

*The Pathway to Job Growth and Prosperity
in the Greater Modesto Area*

Latino Community Roundtable

Modesto Chamber of Commerce

Young Modestans for Jobs

Update to Modesto City Council

May 28, 2013

DRAFT

Notice:

- *The following is a **draft** analysis and **draft** plan subject to change.*
- *The following will be subject to continuous improvement as we share it with more and more individuals in our greater community who want to make our part of the world economically more competitive with the rest of the world and to increase the number and quality of jobs and to improve prosperity here for us, our children, our grandchildren and our posterity.*

What We Believe...

- Job growth will NOT happen without a plan, one that...
- Strengthens the competitiveness of companies already here
- Makes our area a magnet for expansion and new business growth
- For too long growth here has stemmed from our transformation into a "bedroom community" for Bay Area commuters
- ***The Greater Modesto Area must become its own job growth engine***
- A look in the mirror is needed to ensure our area is an attractive place for employers to do business
- There's a major shortfall in transportation routes to ease the movement of goods and land designated for job growth
- It's time to act... ***we cannot do to our future what our past has done to us***
- It can be accomplished and we are committed to seeing it happen

What We've Prepared...

- A comprehensive, forward-looking plan for transportation and land use in the Greater Modesto Area incorporating...
 - Maximize current transportation funding
 - Be practical by addressing both lesser cost near-term improvements and long-term investments that simply must happen
 - Acknowledge that Stanislaus County likely needs to join 20 other California counties as a "Self Help County" since even maximized, current road funding is inadequate
 - Recommendations for commercial / industrial and residential growth in appropriate locations and ag investment zones that will not be developed
 - We are not trying to do the work of planning and transportation departments and agencies, but seek input from city, county and state elected and appointed officials to...
 - *Encourage their efforts in any way we can with community endorsed goals*

“The coming world war is an all-out global war for good jobs.

As of 2008, the war for good jobs has trumped all other leadership activities because it's been the cause and effect of everything else countries have experienced . . .

The demands of leadership have changed. The highest levels of leadership require mastery of a new task: job creation. Traditional leadership through politics, military force, religion, or personal values won't work in the future like it has in the past. ”

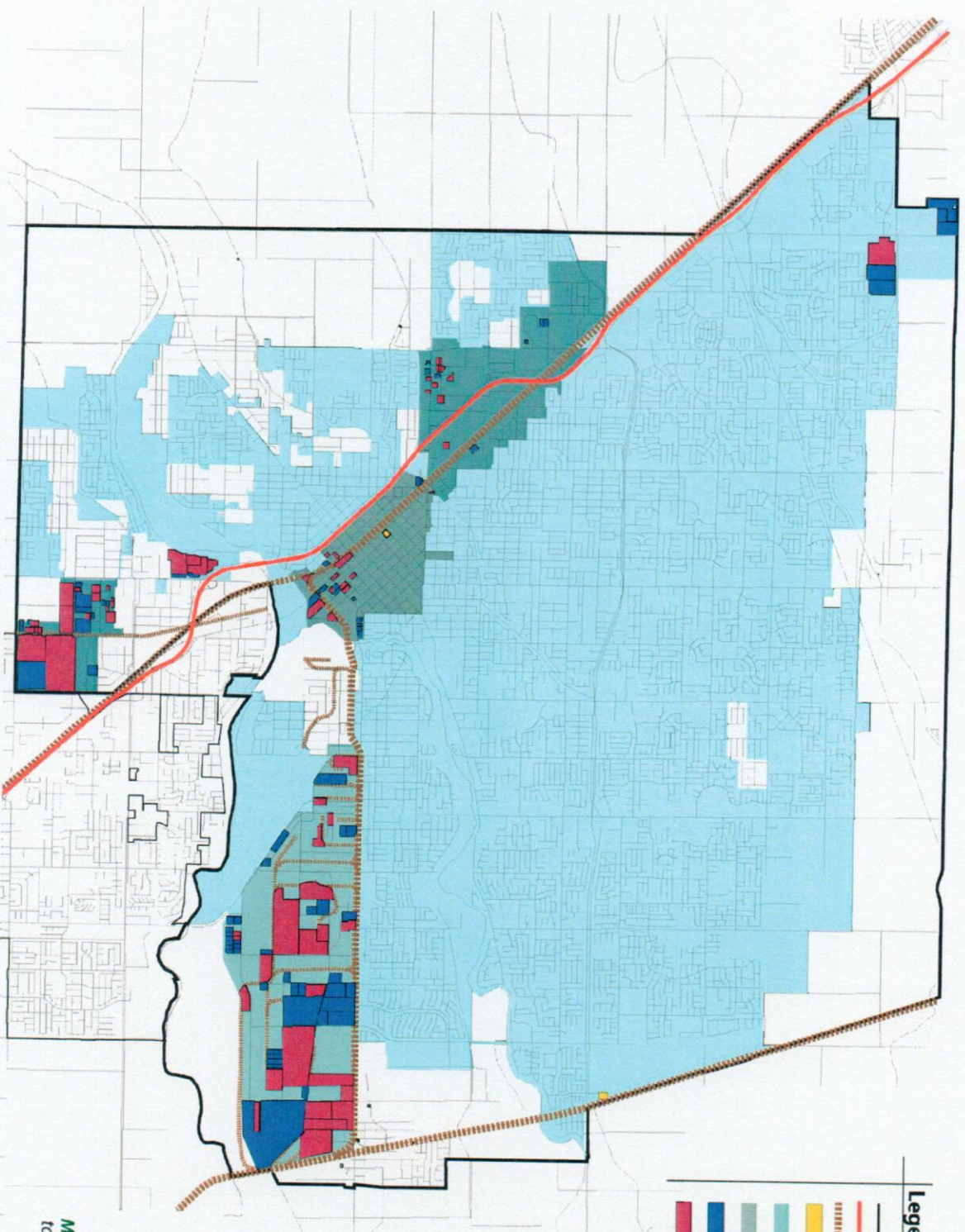
Jim Clifton, Chairman of Gallup

The Coming Jobs War (2011) p. 3

What is our baseline condition? Local.

*Transportation and Job Creating Land
Conditions in Greater Modesto*

Shovel Ready Business Park/Industrial Land Within Greater Modesto

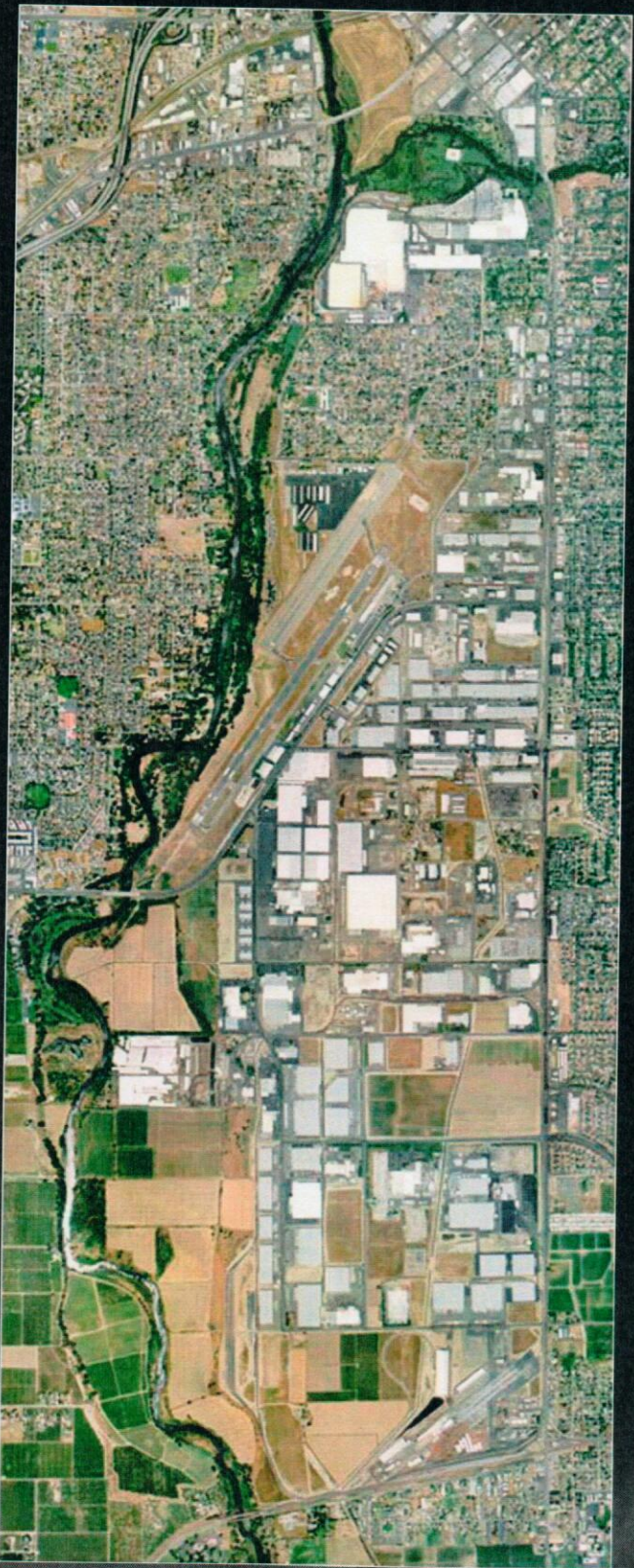


- Legend**
- City of Modesto Sphere of Influence
 - California State Route 99
 - Railroad
 - Amtrak Station
 - Beard Tract Area
 - Downtown Core and Central 99 Industrial Area
 - Shovel Ready Vacant Business/Industrial Land (as of 2009)
 - Shovel Ready Underdeveloped Business/Industrial Land (as of 2009)
 - Shovel Ready Business/Industrial Land (as of 2009)

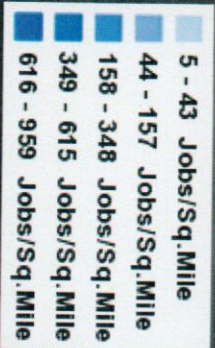
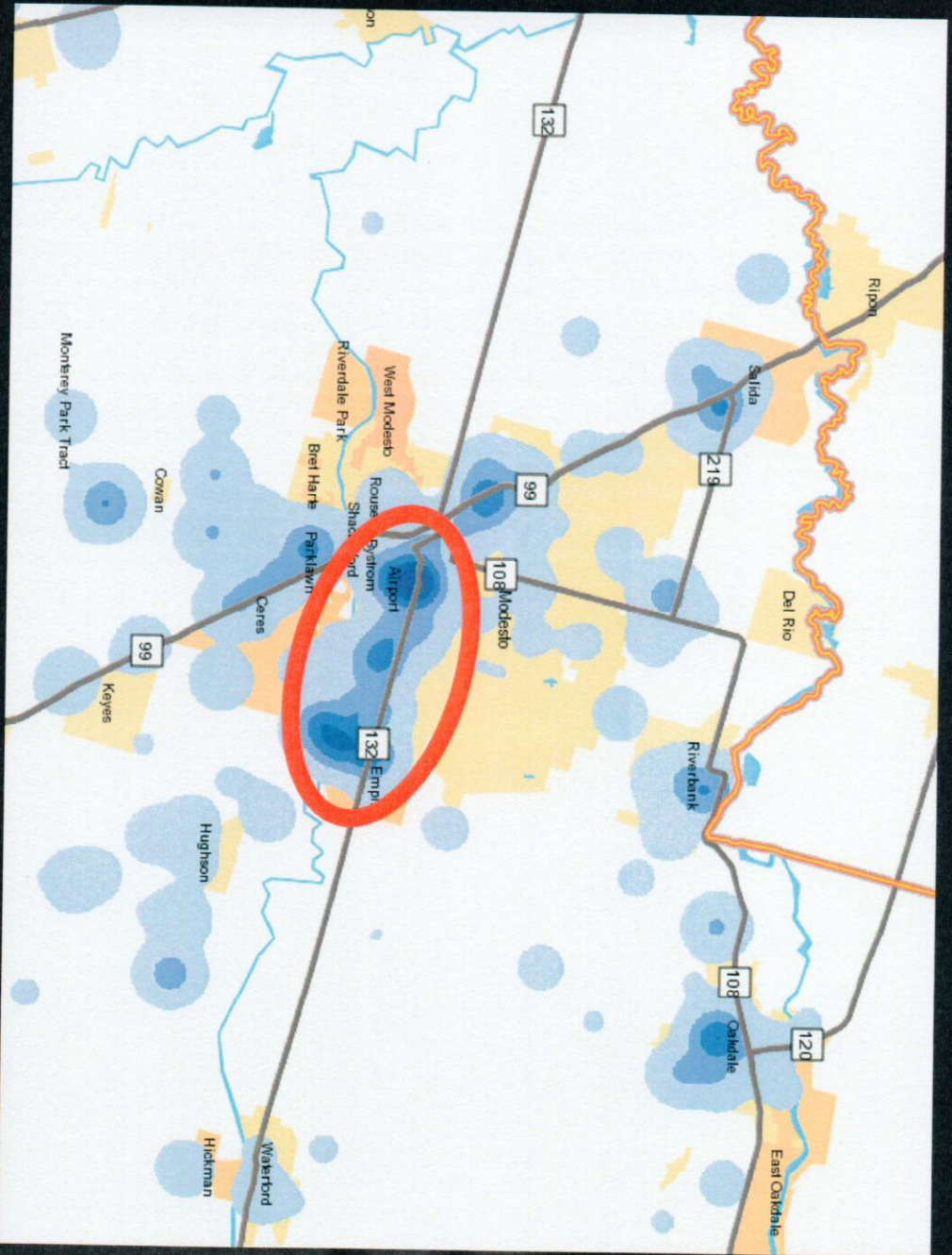


Presented by the
Modesto Chamber of Commerce
to Increase Prosperity In OUR City

Are Our Jobs Where We Think They Are?

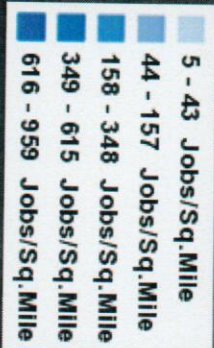
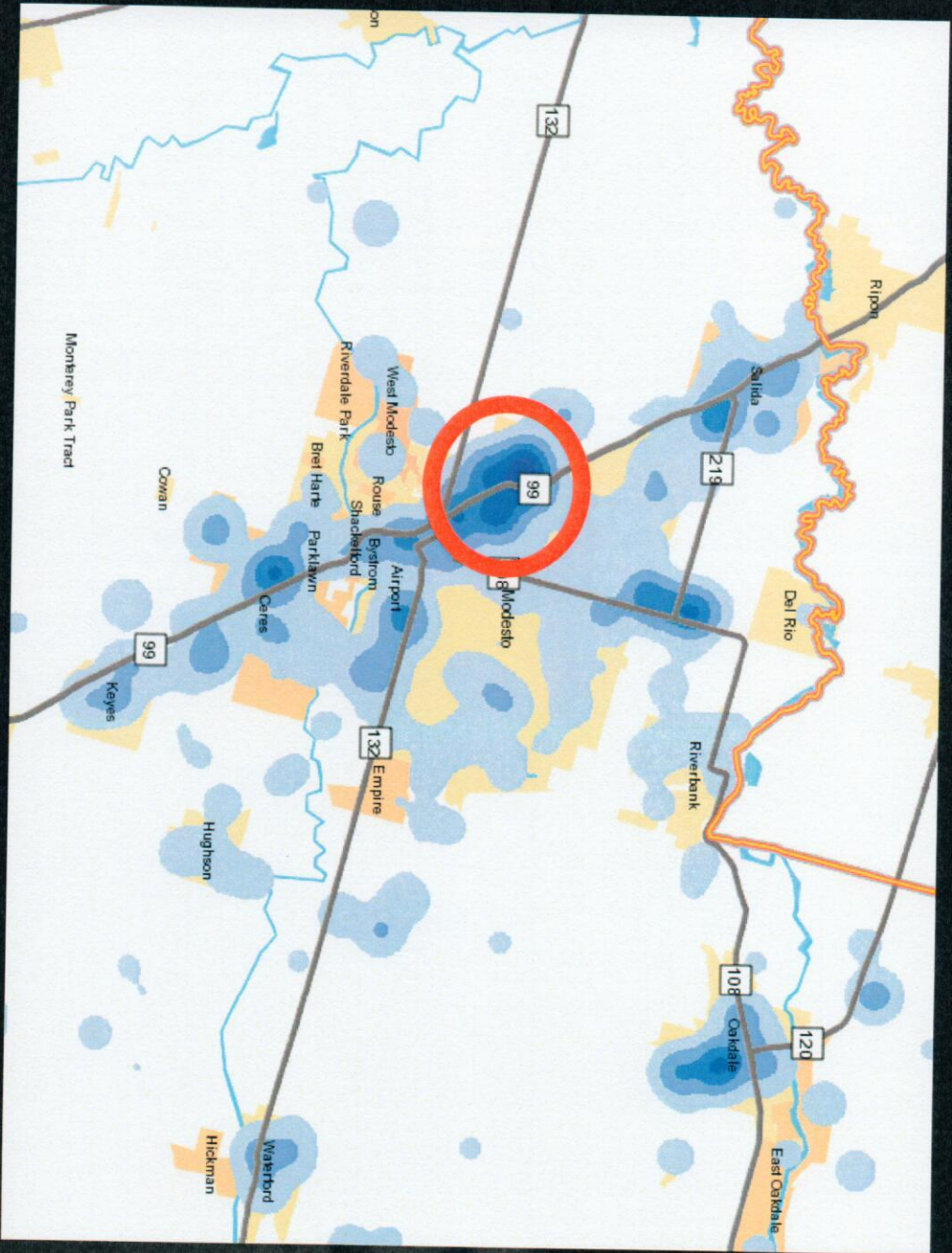


Photograph courtesy of Beard Land Improvement Company



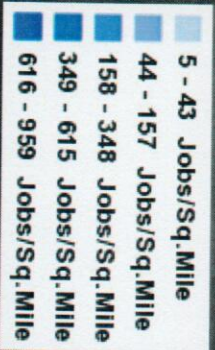
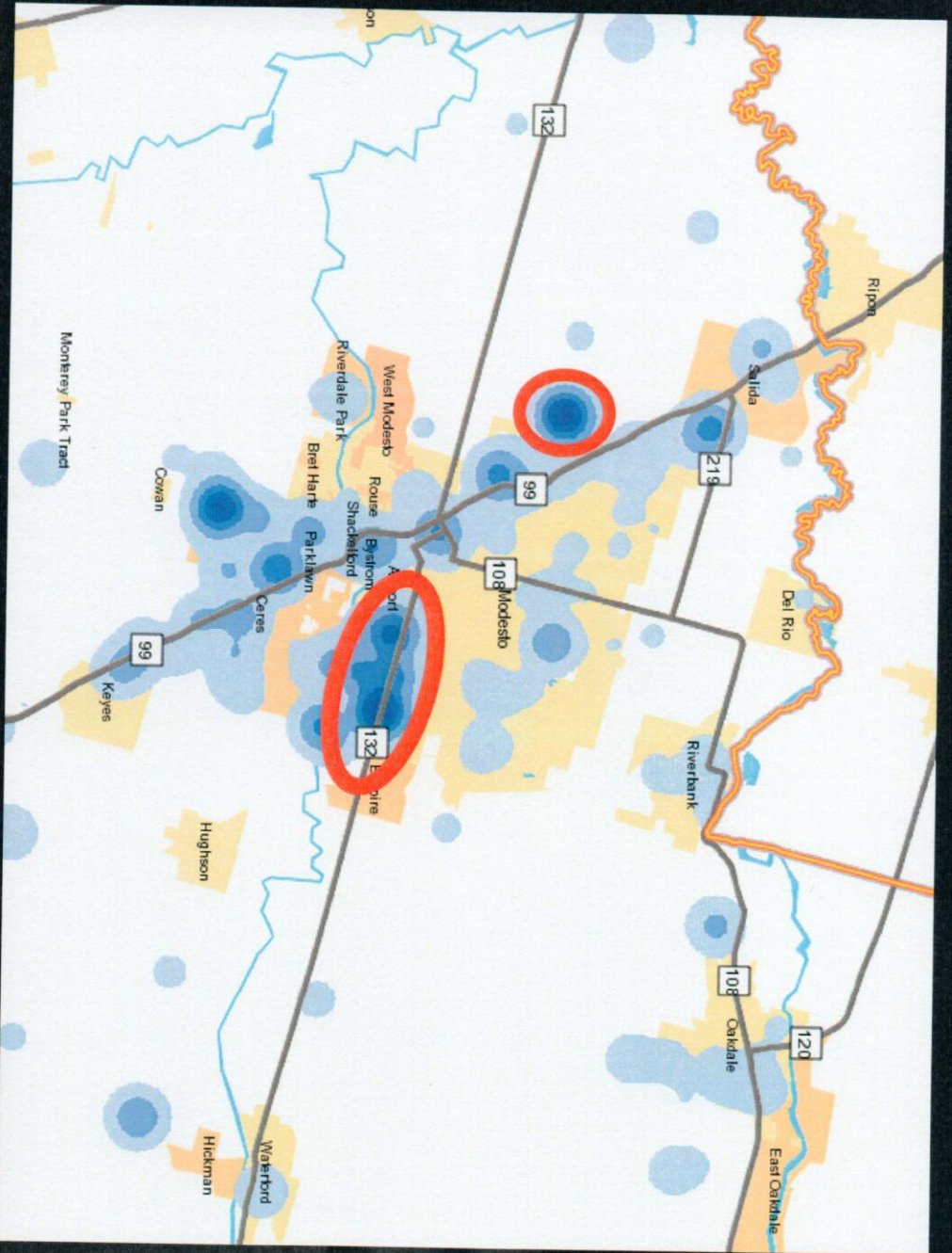
Manufacturing Jobs 2010

source: US Census OnTheMap at onthemap.ces.census.gov/
 (recommended by the Stanislaus Economic Development & Workforce Alliance)



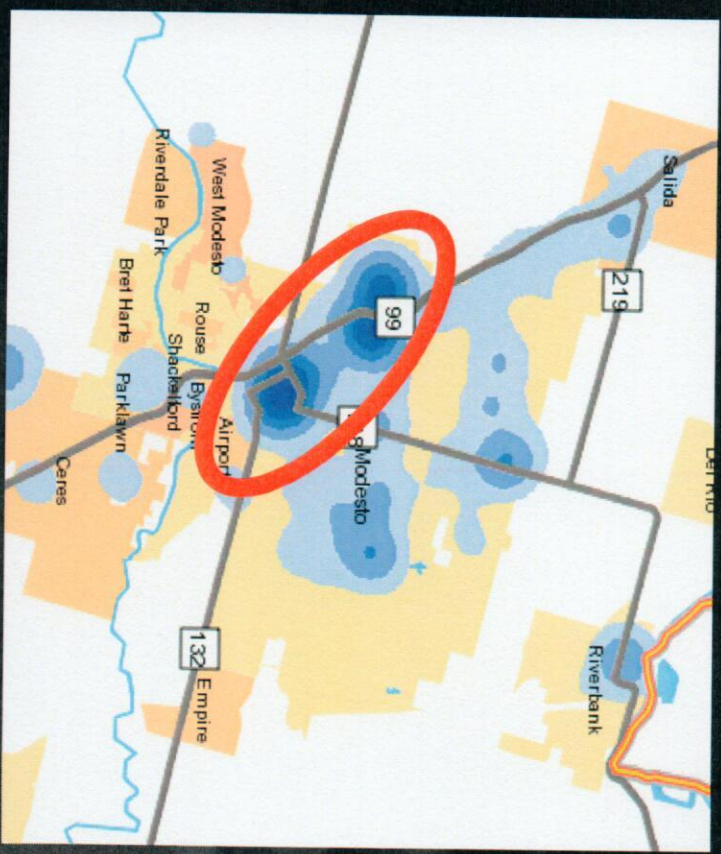
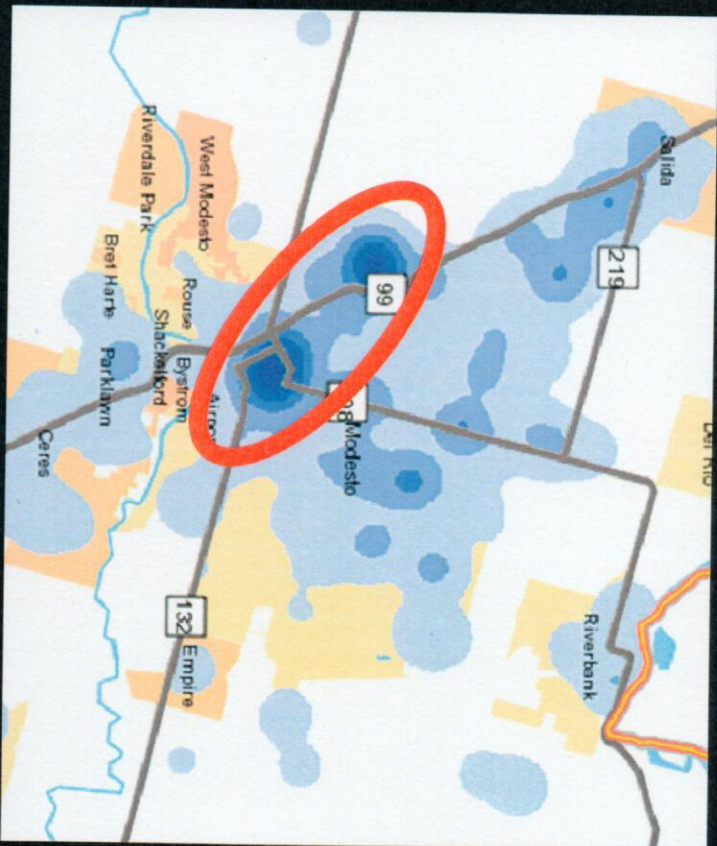
Contractor Jobs 2010

source: US Census OnTheMap at onthemap.ces.census.gov/
 (recommended by the Stanislaus Economic Development & Workforce Alliance)



Transportation & Warehousing Jobs 2010

source: US Census OnTheMap at onthemap.ces.census.gov/
 (recommended by the Stanislaus Economic Development & Workforce Alliance)



Lightest Blue	5 - 43 Jobs/Sq.Mile
Light Blue	44 - 157 Jobs/Sq.Mile
Medium Light Blue	158 - 348 Jobs/Sq.Mile
Medium Blue	349 - 615 Jobs/Sq.Mile
Dark Blue	616 - 959 Jobs/Sq.Mile

Professional, Scientific & Technical Jobs 2010

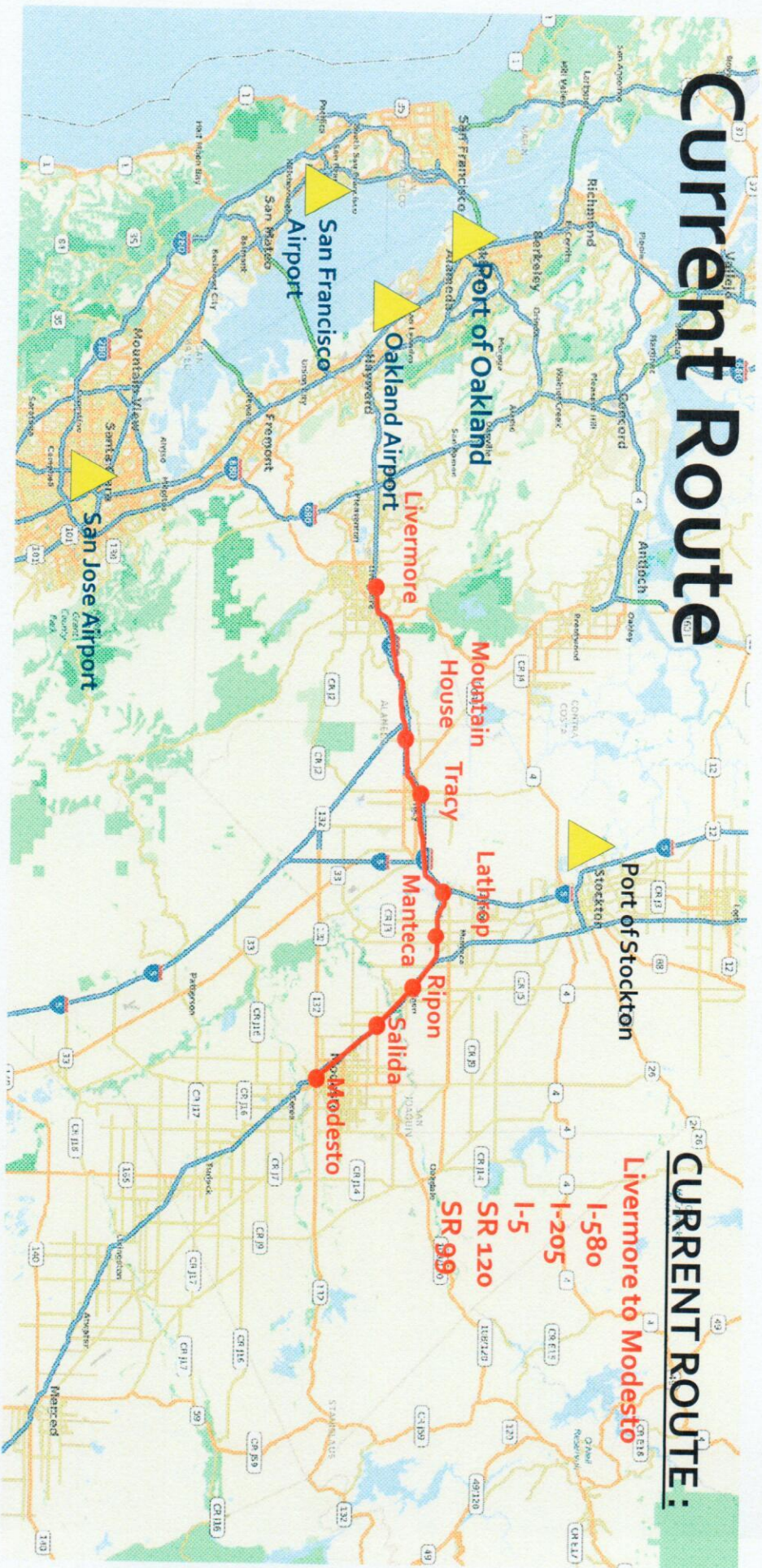
Information Jobs 2010

source: US Census OnTheMap at onthemap.ces.census.gov/
 (recommended by the Stanislaus Economic Development & Workforce Alliance)

What is our baseline condition? Regional Freeways.

*Existing & Possible Freeway
Connections to World Markets*

Current Route



CURRENT ROUTE:

Livermore to Modesto

I-580

I-205

I-5

SR 120

SR 99



Bay Area to Modesto
Freeway Routes

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New Route

CURRENT ROUTE:

Livermore to Modesto

I-580

I-205

I-5

SR 120

SR 99

NEW ROUTE:

Livermore to Modesto

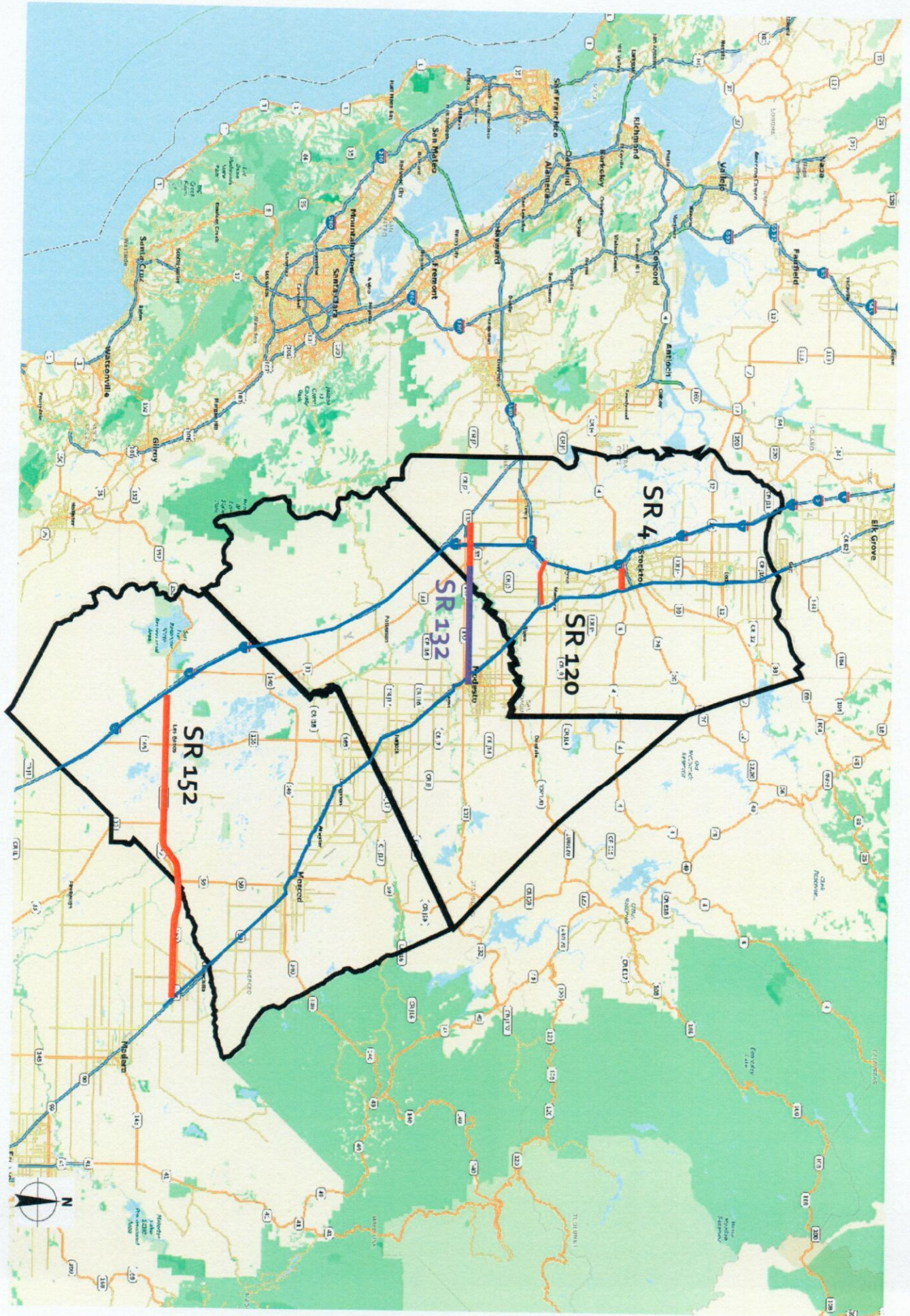
I-580

SR 132

Bay Area to Modesto Freeway Routes

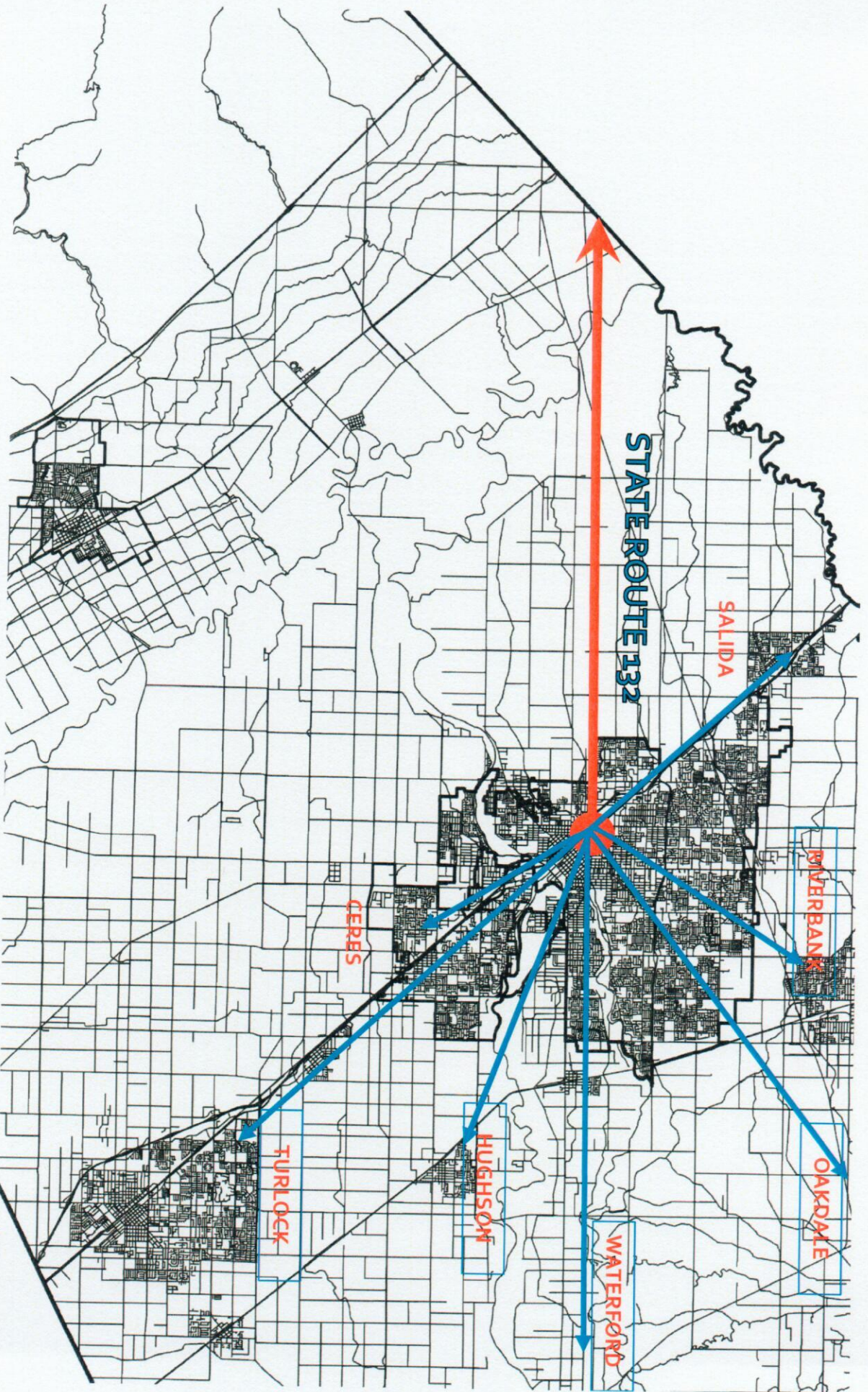


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Connection Routes to Bay Area

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**Regional Importance of
State Route 132**






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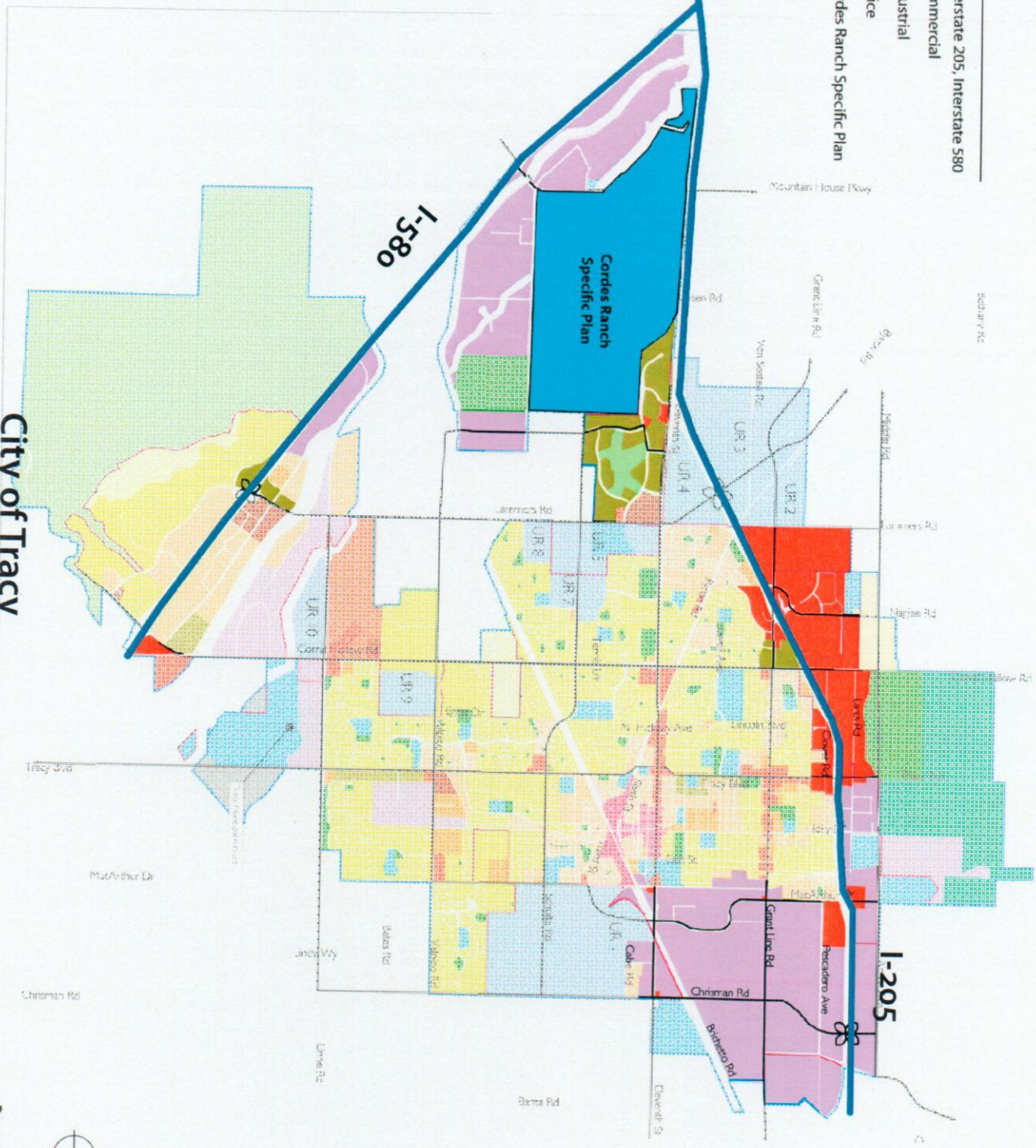


What is our baseline condition? Regional Competitors.

*How have our regional neighbors &
competitors prepared?*

Legend

-  Interstate 205, Interstate 580
-  Commercial
-  Industrial
-  Office
-  Cordes Ranch Specific Plan













City of Tracy

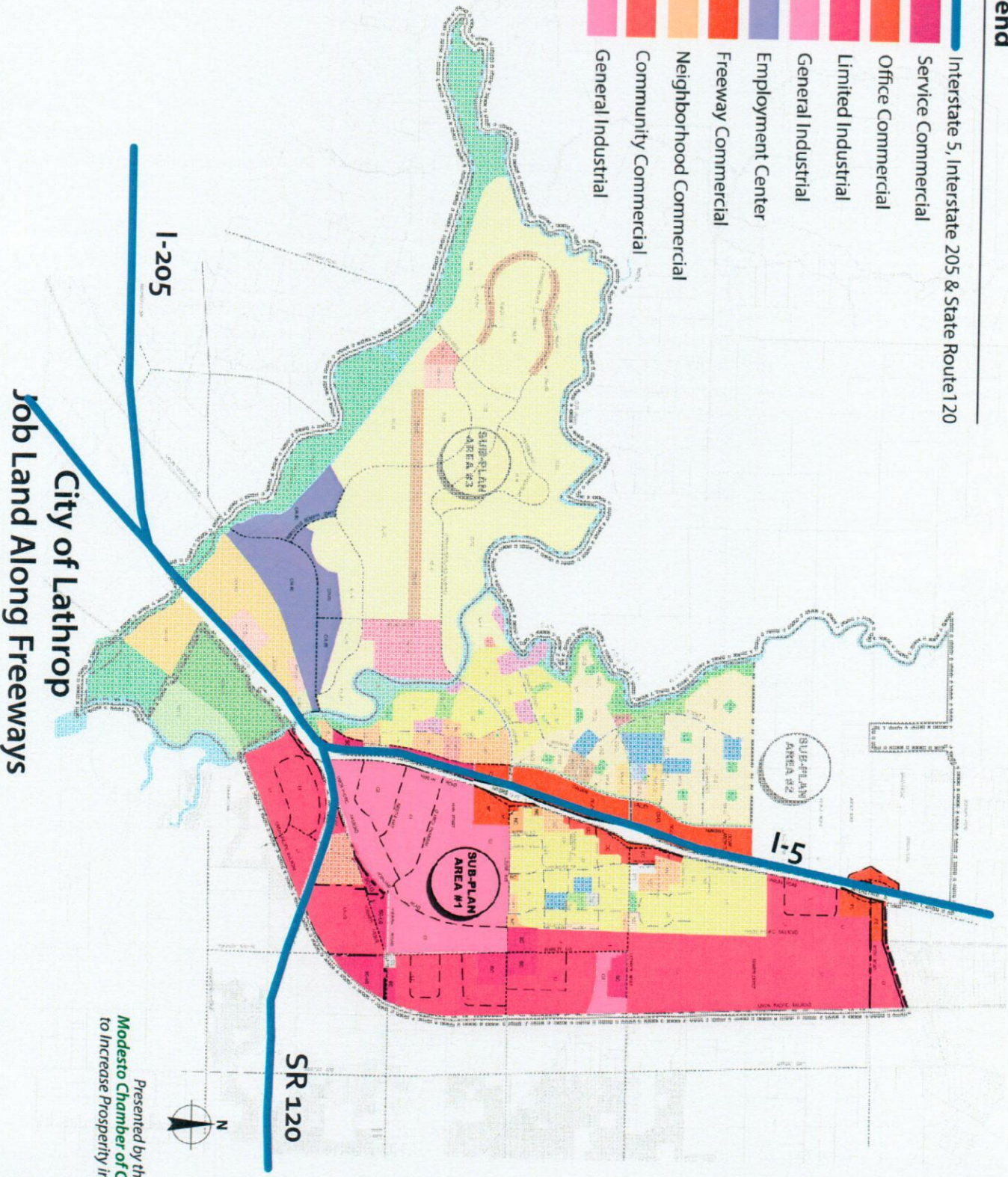
Job Land Along Freeways



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 to Increase Prosperity in OUR City

Legend

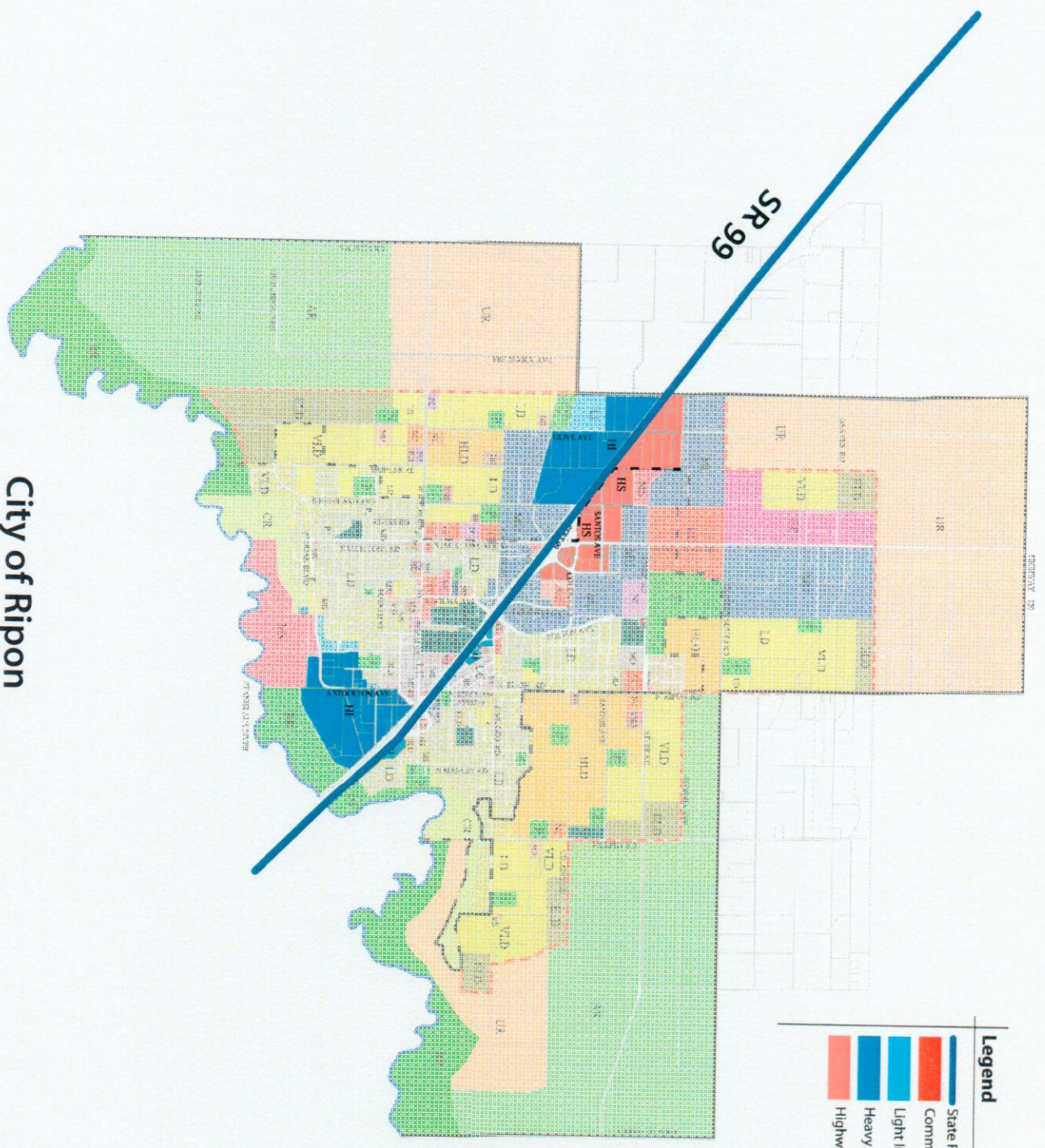
-  Interstate 5, Interstate 205 & State Route 120
-  Service Commercial
-  Office Commercial
-  Limited Industrial
-  General Industrial
-  Employment Center
-  Freeway Commercial
-  Neighborhood Commercial
-  Community Commercial
-  General Industrial



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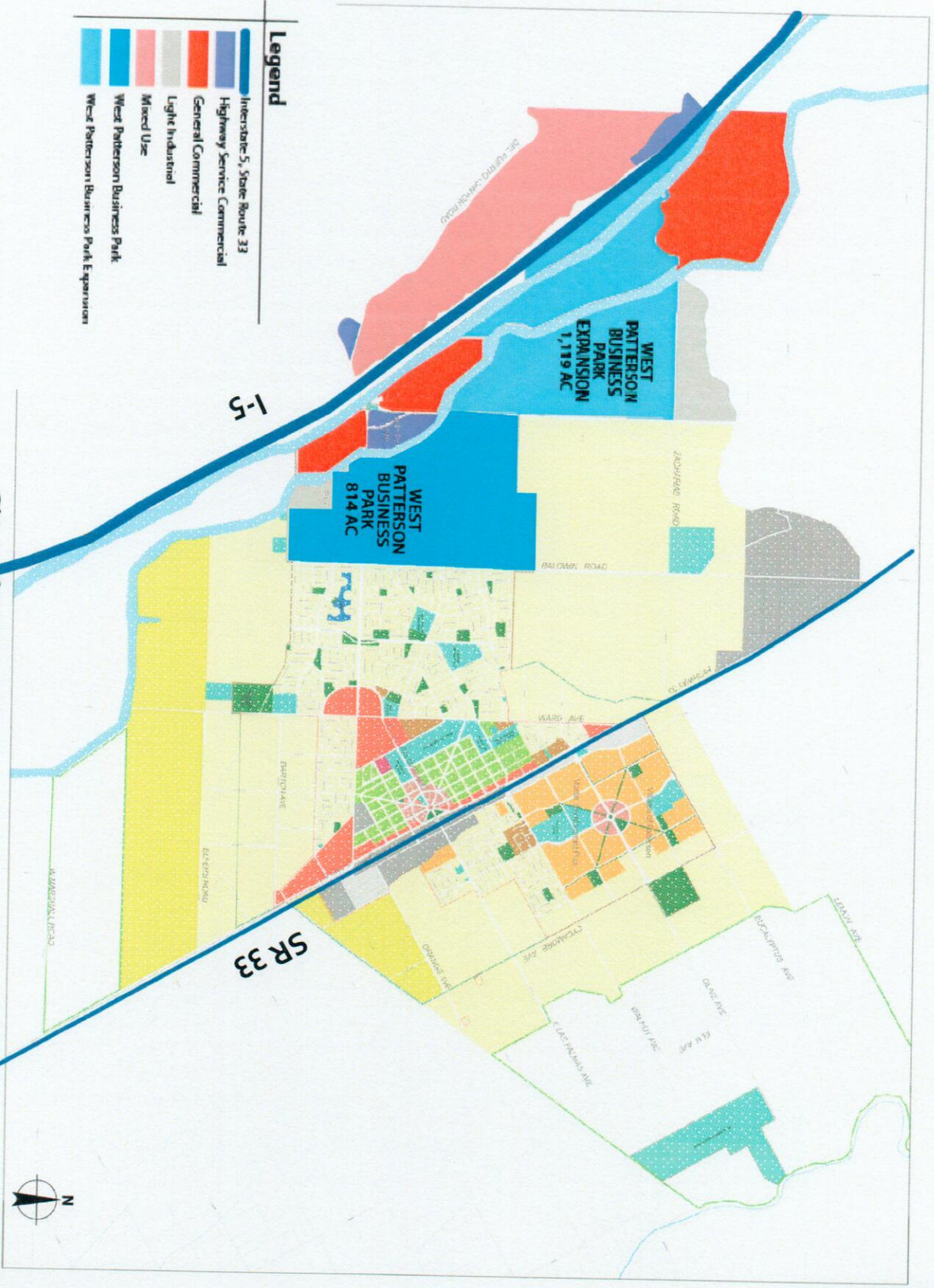
City of Ripon Job Land Along SR 99



- Legend**
- █ State Route 99
 - █ Community Commercial
 - █ Light Industrial
 - █ Heavy Industrial
 - █ Highway Service



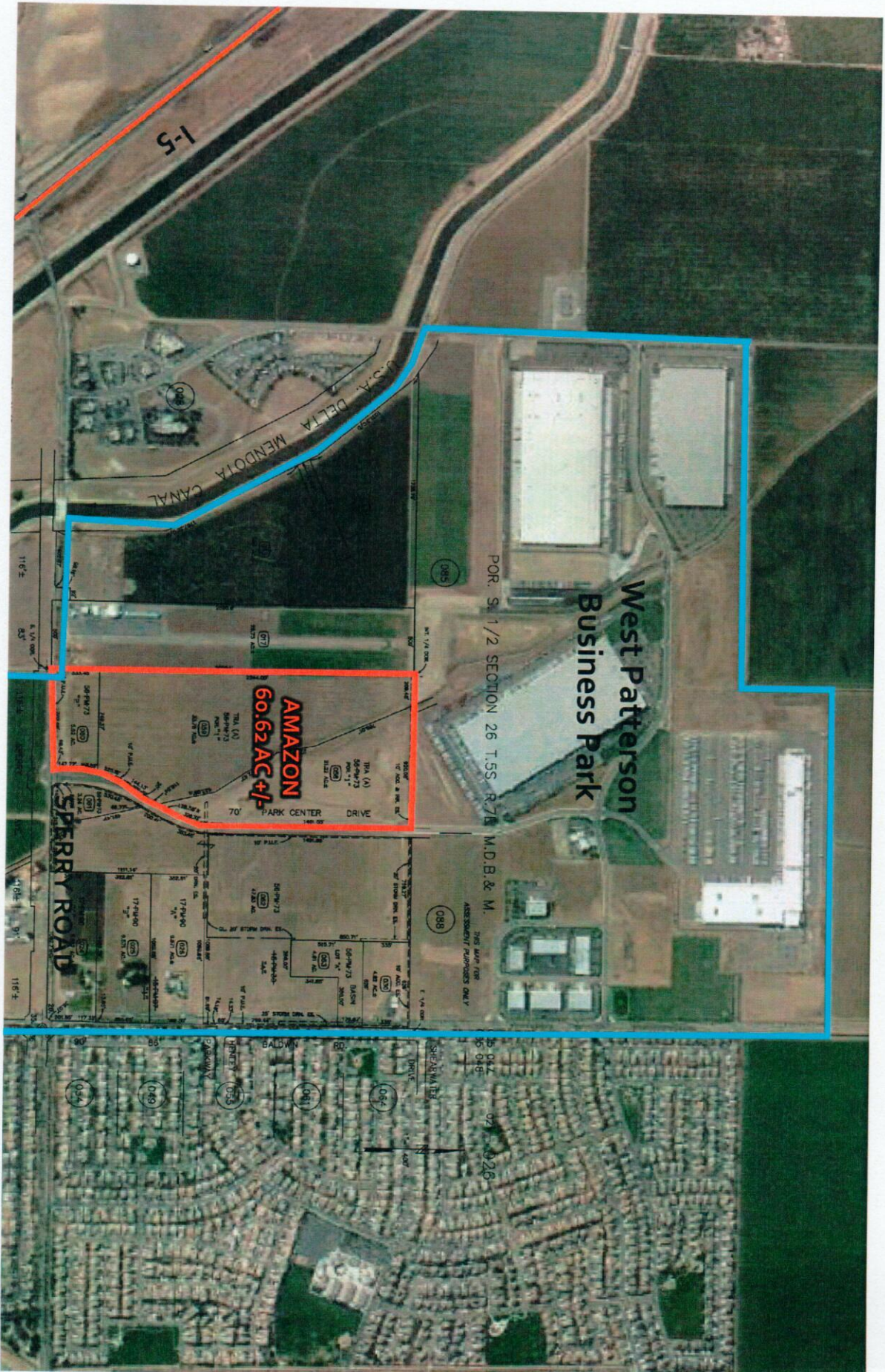
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- Legend**
- Interstate 5, State Route 33
 - Highway Service Commercial
 - General Commercial
 - Light Industrial
 - Mixed Use
 - West Patterson Business Park
 - West Patterson Business Park Expansion

**City of Patterson
General Plan**

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**West Patterson
Business Park**

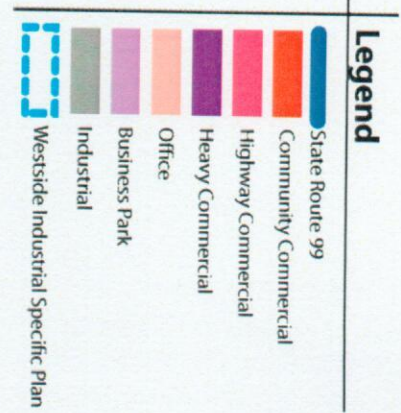
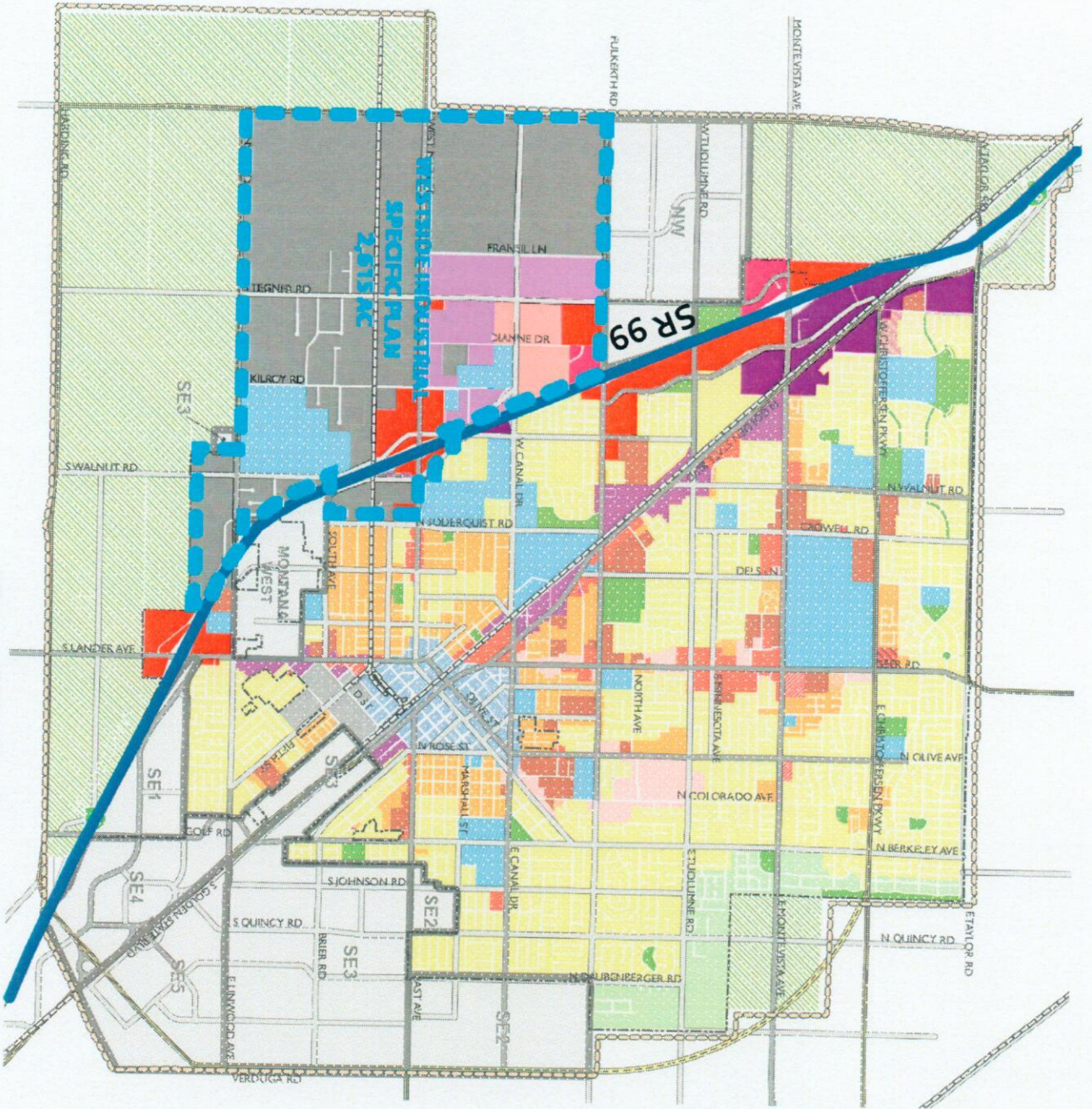
AMAZON
60.62 AC +/-

Amazon Distribution Center

City of Patterson



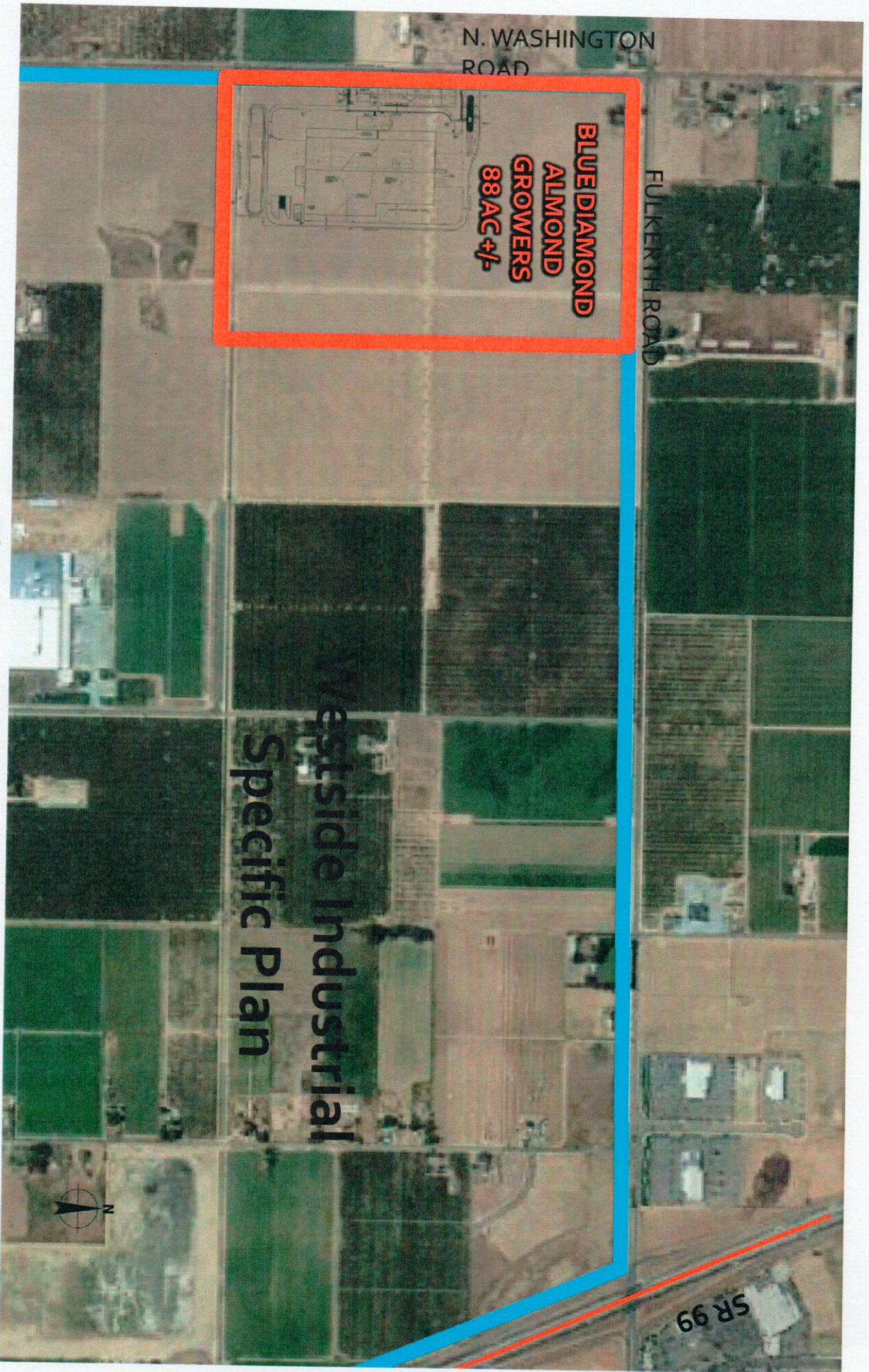
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City of Turlock
Job Land Along SR 99



Presented by the
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 to Increase Prosperity in OUR City



N. WASHINGTON ROAD

FULKERTH ROAD

**BLUE DIAMOND
ALMOND
GROWERS
88 AC +/-**

SR 99

Westside Industrial Specific Plan

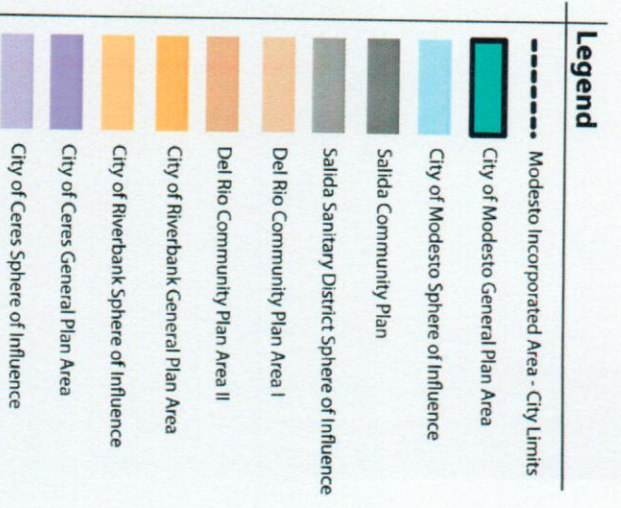
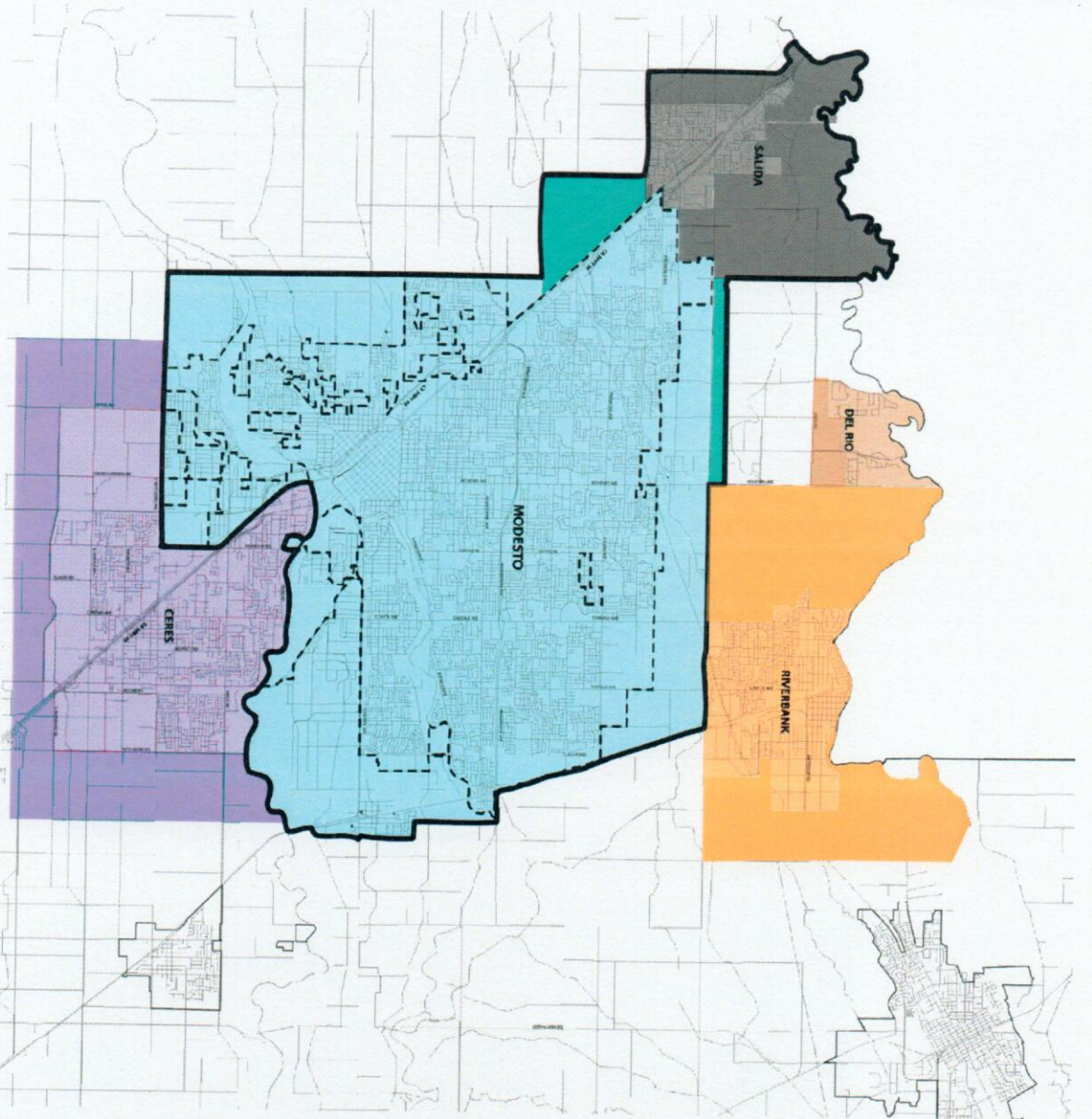
**Blue Diamond Almond
City of Turlock**



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What is our baseline condition? Neighbors.

*What have our immediate neighbors
planned?*



Planning Areas for City of Modesto & Neighboring Communities

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**What is our baseline
condition? We better do
better.**

We know we can do better.

"A great question for leaders to ask is: "Why is knowing that the whole world wants a good job *everything* to me? The answer is: **Leaders of countries and cities must make creating good jobs their No. 1 mission and primary purpose because good jobs are becoming the new currency for all world leaders.**"

Jim Clifton, Chairman of Gallup

The Coming Jobs War (2011) pp. 11-12

"Fixing America's biggest problems and re-winning the world can only be accomplished one city at a time. Ultimately, all solutions are local..."

Every city requires its own master plan that is as serious as planning for war.

The plan must focus on the following:

1. *Recognize that the most important solutions are local...*
2. *Have your whole city wage a war for jobs...*
3. *Align efforts citywide...*
4. *Don't allow local constituencies to look to Washington."*

Jim Clifton, Chairman of Gallup

The Coming Jobs War (2011) pp. 64-67

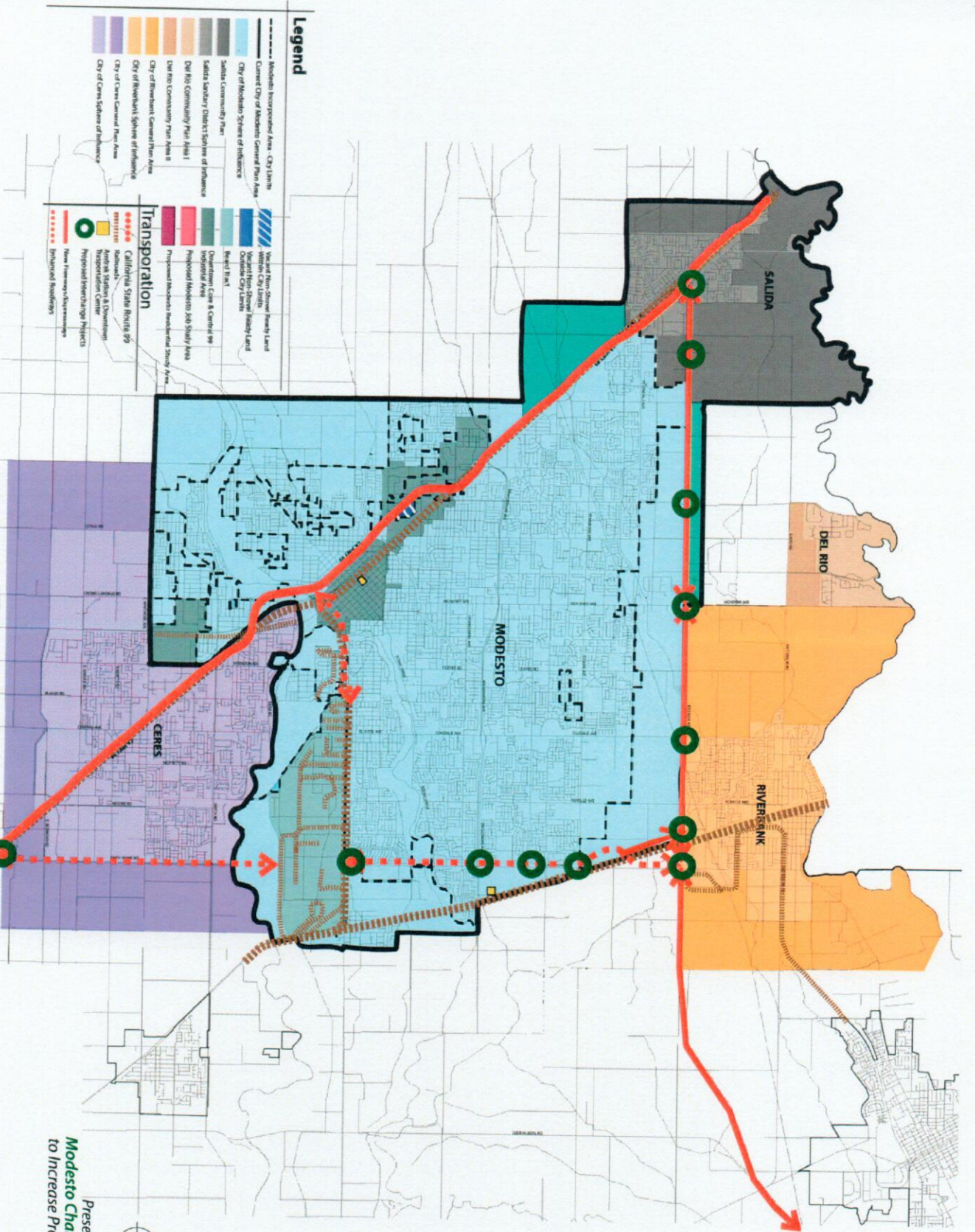
The Plan.

*Improving Transportation and
Increasing Shovel-Ready Land to
Compete Against the World*

DRAFT

A Modern Road Network...

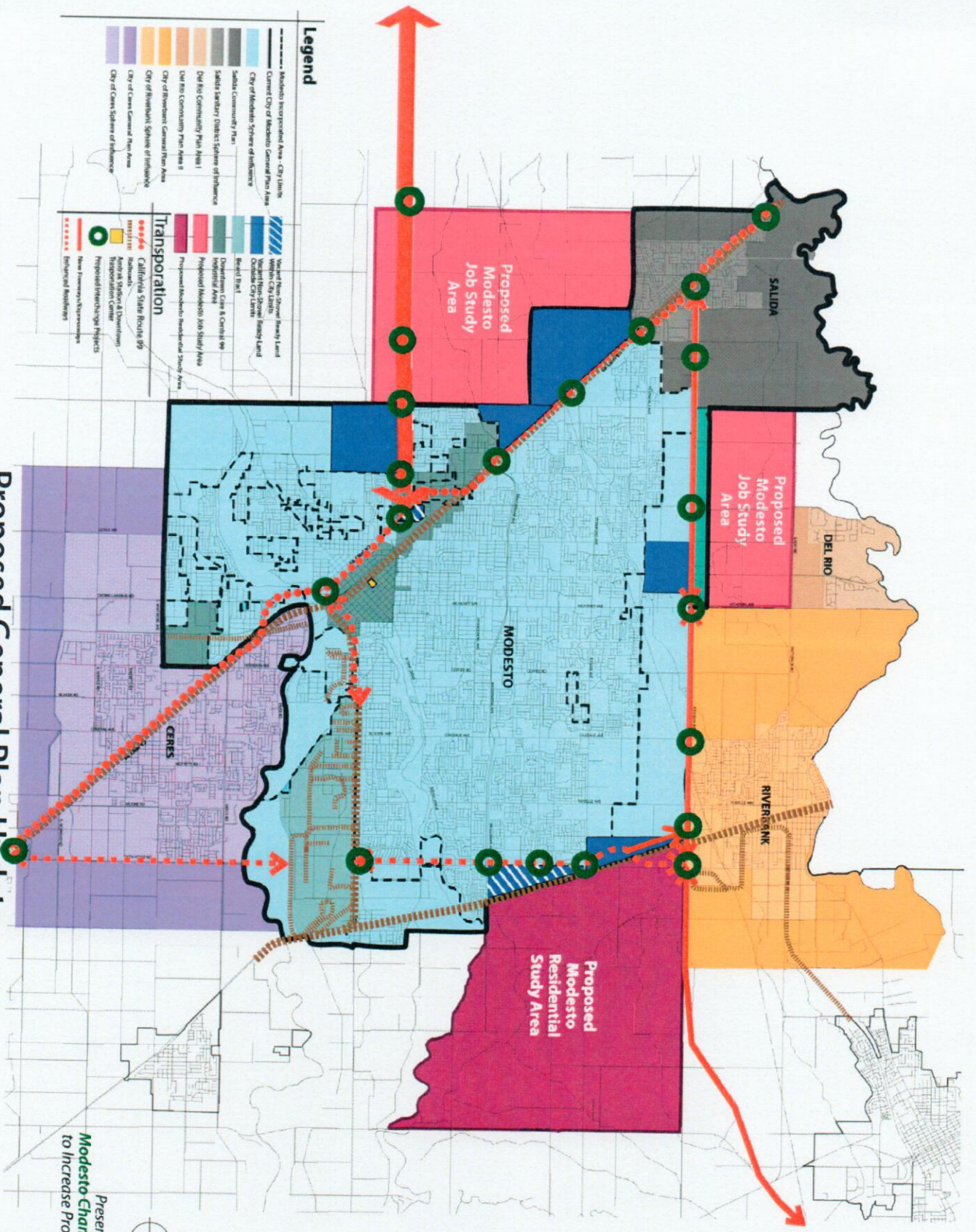
- We are trying to compete in the 21st century with an antiquated road network from the 1960s...
- All traffic from major population centers to the west and north is loaded on SR 99
- Critical errors limit cross-town travel
- Need to maximize our current transportation dollars & squeeze out all possible improvements
- Need to encourage better coordination among cities, county, StanCOG and CalTrans
 - End the city – county bickering over RTIP
 - End the city-county bickering over tax sharing
- Make sure key rights-of-way are set in place before development chokes off key – and our last hope – for workable routes



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Proposed General Plan Update
 for City of Modesto



**Proposed General Plan Update
for City of Modesto**

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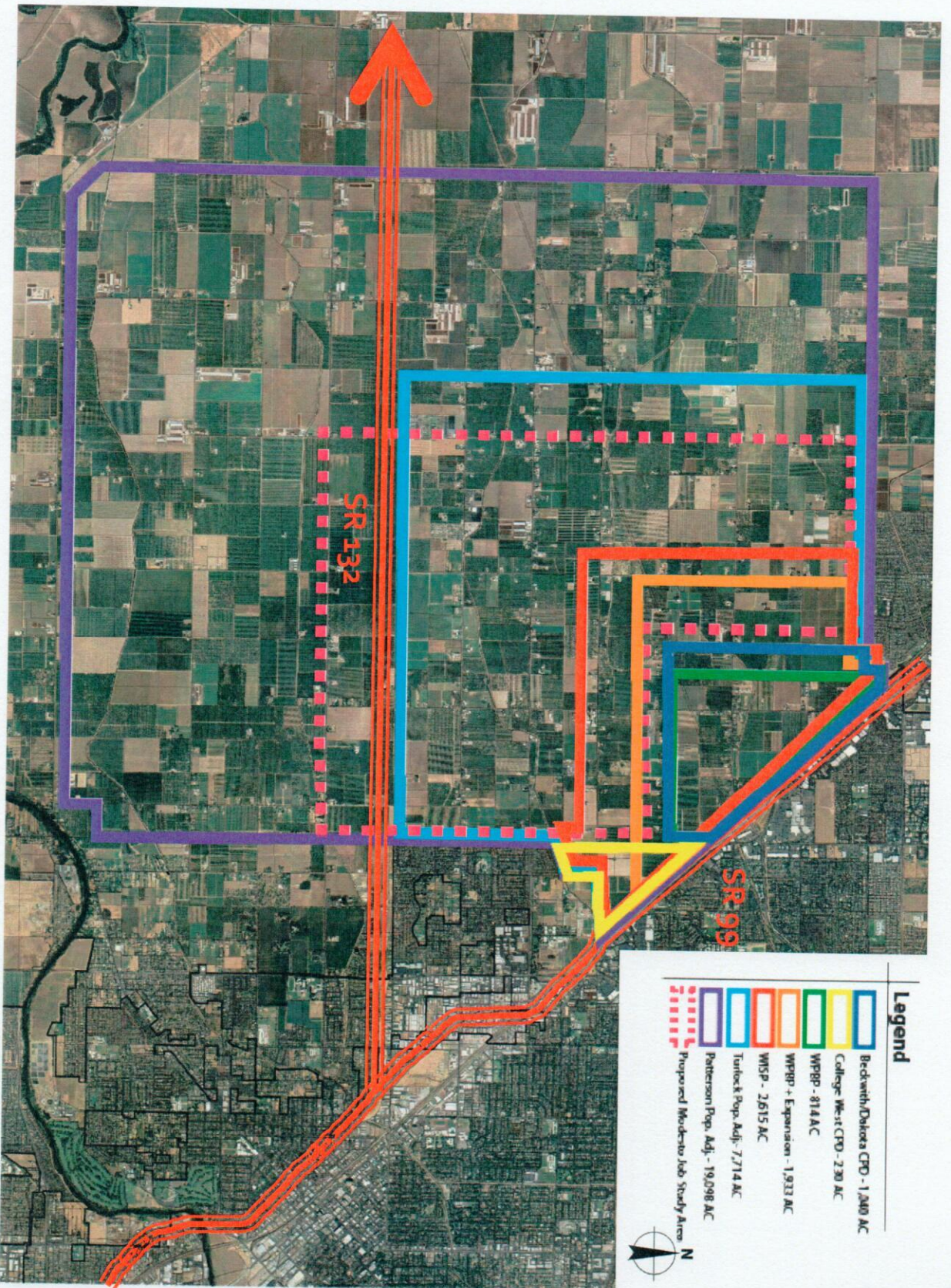
Shovel Ready Job Land...

- Modernizing the road network will allow existing job center to maximize and intensify job retention
- But that will not solve the critical lack of shovel ready job land in key locations
- Prime business park land is rarer than prime ag land because of its transportation needs – it too needs to be preserved and maximized
- Modesto's bizarre lack of shovel-ready sites
- Why is Modesto held to a standard no other community in our county is held to?



Kiernan West Business Park
Or Salida Community Plan?

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Why Modesto is a Double Standard?

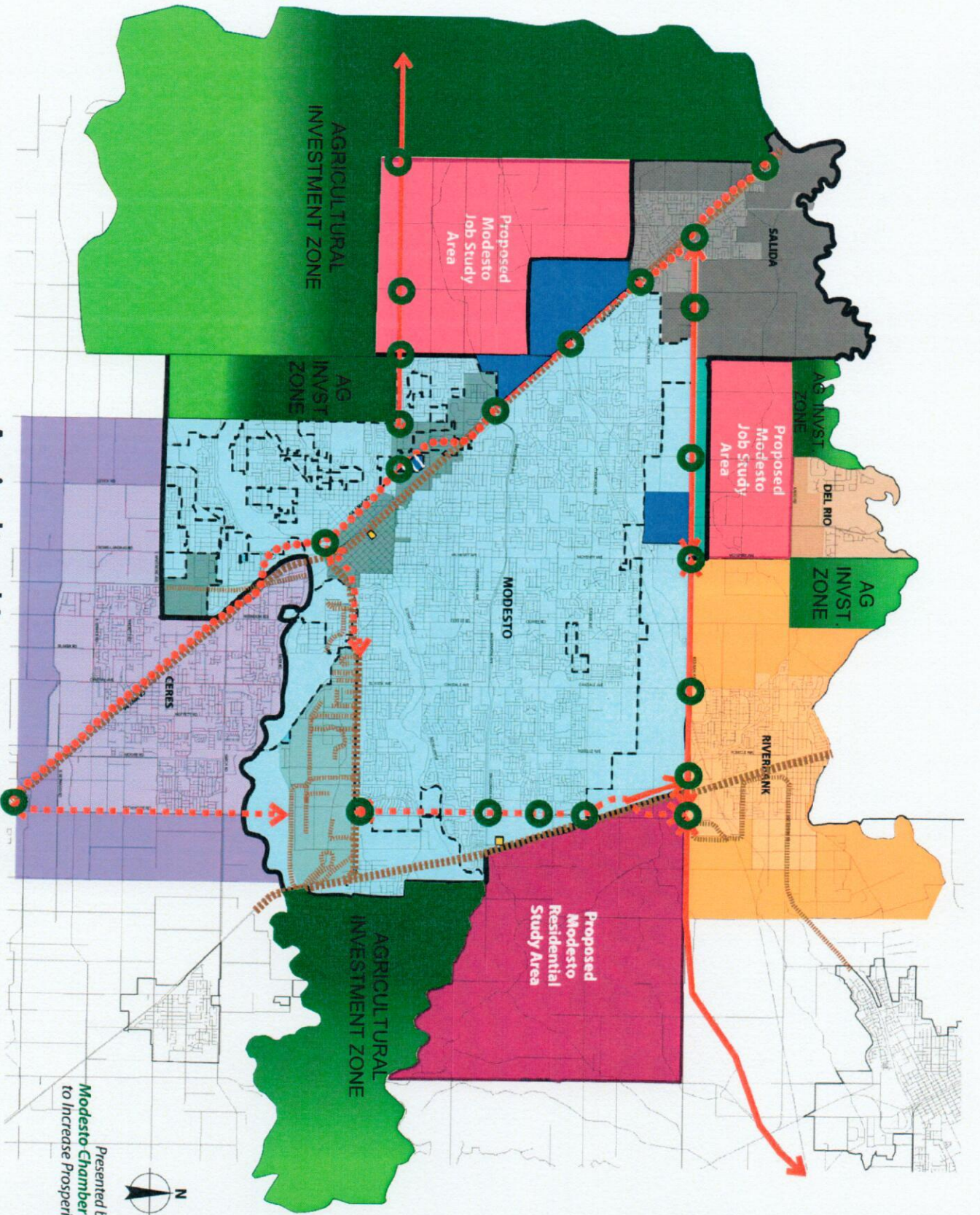
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Why The Plan Makes Sense...

- Efforts in the past have not served us well today
- Current plans on the drawing board are not adequate to get the job done
- This initiative is all about jobs and creating a promising future for the Greater Modesto Area
- We must link our transportation network and land uses to connect to the global markets
- It's up to us to plan for job growth and prosperity
 - *If we don't take the lead, are you willing to put our destiny in luck's hands?*
- Won't the Plan convert too much agricultural land? Not if...

Ag Investment Zones...

- The potential growth-inducing impacts of such an ambitious plan must be addressed directly
- Need to identify areas where agriculture remains out of the path of development so ag investment can be encouraged and protected
- Freeways cannot be synonymous with sprawl
- *Some possibilities...*



Agricultural Investment Zones Around the City of Modesto

Presented by the
Modesto Chamber of Commerce
 to Increase Prosperity in OUR City



Moving the Ball Downfield...

- The Plan is not a business-specific initiative
 - Chamber members certainly have an interest in seeing the Greater Modesto Area flourish
 - *But who isn't a stakeholder? Everyone here has a dog in this hunt.*
- Let's come together now and get to work building what we know the Greater Modesto Area can become
 - Our children are counting on us...let's don't let them down
 - *A rising tide can lift all – or most – boats.*
- Jobs and prosperity will help us achieve other goals including...
 - Less need for expensive social services
 - Less need for expensive policing services
 - More revenue to local government for local needs such as adequate policing
 - Less strain on families, parents, and the elderly

Moving the Ball Downfield...

What We Will Do

- Collaborate Within Modesto-
 - We welcome your feedback and want you to join the cause.
 - *We revise and add new, good ideas to The Plan as we hear and analyze them.*
 - Co-sponsor and endorse The Plan.
 - *Who else should we talk to?*
- Collaborate in Northern Stanislaus County-
 - Work with our neighbors to identify elements that link us for success.
 - We are meeting with adjacent communities to understand their needs to add to the plan and check that our vision does not conflict with theirs
- Collaborate with All of Stanislaus County-
 - Each region in the County to identify its key economic drivers
 - Coordinate efforts to achieve key transportation and economic development goals

Moving the Ball Downfield...

What We Will Do (continued)

- We are identifying short term projects that can put The Plan in motion
- We are identifying critical needs that, if handled badly in the near term, would prevent The Plan from succeeding in the long term
- *What else do we need to do? Help us by telling us.*
 - *Call us at 577-5757.*
 - *Email us at wewantmorejobs@modchamber.org*

Moving the Ball Downfield... Becoming a Self Help County

- Why is Stanislaus County at a major competitive disadvantage versus San Joaquin and 19 other California Counties?
- The voters of these counties have approved super majority required ballot measures for sales tax increases dedicated for specific transportation improvement projects
- The Self Help Counties Coalition (www.selfhelpcounties.org) projects that its member counties will fund over \$95 billion of transportation investments over the next 28 years
- Stanislaus County needs to join this group.
- The Chamber intends to work collaboratively with our counterparts in other communities and County and City officials to...
- Confirm to the taxpayers that current funding sources are being maximized
- Gather area-wide support and put this measure to another vote
- Support efforts in Sacramento to lower the required approval threshold to 55%

Moving the Ball Downfield... What We Ask of You

- Refer This Plan to the Planning Commission and the Council's Economic Development Committee for Review.
- Make This Plan the foundation of Modesto's General Plan Update.
- Include the Key Components of The Plan in a comprehensive General Plan update for the City of Modesto
 - We believe the Mayor's \$500,000 Economic Stimulus is best spent on this effort, if such funds are available
- Work to Coordinate the Modesto General Plan with other key planning documents.

Notice:

- *The preceding was a **draft** analysis and **draft** plan subject to change.*
- *The preceding will be subject to continuous improvement as we share it with more and more individuals in our greater community who want to make our part of the world economically more competitive with the rest of the world and to increase the number and quality of jobs and to improve prosperity here for us, our children, our grandchildren and our posterity.*