The Valley Economic Alliance

Hello Friends,

What do you think of when you think of the San Fernando Valley region?

I think of a creative and vibrant region with close to 1.9 million people looking for economic and social opportunities, all who contribute ideas, concerns, and talents to our collective advancement. What can we say about how Valley residents are living and the quality of our lives? Let's look at some of the indicators from the 2020 U.S. Census.

Our median household income is almost $75,000, a little higher than the rest of L.A. County, but our poverty rate of 13% is higher than average in the state. Our average travel time to work of 32 minutes is about the same as the rest of L.A. County, which is higher than average in the state. And our homeownership rate of 53% is higher than average in L.A. County, but significantly lower than average in the state. These indicators help us set our agenda to move people into good-paying jobs and successful business ownership, reduce greenhouse gas emissions and excessive traffic, and increase homeownership, all to expand equitable and sustainable economic mobility in our region.

In this issue of our "As the Valley Grows" newsletter, we ignite conversation around our regional development, including on our partner cities' community plans. By knowing the type of development and zoning that we believe will be most advantageous to our community, The Alliance will lead the way to vigorously pursue business retention and resilience, while pursuing developers to activate underutilized land and buildings.

So where do you come in? Participate in the conversation, join our committees, and attend our convenings. And most of all, join us for our Annual Board Meeting on December 15 in Calabasas to join the conversation about our regional development. And for our inaugural Our Region | Our Future Regional Development Summit on January 12 at CSUN, where leading change-makers will join in our discussion to advance our region's economic vitality. We hope to see you soon.

For the Valley,



Sonya Kay Blake, President and CEO