

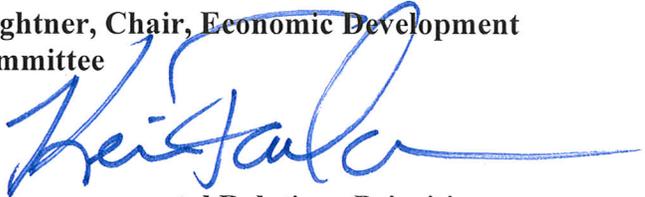


**COUNCILMEMBER KEVIN L. FAULCONER
CITY OF SAN DIEGO
SECOND DISTRICT**

MEMORANDUM

DATE: January 8, 2014

TO: Council President Pro Tem Sherri Lightner, Chair, Economic Development and Intergovernmental Relations Committee

FROM: Councilmember Kevin L. Faulconer 

SUBJECT: 2014 Economic Development and Intergovernmental Relations Priorities

As the San Diego economy continues its slow recovery, it is imperative to provide the regulatory reform, certainty and tools that will attract, retain and expand the drivers of our job base and local economy.

I appreciate the opportunity to provide my goals and priorities for 2014.

Increase San Diego's Global Competitiveness

In 2012, the Brookings Institute selected San Diego as one of eight U.S. cities to participate in the Brookings Metropolitan Exchange Initiative. This project will help San Diego develop a customized export plan to optimize its global competitiveness. San Diego currently ranks 17th in total export value, Gross Metropolitan Product and population size, but 55th in terms of export intensity. It is imperative that this plan be completed as soon as possible to ensure San Diego is growing its regional exports and providing good paying local jobs.

Approve Comprehensive Open Data Policy

Open data is an effective tool that will create a City Hall that is more transparent and accessible to the public. In 2013, the Rules and Economic Development Committee made significant progress on an open data policy through committee discussions and the formation of an advisory group of stakeholders. I recommend the Economic Development and Intergovernmental Relations Committee approve a draft policy as soon as possible.

Implement the Business Regulatory Consolidation Project for Improved Online Services

San Diegans continue to have difficulty navigating through the City's website to gain access to vital applications and forms. Providing clear access through the City's permitting process gives small businesses certainty while saving valuable time and money. The Business Regulatory Consolidation Project, an effort led by the City Treasurer to streamline and centralize the permitting process for San Diego businesses, was scheduled to go live in July 2013. The ED&IR committee should hear a status update on the City Treasurer's progress and offer any assistance to move this project forward.

Utilize State Economic Development Initiative

The dissolution of redevelopment agencies and enterprise zones have limited the City's ability to attract, grow and retain businesses. The State's Economic Development Initiative creates new opportunities for economic growth through sale tax exemptions for the manufacturing and biotech industries, hiring credits for businesses in high unemployment areas, and tax credits for job creation and good wages. The City should work closely with the Economic Division of the Planning Department and the community to ensure San Diego is utilizing the state program effectively to strengthen our local economy. I recommend the ED&IR Committee receive semi-annual updates from the Governor's Office of Business and Economic Development.

Reform Development Services Permitting Process

In June 2012, a performance audit of the Development Services Project Tracking System identified significant inefficiencies and weakness in the current system. The audit recommended transitioning to a commercial permitting system to issue permits in a more timely and effective manner. At the October 2013 meeting of the Audit Committee, it was revealed that significant progress has yet to be made by Development Services. A follow-up Audit Committee meeting is scheduled for January 2014. The ED&IR Committee should offer support and recommendations to ensure Development Services is operating in a way that helps local businesses navigate effectively through the permitting process.

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cc: Honorable Todd Gloria, Interim Mayor
Honorable Councilmembers