

The New Economic Development Is Green...and it comes with \$\$\$

THURSDAY, APRIL 3, 2025 | 11:30AM - 1:00 PM

THANK YOU FOR JOINING US!



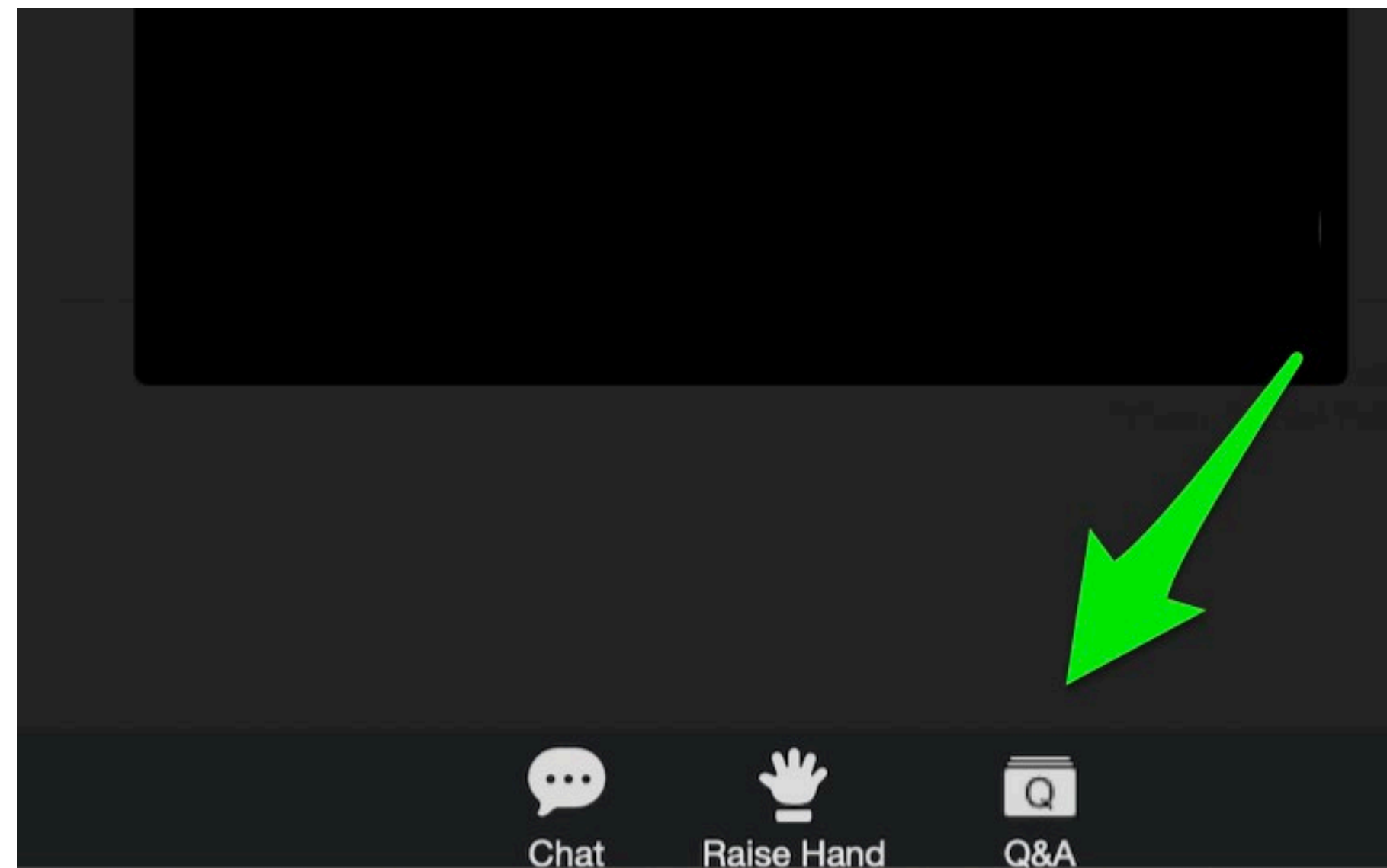
Host & Moderator

Melissa Kuehne

*Director of Enterprise Programs and Special Projects
Institute for Local Government*

TECH OVERVIEW & HOUSEKEEPING

- All webinar participants will be on **MUTE** for the duration of the event.
- Please type any questions for into the **Q&A BOX** at any time during the session.



- A recording of the session will be available shortly after the webinar.

WEBINAR OVERVIEW

Welcome & Introductions

Introduction from Larry Kosmont, CEO, Kosmont Companies

Presentations from

- **Joseph Dieguez**, Sr. Vice President, Kosmont Companies
 - **Bonnie Lipscomb**, Deputy City Manager, City of Santa Cruz
 - **Brian Coleman**, Project Financing Manager, GO-Biz
 - **Steve Samuelian**, CEO, California Consulting
-

Audience Q&A

Wrap Up & Adjourn

We welcome your written questions and comments in the Q&A throughout the webinar

ABOUT ILG

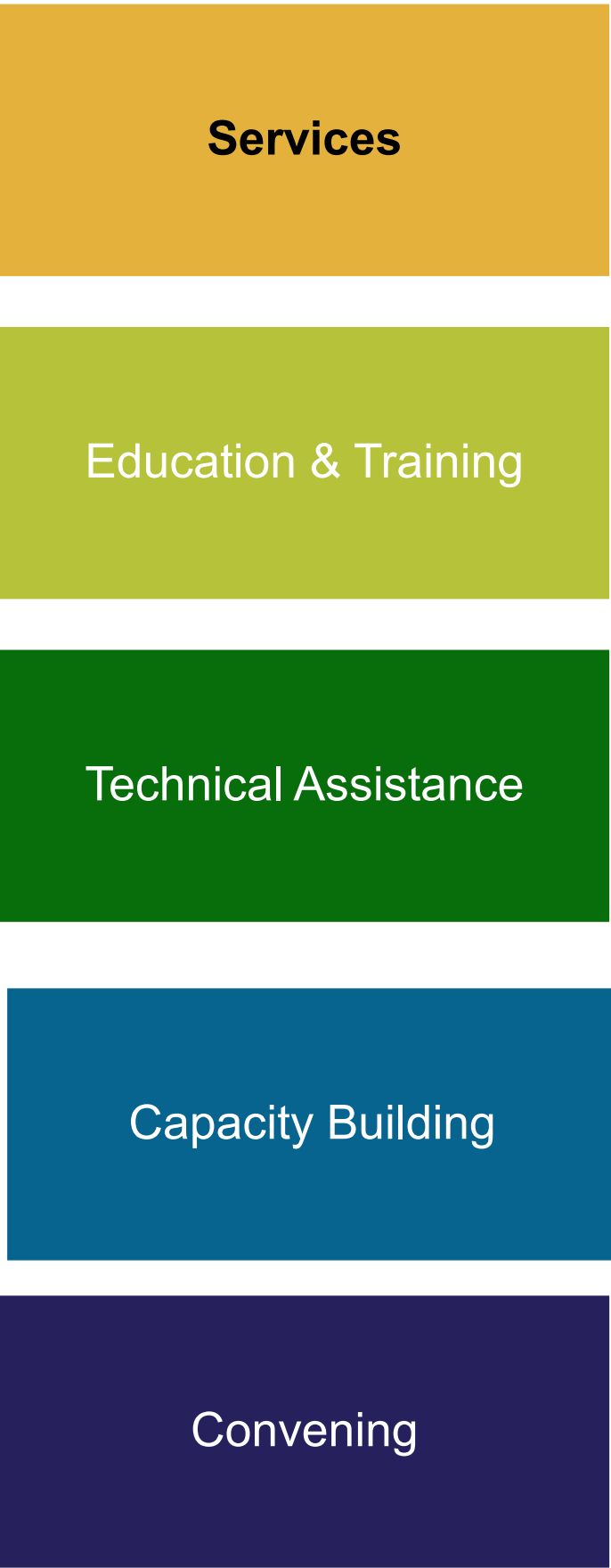
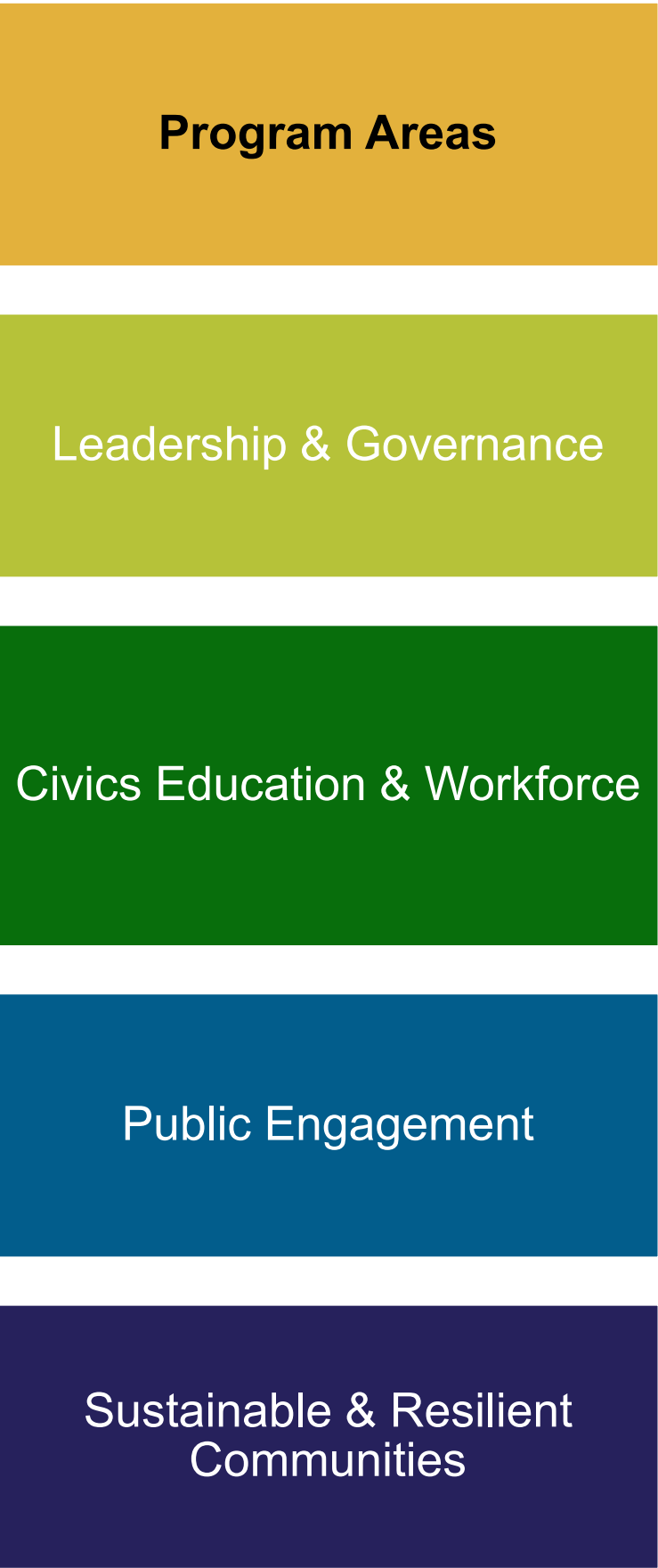
NON-PROFIT, NON-PARTISAN AND HERE TO HELP

- The Institute for Local Government is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**
Districts Stronger Together

ILG'S PROGRAMS AND SERVICES



Our mission is to help local government leaders **navigate complexity, increase capacity & build trust** in their communities

TODAY'S PRESENTERS



Larry Kosmont
CEO
Kosmont Companies



Joseph Dieguez
Sr. Vice President
Kosmont Companies



Bonnie Lipscomb
Deputy City Manager
City of Santa Cruz



Brian Coleman
Project Financing Manager
GO-Biz



Steve Samuelian
CEO
California Consulting

Kosmont Companies

Services Overview



KOSMONT COMPANIES
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www.Kosmont.com
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BROKERAGE
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ECONOMIC DEVELOPMENT, REAL ESTATE, FINANCE, PROJECT IMPLEMENTATION STRATEGIES

- Public / Private Transactions
Structuring / Negotiation / Entitlements
- Developer Selection RFQ/P & ENA/DDA
- Project Funding / Financing Strategies
- TIF, EIFDs, CRIAs, Housing
Sustainability & Housing Districts
- Kosmont Retail NOW!®
Trends / Analytics / Recruitment
- Market & Feasibility Analysis
- Retail Predictive Intelligence (A.I.)
- Economic Development Strategies / Plans
- Fiscal Impact / Economic Benefit Studies

PROPERTY SALES, LEASING, ASSET SERVICES, SURPLUS LAND ACT

- Brokerage (CA DRE # 02058445)
- Real Estate Market Analysis
- Developer / Buyer Selection
- Surplus Land Act (SLA)
- RFQ/P & ENA/DDA
- Ground Leases
- Zoning & Implementation Strategies
- Property Valuation / Broker Opinion
of Value (BOV)
- Asset Management Plans

PUBLIC FINANCE ADVISORY AND TRANSACTIONS SERVICES

- SEC/MSRB Registered Municipal Advisor
- Lease Revenue Bonds
- Pension Obligation Bonds (POBs/LRBs)
- Tax Increment Financing (TIF)
EIFD / CRIA / Housing / Transit Districts
- Assessment / Special Tax / CFD
- General Fund & G.O. Financings
COPs / Lease/Leaseback
- Public/Private Partnerships (P3)
- Utility / Enterprise Lease Financings
- Private Placements

KOSMONT COMPANIES | KOSMONT REALTY | KOSMONT FINANCIAL SERVICES
1601 N. Sepulveda Blvd. #382, Manhattan Beach, CA 90266

8/2022 v1

STATE OF THE INDUSTRY

- Despite the recent rollback of federal environmental initiatives, the administration's stance is likely to accelerate energy investment
- Trump is a developer and likely to see value in climate-related incentives as project inducements
- Consumer preferences and private investment trends are changing; state policy is promoting housing and climate resiliency/sustainability
- What are revenue implications for communities?
 - **Sales tax** tied to specialized uses (e.g., restaurant) and impacted by shift to service-based economy; industrial brings some opportunity for (e-commerce) sales tax
 - **Property tax** tied to housing and density
 - **Grants & tax incentives** available for energy / resiliency / affordable housing



THE WORLD CHANGES...ALWAYS:

Primary public agency "value-add" sources for economic development:

1. Private Investment
2. Zoning
3. Public Funding (Tax-exempt bonds & Grants)

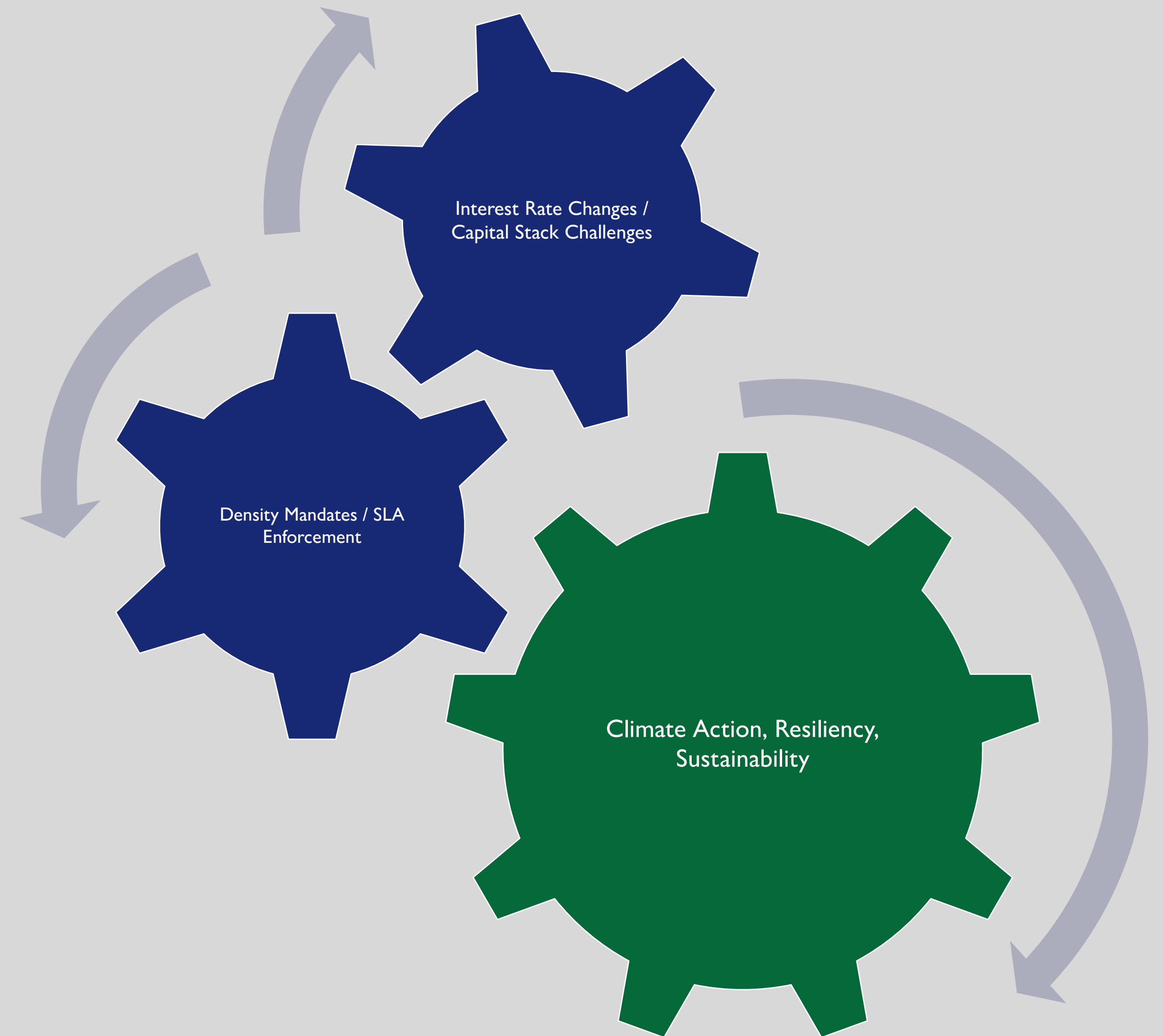
Approach to creating community vitality and revenue generation:

leverage private investment driven by public policy and consumer demand

Housing / Sustainability / Quality of Life

Value Capture: uses economic development tools that focus on capturing value from private investment and consumer demand through **zoning, tax increment districts, and grants**

The policy, economic, & financial environment is constantly shifting creating challenges and opportunities for economic development



HOUSING ELEMENT FOR ECON DEVELOPMENT (HEED™)

Housing / hybrid living spaces.
High costs are a burden, but
high assessed value = tax \$\$\$

Telecommuting now common.
Remote work can alleviate
traffic and support local
businesses.

E-commerce will capture 25%
of sales within 5 years
(~\$9k per CA household)



Rooftops Needed

- *Creates demand for services, food and retail uses*
- *Property tax revenues, support local jobs*
- *Work at home schedules are keeping “wallets” in local communities*
- *Capturing local spend is a key objective (trips per sq. ft. versus \$\$ per square foot)*

RETAIL & INDUSTRIAL TRENDS

RETAIL

- U.S. retail is over-built and “right sizing”;
 - Retail chains struggling leading to closures and repurposing of space
 - Big Lots (460), 99 Cent Stores (371), Forever 21 (350), Kohls (27), CVS (586)
- COVID accelerated two important retail trends:
 - Need for convenient access to essentials: “Buy-Online, Pick Up in Store” (**BOPIS**)
 - Blending retail and entertainment (**Retailtainment**); offer unique experiences
- Retail = Distribution / Digital / Convenience / Daily Needs / Services
 - retail cannot thrive without distribution
 - consumer prefers convenient delivery solutions (same-day/overnight shipping)

INDUSTRIAL

- Booming demand from e-commerce for distribution / fulfillment / delivery; point-of-sale being included in some industrial / flex spaces
- Has become a leading job creator in communities outside of urban centers
- Uncertainty with government priorities / incentives /disincentives is leading to growing interest in reshoring of manufacturing
- New Future Coming Soon: Growth in industrial will be around A.I. and technology infrastructure (data centers and automated logistics centers)



SteelCraft Garden Grove



Amazon Logistics Center – Eastvale, CA

WORLD OF REAL ESTATE & LAND USE HAS CHANGED



Housing is Not a Loss Leader, it's a Growth Driver

Housing Creation as Economic Development

New housing can generate significant new tax revenues & support local jobs

Housing is a driver of project value (high residual land value); residential zoning is valuable

Retail is Not Just Retail Anymore

Retail Reimagination as Economic Development

U.S. retail over-built, needs “right sizing;” Covid accelerated trends; today its about essentials, experience & e-commerce

Blended/mixed use projects integrate uses onto one site: *housing, retail, open space, creative office, hotel*

Telework is Reconfiguring Office

Office Conversions as Economic Development

Telework and work from home options are reshaping the needs for office space and business districts

Job redistribution tied to housing

Vacancies and foreclosures expanding can lead to fiscal impact pressure

Industrial / Distribution is Critical for the Economy

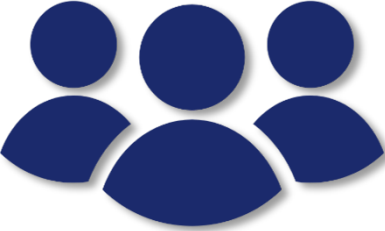


Industrial & Fulfillment as Economic Development

Modern industrial is not “your father’s industrial” – not smokestack

Retail won’t thrive without distribution

Booming demand for distribution, e-commerce, and data centers, fulfillment/delivery, job creators

CONSUMER PREFERENCES DRIVE MARKET IMPACTS & NEW POLICY PRIORITIES

	DRIVERS	IMPACTS	SHIFTING PRIORITIES
 CONSUMERS	Quality of life, cost of living: housing, amenities, essentials & experiences	The old world of retail not coming back	Want it all in a 15-Minute Community
 INVESTORS	New technology, consumer demand shifts, supply chain optimization, new live & work patterns	Office/commuter patterns forever changed	Seeking value from new demand drivers
 CITY HALL	Impacted by state policies focus on housing, climate, energy, and sustainability	Federal windfall of climate, energy & sustainability funding for State/local: IIJA \$1.2T & IRA \$400B; Prop 4 \$10B; State I-BANK	Induce private investment, comply with state priorities, and maximize Federal & State funding

SO, WHERE ARE WE HEADED?



**Climate = Infrastructure
(Grant \$\$ / Tax Credits)**



**Housing = Wallets
(Grant \$\$ / Tax Credits)**



**Private Capital Stack is Stuck:
Private sector needs public
sector incentives and economic
development tools to make
projects succeed**



Capture the \$\$: Align Economic Dev Priorities & Tools with Federal and State Funding Opportunities



Infrastructure



Roads & Bridges



Public Transportation

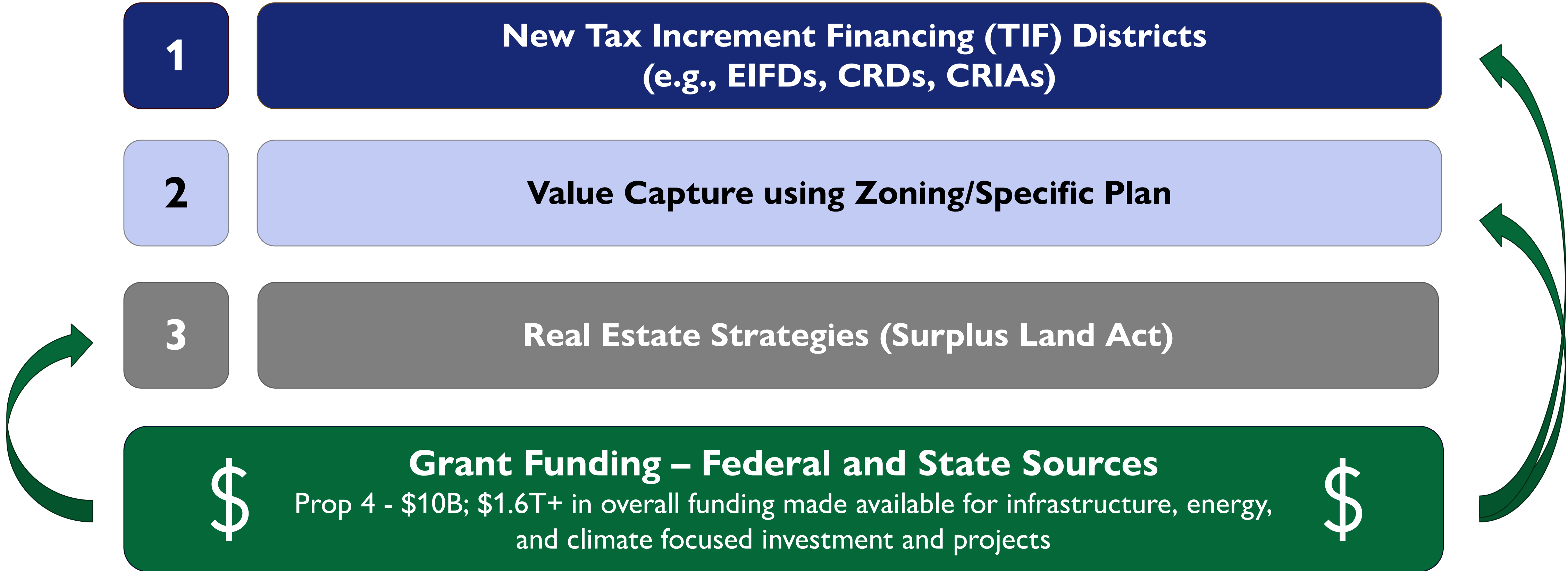


Housing



Sustainability / Climate Action

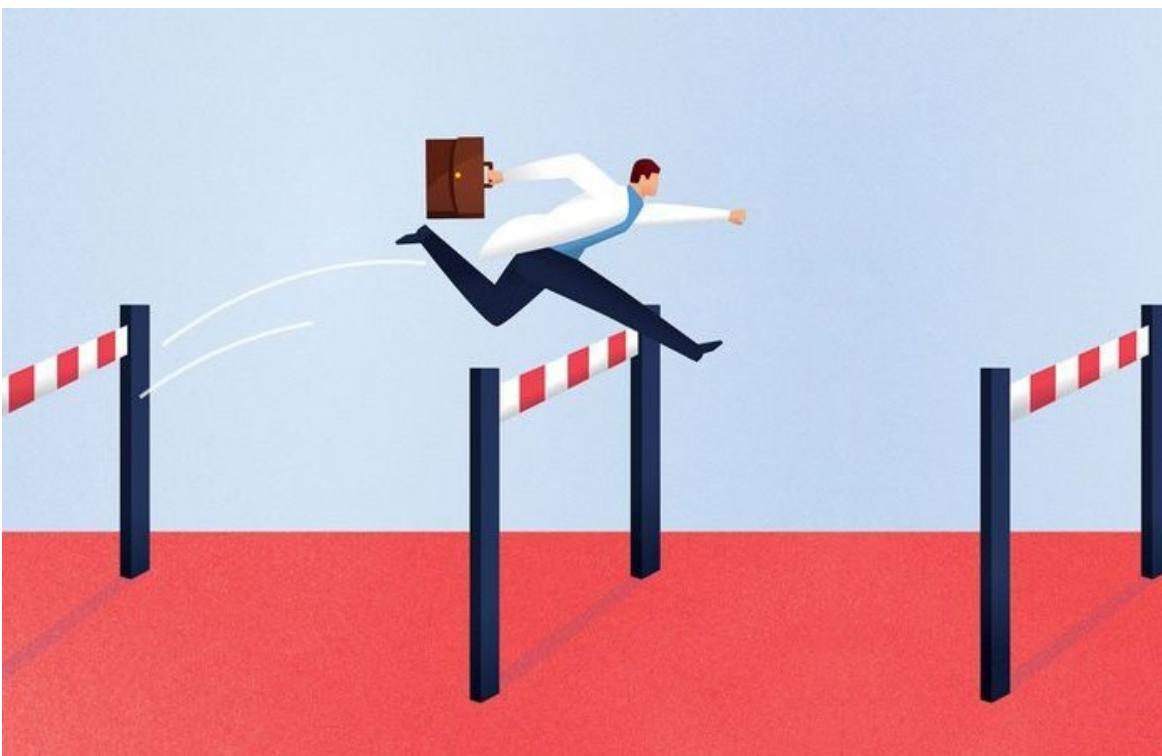
TODAY'S ECONOMIC DEVELOPMENT PLAYBOOK



Green Economic Development

New Tools & Approaches

STATE POLICY / FEDERAL PRIORITIES



Housing

- Shifting control from local governments to property owners
- Need for low-density for-sale product is thriving & boosting home ownership
- Reducing parking requirements
- State pushing for AFFORDABLE units

Climate Action/Sustainability Resilience

- Encouraging electric vehicles and charging infrastructure
- Supporting renewable energy generation and cutting emissions
- Improving climate resiliency & infrastructure
- LA Fires heightened awareness

Regulatory

- Solving for high-tax environment: challenging for businesses/residents
- Fixing regulatory hurdles to be business- and consumer-friendly
- Expanded Surplus Land Act compliance requirements for public agency properties

NEW STATE MONEY...AND CHANGES TO FEDERAL FUNDING?

Trump Administration
Uncertain Impact on Federal Programs

REGULATION

Clean-Energy Investors Brace for New Risks Under Trump

Potential new tariffs on clean-energy equipment and a repeal of industry tax incentives may require rethinking project economics

By Luis Garcia

Nov. 12, 2024 6:30 am ET

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Trump victory is a major setback for climate action, experts say

8 days ago




Matt McGrath

Environment correspondent

Moral Money ESG Investing + Add to myFT

Four things for green investors to watch in Trump's second term

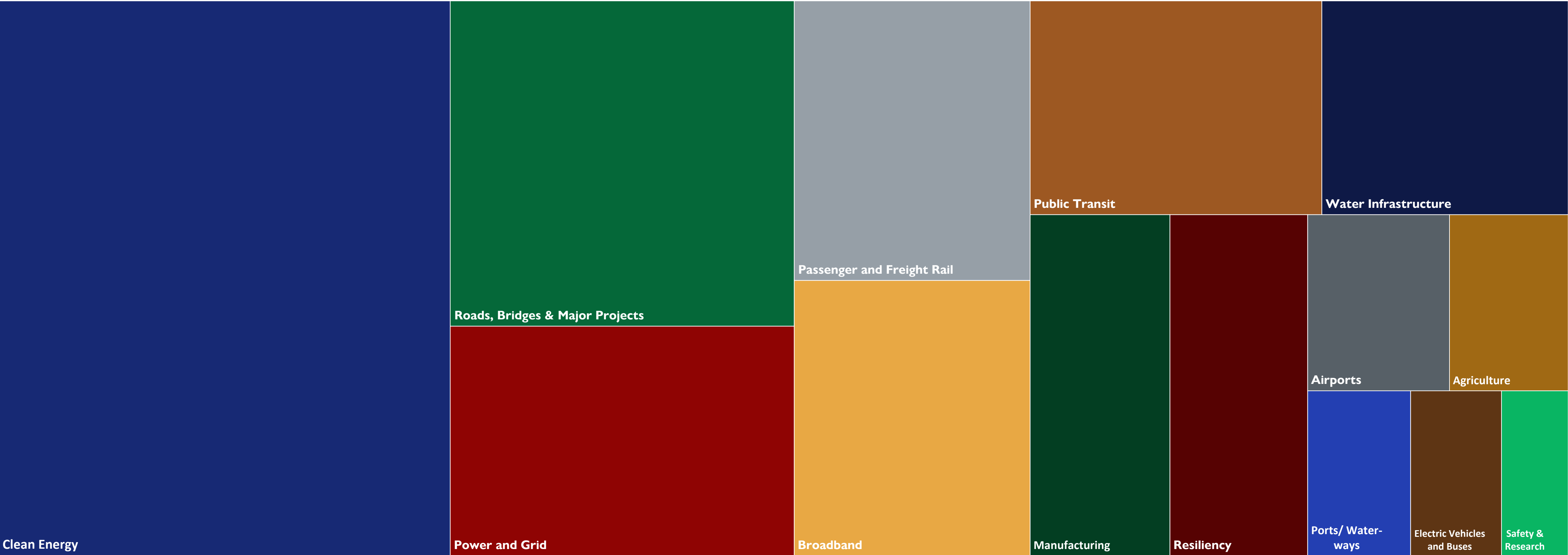
The president-elect will bring major changes to energy and environmental policy



Proposition 4: \$10 billion
Funding Water, Climate Risk, Clean Energy



FED FUNDING ABOUT TRANSPORTATION, INFRASTRUCTURE, CLIMATE, & ENERGY



IRA + IIJA Funding combined = **\$1.6 trillion** over the next five years
(Policy and funding priorities may change)

Zoning as Currency

*Using Zoning for Economic & Community
Benefit*

VALUE CAPTURE ZONING (VCZ)[™] FOR COMMUNITY BENEFITS

Zoning and Entitlements Can Create Value that can be captured

Don't just give that value away by assigning density to specific properties – **capture that value as currency** to support your community via amenities & benefits.

Create the Zoning

In higher-demand Areas

Bank the Zoning

In a DOR® BANK "reserve bucket"

Trade the Zoning

To projects for community benefits / amenities / infrastructure / fees

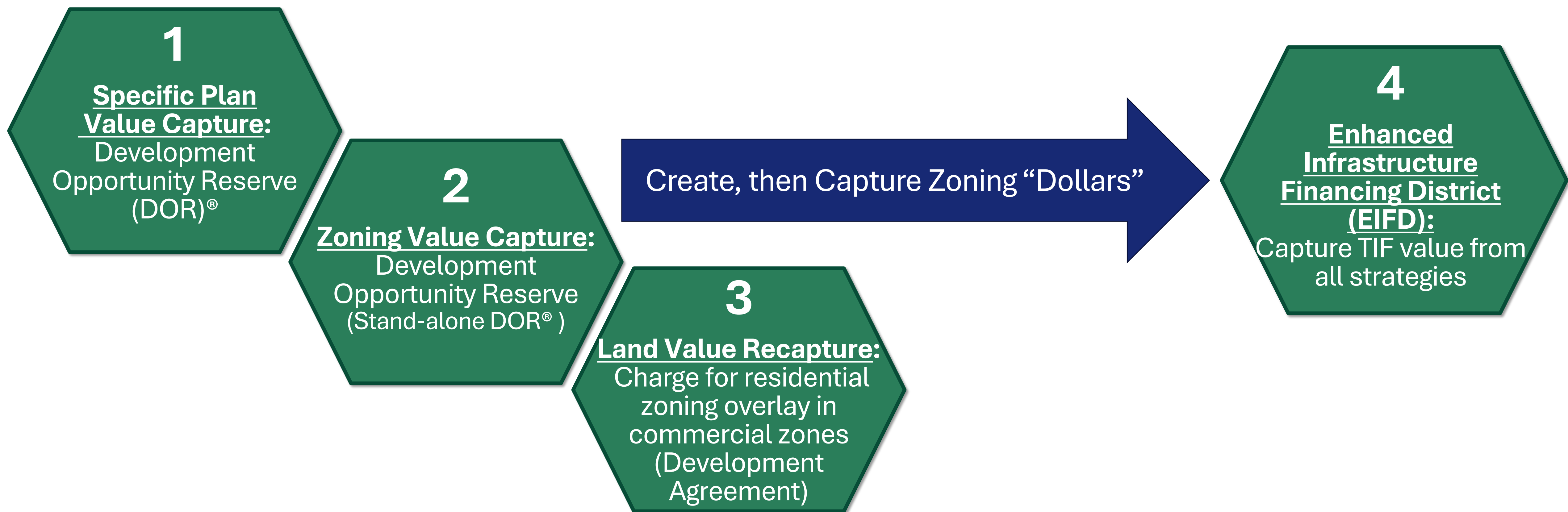
WHEN IS THE RIGHT TIMING TO ADOPT VCZ™?

1. **Housing Element & Zoning Compliance:** Value Capture tools can be a key part of your housing element / zoning code updates – tying new density with community benefits and infrastructure
2. **Specific Plan or General Plan Revisions:** Planning document creation / revisions give Cities an opportunity to include value capture tools
3. **High Demand for New Uses:** Creating a DOR® Bank is particularly useful in areas where there is high demand for uses and zoning changes are needed to add capacity
4. **Economic Development Strategies (Tax Increment Approach):** Evaluate opportunities to leverage zoning as an inducement for private investment by placing density areas in a TIF District:
Enhanced Infrastructure Financing District (EIFD) or Climate Resilience District (CRD)

DOR® can work well with RHNA and your Housing Element:

- If you have an approved Housing Element, **look at remaining sites with unassigned zoning density** as potential targets for DOR®.
- Consider additional density to Housing Element sites as a **DOR® bonus to supercharge compliance**
- Cities have ~ 3 years to update zoning to align with HE – now is the time to consider DOR® to **capture value while pursuing RHNA compliance**

VALUE CAPTURE ZONING™ STRATEGIES



HOUSING DENSITY & ECONOMIC DEVELOPMENT

Step 1	Step 2	Step 3	Step 4
Take an “economic” look at density that you approved	Monetize RHNA compliance	Install Development Opportunity Reserve (DOR) [®] Bank as part of Specific Plan or zoning overlay	Pursue Economic Development tools that leverage Value Capture Zoning [™]
Evaluate property value increases and economic development synergies from upcoming zoning / density changes authorized by Housing Element (H.E.)	1) Approve new density on Parcels/Corridors/Areas not pegged in H.E., AND/OR 2) Increase approved density above H.E. densities, AND/OR 3) Install Affordable housing fee in commercial zones	1) DOR[®] Bank = Pre-approved new density that is linked to preapproved public amenities / infrastructure or a density fee via a Development Agreement	1) TIF Districts – EIFD/CRD 2)Capture the investment value of higher density zoning by placing up-zoned areas into an EIFD/CRD 2) Consider Surplus Land Act opportunities to use owned land to generate value

PULLING IT ALL TOGETHER: ECON. DEV. = HOUSING & SUSTAINABILITY



- *Economic development is a function of capitalizing on consumer preferences and 'spend' (digital shopping, delivery, remote work), and inducing private investment in projects that meet consumer demand and elevate community quality of life.*
- **Economic Development** increasingly fueled by innovative approaches to **housing** and achieving **climate resiliency**.
- *Housing is an engine for vibrant, community-centered economies as constituents prefer to live and invest locally;*
- **Sustainability and Technology** are priorities and preferences for a growing younger consumer base.

TODAY'S PROGRAM

- **Joe** is going to talk about the fundamental tools to capture value and move community to sustainability and housing compliance. Kosmont team, led by Joe, has created 19 TIF districts (EIFDs/CRDs) in CA...with more to come.
- **Bonnie** is going to talk about two on-the-ground implementation efforts to achieve community vitality and resiliency. A CRD for sustainability and mitigation and climate action improvements to address community needs. And doubling down with econ dev in downtown and other key spots by using an EIFD. Using two strategies to move community forward, support local businesses and investment, downtown and those amenities, and community environmental sustainability / resiliency.
- **Brian:** is going to provide the state's perspective and approach to climate resiliency and ways to fund infrastructure projects using various state funding sources and other available public funding related to sustainability, resiliency, housing and economic development initiatives.
- **Steve** is going to discuss grants that accomplish investment in a community though climate and sustainability (energy, mobility, transportation, air quality, grants for resilience, fire / water, etc.). He will show the housing and economic development pot, grants available for funding; money to create district and funds that support investment.

New World of TIF

*Climate Resilience Districts and ELFDs:
“Green” Economic Development*

Joe Dieguez, SVP, Kosmont Companies

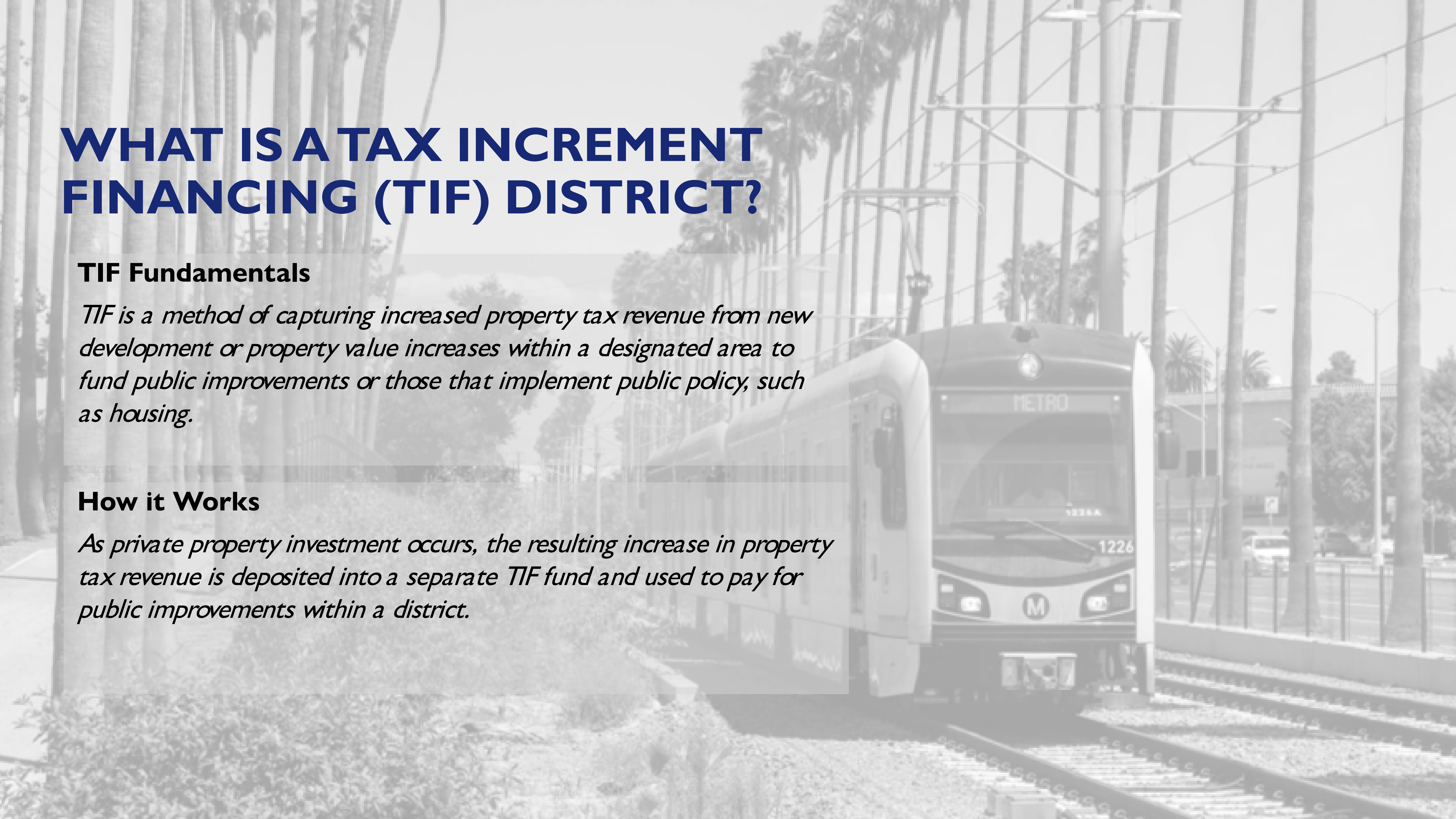
WHAT IS A TAX INCREMENT FINANCING (TIF) DISTRICT?

TIF Fundamentals

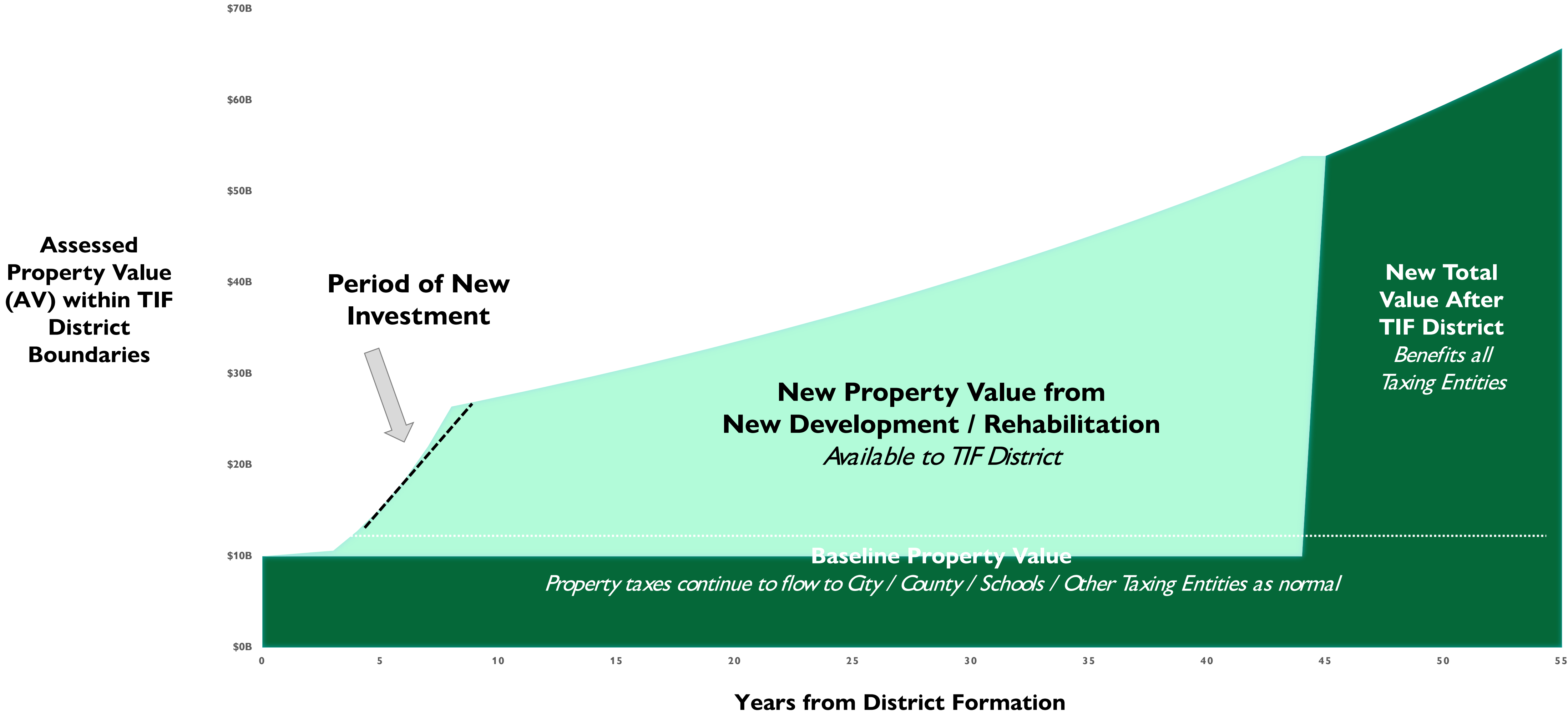
TIF is a method of capturing increased property tax revenue from new development or property value increases within a designated area to fund public improvements or those that implement public policy, such as housing.

How it Works

As private property investment occurs, the resulting increase in property tax revenue is deposited into a separate TIF fund and used to pay for public improvements within a district.



TIF MECHANICS



ADVANTAGES OF TIF

Resource Preservation

No encumbrance of existing city/county resources

Collaboration (OPM = Other Public Money)

Attract tax increment contributions from other taxing entities

Grant Priority (OPM)

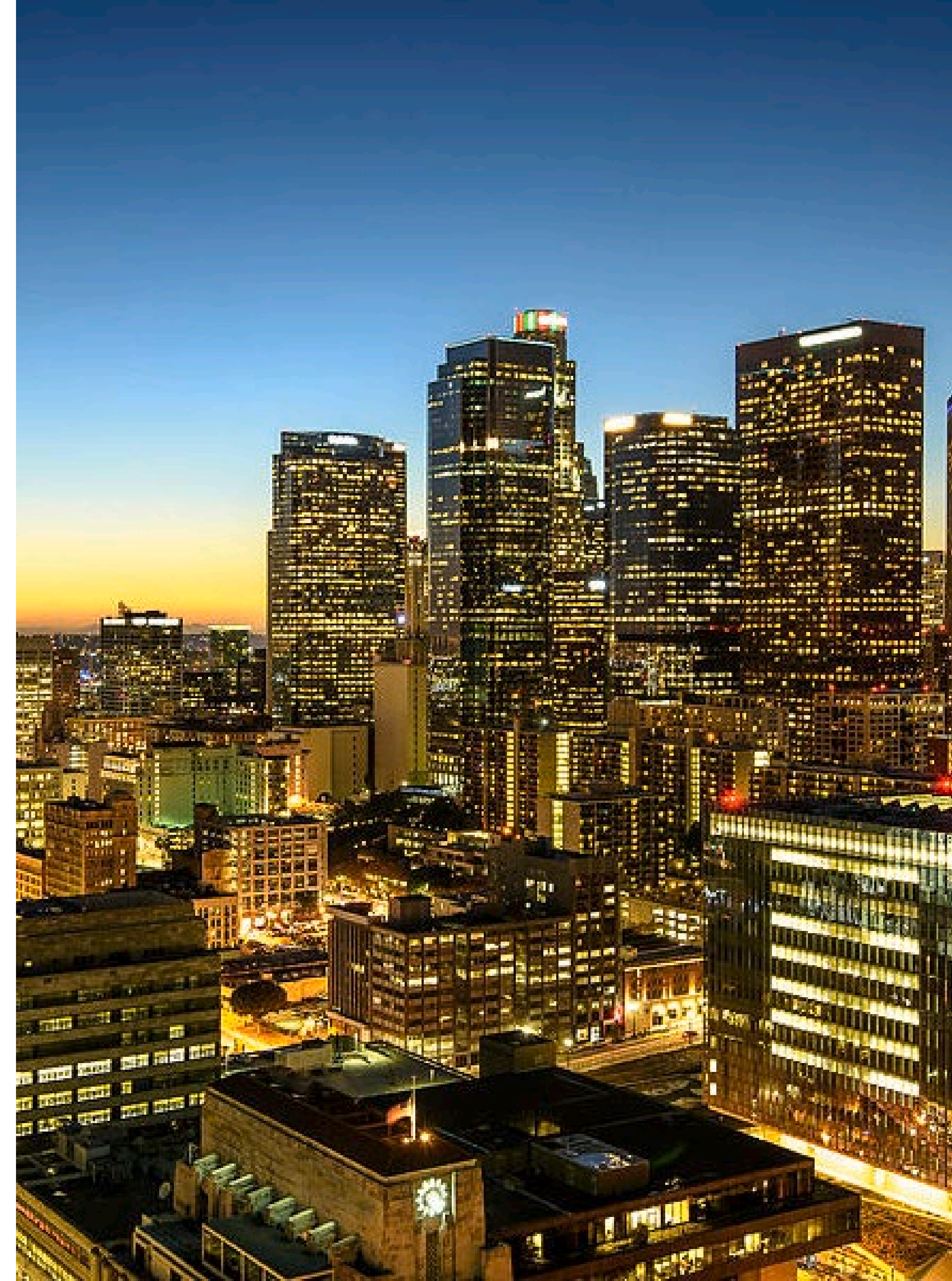
Increased priority for grant funding

Private Sector Catalyst

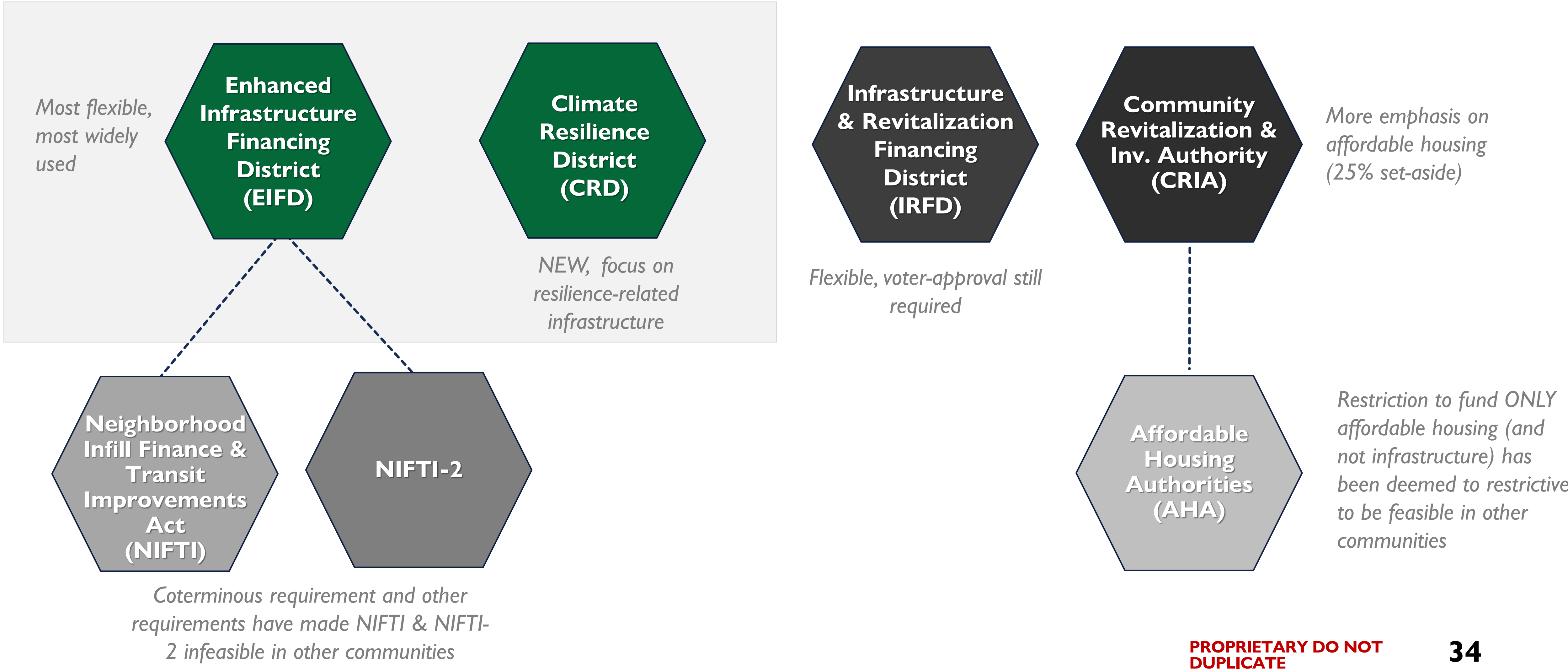
Demonstrated commitment to infrastructure projects to attract private development

No New Taxes

Not a new tax for residents only value capture of new development



TIF ALTERNATIVES IN CALIFORNIA TODAY



EIFD FUNDAMENTALS

District Formation

45 Years from first bond issuance; can be formed in 12-18 months

Governance

Public Financing Authority (PFA), which prepares and adopts Infrastructure Financing Plan (IFP)

Approvals

Mandatory public hearings for EIFD formation with protest opportunity; no public vote

Eligible Projects

Any property with useful life of 15 or more years and of community-wide significance



CLIMATE RESILIENCE DISTRICTS (CRD): NEW TIF IN TOWN

Eligible Projects	<p>Including, but not limited to:</p> <p><u>Sea Level Rise / Flooding</u> – sea level rise, sea walls, wetlands restoration, erosion control, levies, structure elevation / relocation, flood easements</p> <p><u>Extreme Weather</u> – facilities / improvements for extreme heat, extreme cold, rain / snow</p> <p><u>Wildfire</u> – fire breaks, prescribed burning, structure hardening, vegetation control</p> <p><u>Drought</u> – land repurposing, groundwater replenishment, groundwater storage</p>
Additional Powers	<p><u>Taxing power</u> – can levy a benefit assessment, special tax, property-related fee, or other service charge / fee</p> <p><u>Other funds</u> – can apply for and receive federal / state grants, receive gifts / grants / allocations from public and private entities</p> <p><u>Administration</u> – powers needed to administer district, like hiring staff</p>

HARNESSING TAX INCREMENT FOR SUSTAINABLE CLIMATE SOLUTIONS

CRDs are created to focus on projects “**designed and implemented to address climate change mitigation, adaptation, or resilience**”.

Extreme heat or the urban heat island effect

Risk of wildfire

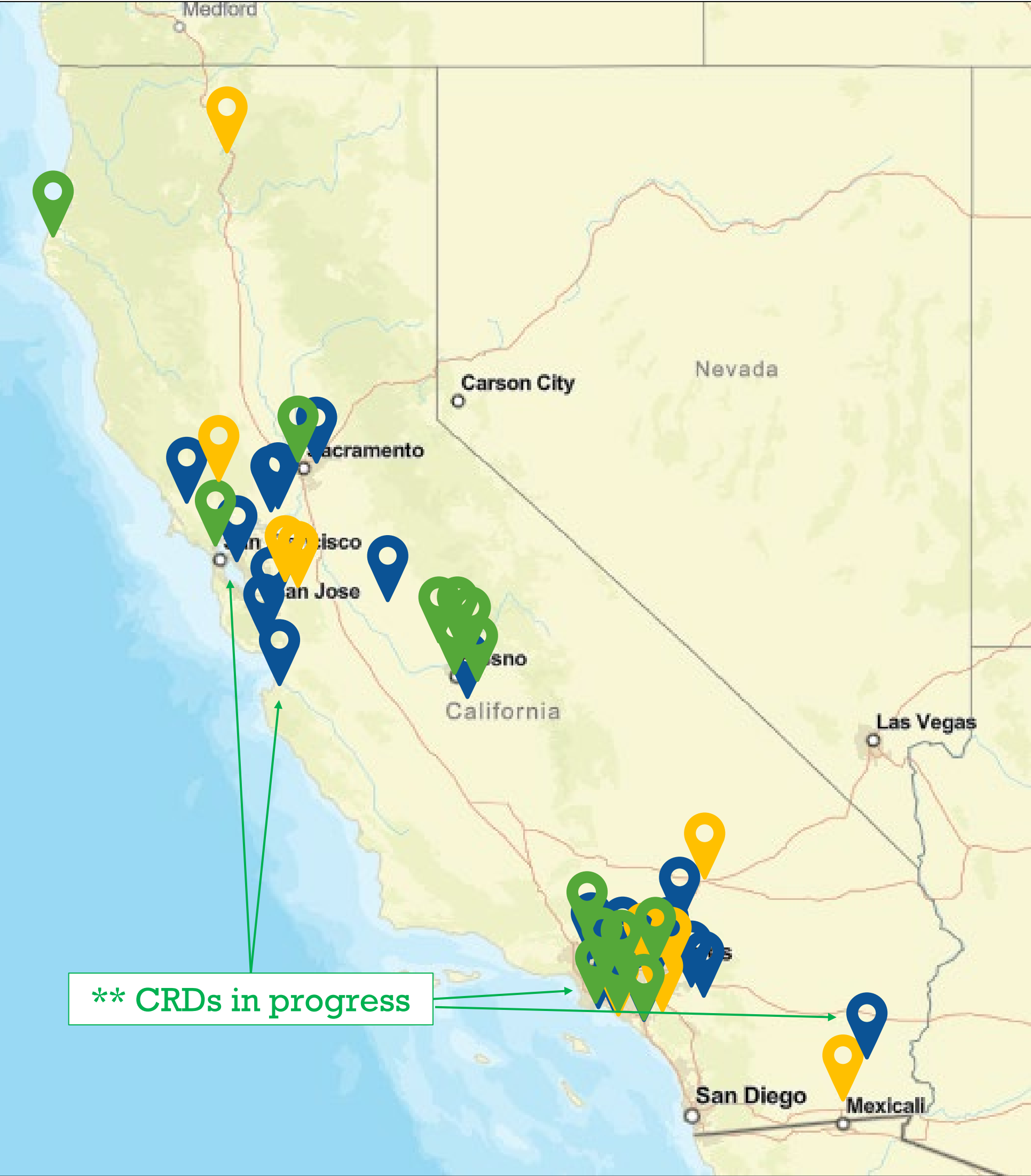


River, bay, or sea level rise

Extreme cold, rain, or snow

Drought

TIF PROGRESS STATEWIDE



Jurisdiction	Purpose
Apple Valley	Industrial and housing supportive infrastructure
Banning (CRIA)	Downtown revitalization, industrial infrastructure
Barstow	Industrial and housing supportive infrastructure
Brentwood	Housing, employment, and transit-supportive infrastructure
Buena Park	Mall reimagination, housing-supportive infrastructure
Carson + L.A. County	Remediation, affordable housing, recreation
Citrus Heights	Mall reimagination
Covina	Downtown housing and blended use supportive infrastructure
Fairfield	Downtown, housing, and transit-supportive infrastructure
Fresno	Downtown, housing and transit-supportive infrastructure
Fresno County	Industrial and commercial supportive infrastructure
Humboldt County	Coastal mixed-use and energy supportive infrastructure
Inglewood (CRD) **	Transit-related infrastructure
Imperial County	Industrial, renewable energy, and housing and infrastructure
La Verne + L.A. County	Housing and transit-supportive infrastructure
Long Beach	Economic empowerment and affordable housing
Los Angeles (Downtown, San Pedro, other)	Affordable housing and transit-supportive infrastructure
Los Angeles County Uninc. West Carson	Housing / bio-science / tech infrastructure
Madera County (3 Districts)	Water, sewer, roads and other housing infrastructure
Modesto + Stanislaus County	Downtown, housing, and recreation infrastructure
Mount Shasta	Rural brownfield mixed-use infrastructure
Napa	Downtown, housing, tourism supportive infrastructure
Oakland	Affordable housing and infrastructure
Ontario	Industrial and housing infrastructure
Palmdale + L.A. County	Housing and commercial infrastructure
Pittsburg	Housing, commercial, and tech park infrastructure
Placentia + Orange County	Housing and TOD infrastructure
Rancho Cucamonga	Blended use and connectivity infrastructure
Redlands	Education related and blended use infrastructure
Redondo Beach + L.A. County	Parks / open space, recreation infrastructure
Riverside	Affordable housing and infrastructure
Sacramento County (Unincorporated)	Industrial / commercial supportive infrastructure
San Rafael (EIFD + CRD) **	Blended-use and climate resilience infrastructure
Sanger	Housing and commercial supportive infrastructure
Santa Cruz (EIFD + CRD) **	Downtown, blended use, and climate resilience infrastructure
Santa Rosa + County of Sonoma	Downtown investment, affordable housing, hospitality
Selma	Water, sewer, and other housing supportive infrastructure
Vacaville	Housing and business park infrastructure
Yucaipa	Housing and commercial infrastructure

Fully Formed	In Formation Process	Under Evaluation
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TIF FORMATIONS: COUNTIES & CITIES TEAMING UP

County Unincorporated EIFDs

- 1. Fresno County Business and Industrial Center (under study)
- 2. Humboldt County Unincorporated Samoa Peninsula (formed)
- 3. Imperial County (under study)
- 4. Los Angeles County Unincorporated West Carson (formed)
- 5. Madera County Unincorporated Riverstone (formed)
- 6. Madera County Unincorporated Tesoro Viejo (formed)
- 7. Madera County Unincorporated Riverwalk (formed)
- 8. Riverside County Unincorporated Highway 74 (formed)
- 9. Riverside County Unincorporated Temecula Wine Country (formed)
- 10. Riverside County Unincorporated Eastern Coachella Valley (formed)
- 11. Riverside County Unincorporated Thousand Palms (under study)
- 12. Sacramento County Unincorporated Metro Air Park (formed)
- 13. Stanislaus County Unincorporated Crow Landing Business Park (formed)

County EIFD Partnerships with Cities

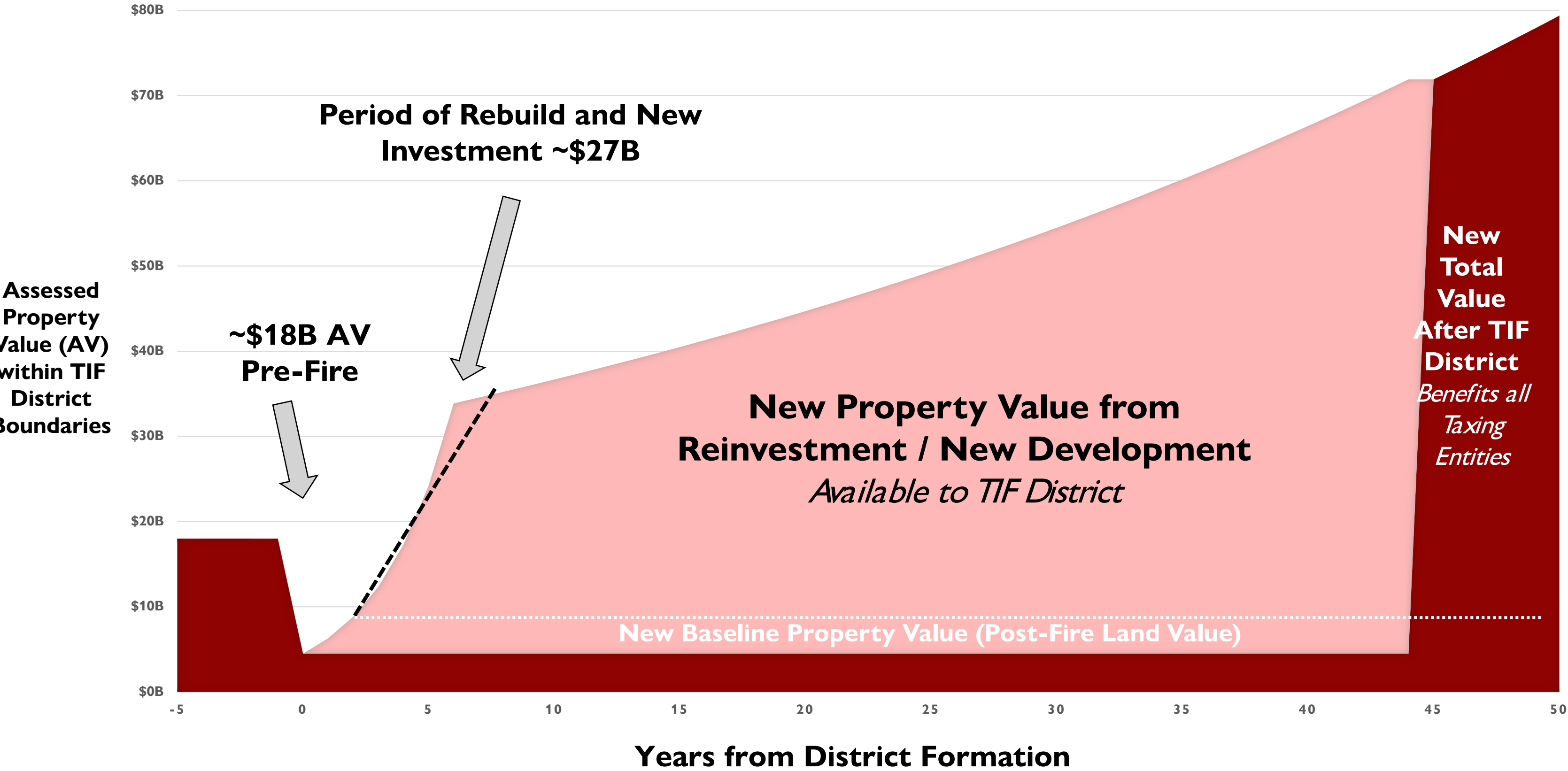
- 1. Los Angeles County + Carson (formed)
- 2. Los Angeles County + La Verne (formed)
- 3. Los Angeles County + Palmdale (formed)
- 4. Monterey County + Gonzales (formed)
- 5. Orange County + Placentia (formed)
- 6. San Joaquin County + Stockton + Lathrop + Manteca (formed)
- 7. San Diego County + City of San Diego River Park (under study)
- 8. Sonoma County + City of Santa Rosa (under study)

Four counties have forged partnerships with cities
Six counties have started their own EIFDs
Seven counties have participation policies in place
Many ready for county partnership consideration

Counties with EIFD Participation Policies

- 1. Contra Costa County
- 2. Los Angeles County
- 3. Monterey County
- 4. Orange County
- 5. Sonoma County
- 6. San Bernardino
- 7. Sacramento County

TIF AND THE L.A. FIRE DISASTERS



ECONOMIC DEVELOPMENT & JOBS

MOTION

ENERGY & ENVIRONMENT
BUDGET & FINANCE

On the morning of January 7th, the Pacific Palisades Fire ignited a destructive path that is still ravaging the area a week later. So far, it has burned more than 23,000 acres and will become the costliest wildfire in history. It has destroyed homes, businesses, houses of worship, open space, a library and untold damage to the infrastructure. While financial assistance will be coming from the Federal and State governments in the form of reimbursements, the City must front many of these recovery costs immediately. Given the City's limited available resources to provide immediate assistance, the City should explore the creation of a Climate Resilience District.

A Climate Resilience District is a new type of financing tool by the State of California that is available to Cities in California. A Climate Resilience District implements comprehensive strategies to address a community's ability to withstand and adapt to climate change. Funds could be used to integrate sustainable infrastructure improvements, green spaces, renewable energy to counter the negative impacts of climate change, particularly wildfires. Climate Resilience Districts provide the financial resources to accomplish these goals without burdening taxpayers.

As we look towards the rebirth of Pacific Palisades, the City of Los Angeles should utilize every tool available to ensure that this community's recovery happens as quickly as possible. The creation of a Climate Resilience District to expedite public and private investment should be explored.

I THEREFORE MOVE that the City Council direct the Economic & Workforce Development Department, in coordination with the Chief Legislative Analysis, to report back in 60 days on the feasibility of creating a Climate Resilience District to the directly impacted and adjacent areas of the Pacific Palisades Fire to facilitate the expeditious recovery. The report back should address:

- The feasibility and time needed to create a Climate Resilience District.
- How a Climate Resilience District would stimulate private and public sector investment.
- What local and regional infrastructure improvements could be funded by a Climate Resilience District.
- What private development improvements, if any, could be funded by a Climate Resilience District.
- The feasibility of partnering with the County of Los Angeles in the creation of a Climate Resilience District.

PRESENTED BY:
TRACI PARK
Councilwoman, 11th District

SECONDED BY:

N 1 5 2025

TIF CITY / COUNTY PARTNERSHIPS + OTHER SOURCES

Preferred strategy includes City partnership with County and other taxing entities

Districts with multiple partners are more likely to win grant funding sources

TIF explicitly increases scoring for CA Pro-housing incentives

Federal & State Sources

- *Prop 4 (\$10B)*
- *HCD & SGC grant / loan programs (AHSC, IIG, TCC, CERF)*
- *Prop 68 parks & open space grants*
- *Prop 1 water/sewer funds*
- *Caltrans ATP / HSIP grants*
- *Federal EDA / DOT / EPA*
- *Federal IRA and IIJA direct funds*

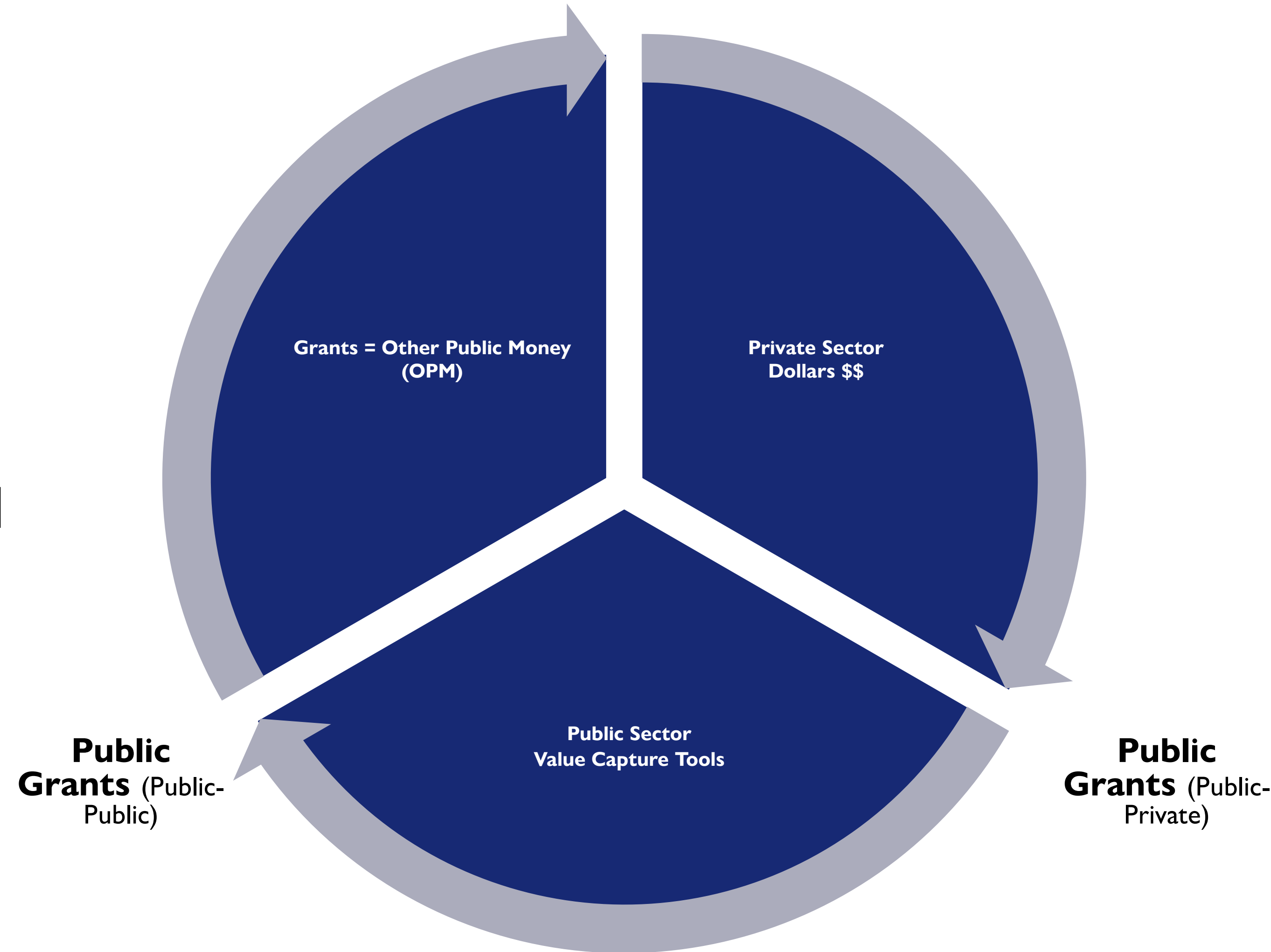


Private Sector Sources

- *Development Agreement / impact fees*
- *Benefit assessments (e.g., contribution from CFD)*
- *Private tax credits available through IRA and IIJA for climate investments*

PUTTING IT ALL TOGETHER: ENHANCING THE CAPITAL STACK

These strategies support **public-public** as well as **public-private partnerships** – both of which support grant eligibility and **enhance the project capital stack**, whether for infrastructure or supporting private investment.



Public Policy + Econ Dev Tools + Private Investment + Grant Funding = Econ Dev Success

Climate Resilience and Enhanced Infrastructure Financing Districts: The Case for Santa Cruz



Bonnie Lipscomb

Director of Economic Development and Housing

City of Santa Cruz blipscomb@santacruzca.gov







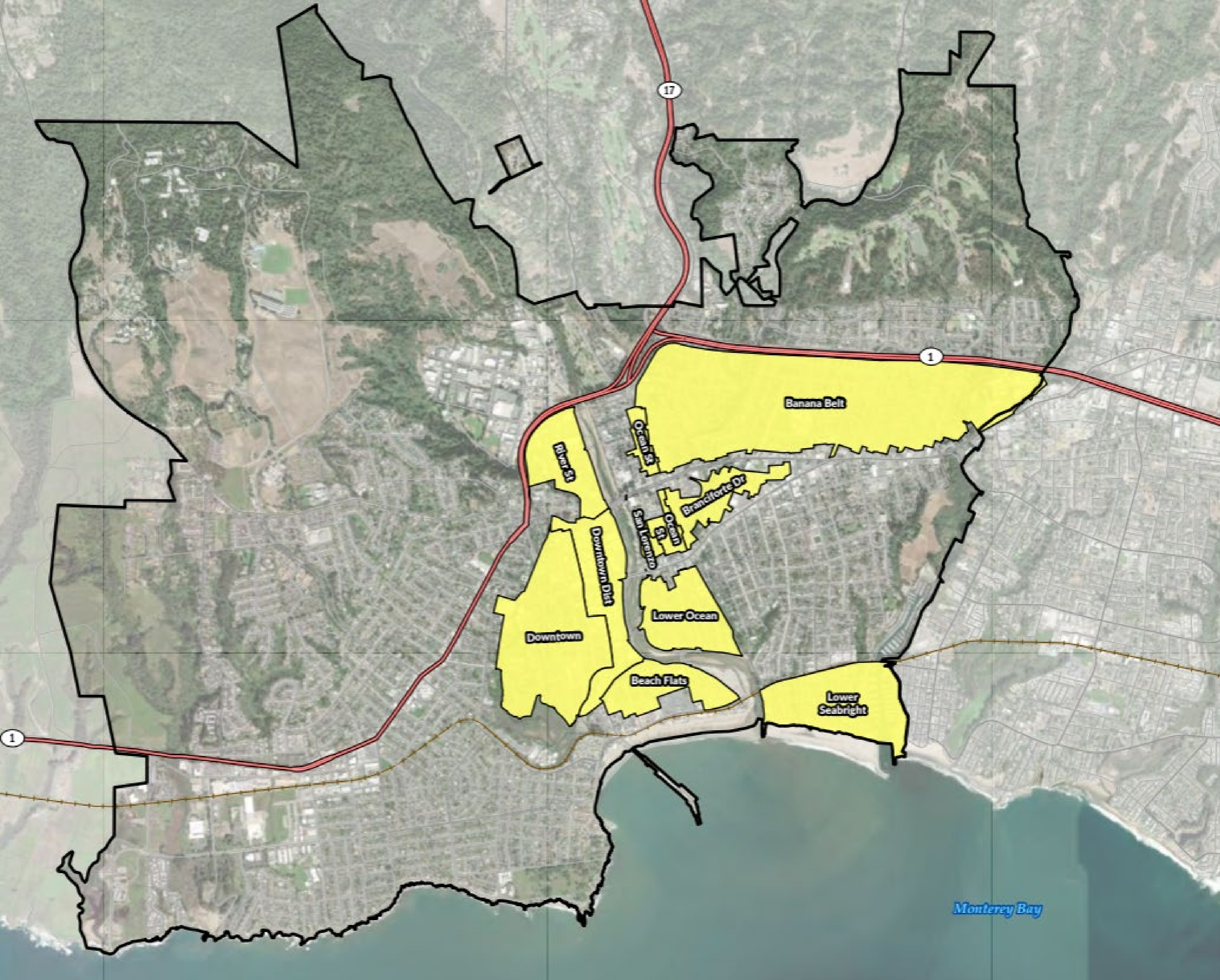






Orientation to Santa Cruz

Orientation to Santa Cruz





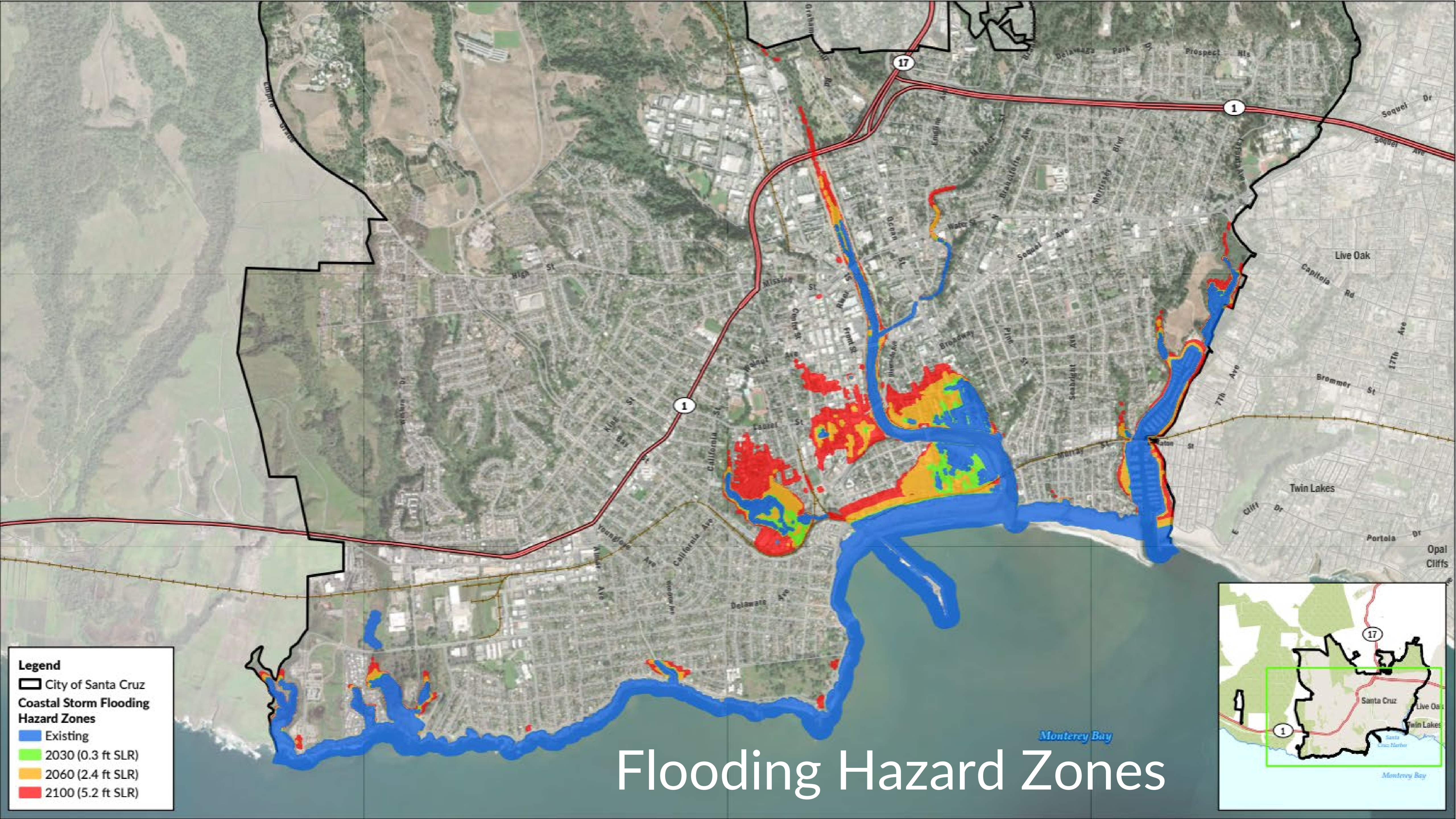
Monterey Bay

Legend

- City of Santa Cruz
- Erosion Hazard Zones
 - Existing
 - 2030 (0.3 ft SLR) with armoring
 - 2060 (2.4 ft SLR)
 - 2100 (5.2 ft SLR)

Erosion Hazard Zones



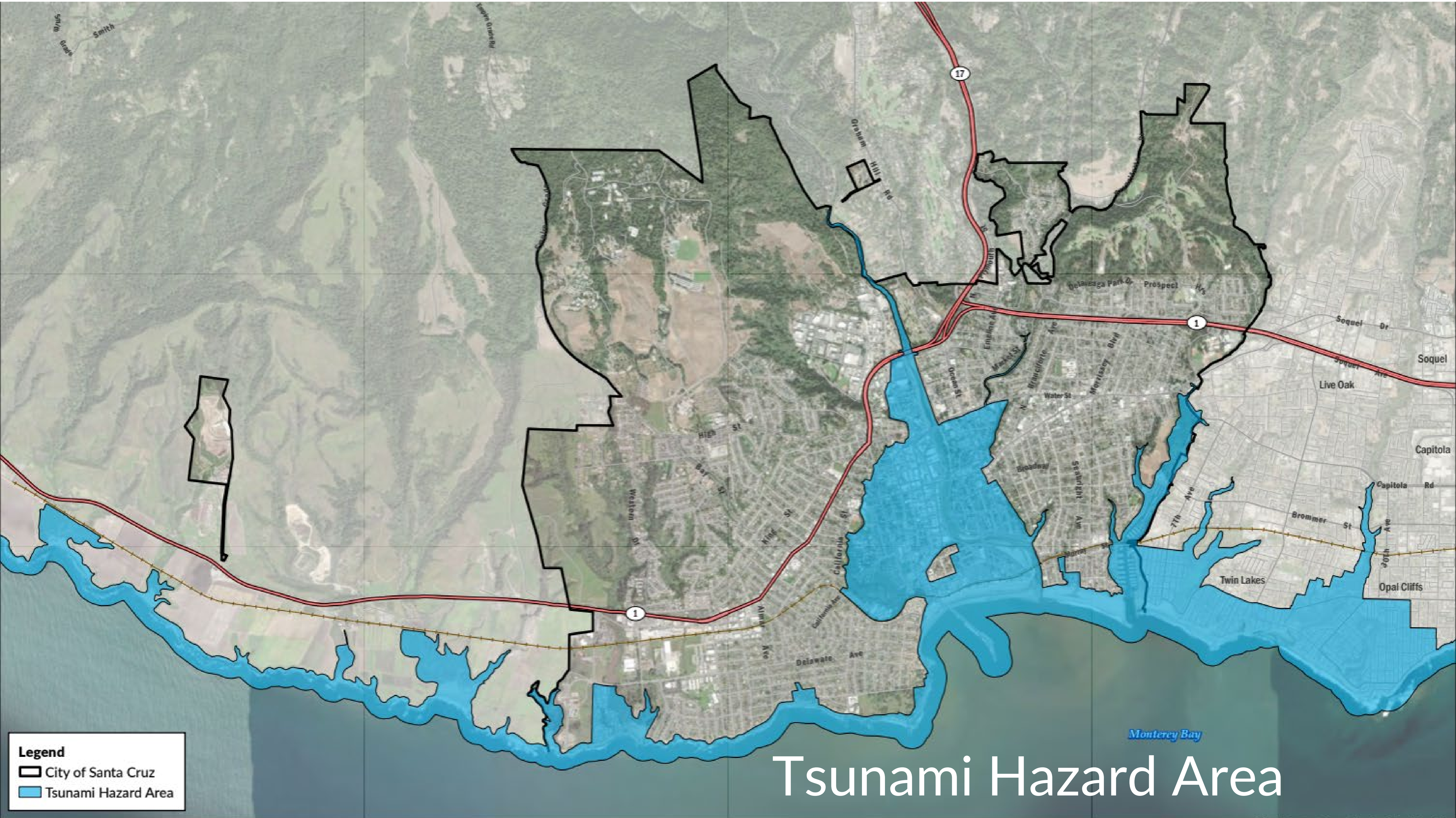


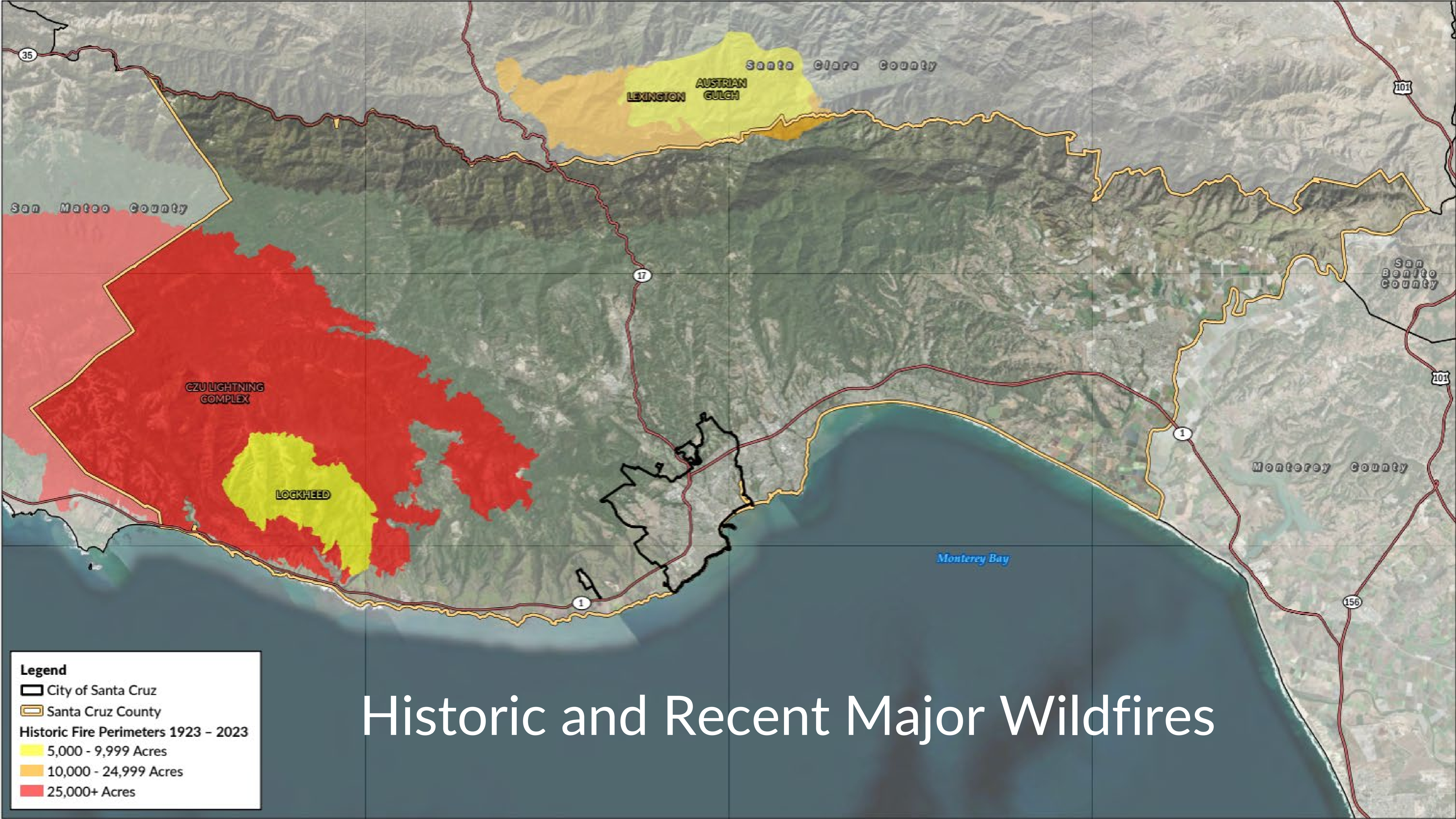
Legend

- City of Santa Cruz
- Coastal Storm Flooding Hazard Zones
- Existing
- 2030 (0.3 ft SLR)
- 2060 (2.4 ft SLR)
- 2100 (5.2 ft SLR)

Flooding Hazard Zones







Legend

- City of Santa Cruz
- Santa Cruz County
- Historic Fire Perimeters 1923 - 2023
- 5,000 - 9,999 Acres
- 10,000 - 24,999 Acres
- 25,000+ Acres

Historic and Recent Major Wildfires

2023 and 2024 Major Storm Events and West Cliff Erosion

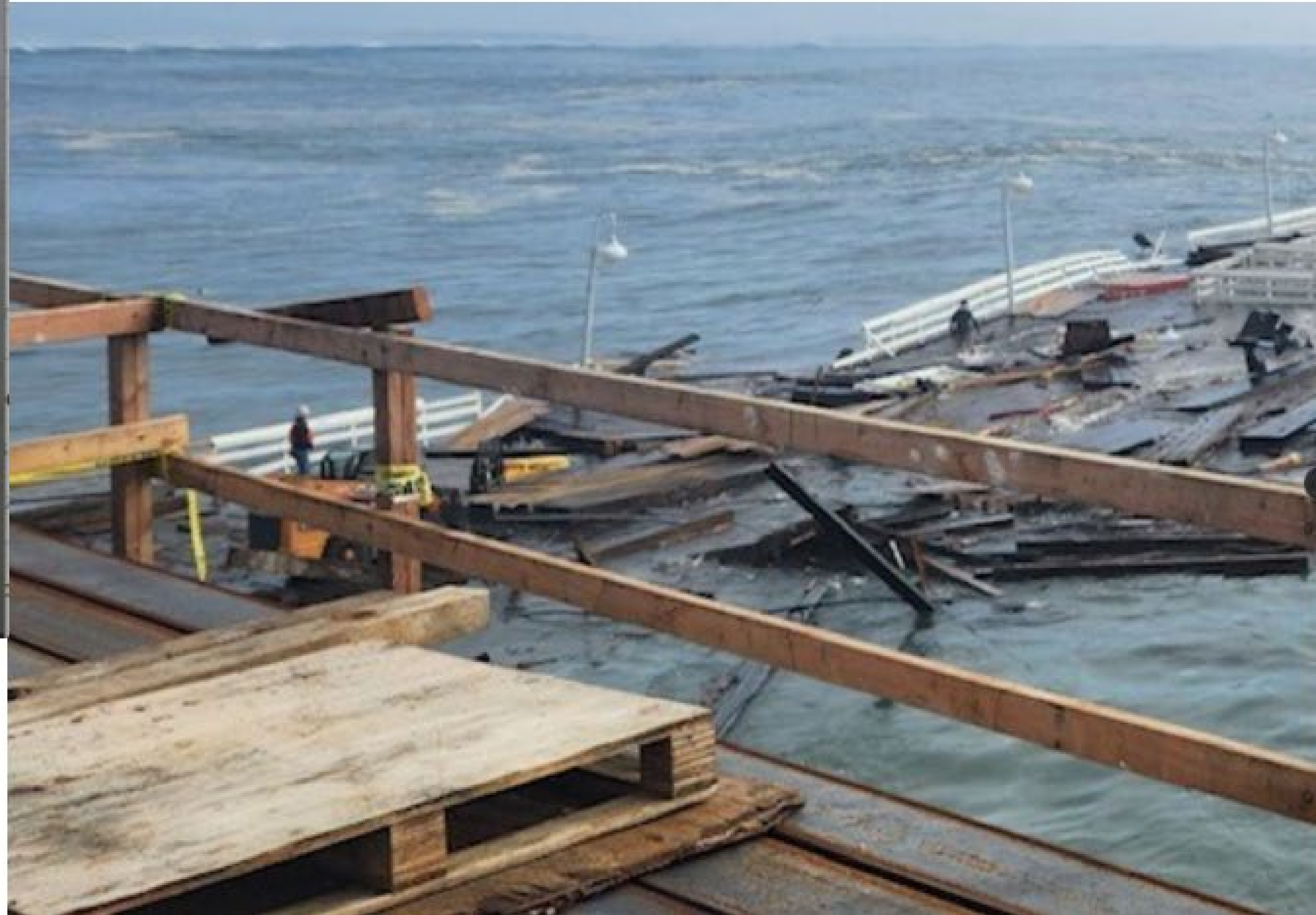
Big Sur Example

*Let's Be
Strategic
and
Proactive*



December 23, 2024

Partial Wharf Collapse



2025 - 2030

City of Santa Cruz Local Hazard Mitigation Plan Climate Adaptation Plan



City of Santa Cruz

2030 Climate Action Plan



Council Direction:

Develop a Community
Vision and Plan for West
Cliff and move towards
proactive implementation



50-year Community Vision Overview

- Balancing Change and a Collective Future
- Beauty, Resilience and Continued Use
- Prioritizing Pedestrian and Bicycle Access
- Limited Hard Armoring
- Exploring Nature-based Solutions and Engineered Natural Feature Restoration
- Park Space as Recreation Area and Buffer
- Planned Relocation
- Collaboration

944 & 960 Recovery



944 Sinkhole
Est. Cost: \$1.3M



960 Hybrid Wall
Est. Cost: \$1.6M

1000 Block Recovery



1030 Infill Wall
Est. Cost: \$2.5M
Summer 2025

1016 Infill Wall
Est. Cost: \$3.4
2024-2025

Bethany Culvert
Est. Cost: \$9M
2024-2025



West Cliff Storm Damages

Sites Damaged by
January 2023 Storms

Sites Damaged by
December 2023 & 2024 Storms

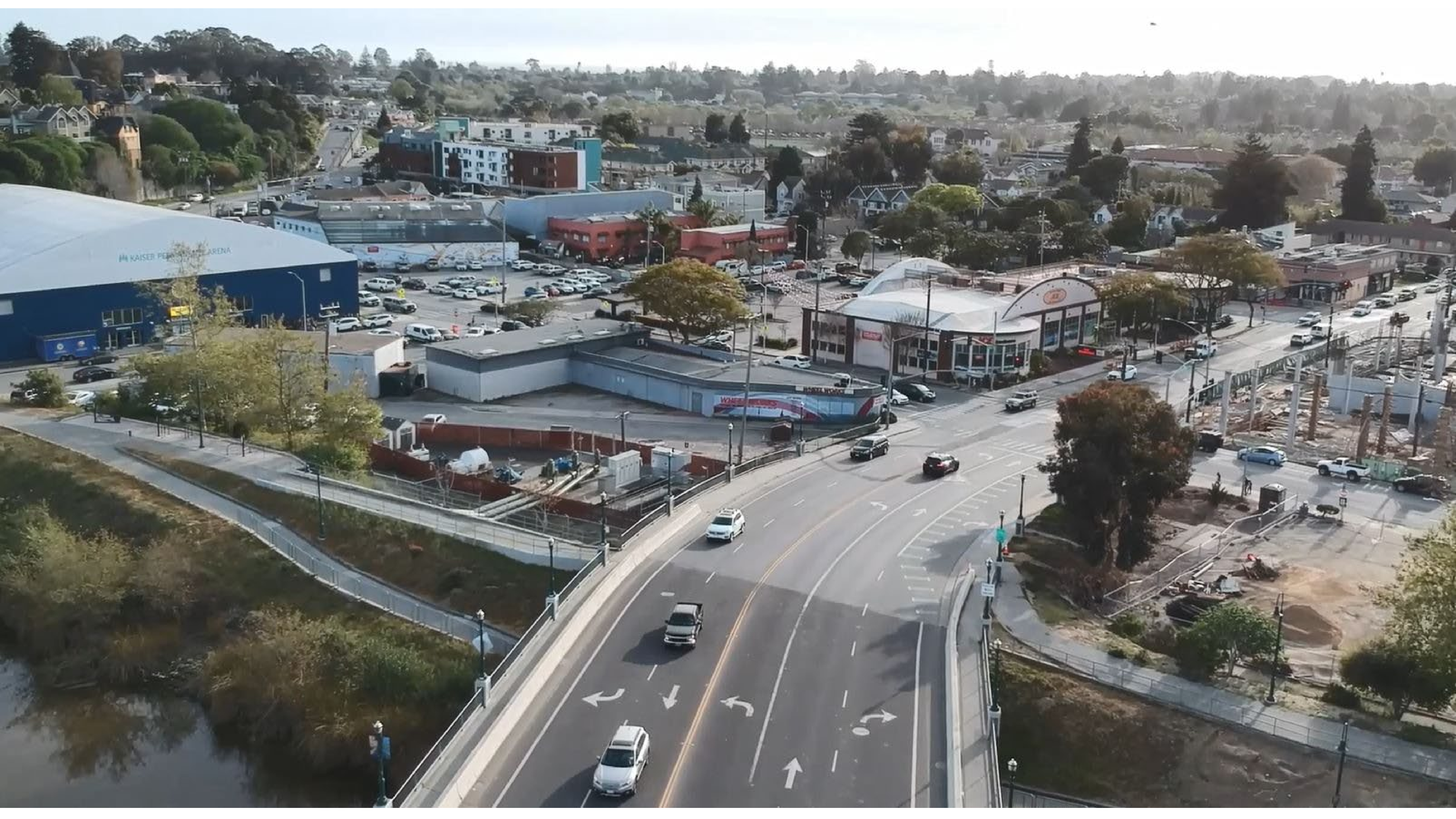


Next Steps – Implementation and the case for a **Climate Resiliency District**

- Shared Community Vision
- City Council Support and Direction
- Climate Change impacts felt community-wide and solutions benefit all
- Implementation is costly and beyond scope of General Fund or other traditional city financing options
- Voter threshold and likelihood of support

Downtown Plan Expansion and the case for an Enhanced Infrastructure Financing District





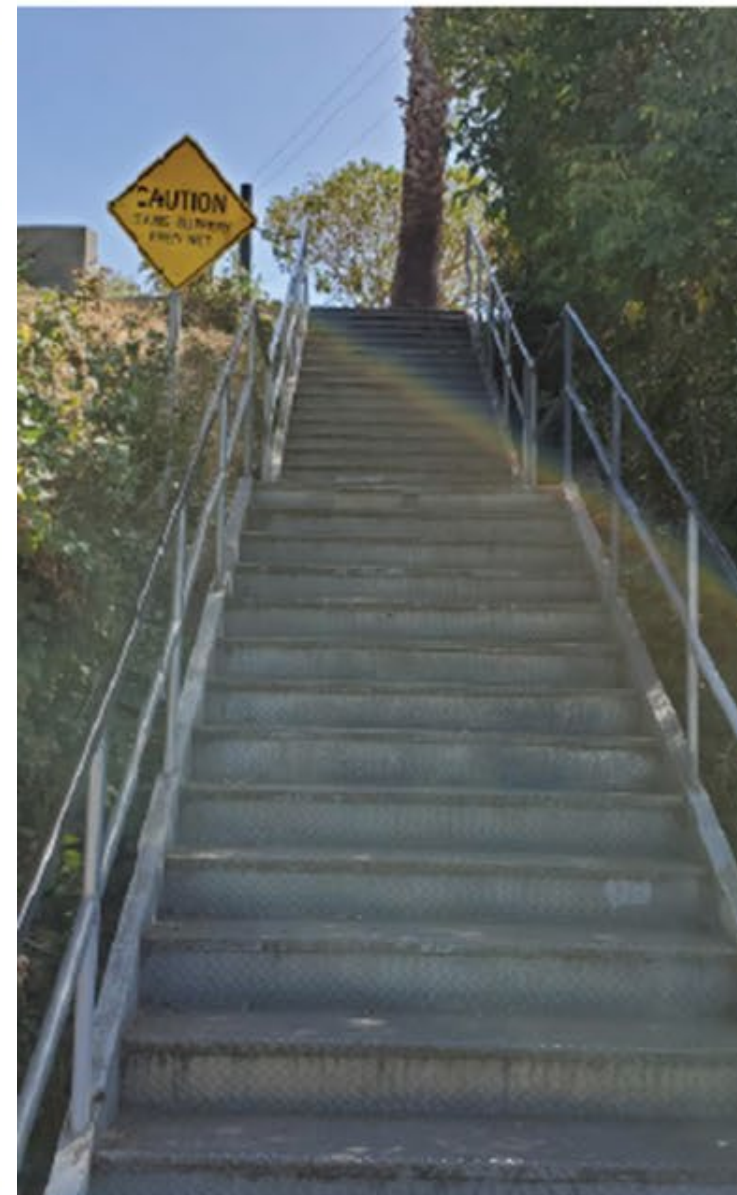
Downtown Expansion Area Existing Conditions



View South on Front Street from Spruce Street



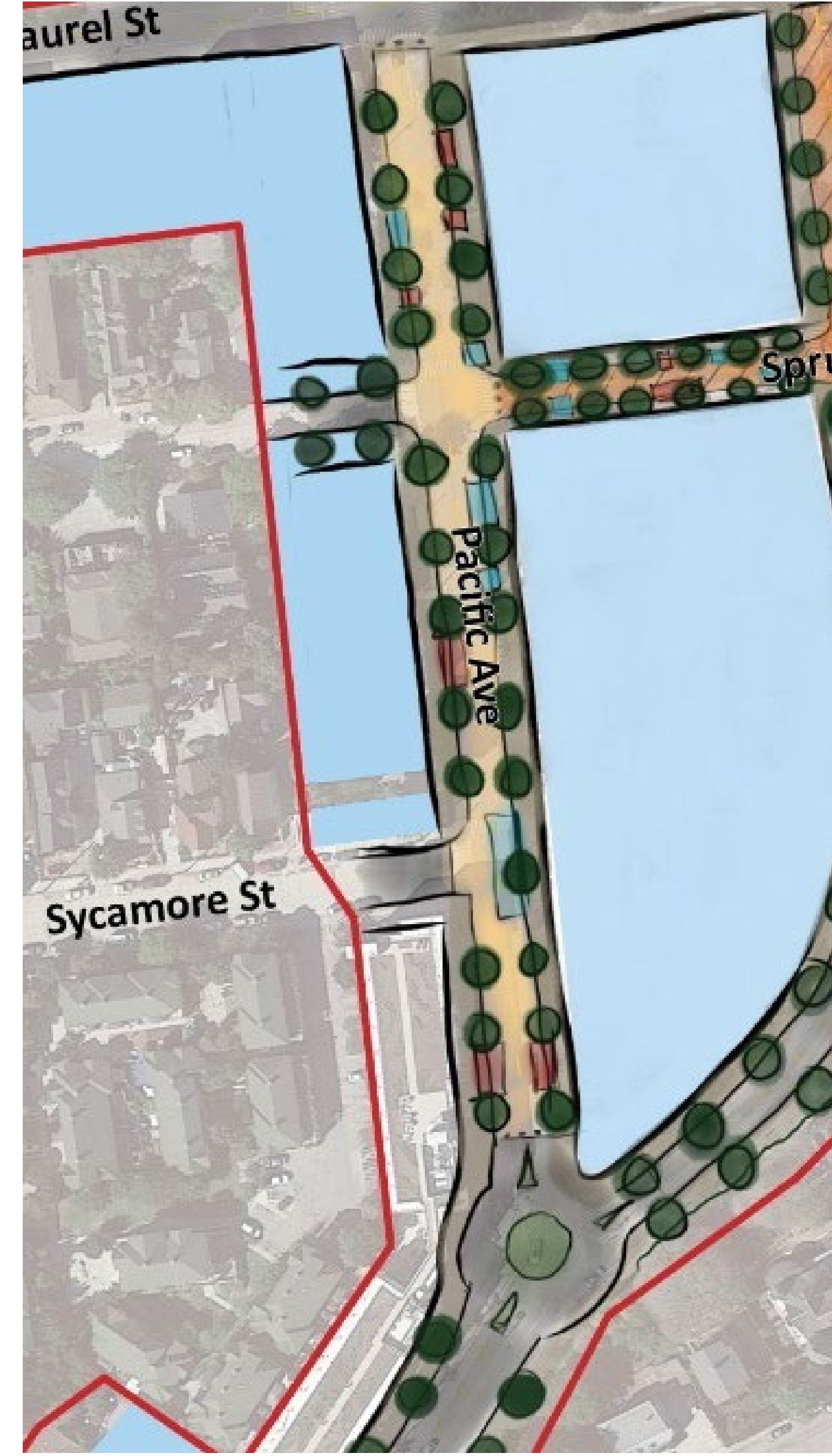
View West on Spruce Street



Santa Cruz Riverwalk

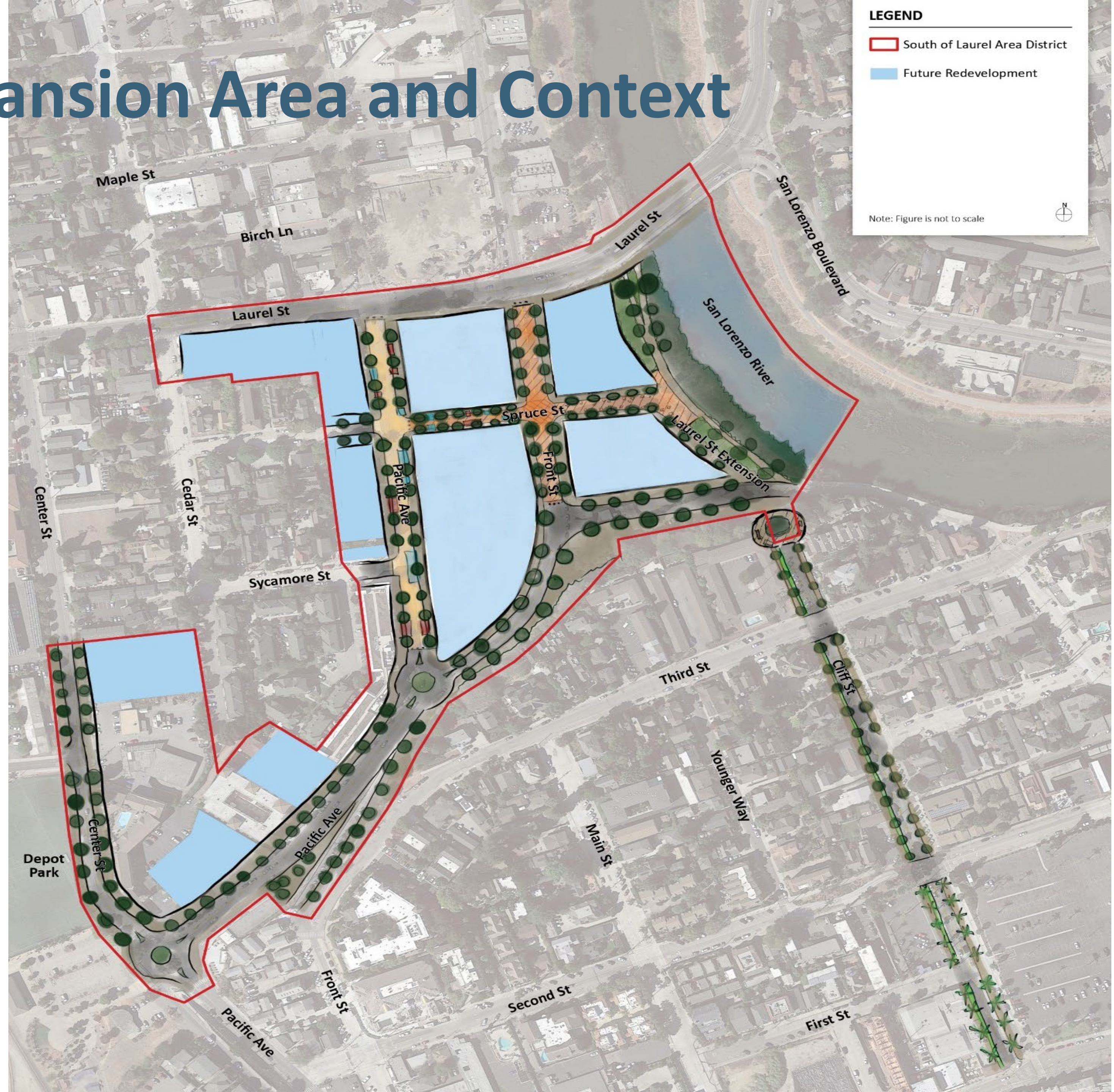


Pacific Avenue – Vibrant Downtown



Downtown Plan Expansion Area and Context

- Downtown Plan Amendments underway
- Community Process
- Controversial height and project perceptions
- Support for Warriors generally
- Business support for economic investment
- City Council support and direction mixed
- EIFD focused on limited commercial areas





Source: Dahlin Group, 2024

Figure 5-4 Conceptual Rendering of Project Looking North from Lower Pacific Avenue



View Southeast from the Santa Cruz Riverwalk



View North along the Santa Cruz Riverwalk

Source: Kimley-Horn, 2024

Figure 5-1b Project Area Existing Visual Characte
Downtown Plan Expansio
Draft Subsequent EIR



Source: Dahlin Group, 2024

Figure 5-3 Conceptual Rendering of Project Looking South Along the Santa Cruz Riverwalk
Downtown Plan Expansion
Draft Subsequent EIR

Spruce Street Plaza



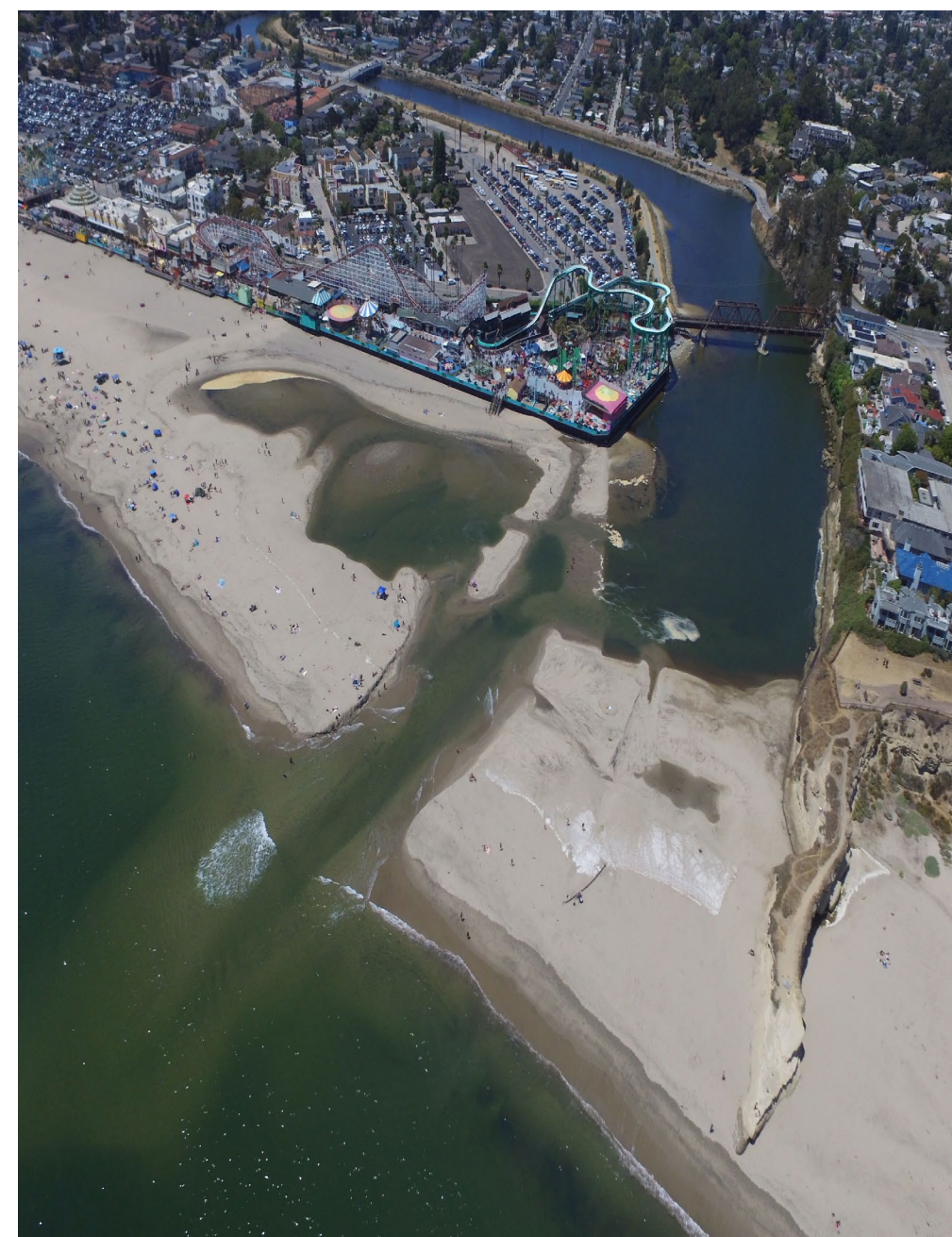
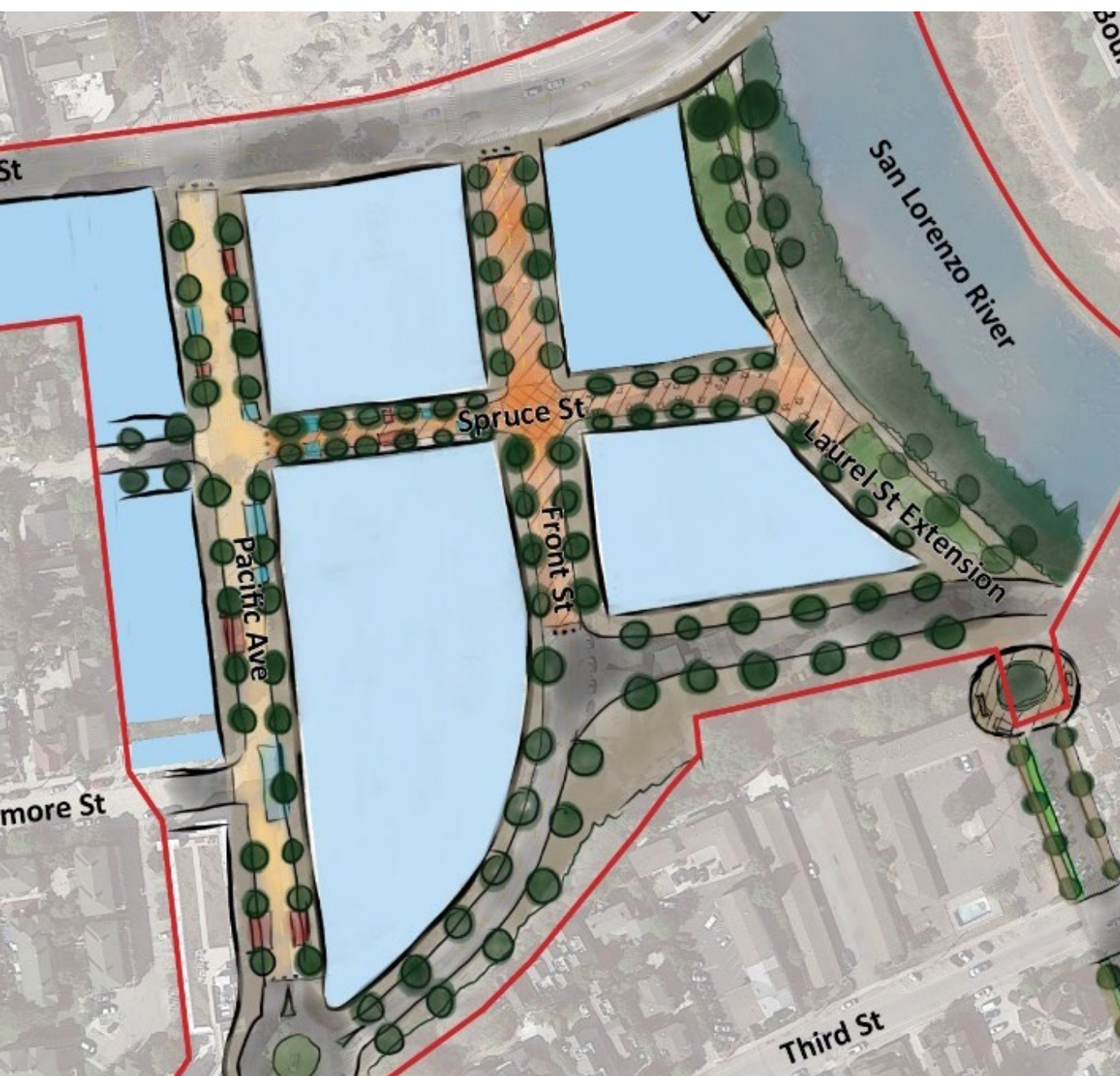
Engaging Community Spaces

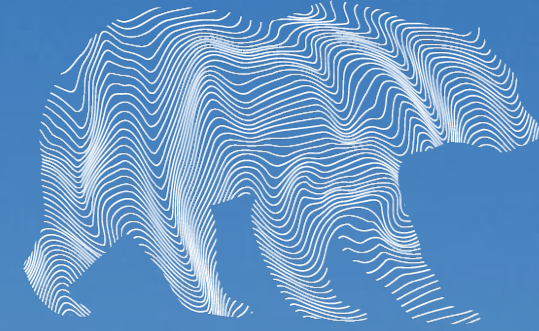




Downtown Expansion Area: Case for an EIFD

- Increase housing/grant opportunities
- Public amenities and improvements
- Connect downtown, river, and beach
- Permanent Warriors arena
- Economic opportunities, ROI
- Private Sector Partner(s) and up-front leveraging of resources for buildout
- Tax revenue-potential for County investment/mutual benefit
- **District formation –protest opportunity, but not public vote-likelihood for success**





CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

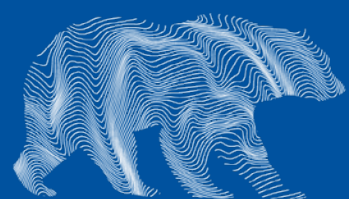
Brian Coleman

Project Financing Manager

Overview

About GO-Biz

- Point of contact for economic development and job creation efforts.
- Offers services to business owners, communities, and site selectors.
- Has a broad range of teams focused on combination of services, policy, and program management.



Our Teams

California’s Business Ecosystem

Within GO-Biz, we have numerous teams that are available to support businesses and communities with various economic development activities.



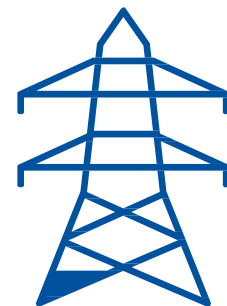
Business Investment Services



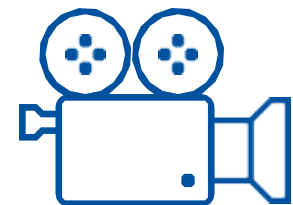
California Competes



Community and Local Equity Grants



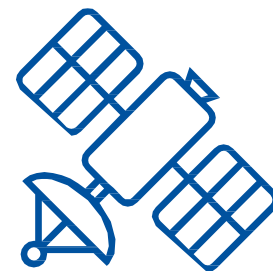
Energy and Climate



Film Commission



Infrastructure and Economic Development Bank



Innovation and Emerging Technologies



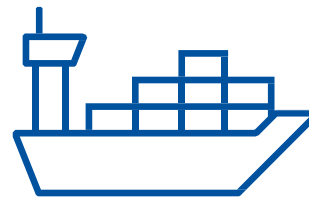
International Affairs and Trade



Regional Economic Development



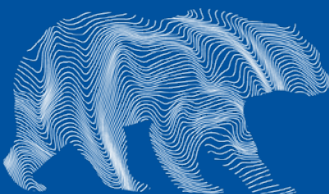
Small Business Advocate



Supply Chain



Visit California





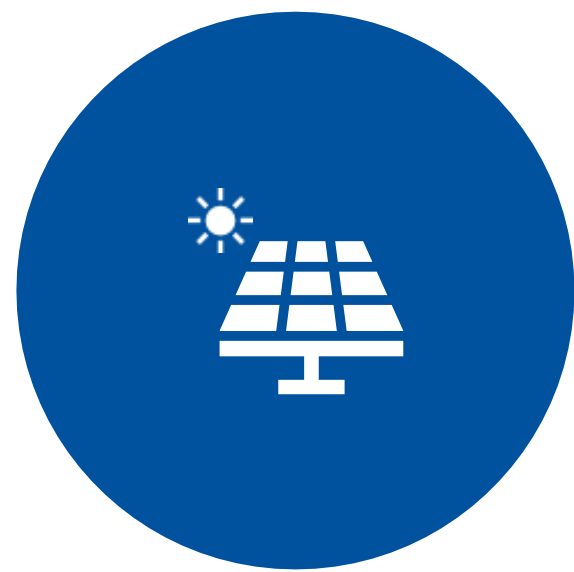
Historic Federal Investment Bipartisan
Infrastructure Law, Inflation Reduction Act,
CHIPS and Science Act.

Historic State Investment

Multiple budgets from 2022-present and
planned future investments via forecasting.



Future Clean Economy



**100% clean
energy by 2045**

And economy-wide
carbon neutrality by
2045



**60% of state's
electricity from
renewables by
2030**

Mix of resources.



**100% of all new
trucks sold must be
ZEV in 2035**

+ any new drayage trucks
entering the statewide
system must be ZEV in
2025.



**100% of all new
locomotives to be
ZEV in 2035**

By 2047 100% of
annual fleet usage in
California must be from
ZE locomotives.



**25GW of offshore
wind capacity by
2045**

+ 2-5GW by 2030.
Both per AB525



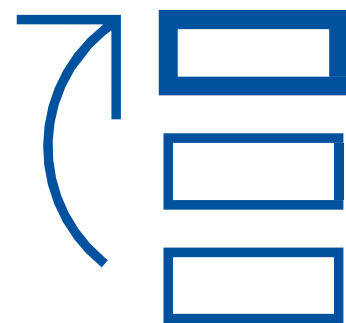
A State of Firsts

Climate Infrastructure + Business Investment

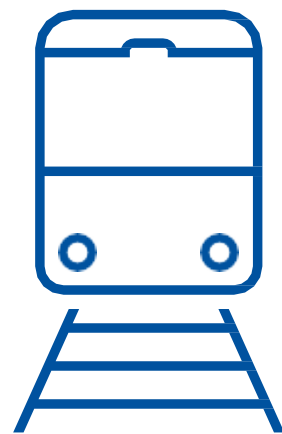
Examples can be found in
every region of the state.



First all electric
container crane
terminal in the world
(Long Beach)



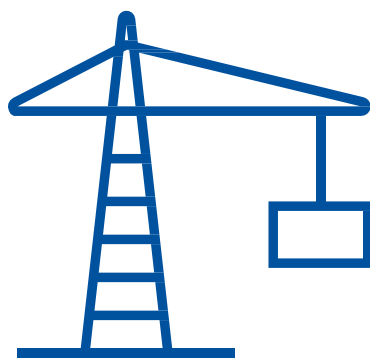
First all-electric top
handlers in operation
in the U.S.
(Los Angeles)



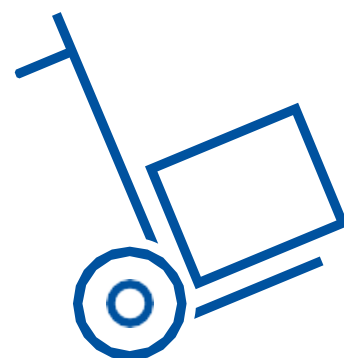
First hydrogen fuel-
cell switching
locomotive in U.S.
(Sacramento)



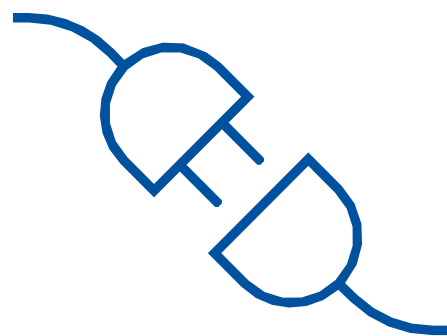
First all-electric
tugboat in North
America
(San Diego)



First all-electric crane
set in North America
(San Diego)



First all-electric
forklift sets in U.S.
(Sacramento and
Stockton)



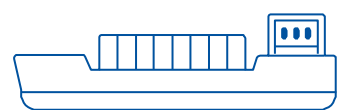
First state to
implement shore
power
(Multiple)



First U.S. cities to
develop climate
action plans
(Multiple)



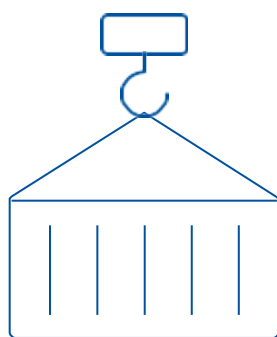
Recent Examples: Historic Investments



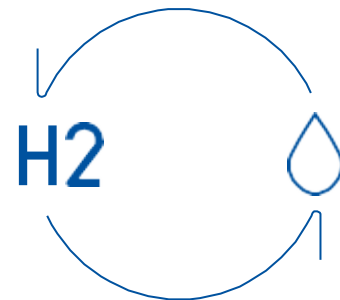
\$1.5B Goods movement and freight infrastructure from programs at CalSTA (2023)



\$2B+ for heavy duty ZEVs from multiple state agencies (ongoing)



Over \$1B+ in additional supportive state investments since 2022



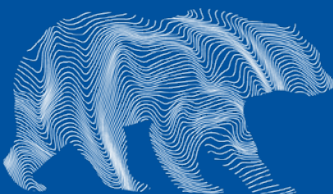
\$1.2B ARCHES Hydrogen Hub designation from US DOE (2024)



\$10B from Proposition 4: Parks, Environment, Energy, and Water Bond Measure (2024)



Over \$3B+ in additional IRA / IIJA Federal Funds since 2022





Clean Technologies

Wind energy, hydrogen, ZEVs, batteries, carbon capture, solar, transmission infrastructure



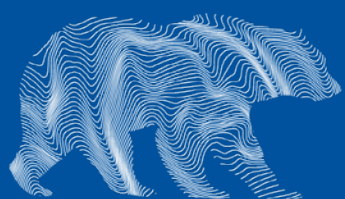
Critical Materials

Rare earth elements, lithium, tungsten, boron, graphite, nickel, strontium...



Industry 4.0

Data centers, emerging tech, aerospace, defense, space, robotics, semiconductors, artificial intelligence, quantum, fusion...



IBank California Infrastructure & Economic Development Bank

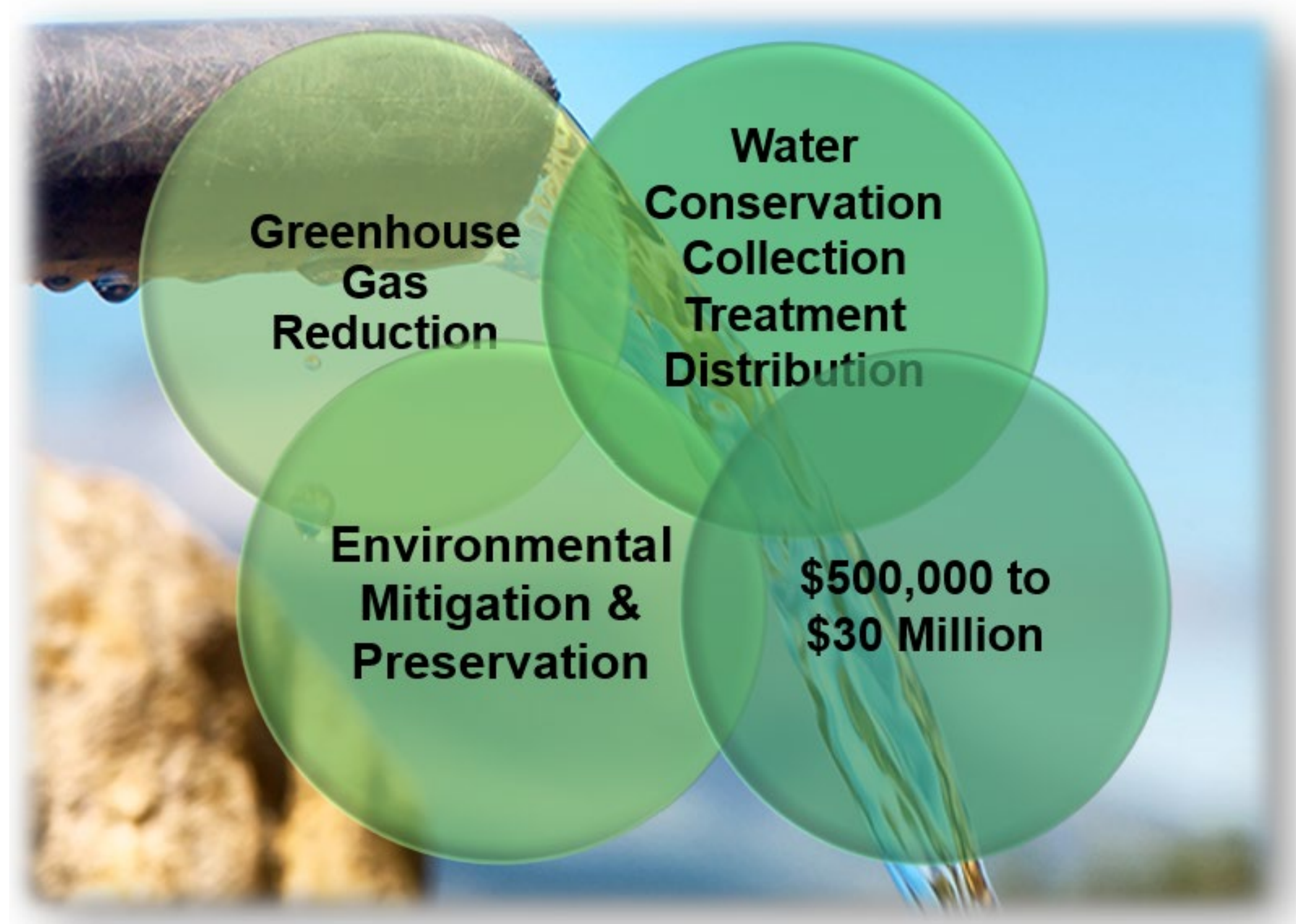
 **Infrastructure State
Revolving Fund
Program**

 **Bond Financing
Program**

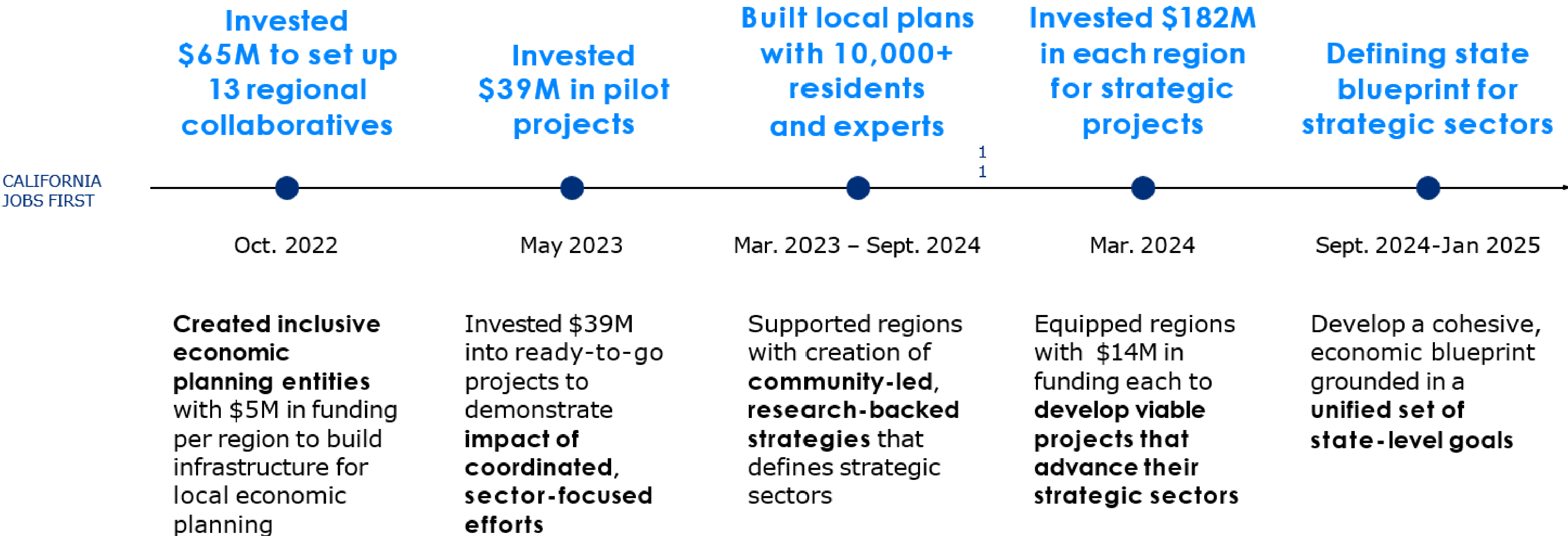
 **Small Business
Finance Center**

 **Climate
Financing**

Direct loans and flexible
climate financing



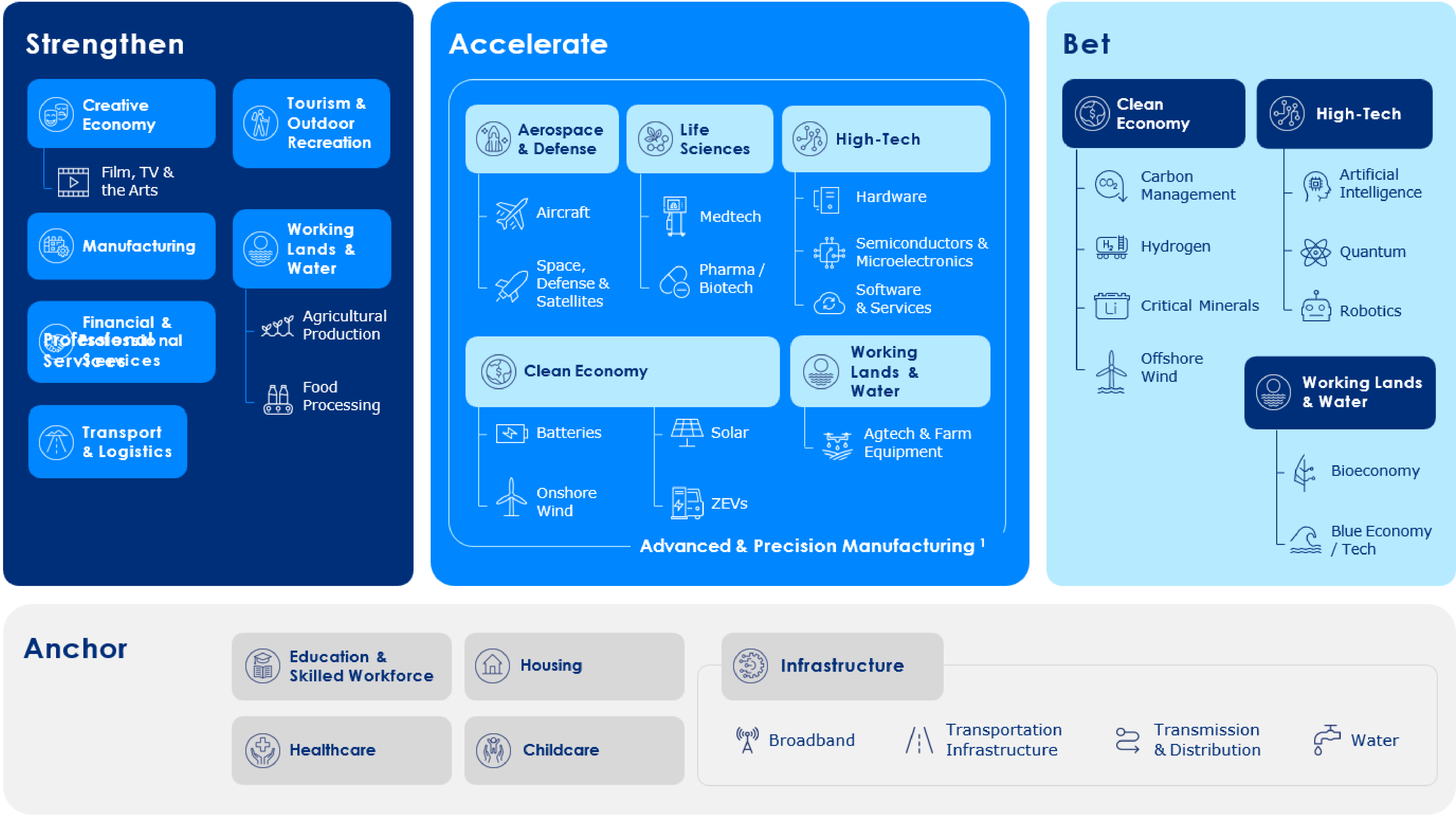
California has invested \$286M to empower regions to advance their economies through the California Jobs First Regional Investment Initiative



California State Economic Blueprint - www.jobsfirst.ca.gov



CA Jobs First Strategic Sectors





California Consulting presents:

Federal and State Climate Grant Opportunities

How Municipalities Can Access Climate
Resilience and Action Funding

California Consulting, Inc.



- More than 1600 competitive federal, state, and private foundation grant applications that have been successfully awarded for our clients
- \$1.6 billion for our clients
- Our grant writers write applications for Cities, Counties, Special Districts, and more!

Infrastructure Funding

Infrastructure

CalOES: HMGP

- HMGP has a rolling deadline for NOIs, funding to support the hazards caused by climate change. HMGP: Project Implementation max is unspecified, we have had projects funded for \$1M+ . \$150,000 for single jurisdiction plan, \$250,000 for multi-jurisdiction plan. 25% Match.

USDA: Community Facilities Grant and Loans

- Rolling Deadline, provides affordable funding to develop essential community facilities in rural areas. \$50,000 max, match is usually contributed as funding is used for large infrastructure projects, could be a loan if not severely disadvantaged.

CEC: Charging Infrastructure for Government Fleets

- Due Spring 2025, electric vehicle charging infrastructure to support government fleet electrification, sustainability goals, and emissions reduction in disadvantaged communities. funding up to 70% of the total project costs or \$6 million, whichever is less. Minimum 30% match.

Infrastructure

USDOT: Charging Fueling Infrastructure Grant (CFI)

- Due Summer 2025, funds publicly accessible electric vehicle (EV) and alternative fueling chargers and infrastructure in urban, rural, and underserved communities, as well as along designated Alternative Fuel Corridors. \$500,000 to \$15 million, 20% match.

California Strategic Growth Council: Community Resilience Centers Program

- Due Summer 2025, Can fund repairs to a community building to make it community resilience center-cooling center in summer, warming in winter. Planning grants: \$100,000 to \$500,000; Project Development grants: \$500,000 to \$5M; Implementation grants: \$1M - \$10M; no match.

EPA: Clean Heavy Duty Vehicle Grant:

- Due June 2025, Funds the replacement of current non-zero emission heavy duty vehicles with zero-emission HDVs and accompanying infrastructure, maintenance costs, workforce development. Pricing differs, 20-60% match.

Infrastructure

Energize EV Jump Start

- Due September 2025, Project EV Jump Start funding lane is intended for commercial fleets, site owners, or others who seek to deploy charging infrastructure for Medium-Duty and Heavy-Duty (MDHD) electric vehicles (EVs). Up to \$750,000, match: 75% of total eligible adjusted project costs

FEMA: Building Resilient Infrastructure and Communities (BRIC)

- Due October 2025, focuses on proactive investment in community resilience by funding projects that reduce disaster risk, support climate adaptation, improve infrastructure, and benefit disadvantaged communities, with an emphasis on innovative partnerships and nature-based solutions. Up to \$2M in funding, 25% match.

HCD: Community Development Block Grant

- Due December 2025, funding to support community development, activities such as infrastructure, economic development projects, public facilities installation, community centers, housing rehabilitation, public services, clearance/acquisition, microenterprise assistance, code enforcement, homeowner assistance, etc. Maximum award per jurisdiction is \$3.6 million. Competitive Grants: Public Service and Planning grants are capped at \$300,000 each. OTC Grants: Projects up to \$3.3 million; Housing or Economic Development Programs up to \$1.5 million. Match not required, but encouraged

Infrastructure

CEC: Fast 2.0

- Due Spring 2026, funding for publicly available EV charging stations. 50% match, \$10M max.

National Energy Technology Laboratory: Grid Resilience and Innovative Partnerships

- Due TBD, funds projects to modernize the American electric grid, enhancing resilience, enabling advanced grid performance, promoting energy justice, and leveraging private and public capital for impactful clean energy infrastructure and technology. max \$250,000,000, 1/3 Match req.

Roads, Bridges, and Public Transportation

Roads, Bridges, and Public Transportation

CMAQ and STBG Programs

- Deadline and amount varies depending on local APCD (May 16th, 2025 for SCAG), The Congestion Mitigation and Air Quality (CMAQ): funding for transportation projects that support Clean Air Act requirements such as electrification or active transportation, Surface Transportation Block Grant (STBG): flexible funding to improve surface transportation infrastructure such as side walks, highways, bridges

USDOT: Low or No Emission and Grants for Buses and Bus Facilities Competitive Programs

- Due Spring 2025, Funding to transition to zero- and low-emission transit buses and supporting facilities, while the Buses and Bus Facilities Competitive Program finances capital projects for bus purchases and facility improvements, with requirements for workforce development and training. up to \$50M, 20% Match.

CTC: Local Transportation Climate Adaptation Planning (LTCAP) Grant

- Due August 2025, funding for the development and implementation of projects that are intended to adapt to the changing climate, increase climate resiliency, and protect at-risk transportation infrastructure. No min, max \$50M, 20% match.

Roads, Bridges, and Public Transportation

USDOT: Safe Streets and Roads for All (SS4A)

- Due August 2025, funding to create or enhance comprehensive safety action plans aimed at preventing roadway fatalities and serious injuries, and they also support supplemental planning or demonstration activities to inform these strategies. \$100,000 to \$10 million, 20% match.

CalTrans: Highway Safety Improvement Program (HSIP)

- Due September 2025, to fund highway safety improvements such as flashing crosswalks, street lighting, etc. Projects must be identified on the basis of crash experience, crash potential, crash rate, or other data-supported means. min \$100k - max \$10m, no match.

CalTrans and USDOT: Reconnecting Communities Programs

- Due September 2025, funding to reconnect communities divided by transportation infrastructure, prioritizing disadvantaged areas and supporting activities like planning, design, and construction to improve mobility, access, and equitable development. Planning Grants: Up to \$2 million. Construction Grants: \$5 million to \$100 million. 20% match.

Roads, Bridges, and Public Transportation

USDOT: Thriving Communities

- Due 2025 (TBD), funding supports disadvantaged communities in planning transformative infrastructure projects to boost mobility, reduce pollution, and expand affordable transportation options.

CalTrans: Sustainable Transportation Grant

- Due January 2026, Sustainable Communities Grants, Climate Adaptation Planning Grants (\$50M), and Strategic Partnerships Grants fund local, regional, and statewide transportation planning initiatives to reduce greenhouse gas emissions, address climate vulnerabilities, and improve transportation infrastructure. Sustainable Communities Grants range from \$50,000 to \$700,000 with an 11.47% local match, Climate Adaptation Planning Grants range from \$100,000 to \$1 million (up to \$1.5 million for partnerships) with an 11.47% local match, and Strategic Partnerships Grants range from \$100,000 to \$500,000 with a 20% local match

CalTrans: Active Transportation Program

- Due Spring 2026, promotes biking and walking, enhances safety, supports GHG reduction, improves public health, and benefits disadvantaged communities through diverse projects. No max amount specified, but we have had projects funded for \$1M+. No match, but local match required, check with local MPO.

Economic Development

Economic Development

Economic Development Administration (EDA): PWEAA

- Deadline Rolling, To fund Public Works related infrastructure improvements to enhance economic development and provide necessary services to businesses in the city. min \$100,000 to max \$3,000,000, no match.

Economic Development Administration (EDA): Build to Scale

- Deadline October 2025, To fund Public Works related infrastructure improvements to enhance economic development and provide necessary services to businesses in the city. min \$100,000 to max \$3,000,000, no match.

Economic Development Administration (EDA): Recompete

- Deadline October 2025, To provide distressed communities both strategy development planning grants and large, flexible, implementation awards. Strategic development grants: \$250-500K, up to \$750K rarely, no match. Implementation \$20-\$50M. Match required.

Economic Development

HCD: Community Development Block Grant

- Due December 2025, funding to support community development, activities such as infrastructure, economic development projects, public facilities installation, community centers, housing rehabilitation, public services, clearance/acquisition, microenterprise assistance, code enforcement, homeowner assistance, etc. Maximum award per jurisdiction is \$3.6 million. Competitive Grants: Public Service and Planning grants are capped at \$300,000 each. OTC Grants: Projects up to \$3.3 million; Housing or Economic Development Programs up to \$1.5 million. Match not required, but encouraged

Housing

Housing

HCD: Infill Infrastructure Grant Program

- Due April 15, 2025, to promote infill housing development by providing financial assistance for Capital Improvement Projects that are an integral part of, or necessary to facilitate the development of affordable and mixed income housing. \$1M-\$7.5M, varies depending on types of units, no match.

HCD: Multifamily Housing Program (MHP)

- Due April 15, 2025, provides loans to assist in the new construction, rehabilitation, and conversion of permanent and transitional rental housing for lower-income households. It supports affordable housing developments by offering capital and operating funds to projects that meet state and local affordability and sustainability goals. \$230M total available (loan limits vary by unit type and project specifics), no match.

HCD: Joe Serna, Jr. Farmworker Housing Grant (FWHG) Program

- Due April 15, 2025, provides loans for the new construction or rehabilitation of multifamily rental housing developments that serve agricultural workers. It prioritizes lower-income farmworker households and ensures access to quality housing for this vulnerable population. \$120M total available, no match.

Housing

HCD: Veterans Housing and Homelessness Prevention (VHHP) Program

- Due April 15, 2025, provides loans for the acquisition, construction, rehabilitation, and preservation of affordable multifamily housing developments for veterans and their families. The program aims to enhance housing stability for veterans, particularly those experiencing homelessness or at risk of becoming homeless. \$12M total available, no match.

HCD: Homekey+

- Due May 30, 2025, supports developing various housing types, such as hotels, motels, hostels, single-family and multifamily homes, adult residential facilities, and manufactured housing, as well as converting commercial properties and existing buildings into permanent supportive housing for the target population. Capital Award Per Door - \$150,000 to \$200,000; Operating Award Per Unit - \$1,000 to \$1,400 (per Assisted Unit per month), varies depending on project. No match.

HCD: Affordable Housing Sustainable Communities

- Due Spring 2025, funding for affordable housing developments (new construction or renovation) and transportation infrastructure such as new transit vehicles, sidewalks, and bikeways; transportation-related amenities, such as bus shelters, benches, or shade trees; and other programs that encourage residents to walk, bike, and use public transit. Min and Max depend on project type. No Match.

Housing

BCSH: Encampment Resolution Fund (ERF)

- Due Spring 2025, funding supports providing interim shelter or placing homeless individuals directly into permanent housing, covering eligible costs such as rapid rehousing services, operating subsidies for affordable housing or shelters, street outreach, service coordination, systems support, shelter improvements, and limited administrative expenses. Average award= \$2.5M, Match Required.

HCD: Homeless Housing Assistance and Prevention (HHAP)

- Due August 29th, 2025, HHAP makes available grant allocations to cities, counties, and continuums of care with flexible funding to prevent and end homelessness in their regions.

HUD: Pathways to Removing Obstacles to Housing (PRO Housing) Program

- Due October 2025, prepare for period of public comment ahead of time. Funding to help communities remove barriers to affordable housing production and preservation through innovative solutions, focusing on strategies like streamlining permitting, developing housing plans, creating transit-oriented zones, and converting vacant or commercial properties to increase housing supply.

Housing

HUD: Pathways to Removing Obstacles to Housing (PRO Housing) Program

- Due October 2025, prepare for period of public comment ahead of time. Funding to help communities remove barriers to affordable housing production and preservation through innovative solutions, focusing on strategies like streamlining permitting, developing housing plans, creating transit-oriented zones, and converting vacant or commercial properties to increase housing supply.

HCD: Community Development Block Grant

- Due December 2025, funding to support community development, activities such as infrastructure, economic development projects, public facilities installation, community centers, housing rehabilitation, public services, clearance/acquisition, microenterprise assistance, code enforcement, homeowner assistance, etc. Maximum award per jurisdiction is \$3.6 million. Competitive Grants: Public Service and Planning grants are capped at \$300,000 each. OTC Grants: Projects up to \$3.3 million; Housing or Economic Development Programs up to \$1.5 million. Match not required, but encouraged

HCD: CalHome

- Due Spring 2026, supports homeownership programs for low to moderate-income households, focusing on increasing homeownership, promoting neighborhood revitalization, and encouraging sustainable development. \$300k-\$10M depending on project. Yes, not specified.

Housing

HCD: Permanent Local Housing Allocation (formula and competitive)

- Deadline February 28th, 2026 and 2027. Aimed at addressing the state's housing shortage and high housing costs by increasing the supply of housing in low income areas, assist individuals at risk or experiencing homelessness, facilitate housing affordability, and promote projects that meet the regional housing need. Formula grants given on allocation basis, competitive grants can range anywhere up to \$5m.

HCD: Emergency Solutions Grant (ESG)

- Due based on local CoC funding release, funding to engage and support homeless individuals and families through street outreach, rapid rehousing, operating emergency shelters with essential services, and preventing at-risk individuals and families from becoming homeless. \$75,000-\$200,000, match required.

REAP 2.0

- Check deadline with local council of governments, to accelerate housing production and advance the state's climate goals by integrating housing and transportation planning. funding allocations depend on project scope and regional needs, no match.

Sustainability/ Climate Action

Sustainability/Climate Action

EPA: Thriving Communities Grantmaking Program

- Rolling until funds are exhausted. Funds projects to assess, plan, or develop solutions for environmental justice and community resilience. Focus areas include public outreach, planning, and implementation of environmental initiatives. Tier 1: Up to \$150,000 (1 year). Tier 2: Up to \$250,000 (1–2 years). Tier 3: Up to \$350,000 (2 years).

EPA: Climate Pollution Reduction Grants (CPRG)

- Due Spring 2025, created under the 2022 IRA, targets reducing GHG pollution, addressing climate change impacts, and promoting a cleaner, more resilient, and equitable economy. \$1M to \$25M, no match.

OPR: Extreme Heat and Community Resilience Program (EHCRP)

- Due Spring 2025, funds projects to boost resilience against extreme heat, prioritizing vulnerable communities with equitable funding, flexible options, and technical support. Small implementation grants: \$100,000 to \$450,000 and Large implementation grants: \$500,000 to \$4 million. No match.

OPR: Adaptation Planning Grant Program

- Due Spring 2025, \$25 million to help California communities develop climate action plans and resilience projects, focusing on equity and vulnerable populations. \$100,000 and \$650,000, no match.

Sustainability/Climate Action

California Strategic Growth Council: Transformative Climate Communities (TCC) Grant

- Due August 2025, Funding the implementation of neighborhood-level projects with multiple, integrated projects; Empowering communities to choose their own strategies for reducing greenhouse gas emissions and achieving community benefits. \$300,000 to \$105 million, no match specified

DTSC: Equitable Community Revitalization Grant (ECRG)

- Due October 2025, The program gives California communities an unprecedented opportunity to address historic environmental injustices and set a new path for land use that will have immediate and lasting benefits, such as recreational uses (parks and other green spaces), commercial enterprises and housing. \$85 million. available. Match tbd.

USB: WaterSmart Water and Energy Efficiency (WEE)

- Due November 2025, funding for projects that result in quantifiable water savings, implement renewable energy components, and support broader sustainability benefits. \$5m Maximum, 50% match.

Sustainability/Climate Action

EPA: Environmental and Climate Justice Community Change Grants Program

- Due TBD, funding to support continuous community change towards environmental justice-working in disadvantaged communities to build EJ workforce development centers, reduce GHG emissions, and pollution. Must partner with at least 2 CBOs. \$10-20 million. Track II awards range from \$1-3 million. No Match.

CA Air Resources Board: Carl Moyer Grant

- Deadline and amount varies depending on local APCD, to reduce emissions from heavy-duty engines through retrofitting, repowering, or replacement. These grants, issued by local air districts, support projects for trucks, off-road equipment, marine vessels, locomotives, and more.

Proposition 4 Funding

Category	Key Goals	Amount (Billions)
Drought, Flood, and Water Supply	Increase the amount and quality of water available for people to use and reduce flooding.	\$3.8B
Forest Health and Wildfire Prevention	Improve the health of forests and protect communities from wildfires.	\$1.5B
Sea-Level Rise and Coastal Areas	Reduce the risks from sea-level rise, restore coastal areas, and protect fish.	\$1.2B
Land Conservation and Habitat Restoration	Protect and restore natural areas.	\$1.2B
Energy Infrastructure	Support the state's shift to more renewable sources of energy, such as offshore wind.	\$850M
Parks	Expand, renovate, and repair local and state parks.	\$700M
Extreme Heat	Reduce the effects of extreme heat on communities.	\$450M
Farms and Agriculture	Help farms respond to climate change and become more sustainable.	\$300M
Total		\$10.0B

How California Consulting Has Helped Cities



Awarded Grants (Partial List)

Safe Streets and Roads for All	City of Pittsburg	\$408,000	California Ocean Protection Council - SB 1 Sea Level Rise Planning Grant	City of Sausalito	\$250,000	CalTrans - Active Transportation Program (ATP)	City of Carson	\$897,000
USDA - Water Treatment Plant	Tuolumne Utilities District	\$8,500,000	CalOES - HMGP Generator NOI for Hazardous Fuel Reduction Project	Town of Mammoth Lakes	\$250,000	Safe Streets and Roads for All	City of Pittsburg	\$408,000
CPUC- Federal Funding Account (FFA) - Last Mile	City of Vallejo	\$3,859,088	USDA - Urban and Community Forestry Grant	City of Pittsburg	\$1,500,000	USDA - Urban and Community Forestry Grant	City of Pittsburg	\$2,000,000
DOJ Bureau of Justice Affairs - National Community Courts Initiative	Contra Costa County District Attorney's Office	\$900,000	Prop 68 - Statewide Park Development and Community Revitalization Program	City of Berkeley	\$5,000,000	CPUC- Federal Funding Account (FFA) - Last Mile	City of Vallejo	\$3,859,088
FEMA - Staffing for Adequate Fire and Emergency Response (SAFER)	City of El Segundo	\$5,434,434	U.S. Department of Transportation - Safe Streets for All (SS4A)	City of Hollister	\$1,080,000	CAL FIRE Wildfire Prevention Grant	City of Monterey	\$800,000
National Park Service - Outdoor Recreation Legacy Program	County of Los Angeles	\$15,000,000	Strategic Growth Council - Community Resilience Centers (CRC) - Implementation Grant	County of Nevada	\$10,000,000	CalTrans - Highway Safety Improvement Program (HSIP)	City of Maywood	\$1,418,490

Awarded Grants (Partial List)

National Park Service - Outdoor Recreation Legacy Program	City of Baldwin Park	\$2,109,000	HCD-Homekey	City of Vallejo	\$12,100,000	Emergency Solutions Grant – Corona Virus 2 (CV-2)	City of Fairfield	\$3,500,000
DOT - Safe Streets for All (SS4A) - Planning & Demonstration Application	City of Carson	\$967,840	ATP Cycle 6	City of Waterford	\$1,993,000	USDE Energy Efficiency and Conservation Block Grant (EECBG)	Fresno County	\$3,151,300
CA Department of Parks and Rec. - Land and Water Conservation Fund (LWCF)	City of Tustin	\$1,500,000	CMAQ and TDA Article 3	City of Santa Paula	\$1,482,878	Prop 1 Storm Water Grant Program	City of Hermosa Beach	\$3,099,400
State Water Resources Control Board - Clean Water State Revolving Fund Construction Grant	City of Arvin	\$4,992,209	Active Transportation Program Grant (ATP)	City of Stockton	\$4,390,000	Boating Infrastructure Grant (BIG)	San Mateo County Harbor District	\$1,500,000
Caltrans - Sustainable Transportation Planning Grant Program	City of Lomita	\$289,500	Caltrans - Clean California Local Grant Program (Heritage Park)	County of Kern	\$4,263,983	Caltrans - Clean California Local Grant Program	City of Ridgecrest	\$1,840,000
IIG - Infill Infrastructure Grant	City of Vallejo	\$2,500,000	Caltrans - Clean California Local Grant Program	City of Gilroy	\$3,960,765	Urban Greening Grant	City of Lynwood	\$2,853,000

Success Stories



and

City of Vallejo

By the Numbers

Total Grant Awards

\$26,886,140

Success Stories



and
City of Baldwin Park

By the Numbers

Total Grant Awards

\$56,703,682

Success Stories



and

City of Maywood

By the Numbers

Total Grant Awards

\$10,107,868

Economic Development Roadmap

Putting a Roadmap into Action

Four “E’s” of Economic Development: *Selecting a Winning Strategy*



Educate

Public & private sector
with data analytics and
market intelligence



Engage

to build community and
stakeholder support
through workshops &
social media



Enable & Entitle

projects that are
viable and sustainable

Collaborative Approach to Drive Economic Success

Internal Collaboration: City Departments Working Together

City Manager's Office: Drive high-level strategy and ensure policy consistency
Planning & Zoning: Ensure entitlement processes align with market needs and city goals
Public Works & Infrastructure: Coordinate on roads, utilities, and site readiness
Finance & Budgeting: Align incentives, tax policies, and funding mechanisms
Economic Development Team: Act as the facilitator, bridging all these effort

Public-Private Collaboration: Partnering with the Private Sector

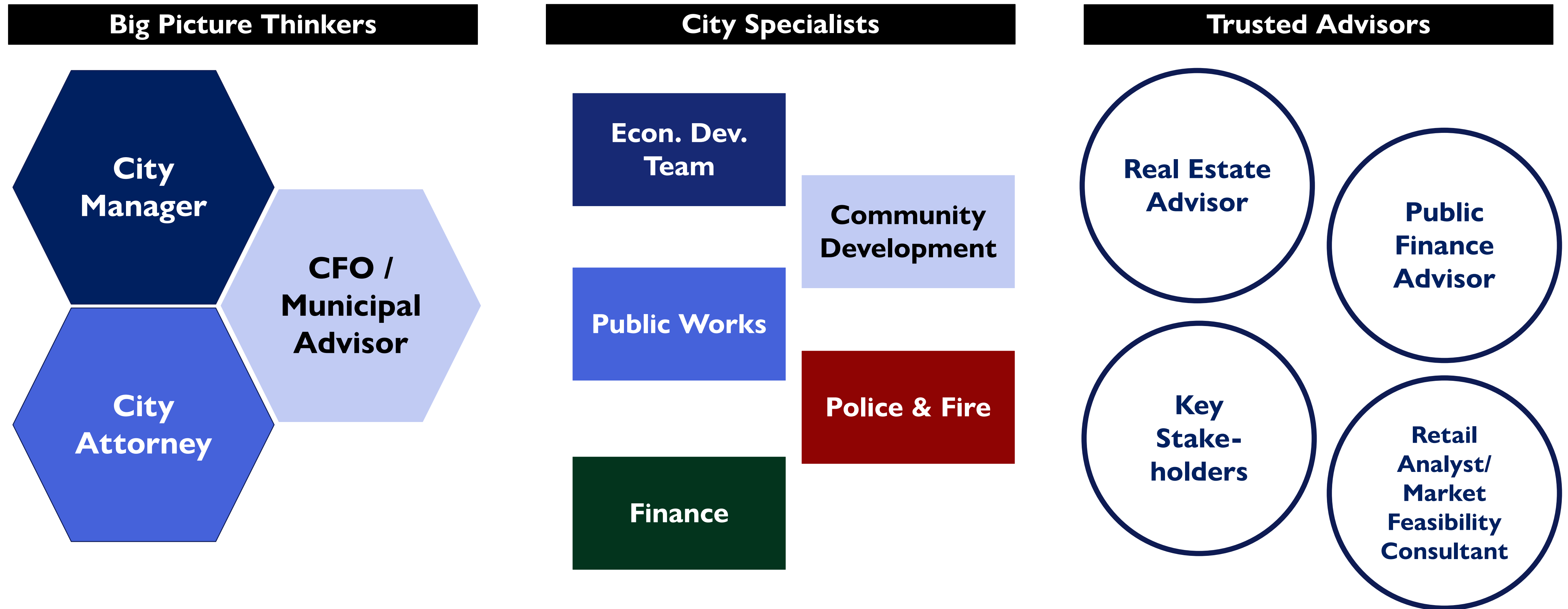
Developers & Property Owners: Work together to overcome financing and zoning barriers
Brokers & Business Owners: Engage local businesses and site selectors early
Investors & Financial Institutions: Explore creative financing tools and incentives
Chambers of Commerce & Business Associations: Align economic development goals with business needs

Community & Regional Collaboration: Engaging Key Stakeholders

Residents & Workforce: Ensure economic growth supports local quality of life
Neighboring Cities & Counties: Coordinate on regional economic strategies
State & Federal Agencies: Leverage funding opportunities and policy alignment
Educational Institutions & Workforce Development Groups: Build talent pipelines for target industries

Collaboration & Flexibility: Who Do You Need in the Room

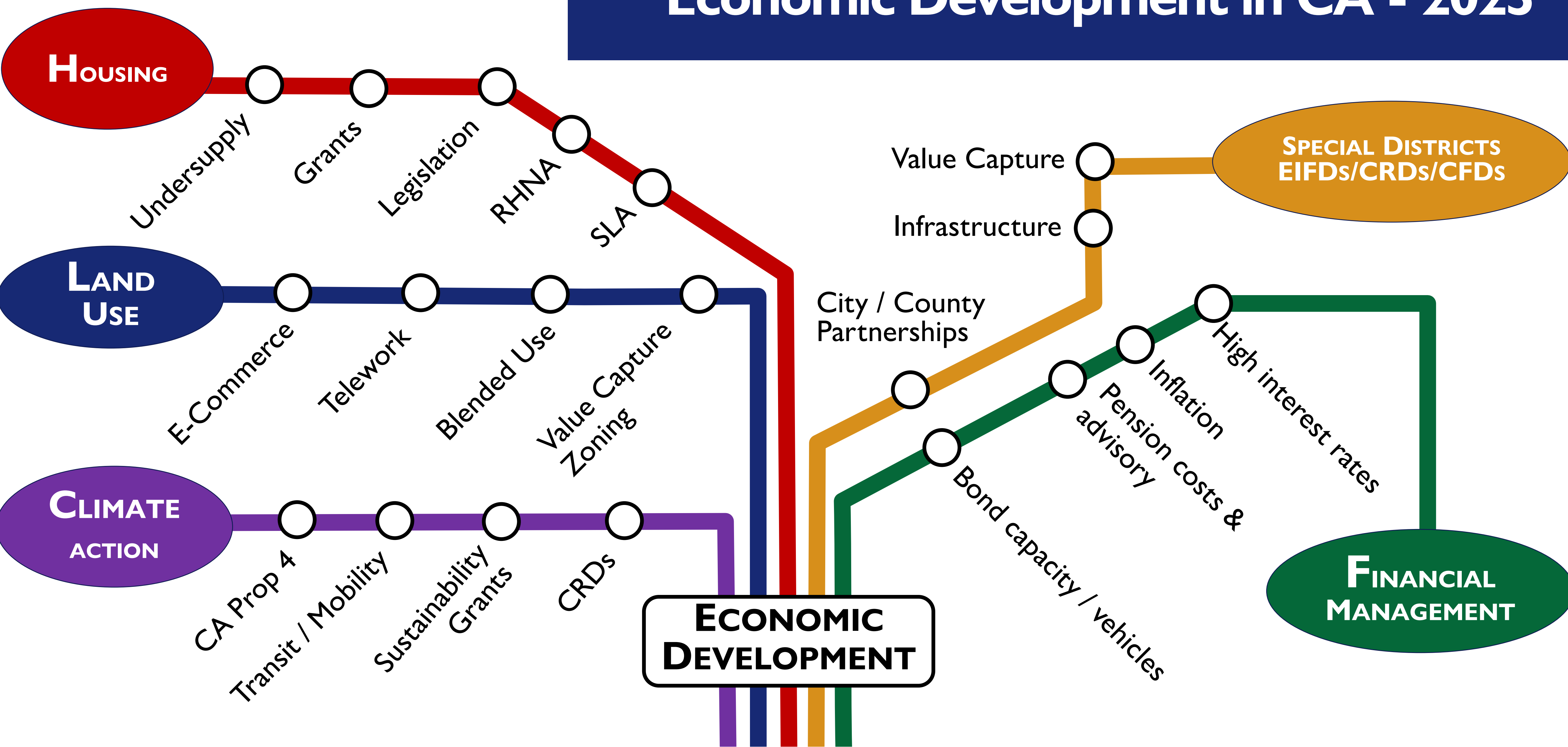
Economic Development requires **proactive collaboration** across public and private sectors to shape successful projects and policies



Economic Development Action Plan

<input type="checkbox"/>	Get your financial house in order: budget priorities, comply with audits, GFOA requirements, and understanding revenue / cost imbalances (e.g., unfunded liabilities)
<input type="checkbox"/>	Evaluate economic development strategies focused on value capture, creating zoning currency, and inducing private investment
<input type="checkbox"/>	Identify your best opportunities to pursue (developer proposals, RHNA compliance, Retail Center redo, industrial/distribution)
<input type="checkbox"/>	Select preferred value capture tools, special districts (EIFD/CRD), and federal / state grant dollars available for projects
<input type="checkbox"/>	Consistently engage community / stakeholders via outreach on tools, amenities, and priorities for amenities and infrastructure
<input type="checkbox"/>	Work with owners / developers on specific projects
<input type="checkbox"/>	Annually reassess your budget, finance, and economic development priorities and progress

Economic Development in CA - 2025





Thank you!

Q&A

Larry J. Kosmont, CRE®, Kosmont Companies
Joe Dieguez, Kosmont Companies
Bonnie Lipscomb, City of Santa Cruz
Steve Samuelian, California Consulting
Brian Coleman, Project Financing Manager, GO-Biz

April 3, 2025

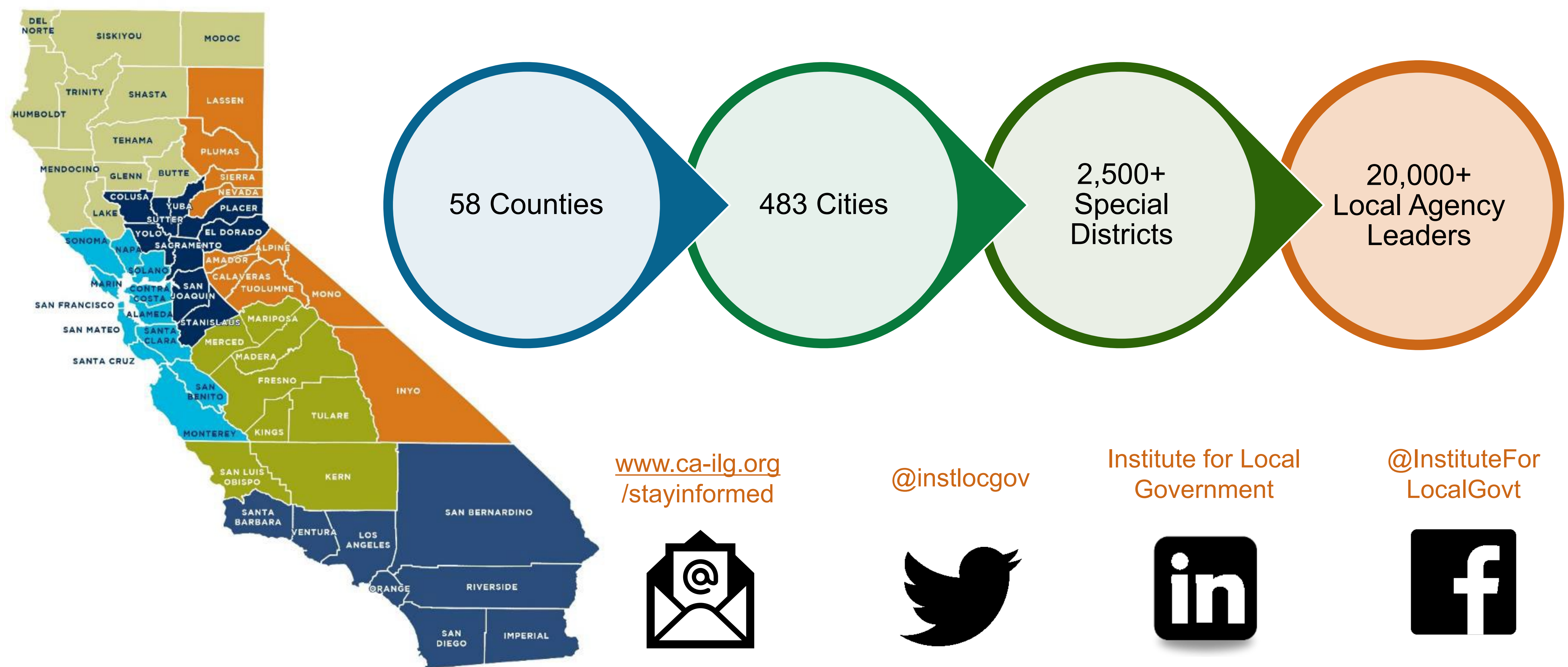


AUDIENCE Q&A

What questions or comments do you have for us?



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RECORDING AVAILABLE SOON



The recorded presentation and materials will be shared electronically with all attendees a few days after the webinar.



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