

**Goal #1 Improve the economic Performance of Merced County to Exceed the average of the San Joaquin Valley**

**ACTION PLAN**

<b>What</b>	<b>How</b>	<b>Who</b>	<b>By When</b>
1.1 Support attracting, retaining and expanding businesses	1.1.1 Fund a one-stop governmental lending program to offer access to all incentive governmental loan programs	1.1.1 Finance Committee	1.1.1 June 30, 2001
	1.1.2 Support/continue business retention/expansion program countywide	1.1.2 Education/Employer Committee	1.1.2 Ongoing - review annually
	1.1.3 Publicize, promote, and market employer services	1.1.3 Marketing Committee	1.1.3 June 30,2001
	1.1.4 Provide information at nucleus for business services	1.1.4 Education/Employer Committee	1.1.4 June 30,2001
	1.1.5 Actively reach out to the economic development agencies and chambers to carry out programs (Worknet)	1.1.5 Education/Employer Committee	1.1.5 Ongoing
	1.1.6 Assemble customized job training packages for employers	1.1.6 Education/Employer Committee	1.1.6 Ongoing
	1.1.7 Customized recruitment plan for employees/employers	1.1.7 Education/Employer Committee	1.1.7 Ongoing
	1.1.8 Market WIB	1.1.8 Marketing Committee	1.1.8 Ongoing
1.2 Relocation strategies for hard to employ	1.2.1 Coordinate with HSA to explore relocation strategies	1.2.1 Education/Employer Committee	1.2.1 June 30,2001
	1.2.2 Establish relationships w/WIBs in selected target employment areas (I.E. Las Vegas, Phoenix)	1.2.2 Education/Employer Committee	1.2.2 June 30,2002
1.3 Provide training for demand occupations	1.3.1 Review and analyze local LMI	1.3.1 Education/Employer Committee	1.3.1 Ongoing - w/annual report to WIB
	1.3.2 Survey local smaller businesses to determine needs and review other surveys being done	1.3.2 Education/Employer Committee	1.3.2 June 30, 2001
	1.3.3 Provide required/needed training	1.3.3 Partners	1.3.3 Ongoing
1.4 Collaborate w/other training/educational institutions and employers to provide basic skills & ESL training for incumbent workers and job seekers	1.4.1 Identify successful models in other communities	1.4.1 Standards & Certification Committee	1.4.1 June 30, 2001
	1.4.2 Enlist other partners to participate	1.4.2 Marketing Committee	1.4.2 December 30, 2001
	1.4.3 Establish skills certification for industry standards	1.4.3 Standards & Certification Comm	1.4.3 June 30, 2003
1.5 Measure economic performance by measuring: a. Unemployment rate b. % of students taking SAT c. % of students scoring above the median SAT d. Start up business with 1-4 employees e. % of growth rate in employment f. Sales tax per capita g. % of residence on TANF h. Median wage i. Average income j. Median years of education	1.5.1 Collect data already available to measure annually and compare	1.5.1 Planning and Policy Development	1.5.1 Annually