

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.*

Ojai
CHAUTAUQUA

1129 Maricopa Highway #156 • Ojai, California 93023

Phone: (805) 231-5974 • Email: ojaichat@gmail.com • Website: www.ojaichat.org

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?

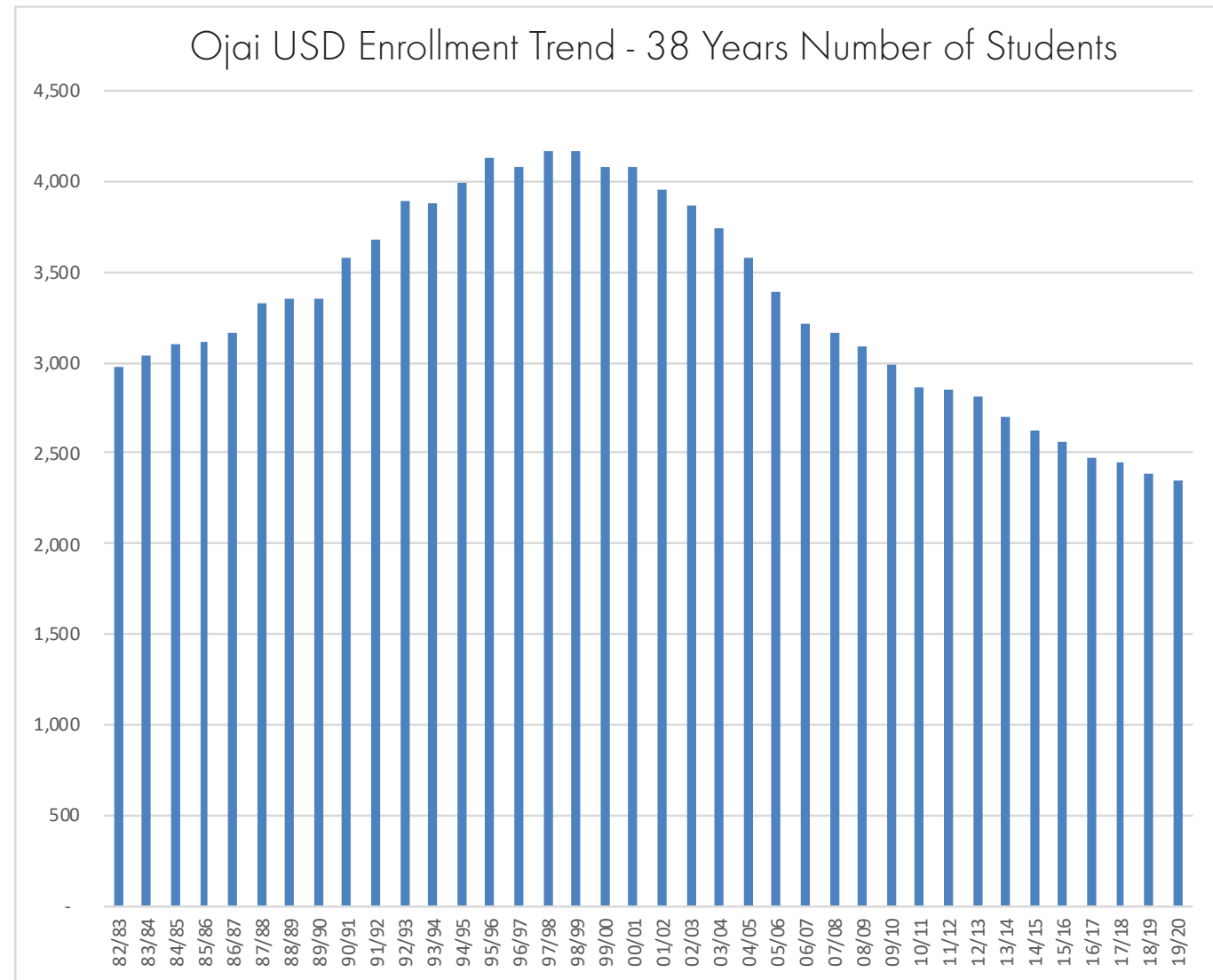
Section Four - Ojai Unified School District

- 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

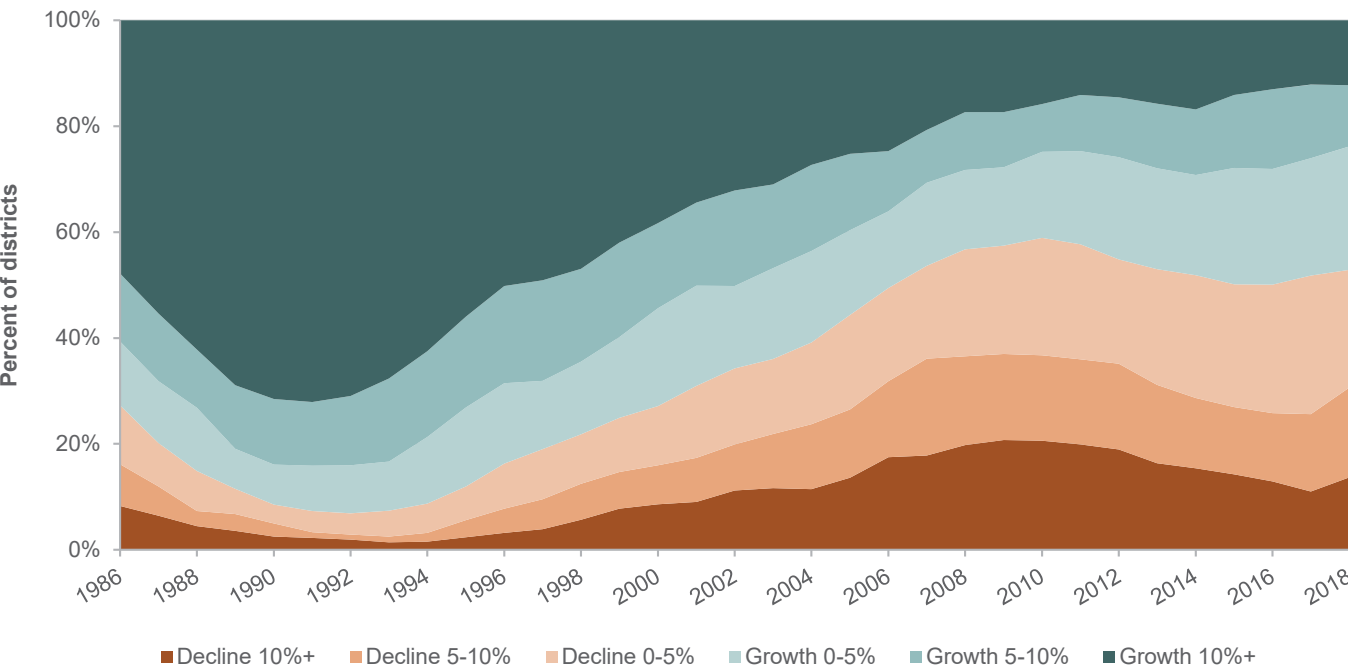
Data Comparing the Change in Birth Rate for Ventura County and California

Calendar Ending	Birth Rate		Annual % Change	
	Ventura County	California	Ventura County	California
1998	11,576	521,265		
1999	11,444	518,073	-1.14%	-0.61%
2000	11,768	531,285	2.83%	2.55%
2001	11,329	527,371	-3.73%	-0.74%
2002	11,606	529,245	2.45%	0.36%
2003	12,008	540,827	3.46%	2.19%
2004	11,954	544,685	-0.45%	0.71%
2005	12,160	548,700	1.72%	0.74%
2006	12,453	562,157	2.41%	2.45%
2007	12,194	566,089	-2.08%	0.70%
2008	12,076	551,567	-0.97%	-2.57%
2009	11,353	526,774	-5.99%	-4.50%
2010	11,147	509,979	-1.81%	-3.19%
2011	10,656	502,023	-4.40%	-1.56%
2012	10,641	503,788	-0.14%	0.35%
2013	10,441	494,392	-1.88%	-1.87%
2014	10,471	502,973	0.29%	1.74%
2015	10,062	491,796	-3.91%	-2.22%
2016	9,592	488,936	-4.67%	-0.58%
2017	9,321	471,815	-2.83%	-3.50%
2018	9,028	454,244	-3.14%	-3.72%

Is This Development Unique to Ojai?

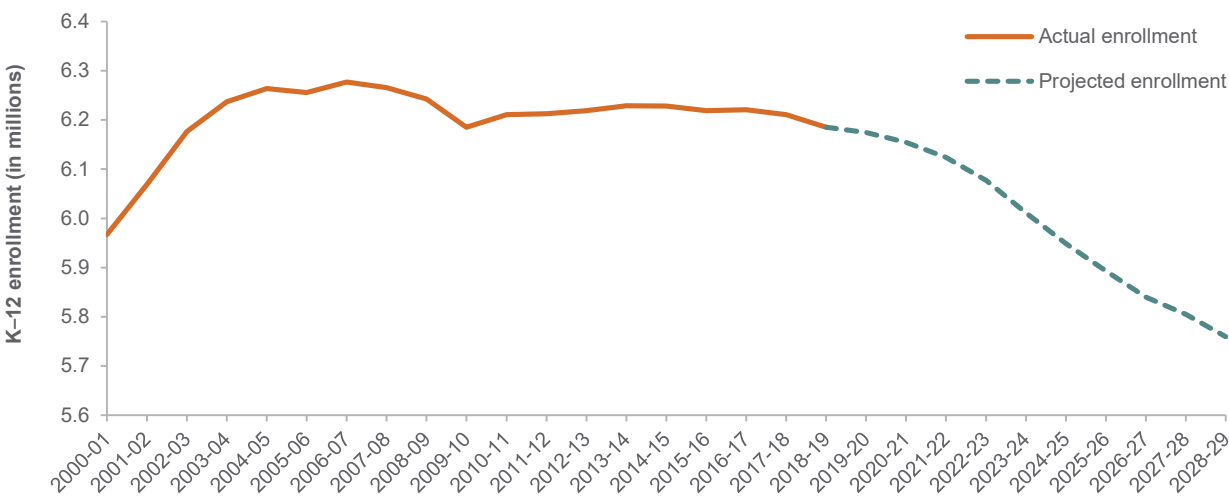
Source: California Department Education

About 57% of California Districts are Now in Decline



Declines are Projected to Accelerate Over the Next Decade

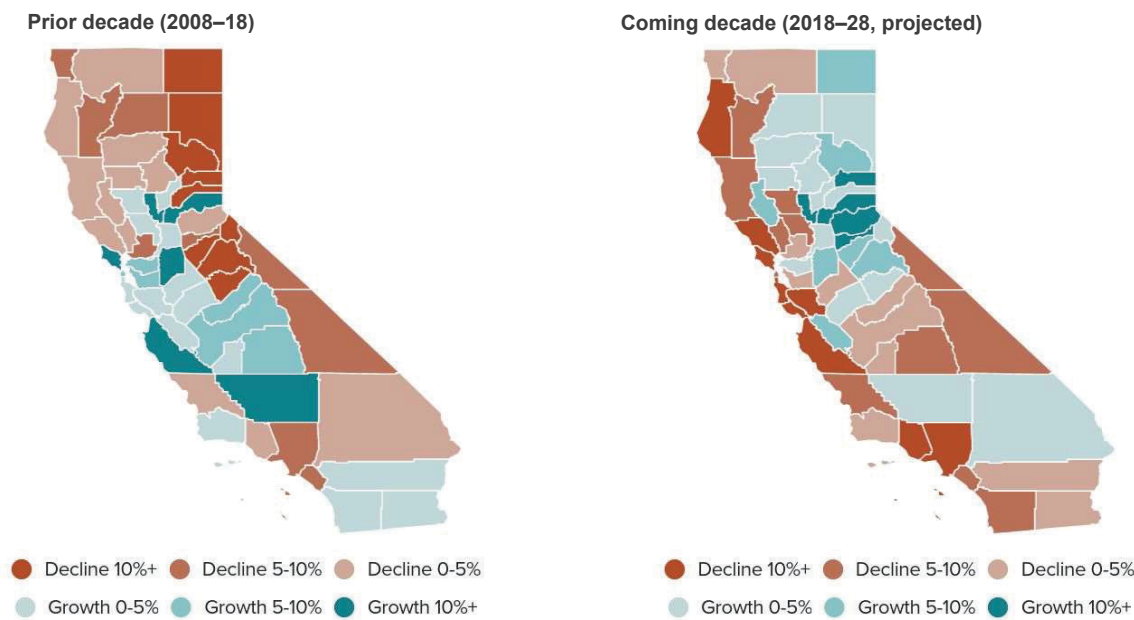
Source: California Department of Finance, Demographic Research



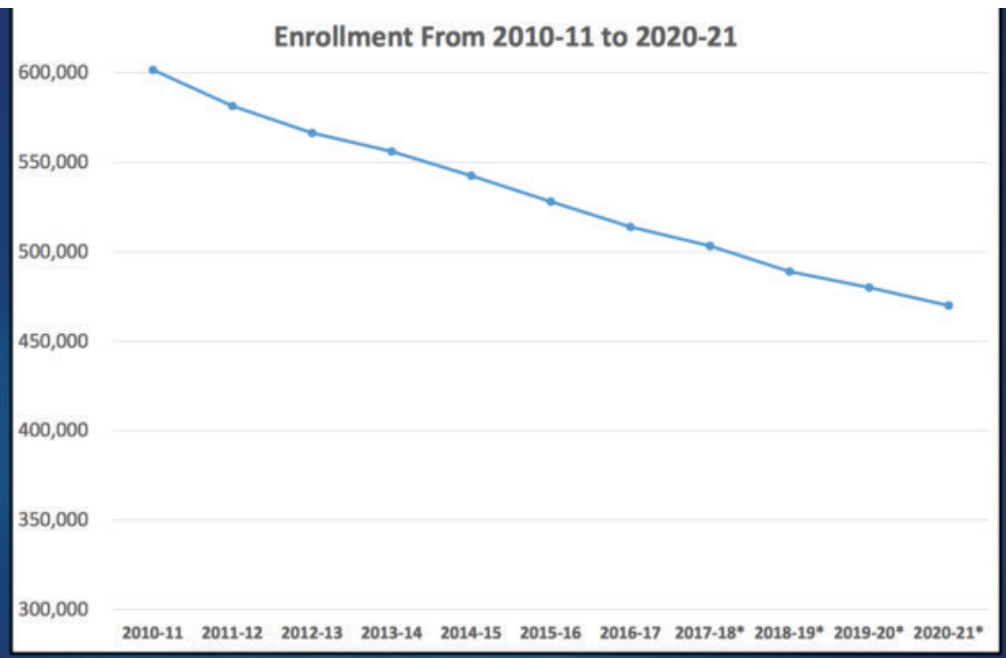
Is This Development Unique to Ojai?

Source: California Department of Finance, Demographic Research

Future Declines are Projects in Most Coastal Regions



Source: LA Unified School District



LA Unified School District Enrollment

What is the Current Labor Market

Source: Economic Development Collaborative

Bruce Stenslie, President/CEO Economic Development Collaborative
805-794-0455, www.edcollaborative.com

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

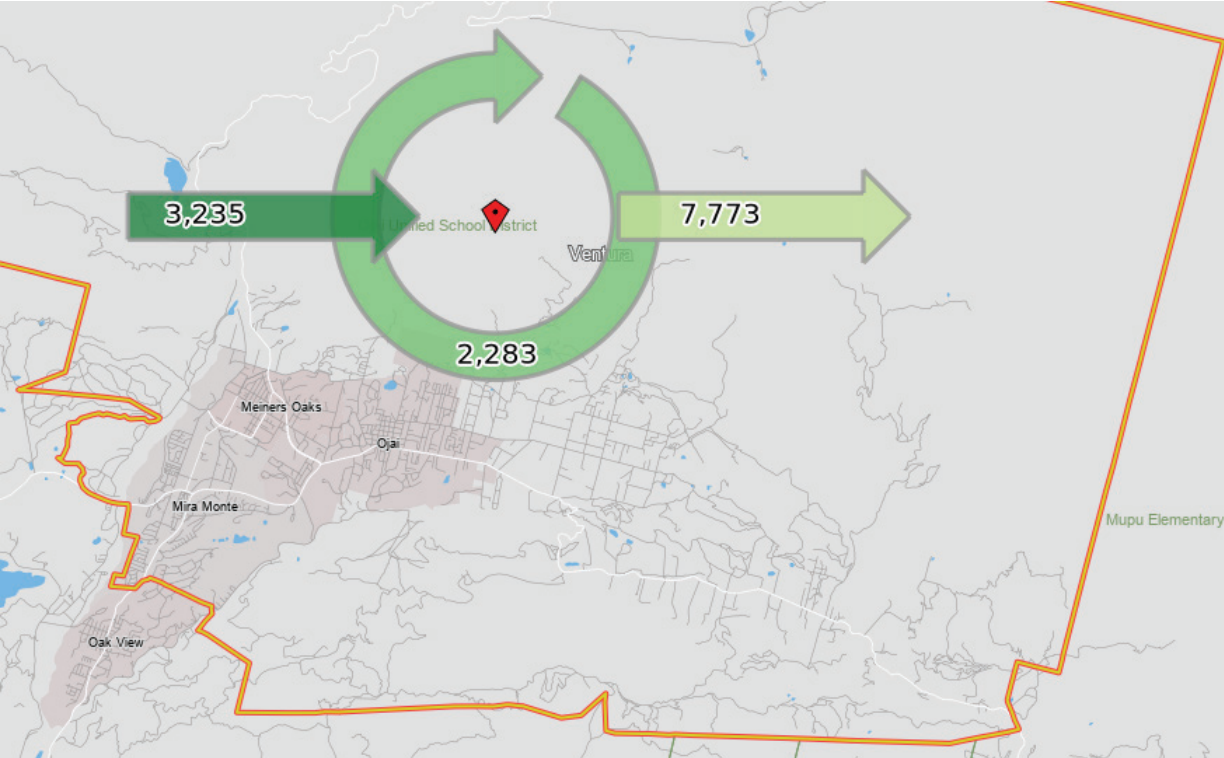
- Though an over-simplification, we understand there are fewer and fewer young families with children in the Ojai Valley:
 - because we are an aging community generally (owing to many factors),
 - because there is a shortage of jobs generally, and a shortage of living wage jobs specifically, available 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.

What is the Current Labor Market *cont.*



<https://onthemap.ces.census.gov/>, Inflow/Outflow Analysis, 2017 data, most current available, screenshot from 2/10/20, for Ojai Unified School District Area. EDC.

We draw from this picture two observations:

- The Ojai Valley is a labor *exporter*, short on the *number* of jobs and *quality* of jobs essential to retain its talent.
- At the same time, the Ojai Valley is a labor *importer*, with more than half of its jobs held by workers commuting into town.

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.

What is the Current Labor Market *cont.*

- 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://onthemap.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, <https://www.bestplaces.net/economy/city/california/ojai>, ©Sperling’s Best Places, using www.realtor.com/; for self-sufficiency standards by family size, see the Insight Center for Community and Economic Development, <https://insightcced.org/2018-family-needs-calculator/>, or also see <https://livingwage.mit.edu/> for MIT’s living wage calculator.

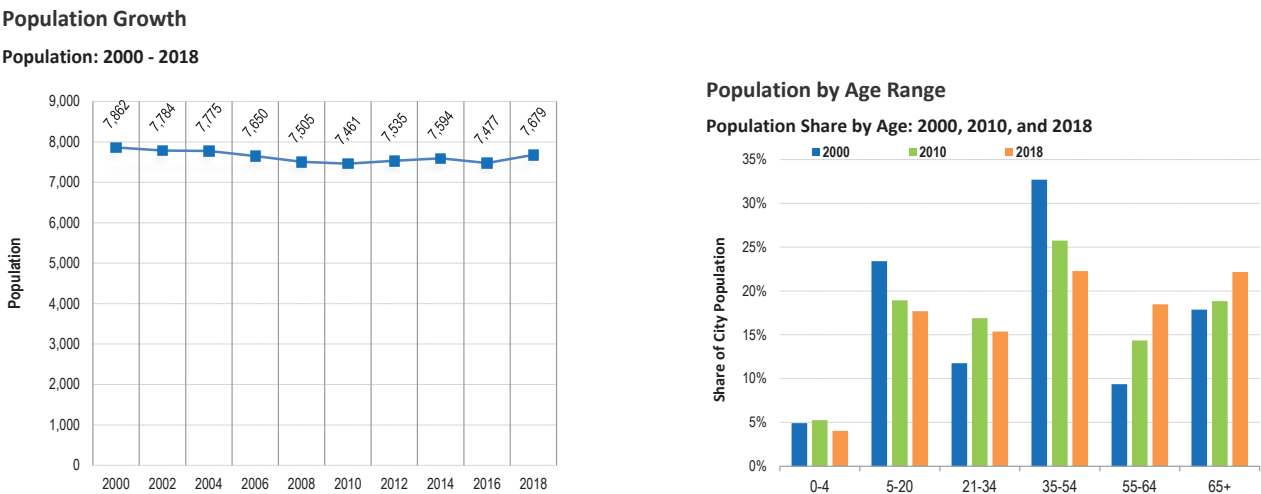
For background on labor force decline, several articles from the Congressional Budget Office (e.g., www.cbo.gov/publication/53452), the US Bureau of Labor Statistics (e.g., www.bls.gov/opub/mlr/2018/beyond-bls/down-and-down-we-go-the-falling-us-labor-force-participation-rate.htm) and several from the 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/cgi/viewcontent.cgi?article=1013&context=up_policybriefs 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.

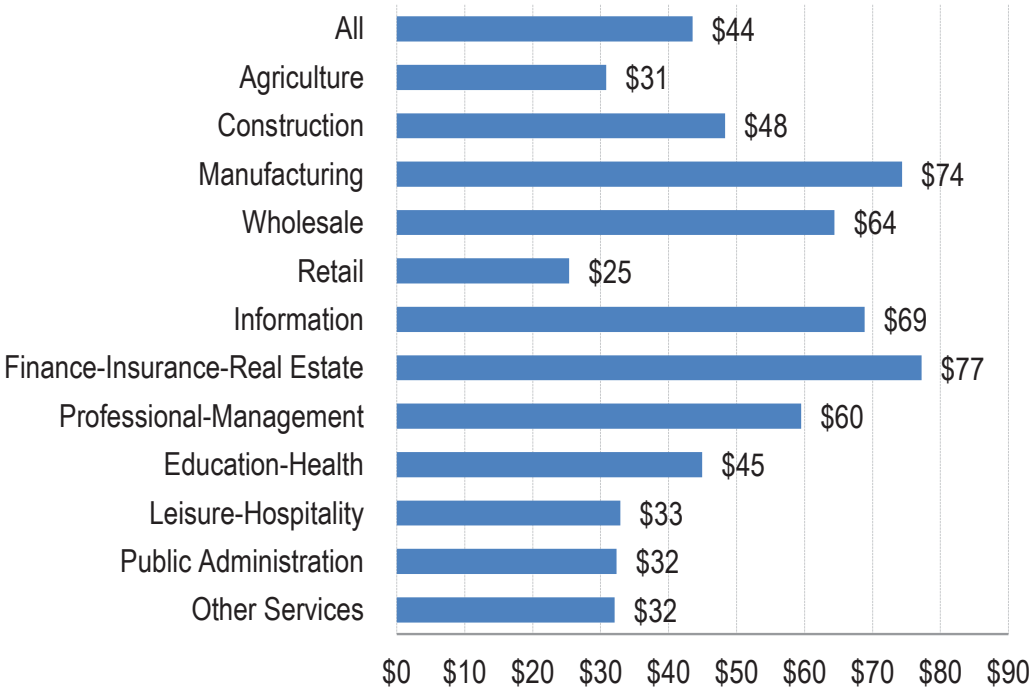
www.edcollaborative.com

Ojai Demographics and Work

Source: Southern California Association of Governments Regional Council



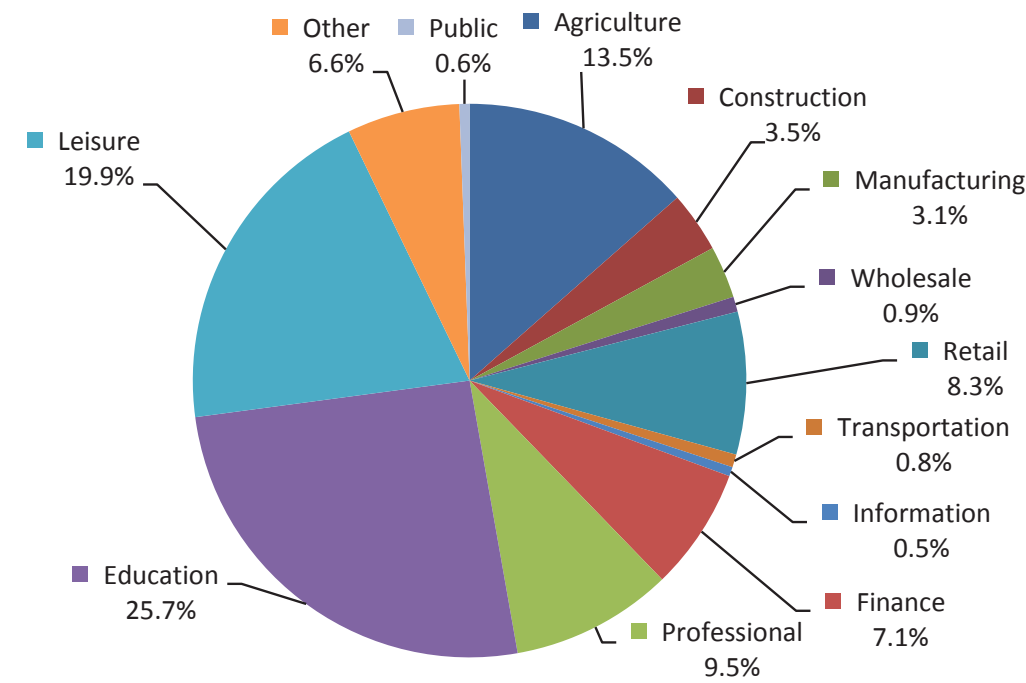
Average Annual Salary by Sector: 2017 (\$ thousands)



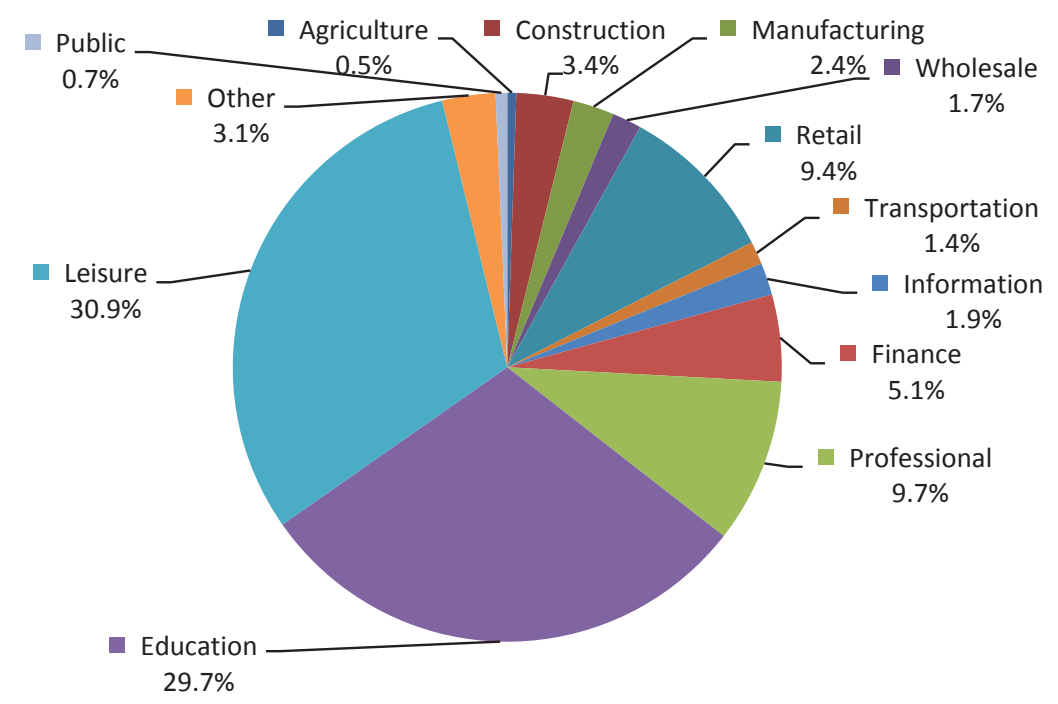
Ojai Demographics and Work *cont.*

Source: Southern California Association of Governments Regional Council

Jobs by Sector: 2007



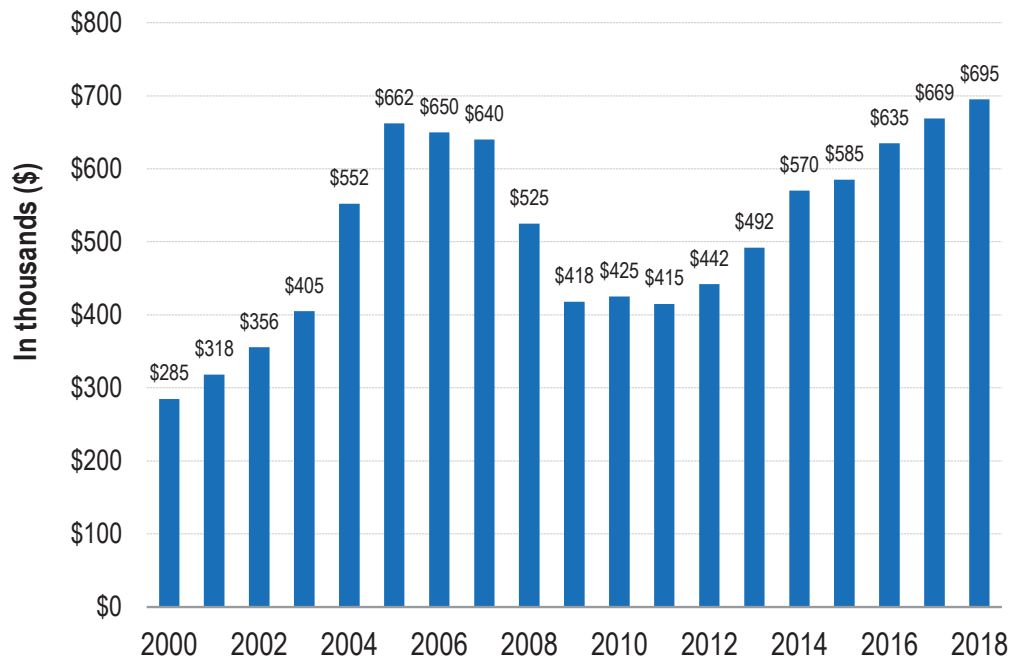
Jobs by Sector: 2017



Ojai Demographics and Housing

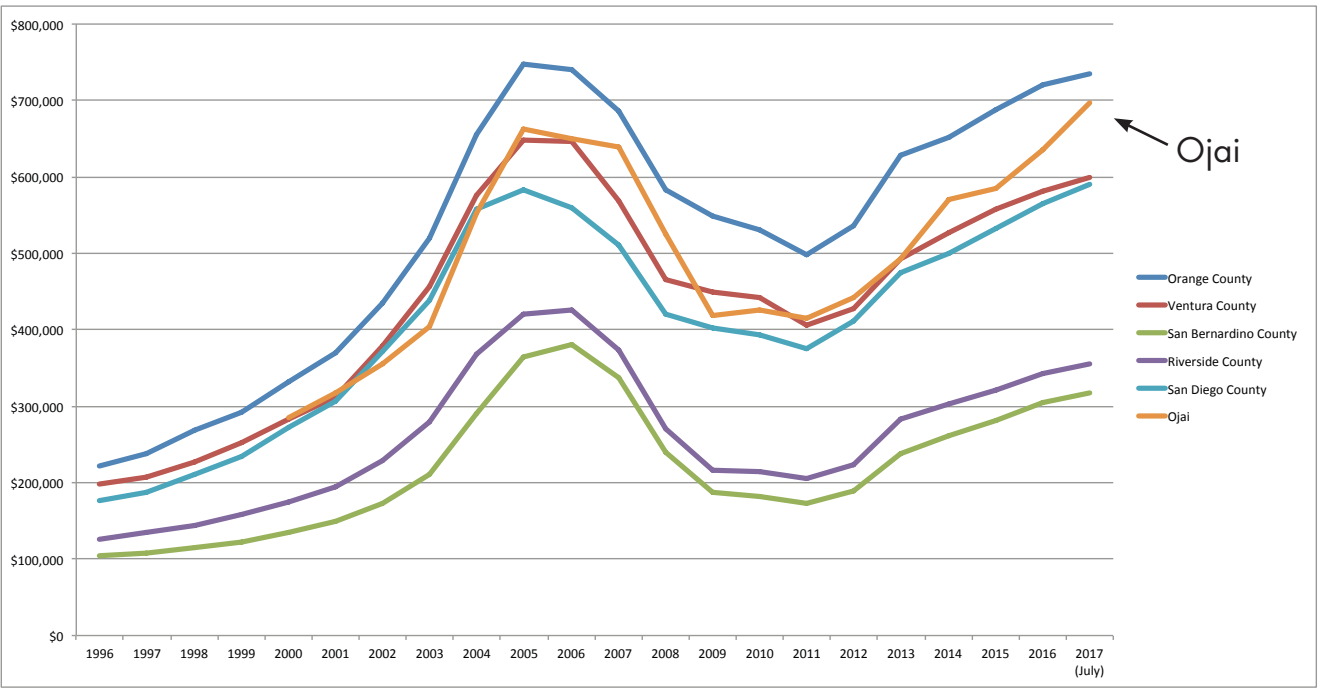
Source: Southern California Association of Governments Regional Council

Median Home Sales Price for Existing Homes: 2000 - 2018



Sources: LA Almanac and Trulia

Single Family Home Price Trend since 1996



Ojai Demographics and Housing *cont.*

Source: Trulia.com search for rentals Sunday, February 16, 2020

Apartments For Rent in 93023

26 rentals available on Trulia

Price (Lo-Hi)

ROOM FOR RENT

\$1,275/mo
Feb 1
122 El Conejo Dr
Ojai, CA

Check Availability

ROOM FOR RENT

\$1,450/mo
Mar 1
Address Not Disclosed
Ojai, CA

Check Availability

\$1,850/mo
2bd 2ba
2 bed, \$1,850
Ojai, CA

Check Availability

NEW

\$2,175/mo
2bd 1ba 800 sqft
Address Not Disclosed
Ojai, CA

Check Availability

\$2,250/mo
2bd 1ba 1,032 sqft
450 Avenida De La Vereda
Ojai, CA

Check Availability

\$2,300/mo
3bd 2ba 1,260 sqft
263 N Lomita Ave
Ojai, CA

Check Availability

\$2,400/mo
2bd 1ba
804 S La Luna Ave
Ojai, CA

Check Availability

PET FRIENDLY

\$2,845/mo
4bd 2ba 1,402 sqft
205 Waite St
Ojai, CA

Check Availability

\$2,950/mo
3bd 2ba 1,794 sqft
206 Carillo Rd
Ojai, CA

Check Availability

PET FRIENDLY

\$3,100/mo
3bd 2ba 1,292 sqft
105 N Fulton St
Ojai, CA

Check Availability

PET FRIENDLY

\$3,275/mo
2bd 2ba 1,600 sqft
110 Rincon St
Ojai, CA

Check Availability

PET FRIENDLY

\$3,500/mo
3bd 1ba
821 Gridley Rd
Ojai, CA

Check Availability

FURNISHED

\$3,600/mo
2bd 1ba 700 sqft
Address Not Disclosed
Ojai, CA

Check Availability

PET FRIENDLY

\$3,800/mo
4bd 2.5ba 1,300 sqft
Address Not Disclosed
Ojai, CA

Check Availability

\$3,900/mo
2bd 2.5ba 1,700 sqft
3277 E Ojai Ave
Ojai, CA

Check Availability

PET FRIENDLY

\$4,000/mo
3bd 2ba
1175 Meyers Rd
Ojai, CA

Check Availability

PET FRIENDLY

\$4,500/mo
4bd 2.5ba 3,197 sqft
811 Canada St
Ojai, CA

Check Availability

\$4,800 - \$6,250/mo
3bd 2.5-3.5ba
611 Pearl Street
Ojai, CA

Check Availability

PET FRIENDLY

\$5,100/mo
3bd 3ba 2,146 sqft
114 Bristol Rd
Ojai, CA

Check Availability

PET FRIENDLY

\$5,650/mo
3bd 2ba 1,600 sqft
12851 Treeranch Rd
Ojai, CA

Check Availability

PET FRIENDLY

\$6,900/mo
3bd 3ba 2,900 sqft
209 Palomar Rd
Ojai, CA

Check Availability

\$7,500/mo
5bd 3.5ba 3,703 sqft
959 Amber Ln
Ojai, CA

Check Availability

\$7,750/mo
3bd 3ba 2,747 sqft
4821 Grand Ave
Ojai, CA

Check Availability

PET FRIENDLY FURNISHED

\$8,900/mo
6bd 5ba 5,000 sqft
Address Not Disclosed
Ojai, CA

Check Availability

Summary for 93023

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

Is Affordable Housing Part of the Plan?

Source: Nicholas Oatway, Architect

Sheet Index	REVISIONS	BY
A-1 Site Plan		
A-2 Floor Plans - 1/4" = 1' - 0"		
A-3 Floor Plans - 1/4" = 1' - 0"		
A-4 Exterior Elevations - 1/4" = 1' - 0"		
A-5 Exterior Elevations - 1/4" = 1' - 0"		

Nicholas Oatway, AIA
Architect and Associates (805) 680 8315
www.nicholasoatway.com CA License: C-9372

ousing in Ojai
rv Street

Source: Southern California Association of Governments Regional Council

Total Residential Units Permitted: 2000 - 2018

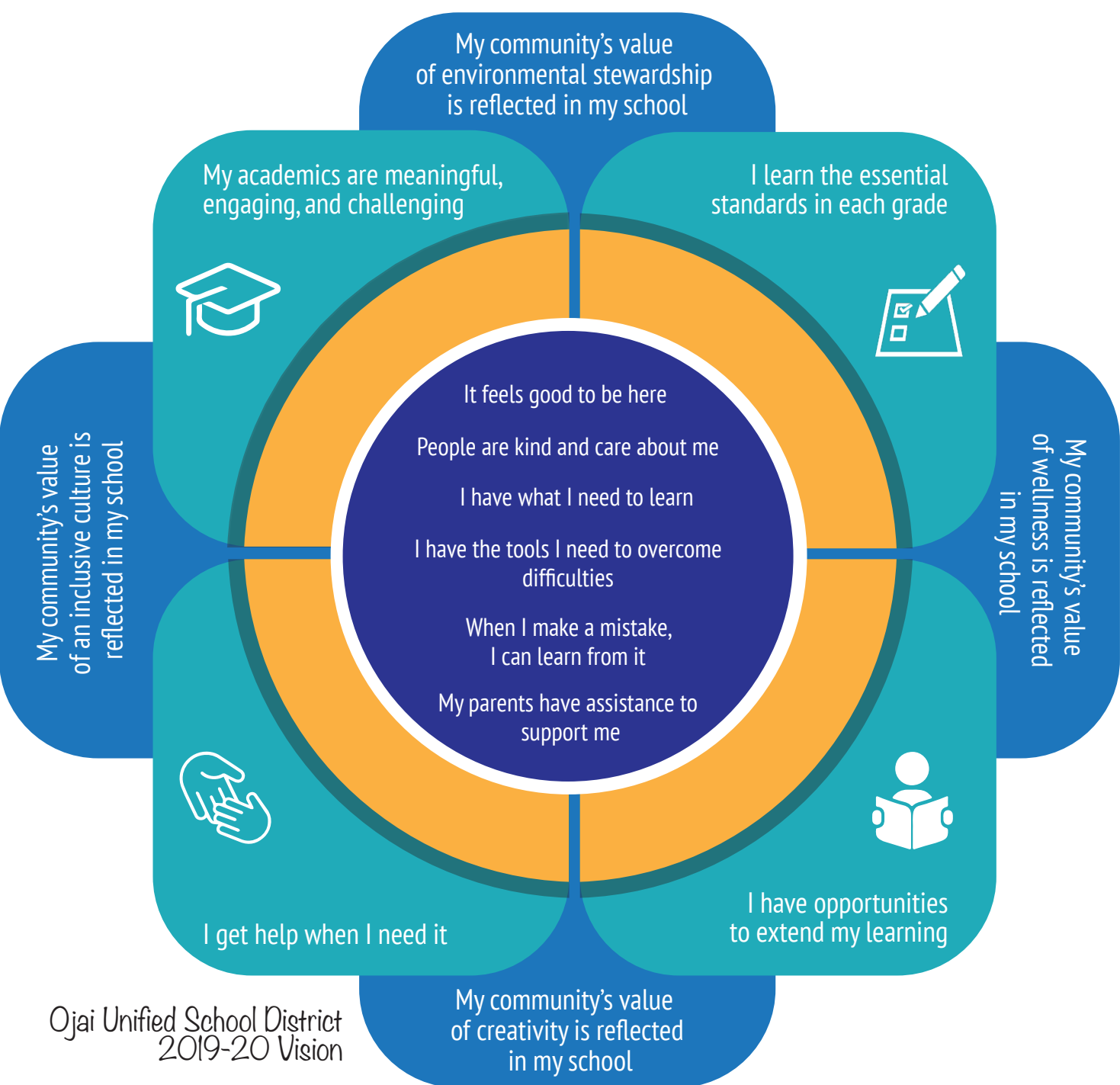
Year	Number of Permits
2000	12
2002	29
2004	3
2006	6
2008	9
2010	5
2012	7
2014	4
2016	2
2018	9

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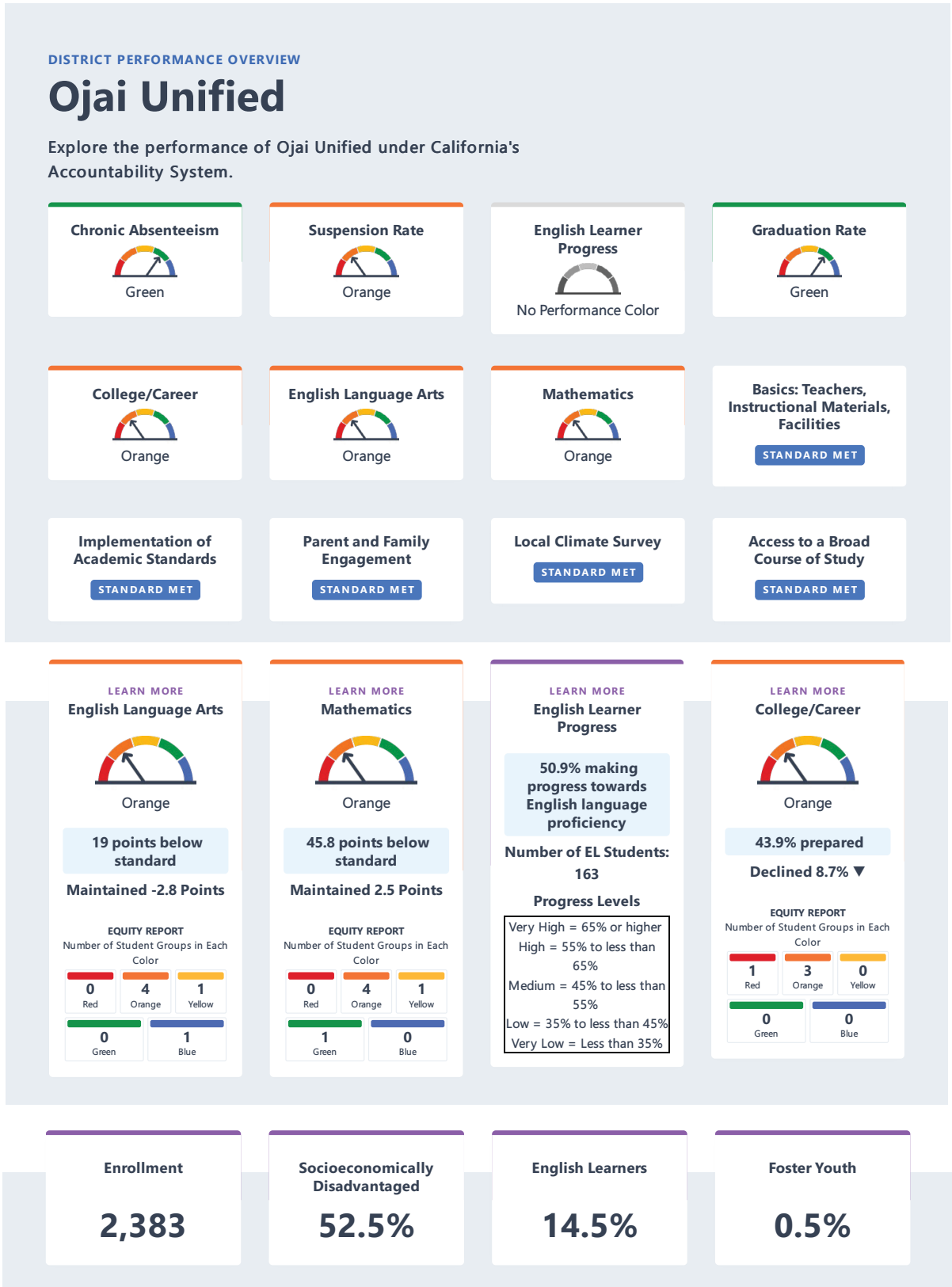
Educational Mission Statement

Source: Ojai Unified School District



Ojai Unified School District

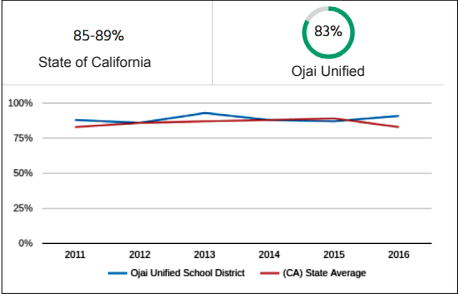
Source: Source: California Department of Education



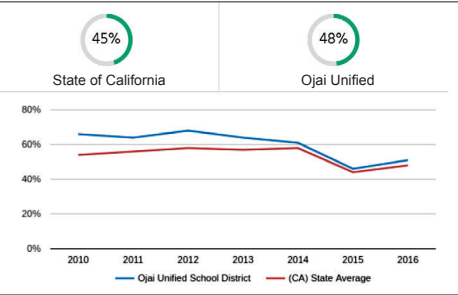
Ojai Unified School District

Source: Ed-Data.org and Publicschoolreview.com

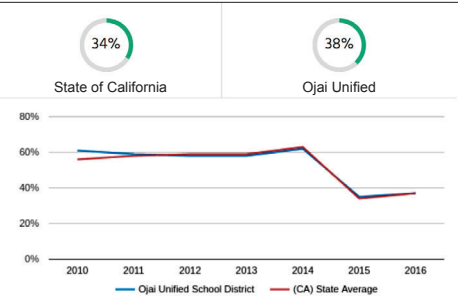
High School Graduation Rates



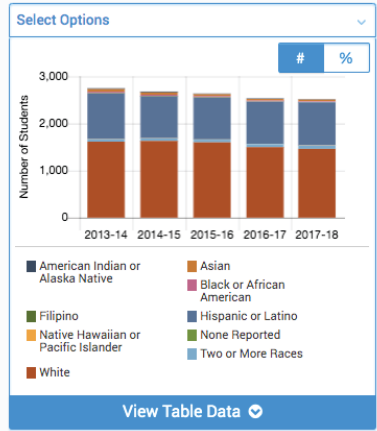
Reading / Language Arts Test Scores (% Proficient)



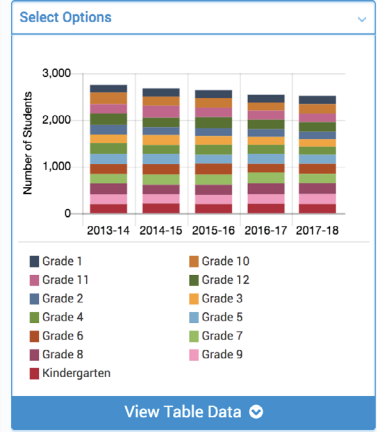
Math Test Scores (% Proficient)



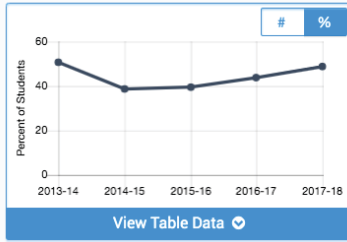
Census Day Enrollment by Ethnicity



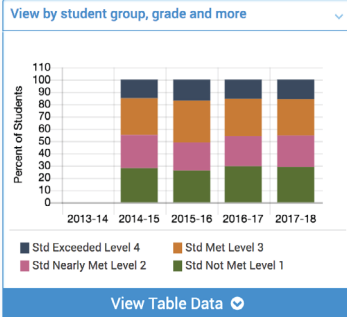
Census Day Enrollment by Grade



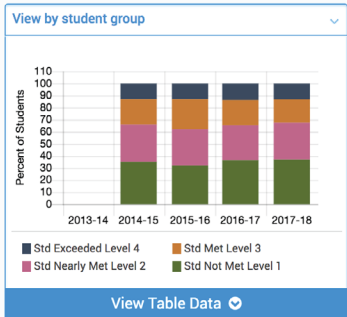
Free and Reduced-Price Meals



CAASPP English Language Arts/Literacy Results



CAASPP Mathematics Results

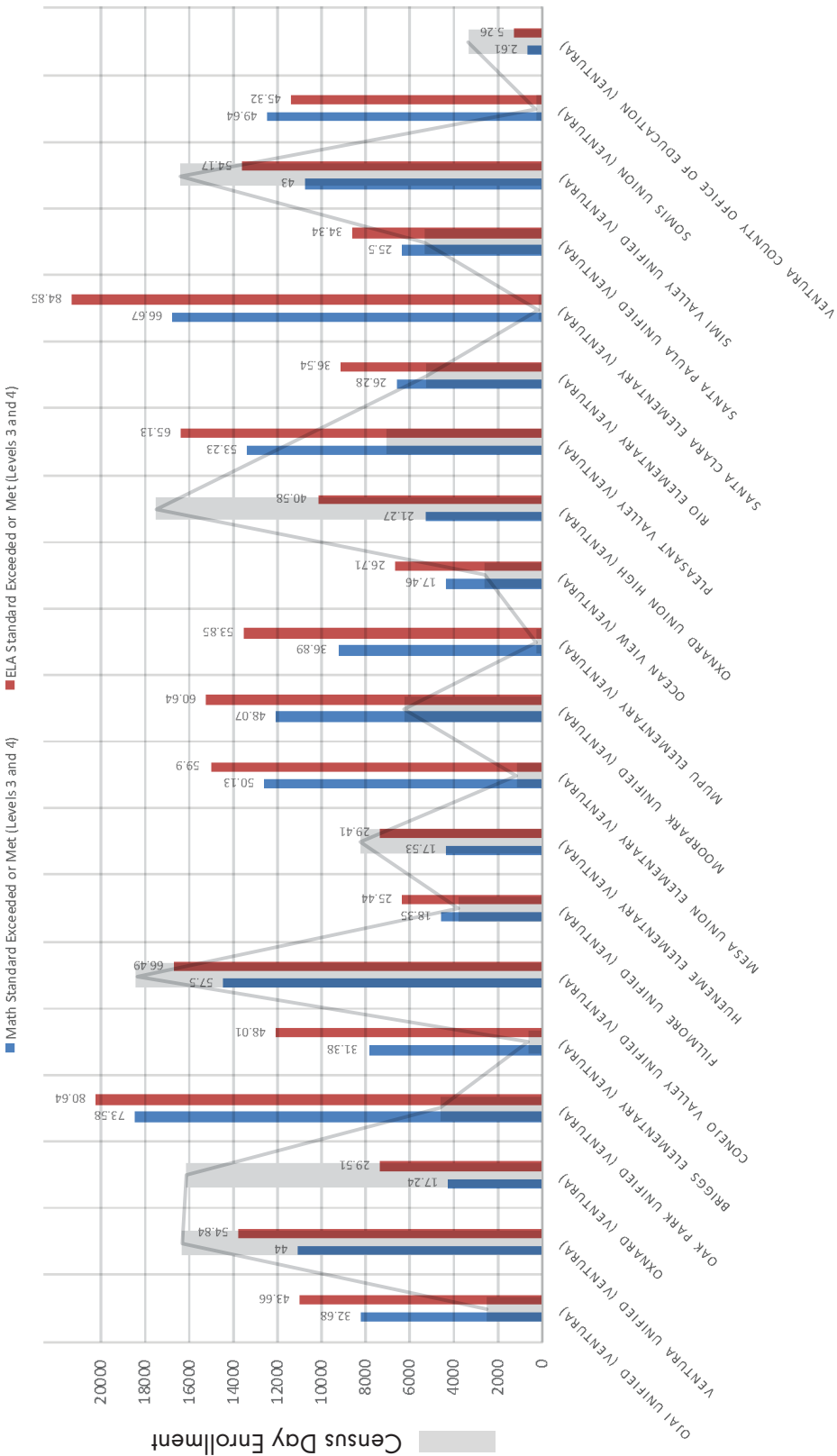


California Assessment of Student Performance and Progress (CAASPP)

Ojai Unified School District

Source: Ed-Data.org

VENTURA COUNTY SCHOOL DISTRICTS - TEST SCORES AND POPULATION 2018/2019





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

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Rotary Club of Ojai
The Ventura Community Foundation
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Barbara Gibson and William Shields	Geoffrey Schneider
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Irmgard Lake	Ruth Seigle
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Christopher Newell and Gillian McManus	Michael Swimmer
Simone Noble	Tony Thacher
The Ojai Valley Inn	Guy and Leone Webster
Ron and Linda Phillips	Marion Weil
	Merrill Williams

They hope
you will join them.

Ojai
CHAUTAUQUA

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