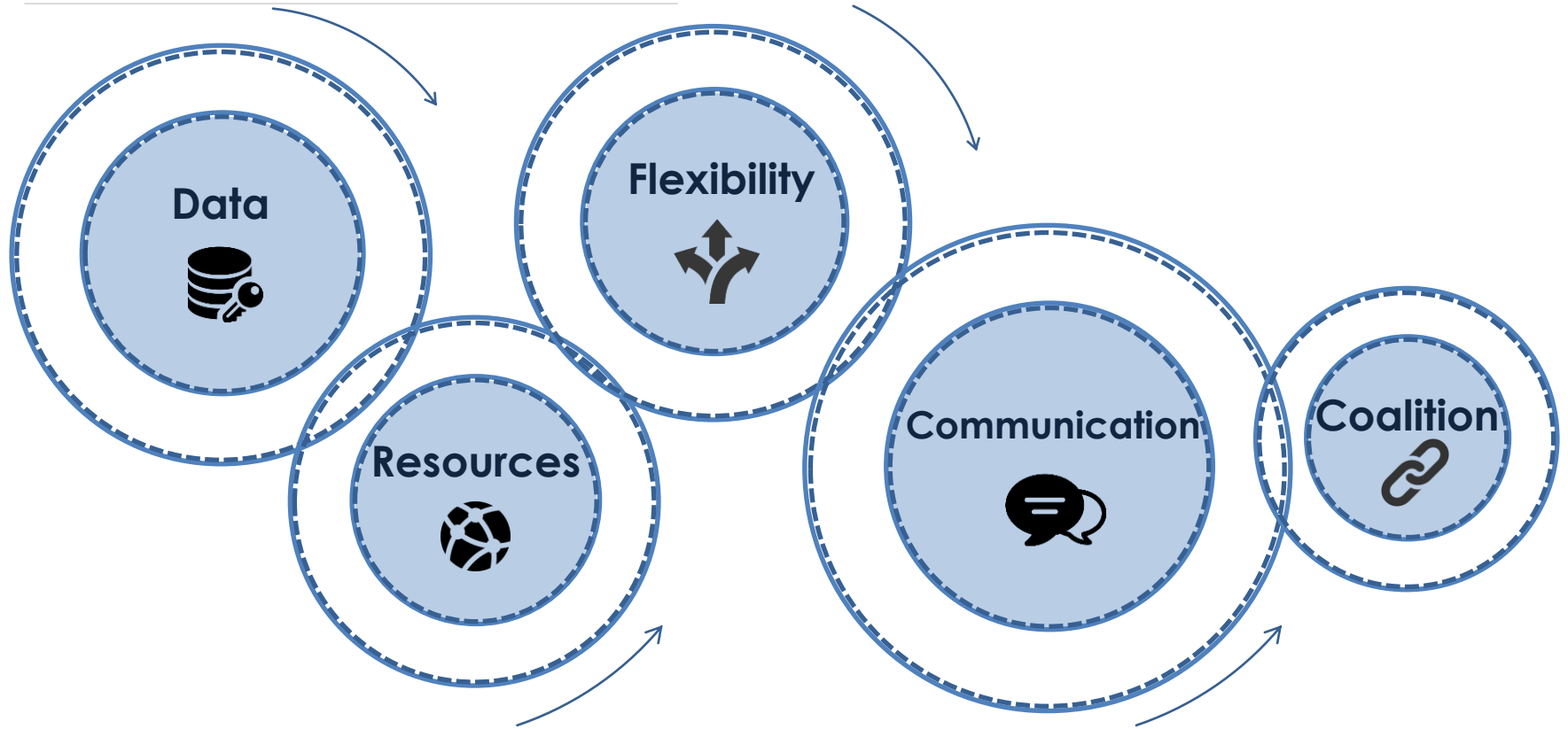
Research

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RESEARCH

Lessons From Peers



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PART THREE RECOMMENDATION

Internal Structure

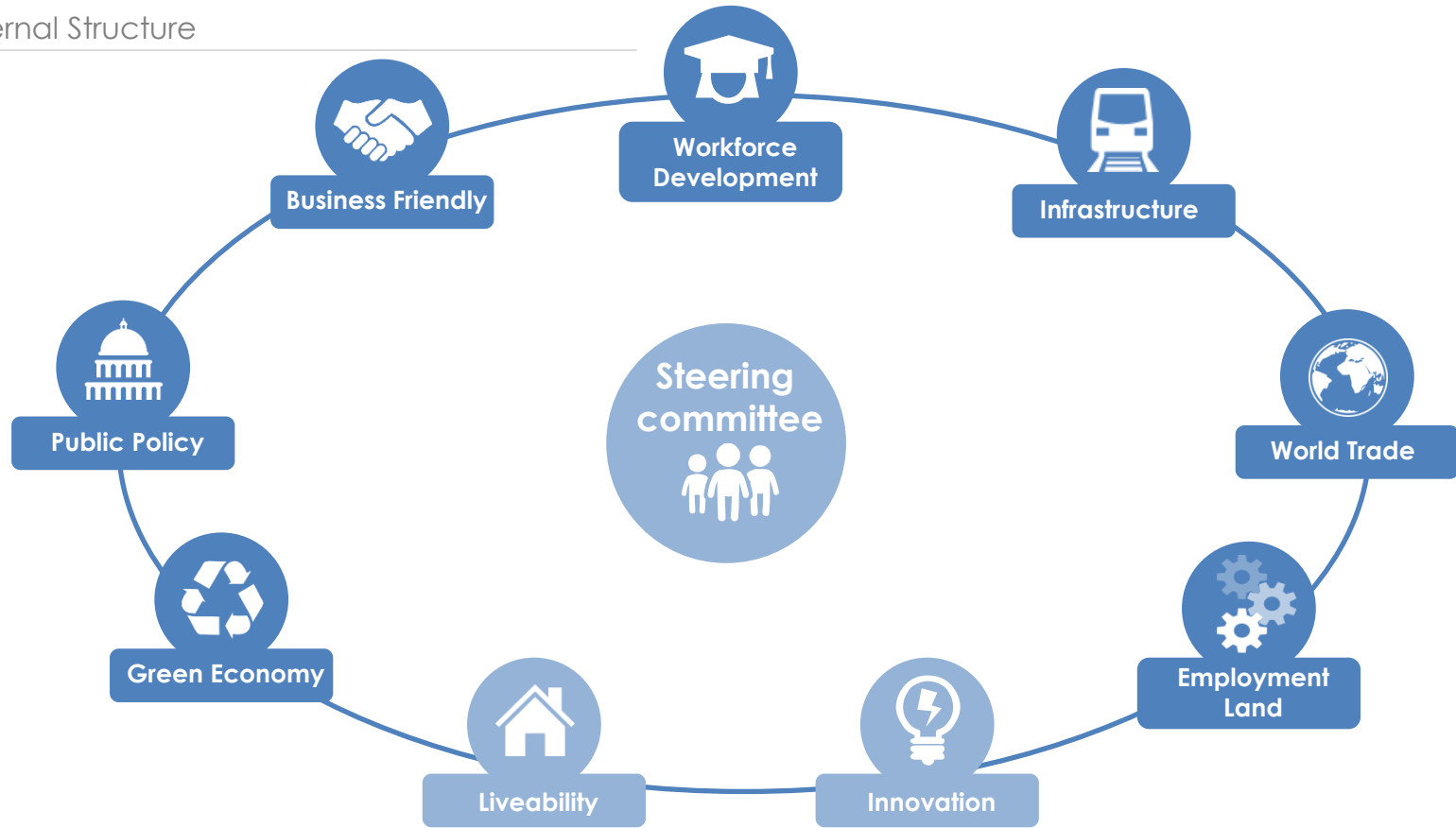
Tools for Engagement

Implementation Timeline

Key Indicators of Metrics

RECOMMENDATION

Internal Structure



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RECOMMENDATION

LAEDC Roles



Facilitator

- Assist champion organizations or Strategic Advisory Committees
- Provide introduction between organizations and stakeholders
- Communicate information throughout stakeholders



Expert

- Provide research and policy resources
- Assist organizations developing their own strategic plans



Recorder

- Collect and track data
- Create and distribute annual progress report

RECOMMENDATION

Tools for Engagement



Website

- Elevate Strategic Plan
- Metrics web microsite
- Independent website potential



Events

- Kick-off event
- Semi-annual update events
- Challenge grant competition



Tool Kit

- Workshops/webinars
- Expert guidance on strategic planning
- Public policy database
- Social media



Marketing

- Public facing
- "Insider" facing



Survey

- Gauge initial awareness of and engagement with the Strategic Plan
- Identify "nodes" in the network

RECOMMENDATION

Implementation Timeline

Identify Stakeholders

Update Website

Launch Marketing

Distribute Survey

JAN-MAY

2016

SILENT PHASE



Host Event #2
Publish Progress Report
Launch Challenge Grant

FALL

2016

PROGRESS REPORT



Start Planning Process
Assess Effectiveness

SPRING

2020

NEXT PLAN



SUMMER
2016
KICKOFF
LAUNCH

Analyze Survey Results

Host Event #1

Introduce Resources



SPRING
2017
CHALLENGE
GRANT AWARD

Host Event #3

Announce Challenge Winner

Update Resources



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RECOMMENDATION

Key Indicators



G1: Education

HS Graduation Rate
ECE Enrollment Rate
Educational Attainment



G2: Industry Cluster

Job Growth
Income Growth



G3: Innovation & Entrepreneurship

Venture Capital Investment
Entrepreneurship Growth



G4: Business Friendly

Local Government Assistant Program
Processing Time
Commercial and Industrial Zoning

RECOMMENDATION

Key Indicators



G5: Infrastructure

Government
Infrastructure
Investment



G6: Global Connectedness

Foreign-owned
establishments

Total Exports



G7: Liveable Community

Gini Index

Introduction

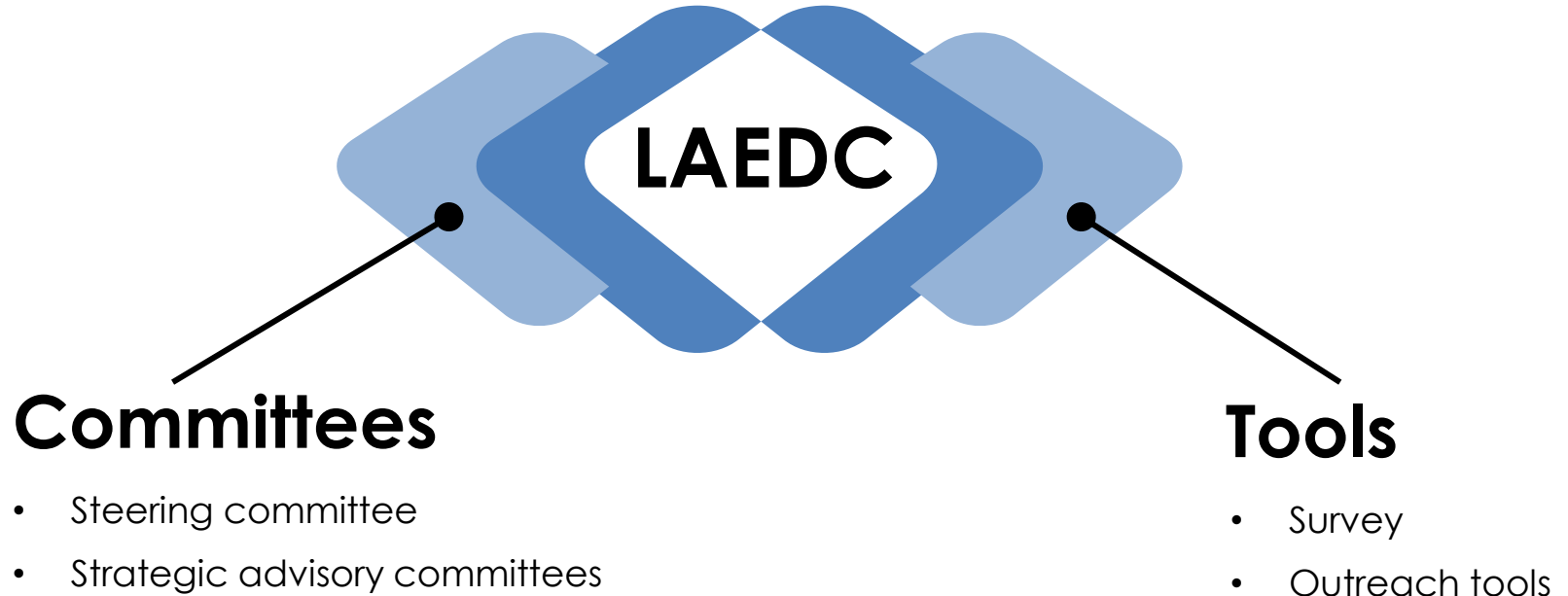
Research

Recommendation

Long-term Suggestions

RECOMMENDATION

Summary



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PART FOUR

LONG-TERM SUGGESTIONS

LONG-TERM SUGGESTIONS



Branding



Data

THANK YOU!

Q&A