

Public-Sector Economic Development

Staffing Database and Needs Assessment

Conducted by BW Research
for the California Association for Local Economic Development
June 2016

[bw]
RESEARCH PARTNERSHIP

Research Objectives and Methodology

- Develop a database of public-sector employees and organizations that work on economic development issues
- Better understand the needs, opportunities, and challenges for public-sector economic development staff
- Public-Sector Economic Development Staffing Database (PSEDS) consists of:
 - Primary: economic, community & business development staff
 - Secondary: city managers, planning directors, & related administrators
 - Tertiary: elected officials—councilmembers, mayors, trustees
 - *** tertiary members are excluded from geographic and membership rate analyses
- Telephone and web survey of 161 current and potential CALED members



Public-Sector Economic Development Staffing Database

Public-Sector Economic Development Staffing Database: **Overview**

428

CALED
members in
current PSEDS
database

3,163

in potential member
public-sector database:

- 271 primary potential members
- 1,045 secondary potential members
- 1,847 elected or appointed officials

Public-Sector
Economic
Development
Staffing Database:
Analysis

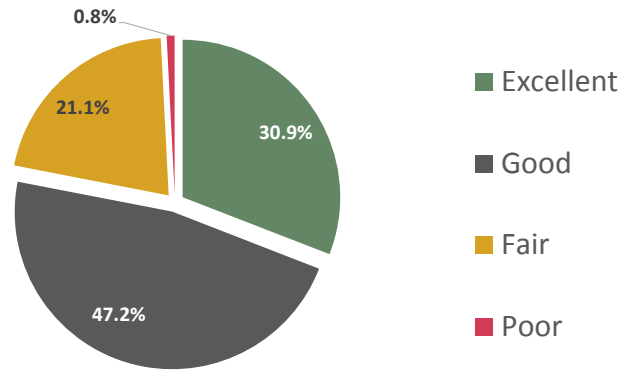
- **61%** of CALED's current members are in the public sector
- **45%** of California's primary economic, community, and business development staff are already CALED members
- **16%** of secondary public-sector employees are CALED members
- **25%** of primary *and* secondary public-sector employees are CALED members

**Public-Sector
Staff Profiles**

- Majority of municipalities have less than five employees that spend at least half of their time on economic development-related work
 - Almost half report two to four employees
- Economic development efforts span multiple departments
 - Almost half report that activities fall under the City Manager's office, followed by Economic Development (43%) and Community Development (43%)
- Most economic development professionals are in senior-level management
 - Over half (55%) self-reported as senior managers

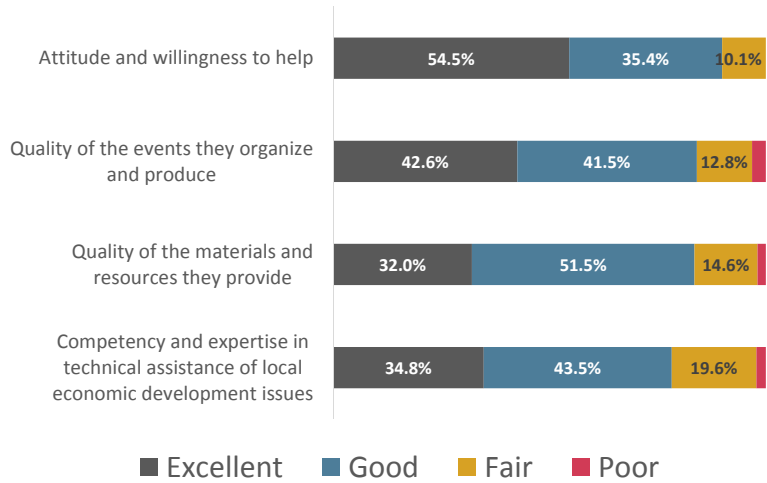
Satisfaction with CALED

Majority of surveyed public-sector staff (with awareness of CALED) are satisfied with CALED's overall efforts to support local economic development across California



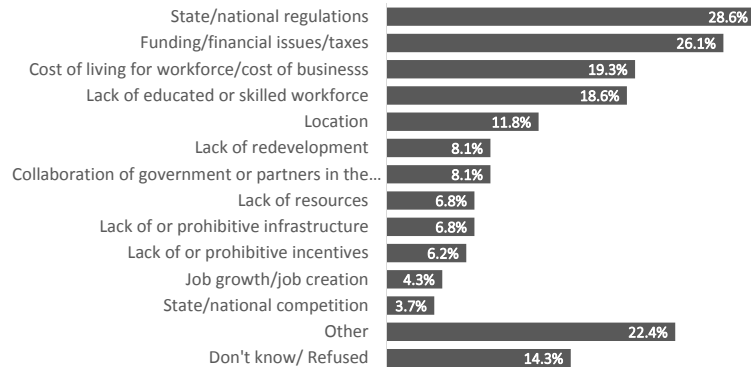
Satisfaction with CALED

Majority of surveyed public-sector staff are also satisfied with specific areas of service



Priorities & Challenges

- Advocacy for economic development-related legislation is top priority for majority of surveyed public-sector staff
- Most reported challenges for local economic development are both regulatory and financial



Current Public-Sector Members: Needs Assessment

- The majority of members are generally satisfied with CALED's overall efforts to support local economic development across California
 - Members are most satisfied with attitude and willingness to help followed by quality of resources provided
- Policy advocacy is top priority for CALED's current member base
 - 81% rated advocacy for economic development-related legislation as extremely important; another 18% selected important
- State and federal regulations were the number one reported challenge by CALED's surveyed members
 - One-third of respondents reported this as challenge—highest

Potential Public-Sector Members: Needs Assessment

- Financial services are more important to non-members than policy advocacy
 - 54% say development of strategies for municipalities that have lost redevelopment funding is extremely important, followed by economic development financing tools (52%)
- Education, finance, and regulatory control are considered challenges for non-members
 - State and national regulations (23%), cost of living for both workforce and business (20%), lack of educated or skilled workers (20%), funding, financial issues, or taxes (20%)

CALED Member Adoption Rate by County

- Northern and Central California had highest adoption rates of current to potential members
- Larger counties with at least 30% adoption rate include San Diego, Sacramento, Fresno, San Joaquin, and Monterey
- Large counties with under 20% adoption rate are Los Angeles, Kern, San Francisco, Ventura, and Santa Barbara





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