



## **CITY OF COMMERCE AGENDA REPORT**

**TO:** Honorable City Council **Item No.** \_\_\_\_\_

**FROM:** City Administrator

**SUBJECT: GREEN ZONES IMPLEMENTATION PHASE 1 – STATUS  
UPDATE**

**MEETING DATE:** March 4, 2017

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### **RECOMMENDATION:**

Receive and file.

### **BACKGROUND:**

On May 3, 2016, the City Council approved the scope of work for Phase 1 of the Green Zones Action Plan implementation. MIG, the consulting firm, was selected to assist staff with the implementation. Among other things, MIG has begun outreach to local businesses, including administering a survey with the primary objective being to obtain a detailed list of businesses within the City, their employment levels, business volumes, expansion/growth plans, location preferences, regional infrastructure and amenity needs, and regional linkages. However, when trying to make direct contact with business owners/representatives, they are facing some issues. Business owners are often very busy and unable to make time to discuss the initiative and survey with the consulting team. Surveys were therefore left with receptionists or other staff members with the hope that someone will fill them out.

Due to the issues faced with the additional round of outreach, staff is recommending a revised approach to create more interest in the project. The first component of the updated approach would include a Business Leader Focus Group. The group would be comprised of business leaders representing the diversity of Commerce businesses and the discussion would center on their needs, issues, and opportunities. The second component would include a Business Networking Breakfast. In association with the Industrial Council, MIG and City staff would lead a networking business to conduct surveys and introduce the Green Zones initiatives to the attendees and discuss the efforts to be undertaken moving forward.

The aforementioned recommendations, as well as an update on the tasks thus far completed on the project, can be found in the attached memorandum from MIG.

**ALTERNATIVES:**

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

**FISCAL IMPACT:**

None at this time.

**RELATIONSHIP TO STRATEGIC GOALS:**

The issue before the Council is consistent with Economic Growth Guiding Principle 1 which focuses on creating and strengthening our identity as a community that promotes opportunity and success for businesses that meet the strategic focus for economic growth, which will have a positive impact on the quality of life and the City's financial sustainability. An action item titled "Implementation of Green Zone Action Plan" was specifically developed to insure compliance and implementation.

Recommended by: Maryam Babaki, Director of Public Works & Development Services

Approved as to form: Eduardo Olivo, City Attorney

Respectfully submitted: Jorge Rifá, City Administrator

**ATTACHMENT:**

- 1) Memorandum – Green Zones Action Plan Implementation – Phase 1