

# BAY AREA REGIONAL ECONOMIC RECOVERY WORKPLAN

Bay Area Council Economic Institute

for

The California Business, Transportation & Housing Agency

## Core Project Criteria

Projects and initiatives included in the plan should meet one or both of two criteria:

1. **Jobs.** Significant near-term job creation
2. **ROI.** Potential to generate long-term growth with high return on investment

Additional criteria include

3. **Job sustainability.** Likelihood to create jobs that are sustainable in the longer-term
4. **Geographic impact.** Cross-jurisdictional or cross-sectoral scope (e.g., projects that are regional in nature or span more than one city, county or sponsoring organization)
5. **Resource leveraging.** Degree of leverage of state and federal resources with matching funds or other resources
6. **State alignment.** Alignment with State programs and priorities. Proposals should be achievable without major legislation or significant new state resources outside Federal or other stimulus programs.

*Note that* Tier 3 type initiatives to deal with longer-term regulatory reform or implement an overarching strategy such as business environment improvement are welcome and may be considered more carefully after BT&H's June 1 deadline for workplan submission.