Ventura County

General Plan Update
Planning Commission Work Session No. 3, Agenda Item No. 5
Vision and Guiding Principles and Public Opinion Survey
November 9, 2017
Ventura County | RMA - Planning Division

County of Ventura
Planning Commission Work Session #3
PL17-0141- Agenda Item 5
Exhibit 15 – Staff PowerPoint Presentation
The Planning Division is requesting that the Planning Commission take the following actions:

1) Provide recommendation on revisions, if any, to the amended Draft Vision and Guiding Principles for review by the Board of Supervisors on January 23, 2018

2) Receive and file General Plan Update Public Opinion Survey.
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)
7. Prepare Final Documents and Adoption (Spring 2020)

June 8, 2017: Planning Commission Work Session No. 2
November 9, 2017: Planning Commission Work Session No. 3
**Vision & Guiding Principles**

<table>
<thead>
<tr>
<th>Vision</th>
<th>Guiding Principles</th>
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| • A description of what the County is or aspires to be  
• Establishes the purpose and mission for General Plan policies and programs | • Central ideas that articulate the County’s commitment to achieving the Vision  
• Framework for decisions concerning preparation, adoption, and implementation of the General Plan  
• Touchstones for determining the consistency of goals, policies, and implementation programs with the overarching Vision |
PHASE 3 COMMUNITY ENGAGEMENT

Level of Outreach to the Public

All materials were created in both English and Spanish with bilingual staff available at all in-person activities.

Press releases were sent to 80 public information officers and 39 print, television and radio outlets resulting in 3 articles in local media.

Emails sent to the project’s Interested Parties List of over 900 individuals and organizations.

The public was invited to participate at 14 in-person events.

73 responses received to questionnaire.
**Phase 3 Community Engagement**

**Advisory Groups**

Presentations to all six Municipal Advisory Councils and the Piru Neighborhood Council

Presentation to Agricultural Policy Advisory Committee

*Santa Rosa Valley Municipal Advisory Council*

*Piru Neighborhood Council*
**PHASE 3 COMMUNITY ENGAGEMENT**

**Additional In-Person Participation**

- Open House Activities at Libraries and Parks
- Information Kiosk at County Government Center
- Information at the Ventura County Fair

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**Santa Susana Park**  
**Ray D. Prueter Public Library**  
**Saticoy Public Library**
PHASE 3 COMMUNITY ENGAGEMENT

Questionnaire Results

Vision and Guiding Principles Questionnaire

61 Online and 12 Hard Copy Questionnaires Received

GUIDING PRINCIPLES
Combined Response for all Guiding Principles

VISION

Strongly Agree: 51%
Agree: 31%
Neither Agree Nor Disagree: 9%
Disagree: 4%
Strongly Disagree: 5%

Strongly Agree: 43%
Agree: 40%
Neither Agree Nor Disagree: 7%
Disagree: 7%
Strongly Disagree: 3%

Planning Division Revised Draft Vision and Guiding Principles (Exhibit 12)

1. Integrates input from public, advisory groups, and public opinion survey

2. Drafted new Guiding Principle for Environmental Justice and designated disadvantaged communities as defined by California state law
PUBLIC OPINION SURVEY: PURPOSE

- Provide statistically reliable measures of public opinion on key issues to be addressed in the General Plan Update
- Identify those aspects of Ventura County residents value most and want preserved
- Identify areas where residents see opportunities to improve Ventura County as a place to live/work
- Test support for guiding principles
- Identify preferred approaches to affordable housing, climate change, and water reliability
PUBLIC OPINION SURVEY: METHODOLOGY

• Conducted September 27th to October 19th, 2017
• Sample: 1,250 adult residents selected at random from Ventura County households
  – Oversampled unincorporated areas (572 interviews)
  – Weighted the final results to adjust for oversample and to be representative countywide
• Mixed-Method approach
  – Recruited via mail, email & phone
  – Data collection via phone and online
  – 15-minute average interview length
• Overall margin of error of ± 3.5%
### Population and Survey Sample Profile

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong>&lt;sup&gt;a&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-24</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>25-34</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
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</tr>
<tr>
<td>45-54</td>
<td>19%</td>
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</tr>
<tr>
<td>55-64</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>65+</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Gender</strong>&lt;sup&gt;a&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>Ethnicity</strong>&lt;sup&gt;b&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>White / Caucasian</td>
<td>47%</td>
<td>46%</td>
</tr>
<tr>
<td>Hispanic / Latino</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Other / Mixed</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Language</strong>&lt;sup&gt;c&lt;/sup&gt;</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>
</tr>
<tr>
<td><strong>Home Ownership Status</strong>&lt;sup&gt;d&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Rent</td>
<td>36%</td>
<td>36%</td>
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<tr>
<td><strong>Area of Residence</strong>&lt;sup&gt;e&lt;/sup&gt;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Incorporated</td>
<td>89%</td>
<td>88%</td>
</tr>
<tr>
<td>Unincorporated</td>
<td>11%</td>
<td>12%</td>
</tr>
</tbody>
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<sup>a</sup> U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Population 18+ yrs
<sup>b</sup> U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Population
<sup>c</sup> U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Population 5+ yrs
<sup>d</sup> U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Households
<sup>e</sup> State of CA Department of Finance, E-1 Population Estimates, May 2017, Population
Overall Quality of Life

Rated Excellent or Good

- **85%** Overall quality of life in the County
- **80%** As a place to raise a family
- **63%** As a place to work
- **62%** As a place to retire
LIKE MOST ABOUT VENTURA COUNTY AND WANT TO PRESERVE

Open-Ended Responses

23% Beaches and the pier
21% Open space and green space
12% • Agricultural and farmlands
    • Nice weather
9% Parks and recreation facilities
8% Small-town atmosphere
Most Desired Change to Improve Ventura County

Open-Ended Responses

- 15% Unsure of a change that could be made to improve Ventura County or stated flatly that no changes are needed / everything is fine
- 12% • Reduce traffic congestion • Provide more affordable housing
- 10% Limiting growth/preserving open space/agriculture
- 8% Address homeless issues
- 7% • Improve public safety • Improve/maintain roads • Improve the local economy/economic opportunities
THEMES OR GUIDING PRINCIPLES FOR THE COUNTY’S FUTURE

Over 90% of residents rated high or medium priority

- 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 residents rated high or medium priority

- 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 residents rated high or medium priority

- 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
ECONOMIC VITALITY INITIATIVES

Support or Strongly Support

- **88%** Attract high-tech companies and companies in the clean-energy sector
- **86%** Promote job growth in the agricultural sector
- **85%** Support a start-up culture and the development of business incubators to assist employers and generate good paying jobs
- **84%** Work with private property owners to redevelop and revitalize older, outdated buildings and shopping centers
Responded “Too Little”

- **60%** Affordable for middle-income families
- **54%** Year-round homeless shelters
- **53%** Affordable for low-income families
- **35%** Farmworker housing
- **33%** Single family homes
- **32%** Mixed-use housing
- **30%** Multi-family housing located close to transit
STRATEGIES FOR CREATING MORE AFFORDABLE HOUSING

Would Support

- Allowing alternative housing types, such as shipping container houses and tiny houses located within existing residential communities (45.4%)
- Increasing the maximum building height from the current three stories to five stories (39.7%)
- Allowing for higher density development, where more housing units can be built per parcel (30.8%)
**PROACTIVE OR REACTIVE TO CLIMATE CHANGE?**

Preference in approaches to dealing with the impacts of climate change and rising sea levels

- **70.8%** County should be proactive in anticipating impacts before they become problem
- **21.6%** County should wait to see what impacts occur locally, then deal with them at that point
- **6.6%** Not sure
- **0.9%** Prefer not to answer
- **7.3%** Prefer not to answer
STRATEGIES FOR INCREASING RELIABILITY OF WATER SUPPLIES

Strongly Support or Support

92% Increase the reliability of the County’s water supply by capturing, storing and treating rainwater and stormwater runoff to produce drinking water

83% Desalinate groundwater and/or seawater to produce drinking water

72% Acquire new and/or additional water from the State Water Project
SURVEY FINDINGS

Residents have a high opinion of Ventura County as a place to live

Residents are focused on maintaining (rather than changing) Ventura County

Highest priorities include:
- Conserving/Managing the County’s natural resources
- Balancing economic development with environmental protection
- Being prepared for natural disasters & emergencies

Perceived need for additional affordable housing, but also concerns with strategies to create it

Residents support the County being proactive in addressing climate change impacts and improving water reliability
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QUESTIONS?