

AB 707: REVITALIZATION OF THE CLEAR LAKE REGION

Jonathan K. London, Faculty Director
UC Davis Center for Regional Change
October 10, 2018

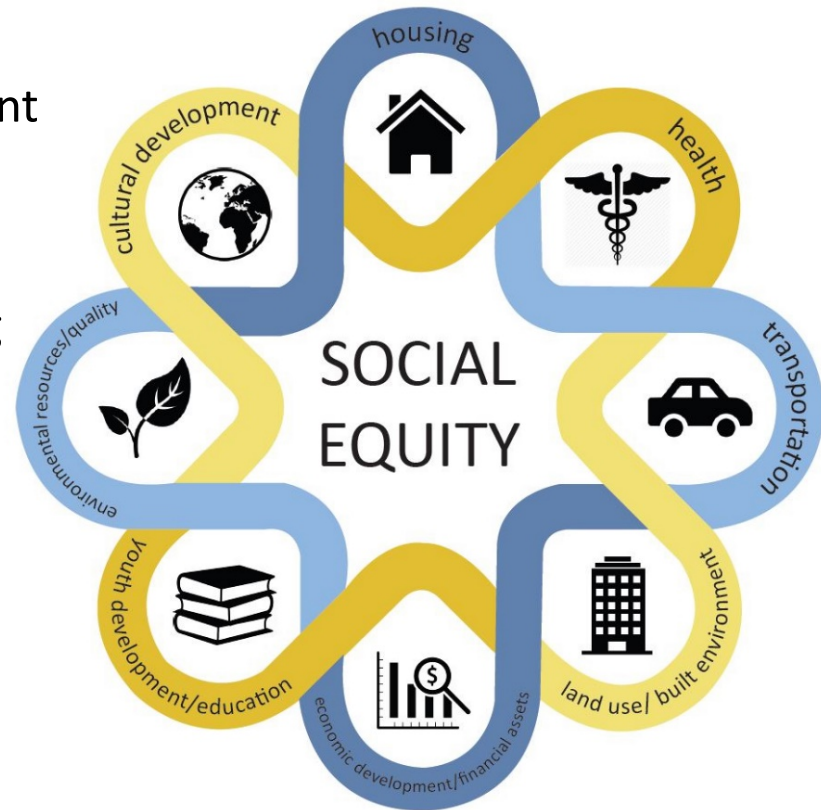


Center for Regional Change

Dedicated to producing innovative and collaborative research to inform the building of healthy, prosperous, sustainable, and equitable regions in California and beyond.

Focus Areas:

- Community & Economic Development
- Environmental Justice
- Youth Well-Being and Engagement
- Land-use, Transportation, & Housing

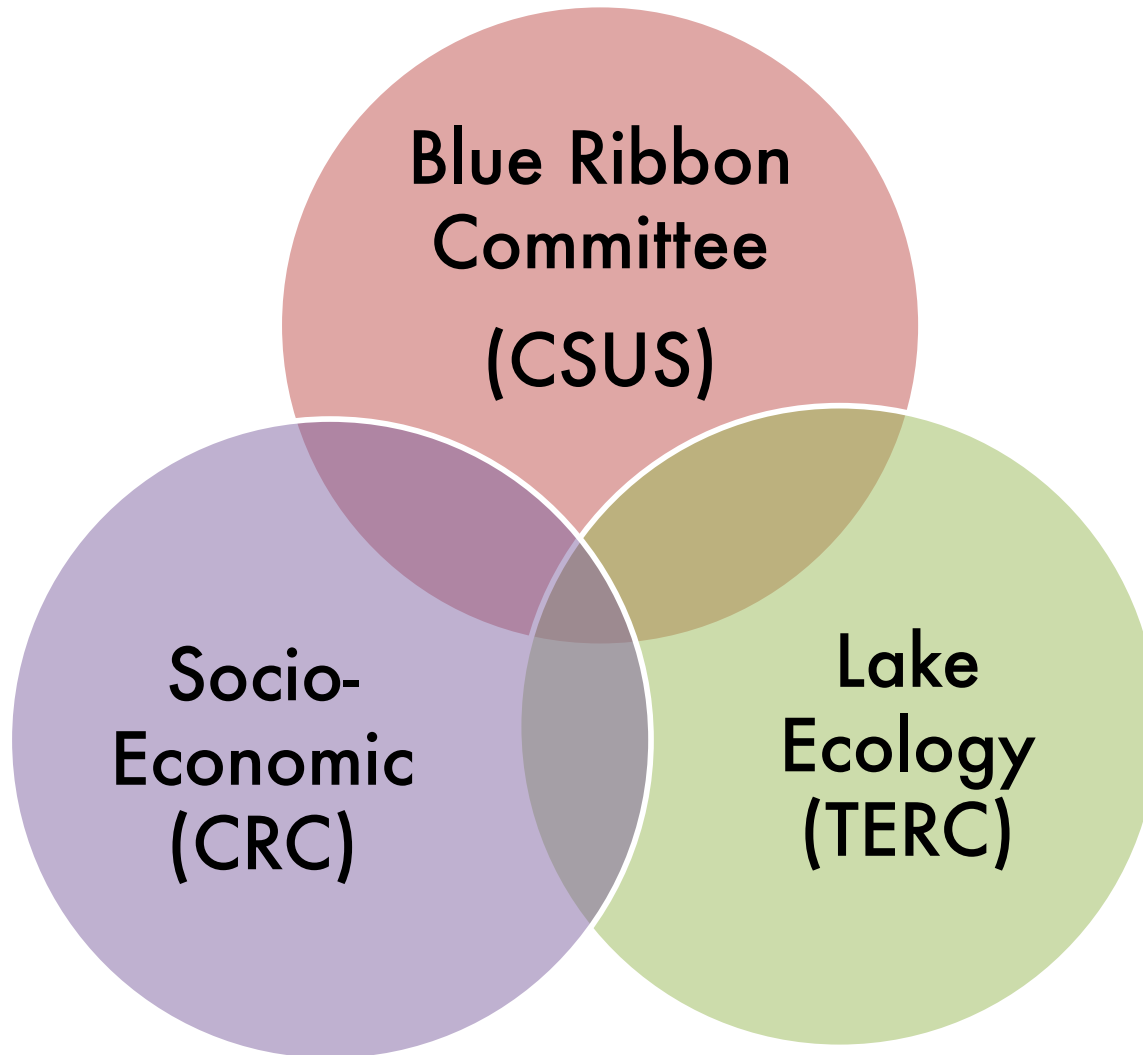


Project Objective

Inform decision-making activities by the Blue Ribbon Committee to improve social and economic outcomes and community vitality.



Clear Lake Stakeholder Engagement



Key Tasks

1. Socio-Economic Analysis
2. Community Economic Development Strategy
3. Community Engagement Strategy

Task 1: Socio-Economic Analysis

A “statistical portrait” which identifies strengths, weaknesses, opportunities, and challenges (SWOC)

Well-being Characteristics:

- Demographic (race/ethnicity, age)
- Economic (income, unemployment)
- Business/Industry (location quotients, shift share analyses)
- Housing (ownership/rental, vacancy rates)
- Health (community health, healthcare access, disease prevalence)
- Social Capital (voting turnout)
- Public Safety

Primary Data Sources:

- Interviews
- Surveys
- Stakeholder Group Outreach

Secondary Data Sources:

- Census
- Regional Opportunity Index (ROI)

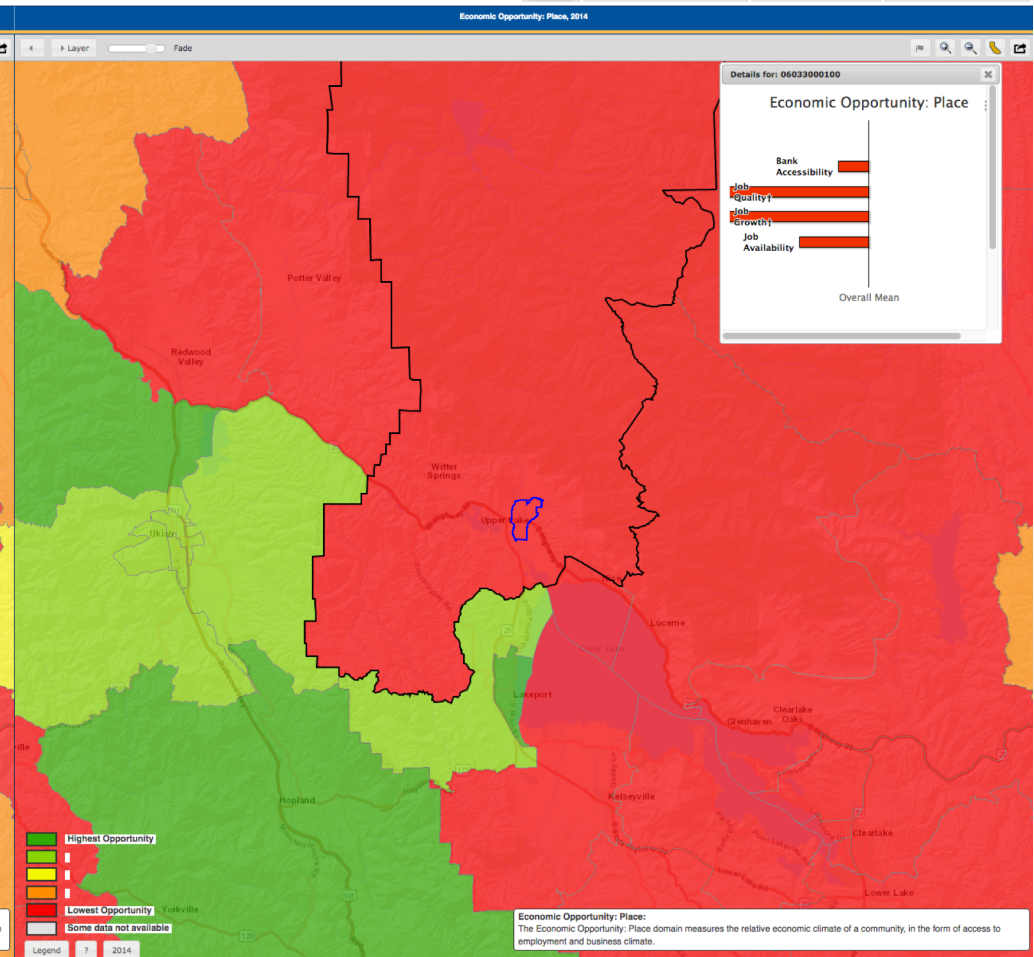
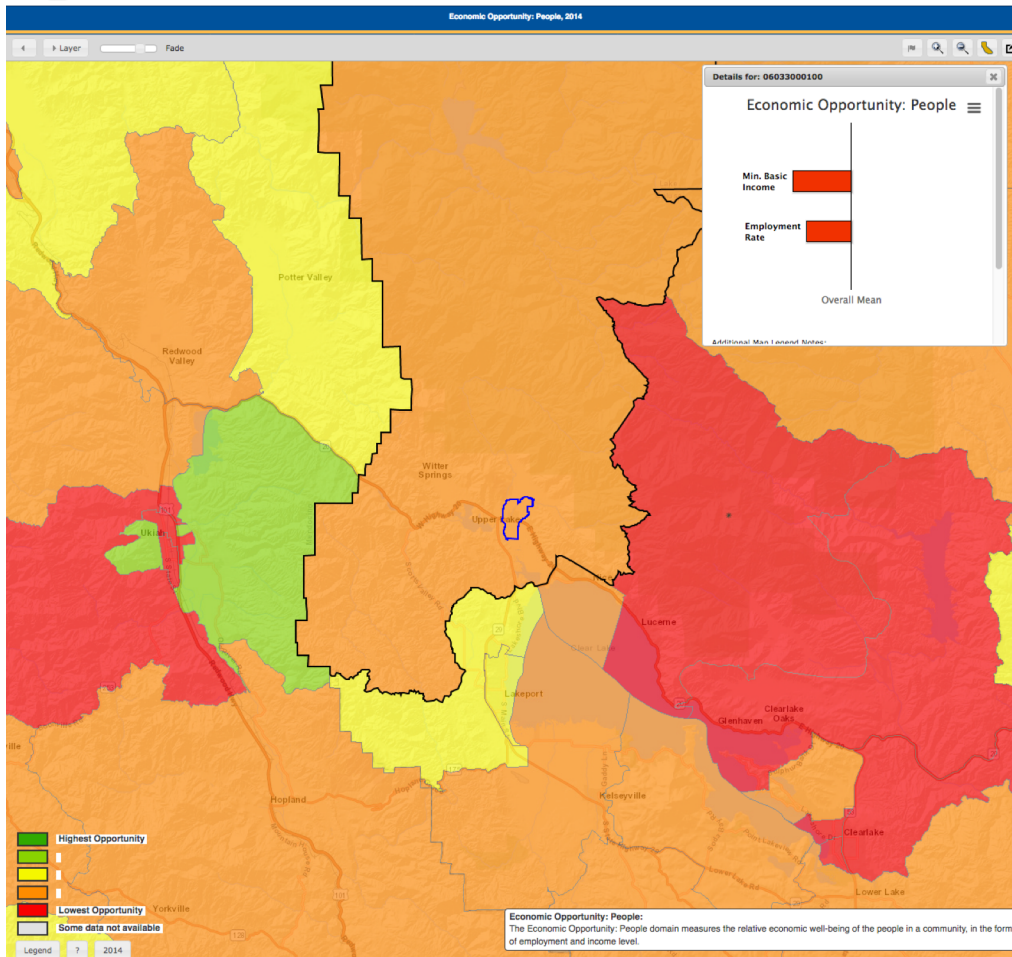
Regional Opportunity Index



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My ROI Sync Maps: ☒ Scale ☒ Location Number of Panels: 2 Basemap: Streets



Task 2: Community Economic Development Strategy

A plan to promote the revitalization of the regional economy and community health and well-being.

Phase 1 – Asset Mapping

- Physical Infrastructure
- Existing Business Climate
- Labor Force
- Natural/Environmental Assets
- Institutional Environment - Formal & informal governance organizations and associations

Phase 2 - Participatory Strategy Session

- Process to build needed collective action and community buy-in.
- Hosting 2 initial community workshops.
- “Strategic Doing” quarterly series.

Phase 3 – Development of the Plan

A strategy document providing specific action strategies to:

- Build on existing social and economic assets,
- Revitalize key economic sectors (such as recreation, tourism, hospitality, value-added ag, environmental restoration and stewardship)
- Secure investment capital, and
- Support the development of a skilled local workforce.

Task 3: Community and Tribal Engagement Strategy

All activities will be conducted with strong stakeholder engagement, including county, community, youth, and tribal entities, building on the strengths of existing stakeholder groups, assets, and resources.



Timeline

Stakeholder Engagement

Ongoing (beginning August 2018)

- Initial site visit: October 2018
- Stakeholder meetings: TBD

Deliverables

Progress Reports

- March 2019, Sept. 2019, March 2020, Sept. 2020

Draft Final Report

- Upon CDFW approval

Final Report

- Upon CDFW approval

Research Team

- **Principal Investigators**
- **Project Staff**



Tribal Engagement and Socio-Economic Analysis



Anne Visser, Associate Professor
Department of Human Ecology

Youth Engagement



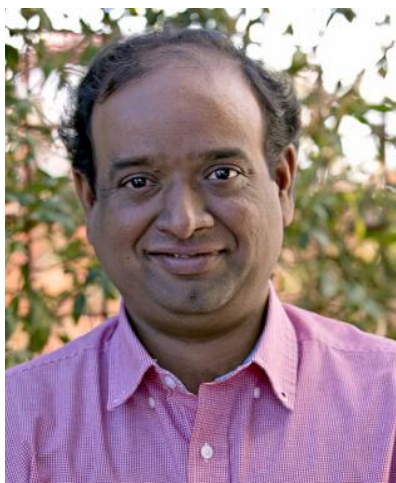
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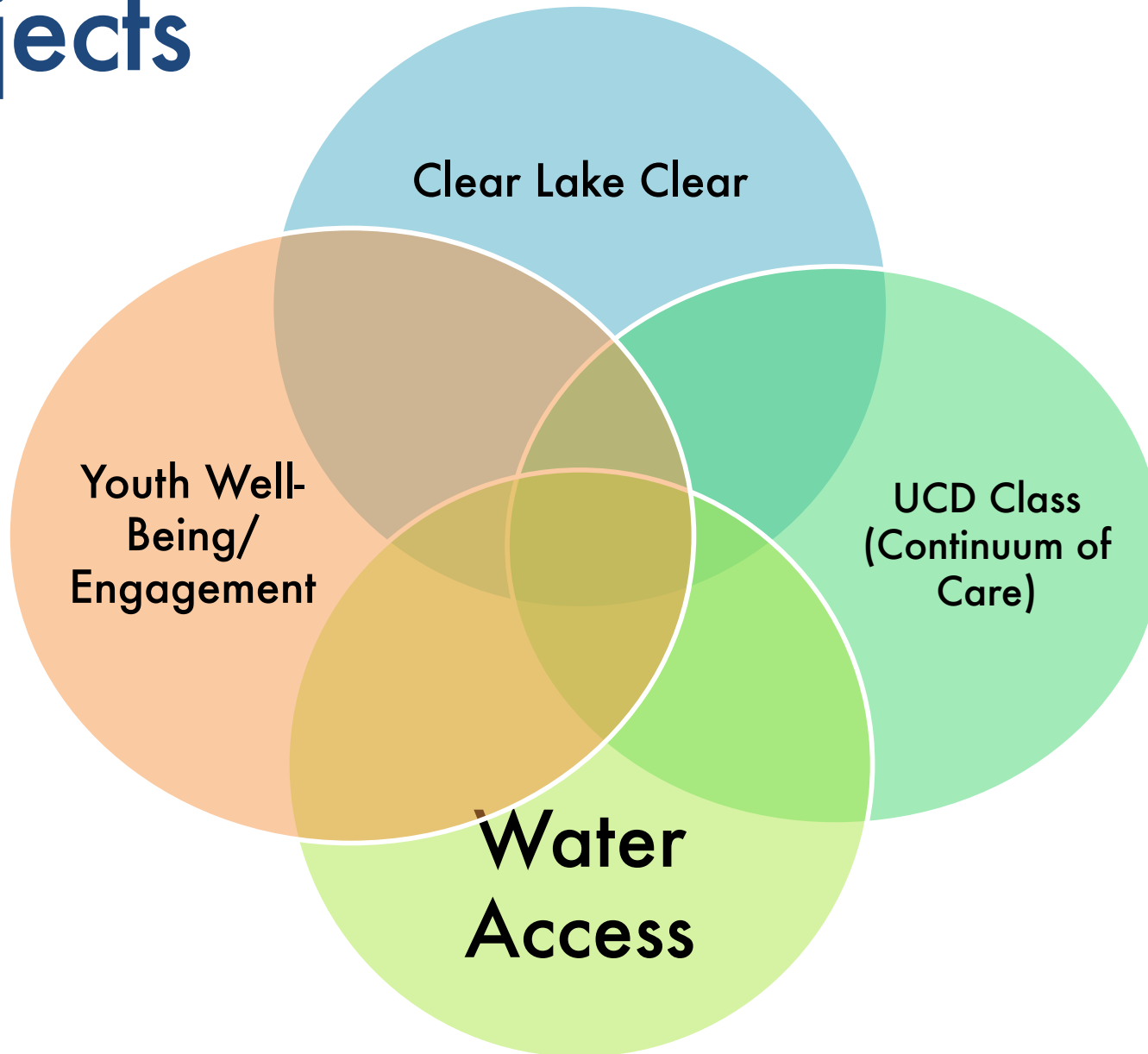


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Questions/ Comments?



THANK YOU

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