

COUNTY OF VENTURA GENERAL PLAN UPDATE VISION & GUIDING PRINCIPLES QUESTIONNAIRE



The County of Ventura is seeking public input on a proposed Vision and set of Guiding Principles that will be integrated into the General Plan. This questionnaire is not a scientific poll, rather it is one of the many ways that the public can share their thoughts about the proposed Vision and Guiding Principles. Input may be provided through an online questionnaire, by submitting an email of your comments directly to project staff or by mailing written comments via the U.S. Postal Service or by submitting written comments to the County of Ventura, Planning Division in person. Public comments may also be shared during any of the General Plan Update Planning Commission or Board of Supervisors Work Sessions or Hearings.

The online questionnaire may be found on the project website at VC2040.org

Written comments may be sent via email to generalplanupdate@ventura.org or to the the County of Ventura's Planning Division at:

Attn: General Plan Update
RMA Planning Division
800 S. Victoria Avenue, CA 93009-1740

For additional contact information, visit VC2040.org/contact-us.



How were the proposed Vision and Guiding Principles developed?

Public input received during outreach conducted last summer was analyzed by staff and added to guidance provided by the County's Board of Supervisors earlier in the project. Based on this input, staff drafted a proposed Vision and set of Guiding Principles that were shared with the Ventura County Planning Commission during a public work session held on June 8, 2017. Planning Commissioners worked with staff and members of the public during the work session to refine the proposed Vision and Guiding Principles and this version is now available for the public to review.

The following questionnaire will help staff, the Planning Commission and the Board of Supervisors determine whether the proposed Vision and Guiding Principles align with your values and represent principles that are important to you.

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.

The following questions are related to the **Vision** for the General Plan Update.

- A. To what extent does the **Vision Statement** below match your values for Ventura County?

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.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- B. Is there anything related to the proposed **Vision** that you think should be added or removed? Please write your response below.

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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.

The following questions are related to the **Guiding Principles** for the General Plan Update.

- A. To what extent does this **Land Use and Community Character** guiding principle match your values?

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.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- B. To what extent does this **Economic Vitality** guiding principle match your values?

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.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- C. To what extent does this **Agriculture** guiding principle match your values?

Encourage the long-term viability of Ventura County's agricultural economy by conserving agricultural lands and supporting a diverse and globally-competitive agricultural industry.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- D. To what extent does this **Circulation / Transportation / Mobility** guiding principle match your values?

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.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- E. To what extent does this **Housing** guiding principle match your values?

Provide affordable and equitable housing opportunities by preserving the existing housing supply and supporting diverse new housing types.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- F. To what extent does this **Conservation and Open Space** guiding principle match your values?

Manage the County's natural resources, such as soils, water, air quality, minerals, and wildlife and its habitat.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- G. To what extent does this **Water Resources** guiding principle match your values?

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.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- H. To what extent does this **Public Facilities and Services** guiding principle match your values?

Invest in infrastructure and services, including renewable energy, to promote economic vitality, ensure public safety, and improve our quality of life.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- I. To what extent does this **Health and Safety** guiding principle match your values?

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.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- J. To what extent does this **Climate Change and Resilience** guiding principle match your values?

Reduce greenhouse gas emissions to achieve mandated targets, and increase resilience to the effects of climate change.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- K. To what extent does this **Healthy Communities** guiding principle match your values?

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.

- a. Strongly Agree
- b. Agree
- c. Neither Agree nor Disagree
- d. Disagree
- e. Strongly Disagree

- L. Is there anything related to the **Guiding Principles** for the General Plan Update that you think should be added or removed?

Guiding Principle A: Land Use and Community Character

Guiding Principle B: Economic Vitality

Guiding Principle C: Agriculture

Guiding Principle D: Circulation/Transportation/Mobility

Guiding Principle E: Housing

Guiding Principle F: Conservation and Open Space

Guiding Principle G: Water Resources

Guiding Principle H: Public Facilities and Services

Guiding Principle I: Health and Safety

Guiding Principle J: Climate Change and Resilience

Guiding Principle K: Healthy Communities

Please write your response below.

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As part of our outreach efforts, it is important to determine whether we are reaching residents, business-owners, and other stakeholders from throughout the unincorporated County. Answers to the following questions will help staff make that determination. All questions are optional.

- A. Where do you live?
- a. In Ventura County, but outside of a city (unincorporated area)
 - b. In a city located within Ventura County
 - c. Outside of Ventura County
- B. If you live in unincorporated Ventura County (i.e., outside of a city), please select the appropriate geographic category:
- a. **East Ventura County** including the communities of Lake Sherwood, Lynn Ranch, Oak Park, Santa Susana Knolls, Santa Rosa Valley, Casa Conejo, Bell Canyon, and Home Acres
 - b. **West Ventura County** including the communities of Camarillo Heights, Somis, El Rio, Oxnard Plain, Ojai Valley, Piru, and Saticoy
 - c. **North Ventura County** including the communities of Lockwood Valley, Scheideck, and Quatal Canyon
 - d. **Coastal Ventura County** including the communities of La Conchita, Solimar, Hollywood Beach, Silver Strand, and Santa Monica Mountains
- C. Where is the general location of your place of employment?
- a. In Ventura County, but outside of a city (unincorporated area)
 - b. In a city located within Ventura County
 - c. Outside of Ventura County
 - d. Not currently employed
- D. If your place of employment is located in unincorporated Ventura County (i.e. outside of a city), please select the appropriate geographic category:
- a. **East Ventura County** including the communities of Lake Sherwood, Lynn Ranch, Oak Park, Santa Susana Knolls, Santa Rosa Valley, Casa Conejo, Bell Canyon, and Home Acres
 - b. **West Ventura County** including the communities of Camarillo Heights, Somis, El Rio, Oxnard Plain, Ojai Valley, Piru, and Saticoy
 - c. **North Ventura County** including the communities of Lockwood Valley, Scheideck, and Quatal Canyon
 - d. **Coastal Ventura County** including the communities of La Conchita, Solimar, Hollywood Beach, Silver Strand, and Santa Monica Mountains

- E. Are you interested in receiving email communications related to the County of Ventura General Plan Update?
- a. Yes. Please add me to the email notification list for the General Plan Update so that I can receive periodic updates and announcements.
 - b. No. I already receive General Plan Update communications by email.
 - c. No. I am not interested in receiving periodic General Plan Update communications by email.
- F. If you answered YES, place your preferred email address below:

If you answered NO in the previous questions, leave the question blank or enter "NO" as a response.