Exhibit 12
Planning Division Revised Vision and Guiding Principles, dated November 1, 2017
Vision and Guiding Principles
County of Ventura 2040 General Plan

VISION

Ventura County will remain a remarkable place to live, work and play. Our exceptional quality of life and economic vitality is rooted in the stewardship of our multi-cultural resources, rich natural resources including our world class beaches, fertile agricultural soils, plains, and scenic mountains and open space, and our talented residents. The General Plan reflects the County’s ongoing commitment to collaborate with Ventura County’s residents, cities, businesses, and non-profit organizations to address our environmental, social, and economic needs in a sustainable manner, and allow our safe, healthy, vibrant and diverse communities to thrive.

GUIDING PRINCIPLES

Guiding Principles are central ideas that articulate the County’s commitment to achieving the Vision of the General Plan. They establish the framework for the ideas and concepts behind the General Plan, and serve as a touchstone during the process to develop goals, policies, and programs.

Land Use and Community Character
Direct urban growth away from agricultural, rural 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.

Economic Vitality
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.

Agriculture
Promote encouraging the long-term viability of Ventura County’s agricultural economy by supporting a diverse and globally-competitive agricultural industry that depends on the availability of water, land, and farmworker housing. conserving agricultural lands and supporting a diverse and globally-competitive agricultural industry.

Circulation/Transportation/Mobility
Support the development of a balanced, efficient and coordinated multi-modal transportation network that meets the mobility and accessibility needs of all residents, businesses and visitors.
Housing
Support the development of 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.

Water Resources
Develop and manage water resources in a manner that addresses current demand without compromising the ability to meet future demand, and while balancing the needs of urban and agricultural uses and healthy ecosystems, while sustaining ecosystem health.

Public Facilities, Infrastructure and Services
Invest in facilities, infrastructure and services, including renewable energy, to promote efficiency and economic vitality, ensure public safety, and improve our quality of life.

Health Hazards and Safety
Minimize health and safety impacts risks to residents, businesses and visitors from human-caused hazards such as hazardous materials, noise, air and water pollution, as well as natural hazards such as flooding, wildland fires, and geologic events.

Climate Change and Resilience
Reduce greenhouse gas emissions to achieve mandated targets, proactively anticipate the impacts of climate change, and increase resilience to the effects of climate change.

Healthy Communities
Promote economic, social, and physical health and wellness by promoting investing in infrastructure that promotes physical activity and access to healthy foods, supporting the arts and by encouraging walking, biking, access to healthy foods, and integrating Health in All Policies into the built environment.

Environmental Justice
Commit to the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations and policies, and continue to promote civil engagement in the public decision-making process.