

Vision

2020
TWENTY-TWENTY

**San
Fernando
Valley**



David Fleming

Economic Alliance





Economic Alliance

of the San Fernando Valley



The background is a textured, olive-green surface with a faint grid pattern. A dark, abstract shape is visible at the bottom, possibly representing a shadow or a specific object. The overall appearance is that of a book cover or a decorative page.

Bruce Ackerman

San Fernando Valley
ALMANAC



BURBANK • CALABASAS • GLENDALE • LOS ANGELES • SAN FERNANDO

\$50

San Fernando Valley
INDICATORS



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\$10

The Community Indicators

- 1. Education, Graduation & Test Scores.**
- 2. Transportation & Commuting**
- 3. Employment & Jobs.**
- 4. Crime and Public Safety.**
- 5. Population & Density.**
- 6. Housing Affordability.**

The Community Indicators

7. Air Quality

8. Water Quality & Availability.

9. Residential Real Estate Trends.

10. Commercial Real Estate Trends.

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

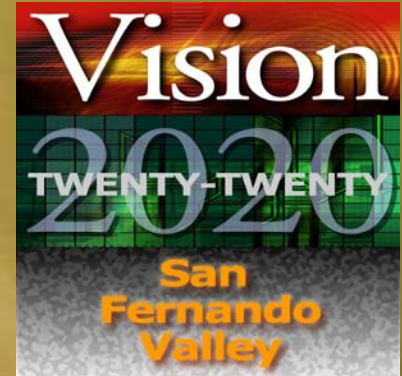


Regional Collaborative process



The James Irvine Foundation

***The
Collaborative
Process***



Bob Scott

Initial Dialogue Form

Community Indicators Project DIALOGUE FORM	
Please fill out this form to the best of your ability. Your responses will be considered in the ongoing development of "Community Indicators" for the region. Please turn-in this form before leaving the conference.	
Importance <i>How Important is this issue?</i>	Population & Density <input type="checkbox"/> Urgent <input type="checkbox"/> Very Important <input type="checkbox"/> Somewhat Important <input type="checkbox"/> Important <input type="checkbox"/> Not Very Important <input type="checkbox"/> Unimportant <input type="checkbox"/> Not an Issue at This Time
Controlling Forces <i>What are the forces that drive this issue?</i>	
Solutions <i>How can this situation be improved or resolved?</i>	
Powers / Jurisdiction <i>Who has the authority, responsibility, or ability to act?</i>	
Importance <i>How Important is this issue?</i>	Employment & Jobs <input type="checkbox"/> Urgent <input type="checkbox"/> Very Important <input type="checkbox"/> Somewhat Important <input type="checkbox"/> Important <input type="checkbox"/> Not Very Important <input type="checkbox"/> Unimportant <input type="checkbox"/> Not an Issue at This Time
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Powers / Jurisdiction <i>Who has the authority, responsibility, or ability to act?</i>	
Importance <i>How Important is this issue?</i>	Transportation & Commuting <input type="checkbox"/> Urgent <input type="checkbox"/> Very Important <input type="checkbox"/> Somewhat Important <input type="checkbox"/> Important <input type="checkbox"/> Not Very Important <input type="checkbox"/> Unimportant <input type="checkbox"/> Not an Issue at This Time
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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?*

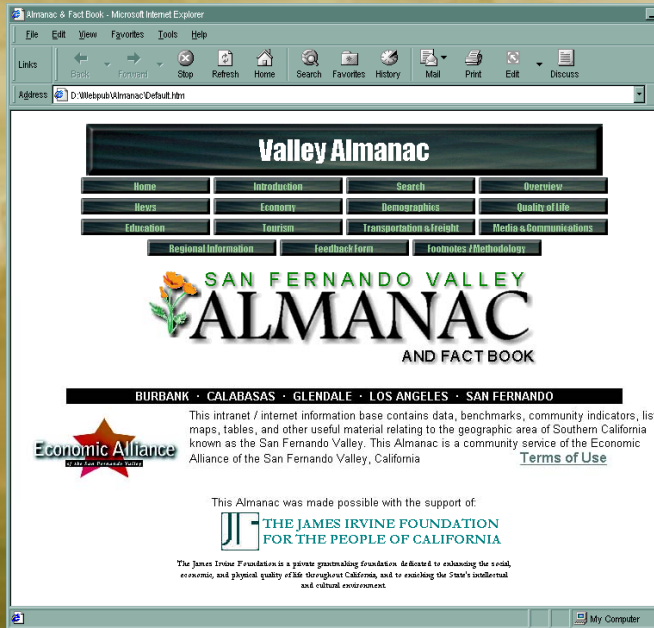
Register for **e-dialogues**

San Fernando Valley Community Indicators Project





SAN FERNANDO VALLEY
INFORMATION
Project

Almanac & Fact Book - Microsoft Internet Explorer

Valley Almanac

Home	Introduction	Search	Overview
News	Economy	Demographics	Quality of Life
Education	Tourism	Transportation & Freight	Media & Communications

Regional Information | Feedback Form | Footnotes / Methodology

SAN FERNANDO VALLEY
ALMANAC
 AND FACT BOOK

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Economic Alliance
FOR THE PEOPLE OF CALIFORNIA

This intranet / internet information base contains data, benchmarks, community indicators, lists, maps, tables, and other useful material relating to the geographic area of Southern California known as the San Fernando Valley. This Almanac is a community service of the Economic Alliance of the San Fernando Valley, California. [Terms of Use](#)


This Almanac was made possible with the support of:

THE JAMES IRVINE FOUNDATION
 FOR THE PEOPLE OF CALIFORNIA

The James Irvine Foundation is a private, non-profit foundation, dedicated to enhancing the social, economic, and physical quality of life throughout California, and to enriching the State's intellectual and cultural environment.

San Fernando Valley
ALMANAC

2000




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\$50

San Fernando Valley
INDICATORS

2000



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“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

Oct., Nov., Dec. 2001 – Stakeholder Roundtable Series

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

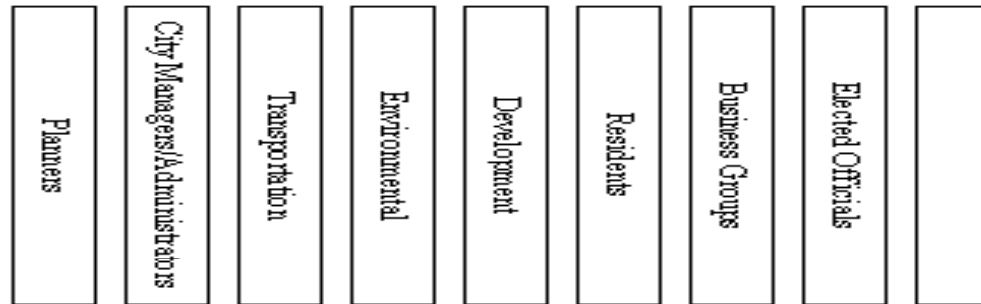


e-dialogues

September 11, 2001 – January 10, 2002

STAKEHOLDER ROUNDTABLES

Meetings: October, November & December 2001



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.



Brian Paul

**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.

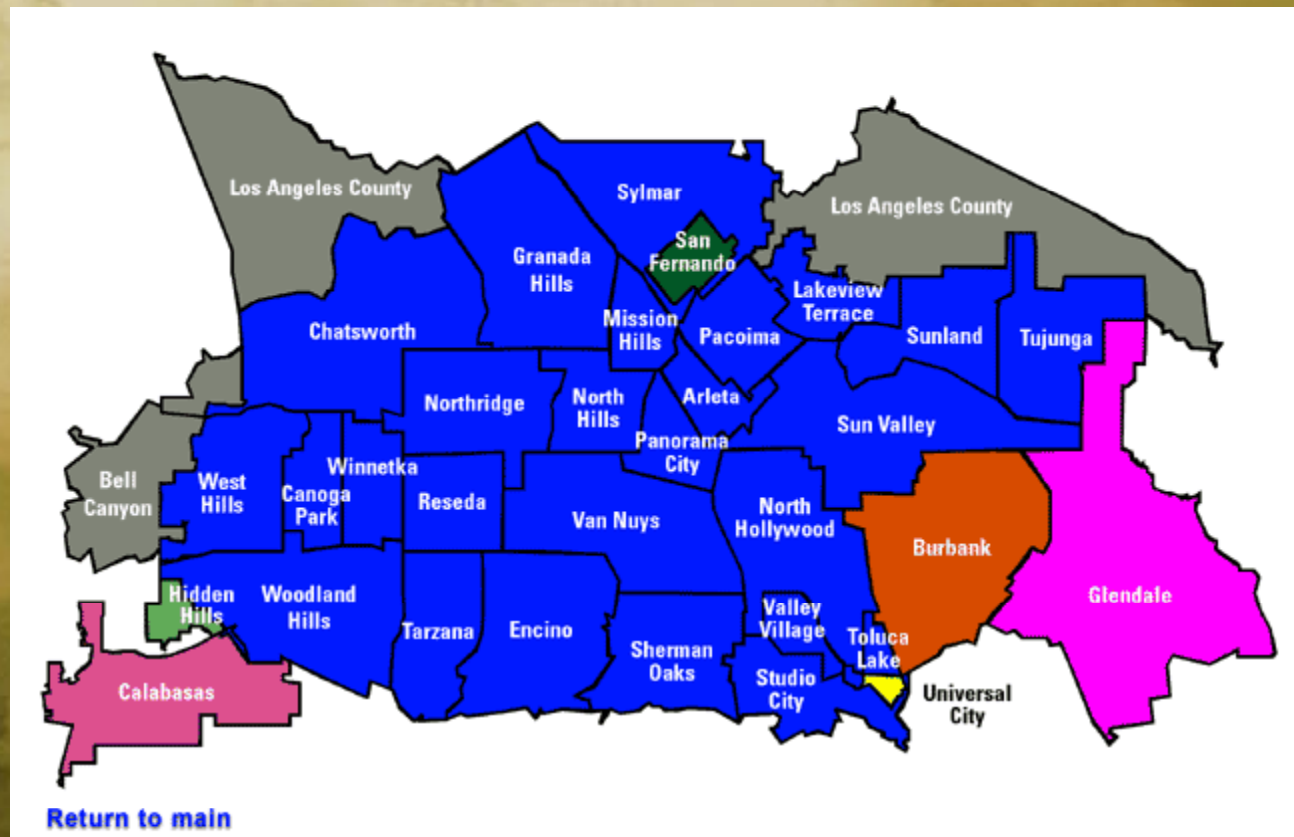




**The vision is here in your hearts
and minds and those of the people
that you know will bring value to the table.**

Ask yourself who's missing?

The San Fernando Valley



Burbank



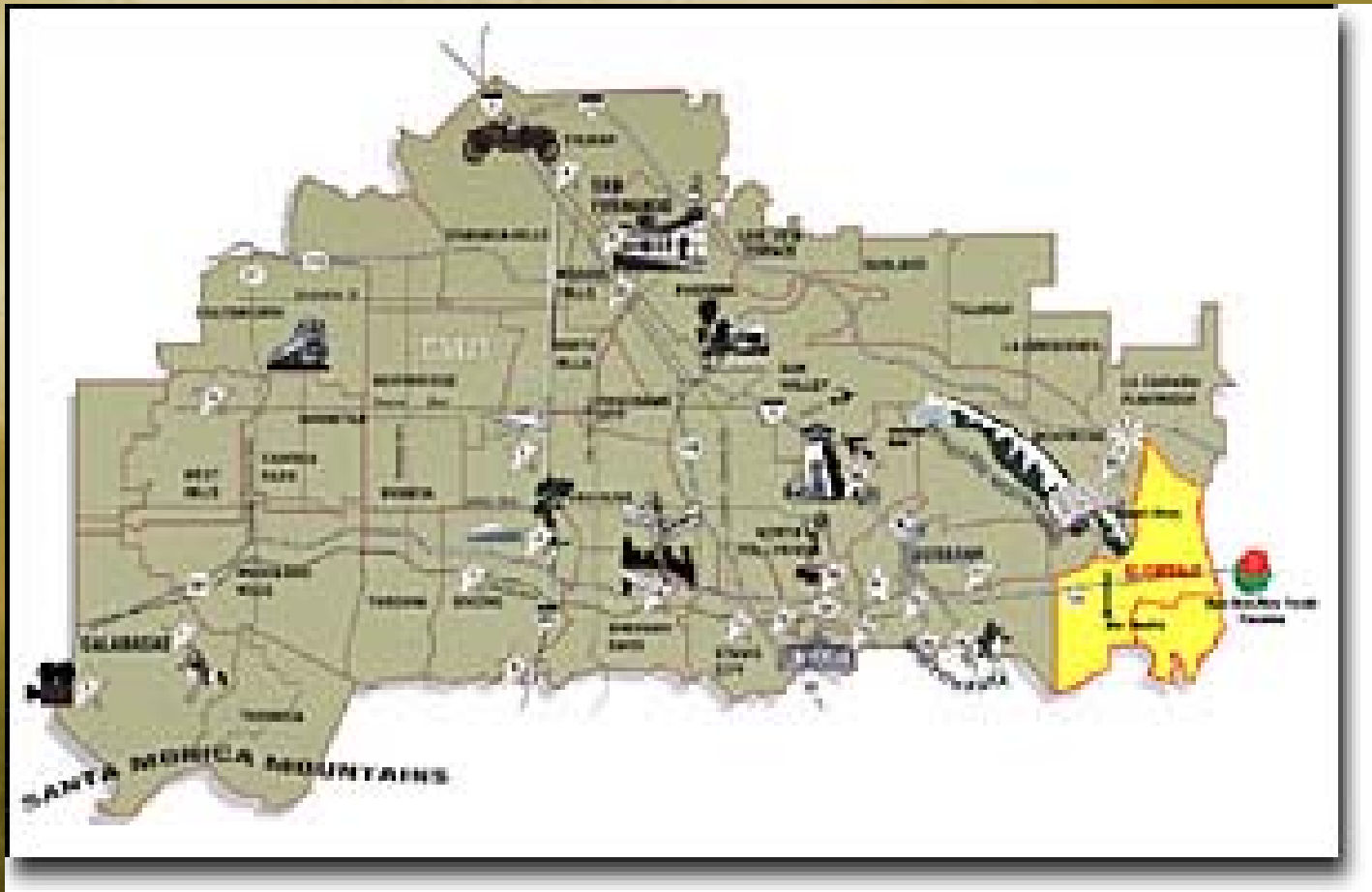
Calabasas



San Fernando



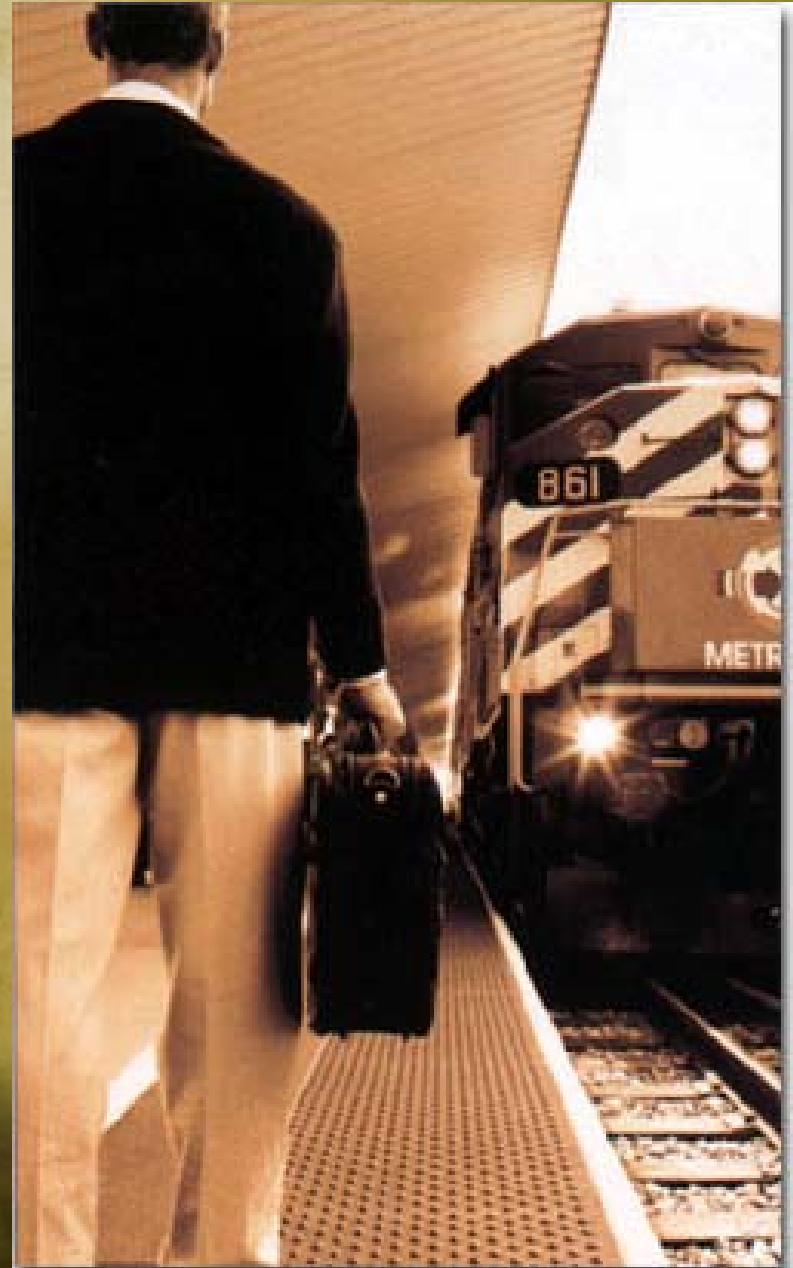
Glendale



Los Angeles



Today we
have many
areas of
cross
jurisdiction.





DWP



Business



Entertainment





Economic Alliance

of the San Fernando Valley

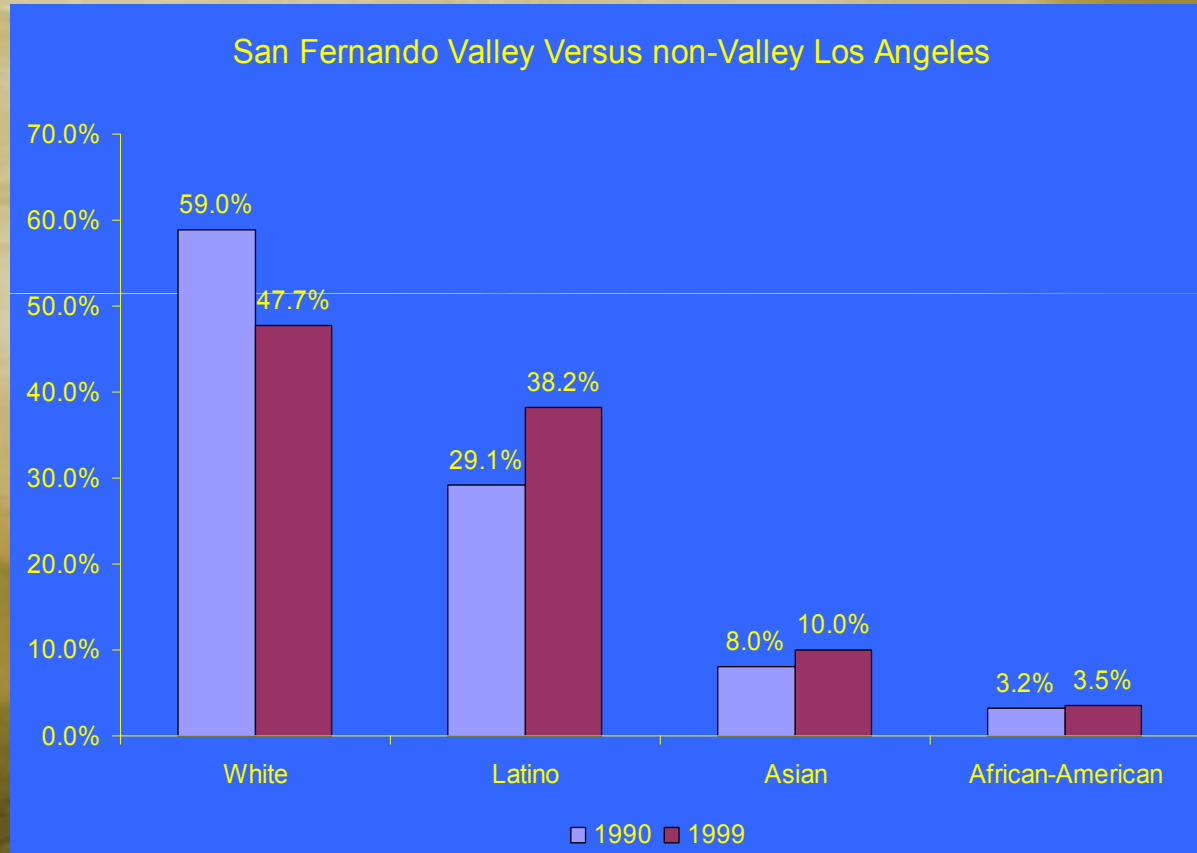
The background is a textured, aged paper with a faint grid pattern. The color is a warm, yellowish-brown. In the lower-left corner, there is a faint, dark illustration of a landscape with hills and a body of water. The text 'Wendy Brogin' is centered in a white, serif font.

Wendy Brogin



Joel Kotkin

The San Fernando Valley Has Become More Diverse



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 Quantative to Qualitative growth



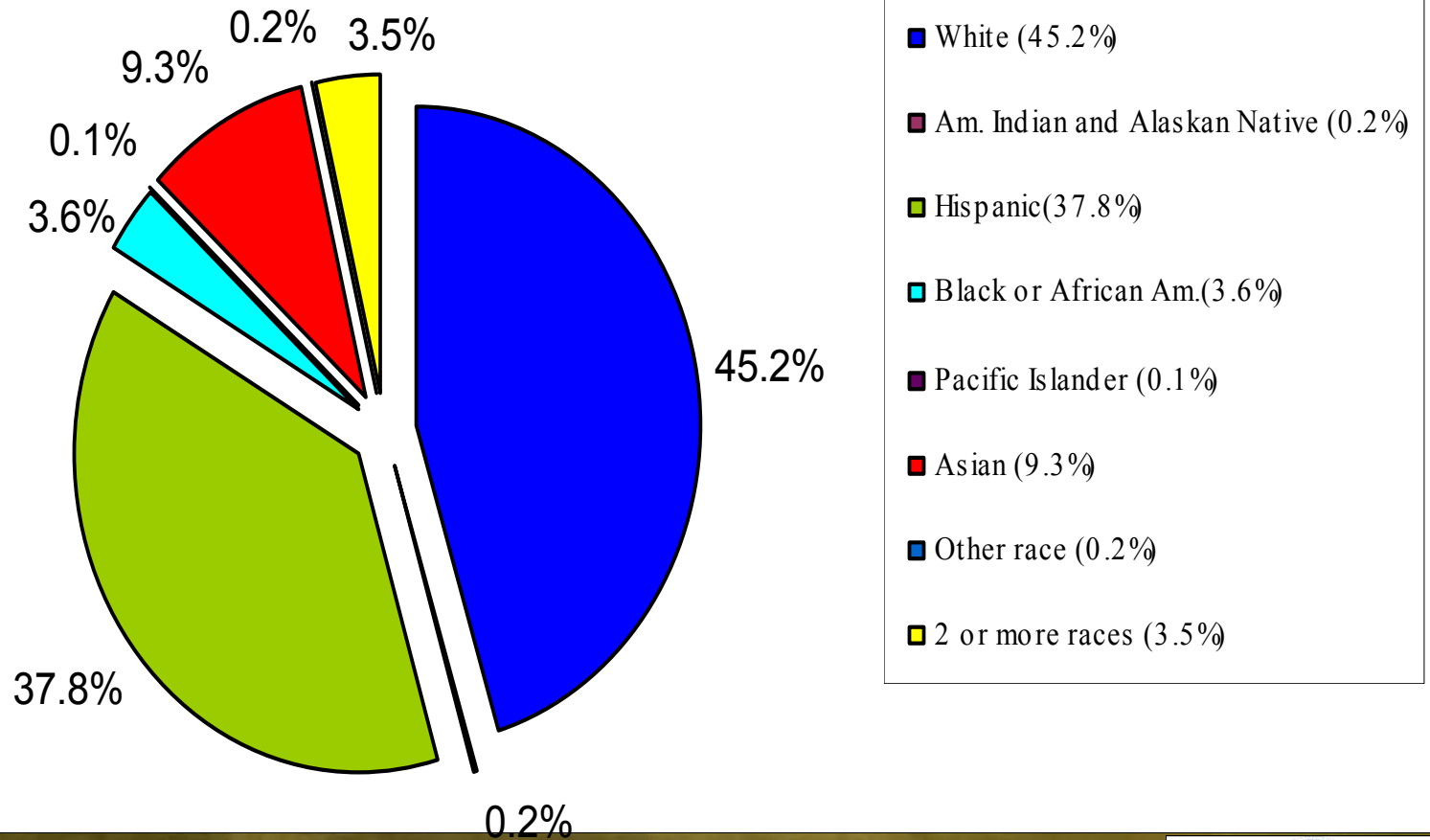
In the 1970s, the Valley was 'whitebread'

- 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



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”

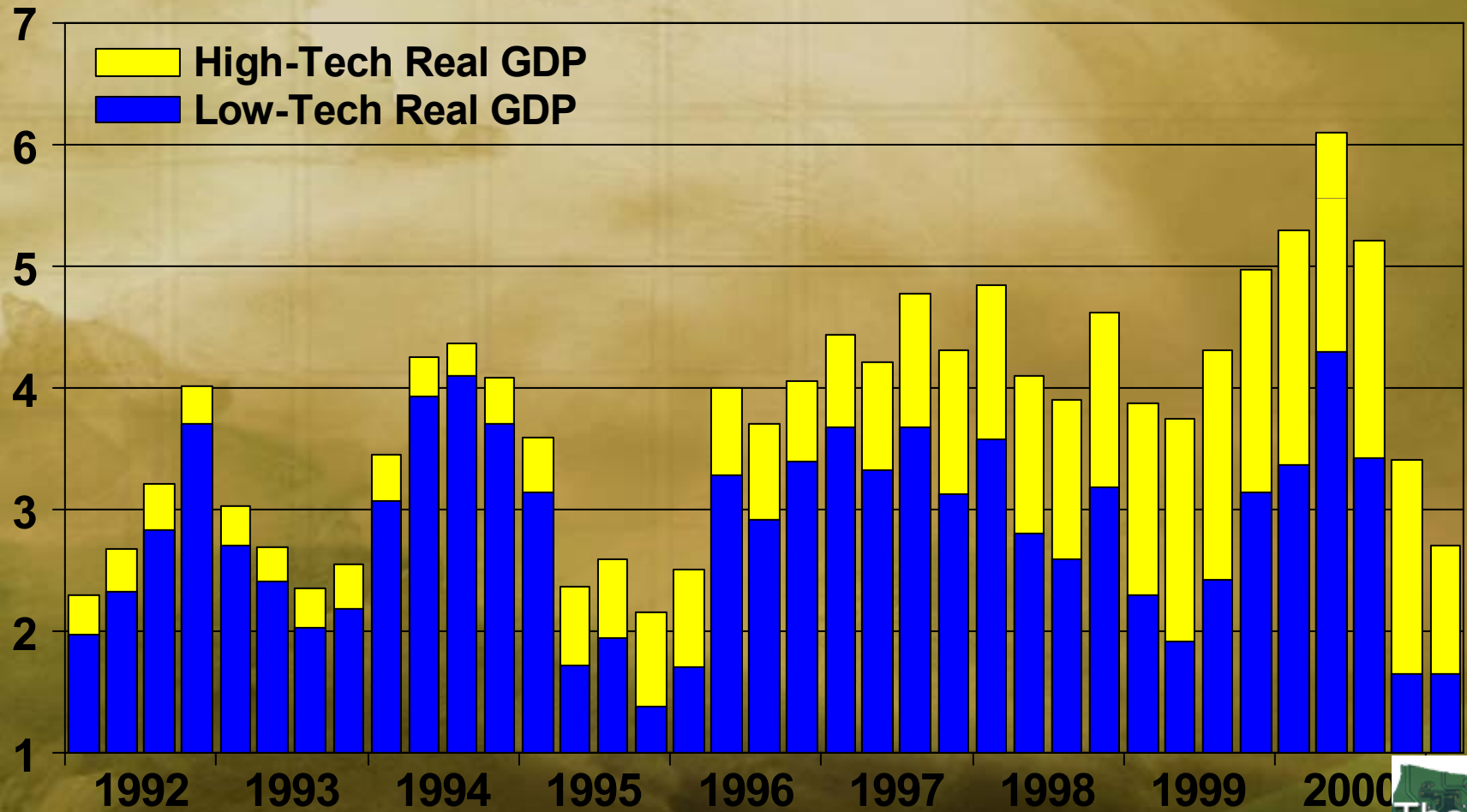
- Relatively few commuters to downtown and other ‘over the hill’ businesses
- Over 50% of LA entertainment complex located here
- 101 Corridor emerges as one of the most successful “nerdistan” regions in the nation



High-Tech vs. Low-Tech GDP

U.S. GDP Growth

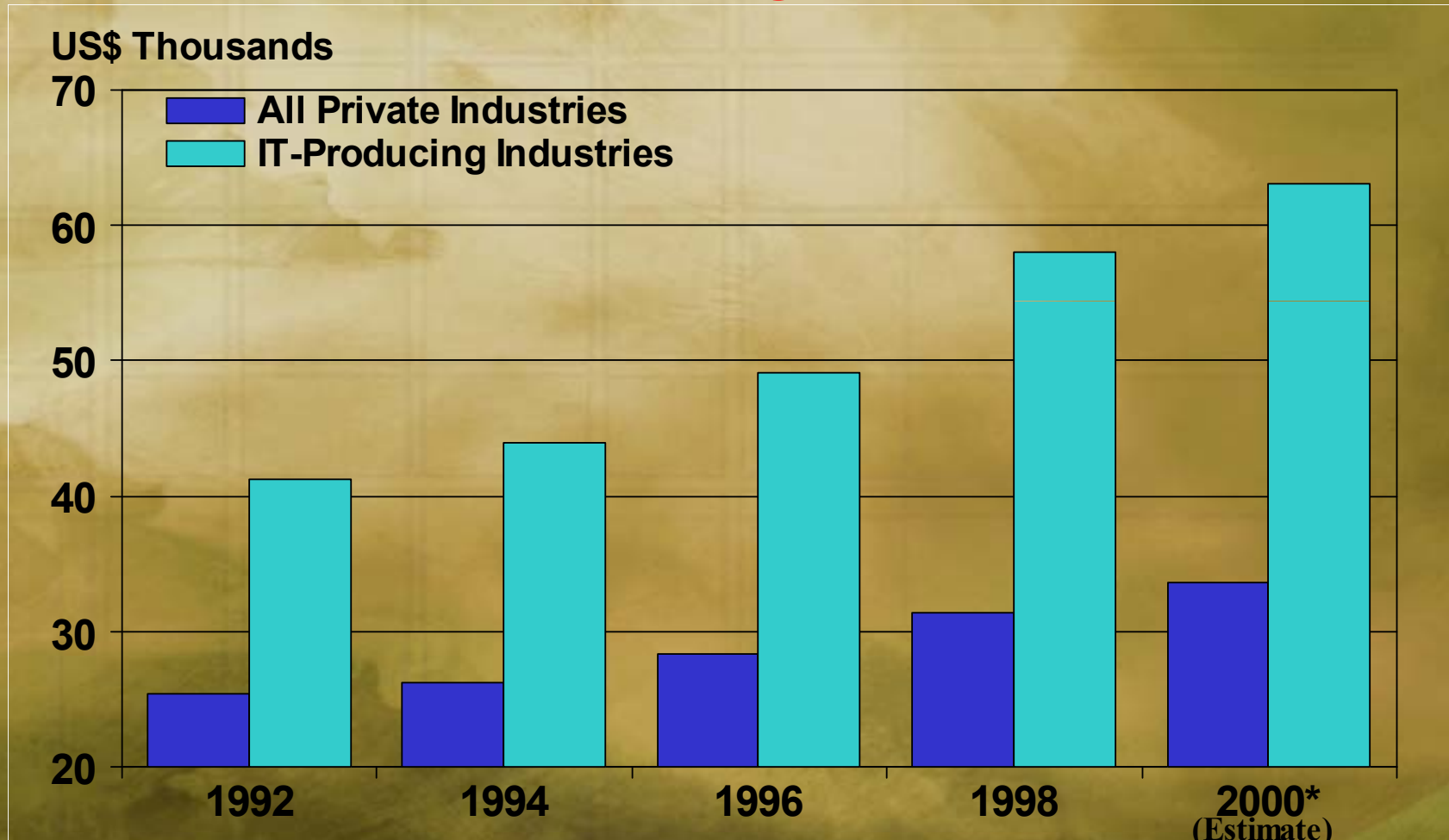
Percent Change, Year Ago



Source: Milken Institute



Annual Wages Per Worker IT-Producing Industries



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

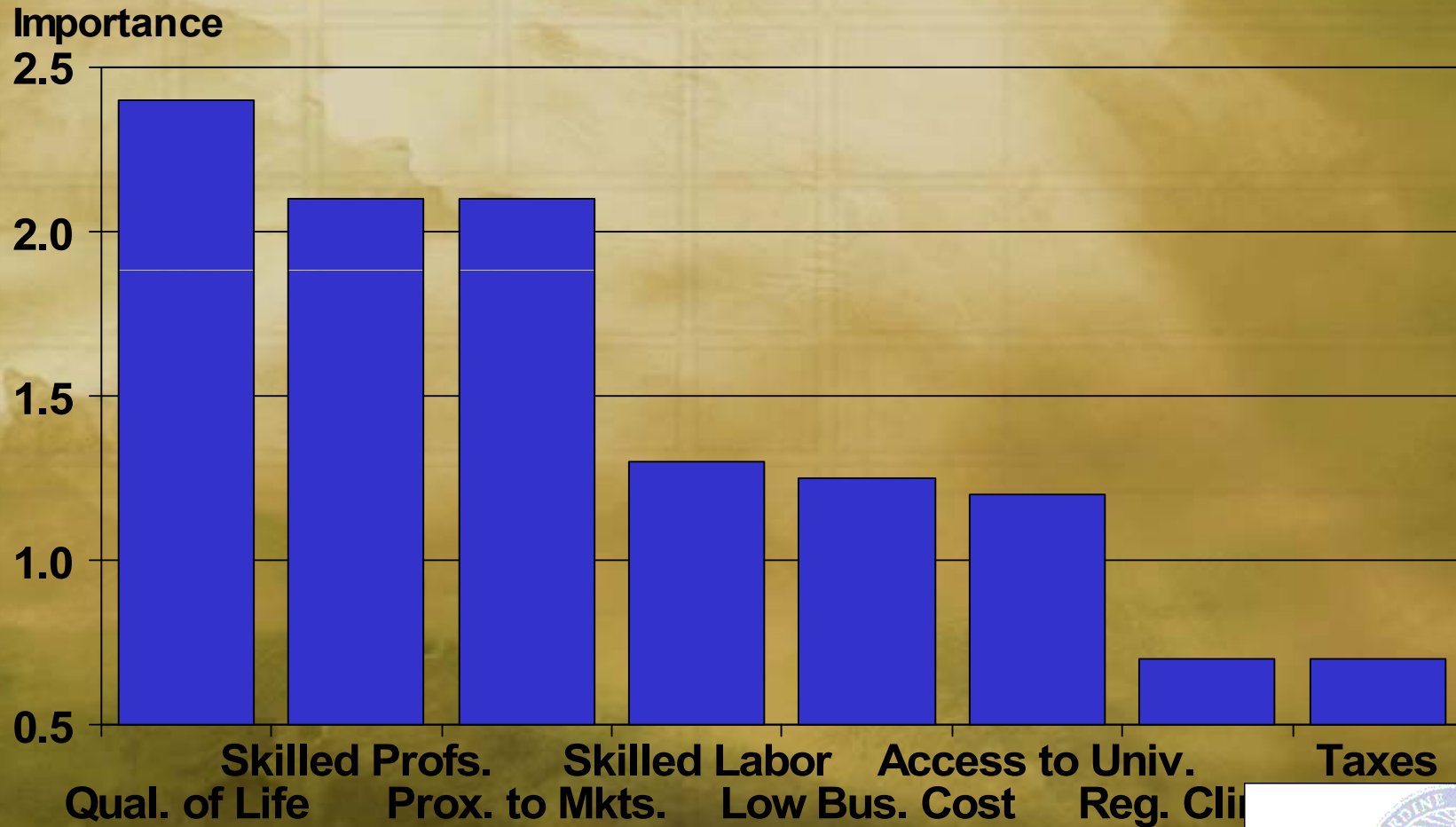
- Information workers, investors and companies can go where they wish...locational choice ever more elastic
- Key component of choice is with lifestyle issues
- Other regions, both in California and outside, will use “quality of life” as way to compete with Valley region



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



Ask the Planner/ Administrators

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

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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?
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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?

DEVELOPMENT

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

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

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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?

RESIDENTS / ENVIRONMENTAL

1. What do you see as the three most significant challenges to quality of life in the Valley?

RESIDENTS / ENVIRONMENTAL

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?

RESIDENTS / ENVIRONMENTAL

3. Understanding that change is inevitable, what would you add or expand to improve the livability and economic viability of the Valley?

RESIDENTS / ENVIRONMENTAL

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

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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?

Vision

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**San
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Q&A

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