



YUBA-SUTTER ECONOMIC DEVELOPMENT DISTRICT 2024 CEDS ANNUAL PERFORMANCE REPORT

ABSTRACT

The Annual CEDS Performance Report for 2024 analyzes the Yuba-Sutter region's current economic conditions and serves as an update on the region's progress toward reaching regional goals and objectives. This report covers a period from January 1 through December 31, 2024



YUBA-SUTTER ECONOMIC DEVELOPMENT CORPORATION

2024 Annual CEDS Performance and Update Report

EDA Investment #22SEA3020024

Introduction

Yuba-Sutter Economic Development Corporation (YSEDC), established in 1994 to support economic development efforts, is organized as a nonprofit private corporation governed by a 23-member board of directors. The corporation represents business interests of both public and private sectors within the Yuba City Metropolitan Statistical Area.

The corporation was designated as an Economic Development District (EDD) by the U.S. Department of Commerce, Economic Development Administration (EDA) in 1996. Yuba-Sutter Economic Development District (YSEDD) is synonymous with Yuba-Sutter Economic Development Corporation (YSEDC). The district is comprised of the counties of Sutter and Yuba and the cities of Live Oak, Marysville, Wheatland, and Yuba City. The region is referred to as the Yuba City Metropolitan Statistical Area (MSA) as defined by U.S. Office of Management and Budget and used by the U.S. Census Bureau and other U.S. government agencies for statistical purposes. The U.S. Department of Commerce Economic Development Administration provides financial assistance to designated districts for the purpose of developing an Economic Development Strategy and provides funding, in part, for community development planning designed to assist in alleviating economic distress and unemployment.

The Comprehensive Economic Development Strategy (CEDS) document is a significant component of remaining a designated EDD. YSEDC updates the region's CEDS and submits a performance report annually. The CEDS document and appendices can be found on YSEDC's website: <https://www.chooseyubasutter.com/strategy>

Yuba-Sutter Economic Development Corporation is pleased to submit its 2024 CEDS Annual Performance Report to the EDA.

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2024 Annual Performance Report

This report analyzes the Yuba-Sutter region’s current economic conditions and serves as an update on the progress toward reaching regional goals and objectives and implementing the region’s plan of action.

CEDS Committee

The CEDS committee completed the process of the five-year update of the CEDS (2020-2025), and it was approved by the Department of Commerce Economic Development Administration on August 8, 2020. The 2022-2023 CEDS committee composition consists of the following members representing both the private and public sectors. There are no changes to the staff or the capacity of the organization to support the development or implementation of the CEDS.

Private Sector			
Name	Company/Organization	Position	Interest Group
Gus Becerra	Regional Housing Projects	CEO	Housing/low income
Robert Bendorf	Consultant	Owner	Business Services
Arun Bhardwaj	US Bank	Assistant Vice President	Banking
Mark Birtha	Hard Rock Hotel and Casino Sacramento	CEO	Hospitality
Brandon Black	PG &E	Public Affairs	Utilities
Don Blaser	Resident		Concerned Citizen
Molly Bloom	Sutter County Museum	Museum Director/Curator	Arts/Culture
Johnny Burke	Sutter Yuba Homeless Consortium	Director	Faith Based/Homeless
George Carpenter	Sutter Pointe	Vice President	Housing Developer
Laurie Dutra	Y.S. Farm Bureau	Executive Director	Agriculture, Workforce
Thomas Engler	Marysville Flood Protection	P.E., CFM	Engineer
Rachel Farrell	Harmony Health	CEO	Health
Chuck Ferguson	The Work Hub	Owner	Coworking/Makerspace
Matt Goody	UA Local Union 228	Business Manager	Construction, Education, Training
Beth Hammes	Local Union 228	Training Coordinator	Construction, Education, Training
Bob Harlan	Yuba-Sutter-Colusa United Way	Executive Director	Private Resident, Nonprofit
Cathy LeBlanc	Camptonville Community Partnership	Executive Director	Energy
Alyssa Lindman	Sutter Buttes Regional Land Trust	Executive Director	Land Conservation
Julius Murphy	The Salvation Army Yuba Sutter Corps	Corps Officer	Homeless/Nonprofit
John Nicoletti	Habitat for Humanity Yuba Sutter	Public Relations	Nonprofit
Joe Pacheco	Northrop Grumman	BAFB Lead Executive	Aeronautics Systems Sector
David Read	Yuba-Sutter Regional Arts Council	CEO	Arts/Culture
Cynthia Roderick	YSEDC/YSEDD	Grant Specialist	Economic Development
Marni Sanders	Blue Zones Project	Executive Director, Yuba Sutter	Health
Brynda Stranix	YSEDC/YSEDD	President/COO	Economic Development
Camille Benner	Habitat Housing Projects	Director of Family Services	Housing/low income
Tom Williams	Yuba River Moulding & Millworks	President	Wood Products Manufacturing
Janell Willis	Yuba-Sutter Chamber of Commerce	CEO	Business

Public Sector			
Name	Name	Name	Name
Gary Arnold	Caltrans	Associate Transportation Planner	Government, State
Blaze Baker	Beale AFB	Installation Management Flight Chief	Government, Military
Swarnjit Boyal	OPUD	Manager	Government, District
Michael Bessette	Sutter Butte Flood Control Agency	Executive Director	Government, JPA
Jeremy Brown	Yuba College	Vice- President	Education
Samuel Bunton	Yuba County	Assistant Director, Public Works	Government, County
John Buse	Beale AFB	Acting Deputy Commander	Government, Military
Rick Crabtree	City of Live Oak	Interim City Manager	Government, City
Terri Daly	Yuba Water Agency	Assistant General Manager	Government, Special District
Brian Davis	Linda County Water District	General Manager	Government, District
Tawny Dotson	Yuba College	President	Education
Rachel Downs	Yuba County	Project Manager, Community Development & Services Agency	Government, County
Bob Eckardt	Sutter County One Stop	CEO	Government, Education
Dan Flores	City of Marysville	Community And Economic Development	Government, City
Neal Hay	Sutter County	Director Development Services	Government, County
Brennan Howell	Beale AFB	Lt. Col., USAF Commander	Government, Military
Caron Job	Yuba County One Stop	CEO	Government, County
Suki Johal	Caltrans	Associate Transportation Planner - North Branch District 3	Government, State
Jason Kopping	Yuba County Airport Projects	Y.C. Airport CEO	Government, County
Diana Langley	City of Yuba City	City Manager	Government, City
Mike Lee	Yuba County	Community Development & Services Agency Director	Government, County
Creig Marcus	Enterprise Rancheria Estom Yumeka Maidu	Tibal Administrator	Tribal
Kimberly Matta	Yuba County Airport Projects	Y.C. Airport Administrator	Government, County
Mathew Mauk	Yuba Sutter Transit	Executive Director	Transportation
Patrick Meagher	RD 784	Reclamation District Manager	Government, County
Ymelda Mendoza-Flores	BETTER WAY	Homeless Services Program Coordinator	Government, District
Ben Moody	City of Yuba City	Director of Public Works & Development Services	Government, City
Kyle Morgado	Yuba County TRLIA	Operations Manager	Government, District
Ashley Potocnik	City of Yuba City	Development Manager	Government, City
Emily Rary	Beale AFB	Community Engagement Specialist	Government, Military
Jim Schaad	City of Marysville	City Manager	Government, County
John Tillotson, PE	OPUD	Director of Public Works	Government, District
Bill Zenoni	City of Wheatland	City Manager	Government, City

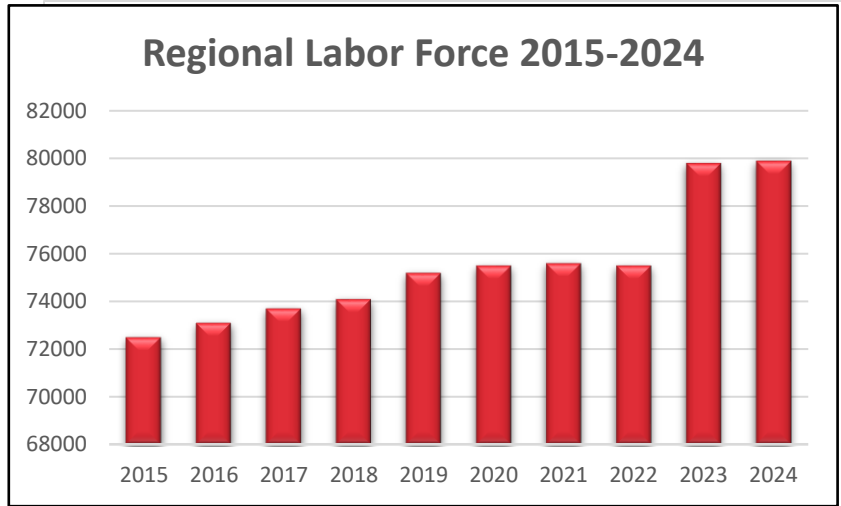
Adjustment to Strategy

In 2020, YSEDD/YSEDC completed its five-year update of the Comprehensive Economic Development Strategy. The process began in February of 2020 and was approved by the Department of Commerce Economic Development Administration in August 2020. A comprehensive community-wide SWOT analysis and survey was conducted, analyzed, reviewed and new regional goals and tactics were set or strengthened. YSEDC is currently working on its new five-year update of the CEDS. The Yuba City, CA MSA economic strength ranking ranks 157 out of 384 Metropolitan Statistical Areas. Since 2016, it improved by 117 rankings according to POLICOM, an independent research company that specializes in studying the dynamics of local economies. The Yuba City, CA MSA is currently in the process of its new five-year update.

Labor Force

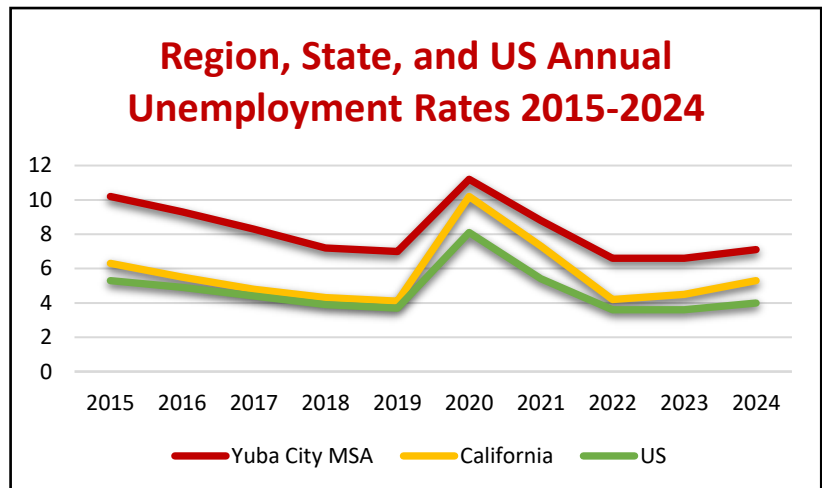
Regional Labor Force 2013-2023

The region's economic activity and well-being is reflected to large degree by the number and types of jobs available. Between December 2023 and December 2024, the region's annual labor force increased from 79,800 to 79,900 which was a .125 percent increase over the year. Between 2015 and 2023, the number of individuals counted as part of the labor force increased by 7,400 or 10.21 percent over the 10 years. The region has 58.3 percent participation rate. For purposes of comparison, California has 63.9 percent, and the nation has 63.2 percent. The region is currently experiencing an abundance of jobs but is lacking an experienced/trained workforce to fill these jobs. Source: State of California Employment Development Department – Labor Market Information



Unemployment

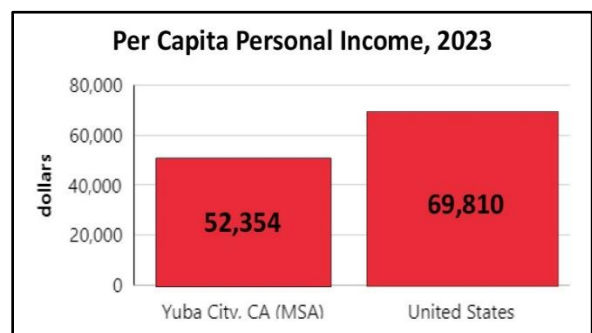
The region's 2024 annual average unemployment rate (7.1 percent) was 183.3 percent higher than the national average (4.0 percent) and 147 percent higher than the state's (5.3 percent). Rates are not seasonally adjusted. Since the Yuba Sutter Economic Development District was formed, the gap between the regional and national annual average unemployment rate has been closing. In 1996, the annual average unemployment rate for the region was 15.3 percent and the national 5.5 percent, a 278 percent difference compared to the January 2021 rate, (Yuba City MSA 7.1. vs National 4.0 percent), a difference of 177.5 percent.



Source: State of California Employment Development Department – Labor Market Information & Bureau of Labor Statistics

Per Capita Personal Income

Per capita personal income is widely used as an indicator of the economic well-being of the residents in an area. Changes in these figures provide evidence that regions are becoming wealthy as compared to a national benchmark. It is a measure of all income sources, wages and salaries, assets, income and transfer payments divided by total population. In 2023, Yuba City, CA (MSA) had a per capita personal income (PCPI) of \$52,354. This PCPI ranked 295th in the United States and was 75 percent of the national average of \$69,810. The 2022 PCPI reflected an increase of 4.3 percent from 2022. The 2022–2023 national change was 5.4 percent. In 2013, the PCPI of Yuba City, CA (MSA) was \$35,158 and ranked 276th in the United States. The



2013–2023 compound annual growth rate of PCPI was 4.1 percent. The compound annual growth rate for the nation was 4.6 percent.

In 2023, Yuba City, CA (MSA) had a personal income of \$9,615,788. This personal income ranked 255th in the United States. In 2013, the personal income of Yuba City, CA (MSA) was \$5,941,020 and ranked 256th in the United States. (Source: U.S Department of Commerce Bureau of Economic Analysis).

**Personal income estimates are in thousands of dollars, not adjusted for inflation.*

Average Wages

The average worker in the Yuba City MSA earned annual average wages of \$58,262 as of 2024Q1. Average annual wages per worker increased 4.18 percent in the region over the preceding four quarters.



For comparison purposes, national annual average wages were \$72,405 for the same period. The lower wages are generally attributed to the fact that the region is predominately rural with the largest industry sectors being Agriculture, Forestry, Fishing and Hunting, and Retail Trade.

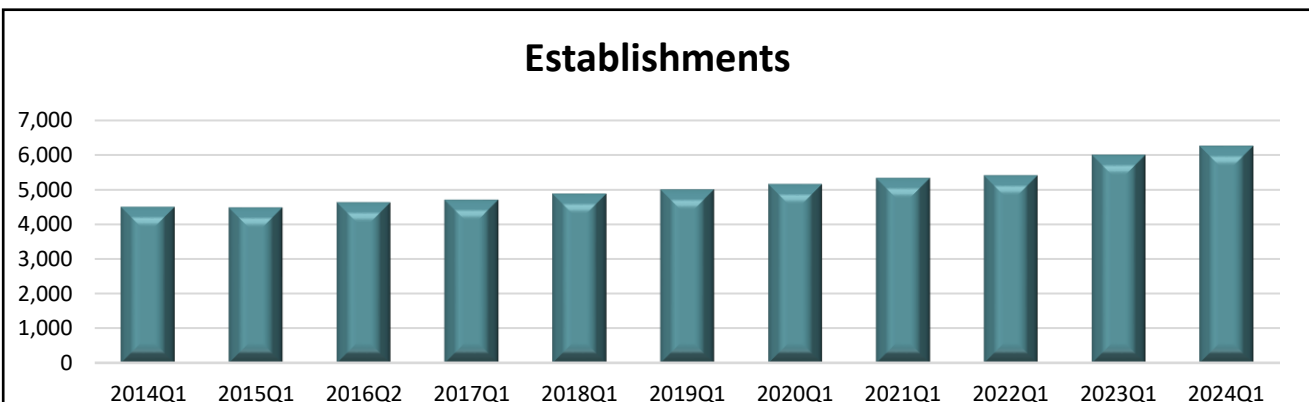
Sectors in the Yuba City, CA MSA with the highest average wages per worker are Mining, Quarrying, and Oil and Gas Extraction (\$120,082), Utilities (\$95,547), and Public Administration (\$91,275). Regional sectors with the best job growth over the last 5 years

are Transportation and Warehousing (+1,394 jobs), Accommodation and Food Services (+1,263), and Health Care and Social Assistance (+1,036).

Over the next year, employment in the Yuba City, CA MSA is projected to expand by 418 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+156 jobs), Accommodation and Food Services (+49), and Public Administration (+40).

Establishments

Establishment counts represent the number of locations with paid employees at any time during the year. Growth in the number of establishments can reflect increased tax base and jobs. In 2023Q1, Yuba City MSA had 6,265 establishments, a 7.04 percent increase from 5,853 in 2023Q1. Source: JobsEQ



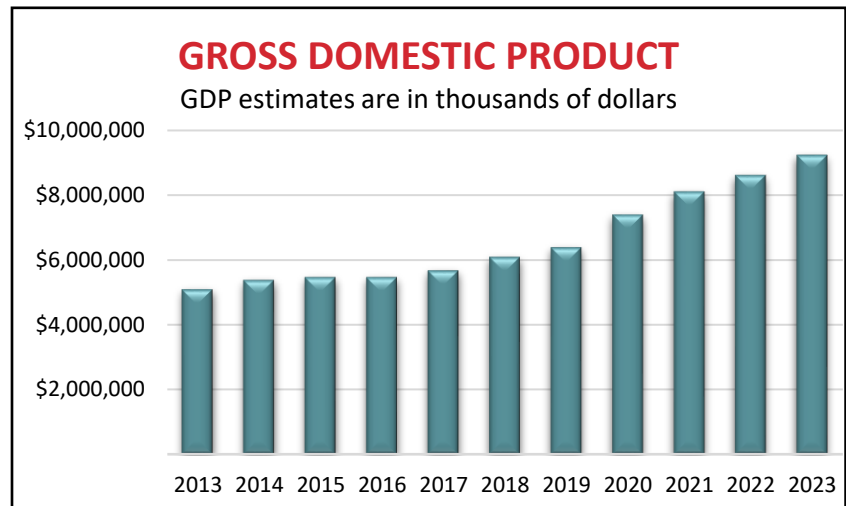
Cost-of-Living Index

The Cost-of-Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 14.4% higher in Yuba City, CA MSA than the U.S. average. For comparison purposes the cost of living in California is 41.2% higher than the U.S. average.

Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by the region. In 2023, Yuba City MSA produced \$9,225,272,000 in current-dollar total GDP* compared to 2022 total GDP of \$8,608,166,000. This GDP ranked 276th among MSAs. In 2023, real GDP expanded 2.1 percent. This follows growth of 96.2 percent in 2021.

Industry Composition: Goods-and services-producing industries and government comprise total GDP. Industry statistics reflect the value of goods and services produced by each of those industries located in Yuba City MSA. Of the sectors in the Yuba City, CA MSA, Unclassified contributed the largest portion of GDP in 2023 at \$784,331,000.



The next largest contributions came from Health Care and Social Assistance (\$755,465,000); Public Administration (\$755,703,000); and Retail Trade (\$718,846). (Source: U.S Department of Commerce Bureau of Economic Analysis).

Performance Measures

An evaluation framework serves as a mechanism to gauge progress on the implementation of the overall CEDS. It is a crucial element of the ongoing planning process and should answer the questions “How are we doing?” and “What can we do better?”

The following performance measures help to provide a framework for evaluating if the progress of activities in achieving the vision, goals, and objectives of the CEDS are making a difference in the local economy. The metrics are broad measures of progress. Improvement in the metrics may be attributed to external factors other than causally related to the economic and workforce development efforts underway in the region.

Performance Metrics

1. **Wealth Creation** Gross Domestic Product (GDP) – Has real GDP increased in the region compared to the previous 12 months?
2. **Employment Growth** – Has employment increased in the Yuba-Sutter region compared to the previous 12 months?
3. **Job Earnings** – Has the percentage of job earnings in the region increased compared to the previous 12 months?

4. **Poverty Rate** – Is the percentage of individuals in the region below the national level?
5. **Education** – What is the percentage of education attainment as compared to the national level?
6. **Unemployment Rate** – Has the unemployment rate decreased compared to the previous 12 months?

Performance Metrics Comparison 2023 versus 2024

Employment/Workforce - Yuba City MSA

	2023	2024	Trend
Industry Employment (Annual)	57,500	58,449	↑ 1.7%
Labor Force	79,800	79,900	↑ .13%
Unemployment (Annual Not Adjusted)	6.64%	7.1%	↑ 6.9%
Annual Wages (Q)	\$55,925	\$58,262	↑ 4.2%

Economic - Yuba City MSA/USA

	Yuba City MSA 2023	Yuba City MSA 2024	USA 2024	Trend
Poverty Levels	13.8%	14.3%	12.5%	↑ 3.6%
Median Household Income	\$71,066	\$73,693	\$74,580	↑ 3.7%
	Yuba City MSA 2022	Yuba City MSA 2023		
Wealth Creation (Gross Domestic Product) 2022 vs 2023	\$8,608,166,000.	\$9,225,272,000		↑ 7.2%

Education Attainment - Yuba City MSA/USA

	Yuba City MSA 2023	Yuba City MSA 2024	USA 2024	Trend
No High School Diploma	18.1%	17.8%	10.1%	↓
High School Graduate	24.1%	25%	25.1%	↑
Some College, No Degree	27.7%	27.5%	19.7%	↓
Associate degree	10.8%	10.5%	9.2%	↓
Bachelor's degree	13.1%	13.1%	22.4%	↓
Postgraduate Degree	6.2%	6.0%	13.4%	↓

Evaluation of Progress on Goals and Tactics

This section presents the vision and goals for the Yuba-Sutter region. It also identifies actions that support the identified pillars and goals for the region. The CEDS will inspire and guide the community, its leaders, and the Yuba-Sutter Economic Development District in creating a dynamic region. The strategy focuses on economic resiliency and recovery while building regional capacity and collaboration resulting in a vibrant and prosperous community.

Vision

To foster a vibrant, prosperous, and growing Yuba-Sutter region through exceptional leadership and involvement of the community.

Goals and Accomplishments in 2024

Data for this section was provided by implementation partners for the region responding to an evaluation questionnaire or providing direct outcomes to YSEDC. The implementation partners represented both public and private sectors.



Goal 1 – Create and maintain a competitive region through economic development

Strengthening existing clusters has the potential to entice similar industries and suppliers to the region’s existing industries in agriculture, healthcare, manufacturing, aerospace, and government. The region must coordinate efforts to create, grow and maintain competitive areas of proficiency and innovation to drive the evolution of these existing clusters. Regional development of the clusters will have considerable employment ripple effects and improve the wage and tax base.

Implementation Partners: Yuba-Sutter Economic Development Corporation (YSEDC); Sutter and Yuba Counties; Cities of Live Oak, Marysville, Wheatland, and Yuba City; Yuba-Sutter Chamber of Commerce; Sutter and Yuba One Stops; and Yuba College.

Tactic 1 – Attract more industries to the region

Both Yuba and Sutter counties worked diligently to improve the region to attract more industries by continuing to develop infrastructure projects. In 2024, there were 29 project inquiries for the region which had the potential private investment of \$1.001 billion and the creation of over 46,211 jobs. Unfortunately, the region was unable to site any of these businesses mainly due to lack of water and wastewater infrastructure.

The two counties have continued support of their largest employers, Beale Air Force Base and agriculture. Increases in crop values and harvest acreage improved the gross value of agricultural production. Yuba County’s agriculture’s 2023 gross value increased by 4 percent from the 2022 values and Sutter County increased approximately 35.7 percent.

The region must continue to support and enhance base/community engagements to support Beale Air Force Base and its missions. In 2024, Beale Air Force Base completed 1 of the 23 construction/renovations projects listed in 2023 Appendix V of the CEDS. This project represented \$3.3 million in Federal funds. Beale AFB added three new projects to the 2024 Public Works Projects update.

Yuba County, the Olivehurst Public Utility District (OPUD), the City of Wheatland, and Yuba Water Agency have partnered to develop and implement a regional solution for immediate and future wastewater needs. The initial phase of the regionalization project is to connect two disadvantaged communities (DAC), Wheatland and Olivehurst. The project will connect Wheatland to OPUD for the provision of wastewater collection and treatment which allows for the decommissioning of Wheatland’s aging wastewater treatment plant. Efforts are being coordinated to obtain state and federal grant funding for this project which will provide a more efficient and effective wastewater solution, and to protect the groundwater basins in south Yuba County. Design and environmental reviews are complete and being reviewed for state grant approval. Phase 2 of this regionalization project is to expand water and wastewater lines for the County’s employment corridor and Sports and Entertainment Zone. Design and engineering are complete in this phase of the project.

OPUD and Wheatland have applied to the State Water Resources Control Board Clean Water State Revolving Fund (SCWSRF) for construction funding for the regional pipeline from Wheatland to OPUD and for other necessary improvements to the OPUD wastewater treatment plant. The application is complete, and the project is categorized as “fundable” by the SWRCB and is going through the required stages of review by SWRCB staff. This grant would fund approximately \$30 million of the estimated \$130 million needed for the project. OPUD and Wheatland have also each submitted applications for \$20 million (\$40 million total) to the US EPA’s Environmental and Climate Justice Community Change Grants Program. In conjunction with the Yuba-Sutter EDC, additional grants for up to \$10 million will be submitted to U.S. Department of Commerce Economic Development Administration. Yuba Water Agency is exploring options to loan the remaining funds necessary to complete the project. In addition, further expansion of this regional water/wastewater system to enable commercial and industrial development is designed and funding sources for the approximately \$70 million needed for the project are being explored. Construction on the project is planned for 2025.

Tactic 2 – Boost Entrepreneurial Development

There were 38 inquiries for business financial assistance of which 12 were start-ups. Most of these businesses were not ready and were referred to Sacramento Small Business Development Center, or Small Business Administration for start-up assistance such as business basics and planning. YSEDC made two loans in 2024, one for business expansion (\$60,569) and one for operating capital (\$51,400). YSEDC’s Consortium partner, Sacramento Valley SBDC provided \$314,248 in business loans. These loans created 12 jobs and retained 24 full or part-time jobs. In 2024, YSEDC expended 1,200 staff time hours and provided 2,452 businesses business technical assistance. In addition, YSEDC offered QuickBooks Online training to 12 businesses with 8 completing the training and 6 receiving a one-year online scholarship.

Tactic 3 – Maintain, Promote and Expand Regional Businesses

The Yuba-Sutter Business Consortium, a committee of YSEDC, conducted two business outreach walks, one in May 2024 (Yuba County Foothills and Wheatland) and one in October 2024 (Marysville Downtown Corridor). The purpose of the walk was to determine the current health and needs of businesses in the survey areas. There were 124 businesses visited and 69 participated in the survey. Of those Wheatland/Foothill businesses surveyed, 55 percent reported their business was up or steady and 29 percent were down. These businesses surveyed reported their greatest challenge was the effect the economy was having on their business, followed by lack of knowledge or skill to market their business, followed by workforce and related issues. Of those businesses surveyed in the downtown area of Marysville, 57.5 percent reported their business down as a direct impact of the Marysville Hotel Fire/Highway 70 closure. Other challenges faced by these businesses were homelessness and related issues and the economy.

YSEDC, in partnership with the city of Marysville, designed and implemented a business façade grant, business training or loan forgiveness program. The City has allocated \$300,000 in funding for this program. Funds have been fully expended, and 30 businesses were awarded.

Sutter and Yuba County One Stops provided 3,956 business services to employers; promoted 1,371 employment opportunities for employers, provided 64,574 employment services to individuals; hosted 20 job fairs/on-site and virtual recruitments; initiated 18 on-the-job training contracts; assisted 51 individuals with lay-off aversion and had 457 jobs created.

YSEDC and consortium partner, Sacramento Valley SBDC provided a variety of technical/financial assistance resources and referrals. There were 183 consulting hours, and 114 local businesses served. There were \$362,890 in loans made with \$314,248 in private capital infusion. This technical/financial assistance included federal, state,

and private funded grant/loan assistance, marketing, and general business technical assistance. There were 27 jobs created, and 51 jobs were retained due to this assistance.

Yuba-Sutter Chamber of Commerce provided 89 business networking events to 2,750 businesses and made multiple referrals to other Yuba-Sutter Business Consortium partners. Chamber also has an established Government Affairs Committee, to study and analyze issues of interest to the Yuba-Sutter area and its business community; to take advocacy positions on those issues; and to communicate the Chamber's viewpoint clearly to its membership, elected officials, and the community at large. While its endeavors may not have directly ushered in policy changes, the committee's unwavering commitment to the well-being of the community has been palpable. Through a series of meticulously organized meetings, the committee has played a pivotal role in fostering a deeper understanding of governmental processes and policies among our citizens.

Bishop's Pumpkin Farm was host to the California Pumpkin Growers 2024 National Pumpkin Weigh Off in the city of Wheatland. Growers from across the United States and Canada participated in the event bringing in thousands of visitors to the region and international attention.

Yuba Water Agency has committed to investing \$10 million a year into programs and projects that align with the agency's core mission areas with a goal of improving the quality of life in Yuba County. The mission areas include infrastructure expansion, education and workforce development, tourism and visitor services and technology clusters.

In partnership with Sacramento Valley Small Business Development Center, Yuba County hosted "Yes to Startups". Thirty local businesses joined a 6-week online bootcamp, learning fundamental skills, business plan basics and pitch deck best practices. Participants then competed in 2 rounds of rigorous pitch competitions, a local rendition of "Shark Tank". Finalists earned up to \$10,000 in grant money to invest in their business ventures.

One of Yuba County's larger employers, Hard Rock Hotel & Casino Sacramento at Fire Mountain celebrated its 5-year anniversary in October of 2024. Over the past 5 years, the integrated resort has had an economic impact of over \$2B on the region, has welcomed more than 10 million guests, and has over 25% of its original 1,200 team members still employed at the property. Over 60% of its employees reside in Yuba Sutter Counties. The resort hotel casino is owned by the Enterprise Rancheria Tribe.

Hard Rock Sacramento most recently it was recognized as the #1 Casino with Live Entertainment in the United States from the 2025 Newsweek Reader's Choice awards. Pollstar ranked Hard Rock LIVE Sacramento #4 worldwide, #3 in the U.S. and #1 music venue by sales in California in 2024. In 2024, Hard Rock LIVE Sacramento hosted 86 events with nearly 147,000 in total attendance. Across 20 different entertainment genres, Hard Rock Live events continue to offer a variety of entertainment for all and have held several outdoor uses of the facility including tradeshows, meetings, charity events, and other activities.

Hard Rock Hotel & Casino Sacramento at Fire Mountain and Enterprise Rancheria continue to focus on securing 352 acres between the existing casino and the Toyota Amphitheater for future ownership and development. They have obtained a property option, have completed initial due diligence on master planning, and have begun discussions in 2025 with potential development partners with the intent to create a one-of-a-kind regional entertainment destination to support its business diversification and supporting the growth of the sports and entertainment zone.

Hard Rock Hotel & Casino Sacramento at Fire Mountain and the Enterprise Rancheria Community Fund continue to support the community philanthropically and have provided approximately \$3.7 million in charitable donations and in-kind gifts since opening. In 2024, their charitable foundations committed to a 5-year \$1M donation to Sutter Health Medical Foundation through the property's Pinktober program to support resources and funding

for cancer related initiatives in Yuba County. Hard Rock Sacramento and Enterprise Rancheria also fund numerous other regional entities including Ronald McDonald House Sacramento's Yearly Room Sponsorship, Marysville Peach Festival, Say You Can, Happy Landings with Beale Air Force Base as well as the Airmen's Ball held at Hard Rock Live, host of local country music artist Tyler Rich's "The Event" helping raise funds for the local K9 Officer's Association, United Way and SAYLove, Flying U Rodeo's Marysville Stampede and many other fundraising program in Northern California.

In Yuba County

BK Valves, a reputable wastewater and hydropower design and construction firm has created a Nor-Cal office in Olivehurst, bringing about 10+ high-quality jobs.

American Wood Fibers, in Olivehurst was awarded \$1.7 million by CAL FIRE to install a "wood flour system" that will increase consumption of mill residuals and jobs.

Benzeen Auto – Upsizing from 2 acres to 45 acres and is one of the top 50 sales tax generating businesses.

In Live Oak

Diamond Walnut Facility Reuse Plan

The 1920's Diamond Walnut plant was no longer in operation when it burned down in 2022. The site is located within the downtown area. Creating a viable reuse plan for this property is critical in the expansion of the downtown corridor.

2024-25 UPDATE: The post-fire clean-up of the site was completed in 2024.

POST-FIRE CLEAN-UP PROJECT COMPLETED-\$75,000 (State Funds)

In Marysville, there have been 27 new businesses located within the city, one business relocated and one large development project. These businesses have created or retained 125-130 jobs in the city.

Horizon Wellness and Skin Care
The Backyard
Lighthouse Barbershop
King's Accountant
USA Modern Kitchen and Bath
Ken's Autobody
Salvaged Crew Tattoo & Piercing
Palomas
Clockwork Games
Double Z's Custom Butcher Shop
House of Pizza

Honey Barn & Boutique
Antonio's Quick lunch
Marysville's Tire and Wheels
The Bloc Shop
Hai Mochi House
Powerhouse
Inkredible Creations Tattoos
Casa de Esperanza
Express Postal Solutions
The Rolling Rack

B Street Property - Escrow closed on the development property in Marysville in October 2024. The new Hyatt Studios hotel will feature a conference room and outdoor terrace, perfect for special events overlooking Ellis Lake. The hotel will be accompanied by a Grocery Outlet and Starbucks, conveniently accessible to hotel guests and travelers along SR70. The developers have created spectacular landscape plans to mirror Ellis Lake Park, further enhancing the gateway to Marysville. Once complete, the project will be a testament to the city's growth and development.

In Yuba City, 24 businesses were opened within the city and 336 new businesses licenses were issued in 2024. The new businesses created 265 full or part-time jobs.

- **Raising Cane's** - Located at Harter Marketplace at 1083 Harter Parkway. The business opened in November 2024 and created 130+ jobs.
- **Dutch Bros** - Located at Harter Marketplace at 1111 Harter Parkway. The business opened in November 2024 and created approximately 10+ jobs.

- **Rym's Boba & Rolls** - Located at Feather Down Shopping Center at 1282 Stabler Lane. The business opened in July 2015 and created 5 jobs.
- **Pineapple Hawaiian BBQ** - Located at Orchard Plaza at 510 Bogue Road. The business opened in March 2024 and created 5 jobs.
- **Hooligans Bar & Bistro** - Located in Downtown Yuba City at 628 Plumas Street. The business opened in June 2024 and created 10+ jobs.
- **The Cheesesteak Shop** - Located at Feather Down Shopping Center at 1258 Stabler Lane. The business opened in November 2024 and created 10+ jobs.
- **Goldfish Seafood Market 2** - Located at 1388 Bridge Street, this is an expansion of an existing small business in Los Angeles. The business opened locally in September 2024 and created 5+ jobs.
- **Nalu Hawaiian BBQ** - Located at 920 Colusa Avenue. The business opened in April 2024 and created 10+ jobs.
- **CC Social** - Located in Downtown Yuba City at 667 Plumas Street, CC Social is an extension of the existing City Café Restaurant. The expansion opened in June 2024.
- **Cube Smart Self Storage** - Located at 3142 Colusa Highway. The business opened in July 2024 and created 2 jobs.
- **Wayback Burgers** - Located at the Raley's Shopping Center at 712 W Onstott Frontage Road. The business opened in May 2024 and created 10+ jobs.
- **Sacred Earth Apothecary** - Located at 229 Clark Avenue. The business opened in July 2024 and created 2+ jobs.
- **Yuba City Fit Body Boot Camp** - Located at 546 Second Street. The business opened in September 2024 and created 5+ jobs.
- **Yuba Sutter Cakes** - Located in Honeycomb Square at 861 Gray Avenue. The business opened in November 2024 and created 5+ jobs.
- **The Village Coffee Shop and Bistro** - Located at 101 Clark Avenue. The business opened in November 2024 and created 5+ jobs.
- **Nearly Feral Salon** - Located at 1600 Star Drive. The business opened in November 2024 and created 5+ jobs.
- **Falafel Corner** - Located at the Raley's Shopping Center at 708 W Onstott Frontage Road. The business opened in November 2024 and created 5+ jobs.
- **Infinity Nail Bar** - Located at 964 Gray Avenue. The business opened in August 2024 and created 5+ jobs.
- **Punjabi Family Salon** - Located at 1600 Butte House Road. The business opened in December 2024 and created 5+ jobs.
- **Velly Pizza** - Located at 1415 Garden Highway. The business opened in November 2024 and created 10+ jobs.
- **All Power Services** - Located at 2530 Colusa Highway. The business opened at this location in January 2024 and created 5+ jobs.
- **The Rack** - Located in Downtown Yuba City at 653 Plumas Street. The business opened in December 2024 and created 2+ jobs.
- **Skip's Music Café** - Located in Downtown Yuba City at 787 Plumas Street. The business opened in December 2024 and created 2+ jobs.
- **Krazy Katz Vintage Vinyl Records** - Located in Downtown Yuba City at 787 Plumas Street. The business opened in December 2024 and created 2+ jobs.



Goal 2 – Develop, retain, and attract talent

It is imperative that the region prepare young students and adult learners with critical in-demand education skills, competencies and knowledge that align with existing and evolving business and industry needs. Many industries are suffering because job seekers lack essential skills. The region must build awareness among residents, businesses, and leaders that education and lifelong learning are important drivers of economic development.

Implementation Partners: Yuba-Sutter Economic Development Corporation; Sutter and Yuba One Stops; Tri-County ROP/CTE; Yuba-Sutter Chamber of Commerce; The Work Hub; AeroSTEM Academy; K-12 Institutions; Sutter and Yuba Counties; Cities of Live Oak, Marysville, Wheatland, and Yuba City; and Yuba College.

Tactic 1 – Increase Collaboration between educational institutions

Yuba College: In 2024, Yuba College worked to refine partnerships with K-12 districts in their service area to ensure we are reaching as many high schools and eligible high school students as possible. This included expansion of our dual enrollment offerings, in partnership with the Yuba County Office of Education, into the juvenile justice system to support justice-impacted youth in accessing education and training. In addition, YC partnered with the Sutter County Office of Education to create an innovative college and careers-access pathway consortium designed to support students more broadly with particular attention to charter schools. The college held a dual enrollment summit with all K-12 partners invited to attend, created an advisory committee for dual enrollment, hired a dual enrollment director, and is in the process of adding counseling faculty support. Through these and many other concerted efforts to expand access to higher education, dual enrollment has grown to include more than 2,000 high school students this academic year at YC, which is more than double the number of students who had access to these pathways four years ago.

As Yuba College seeks ways to continue to meet the unique needs of its service district, they are now looking to expand the Watershed Management Program to include forest management and fire suppression and will work to design and start an agriculture technology program soon with the planned hiring of a full-time faculty in AgTech in the 2025-2026 Academic Year. The Yuba-Sutter region continues to be an ag-based economy. Jobs in AgTech are high wage and high demand and offer opportunities to meet key needs for local agriculture businesses. Partnering with county supervisors in the region, Yuba College is working with Woodland Community College to strengthen pathways between our educational programs and jobs at the counties in its service area. This partnership is exploring short term courses and potential apprenticeships to address "hard to fill" vacancies in Yuba, Sutter, Colusa, and Lake Counties.

Through the leadership of faculty, Yuba College was certified to be both a teaching and home college for the California Virtual Campus Exchange. This offers Yuba College's students the opportunity to access an exchange of courses at more than 100 community colleges in California and for students throughout California to have access to YC's classes as well. In addition, YC received more than \$600,000 in grant funding for faculty to create open educational resources or zero textbook cost materials. This work will reduce or eliminate textbooks costs for students in classes.

The college completed modernizations in Buildings 200 and 1000 along with a new softball field on Marysville Campus. A cell phone tower was installed at Marysville Campus to improve cell service in the surrounding area as well and currently has T-Mobile and AT&T units on the tower. In 2025-2026, a project to remodel the Student Services Building, Building 100B, will start construction and a new facilities master plan will be completed to plan for future needs.

Tactic 2 – Improve understanding of all ethnic cultures that live, work within, or visit the region

The Sutter County Museum tells the story of the Yuba-Sutter community, from the Native Americans who lived here pre-contact to the present. This is done through a combination of exhibits, both permanent and temporary, and public programs. Permanent exhibits include the Nisenan people, John Sutter, the history of agriculture in the area, and its multi-cultural wing, which tells the stories of ethnic communities with sizable populations in Yuba-Sutter.

The Museum was constructed with funds from Howard and Norma Harter, the Sutter County Historical Society, and other private donors. It was presented to the Sutter County Board of Supervisors as a gift to the community in 1975. Since then, it has been expanded multiple times, all through the generosity of private donors.



Goal 3 – Improve and modernize infrastructure

Adequate capacity and condition of infrastructure assets contributes to overall economic competitiveness. Strategic investments must be made to ensure that these assets are maintained and expanded. The region will become more competitive when businesses, entrepreneurs and residents are able to make use of well-coordinated and robust regional infrastructure for transportation, water, wastewater, gas, broadband, housing, and the natural environment.

Implementation Partners: Yuba-Sutter Economic Development Corporation; Sutter and Yuba Counties; Cities of Live Oak, Marysville, Wheatland, and Yuba City; Yuba-Sutter Chamber of Commerce; Yuba-Sutter Transit; Yuba Water Agency; Caltrans; Pacific Gas and Electric and Special Districts.

Tactic 1 – Modernize the region’s Infrastructure to meet future demand and respond to changing business needs

Regional Projects

Feather River West Levee Project - Sutter and Butte counties are planning to improve 44 miles of levees from Thermalito Afterbay south to the Sutter Bypass to reduce flood risk and remove more than 34,000 properties from FEMA Special Flood Hazard Areas. Among other important improvements, the project will sustain and grow the local economy by creating construction jobs, protecting property values, and allowing for responsible residential, commercial, and industrial development. Phase I –Thermalito Afterbay to Star Bend was completed by 2016. Phase II will include the area south of Star Bend to the confluence of the Feather River and the Sutter Bypass.

2024-2025 UPDATE: Levee repairs will be completed in two separate phases: Project I, the Feather River West Levee Project, includes work from Thermalito Afterbay to Star Bend, just south of Yuba City, and was completed at the end of 2020. Project II includes the area south of Star Bend to the confluence of the Feather River and the Sutter Bypass. Project II work completed to date includes a one-mile section of levee at Laurel Avenue, another five miles of levee improvements between Star Bend and Laurel Avenue completed by the U.S Army Corps of Engineers (USACE). USACE also completed another mile of levee improvements between Laurel Avenue and the Highway 99 bridge crossing the Feather River. SBFCA is currently in design and permitting of the last 1.6 miles of levee along the lower Feather River west levee which is scheduled to be in construction in 2025. The Feather River West Levee Project is on schedule and within budget.

Flood Protection of the City of Marysville - A public works project to repair and upgrade the ring levee to be certified as providing a 200-year level of flood protection. The Marysville Ring Levee project is a multi-phase project that will upgrade the levee that surrounds Marysville. The primary purpose of the project is to strengthen the existing levee by implementing additional measures to reduce the likelihood of through-seepage and under-seepage. The U.S. Army Corps of Engineers Sacramento District is partnering with the California Central Valley Flood Protection Board and the Marysville Levee District to complete the estimated \$92.5 million project. The

state of California has appropriated \$17 million toward the project as part of their commitment to upgrade the state's levee systems. The project is designed and constructed to meet the state's requirement of 200 year-level flood risk for urban areas - or a 1-in-200 chance of flooding in any given year. Due to the elevation of the levees, the project will surpass those criteria making Marysville one of the lowest at-risk cities in California's Central Valley after all flood reduction measures are constructed.

2024-2025 UPDATE: NEARING COMPLETION--FOURTEEN years and more than \$100 million after it began, the U.S. Army Corps of Engineers is nearing completion of the Marysville Ring Levee Project. The multi-phase project to upgrade the 7.6-mile ring of levees that have kept Marysville from flooding since 1875 began in 2010. The project, which includes installation of seepage cutoff walls to depths greater than 100 feet, and stability berms, is designed to meet the 200 year-level flood risk for urban areas--or a 1-in-200 chance of flooding in any given year, but the Army Corps states that due to the elevation of Marysville's levees, the project will surpass that criteria making Marysville one of the lowest at-risk cities in California's Central Valley after the project is complete.

South Yuba County Regional Sewer Project - Yuba County, the Olivehurst Public Utility District (OPUD), the City of Wheatland, and Yuba Water Agency have partnered to develop and implement a regional solution for immediate and future wastewater needs. The initial phase of the regionalization project is to connect two disadvantaged communities (DAC), Wheatland and Olivehurst. The project will connect Wheatland to OPUD for the provision of wastewater collection and treatment which allows for the decommissioning of Wheatland's aging wastewater treatment plant. Efforts are being coordinated to obtain state grant funding for this project which will provide a more efficient and effective wastewater solution, and to protect the groundwater basins in south Yuba County. Design and environmental review are complete and being reviewed for state grant approval. Phase 2 of this regionalization project is to expand water and wastewater lines for the County's employment corridor and Sports and Entertainment Zone.

2024-2025 UPDATE: OPUD and Wheatland have applied to the State Water Resources Control Board Clean Water State Revolving Fund (SCWSRF) for construction funding for the regional pipeline from Wheatland to OPUD and for other necessary improvements to the OPUD wastewater treatment plant. The application is complete, and the project is categorized as "fundable" by the SWRCB and is going through the required stages of review by SWRCB staff. This grant would fund approximately \$30 million of the estimated \$130 million needed for the project. OPUD and Wheatland have also each submitted applications for \$20 million (\$40 million total) to the US EPA's Environmental and Climate Justice Community Change Grants Program. In conjunction with the Yuba-Sutter EDC, additional grants for up to \$10 million will be submitted to U.S Department of Commerce Economic Development Administration. Yuba Water Agency is exploring options to loan the remaining funds necessary to complete the project. In addition, further expansion of this regional water/wastewater system to enable commercial and industrial development is designed and funding sources for the approximately \$70 million needed for the project are being explored. Construction on the project is planned for 2025.

Reclamation District No. 784 (Special District)

Storm Drainpipe Replacements - This public works project will replace up to 6 aging pipes located within the rural levee portion of the District.

2024-2025 Update: Project approval received from the state and is slated to begin in 2025.

Linda County Water District

Linda Avenue/Griffith Water Treatment - This Linda County Water District project will construct Well No. 17 and a water treatment facility at Linda Avenue at Griffith, to serve the East Linda Specific Plan area.

2024-2025 UPDATE: Project is under construction with a current anticipated finish date in June 2025.

Forest Biomass Business Center Development

Camptonville Community Partnership (CCP), is a small, rural, community-based non-profit organization located in the town of Camptonville in the Yuba County foothills that proposes to develop a small forest biomass to energy facility that would be part of a new small business campus, located in an unincorporated area approximately 11 miles southwest of Camptonville and 3 miles east of Dobbins. CCP intends to attract other businesses to the site,

where heat and power would be available from the facility making the overall facility, a high efficiency combined heat and power operation.

2024-2025 UPDATE: The community scale 5mw biomass to energy power plant will be developed by Engeman Camptonville Green Energy (ECGE). It is spearheaded by an innovative and unique partnership between Camptonville Community Partnership (CCP), a local nonprofit and Engeman Camptonville Green Energy, a leading bio-energy developer. The Project will process unmerchantable woody material from large scale forest restoration projects happening in the Yuba River watershed, increasing the pace and scale of work to improve forest health and reduce the risk of catastrophic wildfire while allowing for many good paying jobs in the area. In September 2024 Yuba Water Agency Board of Directors unanimously voted to approve a \$8.3 million low-interest loan and a \$7 million grant to construct the community-size 5-megawatt (MW) woody biomass to energy plant. This funding will allow CCP to leverage over \$4.5 million dollars of grant funding from the Sierra Nevada Conservancy and the California Energy Commission. Clearing of trees and shrubs began in late December, 2024. Certain long-lead time major equipment for the plant has been ordered as of late 2024.

City of Live Oak Project

Wastewater Treatment Plant Solar - Live Oak's wastewater treatment plant was designed with the possibility of connection to a solar array to power the plant.

2024-25 UPDATE: The funding has been secured; the anticipated start date is April 2025.

City of Wheatland Project

Wheatland Comprehensive Water Project - The City of Wheatland water system is aging with portions of the system more than 100 years old. The project consists of removing the seismically deficient water tower from service by employing new ground mounted hydro-pneumatic tanks and booster pumps to supply water pressure to the City. The project also includes replacement of domestic water meters, new production meters, water meter automation to assist with leak detection and remote metering reading, SCADA replacement, and new billing software.

2024-2025 UPDATE: Project is underway and is anticipated that construction will be complete in spring of 2025.

Wheatland Regional Wastewater Treatment - The City of Wheatland is planning the construction of a new pipeline and three pump stations to convey 1.5 million gallons per day (MGD) of wastewater into a regional sewer system serving south Yuba County. The pipeline will connect to a new Olivehurst Public Utility District (OPUD) sewer or continue of the City's force main (currently under design by others) near South Beale Rd and Highway 65. OPUD sewers will convey the flow to OPUD's wastewater treatment plant (WWTP), where it will be treated to a tertiary level and discharged into the Feather River. Alternatively, the City's pipeline may continue further northward to connect to the Linda County Water District (LCWD) wastewater collection system and then into their WWTP. The City's WWTP will eventually be decommissioned, and the site re-purposed for other uses.

2024-2025 UPDATE: Project design and right-of way acquisition continue. Grant funding from the State Water Resources Control Board has been tentatively approved. It is anticipated that the project will go to bid by summer 2025.

City of Yuba City Projects

Barry School Waterline - The project involves installing 12" and 14" diameter water transmission main in Railroad Avenue from Bogue Road to Stewart Road and in Stewart Road from Railroad Avenue to Garden Highway, as well as a 3" diameter private water service in Railroad Avenue and Barry Road to serve Barry School.

PROJECT COMPLETED- \$4.7 Million (State Revolving Loan Fund)

Second Groundwater Well - The project includes constructing a second groundwater well at the City's Water Treatment Plant to provide additional accessible water resources during times when the City's surface water rights are curtailed.

PROJECT COMPLETED- \$4.35 Million (Federal Bureau of Reclamation, Local – City Water funds)

Aquifer Storage Recovery (ASR) Well - The project involves establishing an ASR well at the City's Water Treatment Plant to further bolster the City's accessible water resources during times when the City's surface water rights are curtailed. The ASR concept includes injecting treated water into the groundwater aquifer during times when surface water availability exceeds demands while extracting groundwater during times when surface availability does not meet demands.

2024-2025 UPDATE: Design and environmental/permitting commenced in 2023. Well drilling and testing will occur in Spring 2025 with pump installation and above-ground piping anticipated to begin in late 2025.

WWTF Outfall and Diffuser Project - The project includes constructing a new 42-inch diameter discharge pipeline from the City's Wastewater Treatment Facility (WWTF) and a new diffuser outlet to the Feather River. The proposed pipeline and diffuser will replace the City's existing diffuser, which was damaged in 2011 by erosion of Shanghai Falls. This project will ensure the City's capability to safely treat wastewater for existing customers, as well as future development.

2024-2025 UPDATE: Final design complete pending receipt of permit conditions from regulatory agencies. Project will be advertised for bids once funding and permits are secured.

Bogue Road Sewer Extension - The project involves extending the existing 18" diameter sanitary sewer in Bogue Road from Railroad Avenue to Phillips Road and constructing a new lift station to facilitate future connection of properties north and south of Bogue Road and east of State Route 99, and to address capacity issues and service of new development areas.

2024-2025 UPDATE: Final design completed in 2024. Construction will be completed in 2025. Project is being coordinated with Bogue Stewart Master Plan improvements.

Tactic 2 – Develop and improve alternative, multi-modal and inter-modal distribution infrastructure

Regional Caltrans Projects

Caltrans has 23 projects slated for construction, rehabilitation, planned or program projects in the Yuba-Sutter region. Three projects were completed in 2024, which represented an injection of \$245.292 million in improvements within the region. Completed projects were:

Yuba 70 Laurellen to Butte County Line SHOPP & STIP Combine (Seg 4&5)

03-4F38U

In Yuba County, near Marysville, from Laurellen Road to South Honcut Creek Bridge on SR 70. Widen roadway for continuous passing lanes, two-way left-turn lane/left turn pockets, standard shoulders and roadside clear recovery zone. **PROJECT COMPLETED-\$114.655 Million (State, Caltrans SHOPP)**

BUT/YUB 70 Seg 3 Combined

03-3H93U

In Yuba and Butte Counties, about 11 miles north of Marysville, on State Route 70 from 0.8 miles north of Chandler Road to East Gridley Road, PM 25.5/25.8 and 0.0/3.8. Widen for continuous passing lanes, two-way left-turn lane/left turn pockets, standard shoulders, and provide a roadside clear recovery zone.

PROJECT COMPLETED-\$65.236 Million (State, Caltrans SHOPP)

Browns Valley Rehab

03-0A570

Near Marysville, from Marysville Road to 0.1 mile east of Yuba River Bridge. Rehabilitate roadway.

PROJECT COMPLETED-\$65.401 Million (State, Caltrans SHOPP)

Sutter County Projects

Howsley Road Bridge Replacement - The county will replace the existing two-lane 260-foot-long bridge utilizing FHWA Highway Bridge Program funds.

2024-2025 Update: The design phase will be completed by June 2025 at which time the County will seek the required federal funding.

Larkin Road Bridge Replacement - The county will replace the existing two-lane 40-foot-long bridge utilizing FHWA Highway Bridge Program funds.

2024-2025 Update: The County has received federal funds to update the design and environmental permits. Construction is anticipated in FY 2027-28.

Nicolaus Avenue Bridge Replacement - The county will replace the existing two-lane 70-foot-long bridge utilizing FHWA Highway Bridge Program funds.

2024-2025 Update: The County has received federal funds to update the design and environmental permits. Construction is anticipated in FY 2027-28.

Tisdale Road Bridge Replacement - The county will replace the existing two-lane 40-foot-long bridge utilizing FHWA Highway Bridge Program funds.

2024-2025 Update: Final right-of-way documents are in process. Construction is anticipated in FY 2025-26.

Kent Avenue Bridge Replacement - The county will replace the existing two-lane 80-foot-long bridge utilizing FHWA Highway Bridge Program funds.

2024-2025 Update: Final right-of-way documents are in process. Construction is anticipated in FY 2025-26.

Yuba County Projects

Goldfields Parkway - This public works project would construct a four-lane arterial around the easterly side of Marysville through the East Linda Specific Plan from Highway 65 at McGowan Parkway to Highway 20 at Plantz Road.

2024-2025 UPDATE: Design complete for section from North Beale Road to Hammonton Smartsville. Rough grading is complete and applying for funds to pave this section.

Highway 70/Plumas Lake Boulevard Interchange Phase 2 - This public works project would link Phase 1 of the Highway 70/Plumas-Arboga Interchange to the eastern Phase II component of the interchange to include a Union Pacific Railroad overpass.

2024-2025 UPDATE: Design is 65% completed. County was awarded \$35,000,000 federal grant to fully fund construction. Construction will likely start in 2026.

North Beale Road Revitalization Improvements - This public works project consists of implementing the road improvements recommended by the East Linda Revitalization Plan which consists of sidewalks, landscaped medians, street lighting, and parking that would improve the safety of the road for motorists, bicyclists and pedestrians as well as improve the appearance of the road corridor to help attract new and retain existing businesses.

2024-2025 UPDATE: North Beale Road Complete Streets Phase II (Hammonton-Smartsville to Linda Ave) is complete. The County secured grant funding to fund phase III (Linda Avenue to approximately 2,400 feet east). Phase III design was recently completed, and construction will start in spring of 2025. Phase IV and V are still in progress.

PHASE II PROJECT COMPLETED-\$14 Million (State, Caltrans ATP)

Linda – Cedar Lane and Alicia Avenue Project - This public works project consists of implementing road improvements to Cedar Lane and Alicia Avenue (from Riverside to Feather River Blvd) in West Linda. This project includes improvements to curb, gutter, sidewalk, drainage, and street overlay.

PROJECT COMPLETED-\$4.4 Million (State ATP FUNDS)

McGowan Parkway Project - This public works project consists of implementing road improvements to McGowan Parkway between SR 70 and SR 65 in Olivehurst. This project includes improvements to curb, gutter, sidewalk, drainage, and street overlay.

PROJECT COMPLETED-\$6 Million (State ATP/IPP FUNDS & Federal ARPA)

County Bridge/Culvert Repair - There are 75 HBP-eligible bridges (greater than 20' in length) and numerous other culvert and drainage structures owned and maintained by Yuba County. Currently the County has 75 bridges that are of sufficient length (>20') to be eligible for Caltrans inspection. Of these, 29 bridges have a SR below 80 and above 50 which qualify for HBP rehabilitation funds, and 8 bridges have a SR below 50 which qualify for HBP replacement funds.

2024-2025 UPDATE: Spring Valley Road bridge replacement completed. Other current bridge replacement projects include Los Verjeles Road, Waldo Road, and Ellis Road. Los Verjeles is currently being constructed and expected to be complete in spring of 2025. Ellis Road and Waldo Road bridge replacements currently are in design. The County applied for an additional five bridge projects through the HBP

SPRING VALLEY ROAD BRIDGE PROJECT COMPLETED-\$3.3 Million (State HBP/FSTIP Funds)

City of Live Oak Project

Pennington Road Rehabilitation - Pennington Road is the main east/west arterial for the City of Live Oak, intersected by State Route 99. Sacramento Area Council of Governments (SACOG) has committed \$915,000 for partial reconstruction of the road from Broadway to Connecticut Avenue during 2012 and 2013. Reconstruction to the east of State Route 99 is also necessary.

2024-25 UPDATE: Reconstruction of Pennington Road East from the High School to the city limits was completed in 2024. **PENNINGTON ROAD EAST FROM HIGH SCHOOL TO CITY LIMITS 2024-\$1.097 Million (State – SACOG & CDBG Funds)**

City of Marysville Project

Proposition 68 Per Capita Program - The city received \$177,952 in Proposition 68 grant funding under this program. City has proposed this funding be used for the replacement of the play equipment and play surfacing at Gavin Park and the addition of an accessible path based on the City's Park and Open Space Master Plan.

GAVIN PARK PHASE II PROJECT COMPLETED-\$169,552 (Prop. 68 Funds)

2023 Measure C / SB 1 Pavement Project - In July 2023, the City Council approved a contract amount of \$3,336,937.60 to a local paving contractor to overlay and pave 11 city-wide roadway segments. Project was completed in November 2023 with one roadway segment carried over to Summer of 2024. Phase 1 of the E. 22nd St Rehabilitation Project (E. 22nd St between SR-20 and Cheim Blvd) was completed under this city-wide paving project.

PROJECT COMPLETED-\$3,167,187 (Measure C, local funds)

14th St Traffic Calming Multi-Modal Pilot Project - The City will pilot a project on 14th Street to address cut through highway traffic away from the residential areas using traffic calming and route diversion techniques. It is anticipated that neighborhood residents will feel safer to walk, bike and use transit with less cut through traffic in the residential areas. A Mode Shift grant was secured from Caltrans through SACOG.

2024-2025 UPDATE: The project is complete, and data results showed a success in shifting traffic away from the residential areas, but a time extension was requested and approved by SACOG to the end of December 2025 for additional observation. **PROJECT COMPLETED-\$168,000 (State CalTrans)**

Fire Station Auxiliary Building - Build and install a prefabricated steel building to house fire apparatuses. Expected to solicit bids in Spring of 2024.

PROJECT COMPLETED-\$379,350 (Local Funds, Measures C & K)

City of Wheatland

Wheatland Complete Streets Project - (First Street/Wheatland Road) - The project is on Wheatland Road beginning at First Street and Highway 65 and continues east past Wheatland High School and Bear River Middle School to the westerly city limit. The project will provide complete bike and pedestrian facilities along the corridor by improving and extending existing sidewalk and bike lanes. The project involves utility relocations, road widening, pavement rehabilitation, buffered bike lanes, and safety lighting. This segment of Wheatland Road serves several varied uses: a regional connector between Highway 65 and Highway 70, a bi-directional school routes linking three schools and neighborhoods, and a farm to market route serving over 6-square miles of agricultural lands.

2024-2025 UPDATE: Awarded \$250,000 in RSTP funds for engineering design and environmental, and consultant selection is complete. Completion of design and environmental work expected by December 2025.

City of Yuba City Projects

Bridge Street Corridor Improvements - The Bridge Street corridor improvement project is a multi-phased project to extend four travel lanes from SR-99 to Marysville/SR-70. The project includes the construction of the 5th Street Bridge and phased reconstruction of Bridge St. Bridge Street will be widened from Gray Avenue to Cooper Avenue in late 2021 with completion anticipated at the end of 2023 with support from a \$2.8 million Local Partnership Program grant from the CTC. The project will enhance a key gateway through the city to facilitate necessary traffic demands while coordinating with adjacent property owners to help facilitate Economic and Workforce Development in the area.

2024-2025 Update: The State Route 99 to Gray Avenue segment conceptual design for the final portion of the project will begin in fiscal year 2025-2026. The estimated cost to complete the conceptual design is \$250,000, which is funded by the City. The City is looking for funding to implement the final design in 2026 with construction likely following in 2027, provided funding can be secured.

Walton Avenue Complete Streets Improvements - The project includes rehabilitating portions of Walton Avenue from Hazel Avenue to Sam's Club, including closing the gaps in sidewalks on the west side of Walton Avenue between Lincoln Road and Franklin Road, improving bike lanes, and upgrading the traffic signals.

2024-2025 UPDATE: Final design and easement acquisition is in progress. Construction funding is programmed in 2026, but the City is working with SACOG to advance the construction funding to 2025.

Tactic 3 – Promote transit planning to move people throughout the region and housing development

Yuba-Sutter Transit

Dial-A-Ride Bus Replacement (6) – Replacement of existing buses to zero-emissions buses.

PROJECT COMPLETED-\$1.2 Million (State and Federal)

Facility Replacement - Yuba-Sutter Transit continues to plan for the replacement of its current operations, maintenance, and administration facility at 2100 B Street in Marysville. A new location is needed because this undersized and technologically obsolete 1960's-era former Seven-Up Bottling Plant that was converted to transit use in 1996, lacks sufficient capacity to accommodate the infrastructure needed to meet the state mandate that only zero-emission buses can be purchased after 2028. In addition, Caltrans' programmed and fully funded expansion of Highway 70 (B Street) adjacent to the facility may render it useless even earlier.

2024-2025 UPDATE: Yuba-Sutter Transit has been awarded over \$52 million in funding from federal, state and regional grant programs to design and construct what is currently estimated to be a \$55.8 million project.

Environmental and preliminary engineering work commenced in 2024 to refine the project and update the early conceptual cost estimate based on updated fleet and service assumptions. This effort will also improve the likelihood of success in the future rounds of grant applications to complete the funding package.

Regional Project

North Valley Rail is a proposed new passenger rail service that would transform regional and intercity transportation in the norther Sacramento Valley by offering a convenient, environmentally sustainable travel choice for residents, employees, and visitors in Butte, Yuba, Sutter, and norther Sacramento counties.

The project strategically builds off the larger Valley Rail program currently underway, which will expand rail service between the northern San Joaquin Valley, Sacramento, and the Bay Area. As a result, North Valley Rail would provide passengers with direct, reliable one-seat rides to Sacramento, Stockton, the Bay Area, Modesto, and Merced. In Downtown Merced, timed transfers will ensure seamless connections via high-speed rail to Fresno, Bakersfield, and Southern California. Linking North Valley communities to the Northern California megaregion and the larger statewide rail network will provide major benefits by reducing traffic congestion and greenhouse gas emissions; expanding access to housing, high-quality jobs, and higher education; and promoting economic development and tourism. The North Valley Rail will serve the Yuba-Sutter area having stations located in Marysville near the Yuba Conty Government Center and Plumas Lake next to the Plumas Lake Boulevard interchange.

2024-2025 UPDATE: The final North Valley Passenger Rail Strategic Plan has been completed and approved by BCAG Board of Directors.

Housing and Affordable Housing Projects

There has been a concerted effort within the region to increase housing stock for all income levels as shown below.

Sutter County Projects

Lakeside at Sutter Pointe in Sutter County consists of 873 acres on the north side of Riego Road, approximately 1.5 miles east of State Route 99 in south Sutter County. Lakeside is planned for 3,382 single family homes, 399 multifamily homes, 59 acres of parks, 55 acres of open space, 44 acres of employment centers, 25 acres of commercial and a proposed K-8 school. Construction of Phase 1 began in 2022 with the mass grading of the southern 400 acres of Lakeside. Phase 1 construction started in spring 2024 with backbone infrastructure improvements, including construction of the 7-mile sewer main, that will serve the Sutter Pointe Specific Plan area. The drilling of the water wells and a water storage tank to serve the project were completed in 2024 as well. Construction of community amenities and homes is expected to begin in late summer 2025, with first residents in the Spring of 2026. In addition to construction, Lakeside Phase 2 and 3 subdivision mapping of the northern 487 acres was approved to allow development to continue after completion of Phase 1.

Yuba County Projects

Innovation Housing Center - Located in Olivehurst, is a low-income housing project made possible by Habitat for Humanity, and it will consist of 13 housing units and include supportive services from case workers and other onsite providers. The project is in design phase and estimated to be completed at the end of 2025.

Serenity Village - Located in Olivehurst at 1645 Chestnut Road in Olivehurst will offer 124 units of affordable rental housing. This affordable housing development project seeks to provide new levels of housing for families in the area with the purchase of infill lots. The development team seeks to combine four (4) separate lots into one project site and build 124 units of affordable rents. This project serves the community's need for an increased affordable housing supply. Families who will benefit from this project will typically have a median income of around 50% of the area's average, though the actual range can go from 30% to 80%. Habitat will develop, own, and manage the site and there will not be on-site supportive services provided. Projected completion date is anticipated to be 2026-2027, and the project budget is approximately \$28 million dollars.

Fernwood Meadows Development - Located in Linda is a 75-home development for affordable homeownership is in process for final approvals and Habitat for Humanity is currently seeking funding to develop this project. Infrastructure is anticipated to begin April 2025, and the first phase of 22 homes should begin construction in October 2025.

The **Regional Housing Authority** has a multi-family project under construction in Plumas Lake consisting of 48-units, with 2- and 3-bedroom dwelling units, a community center and a children’s playground, with rents targeting family households earning less than 55 percent AMI. The project should be completed by May 2024. **We had significant delays with this project because of PG&E, OPUD, and a sewer lift station we had to install, but we are now expecting the Certificate of Occupancy by end of January 2025.**

Live Oak Projects

Oak Haven Estates, a 16-unit low-income housing project, overseen by Habitat for Humanity and all units are filled.

Marysville Projects

Upcoming housing projects include 1. **3rd and D Street apartment development**, which will feature 34 market rate units. These apartments will fulfill a need for housing adjacent to the medical arts district. Plans for the 3rd and D Street apartments are still in the conceptual phase. 2. **The Delta Building** at 425 5th St. is being remodeled to allow for more residential units in the downtown area. The exact number of units has not been finalized due to the project also being in its conceptual stages. 3. **The Nakagawa**, a 10 unit, two story building at 308 C Street is in the development stage. Currently there has been no movement on these projects.

Wheatland Projects

The **Regional Housing Authority** completed a new construction multi-family project in Wheatland consisting of 48-units, with 2- and 3-bedroom dwelling units, a community center and a children’s playground, with rents targeting family households earning less than 55 percent AMI. The project was completed in December 2023. **Project is complete, fully leased, and in its second year of operations.**

The **Regional Housing Authority** will be closing on the construction financing for a new construction 32-unit senior affordable housing project in Wheatland consisting of 32-units, with 1- and 2-bedroom dwelling units, a community center, and a dog park, with rents targeting senior households earning less than 60 percent AMI. Construction is scheduled to start in February 2024, and the first residents to move-in by April 2025, weather permitting. **Project is under construction and expected to be complete in May or June 2025.**

In addition, the City of Wheatland Planning Commission has approved the Conditional Use Permit and Design Review for a market-rate, 16-unit multi-family residential project located at Main Street and C Street.

Yuba City Projects

Tranquil Harbor Estates, located on Walton Avenue, will be overseen by Habitat for Humanity and is a low-income senior housing rental project with 20 units and could house 20-40 individuals. Habitat is working with the City of Yuba City on site control and has a projected completion in 2026

Merriment Village will be a 3-phase permanent supportive housing project totaling in 217-unit complex for extremely low-income families. Phase one will consist of 79 units with construction anticipated to begin mid-year of 2025. All 217 units may not be complete until 2026-27.

The Life Advancement Center (LAC), located in Yuba City near the former Fremont Hospital, is currently under construction. Once completed, it will feature an Emergency Shelter with 36 beds managed by Hands of Hope on one

side and a Transitional Shelter with post-respite care on the other. Additionally, the LAC will function as the Coordinated Entry site for Sutter County and house offices for CalAIM services and other partner organizations.

Richland Village, a proposed residential affordable apartment complex that would consist of 88 one-bedroom, 44 two-bedroom, and 44 three-bedroom units at 470 Bernard Drive in the Richland Housing complex. Plans also include a community center and other recreational amenities for residents. This project is still not fully financed and cannot start construction until it is funded. It has also been reduced to 133 units, from 176.



Goal 4 – Foster overall quality of life and place

To attract and/or retain businesses and residents, both urban and rural communities must actively maintain or revitalize their city or town centers and amenity assets. Quality of life includes a complex balance of jobs and education to healthcare and housing, protecting, and promoting the region’s natural resources and outdoor spaces, cultural and art spaces, and community spirit.

Implementation Partners: Yuba-Sutter Economic Development Corporation; Sutter and Yuba Counties; Cities of Live Oak, Marysville, Wheatland, and Yuba City; Yuba-Sutter Chamber of Commerce; Yuba-Sutter Regional Arts Council; Sutter Buttes Regional Land Trust; Sutter and Yuba County Libraries; Yuba Water Agency; Local theatres, museums, and art galleries.

Tactic 1 – Promote and Market for continued investment in regional amenities

Local amenities which included the arts, history, and recreational venues moved forward with their programs and projects.

Yuba Sutter Arts & Culture (also known as the Yuba-Sutter Arts Council, YSAC), a mainstay in the community for 44 years, had many ongoing projects and programs. Below is a glimpse into how this nonprofit directly impacted the arts and culture community and overall economic development.

Sutter Theater Center for the Arts Main Stage (STCA) - The architectural firm hired last year by YSAC has created a set of plans for its Main Stage redevelopment project at its Sutter Theater Center for the Arts. The construction bidding process will begin in February 2025. The back half of the 1950s vintage theater will be brought back to life as a 299-seat live performing arts space with a traditional proscenium arch raised stage for live music and theater productions as well as film screenings. A capital campaign is underway to raise the \$750,000 (estimated) needed for the project.

Murals of Live Oak - YSAC continues its ongoing program with the City of Live Oak and in the Spring of 2024 will commission additional exterior murals. Over fourteen murals have been created in the last few years to celebrate the history and heritage of Live Oak. Each mural also has a hidden object in it to help keep the viewer engaged. Several artists’ designs and new mural locations are under consideration.

Center Stage Productions - Corey and Morgan Kersting formed a youth performing arts program which is now a mainstay in the community. Based at STCA, Center Stage has conducted a series of Saturday workshops for 7–18-year-olds and produced four full length musicals, most recently “Newsie” and “Frozen, Jr.”

Convergence Theatre Company - A group of theater professionals led by Matthew DeMeritt formed the Convergence Theatre Company in 2021 which is another theater ensemble based at the STCA. To date, it has produced many high quality, entertaining and thought-provoking shows including “Godspell,” “Salt of the Earth” and most recently, “Jekyll & Hyde, the Musical.”

Yuba Sutter Big Band - Created as a showcase for local professional musicians and music educators, this 20-piece orchestra puts on several swinging concerts each year with hits from the Great American Songbook, popular tunes of the day and the occasional original composition.

Burrows Center for the Arts - Yuba Sutter Arts & Culture's home base has seen renewed programming this year which will continue through 2025. It hosted a variety of events in 2024 including Marysville Charter Academy for the Arts student programs. The Burrows is currently hosting the renewed weekly Ceramics for Veterans program, and the bi-weekly Art Fix & Mix and the Spill the Ink Writers' Open Mic.

Youth Mariachi Orchestra - This is a collaboration with the Alliance for Hispanic Advancement and the Marysville Joint Unified School District. The program provides free instruments and instruction for interested middle and high school students to learn about this unique musical form. It originated in the Marysville Unified School District but is now expanding into Sutter County Schools as well.

Sutter County Museum shares local stories to strengthen community bonds, to inspire celebration of our diverse cultural heritage, and to demonstrate how understanding the past prepares us for the future. The Museum is open to the public with free admission and is a partnership between Sutter County and the Sutter County Museum Association, a 501(c)(3) nonprofit. Annually, the Museum hosts thousands of visitors; displays 5-6 temporary exhibits on a range of topics; and provides over 100 free educational public programs, field trips, and group visits to the community. Projects in 2024 included:

Scenic Driving Guidebook - An updated *Sutter County Scenic Driving Tour Guidebook* was published with information on historic buildings in Sutter County, thanks to sponsorship from the historic Harkey House B&B.

Artisan Community Garden Mural - A new mural was added to the Artisan Community Garden by local artists Madelyne Joan Templeton and Richard Jacobo with funding from the Sutter County Children & Families Commission and Sutter County Museum Association.

Re-Designed Exhibits: The Museum began the exhibit design process to develop a new permanent exhibit on local floods and upgrade the exhibit areas focusing on the Nisenan and Gold Rush/Westward expansion. This project is funded by a three-year grant of over \$383,000 from the Specified General Fund for the Museum Grant Program under the California Cultural & Historical Endowment, and the new exhibits are scheduled to open in 2025.

Yuba County Library offered 330 programs (on-site) and 8 programs (off-site) with a total attendance of 4,561. A total of 10 programs were offered for 0-5-year-olds with an attendance of 1,161. Over 950 people attended annual parking lot events. End of the Summer Reading Program Party, Halloween in the Parking Lot, and Winter Walk-thru. The library is undergoing renovations which have been funded \$6,088,440 by the CA State Library, Building Forward Library Infrastructure Grant. It is estimated the library will reopen early 2026.

Yuba-Sutter High Wheelers, Yuba-Sutter High Wheelers, a pro independent baseball team started by a East Bay childhood friend duo, were officially introduced to the Yuba-Sutter community on December 11, 2024. The team will compete against 11 other squads from all over the Western United States in a 96-game schedule from May to September. There will be 48 games at Bryant Field starting with the scheduled home-opener May 20 against the Grand Junction Jackalopes.

Marysville NABA, an adult baseball league, plays exclusively on Sundays for players ages 17+. Their goal is to offer the most complete amateur league experience in the Marysville area that includes a competitive All-Star Game, Playoffs, and Championship Games.

Adventist Health+Rideout Blue Zones Project is a community-led well-being improvement initiative designed to make healthy choices easier through permanent changes to a city's environment, policy, and social networks. Participating communities have seen double-digit drops in obesity and smoking rates, economic investment in downtown corridors, grant funding awards to support policies and programs aimed at improving health equity and measurable savings in healthcare costs.

2024-2025 UPDATE: Blue Zones Project Yuba Sutter completed year 2 in the transformation phase (August 1, 2023 – July 31, 2024). This phase of the project is focused on addressing the blueprint goals and objectives. The overall purpose is to lead a community well-being transformation initiative where healthy choice becomes the easy choice through permanent changes in environment, policy, and social networks.

Built Environment Policy Impacts - Blue Zones Project Yuba Sutter worked to support and influence efforts to create a more walkable and bikeable community through efforts including walk audits to examine the conditions of certain problematic streets throughout the jurisdictions and develop recommendations for safe solutions. The organization held Safe Streets & Vision Zero Leadership Summit. This workshop was designed to educate key community leaders on the principles of Vision Zero, a global movement to end traffic-related fatalities and serious injuries by taking a systemic approach to road safety. The premise of this strategy is that road deaths and injuries are unacceptable and preventable. The organization has also held events that promote the use of open spaces, including bike and walking paths.

Food Policy Impacts - The formation of the Yuba Sutter Food Policy Council marks a significant step toward enhancing the region's food systems and addressing critical challenges related to food security and sustainability. Key initiatives include growing our local food production capabilities, building healthy food skills within the community, and ensuring a sustainable infrastructure that supports food rescue and recovery efforts. By focusing on these priorities, the council aims to increase access to affordable, healthy food options for all residents, ultimately fostering a more resilient and equitable food system that benefits the entire Yuba Sutter community.

Tobacco Policy Impacts - Blue Zones Project Yuba-Sutter supported the California Health Collaborative grant (\$300,000) efforts for a Tobacco Retail License (TRL) campaign. Other tobacco prevention work has included development and facilitation of tobacco prevention advocacy training and facilitation.

Places - Eleven organizations (worksites, schools grocery stores and restaurants) were Blue Zones Approved.

People - Engaged with 3,486 individuals through a variety of efforts including presentations, cooking demonstrations, walking groups and purpose workshops.

Sutter Buttes Regional Land Trust (SBRLT), whose mission is to protect and maintain the natural and agricultural resources of the Sutter Buttes and the surrounding region. SBRLT supports regional strategy by promoting sustainable land use, supporting regional economic growth, and fostering environmental stewardship. By protecting critical habitats, preserving agricultural lands, and enhancing water resources, SBRLT aligns with the CEDS goals of sustainable development and resilience.

Key contributions include:

Land Conservation - In 2024 SBRLT closed five conservation easements, permanently protecting over 1,150 acres of agriculture and habitat.

Agritourism Development - SBRLT leverages its conservation work to promote agritourism, drawing visitors to the region and supporting the local economy. In November 2024 the land trust successfully hosted the 7th annual California Swan Festival at Yuba College.

Natural Resource Management - Through targeted conservation efforts, SBRLT ensures long-term viability of agricultural and natural resources, critical to the region's economic base.

Resilience and Climate Adaptation - Conservation initiatives help mitigate climate risks, protect biodiversity, and preserve the region's unique natural heritage, contributing to economic and environmental resilience.

Partnership Building - Collaborating with landowners, community stakeholders, and public agencies, SBRLT supports coordinated land management and infrastructure planning. SBRLT actively fosters impactful partnerships to advance conservation goals. These partnerships combine resources and expertise to achieve significant conservation outcomes, benefiting both natural ecosystems and local communities.

- 1. Waterfowl Habitat Protection Partnership** - The partnership was awarded a \$12.8 million grant from the Regional Conservation Partnership Program (RCPP) under USDA's Natural Resources Conservation Service.
- 2. Beale Air Force Base Conservation Planning Project** - Sutter Buttes Regional Land Trust is the recipient of a \$250,000 capacity building grant from the California Strategic Growth Council (SGC) through the Sustainable Agricultural Lands Conservation Program (SALC) under the Department of Conservation.
- 3. Sacramento Region Working Lands & Open Space Group** - The Sacramento Region Working Lands and Open Space Group has been selected by California Council of Land Trusts as the recipient of a 2024 Project Advancement Grant to advance the goals of Pathways to 30x30 and the Natural and Working Lands Climate Smart Strategy.

Yuba County Projects

Bikeways and Pedestrian Trails - Bikeways and pedestrian trails provide an alternative mode of transportation as well as an outdoor activity that has the added benefit of connecting people with other points of interest. In January 2013, Yuba County adopted an update to the Yuba County Bikeway Master Plan, which lists and prioritizes projects and their estimated costs.

2024-2025 UPDATE: County completed the Bicycle and Pedestrian Mobility Plan (update to Yuba County Bikeway Master Plan). The County also completed a ½ mile bike path from the Bear River Levee to Feather River Boulevard.

BICYCLE AND PEDESTRIAN MOBILITY PLAN & ½ MILE BIKE PATH COMPLETED-\$300,000 (Local)

Research Innovation Center - The creation of a collaborative research opportunity with Beale AFB, the US Air Force, the Yuba Water Agency, City of Wheatland, and the University of California. The facility could serve as an educational, workforce training, and advanced research hub. Initially, the workforce at the collaborative facility would consist primarily of PhD level researchers, but also development of BA level and even high school educational programs as the facility expands to its full mission. This creates a significant opportunity for the City of Wheatland and Yuba County to create an innovation center and technology node.

2024-2025 Update: A non-profit organization has been formed with initial members of the City of Wheatland and Yuba Water Agency for the purpose of developing and operating the Yuba Applied Research Center. The initial strategy plan for YARC will be developed by the board in early 2025.

Three Rivers Parkway System Development - The Three Rivers Parkway is envisioned as a multi-modal active transportation and recreation system encompassing as many as 40 miles of hiking, bike and equestrian trails and boat access along the Yuba, Feather and Bear Rivers. The northern terminus would be the Sycamore Ranch County

Regional Park on the Yuba River. The trail would extend along the northern bank of the Yuba River to Marysville and would connect to the Sutter County trail system over the rehabilitated former railroad trestle on the Feather River. The trail would cross the Yuba River over the SR 70 bridge and continue south along the Feather River past Star Bend boat ramp to the junction with the Bear River. It would then extend east along the Bear River and possibly Dry Creek into downtown Wheatland. Future phases may connect to the Spenceville Wilderness Area. The River Parkway is anticipated to be a major draw for tourism in Yuba County, creating opportunities for additional lodging and restaurants, equipment rental concessions, recreational equipment sales, guide services and retail spending from visitors.

2024-2025 Update: Yuba Water Agency is leading the development of a county-wide trails master plan, which is currently underway. The master plan will be based on current plans for the Yuba County jurisdictions affected and will provide guidance on a collaborative approach for initial phases of the trail system. The plan will be completed in 2025.

City of Marysville Projects

Ellis Lake Restoration - A public works project to restore the 37-acre Ellis Lake area (between 9th and 16th streets and from B to D streets). This park and open space are regional landmarks attracting visitors from throughout the Yuba-Sutter area and the north state region. The lake was developed in the 1930s by the Work Progress Administration (later renamed Work Projects Administration). The intended scope of work would include a master plan for facility improvements around the lake, including parking, lighting, landscaping, and irrigation, together with water quality improvements for the lake itself.

2024-2025 UPDATE: Ellis Lake water quality has stabilized as the City engaged in an outside consultant as well as a lake management company. City staff continues to monitor the lake and use external expertise to maintain the water quality of the lake. Marysville and EDC secured a \$3m grant to improve elements and add amenities to strategic locations around the lake. Project is in the design phase. The design will be influenced by the results of the master plan mentioned above. Design Phase of project is completed, and installation of added amenities and improvements will begin in 2025.

City of Yuba City Projects

Sutter Bike Path Extension - The project includes extending the existing bike path within the City right-of-way from Hooper Road to Harter Parkway and along Harter Parkway from State Route 20 to Butte House Road.

2024-2025 UPDATE: Final design and easement acquisition is complete with construction anticipated to commence and complete in 2025.

Plumas Street Historic District and Water Tower Park Improvements - The project will help transform, beautify, and connect the Plumas Street Historic District with other improvements already completed in downtown Yuba City to create a cohesive downtown area enhancing civic pride and drawing businesses and visitors to this shopping and recreation district. Project elements include improvements to the Water Tower Park lighting improvements, construction of placemaking gateway arch, and development of a "Clean and Safe Yuba City" litter abatement campaign.

2024-2025 Update: Construction of the Water Tower improvements was completed in 2023. The Center Street Lighting will be completed in early 2025. The Gateway Arch at Bridge Street, Water Tower Park improvements, and Cleanup Campaign will begin construction in late 2025.

Tactic 2 – Promote and support collaboration and shared resources for regional public safety

Regional Projects

Sutter Yuba Homeless Consortium: The purpose of the Sutter Yuba Homeless Consortium (SYHC) is to connect our homeless population with programs and services that can help them overcome obstacles that are preventing permanent housing solutions for individuals and families.

2024-2025 UPDATE: In January 2023, the consortium conducted a Point in Time (PIT) count of all sheltered and unsheltered people experiencing homelessness. It was determined that 963 people were experiencing homelessness, 418 in Sutter County and 545 in Yuba County. During the PIT count, it was also reported that 252 persons were “precariously housed” (Staying with friends/family or paying for a motel themselves, 105 in Sutter County and 147 in Yuba County). In January 2025, the Consortium conducted the Point In Time count and will have statistics in mid-year 2025.

In 2024, SYHC clients achieved the following:

- Shelter: 2024 saw extremely high usage rates for emergency shelter in the Sutter Yuba area with shelter capacities at 80% or higher for all months and usage up to 95% during the coldest winter months.
- Housing: During 2024, 254 clients in Sutter County obtained safe and stable permanent housing and 393 clients in Yuba County obtained safe and stable permanent housing.

Yuba County Project

14FORWARD Homeless Temporary Shelter - Yuba County partnered with several nonprofit agencies and the private sector to develop 14FORWARD, the first temporary shelter and resource center for the homeless in the region. The site includes 25 two-person structures, an onsite manager, dog facility, and provides services and resources to move the homeless toward permanent employment and housing.

2024-2025 UPDATE: The Salvation Army served 253 people in 2024 at 14Forward. Shelter was offered to every young person between the ages of 18-24 who was experiencing homelessness, resulting in 19 young people receiving shelter assistance during the year. 63 people aged 55 and older were provided services at the shelter as well, with the eldest being 84 years of age. The Salvation Army continues to implement facility improvements to enhance safety and security.

Tactic 3 – Promote the role of the Yuba-Sutter Economic Development District

YSEDC/YSEDD completed the 2024 annual updates in March 2024 which were submitted and approved by EDA. All updated documents were made available on YSEDC’s website and promoted through social media platforms and email blasts. YSEDC and the CEDS committee are currently working on 2025-2029 five-year update and anticipates it will be completed March 2025.

Economic Disaster, Recovery and Resiliency

Mitigation planning is essential to the region’s ability to withstand and recover from disasters.

Yuba County The Yuba County Office of Emergency Services (OES) coordinates all emergency management between public safety and service providers during larger-scale or complex events-- your local law, enforcement/fire department handles day-to-day calls. OES operates in four primary areas: Preparedness, Response, Recovery, and Mitigation. To help prepare the County and other organizations for emergency response, OES also provides planning and training services. During an emergency, the County uses the Standardized Emergency Management System (SEMS) and the Incident Command System (ICS) to ensure close coordination between police, fire, military personnel, medical service providers, FEMA, and other agencies.

Plans have been developed to respond to any emergency event, and those plans are constantly being updated to make sure emerging threats are included and new technology incorporated.

https://www.yuba.org/Yuba%20County/Emergency%20Services/YubaCounty_EOP_ADOPTED_August-2015.pdf
https://www.yuba.org/departments/emergency_services/multi-hazard_mitigation.php.

Yuba County maintains a comprehensive emergency services webpage that provides current information for disaster, flood and emergency preparedness, and resources and tools.

https://www.yuba.org/departments/emergency_services/about_yuba_county_oes.php

Yuba County offers a youth emergency program, **“We’re Not Scared! We’re Prepared!”** aimed at first graders that help kids understand the big feelings that may come during an emergency, and how to prepare for an emergency. All children receive a go-bag filled with essentials starters. Outcomes to date – 9 schools attended, 280 students reached, and 183 go-bags distributed.

Be Prepared Fair – Yuba County has hosted its “Be Prepared Fair” twice a year since 2021. The spring event is held in the foothills focusing on wildfire preparedness, and the fall event held on the valley floor focus on high water preparedness.

Sutter County The Office of Emergency Services is comprised of two divisions: Fire Services and Emergency Management. Both perform emergency planning, mitigation, and response, apply for and manage grant funds to support emergency functions, host and attend community events and training, and provide guidance to all other disaster service workers and first responders.

Sutter County maintains a comprehensive Emergency Services webpage that provides current information for disaster, flood and emergency preparedness, and resources and tools.

<https://www.suttercounty.org/government/county-departments/emergency-services/office-of-emergency-management-oem/flood-preparedness>

Office of Emergency Management page includes OEM Plans, Be Prepared, Emergency Events, and Recovery for businesses and residents alike.

<https://www.suttercounty.org/government/county-departments/office-of-emergency-services/emergency-management>

Sutter County has recently established its first Fire Safe Council, which is comprised of public and private organizations that share a common, vested interest in wildfire prevention and loss mitigation. Fire safe councils accomplish this objective through education programs and projects such as hazardous fuel reduction efforts and homeowner training. The first fire safe councils started in the early 1990s, and there are now over 100 around the state. <https://www.suttercounty.org/government/county-departments/office-of-emergency-services/fire-safe-council#B>

Yuba Water Agency

Yuba Foothills Healthy Forest Project - In 2019, Cal Fire awarded \$4.5 million to Yuba Water Agency and partners to fund needed forest health treatments in the Yuba County foothills. The project is a collaborative effort that includes Yuba Water Agency, the Plumas National Forest, Yuba Watershed Protection and Fire Safe Council, private timber companies and landowners. This grant is supporting significant biomass removal treatments on 5,375 acres in the Yuba County foothills, all of which are adjacent to communities with limited resources for fire risk reduction efforts, including Oregon House, Dobbins, Brownsville, Challenge, and Rackerby. These treatments will improve forest health and reduce the risk of a catastrophic wildfire within a “Project Impact Zone” that spans more than 71,000 acres and includes an estimated 2,721 structures. This project began implementation in 2020 and is now complete.

New Bullards Bar Forest Health Project - In 2023, Cal Fire awarded \$7 million to Yuba Water Agency and partners to fund additional needed forest health treatments in the Yuba County foothills. The project is a collaborative effort that includes Yuba Water Agency, the Tahoe National Forest, National Forest Foundation, Bear Yuba Land Trust, private timber companies and landowners. This grant is supporting significant biomass removal treatments on 4,000 acres near New Bullards Bar Reservoir and includes an innovative approach to CEQA coverage with a new Cal VTP analysis on all 175,000 forested acres in Yuba County making the entire area closer to shovel-ready for new projects.

North Yuba Forest Partnership is a diverse group of nine organizations passionate about forest health and the resilience of the North Yuba River watershed. Together, the partners are working on an unprecedented scale to collaboratively plan, analyze, finance, and implement forest restoration across 275,000 acres of the watershed. Through ecologically based thinning and prescribed fire, the partnership seeks to protect North Yuba communities from the threat of catastrophic wildfire and restore the watershed to a healthier, more resilient state. Restoration efforts are expected to take many years, if not decades to complete, with the most critical project areas targeted first, i.e., at-risk communities, emergency response, evacuation access routes and treatments to areas that have the potential to stop a wildfire from spreading. In FY 2022 \$6.8 million in direct Federal funding was awarded to the North Yuba Landscape and in 2023 the Bipartisan Infrastructure Law funding (BIL) awarded a total of \$130 million to the North Yuba.

Report on Economic Development Activities

Yuba-Sutter Economic Development Corporation is committed to maintaining an understanding of the community it serves and is actively involved by having a seat on boards, commissions, projects, and events within the community. Workforce Investment Board, Sutter-Yuba Homeless Consortium, California Finance Consortium, local nonprofit capacity building and the military privatization P4 initiative are just some of the boards/organizations/programs of which are comprehensive and achievable goals of the CEDS.

YSEDC engaged in the following economic development activities throughout the 2023 year to support the implementation of CEDS. The following provides a summary of these activities that:

- Promote economic development and opportunity
- Support efforts to attract, maintain, promote, and expand regional industries and businesses
- Maximize effective development, alignment, and use of workforce
- Provide technical support and access to business and financial resources
- Obtain and utilize adequate funds and other resources
- Support the work of local governments in their efforts to provide sound physical infrastructure

Promote Economic Development and Opportunity

Activity	Time Frame
1. Implementation of the Regional Comprehensive Plan	Ongoing
2. Maintain Economic Development District status for the region. This includes preparing the following documents: <ul style="list-style-type: none"> • Comprehensive Economic Development Strategy (CEDS) 2020-2025 • Update CEDS appendices I, IV and V • CEDS Annual Performance Report • Conduct a regional SWOT Analysis every five years 	Completed Annually Annually FY2025 – 2030 IN PROCESS
3. Collaboration and coordination with state, regional, county, and local economic efforts. <ul style="list-style-type: none"> • Serve on committees and boards to provide guidance • Provide venues for collaborative meetings 	Ongoing

<p>4. Provide technical assistance to jurisdictions through technical assistance programs</p> <ul style="list-style-type: none"> • Maintain data mining tools on YSEDC site • Provide socioeconomic, transportation, demographic, etc. data as needed • Assist with grant research, writing, administration as needed 	Ongoing
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Support efforts to attract, maintain, promote, and expand regional industries and businesses

Activity	Time Frame
<p>1. Maintain and continue Business Attraction Program</p> <ul style="list-style-type: none"> • Continue to partner with Greater Sacramento Economic Council, Center for Economic Development, Go-Biz, etc. • Respond to RFP's 	Ongoing
<p>2. Maintain and ensure Yuba-Sutter Business Consortium remains viable to private and public sectors</p> <ul style="list-style-type: none"> • Provide venue, schedule, and conduct meetings, develop and maintain programs and maintain administrative functions • Ensure collaboration and interest of partners • Review, develop and lead programs of the consortium 	Ongoing
<p>3. Promote, support, and enhance agriculture-based tourism</p> <ul style="list-style-type: none"> • Continue to develop Highway 65 corridor and Sports and Entertainment Zone. 	Ongoing
<p>4. Promote the continued viability of military installations near the region.</p> <ul style="list-style-type: none"> • Promote and protect Beale Air Force Base as the region's largest employer • Support expansion of Beale's existing missions, recruitment of new missions, and regional pledge to protect Beale from reduction or closure • Provide support for Beale Air Force Base's infrastructure needs 	Ongoing
<p>5. Brand and Market the region for development, investment, and regional growth.</p> <ul style="list-style-type: none"> • Create marketing campaign for business attraction • Promote visitor services and tourism • Collaborate with private and public sector organizations to increase marketing of Yuba-Sutter 	Ongoing

Maximize effective development, alignment, and use of workforce

Activity	Time Frame
<p>1. Support the efforts of and collaborate with workforce development centers, community one stops, colleges and universities.</p> <ul style="list-style-type: none"> • Ensure continued partnerships with local agencies and educational institutions 	Ongoing

Provide technical support and access to financial resources

Activity	Time Frame
1. Continue to assist jurisdictions with infrastructure development projects by providing technical assistance, funding opportunities and resources	Ongoing
2. Continue Bear Essentials program to provide businesses with access to resources, tools, and lending programs <ul style="list-style-type: none"> • Conduct two business walks within the district annually • Conduct business resource workshops • Conduct and/or assist with business development workshops • Assist businesses with expansion projects • Foster growth and development of local firms to create and retain jobs, increase the business, and tax base • Provide financial readiness and loan accelerator program • Provide business education workshops 	Ongoing

Obtain and utilize adequate funds and other resources

Activity	Time Frame
1. Pursue additional funding from EDA while leveraging funding from additional private and public sources. <ul style="list-style-type: none"> • Pursue EDA funds for Lending Program • Pursue EDA funds for infrastructure for Highway 65 corridor and Sports and Entertainment Zone 	Ongoing In Process
2. Continue providing information on local, state, and federal economic and infrastructure development programs	Ongoing

Support the work of local governments in their efforts to provide sound physical infrastructure

Activity	Time Frame
1. Maintain communication with jurisdiction leaders regarding public works projects, provide technical assistance and funding sources as needed. <ul style="list-style-type: none"> • Ensure public works projects are included in CEDS document and progress is annually updated and reported. 	Ongoing

Schedule of Goals - YSEDC

1. YSEDC will continue to assist in the development and implementation of the CEDS by providing research, statistical updates, printing, planning and scheduling CEDS Committee meetings.
2. YSEDC will provide both technical assistance, demographic and economic mining resource tools, and capital access for both the public and private sectors through grant research and writing and small business loans throughout the year.
3. YSEDC to continue its community involvement by maintaining memberships, seats and associations with public, private, and non-profit organizations to maintain an excellent overview of the economic conditions of the district.
4. YSEDC to continue its two business walks (fall and spring), surveys, and business development assistance programs to maintain a comprehensive understanding of the needs and desires of the stakeholders of the community and to assist in employment development.

Schedule of Goals - Region

The region will continue to work toward achieving its goals and tactics as stated in the CEDS and support the public works projects of the member jurisdictions within the District.