

ACTION ITEM SUMMARY AND PRIORITIZATION

| Theme Strategy Group Action Item | Recommended Priority Level (Scale 1-3: 1- Highest, 3- Lowest) | County Role | Key Entities | New Resources Needed |
|---|---|----------------|---|---|
| MAJOR THEME 1: MAXIMIZE OPPORTUNITIES FOR EXPANDED ECONOMIC VITALITY | | | | |
| A. Maximize Potential of County’s Key Assets for Encouraging Economic Vitality | | | | |
| A.1 Convene an EVSP Steering Committee to coordinate implementation of the EVSP and, as an initial priority, determine what organizations or organizational arrangements may need to be established to implement strategic actions that are not currently addressed by the County or the partner entities, or which require more coordination, etc. | 1 | Lead | CEO | Refocus Existing (partnerships) |
| A.2 Establish Housing Solutions Coalition to raise public/policymaker awareness of housing affordability and availability issues | 1 | Convener | CEO (Comm. Dev.) VCEDA Civic Alliance Housing Authorities CERF | See Action Items F.1 & F.2 |
| A.3 Continue to prioritize investment in infrastructure, County services and other assets that are recognized strengths within Ventura County and critical to future economic vitality, including public safety, healthcare, library services, environmental assets, and other quality of life / business climate conditions | 1 | Lead | CEO Sheriff Fire HCA PWA Harbor Airports Library RMA | Continue Existing |
| A.4 Continue to capitalize on strong agriculture sector by promoting growth of related business opportunities (e.g., agritourism; “farm-to-table” movement [pertaining to restaurants and also household consumption]; irrigation technologies; etc.). Limit additional regulatory burdens on agricultural activity | 1 | Convener | EDC-VC | Budget included in Strategy Group C & Action Item F.3 |
| A.5 In connection with other related action items that imply the need for expanded development capacity, establish framework and policies for optimizing future use of Ventura County’s remaining developable (or re-developable) land | 1 | Lead | County RMA Cities | \$\$ (one-time) |
| A.6 Establish countywide Arts and Culture Collaborative to define and coordinate economic vitality strategies focused on the local creative economy | 2 | Interim Lead | CEO | Budget included in Action Item D.2 |
| A.7 Identify potential spin-off opportunities from Naval Base Ventura County | 2 | Convener | EDC-VC RDP-21 | See Strategy Group C |

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| A.8 | | Identify potential spin-off opportunities from the general aviation airports, the Port of Hueneme (including the free trade zone [FTZ]) and Channel Islands Harbor | 2 | Lead | Airports Harbor | See Strategy Group C |
| A.9 | | Leverage business development/spin-off opportunities of higher educational institutions | 3 | Convener | EDC-VC | See Strategy Group C |
| A.10 | | Promote interaction between education partners and industry (maximize workforce connections) | 2 | Convener | WDB P-20 Council | See Strategy Group B |
| B. Maximize Workforce Readiness | | | | | | |
| B.1 | | Promote job opportunity awareness among students, unemployed/underemployed residents, and other workers in need of retraining | 2 | Lead (WDB) | WDB P-20 Council Job & Career Center Networks Community College District | Refocus Existing |
| B.2 | | Coordinate local employer needs with education/training | 2 | Lead (WDB) | WDB P-20 Council Job & Career Center Networks Community College District | Refocus Existing |
| B.3 | | Coordinate all education levels to ensure seamless path of training to employment | 2 | Lead (WDB) | WDB P-20 Council Job & Career Center Networks | Refocus Existing |
| B.4 | | Reach out to key employers to identify key workforce readiness issues | 2 | Lead (WDB) | WDB P-20 Council Job & Career Center Networks | \$ (annually) |
| B.5 | | Leverage County (government) status as the second-largest employer in the county to pursue best practices aimed at optimizing local hiring, in coordination with education/training providers | 2 | Lead | CEO WDB | Refocus Existing |
| C. Maximize growth of key industries/clusters with the potential to create high-quality employment opportunities | | | | | | |
| C.1 | | In conjunction with interested partners, review materials in the EVSP pertaining to potential target industries, and establish consensus on initial target industry focus throughout Ventura County | 1 | Convener | EDC-VC WDB | Refocus Existing |

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| C.2 | | Proactively focus on retention of existing businesses, especially in key clusters identified to be at risk for downsizing or relocation outside Ventura County | 1 | Convener | EDC-VC | Continue Existing |
| C.3 | | Facilitate expansion of existing firms in key clusters | 1 | Convener | EDC-VC | Continue Existing |
| C.4 | | Systematically encourage/support entrepreneurial development and startup culture in key clusters, bolstering resources such as incubators and access to investors | 2 | Convener | EDC-VC Chambers of Commerce | Expand Existing (\$\$\$ Annually) |
| C.5 | | Maintain/expand access to capital investment funding sources | 2 | Convener | EDC-VC | Expand Existing (budget TBD) |
| C.6 | | Focus on targeting “spillover” opportunities from Los Angeles County (this could apply to recruitment and/or entrepreneurial development) | 3 | Convener | EDC-VC | Included in C.4 |
| D. Focus marketing/branding efforts on economic vitality | | | | | | |
| D.1 | | Establish countywide Marketing Collaborative focused on economic vitality, to ensure consistency of marketing efforts, including branding, with countywide themes/priorities identified in the EVSP and with existing campaigns such as “Grow Your Business Live Your Life” | 1 | Convener | EDC-VC WDB CEO TBID’s | Refocus Existing |
| D.2 | | In conjunction with Marketing Collaborative partners, identify opportunities for implementing specialized marketing campaigns (i.e., marketing initiatives focused on special topics such as the arts, recreation, quality of life, etc.) | 1 | Interim Lead | CEO EDC-VC WDB TBID’s | Budget TBD |
| MAJOR THEME 2: MAINTAIN STRONG FOUNDATIONAL CONDITIONS | | | | | | |
| E. Review infrastructure conditions and needs | | | | | | |
| E.1 | | Prioritize investment in infrastructure improvements to ensure water supply/quality | 1 | Lead | Public Works Agency Cities and Water Wholesalers | TBD |
| E.2 | | Continue to monitor and seek improvements to transportation infrastructure involving road/transit/bicycle/pedestrian systems within city and county jurisdiction, in order to minimize the cost and inconvenience of traffic congestion, while continuing to seek funding through lobbying, grant writing, and similar means, for transportation infrastructure under federal and state jurisdiction | 2 | Lead | Public Works Agency Cities Caltrans GCTD | TBD |
| E.3 | | Continue to improve and develop technology/broadband-related infrastructure | 2 | Convener | IT Services Department/ Broadband Consortium | TBD |

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| E.4 Ensure energy availability, reliability, and sustainability | 2 | Lead | CEO (Energy Team) GSA VCREA SCE So Cal Gas | TBD |
| F. Address Key Threats to Economic Progress in the County | | | | |
| F.1 Address housing affordability – a potential constraint to retaining/attracting residents; given the widespread nature of this problem, take advantage of best practices as they develop around the state and nation | 1 | Convener | CEO (Comm. Dev.) VCEDA Civic Alliance Housing Authorities | \$\$\$\$ (one-time) for initial coordination and needs assessments |
| F.2 Continue to address homelessness, as both a social and business-impact issue, throughout Ventura County | 1 | Convener | Continuum of Care Board Downtown Organizations | Continue/ Refocus Existing |
| F.3 Continue to promote business-friendliness in the regulatory/permitting environment throughout Ventura County, through collaboration, exchange of ideas and best practices, continued use of Lean Six Sigma, streamlining regulations and permitting requirements, adding ombudsman/facilitator resources, and promoting consistency in policy and practice, among cities and the County | 1 | Lead | RMA CEO Public Works Agency Fire Agricultural Comm. | \$\$ (one-time) for needs assessment |

