

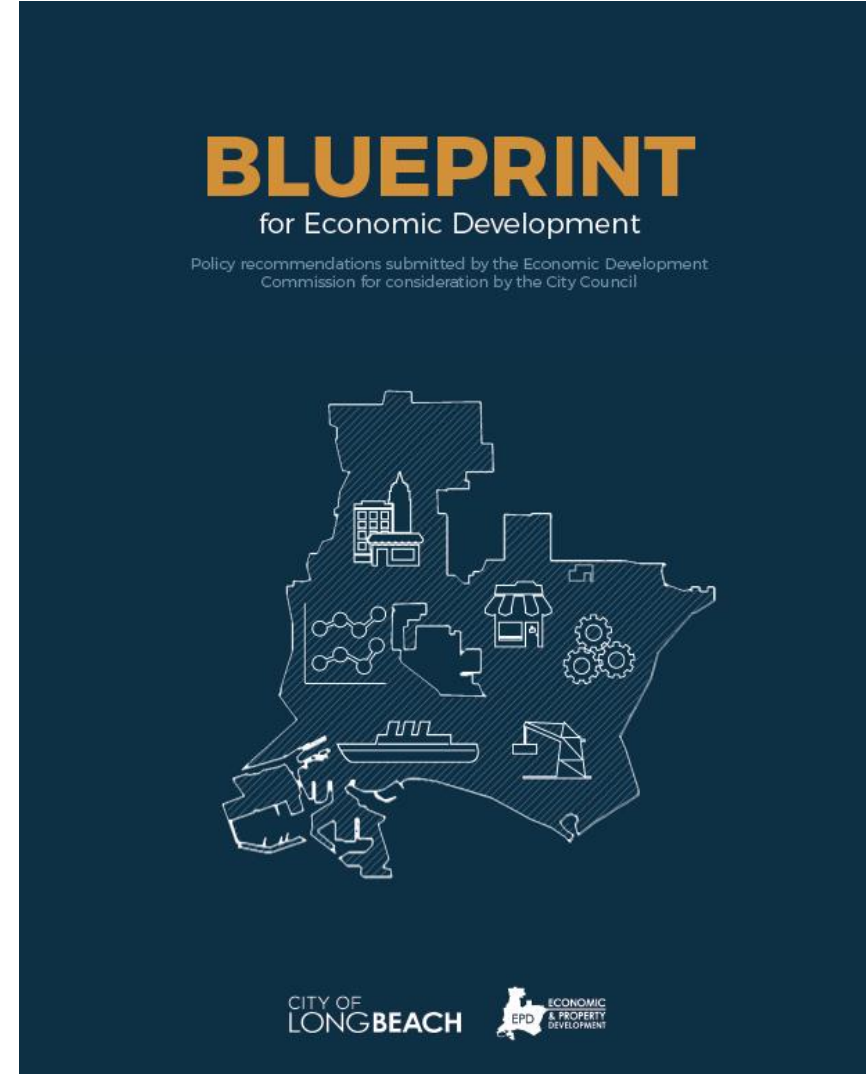


# Approved Blueprint Implementation Process



# Implementation Process

1. Distribute Blueprint and encourage alignment
2. Develop a Blueprint work plan
3. Develop an online platform for tracking and reporting performance
4. Produce a communications plan to create awareness
5. Provide regular updates
6. Organize an annual conference to highlight progress



# Sample Implementation Plan

# Pasadena ED Task Force Report

- *Goal:* Create new jobs
- *Objective:* Work with business leaders and other stakeholders to market the city
- *Year 1 Action:* Work with stakeholders to develop a welcome package for all new businesses

## OBJECTIVES

1. Support the growth and success of businesses that create new job opportunities
2. Work with business leaders and other stakeholders to **market the city**
3. Align workforce development strategies to meet the training and other needs of Pasadena's key business clusters

## STRATEGIES

1. Celebrate the **recruitment and expansion of companies**, particularly those in key sectors like finance, engineering, medicine and technology
2. Pursue opportunities for **foreign investment**, particularly from Pacific Rim countries
3. **Build a culture of sharing leads** and business contacts and jointly marketing Pasadena's business strengths
4. **Forge partnerships** with employers, educators, and youth service providers to integrate core academic programs, career technical curriculum, and work-based learning opportunities
5. **Identify on-ramps and skill-building resources** to integrate lower-income residents and at-risk youth with job opportunities
6. **Ensure sufficient development capacity** in the General Plan, Specific Plans, and zoning for job-producing uses such as light industrial, office and educational/institutional
7. **Guide investments to strategic growth sites**
8. **Provide infrastructure support and leverage utility resources**
9. Provide clear, predictable, timely and **efficient permitting practices**

## RECOMMENDED SHORT TERM ACTIONS (YEAR 1)

1. City should work with the private sector to issue a press release every month using paid or earned media celebrating local job growth and investment success
2. City leadership and staff should meet twice a year with business leaders in target sectors to solicit ideas for new business opportunities for Pasadena
3. Work with stakeholders to develop a welcome package for all new businesses
4. Representatives from local businesses, schools (such as PUSD, PCC and others), training agencies and the Workforce Investment Board should align workforce development efforts to link business training needs with promising career ladders and training pathways in target industry sectors
5. Local skill development stakeholders and retail businesses should create a "retail skills certificate program" that has dual benefit of training local unemployed individuals for entry level jobs and raising customer service quality for retailers in Pasadena
6. To accommodate job growth in target sectors, the City Council, Planning Commission and city staff should preserve and expand the amount of space available for light industrial, office, educational/ institutional space and other job producing uses in this year's General Plan update, and in subsequent zoning changes
7. Every year, city should identify up to 10 opportunity sites and work with property owners to position and market these sites to catalyze economic development goals
8. City should provide utility incentives or flexible payment terms to targeted job producers that upgrade outdated facilities
9. The City should increase permitting efficiencies, leverage its infrastructure and formalize ombudsman roles to support firms that are investing in their facilities and equipment

# Blueprint Implementation Plan

# Implementation Process



Implementation	Action
1. Distribute Blueprint and encourage alignment	1. Print 2,000 physical copies and send to Blueprint partners
2. Develop a Blueprint work plan	2. Create a 1-page work plan template
3. Develop an online platform for tracking and reporting performance	3. Create a Digital Blueprint (e.g., Esri Story Map; Dashboard)
4. Produce a communications plan to create awareness	4. Work with consultant to assist with branding and awareness campaign
5. Provide regular updates	5. Regularly report on key economic indicators
6. Organize an annual conference that highlights progress	6. Identify format and venue for annual conference



# Example: Implementation Comprehensive Guide

No.	Recommendation	Objectives	Implementation Strategy	Time Frames			
				Short-term (1-3 years)	Mid-term (4-7 years)	Long-term (8-10 years)	Ongoing
<b>Economic Inclusion</b>							
1	Develop plans and strategies to attract investment, encourage business formation, and support job creation in low-income communities.	Increase the number of minority-owned businesses	Place-Based Neighborhood Improvement Strategy	X			
2	Determine the value and benefit of establishing business improvement districts in low-income areas to promote cooperation and pooling of resources.						
3	Enhance competitiveness for workers and small business owners in low-income areas by delivering job training, small business resources, and incentives directly in these areas.						





# Example: Short-Term Implementation Guide

No.	Focus Area	Recommendation	Objectives	Implementation Strategy	Year of Implementation
1	Economic Inclusion	Develop plans and strategies to attract investment, encourage business formation, and support job creation in low-income communities.			1
2	Economic Inclusion	Determine the value and benefit of establishing business improvement districts in low-income areas to promote cooperation and pooling of resources.			2
3	Economic Inclusion	Enhance competitiveness for workers and small business owners in low-income areas by delivering job training, small business resources, and incentives directly in these areas.			3

# Next Steps



1. Finalize Blueprint and translate to Spanish and Khmer
2. Recommend “Implementation Guide” format
3. Identify Blueprint Recommendations for “Short-Term Implementation”
4. Establish Blueprint Implementation Committee
5. Provide regular reports to Economic Development & Finance Committee





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