

## 2015 Economic Development Committee Work Plan

1. **Attraction** of start-up companies and incubators
2. **Marketing/Branding**: Both social marketing and traditional marketing
3. **Encouragement of higher density developments**. To encourage developers and land owners to build higher density buildings and offices
4. Actively **supporting economically productive developments** such as the Main Street, Transit Plan, Serra Center, California Center , and Town Center
5. **Retention**: Outreach to 10 of the top 25 employers and 100 businesses both small and large
6. **Green City**: charging stations for electric vehicles at the Great Mall, BART station, Milpitas Library, Pacific Mall, and hotels
7. Bike Share Program to **connect employers with the last mile** such as BART station to employment areas (ie Flextronics)
8. **Milpitas Super Community Committee**: to collectively work on maximizing exposure and activity in Milpitas