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EVSP Steering Committee Meeting

Ventura County Community Foundation Building

4001 Mission Oaks Blvd, Camarillo, CA 93012

9/07/2018

Attendees: Talia Barrera (County of Ventura); Vanessa Bechtel (VCCF); Stephanie Bertsch Merbach (VCCF); Estelle Bussa (City of Ventura); Cindy Cante (Supervisor Bennett); Tulley Clifford (City of Camarillo); Amanda Fagan (NBVC); Matthew Fienup (CLU); John Fraser (City of Camarillo); Tracy Hudak (CreativityWorks); Jeff Lambert (City of Ventura); Rachel Linares (County of Ventura); Mike Pettit (County of Ventura); Mike Powers (County of Ventura); Stacy Roscoe (Civic Alliance); Sandy Smith (VCEDA); Paul Stamper (County of Ventura); Bruce Stenslie (EDC); Ikani Taumoepeau (City of Santa Paula); Rigo Vargas (County of Ventura); Alex Wright (VCCCD); Trevor Zierhut (VCEDA).

Action Items:

- Rachel - Find items within the County General plan that relate to Quality of Life, possibly in the guiding principles. Send to Dr. Wright.
 - Email Dr. Wright workable versions of the EVSP background documents and economic analyses.
1. General Comments:
 - a. Scheduling meetings for next year – propose to move to Thursday to accommodate 9/80 schedules.
 - i. Potential conflict with Planning Commission, WDB meetings, so we will schedule around those activities
 - b. Green Business Conference – September 26th (flier distributed)
 - c. Center for Economic Research and Forecasting is holding the 2018 Ventura County Economic Forecast on Thursday, November 8th 11am-2pm.
 - d. VCEDA Business Outlook Conference scheduled for October 5th
 2. EDC-VC Economic Measures Dashboard;
 - a. Intend to release over the next several months.
 - b. Working to create a better understanding of the baseline condition of the region.
 - c. EDC-VC economic report has four sections – primary economic conditions; entrepreneurship and innovation; quality of life; key industry sectors.
 3. Inclusivity Index
 - a. Met with Dr. Jamshed Damooei to discuss creation of this index. Produced a potential baseline set of ideas to consider. Dr. Damooei has already created the Economic Misery Index, so in some ways this would be the counter-index.
 - b. An initial list of measurements has already been created (14 areas and 50+ measurable items). The small group will work to narrow this down into a measurable dashboard.
 - c. Idea of the index is to provide context for an economic dashboard; are the economic opportunities available within the county widely available to all within the county? Have had

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discussion related to telling the story of inclusivity through data. Is what we are doing improving broadly shared prosperity?

- i. Allow us to track progress over time
 - ii. Give yardstick with which to compare ourselves with other metropolitan areas.
 - d. The Economic Dashboard and the Inclusivity Index are complementary to each other. Helps us understand who is benefitting from the economic activity in the region.
 - e. Need to also determine a shared definition of quality of life – once the metrics are selected, these will be used to create the quality of life definition. Looking to complete this process in the next few months.
4. Focus Area Measures:
 - a. General
 - i. Civic alliance – trio of elements: economy, environment and social equity. Is there a balance amongst these three elements?
 - b. Arts, Culture & Recreation
 - i. Cultural vitality index - can extrapolate to include recreation; understanding the density of opportunities for arts/culture, presence and participation, type of support – funding or policy.
 - ii. Community Attachment Report – what drives community attachment (loyalty and passion that people feel for their community)? Look at safety, education. Drivers are social offerings, aesthetics and openness (opportunities to connect). Higher attachment could indicate higher economic vitality.
 - c. WDB
 - i. Sticking with common metrics: credit and non-credit completion, industry certification completion, success after graduation/completion, alternative schools, internships, pre-apprenticeships and apprenticeships; new and emerging jobs and internships. Will have a heavy emphasis on whether graduates get a job in Ventura County. Could turn into a business attraction guide highlighting the trained/talented workforce.
 - ii. Our system allows non-credit programs to start in Alex's side while the for-credit curriculum is working through the curriculum approval, and therefore capitalize on emerging jobs.
 - iii. Enhanced non-credit – don't have to pay, same material as the for-credit class.
 - iv. Non-credit – ½-2/3 of the work as the regular for-credit class, also free.
 - v. Adult education – federal WIOA funded.
 - vi. CI is also looking for \$200,000/year to help fund their internship program (pay for student and also administrative costs).
 - d. Social Safety Net
 - i. Ability for the social safety net to be resilient in light of another downturn or another disaster.
 - ii. Financial health of the institutions that are part of the safety net. Would like to have a county-wide analysis of this element.
 - e. Infrastructure
 - i. Finished first assessment of all county-owned infrastructure - identified more than 600 assets.
 - ii. Alignment with value provided is next step (ties the cost of the infrastructure with the value/economic impact that it produces). This will be easier for some assets (like the harbor) but more difficult for others (such as roads).
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- i. Looking at gaps that are trying to be filled (homeless shelters in Ventura/Oxnard/County).
 - ii. Upcoming ballot measure “No Place Like Home” – creating permanent support for housing.
 5. Opportunity Zones Update
 - a. Six zones within Ventura County.
 - i. Naval base is designated because they share a Census tract with the Port of Hueneme.
 - b. Managed loosely by Treasury and IRS.
 - c. Zones were identified through economic distress indicators.
 - d. Connects personal investment (the tax benefit of avoiding capital gains taxes) to invest in projects within these specific areas.
 - e. Currently slowed down because the Opportunity Fund definition has not been released
 - i. Must be certified by the US Treasury, but they have not established the rules for certification.
 - f. Some examples of what can be done with these zones:
 - i. Industrial rehab of sites.
 - ii. Housing – might be an overlay with one of the three cities that have designated land for the Land Trust
 - iii. Early Childhood care centers
 - iv. Farmworker housing
 - v. Ancillary locations for other educational providers.
 - vi. Basic investment in a business located within the opportunity zone
 - g. Next Wednesday afternoon at 1pm at EDC-VC offices will be a meeting with some potential investors to generate ideas. (VCCF & MaterLabs attending)
 - h. Would like to have a survey of the properties within these areas to see what the available zoning is, in order to have a more comprehensive idea of what could be possible with the specific properties.
 - i. How do we entice investors to bring their money here? Prepackage investment options to be available for review.
 - j. County and City should look at expediting permits associated with Opportunity Zone Projects.
 6. Comprehensive Economic Development Strategy (CEDs)
 - a. Strategy document that is a qualification for accessing federal EDA dollars through the US Department of Commerce.
 - b. Useful that you improve eligibility for accessing EDA funds from the USDC.
 - c. Must be renewed on a 5-year basis.
 - d. VCCF is underwriting this process, and Alex and team are writing.
 - e. Basically a SWOT Analysis – will use the EVSP data as a base, and then create the narrative.
 - f. Timeline is to get completed by December.
 - g. Will schedule some outreach sessions – TBD.
 7. WDB Joint Committee Meeting & Apprenticeship Initiative Update and Strong Workforce Program strategic plan in Ventura County
 - a. Forming the VC Apprenticeship Consortium. Facilitated by WDB and VCCCD but driven by industry participants.
 - b. Scheduling and initial lunch meeting (11:30am-1:30pm) for the Consortium. Possibly October 10th, maybe the 17th or 18th.
 - c. Will be writing a County Proclamation over this initiative.
 - d. Strong workforce program – funded by state tax dollars. Doing What Matters For Jobs and the Economy.

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- i. In VC, we get about \$3.5 million a year, working on third year of funding.
 - ii. Strategizing where these funds will go and what programs this will be invested in. Prioritizing career education investing.
 - iii. Have an opportunity to include in updating the regional plan. South-Central Coast Regional Consortium (SLO, SB, Northern LA (College of the Canyons) and VCCCD)
 - iv. Centers of Excellence – hosted at Moorepark but services all colleges.
 - e. Scheduling a luncheon to help develop new/different goals for this consortium. Need new industry-responsive curriculum that creates jobs with livable wages, and this needs to be said in front of the Consortium and Centers.
 - i. Identified October 12th from 11:30-1:30 as a potential date/time. Alex will send us materials to send out to the EVSP group prior to the meeting. Will decide whether the meeting is held at the VCCF Offices or at the Crowne Plaza
- 8. Census 2020 Update
 - a. Focusing on reaching hard-to-reach populations
 - b. Complete Count Committee – has 50 members, but need to get this up to about 200. Each will do outreach to their constituency base to help support completion of the Census.
 - c. Alex offered to help train these volunteers through the community college.
 - d. First priorities are to determine how capture the hard to reach areas, the languages that we need materials in, and how much money we think it will take to conduct outreach to these areas.
 - i. Estimate \$7-12 in outreach. Need to help define the total budget, as well as the connection between the city, county and state budgets, and then determine the gap where the philanthropic organizations need to fill. Will try to reach out to the City Managers group for this type of information. Would like to have a presentation at the City Manager's meeting in terms of the impact of the Census and their potential role.
 - e. Paul attended a conference call –
 - i. Provide contact names of other county census coordinators, and they will publish these contacts and send specifically focused materials to these contacts.
 - f. We want to be clear on who has what role, and how resources can be best focused in order to get a complete count.
 - g. Amanda had a question about how active duty military will be counted if they are deployed. Vanessa will research this and will return an answer.
 - h. Student populations are also designated as hard to count. Vanessa will identify those that are focused on serving youth and the college population, but we need more college representatives.
 - i. Need two-three translators for each meeting, so looking for funding to make sure this is available at the Complete Count meetings.
- 9. Focus Area Review:
 - a. Marketing/Branding –
 - i. Met to discuss area focus and goals. One end goal could be having one person/entity where community businesses could go to with any questions/needs.
 - ii. Could be person, website, organization, etc.
 - iii. Want to gather all information from all sources and have it all available at one location.
 - iv. Looking for input from the overall group as to who the audience is. Want to understand what success for the EVSP looks like, and then how to market that.
 - b. Housing

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- i. Working through the legal process to build a Housing Land Trust. Three cities have identified properties that will be used for affordable. Looking for \$150,000 per year for three years, and if this is found, the land trust can be completed (creates the administrative structure), and the cities will provide the land.
- ii. Receiving guidance from the Sonoma Housing Land Trust.
- c. Arts, Culture, Recreation
 - i. West-side businesses in Ventura are asking how to connect homeless with services. "Project Understanding" might do this, but exploring other options for how to find services that will go out to the homeless. County has multiple field-based teams that provide this outreach of service.

10. Next Meeting: October 12th, 9-11AM

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