

OPERATION SAN DIEGO

CALL TO ACTION

- San Diego's Military Economy represents nearly **25%** of our regional employment.
- The Budget Control Act of 2011 states an approximate **\$500 Billion** cut will impact defense spending over 10 years. BRAC-like actions will occur.
- Sequestration cuts would take an additional **\$55 Billion** in 2013, effective January 2.
- Impact: **1 Million Jobs Lost Nationally. 31,000 Jobs Lost in San Diego.**
- Serious economic consequences for our region.



THE PAST 90 DAYS





SWOT ANALYSIS

STRENGTHS

- Pacific SW Location
- Large USN & USMC Concentration and Footprint
- \$32 Billion & 311,000 Jobs

WEAKNESSES

- Huge Budgetary Pressure
- Lack of Unity
- California Cost of Doing Business

OPPORTUNITIES

- Rebalance Towards Asia Pacific and Middle East
- Power Projection and Deterrence = USN & USMC
- Innovation Economy

THREATS

- Sequestration
- 31,000 Jobs
- Procurement, Maintenance, Operations, R&D
- Political Uncertainty

EXPECTED TIMELINE – UPCOMING CHALLENGES

September 2012

Senate,
Conference &
President's
Budget

January 2, 2013

Sequestration

September 2012

Pre-
Sequestration
and spending
cuts planning

**BRAC-Like
Actions**



SAN DIEGO PRIORITIES

MCRD

**SPAWAR and
SSC Pacific**

**FRC
Southwest,
(North Island
Aviation
Depot)**

**Nuclear
Powered
Aircraft
Carrier
Home-porting**

**Shipbuilding
and Ship
Repair
Industry**

**Navy
Broadway
Complex**

- HASC
Language
2013

Defense Cuts

- Create SD Team
- Lead CA & SW Regional Strategy
- Develop Business Case
- Support/Influence Defense Leadership
- Install Washington Presence
- Analyze Local Community Impact

Mobilize the Community

- Public Relations Campaign
- Regional Events
- Local Stories
- Social Networking
- Town Hall Series
- Defense Industrial Base Outreach

Leveraging the Innovation Economy

- Driving Operational Cost Reduction
- Smart Grid/ Energy Independent Basing
- Information Economy Projects
- Healthcare Operational Cost Improvements

Support Military Families

- Military Jobs Retention
- Supporting Transitioning Service Members
- Regional Affordability for Military Families
- Quality of Life Improvements
- Public/Private Joint Healthcare Investment

REQUIRED RESOURCES



SUMMARY

- **31,000 Jobs** Lost in San Diego.
- **4 Pillars** – Defense Cuts, Mobilize the Community, Leverage the Innovation Economy, & Military Family Support.
- **12 Months** To Deliver.
- The Plan is a complete picture with multiple pillars which can be executed in parallel or independently of one another. Delivered independently, the synergy and impact is greatly reduced.