



## OJAI VALLEY MUNICIPAL ADVISORY COUNCIL

### REGULAR MEETING NOTICE AND AGENDA

**18 Valley Road, Oak View  
Monday, July 18th, 2022 - 7:00PM**

**Chair:** Chris Cohen, **Vice Chair:** Joseph Westbury

**Council Members:** Barbara Kennedy, Grace Malloy, Terry Wright

**Public Comments FOR IN PERSON MEETINGS may be provided using the following TWO options:**

**Option 1: E-MAIL PUBLIC COMMENT**- If you wish to make a comment on a specific agenda item, please submit your comment to the Executive Officer at [ovmac@ventura.org](mailto:ovmac@ventura.org) for that item via email by 3:30 p.m. the day of the meeting to ensure your letter is received and entered into the record. PLEASE INCLUDE THE FOLLOWING INFORMATION IN YOUR EMAIL: (A) MEETING DATE, (B) AGENDA ITEM NUMBER, (C) SUBJECT OR TITLE OF THE ITEM, (D) YOUR FULL NAME. DURING PUBLIC COMMENT ON THE AGENDA ITEM SPECIFIED IN YOUR EMAIL, YOUR COMMENT WILL BE SUBMITTED FOR THE RECORD. Please limit your written correspondence to 300 words or less.

**Option 2 – IN PERSON PUBLIC COMMENT** - If you wish to make a comment in-person, you must be present at the meeting location and provide your comment prior to the close of the public comment period for the item you wish to speak on. Each meeting will have sign-in sheets to participate in Public Comment at the meeting location for in-person comments.

1. **Call to Order of the Meeting**
2. **Flag Salute**
3. **Roll Call**
4. **Adoption of the Agenda**
5. **Public Comments by Citizens on Matters Not Appearing on the Agenda**
6. **City of Ojai Planning Commission Update**
7. **Approval of the Meeting Minutes of June 20, 2022 - Draft Minutes attached**

#### **Informational Items:**

8. Receive an informational presentation from the County of Ventura Public Works Agency regarding the design and schedule overview of the Creek Road repaving project to include lane turnouts and traffic control mitigation measures.
9. Receive an informational update from the County of Ventura Public Works Agency regarding the Santa Anna Bridge Project.

10. Receive an informational presentation from California Highway Patrol (CHP) Public Information Officer (PIO) Salvador Rangel regarding enforcement activities on State Route 33.
11. **Announcements and Updates**
  - OVMAC Site Visit to Krishnamurti Foundation - Tentatively September 19<sup>th</sup> prior to OVMAC Meeting.
  - No OVMAC Meeting in August 2022
  - All OVMAC Members are Up to Date with their Ethics Training!
  - Hwy 33 Intermodal Study – Cal Trans Update – Fall 2022
  - Congressman Carbajal Meet-n-Greet – October 17, 2022
12. **Councilmember Comments**
13. **Adjournment:**

Next Meeting will be held on **Monday, September 19th at 7:00PM IN PERSON at the Oak View Community Center**

FOR FURTHER INFORMATION, and for persons who require accommodation for any audio, visual or other disability in order to review an agenda, or to participate in a meeting of the Municipal Advisory Council per the American Disabilities Act (ADA), may obtain information or assistance by Supervisor Matt LaVere's Office at 805-654-2703 or e-mail [ovmac@ventura.org](mailto:ovmac@ventura.org). Any such request for disability accommodation must be received at least 48 hours prior to the scheduled meeting for which assistance is requested. Additional Ojai Valley MAC information is available online at: <https://www.ventura.org/board-of-supervisors/district-1/ovmac/>





## OJAI VALLEY MUNICIPAL ADVISORY COUNCIL

### REGULAR MEETING NOTICE AND AGENDA

### **DRAFT MEETING MINUTES**

18 Valley Road, Oak View  
Monday, June 20, 2022 - 7:00PM

**Chair:** Chris Cohen, **Vice Chair:** Joseph Westbury

**Council Members:** Barbara Kennedy, Grace Malloy, Terry Wright

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1. **Call to Order of the Meeting**

2. **Flag Salute**

3. **Roll Call**

Member Wright, Member Malloy, Member Kennedy and Vice Chair Westbury Present  
Chair Cohen Absent

4. **Adoption of the Agenda**

Agenda was adopted as presented; Moved by Wright, Seconded by Kennedy.  
Approved Unanimously

5. **Public Comments by Citizens on Matters Not Appearing on the Agenda**

Public Speaker No. 1 - Teena Broumand –

Here to talk about Creek Road traffic and another fatality. Really significant impacts in terms of public safety; Deer, bear, mountain lion hit; a near head on collision at Encino/Creek. I would like the County to take another look at what we have been asking for a number of years: Making all of Creek Road 45 MPH, Install Stop Signs at Hermosa, Encino and Country Club Road, and install more of the center bollards in the center of Creek Road to prevent passing.

Member Wright asked about the acceleration lane on SR 33 and if that's helped. Teena acknowledged its great, but had thoughts about distancing and approach that she will discuss with Caltrans when they give their presentation this Fall. And would like our decision makers to be proactive instead of reactive because it's a public safety issue.

Public Comment No. 2 - Bill Weirick -

Announced that Jeffrey Starkweather is now an appointed Planning Commissioner for the City of Ojai. And introduced Judy Murphy, the second newly appointed Planning Commissioner.

Public Comment No. 3 – Bill Miley –

Family have lived here since 1968. Love the valley and have been very active since I retired. Wanted to talk about the school district, and the bond issue in 2003; in the last month, 3 of the trustees have stated they believed and promised to voters is a school pool with community access in the Summer; Someone needs to work on that either getting a bigger pool or two pools to allow the community to use.

Public Comment No. 4 – John Brooks

Here to thank our Supervisor for really getting involved in my latest pet peeve, the gap in the sidewalk along SR 33 at Oak View Avenue. Turns out Caltrans has this on their list for 2026, allegedly. So it could be another decade, somehow, Supervisor LaVere has been championing this project and meeting with Public Works Director to see how this can be done sooner with an encroachment permit. Problem is the project would be about \$25K to do; can we find people to donate half? And have the County match them? And I put a feeler out there and people don't have enough money done. We are also researching whether or not we can get reimbursed back from Caltrans if we do the work. This is a very dangerous for accessibility concerns and it being adjacent to a bus stop. Also thank you for the request for the EIR and the SoCal Gas compressor station.

Councilmember Wright – Mentioned that Caltrans will be coming to do a presentation in the Fall; and Member Kennedy mentioned him outreaching to the Lions Club and the Women's Club.

Public Comment No. 5 - Steven Weed

I don't go to Santa Barbara much anymore but I went there today and came back through the 150 and took pictures of Lake Casitas. When Casitas shrinks it adds rings, and there are rings I've never seen before. We have it in the back of our minds; We can't let that get away from us.

## **6. City of Ojai Planning Commission Update**

Commissioner Judy Murphy gave an update on the meeting of June 1<sup>st</sup> and the PC approved a proposed Development Agreement for a 65 Unit - Multi Family housing project with Affordable units located at four separate sites, along with a zone change for one of the sites. They are returning the Development agreement to Council with the following conditions; a traffic study for S. Montgomery Site, a Relocation plan be included for the existing residents, and a water recapture plan be fully documented.

The following recommendations were made at the June 15<sup>th</sup> Meeting - for formula businesses, the City separates the retail business category from all the others, primarily food establishments. And reduced the number of establishments from 10 to 5 or more that qualifies it as a formula business. There was also an AT&T project for roof top enclosure that was approved to expand their signal; and lastly, we adopted a multi-tenant comprehensive sign program at corner of 345

E. Ojai Ave.

Member Malloy had a question about what level of affordable housing is for the 65 unit project?

Judy said they are creating 25 low/moderate (5 @ Low, 20 @ Moderate) affordable housing units (rent is set with a 55 year covenant) of the 65. Those are replacement units for what already exists. The numbers get complex as it looks at various income brackets and number of people.

Councilmember Weirick (City of Ojai) commented that 25 will be moderate/low which is about half of our RHNA (Regional Housing Needs Assessment). He spoke to history of the project from a few years ago and an expired entitlement that was caught by a member of the public as it was not consistent with our Housing element; this allowed us to ask for the affordable units.

Jeffrey Starkweather commented about the four or five categories associated with Associated Median Income (AMI). Extremely Low, Very Low, Low, Moderate, Above Moderate (market). HUD has guidelines related to these categories.

**7. Approval of the Meeting Minutes of May 16, 2022 - Draft Minutes attached**

Member Wright noted that there are duplicative "Members" in the Cover Sheet of the Meeting Minutes.

Member Malloy asked about the number of pages of meeting minutes; and commended the meeting minutes as detailed.

Member Malloy made a motion to approve the minutes as amended during the meeting. Member Kennedy seconded. The Motion was approved Unanimously.

**8. Approval of the Meeting Minutes of May 25, 2022 – Draft Minutes attached**

Member Wright noted that there are duplicative "Members" in the Cover Sheet of the Meeting Minutes.

Member Malloy made a motion to approve the minutes as amended during the meeting. Vice Chair Westbury seconded. The Motion was approved Unanimously.

**Informational Items:**

- 3.9.** Receive an informational presentation from the County of Ventura Planning Division regarding recent State of California Housing Laws and the implication on related Ojai Valley Area Plan and County General Plan Traffic Impact Policies, and potential effects on future housing development opportunities. A power point presentation will be provided with additional time for general questions and discussion.

County Staff Presenting:

Dave Ward, Planning Director, County of Ventura  
Franchesca Verdin, Assistant County Counsel

*County Staff presented the attached Power Point Presentation, and followed up via email with an Exhibit detailing all prior public outreach efforts through out the General Plan effort.*

Council Comments after Dave Ward's presentation:

**Member Kennedy** - Asking about parking and the need for housing.

**Member Malloy** – About the Commercial element, in my memory, about the Auto Zone, we had requested it will come back before the MAC, as I know we had a lot of concern about expanding the businesses in the County.

**Dave Ward** – you just reviewed the question of the area plan amendment, giving it a green light. When it's actually filed, then it will come back with complete analysis and will see the policy change.

**Member Kennedy** – Had question about setback exhibit in presentation which was just an example.

**Member Malloy** – Could you please speak about the Highway 33 Multi Modal project? How does that fit into this LOS rating system. If the proposal is to reduce the lanes, wouldn't that put us in a worse position?

**Dave Ward** – the Traffic Policies would not apply. LOS would become moot. And would have to bring in objective standards to analyze future projects. It's just the evaluative metric that would merit approve or deny a project.

**Member Kennedy** – what about commercial and residential? Do you foresee a balancing at some point in the future?

**Dave Ward** -With BOS and looking at the Auto Zone exception, the BOS may also ask to expand the discussion and applicability of the policies. Overall update of the Ojai Valley Area Plan is called for in our General Plan. The first one is El Rio, then N. Ave Area plan, and then Ojai. More of a comprehensive look in alignment with the general plan.

**Member Malloy** – so this loosening, just applies to the low income housing? Or it applies to all housing

**Dave Ward** – It applies to all housing.

Public Comment:

**Teena Broumand** - I guess I have two questions and the first being a question – this issue of housing and traffic and was presented in the April meeting; Is that correct? Are some communities issuing guidelines of housing and projects? And that Ventura County, and there may be some comment to have to address it slightly differently?

**Dave Ward** – The state laws apply; different jurisdictions are addressing new ordinances and guidelines; there are different approaches to how that is done.

**Teena Broumand** – Really what is the overdevelopment of Ojai – my beef is Creek Road. We have this push to address housing in a different matter and not looking at traffic as a safety issue; I think a lot of people would be in agreement that we need the housing, but we are leaning way to heavy towards the wealthy; we are ripping out other housing, but there is no limit of expensive housing for Ojai, but there isn't any concern for that.

**Dave Ward** – the state requires us to identify the acreage where housing could occur, the inventory of incomes have to be identified, and we are supposed to call out where they can occur. If you don't meet that when the project comes forward, you have to evaluate that if you didn't get the income levels you didn't get, you have to show in the rest of your inventory where that shuffle was done. And if you don't then you have to rezone elsewhere to demonstrate no net loss. We are not the ones that build the housing, but we have to show where they can go.

**Teena Broumand** - Councilmember Weirick said that the last housing didn't have any outside funding;

**Dave Ward** – The county historically has not built too many multifamily- because the cities is where the growth is expected to occur; we have SOAR, we have the guidelines of orderly development.

**Teena Broumand** – does County have the staff to look for funding for low-income housing?

**Dave Ward** – the CEO office handles CDBG b/c that's where the development is occurring; and now we have a new program that shows where we pull money just to our jurisdiction. But we now have a program that shows more dollars going to more County residential projects; this could be group care, not just

**Bill Weirick** – we recently entered a MOU with Habitat for Humanity in terms of redevelopment and construction on limited City property. I'm curious, but I didn't hear the VMT as a substitute criterion for substituting LOS - I didn't hear that from staff whether or not the Ojai Valley Area Plan would be adjusted to those guidelines specifically; because in my opinion is now that with LOS and that the State has acknowledged, is that LOS is associated with more sprawl development outcomes; So I was curious why that phrase never occurred. I'm a commissioner with the VCTC and we just approved the development of a template for addressing the VMT in housing development specifically, in order to address sustainable development. With the Ojai valley, has the highest percentage of commuting; but the lack of the switch to a specific VMT approach might still be inhibit the kind of housing development that would address the commuting issue.

**Member Kennedy** - how do we look at Amazon? How is that being interpreted in our traffic analysis? There are not in our valley, but they are certainly contributing to that. Those numbers are not being used, but those affect people who want to redevelop their businesses.

**Dave Ward** – the VMTs are the new standard for CEQA. LOS is no longer part of the environmental review. All environmental review has to use VMT standard. Our general plan from 2020 identified VMT; we did not remove the LOS completely b/c it still allows you to do fee gathering and assess traffic safety patterns. We have been working with PWA to look at our initial guidelines (our local way of implementing CEQA); we all have to use and we are all working together. Some projects won't trigger the metric of the threshold. Ultimately is the impact to GHG but its in the context of formal environmental review/discretionary. Those that are ministerial, it would not trigger CEQA.

**Jeffrey Starkweather** – On the commercial side, I would like to point out on my plan, that you have land use determinations, that are all tied to LOS; all the policies are tied to LOS. You have exception that does not include Ojai Valley;; One of my arguments that you should be looking at the commercial as well as residential, when you are providing more commercial uses, you are preventing commuting and lessening the traffic. It's hard for me to think that someone is going to go to out of the valley to use; so every time you add another service, you'll be reducing the traffic. I would mention that delivery people, they could also do 30 people not leaving the valley, but its hurting local businesses. But sometimes I Have to do Amazon because there are not any local businesses. But I understand that cannot be regulated by land use.

My concern about RHNA and housing affordability standpoint - I was involved in the City of Ojai for Housing Element – and I was looking at the County document for the lots that are not identified for housing; I would hope that in addition to changing the overall plan that you would also have to change your Housing Element (I think that needs to be amended) and we need to identify lots in the unincorporated area that are rural; but you can't say Meiners Oaks is less dense than Ojai. Miramonte is probably just as dense as Ojai, and Oak View – you have three urban areas that if you did infill that would be supplying affordable housing. Every time you can supply affordable housing in Ojai that's potentially less trips into/out of the Ojai Valley. I hope we would look at the Ojai Valley Plan, the Housing Element, and the General Plan - I don't think Ojai should be third in line after the Area Plan update; I think those things need to be done now; and looking at the Ojai plan and the air quality standards and are completely out of line; and one more thing re: the issue of water - the City of Ojai is allowed the exact number given to the City; But, research has shown that we can reduce water by appliances, golfing, water use retrofit programs; there is a lot that we could be doing and I think that this organization and the County and our various water districts need to start thinking about this; we haven't looked at the very serious efforts of how we can save water; water is a crisis, services is a crisis, housing is a crisis; climate is in crisis; People are paying over what they should be paying; and we need to finally address this crisis; I hope there is some public



process that comes out with this amendment; no one has time to go to a PC meeting at 8am. The MAC is the place that you need to bring it to give people the opportunity.

**Dave Ward** - The General Plan effort was a 5 year process and there was ample public outreach and BOS gave the direction that Area Plan should not be updated until the General Plan was adopted; that said, every element of the General Plan. Every program of the General Plan has policies and programs to implement over the next 20 years. I disagree with you that there wasn't public outreach, there was; we received an award; Ojai is in there; its not tomorrow, but its' in there. The Housing Element was just adopted; the Element is correct; and we had to prove to the state how we were addressing constraints and have a certified Housing Element. You asked about sites, the Housing Element, you have to show where you need to meet your RHNA; a number of sites hasn't been developed; we had to explain what was going on with this site; we were able to defend why these sites are still viable to be developed.

**Teena Broumand** – Bennett did affect Creek Road and prevented Creek Road from going to be held to two lanes and Wendy Drive (was to stay a 4 lane).

**Steve Weed** – First of all that was a very poised presentation; it's a complicated issue; I've had friends that are City planners and developers; also wanted to give a shoutout to Matt to spearhead getting the Commercial adjustment to the General Plan; I also like the idea that he has not put a stake in the ground related to traffic and residential development; having said that, I know that when you get mandates from the State, you have to do what you got to do and it's not much fun. But I would also say that for Matt and the BOS you have to enforce the laws but also to push back where the push back needs to be. I appreciate that we are short on housing, so does Sacramento, and I appreciate that we need water and that we don't have that yet; from my perspective and requirements that we need certain goals without plans for water is pennywise and pound foolish. We really need to do that; so, having said that, three quick points – state requirements that evaluates Ojai valley simply does not work; a lot of the people come from out of the valley; what I would say that if there is a proposal that takes a look at the traffic impacts for new development in Ojai, assuming multifamily, you have a lot of people living in multifamily. May be that would not be favorable to approve those developments but those are the developments we need in Ojai. There is vacant land outside of Ojai proper; I don't know if it's considered farmland but developing via some other partnership and looking at multifamily there where the values aren't so high. We cannot rely on commercial development to do that. We need to take a look at the realities, or we aren't going to get a solution long term. The idea of looking at VMTs vs LOS, when you have big events, such as festivals, well maybe that's not peak time, but it does affect local people in the valley; Are you going to Ojai day? No I'm going away from Ojai day. But we need to look at traffic for anyway it affects the Ojai people. Teena talked about the significant accident that occurred; state was doing work on the bridge with Casitas Springs and Oak View (today). Part of the reason why is that we are doing construction on Santa Ana bridge; there should be coordination between the two projects; as it impacted a lot of people on today's.

**Bill Miley** – I travel Creek Road a lot- I like it in that it's a country road, and I drive it as a country road; I think that we should drop the Creek Rd. to 35 if not 40. Also, I agree with stop sign at Hermosa. I like to look at issues of a puzzle; with the water issue, the state law says you cannot deny affordable housing due to water unless there is a city-wide prohibition. We have three water basins in the valley; and they are all working on their sustainability. The other thing is that 80% of water in the valley is used on Ag which is why we like to live here. Go to the basin agency meetings; then there is the issue of cost burden housing – if you haven't looked at the American Community Survey by the US Census Bureau, if you go to Ojai and Ventura County, you can find out what their costs are and their income and it will tell you 52% of all households in Ojai are renters. And half of those renters are cost burden. And that's another issue with housing is the cost burden. High percentage of people how are paying up to 50% for their roof over their head; now let's look at the school districts; in the year 2000, City of Ojai 4500; today they have 2100 students. I think it's because the cost of housing; Terry you have lived here longer than I have; we bought a house in 1968 for 22K. and the biggest mistake I made was not buying 7. The big issue is getting affordable housing; for families to come in and reinhabit the Ojai valley. Please look at the American community survey as it will give you facts and data to work with. I believe state law says

that local jurisdictions are required to reduce the parking requirements for housing, is that true? And also with affordable housing, you can limit the number of cars people own; use bikes, walk, etc. we are doing that Habitat for Humanity project on Thunder Street. We are going to limit the household ownership and offer incentives for people that don't have cars. One of my friends says the architecture of affordable housing and that they need to look good; they need to look relaxed and pretty; they need to say come and kiss me; or whatever; I have an opinion about the four story on the avenue, they don't look nice. I would've had an overhang or something. Affordable housing needs to be mixed. There is Extremely Low, Very low, low, moderate and market rate housing. Based on income and the number of people in the household. As for potential, old industrial sites, the state has even a category called "the missing middle". And they allow Counties and Cities to buy apartments and convert them into moderate income affordable housing, so its rent controlled. I never got involved in the MAC. But I will.

**Nick Oatway** – it's in agreement with a lot of words that were used today; in particular Bill Weirick – we need to be sustainable with this climate crisis housing crisis air crisis. I'm the architect for the lot that the City owns on N. Montgomery that will have five affordable housing units. A few questions were asked about "what does affordable mean", but when we try to build affordable, no one can afford it. It's going to take a combination of private and public partnership/funding. It's going to take a lot of coordination. I'd love to hear the word transportation-housing instead of traffic-housing. 60% of commercial buildings are empty and I'm proposing much of that ground be converted to housing.

Ward – a housing project that may trigger a traffic analysis for a collection of fees, or other safety analysis that will all still happen. But for deciding a project that is a discretionary project, the LOS would not be part of the analysis. And up to this point we have had policies that have been affecting; we are going to implement per the HAA, we need to go and update the Area plan, section provisions with verbiage and that would go to the PC and the BOS. Similar to what is happening right now with the Auto Zone project.

**Member Malloy** – is that how it happens? That there isn't any in-between, but this could be a boom that could happen.

**Dave Ward** – again there are a lot of aspects that affect housing not just traffic and circulation and those are big items. The water supply, how they address wastewater (Sewer or septic), and that are at the hear of public safety; wildfire access is also critical. Again, tied directly to health and safety. Please do not leave tonight this is a free for all.

**Member Malloy** – I feel like it's important that we do this.

**Member Kennedy** – my point was how do we be fair to all?

#### **4.10. Announcements and Updates**

- CHP Public Information Officer Presentation – July 18, 2022
- Hwy 33 Intermodal Study – Cal Trans Update – Fall 2022
- Congressman Carbajal Meet-n-Greet – October 17, 2022

#### **5.11. Councilmember Comments**

Member Wright noted the MPH in the SR33 at Casitas Springs still iterate the wrong MPH.

#### **6.12. Adjournment:**

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DRAFT

June 20, 2022  
Ojai Valley MAC Meeting

## Housing Accountability Act

### *Ojai Valley Area Plan Traffic Impact Policies & Related Implications on Future Housing*



Dave Ward, Planning Director  
Franchesca Verdin, Assistant County Counsel

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## Presentation Overview



- CA Housing Crisis & Related State Mandates
- Walk through the Housing Accountability Act “the HAA”
- Application to Ojai Valley Area Plan Traffic Policies
- Future Ojai Valley Area Plan Amendments
- Questions

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## California Housing Crisis

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## Housing Supply and Population Growth



HOUSING SUPPLY HAS NOT KEPT UP WITH  
POPULATION GROWTH



IT'S COMPOUNDED BY A DEMOGRAPHIC SHIFT

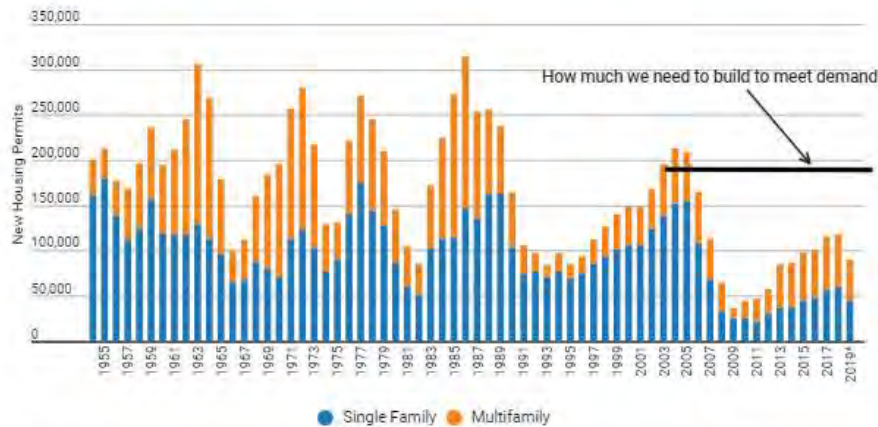


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## Housing Types & Densities

### California doesn't build like it used to



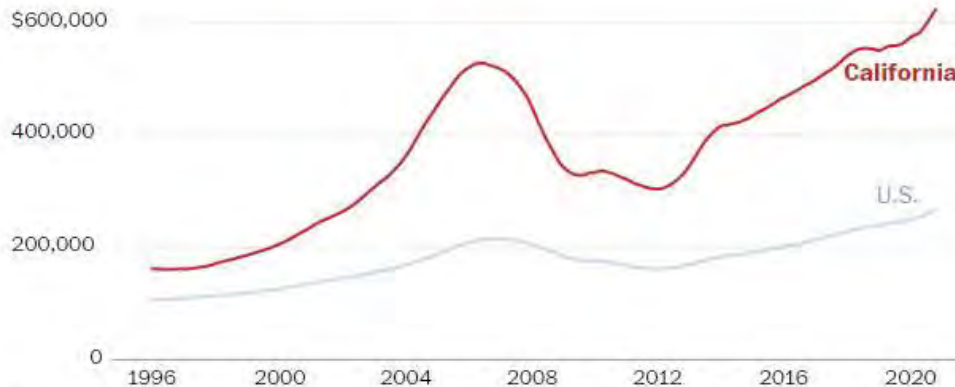
Source: California Department of Housing and Community Development; CIRB, Public Policy Institute of California

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## Housing Costs

Typical home value, Zillow Index



Note: The Zillow Index is smoothed, seasonally adjusted and reflects the typical value for homes in the 35th to 65th percentile range.

Source: Zillow

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## 2021-2029 Housing Element

### County of Ventura's 2021-2029 Housing Element

Housing Element – Chapter 3 of the General Plan

Board of Supervisors Approved October 2021

State Certification December 2021 – first in the entire SCAG Region



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### 2021-2029 Regional Housing Needs Allocation

Jurisdiction	Very-Low Income (<50% of median)	Low Income (50-80% of median)	Moderate Income (80-120% of median)	Above- Mod. Income (>120% of median)	TOTAL
Camarillo	353	244	271	508	1,376
Fillmore	73	61	72	209	415
Moorpark	377	233	245	434	1,289
Ojai	13	9	10	21	53
Oxnard	1,840	1,071	1,538	4,100	8,549
Port Hueneme	26	16	18	65	125
Ventura	1,187	865	950	2,310	5,312
Santa Paula	102	99	121	335	657
Simi Valley	749	493	518	1,033	2,793
Thousand Oaks	735	494	532	860	2,621
<b>Unincorporated County</b>	<b>319</b>	<b>225</b>	<b>250</b>	<b>468</b>	<b>1,262</b>
Ventura County Total	5,774	3,810	4,525	10,343	24,452

Source: SCAG 6<sup>th</sup> Cycle Final RHNA Allocation Plan (approved by HCD on 3/22/21 and modified on 7/1/21): <https://scag.ca.gov/sites/main/files/file-attachments/6th-cycle-rhna-final-allocation-plan.pdf?1625161899>

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## Goals, Policies and Programs



### 2021-2029 Housing Element includes:

- **5** Goal Statements
- **32** Policies
- **26** Implementation Programs



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## Housing Accountability Act



Applies to all housing development projects

“housing development project” means a use consisting of residential units only, mixed use developments consisting of residential and non-residential uses with at least two-thirds of the square footage designated for residential use, or transitional or supportive housing

Limits a local agency’s ability to disapprove, or require density reductions of, certain types of housing development projects

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## Housing Accountability Act



Housing projects that comply with all applicable, objective general plan, zoning, and subdivision standards and criteria:

May not be denied or conditioned to be developed at a lower density, unless:

- the project would have a specific adverse impact upon the public health or safety; and
- findings are made based on a preponderance of the evidence that there are no feasible method to mitigate or avoid specific adverse impacts.

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## Housing Accountability Act



“Specific, adverse impact”

○ means a significant, quantifiable, direct, and unavoidable impact, based on objective, identified written public health or safety standards, policies, or conditions as they existed on the date the application was deemed complete (G.C. 65589.5 (j)(1))

“objective” standards

○ involve no personal or subjective judgment and are uniformly verifiable by reference to an external and uniform benchmark or criterion available and knowable by both the development applicant or proponent and the public official.

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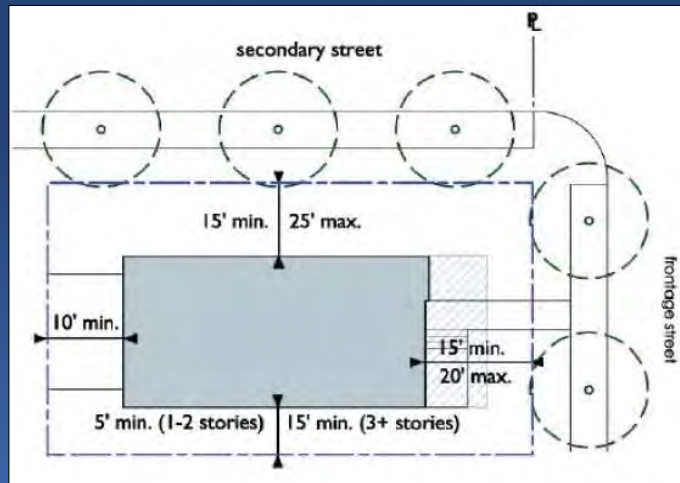
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## Housing Accountability Act



Some examples of objective standards include:

- 10-foot front yard setback
- Maximum height of 15 feet
- Provide a minimum of 20 percent of a project area for common open space



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## Housing Accountability Act



### Subjective Standard Example:

*Common open space shall be suitably improved for its intended purpose and generally accessible to all the residential areas of the development.*

The standard would involve personal judgement to determine what is 'suitably improved' and 'generally accessible,' and therefore, would not be an objective standard.

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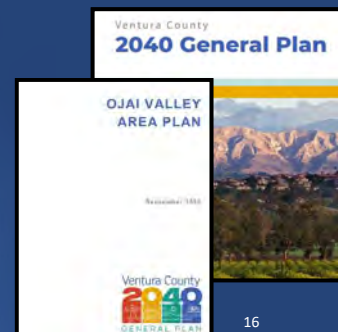
## HAA application to Ojai Valley Area Plan Traffic Policies

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### Ojai Valley Area Plan (OVAP):

- Detailed land use plan
- Specifies the distribution, location, types and intensity of land uses
- Provides specific policies concerning development



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## OVAP – Policy OV-2.5 (in part w/ emphasis added)



The County shall prohibit Area Plan land use designation changes, zone changes, and discretionary development that would individually or cumulatively cause any of the impacts identified in ... Policy OV-22.2 *Evaluation of Level of Service (LOS) Impacts* based on Land Use Changes...

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## OVAP – Policy OV-22.2



Discretionary projects must be evaluated for their individual and cumulative impacts on existing and future roads, with special emphasis on:

- Whether they would cause existing roads within the Regional Road Network or Local Road Network that are currently functioning at an acceptable LOS to function below an acceptable LOS;
- Whether they would **worsen** traffic conditions on existing roads within the Regional Road Network that are currently functioning below an acceptable LOS; and
- Whether they could cause future roads planned for addition to the Regional Road Network or the Local Road Network to function below an acceptable LOS.

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## LOS – Level of Service Analysis



A qualitative measure used to rate a roadway segment's traffic flow characteristics, and acts as an indicator of roadway performance, relative to locally established standards for quality of service. LOS can assist in determining when roadway capacity improvements are needed, using a scale of A through F.

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## HAA – Objective or Subjective Standards?



**LOS 'A'** – Free uninterrupted low volume flow at high speeds with no restriction on maneuverability (lane changing) and with little or no delays.

**LOS 'B'** – Stable flow with some restrictions to operating speed occurring.

**LOS 'C'** – Stable flow but with speed and maneuverability restricted by higher traffic volumes. **Satisfactory operating** speed for urban locations with some delays at signals.

**LOS 'D'** – Approaching unstable flow with **tolerable operating speeds** subject to considerable and sudden variation, **little freedom** to maneuver and with major delays at signals.

**LOS 'E'** – Unstable flow with volume at or near capacity, lower operating speeds and **major delays** and stoppages. **LOS 'F'** – Forced flow operation with low speeds and stoppages for long periods due to downstream congestion. Volumes below capacity.

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## Traffic Policy Analysis – Past Application



Ojai Traffic Impact Policies require Highway 33 to have a minimum LOS 'E'; however, certain portions of Highway 33 are currently performing at LOS 'F' during peak hours.

Pursuant to Policy OV- 22.5, the County must limit Highway 33 to two lanes between Oak View and the City of Ojai and is prohibited from constructing Highway 33 to freeway standards.

Staff has historically interpreted the Ojai traffic policies as meaning that any discretionary project adding one peak hour trip would “worsen” traffic conditions and thus violate OV-22.2(b), and therefore result in traffic impacts that would result in the project being denied pursuant to OV-22.2(b) applied in conjunction with OV-2.5.

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## Conclusion on Traffic Policies



However, the term “worsen” is not objectively defined and is open to subjective interpretation. For instance, one could reasonably interpret “worsen” to mean a higher threshold, such as 10 or 50 trips, or a certain percentage increase in roadway traffic; or, conversely, a lower threshold such as the addition of one trip at any time and on any given day (weekday or weekend).

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## Housing – Still Subject to Review



All other Ojai Valley Area Plan policies apply

Necessary utilities and access to adequate water supply and wastewater is required

Subdivisions must still address adequate access and wildland fire risk

Resource protection – tree, habitat, scenic – still apply

Depending on housing proposals the review path, ministerial or discretionary review may be dictated by other State Housing Laws.

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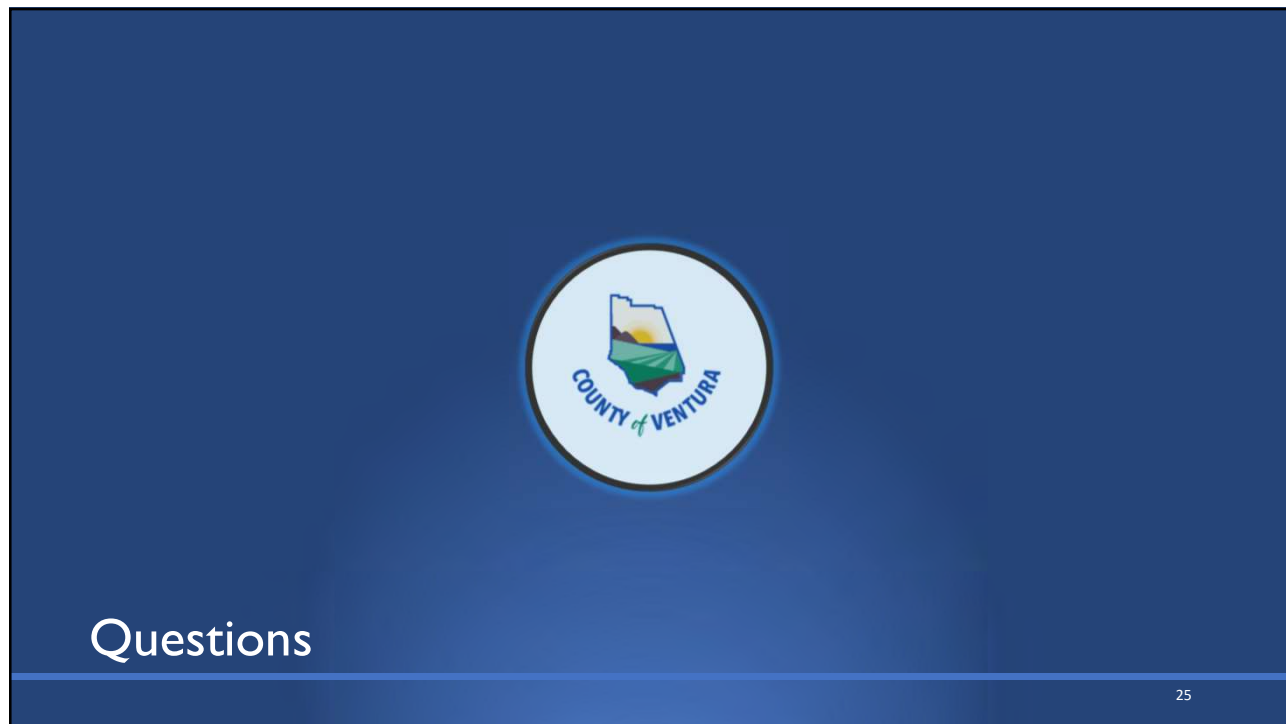


## Future Ojai Valley Area Plan Amendments

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**The following Exhibit(s) is from the General Plan 2040 Board of Supervisors Hearing Packet, and details the Community Engagement Summary associated with the General Plan.**



County of Ventura Board of Supervisors Hearing

September 1, 2020

Case No. PL 17-0141

**Exhibit 9**

**Revised Community Engagement Summary**



## Revised Community Engagement Summary

### I. INTRODUCTION

The General Plan Update project is a comprehensive update of the County of Ventura General Plan, also known as the 2040 General Plan. The 2040 General Plan sets forth the County's vision of its future and identifies the goals, policies, and implementation programs that will guide future decisions concerning a variety of issues, including but not limited to land use, climate change, agriculture, transportation, hazards, public facilities, health and safety, environmental justice, and resource conservation out to the year 2040.

Public outreach and community engagement are embedded in all phases of this project. Communications and public participation opportunities are part of the project's approved scope of work and provide a pathway to communicating with, and getting input from, the public at key project milestones. Given Ventura County's diverse populace, communication is a key aspect of engaging with residents as part of this project. The U.S. Census Bureau estimates that 38.4% of Ventura County residents speak a language other than English at home. (See Table 1)

**Table 1. Ventura County Population Statistics**

Topic		Ventura County
<b>Population</b>		
Population estimates, July 1, 2018		850,967
<b>Race and Hispanic Origin</b>		
White alone, percent		84.1%
Hispanic or Latino, percent		43.0%
White alone, not Hispanic or Latino, percent		45.0%
Black or African American alone, percent		2.4%
American Indian and Alaska Native alone, percent		1.9%
Asian alone, percent		7.9%
Native Hawaiian and Other Pacific Islander alone, percent		0.3%
Two or More Races, percent		3.5%
<b>People</b>		
Language other than English spoken at home, percent of persons 5 years+, 2014-2018		38.4%

<sup>1</sup>U.S. Census Bureau. Accessed online at <https://www.census.gov/quickfacts/venturacountycalifornia>, statistics represent information from U.S. Census Bureau's decennial census and American Community Survey.



## County of Ventura 2040 General Plan Update



The County Planning Division has worked proactively to include English-Spanish bilingual materials, staffing, and activities throughout the project. These efforts are addressed more specifically later in this summary. Additionally, as the project progressed, staff adapted its outreach activities to implement those successful strategies that resulted in increased involvement from Spanish-speaking communities and improved communication with the general public.

## II. VENTURA COUNTY GENERAL PLAN UPDATE PROJECT

### A. Scope of Work

The General Plan Update Scope of Work (SOW) outlines a series of phases and tasks, with information and community feedback at each step, helping to create the foundation for the next step. The SOW's approach allows the public, Board of Supervisors, Planning Commission, and staff ample opportunity to review, comment, and provide direction on the information developed in each phase. It also helps to keep the community informed and involved in the development of the General Plan, which leads to a General Plan with a higher level of acceptance and successful implementation.

In addition to public work sessions and hearings that are available to the public during all phases of the General Plan Update, other SOW tasks addressing community engagement include:

- **Phase 1 Project Initiation**
  - Task 1.2 Seminar #1: Community Engagement Program and Strategy
  - Task 1.3 Develop Community Workshop Materials
  - Task 1.7 Form and Facilitate Focus Group Meetings
- **Phase 2 Background Report**
  - Task 2.7 Community Workshops: Assets, Issues, and Opportunities
  - Task 2.8 Assets, Issues, and Opportunities Summary Report
- **Phase 3 Vision and Guiding Principles**
  - Task 3.2 Community Workshops: Visioning
- **Phase 4 Evaluating Alternatives**
  - Task 4.9 Newsletter: Alternatives
  - Task 4.10 Community Workshops: Alternatives
- **Phase 5 Preparing the General Plan**
  - Task 5.8 Newsletter: Preliminary Public Review Draft General Plan



- Task 5.9 Community Workshops: Draft General Plan
- **Phase 6 Environmental Review**
  - Task 6.1 Notice of Preparation
  - Task 6.2 Scoping Meeting
  - Task 6.5 Draft Program EIR
  - Task 6.6 Response to Comments
- **Phase 7 Plan Adoption**
  - Task 7.4 Final General Plan Documents
  - Task 7.5 Adoption Hearings
  - Task 7.6 Prepare Final Web-based General Plan (eGeneral Plan)
- **Phase 8 Additional and Concurrent Tasks**
  - Task 8.3 Public Opinion Survey

### **B. Community Outreach and Engagement Program**

Early in the General Plan Update project (Task 1.2) the project's consultant team worked with County staff to develop a *Community Outreach and Engagement Program*, which provided an approach to conducting outreach to decisionmakers, key stakeholders, and the broader community during the project. The program included a variety of tools and activities intended to encourage a diverse range of county residents to become actively involved throughout the planning process. It was designed to ensure that county residents, property and business owners, organizations, students and other community members were informed about the General Plan Update, encouraged to participate in engagement activities throughout the project,; engaged in learning about, and providing feedback on, the 2040 General Plan, and validated by understanding how their input informed the General Plan.

Implementing successful community outreach and engagement required collaboration and mutual support between County staff and the consultants. County staff took the lead role on all outreach efforts and continues to act as the face of the project for all public engagement activities. The consultants supported these efforts by providing strategy input, technical advice, and examples and materials to support County staff efforts throughout the project.

The project's community outreach and engagement program included a diverse and evolving array of activities: :

- Building and maintaining a comprehensive contact database;
- Creating and distributing email communications and press releases;



## County of Ventura 2040 General Plan Update



- Using translation and interpretive services;
- Identifying and engaging key stakeholders and community connectors;
- Using social media to reach people;
- Developing and maintaining the project website as a clearinghouse of information;
- Preparing and facilitating community workshops and open houses;
- Creating and installing interactive information booths and pop-ups;
- Summarizing, retaining, , and reporting on community input;
- Forming and using Focus Groups at key project milestones;
- Sharing public input with the project's designated advisory body – the Ventura County Planning Commission;
- Sharing public input and recommendations from the Planning Commission with the Board of Supervisors during work sessions; and
- Preparing, administering, and evaluating the results of a public opinion survey.

### C. Focus Groups

The project SOW specified the formation of several issue-area Focus Groups. The purpose of the Focus Groups was to provide technical and policy input on key project documents, including the analysis of project alternative and the draft General Plan. Focus Group participants included representatives from existing boards and commissions, cities within the County, as well as local and regional stakeholders with expertise in a given issue area. Each Focus Group included approximately 10-15 people and their meetings and discussions were open to the public. Seven Focus Groups were established:

- Agriculture
- Climate Change
- Economic Development
- Housing
- Open Space and Recreation
- Transportation and Infrastructure
- Water



### **D. Non-English Language Components of the General Plan Update Project**

Use of translation and interpretive services during the project was adaptive, and staff modified engagement techniques during the project to achieve increasingly effective results as the project progressed. For example, following limited participation by Spanish-speaking residents at workshops where Spanish language services were provided in Phases 2 and 3, project staff developed and facilitated a community open house in Phase 4, which was conducted in Spanish as the primary language, with English and Mixteco interpretive services available. Additionally, staff reached out to organizations identified as trusted community partners of the Spanish speaking community, encouraging those stakeholders to share the public participation opportunity with their networks. As a result of these efforts, this Spanish language open house was the most highly attended open house hosted in Phase 4. Furthermore, this style of multi-lingual community open house was continued and expanded in Phase 5, with two of seven open houses facilitated in Spanish as the primary language and both English and Mixteco interpretive services available. In addition to the above, the project team includes two staff members who are Spanish speaking.

Table 2 summarizes the project's community engagement activities and milestones and identifies where project staff used non-English language activities, materials, and services to engage with non-English speaking stakeholders within Ventura County.



**Table 2. Ventura County General Plan Update Public Participation Opportunities by Project Phase**

Project Components	Spanish	Mixteco
All Project Phases		
English-Spanish bilingual project staff (2) present for on-site and off-site interaction with the public including at Planning Division’s public counter as well as community presentations, workshops, open houses, and pop-up booths.	Completed	
Press releases translated into Spanish and circulated to media.		
Project website with multi-lingual translation functionality via Google Translate.		
Phase 1. Project Initiation Winter 2015 to Spring 2016		
Spanish speaking project staff available at all events		
Public work sessions conducted with the Board of Supervisors (1/23/18) and Planning Commission (4/7/16).		
7 Focus Groups were convened along with the project Technical Advisory Committee for a kick-off meeting facilitated by project staff.		
14 community presentations provided to advisory and community groups including the County’s Municipal Advisory Councils.		
Phase 2. Background Report Winter 2015 to Summer 2017		
Spanish speaking project staff available at all events	Spanish speaking project staff	
Public work sessions conducted with the Board of Supervisors (1/23/18) and Planning Commission (6/8/17 and 11/9/17).		
12 community workshops facilitated by project staff throughout Ventura County in coordination with County’s Municipal Advisory Councils. An online questionnaire complemented community workshop materials and was available to the public during the workshop series.	Bilingual materials at all 12 workshops  Interpretive services at 4 of 12 workshops	
Interactive pop-up booths installed at Ventura County Fair and Ventura County Government Center in August and September 2016.	All materials English-Spanish bilingual.	
Communications including project website updates, e-blasts to project’s <i>Interested Parties List</i> , project website updates, and social media posts.	Flyers, questionnaires, and press releases distributed in Spanish.	
7 community presentations provided to advisory groups including the County’s Municipal Advisory Councils and Agricultural Policy Advisory Committee.		
6 Focus Group meetings facilitated by project staff on March 28 and March 29, 2017.		
Published the <i>Assets, Issues and Opportunities Summary Report</i> .		
Initially published the <i>Draft Background Report</i> in March 2017.		



Project Components	Spanish	Mixteco
<b>Phase 3. Vision and Guiding Principles</b> <i>Summer 2017 to Winter 2017</i>		
<b>Spanish speaking project staff available at all events</b>		
Public work sessions conducted with the Board of Supervisors (1/23/18) and Planning Commission (11/9/17).		
8 community presentations provided to advisory and community groups including the County's Municipal Advisory Councils, Piru Neighborhood Council, and Agricultural Policy Advisory Committee. Input on project topics was received through distributed questionnaires, which were available in hard copy and online.	All handouts and questionnaire materials were available in Spanish.	
5 community pop-up booths were available to the public at parks and libraries in Ventura County that included project information and questionnaires for receiving input.		
Project materials provided at the Ventura County Fair and an information kiosk at the Ventura County Government Center.		
<i>General Plan Update Public Opinion Survey</i> administered to a random sample of 1,250 adults residing in the County of Ventura between September 27, 2017 and October 19, 2017. Survey relied on a mixed-method design that relied on online and telephone methods for data collection. Results published November 2017.	All surveys were available for administration in English or Spanish. 17% of the survey respondents requested interviews in Spanish, 83% requested interviews in English.	
Initially published the <i>Draft Vision and Guiding Principles</i> in November 2017.		
<b>Phase 4. Evaluating Alternatives</b> <i>Winter 2017 to Fall 2018</i>		
<b>Spanish speaking project staff available at all events</b>		
Joint work sessions conducted with the Board of Supervisors and Planning Commission (4/17/18, 7/31/18, and 11/6/18)		
6 community open houses were facilitated by project staff throughout Ventura County.	1 of 6 open houses facilitated as a Spanish language open house with English and Mixteco interpretive services available.  All open house materials, announcements, and handouts were available in English and Spanish.	1 of 6 open houses facilitated as a Spanish language open house with English and Mixteco interpretive services available.
6 Focus Group meetings facilitated by project staff on March 19 and March 20, 2018.		





Project Components	Spanish	Mixteco
April 9, 2018, Central Coast Alliance for a Sustainable Economy (CAUSE) and California Environmental Justice Alliance (CEJA) SB1000 Environmental Justice in Land Use Planning Workshop. CAUSE and CEJA held an Environmental Justice workshop at the County Hall of Administration with community stakeholders, organizations, agencies and County and General Plan Update staff brought together to assist the County, and surrounding jurisdictions in the development of Environmental Justice components for General Plans.	Not facilitated by County of Ventura.	
Published the <i>Alternatives Concept Report</i> in April 2018, Chapters 1-6 of the <i>Alternatives Report</i> in July 2018, and Chapters 7-9 of the <i>Alternatives Report</i> in October 2018.		
<b>Phase 5. Drafting the General Plan</b> <i>Fall 2018 to Summer 2019</i>		
<b>Spanish speaking project staff available at all events</b>		
Public work sessions conducted with the Board of Supervisors (8/6/19 and 9/10/19) and Planning Commission (6/6/19, 6/13/19, and 6/20/19).	<p>Interpretive services at 1 of 2 Board of Supervisors public work sessions.</p> <p>Interpretive services available at all Planning Commission public work sessions.</p>	<p>Interpretive services at 1 of 2 Board of Supervisors public work sessions.</p> <p>Interpretive services available at all Planning Commission public work sessions.</p>
7 community open houses were facilitated by project staff throughout Ventura County.	<p>2 of 7 open houses facilitated as a Spanish language open house with English and Mixteco interpretive services available.</p> <p>All materials at 7 of 7 open houses, were available in English and Spanish including announcements, handouts, and posters.</p>	<p>2 of 7 open houses facilitated as a Spanish language open house with English and Mixteco interpretive services available.</p>
6 Focus Group meetings facilitated by project staff on May 20 and 22, 2019.		
<b>Phase 6. Environmental Review</b> <i>In Progress</i>		



Project Components	Spanish	Mixteco
Notice of Preparation distributed via legal notice, direct email communication, on project website, and press release.	Announcements circulated in English and Spanish.	
Scoping Meeting announced via legal notice, direct email communication, on project website, and press release.		
Notice of Availability distributed via legal notice, direct email communication, on project website, and press release.	Created and distributed in English and Spanish.	
Draft Program Environmental Impact Report made available at Planning Division's Public Counter, project website, Resource Management Agency website, and at all ten libraries in the Ventura County library system.		
Published Draft Program Environmental Impact Report		
Published Response to Comments; Statement of Facts and Findings; Mitigation, Monitoring, and Reporting Programs; and Environmental Impact Report.		
Phase 7. Adoption Spring 2020 to Fall 2020		
Spanish speaking project staff available at all events		
July 16, 2020, Planning Commission public hearing for consideration and recommendation of the 2040 General Plan and Environmental Impact Report to the Board of Supervisors.	Interpretive services available at public hearing.	Interpretive services available at public hearing.
September 1, 2020, Board of Supervisors public hearing for the consideration of adoption of the 2040 General Plan, certification of the Final Environmental Impact Report, and Planning Commission recommendations to the Board of Supervisors on these documents.,	Interpretive services available at public hearing.	Interpretive services available at public hearing.



**III. SAMPLE COMMUNITY ENGAGEMENT MATERIALS FROM THE VENTURA COUNTY GENERAL PLAN UPDATE PROJECT, BY PHASE**

Table 3 includes a series of example materials and activities shared with the public as part of the community engagement process for the General Plan Update project. This summary represents a sampling of community engagement materials made available to the public during the project.

**Table 3. Sample Community Engagement Materials and Activities**



Focus Group and Technical Advisory Committee kick-off meeting hosted during *Phase 1 Project Initiation* at the Ventura County Government Center on April 7, 2016.



Web post on County of Ventura social media channel announcing online public input opportunities for *Phase 2 Background Report* on August 25, 2016.





## COUNTY OF VENTURA COMMUNITY WORKSHOPS



The public is invited to participate in the first of a series of workshops for the County's General Plan Update held throughout the County from July 13<sup>th</sup> through August 11<sup>th</sup> 2016. These initial workshops will discuss what attendees like about Ventura County, current issues and challenges, and potential options for addressing those challenges through the General Plan. Each workshop will cover the same topics and Spanish translation services will be provided at the workshops in Oak View, Fillmore, and Saticoy.

Rancho Santa Rosa POA Clubhouse 11701 East Las Posas Road, Camarillo, CA 93012	July 13, 2016 Wednesday evening from 6:00 to 8:00 PM
Oak View Community Center* 18 Valley Road, Oak View, CA 93022	July 18, 2016 Monday evening from 7:00 to 9:00 PM
Borchard Community Center, Main Gym 190 Reino Road, Newbury Park, CA 91320	July 20, 2016 Wednesday evening from 6:00 to 8:00 PM
Oak Park Library, Film and Lecture Room 899 Karan Road, Oak Park, CA 91377	July 21, 2016 Thursday evening from 6:00 to 8:00 PM
Thousand Oaks Sheriff Substation 2101 East Olsen Road, Thousand Oaks, CA 91380	July 25, 2016 Monday evening, 6:30 to 8:30 PM
Somis School, Large Auditorium 5268 North Street, Somis, CA 93066	July 27, 2016 Wednesday evening from 6:30 to 8:30 PM
Fillmore City Hall, Council Chambers* 250 Central Avenue, Fillmore, CA 93015	July 28, 2016 Thursday evening, 6:30 to 8:30 PM
Mt. Pinos District Ranger Station 34580 Lockwood Valley Road, Frazier Park, CA 93225	July 30, 2016 Saturday afternoon from 1:30 to 3:30 PM
Saticoy Library* 1292 Los Angeles Avenue, Ventura, CA 93004	August 3, 2016 Wednesday evening from 6:00 to 8:00 PM
Channel Islands Boating Center 3880 Bluefin Circle, Oxnard, CA 93035	August 9, 2016 Tuesday evening from 6:30 to 8:30 PM
Fire Station 56 11855 Pacific Coast Highway, Malibu, CA 90265	August 10, 2016 Wednesday evening from 7:00 to 9:00 PM
Ventura County Government Center Hall of Administration, Multi-Purpose Room 800 S. Victoria Avenue, Ventura, CA 93009	August 11, 2016 Thursday afternoon from 2:00 to 4:00 PM

\*Spanish translation available at these workshop locations/Traducción en español disponible en estas ubicaciones.

For more information contact Susan Curtis at (805) 654-2497, email [susan.curtis@ventura.org](mailto:susan.curtis@ventura.org) or visit the General Plan website at [www.VC2040.org](http://www.VC2040.org).

## CONDADO DE VENTURA TALLERES COMUNITARIOS



La Comunidad está invitada a participar en el taller para la Actualización del Plan General que facilitará la División de Planificación del Condado de Ventura. Hablaremos de lo que les gusta del Condado, temas y retos de actualidad, y posibles opciones para hacer frente a estos retos usando el Plan General. Los talleres se llevarán a cabo en doce ubicaciones por todo el Condado de Ventura del día 13 de julio al 11 de agosto. Cada taller cubrirá los mismos temas y traducción en español será disponible en los talleres en Oak View, Fillmore y Saticoy.

Rancho Santa Rosa POA Clubhouse 11701 East Las Posas Road, Camarillo, CA 93012	Julio 13, 2016 miércoles por la noche, 6:00 a 8:00 PM
Oak View Community Center* 18 Valley Road, Oak View, CA 93022	Julio 18, 2016 lunes por la noche, 7:00 a 9:00 PM
Borchard Community Center, Main Gym 190 Reino Road, Newbury Park, CA 91320	Julio 20, 2016 miércoles por la noche, 6:00 a 8:00 PM
Oak Park Library, Film and Lecture Room 899 Karan Road, Oak Park, CA 91377	Julio 21, 2016 jueves por la noche, 6:00 a 8:00 PM
Thousand Oaks Sheriff Substation 2101 East Olsen Road, Thousand Oaks, CA 91380	Julio 25, 2016 lunes por la noche, 6:30 a 8:30 PM
Somis School, Large Auditorium 5268 North Street, Somis, CA 93066	Julio 27, 2016 miércoles por la noche, 6:30 a 8:30 PM
Fillmore City Hall, Council Chambers* 250 Central Avenue, Fillmore, CA 93015	Julio 28, 2016 jueves por la noche, 6:30 a 8:30 PM
Mt. Pinos District Ranger Station 34580 Lockwood Valley Road, Frazier Park, CA 93225	Julio 30, 2016 sábado por la noche, 1:30 a 3:30 PM
Saticoy Library* 1292 Los Angeles Avenue, Ventura, CA 93004	Agosto 3, 2016 miércoles por la noche 6:00 a 8:00 PM
Channel Islands Boating Center 3880 Bluefin Circle, Oxnard, CA 93035	Agosto 9, 2016 martes por la noche 6:30 a 8:30 PM
Fire Station 56 11855 Pacific Coast Highway, Malibu, CA 90265	Agosto 10, 2016 miércoles por la noche 7:00 a 9:00 PM
Ventura County Government Center Hall of Administration, Multi-Purpose Room 800 S. Victoria Avenue, Ventura, CA 93009	Agosto 11, 2016 jueves por la noche 2:00 a 4:00 PM

\*Traducción en español disponible en estas ubicaciones.

Para más información póngase en contacto con Susan Curtis al (805) 654-2497, correo electrónico [susan.curtis@ventura.org](mailto:susan.curtis@ventura.org) o visite la página web para el Plan General de [www.VC2040.org](http://www.VC2040.org).

English-and Spanish language flyers announcing dates and locations for community workshops hosted during *Phase 2 Background Report* in July and August 2016.



Members of the public provide input using poster-based exercises in a community workshop during *Phase 2 Background Report* in the Santa Rosa Valley on July 13, 2016.



Members of the public provide input using poster-based exercises in a community workshop during *Phase 2 Background Report* at the Ventura County Government Center on August 11, 2016.






Interpretive services staff provided support at a community workshop during *Phase 2 Background Report* in Fillmore on July 28, 2016.

**OVERVIEW AND COMMUNICATION** **1 a RESUMEN GENERAL Y COMUNICACIÓN**

**WHAT IS THE GENERAL PLAN? ¿QUE ES EL PLAN GENERAL?**

Ventura County is updating its general plan, a document that outlines future growth and development policy for the unincorporated communities and lands. The General Plan Update process is underway, providing all community members with opportunities to share their priorities for the future of their communities. Today's workshop is the first of many in the coming months. Please tell us the best ways to keep you informed, and share your ideas for the future.

El Condado de Ventura está actualizando su plan general, un documento que describe el crecimiento futuro y la política de desarrollo para las comunidades y las áreas no incorporadas. El proceso de Actualización del Plan General está en marcha, lo cual da a todos los residentes la oportunidad de compartir sus prioridades para el futuro de sus comunidades. El taller de hoy es el primero de varios en los próximos meses. Por favor, díganos las mejores maneras de mantenerse informados y compartir sus ideas para el futuro.



Topics Addressed by General Plan	Temas Abordados por Plan General
• Demographics and Employment	• Demografía y Empleo
• Land Use and Community Character	• Uso de suelo y el Carácter de la Comunidad
• Housing	• Vivienda
• Transportation and Mobility	• Transportación y Movilidad
• Public Facilities, Services, and Infrastructure	• Instalaciones Públicas, Servicios e Infraestructura
• Natural Resources	• Recursos Naturales
• Hazards and Safety	• Riesgos y Seguridad
• Climate Change	• Cambio Climático
• Noise	• Ruido

1 of 13 bilingual posters used in community workshops hosted during *Phase 2 Background Report* in June and July 2016.



**OUR BIGGEST CHALLENGES FOR THE FUTURE**  
Place a dot in the boxes of the TOP 5 things you believe are the biggest challenges for the future.

**3 a NUESTROS MAYORES RETOS PARA EL FUTURO**  
Coloque un punto en los espacios para indicar las 5 cosas que usted cree que serán los retos más grandes en el futuro.

Public Safety 	Agriculture and Farms 
Seguridad Pública	Agricultura y Granjas
Climate Change 	Energy 
Cambio Climático	Energía
Education 	Economy and Jobs 
Educación	Economía y Trabajos

**WHAT WOULD MAKE OUR COMMUNITY BETTER**  
Place a dot in the boxes of the TOP 5 things you believe are the biggest challenges for the future.

**4 c ¿QUE HARÍA MEJOR A NUESTRA COMUNIDAD?**  
Coloque un punto en los espacios para indicar las mejoras más importantes para el futuro.

Economy and Jobs 	Agriculture and Farms 
Economía y Trabajos	Agricultura y Granjas
Open Space and Greenbelts 	Energy 
Los Cinturones Verdes y Espacios Abiertos	Energía
Culture and History 	Trails 
Cultura y Historia	Senderos

2 of 13 bilingual posters used in community workshops hosted during *Phase 2 Background Report* in June and July 2016. Posters were used to collect public input, with community members indicating preferences directly on open house materials.





## TELL US WHAT YOU LOVE ABOUT VENTURA COUNTY!



The County of Ventura is updating it's General Plan - the policy document that guides future growth and land use development in the unincorporated county.

### Your Input Is Critical to Our Success

**Where Do You Live?** Let us know where you call home.

- Please place an X on the "Where do You Live" poster

**What Do You Love Most About Ventura County?**

- Step 1 - Choose your 5 favorite things you love most about Ventura County.
- Step 2 - Of the topics listed above our "voting" tubes, place up to 5 Lima Beans in each of your 5 favorite topics.
- Step 3 - Is what you love not listed? Place up to five Lima Beans into the **OTHER** "voting" tube and fill-in an **OTHER** ballot to tell us what you love.

English-and Spanish language instructional posters; 1 of 11 used at interactive pop-booths, displayed during *Phase 2 Background Report* activities in August and October 2016.

## DÍGANOS LO QUE LE ENCANTA SOBRE EL CONDADO DE VENTURA



El Condado de Ventura está actualizando el Plan General - el documento de política que guía el desarrollo y futuro crecimiento del uso del suelo en el Condado fuera de las ciudades.

### Su aportación es vital para nuestro éxito

**Dónde vive?** Díganos dónde está su hogar (casa).

- Por favor, marque con una X en el poster "Dónde vive."

**Qué es lo que más le encanta sobre el Condado de Ventura?**

- 1 - Elija las 5 cosas favoritas que más le encanta sobre el Condado de Ventura.
- 2 - De los temas mencionados anteriormente, coloque hasta 5 frijoles por cada uno de sus temas favoritos en los tubos de "voto."
- 3 - Lo que le encanta no está en la lista? Coloque hasta 5 frijoles en el "OTRO" tubo de "voto" y rellene una papeleta de OTRA para indicar lo que le encanta.



Visitors to the Ventura County Fair provide input using the pop-up booth during *Phase 2 Background Report* in August 2016.



Bilingual materials used at the Ventura County Fair during Phase 2 Background Report in August 2016.



Bilingual materials used in an interactive information kiosk at the Ventura County Government Center in October 2016.





COUNTY OF VENTURA  
RESOURCE MANAGEMENT AGENCY  
Planning Division

Chris Stephens  
Director

800 So. Victoria Ave., Third Administration, Ventura, CA 93020  
<http://www.vventura.org>

Kim Prillhart  
Planning Director  
TEL: (805) 654-2441

**NEWS RELEASE**  
FOR IMMEDIATE RELEASE

July 6, 2016

**Community invited to help shape Ventura County's future**

VENTURA, Calif. - The community is invited to participate in a workshop for the General Plan Update being held by the County of Ventura, Planning Division. We'll discuss what you like about the County, current issues and challenges, and potential options for addressing those challenges through the General Plan. The workshops will be held at twelve locations throughout the County from July 13<sup>th</sup> through August 11<sup>th</sup>. Each workshop will cover the same topics and Spanish translation will be available at workshops in Oak View, Fillmore, and Saticoy.

The General Plan is the "blueprint" for future growth and development within the unincorporated areas of Ventura County over the next 20 years. A series of additional workshops will be held in the near future to address guiding principles for the General Plan, land use alternatives, and goals and policies that address a wide range of issues including land use, transportation, water, agriculture, economic development, and climate change.

"A successful General Plan will reflect the community's values and priorities," said Kim Prillhart, Planning Director. "Ventura County needs as many voices as possible contributing to this process." The County encourages all those interested in planning for Ventura County's future to attend a community workshop.

Community members who are unable to attend a workshop can participate by completing an online questionnaire on the General Plan Update webpage at [www.vc2040.org](http://www.vc2040.org).

English and Spanish-language press release for *Phase 2 Background Report* community workshops hosted in 12 locations throughout Ventura County in July and August 2016.



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**Comunicado de Noticias**  
Para Publicación Inmediata

Julio 6, 2016

**Se invita a la comunidad para ayudar a dar forma al futuro del Condado de Ventura**

VENTURA, Calif. - La Comunidad está invitada a participar en el taller para la Actualización del Plan General que facilitará la División de Planificación del Condado de Ventura. Hablaremos de lo que les gusta del Condado, temas y retos de actualidad, y posibles opciones para hacer frente a estos retos usando el Plan General. Los talleres se llevarán a cabo en doce ubicaciones por todo el Condado de Ventura del día 13 de julio al 11 de agosto. Cada taller cubrirá los mismos temas y traducción en español será disponible en los talleres en Oak View, Fillmore y Saticoy.

El Plan General es el "plano" para el crecimiento y desarrollo futuro dentro de las áreas no incorporadas del Condado de Ventura por los próximos 20 años. Una serie de talleres adicionales se llevarán a cabo en el futuro cercano para abordar los principios rectores para el Plan General, alternativas para el uso de terrenos, y metas y políticas que abarquen una amplia gama de temas incluyendo uso de terrenos, transporte, agua, agricultura, desarrollo económico, y cambio climático.

"Un Plan General exitoso reflejará los valores y prioridades de la comunidad," dijo Kim Prillhart, Director de Planificación. "El Condado de Ventura necesita todas las voces posibles que contribuyen a este proceso." El Condado invita a todos aquellos interesados en la planificación del futuro del Condado de Ventura a que asistan a un taller comunitario.

Miembros de la comunidad que no pueden asistir a un taller pueden participar completando una encuesta en la página web de la Actualización del Plan General a [www.vc2040.org](http://www.vc2040.org).



Ventura County  
2040  
GENERAL PLAN

Newsletter No. 1 - March 2017

## Ventura County General Plan Update

The County of Ventura is working on a comprehensive update to its General Plan for the first time since 1980. We are committed to keeping the update process open and accessible to anyone who wants to be involved and share ideas.

The General Plan Update will help shape the next 20 years of Ventura County's growth and change. The outcome of the update will have a real impact on the quality of life in the County by addressing important questions such as:

- How can the County enhance public services and infrastructure?
- Where should new residential and commercial development be located?
- How will the County deal with its continuing water quality and quantity challenges?

A General Plan addresses these questions through the development of goals, policies, and programs covering a very broad range of issues.

**OPEN SPACE**

Establishes measures for protecting and managing open space lands.

**LAND USE**

Establishes land use and development patterns.

**HAZARDS AND SAFETY**

Identifies potential hazards and develops policies and programs to manage them.

**RECREATION**

Guides planning for recreational opportunities and facilities.

**PUBLIC INFRASTRUCTURE**

Guides planning for infrastructure development and maintenance.

**ECONOMIC DEVELOPMENT**

Identifies economic development priorities to strengthen and diversify the County's economy.

**WATER RESOURCES**

Establishes measures to ensure water resources are sustainably managed.

**TRANSPORTATION**

Guides decisions for all transportation modes (autos, pedestrians, transit).

**HOUSING**

Identifies measures for meeting housing needs for all segments of the community.

**WORKFORCE**

Establishes measures that protect and support agricultural lands and practices.

Ventura County  
2040  
GENERAL PLAN

Excerpts from Newsletter No. 1 "General Plan Overview" made available to the public during *Phase 3 Vision and Guiding Principles*. March 2017



## Community Outreach

The County conducted extensive community outreach during summer 2016 to learn what people like most about the county, what challenges they see, and what ideas they have for addressing these challenges. To get feedback, staff from the County Planning Division held 12 community workshops throughout the county, set up a booth at the Ventura County Fair, and received input from an online questionnaire.

### Outreach by the Numbers

Number of Community Workshops	12
Workshop Participants	254
Public Outreach Responses and Comments	4,725
Online Questionnaire Participants	135
County Fair Booth Participants	330+

## Participant Distribution: by Location



## What We Heard from the Public

Top Five Responses from Community Outreach*					
	1	2	3	4	5
What I Love Most About Ventura County	Mountain and Open Space	Agriculture and Farms	Habitat and Nature	Beaches	Safe Community
Our Biggest Challenges	Water	Agriculture and Farms	Transportation	Waste	Public Safety
What Could Make Our Community Better	Roads and Transit	Agriculture and Farms	Open Space & Greenbelts	Wildlife & Habitat	Swimming and Lake

\*Reflects synthesis of 4,725 public comments.



Presentation to the Piru Neighborhood Council during *Phase 3 Vision and Guiding Principles* in Piru on July 7, 2017.

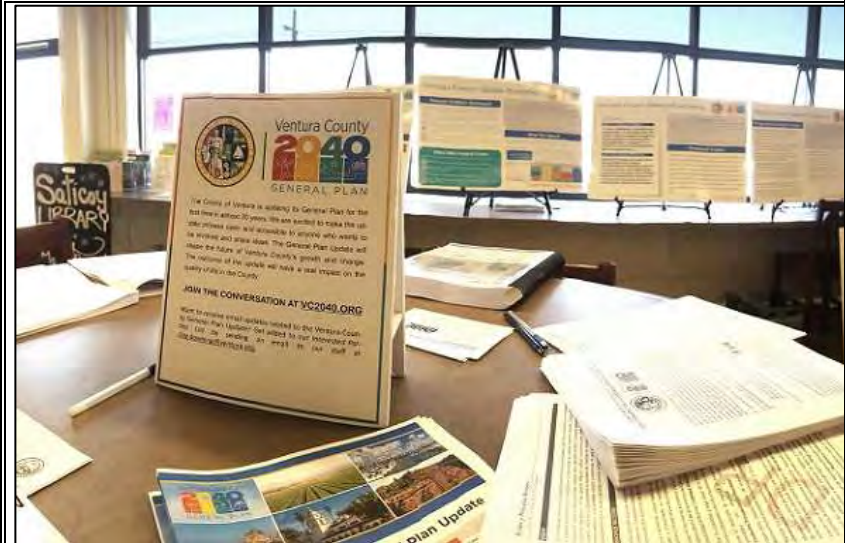


Presentation to the Santa Rosa Valley Municipal Advisory Council during *Phase 3 Vision and Guiding Principles* in the Santa Rosa Valley on September 21, 2017.





Pop-up booth facilitated by project staff during *Phase 3 Visions and Guiding Principles* in the Frasier Park Public Library on August 12, 2017.



Pop-up booth materials hosted by project staff during *Phase 3 Visions and Guiding Principles* in the Saticoy Public Library on July 29, 2017.



### VENTURA COUNTY GENERAL PLAN UPDATE

#### Points of Public Engagement

There are four key points in the process where public input will feed into the plan-making process:

1. Needs, Issues, and Opportunities Summary and Draft Mitigation Report (Completed)
2. Vision and Guiding Principles (in Progress)
3. Alternative Report
4. General Plan Policy Amendment

The public may attend public meetings, such as those appearing below, via Ventura County Board of Supervisors and Planning Commission.

#### Decision-Makers & Advisory Groups

The General Plan Update will be reviewed by various advisory groups including the public, the Ventura County Board of Supervisors, the Ventura County Planning Commission, and various advisory groups including various advisory groups.

Advisory Group	Meeting Dates	Meeting Location
Planning Commission	April 10, 2018	County Administration Center
Board of Supervisors	April 10, 2018	County Administration Center
Community Advisory Groups	April 10, 2018	Various Locations

#### Let Us Know What You Think

Review the Proposed Vision Statement and Set of Guiding Principles. The General Planning Division is gathering feedback on a proposed draft document for the General Plan Update. We encourage you to provide your input by attending a public meeting or submitting a comment card. For more information, visit [www.vc2040.org](http://www.vc2040.org).

#### Project Timeline

[Learn more at VC2040.org](http://VC2040.org)

### VENTURA COUNTY GENERAL PLAN UPDATE

#### Recent Public Outreach

The Ventura County Board of Supervisors directed project staff to engage with the public through a variety of outreach efforts. Staff of the Ventura County Planning Division are currently working on a variety of outreach efforts. Staff of the Ventura County Planning Division are currently working on a variety of outreach efforts.

- 7. Overview of the General Plan Update's 7-Phase Strategic Framework
- 12. Community Workshops: Held in various locations throughout Ventura County.
- Advisory Groups: Held at the Ventura County Fair.

For more information, visit [www.vc2040.org](http://www.vc2040.org).

#### Who We Heard From

Public comments received during April and November 2018 include:

- 238 in-person community workshop participants
- More than 4,700 community workshop and focus group comments
- 135 Online Questionnaire Responses
- Over 400 Comments from Visitors at the Ventura County Fair

#### Let Us Know What You Think

Review the Proposed Vision Statement and Set of Guiding Principles. The General Planning Division is gathering feedback on a proposed draft document for the General Plan Update. We encourage you to provide your input by attending a public meeting or submitting a comment card. For more information, visit [www.vc2040.org](http://www.vc2040.org).

#### What We Heard

Following public outreach activities, project staff analyzed more than 4,700 comments received and identified the Top 10 issues, which emerged from these comments.

The findings are shown in greater detail within the General Plan Update's Needs, Issues, and Opportunities Report. The report includes findings for the Top 10 issues that the public identified as important during community workshops, including: housing, transportation, agriculture, and other issues.

Issue	Top 10 Issues	Top 10 Issues	Top 10 Issues	Top 10 Issues
Housing	Transportation	Agriculture	Other Issues	Other Issues

[Learn more at VC2040.org](http://VC2040.org)

2 of 5 posters used during *Phase 3 Vision and Guiding Principles* community presentations and open houses in July and August 2017.





COUNTY OF VENTURA  
RESOURCE MANAGEMENT AGENCY

Chris Stephens  
Director

800-555-5555, 805-654-2497, 805-654-2497

CONTACT: Kim Phillips  
Planning Director  
TEL: (805) 654-2497

**NEWS RELEASE**  
FOR IMMEDIATE RELEASE

July 11, 2017

**County Requesting Input on General Plan Vision and Guiding Principles**

VENTURA, Calif. – The County of Ventura Planning Division will meet with the public in the coming weeks to gather comments on a proposed Vision and set of Guiding Principles for the County General Plan Update. People have several options for providing feedback, including Municipal Advisory Council meetings, completion of an online questionnaire, or attending one of several Open Houses to be held in Santa Susana Park in Simi Valley and at libraries throughout the County. Project information and the opportunity to provide input via a questionnaire will also be available in the lobby of the County Government Center from July 24 – 28. The General Plan Update online questionnaire is available now at [VC2040.org](http://VC2040.org).

The public may attend any of the following public meetings and events:

PUBLIC EVENT	DATE and TIME	LOCATION
Ojai Valley Municipal Advisory Council Meeting	July 17, 2017 7:00 p.m.	Oak View Community Center 18 Valley Road, Oak View
Casa Consejo Municipal Advisory Council Meeting	July 18, 2017 6:00 p.m.	Bonhard Community Center 190 Reino Road, Newbury Park
Piru Neighborhood Council Meeting	July 19, 2017 7:00 p.m.	Piru Community Center 802 Orchard Street, Piru
El Rio Del Norte Municipal Advisory Council Meeting	July 20, 2017 7:00 p.m.	Roger Jones Community Center 2864 Jordan Street, Oxnard
County Government Center Information Booth	July 24 – 28, 2017 8:00 a.m. to 5:00 p.m.	County Government Center 800 S. Victoria Avenue, Ventura
Oak Park Municipal Advisory Council Meeting	July 25, 2017 7:00 p.m.	Oak Park Library 899 Kanan Rd, Oak Park
Somis Municipal Advisory Council Meeting	July 26, 2017 6:30 p.m.	Somis School Auditorium 5265 North Street, Somis
Salicoy Library Open House	July 29, 2017 10:00 a.m. to 12:00 p.m.	Salicoy Library 1292 Los Angeles Avenue, Salicoy
Frazier Library Open House	July 29, 2017 12:30 p.m. to 2:30 p.m.	Frazier Library 510 Park Avenue, Port Hueneme
Filmore Library Open House	July 29, 2017 3:00 p.m. to 5:00 p.m.	Filmore Library 502 2nd Street, Filmore
Santa Susana Park Open House	August 5, 2017 10:00 a.m. to 1:00 p.m.	Santa Susana Park 6503 Katherine Road, Simi Valley
Santa Rosa Valley Municipal Advisory Council Meeting	September 21, 2017 6:00 p.m.	Rancho Santa Rosa Clubhouse 11701 East Las Posas Road, Camarillo
Lockwood Valley Open House	August 12, 2017 3:00 p.m. to 5:00 p.m.	Frazier Park Public Library 3732 Park Drive, Frazier Park

For more information contact Susan Curtis at (805) 654-2497, email [susan.curtis@ventura.org](mailto:susan.curtis@ventura.org) or visit the General Plan Update website at [VC2040.org](http://VC2040.org)

Media Contact: Susan Curtis – (805) 654-2497###



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CONTACT: Kim Phillips  
Planning Director  
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**COMUNICADO DE PRENSA**  
PARA SU PUBLICACIÓN INMEDIATA

Julio 11, 2017

**Condado Pidiendo la Aportación Sobre el Plan General Visión y Principios Rectores**

VENTURA, Calif. – La División de Planificación del Condado de Ventura se reunirá con el público en las siguientes semanas para obtener comentarios sobre la Visión propuesta y Principios Rectores para el Plan General Actualizado. Las personas tendrán varias opciones para proporcionar comentarios, incluyendo juntas del Consejo Consultivo Municipal, cuestionarios electrónicos en línea, o asistir una de varias Casa Abiertas que se llevarán a cabo en Santa Susana Park en Simi Valley, y en bibliotecas por todo el Condado. Información sobre el proyecto y la oportunidad de proporcionar comentarios en un cuestionario estará disponible en el vestíbulo del Centro de Gobierno del Condado del 24-28 de julio. La encuesta sobre el Plan General Actualizado está disponible ya en [VC2040.org](http://VC2040.org).

El público puede asistir a cualquiera de las siguientes juntas y eventos:

EVENTO PUBLICO	FECHA y HORARIO	LUGAR
Junta del Consejo Consultivo Ojai Valley	Julio 17, 2017 7:00 p.m.	Oak View Community Center 18 Valley Road, Oak View
Junta del Consejo Consultivo Municipal Casa Consejo	Julio 18, 2017 6:00 p.m.	Bonhard Community Center 190 Reino Road, Newbury Park
Junta del Consejo Consultivo de Piru	Julio 19, 2017 7:00 p.m.	Piru Community Center 802 Orchard Street, Piru
Junta del Consejo Consultivo El Rio Del Norte	Julio 20, 2017 7:00 p.m.	Roger Jones Community Center 2864 Jordan Street, Oxnard
Centro de Gobierno del Condado – Casita de Información	Julio 24 – 28, 2017 8:00 a.m. to 5:00 p.m.	Centro de Gobierno del Condado 800 S. Victoria Avenue, Ventura
Junta del Consejo Consultivo Oak Park	Julio 25, 2017 7:00 p.m.	Biblioteca de Oak Park 899 Kanan Rd, Oak Park
Junta del Consejo Consultivo Somis	Julio 26, 2017 6:30 p.m.	Somis School Auditorium 5265 North Street, Somis
Biblioteca de Salicoy Casa Abierta	Julio 29, 2017 10:00 a.m. to 12:00 p.m.	Biblioteca de Salicoy 1292 Los Angeles Avenue, Salicoy
Biblioteca Frazier Casa Abierta	Julio 29, 2017 12:30 p.m. to 2:30 p.m.	Biblioteca Frazier 510 Park Avenue, Port Hueneme
Biblioteca de Filmore Casa Abierta	Julio 29, 2017 3:00 p.m. to 5:00 p.m.	Biblioteca de Filmore 502 2nd Street, Filmore
Santa Susana Park Casa Abierta	Agosto 5, 2017 10:00 a.m. to 1:00 p.m.	Santa Susana Park 6503 Katherine Road, Simi Valley
Junta del Consejo Consultivo Santa Rosa Valley	Septiembre 21, 2017 6:00 p.m.	Rancho Santa Rosa Clubhouse 11701 East Las Posas Road, Camarillo
Lockwood Valley Casa Abierta	Agosto 12, 2017 3:00 p.m. to 5:00 p.m.	Biblioteca de Frazier Park 3732 Park Drive, Frazier Park

Para más información póngase en contacto con Susan Curtis al (805) 654-2497, o por correo electrónico a [susan.curtis@ventura.org](mailto:susan.curtis@ventura.org) o visite la página web del Plan General al [VC2040.org](http://VC2040.org).

Media Contact: Susan Curtis – (805) 654-2497###

English and Spanish-language press release for *Phase 3 Vision and Guiding Principles* community presentations



and open houses hosted in 13 locations throughout Ventura County in July and August 2017.



Planning Division staff facilitate community open house for *Phase 4 Alternatives Evaluation* at the Grant Brimhall Library in the Thousand Oaks area on March 19, 2018.

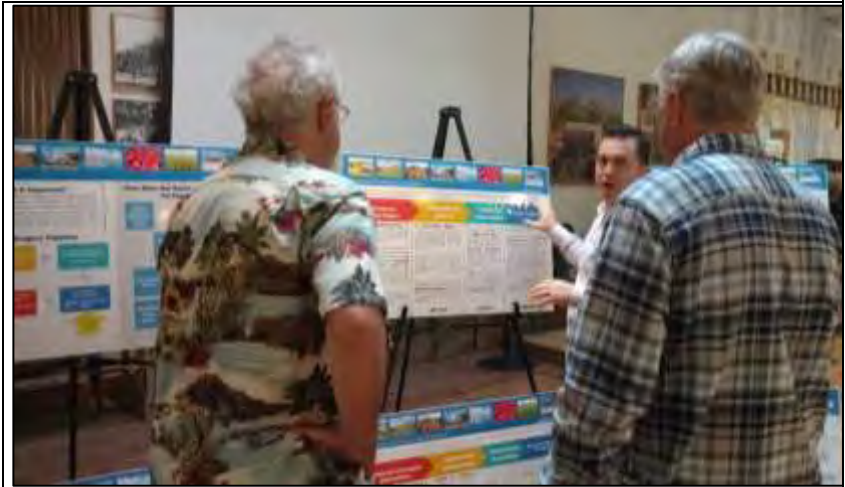


Web posting on a County social media channel reminds the public of a community open house for *Phase 4 Alternatives Evaluation* at the Chuchupate Ranger Station in the Lockwood Valley area on March 30, 2018.





Members of the public provide input via poster-based activities at a Spanish-language community open house, which also offered English and Mixteco translation services for *Phase 4 Alternatives Evaluation* at the Roger Jones Community Center in El Rio on April 4, 2018.



Members of the public interact with project staff during a community open house for *Phase 4 Alternatives Evaluation* at the Ventura County Agriculture Museum in Santa Paula on March 27, 2018.



**OVERVIEW AND COMMUNICATION**

**WHAT IS THE GENERAL PLAN ?**

Ventura County is updating its general plan, a document that outlines future growth and development policy for the unincorporated communities and lands. The General Plan Update process is underway, providing all community members with opportunities to share their priorities for the future of their communities. Today's workshop is the first of many in the coming months. Please let us the best ways to keep you informed, and share your ideas for the future.

**RESUMEN GENERAL Y COMUNICACIÓN**

**¿QUE ES EL PLAN GENERAL?**

El Condado de Ventura está actualizando su plan general, un documento que describe el crecimiento futuro y la política de desarrollo para las comunidades y las áreas no incorporadas. El proceso de Actualización del Plan General está en marcha, lo cual da a todos los residentes la oportunidad de compartir sus prioridades para el futuro de sus comunidades. El taller de hoy es el primero de varios en los próximos meses. Por favor, díganos las mejores maneras de mantenerse informado y comparta sus ideas para el futuro.

**Topics Addressed by General Plan**

- Demographics and Employment
- Land Use and Community Character
- Housing
- Transportation and Mobility
- Public Facilities, Services, and Infrastructure
- Natural Resources
- Hazards and Safety
- Climate Change
- Noise

**Temas Abordados por Plan General**

- Demografía y Empleo
- Uso de terreno y el Carácter de la Comunidad
- Vivienda
- Transportación y Movilidad
- Instalaciones Públicas, Servicios e Infraestructura
- Recursos Naturales
- Riesgos y Seguridad
- Cambio Climático
- Ruido

**OVERVIEW AND COMMUNICATION**

**HAVE YOU BEEN HEARD?**

As part of the General Plan Update, County staff strive to include high levels of public participation.

Please use data to answer the questions below and help our staff improve how we reach members of the public.

**RESUMEN GENERAL Y COMUNICACIÓN**

**¿HA ESCUCHADO?**

Como parte de la Actualización del Plan General, el personal del Condado se esfuerza para incluir altos niveles de participación pública.

Utilice puntos para responder a las preguntas siguientes y para ayudar al personal del Condado a mejorar la forma en que llegamos a los miembros del público.

**Have You Participated in the County's General Plan Update Previously?**

**Yes / Si**

**¿Ha Participado Anteriormente en la Actualización del Plan General del Condado de Ventura?**

**No / No**

**What, if anything, has stopped you from participating previously in the General Plan Update?**

I Don't Know / No sé	Lack of Outreach / Falta de Contacto de RRCC	Not Previously Interested / No Tuve Interés Previamente
I Did Not Understand How The General Plan Update Works / No Entendí Cómo Me Impacta El Plan General	Lack of Transportation / Falta de Transporte	OTHER (Please specify) / OTRO (Por favor especifique)
No Workshop Provided Nearby / No Se Proporcionó Ningún Taller Cercano	Work-Related Conflicts / Conflictos Relacionados con el Trabajo	

**¿Que, si es el caso, le ha impedido participar previamente en la Actualización del Plan General?**

2 of 11 bilingual posters used at *Phase 4 Evaluating Alternatives* community open houses held throughout Ventura County in March and April 2018. Posters were used to collect public input, with community members indicating preferences directly on open house materials.

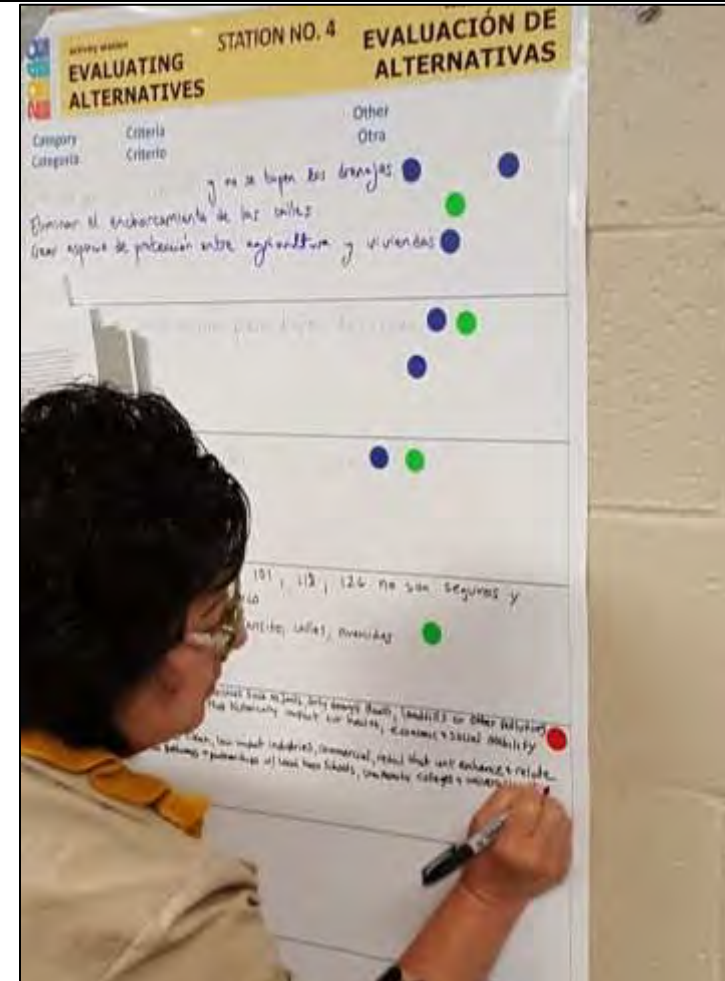


STATION NO. 4  
**EVALUATING ALTERNATIVES** **EVALUACIÓN DE ALTERNATIVAS**

Put Dots for the Criteria You Favor  
Coloque Puntos en los Criterios que Favorece

Category Categoría	Criteria Criterio
Land Use Uso de Tierras	Promote Land Use Efficiency (e.g., consider higher residential densities)
	Promover Eficiencia en el Uso de Tierras (por ejemplo, considere residenciales de alta densidad)
	Minimize Agricultural Land Conversion Reducir al Mínimo la Conversión de Tierras Agrícolas
	Increase Range of Housing Types (e.g., tiny homes, live-work housing, etc.)
	Incrementar el Rango de Tipos de Vivienda
	Promote Environmental Justice (e.g., identify policies to reduce health risks in disadvantaged communities)
	Promover la Justicia Ambiental (por ejemplo, identificar políticas para reducir los riesgos de salud en comunidades desfavorecidas)
	Maintain Community Identity (e.g., development that reflects local character)
	Mantener la Identidad Comunitaria (por ejemplo, desarrollo que refleja carácter local)
	Promote Affordable and Workforce Housing Promover la Vivienda Asequible
	Promote Healthy Communities (e.g., development that supports healthy choices)
Promover las Comunidades Saludables (por ejemplo, desarrollo que apoye elecciones saludables)	

1 of 11 bilingual posters used at *Phase 4 Evaluating Alternatives* community open houses held at throughout Ventura County in March and April 2018. Posters were used to collect public input, with community members indicating preferences directly on open house materials.



Stakeholder provides input using 1 of 11 posters at a Spanish-language community open house, which also offered English and Mixteco translation services for *Phase 4 Alternatives Evaluation* at the Roger Jones Community Center in El Rio on April 4, 2018.





Ventura County  
2040  
GENERAL PLAN

### General Plan Update Open House Roger Jones Community Center

Thank you for participating in the for the Ventura County General Plan Update project. Your input is fundamental to updating this important document for your community's future. Please use this card to share with us your thoughts on what types of land uses are needed in your community. Please return it to any project team member at the end of the workshop.

**1 Please mark which community you live in or is the closest to you. (Mark one box)**

☐ El Rio, Del Norte    ☐ Camarillo Heights    ☐ City of Oxnard    ☐ City of Ventura  
☐ Nysland Acres    ☐ La Cumbre Road    ☐ City of Santa Paula    ☐ City of Camarillo  
☐ Setbury    ☐ Santa    ☐ Other: \_\_\_\_\_

**2 In the community where you live, what is needed? (Mark one box in each line)**

Land Use Type	Critical Need	Needed	Limited Need	Don't Need More	Not Sure
Single-Family Residential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-Family Residential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmermarket Housing					
• Temporary/Seasonal Dormitory-Style Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Permanent Dormitory-Style Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Single-Family Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Multi-Family Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rehabilitation of existing residential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mixed Use Development (e.g., residential & commercial together on a site)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industrial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and Recreation facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Need: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Need: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

English and Spanish-language questionnaires used during *Phase 4 Evaluating Alternatives* community open house at the Roger Jones Community Center in El Rio on April 4, 2018.

Ventura County  
2040  
GENERAL PLAN

### Plan General Actualizado del Condado de Ventura TALLER COMUNITARIO Centro Comunitario de Roger Jones

Gracias por participar en los talleres comunitarios para el Plan General Actualizado del Condado de Ventura. Su contribución es fundamental para actualizar este documento importante para el futuro de su comunidad. Por favor use esta forma para proporcionar comentarios por escrito que se necesitan en su comunidad y regístrela a cualquier miembro del proyecto al final del taller.

**1 OPCIONAL (para ayudarnos a mantenerlo informado de eventos futuros):**

Nombre: \_\_\_\_\_ Correo Electrónico: \_\_\_\_\_

**2 Por favor marque la comunidad donde vive o que es más cercana a usted. (Marque una caja)**

☐ El Rio, Del Norte    ☐ Camarillo Heights    ☐ City of Oxnard    ☐ City of Ventura  
☐ Nysland Acres    ☐ La Cumbre Road    ☐ City of Santa Paula    ☐ City of Camarillo  
☐ Setbury    ☐ Santa    ☐ Other: \_\_\_\_\_

**3 ¿En la comunidad en donde vive, que se necesita? (Marque una caja)**

Tipo de Uso de Terrenos	Necesidad Crítica	Necesidad	Necesidad Limitada	Ya no se Necesita	No Estoy Seguro
Residencial Una Familia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residencial Múltiples Familias	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viviendas de Trabajadores del Campo:					
• Viviendas Tipo Dormitorio Temporales/Ale Temporales	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Viviendas Tipo Dormitorio Permanentes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Viviendas Unifamiliares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Viviendas Multi-familiares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rehabilitación existente residencial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desarrollo de Uso Variado (como residencial y comercial juntos en el mismo sitio)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comercial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industrial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instalaciones de Parques y Recreación	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otras Necesidades: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otras Necesidades: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Ventura County General Plan Update Focus Group Meeting Schedule

The County's Planning Division will convene the General Plan Update's Focus Groups to provide local experts and members of the public with opportunities to learn about and discuss the **Preliminary Public Review Draft of the 2040 General Plan**.

The 2040 General Plan includes goals, policies and programs on topics including biological and open space resources, climate change, economic vitality, agriculture, water resources, public facilities and other key issues. Public input provided at these open houses will be shared with the County Planning Commission during a series of work sessions starting in June and with the Board of Supervisors in August.

*Focus Group meetings held in the Ventura County Government Center's Hall of Administration, 3<sup>rd</sup> Floor, Multi-Purpose Conference Room*

### Monday, May 20<sup>th</sup> 2019

Transportation & Infrastructure Focus Group	8:00 a.m. to 10:00 a.m.
Climate Change Focus Group	10:30 a.m. to 12:30 p.m.
Agriculture Focus Group	1:00 p.m. to 3:00 p.m.
Open Space & Recreation Focus Group	3:30 p.m. to 5:30 p.m.

### Wednesday, May 22<sup>nd</sup> 2019

Economic Development Focus Group	8:00 a.m. to 10:00 a.m.
Water Focus Group	10:30 a.m. to 12:30 p.m.

*Members of the public are welcome to attend!*

Learn more at [VC2040.org](http://VC2040.org)



Flyer for Phase 5 Preparing the General Plan describing the schedule of six Focus Group meetings held on May 20<sup>th</sup> and 22<sup>nd</sup>, 2019.

## VENTURA COUNTY 2040 GENERAL PLAN UPDATE

Newsletter No. 2 – May 2019

## 2040 General Plan - Preliminary Public Review Draft Ventura County General Plan Update

### Frequently Asked Questions

#### What is a General Plan?

A general plan represents the community's view of its future. It articulates its growth, development, and resource conservation priorities through the creation of goals, policies, and programs. California state law requires that each city and county adopt a general plan and that every general plan address the following eight topic areas (referred to as elements): circulation, conservation, open space, housing, noise, safety, environmental justice, and land use. The County's General Plan will have a 20-year planning horizon, through 2040.

#### Why is the County's General Plan Update project necessary?

The County's current General Plan has a planning horizon through 2020. It has been revised over the years, but has not been comprehensively updated since 1988. Since then, there have been many important changes to state law that dictate what issues must be included in a general plan. For example, state law now requires that we address additional topics such as climate change and the design of streets to better accommodate pedestrians and bicycles. In addition, the Ventura County Board of Supervisors has decided that the updated General Plan contain three new elements: agriculture, water, and economic development.

The County of Ventura is working on a comprehensive update to its General Plan for the first time since 1988. We are committed to keeping the update process open and accessible to anyone who wants to be involved and share ideas.

The General Plan Update will help shape the next 20 years of Ventura County's growth and change. The outcome of the update will have a real impact on the quality of life in the County by addressing important questions such as:

- How can the County enhance public services and infrastructure?
- How will the County deal with its continuing water quality and quantity challenges?

A General Plan addresses these questions through the development of goals, policies, and programs covering a very broad range of issues.

Excerpt from Newsletter No. 2 "2040 General Plan - Preliminary Public Review Draft" from *Phase 5 Preparing the General Plan* in May 2019.



Presentation to Focus Group members during *Phase 5 Preparing the General Plan* in May 2019.



County of Ventura social media post on Twitter invites the public to attend *Phase 5 Preparing the General Plan* community open houses held at seven locations throughout Ventura County in May 2019.





**VENTURA COUNTY 2040 GENERAL PLAN UPDATE**

## What is a General Plan and Why Does Ours Need Updating?

State law requires a city and county to have a General Plan.

General Plans are long-term plans for growth and community development; they are typically in effect for 20 to 30 years.

General Plans are updated periodically to conform with shifting needs and demands of the community.

General Plans must accommodate projected State population estimates.

The County of Ventura General Plan was originally written in 1988, last "technical update" was in 2005.

**What is zoning and how is it different from a General Plan?**

Zoning ordinances implement General Plan policies and provide specifics on what can be built where, development standards, and parking requirements.

**La actualización del Plan General del Condado de Ventura 2040**

## ¿Qué es un Plan General y por qué es necesario actualizar el nuestro?

La Ley Estatal requiere que una ciudad y un condado tengan un Plan General.

Los Planes Generales son planes a largo plazo para el crecimiento y el desarrollo de la comunidad; por lo general están vigentes durante 20 a 30 años.

Los Planes Generales se actualizan periódicamente para ajustarse a las necesidades y demandas evolucionarias de la comunidad.

Los Planes Generales deben acomodar estimaciones de población estatal proyectadas.

El Plan General del Condado de Ventura fue escrito originalmente en 1988, la última "actualización técnica" ocurrió en 2005.

**¿Qué es la zonificación y cómo es diferente a un Plan General?**

Las ordenanzas de zonificación implementan políticas del Plan General y proporcionan detalles sobre lo que y dónde se permite construir, estándares de desarrollo y requisitos de estacionamiento.

1 of 15 English and Spanish-language posters used at community open houses held throughout Ventura County during *Phase 5 Preparing the General Plan* in May 2019.



### What We Heard

Heritage Valley Area

What you would like addressed:

- Importance of Economic Vitality for Agriculture
- Concerns Related to Traffic Congestion and Community Impacts
- Interest in Increased Public Transit Opportunities
- Concerns Related to Water Supply
- Importance of Community Character, Safety, and Identity

Where the 2040 General Plan addresses your primary concerns:

Element	Section	Topic
AG	Section 6.2	Agriculture and Urban Area Compatibility
AG	Section 6.3	Water and Specialty Agriculture
AG	Section 6.4	Agricultural Land Use
AG	Section 6.5	Water for Agriculture
AG	Section 6.6	Soil and Irrigation
AG	Section 6.7	Water Quality and Protection
AG	Section 6.8	Water Conservation and Reuse
AG	Section 6.9	Water Infrastructure
AG	Section 6.10	Water Security
AG	Section 6.11	Water and Land Use
AG	Section 6.12	Water and Community
AG	Section 6.13	Water and Environment
AG	Section 6.14	Water and Health
AG	Section 6.15	Water and Safety
AG	Section 6.16	Water and Identity
AG	Section 6.17	Water and Character
AG	Section 6.18	Water and Vitality
AG	Section 6.19	Water and Economy
AG	Section 6.20	Water and Culture
AG	Section 6.21	Water and Heritage
AG	Section 6.22	Water and History
AG	Section 6.23	Water and Future
AG	Section 6.24	Water and Vision
AG	Section 6.25	Water and Goals
AG	Section 6.26	Water and Policies
AG	Section 6.27	Water and Programs
AG	Section 6.28	Water and Initiatives
AG	Section 6.29	Water and Partnerships
AG	Section 6.30	Water and Collaboration
AG	Section 6.31	Water and Engagement
AG	Section 6.32	Water and Accountability
AG	Section 6.33	Water and Transparency
AG	Section 6.34	Water and Integrity
AG	Section 6.35	Water and Ethics
AG	Section 6.36	Water and Principles
AG	Section 6.37	Water and Standards
AG	Section 6.38	Water and Best Practices
AG	Section 6.39	Water and Innovation
AG	Section 6.40	Water and Leadership
AG	Section 6.41	Water and Excellence
AG	Section 6.42	Water and Quality
AG	Section 6.43	Water and Quantity
AG	Section 6.44	Water and Timing
AG	Section 6.45	Water and Location
AG	Section 6.46	Water and Circumstance
AG	Section 6.47	Water and Motivation
AG	Section 6.48	Water and Ability
AG	Section 6.49	Water and Willingness
AG	Section 6.50	Water and Power
AG	Section 6.51	Water and Influence
AG	Section 6.52	Water and Connection
AG	Section 6.53	Water and Understanding
AG	Section 6.54	Water and Knowledge
AG	Section 6.55	Water and Wisdom
AG	Section 6.56	Water and Experience
AG	Section 6.57	Water and Expertise
AG	Section 6.58	Water and Skill
AG	Section 6.59	Water and Talent
AG	Section 6.60	Water and Capacity
AG	Section 6.61	Water and Potential
AG	Section 6.62	Water and Possibility
AG	Section 6.63	Water and Opportunity
AG	Section 6.64	Water and Advantage
AG	Section 6.65	Water and Benefit
AG	Section 6.66	Water and Value
AG	Section 6.67	Water and Importance
AG	Section 6.68	Water and Significance
AG	Section 6.69	Water and Impact
AG	Section 6.70	Water and Effect
AG	Section 6.71	Water and Result
AG	Section 6.72	Water and Outcome
AG	Section 6.73	Water and Consequence
AG	Section 6.74	Water and Effectiveness
AG	Section 6.75	Water and Efficiency
AG	Section 6.76	Water and Effectiveness
AG	Section 6.77	Water and Effectiveness
AG	Section 6.78	Water and Effectiveness
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AG	Section 6.80	Water and Effectiveness
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AG	Section 6.97	Water and Effectiveness
AG	Section 6.98	Water and Effectiveness
AG	Section 6.99	Water and Effectiveness
AG	Section 6.100	Water and Effectiveness

### Lo Que Oímos

Area del Valle de Patrimonio Heritage Valley

Lo que le gustaría abordar:

- Importancia de la vitalidad económica para la agricultura
- Asuntos relacionados con la congestión de tráfico y los impactos comunitarios
- Interés en el aumento de oportunidades en el transporte público
- Asuntos relacionados con el suministro de agua
- Importancia del carácter comunitario, seguridad e identidad

Donde el Plan General 2040 aborda sus cometidos principales:

Elemento	Sección	Tema
AG	Sección 6.2	Agricultura y zonas urbanas compatibles
AG	Sección 6.3	Agua y agricultura especializada
AG	Sección 6.4	Uso agrícola de la tierra
AG	Sección 6.5	Agua para la agricultura
AG	Sección 6.6	Suelo y riego
AG	Sección 6.7	Calidad y protección del agua
AG	Sección 6.8	Conservación y reuso del agua
AG	Sección 6.9	Infraestructura hídrica
AG	Sección 6.10	Seguridad hídrica
AG	Sección 6.11	Agua y uso de la tierra
AG	Sección 6.12	Agua y comunidad
AG	Sección 6.13	Agua y medio ambiente
AG	Sección 6.14	Agua y salud
AG	Sección 6.15	Agua y seguridad
AG	Sección 6.16	Agua y identidad
AG	Sección 6.17	Agua y carácter
AG	Sección 6.18	Agua y vitalidad
AG	Sección 6.19	Agua y economía
AG	Sección 6.20	Agua y cultura
AG	Sección 6.21	Agua y patrimonio
AG	Sección 6.22	Agua y historia
AG	Sección 6.23	Agua y futuro
AG	Sección 6.24	Agua y visión
AG	Sección 6.25	Agua y objetivos
AG	Sección 6.26	Agua y políticas
AG	Sección 6.27	Agua y programas
AG	Sección 6.28	Agua y iniciativas
AG	Sección 6.29	Agua y asociaciones
AG	Sección 6.30	Agua y colaboración
AG	Sección 6.31	Agua y participación
AG	Sección 6.32	Agua y responsabilidad
AG	Sección 6.33	Agua y transparencia
AG	Sección 6.34	Agua y integridad
AG	Sección 6.35	Agua y principios
AG	Sección 6.36	Agua y estándares
AG	Sección 6.37	Agua y mejores prácticas
AG	Sección 6.38	Agua y innovación
AG	Sección 6.39	Agua y liderazgo
AG	Sección 6.40	Agua y excelencia
AG	Sección 6.41	Agua y calidad
AG	Sección 6.42	Agua y cantidad
AG	Sección 6.43	Agua y tiempo
AG	Sección 6.44	Agua y lugar
AG	Sección 6.45	Agua y circunstancias
AG	Sección 6.46	Agua y motivación
AG	Sección 6.47	Agua y capacidad
AG	Sección 6.48	Agua y voluntad
AG	Sección 6.49	Agua y poder
AG	Sección 6.50	Agua y influencia
AG	Sección 6.51	Agua y conexión
AG	Sección 6.52	Agua y comprensión
AG	Sección 6.53	Agua y conocimiento
AG	Sección 6.54	Agua y sabiduría
AG	Sección 6.55	Agua y experiencia
AG	Sección 6.56	Agua y expertise
AG	Sección 6.57	Agua y habilidad
AG	Sección 6.58	Agua y talento
AG	Sección 6.59	Agua y capacidad
AG	Sección 6.60	Agua y potencial
AG	Sección 6.61	Agua y posibilidad
AG	Sección 6.62	Agua y oportunidad
AG	Sección 6.63	Agua y ventaja
AG	Sección 6.64	Agua y beneficio
AG	Sección 6.65	Agua y valor
AG	Sección 6.66	Agua y importancia
AG	Sección 6.67	Agua y significado
AG	Sección 6.68	Agua y impacto
AG	Sección 6.69	Agua y efecto
AG	Sección 6.70	Agua y resultado
AG	Sección 6.71	Agua y consecuencia
AG	Sección 6.72	Agua y efectividad
AG	Sección 6.73	Agua y eficiencia
AG	Sección 6.74	Agua y efectividad
AG	Sección 6.75	Agua y efectividad
AG	Sección 6.76	Agua y efectividad
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AG	Sección 6.94	Agua y efectividad
AG	Sección 6.95	Agua y efectividad
AG	Sección 6.96	Agua y efectividad
AG	Sección 6.97	Agua y efectividad
AG	Sección 6.98	Agua y efectividad
AG	Sección 6.99	Agua y efectividad
AG	Sección 6.100	Agua y efectividad

1 of 15 English and Spanish -language posters used at community open houses held throughout Ventura County during Phase 5 Preparing the General Plan in May 2019.



Stakeholders interact with staff and review Preliminary Public Review Draft 2040 General Plan materials during an open house in Lockwood Valley for *Phase 5 Preparing the General Plan* on May 18, 2019.



Stakeholders interact with staff and review Preliminary Public Review Draft 2040 General Plan materials during an open house for *Phase 5 Preparing the General Plan* in Oak View on May 22, 2019.

English and Spanish-language comment cards used at community open houses hosted at seven locations throughout Ventura County during *Phase 5 Preparing the General Plan* in May 2019.





COUNTY OF VENTURA  
RESOURCE MANAGEMENT AGENCY

Kim Pettibell, ACP  
Agency Director

800 S. Victoria Ave., Hall of Administration, Ventura, CA 93001  
http://www.ventura.org

CONTACT: Susan Curtis  
General Plan Update Project Manager  
TEL: (805) 654-2509

NEWS RELEASE

FOR IMMEDIATE RELEASE

July 25, 2019

Public Invited to Board of Supervisors General Plan Update Work Session for the Preliminary Public Review Draft of the 2040 General Plan

VENTURA, Calif. – The County's Planning Division will host a Board of Supervisors work session on August 6<sup>th</sup> to review the Preliminary Public Review Draft 2040 General Plan. The work session will be held at the Ventura County Government Center, Hall of Administration, Board of Supervisors Hearing Room, 800 S. Victoria Avenue in Ventura beginning at 1:00 p.m. Spanish and Mixteco interpretive services will be provided for members of the public.

The General Plan is a long-range planning document that will guide land use, resource protection and development through 2040. The plan includes goals, policies and programs on topics including biological and open space resources, climate change, economic vitality, agriculture, water resources, public facilities, environmental justice and other key issues.

The draft General Plan was released to the public on May 9, 2019, followed by a series of Open Houses and focus group meetings to secure public input. Staff will present Planning Commission recommendations and public input to the Board of Supervisors at this work session. The Board of Supervisors will provide direction to staff on the contents of the draft General Plan which will be analyzed in a Program Environmental Impact Report (EIR) in Fall 2019. Adoption of the General Plan is anticipated in the Summer of 2020.

The draft General Plan is available on the project website at [vc2040.org](http://vc2040.org) and at the following libraries:

- Ojai Library (111 East Ojai Avenue, Ojai, CA 93023)
- Meiners Oaks Library (114 North Padre Juan, Ojai, CA 93023)
- E.P. Foster Library (651 East Main Street, Ventura, CA 93001)
- Ray D. Pruett Library (510 Park Avenue, Port Hueneme, CA 93041)

The draft General Plan is also available at the Planning Division Counter at the County of Ventura Government Center, 800 S. Victoria Ave., Ventura, CA, from 7:30 a.m. to 4:30 p.m. Monday through Friday. The Board letter for this work session may be viewed on the County's Meeting and Agendas webpage at <https://www.ventura.org/board-of-supervisors/agendas-documents-and-broadcasts/> or at the Planning Division Counter available on **Thursday, August 1, 2019**.

Comments on the 2040 General Plan may be submitted by email to [generalplanupdate@ventura.org](mailto:generalplanupdate@ventura.org) or faxed to (805) 654-2509. Alternatively, comments may be submitted by mail to:

Ventura County Resource Management Agency, Planning Division  
Attn: Susan Curtis, Manager, General Plan Update  
800 S. Victoria Ave., L #1740  
Ventura, CA 93009-1740

English- and Spanish language press releases for *Phase 5 Preparing the General Plan* inviting public to Board of



CONDADO DE VENTURA  
AGENCIA DEL MANEJO DE RECURSOS

Kim Pettibell, ACP  
Directora de la Agencia

800 S. Victoria Ave., Sala de Administración, Ventura, CA 93001  
http://www.ventura.org

CONTACTO: Susan Curtis  
Gerente del Plan General Actualizado  
TEL: (805) 654-2509

COMUNICADO DE PRENSA

PARA PUBLICACIÓN INMEDIATA

25 de julio del 2019

El Público Está Invitado a Asistir la Sesión de Trabajo de la Junta de Supervisores Sobre el Plan General Actualizado para el Borrador Preliminar de la Revisión Pública del Plan General 2040

VENTURA, Calif. – La División de Planificación del Condado organizará una sesión de trabajo de la Junta de Supervisores el 6 de agosto para revisar el Borrador Preliminar de la Revisión Pública del Plan General 2040. La sesión de trabajo se llevará a cabo en el Centro de Gobierno del Condado de Ventura, Sala de Administración, en el Salón de Audiencias de la Junta de Supervisores, 800 Sur Victoria Avenue comenzando a la 1:00 p.m. Servicios interpretativos estarán disponibles para los miembros del público en español y mixteco.

El Plan General es un documento de planificación a largo plazo que guiará el uso de terreno, la protección de recursos y desarrollo hasta el año 2040. Las metas del Plan General incluyen, políticas y programas en temas incluyendo recursos de espacio abierto y biológicos, cambios climáticos, vitalidad económica, agricultura, recursos de agua, facilidades públicas y otros asuntos claves.

El borrador del Plan General fue lanzado al público el 9 de mayo del 2019, seguido de una serie de jornadas de Casas Abiertas y reuniones de grupos focales para asegurar que el público tuviera oportunidad de opinar. En esta sesión de trabajo, el personal presentará las revisiones recomendadas por la Comisión de Planificación al igual que comentarios recibidos por el público a la Junta de Supervisores. La Junta de Supervisores proporcionará dirección al personal sobre los contenidos del borrador del Plan General, la cual será analizada en un Informe del Impacto Ambiental (EIR por sus siglas en inglés) durante el otoño del 2019. La adopción del Plan General está prevista para el verano del 2020.

El borrador del Plan General está disponible en la página web del proyecto en [vc2040.org](http://vc2040.org) y en las siguientes bibliotecas:

- Ojai Library (111 East Ojai Avenue, Ojai, CA 93023)
- Meiners Oaks Library (114 North Padre Juan, Ojai, CA 93023)
- E.P. Foster Library (651 East Main Street, Ventura, CA 93001)
- Ray D. Pruett Library (510 Park Avenue, Port Hueneme, CA 93041)

El Plan General está también disponible en el mostrador de servicio de la División de Planificación dentro del Centro de Gobierno del Condado de Ventura, 800 S. Victoria Ave., Ventura, CA, de las 7:30 a.m. a las 4:30 p.m. de lunes a viernes. La carta a la Junta de Supervisores se encuentra en la página web de las Juntas y Agendas del Condado en <https://www.ventura.org/board-of-supervisors/agendas-documents-and-broadcasts/> o será disponible en el mostrador de servicio de la División de Planificación el **primero de agosto del 2019**.

Puede mandar sus comentarios del Plan General 2040 por correo electrónico a [generalplanupdate@ventura.org](mailto:generalplanupdate@ventura.org) o por fax al (805) 654-2509. Alternativamente, puede mandar los comentarios por correo a:



## County of Ventura 2040 General Plan Update



Supervisors General Plan Update work session on August 6, 2019.



RESOURCE MANAGEMENT AGENCY

Planning Division

Kimberly L. Prillhart  
Director

county of ventura

Notice of Preparation of a Draft Environmental Impact Report (DEIR) and Scoping Meeting for the Ventura County 2040 General Plan Update (Case No. PL17-0141)

January 14, 2019

The County of Ventura, Resource Management Agency, Planning Division (County) is currently developing the Ventura County 2040 General Plan Update (2040 General Plan Update) as described below. The County, as the lead agency, has determined that the proposed 2040 General Plan Update may have one or more significant effects on the environment and will prepare a Program Environmental Impact Report (EIR) in accordance with the California Environmental Quality Act (CEQA).

This Notice of Preparation (NOP) is being distributed to applicable responsible agencies, trustee agencies, and other interested parties as required by CEQA. The purpose of this notice is to call your attention to this EIR and to request that you help the County identify the significant environmental issues, mitigation measures, and range of reasonable alternatives that should be addressed in the EIR. Information on the 2040 General Plan Update, topics to be addressed in the EIR, and instructions on how to provide comments on the scope and content of the EIR are provided below.

**30-day NOP Comment Period:** This NOP is available for a 30-day comment period that is open from January 14, 2019, to February 19, 2019. Please submit your comments on the scope and content of the EIR in writing on or later than 5:00 p.m. on February 19, 2019, to:

Ventura County Resource Management Agency, Planning Division  
Attn: Susan Curtis, Manager, General Plan Update Section  
800 S. Victoria Ave., L #1740  
Ventura, CA 93009-1740

Alternatively, you may email your comments to Susan Curtis at [susan.curtis@ventura.org](mailto:susan.curtis@ventura.org) or fax them to her attention at (805) 654-2509.

**Scoping Meeting:** The County will hold a Scoping Meeting to inform the public and interested parties about the 2040 General Plan Update and solicit comments on the scope of environmental issues, mitigation measures, and range of reasonable alternatives to be addressed in the EIR. The date, time, and location of the meeting are provided below.

Wednesday, January 30, 2019 at 6:00 p.m.  
County Government Center, Hall of Administration  
Multi-Purpose Conference Room  
800 S. Victoria Avenue  
Ventura, CA 93009

**Project Name:** Ventura County 2040 General Plan Update

**Project Location:** All unincorporated areas within Ventura County. The project location is shown on Figure 1.

800 South Victoria Avenue, L# 1740, Ventura, CA 93009 (805) 654-2481 Fax (805) 654-2609



Prepared by: Resource Agency

Page from Notice of Preparation released to the public on January 10, 2019 as part of *Phase 6 Environmental Review*.



County of Ventura 2040 General Plan Draft Environmental Impact Report  
State Clearinghouse No. 2019011026

NOTICE OF AVAILABILITY OF A DRAFT EIR FOR PUBLIC REVIEW

Notice is hereby given that a Draft Environmental Impact Report (EIR) has been prepared by the County of Ventura, State of California, and is available for public review pursuant to the California Environmental Quality Act (CEQA) Guidelines for the Ventura County 2040 General Plan (State Clearinghouse No. #2019011026).

**PROJECT LOCATION:** All unincorporated areas within Ventura County

**PROJECT DESCRIPTION:** The proposed project is a comprehensive update of the County of Ventura General Plan, also known as the 2040 General Plan. The 2040 General Plan will set forth the County's vision of its future and identify the goals, policies, and implementation programs that will guide future decisions concerning a variety of issues, including but not limited to land use, climate change, agriculture, transportation, hazards, public facilities, health and safety, environmental justice, and resource conservation out to the year 2040. The County, as the lead agency, has prepared an EIR in accordance with CEQA. The purpose of the notice of availability is to call attention to this EIR and to request that interested persons review and provide comments on significant environmental issues, mitigation measures, and range of reasonable alternatives addressed in the EIR. The 2040 General Plan is anticipated to be adopted in 2020. With implementation of the 2040 General Plan, development may occur on or near site(s) identified in one of the regulatory databases compiled pursuant to Government Code Section 65062.5.

**SIGNIFICANT ENVIRONMENTAL EFFECTS:** The Draft EIR has identified significant and unavoidable environmental impacts in the following resource areas:

- Agriculture and Forestry Resources
- Air Quality
- Biological Resources
- Cultural, Tribal Cultural, and Paleontological Resources
- Greenhouse Gas Emissions
- Hazards, Hazardous Materials, and Wildfire
- Mineral and Petroleum Resources
- Noise and Vibration
- Public Services and Recreation
- Transportation and Traffic
- Utilities

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**WHERE THE DRAFT EIR IS AVAILABLE:** The Draft EIR and supporting documents are available for public review at the following locations:

- 2040 General Plan Update webpage at <https://vc2040.org/>;
- The Planning Division website at <http://vcma.org/divisions/planning> (select "CEQA Environmental Review"); and
- County of Ventura, Resource Management Agency, Planning Division Public Counter, 3<sup>rd</sup> Floor, Hall of Administration, 800 S. Victoria Avenue, Ventura, CA, 93009, between the hours of 7:30 a.m. and 4:30 p.m., Monday through Friday.

Digital versions of the Draft EIR and supporting documents are available at the following libraries:

Page from Notice of Availability released to the public on January 13, 2020 as part of *Phase 6 Environmental Review*.





Ventura County Planning Commission hosted a public hearing on July 16, 2020 during *Phase 7 Plan Adoption*. Due to the covid-19 pandemic, public comments were received in-person, via video conferencing (Zoom), and email comments received were read into the record.



Homepage from VC2040.org, the project website.



### IV. GENERAL PLAN UPDATE PUBLIC OPINION SURVEY

The purpose of the public opinion survey was to provide objective, statistically reliable measures of residents' opinions on a number of key issues that were later addressed in the General Plan Update. The results of the survey were combined with information gathered through other public input methods to help the Board of Supervisors, staff, and the County's consulting team update the General Plan.

For a full discussion of the research methods and techniques used in the public opinion survey, visit the *Methodology* section of the public opinion survey's summary report (Section IV.A. of this document). In brief, the survey was administered to a random sample of 1,250 adults who reside in Ventura County.. 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 from September 27, 2017 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 public opinion survey summary report are the weighted results, which are representative at the countywide level with unincorporated residents represented in their correct proportion.

Sections IV.B. and IV.C. include the English and Spanish surveys administered to residents from September 27, 2017 to October 19, 2017 which yielded the results shown in the public opinion summary report (Section IV.A.).

#### A. Public Opinion Survey - Summary Report

This public opinion survey summary report provides a summary of the findings as well as the details of the survey's results. The *Key Findings* section provides an overview of the findings for readers with a summary of the most important factual findings of the survey and a discussion of their implications. The *Key Findings* section is followed by a more detailed question-by-question discussion of the results from the survey by topic area, as well as a description of the methodology employed for collecting and analyzing the data (see *Methodology* section). Additionally, the summary report provides the questionnaire used for the interviews at the back of the report (see *Questionnaire & Toplines* section).



## County of Ventura 2040 General Plan Update



### GENERAL PLAN UPDATE PUBLIC OPINION SURVEY SUMMARY REPORT

PREPARED FOR THE  
COUNTY OF VENTURA



NOVEMBER 1, 2017



**TRUE NORTH**  
RESEARCH

1592 N. COAST HIGHWAY 101  
ENCINITAS CA 92024  
760.632.9900 [WWW.TN-RESEARCH.COM](http://WWW.TN-RESEARCH.COM)



## County of Ventura 2040 General Plan Update

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### INTRODUCTION

The County of Ventura relies on its General Plan to guide decisions with respect to land use, development and related policy matters. Often referred to as a "blueprint" for achieving residents' vision for the future, the General Plan addresses a variety of topics that affect the quality of life in Ventura County including land use, public safety, housing, the economy, parks, open space, and transportation.

Ventura County's current General Plan was adopted in 1988, nearly 30 years ago. Feeling that it was time to conduct a comprehensive review and update of the General Plan to ensure that it reflects current community values, updated technical and environmental information, and addresses relevant issues that have surfaced since the existing General Plan was created, in 2016 the County embarked upon a process to update the General Plan (see [vc2040.org](http://vc2040.org) for more about the update process and time line).

The General Plan update is an opportunity for the Ventura County community to comprehensively evaluate and strategize on local opportunities, trends, and needs. Although the County Board of Supervisors, staff, and consultants will play an important role in gathering data, organizing the update process, and assisting in the production of the General Plan document, input from citizens of Ventura County will play a major role in guiding the updated policy framework. Through their participation in public workshops, community events, and surveys, Ventura County residents will help to ensure the creation of a General Plan that is consistent with their values, priorities, and concerns for Ventura County and its future.

**PURPOSE OF SURVEY** The purpose of the survey described in this report 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 Board of Supervisors, staff, and the County's consulting team update the General Plan.

**OVERVIEW OF METHODOLOGY** For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 30. 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<sup>1</sup>, 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 this report are the

1. State of California, Department of Finance, E-1 Population Estimates, May 2017.

weighted results, which are representative at the countywide level with unincorporated residents represented in their correct proportion.

**ORGANIZATION OF REPORT** This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data (see *Methodology* on page 30). And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 32).

**ACKNOWLEDGMENTS** True North thanks the County of Ventura for the opportunity to assist the County with this important study. The collective expertise, local knowledge, and insight provided by County staff and representatives improved the overall quality of the research presented here. A special thanks also to Jim Harnish and Bob Lagomarsino (Mintier Harnish) for assisting in the design of the study.

**DISCLAIMER** The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the County of Ventura. Any errors and omissions are the responsibility of the authors.

**ABOUT TRUE NORTH** True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and opinions of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies, including more than 300 studies for California counties, municipalities and special districts.



## KEY FINDINGS

As noted in the *Introduction*, this study was designed to provide the County of Ventura with statistically reliable information regarding residents' opinions on key issues and themes that will be addressed in the General Plan update. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

*What do residents most value about Ventura County that the General Plan should seek to preserve?*

A clear theme of the survey results is that residents are focused on maintaining—rather than changing—the character of Ventura County. The vast majority of respondents shared favorable opinions of the overall quality of life in Ventura County (85% excellent or good) and provided high ratings for the County as a place to live (84%) and raise a family (80%). The beaches and the pier, open space and green space, agricultural and farmlands, nice weather, parks and recreation facilities, and the small-town atmosphere in Ventura County were the most frequently cited aspects that residents feel make Ventura County a special place to live. These are the aspects of the County that residents value most, as well as those that they are most interested in preserving through the General Plan process. For more on this topic, see *Quality of Life* on page 8.

*What changes do residents seek to improve the quality of life in Ventura County?*

Consistent with the aforementioned theme of maintaining the County's character, most of the changes that residents desire could more appropriately be described as efforts to preserve or enhance *existing* qualities of the County. When asked what they would most like to change about Ventura County, 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 and providing more affordable housing were the top responses, followed by limiting growth/preserving open space/agriculture, addressing homeless issues, improving public safety, improving/maintaining roads, and improving the local economy/economic opportunities. For more on this topic, see *What Should We Change?* on page 10.

*What themes or guiding principles do residents prioritize for the County's future?*

The Ventura County General Plan will outline a vision, key themes, and principles that will guide the County's future planning and policy decisions. One of the main purposes of this survey was to measure community opinions and provide feedback on key themes and principles that are being considered for the General Plan.

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 pre-**

**paredness** rose to the top of the list. Specifically, 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

For more details on how residents prioritized among ideas and guiding principles, as well as how opinions varied across subgroups, see *Ideas & Guiding Principles* on page 12.

*Do Ventura County residents support job growth and strengthening the local economy?*

Several of the guiding principles the County is considering for the General Plan update seek to encourage job growth and strengthen the local economy, both generally and in the agricultural sector. Because there are a variety of *specific* strategies that the County could pursue in the interest of economic vitality, the survey provided an opportunity to gauge residents' support for particular initiatives.

Among the actions tested, 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 start-up 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%).

Although there was less consensus on the remaining strategies, at least six-in-ten respondents also supported the County promoting tourism and hospitality (78%), making more commercial office space available for companies looking to locate in Ventura County (67%), and attracting more retail businesses and creating additional shopping opportunities (63%) in the interest of promoting job growth and a strong economy. For more on this topic, see *Economic Vitality* on page 17.

*Do residents perceive a need for additional housing?*

The General Plan will help shape the nature of Ventura's future development and redevelopment—including the size, type, character and location of new housing projects—as well as the pace at which these changes occur. Recognizing that opinions about housing often hinge on the *type* of development being considered, the survey included a series of questions to gauge community interest in specific types of housing.

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%). Approximately one-third of residents also perceived that there is not enough farmworker housing (35%), single family homes (33%), mixed-use housing (32%), and multi-family housing that is located close to transit services (30%), although the predominant opinion for each of these latter housing types was that amount is about right (or they were not sure).

There were only two types of housing (apartments and condominiums/townhomes) where the proportion of residents who perceived there is too little of this type of housing was matched by the proportion who felt there is too much in Ventura County.



Although a majority of respondents perceived that there is not enough affordable housing in Ventura County, less than a majority were willing to support three specific strategies tested in the survey for creating additional affordable housing. Among the strategies tested, support was greatest for allowing alternative housing types, such as shipping container houses and tiny houses, to locate within existing residential communities (45% support), followed by increasing the maximum building height from the current three stories to five stories (40%). Overall, less than one-third of respondents (31%) supported allowing higher density development, where more housing units can be built per parcel, in order to create additional affordable housing in Ventura County. For more on this topic, see *Housing* on page 19.

*Do residents prefer the County to be proactive or reactive when it comes to climate change impacts?*

Local and regional governments throughout California recognize that climate change has the potential for widespread impacts. This is particularly true of coastal cities and counties, where rising sea levels can cause flooding, seawater intrusion into fresh water aquifers, and loss of beaches and protected habitat.

When asked how Ventura County should approach climate change, more than seven-in-ten respondents (71%) indicated that the County should be *proactive* in anticipating the impacts of climate change and address 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. The remaining respondents (8%) were unsure of their opinion or preferred to not answer the question.

Consistent with the general approach of preparing for the potential impacts of climate change, residents were also strongly supportive of the County requiring that any future development in coastal areas account for sea level rise. Those who favored this requirement (76%) far outnumbered those who opposed the requirement (12%), with 12% unsure of their position.

For more on residents' opinions as they relate to climate change, see *Climate Change* on page 22.

*Are residents supportive of strategies to improve water reliability?*

In addition to climate change, one of the key challenges facing Ventura County is *water reliability*. Ventura County and its member cities rely on local groundwater or a mix of local groundwater and imported water to serve the needs of residents, businesses, and agriculture. Local groundwater and imported water sources are subject to long-term reductions due to climate change, environmental factors, regulations, water quality issues, and (in the case of imported water) increased demand from other states and regions that rely on the same, limited water sources. Moreover, given the great distances that imported water must travel to reach

Ventura County, the County is vulnerable to water interruptions which may be caused by natural disasters, mechanical failures, or acts of terrorism/sabotage along hundreds of miles of aqueducts, pipelines, and other facilities.

Recognizing that water reliability is an ongoing concern and a problem that (if not addressed) will likely grow in the future, the survey included several questions to measure residents' opinions on water-related issues that could be addressed in the General Plan update.

The results show strong support for the County being proactive to address water reliability issues. Overall, 84% supported the creation of new sources of drinking water and 77% supported the County setting policies designed to conserve existing water supplies. With respect to specific actions the County could take to improve water reliability, 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. When compared to the other strategies tested, support was lower for recycling and purifying sewer water to produce drinking water (potable reuse), although it was still found among a majority of residents surveyed (54%). For more details on this topic, see *Water Reliability* on page 26.

## QUALITY OF LIFE

The opening series of questions in the survey was designed to assess residents' top of mind perceptions about the quality of life in Ventura County, what they would most like to preserve about the County, as well as ways to improve the quality of life in Ventura County—now and in the future.

**OVERALL QUALITY OF LIFE** At the outset of the interview, respondents were asked to rate Ventura County on a number of key dimensions including overall quality of life, as a place to raise a family, and as a place to work, using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 1 below, residents generally shared favorable opinions of Ventura County on each aspect tested, with the most positive ratings provided for the overall quality of life in the County (85% excellent or good), the County as a place to live (84%), and as a place to raise a family (80%). Although still mostly positive, residents provided somewhat softer ratings for Ventura County as a place to work (63%) and as a place to retire (62%).

**Question 2** How would you rate: \_\_\_\_\_? Would you say it is excellent, good, fair, poor or very poor?

FIGURE 1 RATING VENTURA COUNTY

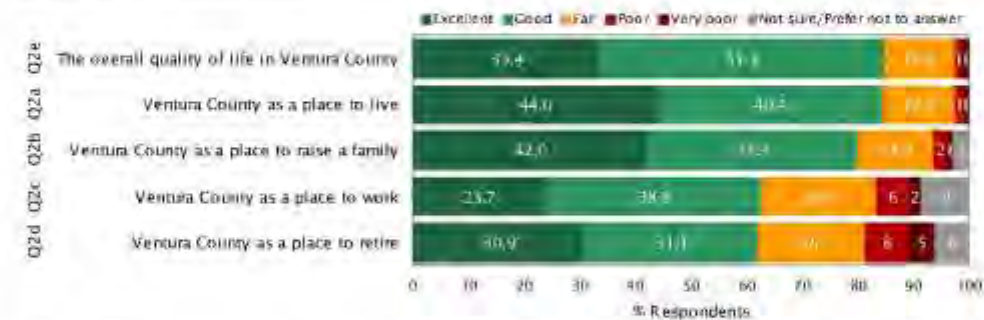


Figure 2 on the next page shows how the ratings for each dimension tested in Question 1 varied by the resident's area of residence (incorporated vs. unincorporated). Although those residing in unincorporated areas were slightly more positive in their assessments when compared to their counterparts, the relative ranking of the five aspects between the two groups was nearly identical.

Figure 3 shows how ratings of the overall quality of life in Ventura County varied by city/area of residence. Perceptions were generally positive across all cities and areas, with at least seven-in-ten residents in each area rating the quality of life as excellent or good.



FIGURE 2 RATING VENTURA COUNTY BY AREA OF COUNTY (SHOWING % EXCELLENT + GOOD)

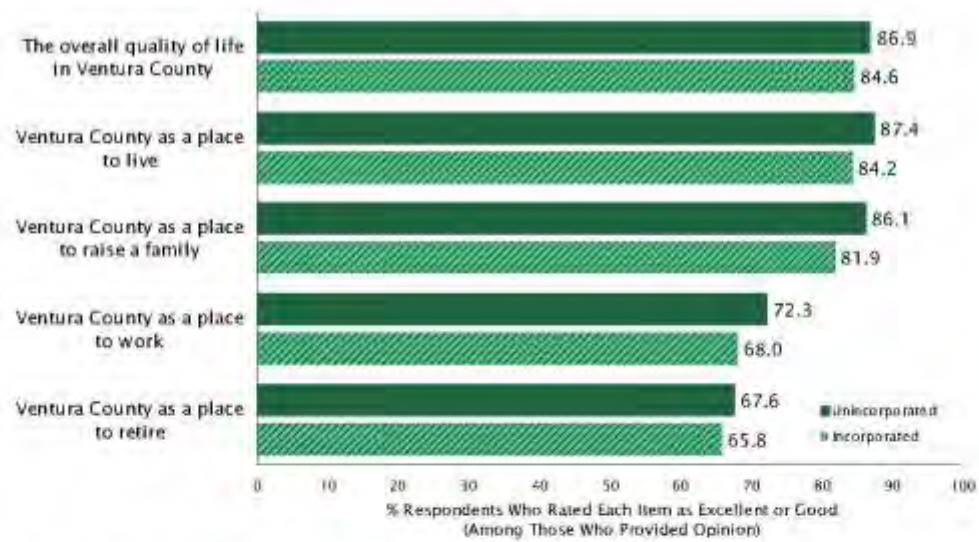
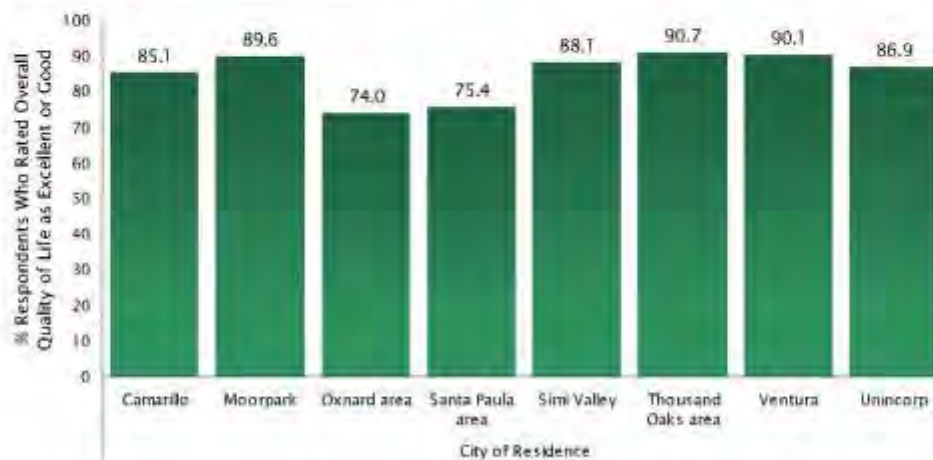


FIGURE 3 RATING VENTURA COUNTY BY CITY OF RESIDENCE



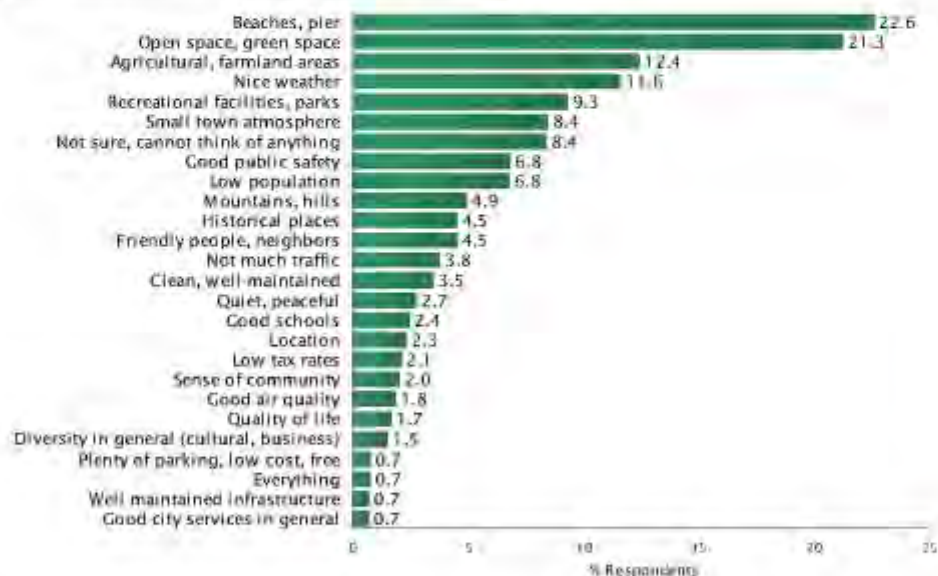


**WHAT SHOULD WE PRESERVE?** The next question in this series asked residents to identify what they value most about Ventura County that should be preserved in the future. This question was posed in an open-ended manner, allowing residents to mention any aspect or attribute that came to mind without being prompted by, or restricted to, a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 4.

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 the County and should be preserved. Two other attributes mentioned by at least 5% of respondents included good public safety (7%) and low population density (7%). Approximately 8% of residents were unsure/unable to offer a specific aspect of Ventura County they would like to see preserved in the future.

**Question 3** *What do you like most about Ventura County that should be preserved in the future?*

**FIGURE 4 LIKE MOST ABOUT VENTURA COUNTY, WANT TO SEE PRESERVED**

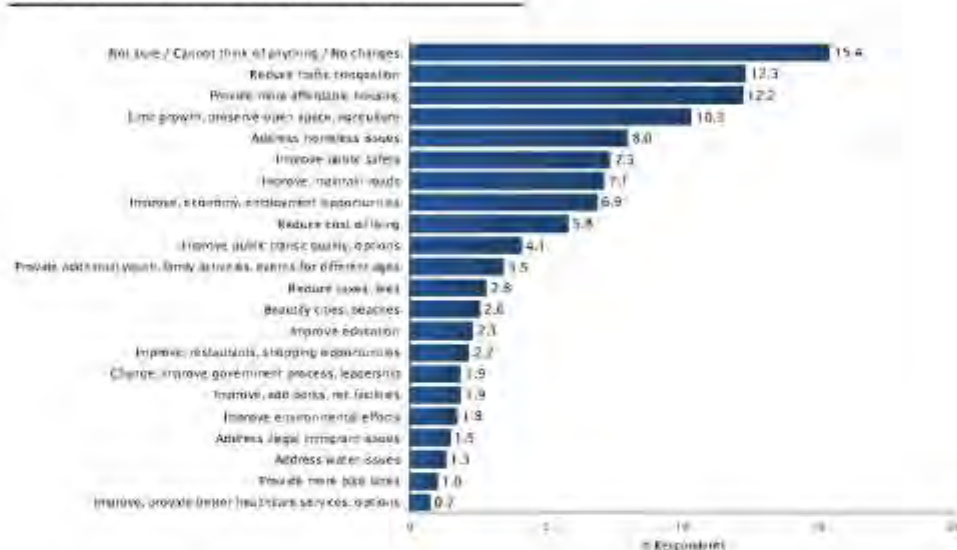


**WHAT SHOULD WE CHANGE?** In an open-ended manner similar to that described above for Question 3, all respondents were also asked to indicate one thing that could be changed to make Ventura County a better place to live now and in the future. True North reviewed the verbatim responses to Question 4 and grouped them into the categories shown in Figure 5 on the next page.

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/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%).

**Question 4** *If you could change one thing to make Ventura County a better place to live now and in the future, what change would you like to see?*

**FIGURE 5 CHANGES TO IMPROVE VENTURA COUNTY**



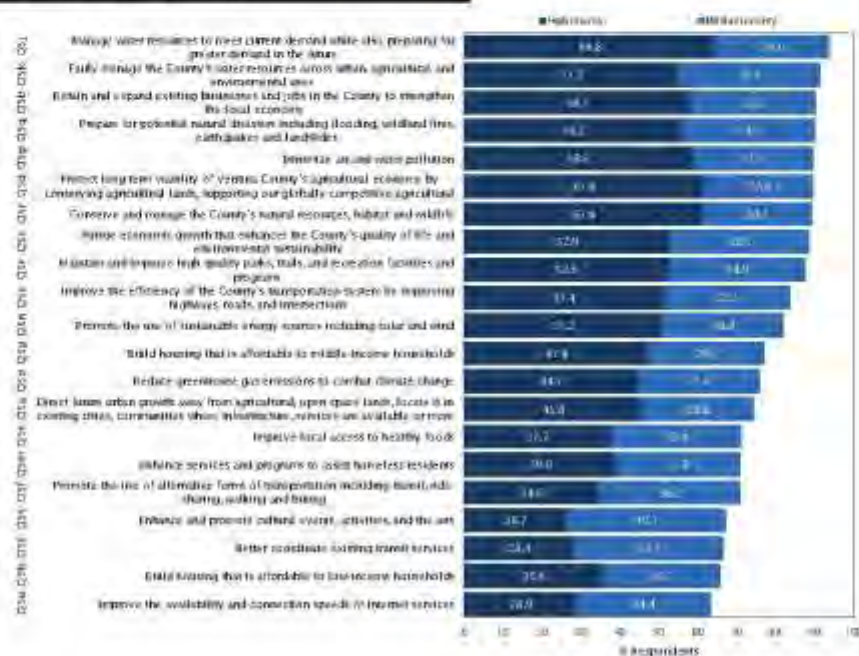
## IDEAS & GUIDING PRINCIPLES

Having measured residents' views of the quality of life in Ventura County and their top-of-mind ideas for how to improve Ventura County as a place to live, the survey transitioned to profiling their opinions about various ideas and guiding principles that are being considered for the General Plan update.

The format of Question 5 was straightforward: after explaining that the County is in the process of updating the General Plan which will guide future decisions on a variety of topics that affect the quality of life in Ventura County, respondents were presented with the concepts shown on the left of Figure 6 and asked whether each item should be a high, medium, or low priority for Ventura County's future—or if the item should not be a part of the County's future. In order to encourage residents to prioritize, they were reminded that not all of the items can be high priorities.

**Question 5** *The County of Ventura is in the process of updating its General Plan. The General Plan will guide the County's future decisions on a variety of topics that affect the quality of life in Ventura County including land use, public safety, housing, the economy, parks, open space, and transportation. Next, I'm going to read you a list of items that could be part of Ventura County's General Plan. As I read each item, please indicate whether you think the item should be a high priority, a medium priority, or a low priority for Ventura County's future. If you feel the item should not be part of the County's future, just say so. Please keep in mind that not all of the items can be high priorities.*

FIGURE 6 GENERAL PLAN PRIORITIES





The items are sorted in Figure 6 according to the percentage of respondents who indicated that an item should be a *high* or *medium* priority for the County's future. Overall, 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. Specifically, more than 90% of Ventura County residents rated the following items a 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 those surveyed also rated the following items as a 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 those surveyed also rated the following items as a 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

Although still viewed as a high or medium priority for the County's future by a majority of respondents, the following items were viewed as less important than the aforementioned ideas and guiding principles:

- Enhance and promote cultural events, activities, and the arts
- Better coordinate existing transit services



- Build housing that is affordable to low-income households
- Improve the availability and connection speeds of Internet services

For the interested reader, Tables 1 and 2 show how the percentage of respondents who rated each initiative as a *high* priority varied by length of residence, ethnicity, perceived quality of life in Ventura County, age, and whether the individual lives in an incorporated or unincorporated area of the County. To ease comparisons, the five highest rated items within each subgroup are highlighted in green. The tables make clear there is widespread consensus among Ventura County residents on the particular importance of initiatives related to conserving/managing water and the County's natural resources, habitat, and wildlife, minimizing pollution, protecting the long-term viability of Ventura County's agricultural economy, and retaining and expanding existing business and jobs in the County to strengthen the local economy.

**TABLE 1. GENERAL PLAN PRIORITIES BY YEARS IN VENTURA, ETHNICITY & OVERALL QUALITY OF LIFE (SHOWING % HIGH PRIORITY)**

	Years in Ventura (Y)				Ethnicity (E)			Overall Quality of Life (Q)	
	Less than 5	5 to 9	10 to 14	15 or more	Latino/Latina	White	Other	Excellent/Very Good	Fair/Poor
Maximize resources to most sustain demand while also preparing for greater demand in the future	62.0	55.6	46.8	47.0	63.8	66.8	59.5	65.8	58.7
Protect long-term viability of County's agricultural economy by conserving agricultural lands, supporting our critically competitive agricultural industry	46.0	40.8	44.7	46.6	57.6	70.7	42.9	62.1	60.7
Conserve and manage the County's natural resources, habitat, and wildlife	61.0	58.4	71.4	65.8	57.9	58.0	69.2	62.1	57.6
Minimize air and noise pollution	57.6	50.7	63.4	60.2	55.6	62.7	58.0	60.5	58.4
Retain and expand existing businesses, create jobs in the County to strengthen the local economy	36.1	36.1	51.1	40.3	34.6	61.8	58.9	58.6	53.0
Promote (or generate) mixed-use development including housing, offices, retail, entertainment, and recreation	48.7	59.0	46.1	57.0	51.8	64.1	49.3	56.7	52.8
Fairly manage the County's water resources among urban, agricultural, and environmental uses	53.6	53.4	51.9	52.0	53.8	54.1	52.9	56.5	48.8
Pursue sustainable growth that enhances the County's quality of life and environmental sustainability	57.8	66.7	54.7	51.8	56.7	55.3	60.6	54.5	49.4
Maintain and improve high quality parks, trails, and recreation facilities and programs	45.7	45.4	66.2	52.9	49.2	59.8	41.4	53.3	48.6
Improve the efficiency of the County's transportation system by improving highways, roads, and interchanges	50.5	44.6	58.3	53.5	48.9	55.4	47.7	52.4	47.3
Promote the use of sustainable energy sources including solar and wind	55.1	42.0	40.7	51.0	47.5	55.8	54.7	51.3	49.1
Build housing that is affordable to middle-income households	46.8	54.6	36.1	48.3	42.1	56.6	37.4	46.6	52.1
Direct urban growth away from agricultural open space lands, locate it in existing communities where infrastructure, services are available or more easily provided	38.8	41.5	44.4	47.0	45.5	44.8	46.4	46.6	47.3
Reduce greenhouse gas emissions to combat climate change	61.0	42.8	47.0	46.1	39.2	53.4	40.8	45.7	39.2
Enhance parks and programs to attract foreign residents	42.8	50.5	45.7	39.1	52.2	48.9	33.5	38.3	37.6
Improve local access to healthy food	25.5	38.4	42.2	39.3	30.0	48.5	33.3	34.7	33.6
Build housing that is affordable to low-income households	28.0	36.5	30.1	37.4	31.1	46.3	16.7	33.7	46.7
Promote the use of telecommuting, remote workspaces including mobile, teleworking, and telelearning	40.3	53.1	35.5	33.3	31.7	37.5	38.7	35.2	31.7
Improve the availability and connection speeds of Internet services	34.1	28.8	26.6	30.3	26.7	29.6	37.2	29.3	26.3
Improve emergency existing transit services	35.4	26.4	25.5	27.8	26.5	29.0	32.4	28.8	27.2
Enhance and promote cultural events, activities, and themes	26.9	30.7	38.0	25.6	30.3	36.6	17.1	27.3	23.4

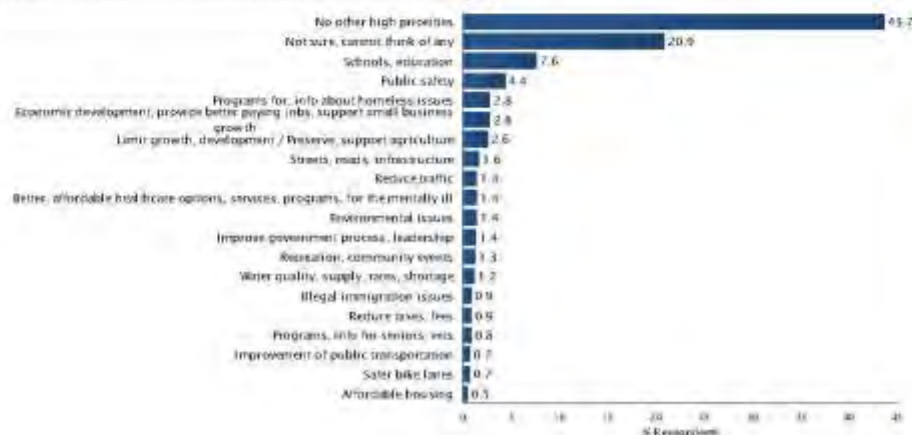
TABLE 2 GENERAL PLAN PRIORITIES BY AGE & AREA OF COUNTY (SHOWING% HIGH PRIORITY)

	Age (OO)						Area of County	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Incop.	Unincop.
Manage water resources to meet current demands while also preparing for greater demand in the future	64.5	57.1	58.6	65.7	71.8	71.7	64.0	66.4
Promote long-term viability of County's agricultural economy by conserving agricultural lands, supporting our globally competitive agricultural industry	61.8	64.2	61.5	61.0	64.3	68.4	61.1	67.0
Conserve and manage the County's natural resources, habitats and wildlife	70.0	63.7	57.0	60.3	58.9	59.6	60.8	65.8
Minimize air and water pollution	73.8	52.0	48.5	61.2	56.3	63.9	57.7	65.0
Attract and expand existing businesses and jobs in the County to strengthen the local economy	54.6	58.8	54.7	63.9	62.9	61.1	58.0	58.8
Prepare for potential natural disasters including flooding, wildfire, lands, earth quakes, and tsunamis	60.7	51.8	52.5	57.0	55.3	62.1	56.1	50.7
Equally manage the County's water resources conservation, agriculture, and environmental uses	66.8	40.1	41.6	52.7	60.8	67.8	54.0	57.8
Promote economic growth that enhances the County's quality of life and ensures economic sustainability	59.8	54.9	51.6	52.0	48.4	49.8	52.0	52.7
Maintain and improve high density growth, and recreation facilities and programs	55.8	62.5	48.7	51.6	52.8	43.5	52.8	51.2
Improve the efficiency of the County's transportation system by improving highways, roads, and infrastructure	45.5	51.7	48.3	48.5	58.6	54.9	52.0	47.6
Promote the use of sustainable energy sources including solar and wind	60.5	60.2	45.4	48.5	48.0	44.1	51.2	50.8
Multi housing that is affordable to middle-income households	55.1	61.1	56.4	51.5	48.2	34.6	47.5	48.2
Direct urban growth away from agricultural, open space lands, lands that are existing greenhouses, where infrastructure, services are available or more easily provided	40.1	44.2	38.7	49.3	40.7	52.1	44.7	53.5
Reduce greenhouse gas emissions to combat climate change	65.8	44.8	33.6	42.6	41.5	44.4	44.5	47.8
Enhance services and programs to assist homeless residents	52.7	43.7	31.7	38.4	34.8	34.5	39.6	36.3
Improve local schools and healthy foods	57.5	40.9	35.2	31.0	37.4	27.8	37.7	37.8
Multi housing that is affordable to low-income households	37.0	40.7	22.1	33.8	37.7	34.4	34.9	41.1
Promote the use of alternative forms of transportation including transit, ride sharing, walking and biking	37.5	38.2	38.8	32.2	36.9	33.2	34.5	35.4
Improve the availability and construction speeds of internet services	15.2	31.8	25.7	25.7	38.4	32.2	38.9	29.4
Reduce greenhouse gas emissions	18.0	29.6	24.9	26.7	35.0	34.4	27.7	33.8
Enhance and promote cultural events, activities, and traditions	26.7	33.4	25.7	22.4	25.6	22.9	26.9	24.6

**ALTERNATIVE HIGH PRIORITY GOALS** Recognizing that the list of initiatives in Question 5 was not exhaustive, respondents were provided an opportunity in Question 6 to suggest a goal not addressed in Question 5 that should be a *high* priority for the County's future.

**Question 6** *Is there a goal that I didn't mention that you think should be a high priority for the Ventura County's future?*

FIGURE 7 ADDITIONAL HIGH PRIORITIES



Question 6 was presented in an open-ended manner, which allowed respondents to mention any project, program or policy issue that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 7 on the prior page.

The only issue mentioned by more than 3% of residents that was not included in Question 5 was improving schools/education (8%). Most respondents (65%) indicated that they could not think of a high priority initiative not already mentioned in Question 5, or stated that there were none. Among the specific items that were mentioned in response to Question 6, many echoed themes that were in fact already addressed in Question 5 including improving/maintaining public safety (4%), addressing homelessness (3%), economic development (3%), and limiting growth/preserving agricultural lands (3%).



## ECONOMIC VITALITY

Several of the guiding principles the County is considering for the General Plan update seek to encourage job growth and strengthen the local economy, both generally and in the agricultural sector. Because there are a variety of *specific* strategies that the County could pursue in the interest of economic vitality, the survey provided an opportunity to gauge residents' support for particular initiatives.

Question 7 was designed to identify the extent to which Ventura County residents would support or oppose the County taking each of the actions listed in Figure 8 in the interest of promoting job growth and the local economy. Among the actions tested, 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 start-up 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%).

Although there was less consensus on the remaining strategies, at least six-in-ten respondents also supported the County promoting tourism and hospitality (78%), making more commercial office space available for companies looking to locate in Ventura County (67%), and attracting more retail businesses and creating additional shopping opportunities (63%) in the interest of promoting job growth and a strong economy.

*Question 7: There are a variety of things that can be done to support the local economy and stimulate job growth. Would you support or oppose the County: \_\_\_\_\_?*

FIGURE 8: SUPPORT FOR ECONOMIC DEVELOPMENT STRATEGIES

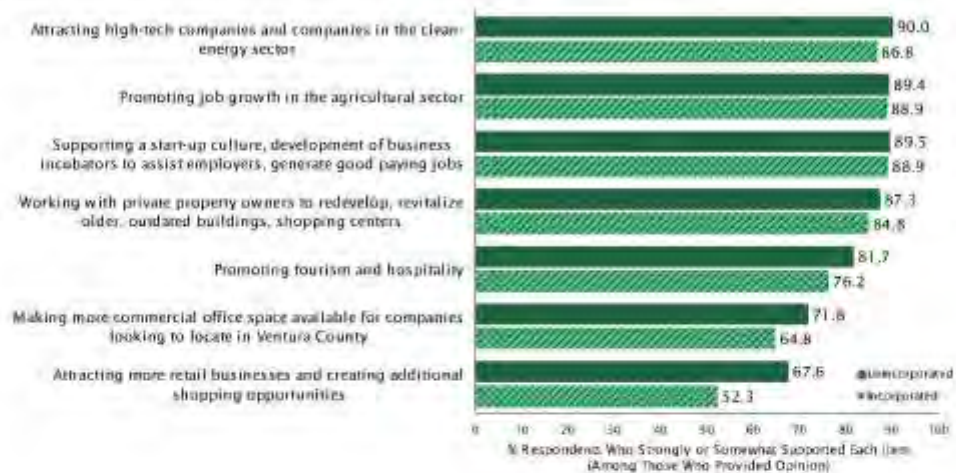


Figure 9 on the next page shows how support for each action varied according to whether respondents were located in an incorporated (light green) or unincorporated (dark green) area of Ventura County. It is worth noting that a majority of respondents supported all of the economic strategies tested in Question 7, irrespective of whether they lived in an incorporated or unincorporated area. Moreover, the relative ranking of strategies and the levels of support for each



action were generally similar. The exception to this pattern is found with respect to attracting more retail businesses and creating additional shopping opportunities, which found significantly higher support among residents in unincorporated areas of Ventura County.

**FIGURE 9 SUPPORT FOR ECONOMIC DEVELOPMENT STRATEGIES BY AREA OF COUNTY**



## HOUSING

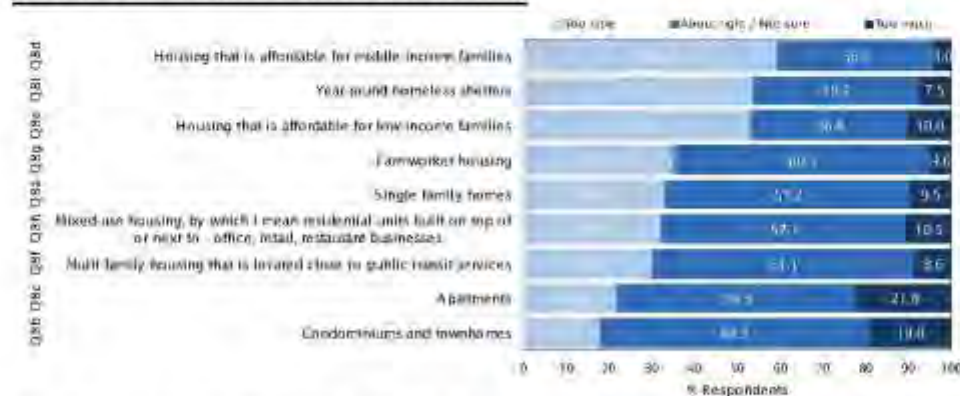
The General Plan will help shape the nature of Ventura's future development and redevelopment—including the size, type, character and location of new housing projects—as well as the pace at which these changes occur. Recognizing that opinions about housing often hinge on the type of development being considered, the survey included a series of questions to gauge community interest in specific types of housing.

**HOUSING TYPES** For each of the housing types shown on the left of Figure 10, Question 8 simply asked respondents to indicate whether there is currently too much, about the right amount, or too little in Ventura County. As expected, residents expressed quite different opinions depending on the type of housing being considered. 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%). Approximately one-third of residents also perceived that there is not enough farmworker housing (35%), single family homes (33%), mixed-use housing (32%), and multi-family housing that is located close to transit services (30%), although the predominant opinion for each of these latter housing types was that amount is about right (or they were not sure).

It is worth noting that there were only two types of housing (apartments and condominiums/townhomes) where the proportion of residents who perceived there is too little of this type of housing was matched by the proportion who felt there is too much in Ventura County.

**Question 8** *As I read the following list of housing types, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of housing in Ventura County.*

FIGURE 10 OPINION OF HOUSING TYPES IN VENTURA COUNTY



For the interested reader, tables 3 and 4 on the next page show how the percentage of residents who perceived too little of each type of housing in Ventura County varied across key subgroups. To ease comparisons, the three housing types highlighted in green within each column are the types with the highest percentage of respondents indicating that the amount currently in the County is too little. Here again, we see a general pattern of consistency in residents' opinions, as

most subgroups agreed that the greatest deficiencies exist with respect to housing that is affordable to middle-income families, year-round homeless shelters, and housing that is affordable to low-income families.

TABLE 3. OPINION OF HOUSING TYPES IN VENTURA COUNTY BY YEARS IN VENTURA, ETHNICITY & OVERALL QUALITY OF LIFE (SHOWING % TOO LITTLE)

	Years in Ventura (Q1)				Ethnicity (Q2)			Overall Quality of Life (Q3)	
	Less than 5	5 to 9	10 to 14	15 or more	Caucasian/White	Latino/Hispanic	Minority/Other	Excellent/Good	Fair/Poor/Very Poor
Housing that is affordable for middle-income families	51.6	68.8	52.3	50.7	55.1	66.1	35.6	57.5	42.5
Year-round homeless shelters	56.9	42.1	60.1	58.3	46.8	64.1	40.3	51.1	48.9
Housing that is affordable for low-income families	64.7	43.9	55.1	55.3	47.2	62.1	46.4	50.6	49.4
Family/work housing	26.2	23.8	30.5	39.9	25.5	51.3	16.2	33.3	66.7
Single family homes	30.4	43.9	30.6	32.7	24.9	43.7	34.1	31.2	68.8
Mixed-use housing	37.1	28.1	26.7	32.6	33.1	28.9	40.1	31.6	68.4
Multi-family housing located close to public transit services	28.8	26.9	23.8	32.1	27.2	34.1	30.5	28.6	71.4
Apartments	28.6	21.8	27.8	19.5	23.8	22.2	17.2	21.8	78.2
Condominiums and townhomes	21.3	28.8	18.5	15.8	16.8	29.8	18.5	17.6	82.4

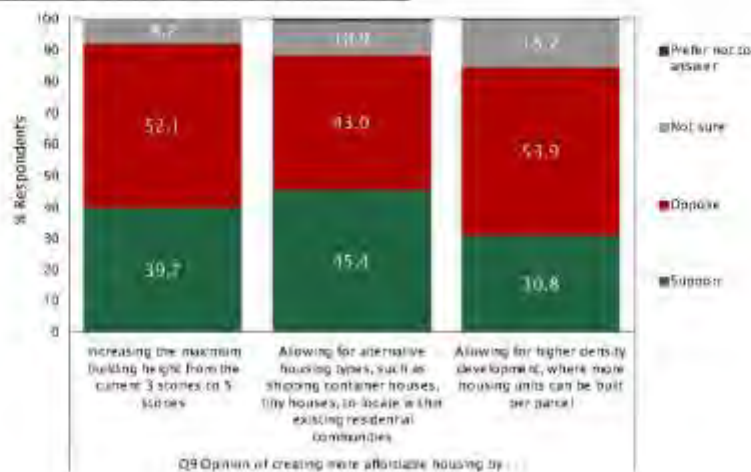
TABLE 4. OPINION OF HOUSING TYPES IN VENTURA COUNTY BY AGE & AREA OF COUNTY (SHOWING % TOO LITTLE)

	Age (Q1)						Area of County (Q2)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Urban	Rural
Housing that is affordable for middle-income families	56.7	66.8	65.3	60.3	57.4	47.7	59.9	61.3
Year-round homeless shelters	79.4	54.5	42.4	48.8	46.8	50.8	53.9	57.3
Housing that is affordable for low-income families	79.4	57.9	45.4	49.9	47.6	41.0	57.4	59.6
Family/work housing	56.2	33.3	26.3	31.9	35.7	32.4	34.6	38.4
Single family homes	25.8	36.3	37.2	32.7	21.6	21.7	33.7	30.7
Mixed-use housing	24.6	28.4	34.1	40.6	33.8	27.6	32.1	37.2
Multi-family housing located close to public transit services	34.4	32.9	26.3	30.1	28.6	29.1	29.9	38.8
Apartments	33.6	17.6	18.0	17.2	26.7	23.6	22.1	19.7
Condominiums and townhomes	16.7	18.8	20.1	18.5	17.8	15.7	18.6	12.5

**AFFORDABLE HOUSING STRATEGIES** Having identified that most Ventura County residents perceive that there is not enough affordable housing in the County, the survey proceeded to gauge their support for several actions that would create more affordable housing locally. The actions tested, and respondents' opinions, are shown in Figure 11 below.

Question 9 To create more affordable housing, would you support or oppose: \_\_\_\_?

FIGURE 11. OPINION OF AFFORDABLE HOUSING STRATEGIES

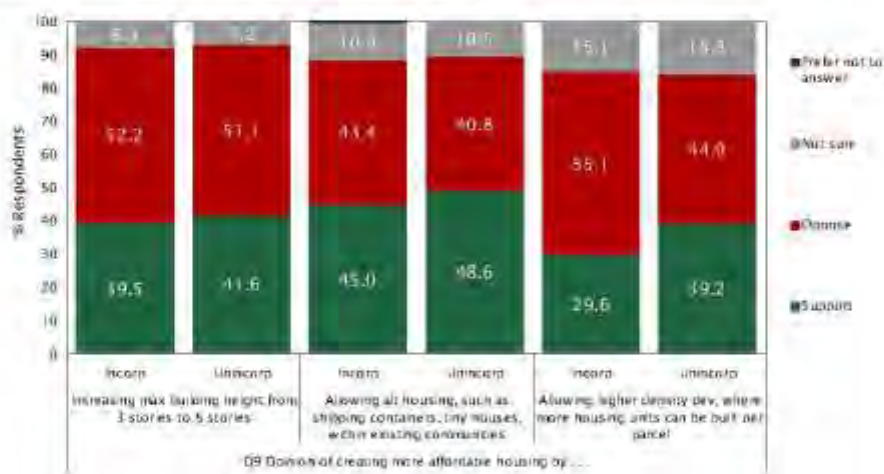




Although a majority of respondents perceived that there is not enough affordable housing in Ventura County, less than a majority were willing to support any of the three strategies tested in Question 9. Among the strategies tested, support was greatest for allowing alternative housing types, such as shipping container houses and tiny houses, to locate within existing residential communities (45%), followed by increasing the maximum building height from the current three stories to five stories (40%). Overall, less than one-third of respondents supported allowing higher density development, where more housing units can be built per parcel (31%).

Figure 12 demonstrates that support for each of the affordable housing strategies tested in Question 9 failed to meet a majority in both unincorporated and incorporated areas of the County. That said, it also shows that support for allowing higher density development was substantially higher among unincorporated residents when compared to their counterparts.

FIGURE 12 OPINION OF AFFORDABLE HOUSING STRATEGIES BY AREA OF COUNTY





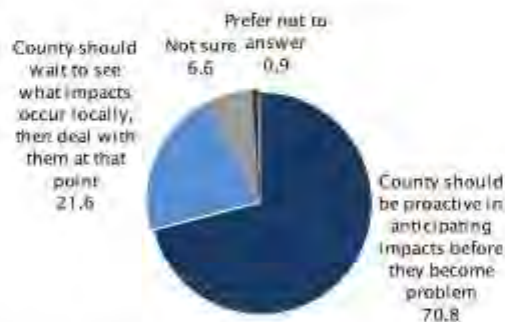
## CLIMATE CHANGE

Local and regional governments throughout California recognize that climate change has the potential for widespread impacts. This is particularly true of coastal cities and counties, where rising sea levels can cause flooding, seawater intrusion into fresh water aquifers, and loss of beaches and protected habitat. The survey included two questions regarding how Ventura County should respond to the challenges presented by climate change.

**PROACTIVE OR REACTIVE** The first question in this series asked respondents to indicate how the County should approach dealing with the impacts of climate change and rising sea levels. As shown in Figure 13, more than seven-in-ten respondents (71%) indicated that the County should be *proactive* in anticipating the impacts of climate change and address 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. The remaining respondents (8%) were unsure of their opinion or preferred to not answer the question.

*Question 10. Next, I'm going to read you two different approaches to dealing with the impacts of climate change and rising sea levels. Please tell me which approach you prefer.*

FIGURE 13 OPINION OF APPROACH TO DEAL WITH IMPACT OF CLIMATE CHANGE



Figures 14 and 15 on the next page show how opinions regarding the County's approach to climate change varied across subgroups of Ventura County residents. It is striking that in every identified subgroup, a *proactive* approach to dealing with the impacts of climate change was preferred.

FIGURE 14 OPINION OF APPROACH TO DEAL WITH IMPACT OF CLIMATE CHANGE BY YEARS IN VENTURA, AGE, AREA OF COUNTY, INTERVIEW LANGUAGE

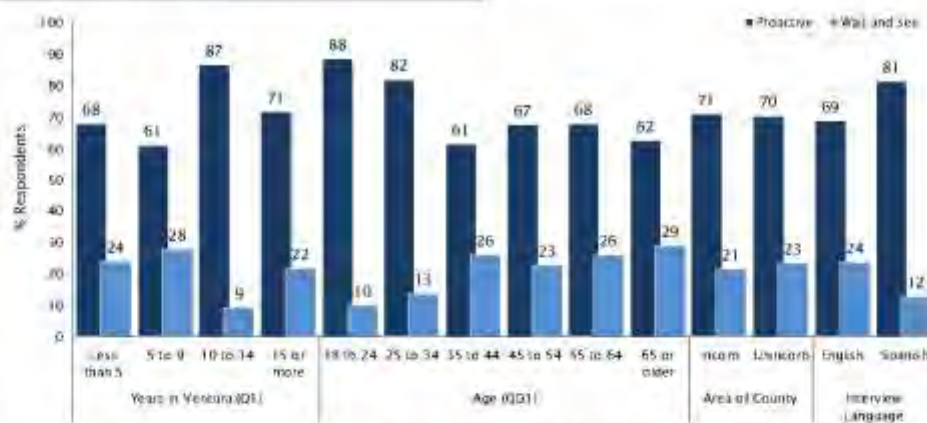
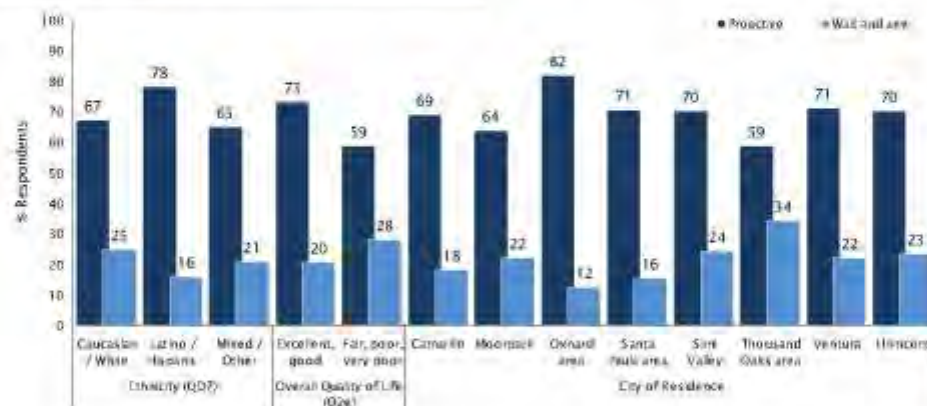


FIGURE 15 OPINION OF APPROACH TO DEAL WITH IMPACT OF CLIMATE CHANGE BY ETHNICITY, OVERALL QUALITY OF LIFE, & CITY OF RESIDENCE<sup>2</sup>



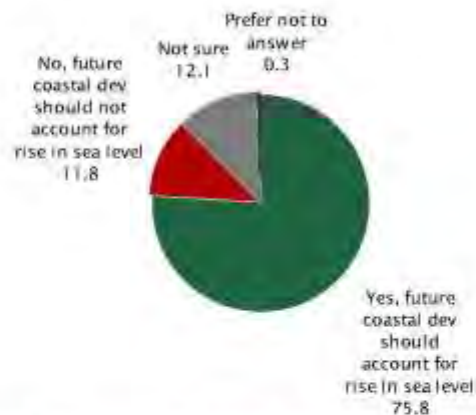
**FUTURE DEVELOPMENT & SEA LEVEL RISE.** The next question in this series focused on future coastal developments in Ventura County. Specifically, should any future development that occurs in coastal areas be required to account for a rise in sea level? As shown in Figure 16 on the next page, 76% answered Question 11 in the affirmative—meaning they agreed that any future development that occurs in coastal areas should be required to account for a rise in sea level. Approximately 12% disagreed with the policy of requiring coastal developments to account for a rise in sea level, whereas 13% were unsure or preferred to not answer the question. Figures

2. Cities with small populations are not shown separately in Figure 15 because the sample size is too small to provide statistically reliable results. For this reason, the survey results from small cities are combined with other areas as follows: Oxnard Area includes the cities of Oxnard and Port Hueneme; Santa Paula Area includes the cities of Santa Paula, Fillmore and Ojai; Thousand Oaks Area includes the City of Thousand Oaks and the Newbury Park area.

17 and 18 demonstrate that support for requiring future coastal developments to account for a rise in sea level ranged from a low of 66% to a high of 93% across subgroups of Ventura County residents.

**Question 11** *Should any future development that occurs in coastal areas be required to account for a rise in sea level?*

**FIGURE 16 OPINION OF FUTURE DEVELOPMENTS & RISING IN SEA LEVEL**



**FIGURE 17 OPINION OF FUTURE DEVELOPMENTS & RISING IN SEA LEVEL BY YEARS IN VENTURA, AGE, AREA OF COUNTY & INTERVIEW LANGUAGE**

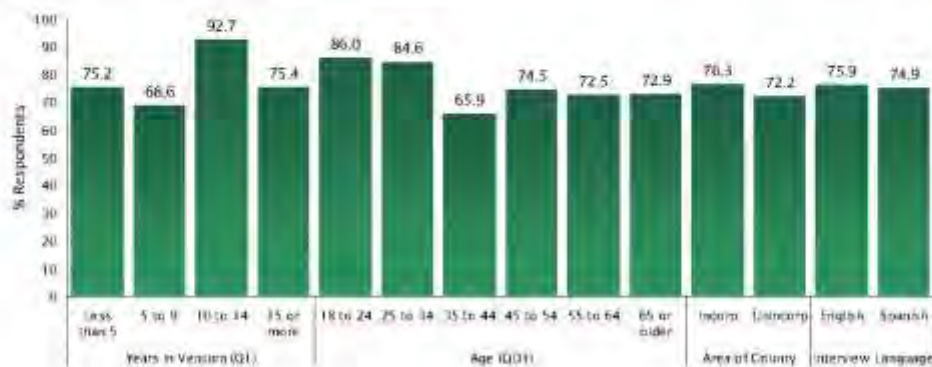
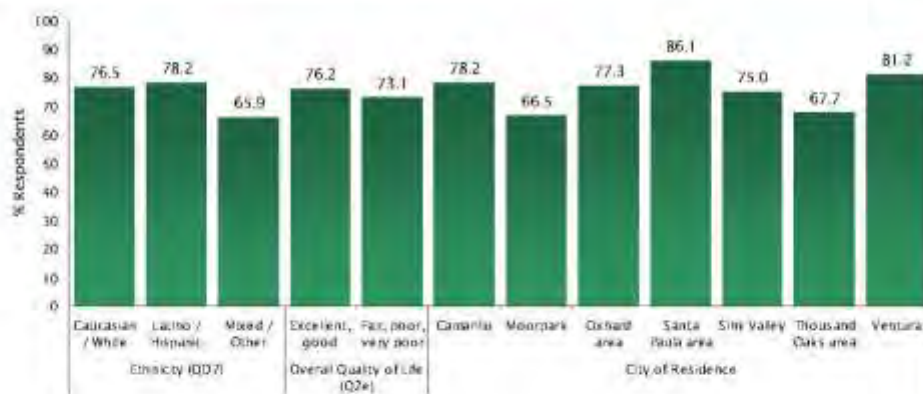


FIGURE 18 OPINION OF FUTURE DEVELOPMENTS & RISING IN SEA LEVEL BY ETHNICITY, OVERALL QUALITY OF LIFE & CITY OF RESIDENCE





## WATER RELIABILITY

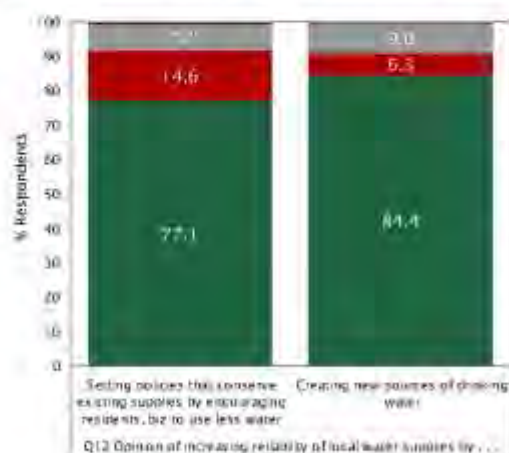
In addition to climate change, one of the key challenges facing communities throughout the state is water *reliability*. Ventura County and its member cities rely on local groundwater or a mix of local groundwater and imported water to serve the needs of residents, businesses, and agriculture. Local groundwater and imported water sources are subject to long-term reductions due to climate change, environmental factors, regulations, water quality issues, and (in the case of imported water) increased demand from other states and regions that rely on the same, limited water sources.<sup>3</sup> Moreover, given the great distances that imported water must travel to reach Ventura County, the County is vulnerable to water interruptions which may be caused by natural disasters, mechanical failures, or acts of terrorism/sabotage along hundreds of miles of aqueducts, pipelines, and other facilities.

Recognizing that water reliability is an ongoing concern and a problem that (if not addressed) will likely grow in the future, the survey included several questions to measure residents' opinions on water-related issues that could be addressed in the General Plan update.

**STRATEGIES FOR INCREASING THE RELIABILITY OF WATER SUPPLIES** Question 12 began this series by asking respondents whether they support or oppose creating new sources of drinking water and setting policies that conserve existing supplies of water by encouraging residents and businesses to use less water.

**Question 12** *In order to increase the reliability of local water supplies, do you support or oppose the County of Ventura: \_\_\_\_\_?*

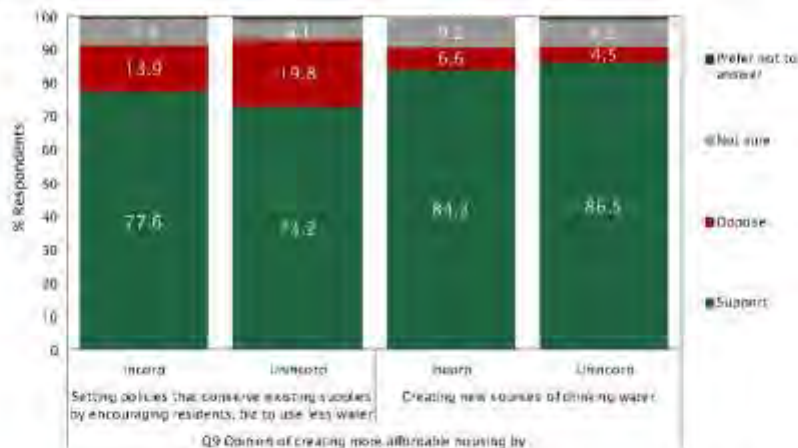
FIGURE 19 OPINION OF STRATEGIES FOR INCREASING RELIABILITY OF LOCAL WATER SUPPLY



As shown in Figure 19, the vast majority of residents favored both strategies, with 84% supporting the creation of new sources of drinking water, and 77% supporting the County setting policies designed to conserve existing water supplies. Moreover, support for both strategies was consistently high in unincorporated and incorporated areas of the County (see Figure 20 on the next page).

3. Approximately 40 million people rely on the Colorado River for water, and 5.5 million acres of land use Colorado River water for irrigation. Climate change is expected to reduce the amount of water available from the River at the same time that demand for water is increasing. Similarly, climate change is expected to reduce the seasonal sierra snowpack, California's other main source of water.

FIGURE 20 OPINION OF STRATEGIES FOR INCREASING RELIABILITY OF LOCAL WATER SUPPLY BY AREA OF COUNTY



**SUPPORT FOR DIFFERENT WATER RELIABILITY INITIATIVES** Finding broad support for the concept of developing new sources of drinking water, the survey next measured respondents' support for various ways that the County could accomplish this goal. As shown in Figure 21, 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. When compared to the other strategies tested, support was lower for recycling and purifying sewer water to produce drinking water (potable reuse), although it was still found among a majority of residents surveyed (54%). Here again, the opinions of residents in unincorporated areas matched closely those of residents in incorporated areas of the County (see Figure 22).

**Question 13:** *There are a several different ways the County could develop new sources of drinking water and increase the reliability of our water supply. Here is the (first/next) one: \_\_\_\_\_. Would you support or oppose the County taking this action?*

FIGURE 21 SUPPORT FOR STRATEGIES TO DEVELOP NEW SOURCES OF DRINKING WATER & RELIABILITY OF WATER SUPPLY

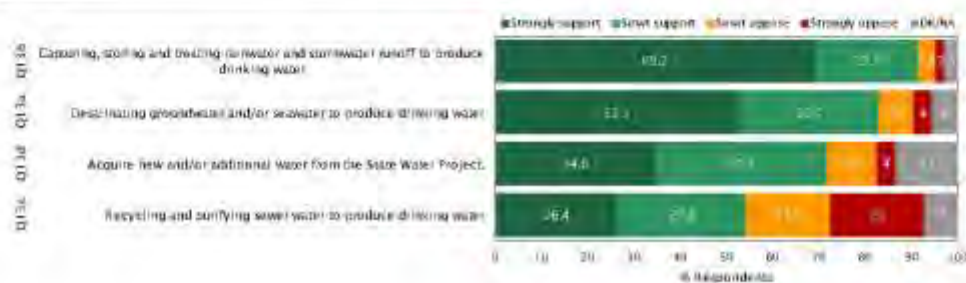
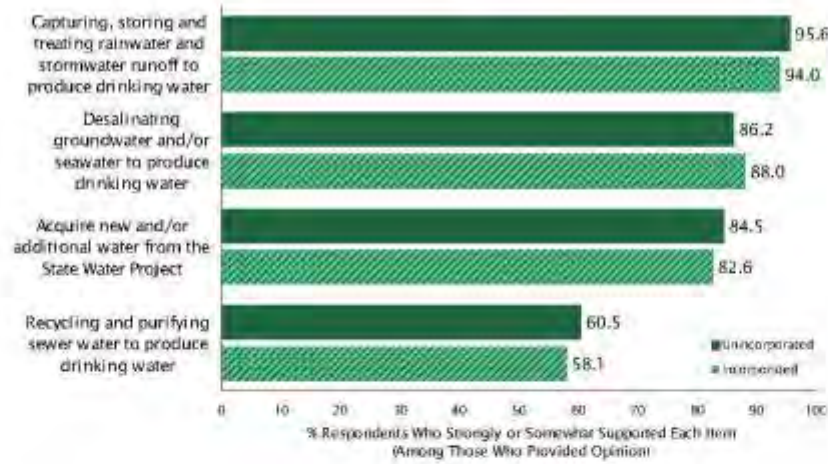


FIGURE 22 SUPPORT FOR STRATEGIES TO DEVELOP NEW SOURCES OF DRINKING WATER & RELIABILITY OF WATER SUPPLY BY AREA OF COUNTY





## BACKGROUND & DEMOGRAPHICS

Table 5 presents the key demographic and background information that was collected during the survey, as well as how it matches the Ventura County population. Because of the probability-based sampling methodology used in this study and careful monitoring of data collection as it proceeded, the results shown in the table are representative of adult residents in Ventura County.

TABLE 5 DEMOGRAPHICS OF SAMPLE

	Population	Survey
<b>Age<sup>a</sup></b>		
18-24	13%	14%
25-34	17%	18%
35-44	17%	17%
45-54	19%	19%
55-64	16%	16%
65+	17%	15%
<b>Gender<sup>b</sup></b>		
Male	49%	51%
Female	51%	49%
<b>Ethnicity<sup>c</sup></b>		
White / Caucasian	47%	46%
Hispanic / Latino	42%	44%
Other / Mixed	11%	10%
<b>Language<sup>c</sup></b>		
Spanish-speaker, speaks English less than "Very Well" / Spanish survey	13%	17%
<b>Home Ownership Status<sup>d</sup></b>		
Own	64%	64%
Rent	36%	36%
<b>Area of Residence<sup>e</sup></b>		
Incorporated	89%	88%
Unincorporated	11%	12%

<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



## METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

**QUESTIONNAIRE DEVELOPMENT** Dr. McLarney of True North Research worked closely with the County of Ventura and the Mintier Harnish consulting team to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent. The questionnaire included with this report (see *Questionnaire & Toplines* on page 32) identifies all questions presented during the interview.

**PROGRAMMING, PRE-TEST & TRANSLATION** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into 20 homes in Ventura County prior to formally beginning the survey. The final questionnaire, mailed invitation letter, and email invitation were also professionally translated into Spanish to allow for data collection in English or Spanish according to a respondent's preference.

**SAMPLE, WEIGHTING, RECRUITING & DATA COLLECTION** A comprehensive database of residential addresses in Ventura County was utilized to develop a random sample for this study. 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% the entire Ventura County population<sup>4</sup>, 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 this report are the weighted results, which are representative at the countywide level with unincorporated residents represented in their correct proportion.

A total of 28,200 households were selected at random as a starting point for the sample, representing approximately 286,864 housing units in the County. Once selected at random, additional contact information (telephone and email) was appended to the sample of households using publically available and private sources. Residents were recruited to participate in the survey using a combination of mailed letters, emailed invitations, and/or telephone calls.<sup>5</sup> House-

4. State of California, Department of Finance, E-1 Population Estimates, May 2017.

5. The recruiting method(s) selected for a respondent depended on the contact information that was available for that particular household.

holds that received a mailed letter or email invitation were invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each household was assigned a unique passcode to ensure that only Ventura County residents who received an invitation could access the online survey site, and that the survey could be completed one time only. Households that did not respond to a mailed or emailed invitation letter or that only had telephone contact information were recruited to participate in the survey by telephone (land line and/or cell phone).

Telephone interviews averaged 15 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 1,250 completed surveys were gathered online and by telephone during the data collection period (September 27 and October 18, 2017).

**MARGIN OF ERROR DUE TO SAMPLING** The results of the survey can be used to estimate the opinions of all adult residents in Ventura County. Because not every adult resident of the County participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 1,250 adult residents for a particular question and what would have been found if all of the estimated 652,374 adult residents<sup>6</sup> had been interviewed. Taking into account the strategic oversampling for residents from unincorporated areas,<sup>7</sup> the estimated margin of error due to sampling for countywide estimates is approximately +/- 3.5% at the 95% level of confidence.

Within this report, figures and tables show how responses to certain questions varied by demographic characteristics. Note that the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

**DATA PROCESSING & WEIGHTING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by age according to Census estimates.

**ROUNDING** Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

6. Sources: Derived from the updated age profile for Ventura County from US Census and the 2017 population estimate for Ventura County from the California Department of Finance (E-1 Population Estimates, May 2017).

7. Because adults from unincorporated areas were oversampled, the countywide margin of error estimate is based on a lower total sample (770) that reflects what the sample size would be if adults from the unincorporated areas were sampled proportionately.



## QUESTIONNAIRE & TOPLINES



County of Ventura  
2040 General Plan Survey  
Final Toplines (1,250 respondents)  
October 24, 2017

### Section 1: Introduction to Study

**Standard Intro:** Hi, may I please speak to: \_\_\_\_ Hi, my name is \_\_\_\_ and I'm calling from TNR, an independent public opinion research company. We're conducting a survey for the County of Ventura about important issues and we would like to get your opinions.

**If Land Line, no name on file:** Hi, my name is \_\_\_\_ and I'm calling from TNR, an independent public opinion research company. We're conducting a survey for the County of Ventura about important issues and we would like to get your opinions.

**If needed:** This is a survey about issues that will help inform the County's General Plan Update. I'm NOT trying to sell anything and I won't ask for a donation. Your responses will be confidential.

**If needed:** The survey should take about 12 minutes to complete.

**If needed:** If now is not a convenient time, can you let me know a better time so I can call back?

**If the person says they are an elected official or is somehow associated with the survey,** politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

### Section 2: Screener for Inclusion If Land Line & No Name

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. If there is no male currently at home that is at least 18 years of age, then ask: Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

**If there is no adult currently available, then ask for a callback time.**

**NOTE:** Adjust this screener as needed to match sample quotas on gender & age.

**If respondent asks why we want to speak to a particular demographic group, explain:** It's important that the sample of people for the survey is representative of the adult population in the county for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

### Section 3: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in Ventura County.

Q1 How long have you lived in Ventura County?

1	Less than 1 year	1%
2	1 to 4 years	15%
3	5 to 9 years	11%
4	10 to 14 years	9%
5	15 years or longer	64%
6	Does not live in Ventura County	0%
99	Prefer not to answer	0%

County of Ventura 2040 General Plan Survey

10/24/2017

Q2 How would you rate: _____? Would you say it is excellent, good, fair, poor or very poor?							
<i>Randomize A-D, always ask E last:</i>		Excellent	Good	Fair	Poor	Very Poor	Not sure / prefer not to answer
A	Ventura County as a place to live	44%	40%	13%	1%	1%	0%
B	Ventura County as a place to raise a family	42%	38%	14%	2%	1%	1%
C	Ventura County as a place to work	24%	39%	21%	6%	2%	1%
D	Ventura County as a place to retire	31%	31%	19%	8%	5%	1%
E	The overall quality of life in Ventura County	33%	51%	13%	1%	1%	0%
Q3 What do you like <b>most</b> about Ventura County that should be preserved in the future? Verbatim responses recorded and later grouped into categories shown below.							
Beaches, pier (easy access)		23%					
Open, green space		21%					
Agricultural, farmland areas		12%					
Nice weather		12%					
Recreational facilities/parks		9%					
Small town atmosphere		8%					
Not sure, cannot think of anything		8%					
Low population		7%					
Good public safety		7%					
Historical places		5%					
Mountains, hills		5%					
Friendly people, neighbors		4%					
Not much traffic		4%					
Quiet, peaceful		3%					
Clean, well-maintained		3%					
Good air quality		2%					
Sense of community		2%					
Good schools		2%					
Low tax rates		2%					
Diversity in general (cultural, business)		2%					
Quality of life		2%					
Location		2%					
Good city services in general		1%					

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County of Ventura 2040 General Plan Survey		10/24/2017
	Everything	1%
	Plenty of parking, low cost, free	1%
	Well maintained infrastructure	1%
Q4	If you could <b>change</b> one thing to make Ventura County a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.	
	Reduce traffic congestion	12%
	Provide more affordable housing	12%
	Limit growth, preserve open space, agriculture	10%
	Not sure, cannot think of anything	9%
	Address homeless issues	8%
	Improve, maintain roads	7%
	Improve public safety	7%
	Improve, economy, employment opportunities	7%
	Reduce cost of living	6%
	No changes needed, everything is fine	6%
	Improve public transit quality, options	4%
	Beautify cities, beaches	3%
	Provide additional youth, family activities, events for different ages	3%
	Reduce taxes, fees	3%
	Improve, add parks, rec facilities	2%
	Improve environmental efforts	2%
	Improve education	2%
	Change, improve government process, leadership	2%
	Improve, restaurants, shopping opportunities	2%
	Address illegal immigrant issues	1%
	Address water issues	1%
	Provide more bike lanes	1%
	Improve, provide better healthcare services, options	1%
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County of Ventura 2040 General Plan Survey

10/24/2017

**Section 4: General Plan Awareness, Principles & Initiatives**

The County of Ventura is in the process of updating its General Plan. The General Plan will guide the County's future decisions on a variety of topics that affect the quality of life in Ventura County including land use, public safety, housing, the economy, parks, open space, and transportation.

Q25 Next, I'm going to read you a list of items that could be part of Ventura County's General Plan. As I read each item, please indicate whether you think the item should be a **high** priority, a **medium** priority, or a **low** priority for Ventura County's future. If you feel the item should **not** be part of the County's future, just say so. Please keep in mind that not all of the items can be high priorities.

Here is the (first/next) one: ..... Should this item be a high, medium or low priority for Ventura County - or should it not be part of the County's future?

		High Priority	Medium Priority	Low Priority	Should not be part of County's future	Not sure	Prefer not to answer
	<i>Randomize</i>						
A	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	48%	29%	14%	7%	3%	1%
B	Retain and expand existing businesses and jobs in the County to strengthen the local economy	58%	32%	7%	1%	1%	0%
C	Pursue economic growth that enhances the County's quality of life and environmental sustainability	53%	36%	8%	1%	1%	1%
D	Protect the long-term viability of Ventura County's agricultural economy by conserving agricultural lands and supporting our globally-competitive agricultural industry	62%	28%	6%	2%	1%	0%
E	Improve the efficiency of the County's transportation system by improving highways, roads, and intersections	51%	32%	14%	1%	1%	0%
F	Promote the use of alternative forms of transportation including transit, ride-sharing, walking and biking	35%	36%	24%	4%	1%	0%
G	Build housing that is affordable to middle-income households	47%	30%	15%	6%	1%	0%
H	Build housing that is affordable to low-income households	36%	30%	21%	12%	1%	1%
I	Conserve and manage the County's natural resources, habitat and wildlife	61%	28%	8%	1%	1%	0%
J	Manage water resources to meet current demand while also preparing for greater demand in the future	65%	29%	4%	1%	1%	0%
K	Fairly manage the County's water resources across urban, agricultural, and environmental uses	55%	36%	6%	1%	1%	0%

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County of Ventura 2040 General Plan Survey		10/24/2017					
L	Better coordinate existing transit services	28%	38%	29%	2%	3%	0%
M	Enhance services and programs to assist homeless residents	39%	32%	19%	8%	2%	1%
N	Promote the use of sustainable energy sources including solar and wind	51%	31%	13%	3%	1%	0%
O	Reduce greenhouse gas emissions to combat climate change	45%	31%	14%	9%	1%	0%
P	Minimize air and water pollution	59%	31%	8%	2%	0%	0%
Q	Prepare for potential natural disasters including flooding, wildland fires, earthquakes and landslides	56%	34%	8%	1%	0%	0%
R	Maintain and improve high quality parks, trails, and recreation facilities and programs	53%	35%	11%	1%	0%	0%
S	Improve local access to healthy foods	38%	33%	21%	6%	1%	1%
T	Enhance and promote cultural events, activities, and the arts	27%	41%	27%	5%	0%	0%
U	Improve the availability and connection speeds of Internet services	29%	34%	28%	7%	1%	1%
Q6	Is there a goal that I didn't mention that you think should be a high priority for the Ventura County's future? If yes, ask: Please briefly describe it to me. Verbatim responses recorded and later grouped into categories shown below.						
	No other high priorities	44%					
	Not sure, cannot think of any	21%					
	Schools, education	8%					
	Public safety	4%					
	Limit growth, development / Preserve, support agriculture	3%					
	Economic development, provide better paying jobs, support small business growth	3%					
	Programs for, info about homeless issues	3%					
	Streets, roads, infrastructure	2%					
	Affordable housing	1%					
	Recreation, community events	1%					
	Water quality, supply, rates, shortage	1%					
	Reduce traffic	1%					
	Environmental issues	1%					
	Illegal immigration issues	1%					
	Improvement of public transportation	1%					
	Programs, info for seniors, vets	1%					
	Safer bike lanes	1%					
	Better, affordable healthcare options, services, programs, for the mentally ill	1%					
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County of Ventura 2040 General Plan Survey 10/24/2017

Reduce taxes, fees	1%
Improve government process, leadership	1%

**Section 5: Economic Vitality**

There are a variety of things that can be done to support the local economy and stimulate job growth.

Q7 Would you support or oppose the County: .....? Get answer. If 'support' or 'oppose', then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?

Randomize	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A Supporting a start-up culture and the development of <b>business incubators</b> to assist employers and generate good paying jobs	52%	33%	7%	3%	4%	1%
B Working with private property owners to <b>redevelop and revitalize</b> older, outdated buildings and shopping centers	44%	40%	8%	4%	3%	0%
C Promoting <b>tourism and hospitality</b>	36%	42%	12%	6%	3%	0%
D Attracting more <b>retail</b> businesses and creating additional <b>shopping</b> opportunities	22%	42%	22%	11%	3%	0%
E Attracting <b>high-tech</b> companies and companies in the <b>clean-energy</b> sector	56%	32%	8%	2%	2%	0%
F Promoting job growth in the <b>agricultural</b> sector	40%	46%	3%	2%	4%	0%
G Making more <b>commercial office space</b> available for companies looking to locate in Ventura County	21%	46%	19%	8%	5%	0%

**Section 6: Housing**

As I read the following list of housing types, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of housing in Ventura County.

Q8

Randomize	Too Much	About Right	Too Little	Not Sure	Prefer not to answer
A Single family homes	3%	49%	33%	8%	0%
B Condominiums and townhomes	19%	53%	18%	9%	0%
C Apartments	22%	45%	22%	11%	0%
D Housing that is affordable for middle-income families	4%	29%	59%	7%	0%
E Housing that is affordable for low-income families	10%	22%	53%	15%	1%
F Multi-family housing that is located close to public transit services	9%	37%	30%	24%	1%

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County of Ventura 2040 General Plan Survey 10/24/2017

G	Farmworker housing	5%	20%	35%	40%	1%
H	Mixed use housing, by which I mean residential units built on top of - or next to - office, retail and restaurant businesses	10%	35%	32%	22%	1%
I	Year-round homeless shelters	7%	11%	53%	27%	2%
Q9	To create more affordable housing, would you support or oppose: _____?					
	<i>Randomize</i>	Support	Oppose	Not sure	Prefer not to answer	
A	Increasing the maximum building height from the current 3 stories to 5 stories.	40%	52%	8%	0%	
B	Allowing for alternative housing types, such as shipping container houses and tiny houses, to locate within existing residential communities.	45%	43%	11%	1%	
C	Allowing for higher density development, where more housing units can be built per parcel	31%	54%	15%	0%	
<b>Section 2: Climate Change</b>						
Q10	Next, I'm going to read you two different approaches to dealing with the impacts of climate change and rising sea levels. Please tell me which approach you prefer. <i>Rotate Order that item 1 and item 2 appear.</i>					
1	The County should be <b>proactive</b> in anticipating the impacts of climate change and addressing them before they become problems.	71%				
2	The County should <b>wait to see</b> what impacts and problems actually occur locally, then deal with them at that point.	22%				
98	Not sure	7%				
99	Prefer not to answer	1%				
Q11	Should any future development that occurs in coastal areas be required to account for a rise in sea level?					
1	Yes	76%				
2	No	12%				
98	Not sure	12%				
99	Prefer not to answer	0%				

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County of Ventura 2040 General Plan Survey 10/24/2017

**Section 8: Water Reliability**

Q12 In order to increase the reliability of local water supplies, do you support or oppose the County of Ventura: \_\_\_\_\_?

Randomize	Support	Oppose	Not Sure	Prefer not to answer
A Setting policies that <b>conserve</b> existing supplies of water by encouraging residents and businesses to use less water	77%	15%	8%	1%
B Creating <b>new</b> sources of drinking water	84%	6%	9%	0%

There are a several different ways the County could develop new sources of drinking water and increase the reliability of our water supply.

Q13 Here is the (first/next) one: \_\_\_\_\_. Would you support or oppose the County taking this action? *Get answer, then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?*

Randomize	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A <b>Desalinating</b> groundwater and/or seawater to produce drinking water	52%	31%	8%	4%	5%	0%
B Capturing, storing and treating <b>rainwater</b> and <b>stormwater runoff</b> to produce drinking water	69%	22%	4%	2%	2%	0%
C <b>Recycling and purifying</b> sewer water to produce drinking water	26%	28%	18%	20%	7%	1%
D Acquire new and/or additional water from the <b>State Water Project</b> .	35%	37%	11%	4%	13%	0%

**Section 9: Background & Demographics**

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1 In what year were you born? Year recoded into age groups shown below.

18 to 24	14%
25 to 34	18%
35 to 44	17%
45 to 54	19%
55 to 64	16%
65 or older	15%
Prefer not to answer	1%

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County of Ventura 2040 General Plan Survey		10/24/2017
D2	What is your gender? (Don't ask if phone interview, record by voice)	
1	Male	50%
2	Female	48%
99	Prefer not to answer	2%
D3	Do you own or rent your residence in Ventura County?	
1	Own	61%
2	Rent	35%
99	Prefer not to answer	4%
D4	Do you currently have any children under the age of 18 living in your home?	
1	Yes	88%
2	No	61%
99	Prefer not to answer	3%
D5	Do you currently have seniors 65 or older living in your home?	
1	Yes	25%
2	No	72%
99	Prefer not to answer	3%
D6	If you are employed, do you currently commute outside of Ventura County for your job?	
1	Yes	25%
2	No	56%
3	Not employed	16%
99	Prefer not to answer	3%
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County of Ventura 2040 General Plan Survey

10/24/2017

D7	What ethnic group do you consider yourself a part of or feel closest to? Read list if respondent hesitates.	
1	Caucasian/White	44%
2	Latino/Hispanic/Mexican	42%
3	African-American/Black	2%
4	Native American Indian or Alaskan Native	0%
5	Asian - Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	4%
6	Pacific Islander	1%
7	Mixed Heritage	2%
8	Other	1%
98	Not sure	0%
99	Prefer not to answer	3%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the County of Ventura.

Post-Interview & Sample Items

S1	Area of County	
1	Incorporated	88%
2	Unincorporated	12%
S2	Interview Language	
1	English	83%
2	Spanish	17%

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## County of Ventura 2040 General Plan Update

### B. Public Opinion Survey (English language version)



County of Ventura  
2040 General Plan Survey *Phone Version Q6T*  
September 11, 2017

#### Section 1: Introduction to Study

*Standard Intro:* Hi, may I please speak to: \_\_\_\_\_. Hi, my name is \_\_\_\_\_ and I'm calling from TNR, an independent public opinion research company. We're conducting a survey for the County of Ventura about important issues and we would like to get your opinions.

*If Land Line, no name on file:* Hi, my name is \_\_\_\_\_ and I'm calling from TNR, an independent public opinion research company. We're conducting a survey for the County of Ventura about important issues and we would like to get your opinions.

*If needed:* This is a survey about issues that will help inform the County's General Plan Update. I'm NOT trying to sell anything and I won't ask for a donation. Your responses will be confidential.

*If needed:* The survey should take about 12 minutes to complete.

*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

#### Section 2: Screener for Inclusion if Land Line & No Name

For statistical reasons, I would like to speak to the youngest adult male currently at home that is at least 18 years of age. *If there is no male currently at home that is at least 18 years of age, then ask:* Ok, then I'd like to speak to the youngest female currently at home that is at least 18 years of age.

*If there is no adult currently available, then ask for a callback time.*

*NOTE: Adjust this screener as needed to match sample quotas on gender & age*

*If respondent asks why we want to speak to a particular demographic group, explain:* It's important that the sample of people for the survey is representative of the adult population in the county for it to be statistically reliable. At this point, we need to balance our sample by asking for people who fit a particular demographic profile.

#### Section 3: Quality of Life

I'd like to begin by asking you a few questions about what it is like to live in Ventura County.

Q1	How long have you lived in Ventura County?	
1	Less than 1 year	
2	1 to 4 years	
3	5 to 9 years	
4	10 to 14 years	
5	15 years or longer	
6	Does not live in Ventura County	Terminate
99	Not Sure/Prefer not to answer	

Q2		How would you rate: ____? Would you say it is excellent, good, fair, poor or very poor?						
		Excellent	Good	Fair	Poor	Very Poor	No Opinion	Prefer not to answer
		<i>Randomize A-D, always ask E last</i>						
A	Ventura County as a place to live	1	2	3	4	5	98	99
B	Ventura County as a place to raise a family	1	2	3	4	5	98	99
C	Ventura County as a place to work	1	2	3	4	5	98	99
D	Ventura County as a place to retire	1	2	3	4	5	98	99
E	The overall quality of life in Ventura County	1	2	3	4	5	98	99
Q3		What do you like <b>most</b> about Ventura County that should be preserved in the future?						
		<i>Record Verbatim Response – Record up to two responses only.</i>						
98	Not Sure/No opinion							
99	Prefer not to answer							
Q4		If you could <b>change</b> one thing to make Ventura County a better place to live now and in the future, what change would you like to see?						
		<i>Record Verbatim Response – Record first response only.</i>						
2	No changes needed/Everything is fine							
98	Not Sure/No opinion							
99	Prefer not to answer							

Section 4: General Plan Awareness, Principals & Initiatives							
The County of Ventura is in the process of updating its General Plan. The General Plan will guide the County's future decisions on a variety of topics that affect the quality of life in Ventura County including land use, public safety, housing, the economy, parks, open space, and transportation.							
Q5	<p>Next, I'm going to read you a list of items that could be part of Ventura County's General Plan. As I read each item, please indicate whether you think the item should be a <b>high</b> priority, a <b>medium</b> priority, or a <b>low</b> priority for Ventura County's future. If you feel the item should <b>not</b> be part of the County's future, just say so. Please keep in mind that not all of the items can be high priorities.</p> <p>Here is the (first/next) one: _____. Should this item be a high, medium or low priority for Ventura County – or should it not be part of the County's future?</p>						
	Randomize	High Priority	Medium Priority	Low Priority	Should not be part of Ventura's future	Not sure	Prefer not to answer
A	Direct future urban growth <i>away</i> from agricultural and open space lands, and locate it in existing cities and communities where infrastructure and services are available or more easily provided	1	2	3	4	98	99
B	Retain and expand existing businesses and jobs in the County to strengthen the local economy	1	2	3	4	98	99
C	Pursue economic growth that <i>enhances</i> the County's quality of life and environmental sustainability	1	2	3	4	98	99
D	Protect the long-term viability of Ventura County's agricultural economy by conserving agricultural lands and supporting our globally-competitive agricultural industry	1	2	3	4	98	99
E	Improve the efficiency of the County's transportation system by improving highways, roads, and intersections	1	2	3	4	98	99
F	Promote the use of alternative forms of transportation including transit, ride-sharing, walking and biking	1	2	3	4	98	99
G	Build housing that is affordable to middle-income households	1	2	3	4	98	99
H	Build housing that is affordable to low-income households	1	2	3	4	98	99
I	Conserve and manage the County's natural resources, habitat and wildlife	1	2	3	4	98	99
J	Manage water resources to meet current demand while also preparing for greater demand in the future	1	2	3	4	98	99
K	Fairly manage the County's water resources across urban, agricultural, and environmental uses	1	2	3	4	98	99



L	Better coordinate existing transit services	1	2	3	4	98	99
M	Enhance services and programs to assist homeless residents	1	2	3	4	98	99
N	Promote the use of sustainable energy sources including solar and wind	1	2	3	4	98	99
O	Reduce greenhouse gas emissions to combat climate change	1	2	3	4	98	99
P	Minimize air and water pollution	1	2	3	4	98	99
Q	Prepare for potential natural disasters including flooding, wildland fires, earthquakes and landslides	1	2	3	4	98	99
R	Maintain and improve high quality parks, trails, and recreation facilities and programs	1	2	3	4	98	99
S	Improve local access to healthy foods	1	2	3	4	98	99
T	Enhance and promote cultural events, activities, and the arts	1	2	3	4	98	99
U	Improve the availability and connection speeds of Internet services	1	2	3	4	98	99
Q6	Is there a goal that I didn't mention that you think should be a high priority for the Ventura County's future? If yes, ask: Please briefly describe it to me.						
Record Verbatim							
	2	No					
	98	Don't Know					
	99	Prefer not to answer					

Section 5: Economic Vitality							
There are a variety of things that can be done to support the local economy and stimulate job growth.							
Q7	Would you support or oppose the County: _____? Get answer. If 'support' or 'oppose', then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?						
	Randomize	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Opinion	Prefer not to answer
A	Supporting a start-up culture and the development of <b>business incubators</b> to assist employers and generate good paying jobs	1	2	3	4	98	99
B	Working with private property owners to <b>redevelop and revitalize</b> older, outdated buildings and shopping centers	1	2	3	4	98	99
C	Promoting <b>tourism</b> and <b>hospitality</b>	1	2	3	4	98	99



L	Better coordinate existing transit services	1	2	3	4	98	99
M	Enhance services and programs to assist homeless residents	1	2	3	4	98	99
N	Promote the use of sustainable energy sources including solar and wind	1	2	3	4	98	99
O	Reduce greenhouse gas emissions to combat climate change	1	2	3	4	98	99
P	Minimize air and water pollution	1	2	3	4	98	99
Q	Prepare for potential natural disasters including flooding, wildland fires, earthquakes and landslides	1	2	3	4	98	99
R	Maintain and improve high quality parks, trails, and recreation facilities and programs	1	2	3	4	98	99
S	Improve local access to healthy foods	1	2	3	4	98	99
T	Enhance and promote cultural events, activities, and the arts	1	2	3	4	98	99
U	Improve the availability and connection speeds of Internet services	1	2	3	4	98	99
Q6	Is there a goal that I didn't mention that you think should be a high priority for the Ventura County's future? If yes, ask: Please briefly describe it to me.						
Record Verbatim							
	2	No					
	98	Don't Know					
	99	Prefer not to answer					

Section 5: Economic Vitality							
Q7	There are a variety of things that can be done to support the local economy and stimulate job growth.						
	Would you support or oppose the County: _____? Get answer. If 'support' or 'oppose', then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?						
	Randomize	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Opinion	Prefer not to answer
A	Supporting a start-up culture and the development of <b>business incubators</b> to assist employers and generate good paying jobs	1	2	3	4	98	99
B	Working with private property owners to <b>redevelop and revitalize</b> older, outdated buildings and shopping centers	1	2	3	4	98	99
C	Promoting <b>tourism</b> and <b>hospitality</b>	1	2	3	4	98	99

D	Attracting more <b>retail</b> businesses and creating additional <b>shopping</b> opportunities	1	2	3	4	98	99
E	Attracting <b>high-tech</b> companies and companies in the <b>clean-energy</b> sector	1	2	3	4	98	99
F	Promoting job growth in the <b>agricultural</b> sector	1	2	3	4	98	99
G	Making more <b>commercial office space</b> available for companies looking to locate in Ventura County	1	2	3	4	98	99

Section 6: Housing							
Q8	As I read the following list of housing types, please tell me whether you feel there is currently too much, about the right amount, or too little of this type of housing in Ventura County.						
	<i>Randomize</i>	Too Much	About Right	Too Little	No Opinion/ Not Sure	Prefer not to answer	
A	Single family homes	1	2	3	98	99	
B	Condominiums and townhomes	1	2	3	98	99	
C	Apartments	1	2	3	98	99	
D	Housing that is affordable for middle-income families	1	2	3	98	99	
E	Housing that is affordable for low-income families	1	2	3	98	99	
F	Multi-family housing that is located close to public transit services	1	2	3	98	99	
G	Farmworker housing	1	2	3	98	99	
H	Mixed-use housing, by which I mean residential units built on top of –or next to – office, retail and restaurant businesses	1	2	3	98	99	
I	Year-round homeless shelters	1	2	3	98	99	
Q9	To create more affordable housing, would you support or oppose: _____?						
	<i>Randomize</i>	Support	Oppose	No Opinion/ Not Sure	Prefer not to answer		
A	Increasing the maximum building height from the current 3 stories to 5 stories.	1	2	98	99		
B	Allowing for alternative housing types, such as shipping container houses and tiny houses, to locate within existing residential communities.	1	2	98	99		
C	Allowing for higher density development, where more housing units can be built per parcel	1	2	98	99		

Section 7: Climate Change		
Q10	Next, I'm going to read you two different approaches to dealing with the impacts of climate change and rising sea levels. Please tell me which approach you prefer.	
	<i>Rotate Order that Item 1 and Item 2 appear.</i>	
1	The County should be <b>proactive</b> in anticipating the impacts of climate change and addressing them before they become problems.	
2	The County should <b>wait to see</b> what impacts and problems actually occur locally, then deal with them at that point.	
98	Not Sure	
99	Prefer not to answer	
Q11	Should any future development that occurs in coastal areas be required to account for a rise in sea level?	
1	Yes	
2	No	
98	Not Sure	
99	Prefer not to answer	

Section 8: Water Reliability					
Q12	In order to increase the reliability of local water supplies, do you support or oppose the County of Ventura: ____?				
	<i>Randomize</i>	Support	Oppose	No Opinion/ Not Sure	Prefer not to answer
A	Setting policies that <b>conserve</b> existing supplies of water by encouraging residents and businesses to use less water	1	2	98	99
B	Creating <b>new</b> sources of drinking water	1	2	98	99



<p>Q13: There are a several different ways the County could develop new sources of drinking water and increase the reliability of our water supply. Here is the (first/next) one: _____, Would you support or oppose the County taking this action? <i>Get answer, then ask: Would that be strongly (support/oppose) or somewhat (support/oppose)?</i></p>							
	<i>Randomize</i>	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	No Opinion	Prefer not to answer
A	<b>Desalinating</b> groundwater and/or seawater to produce drinking water	1	2	3	4	98	99
B	Capturing, storing and treating <b>rainwater and stormwater runoff</b> to produce drinking water	1	2	3	4	98	99
C	<b>Recycling and purifying</b> sewer water to produce drinking water	1	2	3	4	98	99
D	Acquire new and/or additional water from the <b>State Water Project</b> .	1	2	3	4	98	99

**Section 9: Background & Demographics**

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born?	
	<i>Record two-digit year</i>	
	99	Prefer not to answer
D2	What is your gender? <i>(Don't ask if phone interview, record by voice)</i>	
	1	Male
	2	Female
	99	Prefer not to answer
D3	Do you own or rent your residence in Ventura County?	
	1	Own
	2	Rent
	99	Prefer not to answer



D4	Do you currently have any children under the age of 18 living in your home?	
1	Yes	
2	No	
99	Prefer not to answer	
D5	Do you currently have seniors 65 or older living in your home?	
1	Yes	
2	No	
99	Prefer not to answer	
D6	If you are employed, do you currently commute <i>outside</i> of Ventura County for your job?	
1	Yes	
2	No	
3	Not employed	
99	Prefer not to answer	
D7	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates.</i>	
1	Caucasian/White	
2	Latino/Hispanic/Mexican	
3	African-American/Black	
4	Native American Indian or Alaskan Native	
5	Asian – Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	
6	Pacific Islander	
7	Mixed Heritage	
8	Other	
98	No Opinion/Not Sure	
99	Prefer not to answer	
Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the County of Ventura.		



## **County of Ventura 2040 General Plan Update**

### **C. Public Opinion Survey (Spanish language version)**



**Sección 1: Introduction to Study - Sección 1: Introducción al estudio**

*Standard Intro:* Hola, por favor puedo hablar con: \_\_\_\_\_. Hola, mi nombre es \_\_\_\_\_ y estoy llamando de parte de TNR, una compañía independiente de investigación de opinión pública. Estamos llevando a cabo una encuesta para el Condado de Ventura acerca de temas importantes y quisiéramos conocer sus opiniones.

*If Land Line, no name on file:* Hola, mi nombre es \_\_\_\_\_ y estoy llamando de parte de TNR, una compañía independiente de investigación de opinión pública. Estamos llevando a cabo una encuesta para el Condado de Ventura acerca de temas importantes y quisiéramos conocer sus opiniones.

*If needed:* Esta es una encuesta acerca de temas que ayudarán a proporcionar información a la Actualización del Plan General del Condado. NO estoy tratando de vender nada y no le solicitaré un donativo. Sus respuestas serán confidenciales.

*If needed:* La encuesta debe tomar unos 12 minutos para completar.

*If needed:* Si ahora no es un buen momento, ¿me puede decir una hora más conveniente para volverle a llamar?

*If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.*

**Section 2: Screener for Inclusion if Land Line & No Name - Sección 2: Para incluir si la persona tiene una línea fija y no tiene nombre**

Por razones estadísticas, quisiera hablar con el hombre adulto más joven actualmente en casa que tenga por lo menos 18 años de edad. *If there is no male currently at home that is at least 18 years of age, then ask:* Bien, entonces quisiera hablar con la mujer más joven actualmente en casa que tenga por lo menos 18 años de edad.

*If there is no adult currently available, then ask for a callback time.*

*NOTE: Adjust this screener as needed to match sample quotas on gender & age*

*If respondent asks why we want to speak to a particular demographic group, explain:* Es importante que la muestra de personas contestando la encuesta sea representativa de la población de adultos en el condado para que sea estadísticamente confiable. Por lo tanto, necesitamos equilibrar nuestra muestra para que incluya personas quienes forman parte de un perfil demográfico en particular.

**Sección 3: Quality of Life - Sección 3: Calidad de vida**

Para comenzar, quisiera hacerle unas cuantas preguntas sobre cómo es vivir en el Condado de Ventura.

**Q1** ¿Cuánto tiempo tiene usted viviendo en el Condado de Ventura?

1	Menos de 1 año	
2	1 a 4 años	
3	5 a 9 años	
4	10 a 14 años	
5	15 años o más	
6	No vive en el Condado de Ventura	Terminate
99	No estoy segura/ prefiero no	



Encuesta sobre el Plan General 2040 del Condado de Ventura 7/28/2020

		contestar							
Q2	¿Cómo lo calificaría usted: ____? ¿Diría que es excelente, bueno(a), regular, malo(a) o muy malo(a)?								
		<i>Randomize A-D, always ask E last</i>							
		Excelente	Bueno(a)	Regular	Malo(a)	Muy malo(a)	Sin ninguna opinión	Prefiero no contestar	
A	El Condado de Ventura como un lugar en donde vivir	1	2	3	4	5	98	99	
B	El Condado de Ventura como un lugar para criar una familia	1	2	3	4	5	98	99	
C	El Condado de Ventura como un lugar en donde trabajar	1	2	3	4	5	98	99	
D	El Condado de Ventura como un lugar en donde jubilarse	1	2	3	4	5	98	99	
E	La calidad de vida en general en el Condado de Ventura	1	2	3	4	5	98	99	
Q3	¿Qué le gusta más del Condado de Ventura, que debe conservarse en el futuro?								
Record Verbatim Response – Record up to two responses only.									
98	No estoy seguro/Sin ninguna opinión								
99	Prefiero no contestar								
Q4	Si usted pudiera <b>cambiar</b> una sola cosa para hacer que el Condado de Ventura fuera un mejor lugar en donde vivir ahora y en el futuro, ¿qué cambio le gustaría que hicieran?								
Record Verbatim Response – Record first response only.									
2	Ningún cambio es necesario/Todo está bien								
98	No estoy seguro/Sin ninguna opinión								
99	Prefiero no contestar								

**Sección 4: General Plan Awareness, Principals & Initiatives - Sección 4: Conocimientos, principios e iniciativas del Plan General**

El Condado de Ventura está en el proceso de actualizar su Plan General. El Plan General guiará las futuras decisiones del Condado en una variedad de temas que afectan la calidad de vida en el Condado de Ventura incluyendo el uso del suelo, seguridad pública, vivienda, la economía, parques, espacios abiertos y transporte.

Q5 A continuación está una lista de conceptos que pueden ser parte del Plan General del Condado de Ventura. Por favor lea cada concepto, e indique si piensa que el concepto debe tener una **alta** prioridad, una **mediana** prioridad, o una **baja** prioridad para el futuro del Condado de Ventura. Si piensa que el concepto **no** debe formar parte del futuro del Condado, indíquelo. Sírvase tomar en cuenta que no todos los conceptos pueden ser de alta prioridad.

Aquí está el (primer/siguiente): \_\_\_\_ ¿Debe este concepto ser de alta, mediana o de baja prioridad para el Condado de Ventura – o no debe formar parte del futuro el



Encuesta sobre el Plan General 2040 del Condado de Ventura 7/28/2020

Condado?							
	Randomize	Alta prioridad	Mediana prioridad	Baja prioridad	No debe tomar parte del futuro de Ventura	No estoy seguro	Prefero no contestar
A	Mover el crecimiento urbano futuro lejos de tierras agrícolas y de los espacios abiertos, y ubicarlo en las ciudades y comunidades en donde la infraestructura y los servicios estén disponibles o sean más fáciles de proporcionar	1	2	3	4	98	99
B	Mantener y expandir los negocios y trabajos existentes en el Condado para fortalecer la economía local	1	2	3	4	98	99
C	Buscar el crecimiento económico que mejore la calidad de vida y la sustentabilidad ambiental del Condado	1	2	3	4	98	99
D	Proteger la viabilidad a largo plazo de la economía agrícola del Condado de Ventura al conservar las tierras agrícolas y brindar apoyo a nuestra industria agrícola globalmente competitiva	1	2	3	4	98	99
E	Mejorar la eficiencia del sistema de transporte del Condado al mejorar las carreteras, calles e intersecciones	1	2	3	4	98	99
F	Promover el uso de formas alternativas de transporte incluyendo transporte público, transporte compartido, caminar y andar en bicicleta	1	2	3	4	98	99
G	Construir viviendas que sean a precios razonables para las familias de ingreso medio	1	2	3	4	98	99
H	Construir viviendas que sean a precios razonables para las familias de ingreso bajo	1	2	3	4	98	99
I	Conservar y administrar los recursos naturales, hábitat, la flora y la fauna silvestres del Condado	1	2	3	4	98	99
J	Administrar los recursos hídricos para cumplir con la demanda actual y al mismo tiempo prepararnos para una mayor demanda en el futuro	1	2	3	4	98	99
K	Administrar en forma justa los recursos hídricos del Condado en cuanto a los usos urbanos, agrícolas y ambientales	1	2	3	4	98	99
L	Coordinar mejor los servicios de transporte público existentes	1	2	3	4	98	99
M	Mejorar los servicios y programas para ayudarles a los residentes sin hogar	1	2	3	4	98	99
N	Promover el uso de fuentes de energía sostenibles incluyendo energía solar y de	1	2	3	4	98	99

Encuesta sobre el Plan General 2040 del Condado de Ventura 7/28/2020

	viento						
O	Reducir las emisiones de gases de invernadero para combatir los cambios climáticos	1	2	3	4	98	99
P	Minimizar la contaminación del aire y del agua	1	2	3	4	98	99
Q	Prepararse para posibles desastres naturales incluyendo inundaciones, incendios forestales, terremotos y deslizos	1	2	3	4	98	99
R	Mantener y mejorar la alta calidad de los parques, senderos e instalaciones y programas recreativos	1	2	3	4	98	99
S	Mejorar el acceso local a alimentos saludables	1	2	3	4	98	99
T	Mejorar y promover los eventos culturales, actividades y las artes	1	2	3	4	98	99
U	Mejorar la disponibilidad y las velocidades de conexión de los servicios de Internet	1	2	3	4	98	99
Q6	¿Hay alguna meta que no fue mencionada, qué usted piensa usted debe tener una alta prioridad para el futuro del Condado de Ventura? If sí, ask: Sirvase describirmela brevemente.						
	Record Verbatim						
	2	No					
	98	No sé					
	99	Prefiero no contestar					

Section 5: Economic Vitality - Sección 5: Vitalidad económica							
Q7	Hay una variedad de cosas que se pueden hacer para brindar apoyo a la economía local y estimular el crecimiento laboral. ¿Apoyaría usted o se opondría a que el Condado: _____? Get answer. If 'apoyar' or 'oponerse', then ask: ¿Eso sería un (apoyo/oposición) enfático o un (apoyo/oposición) ligero?						
	Randomize	Enfáticamente apoyaría	Ligeramente apoyaría	Me opondría un poco	Me opondría enfáticamente	Sin ninguna opinión	Prefiero no contestar
A	Diera apoyo a una cultura de empresas emergentes o de arranque/inicio y el desarrollo de <b>incubadores de negocios</b> para ayudar a los empleadores y generar buenos trabajos con buenos sueldos	1	2	3	4	98	99
B	Trabajara con propietarios privados para <b>reurbanizar y revitalizar</b> edificios y centros comerciales viejos y obsoletos	1	2	3	4	98	99
C	Promoviera el <b>turismo</b> y la industria de la <b>hospitalidad</b>	1	2	3	4	98	99
D	Atrajera a más negocios de <b>menudeo</b> y desarrollara oportunidades <b>comerciales</b>	1	2	3	4	98	99

Encuesta sobre el Plan General 2040 del Condado de Ventura 7/28/2020

	adicionales						
E	Atrajera a empresas de <b>alta tecnología</b> y compañías en el sector de <b>energía limpia</b>	1	2	3	4	98	99
F	Promoviera el crecimiento laboral en el sector <b>agrícola</b>	1	2	3	4	98	99
G	Ofreciera más <b>espacios comerciales</b> para compañías buscando ubicarse en el Condado de Ventura	1	2	3	4	98	99

Sección 6: Housing - Sección 6: Vivienda						
Q8	En la siguiente lista de tipos de vivienda, por favor indique si usted siente que actualmente hay demasiado, más o menos la cantidad correcta, o demasiado poco de este tipo de vivienda en el Condado de Ventura.					
	<i>Randomize</i>	Demasiado	Más o menos lo correcto	Demasiado poco	Ninguna opinión/N o estoy seguro	Prefero no contestar
A	Viviendas unifamiliares	1	2	3	98	99
B	Condominios y viviendas dúplex	1	2	3	98	99
C	Apartamentos	1	2	3	98	99
D	Vivienda a precio razonable para las familias de ingreso medio	1	2	3	98	99
E	Vivienda a precio razonable para las familias de ingreso bajo	1	2	3	98	99
F	Vivienda multifamiliar ubicada cerca de los servicios de transporte público	1	2	3	98	99
G	Vivienda para trabajadores agrícolas	1	2	3	98	99
H	Vivienda de usos mixtos, lo cual significa unidades de vivienda residencial construidas sobre - o junto a - oficinas, negocios al menudeo y restaurantes	1	2	3	98	99
I	Albergues durante todo el año para personas sin hogar	1	2	3	98	99
Q9	Para desarrollar viviendas a precios más accesibles, ¿apoyaría usted o se opondría: _____?					
	<i>Randomize</i>	Apoyaría	Me opondría	Ninguna opinión/N o estoy seguro	Prefero no contestar	
A	Aumentar la altura máxima de construcción de actualmente 3 pisos a 5 pisos.	1	2	98	99	
B	Permitir tipos alternativos de vivienda, tales como casas hechas de contenedores de embarque y casas pequeñas, para ubicarlas dentro de las comunidades residenciales existentes.	1	2	98	99	



Encuesta sobre el Plan General 2040 del Condado de Ventura 7/28/2020

C	Permitir el desarrollo con una densidad más alta, en donde se puedan construir más unidades de vivienda en cada parcela	1	2	98	99
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Sección 7: Climate Change - Sección 7: Cambios climáticos					
Q10	A continuación, hay dos enfoques diferentes para responder a los impactos de los cambios climáticos y el aumento en los niveles del mar. Por favor indique cuál enfoque prefiere usted.				
	<i>Rotate Order that Item 1 and Item 2 appear.</i>				
	1	El Condado debe ser <b>proactivo</b> en anticipar los impactos de los cambios climáticos y en responder antes de que lleguen a ser problemas.			
	2	El Condado debe <b>esperar para ver</b> qué impactos y problemas realmente sucederán localmente, luego responder a ellos en ese momento.			
	98	No estoy seguro			
	99	Prefiero no contestar			
Q11	¿Se le debe requerir a cualquier desarrollo futuro que suceda en las áreas costeras que responda a un aumento en el nivel del mar?				
	1	Si			
	2	No			
	98	No estoy seguro			
	99	Prefiero no contestar			

Sección 8: Water Reliability - Sección 8: Confiabilidad del agua					
Q12	Para poder aumentar la confiabilidad de los abastecimientos locales de agua, ¿apoya usted o se opone a que el Condado de Ventura: ____?				
	<i>Randomize</i>	Apoyo	Me opongo	Ninguna opinión/N o estoy seguro	Prefiero no contestar
A	Establezca políticas que <b>conserven</b> los abastecimientos existentes de agua al estimular a que los residentes y negocios usen menos agua	1	2	98	99
B	Crea <b>nuevas</b> fuentes de agua potable	1	2	98	99
Q13	Existen varias maneras diferentes en que el Condado puede desarrollar nuevas fuentes de agua potable y aumentar la confiabilidad de nuestro abastecimiento de agua. Aquí está la (primera/siguiente): ____ ¿Apoyaría usted o se opondría a que el Condado tomara esta acción? <i>Get answer, then ask: ¿Eso sería un (apoyo/oposición) enfático o un (apoyo/oposición) ligero?</i>				



Encuesta sobre el Plan General 2040 del Condado de Ventura 7/28/2020

	<i>Randomize</i>	Enfatícame me apoyarla	Ligeramente e apoyarla	Me opondría un poco	Me opondría enfáticamente	Sin ninguna opinión	Prefiero no contestar
A	Desalinizar el agua subterránea y/o el agua del mar para producir agua potable	1	2	3	4	98	99
B	Capturar, almacenar y tratar los escurrimientos de agua de lluvia y de agua pluvial para producir agua potable	1	2	3	4	98	99
C	Reciclar y purificar el agua del alcantarillado para producir agua potable	1	2	3	4	98	99
D	Adquirir agua nueva y/o adicional del Proyecto Hidráulico del Estado.	1	2	3	4	98	99

Section 9: Background & Demographics - Sección 9: Antecedentes y datos demográficos	
Muchas gracias por su participación. A continuación presentamos unas cuantas preguntas generales para propósitos estadísticos.	
D1	¿En qué año nació?
	Record two-digit year
99	Prefiero no contestar
D2	¿Cuál es su género? (Don't ask if phone interview, record by voice)
1	Masculino
2	Femenino
99	Prefiero no contestar
D3	¿Es usted dueño de su casa en el Condado de Ventura o la renta?
1	Dueño
2	Renta
99	Prefiero no contestar
D4	¿Tiene usted actualmente hijos menores de 18 años de edad viviendo su hogar?
1	Sí
2	No
99	Prefiero no contestar
D5	¿Actualmente tiene personas de 65 años de edad o mayores viviendo en su casa?
1	Sí
2	No

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	99	Prefiero no contestar	
D6	Si tiene empleo, ¿actualmente viaja <i>fuera</i> del Condado de Ventura para su trabajo?		
	1	Si	
	2	No	
	3	No estoy trabajando	
	99	Prefiero no contestar	
D7	¿De cuál grupo étnico se considera usted parte o se siente más cercano? <i>Read list if respondent hesitates.</i>		
	1	Caucásico/Blanco	
	2	Latino/Hispano/Mexicano	
	3	Afroamericano/Negro	
	4	Indio Americano o Nativo de Alaska	
	5	Asiático u oriental – coreano, japonés, chino, vietnamita, filipino u otra nacionalidad oriental	
	6	De las Islas del Pacífico	
	7	De herencia o antepasados mixtos	
	8	Otra	
	98	Ninguna opinión/No estoy seguro	
	99	Prefiero no contestar	
¡Esas son todas las preguntas que tengo! ¡Muchísimas gracias por participar en esta importante encuesta! Esta encuesta fue llevada a cabo por el Condado de Ventura.			



## County of Ventura 2040 General Plan Update

### **V. ENVIRONMENTAL JUSTICE WORKSHOP – APRIL 9, 2018**

On April 9, 2018, the Central Coast Alliance for a Sustainable Economy (CAUSE) and California Environmental Justice Alliance (CEJA) hosted an SB1000 Environmental Justice in Land Use Planning Workshop. CAUSE and CEJA held this Environmental Justice workshop at the County Hall of Administration, in collaboration with the County of Ventura. Attendees included community stakeholders, organizations, agencies and County and General Plan Update staff brought together to assist the County, and surrounding jurisdictions in the development of Environmental Justice components for General Plans. The workshop focused on developing a better understand of environmental justice including actions that could be pursued by County and surrounding local jurisdictions to comply with Senate Bill 1000, which requires the addition of an Environmental Justice Element (or related goals, policies, and objectives integrated into other elements) that identify disadvantaged communities within the area covered by the general plan of the city or county if that city or county has one or more disadvantaged communities.

Sections V.A., V.B., and V.C. of this summary include a follow-up letter, workshop summary notes, and presentation materials provided to Planning Division staff by CAUSE and CEJA following the completion of the workshop. This information was presented to the Planning Commission and Board of Supervisors for their consideration during General Plan Update work sessions.

### A. Letter from CAUSE regarding Environmental Justice Workshop results

Central Coast Alliance United for a Sustainable Economy (CAUSE) Comments

Dear Planners and Supervisors,

The Central Coast Alliance United for a Sustainable Economy (CAUSE) is a local organization with a 17 year history of advocating for public policy to advance social, economic and environmental justice in Ventura County. Among other issues, we advocate for affordable housing and public transportation, improving standards for low-income families, and protecting environmental quality and access to open space for all communities. We thank you for the opportunity to comment on planning for community oriented farmworker housing, affordable family housing, identifying and engaging with disadvantaged communities, as well as incorporating environmental justice into the current general plan update.

Affordable farmworker housing is a much needed resource in our county. We urge the county to consider farmworker housing from a community health perspective – where housing is affordable, located near essential services and schools, close to public transit routes, and ultimately provides a healthy, safe and secure place for families to thrive. We recommend that the county and cities work together to create a farmworker housing overlay to assess all viable locations for farmworker housing and identify ideal and viable locations, particularly promoting housing that meets the needs of long-term resident workers and their families. While assessing potential locations for farmworker housing, we also urge the county to avoid locations with very high exposure to pesticides or other hazards and consider the health risks to families of using farmworker housing as the buffer between schools and fields.

Community members who attended the Spanish-language workshop in El Rio identified affordable housing as their top priority, although they emphasized the need for housing connected to existing communities rather than building in agricultural areas. We urge the county and cities to work together in assessing viable locations for housing that can meet the low to very low income needs of its most vulnerable populations, including identifying appropriate locations for increased housing density, and identifying potential revenue sources for truly affordable housing.



On April 9, we held a public workshop addressing the legalities and practical implementation possibilities for the new California state law SB 1000. In accordance with SB1000, the county must specifically address Environmental Justice, the right of all members in the community to live in a healthy environment regardless of race or economic status, in its general plan, through an Environmental Justice Element or the clear integration of Environmental Justice into the existing elements.

The county must identify communities that are currently bearing an excessive burden of environmental and socioeconomic risk factors. We suggest that the county work with cities to develop a regional map identifying environmentally burdened disadvantaged communities, similar to the state's CalEnviroScreen, which would allow a more localized analysis. This could include areas where facilities on county unincorporated land impact disadvantaged populations within cities, such as the industrial areas along North Ventura Avenue or on the outskirts of Santa Paula, as well as disadvantaged unincorporated areas such as El Rio, Saticoy, and Piru.

We must ensure community access to and participation in planning processes that will ultimately determine the security of their health and well-being. Hearing directly from communities affected most by these disproportionate burdens will be essential in truly understanding systemic problems and developing solutions that will bring these communities back into the planning process. We suggest formal partnering with local non-profits, community organizations and advocates who work within these communities every day as a way of fostering this type of engagement.

We thank the county for the opportunity to comment on planning equally for all of our vibrant communities. Please also see the attached comments from our SB 1000 Workshop breakout groups where community members participated in identifying local Environmental Justice communities, issues and solutions.

### Community SB1000 Workshop

Hosted by Central Coast Alliance United for a Sustainable Economy (CAUSE) and California Environmental Justice Alliance (CEJA).

On April 9, 2018 we held a public workshop addressing the legalities and practical implementation possibilities for the new California state law SB 1000.

The following is a bullet point summary of comments made by attendees of the workshop who broke off into small groups to discuss three main questions: What are Environmental Justice issues in your community? How can we identify Disadvantaged Communities? How can we solve these problems?

#### Question 1 – What are Environmental Justice issues in your community?

- Pesticide pollution / pesticide poisoning
- Elevated diesel particulates
- High asthma rates
- Oxnard - Access to open space – Ormond Beach & Santa Clara River
- Housing near industrial zones in West Ventura
- Seaward/Hall Canyon pipelines & drilling
- Fillmore/Santa Paula/Piru - Access to higher education, superfund site, ongoing oil drilling in Sespe, assisted living services, housing, access to healthcare\*Piru
- Camarillo – affordable housing
- Existing pollution
  - Upper Ojai – air pollutants drift from surrounding areas and are trapped in marine layer
  - Oxnard – polluting energy producers
- Polluted water
- Ormond Beach
- Oil fields in Oxnard / cyclic steam drilling on aquifers in the Oxnard Plain
- Lack of affordable/local/healthy food

- Lack of public transit
- Dignified & affordable housing for undocumented communities
- Fear of retaliation with housing (not wanting to give out personal information that may be used against them)
- Sources of hot spot pollution emissions within communities / underlying contributors that aren't on the radar of formal regulatory or permitting agencies (an individual auto body shop adjacent to a neighborhood)
- Not enough affordable housing

Question 2 – How can we identify Environmental Justice communities?

- Go where the people are (high traffic areas / community events)
- “ground truthing”
- CalEnviroScreen with local data layers
- Make scope of areas smaller so that affected neighborhoods within census tracts that don't score in top 25% overall are recognized
- Use SCAG reports for economic data layers
- Specific factor studies – water/air/pesticide/traffic
- People census – intersectional research with community and local organizations

Question 3 – Solutions to 1 & 2?

General Suggestions

- Go where the people are (high traffic areas / community events)
- Engage youth and students in direct community outreach
- Involve diverse groups (age/race/ability/identity)
- \*Accessible\* education for voters / voting guides for local elections
- Gather feedback on best time and methods to do outreach
- AB 617
- Address existing incompatibilities in land use



## **County of Ventura 2040 General Plan Update**

### **A. Summary Notes from Environmental Justice Workshop**



- Plan for ensured consistency and compatibility for land uses - \*\*city and county work together\*\*
- Truck routes away from residential
- Build better relationships between officials and churches – build trust
- Make engagement more accessible by working around things that deter participation – outside of working hours, at familiar local spaces (church/Laundromat), provide childcare, in other languages / translation services
- Compromise – preserve ag lands, but promote regenerative and pesticide free practices overall and require it in buffer zones.
- Limit use of toxic chemicals with a shift to Bio-Based and environmentally friendly pest/weed treatments
- Need to account for \*continuous, low-level\* pesticide exposure from drift (not just buffer zones)
- Look at landscapes and wild places – consider public access, not just development or restoration, treat as sacred spaces
- Identify & protect wild habitat – ocean/dunes/riparian
- “re-wilding” paved waterways and watershed management
- Patagonia grants department
- “Better done than perfect”

### Policy Suggestions

- City and County work together to develop regional/county criteria for map overlays to use alongside CalEnviroScreen and to develop a unified method for “ground truthing” and accurately accounting for smaller pockets of pollution or EJ issues that might not show up on a census tract scale.
- Formal study on cumulative impacts of different pollution sources
- Larger buffer zones for pesticides
- Comprehensive energy planning and commitment to renewable

- Formally partner with local non-profits and advocates to insure engagement and accessibility for disadvantaged communities
- Hold public agencies accountable to a specific level of inclusion of community voices, especially and specifically if their area of service covers a disadvantaged community.



B. Presentation from Environmental Workshop

# SB 1000: Incorporating Environmental Justice in to Land Use Planning

By Caroline Farrell

Center on Race, Poverty & the Environment





## Why SB 1000?

Low-income residents, communities of color, indigenous communities and immigrant communities have disproportionately experienced some of the greatest environmental burdens and related health problems in this country.

- Inappropriate land use planning
- Discrimination (housing, lending)
- Low political power
- Business interests over health







## SB 1000- Government Code 65302 (h)

- ▶ Adds a Required Element/Topic in the General Plan.
- ▶ (h) (1) An **environmental justice element**, or related goals, policies, and objectives integrated in other elements, that **identifies disadvantaged communities** within the area covered by the general plan of the city, county, or city and county, if the city, county, or city and county has a disadvantaged community.



## Definition of Environmental Justice

- ▶ Government Code Section 65040.12(e)
- ▶ 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.
- ▶ Community Definition
- ▶ The right to a clean environment where people live work play, pray, and go to school regardless of race, place, or income.



## Planning Process

1. EJ Element vs. EJ integration
2. Conduct public meetings
  - a. Identify communities
  - b. Document existing conditions
3. Involve and engage the community
4. Create advisory committees
5. Develop EJ goals, policies and objectives



# PRINCIPLES FOR COMMUNITY ENGAGEMENT

- 
- **Inclusion**
  - **Access / Transparency/ Responsiveness**
  - **Accountability**
  - **Broad and Balanced Participation**
  - **Honor Local Community Knowledge**
  - **Long-Term Commitment**





Figure 5-1 / IAP2 Public Participation Spectrum

**Increasing Level of Public Impact**

<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>	<b>Empower</b>
<b>Public Participation Goal</b> To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, and/or solutions.	<b>Public Participation Goal</b> To obtain public feedback on analysis, alternatives, and/or decisions.	<b>Public Participation Goal</b> To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	<b>Public Participation Goal</b> To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	<b>Public Participation Goal</b> To place final decision-making in the hands of the public.
<b>Promise to the Public</b> We will keep you informed.	<b>Promise to the Public</b> We will keep you informed, listen to, and acknowledge concerns and provide feedback on how public input influenced the decision.	<b>Promise to the Public</b> We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	<b>Promise to the Public</b> We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	<b>Promise to the Public</b> We will implement what you decide.
<b>Example Tools</b> <ul style="list-style-type: none"> <li>Fact sheets</li> <li>Websites</li> <li>Open houses</li> </ul>	<b>Example Tools</b> <ul style="list-style-type: none"> <li>Public comment</li> <li>Focus groups</li> <li>Surveys</li> <li>Public meetings</li> </ul>	<b>Example Tools</b> <ul style="list-style-type: none"> <li>Workshops</li> <li>Deliberate polling</li> </ul>	<b>Example Tools</b> <ul style="list-style-type: none"> <li>Citizen Advisory Committee</li> <li>Consensus-building</li> <li>Participatory decision-making</li> </ul>	<b>Example Tools</b> <ul style="list-style-type: none"> <li>Citizen juries</li> <li>Ballots</li> <li>Delegated decisions</li> </ul>

Source: International Association of Public Participation



## SB 1000 Requirements

- ▶ Once disadvantaged communities are identified, the jurisdiction **shall:** identify objectives and policies that:
  - ▶ **Reduce the unique and compounded health risks in DACs.**
    - ▶ Reduce pollution exposure and improve air quality
    - ▶ Promote public facilities
    - ▶ Promote food access
    - ▶ Promote safe and sanitary homes
    - ▶ Promote physical activity
  - ▶ **Promote community engagement** in the public decision-making process.
  - ▶ **Prioritize improvements and programs** that address the needs of DACs.



## Timing

- ▶ A city, county, or city and county subject to this subdivision shall adopt or review the environmental justice element, or the environmental justice goals, policies, and objectives in other elements, **upon the adoption or next revision of two or more elements concurrently on or after January 1, 2018.**
- ▶ **Relationship to SB 379:** Upon the next revision of a local hazard mitigation plan...on or after January 2017, or if a local jurisdiction has not adopted a local hazard mitigation plan, beginning on or before January 1, 2022, the safety element shall be reviewed and updated as necessary to address climate adaptation and resiliency strategies applicable to the city or county.
- ▶ Upon each revision of the housing element, the city or county shall review and update the safety element as necessary.





## Examples of Goals, Objectives, Policies

### Reduce Pollution Exposure

- Reduce sources and vehicle trips
- Create compact developments
- Create buffer zones between oil drilling and pesticide applications and sensitive receptors
- Reduce water contamination

### Promote Public Facilities

- Equitable distribution and access
- Interagency coordination
- Provide notices and public announcements in the language residents understand

### Food Access

- Affordable and nutritious food supply
- Community gardens in food deserts
- Local purchasing

### Safe and Sanitary Homes

- Address unhealthy conditions
- Promote affordability
- Promote land use compatibility
- Prevent against displacement
- Prevent flood/sea level rise