1. Welcome and Introductions

2. Presentation
   - General Plan Overview
   - General Plan Update Work Program
   - General Plan Update Process/Schedule

3. Roles and Responsibilities

4. Community Engagement Strategy

5. Next Steps
Welcome and Introductions

County General Plan Update Team
General Plan Update Consultants
• Chris Stephens – Director, Resource Management Agency
• Kim Prillhart – Planning Director
• Susan Curtis – Project Manager
• Shelley Sussman – Senior Planner
• Clay Downing – Planning Technician
General Plan Overview
State Planning Requirements | Relationship to Other Plans
Topics Addressed | Importance of Being Current
State Planning Requirements

- Every city and county in California must have a general plan

- Long-term framework for future growth, change, and resource management

The Governor’s Office of Planning and Research is currently updating the General Plan Guidelines
State Planning Requirements

- Required Content
  - Seven specific topics or "elements"
  - Goals, policies, and implementation programs
  - Land Use and Circulation Diagrams
  - Must be internally consistent

- Timeframe
  - Long-term perspective (VC General Plan – 20 years)
  - Written to address changing circumstances and priorities

- Implementation
  - County decisions must be consistent with the General Plan
  - County plans, ordinances, and regulations must maintain consistency with the General Plan
• Every General Plan must address seven topical elements
• The County determines how these topics are addressed and can add other topics
Relationship to Other Plans/Regulations

- Long-term
- General Plan and Area Plans
- Master Plans and Specific Plans
- County Codes and Zoning Ordinance
- Near-term
- General
- Specific

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importance of a General Plan

- Represents community’s values and aspirations for the future
- Addresses County priorities, such as sustainability, healthy living, quality of life, and education
- Embodies the County's long-term development and resource management goals
- Guides the County’s decision-making process and investment decisions
Work Program

Key Topics and Themes Addressed | Project Phases and Milestones
Concurrent Planning Efforts
Key Topics and Themes Addressed

- Comprehensive General Plan Update
  - Update existing conditions information
  - Identify assets, issues, and opportunities
  - Affirm the countywide vision and guiding principles
  - Evaluate growth alternatives and policy options
  - Prepare contemporary, user-friendly Plan
  - Incorporate Area Plans
  - Prepare a Program EIR
  - Conduct robust community engagement program
Key Topics and Themes Addressed

- Additional Elements
  - Agriculture
  - Water
  - Economic Development

- Additional Topics
  - Healthy Communities
  - Climate Action Plan
  - Sustainability/Resiliency
Project Phases and Milestones

1. Initiate Project
2. Prepare the Background Report
3. Affirm the Vision and Guiding Principles
4. Evaluate Alternatives
5. Prepare the General Plan
6. Conduct Environmental Review
7. Prepare Final Documents and Adoption

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• Planning Tasks to be Coordinated with General Plan Update
  • Concurrent Zoning Code Update
  • Concurrent Housing Element Update
  • Habitat Connectivity Overlay Zone
Project Schedule
Ventura County 2040 GENERAL PLAN

Project Schedule Overview

- FG/TAC Meeting Orientation
- FG Meeting Background Report
- TAC Meeting Background Report
- Community Workshops: Assets, Issues, Opportunities
- PC Work Session #1
- Newsletter
- Draft Background Report
- TAC Meeting Assets, Issues, Opportunities
- Community Workshops: Confirming the Vision
- PC Work Sessions #3 & 4
- BOS Study Session
- TAC Meeting Alternatives Report
- Community Workshops: Alternatives
- PC Work Session #5
- Newsletter
- Alternatives Concepts Report
- Alternatives Report

TAC: Technical Advisory Committee
FG: Focus Groups
PC: Planning Commission
BOS: Board of Supervisors
Ventura County 2040 General Plan

Project Schedule Overview

2020

Winter

Spring

Summer

Fall

2021

BOS Hearings

PC Hearings

Final General Plan and EIR

TAC: Technical Advisory Committee

FG: Focus Groups

PC: Planning Commission

BOS: Board of Supervisors
Roles and Responsibilities

Advisors and Decision-Makers  I  Technical Advisory Committee
Focus Groups  I  Planning Commission  I  Board of Supervisors
Advise and Decision-makers

Decisions/Direction

Board of Supervisors

Advisory/Guidance

Planning Commission

Technical Assistance

Focus Groups

Technical Advisory Committee

Municipal Advisory Committees
Stages of Document Review

1. Technical Advisory Committee
   - Review Administrative Draft Documents prior to publication

2. Focus Groups
   - Review Public Review Draft Documents following Public Review

3. Planning Commission
   - Review Public Review Draft Documents following Public Review

4. Board of Supervisors
   - Review Public Review Draft Documents following Public Review
Roles and Responsibilities

- Serve as the advisory body for the General Plan Update
- Review public draft reports and public input
- Build community ownership of the process
- Provide direction to staff and consultants
- Provide recommendations to the Board of Supervisors
- Recommend approval of the draft General Plan and certification of the PEIR
• Points of Engagement
  • Project Initiation
  • Draft Background Report and Draft Assets, Issues, and Opportunities Report
  • Draft Confirmed Vision and Guiding Principles (x2)
  • Alternatives Concepts and Report (x3)
  • General Plan Policy Document (x6)
  • Adoption Hearings (x3)
Technical Advisory Committee (TAC)

- TAC Members
  - County staff
  - Affiliated government-agency staff

- Roles and Responsibilities
  - Assist with analysis and policy development
  - Review administrative draft documents and reports
  - Ensure documents are accurate and complete
Points of Engagement

- Project Initiation
- Review Administrative drafts of the following documents:
  - Background Report
  - Assets, Issues, and Opportunities Report
  - Alternatives Report
  - General Plan Policy Document
  - Environmental Impact Report
Focus Groups

- Focus Group Members
  - Individuals with expertise/experience in Ventura County
    1. Water
    2. Transportation and Infrastructure
    3. Agriculture
    4. Open Space and Recreation
    5. Economic Development
    6. Climate Change
    7. Housing

- Roles and Responsibilities
  - Review public draft documents and reports
  - Help ensure documents are accurate and complete
  - Provide input to County staff and decision-makers
  - Inform and engage colleagues and constituents
Focus Groups

- Points of Engagement
  - Project Initiation
  - Draft Background Report
  - Draft Assets, Issues, and Opportunities Report
  - Draft Vision and Guiding Principles
  - Alternatives Report
  - General Plan Policy Document

- Focus Group meetings will be open to the public
Community Engagement Strategy

Education and Information | Engagement and Interaction
Validation and Direction
Ventura County

Opportunities for Public Input

Education and Information

facebook

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Opportunities for Public Input

Engagement and Interaction
Municipal Advisory Committee (MAC)

• Roles and Responsibilities
  • Host community workshops
  • Review public draft documents and reports
  • Provide input to County staff and decision-makers
  • Inform and engage colleagues and constituents

• Points of Engagement
  • Identifying Assets, Issues, and Opportunities
  • Visioning
  • Evaluating Alternatives
  • Reviewing the Public Review Draft General Plan

• Other communities without MACs will also have workshops

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Opportunities for Public Input

Validation and Direction
Next Steps
Next Steps

- FG/TAC Meeting
  - Orientation
- FG Meeting
  - Background Report
- TAC Meeting
  - Background Report
- TAC Meeting
  - Assets, Issues, Opportunities
- Community Workshops:
  - Confirming the Vision
- PC Work Session #1
- Community Workshops:
  - Assets, Issues, Opportunities
- PC Work Session #2
- Newsletter
- Draft Background Report
- 2016
  - Winter
  - Spring
  - Summer
  - Fall
- 2017
Discussion