

# OPPORTUNITY4ALL

Improving San Diego's economic competitiveness for everyone



**OMAR PASSONS**  
FOR SAN DIEGO COUNTY SUPERVISOR

## EXECUTIVE SUMMARY

Our inclusive economic growth plan, *Opportunity4All*, recognizes that to create a sustainable, competitive economy on the global stage, we must augment our current policies to foster greater inclusion of our region’s diverse communities and all its regional assets. This shift in focus recognizes the connection between economic well-being and population health – a core function of the County government.

### Five Key Strategies/Five Core Actions

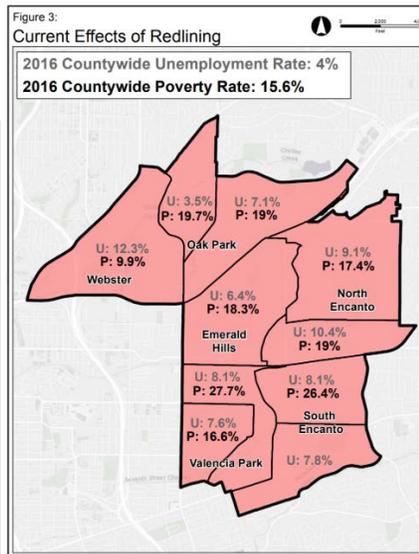
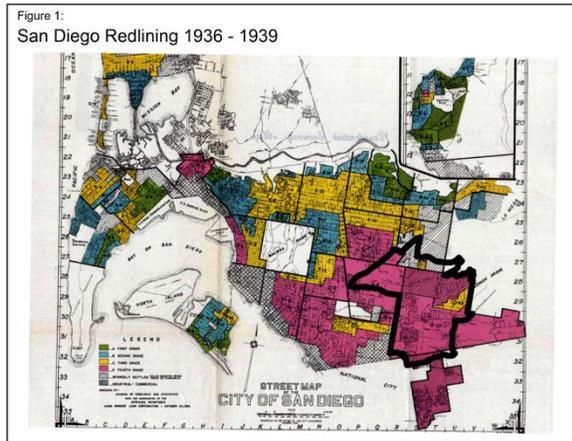
Strategy	Key Strategy & Supporting Action
1	Leverage the County’s \$1 Billion annual spending power
<b>ACTION</b>	<ul style="list-style-type: none"> <li>Implement geography-specific small business procurement policies to create more contracting opportunities (similar to those of the service disabled veterans policy).</li> </ul>
2	Augment County role in business supportive services to work with small business members of Business Improvement Districts
<b>ACTION</b>	<ul style="list-style-type: none"> <li>Establish an Economic Development division utilizing existing staff within the Office of the Chief Administrative Officer and entrepreneurship support in LiveWell centers to support small business and growth.</li> </ul>
3	Strengthen direct global competitiveness of local small businesses
<b>ACTION</b>	<ul style="list-style-type: none"> <li>Scale investment in the <i>MetroConnect</i> program that supports San Diego’s businesses increasing exports to foreign clients and expand support for cross-border collaboration with Mexican trade partners.</li> </ul>
4	Enhance ladders to prosperity in Construction, Life Sciences, Healthcare, and Blue/Ocean Technology careers
<b>ACTION</b>	<ul style="list-style-type: none"> <li>Drive further innovation by supporting workforce talent development.</li> </ul>
5	Youth Entrepreneurship Expansion
<b>ACTION</b>	<ul style="list-style-type: none"> <li>Partner with philanthropy and community college system to establish support for workforce and entrepreneurship education within existing County delivery systems.</li> </ul>

### Overcoming our past, building our future

Our country has struggled with racist structures and institutions since before it became a country. The San Diego region has not escaped this struggle. To fully and finally move our region forward out of the ugly legacy that continues to drown entire communities, we must acknowledge the intentional and systemic disinvestment that created massive economic disparities. This is not a conversation about assigning blame, it is about encouraging progress.

## Figures for clarity

Understanding the present impact of our historical policies on specific parts of San Diego will help us think strategically about ensuring all communities have the opportunity to prosper. **Figure 1** is a 1930s “redline” map and **Figure 3** is a portion of that map with key economic indicators included.



**Figure 3** reveals unemployment and poverty rates as much as two and three times the countywide average. Our country’s policies in the early 20<sup>th</sup> century made obtaining a home mortgage more expensive and, in some cases, impossible. In San Diego, wealth is often built from rising home values over time; therefore, these policies stunted the ability of families to pass down a legacy of success. Without access to capital through home equity, people have been less able to invest in new businesses, pay for college or other education, and create generational wealth.

### Critical long-term issues: water, labor, goods movement

In addition to the five key strategies above, there are three overarching regional issues that will demand our long-term attention if we aim to improve our region for everyone. These are (1) how we manage water supply and conservation, (2) the relationship between business and labor in our future workforce, and (3) the movement of goods to and through our region. The County is in a unique position to convene these critical dialogues and must step forward to lead.

### Inclusion for economic competitiveness

The intent of *Opportunity4All* is simple: our region will only prosper long-term if we ensure better opportunity for all San Diegans. This is about entrepreneurship in every community, service provision in every community, and quality support for youth in development and education in every community. Inclusive growth will better protect a high quality of life across our region.