

EVSP Steering Committee Meeting

Ventura County Community Foundation Building

4001 Mission Oaks Blvd, Camarillo, CA 93012

8/03/2018

Attendees: Haider Alawami (City of Thousand Oaks); Talia Barrera (County of Ventura); Brian Brennan (District 1, Supervisor Bennet); Brian Chong (City of Moorpark); Tulley Clifford (City of Camarillo); Gary Cushing (Camarillo Chamber of Commerce); Amanda Fagan (NBVC); Brian Gabler (City of Simi Valley); Matt Guthrie (District 3, Supervisor Long); Phil Hampton (CSUCI); Kym Horner (City of Oxnard); Tracy Hudak (CreativityWorks); Rachel Linares (County of Ventura); Melissa Livingston (County of Ventura); Mike Pettit (County of Ventura); Mike Powers (County of Ventura); Hugh Riley (VCOG); Stacy Roscoe (Civic Alliance); Lourdes Solorzano (District 5, Supervisor Zaragoza); Paul Stamper (County of Ventura); Chris Stephens (County of Ventura); Rigo Vargas (County of Ventura); Phylene Wiggins (VCCF); Denise Wise (Housing Authority).

Action Items:

- Focus Area Chairs - Provide recommendations for metrics for each Focus Area (either known dashboards or areas that need to be created). Please email these to Rachel.

1. General Comments:

- a. VCTC received a grant to provide all students within the county free access to the bus system – they will monitor this for the next year and try to demonstrate this value.
- b. Partners throughout the County are exploring the potential of federal funding for child care and preschool.
- c. VC entrepreneurial atmosphere – we are doing good, but we need to promote this throughout the region.
- d. Paul and Rachel are working on creating a site where all EVSP Steering Committee materials and minutes will be posted.
- e. August 25 & 26 is the Point Mugu Surf Competition. Registrations are still open, and it is open to the public to attend.
- f. Oxnard concluded the 25th annual Salsa Festival – probably 40,000 people over the entire three-day event. Also have the Dallas Cowboys training camp which started the same weekend.
- g. KidsStream Children’s Museum – open house this weekend for the Founding Friends, and then open to the public in the afternoon.
 - i. Carpenter’s Union assisted in building an interactive element – great partnership to help build the museum.
- h. Huge success with the City of Oxnard, City of Ventura and the County in creating the opportunity to start the homeless shelters. Currently have an RFP out to select an operator. Need to be sure that we are creating a pathway to permanent housing from the shelter.

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- i. The RFP requires that the individuals outline what they need to operate the shelter, of which transportation will be a component.
 - ii. This will be augmented by additional foul weather shelters. Ojai and Simi Valley have a great model of churches assisting with the foul weather shelters.
 - i. NBVC has updated their economic impact assessment – reflects an over 2 billion economic impact. Anticipate that the next evaluation will also show an increase with their increases in the Naval Warfare Centers.
- 2. Meeting on Measures, Quality of Life, Marketing
 - a. Working on a draft of Quality of Life definition.
 - i. Social determinants need to be incorporated into the Quality of Life definition. Transportation, food, quality child care. How do you quantify quality of care and its lasting impact?
 - b. Creating an Inclusivity Index – Dr. Jamsheed Damoei (Cal Lutheran) is assisting. The first meeting for this will be later in August.
 - c. The ideal set of metrics will be a combination of broader economic indicators (such as the EDC-VC Dashboard) as well as more specific (such as the Inclusivity Index and Focus Area specific metrics).
 - d. Recommendations for Annual Report and Metrics focus:
 - i. Ensure that all citizens can see themselves within the index, so that it gives meaning and can get traction – how do we make the data relatable?
 - ii. First determine who is the audience – then we can set the metrics. This will help prevent the data from being too “common” and not relatable.
 - iii. Participation research in terms of Arts, Culture and Recreation – number of people, types of participation (informal and formal avenues).
 - iv. Must also identify the gaps – what we have and where we want to go.
 - v. Identify the concrete actions that are happening – identifying industries and creating career/job paths; internships developed; how are we overcoming the gaps.
 - vi. Need to help broaden the perspective – not just looking at issues within a single city, but taking a regional approach to everything, promoting that regional collaboration with all activities. Break down the boundaries, eliminate territorial stance, and address issues as a region across the entire spectrum. How do we measure the linkages between cities and county? It will be helpful to identify measures that show the linkages between cities - housing, transportation network.
 - vii. Each focus area will need to provide input and ideas for their specific metrics
 - e. County Public Health has created a good dashboard of information - <http://www.healthmattersinvc.org/>
 - f. WDB is gathering data from local businesses (why do they like being in VC; what is their understanding of Quality of Life; What do they need and how can we help?). Having focus groups and roundtable meetings throughout the County and in each city. Once this is completed, they will share the results with the EVSP Steering Committee.
- 3. CEDS
 - a. Contracted with VCCCD (Dr. Alexandra Wright) to create the CEDS over this next year. Dr. Wright will be able to give an update at September’s meeting.

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- b. Different from the EVSP (which is championed by county). CEDS is more a regional exercise where similar players are at the table, but it is not guided by one entity.
4. Apprenticeship Consortium
- a. Spearheaded by Dr. Wright. Published a 2018 Economic Outlook report that highlights different industry clusters and the position classifications that are critical in those industries. Illustrates career paths.
 - i. Economic outlook report will be showcased at a P-20 Education Summit - November 26th (8-12pm). Invitations will be sent out in the near future. Posted on the website, but Talia will ask for a copy that we can distribute.
 - b. Created a composite brochure of all available training resources. Looking to do a proclamation with the BOS and build a complete marketing plan around its release.
 - i. Continuing that conversation to include community college as well as 4-year institutions.
 - c. Next step is to create the Apprenticeship Consortium. Lots of grants available for workplace learning (WIOA).
 - d. Businesses Services Committee is working to engage businesses and entities to partner strategically with them (hear what their needs are, make connections between the participants, education partners)
 - i. Creating a forum to hear the needs and issues that businesses are having. Looking to leverage the WDB work and that within the cities.
 - ii. Trying to engage the needs of businesses and education in order to create the pipeline of career path training to meet both needs.
 - iii. Engaging America's Job Center of CA network and its partners.
 - e. Leveraging all of these activities as materials and tools for attracting businesses to come to the area and hire from the area. There are large companies looking at our skilled workforce and participating within the WDB.
 - i. LinkedIn has identified Ventura County as a potential beta-site for bringing LinkedIn Learning to community education initiatives and activities – looking at soft skills and providing those through LinkedIn Learning.
 - f. AMSOCAL – initiative where (USC) organizations are able to apply for grants and receive preferential consideration on grant monies.
5. Focus Area Review:
- a. Workforce Development
 - i. Next step will be getting around the measures and how to measure the effectiveness with key measures.
 - b. Housing
 - i. Started a build for 24 units of farmworker housing (out by Saticoy).
 - ii. Worked with all supporting/providers (MICOP, CEDC, UFW, etc.) to discuss farmworker housing.
 - 1. 40% of the farmworkers in the Central coast are indigenous (Mixtexo).
 - iii. Starting to work with agribusinesses and discuss how we house farmworkers.
 - iv. Public housing – only need one person to be documented (typically a child). The USDA farmworker housing had to have all persons within the household documented.

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- v. 4 groups started a development consortium. Have put in a letter of interest for a specific 306-unit development within Ventura, will be focused on being affordable housing.
 - vi. Need to coordinate/partner with America's Job Center of California – have over 1900 units in the city of Ventura (hard units and vouchers) that house over 2,500. This represents a rich labor force that is available for training – we need to capitalize on this “audience”.
 - vii. BOS commissioned a Farmworker Advisory committee, focused on the Quality of Life and what we can do to address the issues that are occurring in this environment, supporting both the farm owners and the farmworkers. 8 members – 4 growers representatives and 4 worker representatives.
 - viii. County developed standardized plans for farmworker housing (700, 900 and 1,200 sq. Ft. model). Can basically use these right off the shelf and eliminate much of the plan check. Has been interest, but no one has applied for permits yet – working to understand this disconnect between interest and action.
 - ix. Applied for ConnectHome – through HUD to bring internet to houses, opening to partnership with GE, AT&T and TMobile to refine the IT infrastructure in public housing units.
- c. Business Climate/Land Use
- i. Creating a “best practices” overview – items that have improved permit processing capabilities.
 - 1. Have developed a 2-week plan check process for Thomas Fire properties. Will incorporate elements of this into the regular planning process, and will circulate this as one of the best practices. Will then gather the business community and gain their feedback on the best practices.
 - ii. Creating an inventory of lands available for development. Talking with City/County development group and building officials group to determine the potential best practices.
 - 1. Vacant land – VCTC and the Assessor keep records on vacant lands – will push out to the City for “truing” to verify the potential availability of these areas.
 - iii. Tracy is interested in doing some research for home-based businesses – will coordinate in the future.
 - iv. Have created a map of the Opportunity Zones and how they overlay with the cities.
- d. Infrastructure
- i. Have a three-phased approach:
 - 1. Assessing existing infrastructure
 - 2. Aligning the existing infrastructure with EVSP
 - 3. Identifying gaps where efforts need to be prioritized
 - ii. Currently working to determine what level of documentation is needed. Have some good initial steps of assessment and collection format.
 - iii. Goal is that by next meeting the first phase will be completed.
 - iv. Broadband is a component of this. The City of Ventura and Oxnard are engaging with Magellan to do a broadband assessment to identify existing infrastructure and how to enhance this structure.

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1. Streetlight and traffic signal conduit – infrastructure already exists, and now we should consider running additional fiber through these same lines. Will allow use of this infrastructure as long as some of the fiber can be used for key county infrastructure (library, fire stations, etc). Offer the conduit infrastructure for a fee, create a pool of financial resources that can then be used to fund additional broadband infrastructure.
 2. County focus might be the middle mile – connect what already exists within the cities.
- e. County Services, Safety Net
- i. Working on childcare and senior wellness as well as the Census – top three areas.
 - ii. July 11th convened over 50 city, county and community leaders representing the hard-to-reach populations. Gave overview of efforts leading up to the census count. Goal was to convene stakeholder partners and engage them in outreach.
 1. Completed needs assessment.
 2. More of this census will rely on technology, which can create an additional barrier to get data submitted and protected. Need to overcome this fear.
 3. CA has designated 90 million to be used for outreach, but we don't know the allocation of these dollars. We need to plan our outreach.
 4. The citizenship question – commerce department has opened a public comment – only open until August 7th, so comments need to be submitted right away.
 5. October – communication program will be worked on so that there are documents designed and marketing materials outlining the processes.
 6. Regional offices will open in 2019 – we are based out of the LA office. Possible that there could be a closer office, but the Census is very underfunded this year. Will have canvassers and coordinators, but we don't know if there will be any additional offices.
 - iii. Meeting in the near future – September 5th.
- f. Arts, Culture,
- i. CA Arts Council – federal funds for artists impacted by the fires. Reaching out to the creative community to gauge the need.
 - ii. Will convene Creative Economy Coalition in October. If there are recommendations for industry leaders in film, media, advertising, please send these names to Tracy so that she can invite to this coalition.
 - iii. Ecotourism and love of place – example is the brochure from Ireland, as a model for how we can promote Ventura County and create a marketing piece.
 - iv. Have a question related to survivors from the Thomas Fire that still do not have permanent housing and who are living in trailers. GSA did waive the time limit for staying at County parks. HSA has program to assist with housing (meet income requirements). City of Ventura is allowing for trailer parking on their lot or on neighbor's lot. Tracy will follow up with Chris after the survey mentioned above is complete.
- g. Marketing & Branding

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- i. Identifying quality of life and its definition.
 - ii. Incorporating Ventura County Grows Businesses into our marketing plan. Can enhance this – create a site where people can express needs and concerns. People are asking these questions at this site.
 - iii. Have funding for marketing and outreach.
 - iv. Only limitation is that they are unable to fund outreach outside of the county for business attraction. (Pandora, Twitter, FB) Have to keep the focus that we are building and retaining businesses and workers within Ventura County.
 - v. EDC-VC or the county can be additional places for marketing opportunities that could be construed as outside attraction of businesses.
 - vi. Have radio spots, social media outlets.
6. Next Meeting: September 7th, 9-11AM

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