

MESA COUNTY 2008 REQUEST FOR RESULTS

Promote Economic Vitality

THE RESULTS WE ARE SEEKING

“I want Mesa County to have a variety of industries that promote a healthy and sustainable economy.”

INDICATORS OF PROGRESS

Indicator	Sample Data
Mesa County Revenue Per Capita	Mesa County’s Comprehensive Annual Financial Report
Mesa County Citizen Base/Median Salaries	Colorado Department of Labor and Employment
Number of new and existing businesses by industry sector and geographical location	Mesa County Workforce Center
Unemployment Rate	Mesa County Workforce Center

INDICATORS

Indicators are a combination of measures that allows the observer to know whether performance is in line, ahead of, or behind expectations. Indicators are a quantifiable measure that will help determine progress towards the outcome. Indicators can also be a mixture of objective and subjective measures that are focused on outcomes, not activities.

CAUSE AND EFFECT MAP

A “Cause and Effect” map is a visual representation of the cause-effect pathway to an outcome. By illustrating this pathway, citizens and staff can clearly understand the relationships between causal factors and the outcome. What is represented with this map is the outcome, indicators, factors and supporting strategies.

FACTORS

Five primary factors were identified that are critical to creating opportunities for businesses to thrive in Mesa County. These five factors are inter-related, provide mutual benefits and may be affected by the same purchasing strategies. The five factors are based on identification of needs which enhance business development and thereby economic progress. The five key factors for Mesa County to have a variety of industries that promote a healthy and sustainable economy are:

1. Commercial Infrastructure

Mesa County is growing rapidly due to our abundance of natural resources. Extractive industries are growing within Mesa County and are driving growth in retail, services, and other support businesses. It is important that Mesa County have infrastructure to ensure

diversity of industries and the economic base, geographically balanced throughout the County. In addition, the “readiness” of commercial space is essential to fostering relocation decisions by new business anxious to move to a region. Roads, utilities, technological and health care infrastructure must be available, attainable, reliable and ready for business growth and sustainability. The aesthetics and attractiveness of the community is also an essential part of attracting new business, encouraging the development of new business, retaining existing business within the community and ensuring the ease of the development process.

2. Workforce

A vital business atmosphere requires a diverse and educated workforce that will prosper from employment. Through collaborative efforts within Mesa County, agencies and businesses need to promote programs to maintain existing and entice a well educated workforce. Viable wages and benefits, a variety of educational and technical skill opportunities, healthy and drug-free communities, and family support functions are several factors that contribute to a retainable and satisfied workforce. Availability and accessibility of childcare and housing are other concerns for workers and businesses.

Substance abuse impacts productivity, quality, and costs the employer in the workplace, plus affects individuals, families and the community as a whole. Developing resources to address substance abuse may facilitate a stronger local economy, productive populace and a healthier community.

3. Housing

A major consideration for individuals, families and any business is the quality of life that a region offers. Affordable, attainable and diverse housing is essential to attracting and retaining a quality workforce. Geographically balanced residential zoning that supports a diverse selection of housing choices for all citizens at all income levels is vital. A safe and clean environment, walking/biking trails, cultural and recreational opportunities guides the actions of a community. Per the 2007 Mesa County Community Survey, “only 16% of those surveyed rated the availability of affordable housing in Mesa County as ‘very good’ or ‘good’”.

4. Transportation

Consideration of land use and development patterns is critical in planning for present and future economic growth trends. Policies and regulations should be structured to reflect the values and goals of the community while still addressing the needs of the business community. The Master Plan including open space concepts needs to be taken into consideration while planning for future transportation corridors and public transportation throughout the region. A transportation network of safe, efficient, reliable, movement of people and products facilitates economic vitality. (Offers for transportation should be submitted to Well Planned and Developed Communities).

5. Education

In order to sustain the current business community and attract new businesses Mesa County must support the efforts to have a well educated and trained workforce. School-business partnership programs, career paths, diverse curriculum and life skills/work ethic training all add value to the workforce selection.

PURCHASING STRATEGIES

We are seeking program specific offers that will contribute to Mesa County achieving the desired results and which address the following strategies as they relate to specific outcome area. Collaborative efforts between local, state and federal entities to develop programs, policies and regulations that assist new and existing businesses are critical. **Special consideration will be given to offers which promote inter-agency partnerships and collaboration.**



Purchasing Strategy 1: Transportation

We are seeking proposals that ensure an efficient transportation network that meets the needs of businesses and citizens. (All road projects should be referred and submitted to Well Planned and Developed Communities).

Specifically proposals for/that:

- Promote commercial and recreational nodes with geographical balance and sustainability
- Enhance and support air travel availability and accessibility
- Enhance and promote efficient, reliable and safe movement of people and goods

Purchasing Strategy 2: Housing

We are seeking proposals that offer creative solutions for attainable housing for all citizens at all income levels and housing preferences.

Specifically proposals for/that:

- Support diversity of housing availability and choices
- Support geographically balanced residential zoning
- Expansion of utilities for development

Purchasing Strategy 3: Workforce

We are seeking proposals that foster and support an available, skilled and drug-free workforce.

Specifically proposals for/that:

- Supports working families
- Supports career ladders
- Supports a variety of skilled labor
- Enhance life skills and work ethic
- Supports employers and job seekers

Purchasing Strategy 4: Education

We are seeking proposals that support and promote a diverse and skilled workforce through training and educational opportunities.

Specifically proposals for/that:

- Enhance and support school to career programs
- Promote access to diverse educational choices that provides opportunities to advance through career ladders
- Address life skills and work ethic training
- Leverage community partnerships

Purchasing Strategy 5: Commercial Infrastructure

We are seeking proposals that ensure availability of infrastructure that enhances business development and expansion.

Specifically proposals for/that:

- Ease of the development process and rules
- Promote commercial and recreational nodes with geographical balance and sustainability
- Expansion of utilities necessary to business development
- Ease the mobility of products
- Geographically balanced zoning
- Support commercial property availability and readiness (turnkey)
- Expand availability and “readiness” of technology
- Support retention and expansion of existing businesses and the attraction of new businesses through public/private partnerships and infrastructure provisions

STRATEGY MAP DEFINITIONS

Cause and Effect Map Descriptions

<u>Result/Outcome</u>	A statement indicating the results that citizens want from their government.
<u>Indicator</u>	A measure or combination of measures that allow the “observer” to know whether performance is in line with, ahead of, or behind the expected outcome.
<u>Factor</u>	An important contributor to the result/outcome.
<u>Purchasing Strategy</u>	A set of actions chosen by an organization to achieve an outcome based on an understanding of the cause-effect connection between specific actions and outcomes.

ECONOMIC VITALITY STRATEGY MAP

