GENERAL PLAN UPDATE 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)

In Progress
ADVISORS AND DECISION-MAKERS

Decisions/ Direction
- Board of Supervisors

Primary Advisory Body
- Planning Commission

Other Advisory Groups
- Focus Groups
- APAC
- Technical Advisory Committee
- Municipal Advisory Councils

Public comment and input

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
PUBLIC INPUT: WHO WE HEARD FROM

- Over 250 In-Person Community Workshop Participants
- More than 4,700 Community Workshop/Focus Group Comments
- 135 Online Questionnaire Responses
- Over 300 Comments from County Fair Visitors
- 31 public comments during Planning Commission Work Session
## Public Outreach Results

### Top Five Topics of Interest

*April 2016 thru September 2016*

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<th>What I Love Most About Ventura County</th>
<th>What Could Make Our Community Better</th>
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<th>Safe Community</th>
<th>Transportation</th>
<th>Housing</th>
<th>Economy and Jobs</th>
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### What We Heard

- **What I Love Most About Ventura County**
  - Mountains and Open Spaces
  - Agriculture and Farms
  - Habitat and Natural
  - Beaches

- **Our Biggest Challenges**
  - Water
  - Agriculture and Farms
  - Transportation
  - Housing

- **What Could Make Our Community Better**
  - Roads and Transit
  - Agriculture and Farms
  - Open Space & Greenbelts
  - Wildlife & Habitats

- **Public Safety**
- **Safe Community**
HOW THE PROPOSED VISION AND GUIDING PRINCIPLES WERE DEVELOPED

• Derived, in part, from the General Plan Update outreach program, including input received through community workshops, Advisory and Focus Group meetings

• Reflect County’s existing land use framework (e.g., Save Our Open Space and Agriculture the Guidelines for Orderly Development)

• Incorporate new Board of Supervisor themes for “Health in All Policies”, climate change resilience, sustainable water management and economic development

• Planning Commission input on draft Vision Statement and Guiding Principles

WHAT IS A VISION STATEMENT?
A vision statement is intended to be aspirational. It describes what the County wants to become through the implementation of the General Plan and establishes a framework and purpose for the policies and programs within the General Plan.

WHAT ARE 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.
VISION STATEMENT

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 cultural resources, rich natural resources including our world class beaches, fertile agricultural plains, and scenic mountains, 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.
• 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. *(Land Use and Community Character)*

• 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. *(Economic Vitality)*

• Encourage the long-term viability of Ventura County’s agricultural economy by conserving agricultural lands and supporting a diverse and globally-competitive agricultural industry. *(Agriculture)*

• 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. *(Circulation/Transportation/Mobility)*
• Provide affordable and equitable housing opportunities by preserving the existing housing supply and supporting diverse new housing types. *(Housing)*

• Manage the County's natural resources, such as soils, water, air quality, minerals, and wildlife and its habitat. *(Conservation and Open Space)*

• 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. *(Water Resources)*

• Invest in infrastructure and services, including renewable energy, to promote economic vitality, ensure public safety, and improve our quality of life. *(Public Facilities and Services)*
Minimize 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. *(Health and Safety)*

Reduce greenhouse gas emissions to achieve mandated targets, and increase resilience to the effects of climate change. *(Climate Change and Resilience)*

Promote economic, social, and physical health and wellness by promoting access to the arts, and by encouraging walking, biking, access to healthy foods, and integrating Health in All Policies into the built environment. *(Healthy Communities)*
1) Community Engagement to secure input on proposed Vision and Guiding Principles (In Progress)

2) Planning Commission review of community input and recommendation to Board of Supervisors

3) Board of Supervisors review and approval of Vision and Guiding Principles
Feedback?

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