

REBUILDING COMMON GROUND

(20 years later)

Ventura County Housing Conference

Thursday, October 24, 2024

VCOE Conference Center, Camarillo



HOME

Housing Opportunities Made Easier

Building a community of possible.



U.S. Bank strives to make a positive impact in the community. That's why we support community events that bring us together for the greater good. When we work together, anything is possible.

U.S. Bank is proud to support HOME Ventura County Housing Conference.



AGENDA



7:30	Check-in	Exhibit Hall & Breakfast
8:30	Breakout sessions	
		Building housing that is affordable (<i>Main room</i>)
		Transitioning renters to homeowners (<i>Ventura room</i>)
		Navigating impact fees collaboratively (<i>Camarillo room</i>)
		Insurance & transactional costs (<i>Hueneme room</i>)
		Housing studies with CSUCI, County, HFW! (<i>Oxnard room</i>)
9:40	Opening	Welcome & Introductory remarks (Andrea Palmer, HOME Board Chair)
10:00	Keynote	“Catalysts for Community: Transforming Single-Use Public Land into Vibrant Civic Places” (RRM Design Group)
11:00	Break	Exhibit Hall & Networking
11:40	Award	2024 Carmen Ramirez Housing Advocacy Award
11:50	Spotlight	Somis & Ventura Farmworker housing (AMCAL)
12:10	Break	Networking/Exhibit Hall & Lunch
12:30	Panel	Legislation, Policy & Advocacy (with Mark Stivers, California Housing Partnership, plus 12 local housing advocacy groups)
1:30		Conversation, Exhibit Hall & Networking
2:00	Closing	

THANK YOU FOR ATTENDING THE 2024 VENTURA COUNTY HOUSING CONFERENCE!

- Please complete the conference evaluation; your feedback is very important and it really does help plan future conference, forums and other programs.
- SAVE-THE-DATE **HOME for the Holidays** party — Thursday, December 12th 4:30-9:00pm. More information and sign-up to come.
- Ideas for next year? We want to hear them. Get involved by contacting Karen@vchome.org
- Stay tuned. Possible 2025 housing issues forums include:
 - ◆Housing affordability working group
 - ◆Construction defect liability
 - ◆Legislation & policy action-items
 - ◆Debunking homelessness: Short film & roundtable
 - ◆“Escaping the Housing Trap” with StrongTowns

A LEGACY OF GENEROSITY

At the Ventura County Community Foundation, giving is what we do. And, what we help others do.

Ventura County, your generosity is awe-inspiring. Since 1987, you've pooled your resources, contributing a staggering **\$260 MILLION+** to support our community. This collective support has made a world of difference, including...

- Opening doors to quality education for all
 - Aiding families in rebuilding after wildfires and other disasters
 - Spreading information across the county on our most pressing issues
 - Assisting caregivers as they support their loved ones
 - Inspiring creativity through arts and culture
 - Safeguarding our precious environment
 - Advancing affordable housing
 - Championing animal welfare
- And that's just the beginning!**

Your contributions are the heartbeats of our community.



**Ventura County
Community
Foundation**



You're an
inspiration
to us all



Housing Opportunities Made Easier is making a difference in our neighborhood.

Helping the local economy thrive is just one of the many positive attributes you bring to our area. Extending your abilities and resources to the community through service and other initiatives makes you a true leader.

We're proud to work with Housing Opportunities Made Easier.

Visit us at bankofamerica.com/mlocator

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BANK OF AMERICA 



CITY OF
VENTURA

Photo: Rich Rendon

PROUDLY SPONSORING THE VENTURA COUNTY HOUSING CONFERENCE

THANK YOU SPONSORS ...

for being a catalyst to improve local housing!

CASTLE \$10,000



CHATEAU \$7,500



VILLA \$5,000



BANK OF AMERICA



COTTAGE \$2,500



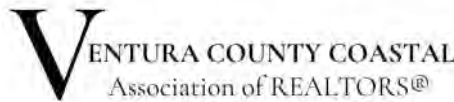
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COASTAL
architects



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LEARN MORE ABOUT THESE ORGANIZATIONS IN THE EXHIBIT HALL

1st BREAKOUT SESSION (5 CHOICES)

Building housing that is affordable *(Main room)*

A discussion on building homes on infill sites, affordable for low- and moderate-income homeownership, cost-effective for small and mid-sized local builders, and desirable for the surrounding community.



Sean Leonard
SL Leonard & Associates



Henry Casillas
Matrix Construction



Jesse Ibarra
NPHS Inc.



Ben Scott
Montecito Bank & Trust



Ken Trigueiro
Peoples' Self-Help Housing Corp.

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our best practices.**

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Incremental housing campaign:
www.strongtowns.org/housing

[www.strongtowns.org/
journal/2024/9/5/is-infill-
microhousing-the-solution-to-high-
homelessness-rates?](http://www.strongtowns.org/journal/2024/9/5/is-infill-microhousing-the-solution-to-high-homelessness-rates?)

NPHS manufactured housing with
factory build process video:
[www.homesbynphs.com/
developers](http://www.homesbynphs.com/developers)

Matrix Construction in Oxnard:
www.encantohomesllc.com

Hillcrest Homes in Thousand Oaks:
[www.gomccarthy.com/hillcrest-
homes-a-new-affordable-for-sale-
housing-community-underway-
with-peoples-self-help-housing](http://www.gomccarthy.com/hillcrest-homes-a-new-affordable-for-sale-housing-community-underway-with-peoples-self-help-housing)

Lending a helping hand



We are proud to support **HOME**
as they help Ventura families find
affordable places to call home.



**Montecito
Bank & Trust**

Behind every great community is a great bank.

Member
FDIC

montecito.bank

Navigating impact fees collaboratively *(Camarillo room)*

This session will include a collaborative discussion regarding development impact fees, inclusionary housing requirements, and other conditions imposed on projects impacting housing development prices, overall affordability, and impacts to the surrounding community. A city-by-city comparison within Ventura County will be provided.



James Mason
City of Santa Paula



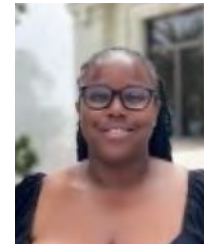
Jeffrey Lambert
Housing Authority City
of San Buenaventura



Bill McReynolds
Toll Brothers
Ventura City Council



Clyde Reynolds
Vulnerable Population
Housing Adv. Network



Leona Rollins
City of San Buenaventura

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Ventura County Inclusionary Housing Ordinance Advocacy Toolkit prepared by local housing advocates: www.vchome.org/resources

Inclusionary housing calculator (Grounded Solutions Network) www.inclusionaryhousing.org/calculator

April, 2024 Turner Center / UCLA modeling study of inclusionary zoning on housing production. www.turnercenter.berkeley.edu/research-and-policy/inclusionary-zoning-housing-production-modeling

WESTVIEW VILLAS

CITY OF SAN BUENAVENTURA HOUSING AUTHORITY

75th Anniversary

**HOUSING
AUTHORITY OF THE
CITY OF SAN
BUENAVENTURA**

CITY OF SIMI VALLEY

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www.simivalley.org/departments/environmental-services/neighborhood-services-division/housing

Transitioning renters to homeowners (Ventura room)

A discussion on the benefits of encouraging homeownership, obstacles and barriers, programs to assist and incentivize, and other creative ways low- to moderate-income renters can own their own home.



Bertha Garcia
VC Community
Development Corp



Alex Vega
VC Community
Development Corp



Gustavo Ramirez
Bank of America



Karen Flock
Housing Authority City
of San Buenaventura



Jonathan Peterson
Coastal Housing
Partnership



Justin Alvarez, Esq.
Alvarez Law Firm

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National report and analysis on homeownership: investor v owner-occupied <https://storymaps.arcgis.com/stories/90e246532816482398a3d15ecea976>

Housing Authority County of San Bernardino programs: Vouchers www.hacsb.com/current-voucher-program-participants and Assistance www.hacsb.com/homeownership-assistance-program

Los Angeles Housing Department homeownership programs, incl. shared equity: www.housing2.lacity.org/housing/housing-programs/first-time-homebuyers

Conejo Valley housing data www.thelechreport.com including a 10/9/24 article with data about the benefits of homeownership "what-has-happened-and-the-forecast-for-the-next-year"



Creating A New Way Home

VCCDC is a 501(c)(3) non-profit organization with a mission to make homeownership possible for low to-moderate income families throughout Ventura, Santa Barbara, Kern and Los Angeles Counties through free financial education and coaching, mortgage loans, and down payment assistance.



“VCCDC has so many resources for all types of families, whatever your goal may be...VCCDC's pre-purchase counseling gave us the confidence to get out there and when combined with the work that we did it helped us live our homeownership dream.”

Hernandez Family, VCCDC Pre-Purchase Counseling Client, Fillmore, CA



Watch the Hernandez Family testimonial

Learn more: www.vccdc.org

805-273-7800 | ContactUs@vccdc.org | 2231 Sturgis Road, Suite A, Oxnard, CA

COASTAL HOUSING PARTNERSHIP

Who we are

To address the challenge of recruiting and retaining talent in an area with high housing costs, Coastal Housing Partnership was created as a non-profit organization that employers could join in order to provide housing assistance benefits to their employees. The Partnership offers benefits and services to overcome some of the common obstacles to home ownership.

Who we serve

Over more than 37 years, Coastal Housing Partnership has helped more than 15,000 local employees become homeowners. The Partnership has an employer membership base of local companies that collectively employ over 50,000 workers. Membership in the Partnership is open to employers of any size in Santa Barbara and Ventura Counties.



Home Buying Benefit



Over 250 real estate professionals in our network provide savings on their services in order to significantly reduce the closing costs associated with buying a home in Santa Barbara, San Luis Obispo & Ventura Counties.

Employees are eligible for this benefit regardless of income and whether or not they are first-time home buyers. They can take advantage of our moving discounts too! Click on Home Buying Benefit at coastalhousing.org.

(805) 969-1025 www.coastalhousing.org

Insurance & transactional costs *(Hueneme room)*

Owning a home or rental property is expensive. This session looks more closely at home insurance, realtor commissions, transactional fees, and special assessments that add to the cost of home purchase.



Salena Bracamontes
State Farm Insurance



Bridget Goncalves
Joe Kapp Real Estate



Jorge DeLeon
Century 21



Stephen Watson
Ventura Regional
Fire-Safe Council

Housing studies with CSUCI, County, HFW! *(Oxnard room)*

This session will present the results of two recent housing surveys (CSUCI/HOME, HFW!/County RMA), the implications on what we need to build, how to shape our communities, local policy, economy and forecast for the region.



Dr. Miguel Delgado-Helleseter
CSUCI Economics Department
Institute Global Econ. Research



Michael Stuart
CSUCI Class of 2025



Gabrielle Vignone
House Farm Workers!



Ruchita Kadakia
County of Ventura
Resource Management Agency

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Firewise USA program:
[www.venturafiresafe.org/
firewiseusa](http://www.venturafiresafe.org/firewiseusa)

Insurance rate:
www.news.berkeley.edu/2024/07/18/researchers-reveal-a-hidden-factor-in-californias-insurance-crisis-the-winners-curse

Insurance costs on rental market:
[www.calmatters.org/
economy/2024/08/california-insurance-crisis-hits-renters](http://www.calmatters.org/economy/2024/08/california-insurance-crisis-hits-renters)

DELVE DEEPER

Ventura County Farmworker Housing Study and Action Plan
[www.vcrma.org/divisions/planning/
ventura-county-farmworker-housing-study](http://www.vcrma.org/divisions/planning/ventura-county-farmworker-housing-study)



CSU Channel Islands welcomes and challenges every individual to channel their potential and find innovative ways to contribute to today's world.

PROUD SPONSOR OF THE VENTURA COUNTY HOUSING CONFERENCE

WWW.CSUCI.EDU



CHANNEL YOUR **POTENTIAL**

KEYNOTE: RRM DESIGN GROUP



Catalysts for Community: Transforming Single-Use Public Land into Vibrant Civic Places

This presentation explores the role that public land serves in shaping our neighborhoods and cities, with creative opportunities to transform underutilized public sites into vibrant places that provide a mix of uses, including housing, civic, recreational, and cultural amenities, to create more walkable, integrated, balanced, and thriving communities.



Nicholas Deitch
RRM Design Group



Anthony Tomasello
RRM Design Group



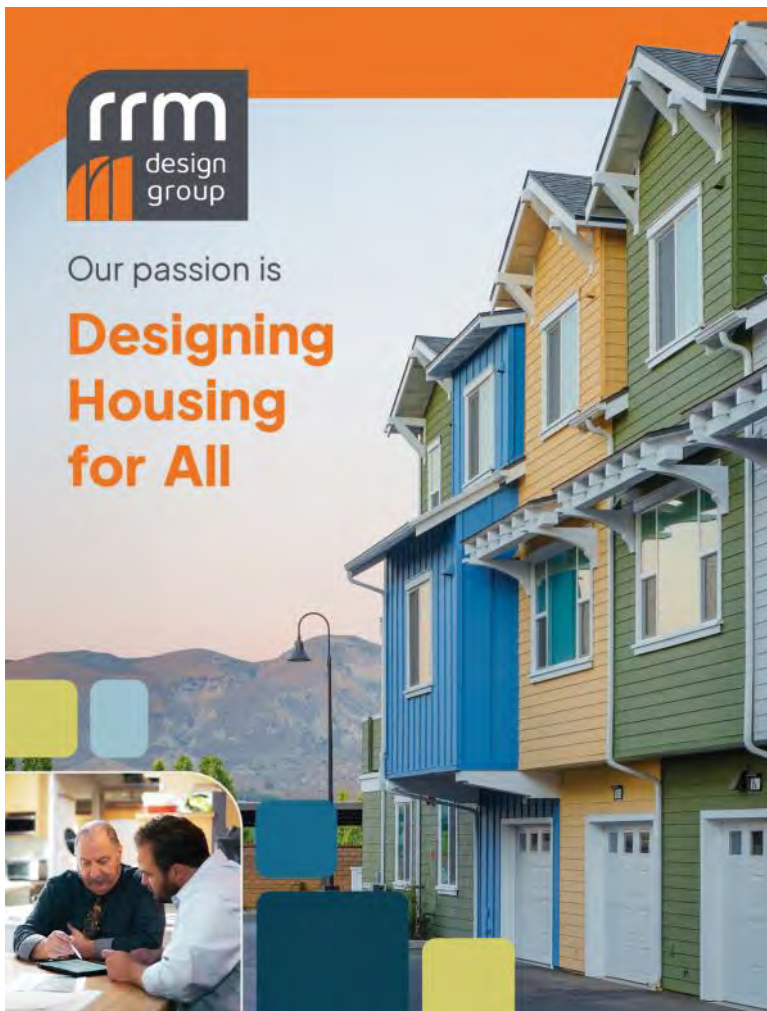
Akbar Alikan
City of Thousand Oaks



Jeff Lambert
Housing Authority City
of San Buenaventura



Ventura office
(805) 652-2115
rrmdesign.com



Thank You!

Thrive Grove, an interim housing navigation center is under construction and will open in early 2025.



THRIVE GROVE

A PEOPLE FIRST
COMMUNITY

The City is grateful for the support from our partner agencies and the community as we work together to create sustainable, effective solutions for those most in need.

toaks.co/homelessness



Proud to Be Building Homes in Ventura County



Visit our table to learn more about how we can support you to build affordable housing communities for singles, families, seniors, veterans, transitional age youth and the unhoused.



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Or visit bosshomes.com

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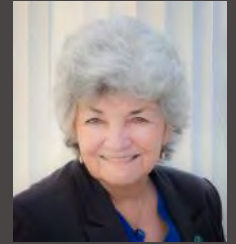


www.portofh.org



CARMEN RAMIREZ HOUSING ADVOCACY AWARD

Presented each year to a community member, elected official, or city staff who boldly and consistently advocates for housing opportunities in Ventura County.



Ellen Brokaw, 2024 Honoree

Ellen Brokaw has lived in and contributed to the fabric of Ventura County for 70 years. After graduating from University of Chicago, Ellen and husband Hank moved to Ojai in September 1954. Together, Ellen and Hank began Brokaw Nursery in 1965 as an avocation. With hard work and innovation, they built Brokaw Nursery into one of California's largest suppliers of subtropical orchard trees. As an industry leader in innovation of new varieties of fruits and rootstocks, the nursery has an annual production exceeding 400,000 plants and exports to more than 45 countries around the world.

Through her work at the nursery, Ellen became closely acquainted with the personal challenges that farmworkers experience, in particular finding safe, stable and affordable homes. Ellen has been an inspirational leader in the long campaign to improve the lives of farm workers and their families. In 2000 when she became a charter member of the Ventura County Ag Futures Alliance one of the most pressing needs was farmworker housing. The Alliance published a report, "Farm Worker Housing: A Crisis Calling for Action", and co-sponsored a Farmworker Housing Summit in 2003. This became the genesis of the House Farm Workers! nonprofit. As a founding member and board director of HFWI, Ellen devotes much of her time in education and advocacy toward the goal of ensuring that farmworkers and their families have affordable, safe, and stable homes.

Over the past 50 years Ellen's advocacy and community service efforts have included supporting local housing needs through HOME and the Housing Conference (15-years), Housing Trust Fund Ventura County, Cabrillo Economic Development Corp., and others. Ellen served as Chairperson of the Ventura County Agricultural Association, was on the County's Farmworker Resource Program Advisory Committee, and on the boards of Women in Agriculture, the Ventura County Farm Bureau, El Concilio, Palmer Drug Abuse Program, United Way, and the Private Industry Council, among others. She is a founding member of the Ag Futures Alliance and FACT, playing a critical role in the medfly crisis during the 1990s.

Ellen was recipient of the 1997 Agriculturalist of the Year Award from the Ventura County Fair Board and the 2018 Rodney Fernandez Advocate Award. Each year scholarships are awarded in her honor by House Farm Workers!

Much like Carmen Ramirez, Ellen Brokaw consistently goes above and beyond to make a difference in the lives of others, selflessly dedicating considerable time and effort to help those in need, and improve this Ventura County community.



Building brighter futures in our community!

cabrilloedc.org ~ 805-659-3791

PANEL & DISCUSSION: LEGISLATION, POLICY & ADVOCACY

With a lens on housing and community development this session will discuss State legislation and policies, impact and leveraging opportunities for the region, and future policy recommendations both locally and at the State level. Representatives from housing and community organizations will discuss how to improve coordination and information sharing between groups for more effective advocacy efforts. Written and digital legislative and advocacy summaries will be provided.



Mark Stivers
CA Housing Partnership



Gabrielle Vignone
House Farm Workers!



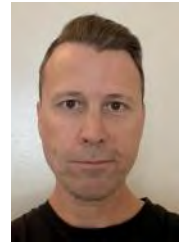
Willie Lubka
Buen Vecino



Tim Helton, PhD
CLUE -VC



Linda Braunschweiger
Housing Trust Fund VC



Clint Fultz
VC-YIMBY



Rob Leatherwood
FAIR Housing Collaborative
VC Coastal Assoc. of Realtors



Mary Anne Krause
Santa Clara Valley
All Together



Maria Navarro
VC Housing Coalition
CAUSE



Clyde Reynolds
Vulnerable Population
Housing Adv. Network



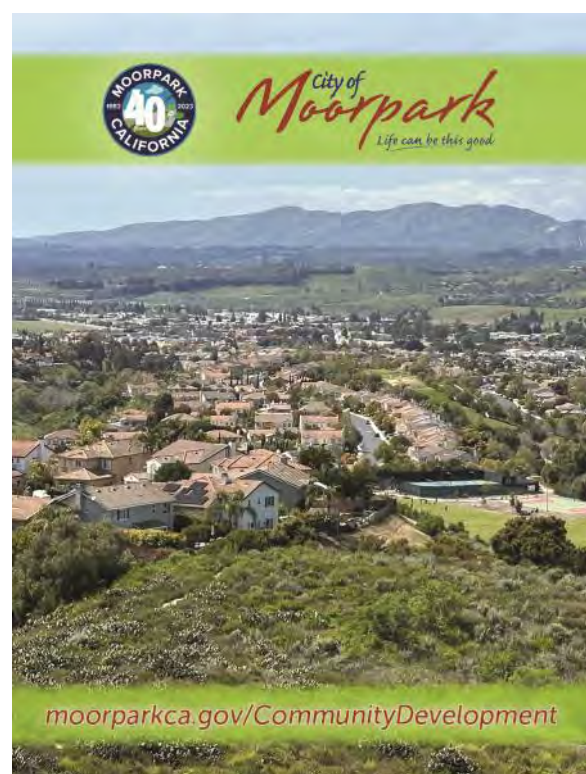
Kyle Carlson
Housing Authority - San Buenaventura
Homes For All
Ventura Social Services Task Force



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The Mission of People's Self-Help Housing

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www.manymansions.org
or give us a call at
(805) 498-4948.



Thank you Housing Advocates for the courage to stand up, take action, and let your voice be heard. All of us are called to be advocates to improve our communities. Connect with the organizations on the advocacy handout, support projects and policies that help housing become more affordable and expand the diversity of our housing stock. Support policies that empowers homeownership options and creates a thriving economy and community.

HOME wants to be your advocacy partner. Contact info@vchome.org to collaborate.



Ventura County
Transportation
Commission

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County Moving**



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Ventura County's
housing community
since 1988



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We advocate for greater housing availability and affordability in Ventura County

By hosting open discussion and education opportunities, Housing Opportunities Made Easier (HOME) works to improve the housing supply and affordability in Ventura County.

Check us out!



Join us as we strive for a community where everyone has the opportunity for a healthy and secure home:



Attend our **Annual Ventura County Housing Conference** on the 24th of October and discuss critical housing issues with leading voices in the industry



Connect and dialogue with local professionals, educators, and community members at our periodic **Housing Issues Forums**



Support our newly launched **Construction Exploration and Training Collaborative** to develop skilled trades for our youth



 www.vchome.org | info@vchome.org

 PO Box 191, Camarillo, CA 93011

 805-323-6534

WHAT'S NEXT?

Continue to build common ground and make noticeable progress to the housing supply and affordability in Ventura County by:



ADVOCATE: Stand up, take action and let your voice be heard in favor of projects and policies that help housing become more affordable, expand housing stock diversity, empowers homeownership options, and creates thriving community. Connecting with the organizations on the advocacy panel is a great first step.



SHARE: Recordings, slides, and summaries of key-points and action items for each panel discussion and presentation will be posted on the HOME website (www.vcHOME.org). Share this information with others, and use it in your advocacy efforts. Let us know what additional resources we can share.



PARTICIPATE: HOME hosts forums throughout the year to discuss regional housing issues and encourage networking and community outreach.

"HOME for the Holidays Party" Thurs. December 12th 4:30 - 9:00pm in Camarillo.

2025 (possible) Forums: Have a topic, speaker or venue suggestion, let us know!

- ◆ Housing affordability working group
- ◆ Debunking homelessness: Short film, roundtable, and action items
- ◆ Construction defect liability
- ◆ "Escaping the Housing Trap" with StrongTowns guest speaker
- ◆ Legislation and policy action-item follow-up



LEAD: HOME is always looking for individuals who want to share their talents and expertise. Lead by joining the Board of Directors or one of the committees (Conference, Forums, Outreach, CETC). Support HOME by providing IT or marketing support, printing, tax preparation, venue or refreshments.

SUPPORT our special projects:



CONSTRUCTION EXPLORATION & TRAINING COLLABORATIVE: All donations are matched by HOME and are used to provide middle- and high-school students with opportunities to explore careers in the skilled trades, and helps fund pre-apprenticeship training to those 18+ years old through NCCER's CORE program.



SHORT FILM The aim of this film is to bring attention to the many contributing factors of homelessness/housing-insecurity, humanize the varied experiences and diversity of people, and be an important tool toward public awareness and policy-making efforts. We hope the film will spark understanding of issues happening outside of typical big city scenarios, greater compassion toward all in our community, private and public calls to action, and a myriad of targeted solutions at all levels. We are lining up people to interview and need film editing/production support.



www.vcHOME.org | info@vcHOME.org

805-323-6534 | PO Box 191, Camarillo, CA 93011

[Facebook.com/vcHOME](https://www.facebook.com/vcHOME)

[Linkedin.com/company/vcHOME](https://www.linkedin.com/company/vcHOME)

2024 BOARD OF DIRECTORS

Chair: **Andrea Palmer**, City of Oxnard

Vice-Chair: **Shanna Farley**, City of San Buenaventura

Secretary: **James Mason**, City of Santa Paula

Treasurer: **Rena Sepulveda**, Turning Point Foundation

Director: **Dr. Miguel Delgado-Hellester**, CSUCI School of Business & Economics

Director: **Felipe Flores**, County of Ventura Continuum of Care

Director: **Mary Grosswendt Perdue**, Landscape Development, Inc.

Director: **Luis Hernandez**, Homes and Hope

Director: **Rachel Mclver**, Mclver Consulting

Director: **Ken Melvin**, Pacific Consulting Group

Director: **Sylvia Muñoz Schnopp**, Ventura County Community Development Corp

Director: **Ryan Ortiz**, Many Mansions

STAFF Executive Director, **Karen Fraser**

COMMITTEE PARTNERS

Conference: **Gabrielle Vignone**, Housing Farm Workers!

Bonny Goetz, NextHome Pacific Coast Realty

Construction ETC: **Laurie Bennett**, Fence Factory

Cary Hansen, Hansen Plumbing

Lisa Eklund, LM Eklund Consulting

Daniel Bell, Instructor & Contractor

Video project: **Anushka Sengupta**, pending Law Student

MISSION: To promote a diversity of housing opportunities which are essential for a healthy and sustainable quality of life in Ventura County.

VISION: A community where everyone has the opportunity for a healthy and secure home.