I. SUBJECT
The purpose of this Planning Commission Work Session (Agenda Item Number 5) is to obtain a recommendation from the Planning Commission regarding revisions, if any, to the amended Draft Vision and Guiding Principles (Exhibit 12), to be presented to the Board of Supervisors on January 23, 2018. Staff will also present the results of community outreach related to the Draft Vision Statement and Guiding Principles (Exhibits 3 through 9), including the General Plan Update Public Opinion Survey (Exhibit 10).

II. BACKGROUND
From the outset of the General Plan Update (GPU) process, the Board of Supervisors expressed its desire to rely on the Planning Commission as its principal advisory body with the key task of gathering public input and building community ownership of the GPU process, advising the GPU team on ideas and content for the draft GPU documents, and providing formal recommendations to the Board of Supervisors.

The Planning Commission is scheduled to hold several Planning Commission Work Sessions throughout the GPU process; this is the third of 13 scheduled Work Sessions. Each Planning Commission Work Session scheduled as part of the GPU project is identified in the List of Project Phases and Major Tasks (Exhibit 11).

On June 8, 2017, Planning Commission Work Session No. 2 was held to present an overview of the Assets, Issues, and Opportunities Summary Report (which summarizes community engagement activities through June 2017), the Draft Background Report, and the proposed Draft Vision Statement and Guiding Principles. During this Work Session, the Planning Commission requested several revisions to the Draft Vision Statement and Guiding Principles and recommended that staff secure community input on the Commission's revised Draft Vision Statement and Guiding Principles before presenting them to the Board of Supervisors. Exhibit 2 of this staff report is the version of the Draft Vision Statement and Guiding Principles approved by the Planning Commission on June 8, 2017. Exhibit 12 is a revised version that incorporates several suggested text changes received during public outreach.

III. REVIEW OF RECENT PROJECT MILESTONES
This section presents a summary of community outreach associated with the Draft Vision and Guiding Principles, including the GPU public opinion survey.

A. Draft Vision Statement and Guiding Principles
Phase 3 of the GPU project focuses on the development of a vision statement and set of guiding principles, which are intended to reflect existing County values, comments received during community engagement, and priorities identified by the Board of Supervisors including climate change, economic vitality, housing and healthy communities. The vision statement is intended to be both descriptive and aspirational. It describes what the County wants to become through
the implementation of the General Plan. The guiding principles reflect central ideas that articulate the County’s commitment to achieving the vision of the General Plan. They also help to establish the framework for determining consistency of goals, policies, and implementation programs with the overarching vision.

Over the last several months, staff gathered input from the Planning Commission, members of the public, and additional advisory groups, including the Agricultural Policy Advisory Committee, (APAC), the Piru Neighborhood Council (PNC), and all six County Municipal Advisory Councils (MACs), in an effort to refine the Draft Vision Statement and Guiding Principles that will ultimately be approved by the Board of Supervisors at the end of Phase 3, scheduled for January 23, 2018.

Community Engagement Activities

Following the June 8, 2017, Planning Commission Work Session, staff initiated community outreach designed to secure public input on the Draft Vision Statement and Guiding Principles supported by the Planning Commission. Staff relied on multiple methods to announce engagement opportunities, including the distribution of press releases in English and Spanish to more than 80 public information officers and 39 print, television and radio media outlets (Exhibit 13); direct email communications to the project’s Interested Parties List, (which includes over 900 individuals); and social media announcements on the County’s Facebook, Instagram and Twitter feeds. Publicity efforts resulted in three articles appearing in local print media.

From July 17 through September 21, 2017, staff hosted 14 in-person events throughout the County to gather public input. As discussed above, these events included participation at six MAC meetings, the PNC, and the APAC. Each committee/council was presented with the option to submit individual comments or provide comments through a formal motion and majority vote. The APAC, Ojai Valley and Santa Rosa Valley MACs, through a majority vote, submitted comment letters with recommended revisions to the Draft Vision Statement and Guiding Principles (Exhibits 3, 4 and 5, respectively). The El Rio-Del Norte MAC members opted to submit individual comments from meeting participants and MAC members via the questionnaire discussed below (Exhibit 6). No other MAC, nor the PNC submitted formal comments.

Staff also hosted five “Open House” style events throughout the County including events at Santa Susana Park and public libraries in Saticoy, Port Hueneme, Fillmore and Lockwood Valley. Project information was available, and staff was present to respond to questions and receive public input.

Staff also created an on-line English/Spanish questionnaire to facilitate public input via the internet (Exhibit 14). The questionnaire was also available to the public in hard-copy at all the in-person events described above. This questionnaire was not designed to be a scientific poll or survey. Rather it was one of the many ways that the public could share their thoughts about the Draft Vision Statement and Guiding Principles. Specifically, the questionnaire asked individuals to rate their level of agreement or disagreement with the Draft Vision Statement and Guiding Principles based on the following scale: “Strongly Agree”, “Agree”, “Neither Agree nor Disagree”, “Disagree”, or “Strongly Disagree.” Individuals were also invited to provide open-ended written comments. As of October 20, 2017, staff received 61 on-line questionnaires, and an additional 12 hard-copy or email submissions, for a total of 73 responses (Exhibit 7).
Finally, the public was also invited to submit comments by email, U.S. Postal Service, in-person at the Planning Division, or during any of the General Plan Update Planning Work Sessions. See Exhibit 9 for additional public comments related to the Draft Vision and Guiding Principles received through these mediums.

Figure 1, Vision Statement Questionnaire Responses and Figure 2, Guiding Principles Questionnaire Responses (below), present a quantitative summary of questionnaire responses. Exhibit 8 presents a comprehensive quantitative summary of responses, (with each Guiding Principle shown separately), as well as respondents' general geographic place of residence and location of employment (i.e., outside Ventura County, unincorporated area, in a city located within Ventura County).

Figure 1. Vision Statement Questionnaire Responses
B. Public Opinion Survey

As part of the approved Scope of Work, the Board of Supervisors directed the Planning Division and project consultants to complete a bilingual public opinion survey to ensure that the updated General Plan reflects the values, priorities, and concerns of all County residents, not just those who actively participate in community engagement activities or advisory groups. Project sub-consultant, True North Research, designed and conducted a survey of 1,250 adults selected at random from households within Ventura County.

Led by Dr. Timothy McLarney, the survey was designed to provide objective, statistically reliable measures of residents' opinions and preferences on a range of topics that will be addressed in the General Plan including land use, economic development, mobility and alternative transportation, housing, conservation, climate change, recreation, and emergency preparedness. The discussion below presents a summary of the survey purpose, methodology and findings. The survey has an overall statistical margin of error of +/- 3.5% at the 95% level of confidence. See Exhibit 10, General Plan Update Public Opinion Survey for the full survey report.
Survey Purpose

The purpose of the survey described in the attached report (Exhibit 10) was to provide objective, statistically reliable measures of residents' opinions on a number of key issues that will be addressed in the General Plan update. The results of the survey will be combined with information gathered through other public input methods to help the Planning Commission, Board of Supervisors, staff, and the County’s consulting team update the General Plan.

Survey Methodology

For a full discussion of the research methods and techniques used in the study, turn to Methodology on page 30 of the attached report (Exhibit 10). In brief, the survey was administered to a random sample of 1,250 adults who reside in the County of Ventura. The survey followed a mixed-method design that employed multiple recruiting methods (mail, email, and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between September 27 to October 19, 2017, the average interview lasted 15 minutes.

To accommodate the County’s interest in obtaining statistically reliable survey estimates for the County as a whole, as well as within unincorporated areas, the study oversampled residents who live in unincorporated areas in order to reduce the statistical margins of error within this subgroup. Although residents in unincorporated areas represent approximately 11% of the entire Ventura County population, they were assigned approximately half (572) of the survey interviews. To adjust for the oversampling, the raw data were then weighted according to adult population estimates prior to analyses and presentation. The results presented in the report are the weighted results, which are representative at the countywide level with unincorporated residents represented in their correct proportion.

Table 1, Demographics of Sample (below) shows how the sample profile used in the survey compares to the adult population in Ventura County. Because of the probability-based sampling methodology used in the study and careful monitoring of data collection as it proceeded, the sample demographics closely match those of the Ventura County adult population.
Table 1, Demographics of Sample

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Survey</th>
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<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
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<tr>
<td>55-64</td>
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<tr>
<td>65+</td>
<td>17%</td>
<td>15%</td>
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<tr>
<td><strong>Gender</strong></td>
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<td></td>
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</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>49%</td>
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<tr>
<td><strong>Ethnicity</strong></td>
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<tr>
<td>White / Caucasian</td>
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<td>46%</td>
</tr>
<tr>
<td>Hispanic / Latino</td>
<td>42%</td>
<td>44%</td>
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<tr>
<td>Other / Mixed</td>
<td>11%</td>
<td>10%</td>
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<tr>
<td><strong>Language</strong></td>
<td></td>
<td></td>
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<tr>
<td>Spanish-speaker, speaks English less than &quot;Very Well&quot; / Spanish survey</td>
<td>13%</td>
<td>17%</td>
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<tr>
<td><strong>Home Ownership Status</strong></td>
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<tr>
<td>Own</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Rent</td>
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<td>36%</td>
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<td><strong>Area of Residence</strong></td>
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<tr>
<td>Incorporated</td>
<td>89%</td>
<td>88%</td>
</tr>
<tr>
<td>Unincorporated</td>
<td>11%</td>
<td>12%</td>
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</table>

a U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Population 18+ yrs
b U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Population
c U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Population 5+ yrs
d U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Households
e State of CA Department of Finance, E-1 Population Estimates, May 2017, Population

**Survey Findings**

For a comprehensive overview of the survey findings, please refer to Exhibit 10. Overall, the findings of the survey indicate that Ventura County residents generally support the guiding principles being considered for the General Plan at this point. When residents were asked to prioritize among 21 ideas and guiding principles that could be part of the General Plan, the themes of conserving/managing the County's natural resources, balancing economic
development with environmental protection, and emergency preparedness rose to the top of the list.

More than 90% of Ventura County residents rated the following items a high or medium priority for the County’s future:

- Manage water resources to meet current demand while also preparing for greater demand in the future
- Fairly manage the County’s water resources across urban, agricultural, and environmental uses
- Retain and expand existing businesses and jobs in the County to strengthen the local economy
- Prepare for potential natural disasters including flooding, wildland fires, earthquakes and landslides

At least 80% of those surveyed also rated the following ideas and principles as a high or medium priority for Ventura County’s future:

- Minimize air and water pollution
- Protect the long-term viability of Ventura County’s agricultural economy by conserving agricultural lands and supporting our globally-competitive agricultural industry
- Conserve and manage the County’s natural resources, habitat and wildlife
- Pursue economic growth that enhances the County’s quality of life and environmental sustainability
- Maintain and improve high quality parks, trails, and recreation facilities and programs
- Improve the efficiency of the County’s transportation system by improving highways, roads, and intersections
- Promote the use of sustainable energy sources including solar and wind

At least 70% of those surveyed rated the following items as a high or medium priority for the County’s future:

- Build housing that is affordable to middle-income households
- Reduce greenhouse gas emissions to combat climate change
- Direct future urban growth away from agricultural and open space lands, and locate it in existing cities and communities where infrastructure and services are available or more easily provided
- Improve local access to healthy foods
- Enhance services and programs to assist homeless residents
- Promote the use of alternative forms of transportation including transit, ride-sharing, walking and biking
Other key findings include:

- Ventura County residents were most apt to cite the beaches and the pier (23%), open space and green space (21%), agricultural and farmlands (12%), nice weather (12%), parks and recreation facilities (9%), and the small-town atmosphere (8%) as what they like most about living in Ventura County and should be preserved in the future.

- Approximately 15% of respondents were unsure of a change that could be made to improve Ventura County or stated flatly that no changes are needed/everything is fine. Among the specific improvements that were desired, reducing traffic congestion (12%), providing more affordable housing (12%), and limiting growth/preserving open space/accepting agriculture (10%) were all mentioned by at least 10% of respondents, followed by addressing homeless issues (8%), improving public safety (7%), improving/maintaining roads (7%), and improving the local economy/economic opportunities (7%).

- Among the actions the County could take to support the local economy and stimulate job growth, residents were most supportive of the County attracting high-tech companies and companies in the clean-energy sector (88% support), promoting job growth in the agricultural sector (86%), supporting a startup culture and the development of business incubators to assist employers and generate good-paying jobs (85%), and working with private property owners to redevelop and revitalize older, outdated buildings and shopping centers (84%).

- More than half of residents indicated that there is currently too little housing that is affordable for middle-income families (60%), year-round homeless shelters (54%), and housing that is affordable for low-income families (53%).

- More than seven-in-ten respondents (71%) indicated that the County should be proactive in anticipating the impacts of climate change and addressing them before they become problems. Approximately one-in-five respondents (22%) preferred that the County wait to see what impacts and problems actually occur, then deal with them at that time.

In order to increase the reliability of the County's water supply, more than eight-in-ten respondents indicated they support the County capturing, storing and treating rainwater and stormwater runoff to produce drinking water (92%) and desalinating groundwater and/or seawater to produce drinking water (83%). Nearly three-quarters of respondents (72%) also supported acquiring new and/or additional water from the State Water Project.

As described above in the survey findings summary, community engagement activities resulted in a general confirmation of, and agreement with the Vision and Guiding Principles as broad themes to guide the future phases of the General Plan Update at this point. As shown by both
the survey and the questionnaire, the majority of respondents generally support (e.g. either “agree” or “strongly agree”) with both the Vision and Guiding Principles.

That said, many thoughtful comments and suggested revisions were submitted during the outreach process. Many of these comments have been integrated into a revised version of the Vision and Guiding Principles for your Commission’s review and comment today. (Exhibit 12).

It’s important to note that many comments submitted by the public spoke to an interest in policy and program development (e.g., we need safe streets, speed limits, safe foot traffic with sidewalks and curbs). These comments will be carefully considered during the policy development phase of the GPU project, which will occur during Phase 4 Evaluate Alternatives and Phase 5 Draft General Plan (Exhibit 11). Additionally, many other comments referenced themes that are already reflected in existing Guiding Principles (e.g., healthy communities, the importance of protecting water resources, hazards and safety).

V. PLANNING COMMISSION ACTIONS

Planning Division staff is requesting that the Planning Commission receive and file the General Plan Update Public Opinion Survey (Exhibit 10) and provide a recommendation on revisions, if any, to the amended Draft Vision and Guiding Principles (Exhibit 12) for review by the Board of Supervisors on January 23, 2018.

If you have any questions please contact me at (805) 654-2481 or at kim.prillhart@ventura.org or Susan Curtis, General Plan Update Project Manager at (805) 654-2497 or at susan.curtis@ventura.org.

Kim L. Prillhart, Director
Ventura County Planning Division

Exhibit 2  Draft Vision and Guiding Principles, dated June 8, 2017
Exhibit 3  Agricultural Policy Advisory Committee Vision and Guiding Principles Comments
Exhibit 4  Ojai Valley Municipal Advisory Council Vision and Guiding Principles Comments
Exhibit 5  Santa Rosa Valley Municipal Advisory Council Vision and Guiding Principles Comments
Exhibit 6  El Rio-Del Norte Municipal Advisory Council Vision and Guiding Principles Comments
Exhibit 7  Vision and Guiding Principles Questionnaire Responses
Exhibit 8  Quantitative Summary Vision and Guiding Principles Questionnaire Responses
Exhibit 9  Email/U.S. Postal Public Comments Vision and Guiding Principles
<table>
<thead>
<tr>
<th>Exhibit</th>
<th>Description</th>
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<tbody>
<tr>
<td>Exhibit 10</td>
<td>General Plan Update Public Opinion Survey</td>
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<tr>
<td>Exhibit 11</td>
<td>List of Project Phases and Major Tasks</td>
</tr>
<tr>
<td>Exhibit 12</td>
<td>Planning Division Revised Vision and Guiding Principles, dated November 1, 2017</td>
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<tr>
<td>Exhibit 13</td>
<td>Vision and Guiding Principles English and Spanish Press Releases</td>
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