Meeting Agenda

01 Introductions & Agenda Overview

02 Impacts of COVID-19 Discussion

03 Strategies + Priorities

04 Build Session Discussion

05 Moving to Implementation

Summary of Work To Date

Community Engagement

Since COVID-19 community engagement has existed primarily online using our project website to collect data & input and zoom to conduct community meetings.

Community Action Team Membership

Resident groups formed to understand issues and challenges across key areas of focus
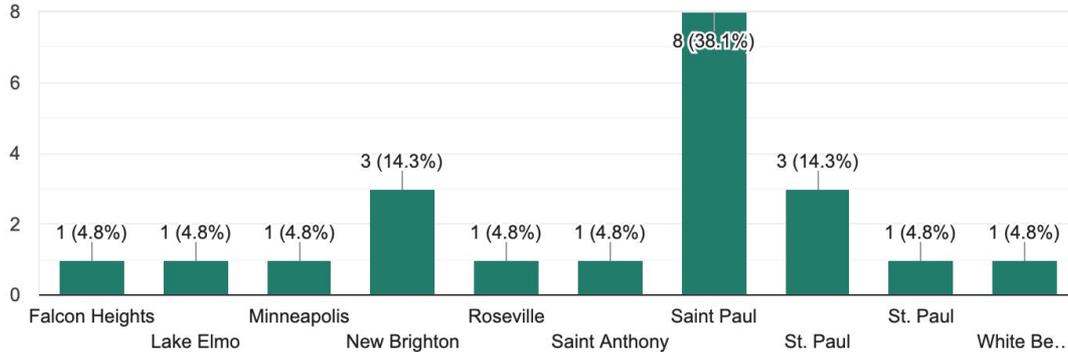
Project Website Summary

- 4,824 total visits
- 1,370 unique users
- 101 survey responses
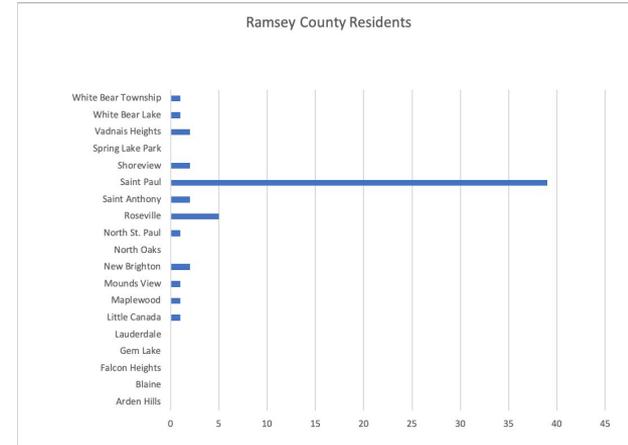
Impacts of COVID-19

Discussion

RAMSEY COUNTY

Working Group Report
Ramsey County Priorities

Entrepreneurship & Innovation

The opportunity to strengthen the County's innovation position requires focus on the growth and retention of small businesses and fostering greater entrepreneurial pathways in innovation industries such as tech, medical device manufacturing, and the creative economy.

WHY?

- Clusters of niche innovation industries
- Concentration of highly-skilled tech workers
- Approaching opportunity of automation
- Rethink land use and commercial retail
- Limited funding capacity for small
- Limited digital capacity (business, workers)

- Carving out equity models for existing funds
- Addressing capital gaps through Bank Partnership (Biz Credit Corp - Indiana Model)
- 2% Loan program (MSP model)

Business Capital

How can the County increase targeted capital flows to reboot and scale small businesses (ensuring COVID recovery) and support entrepreneurs, particularly those owned by and hiring BIPOC ?

Training and Incubation

How can the County invest in results oriented entrepreneurship training opportunities and incubation resources for existing and new entrepreneurs?

Support Services

How can the County apply its knowledge about the barriers to scaling for BIPOC owned businesses to creating support services and deploying recovery dollars and contracts?

RACIAL EQUITY & INCLUSION:

Digital Equity and Remote Work

BIPOC Entrepreneurship Pathways

Nontraditional Funding

Worker-Owner Cooperatives & Investments in Worker Conversions

Industry + Infrastructure

As Ramsey County prepares for new industry growth, it must work alongside cities and local, regional partners to ensure adequate resources to grow and retain new and existing businesses.

WHY?

- Businesses are looking for land, available land is limited yet land values in Ramsey County may be more affordable than other parts of the metro region
- Can Ramsey County accommodate future industry needs?
- Current displacement of businesses and jobs are substantial
- Some communities don't have capacity for BR&E, nor substantial economic development dollars for growth

- Align CEPA, DEED, Met Council resources toward development
- BIPOC carve outs for existing funding for site development
- Consider investing in childcare industry
- Changing contracting and procurement to focus on local MWBE

RAMSEY COUNTY

Site Dev + Preparation

How can Ramsey county support community partners in site development preparation to support business growth, addressing limited land availability?

BR&E Infrastr.

How can the County work alongside cities and communities to support retention and expansion of home-grown and mid-size businesses?

Supply Chain

How can the County work to encourage MWBE contracting and procurement as development happens?

RACIAL EQUITY & INCLUSION:

Minority procurement and contracting

Commercial land trusts

Scaling organizations conducting MWBE outreach/support

Redevelopment in low-income communities

Underutilized public lands strategy

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Placemaking: Corridors + Culture

Ramsey County can leverage its unique place assets to foster economic growth with renewed investment in communities and corridors of opportunity - enhancing culture, thinking strategically about transit oriented development and community ownership models for revitalization.

WHY?

- Transit projects present new opportunities for development
- Parks, bike and trail infrastructure are assets in communities
- Racially and ethnically diverse and vibrant cultural corridors and pockets across the County are assets
- Creative placemaking and creative industries already an asset
- Leverage limited public resources

- Rice Larpenteur Alliance serves as a model for collaboration
- Reinforce corridor revitalization grant program
- Encourage community ownership of main streets/corridors
- Carsharing services and other microtransit options
- Purchase land along corridors to maintain affordability

RAMSEY COUNTY

MZ STRATEGIES

ECONOMIC INCLUSION

NEOO PARTNERS INC.

FOURTH ECONOMY

TOD Strategy

How can Ramsey county support dense development, and connection with housing and transit?

Corridor Revitalization

How can the County continue its work to revitalize cultural corridors and main streets, and support job growth in creative industries and entrepreneurship?

Outdoor Assets

How can the County leverage its outdoor assets - parks, open space, bike/pedestrian network - for community wealth building?

RACIAL EQUITY & INCLUSION:

Stimulate commercial affordability through cooperative multi-jurisdictional and sector incentives

Geographically targeted home-ownership & commercial-ownership investments, ie Rondo, Frogtown, West 7th

Define mobility to emphasize accessibility

RAMSEY COUNTY

Affordable Housing

As population continues to grow across the County, cost of living will continue to rise.

Demographic changes require the County to think strategically about affordable housing, especially for the many cost-burdened households.

WHY?

- COVID19 economic depression is accelerating housing instability pressures
- Deep affordable housing for those in supportive housing
- Aging single family housing presents opportunities for promoting affordable homeownership
- Within metro area, relative affordability still can be found in Ramsey County
- Increase production: new tools, new partnerships, leverage $$

- Transitioning those in supportive housing to vouchers, services
- Increase rent subsidies for low-income families
- Maximize homeownership and community ownership models
- Abate real estate taxes; predev funding, housing trust fund
- Address barriers to development (e.g. building fees, land costs, speculation and predatory purchasing).

New Housing Supply

Where should the County encourage new affordable housing and what resources can it provide to accommodate development?

Preserve NOAH

What policy, financing and program levers can the County pull to preserve its affordable housing units that can also support affordable ownership and wealth creation?

Housing Supports

What support services are most important for cost-burdened families, and how to scale these with rising housing instability?

RACIAL EQUITY & INCLUSION:

Targeted assistance to address racial disparities

Wealth building opportunities for BIPOC home-owners and developers

Statement of Ramsey County racial equity values and principles specific to housing, land use and investment

Prioritize preservation and strategic acquisition

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Talent Alignment

Workforce System
How can the County better align its workforce system with partners across communities as well as the economic development and social services spectrum?

Barriers to Employment
How can the County better address barriers to employment including training access, childcare, etc. and support workforce reentry solutions?

Hiring + Upskilling
How can the County work with private industry to encourage inclusive hiring practices, support talent attraction efforts and opportunities for retraining?

COVID-19 Implications
How can the County navigate COVID-19's disruption on the labor force (e.g. growing unemployment) and align partners around recovery?

RAMSEY COUNTY

Community Build
Session Structure

RAMSEY COUNTY

Build Session Overview

Build Sessions are a way of facilitating a group of engaged stakeholders through a human- centered design process that allows for ideation, prioritization and rapid prototyping of concepts and recommendations.

- Involves short sessions with participants providing the opportunity to document both visionary and tactical ideas.

- Utilizes briefing papers sent in advance to ensure participants are prepared and knowledgeable

- Generates recommendations that are actionable, specific and directly aligning to an identified challenge

- Provides clear understanding of a recommendation - its needs, level of difficulty, costs and perceived impact


RAMSEY COUNTY

Digital Engagement

Meetingsphere
A highly collaborative meeting software that collects feedback in real time to facilitate meaningful discussion resulting in clear actions for follow up.

1. ACTION STEPS: What actions do we need to take to enact this strategy?

Comments on the topic (27)

- **1.1. Immediate (next 6 months)**

1.1.1. Work to obtain the required funding to start the Codorus improvement project as soon as possible

1.1.2. Develop a clear plan with targets including demographics; business objectives community objectives etc

1.1.3. marketing plan to connect public spaces which will connect the county...

1.1.4. More public meetings on the above initiatives. (Codorus)

1.1.5. Develop plan for biking and walking network in York City

1.1.6. Audit parks for age-friendliness

1.1.7. Continue to support the Codorus Corridor Program which is a six-week enrichment program created by the General Authority, Buchart Horn and the National Council on Aging.

Lobby of 'Quality of Place - Room 2'

ENTER   ADD INSTRUCTION   INVITE   MEETING REPORT

Meeting closed

Goal - Improve the built environment and support infrastructure around York County's outdoor recreational assets

Strategy #2

Action Steps

Action Steps | What are the action steps we must take to enact this strategy?

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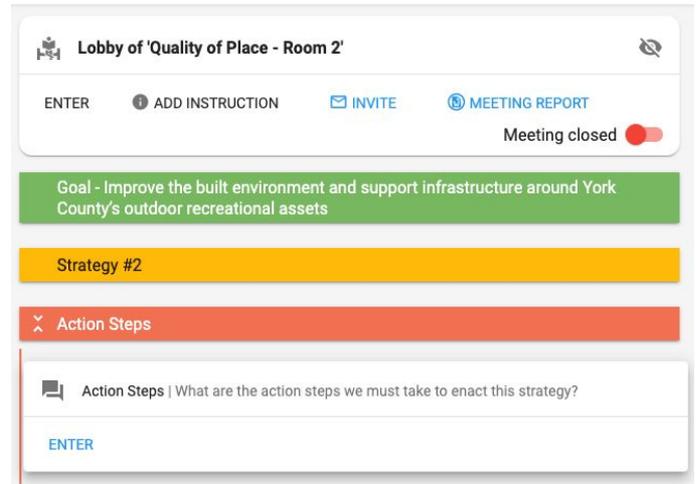
Build Session Agenda

Vision + Goals

Where do you see the County in five to ten years from now?

+

Equity Focus

How do we ensure inclusion and equity in this focus area?

→

Tactics and Steps

What do we need to ***do*** to achieve stated goals within this focus area?

Partners and Resources

Who and ***what resources*** are needed to achieve these steps?

Prioritize and Measure

What actions are ***short vs. long term*** and how do we ***measure***?
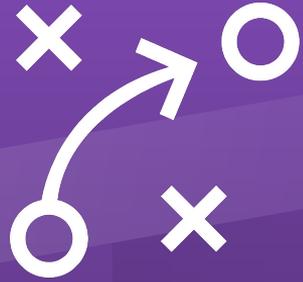
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Q3 - Q4 Moving to Implementation

Our Timeline
(Strategy and Implementation)

	Strategy Refinement	Implementation Model	Final Meeting Plan Roll Out
	September 2020	Oct - Nov 2020	Jan 2020

Community Build Sessions

Aug 2020

August 2020

October 2020

Community Engagement
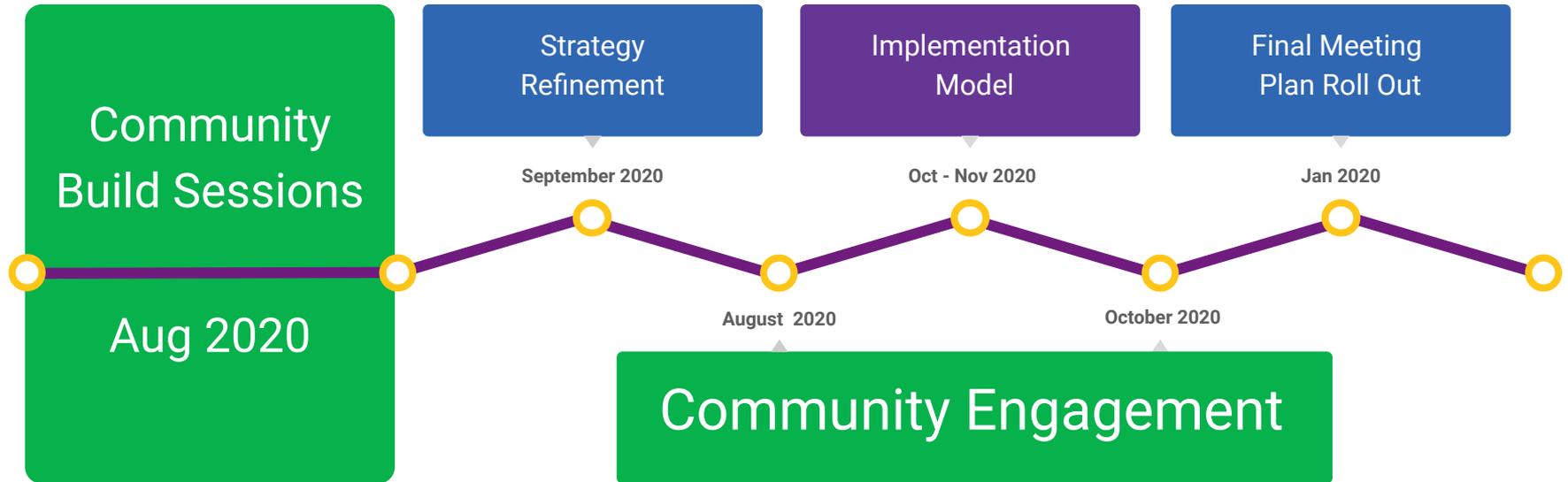
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Aligning Roles for Sustainable Impact

Economic Plan Stakeholders:

- Ramsey County
- Elected Officials
- Individual Cities and Residents
- Community Development Organizations
- Economic Developers (local, regional)

Roles:

- Conveners
- Advocates
- Policy Makers
- Funders

How do we center the plan with clarity around the roles of various stakeholders? How do we align?

RAMSEY COUNTY

Prioritizing Strategies

Short vs. Long Term Solutions

Impact scale (local vs. broad)

Responsive to the Ecosystem And Planning for Transformation

How do we prioritize the solutions that we'll generate from the Build Sessions?

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