

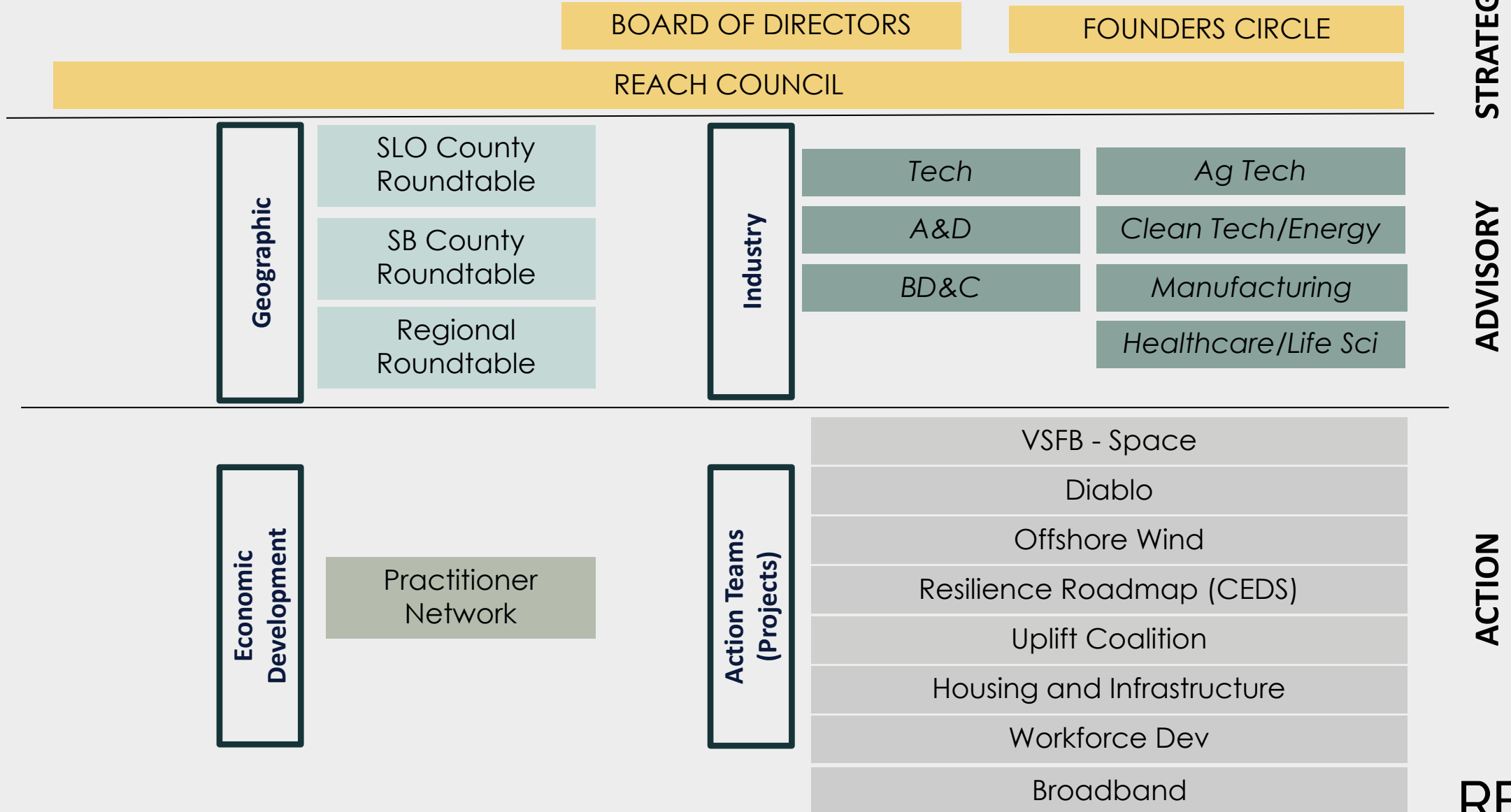
2023 Engagement Framework

REACH

Ideas + Action for a Thriving Central Coast



Stakeholder Engagement | 2023 Stakeholder Engagement Framework



Board of Directors



Who:

A diverse group of up to 25 decision makers from across the industries and geography. The board also includes representation from other REACH governing bodies including two appointed seats from the Practitioner's Network, one from SLO County and one from Santa Barbara County.



Responsibilities:

Fiscal oversight; hire and remove officers, agents and employees; oversee execution of the vision and mission; and support the organization in inviting and managing investor support. Board members attend bi-monthly meetings and participate in one action team or task force.



General Meeting Frequency: Bi-monthly

- January
- March
- May Annual Retreat
- June
- September
- November



Financial Commitment: Give or get

Investor Groups - Founders Circle



Who:

Private sector investors



Responsibilities:

Provide strategic thought leadership in advancing the regional vision and guidance on REACH's role in such endeavors.



General Meeting Frequency: Quarterly

- February
- May (combined with the Board)
- September
- December



Financial Commitment: Yes

Investor Groups - REACH Council



Who:

Investors from business, government and education



Responsibilities:

Act as the primary recommending body to the Board of Directors on developing and implementing strategy to further the REACH 2030 goals. Their focus is on designing and shaping the tactics to further regional initiatives outlined for job creation.



General Meeting Frequency: Quarterly

- January
- April
- September
- November



Financial Commitment: Yes

Geographic Advisory Bodies - County Econ Dev Roundtables



Who:

Local government representatives (City Manager and County CAO, Elected Representatives, Economic Development Manager or Practitioner)



Responsibilities:

Local government and economic development practitioners share updates on local communities; give input into county specific economic development initiatives and job creation opportunities



General Meeting Frequency: Annually

- March

Geographic Advisory Bodies - Regional Economic Development Roundtable



Who:

Local government representatives (City Manager, Elected Representative, Practitioners), Private Sector representatives (REACH Council and REACH Advocates)



Responsibilities:

Connect County, City, and Private sector leaders through meaningful discussions of regional opportunities to create awareness and to advise the REACH Board on economic development and job creation opportunities



General Meeting Frequency: Annually

- November

Industry Advisory Bodies - Building Design & Construction (BD&C)



Who:

Construction and housing industry leaders



Responsibilities:

To convene, educate and empower the region with information to strengthen our economy and house our workers so that the Central Coast is a place where businesses and workers can flourish



General Meeting Frequency: Quarterly

- February
- May
- August
- November

Industry Advisory Bodies - Target Industries



Who:

Four roundtable meetings with industry leaders from Technology, Aerospace and Defense, AgTech, and CleanTech & Renewable Energy



Responsibilities:

The Industry Advisory Council's will lend leadership and insights essential in developing a sectoral strategy to identify and advance opportunities to improve the workforce, infrastructure, innovation, policy and broader business environment to support an innovative and thriving industry.



General Meeting Frequency:

- Bi Annually, and as needed

Economic Development - Practitioner Network



Who:

Individuals doing economic development work in the region - local government and Economic Development organizations



Responsibilities:

Convene to share, learn and coordinate successful economic development initiatives and best practices in the region, collaborate on the retention, expansion and attraction of business



General Meeting Frequency: Monthly

Action Teams - VSFB MOU



Who:

Vandenberg Space Force Base, Santa Barbara County, GO-Biz, Cal Poly, Deloitte, City of Lompoc, City of Santa Maria

[Full MOU Here.](#)



Responsibilities:

Cooperation in clarifying goals and objectives of the plan for commercial space industry and enterprises at Vandenberg Space Force Base (VSFB) and the surrounding regional economy; facilitating regional economic growth through the addition of high-quality commercial space industry employment; providing for national security strategic interests through the increased resilience of VAFB assured access to space mission architecture



General Meeting Frequency: Monthly

Action Teams - Diablo Canyon MOU



Who:

Leaders from federal, state and county government, Cal Poly, The Land Conservancy of San Luis Obispo County, the yak titʷu titʷu yak tiłhini Northern Chumash and the Tri-Counties Building and Construction Trades Council

[Full MOU Here.](#)



Responsibilities:

Aligning and guiding the diverse range of public and private sector individuals around a shared vision for the DCPD decommissioning process and future use of Parcel P, thereby championing social, cultural, environmental and economic interest of Central Coast residents.



General Meeting Frequency: Scheduled as needed

Action Teams - Waterfront Infrastructure



Who:

City of Morro Bay, County of San Luis Obispo, County of Santa Barbara, Go-Biz



Responsibilities:

Assess opportunities to enable and support the development of Offshore Wind in SLO and Santa Barbara Counties including the assessment of waterfront infrastructure



General Meeting Frequency: Scheduled as needed

Action Teams - Resilience Roadmap (CEDS) Steering Committee



Who:

30 leaders representing the private sector, non-profits, education, healthcare, government, and Chambers of Commerce from San Luis Obispo and Santa Barbara Counties.



Responsibilities:

Oversee the development of the two-county CEDS by attending meetings and providing significant input into the process and plan implementation



General Meeting Frequency: Monthly

Action Teams - Uplift Coalition



Who:

REACH, The Economic Development Collaborative (EDC), Monterey Bay Economic Partnership (MBEP)



Responsibilities:

Coordinate to integrate regional planning and secure outside investment into the Central Coast region. Collaboration opportunities include execution of the Community Economic Resilience Fund regional plan as well as the development of a Central Coast Space and Aeronautics Corridor.



General Meeting Frequency: Scheduled as needed

Action Teams - Housing & Infrastructure



Who:

SLOCOG as lead agency, City Managers and Building Department leads, Building Design & Construction private sector leaders, elected representatives.



Responsibilities:

REACH was contracted by SLOCOG for the outreach portion of the SLO County Housing and Infrastructure Plan and will be responsible for creating a communications strategy and gathering support and buy-in to a comprehensive regional strategy to our workforce housing needs. Outreach is expected to begin in winter and conclude in early summer of 2023.

*REACH will look to replicate this concept in Santa Barbara county over time.



General Meeting Frequency: Weekly, multiple stakeholder groups

Action Teams - Broadband



Who:

Broadband Consortium of the Pacific Coast and the Economic Development Collaborative, City and County partners in SLO and Santa Barbara County.



Responsibilities:

Roll up various sub-regional strategies into a comprehensive regional broadband-for-all strategy in order to attract the maximum amount of state and federal infrastructure funding for our region.



General Meeting Frequency: Monthly

Thank you

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