



Photo Credit: Graeagle Mill Pond by Michael K. Clawson

GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy

Establish and maintain a diverse and long-term, sustainable local economy and a strong economic base while protecting and maintaining communities, neighborhoods and natural assets.

5.1.1 Use of Economics Element to Guide Decision-making

The County shall utilize the Economics Element to guide County decision-making on matters affecting economic development.

5.1.2 Preparation of Economic Development Strategy + Implementation Measure #1

The County shall coordinate the preparation and periodical update of an Economic Development Strategy to guide annual work plans and day-to-day activities to implement the goals and policies of the Economics Element. In implementing and following an economic development strategy, the County must maintain flexibility to respond to short-term economic opportunities that are consistent with the goals of the Economics Element.



GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy cont.

5.1.3 Businesses that Help to Diversify and Strengthen the Local Economy + Implementation Measure #2

The County shall encourage businesses that contribute to a diverse, robust, viable and sustainable economy and are consistent with the goals and policies of the Countywide General Plan.

5.1.4 Discouragement of Non-Compatible Land Uses + Implementation Measure #3

The County shall protect the long-term economic viability of commercial, industrial, agricultural, timber and mineral resource lands by discouraging conversion and encroachment by non-compatible uses that adversely affect the sustainable uses of these lands.

5.1.5 Aggregate Mining Resources

The County shall support the continued operation of existing aggregate mining activities within the County as well as new aggregate mining in appropriate areas to meet the long-range construction needs of the region while meeting health and safety standards and all local, State and Federal environmental regulations.



GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy cont.

5.1.6 Maintenance of an Adequate Supply of Land + Implementation Measure #4 & #23

The County shall maintain an adequate supply of properly zoned land, in accordance with the land-use designations in the General Plan and the infrastructure to support a broad range of economic development opportunities and to promote a balanced economy.

5.1.7 Retention and Expansion of Existing Businesses + Implementation Measure #4

The County shall encourage the retention and expansion of existing businesses in important economic export sectors, including forestry, forest products manufacturing and other types of manufacturing, agricultural goods and services, mining, tourism, retail businesses, energy resources, education and health care. This includes activities occurring on public as well as private lands within the County.



GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy cont.

5.1.8 Attracting New Businesses + Implementation Measure #5

As part of an overall economic development strategy, the County shall strive to attract new businesses and pursue new economic opportunities. In these efforts, the County shall strategically collaborate with the City of Portola and both Sierra and Lassen Counties to develop economic opportunities and market the larger region.

5.1.9 Maintaining Strong Working Relationships with United States Forest Service + Implementation Measure #25

The County shall establish and maintain a working relationship with the United States Forest Service within the County that fosters economic sustainability, including advocacy for plans and policies on National Forest lands that will help to create new economic activity that benefits the local economy.



Implementation Measures

GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy

Implementation	Implements What Policy	Who is Responsible
1. a. The County shall consider the establishment of an economic advisory body to assist in the development of an economic development strategy and workforce. Such a body should be appointed by the Board of Supervisors and should include representatives of key sectors, including but not limited to local business, forestry and timber products, energy, tourism, agriculture, banking and finance, health services and education. In addition, the County should seek participation from the United States Forest Service.	5.1.2	Board of Supervisors
b. The County shall manage the preparation and regular updates of an economic development strategy that will guide the overall development of Plumas County as a competitive location for existing businesses to remain and expand and for attracting new businesses, consistent with the General Plan vision. The County may prepare the economic development strategy itself with guidance from the economic advisory body or may delegate this responsibility to local economic development service providers for adoption by the County with review and input by the economic advisory body.	5.1.2	County Economic Development Services Provider
2. When requested, and as County resources allow, the County shall work with existing or prospective businesses in industries targeted by the County's economic development strategy to secure financial assistance from such sources as Community Development Block Grants, Economic Development Administration or United States Department of Agriculture Rural Development.	5.1.3	County Economic Development Services Provider

Implementation Measures

GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy

Implementation	Implements What Policy	Who is Responsible
3. The County shall include designated mineral resource areas in Plumas County land-use maps and protect these sites from encroachment.	5.1.4	Planning
4. a. The County shall consider designating a County staff person or third party economic development organization to collect and disseminate information to existing and prospective businesses regarding demographics, labor-force characteristics, availability of sites, including both buildings and land able to be developed, with appropriate zoning and infrastructure, transportation, and services, and other factors relevant to business location and expansion decisions, in collaboration with the City of Portola, County Chambers of Commerce and local property owners and real estate representatives.	5.1.6	County Economic Development Services Provider
b. As part of an overall economic development strategy, the County shall work with local partners to develop and implement an ongoing proactive business-retention program to support existing businesses and foster their expansion. As part of the business retention program, establish a business outreach program aimed at enhancing communication between existing businesses and the County, which could include convening business roundtable meetings for sharing information and concerns. The meetings should include representation from government and businesses and should provide a forum for any local business to share concerns.	5.1.7	County Economic Development Services Provider

Implementation Measures

GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy

Implementation	Implements What Policy	Who is Responsible
4 c. See policies and implementation programs in Agriculture and Forestry Elements, regarding ongoing support for these industries.	5.1.7	County Economic Development Services Provider
d. As part of the larger economic development strategy, the County shall consider the establishment of a “local foods” initiative that will help to increase the supply of locally grown food. Elements of the initiative may include ensuring that existing policies facilitate greenhouse development on agricultural lands; expanding farmers market operations, working with local farmers to determine methods of extending the season, expanding number of vendors, increasing the days per week and considering other locations in the County; making it easier for farmers to establish farm stands for direct sales on agricultural property and supporting programs that promote and assist in the identification and marketing of local products, including outreach to the newspaper, Chambers of Commerce, businesses and any others seeking to improve the environment to foster an effective local foods initiative.	5.1.7	County Economic Development Services Provider

Implementation Measures

GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy

Implementation	Implements What Policy	Who is Responsible
5. a. The County shall disseminate information on available sites. See Implementation Measure 5.1.6, above.	5.1.8	County Economic Development Services Provide
b. The County shall ensure adequate land supply. See Policy 5.1.6 above.		
c. The County shall strive to support efforts of local economic development service providers to coordinate in conducting outreach and assistance to prospective new businesses.		
d. The County shall encourage and support efforts to foster new economic activity in conjunction with established industry, such as linking forestry to renewable fuels production or leveraging the value of Plumas County's "watershed services" to downstream users in order to support local watershed maintenance and enhancement activities.		
e. The County shall conduct and disseminate economic research relating to emerging markets, innovations and opportunities in which the County may have a competitive advantage.		
f. The County shall consider targeting Internet marketing, web design, video production and entertainment media firms for business-attraction efforts.		
g. The County shall encourage businesses and research that support sustainability and contribute to the emerging "green" economy, including agricultural and timber forestry enterprises.		
h. The County shall support appropriate home businesses, "cottage" industries, telecommuting and telepresence to link local businesses to the larger global economy and reduce fuel consumption.		

Implementation Measures

GOAL ECON 5.1 – Maintain a Diverse and Sustainable Economy

Implementation	Implements What Policy	Who is Responsible
25. The County shall charter the Plumas County Coordination Council to be the forum responsible for the coordination of planning efforts between the County and other local, state and federal land managers.	5.1.9	Planning

GOAL ECON 5.2 – Expand the Tourism Economy

Expand the Plumas County Tourism Economy.

5.2.1 Support of Tourism Development

The County shall strive to support year-round tourism development where it is compatible with the ongoing viability of the County's other sustainable industries, such as agriculture and timber.

5.2.2 Marketing Plumas County as a Tourism Destination + Implementation Measure #6 & #7

The County shall strive to support projects and activities that help to increase Plumas County's visibility and appeal as a visitor destination, including projects undertaken by private tourism providers.

5.2.3 Development of Plumas County as a Recreation Destination + Implementation Measure #8

The County shall support projects and activities that help to enhance Plumas County's appeal as a recreation destination.

5.2.4 Expansion of Arts-Based Tourism + Implementation Measure #9

The County shall encourage economic development and tourism through the performing, literary and visual arts.



Implementation Measures

GOAL ECON 5.2 – Expand the Tourism Economy

Implementation	Implements What Policy	Who is Responsible
6. a. To the extent possible, the County shall prioritize development of basic public infrastructure for tourism, such as public restrooms and public gathering places.	5.2.2	Public Works
b. The County shall encourage tourism development that emphasizes protection and enhancement of the natural scenic beauty of Plumas County.		County Economic Development Services Provider
c. The County shall encourage and support lodging and food service facilities to support recreation and cultural and historic events and activities, including lodging and food facilities to support eco-tourism and agritourism needs, guest ranch facilities, campgrounds, bed and breakfasts, and event and business lodging.		
7. a. To the extent possible, the County shall support public/private tourism industry marketing efforts.	5.2.2	County Economic Development Services Provider
b. The County shall support the efforts of private and non-profit and other groups to increase local spending through tourism and “shop local” campaigns. See Policy 5.6.8.		
c. The County shall support Scenic Byways, Bucks Lake Wilderness area and other designated recreational areas on the National Forests to further the promotion of tourism in the County.		

Implementation Measures

GOAL ECON 5.2 – Expand the Tourism Economy

Implementation	Implements What Policy	Who is Responsible
8. a. The County shall support the development of recreational events and activities that attract visitors on a year-round basis, including but not limited to, athletic events and outdoor activities.	5.2.3	County Economic Development Services Provider
b. The County shall encourage destination recreation and tourism through projects on private lands. On public lands, coordinate efforts with Federal and State agencies. Some examples of activities are: <ul style="list-style-type: none">• Promoting motorcycle tourism, fishing, boating, golf, destination education facilities, viewing fall colors, ice fishing, and other outdoor activities during the four seasons• Developing snowmobile staging areas with parking and restrooms open in winter• Developing snowmobile trail network maps/web site• Establishing routes, an overnight hut system, parking and trailhead facilities, etc. for back-country ski touring/snowshoeing• Developing destination mountain biking and whitewater rafting/kayaking destinations within the County; including provision of parking and river put-in/takeout facilities• Developing guidebooks for mountain routes, etc.• Installing "Share the Road-Bicycles" signs to support organized bike rides and events and independent cycle touring as visitor activities• Establishing bicycle touring routes and the pursuit of funding to widen shoulders to safe widths for cyclists on those routes• Promoting agritourism and the development of specialty agricultural products.• Promoting winter sports, destination hunting, fishing, and wildlife viewing.• Coordinating the marketing message promoting recreational resources and the availability of lodging and food services to accommodate visitors.		

Implementation Measures

GOAL ECON 5.2 – Expand the Tourism Economy

Implementation	Implements What Policy	Who is Responsible
9. a. As part of an overall economic development strategy, the County shall incorporate measures to encourage the development of the literary, performing and visual arts through programs and facilities which will support tourism and otherwise contribute to the retention and creation of job opportunities.	5.2.4	County Economic Development Services Provider
b. The County shall support development of cultural tourism attractions based on the interpretation of the County's history, including collaboration with local groups on projects relating to local Native American culture and history, and other historic themes such as mining, logging and railroads.		
c. The County shall, where feasible, identify and support local groups in the performing and visual arts.		
d. The County shall establish and implement a standardized permitting process and requirements to facilitate concerts, festivals and other large visitor-attracting events while considering potential negative impacts on the surrounding community.		
e. The County shall encourage protection, maintenance and restoration of historic facilities, structures, including barns, and venues used for cultural and art activities.		

GOAL ECON 5.3 – Product Development

Develop Plumas County's Assets to Support Economic Development.

5.3.1 Increased Investment in Public Lands

The County shall advocate for continued investment in the County's public lands to increase their attraction of visitors and a variety of other economic uses, where appropriate, including improvements to National Forest stewardship to enhance the forests' environmental/habitat, recreational and timber values. Encourage public/private partnerships with the National Forests, Lassen National Park and Plumas Eureka State Park.

5.3.2 Expansion of Broadband Communications + Implementation Measure #10

The County shall cooperate with public and/or private utility companies to expand the deployment of broadband communications and other new technologies capability within Plumas County's developed areas.



GOAL ECON 5.3 – Product Development cont.

5.3.3 Expansion and Re-use of Assets + Implementation Measure #11

The County shall seek productive expansion and re-use of existing assets within the County to support economic development.

5.3.4 Adequate Water and Wastewater Facilities

When requested, and within available resources, the County shall assist local service providers in the pursuit of state and federal funding and development of land-use assessment and fee programs to upgrade and enhance water and wastewater facilities.

5.3.5 Addressing the Impact of an Aging Workforce on Local Industries

The County shall support efforts to study, understand and address issues relating the needs of local industries in light of the trend towards an aging workforce. Conversely, encourage family-friendly economies that will attract and support young families.



Implementation Measures

GOAL ECON 5.3 – Product Development

Implementation	Implements What Policy	Who is Responsible
10. The County shall consider strategic use of County assets, such as property, buildings, structures and rights-of-way to be used in partnership with service providers to expand broadband and other new technology networks.	5.3.2	Board of Supervisors
11. As part of an overall economic development strategy, the County shall inventory and assess the County's existing assets for economic development and develop an action plan to maintain, improve, expand and re-use them for the benefit of economic development. Such an inventory could include: <ul style="list-style-type: none">• Plumas County's three airports• Old mine sites• Abandoned mill sites and other key opportunity sites• Railroad lines and spurs• Power transmission infrastructure and other infrastructure• Support services and facilities, such as produce processing facilities, animal-processing facilities and dairies• Natural resources	5.3.3	County Economic Development Services Provider

GOAL ECON 5.4 – Employment

Ensure that all persons have access to meaningful employment.

5.4.1 Prioritization of Workforce Development + Implementation Measure #12

The County will place a high priority on the proactive development of the workforce through early and higher education, vocational training and lifelong learning so that residents are prepared to contribute to, and benefit from, the County's economic development.

5.4.2 Encouragement of Entrepreneurship + Implementation Measure #13

The County will encourage entrepreneurship so that residents can create their own employment opportunities.

5.4.3 Local Hiring + Implementation Measure #14

The County will encourage the employment of County residents.



Implementation Measures

GOAL ECON 5.4 – Employment

Implementation	Implements What Policy	Who is Responsible
12. a. The County will support the location of a satellite campus for Feather River College within the County and will also explore incentives and marketing programs to attract an accredited four-year college or university to the County. b. The County shall encourage Feather River Community College and the public school system to develop and offer courses that will help local residents develop skills that will position them for jobs in Plumas County's emerging industries. c. The County shall encourage collaboration between the public education system, non-profits and private sectors to promote education, vocational training, professional development, workforce development and lifelong learning in the workforce.	5.4.1	County Economic Development Services Provider
13. a. As part of an overall economic development strategy, the County shall strive to support economic development programs that promote and seek funding for workforce development and housing and provide technical and financial assistance, including capital, technical expertise, and training, to businesses starting up and expanding. b. The County shall promote job training by coordinating with local non-profits, Feather River College, private sectors and agencies in placing unemployed residents, including youth, in appropriate skill-enhancement programs. c. The County shall strive to facilitate networking among local entrepreneurs and potential mentors by working with local business organizations to establish a Plumas County entrepreneur's and potential mentor's forum involving a speaker's series that would serve as a venue to attract entrepreneurs and potential mentors. The purpose of the forum would be for networking and to begin building a database of local entrepreneurs and potential mentors and their interests and resources, which can be used to help match fledgling businesses with mentors and resources to support their success.	5.4.2	County Economic Development Services Provider

Implementation Measures

GOAL ECON 5.4 – Employment

Implementation	Implements What Policy	Who is Responsible
14. a. The County will continue its outreach to local residents in filling vacant positions within County departments and agencies.	5-4-3	County Human Resources
b. When considering any outsourcing of services to private enterprise, the County shall incorporate a preference for local firms, when financially feasible.		

GOAL ECON 5.5 – Support Business Retention, Expansion and Attraction

Align County Regulations and Procedures with Goals of Business Retention, Expansion and Attraction (Public Policy Initiative).

5.5.1 Streamlining of Regulations + Implementation Measure #15

The County shall streamline local regulations to facilitate economic development.



Implementation Measures

GOAL ECON 5.5 – Support Business Retention, Expansion and Attraction

Implementation	Implements What Policy	Who is Responsible
15. a. The County shall implement a program that increases the efficiency of the development review process, which may include amending the Zoning Code to streamline review of minor projects with minimal environmental impacts that enhance the County's economic base on sites suitable for commercial and industrial uses.	5.5.1	Planning
b. The County shall facilitate build-out of digital infrastructure by amending the Zoning Code as necessary to facilitate the installation of digital communications infrastructure for businesses and industry, including expanded availability of broadband service options for home businesses.		
c. The County shall support efforts, including revisions to the Zoning Code to improve signage, displays and mapping for downtowns.		
d. The County shall review parking in existing communities and explore solutions to identified parking problems.		
e. The County shall modify the Zoning Code to facilitate commercial, industrial and/or mixed-use projects at sites near transit stops.		
f. The County shall support efforts of local economic development service providers to coordinate and identify ways that local regulations and procedures could be improved in order to better support business within the County.		

GOAL ECON 5.6 – Create Balanced, Sustainable Communities

Create Balanced, Sustainable Communities within the County to Foster Economic Development.

5.6.1 Encouragement of Transit-Oriented Development + Implementation Measure #16

The County shall encourage transit-oriented development by encouraging patterns of commercial and industrial development that support use of public transit.

5.6.2 Infill Development + Implementation Measure #17

The County shall investigate methods for making infill development more attractive to private developers.

5.6.3 Creation of a Vibrant Mix in Commercial Areas + Implementation Measure #18

The County shall create a vibrant mix of residential development, retail and other commercial services, employment opportunities, governmental services, restaurants, entertainment and cultural/recreational opportunities in Towns or Communities or areas where community plans or specific plans have been developed.



GOAL ECON 5.6 – Create Balanced, Sustainable Communities cont.

5.6.4 Encouragement of Industrial Park Development + Implementation Measure #19

The County shall encourage development of well-planned and designed industrial parks catering to existing local as well as outside opportunities, where appropriate.

5.6.5 Revitalization Promotion + Implementation Measure #24

The County shall promote the revitalization of communities in transition due to the decline of resource-based industries.

5.6.6 Reduction in Dependence on Non-Renewable Resources

The County shall strive to assist businesses in reducing their dependence upon non-renewable resources, such as fossil fuels.



GOAL ECON 5.6 – Create Balanced, Sustainable Communities cont.

5.6.7 Balance of Jobs and Housing Supply + Implementation Measure #21

The County shall work to achieve a balance between the availability of jobs and housing so that the demand for housing created by local employment opportunities is adequately addressed by the supply of local housing so that local employees are not required to commute long distances in order to find housing that is affordable and meets their needs.

5.6.8 Increase in Local Spending to Support More Diverse Local Retail Options + Implementation Measure #20

The County shall encourage economic development which increases the percentage of total personal income spent within the County.

5.6.9 Encouragement of a Broad Range of Retail

Within areas designated in the General Plan Land Use maps for commercial development, the County shall encourage the location of a broad range of local retail, service, and support businesses providing additional goods and services that are not now available in the County.



GOAL ECON 5.6 – Create Balanced, Sustainable Communities cont.

5.6.10 Encouragement of Workforce Housing Development + Implementation Measure #21

The County shall encourage the provision of adequate housing to meet existing and future workforce housing needs and provide opportunities for local workers to reside in the community.

5.6.11 Historic Downtown Area Revitalization + Implementation Measure #22

The County shall encourage retail development that provides for revitalization of historic downtown areas.

5.6.12 Support of Economic Development with Public Resources + Implementation Measure #23

The County shall strive to provide appropriate public services and infrastructure to support economic development.



Implementation Measures

GOAL ECON 5.6 – Create Balanced, Sustainable Communities

Implementation	Implements What Policy	Who is Responsible
16. The County shall consider using the existing Modifications and Planned Development Permit process as a means of modifying development standards, reducing or waiving impact fee requirements, expediting permit processing, and providing other types of incentives in order to encourage transit-oriented development.	5.6.1	Planning
17. The County shall consider using the existing Modifications and Planned Development Permit process as a means of modifying development standards, reducing or waiving impact fee requirements, expediting permit processing, and providing other types of incentives in order to encourage infill development.	5.6.2	Planning
18. The County shall provide mixed-use zoning in downtown and community core areas to allow a mix of housing, retail, offices, entertainment and public/civic uses.	5.6.3	Planning
19. The County shall encourage preparation of Specific Plans or master plans and master environmental assessments for industrial parks in order to streamline the subsequent development process.	5.6.4	Planning
20. The County shall coordinate with local businesses and Chambers of Commerce to create “buy local” campaigns to build local residents’ awareness of the options for and benefits of shopping locally.	5.6.8	County Economic Development Services Provider

Implementation Measures

GOAL ECON 5.6 – Create Balanced, Sustainable Communities

Implementation	Implements What Policy	Who is Responsible
21. The County shall support and implement Policies and Implementation Measures in the Housing Element that are designed to increase the supply of affordable housing within County, including providing adequate sites zoned to accommodate anticipated affordable-housing needs and Policies and Implementation Measures that call for the provision of incentives or other forms of assistance or public/private partnerships to develop and maintain affordable housing.	5.6.7 5.6.10	Planning
24. The County shall support the re-use of abandoned or underutilized facilities and buildings in existing communities and shall investigate the use of incentives or grants for the establishment of new productive uses.	5.6.5	County Economic Development Services Provider
22. The County shall encourage property owners to utilize programs such as Historic Preservation Tax Credits to rehabilitate and reuse historic buildings while maintaining their historic integrity.	5.6.11	Planning
23.a. The County shall develop and implement a program that analyzes the existing and potential public services and infrastructure available to vacant land zoned for commercial and industrial uses within Towns and Communities and take steps to strive to provide adequate public services and facilities to support their development with employment generating uses.	5.1.6 5.6.12	Public Works
b. The County shall strive to coordinate County budget and capital-improvement programs with the Economic Element to ensure that public facilities and services are appropriately located and sized and properly timed to support the desired economic development		

GOAL ECON 5.7 – Develop a Strategic Energy Plan

Develop a Countywide Strategic Energy Plan, including an effective energy strategy based on self-sufficiency, conservation and development of renewable energy resources that is actively implemented countywide and through Specific and Community Plans and through cooperation with utilities, State and Federal agencies and private interests.

5.7.1 *Strategic Energy Plan*

Develop a “business friendly” Strategic Energy Plan that balances the Energy Policies with Economic viability in order to protect, stimulate and create economic development and jobs.



GOAL ECON 5.8 – Develop a Diverse, Low-Cost Energy-Supply Portfolio

Develop a diverse, low-cost energy-supply portfolio that balances County energy demands with social, economic and environmental needs, adequate to provide for local self-sufficiency.

5.8.1 Evaluation of Consistency with the General Plan

The County shall evaluate future energy projects and programs for consistency with social, economic and environmental goals of the General Plan.

5.8.2 State and Federal Energy-Planning Processes

The County shall monitor State and Federal energy-planning processes to identify local potential impacts and opportunities and, where appropriate, shall participate in State and Federal efforts to advocate for local energy goals and policies.

5.8.3 Future Energy Needs

The County shall project future energy needs for build out of the County's General Plan and shall strive to create sustainable local sources of energy generation sufficient to provide for those future uses.



GOAL ECON 5.8 – Develop a Diverse, Low-Cost Energy-Supply Portfolio cont.

5.8.4 Local Management and Ownership of Energy Supply

The County shall support projects consistent with this Plan that increase local management and ownership of energy supply and decrease expenditures for imported energy.

5.8.5 Financial Incentives for Energy Efficiency

The County shall explore participation in programs that provide financial incentives and financing to private parties to meet energy efficiency and conservation objectives, such as Property Assessed Clean Energy Bonds, on-bill financing, Community Choice Aggregation and participation in state and federal programs designed to encourage efficiency and renewable resources.



GOAL ECON 5.9 – Energy Efficiency and Transportation

Develop a sufficient connection between land-use and transportation systems to maximize energy efficiency and minimize vehicle miles traveled.

5.9.1 Minimizing Infrastructure's Energy Usage

The County shall seek to create an arrangement of uses that minimize energy needed for transportation, buildings and infrastructure and its maintenance.

5.9.2 Land Use Density

The County shall encourage compact residential and commercial uses that reduce travel, infrastructure and energy use.

5.9.3 Mixed-Use Development

The County shall encourage commercial mixed-use development in town center areas and where appropriately designated to encourage energy efficiency.



GOAL ECON 5.9 – Energy Efficiency and Transportation cont.

5.9.4 Transit-Oriented Development

The County shall encourage location of residential, commercial and industrial uses along and close to main transportation routes to encourage future public transportation service.

5.9.5 Incentives for Use of Existing Infrastructure

The County shall provide incentives for the location of new uses in close proximity to existing infrastructure by requiring that new development pay the full cost of their share of the extension of new infrastructure and by creating incentives for uses that maximize the function of existing infrastructure.

5.9.6 Reduction in Single-Occupant Vehicular Travel

The County shall reduce the need for single-occupant vehicular travel by encouraging measures that ensure more occupants per vehicle, including making land-use provisions and incentives for the use of van pools, shared rides and alternative modes of transportation.



GOAL ECON 5.9 – Energy Efficiency and Transportation cont.

5.9.7 *Encouragement of Pedestrian and Bicycle Traffic*

The County shall encourage pedestrian and bicycle traffic by including provision for bike lanes and bicycle-friendly communities, bicycle parking and for pedestrian amenities in site design and facility improvements in all major residential, commercial and industrial development projects or retrofits. Encourage the widening of shoulders along County roads and State highways to promote safe bicycle travel.

5.9.8 *Telecommuting*

The County shall encourage the use of telecommuting by allowing appropriate home businesses and by supporting the development of a County-wide high-speed communications and data network.



GOAL ECON 5.10 – Building Energy Use

Encourage the construction, operation and maintenance of commercial, residential and industrial buildings as energy efficiently as possible, consistent with sound economic principles for energy efficiency.

5.10.1 Energy Efficient Building Construction

The County shall cooperate with energy utilities and other agencies to promote and implement energy-efficient building construction, renovation and retrofitting practices.

5.10.2 Residential Weatherization Programs

The County shall cooperate with energy utilities and other agencies to promote and implement residential weatherization programs.

5.10.3 Passive Solar Energy Utilization

The County shall encourage passive solar energy utilization through site design that maximizes solar exposure and utilizes an east-west street grid where practicable.



GOAL ECON 5.10 – Building Energy Use cont.

5.10.4 Energy Efficient Landscaping

The County shall encourage the design of landscaping to facilitate building energy efficiency including winter wind shielding and summer solar shading.

5.10.5 Retrofitting for Energy Efficiency

The County shall encourage retrofitting of existing buildings to improve energy efficiency where practicable.



GOAL ECON 5.11 – Energy Efficient Businesses and Agricultural Enterprises

Encourage the operation of businesses and agricultural enterprises as energy-efficiently as possible, within the bounds of sound economic principles. A specific objective of this goal is a 10% improvement in 2010 business and agricultural energy use on a per-capita basis by 2025.

5.11.1 Energy-Efficient Business Programs

The County shall encourage business and agricultural participation in energy efficiency programs.

5.11.2 Energy Efficiency in Economic Development Efforts

The County shall encourage local economic development efforts to include an energy efficiency component, including cooperation on the distribution of energy efficiency, waste management and water-conservation materials.



GOAL ECON 5.11 – Energy Efficient Businesses and Agricultural Enterprises cont.

5.11.3 Installation of Energy Efficient Measures

The County shall cooperate with energy utilities and other agencies to implement energy efficient operations by promoting direct installation of energy efficient measures.

5.11.4 Monitoring Energy Efficiency

The County shall require that staff monitor energy utility and agency programs in County facilities for demonstration or pilot projects, and participate in such energy pilot projects where appropriate.



GOAL ECON 5.12 – Energy Efficient Community Services, Facilities & Infrastructure

Encourage the construction, operation and maintenance of community services, facilities and infrastructure as energy efficiently as possible, within the bounds of sound economic principles. A specific objective of this goal is a 15% improvement in 2010 community service, facility and infrastructure energy use on a per capita basis by 2025.

5.12.1 Selection Criteria for County Purchases

The County shall consider energy efficiency among its selection criteria for all future County purchases of energy consuming equipment, materials, goods and services.

5.12.2 Green Supply Chain Management Plan

The County shall develop a green supply-chain management plan, designed to guide purchasing, encouraging the purchase of sustainable and local products whenever economically practicable.



GOAL ECON 5.12 – Energy Efficient Community Services, Facilities & Infrastructure cont.

5.12.3 Energy Efficient Construction Standards

The County shall incorporate energy efficiency measures deemed to be cost effective within all future construction of new County facilities. The selection of appropriate measures will include the consideration of life-cycle analysis. County facilities shall be designed and built to at least the standards of private new construction.

5.12.4 Energy Efficient Operation and Maintenance

The operation and maintenance of all existing County facilities, including leased facilities, shall include an energy efficiency plan with specific efficiency-related goals and policies and all major facility retrofits and/or renovations shall include energy-efficiency measures, where economically feasible.

5.12.5 Encouraging Local Governments to Adopt Similar Policies

All other local governments, districts and agencies in the County are encouraged to adopt and implement similar energy-efficiency policies and practices to improve countywide public-sector energy efficiency.



GOAL ECON 5.13 – Increase Local Renewable Generation

Encourage the development of local renewable-energy resources for direct application and power-generation purposes. A specific objective of this goal is increasing the amount of current local renewable energy generation by 100% without adverse effects to energy resources or the environment in 10 years.

5.13.1 Identification of Renewable Energy Resource Potentials

The ***County shall encourage public and private-sector efforts to further identify, characterize and map local renewable-energy-resource*** potentials and constraints, including technical and scientific surveys that define resource locations, quantities and qualities, including compatible development areas, in order to inform decision-making processes.

5.13.2 Development of Renewable Resources

The County shall preserve opportunities for development of renewable energy resources.



GOAL ECON 5.13 – Increase Local Renewable Generation cont.

5.13.3 Integration of Energy Requirements into Building Standards

The County shall integrate technically and financially feasible renewable-energy requirements into development and building standards.

5.13.4 Incorporation of Renewable Use in County Facilities

The County shall explore the potential for use of renewable resource use in county-owned facilities during design of both new construction and remodeling, with a specific emphasis on the use of thermal biomass for combined heat and power systems, when appropriate.

5.13.5 Protection of Future Opportunities for Biomass Utilization

The County shall encourage the protection of the infrastructure necessary to preserve future opportunities for biomass utilization for energy production and associated economic uses.



GOAL ECON 5.14 – Evaluation of Energy Facility Proposals

Provide for the thorough and expeditious evaluation of energy facility proposals, including being able to site facilities in an environmentally sound manner and assuring compatible, environmentally sound operations, maintenance and transmission in a timely and orderly fashion.

5.14.1 Establishment of Thresholds and Define Processes for Consideration

The County shall provide information about the processing of energy facility applications by establishing thresholds and defining processes for consideration in advance.

5.14.2 Early Consultation Provision

The County shall provide for early consultation pertaining to energy facilities to ensure the availability of comprehensive information in sufficient detail to enable the County to conduct a thorough analysis.

5.14.3 Ensuring Sufficient Transmission Capacity

The County shall ensure that all new energy facilities have sufficient transmission capacity dedicated or planned, with transmission lines sited.



GOAL ECON 5.14 – Evaluation of Energy Facility Proposals cont.

5.14.4 Maximizing Use of Existing Transmission Facilities

To the greatest extent possible, the County shall ensure that increased demand for energy transmission shall be accommodated with existing transmission facilities or within existing transmission corridors.

5.14.5 Ensuring of Appropriate Location

The County shall ensure that facilities are sited and approved only within areas deemed appropriate as defined as being in compliance with General Plan land-use designations and provisions of the Zoning Ordinance.

5.14.6 Required Compliance Prior to Construction

The County shall require that all applicable local, State and Federal permits have been obtained and appropriate conditions satisfied before construction is allowed to begin.



GOAL ECON 5.14 – Evaluation of Energy Facility Proposals cont.

5.14.7 Green Supply Chain and Waste Management Policy Required

The County shall require energy facilities to minimize waste disposal by maintaining a green supply chain and waste management policy.

5.14.8 Enhancement of Carrying Capacity of Public Infrastructure

The County shall require energy facilities to be sited such that they enhance and do not exceed the carrying capacity of affected public infrastructure; the facility developer shall pay all costs of public improvements.

5.14.9 Requirement of Updated Emergency Plans

The County shall require energy facilities to maintain and regularly update emergency plans, to coordinate such plans with local and state public-safety agencies and to make plans public within the parameters of the Homeland Security Act.

