

Economic Development Research: Updates and Key Regional Strategies

GEZ Board Meeting - 1/17/25

UC Berkeley Labor Center (UCB LC)

Goals for Today's Meeting

1

Overview of Economic Development Engagement

2

Regional Economic Development Strategies

3

Deep Dive: Marketing and Publicity for GEZ

Reminder of Overall GEZ Research Process

Strategy A: Research

1. Identify priority CEM technologies
2. Examine growth opportunities and barriers to growth
3. Workforce and environmental assessments to inform high-road strategies

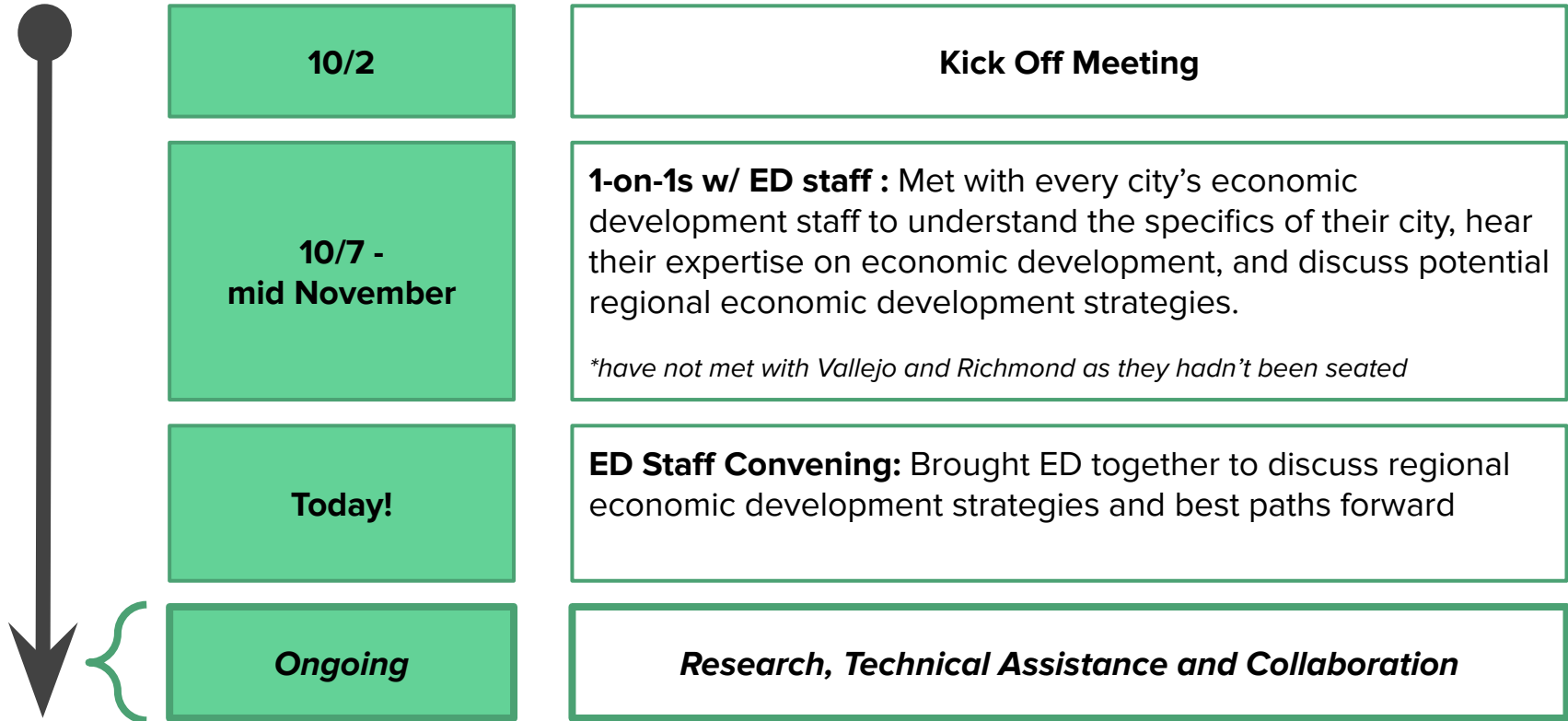
Strategy B: Technical Assistance

1. Track public funding opportunities relevant for GEZ
2. Assist employers and local government in developing high-road partnerships for CEM funding opportunities

Strategy C: Policy Recs

Combine research and technical assistance learnings to develop policy recommendations needed for high-road CEM growth.

Engagement with Economic Development Staff



Overarching Themes from 1 on 1s w/ ED Staff

1

GEZ is home to a diverse and vibrant set of economies

2

Potential for thriving ecosystem in clean energy industries

3

Excitement around regional approaches

Regional ED Strategies for the GEZ

1	Publicity/ Marketing for the GEZ	Cohesive set of marketing materials (logo, websites) and approaches that enhances public and employer awareness of GEZ.
2	Referral Network for Employers	Process for referring prospective employers to resources and support to increase chance of landing project in GEZ.
3	Sharing Public Funding Information	Provide updates on public funding opportunities to GEZ cities.
4	Inventory of Available Sites	List of industrial sites to be made available to prospective employers, brokers, etc.
X	Other ideas?	<ul style="list-style-type: none">• Outreach to current landowners• Mapping current CEM companies• Zoning toolkit• Streamlined permitting

Deep Dive: Marketing and Publicity for GEZ

Purpose

Put GEZ on the map to attract employers and investors

Key Points

- *Possible approaches:* Create website/online presence, develop logo, attend and/or host conferences, etc.
- *Story-telling:* Create narrative that GEZ stakeholders can use to pitch to employers and other stakeholders.
- *Info-gathering:* Gather information from key stakeholders about viable industries, site and infrastructure requirements, etc.