
AHS GENERAL PLAN PROJECT

JOBS & ECONOMICS

PERIOD: 2

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TOPIC: Jobs & Economic development

What is the issue we are trying to solve and why?

- ❑ Head of house income
- ❑ Population



PUBLIC OUTREACH

Panera restaurant

-Community support

- No specific level of education

High schoolers (Senior)

-More entry level jobs

-More bigger businesses

Kennedy Club Fitness Crew

-More effort/perception

RESEARCH

POPULATION IS DECLINING!

→ Why is it a problem

It affects the city's rating, and limits employment in Atascadero.

→ Who does it affect?

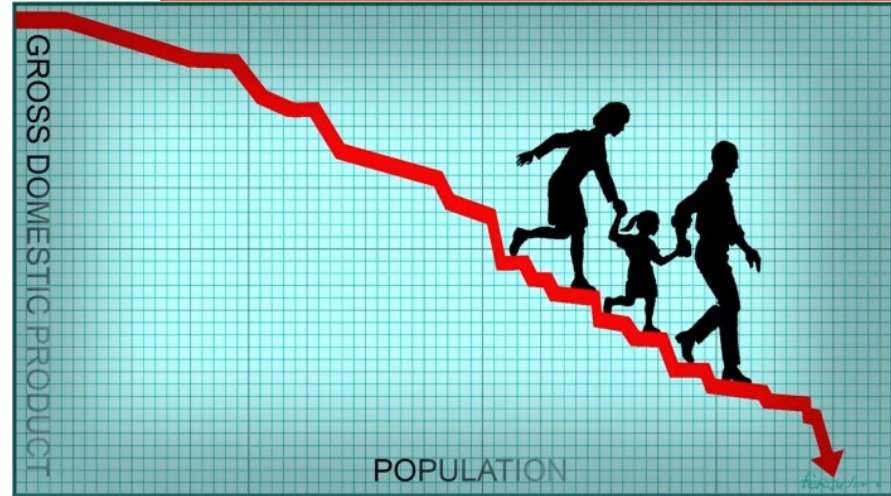
People in Atascadero and how the public sees it.

→ Is it complicated?

Housing is currently too expensive, and jobs are limited, leaving around 173 homeless in the city.

→ What else should the City know?

Economics needs to expand more and maintain salary taxes for housings.



CASE STUDY:

San Luis Obispo

What did others do to address this issue?

A. Built more businesses. Examples:

- AP logic
- CIO Solutions
- Trust Automations

A. Building on several burgeoning global industries = high-wage job growth

What lessons can we take from SLO?

- Building big businesses:
 - open up more jobs,
 - have higher paying jobs.



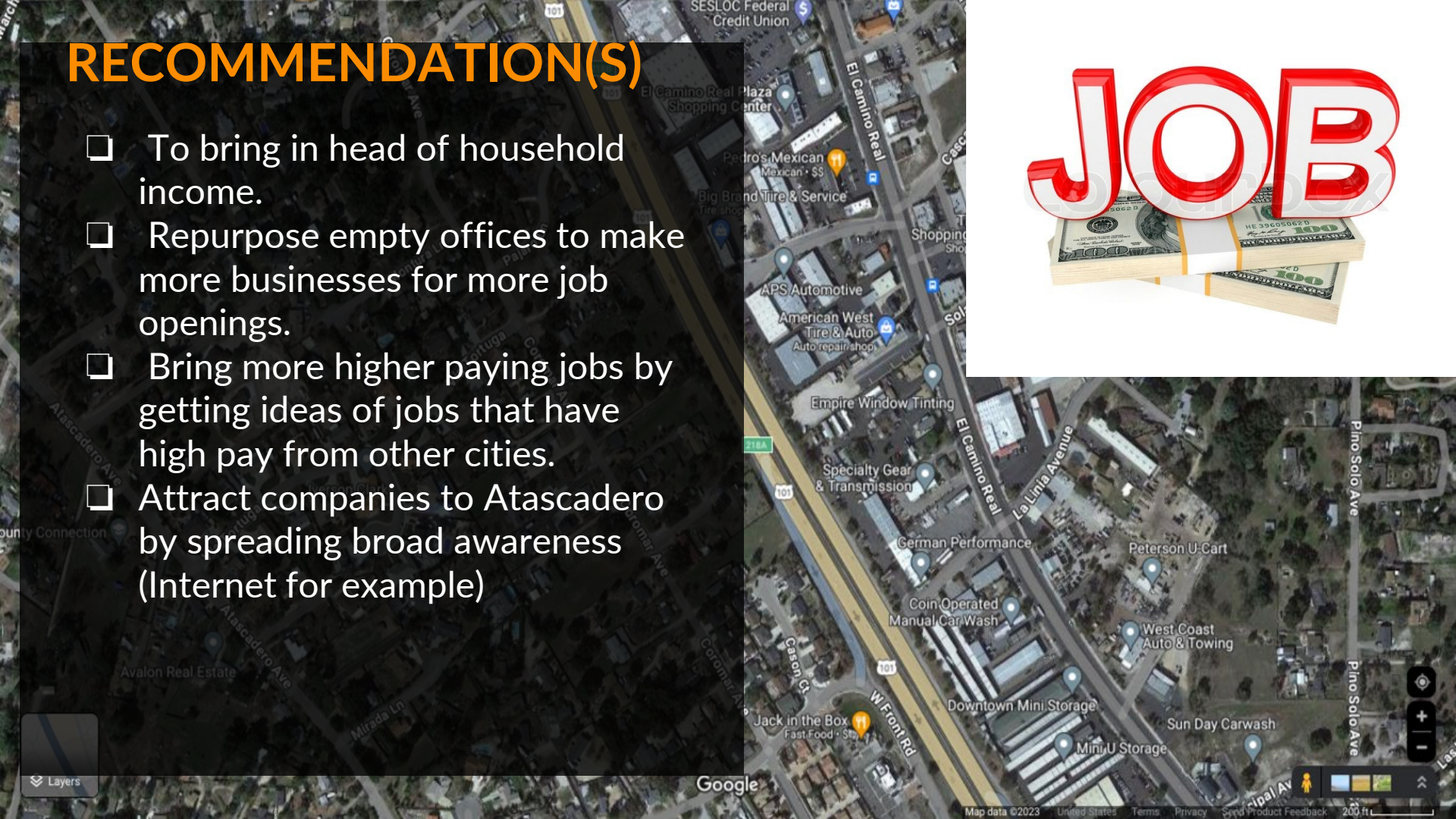
SOLUTIONS

- 1. Increase the income opportunities of employees and services.
- 2. Bring more jobs.
- 3. Improve work effort



RECOMMENDATION(S)

- ❑ To bring in head of household income.
- ❑ Repurpose empty offices to make more businesses for more job openings.
- ❑ Bring more higher paying jobs by getting ideas of jobs that have high pay from other cities.
- ❑ Attract companies to Atascadero by spreading broad awareness (Internet for example)





RECOMMENDATION (s)

- ❑ Start off as a crew member in any job. It's very decent and the gross income are fair for starters. Take Kennedy Club Fitness for example.