

North Shore Council of Governments
Economic Resiliency and Recovery Plan

Kickoff Call Agenda

Tuesday, July 25, 2023
11:00am via Zoom

1. Introductions
2. Project Management
 - a. Internal communication
 - b. Bi-weekly PM calls
 - c. Contract and Invoicing
 - d. Project committee
 - e. Background documents to MRB Group – any and all relevant plans, reports, analyses, maps, drawings, etc.
 - f. External communications protocol
3. Review Scope and Schedule (see next pages)
4. Initial Scope Items
 - a. Review documents (plans, strategies, etc.)
 - b. Data analysis (*economic base, market data*)
5. Next Steps

Task #1 – Kickoff and Project Management

- Initial project management meeting
 - Define project management expectations
 - Composition of project committee – NorCOG board plus 2-3 key stakeholders
 - Schedule bi-weekly check ins
 - Identify existing plans and studies
 - Refine project scope and schedule
- Review existing materials

Task #2 – Economic & Market Analysis

- Analysis of demographic, economic, and market trends
- Identify key community assets and opportunities, which could include:
 - Top industries
 - Projected employment growth
 - Potential emerging sectors
 - Real estate shifts

Task #3 – Committee Kickoff

- Facilitate initial meeting of the project committee
- Present data findings to date
- Discuss community opportunities and challenges
- Review outline of and finalize community engagement process
- Gather input on additional existing plans and potential interviewees

Task #4 – Community Engagement

- Solicit input from relevant stakeholder groups based on the community engagement process, which could include:
 - Surveys
 - One-on-one and small group interviews
 - Public input sessions

Task #5 – Public Meeting

- Schedule and host public meeting.
- Facilitate discussion with key municipal leaders and representatives on:
 - Key findings to date,
 - Opportunities and challenges,
 - Potential strategies and actions to address challenges.
- Develop engagement activities to gather input from members of the public.

Task #6 – Economic Development Action Plan

- Develop an Economic Development Action Plan Matrix, including:
 - Ambitions and transformative, yet achievable, goals

- Strategies to advance those goals
- Specific actions that can be taken by the municipalities and their key community partners
 - Roles and partners
 - Timeline (short, mid, or long term)
 - Priority level (high, medium, or low)
 - Order of magnitude cost (scale of \$ to \$\$\$)
 - Potential funding sources

Task #7: Plan Production & Final Public Meeting

- Write an executive summary providing a substantive but digestible overview of key findings
- Compile all deliverables into a draft report
- Gather feedback on report from Committee
- Incorporate Committee feedback and finalize report
- Present final plan at a public meeting.

Anticipated Project Schedule

