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Dornsife
*Equity Research
Institute*

**A PEOPLE'S PLAN:
OUR ECONOMY, OUR
MOVEMENT, OUR MODESTO**

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Stanislaus County Comprehensive Economic Development (CEDS) Strategy 2022-2027

GROWTH




More jobs created and expanded output that increases labor demand and wages, plus young firms that generate greater wealth employment, and earnings.

METRICS

Jobs
Gross Metropolitan Product
Entrepreneurship
(Jobs at Young Firms)

PROSPERITY

PROCESS




versus low wages.

METRICS

Productivity (GMP Per Job)
Standard of Living (GMP per Capita)
Average Annual Wage

INCLUSION



Access to opportunities that raise employment and income, enabling residents across all community segments to participate to the fullest of their ability.

METRICS

Employment Rate
Median Wage
Relative Poverty
**differences by Race and Geography*

Source: Stanislaus County and the nine incorporated cities, the Economic Development Action Committee Membership, and Opportunity Stanislaus. 2022. Stanislaus County Comprehensive Economic Development (CEDS) Strategy 2022-2027.

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Stanislaus 2030 Investment Blueprint

Overview

- Stanislaus 2030 - A collaboration among business, government, and civic stakeholders that began in 2021 to create and deliver a joint strategy and investment plan for regional economic growth. The investment agenda will be based on understanding larger market forces & future trends, current and future state of the Stanislaus economy, knowledge of demographic shifts, and authentic community input. A market assessment was conducted by the Brookings Institution of the region's economic performance and competitive position.



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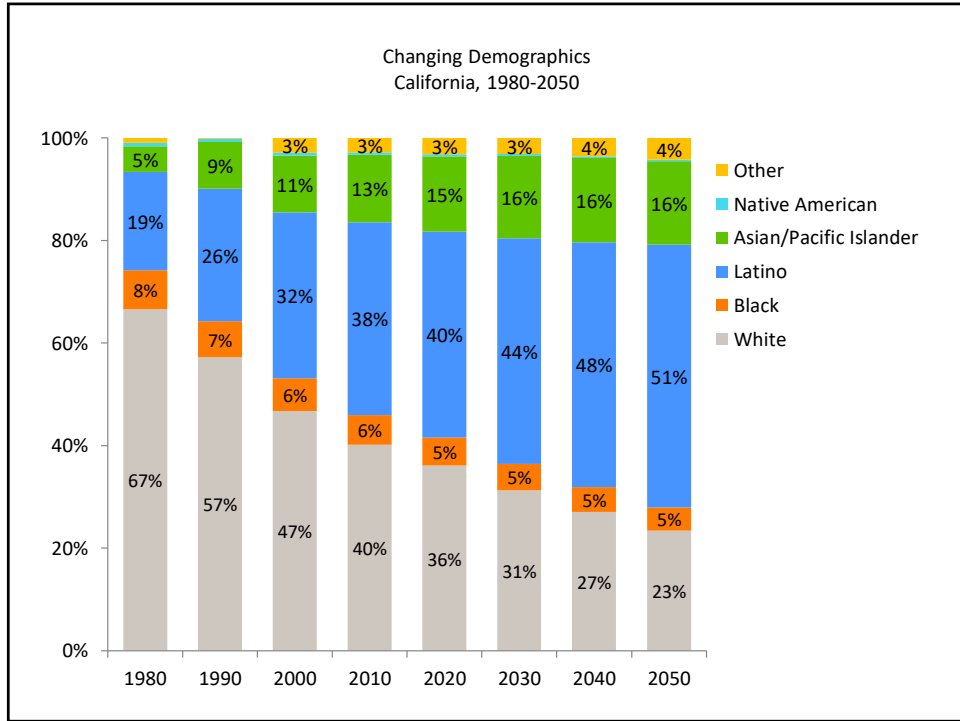
So what are the **key trends** and **possibilities** – and how are they playing out in metro Modesto?



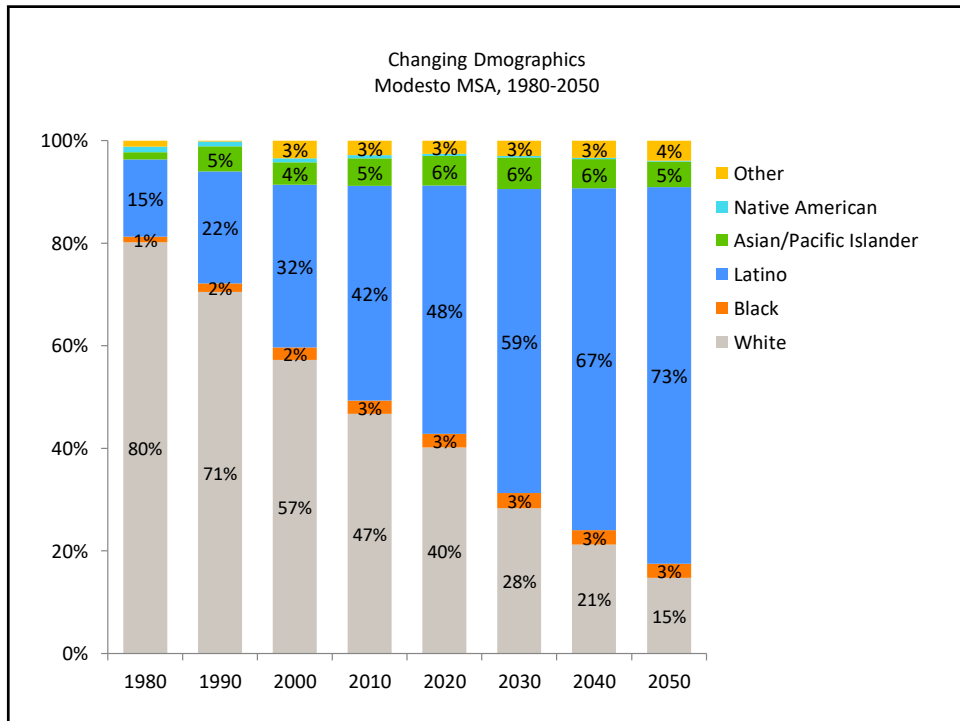
- Demographics
- Economics
- Planning



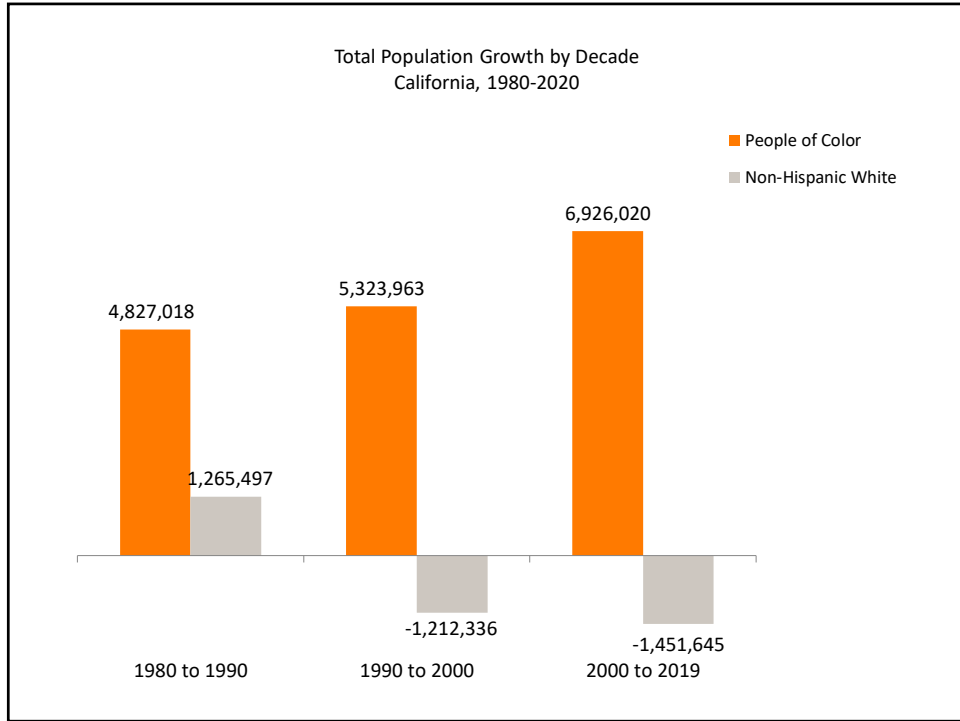
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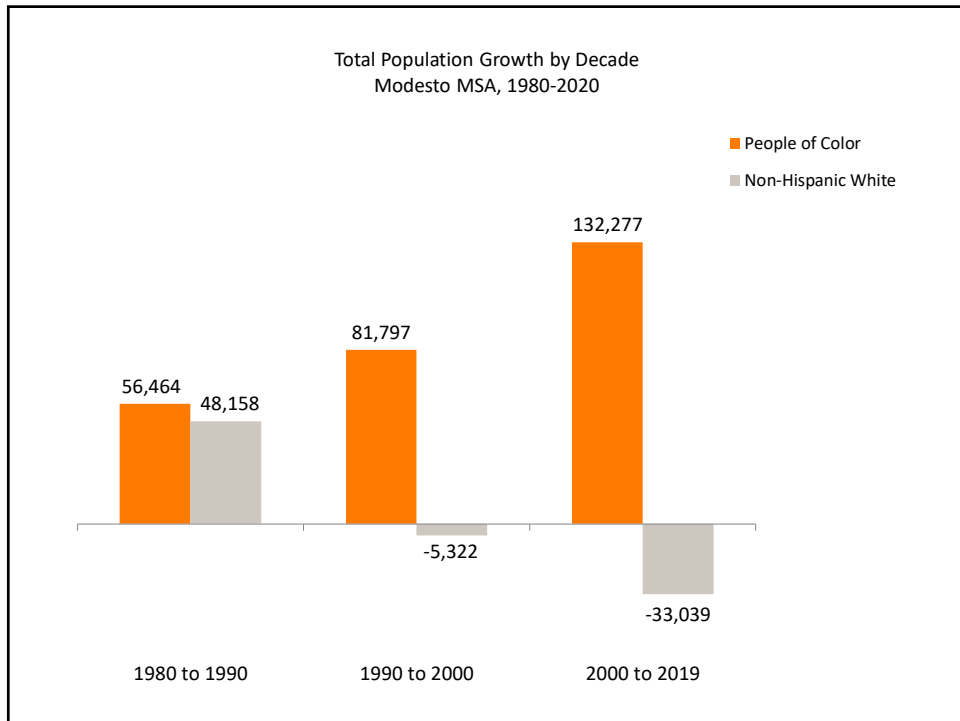
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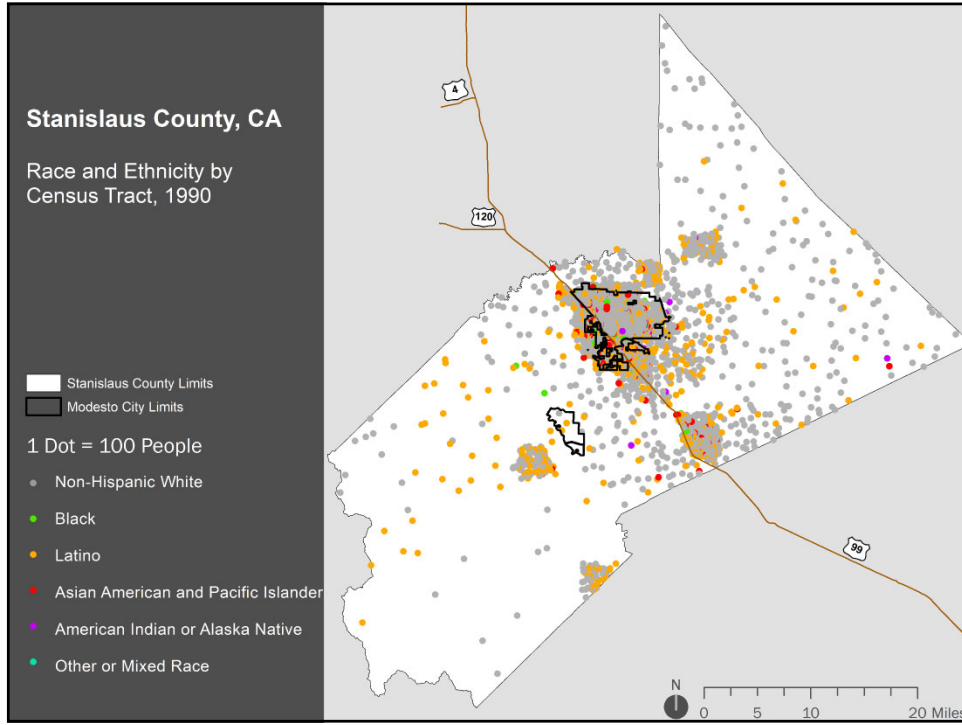
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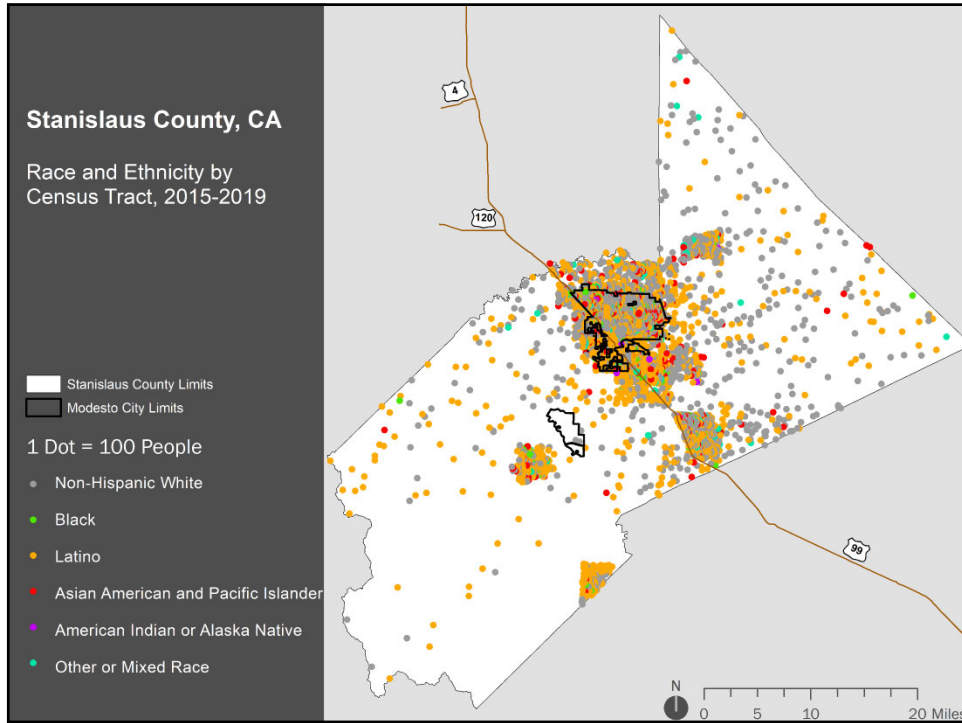
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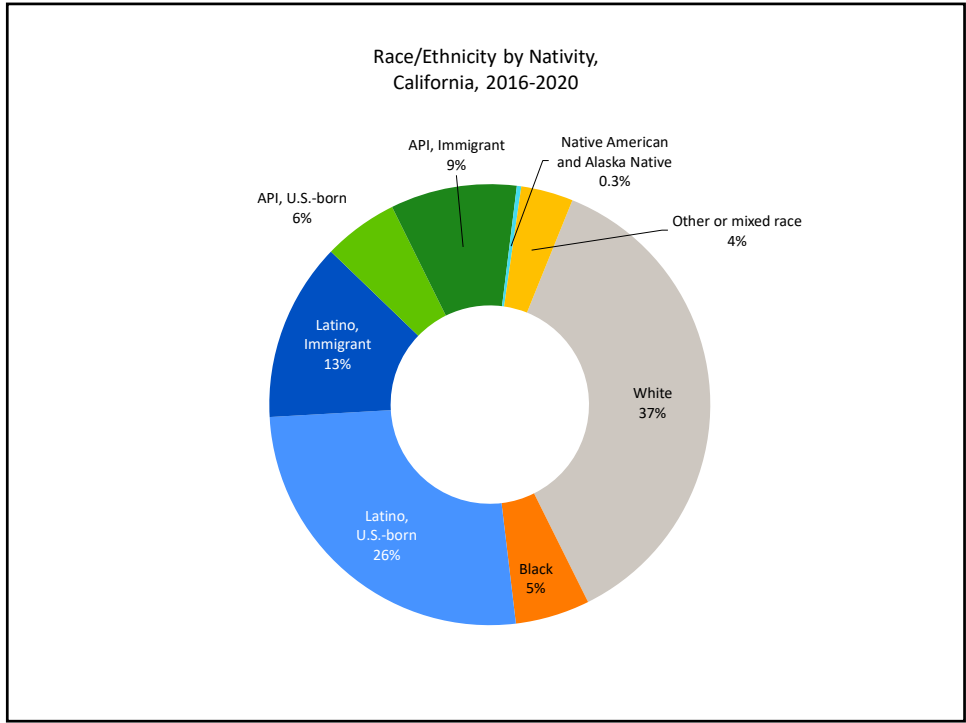
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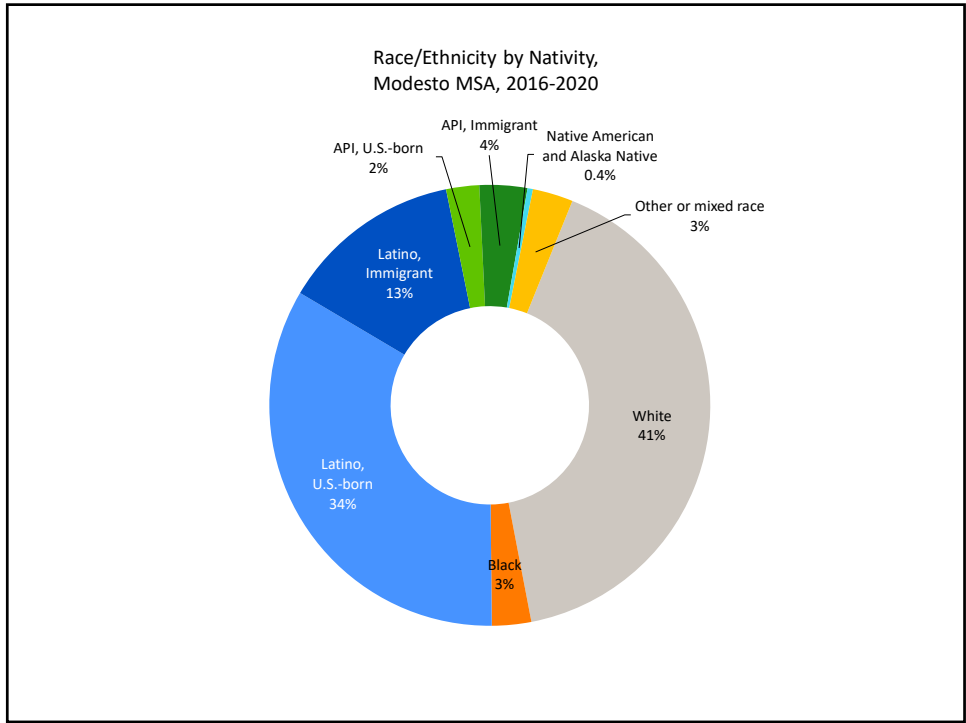
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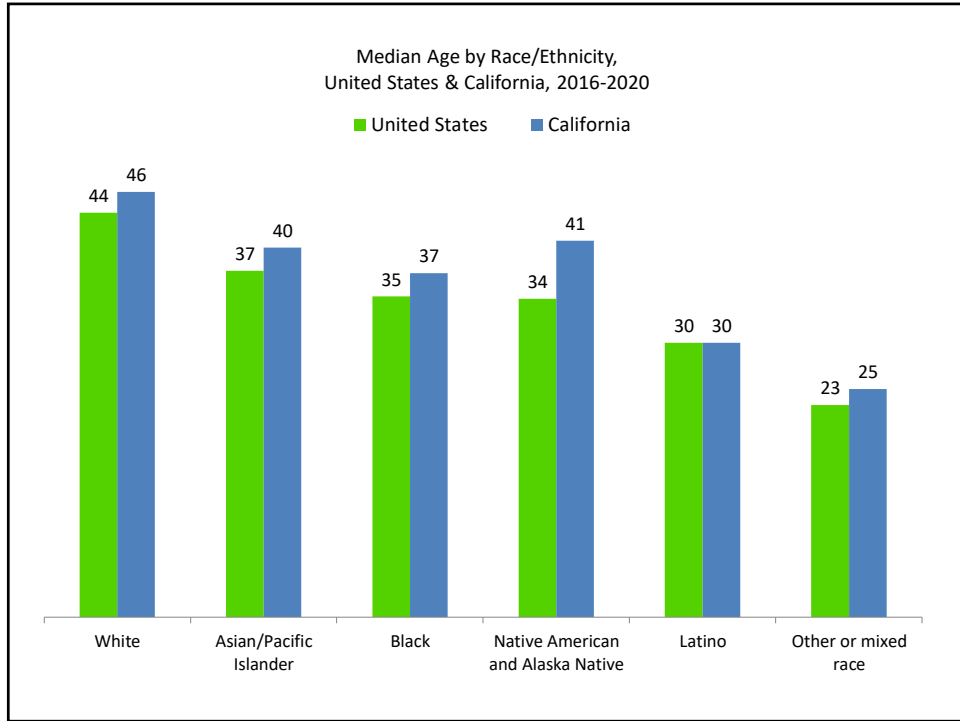
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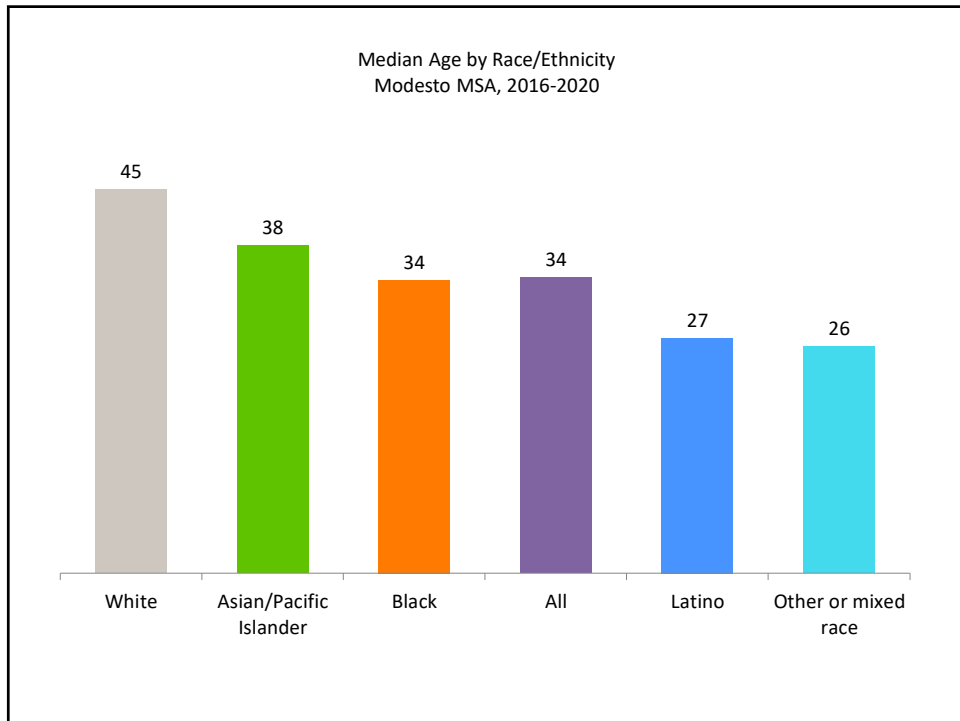
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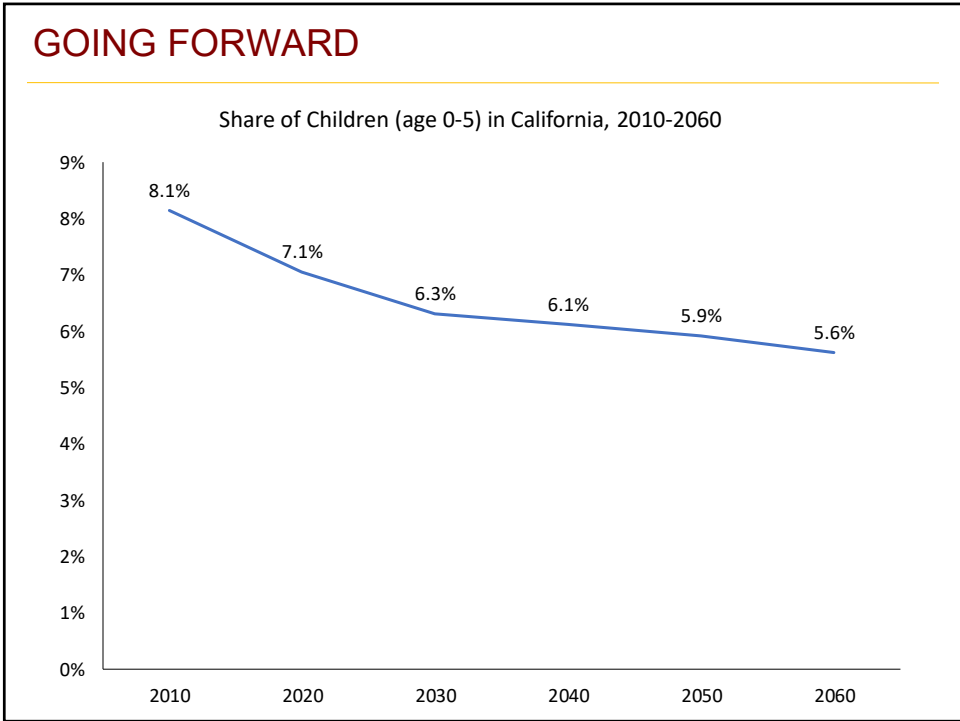
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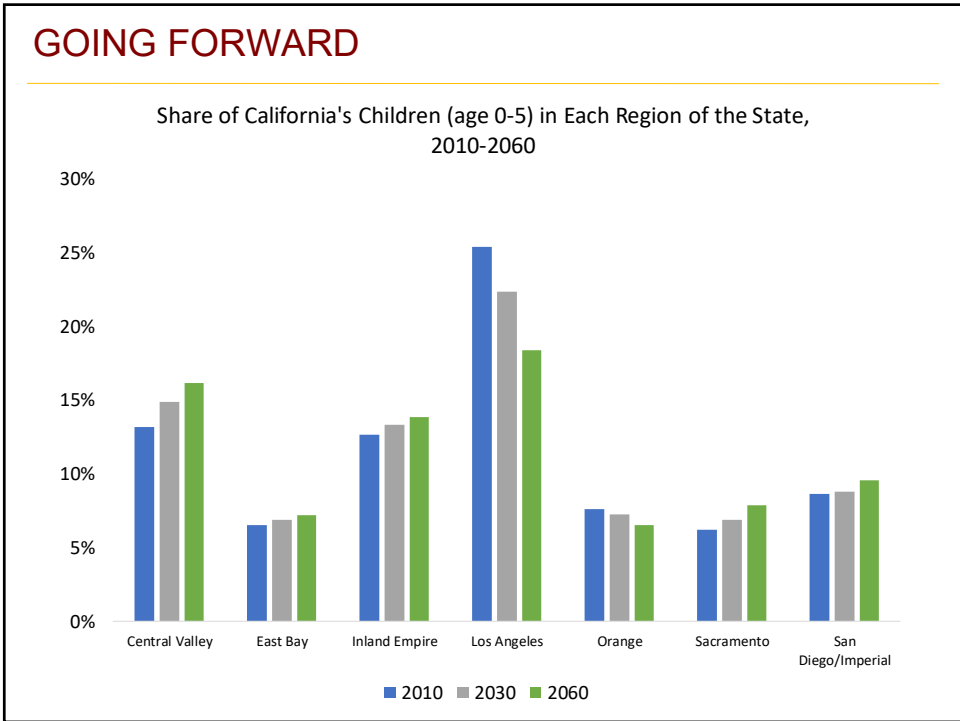
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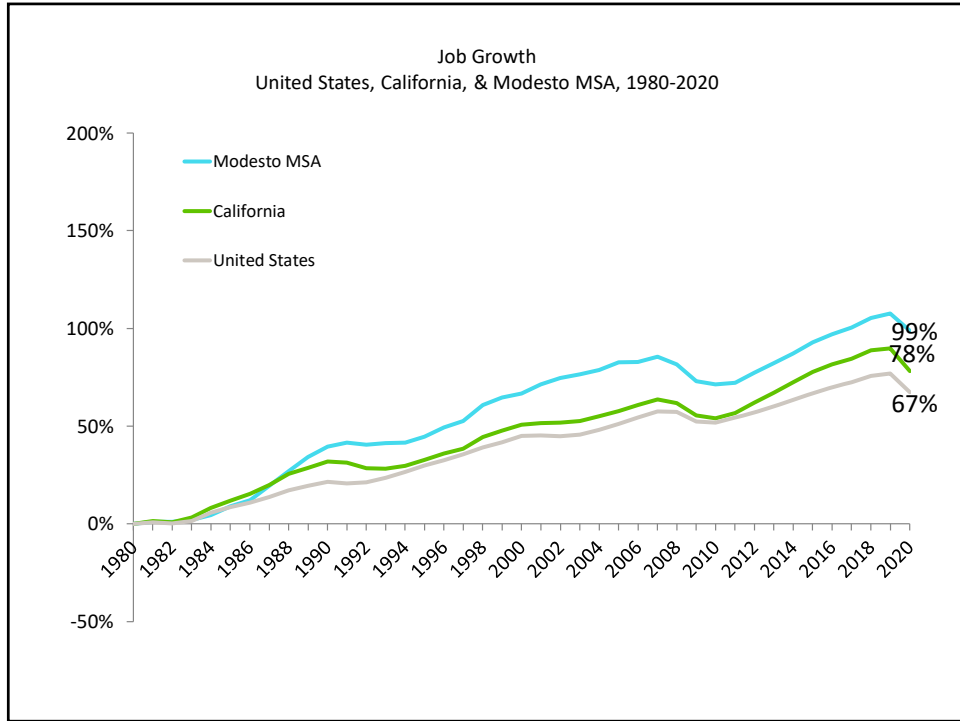
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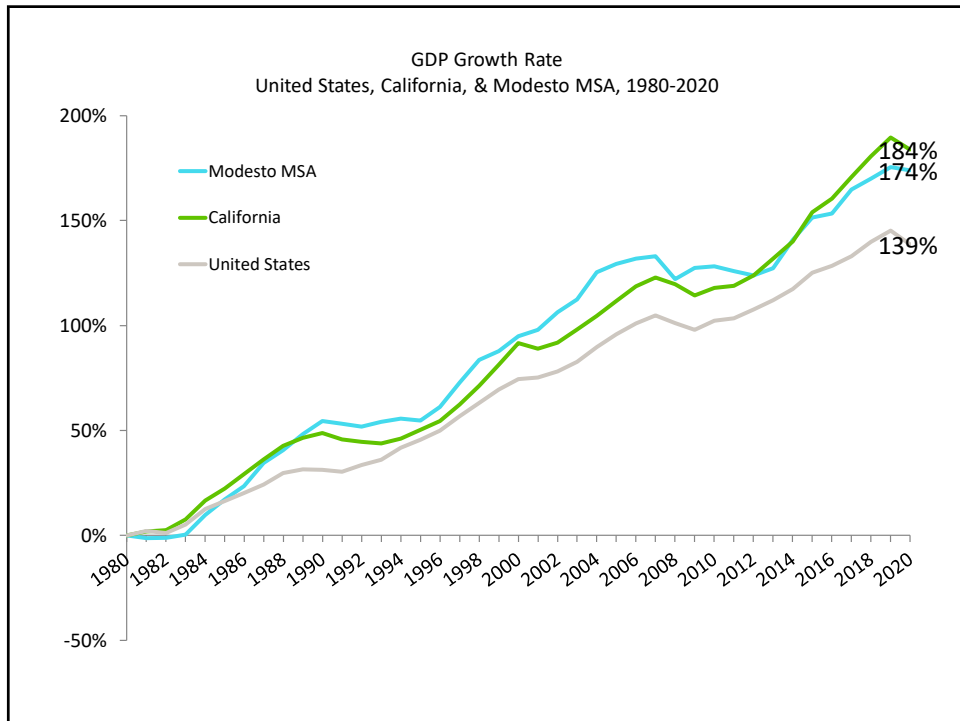
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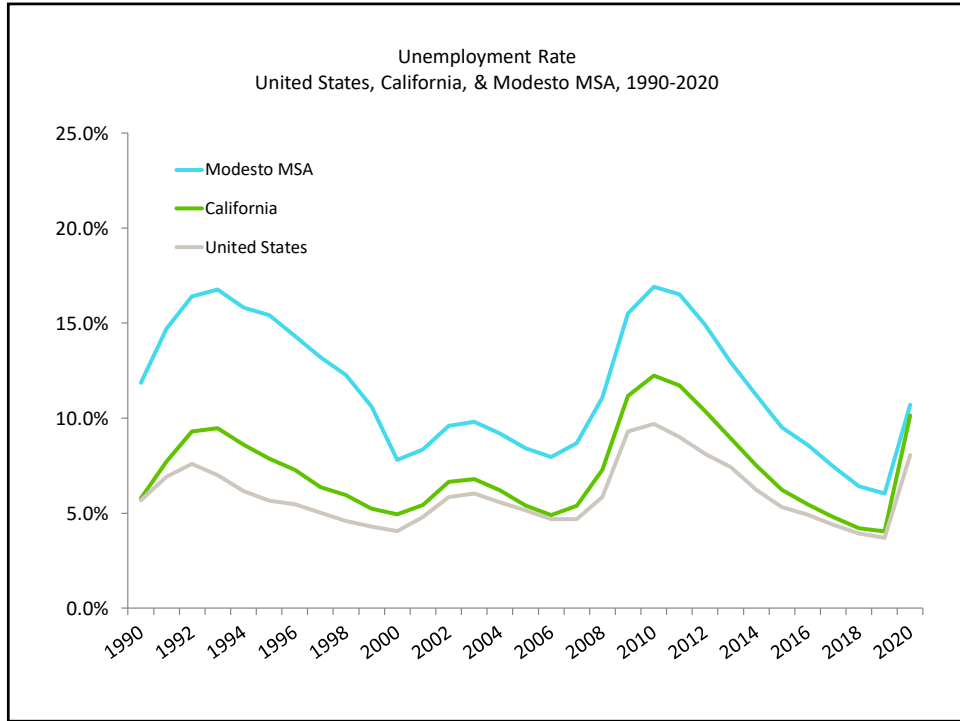
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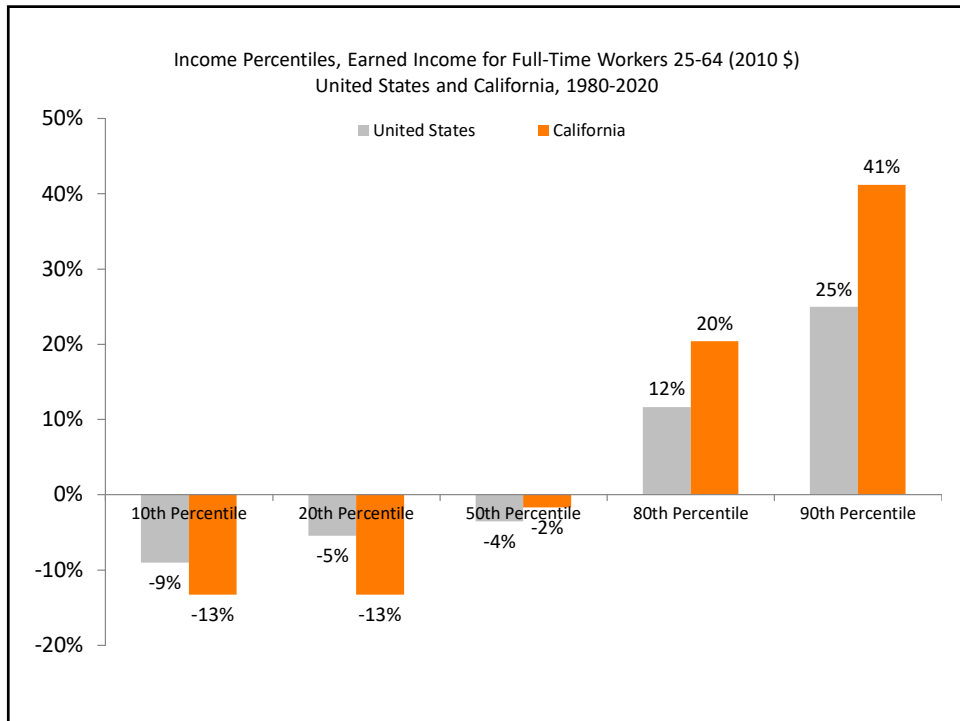
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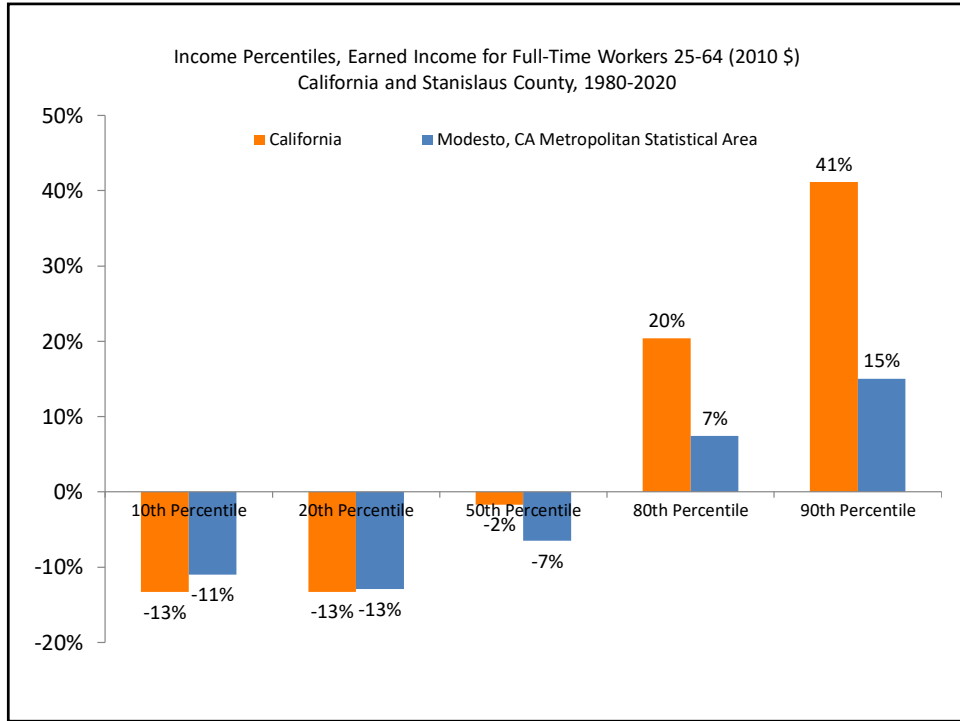
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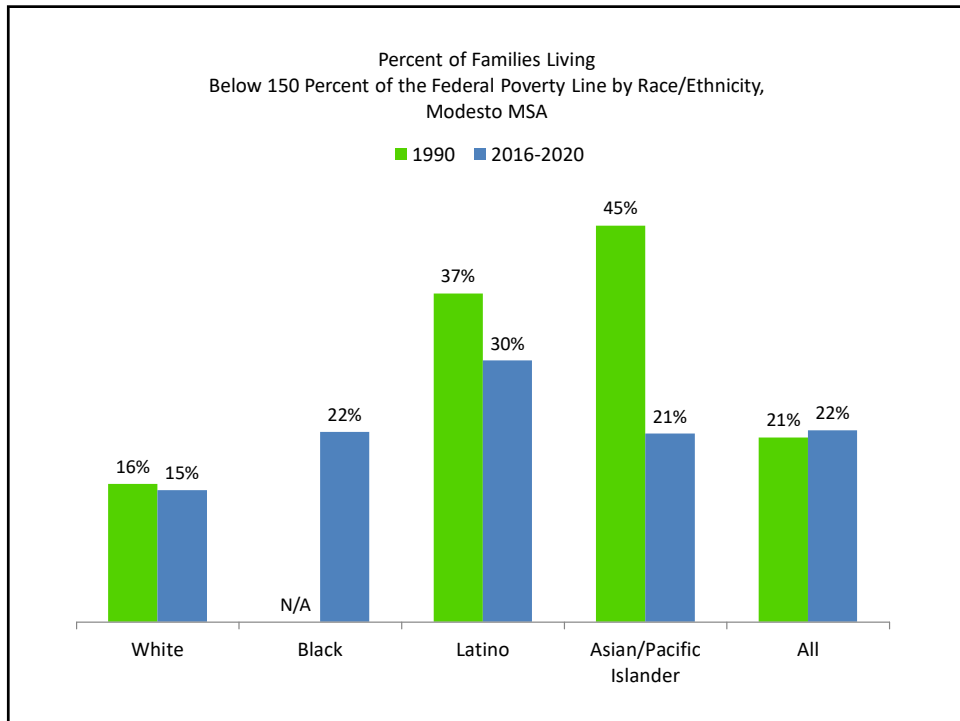
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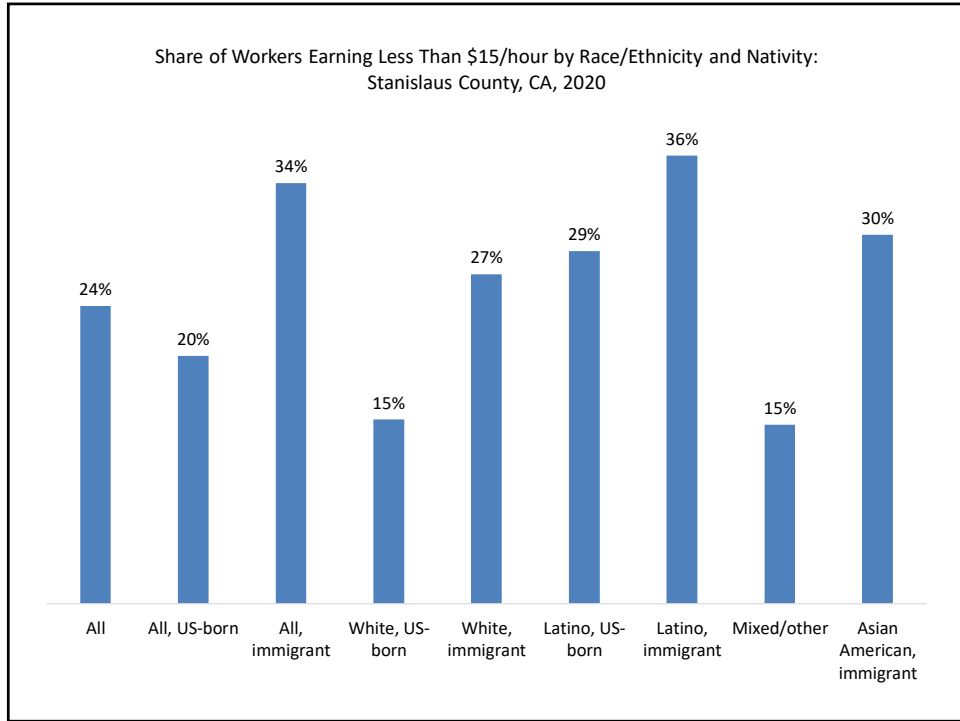
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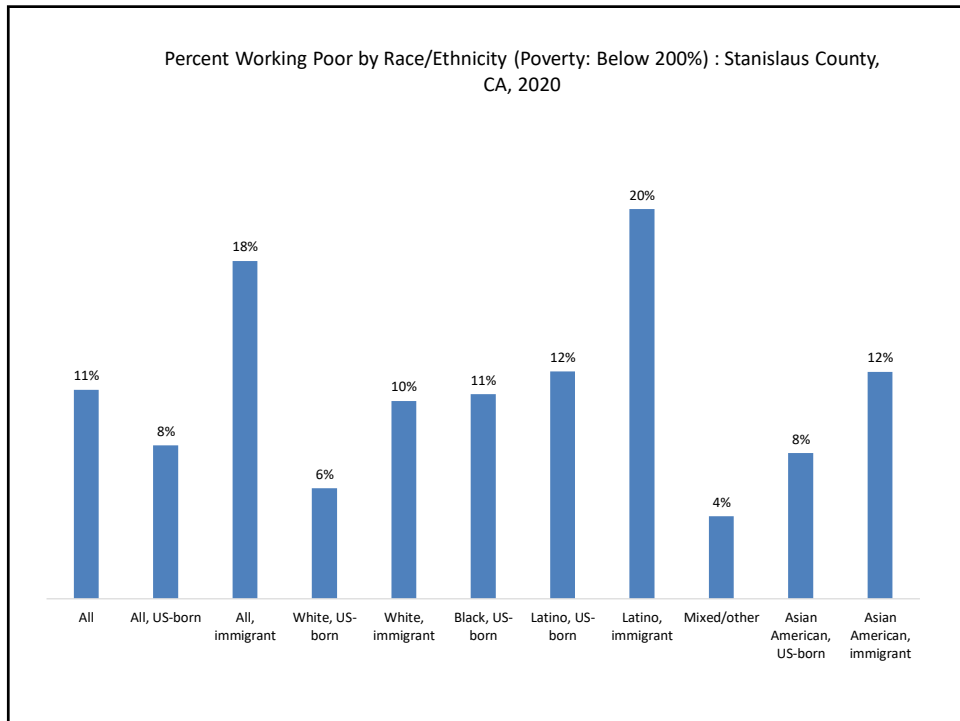
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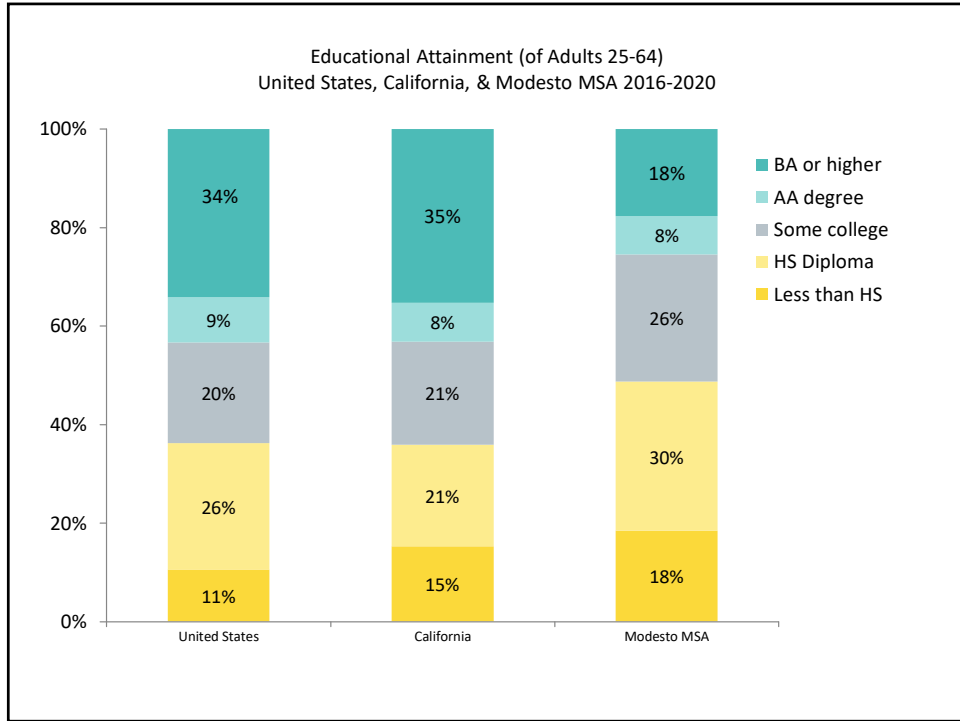
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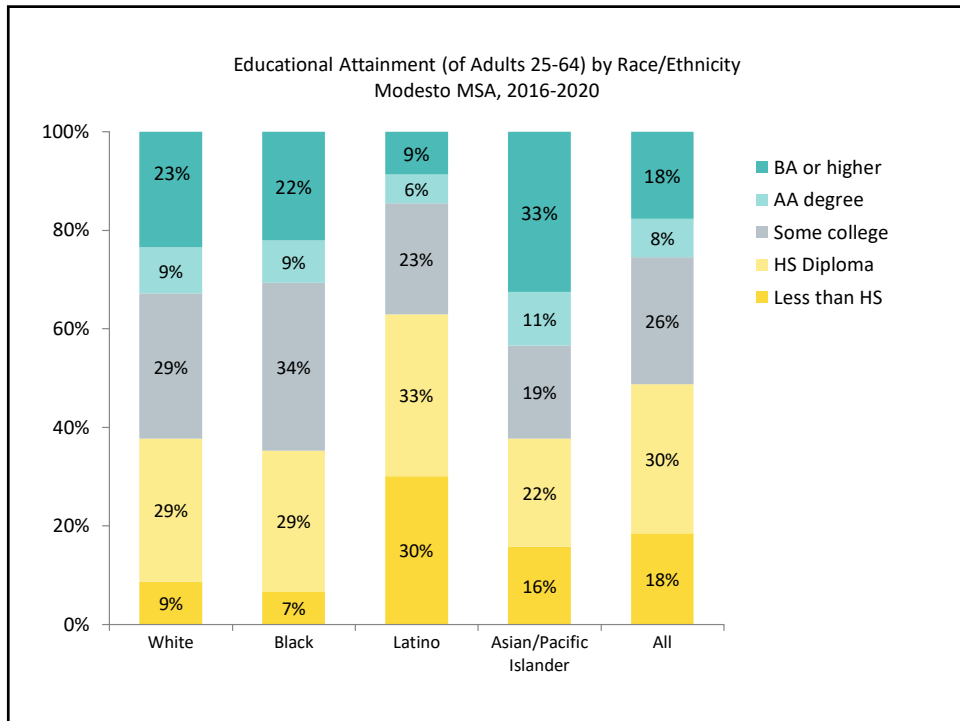
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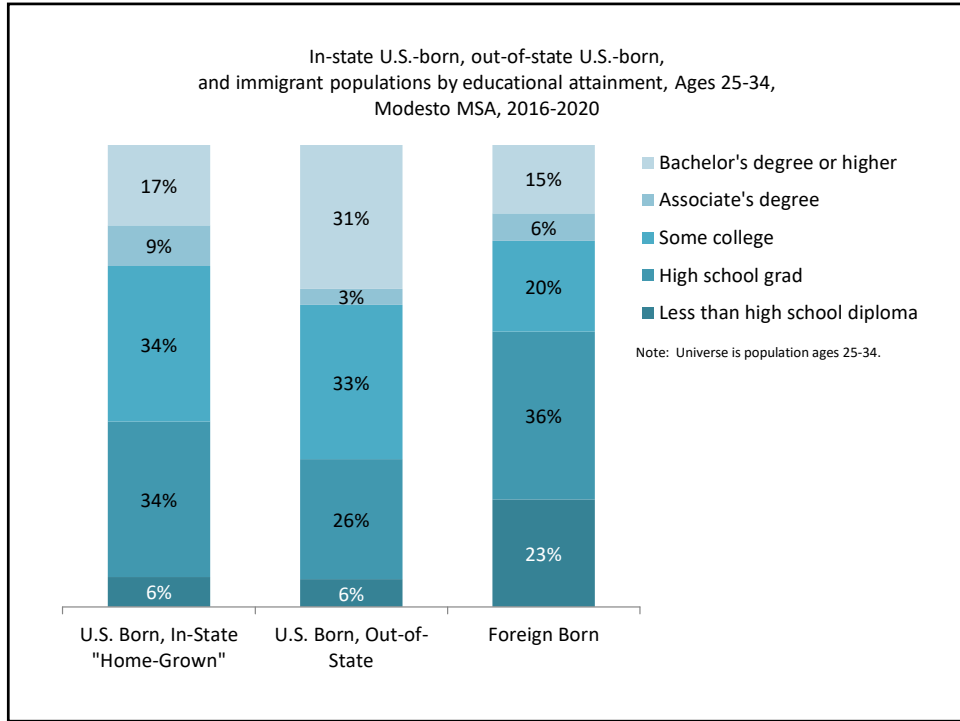
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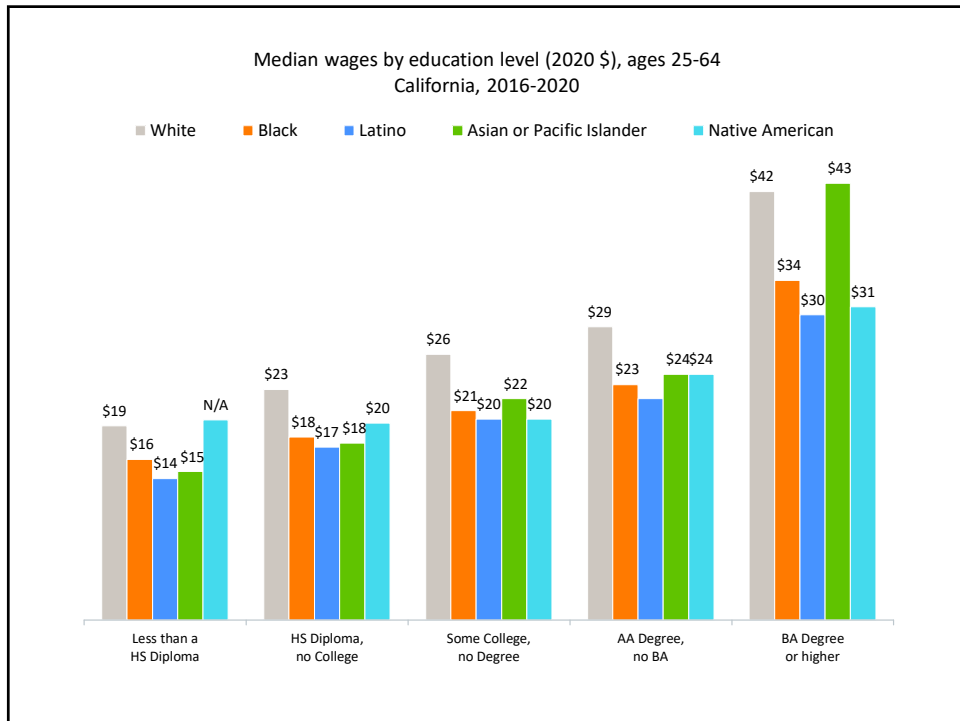
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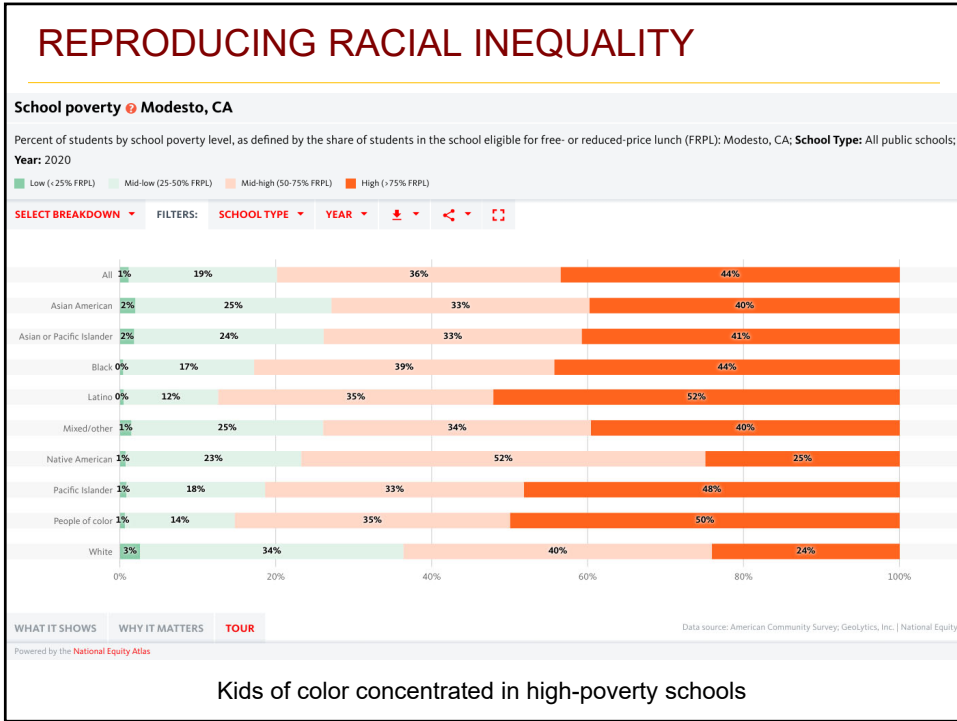
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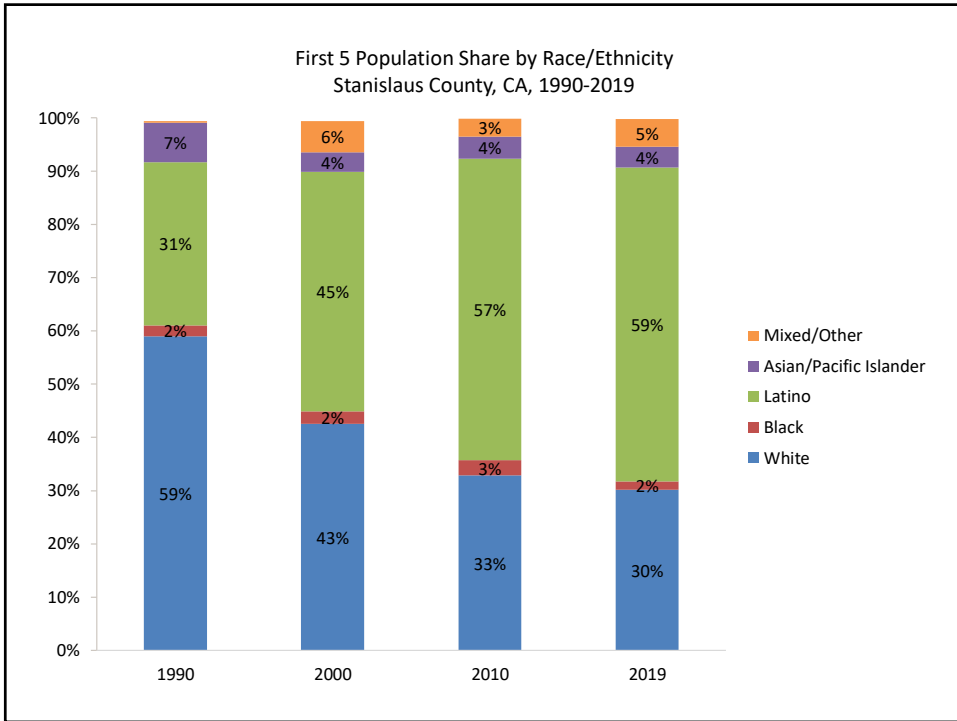
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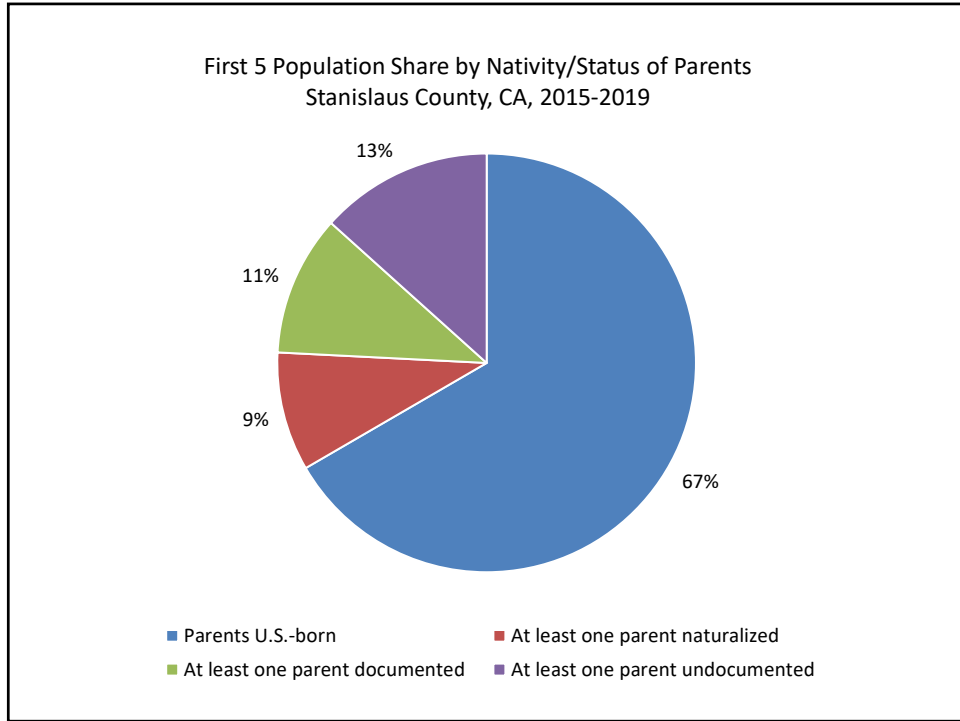
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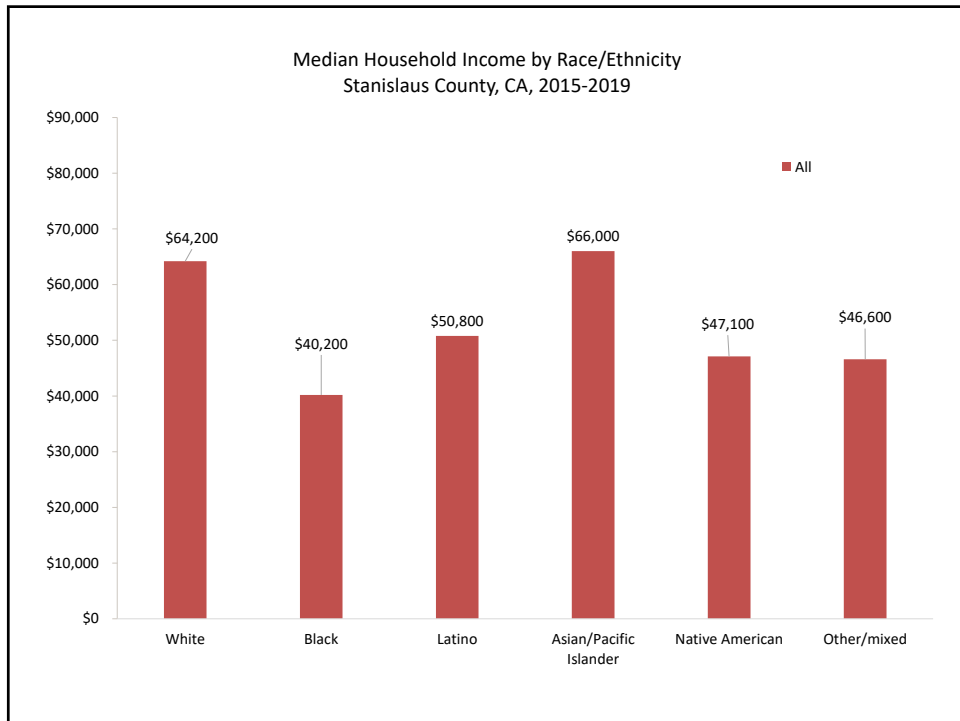
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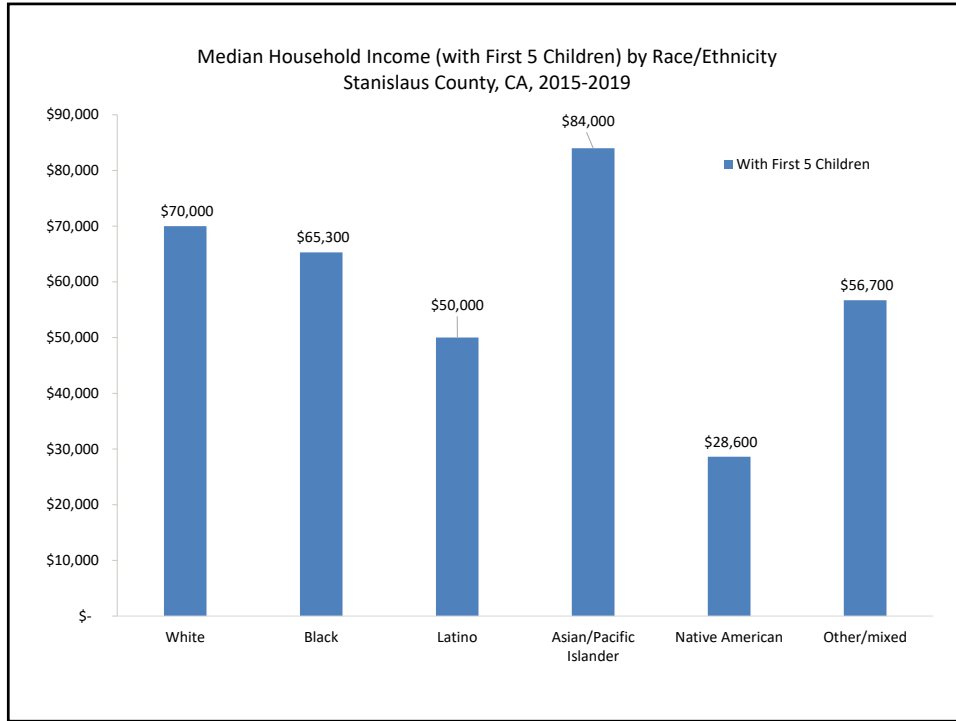
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Stanislaus County Comprehensive Economic Development (CEDS) Strategy 2022-2027

Opportunities

- **Stanislaus Regional Water Authority (SRWA)**
 - SRWA in partnership with the Turlock Irrigation District (TID) are working on a multi-benefit Regional Surface Water Supply Project (RSWSP) to develop sustainable source of drinking water that will reduce groundwater dependence, improve water quality, and diversify regional drinking water supplies to provide environmental benefits
- **Stanislaus County's AgTech Cluster Initiative**
 - Goals are to attract new businesses to the area, retain top education talent to be the next generation workforce, develop software that advances innovations in the Ag industry, and produce more career opportunities in the community.
- **Regional Tourism Roundtable Initiative**
 - Two primary goals are to: 1) market the region as a collective, and 2) build a unique identity for residents in order to encourage tourism and combat negative external and self-perception of the region.
- **Health Career Pathways Coalition**
 - Goal is to re-imagine existing health care career pathways for the unemployed and underemployed, as well as upskill existing workers to fill in-demand quality jobs

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Stanislaus 2030 Investment Blueprint

Focus Areas

- The initiative is developing concrete actions in 5 focus areas
 - *Bioproducts and circular economy*
 - *Food sector adoption of innovation*
 - *Non-skill barriers to jobs and training*
 - *Talent development*
 - *Entrepreneurship and small business dynamism*



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FRAMING THE FUTURE



- **Our economy:** organized by people, reflecting values and power
- **Mutuality:** recognize role in current economy, invest in for transforming economy
- **Movements:** shift power relationships, expand circles of belonging

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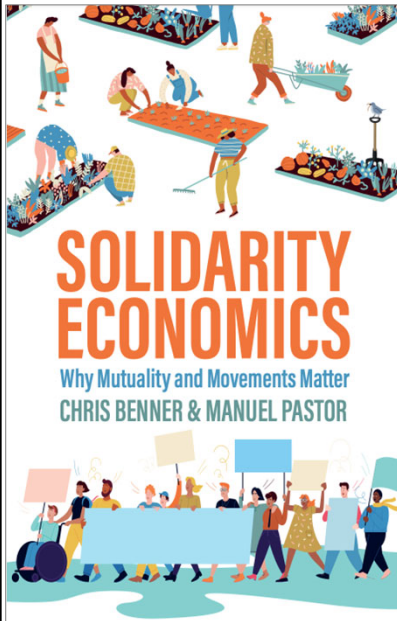
IMPLICATIONS FOR ACTION



- Civic leadership will mean reading the **landscape** to select **issues** and **strategy**
- We need to center **racial** and **economic equity**; equity must be **baked in** not sprinkled on
- Expect **challenges** on the way but build **bridges that can last**

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FOR MORE . . .



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