Written materials relating to an item on this agenda that are distributed to the legislative bodies within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at the City Clerk's Office, 300 West Third Street 4th Floor during customary business hours. Agenda reports are also on the City of Oxnard web site at www.oxnard.org.

CITY OF OXNARD CALIFORNIA

This meeting is held pursuant to the State Emergency Services Act, The Governor's Emergency Declaration, and Governor's Executive Order N-29-20 issued on March 17, 2020 to allow members of the City Council or staff to participate via teleconference.

Public Participation Options: To ensure proper social distancing, the Council Chambers can accommodate seating for up to 12 members of the public. The public is encouraged to view the meeting from home on the City's website at Oxnard.org/city-meetings, Spectrum channel 10, Frontier channel 35, or YouTube at Youtube.com/oxnardnews. Video recordings are typically available online immediately following the meeting.

Members of the public can submit comments to the City Council via email to cityclerk@oxnard.org before 4:00 p.m. on the day of the meeting. Please identify the agenda item in the email Subject line.

AGENDA
OXNARD CITY COUNCIL
HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE
Council Chambers, 305 West Third Street
March 24, 2020
Regular Meeting - 4:30 to 5:45 PM

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

At this time, the legislative body will consider public comments for a maximum of fifteen minutes. A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker cards will not be accepted after the beginning of the general public comment period. Based on the number of speaker cards submitted, the presiding officer may impose time limits per speaker. Typically, speakers are limited to two minutes, but shorter time may be established as deemed necessary. A person not able to address the legislative body at this time because the fifteen minutes expires may do so just prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager for administrative action or scheduled on a subsequent agenda for discussion.

C. CONSENT AGENDA

1. City Clerk Department

   SUBJECT: Approval of Minutes.

   RECOMMENDATION: That the Housing and Economic Development Committee approve the minutes of the February 25, 2020 regular meeting as presented.

   Contact: Michelle Ascencion, (805) 385-7805

D. REPORTS

1. Community Development Department

   SUBJECT: Economic Development Strategy Preliminary Report. (10/10/10)

   RECOMMENDATION: That the Housing and Economic Development Committee receive information and provide input on the proposed Economic Development Strategy and three-year

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item time estimates: (Staff Presentation / Committee Discussion / Public Comment)

action plan.

Contact: Jeffrey Lambert, (805) 385-7882

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT

M I N U T E S
OXNARD CITY COUNCIL
HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE
Regular Meeting
February 25, 2020

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

At 4:34 p.m., Chair Madrigal called to order the regular meeting of the Oxnard City Council Housing and Economic Development Committee in the City Hall Council Chambers at 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Members Tim Flynn, Vianey Lopez, and Chair Oscar Madrigal were present.

Staff members present were Ashley Golden, Assistant City Manager; Kenneth Rozell, Chief Assistant City Attorney; Kathleen Mallory, Planning and Sustainability Manager; and Michelle Ascencion, City Clerk.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA (None received.)

C. CONSENT AGENDA

City Clerk Department

1. SUBJECT: Approval of Minutes.
   RECOMMENDATION: That the Housing and Economic Development Committee approve the minutes of the February 11, 2020 regular meeting as presented.

It was moved by Member Lopez, seconded by Member Flynn, to approve the minutes as presented. VOTE: Flynn, Lopez, and Madrigal voted in favor; the motion carried 3-0.

D. REPORTS

Community Development Department

1. SUBJECT: City of Oxnard Climate Action Plan.
   RECOMMENDATION: That the Housing and Economic Development Committee recommend City Council approve Agreement #8882-20-CD with Environmental Science Associates (ESA), Inc. for the preparation of the City's Climate Action Plan in the not to exceed amount of $411,490 and approve the appropriation of $90,000 of General Plan Maintenance Fee funds for the contract and staff time.

The Planning and Sustainability Manager gave a report. Discussion ensued among the Committee and staff.

It was moved by Member Flynn, seconded by Member Lopez, to approve the recommended action as presented. VOTE: Flynn, Lopez, and Madrigal voted in favor; the motion carried 3-0.

E. ITEMS FOR FUTURE AGENDAS

Chair Madrigal requested an item on parking guidelines for businesses within the city.

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Madrigal adjourned the meeting at 5:00 p.m.

MICHELLE ASCENCION, CMC City Clerk	OSCAR MADRIGAL Chair

CITY OF OXNARD CALIFORNIA

HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA REPORT

REPORTS
AGENDA ITEM NO. D.1

DATE: March 24, 2020

TO: Housing and Economic Development Committee

FROM: Jeffrey Lambert, Community Development Director, (805) 385-7882, jeffrey.lambert@oxnard.org

SUBJECT: Economic Development Strategy Preliminary Report. (10/10/10)

RECOMMENDATION

That the Housing and Economic Development Committee receive information and provide input on the proposed Economic Development Strategy and three-year action plan.

BACKGROUND

On June 25, 2019, the Housing and Economic Development (HED) Committee received a presentation from staff to kick off the creation of an Economic Development Strategy (Strategy). The outline included in this report takes into account City Council Strategic Priorities and HED Committee member feedback. This strategy is intended to serve as a catalyst to move the City forward in strengthening the existing economic base, growing and nurturing our business and entrepreneurial ecosystem, and enhancing the quality of life of all of our residents.

DISCUSSION

One of the most important goals for municipal government is to provide a good quality of life for its residents through infrastructure, public safety, and good governance. Successful economic development will help enable the City to realize these objectives. Our very means to provide these basic amenities to residents is dependent upon a thriving, interconnected system that stimulates business retention, housing, technology, entrepreneurship, and opportunities for high paying jobs.

The Strategy will consist of a vision, goals, strategic focus areas with associated action items, and an implementation plan. Staff suggests a three year timeline for the Strategy, but also suggests including longer term goals within the Strategy be to revisited midway through the three year cycle. The process of setting a vision and goals is often a lengthy process, but to begin to narrow the focus for the Strategy staff offers the following for initial feedback:

VISION: Establish Oxnard as a growing city of opportunities with a supportive economic ecosystem for businesses and residents to thrive.

GOALS

1. Establish a business-friendly culture.
2. Provide resources to attract, retain, and grow businesses in Oxnard.
3. Increase the preparedness of the Oxnard workforce.

The draft Strategy has six (6) focus areas. As the plan evolves, specific measurables will be added to the focus areas and action items associated with the six proposed focus areas.

FOCUS AREAS

1. Business Retention and Growth

- Increase the number of jobs.
- Increase the number of businesses.
- Increase communication with our local business community.

Recommended action items include: business outreach efforts to hear the needs and growth strategies of local business and implementation of Fiber Master Plan elements.

2. Access to Economic Opportunities

- Increase access for residents to obtain higher skilled, higher paying jobs in Oxnard.
- Increase the median wage of Oxnard residents.
- Increase the number of residents that work in the City.

Recommended action items include: launching the Employee Pipeline program; creating a funding source for Oxnard residents to access workforce training; and increasing participation and job placements from the City's Job Fair each year.

3. Streamlined One-Stop Shop

- Reduce the average days to approval for entitlements and permits.
- Increase the number of businesses participating in Business Assistance Program (expedited building permit program).
- Speed private economic investment in the City of Oxnard through development.

Recommended action items include: continued implementation of the development process improvements approved by City Council in June 2019; marketing materials and expansion of projects accepted in the Business Assistance Program; creation of a survey tool to provide ongoing feedback on permit processes; launching of a permit tracking system.

4. Downtown Revitalization

- Build first 250 to 500 units of housing downtown within 3-5 years.
- Make downtown safer and cleaner.
- Strengthen partnership with Oxnard Downtown Management District.
- Activate Plaza Park and other public places.

- Increase the number of businesses downtown.

Recommended action items include: hosting open houses (developer's and broker) to showcase development and rental opportunities in downtown; complete Developer Disposition Agreement and Project approvals for Madison Park; address homelessness by reducing the number of unhoused individuals and beginning construction on a navigation center; increase Heritage Square facility rentals; and expand activities in Plaza Park and the Downtown.

5. Invest in South Oxnard

- Strengthen the commercial corridor by increasing development and encouraging re-investment along Saviers Road.
- Make the Saviers corridor safer and cleaner.
- Create a cultural gathering space for residents of South Oxnard.

Recommended action items include: exploring funding opportunities to create a Property Business Improvement District along Saviers Road; partnering with the CenterPoint Mall to create a zócalo; acquiring funding for, and begin enrollment in an Arts Academy modeled on El Sistema.

6. Diversify our Economic Base

- Implement strategies that promote investment to increase sustainable revenue sources.
- Capitalize on existing industries to catalyze growth in related industry sectors.
- Create an ecosystem that encourages entrepreneurs to start a business in Oxnard.

Recommended action items include: finalizing the tract map for Sakioka Farms for future development; partnering with Visit Oxnard to increase tourism activity; promoting the City as a unique film and photo shoot location; and hosting events to build an ecosystem that supports entrepreneurial activities.

NEXT STEPS

Staff will present the draft Economic Development Strategy to the Chamber of Commerce and other key stakeholders while working with various City departments to ensure that focus areas, action items, and timeline are attainable. A completed Economic Development Strategy will be presented to the HED for recommendation to the Council.

STRATEGIC PRIORITIES

This agenda item supports the existing Economic Development strategy. The purpose of the Economic Development strategy is to develop and enhance Oxnard's business climate, promote the City's fiscal health, and support economic growth in a manner consistent with the City's unique character. This item supports the following goals and objectives:

Goal 1. Create vibrant and economically sustainable commercial, industrial and retail industries throughout the City.

Objective 1a. Focus available resources on a comprehensive effort to promote economic activity in

Oxnard, including a marketing program that communicates the City's available resources and assets.

Goal 2. Enhance business development throughout the City.

Objective 2a. Develop a strong citywide economy which attracts investment, increases the tax base, creates employment opportunities, and generates public revenue.

Objective 2b. Improve relationships and communication between the City and the business community.

Objective 2c. Capitalize on historic, cultural and natural resources.

Objective 2d. Public safety will collaborate with the business community to promote an environment that supports economic development.

Goal 3. Enhance business retention and attraction.

Goal 4. Implement a "one stop shop" effort at the City's Service Center.

Objective 4a. Streamline internal process to ensure government efficiencies.

Goal 5. Revitalize Oxnard's downtown and pursue economic development opportunities.

This agenda item also supports the Quality of Life strategy. The purpose of the Quality of Life strategy is to build relationships and create opportunities within the community for safe and vibrant neighborhoods, which will showcase the promising future of Oxnard. This item supports the following goals and objectives:

Goal 3. Strengthen neighborhood development, and connect City, community and culture.

Objective 3a. Create a renewed focus on establishing a positive outlook and orientation of our City, neighborhoods and overall community.

Objective 3c. Improve our methods of communicating with residents, businesses and neighborhoods (e.g. leverage social media and tools like Nextdoor).

FINANCIAL IMPACT

Council previously appropriated $100,000 in Measure O funds towards the creation of an Economic Development Strategy. By creating the Economic Development Strategy in house, City staff did not spend the $100,000 in Measure O, however as presented to City Council on February 18, 2020 it is anticipated that $25,000 of the $100,000 will be retained in the 2020/21 fiscal year budget to assist in the implementation of the strategy during this fiscal year. Additional funds will be necessary in the next two budget cycles in order to implement action items such included in the Strategy.

Prepared by: Rosie Ornelas, Economic Development Manager

ATTACHMENTS

1. HEDC 03.24.20 Economic Development Strategy Presentation (pdf)

Economic Development Strategy

Jeffrey Lambert, Community Development Director
Rosie Ornelas, Economic Development Manager
Community Development Department

Housing and Economic Development Committee
March 24, 2020

CITY OF OXNARD CALIFORNIA

VISION

Establish Oxnard as a growing city of opportunities that foster a supportive economic ecosystem for businesses and residents to thrive.

Photo by Steel Cut Productions/Visit Oxnard

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GOALS

1. Establish a business-friendly culture
2. Provide resources to attract, retain, and grow businesses in Oxnard
3. Increase the preparedness of the Oxnard workforce

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3-YEAR ROAD MAP

Timeframe

- Changing landscape
- Changing technology

Focus Areas

- City Council Strategic Priorities
- Feedback from HED meeting
- Current capacity and resources
- Partnership opportunities

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FOCUS AREAS

1. Business Retention and Growth
2. Access to Economic Opportunities
3. Streamlined One-Stop Shop
4. Downtown Revitalization
5. Invest in South Oxnard
6. Diversify our Economic Base

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BUSINESS RETENTION AND GROWTH

Objectives:

- Increase the number of businesses
- Increase the number of jobs
- Increase communication with our local business community

Action Items:

1. Expand business outreach efforts
2. Adopt a Fiber Master Plan

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ACCESS TO ECONOMIC OPPORTUNITIES

Objectives:

- Increase access for residents to obtain higher skilled, higher paying jobs in Oxnard
- Increase the median wage of Oxnard residents
- Increase the number of residents that work in the City

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ACCESS TO ECONOMIC OPPORTUNITIES

Action Items:

1. Launch Employee Pipeline Program
2. Partner to create funding for Oxnard residents to access workforce training
3. Increasing participates in, and job placements from, the City's Job Fair

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STREAMLINED ONE-STOP SHOP

Objectives:

- Reduce the average days to approval for entitlements and permits
- Increase the number of businesses participating in Business Assistance Program

- Increase customer satisfaction level of Community Development services
- Speed private economic investment in the City of Oxnard through development

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STREAMLINED ONE-STOP SHOP

Action Items:

1. Continue implementing development process improvements
2. Create marketing materials/campaign to promote BAP
3. Survey businesses for feedback
4. Implement permit tracking and management system

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DOWNTOWN REVITALIZATION

Objectives:

- Build first 250 to 500 units of housing downtown within 3-5 years
- Make downtown safer and cleaner
- Strengthen partnership with Oxnard Downtown Management District
- Activate Plaza Park and other public places
- Increase the number of businesses downtown

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DOWNTOWN REVITALIZATION

Action Items:

1. Implement downtown development projects
2. Host broker/realtor and developer's open houses
3. Address homelessness by reducing the number of unhoused individuals and beginning construction on a navigation center
4. Work with ODMD to establish a strong Board of Directors
5. Expand activities in Plaza Park and Downtown
6. Increase Heritage Square facility rentals

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INVEST IN SOUTH OXNARD

Objectives:

- Strengthen the commercial corridor by increasing development and encouraging re-investment along Saviers
- Make the Saviers corridor safer and cleaner

- Create a cultural gathering space for residents of South Oxnard

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INVEST IN SOUTH OXNARD

Action Items:

1. Explore funding opportunities to create a PBID on Saviers
2. Partner with CenterPoint Mall to create zócalo
3. Create and launch an Arts Academy in South Oxnard

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DIVERSIFY OUR ECONOMIC BASE

Objectives:

- Implement strategies that promote investment to increase sustainable revenue sources
- Capitalize on existing industries to catalyze growth in related industry sectors
- Create an ecosystem that encourages entrepreneurs to start a business in Oxnard

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DIVERSIFY OUR ECONOMIC BASE

Action Items:

1. Increase tourism activity
2. Increase the number of film permits
3. Finalize tract map for Sakioka Farms
4. Host event(s) to support entrepreneurs

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IMPLEMENTATION PROCESS

1. Present draft ED Strategy to HED Committee and request feedback on alignment with City Council priorities
2. Present draft ED Strategy to Oxnard Chamber and other key stakeholders
3. Work with City staff to ensure that objectives, action items, and timeline are attainable
4. Present completed ED Strategy to HED

1. Present completed ED Strategy to Council for adoption

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FINANCIAL IMPACT

- Economic Development Strategy created in house; City staff did not spend $100,000 in Measure O money that was previously authorized by the City Council to prepare this strategy.
- Anticipating $25,000 of that money will be retained in the 2020/21 fiscal year budget to assist in the implementation of the strategy during this fiscal year.
- Additional funds will be needed a in the next two budget cycles to implement action items of the Strategy.

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RECOMMENDATION

That the Housing and Economic Development Committee receive information and provide feedback on the proposed Economic Development Strategy and three year action plan.

CITY OF OXNARD CALIFORNIA

Discussion