

Handout 2: Action Item finalization – Anything you would add or change?

Strategy Group A: Maximize potential of County’s key assets for encouraging economic vitality	
Action Item #	Briefly describe suggested changes in spaces below
A.3	Add language RE: energy availability and reliability
A.4	Add “limit additional regulatory burdens on agricultural activity”
Suggested additional action item(s)?	
<ul style="list-style-type: none"> • Establish a city and county government and planning leadership academy to share information and build new local involvement opportunities, along w/ informed citizens to participate (e.g., Sacramento’s City Planning Academy) • Media outreach • Leverage commonalities (bring agreements, not disagreements, to the table) 	
Strategy Group B: Maximize workforce readiness	
Action Item #	Briefly describe suggested changes in spaces below
B.2	Include or consider industries under “1000 ee cut off” (specifically mining, oil, and gas; film industry)
Suggested additional action item(s)?	
<ul style="list-style-type: none"> • Add something specific to veterans and possibly seniors – mothers returning to work force • Add an item about retraining – moving from aging job sectors to new sectors • Workforce readiness – education must be integrated for well-paying jobs (necessary to obtain housing) 	

Strategy Group C: Maximize growth of key industries/clusters with the potential to create high-quality employment opportunities

Action Item #	Briefly describe suggested changes in spaces below
C.1	Include or consider industries under “1000 employee cut off” (specifically mining, oil, and gas; film industry)

Suggested additional action item(s)?

- Add phrase “business incubation” in strategy group title
- Capital investment
- Consider addressing the impact of housing availability and affordability to business retention and expansion, ensure a continuum of housing types to meet multiple needs (e.g., workforce housing) across the spectrum
- Work with collaborative policies (with other cities) so that it all aligns, and that we are ready when change occurs

Strategy Group D: Focus marketing/branding efforts on economic vitality

Action Item #	Briefly describe suggested changes in spaces below

Suggested additional action item(s)?

- Outreach to regional media – paid/unpaid
- Branding overall message (incorporating what is there)

Strategy Group E: Review infrastructure conditions and needs

Action Item #	Briefly describe suggested changes in spaces below
E.2	Reduce county regulations on construction of water infrastructure
E.4	Energy

Suggested additional action item(s)?

- Stop “crying poor” – ask us
- Are we branding what we are bad at/or what we are good at

Strategy Group F: Address key threats to economic progress in the County

Action Item #	Briefly describe suggested changes in spaces below
F.1	Broaden – housing needed across entire housing spectrum
F.1	Consider opportunities for conversion/renovation of vacant commercial buildings for housing (see Sacramento’s midtown/downtown), including multi-benefit projects, live-work spaces, flexible zoning/housing component.
F.3	Add “streamline regulations”
F.3	Rewrite to read “Institute a formal process by which to recognize and highlight business impacts of new regulations”
F.6	Overall housing stock
F.7	Farmworker housing

Suggested additional action item(s)?

- Update county vacant land study
- Note: The Ventura County Civic Alliance is forming a coalition of groups involved w/ workforce/affordable housing. First action item for this group will be a series of workshops explaining the political/public resistance to infill development and density.
- Educated/skilled workers (skills defined as ability to integrate into a new job)