

11.5.2024

(Julie Weiner)

upward mobility summit

A Conference to Address Poverty in Santa Barbara County

Coalition Members:

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District County Supervisor

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People Helping People

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Santa Barbara Foundation

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Eric Talkin
Food Bank of Santa Barbara
County

Eddie Taylor
United Way North County

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Dear Santa Barbara County Supervisors,

Almost **70,000*** people in Santa Barbara County live at or below the **federal poverty line** and **1 in 5** of those are children. Our county has the **2nd highest percentage of its population living in poverty out of the 58 counties in California**. Many of us working in local organizations are deeply concerned, and feel it is time to start a conversation that encompasses the **whole picture of poverty** in our communities, not just homelessness. We want to create pathways to upward mobility for Santa Barbara County residents who are struggling.

On **Friday January 24th, 2025**, the **Coalition for Upward Mobility in Santa Barbara County** will hold its **first Upward Mobility Summit, kicking off a two year initiative**. The goal of the Summit is to inspire attendees to join a Mobility Action Plan ("MAP") group, focused on making change in specific areas such as access to education, healthcare, nutrition, housing, and jobs.

We invite all County Supervisors to attend the Upward Mobility Summit, and welcome having a representative from your office join our coalition.

The Summit will leverage the Urban Institute's Upward Mobility Framework and a continuum-of-care model. It will be held simultaneously at Allan Hancock College and Santa Barbara City College (but connected virtually.) **Matthew Desmond, author of the best-selling book "Poverty, by America" will be our keynote speaker**. We are inviting local civic, business, philanthropic, and nonprofit leaders to attend this daylong conference, as well as people having the lived experience of poverty.

The conference schedule and a list of sponsors is included for your review. Together we can create a Santa Barbara County that offers better futures for every resident.

Warmest regards,

The Coalition for Upward Mobility in Santa Barbara County

* Public Policy Institute of California report, "Understanding Poverty in California", Oct. 19, 2023

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A Conference to Address Poverty in Santa Barbara County

Summit Schedule January 24, 2025

8:00am - Gather / Check-In

8:45am – Welcome / Introduction

9:00am - **Keynote by Matthew Desmond (includes Q&A)**, author of best-selling books *“Evicted”* and *“Poverty, by America”* (virtual presentation)

10:00am – **Presentation of the Upward Mobility Framework**
Alexis Weaver, Urban Institute (Washington, DC)

11:00am - Data Walk & Coffee Break

11:15am – **Talking About Poverty / Shared Language / Narrative**
Devon Grey, CEO, End Poverty in California
Moirra O’Neil, Frameworks Institute (Washington, DC)
Alice O’Connor, Professor of History, UC Santa Barbara, and Executive Director of the Blum Center on Poverty, Inequality, and Democracy.

12:15pm - Lunch

1:00pm - **Policy / Advocacy Workshop**
(Panelists TBC)

2:00pm - **Town Hall w/ Elected Leaders**
{In person sessions at each location}

3:15pm – **Closing session**
Wrap up/call to action (for attendees to sign up for a Mobility Action Plan “MAP” work group)

4:00pm – **Networking event / Mixer**

The Upward Mobility Summit will be held simultaneously at two locations (SBCC and Allan Hancock College), but connected through virtual technology. Sponsors of the event currently include Sara Miller McCune, CenCal Health, Food Bank of Santa Barbara County, McCune Foundation, Oniracom, Santa Barbara Foundation, United Way of Santa Barbara North County, and CommUnify.

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