**PROJECT PHASES AND MILESTONES**

1. **Initiate Project**  
   (Completed)

2. **Prepare the Background Report**  
   (Completed)

3. **Affirm the Vision and Guiding Principles**  
   (Spring 2017 to Fall 2017)

4. **Evaluate Alternatives**  
   (Fall 2017 to Spring 2018)

5. **Prepare the Draft General Plan**  
   (Summer 2018 to Spring 2019)

6. **Conduct Environmental Review**  
   (Spring 2019 to Winter 2019/2020)

7. **Prepare Final Documents and Adoption**  
   (Spring 2020)
ADVISORS AND DECISION-MAKERS

4 Points of Engagement
- Assets, Issues, and Opportunities Summary and Draft Background Report (*Completed*)
- Vision and Guiding Principles (*In Progress*)
- Alternatives Report
- General Plan Policy Document
THE PROCESS THUS FAR...

Phase 1
- Focus Group/TAC formation
- MAC meetings
- 12 Community Workshops, Fair Booth, Project Website
- Planning Commission Work Session No.1

Phase 2
- Assets, Issues, Opportunities Summary
- Draft Background Report
- Planning Commission Work Session No. 2
ACTIVITIES FOR THE UPCOMING YEAR

Phase 3
- Develop/Affirm Vision and Guiding Principles
  Outreach to community, PC, advisory bodies, BOS

Phase 4
- Develop alternative land use/policy concepts
  Outreach to community, PC, advisory bodies, BOS
ASSETS, ISSUES, AND OPPORTUNITIES (AIO) SUMMARY

Summary of input received from Technical Advisory Committee and Focus Group meetings community workshops, online questionnaire, and County Fair.

- **Assets**: What do you love about your community?
- **Issues**: What do you see as the biggest challenges for the future?
- **Opportunities**: What might help address those challenges and improve Ventura County?
PUBLIC INPUT: WHO DID WE REACH

- TAC and Focus Group Kick-Off Meeting
- 12 Community Workshops including co-hosting by Municipal Advisory Councils
- Announcements by:
  - Email Announcement
  - Project Website
  - Press Release
  - County of Ventura Social Media
- Online Questionnaire
- Ventura County Fair
PUBLIC INPUT: WHO WE HEARD FROM

- Over 250 In-Person Community Workshop Participants
- More than 4,700 Community Workshop Comments
- 135 Online Questionnaire Responses
- Over 300 Comments from County Fair Visitors
COMMUNITY WORKSHOP RESULTS: WHAT WE HEARD

COMMUNITY WORKSHOP RESULTS
PREFERRED COMMUNICATION

Exercise #1

<table>
<thead>
<tr>
<th>Communication Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>57%</td>
</tr>
<tr>
<td>Website</td>
<td>16%</td>
</tr>
<tr>
<td>Neighborhood Newsletter</td>
<td>16%</td>
</tr>
<tr>
<td>Municipal Advisory Council</td>
<td>11%</td>
</tr>
</tbody>
</table>
## Public Outreach Results

**Top Five Topics of Interest**

*April 2016 thru September 2016*

<table>
<thead>
<tr>
<th>What We Heard</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What I Love Most About Ventura County</strong></td>
<td>Mountains and Open Spaces</td>
<td>Agriculture and Farms</td>
<td>Habitat and Natural</td>
<td>Beaches</td>
<td>Safe Community</td>
</tr>
<tr>
<td><strong>Our Biggest Challenges</strong></td>
<td>Water</td>
<td>Agriculture and Farms</td>
<td>Transportation</td>
<td>Housing</td>
<td>Public Safety</td>
</tr>
<tr>
<td><strong>What Could Make Our Community Better</strong></td>
<td>Roads and Transit</td>
<td>Agriculture and Farms</td>
<td>Open Space &amp; Greenbelts</td>
<td>Wildlife &amp; Habitats</td>
<td>Economy and Jobs</td>
</tr>
</tbody>
</table>
### Public Outreach Results

**Water Focus Group Input**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24</td>
<td>24</td>
<td>17</td>
<td>11</td>
<td>10</td>
<td>10</td>
<td>19</td>
<td>18</td>
<td>15</td>
<td>11</td>
<td>10</td>
<td>9</td>
<td>18</td>
<td>15</td>
<td>15</td>
<td>12</td>
</tr>
</tbody>
</table>
COMMUNITY WORKSHOP EXAMPLE

PUBLIC OUTREACH RESULTS
Our Biggest Challenges for the Future

Water 17%
Other 16%
Agriculture and Farms 10%
Transportation 10%
Economy and Jobs 9%
Housing 8%
Public Safety 8%
Aging Population 5%
Wildlife and Habitats 5%
Education 4%
Healthy Community 3%
Air Quality 3%
Energy 1%
Climate Change 1%
County Parks 0%
Beaches 0%
• Prepared collaboratively by consultant subject matter experts and County staff (including Technical Advisory Committee)
• “Snapshot” of existing (2016) conditions and trends in Ventura County
• Objective and policy-neutral
• Provides context for policy development and decision-making
• Provides baseline setting for General Plan Update Environmental Impact Report
• Final revision in conjunction with preparation of EIR and along with General Plan
BACKGROUND REPORT: SUBJECTS/CHAPTERS

1. Introduction
2. Demographics and Economics
3. Land Use
4. Health and Well-Being
5. Housing
6. Transportation and Mobility
7. Public Facilities, Services, and Infrastructure
8. Natural Resources
9. Agriculture
10. Water Resources
11. Hazards and Safety
12. Climate Change
BACKGROUND REPORT: STRUCTURE

- Introduction
- Major Findings
- Existing Conditions
- Regulatory Setting
- Key Terms
- References
• Public Review Draft of Background Report posted on project website in March along with online comment form
• Interested Parties notified through e-blast
• Press release distributed to the media
• Focus Group Meetings (March 28th and 29th)
  – Transportation and Infrastructure
  – Water
  – Climate Change
  – Agriculture
  – Economic Development
  – Open Space and Recreation
• APAC Meeting (May 10, 2017)
Comments submitted via online comment form, email, letter, and at Focus Group meetings.

Staff summarized and catalogued comments by subject matter and collaborated with consultants to prepare strategy for responding.

While most comments focused on Background Report, some pertained to subsequent phases of the General Plan Update (e.g., alternatives, policy development, environmental analysis).

Staff and consultants are revising most chapters of the report in response to comments to improve clarity and accuracy.

Updated chapters will be posted to project website.
Phase 3: Vision and Guiding Principles

- Derived, in part, from the General Plan Update outreach program, including input received through community workshops and Focus Group meetings.
- Planning Commission input on draft Vision Statement and Guiding Principles.
- Community Engagement (July/August 2017).
- Planning Commission recommendation to Board of Supervisors.
- Board of Supervisors review and approval.
VISION STATEMENT

• A description of the what the County is or aspires to be
• Establishes purpose and mission for General Plan policies and programs
VENTURA COUNTY IS A REMARKABLE PLACE TO LIVE, WORK AND PLAY. OUR EXCEPTIONAL QUALITY OF LIFE AND ECONOMIC VITALITY IS ROOTED IN THE STEWARDSHIP OF OUR RICH NATURAL RESOURCES INCLUDING OUR WORLD CLASS BEACHES, FERTILE AGRICULTURAL PLAINS, AND SCENIC MOUNTAINS. THE GENERAL PLAN REFLECTS THE COUNTY’S ONGOING COMMITMENT TO COLLABORATE WITH VENTURA COUNTY’S CITIES TO ADDRESS OUR ENVIRONMENTAL, SOCIAL, AND ECONOMIC NEEDS AND ALLOW OUR SAFE, HEALTHY, VIBRANT AND DIVERSE COMMUNITIES TO THRIVE.
GUIDING PRINCIPLES

• Central ideas that articulate the County’s commitment to achieving the Vision.

• Establish framework for decisions concerning preparation, adoption, and implementation of General Plan

• Touchstones for determining the consistency of goals, policies, and implementation programs with the overarching Vision
Direct urban growth away from agriculture and open space lands, in favor of locating it in cities and unincorporated communities where public facilities, services, and infrastructure are available or can be provided.
Foster economic and job growth that is responsive to the evolving needs and opportunities of the County’s economy, while enhancing our quality of life and promoting environmental sustainability
Encourage the long-term viability of Ventura County’s agricultural economy by conserving agricultural lands and supporting a diverse and globally-competitive agricultural industry
Support the development of a balanced and coordinated multi-modal transportation network that meets the mobility and accessibility needs of all residents, businesses and visitors.
Provide affordable and equitable housing opportunities by preserving the existing housing supply and supporting diverse new housing types.
CONSERVATION AND OPEN SPACE

Manage the County's natural resources, such as soils, water, air quality, minerals, and wildlife and its habitat, and guard against premature urban development
Manage water resources in a manner that addresses current demand without compromising the ability to meet future demand, and balances the needs of urban and agricultural uses while sustaining ecosystem health.
PUBLIC FACILITIES AND SERVICES

Invest in infrastructure and services, including renewable energy, to promote economic vitality, ensure public safety, and improve our quality of life.
Protect residents, businesses and visitors from hazards such as, flooding, wildland fires, hazardous materials, noise, air and water pollution and geologic hazards
Reduce greenhouse gas emissions to achieve reduction targets and decrease vulnerability from the effects of climate change.
Promote economic, social, and physical health and wellness by encouraging walking, biking, and access to healthy foods and integrating Health in All Policies into the built environment.
• Provide input on the **Draft Background Report** and the proposed **Vision Statement** and **Guiding Principles**

• Recommend moving forward into the community engagement phase for the **Vision Statement** and **Guiding Principles**
QUESTIONS?