EVSP Sub Group Meeting

(7/18/18 VCCF/Pharos Center for Innovation)

Action Items

1. Rachel – create a quality of life definition based on the measure of America indicators; then propose some metrics that can be used to measure these indicators.
2. Vanessa, Bruce, and Matthew will meet with Jamsheed Damoei discuss creating the inclusivity index.
3. Identify 4-6 indicators that can be used to measure the inclusivity index.
4. Create marketing to communicate the inclusivity index, the current state/condition within the County, and when/how it changes.
5. Charge focus areas to include in their activity inventory people and resources that are available within that focus area (potentially identifying ombudsmen or resources to go for questions/help).
6. Identify elements of the "brand" of the County as well as the stories of opportunity, hope and possibility.
7. Rachel – collect and disseminate focus area meeting information (so that others can attend if they choose)

1. Marketing
   a. Incorporate Ventura County Grows Business
      i. Has collaboration with all 10 cities
      ii. Talia has to report back to the WDB how the website is being used. Want to see how we are planning on leveraging these resources.
      iii. Chair of the committee understands the value that the website can bring to businesses in the region.
      iv. KCLU, KVTA, social medias
      v. Housing and health can be added to the website – talked with The Agency to have these incorporated (need to make sure we have the right information there)
   b. Showcasing everything that Ventura County is doing.
   c. Identify the struggles that we have connecting people in the area and then market the solutions/connections that will alleviate these struggles.
      i. We don't realize how close resources are within the area.
   d. Interactive maps (manufacturing, industry hot spots)
   e. Podcast and vlogging streams – Interview business managers/leaders to discover the back stories and initiatives like the Audacious project
      i. Tours of local businesses – on the road vlogging.
      ii. Showcase how we are using resources within the county
      iii. How can we help identify the opportunities that are within the county and publicize those outside of the county

    iv. Ventura County is one of the last places where there is a small-town feel but we are doing big things.

  f. Would be good to understand what the brand is we want for the county – how do we brand VC?

    i. Harry's Shave Company video is a good example of a fun marketing piece that tells the story

  g. Need to understand the concern and application of advertising outside of VC

2. Quality of Life
   a. Broadly shared opportunity for prosperity; economic mobility;
   b. Jamshid has already identify a distress index. Can show where there is a lack of generally shared prosperity.
   c. Must communicate what is here while observing the actual conditions – cannot falsely advertise
      i. Brookings Metro-Monetary (GDP, Prosperity/inclusion)
   d. What is the opportunity that is here but is nowhere else?
      i. Multiple airports
      ii. Relatively inexpensive housing
      iii. Multiple transportation avenues
      iv. Preservation of open space, environmental habitat
   e. We need to network and communicate existing assets
   f. What do we need to do from a county perspective in order to succeed?
      i. What needs to change?
   g. Ability to be empowered to solve problems as they arise – level of power to evoke change and deal with a problem. How easy is it to bring problems to light? clear pathway for addressing concerns and injustices? Knowledge and ability to access needed resources.
   h. Clarity of issues/community-wide concerns
   i. Creating a dynamic, responsive economy where business can take place.

3. Measurements/metrics
   a. Reasonably objective measures
   b. California Forward – working to launch the California Dream Index (measure of QOL)
   c. Who are our audiences and what are the purposes of touching these audiences?
      i. Selling the value, the high road.
   d. How do we measure when we are able to influence policy?
   e. How do we test the vulnerability of our systems?
   f. Ratio of jobs to resident – one of the lowest in the state
      i. Shortage of jobs in all sectors
   g. Inclusivity Index Report – Haas Institute
   h. Comprehensive Needs Assessments
      a. San Luis Obispo – understanding and creating case statements behind each of the issues we are trying to solve. How do we have Jamshid's work reframed?

4. General Comments:
   a. Housing – density is a political decision
   b. Business – how do cities and counties decide what are the "right" businesses?

c. We need to acknowledge that the large incumbent businesses in VC are leaving. People who live here trying to do startups are fighting regulations to just get started. There does not seem to be a push to attract larger businesses to relocate here.

d. Best place to live – here are the reasons that it is a great place to live. Can we identify the top 100-200 community leaders and commit to a structured way of engaging these leaders in an analysis, with the analysis creating a central vision?

e. Problem – no consensus or recognition within the leadership class that there is a problem related to affordable housing and broadly shared prosperity. Then also provide the cover for the political leaders in order to pursue policy to support affordable housing and broadly shared prosperity.

f. Diverse and epistemic communities – what do you know and also who do you know it with?

g. Tribal leadership – Vanessa will reach out to the author to see if he would be interested in conducting a study/assist with identifying how to build better tribal leadership within Ventura County

h. Economic Inclusivity – isolate this as the first measure that is widely adopted with the EVSP as a whole, as well as individually within the Focus Areas.

i. Can we somehow create a "mood" indicator for the county? Find a way to measure comments and key words within social media posts in order to gauge the mood of the constituency?

j. Can we create a site where people can come and express their needs and concerns? Then have the ability to direct these out to the appropriate people/resources for help?

k. Economic Empowerment – build a "virtual mall" where someone could come in, say what they are struggling with, and be directed to the appropriate resource? The Tea Mall example or personal shoppers. Each area had an ombudsman, representative where people can go with problems and help them be addressed. Like a complaint department.

l. There isn't a good way to find all of Ventura County's resources
   i. Expand the focus area inventories so that they are not just inventorying activities, but people and resources.

m. What is the true potential – what dollar amount needs to be generated by businesses in order for this to change? Then work backwards to generate the idea of what steps need to be taken in order to get there?

n. Basic measure of inclusivity – is a proxy for lived experience. Want to see it move in the right direction.

o. Broadly shared understanding of the circumstances. A good share of the vocal leadership has made it part of their ideological approach to say that everything is ok.

p. Work to define the cost of the consequences of the way we do things right now. Gap in the General Fund for funding pensions. In order to close the gap we either 1) increase taxpayer burden by $2,000; 2) increase employee contributions by X%: 3) create 500 jobs that pay $50,000 each that generate the needed funds through taxes.

q. Focus on creating the jobs for the people who live here – the value in creating the additional wealth in the region for the people who already live here.

r. Fundamental problem is the denial that the problem exists in VC.

s. Gap analysis for the community needs – how do we convey what the gap is, and then propose how we close it. Then showcase how when these needs are met, how it will improve the quality of life and create the economic benefit.

t. Quality of Life definition – has to include the group beyond the top quintile, and has to include environmental preservation, access to healthcare,

    i. Measure of America – health issues; education achievement; housing & commute time & safety; unemployment. Can use this as a starting point.