

# Econ Dev Strategic Plan

ITERATIVE DESIGN PHASE UPDATE

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January 11, 2022

ECONOMIC DEVELOPMENT SUBCOMMITTEE

# Vision & Mission

## **DRAFT VISION**

A healthy and thriving Santa Rosa Community, fueled by the exchange of diverse ideas, innovative practices, and collective responsibility.

## **DRAFT MISSION**

We drive increased access and systemic transformation in service of prosperity and opportunity for all community members.

## **THEORY OF CHANGE**

Our theory of change articulates how we will fulfill our vision and the logic behind how our mission and activities will produce outputs and outcomes that lead to our vision.

# UPDATED Strategic Focus

**Goal 1:** Establish the Economic Development Division as a champion of innovation and a key player, partner, and driver of transformation for the Santa Rosa community.

**Goal 2:** Design and implement data-driven policies and programs to elevate and support local business owners and social entrepreneurs representing historically marginalized groups.

## ***Updated Goal 3:***

**Drive policies and leverage partnerships to address urgent economic challenges and improve livability across Santa Rosa.**

We will implement programs, policies, and partnerships to address the most pressing economic challenges impacting affordability and economic opportunity within our region, beginning with a focus on housing and youth. We will strengthen partnerships and advocate for policies and incentives to increase smart development of housing stock across income levels, with a focus on increasing access to equitable and affordable housing for all. Through our partnerships, we will strengthen youth vocational training, mentoring, and career guidance.