

February 8th, 2010

To: Andrew Crabtree
cc: Envision San Jose 2040 Task Force
From: Brian Darrow
Subject: Revised Economic Development Goals, Policies and Actions

Dear Mr. Crabtree,

At the January 11th General Plan Task Force meeting I proposed a set of goals, policies and actions to ensure that San Jose's vision for 2040 includes the explicit goal of building a broadly prosperous, middle class city. Several Task Force members expressed support for this vision. However, *none* of these recommendations were included in staff's revised Economic Development chapter. Among the 6 revised goals for Economic Development, none emphasize ensuring prosperity is broadly shared, none emphasize the creation of quality jobs, and none emphasize creating a middle class city. The absence of this commitment is glaring.

Though there has been a lot of discussion about the appropriate scope of the General Plan, the revised Economic Development recommendations clearly indicate that staff believes broad economic ideas *do* belong in the General Plan, that this is not just a narrow land use document. The only question then is: Do we want to include - as numerous other California cities have - the commitment to a middle class city? Or, do we interpret our General Plan Economic Development vision as one that can be implemented in a way that leads to growing income disparity and a shrinking middle class? Is this an acceptable outcome for San Jose in 2040? I believe most San Jose residents would agree that it is not. Below is a revised version of proposals to include developing a middle class city in our vision for 2040. As the Task Force votes on a broad economic vision for our General Plan, I encourage us not to omit this critical goal:

Suggested Goals, Policies, and Implementation Actions:

Economic Prosperity and Opportunity:

Goal ED-7: Encourage the development of a middle class city with widespread access to quality employment opportunities.

Policies:

Policy ED-7.1: Support economic development activities that attract businesses and industries that provide jobs with self-sufficient wages, adequate benefits, and career advancement opportunities.

Policy ED-7.2: Retain and expand middle-income employment.

Policy ED-7.3: Promote the creation of higher quality jobs in low-paying industries (including hospitality and retail).

Policy ED-7.4: Attract job opportunities accessible to residents in low-income neighborhoods.

Policy ED-7.5: Encourage companies locating in San Jose to hire local residents.

Actions:

Action ED-7.6: Explore the use of incentives and other tools to assist businesses that create higher quality jobs in low-paying industries (including hospitality and retail).

Action ED-7.7: Connect companies locating in San Jose with local training and placement agencies, such as work2future, community colleges and universities, and other organizations doing job placement and training to encourage the hiring of local residents.

Action ED-7.8: Develop job quality goals and standards for economic development projects receiving city funding.