

2035 GENERAL PLAN ECONOMICS ELEMENT IMPLEMENTATION MEASURES SUMMARY OF PLANNING COMMISSION REVIEW

The following table documents the implementation measures included in the 2035 General Plan Economics Element. The Planning Commission—between June 2020 and November 2020—reviewed the goals, policies, and implementation measures and this summary reflects the notes and suggested action outcomes (*red italic text*) of the implementation measure discussions. By no means does the review of the implementation measures by the Commission or the annotated notes in this document change, in any way, the adopted 2035 General Plan Economics Element implementation measures.

Economics Element Implementation Measure	Implements what Policy	Who is Responsible	2015-2020	2020-2030	On-Going
<p>1. a. The County shall consider (<i>discuss</i>) the establishment of an economic advisory body (<i>formation needed</i>) to assist in the development of an economic development strategy (<i>prepare</i>) 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 (<i>discuss at Plumas County Coordinating Council</i>) from the United States Forest Service.</p> <p>b. The County shall manage (<i>discuss</i>) the preparation and regular updates of an economic development strategy (<i>once developed</i>) 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 (<i>determine</i>) the economic development strategy itself with guidance from the economic advisory body or may delegate this responsibility to local economic development service providers (<i>define/who</i>) for adoption by the County with review and input by the economic advisory body.</p>	5.1.2	Board of Supervisors		X <i>Consider</i>	
		County Economic Development Services Provider		X <i>Manage</i>	

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2. When requested, and as County resources allow (<i>staff time</i>), the County shall work with existing or prospective businesses in industries targeted by the County's economic development strategy (<i>to be determined</i>) 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			<i>X when requested and as resources allow</i>
3. The County shall include designated mineral resource areas in Plumas County land-use maps (<i>GIS</i>) and protect these sites from encroachment.	5.1.4	Planning		<i>X completed</i>	
4. a. The County shall consider (<i>discuss</i>) designating a County staff person or third party economic development organization (<i>determine</i>) to collect and disseminate information (<i>how</i>) 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 (<i>criteria</i>), in collaboration with the City of Portola, County Chambers of Commerce and local property owners and real estate representatives (<i>coordination</i>).	5.1.6	County Economic Development Services Provider			<i>X consider</i>
b. As part of an overall economic development strategy (<i>see Implementation Measure #1</i>), the County shall work with local partners to develop and implement an ongoing proactive business-retention program (<i>prepare</i>) to support existing businesses and foster their expansion. As part of the business retention program, establish a business outreach program (<i>prepare</i>) aimed at enhancing communication between existing businesses and the County, which could include convening business roundtable meetings for sharing information and concerns.	5.1.7				<i>X with overall Economic Development Strategy</i>

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<p>The meetings should include representation from government and businesses and should provide a forum for any local business to share concerns.</p> <p>c. See policies and implementation programs in Agriculture and Forestry Elements, regarding ongoing support for these industries (<i>noted</i>).</p> <p>d. As part of the larger economic development strategy (<i>see Implementation Measure #1</i>), the County shall consider (<i>discuss</i>) the establishment of a “local foods” initiative (<i>coordinate with Plumas-Sierra Community Food Council, Plumas-Sierra County Agricultural Commissioner, and County Environmental Health</i>) 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 (<i>review Plumas County Code</i>) and supporting programs that promote and assist in the identification and marketing of local products, including outreach (<i>coordinate</i>) to the newspaper, Chambers of Commerce, businesses and any others seeking to improve the environment to foster an effective local foods initiative.</p>				<i>X</i> with overall Economic Development Strategy	

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<p>5. a. The County shall disseminate information on available sites (<i>GIS exercise</i>). See Implementation Measure 5.1.6, above.</p> <p>b. The County shall ensure adequate land (<i>zoning</i>) supply (<i>GIS exercise</i>). See Policy 5.1.6 above.</p> <p>c. The County shall strive to support efforts of local economic development service providers (<i>determine</i>) to coordinate in conducting outreach and assistance (<i>staff time</i>) to prospective new businesses.</p> <p>d. The County shall encourage and support efforts to foster new economic activity in conjunction with established industry (<i>discuss</i>), 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.</p> <p>e. The County shall conduct and disseminate economic research (<i>prepare</i>) relating to emerging markets, innovations and opportunities in which the County may have a competitive advantage (<i>e.g., timber, recreation, lodges, hospitality</i>).</p> <p>f. The County shall consider (<i>discuss</i>) targeting Internet marketing, web design, video production and entertainment media firms for business-attraction efforts.</p> <p>g. The County shall encourage businesses and research (<i>how</i>) that support sustainability and contribute to the emerging "green" economy, including agricultural and timber forestry enterprises.</p>	5.1.8	County Economic Development Services Provider		<i>X</i> with overall Economic Development Strategy	<i>X</i> provide information

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<p>h. The County shall support appropriate home businesses, “cottage” industries (<i>review Plumas County Code</i>), telecommuting and telepresence to link local businesses to the larger global economy and reduce fuel consumption.</p> <p>i. The County shall encourage public/private partnerships (<i>identify</i>) to market Plumas County as a business location.</p>					
<p>6. a. To the extent possible (<i>determine funding source</i>), the County shall prioritize development of basic public infrastructure for tourism, such as public restrooms and public gathering places.</p> <p>b. The County shall encourage tourism development (<i>work with Chambers, use website Explore Plumas County</i>) that emphasizes protection and enhancement of the natural scenic beauty of Plumas County.</p> <p>c. The County shall encourage and support lodging and food service facilities (<i>determine how</i>) 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.</p>	5.2.2	<p>Public Works</p> <p>County Economic Development Services Provider</p>		<p>X <i>review Public Works capital improvement program</i></p> <p>X <i>collaboration</i></p>	
<p>7. a. To the extent possible, the County shall support (<i>work with Chambers, Sierra Small Business Development Center, use website Explore Plumas County</i>) public/private tourism industry marketing efforts.</p> <p>b. The County shall support (<i>determine how</i>) 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.</p>	5.2.2	<p>County Economic Development Services Provider</p>		<p>X <i>with overall Economic Development Strategy</i></p>	<p>X <i>provide information</i></p>

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c. The County shall support Scenic Byways, Bucks Lake Wilderness area and other designated recreational areas on the National Forests (<i>discuss during Plumas County Coordination Council</i>) to further the promotion of tourism in the County.					
8. a. The County shall support (<i>how</i>) 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. b. The County shall encourage destination recreation and tourism through projects on private lands (<i>work with Chambers</i>). On public lands, coordinate efforts with Federal and State agencies (<i>discuss during Plumas County Coordination Council</i>). 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	5.2.3	County Economic Development Services Provider	<i>X with overall Economic Development Strategy</i>	<i>X provide information</i>	

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<ul style="list-style-type: none"> • 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. 					
<p>9. a. As part of an overall economic development strategy (see <i>Implementation Measure #1</i>), the County shall incorporate measures to encourage the development of the literary, performing and visual arts (<i>work with stakeholders</i>) through programs and facilities which will support tourism and otherwise contribute to the retention and creation of job opportunities.</p> <p>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 (<i>identify stakeholders</i>).</p> <p>c. The County shall, where feasible (<i>staff resources</i>), identify (<i>prepare list of stakeholders</i>) and support local groups in the performing and visual arts.</p> <p>d. The County shall establish and implement a standardized permitting process and requirements to facilitate concerts (<i>complete</i>), festivals and other large visitor-attracting events while considering potential negative impacts on the surrounding community.</p>	5.2.4	County Economic Development Services Provider		<p style="color: red; text-align: center;">X with overall Economic Development Strategy</p> <p style="color: red; text-align: center;">X provide information</p>	
				<p style="color: red; text-align: center;">X item d. Outdoor Festival Permit process</p>	

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e. The County shall encourage (<i>determine how</i>) protection, maintenance and restoration of historic facilities, structures, including barns, and venues used for cultural and art activities.					
10. The County shall consider (<i>discuss</i>) 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 (<i>County Administrator assistance</i>).	5.3.2	Board of Supervisors		<i>X</i> <i>with overall Economic Development Strategy</i>	
11. As part of an overall economic development strategy (<i>see Implementation Measure #1</i>), the County shall inventory (<i>GIS</i>) and assess the County's existing assets for economic development and develop an action plan (<i>prepare</i>) to maintain, improve, expand and re-use them for the benefit of economic development. Such an inventory could include (<i>work with County departments including Facility Services, Public Works, Planning, GIS</i>):	5.3.3	County Economic Development Services Provider		<i>X</i> <i>with overall Economic Development Strategy</i>	
<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 					

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<p>12. a. The County will support the location of a satellite campus for Feather River College (<i>coordinate</i>) within the County and will also explore incentives and marketing programs (<i>work with economic development entities, County Administrator</i>) to attract an accredited four-year college or university to the County.</p> <p>b. The County shall encourage (<i>coordinate</i>) Feather River Community College and the public school system (<i>Plumas Unified School District</i>) to develop and offer courses that will help local residents develop skills that will position them for jobs in Plumas County's emerging industries.</p> <p>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 (<i>work with stakeholders including Alliance for Workforce Development</i>).</p>	5.4.1	County Economic Development Services Provider			
				X support	
				X with overall Economic Development Strategy	
<p>13. a. As part of an overall economic development strategy (<i>see Implementation Measure #1</i>), 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 (<i>work with County Administrator and refer to Sierra Small Business Development Center</i>).</p> <p>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 (<i>work with stakeholders including Alliance for Workforce Development</i>).</p>	5.4.2	County Economic Development Services Provider			
				X with overall Economic Development Strategy	X coordination

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c. The County shall strive to facilitate networking among local entrepreneurs and potential mentors (<i>example, SCORE – Senior Core of Retired Executive with business experience and CAMEO – California Microbusiness Entrepreneurs Organization</i>) by working with local business organizations to establish a Plumas County entrepreneur's and potential mentor's forum (<i>discuss</i>) 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.					
14. a. The County will continue its outreach to local residents (<i>work with stakeholders including Alliance for Workforce Development</i>) in filling vacant positions within County departments and agencies. b. When considering any outsourcing of services to private enterprise, the County shall incorporate a preference (<i>include in job postings</i>) for local firms, when financially feasible.	5.4.3	County Human Resources			<i>X as positions become available</i>
15. a. The County shall implement a program that increases the efficiency of the development review process (<i>some actions compete, others to do</i>), 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	<i>X amended Code to include ministerial Administrative Use Permit process</i>	<i>X prepare Zoning Clearance Certificate</i>	

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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 (<i>Telecommunications Code</i>), including expanded availability of broadband service options for home businesses.			<i>X</i> <i>Code includes ministerial Site Development Review process</i>	<i>X</i> <i>review and revised Zoning Code as needed</i>	
c. The County shall support efforts, including revisions to the Zoning Code to improve signage (<i>Sign Code</i>), displays and mapping for downtowns (<i>example gateway signage</i>).					
d. The County shall review parking in existing communities and explore solutions to identified parking problems (<i>generally not an issue</i>).					
e. The County shall modify the Zoning Code to facilitate commercial, industrial and/or mixed-use projects at sites near transit stops (<i>GIS identify locations</i>).					
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 (<i>work with County Administrator and refer to Sierra Small Business Development Center</i>).					
16. The County shall consider (<i>discuss</i>) 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		<i>X</i> <i>review potential TOD incentives</i>	

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17. The County shall consider <i>(discuss)</i> 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			<i>X</i> review potential TOD incentives
18. The County shall provide mixed-use zoning <i>(currently in place with C-1 Core Commercial zone allowing residential on 1st and 2nd floors, offices, and retail uses)</i> in downtown and community core areas to allow a mix of housing, retail, offices, entertainment and public/civic uses.	5.6.3	Planning			<i>X</i>
19. The County shall encourage preparation of Specific Plans or master plans and master environmental assessments <i>(coordination with applicants)</i> for industrial parks in order to streamline the subsequent development process.	5.6.4	Planning			<i>X</i> based on project applications
20. The County shall coordinate <i>(determine how)</i> 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			<i>X</i> with campaigns
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 <i>(see Appendix A, vacant sites inventory in Housing Element)</i> 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			<i>X</i> 2019-2024 Housing Element implementation

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22. The County shall encourage property owners to utilize programs such as Historic Preservation Tax Credits (<i>research</i>) to rehabilitate and reuse historic buildings (<i>work also with Building Department</i>) while maintaining their historic integrity.	5.6.11	Planning			X based on project applications
23. a. The County shall develop and implement a program (<i>discuss</i>) that analyzes the existing and potential public services and infrastructure available (<i>work with County Administrator and Planning</i>) to vacant land zoned for commercial and industrial uses (<i>GIS</i>) within Towns and Communities and take steps to strive to provide adequate public services and facilities (<i>e.g., water and sewer capacity</i>) to support their development with employment generating uses.	5.1.6 5.6.12	Public Works			X with overall Economic Development Strategy
b. The County shall strive to coordinate County budget and capital-improvement programs (<i>Public Works and County Administrator to collaborate</i>) 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.					X during CIP and budget cycles
24. The County shall support the re-use of abandoned or underutilized facilities and buildings in existing communities (<i>identify</i>) and shall investigate the use of incentives or grants (<i>research</i>) for the establishment of new productive uses.	5.6.5	County Economic Development Services Provider			X based on project applications
25. The County shall charter (<i>complete, see website: https://www.plumascounty.us/2014/Coordinating-Council</i>) 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			X PCCC meets quarterly