STATE OF THE CITY 2018
HONOR FLIGHT
KERN COUNTY
BASQUE FESTIVAL
BC FOOTBALL
BHS GRIFFITH FIELD
GREAT AMERICAN CLEANUP
CAMPOUT AGAINST CANCER
BLACK HISTORY PARADE
BEALE BAND CONCERT
DÍA DE LOS MUERTOS
CHINESE NEW YEAR
CASA SUPERHERO RUN
HEART OF THE COUNTRY
ECONOMIC DEVELOPMENT
JOB GROWTH PERFORMANCE
Bakersfield metro employment growth over prior 12 months

Jan 2017: -1.1%
Jul 2017: 0.9%
Jan 2018: 2.6%
JOB GROWTH RANK
Bakersfield compared to 53 mid-sized metros

Jan 2017: #52
Jul 2017: #22
Jan 2018: #7
<table>
<thead>
<tr>
<th>Month</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>9.9%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Jul</td>
<td>8.7%</td>
<td></td>
</tr>
<tr>
<td>Jan</td>
<td></td>
<td>4.7%</td>
</tr>
<tr>
<td>May</td>
<td></td>
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</tbody>
</table>
INDUSTRY SECTORS
Largest Sectors in Bakersfield

- Health Care & Social Assistance: 27,605 workers
- Retail Trade: 20,044 workers
- Educational Services: 16,021 workers
INDUSTRY SECTORS
Sectors with Strongest 5-year Forecast

<table>
<thead>
<tr>
<th>Sector</th>
<th>Growth</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy</td>
<td>2.3%</td>
<td>+301 jobs</td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td>2.2%</td>
<td>+3,128 jobs</td>
</tr>
<tr>
<td>Construction</td>
<td>1.9%</td>
<td>+662 jobs</td>
</tr>
</tbody>
</table>
ECONOMIC DEVELOPMENT: WEST BAKERSFIELD
VALLEY CHILDREN’S
Eagle Oaks Specialty Center
DIGNITY HEALTH
Robert A. Grimm Children’s Pavilion
for Emergency Services
DIGNITY HEALTH
Neuro ICU
ADVENTIST HEALTH AIS CANCER CENTER & BAKESFIELD SIKH WOMEN’S ASSOCIATION
Kaur Care
ADVENTIST HEALTH & COMMUNITY ACTION PARTNERSHIP OF KERN
Children’s Mobile Immunization Program
KAISER PERMANENTE SPORTS VILLAGE
ECONOMIC DEVELOPMENT:
EAST BAKERSFIELD
SKILLED WORKFORCE
By 2025, California will likely face a shortage of workers with some college education, but less than a bachelor’s degree.
GREAT WORK NOT IN UNISON = Missed Opportunities…

- To leverage resources
- To coherently align efforts
- To create more innovative solutions to address organizational problems
KERN PLEDGE

An agreement designed to prepare students for the workforce and/or college

A data-driven approach to a collective effort
KERN PLEDGE
Hypotheses, Part 1

If you create a shared vision and accompanying goals of what you want students to know and be able to do from grade level to grade level; and

If you collect data and measure the results of those goals; and

If you dedicate yourselves to working together, not separately or in silos, on specific activities that advance the collective goals; and
If you consistently **communicate** your progress toward goal attainment, barriers you are experiencing, and sharing of best practices; and

If you **dedicate resources** and **staff** to help organize your efforts and sustain this work overtime.
KERN PLEDGE
Hypotheses, Part 3

Then you will reverse the devastating effects of poverty on our students and families, prepare students for college and/or career and improve our local economy.
Kern Pledge Goals

Generate systems change so that our educational pathways prepare all students to succeed in sustainable career trajectories of their choice, including opportunities to thrive personally and professionally in Kern County or beyond.

EARLY CHILDHOOD
Kindergarten Readiness
Children enter school ready to learn

ELEMENTARY SCHOOL
3rd Grade Literacy
Children read at grade level by the end of 3rd grade
5th Grade Math Proficiency
Children demonstrate core math proficiencies by the end of 5th grade

MIDDLE SCHOOL
8th Grade Literacy and Math Proficiency
Students demonstrate reading and math proficiency by the end of 8th grade

HIGH SCHOOL
College & Career Readiness
High School students graduate, ready to succeed

POSTSECONDARY
Postsecondary Enrollment and Completion
Students enroll in and complete a postsecondary program and enter the skilled workforce

KERN STARTS
KERN READS
KERN COUNTS
KERN LEARNs
KERN EARNs
KCSOS: ENGLISH LANGUAGE ARTS (3-8)

All Students: Improvement

KERN
ALL 3-8
3.4%

CA
-.08%

CLOSED GAP
4.2%
KERN Hispanic: 4.3%

CA: -.07%

CLOSED GAP: 5.0%
Kern: Foster Youth: Improvement

% Foster Youth

Kern: 4.1%
CA: 0.08%
Closed Gap: 3.3%
KCSOS: MATH (3-8)

All Students: Improvement

KERN
All 3-8
3.3%

CA
-.09%

CLOSED GAP
2.4%
KCSOS: MATH (3-8)

Hispanic: Improvement

KERN Hispanic: 3.9%

CA: .5%

CLOSED GAP: 3.4%
KCSOS: MATH (3-8)
Foster Youth: Improvement

KERN Foster Youth: 13.4%
CA: 3.2%
CLOSED GAP: 10.0%
KERN: Socioeconomically Disadvantaged: \textbf{Improvement} 3.4\% 

CA: -.02\% 

CLOSED GAP: 3.6\%
KCSOS: GRADUATION RATE

All Students: Improvement

KERN: 3.6%

CA: 2.0%

CLOSED GAP: 1.6%
RURAL ECONOMIC DEVELOPMENT
PHILANTHROPY INNOVATORS NETWORK

Aspen Institute
BCSD AND PANAMA-BUENA VISTA
STEAM Expansion and Conversion
KERN ECONOMIC DEVELOPMENT FOUNDATION STEMposium
KERN HIGH SCHOOL DISTRICT
Regional Occupational Center Expansion
KERN HIGH SCHOOL DISTRICT, BC, CSUB
Dual Enrollment
BC & WONDERFUL ACADEMY
Dual Enrollment: Associates Degree &
BAKERSFIELD COLLEGE
Bachelor Of Science, Industrial Automation
BAKERSFIELD COLLEGE
Associates Degree, Public Health
CSU BAKERSFIELD
President Lynnette Zelzeny
CSU BAKERSFIELD
Workforce Development

Align Strategic Mission

WORKFORCE DEVELOPMENT

Engaged in Community

Committed to Working with Partners
CSU BAKERSFIELD Energy and Engineering Innovation Center
CSU BAKERSFIELD
Prepared to Lead & Serve
CSU BAKERSFIELD
Dream Big Together for CSUB & Kern
EXPLORING REGIONAL INNOVATION CENTERS

BITWISE Fresno
EXPLORING REGIONAL INNOVATION CENTERS

HOTHOUSE
San Luis Obispo
EXPLORING REGIONAL INNOVATION CENTERS

CAL POLY TECHNOLOGY PARK
BIG 11 MAYORS
LOBBY DAY:
HOMELESS FUNDING
BIG 11 MAYORS & GOVERNOR: HOMELESS FUNDING
HOMLESS EMERGENCY AID PROGRAM
California $500 MILLION

$150 M – split among cities with population over 330,000

$350 M – Continuum of Care (local entities responsible for administering federal dollars to address homelessness, such as Kern County Homeless Collaborative)

Allocation based on 2017 Point in Time count conducted annually in January.
HOMELESS EMERGENCY AID PROGRAM
City of Bakersfield
$3,850,979

City of Bakersfield $1,247,753; based on 810 PIT homeless ($1,540 per homeless)

Kern County Homeless Collaborative
$2,603,226

0.2% of total population of 386,839
HOMELESS EMERGENCY AID PROGRAM
One-time Funding

IMMEDIATE SOLUTIONS TO GET PEOPLE OFF THE STREET

Building Shelters

Expanding Supportive Services

Expanding Emergency Solutions
LEADERSHIP
BAKERSFIELD
& DIGNITY HEALTH
Medical Respite Care for Homeless
NOT BAKERSFIELD

“The armpit of California”

“A cultural wasteland”

“Putting the ‘crude’ in crude-oil”

“The hicks in the sticks”

“Gateway to Barstow”
BRANDING
Mistakes to Avoid

Make your brand just about a **logo** and **tagline**

Proceed **without** research
**BRANDING: Research**

<table>
<thead>
<tr>
<th>Research Methodology</th>
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<tbody>
<tr>
<td>100+ interviews and focus groups</td>
</tr>
<tr>
<td>80+ community leader/vision surveys</td>
</tr>
<tr>
<td>1050 community surveys</td>
</tr>
<tr>
<td>20+ external influencer (regional economic development, chamber and elected executives)</td>
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<tr>
<td>300 person statistically valid external survey (100 LA; 100 Central Valley; 100 Bay Area)</td>
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</tbody>
</table>
BRAND - The job of the brand is to tell your most competitive story.

STRATEGY - The job of the strategy is to determine what that story should be about.
BRANDING
Your Input

brandingbakersfield.com

beinbakersfield.com
A NEW NARRATIVE,
A NEW
BAKERSFIELD
SOUND