Addressing Declining Public School Enrollment in the Ojai Valley

Ojai Chautauqua Series on Education
Sunday, February 16, 2020 · 3:00-5:00PM

We wish to thank our panelists for giving their time and expertise to this critical matter. We hope this afternoon will provide insight and community support as we share information and explore solutions.
The Ojai Chautauqua

The Ojai Chautauqua is part of a 150-year tradition that has thrived across the United States since the 19th century. The concept of the Chautauqua is to build community by bringing together ideas, entertainment, discussion, and expertise to local family and community gatherings. Former U.S. President Theodore Roosevelt is quoted as saying that the Chautauqua is "The most American thing in America."

Ojai has modernized the Chautauqua tradition by focusing on today’s need to improve civil discourse on controversial subjects, where passions tend to run high. Civil discourse is noticeably absent from many aspects of contemporary life. The result of this failing is not only sad... It is dangerous. Through the Ojai Chautauqua, we hope to develop this essential ability so that together we can affect a positive change that extends far and wide. Visit www.ojaichat.org to view our past panels, to learn about future events, and to contribute to this endeavor.

Ojai Chautauqua Panel

Gerardo Alcantar - Recent Nordhoff graduate, Photographer, Administrative Assistant
Johnny Johnston - Mayor of Ojai
Sofia Moreno - Sophomore at Nordhoff High School
Tiffany Morse - Ojai Unified School District Superintendent
Bruce Stenslie - President and CEO of the Economic Development Collaborative
Erik Wilde - Real Estate Broker for LIV Sotheby’s and past President of the Chamber of Commerce
Moderator - Andy Gilman of the Ojai Chautauqua

Content Summary

Section One - Introduction
1) What do we want our community to look like?
2) What’s it like to be a young person in Ojai? Are you hopeful, stressed, or pessimistic about the future?
3) Are these changing demographics particular to Ojai?

Section Two - Ojai and Jobs
1) What is the current job market in OUSD territory?
2) How did we get here?
3) What should be done?

Section Three - Ojai and Housing
1) What is the current housing market in OUSD territory?
2) How did we get here?
3) Is affordable housing part of the city or county plans?

Section Four - Ojai Unified School District
1) Understanding past school district performance.
2) Current priorities and progress?
3) What to expect in the future from OUSD?
4) How are other school districts and communities addressing this problem?

Where shall we focus our priorities from here?
OUSD Enrollment Trend

Source: Ojai Unified School District

Is This Development Unique to Ojai?

Source: California Department of Finance, Demographic Research

Data Comparing the Change in Birth Rate for Ventura County and California

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<th>Calendar Ending</th>
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<th>Ventura County</th>
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<td>2018</td>
<td>9,028</td>
<td>454,244</td>
<td>-3.14%</td>
<td>-3.72%</td>
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</table>
Is This Development Unique to Ojai?

Source: California Department Education

About 57% of California Districts are Now in Decline

Source: California Department Education

Declines are Projected to Accelerate Over the Next Decade

Source: California Department of Finance, Demographic Research

Future Declines are Projects in Most Coastal Regions

Source: California Department of Finance, Demographic Research

LA Unified School District Enrollment

Source: LA Unified School District
Overview for Discussion

A. Overall jobs and labor force scenario, Ojai Unified School District Area
B. Ojai data in the context of the larger County labor market dynamics
C. What in particular makes Ojai a more severe instance of the regional challenges
D. A look at economic development strategies for moving forward, building on the strengths of the Valley

First, We Recognize the Following Premises

- Though an over-simplification, we understand there are fewer and fewer young families with children in the Ojai Valley:
  - because we are an aging community generally (owing to many factors),
  - because there is a shortage of jobs generally, and a shortage of living wage jobs specifically, available to support young families
  - because our housing stock is limited in number and high in price, affording little to no opportunity for young families.

A. Jobs & Labor Force, Ojai Unified School District Area

A primary issue is the lack of job opportunity in the Ojai Valley. For the data to follow, we look at jobs and residents in the Ojai Unified School District Area.

1. There are 5,518 jobs in the OVUSD area, but 10,056 workers, meaning there’s only about one job available for every two workers (see diagram, next page).
2. Of our 10,056 workers, only 2,283, or 23%, live and work in the Ojai Area.
3. That leaves 7,773, or 77% of the Valley’s labor force, to exit town for work every day, while they pass another 3,235 workers that drive in from out of the Valley.
4. Another way to put that . . . of the 5,518 jobs in Ojai, only 41% or 2,283, are held by Ojai Area residents, and 3,235 held by non-residents.

B. Ojai Data in the Context of Ventura County Labor Market Dynamics

1. This Ojai profile is actually about the norm for Ventura County. Countywide, only about 23% of workers both live and work in the same city.
2. By comparison:
   - Santa Paula is a more extreme version of this profile (i.e., even a higher share of residents leave town for work).
   - Oxnard retains slightly more of its workforce, that is, Oxnard is moderately more job rich than Ojai.
   - The cities of Ventura, Camarillo and Thousand Oaks are the most job rich, retaining significantly higher shares of their workers.
What is the Current Labor Market cont.

3. Ventura County is something of a commuters’ mess, owing to two factors:
   - One is a given, our status as a “border community” to urban Los Angeles, creating opportunity just across the county line; people choose to live here for the quality of life but then give some of it back by driving to work.
   - The other is per local policy, a history of tight urban boundaries, green belts separating the cities; we are not a hub and spoke region, rather we have 9 or 10 separate job centers (cities). The result is a set of decentralized communities with distinct identities, but the lack of centralization creates a complicated web.

4. There’s a larger dynamic influencing all this, specifically, a decline in the national, statewide and local labor force participation. Countywide, since 2006, the County has added more than 50,000 residents, but none to the labor force. The causes include:
   - Weakness in job creation and retention, especially for high wage occupations, creating little motivation for marginal workers to get off the sidelines and seek employment. In other words, we have fewer people bothering to look for work given the limited prospects.
   - Working age individuals and families are leaving the region, owing to the high cost of housing and shortage of high wage jobs.
   - We have an aging population retiring in place (and attracting retirees who are not dependent on labor for income), with fewer young workers available to replace retirees.
   - Nationally we suffer from a cultural and political climate hostile to immigration, so fewer new workers are arriving to replace the retirees and out-migration of workers.

C. What Makes the Ojai Condition a More Severe Case of this Dynamic?

1) Compared to the rest of Ventura County, two industry sectors reveal the Ojai story:
   - The Ojai Area has 26.2% of its jobs in Food & Accommodation vs. 13.2% in the County as a whole.
   - The Ojai Area has 17% of its jobs in Educational Services vs. 9% in the County as a whole;
   - Or put another way, Ojai does not benefit from a diversity of industry and occupational opportunity, with nearly half its jobs concentrated in two sectors.

What makes this worse is that only 12.4% and 11.1% of the Ojai Area’s resident workers are employed, respectively, in Food & Accommodation and Educational Services.

   - In other words, the Valley’s two core sectors aren’t hiring nearly enough from the local labor force for a healthy economy and healthy community.
   - In the case of the food and hotel workers, we may assume we’re importing all those workers because they can’t afford to live here.

2) The Ojai Valley’s economic/demographic profile is an extreme version of the County.
   - Ojai has the 3rd highest Cost of Living Index of the ten cities (trailing only Thousand Oaks and Moorpark, with higher resident incomes);
   - Ojai has the highest housing affordability gap among the ten cities;
   - Ojai has a higher share of incomes on both extremes, very low and very high;
   - Ojai has a high concentration of households at $60,000 to $75,000 and below, all below the self-sufficiency level of $81,000 that is widely recognized as the minimum threshold for a two parent, two child household;
   - We have a smaller share by a third of families with heads of household ages 25 to 44 (core family formation years).

3. Our Valley’s (relative) geographic isolation limits our access to the Los Angeles labor market which is more accessible to the rest of the County.
   - Very limited regional public transportation is available to connect workers and business, and our network of roads is vulnerable to disruption.
   - There is limited broadband/high speed communication infrastructure.

D. Economic, Demographic Strengths, Strategies for Moving Forward

Strengths to build on:

1. There is opportunity in under-utilized properties (particularly on Ojai Ave) for business and job-supporting activity.
2. The Ojai Valley has a highly educated labor force, with some 51% having earned a 4-year degree, vs. 33% average in the County and state as a whole.
3. There is an emergent sub-sector of entrepreneurs, innovating products and services in water management, agricultural technology and environmental sustainability.
4. The Ojai Valley has a significantly larger share of self-employed entrepreneurs than the County or State as a whole. That is, there is a demonstrated proclivity for self-starting and innovation.
5. The Ojai Valley is widely recognized not only as a tourist destination, but as one of the most progressive and vibrant arts communities in the nation.
6. Emerging in response to fire and drought, there is movement toward organizing and collaboration, driven by leadership in the business community, invested in marketing the region’s assets and networking the strengths of its entrepreneurs.
7. There is a strong and diverse presence of business support groups, banks and financial institutions, with local leadership ready and willing to partner and participate in strategies intended to increase local investment and economic diversification.
What is the Current Labor Market cont.

The strategy: The Valley needs to build on its strengths to increase its number of high paying jobs and diversify its economy.

a. All evidence from the economic development literature is that most new jobs are created by start-ups—entrepreneurship—early stage business growth and by the expansion of existing businesses.

b. Attraction of out-of-region businesses to a region rarely contributes more than 1% to 4% of a region’s growth, usually on the low end of that range.

c. What business and jobs the Valley does create or attract must predominantly employ the resident population. Attracting or creating jobs that draw residents from out of the region only drives up housing costs.

Summary: Only by increasing the Valley’s share of living wage jobs for its residents, and by educating and retaining our young workers and talent, will we create an environment that is conducive to family formation and broadly shared economic prosperity.

Sources:
For worker inflow/outflow, industry composition and worker profiles,
https://ochomesap.ces.census.gov/, 2017 data, most current available, 2/10/20, for Ojai Unified School District Area.

For income, cost of living and housing data,

For background on labor force decline, several articles from the Congressional Budget Office (e.g., www.cbo.gov/publication/53453), the US Bureau of Labor Statistics (e.g., www.bls.gov/opub/mir/2018/beyond-bls/down-and-down-we-go-the-falling-us-labor-force-participation-rate.htm) and several from the Federal Reserve Board (e.g., www.frbsf.org/economic-research/publications/economic-letter/2019/may/is-hot-economy-pulling-new-workers-into-labor-force/).

For background on economic strategy, particularly for optimizing benefit to local populations, see the writings of Tim Bartik at the UpJohn Institute, e.g., https://research.upjohn.org/op/viewcontent.csp?article=1013&content=twp_policiesbrief and www.upjohn.org/research-highlights/making-sense-incentives-taming-business-incentives-promote-prosperity; numerous publications on entrepreneurship driven economic growth by the The Kauffman Foundation, www.kauffman.org/, and several at the Center on Budget & Policy Priorities, e.g., www.cbpp.org/research/state-budget-and-tax/state-job-creation-strategies-often-off-base.

Ojai Demographics and Work

Source: Southern California Association of Governments Regional Council

Average Annual Salary by Sector: 2017 ($ thousands)

- All: $44
- Agriculture: $31
- Construction: $48
- Manufacturing: $74
- Wholesale: $64
- Retail: $25
- Information: $69
- Finance-Insurance-Real Estate: $77
- Professional-Management: $60
- Education-Health: $45
- Leisure-Hospitality: $33
- Public Administration: $32
- Other Services: $32

- $0
- $10
- $20
- $30
- $40
- $50
- $60
- $70
- $80
- $90

Population Growth
Population: 2000 - 2018

Population by Age Range

Declining Enrollments

City of Ojai

Average Salaries - 2018

Professional-Management

Manufacturing

Wholesale

Retail

Information

Finance-Insurance-Real Estate

Education-Health

Leisure-Hospitality

Public Administration

Other Services

©Sperling's Best Places, using Southern California Association of Governments - 5,200 - 2000 - 2018

Average annual salary per job in the sector

The age group without the highest salary per job in the sector

The age group without the lowest salary per job in the sector

The age group with the greatest decline in population growth rate during this period

The age group experiencing the greatest decline in population growth rate

The age group experiencing the least decline in population growth rate

The age group experiencing the most decline in population growth rate

The age group with the least decline in population growth rate

The age group with the greatest increase of population, with an increase of 2.3 percent and a share of City Population in 2000 of 28.5 percent.

The youngest age group with the least increase of population, with an increase of 0.9 percent and a share of City Population in 2000 of 18.5 percent.

The age group with the largest increase of population, with an increase of 183 between 2000 and 2010.

The age group with the greatest decrease in population, with a decrease of 183 between 2000 and 2010.

The age group with the greatest increase of population, with an increase of 183 between 2000 and 2010.

The age group with the greatest decrease in population, with a decrease of 183 between 2000 and 2010.

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The age group with the greatest decrease in population, with a decrease of 183 between 2000 and 2010.
Ojai Demographics and Work cont.

Source: Southern California Association of Governments Regional Council

Jobs by Sector: 2007

- Leisure: 19.9%
- Education: 25.7%
- Professional: 9.5%
- Construction: 3.5%
- Agriculture: 13.5%
- Manufacturing: 3.1%
- Wholesale: 0.9%
- Retail: 8.3%
- Transportation: 0.8%
- Information: 0.5%
- Finance: 7.1%
- Other: 6.6%

Jobs by Sector: 2017

- Leisure: 30.9%
- Education: 29.7%
- Professional: 9.7%
- Construction: 3.4%
- Agriculture: 6.5%
- Manufacturing: 2.4%
- Wholesale: 3.4%
- Retail: 9.4%
- Transportation: 1.4%
- Information: 1.9%
- Finance: 5.1%
- Other: 3.1%

Ojai Demographics and Housing

Source: Southern California Association of Governments Regional Council

Median Home Sales Price for Existing Homes: 2000 - 2018

Source: LA Almanac and Trulia

Single Family Home Price Trend since 1996

Sources: LA Almanac and Trulia

- Ojai
- Orange County
- Riverside County
- San Bernardino County
- San Diego County
- Los Angeles County
- Ventura County
IV. HOUSING

Total Housing Production

Total Residential Units Permitted:

- In 2018, permits were issued for 9 residential units.

Total Residential Units Permitted per 1,000 Residents:

- In 2000, the City of Ojai had 1.5 permits per 1,000 residents compared to the overall county figure of 6 permits per 1,000 residents.

- For the city in 2018, the number of permits per 1,000 residents decreased to 1.2 permits. For the county overall, it decreased to 1.4 permits per 1,000 residents.

Summary for 93023

The median rental price for rentals in 93023 for the past 12 months was $2,894.

Source: Construction Industry Research Board, 2000-2018

Source: Southern California Association of Governments Regional Council
Educational Mission Statement

Source: Ojai Unified School District

My community's value of environmental stewardship is reflected in my school.

My academics are meaningful, engaging, and challenging.

I learn the essential standards in each grade.

It feels good to be here.
People are kind and care about me.
I have what I need to learn.
I have the tools I need to overcome difficulties.
When I make a mistake, I can learn from it.
My parents have assistance to support me.

Ojai Unified School District

2019-20 Vision

Source: California Department of Education

Ojai Unified

Explore the performance of Ojai Unified under California's Accountability System.

DISTRICT PERFORMANCE OVERVIEW

Enrollment: 2,383
Socioeconomically Disadvantaged: 52.5%
English Learners: 14.5%
Foster Youth: 0.5%
Ojai Unified School District

Source: Ed-Data.org and Publicschoolreview.com

High School Graduation Rates

Reading / Language Arts Test Scores (% Proficient)

Math Test Scores (% Proficient)

Ventura County School Districts - Test Scores and Population 2018/2019

California Assessment of Student Performance and Progress (CAASPP)
Chautauqua tickets prices are kept low or zero to encourage maximum participation. Through essential community support, students and teachers attend free of charge for most events, and it is very deeply appreciated. Please give what you can once per year. All supporters will benefit from the difference they make together through the Ojai Chautauqua.

These leaders bring the Chautauqua to the Ojai Valley:

**Founding Members**
- Allen and Marilyn Camp
- Maurice Chasse and Marilyn Wallace
- Tom and Cathryn Krause
- Ann and Mike Morris
- Anna Oster
- Lynn Pike
- Lois Rice
- The Shanbrom Family Foundation
- Tom and Esther Wachtell

**Contributing Members**
- Kate and Barney Barnhart
- Jamie and Carolyn Bennett
- Casa Baranca
- Constance Eaton and William Hart
- Andrew Holguin
- David Korse and Sally Matteson
- Ojai Valley Chamber of Commerce
- Rotary Club of Ojai
- The Ventura Community Foundation
- The WRG Foundation

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- Duane Georgeson
Barbara Gibson and William Shields
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Johnny Johnston
Irmgard Lake
Cathleen Lynch
Arthur Marquis
Pam Melone
Laurel Moore
Christopher Newell and Gillian McManus
Simone Noble
The Ojai Valley Inn
Ron and Linda Phillips

They hope you will join them.

Ojai CHAUTAUQUA

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