Comprehensive Economic Development Strategy (CEDS)

Modoc County Townhall
March 15, 2021
Agenda

• Intros and CEDS Overview: 15 mins
• Community Discussion: 45 mins
Our Team & Experience

• Resiliency & Economic Recovery
• Northern California Workforce and Eco Dev
• Research & Analytics
• Stakeholder Engagement (esp. in COVID environment)
• Rural Western Communities
Project Steering Committee

- Kelly Crosby, Member, Alturas City Council, SCED Board of Directors
- Todd Jones, President - Shasta EDC
- Tonya Dowse, Executive Director, Siskiyou Economic Development
- Laurie Baker, General Manager - Shasta Cascade Wonderland Association
- Trista Parry, Executive Director, Karuk community Development Corporation
- Ned Coe, Field Representative, California Farm Bureau Federation, District 1 Supervisor, Modoc County
- Chester Robertson, Country Administrative Officer, Modoc County
- Kim Hunter, Planning Director, Trinity County
- Ryan Cinelli, Owner, The Lakeview Terrace Resort, VP - Trinity County Chamber of Commerce
- Lejon Hamann, Partnerships Coordinator, USDA, Shasta-Trinity National Forest
Steering Committee Ownership

• We are the guides but they own the project
• Regional knowledge
• Local ownership of final CEDS plan
• Implementation of Strategic & Action Plans
What is a CEDS

- The Comprehensive Economic Development Strategy (CEDS) is a five-year economic development plan created as a guide for strengthening our regional economy.
- It incorporates data from both public and private sectors in the region’s four counties: Modoc, Shasta, Siskiyou, and Trinity.
- The CEDS identifies the economic strengths, weaknesses, opportunities, and threats in our region.
- The CEDS can help us navigate challenging economic times and build a future economy that is robust and resilient to disruption.
Project Approach & Proposed Timeline

- January:
  - Task 1: Summary Background

- February:
  - Task 2: Community Engagement
  - Task 3: SWOT Analysis

- March:
  - Task 4: Strategic Direction/Action Plan
  - Task 5: Evaluation Framework

- April:
  - Task 6: Design & Final Presentation

Workshop or Presentation
Deliverable Submission
Completed
Community Engagement Update

Community survey:
- Responses: 460
- Facebook Clicks: 276

Community townhalls (# of registrants):
- Shasta County (March 4 @ 4:30pm): 49
- Siskiyou County (March 5 @ noon): 40
- Modoc County (March 15 @ noon): 32
- Trinity County (March 17 @ 4:30pm): 26
SWOT → Action Plan → Evaluation

- **SWOT Analysis**
  - Summary Background
  - Community Engagement
  - Steering Committee Workshop

- **Action Plan**
  - Broad Objectives
  - Specific Actions

- **Evaluation Framework**
  - Accountability
  - Tracking Progress
Employment Trends

Shasta County sets the tone for the region

Recessions:
  - Long decline and pull-out during the Great Recession.
  - Steeper decline with the COVID Recession

All counties, except Modoc, declined steeply in 2020

Source: Emsi, 2021Q1
Employment by Industry

Largest Private Sectors:
- healthcare & social assistance;
- retail trade;
- accommodation & food services

Most New Job Growth:
- construction;
- healthcare & social assistance;
- finance & insurance

Source: Emsi, 2021Q1
Poll Questions
Questions from the Crowd
Wrap-up, Q&A
What are your biggest concerns regarding the current economic outlook of Modoc County?
What community and economic development opportunities do you think the community should to pursue in the next 5 years?
What unique strengths/weaknesses does Modoc County face?

Lake Shasta by: ray_exploreshttps://tinyurl.com/ud5ahfht
Wrap-up, Q&A