David Fleming
Economic Alliance
Bruce Ackerman
The Community Indicators

1. Education, Graduation & Test Scores.
2. Transportation & Commuting
6. Housing Affordability.
The Community Indicators

7. Air Quality
8. Water Quality & Availability.
11. Health Care Availability and Disease
12. Income Distribution/ Equity.
Eight Roundtables:

1. Planners
2. City Managers and Administrators.
3. Transportation.
4. Environmental.
5. Development.
6. Residents
7. Business Groups
8. Elected Officials
The Vision 2020 process

Bring together the stakeholders in our community to derive a future vision for our region.

We will create our vision by collecting information from all those concerned in meetings and E dialogue over the next 4 months
Regional Collaborative process
The James Irvine Foundation
The Collaborative Process

Bob Scott
## Initial Dialogue Form

### Community Indicators Project

Please fill out this form to the best of your ability. Your responses will be considered in the ongoing development of "Community Dialogue" for the region. Please fill out this form before leaving the conference.

### Assessment:

- **How Important is this issue?**
- **What are the forces that drive this issue?**
- **How can this situation be improved or resolved?**
- **Who has the authority, responsibility, or ability to act?**

### Register for e-dialogues
San Fernando Valley
Community Indicators Project
“Understanding the San Fernando Valley”
Transportation & Infrastructure
Goal

Vision2020 seeks to create and implement a unified and coherent vision for the greater San Fernando Valley for the next two decades. This cross-jurisdictional collaboration is focused on vitalizing the area’s economy, offering opportunities to broaden the base of prosperity, and providing an ongoing mechanism for sustaining the quality of life in Valley communities. Participants will take leadership in the cultivation of community assets and the conservation of significant and irreplaceable natural resources.
Vision2020 Timeline

September 11, 2001 – Vision2020 Kickoff

September 2001 – Launch e-dialogues through January 2002


January 2002 – Vision2020 Forum

Establish Champion-Driven Implementation Workgroups

March 2002 – Finalize Vision2020 – Identify Resources
The Visioning Process

Vision2020 Kickoff
September 11, 2001
Orientation – Baseline Survey
Selection of Roundtables

e-dialogues
September 11, 2001 – January 10, 2002

Stakeholder Roundtables
Meetings: October, November & December 2001

Planners
City Managers/Officials
Transportation
Environmental
Development
Residents
Business Groups
Elected Officials

Vision2020 Forum
January 2002
Reconcile the Vision Document
Create Implementation Workgroups

Vision2020 Document
Long-Term Implementation Initiatives & Workgroups
Stakeholder Roundtables

Eight Stakeholder Roundtables will each engage the full range of topics, but are targeted to specific affinity groups.
Stakeholder Roundtables

- Planners Roundtable
- City Managers & Administrators Roundtable
- Transportation Roundtable
- Environmental Roundtable
- Development Roundtable
- Residents Roundtable
- Business Groups Roundtable
- Elected Officials Roundtable
e-dialogues Today’s technology, helping to solve tomorrow’s problems

All have ready access to the discussions
All are able to input on any point
Convenient with 24/7 Access
Concerns and concepts may be captured and assembled
Improves the level of consensus
Allows anonymity – with focus on ideas
e-dialogues Today’s technology, helping to solve tomorrow’s problems

Ways to participate:
Voice your concerns
Offer a solution
Share information and resources
Respond to others’ ideas and statements
Rate statements and offer alternatives

or simply follow along for your own edification
Vision2020 Forum

Proponents from the Stakeholder Roundtables will be given the opportunity to present and defend their proposals to the Forum. Evaluation criteria will include: the greater vision, shared values of the community, practical economics, livability, sustainability, and opportunity.

Overarching statements of shared values and priorities for communities

§ Prioritized concerns to be addressed in the implementation process.

§ Practical steps to implementation: planning intervention, regulatory changes, informing the public debate, etc.
Key steps for implementation:

Create and ratify the Vision2020 framework.

§ Establish champion-driven Action Workgroups, based upon supportable, actionable first steps in the implementation of portions of the Vision.

§ Identify leadership for the Action Workgroups, with leaders taking major roles in the Forum.

§ Recruit Action Workgroup participants.

Stakeholder Roundtables will evolve into diversity-based Action Workgroups, and emerge as the driving force for implementation. This will be a smaller number of mixed-discipline, solution-oriented champions. These Action Workgroups will finalize any remaining Vision issues, refine the Vision, and solidify action steps for the implementation plan.
1797 saw the Building of the San Fernando Mission which covered some 121 thousand acres
Governor Pico and his brother owned most of the San Fernando Valley, in 1850 he sold his interest for $115,000 to fund the building of Pico House in Downtown Los Angeles.
The vision is here in your hearts and minds and those of the people that you know will bring value to the table.

Ask yourself who’s missing?
The San Fernando Valley
Burbank
Calabasas
Glendale
Los Angeles
Today we have many areas of cross jurisdiction.
Business
Entertainment
Wendy Brogin
Joel Kotkin
The San Fernando Valley Has Become More Diverse

San Fernando Valley Versus non-Valley Los Angeles

- White: 59.0% (1990), 47.7% (1999)
- Latino: 29.1% (1990), 38.2% (1999)
- Asian: 8.0% (1990), 10.0% (1999)
- African-American: 3.2% (1990), 3.5% (1999)
The Changing Face of the San Fernando Valley

“From ‘America’s Suburb’ to the nation’s urban cutting edge”

Joel Kotkin, author The New Geography and Senior Fellow, Davenport Institute for Public Policy and Milken Institute
Key Changes of the “New Valley”

• Homogeneity to Ethnic Diversity
• Commuter suburb to Economic and tech epicenter
• Shift from Quantitative to Qualitative growth
In the 1970s, the Valley was ‘whitebread’

- Roughly 90% Anglo
- Most residents long-time US citizens
- Culturally more like Peoria than Manhattan
- Minorities largely concentrated in a few small areas
San Fernando Valley Census 2000 Data

Population by Race

- **White**: 45.2%
- **Am. Indian and Alaskan Native**: 0.2%
- **Hispanic**: 37.8%
- **Black or African Am.**: 3.6%
- **Pacific Islander**: 0.1%
- **Asian**: 9.3%
- **Other race**: 0.2%
- **2 or more races**: 3.5%
Ethnic Players in the “New Valley”

• Latinos will be largest group many of them immigrants, dominate working class and much of emerging middle class

• Middle Easterners --- Armenians, Israelis, Iranians, others --- increasingly prominent among ‘Anglo’ business and professional class

• Asian population --- Indian, Chinese, Vietnamese --- tops that of “other side” of hill, spread out throughout region, critical to commercial and professional communities
The Economy of the “New Valley”

- Relatively few commuters to downtown and other ‘over the hill’ businesses
- Over 50% of LA entertainment complex located here
- 101 Corridor emerges as one of the most successful “nerdistan” regions in the nation
High-Tech vs. Low-Tech GDP
U.S. GDP Growth

<table>
<thead>
<tr>
<th>Percent Change, Year Ago</th>
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</thead>
<tbody>
<tr>
<td>7</td>
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</table>

- Yellow: High-Tech Real GDP
- Blue: Low-Tech Real GDP

Source: Milken Institute
Annual Wages Per Worker
IT-Producing Industries

<table>
<thead>
<tr>
<th>Year</th>
<th>All Private Industries</th>
<th>IT-Producing Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>1994</td>
<td>30</td>
<td>50</td>
</tr>
<tr>
<td>1996</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>1998</td>
<td>50</td>
<td>70</td>
</tr>
<tr>
<td>2000*</td>
<td>(Estimate)</td>
<td>(Estimate)</td>
</tr>
</tbody>
</table>

Source: Milken Institute
Signs of Health

- Strong Housing Demand
- Rising Property Values
- Stable office market
- Diverse industrial and service base

“The San Fernando Valley is one of the few office and R&D markets in the nation that is riding out the downturn in good shape”

---Dennis Macheski, real estate analyst
Quality of Life is the Key Issue

• Information workers, investors and companies can go where they wish...locational choice ever more elastic
• Key component of choice is with lifestyle issues
• Other regions, both in California and outside, will use “quality of life” as way to compete with Valley region
Challenges Ahead for the “New Valley”: 2020 Vision

- Finding ways to turn ethnic diversity into an asset
- Creating more ‘urban villages’ to cut down drive-times and put jobs closer to homes
- Improve infrastructure to keep high-end businesses and information workers here
Company Location Determinants

- Skilled of Life
- Profs. Prox. to Mkts.
- Skilled Labor
- Low Bus. Cost
- Access to Univ.
- Reg. Climate
- Qual. of Life
- Skilled Profs.
- Prox. to Mkts.
- Qual. of Life

Importance

2.5
2.0
1.5
1.0
0.5
0.0
Ask the Planner/Administrators

1. What can we do to reconcile population growth with demand on the infrastructure—particularly transportation?
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2. What first steps can we take toward achieving balanced, sustainable communities?
Ask the Planner/ Administrators

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2. What first steps can we take toward achieving balanced, sustainable communities?

3. What are the greatest future challenges for regional/cross-jurisdictional planning?
Ask the Planner/ Administrators

1. What can we do to reconcile population growth with demand on the infrastructure—particularly transportation?

2. What first steps can we take toward achieving balanced, sustainable communities?

3. What are the greatest future challenges for regional/cross-jurisdictional planning?

4. What might you change in the next update of your General Plan?
Ask the Planner/ Administrators

1. What can we do to reconcile population growth with demand on the infrastructure—particularly transportation?

2. What first steps can we take toward achieving balanced, sustainable communities?

3. What are the greatest future challenges for regional/cross-jurisdictional planning?

4. What might you change in the next update of your General Plan?

5. What are two or three General Plan provisions that have not been successful?
1. What are your greatest challenges in getting through the entitlement process?
DEVELOPMENT

1. What are your greatest challenges in getting through the entitlement process?

2. What can we do to promote in-fill development and re-development?
DEVELOPMENT

1. What are your greatest challenges in getting through the entitlement process?

2. What can we do to promote in-fill development and re-development?

3. What part can developers play in developing balanced, sustainable communities?
1. What do you see as the three most significant challenges to quality of life in the Valley?
1. What do you see as the three most significant challenges to quality of life in the Valley?

2. Do you see a local responsibility to accommodate an expanding population—and if not, how do you suggest dealing with this challenge?
3. Understanding that change is inevitable, what would you add or expand to improve the livability and economic viability of the Valley?
3. Understanding that change is inevitable, what would you add or expand to improve the livability and economic viability of the Valley?

4. How can we achieve balanced, sustainable communities?
Business Panel

1. How could the Planners help improve business districts?
Business Panel

1. How could the Planners help improve business districts?

2. How can we attract more quality businesses?
Business Panel

1. How could the Planners help improve business districts?

2. How can we attract more quality businesses?

3. What is your vision for the future of business districts?
Q&A