Criteria and Measurements for City-wide Inclusive Economic and Community Development Strategy

This document is to serve as a guide to the communitiy and businesses to align projects seeking investment with the economic and community development goals of the City of Sacramento. Each line represents criteria to utilize in evaluating City investment decisions.

Criteria	Measurements	Threshold	Company Provided Support
PEOPLE			

Cultivates homegrown talent through a strong cradle-through-career pipeline	1. Inclusion of local workforce/education programs to connect residents to project related jobs
	2. Jobs create long term employment opportunities (even if that means growth outside of the organization)
	3. Creates access to high quality pre-K – 12 education in neighborhoods with low-performing school districts and limited pre-K options
	4. Organization will provide opportunities to low income, undereducated population
	5. The project should have the following resulting effects on the neighborhood
	   a. Growth in adult population with high school diploma
	   b. Growth in adult population with education or training after high school
	   c. Growth in youth employment/engagement in workforce
	   d. Lowering of racial education gap
		1. Project works with at least one area workforce/education program, OR is working to create solutions
		2. Job growth is development driven
		3.
		4. 5% of jobs created can be served by undereducated
		5. Positive effects projected over 5 years.
			1. Provide plans (if any) to work with local workforce programs or source from local neighborhood talent
			2. Provide career path data for employees within or outside of the company
			3. Provide plans (if any) to assist with child education
			4. Provide details of jobs/internships/programs that the company has planned that can be served by low income, undereducated individuals.
			5. Provide analysis on growth projections in the following areas

Increases the economic security and mobility of all residents	1. Organization creates breadth of job growth for levels of education 2. Lowers unemployment and disengagement from labor force (youth vs adult) 3. Lowers percentage of families with income under 200% of the federal poverty level 4. Lowers income inequality 5. Increases local workforce/education programs to connect residents to long-term opportunities 6. Lowers the racial poverty gap	* These will be difficult to build thresholds on but should be considered as additive attributes to project applications	1. Provide estimates of job types created and how many in each category 2. Provide analysis on percentage impact to current area unemployment 3. Provide (if any) plans to assist local workforce 4. Give details of any other area philanthropic work

Creates pathways and opportunities in the public sector	1. Increases the number of internships for youth and youth adults in the public sector	1. Provides 1 internship opportunity a year for resume development	1. Provide analysis of how project with increase public sector opportunities for youth

Criteria/Principles	Measurements	Guideline	Company Provided Support
BUSINESS			
Focuses on opportunities related to industry clusters[1], university-industry innovation districts, and cultivation of economic industry clusters.	1. What partnerships are included in proposal 2. Forecasted ROI 3. Forecasted increase (or decrease) in regional employment in R&D related industries	1. Project is engaging necessary community partners 2. Long term sustainability of the project (Ex. Business ROI of 10% over 5 years[2]) 3. Company operations in R&D a strong advantage	1. Provide list of company partnerships (if any), and a description of the relationship 2. Provide forecasted ROI & explanation of assumptions 3. Provide forecasted increase in employment and categories
Cultivates entrepreneurial ecosystem by attracting new business to grow high-quality, high-wage and accessible jobs.	1. What is the expected job employment over 5 years 2. Location of business in underserved neighborhood 3. Projected turnover	1. Established companies >10, Start-ups variable[3] over 5 years 2. Locate within disadvantaged community 3. Turnover forecast not exceeding 10%	1. Provide forecast for jobs over the next 5 years. 2. Provide location 3. Provide historical or projected turnover 4. providing technical assistance to existing businesses
Targets growth in traded sector jobs	1. Jobs multiplier & sectors 2. Number & Percentage of employment growth in traded sectors	1. Jobs multiplier above 2.0 2. Creates traded growth employment of 20% of company growth forecast	1. Provide analysis of jobs, sectors, and multipliers of operation 2. Provide analysis of what sectors will see growth

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[1] Industry Clusters include: Food, Agriculture and Agriculture Technology, Life Sciences and Biotechnology, Automotive technology.

[2] To be determined by the city

[3] Employment numbers may be variable if company ranks strongly on all other characteristics

Uses financial mechanisms to support business and employment opportunities that are consistent with the principles	1. Lease agreements and or business plan prioritizes neighborhood business opportunities	1. Business location must align with community growth objectives	2. Provide agreements or plans that show support of neighborhood
Maximizes impact of City investment	1. Ratio of City resource investment to projected beneficial impacts (e.g City $s/job created). 2. Ratio of City resource investment to resources from other public, private and civic sources (note: 4 to 1 leverage ratio a possible threshold). 3. City investment leads to long term sustainable business/industry. 4. Inclusion of existing organization to maximize efficiency of resources	1. Jobs created 2. 4 to 1 City financial leverage ratio 3. City supported projects are self-sufficient and not reliant of future city funds. 4. Stronger efficiency in existing investment (public or private) a strong advantage	1. Work with existing service providers to improve alignment and efficiency of job placement services into employed positions in or surrounding the project. 2. Provide support (if any) to the use of existing resources to maximize efficiency of project goals.

Criteria/Principles	Measurements	Threshold	Company Provided Support
PLACE			
Creates vibrant, healthy, opportunity-rich neighborhoods for all residents across the city	1. Increase in number of neighborhoods that meet the quality of life standards 2. Reduce Racial Segregation 3. Reduce income disparities	* These will be difficult to build thresholds on but should be considered as additive attributes to project applications	1. Provide support (if any) to plans to increase neighborhood quality of life 2. Provide plans or support (if any) to helping reduce racial segregation 3. Provide plans or support (if any) to helping reduce income disparities
Increases access to high-quality, affordable homes for middle and low income and homeless	1. Increase affordable housing units 2. Decreases the number of renters who are cost burdened 3. Decreases average rent cost increases 4. Decreases the number of evictions 5. Increase housing quality 6. Decrease number of individuals that are homeless	1. Thresholds to be created just for development plans to ensure diverse outcomes	2. Provide support to projects ability to decrease the number of cost burdened renters 3. Provide support to projects ability to decrease rental cost increases 4. Provide support to projects ability to decrease evictions

			5. Provide support to projects ability to increase affordable housing units
			6. Provide support to projects ability to increase housing quality
			7. Provide support to projects ability to decrease the number of persons homeless
Promotes Clean and Safe Neighborhoods	1. Meets or exceeds environmental standards on clean air, water, and soil without increasing soil toxicity, air and water pollution 2. Project uses environmentally responsible and resource efficient materials 3. Increase access to and use of public space (particularly green) 4. Increase neighborhood walkability 5. Decrease crime rates 6. Increases walkable or E-Trasportation (bikes & scooters) space.	* These will be difficult to build thresholds on but should be considered as additive attributes to project applications	1. Provide reporting on plans to meet environmental standards. 2. Provide reporting on plans to use environmentally responsible materials 3. Provide reporting on plans to increase access to and use public space 4. Provide support for plans to increase neighborhood walkability 5. Provide support for ability to reduce crime rates.
Provides ease of access for future economic development	1. Project creates a sustainable base for future development through transportation or utility solutions.	1. Provides a 10x tax implication in potential future development.	1. Provide complete analysis of investment cost vs. future benefit, outlining all assumptions made.

Post Analysis Check:

Does this project more properly align with other city of Sacramento funding sources?