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# 1. Introduction

## 1.1 Purpose of the General Plan

The Ventura County 2040 General Plan is a long-range plan that guides decision-making, establishes rules and standards for development and county improvements, and helps to inform residents, developers, and decision-makers. It reflects the County’s vision for the future, provides direction through the year 2040 on growth and development, and is an expression of the quality of life in Ventura County.

California law requires that every county and city adopt a general plan “for the physical development of the county or city, and of any land outside its boundaries which in the planning agency’s judgment bears relation to its planning.” (Gov. Code, § 65300.) A general plan serves as the jurisdiction’s “constitution” or “blueprint” for future decisions concerning a variety of issues including land use, health and safety, and resource conservation. All area plans, specific plans, subdivisions, public works projects, and zoning decisions must be consistent with the direction provided in the County’s General Plan.

The Ventura County 2040 General Plan serves several purposes:

- Provides the public opportunities for meaningful participation in the planning and decision-making process;
- Provides a description of current conditions within the county and trends influencing the future of the county;
- Identifies planning issues, opportunities, and challenges that should be addressed in the 2040 General Plan;
- Explores land use and policy alternatives;
- Ensures that the General Plan is current, internally consistent, and easy to use;
- Provides guidance in the planning and evaluation of future land and resource decisions; and
- Provides a vision and framework for the future growth of the County of Ventura.

Ventura County is unique in California due to the successful past efforts that have guided, and continue to guide, land use planning in the county. These include the following:

- The County of Ventura, cities within the county, and the Ventura Local Agency Formation Commission (LAFCo) adopted the Guidelines for Orderly Development in 1969 to direct urban-level development and services to the incorporated areas.
- Greenbelts, voluntary agreements between the County and one or more cities, are used to limit development of agricultural and/or open space areas within the unincorporated county. Through greenbelt agreements, cities commit to not annex any property within a greenbelt while the County agrees to restrict development to uses consistent with existing agricultural or open space zoning. There are seven greenbelts in Ventura County totaling approximately 164,000 acres.
- Save Open Space & Agricultural Resources (SOAR) refers to a series of voter initiative measures that have been approved by 8 of the 10 cities and the unincorporated area (Ojai and Port Hueneme have not adopted SOAR measures). SOAR measures within cities establish voter-controlled urban growth boundaries, known as City Urban Restriction Boundaries (CURBs). A city's annexation or approval of urban development of land outside of a CURB boundary requires voter approval. The County's SOAR measure, which is included as Appendix C and incorporated by reference into the General Plan, generally requires voter approval to re-designate land with Open Space, Agricultural, or Rural General Plan land use designations, and to amend the goals and policies for these land use designations.

### **Using the General Plan**

The General Plan is used by the Board of Supervisors, Planning Commission, and County staff to make decisions with direct or indirect land use and resource management implications. It also provides a framework for inter-jurisdictional coordination of planning efforts among officials and staff of the County and other government agencies (e.g., federal, state, regional, and local). County residents, property owners, and businesses also use the General Plan for guidance for particular geographic areas or for particular subjects of interest to them.

The General Plan is the basis for a variety of regulatory measures and administrative procedures. California planning law requires consistency between the general plan and its implementing programs, such as zoning and subdivision ordinances, capital improvement programs, area plans, specific plans, environmental review procedures and building and housing codes.

Over time the county's population will change, its goals will evolve, and the physical environment in which its residents live and work will be altered. In order for the General Plan to be a useful document, it must be monitored and periodically revised to respond to and reflect changing conditions and needs.

The General Plan should be reviewed annually to evaluate the progress in achieving its goals. A more comprehensive and thorough review should be done every five to 10 years to assess whether the plan needs to be refined or updated to reflect changes in local conditions, local priorities, or state law. State law permits the General Plan to be amended up to four times in any calendar year, unless special conditions apply as defined by Government Code sections 65358(c) and (d). Each amendment may contain more than one change to the General Plan.

## Administrative Provisions

**General Plan Amendments:** The County shall require that all privately initiated General Plan Amendments are screened by the Board of Supervisors to determine if the amendment is appropriate for further processing.

**Interpretations:** Although every effort has been made to provide goals, policies and programs that are clear, the necessity of interpreting such goals, policies and programs in light of specific and unusual cases will occur from time to time. When interpretation of General Plan goals, policies or programs is required, the Planning Director is responsible for the review and interpretation with the right of appeal by an applicant to the Planning Commission and the Board of Supervisors.

## 1.2 Vision and Guiding Principles

The General Plan vision and guiding principles provide direction for the future and introduce key themes to be addressed in the General Plan. Specifically, the guiding principles serve as touchstones to determine consistency of goals, policies, and implementation programs with the overarching vision.

### Vision Statement

A vision statement reflects what community members value most about the county and their shared aspirations for the future. The vision statement is intended to be inspirational and set the direction for the General Plan's goals, policies, and implementation programs. The visioning process helped to identify issues important to the community and provided early direction for alternatives development and analysis during the update process.

The following is the 2040 General Plan Vision Statement:

*Ventura County is an exceptional place to live, work, and play. Our quality of life and economic vitality are rooted in the stewardship of our cultural and natural resources, including agricultural lands and soils, open spaces, mountains, beaches, and talented people. The General Plan reflects the County's ongoing commitment to collaborate with residents, cities, businesses, and non-profit organizations to meet our social and economic needs in a sustainable manner, to protect the environment and address climate change, and to encourage safe, healthy, vibrant, and diverse communities to thrive.*

### Guiding Principles

Guiding Principles are central ideas that articulate the County's commitment to achieving the Vision Statement. They establish the framework for the ideas and concepts integral to the General Plan and served as touchstones during the process to develop and refine goals, policies, and programs.

#### **Land Use and Community Character**

Direct urban growth away from agricultural, rural, and open space lands, in favor of locating it in cities and unincorporated communities where public facilities, services, and infrastructure are available or can be provided.

#### **Housing**

Support the development of affordable and equitable housing opportunities by preserving and enhancing the existing housing supply and supporting diverse new housing types, consistent with the Guidelines for Orderly Development.

### ***Circulation, Transportation, and Mobility***

Support the development of a balanced, efficient, and coordinated multimodal transportation network that meets the mobility and accessibility needs of all residents, businesses, and visitors.

### ***Public Facilities, Services, and Infrastructure***

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

### ***Conservation and Open Space***

Conserve and manage the County's open spaces and natural resources, including soils, water, air quality, minerals, biological resources, scenic resources, as well as historic and cultural resources.

### ***Hazards and Safety***

Minimize health and safety impacts to residents, businesses and visitors from human-caused hazards such as hazardous materials, noise, air, sea level rise, and water pollution, as well as managing lands to reduce the impacts of natural hazards such as flooding, wildland fires, and geologic events.

### ***Agriculture***

Promote the economic vitality and environmental sustainability of Ventura County's agricultural economy by conserving soils/land while supporting a diverse and globally-competitive agricultural industry that depends on the availability of water, land, and farmworker housing.

### ***Water Resources***

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

### ***Economic Vitality***

Foster economic and job growth that is responsive to the evolving needs and opportunities of the County's economy and preserves land use compatibility with Naval Base Ventura County and the Port of Hueneme, while enhancing our quality of life and promoting environmental sustainability.

### ***Climate Change and Resilience***

Reduce greenhouse gas emissions to work toward achieving all adopted targets, proactively anticipate and mitigate the impacts of climate change, promote employment opportunities in renewable energy and reducing greenhouse gases, and increase resilience to the effects of climate change.

### ***Healthy Communities***

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

### ***Environmental Justice***

Commit to the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations and policies, protect disadvantaged communities from a disproportionate burden posed by toxic exposure and risk, and continue to promote civil engagement in the public decision-making process.

### 1.3 General Plan Organization

The 2040 General Plan is made up of two primary documents: Policy Document and Background Report.

#### Policy Document

A general plan is made up of a collection of “elements,” or topic categories. The state-mandated elements are: land use, circulation, housing, conservation, open space, noise, safety, air quality, and environmental justice. (Gov. Code, § 65302). Other elements may be included that address issues of local concern, such as economic development, agriculture, or water. (Gov. Code, § 65303). Under state law, if optional elements are included in the general plan, they carry the same weight of law as those that are legally mandated. Jurisdictions may organize general plans in anyway provided the plan addresses the required topics.

Table 1-1 shows how the elements of the Ventura County 2040 General Plan are organized to meet the requirements of state law.

**Table 1-1 Elements of the Ventura County 2040 General Plan**

	State-Mandated Elements									Optional
	Land Use	Circulation	Housing	Conservation	Noise	Open Space	Safety	Air Quality	Environmental Justice	
Land Use and Community Character	■					■			■	
Housing			■						■	
Circulation, Transportation, and Mobility		■							■	
Public Facilities, Services, and Infrastructure	■	■		■			■		■	
Conservation and Open Space				■		■		■	■	
Hazards and Safety	■				■		■	■		
Agriculture	■			■		■			■	■
Water Resources	■			■		■			■	■
Economic Vitality									■	■
Appendix B: Climate Change	■	■		■	■	■	■	■	■	■

Source: Mintier Harnish, 2019.

The Ventura County 2040 General Plan Policy Document is organized into 11 chapters: An Introduction, 9 elements, and a chapter containing County Area Plans. The General Plan also contains three appendices. The following provides a brief description of each chapter and appendix in the 2040 Ventura General Plan Policy Document. The two- or three-letter acronym following each element’s name represents the letters used to refer to the goals and policies under that element. See Section 1.4 for further information on use of these acronyms.



### 1. **Introduction**

The Introduction chapter provides an overview of the General Plan and the process used to develop the 2040 General Plan. This chapter also includes a Reader's Guide (Section 1.4) that provides useful information on how to read and use the goals, policies, and programs presented in each element.

### 2. **Land Use and Community Character Element (LU)**

The Land Use and Community Character Element establishes the pattern and intensity of land use in the county and sets forth policies and standards to guide future development. This Element serves as the primary vehicle for ensuring that new land uses are logically organized and developed in a way that is sustainable and enhances Ventura County's unique identity.

### 3. **Housing Element (HE)**

The Housing Element ensures that there is adequate land to appropriately accommodate the County's fair share of population growth and housing needs. The County adopted the 2014-2021 Housing Element in 2013 to identify and address housing needs in the county in compliance with state housing law. The 2040 General Plan integrates the County's current 2014-2021 Housing Element by formatting the document to be consistent with the 2040 General Plan.

### 4. **Circulation, Transportation, and Mobility Element (CTM)**

The Circulation, Transportation, and Mobility Element focuses on providing a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context. Beyond a transportation plan, this Element is a strategy for addressing infrastructure needs to ensure the adequate circulation of people, goods, and services.

### 5. **Public Facilities, Services, and Infrastructure Element (PFS)**

The Public Facilities, Services, and Infrastructure Element provides goals, policies, and programs to guide essential public facilities and services, energy efficiency, infrastructure funding, wastewater treatment and disposal, solid and hazardous waste, flood control and drainage, public utilities, community facilities, library facilities and services, parks and recreation facilities, law enforcement and emergency services, and fire protection.

### 6. **Conservation and Open Space Element (COS)**

The Conservation and Open Space Element focuses on the long-term preservation and conservation of both the county's natural and developed open space environment. This Element addresses a variety of topics, including open space, habitat conservation, energy resources, greenhouse gas (GHG) emissions, and climate change.

### 7. **Hazards and Safety Element (HAZ)**

The Hazards and Safety Element provides for the protection of the community from any unreasonable risks associated with the effects of the following: wildfire hazards, flood hazards, sea level rise and coastal flooding, geologic and seismic hazards, hazardous materials, transportation related hazards, oil and gas production and transportation incidents, military compatibility, noise, air quality, and increasing temperatures.

### 8. **Agriculture Element (AG)**

The Agriculture Element focuses on the protection, preservation, and expansion of productive agriculture. Agriculture plays a key role in shaping the economy and unique character of Ventura County.



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### 9. **Water Resources Element (WR)**

Water is an essential resource for the future of Ventura County, both for ensuring quality of life for residents and a sustainable economy. Adequate water supply is a current and ongoing concern in Ventura County because of climate change and drought, the related declines in river flows and reservoir levels, historic overdraft of several local groundwater basins, curtailment of groundwater supplies in southern Ventura County, new groundwater well prohibitions, and reduced deliveries of imported water.

### 10. **Economic Vitality Element (EV)**

The Economic Vitality Element focuses on supporting a resilient economy that promotes economic health of the county, sustainable funding for public services, a thriving business environment, and job retention and growth.

### 11. **Area Plans**

The current General Plan includes the following nine area plans:

- El Rio/Del Norte (ED)
- Lake Sherwood/Hidden Valley (LS)
- North Ventura Avenue (NV)
- Oak Park (OP)
- Ojai Valley (OJ)
- Piru (P)
- Thousand Oaks (TO)
- Coastal Area Plan
- Saticoy

Seven of the nine Area Plan have been updated as part of the 2040 General Plan. The acronyms following these Area Plan names are used in those Areas Plans to uniquely identify the goals and policies in each plan. The Coastal Area Plan and the Saticoy Area Plan were not updated as part of the 2040 General Plan process and are incorporated into the General Plan as previously adopted.

### 12. **Glossary**

Definition of key terms used in the 2040 General Plan.

#### A. **Appendix A**

This appendix contains Area Plan and Community land use maps.

#### B. **Appendix B**

This appendix covers climate change. The County developed an integrated approach to addressing climate change in the General Plan by incorporating related policies and programs throughout the General Plan elements, such that the General Plan will also serve as the County's Climate Action Plan (CAP). The purpose of this Climate Change Appendix is to provide further details regarding the General Plan's integrated climate action strategy, including a summary of results of key technical analyses used to develop the strategy.

#### C. **Appendix C**

This appendix contains a copy of the County of Ventura Measure (SOAR) Save Open Space and Agricultural Resources Initiative – 2050.

**D. Appendix D**

This appendix contains a copy of the County 1996 Guidelines for Orderly Development.

**Background Report**

The Background Report provides a “snapshot” in time of the existing county conditions. It presents physical, social, and economic resource information used to support the preparation of the General Plan. The data and information in the Background Report reflect a baseline date of June 2016. The Background Report serves as the foundation document from which subsequent planning policies and programs are formulated. The document is also used as the “environmental setting” section of the General Plan Program Environmental Impact Report (Program EIR).

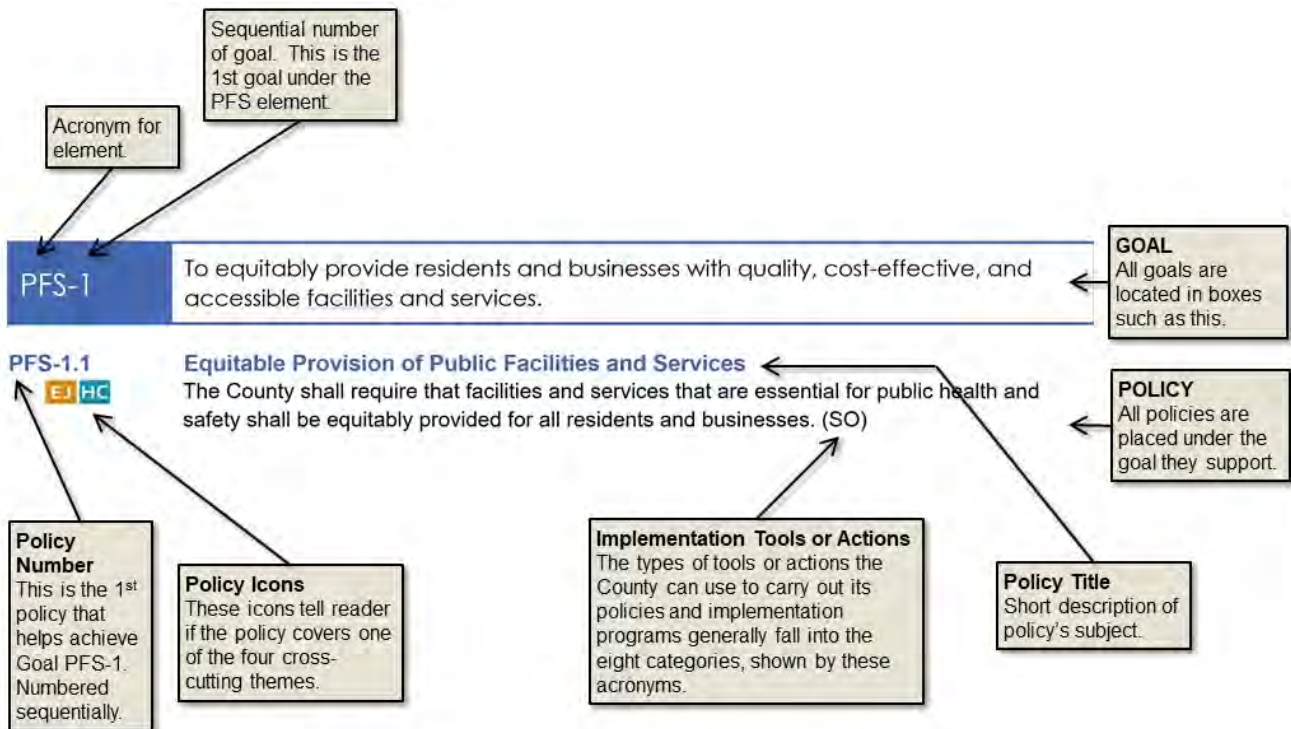
The County published the public review draft of the Background Report in March 2017, followed by a revised public review draft in October 2017, and a subsequent revision in January 2018. While there were no substantive changes, the County refined the information and made editorial revisions between each version.

**1.4 Readers’ Guide**

**Goals and Policies**

Each element contains the goals and policies that the County will use to guide future land use, development, resource management, and environmental protection decisions. The goals and policies in the General Plan are presented in a standard format. An explanation of this format, using a sample goal and policy, is illustrated below in Figure 1-1.

**Figure 1-1 How to Read Goals and Policies**



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## Goal

A goal is a statement that describes in general terms a desired future condition or “end” state. Goals describe ideal future conditions for a topic and tend to be very general and broad.

## Policy

A policy is a clear and unambiguous statement that guides a specific course of action for decision-makers to achieve a desired goal.

## Policy / Program Icons



The Ventura County 2040 General Plan contains a number of policies and programs that address cross-cutting topics that weave throughout the General Plan. In order to highlight these policies and programs, one or more of the icons shown to the left of this text are used. These icons identify policies and programs that directly relate to one or more of these topics. The icons are described below:



### Environmental Impact Report Mitigation

Where potential for significant environmental impacts was identified in the draft 2040 General Plan EIR, mitigation measures are proposed to reduce the level of impact in the form of new or revised policies or implementation programs. For the draft EIR, these policies and programs constitute mitigation measures pursuant to Section 15126.4 of the State CEQA Guidelines and ensure that implementation of the 2040 General Plan includes a feasible reduction in environmental impacts in accordance with CEQA. This method of incorporating mitigation measures into a proposed plan is consistent with Section 15126.4(a)(2) of the State California Environmental Quality Act (CEQA) Guidelines. The set of new and revised policies and programs that could be included in the 2040 General Plan will be presented before the Board of Supervisors when it considers whether to certify the Final EIR and adopt the 2040 General Plan. Mitigation measures eventually included in the 2040 General Plan would be identified with an EIR icon to track their origin.



*As the draft 2040 General Plan Program EIR will not be completed until after publication of the Public Draft 2040 General Plan (see Section 1.5 for a description of these documents), the EIR icon will not be used until the final General Plan is prepared.*



### Environmental Justice

Pursuant Government Code Section 65302(h), general plans must include an environmental justice element or include goals and policies in other element(s) of the general plan addressing health risks within designated unincorporated disadvantaged communities.



### Healthy Communities

Based on Board of Supervisors direction, the 2040 General Plan focuses on promoting healthy communities and the connection between the built environment and public health. Healthy communities focus on providing for a quality and sustainable environment, supporting economic and social development, ensuring social equity, and encouraging social relationships that are supportive and respectful to meet all residents’ basic needs across a lifespan. To improve health outcomes, the County needs to focus on policies, systems, and programs that address the social and environmental determinants of health.



### Climate Action Plan

The 2040 General Plan serves as the County’s Climate Action Plan (CAP) by including both a GHG Strategy and Climate Adaptation Strategy that are integrated throughout the 2040 General Plan. The GHG Strategy identifies policies and implementation programs that establish GHG emissions reduction

targets and GHG reduction measures, consistent with state guidance and applicable GHG protocols. The Climate Adaptation Strategy includes analysis of climate change vulnerability and adaptation measures that address unincorporated county vulnerabilities to climate change and increase the County's long-term resilience, per the requirements of Government Code Section 65302(g). The specific goals and policies under both strategies that would otherwise form a "stand-alone" CAP are integrated into the Ventura County 2040 General Plan.

### **Implementation Tools and Actions**

Many policies are specific enough to be applied and carried out directly as consistency with the General Plan is evaluated for future projects and actions. The types of tools or actions the County can use to carry out these policies generally fall into the eight categories listed below. For each policy, a set of two- to four-initial identifiers (shown in parenthesis at the end of each policy) tell the reader the tools or actions typically used to implement that policy.

- Regulation and Development Review (RDR)
- Master Plans, Strategies, and Programs (MPSP)
- Financing and Budgeting (FB)
- Planning Studies and Reports (PSR)
- Services and Operations (SO)
- Inter-Governmental Coordination (IGC)
- Joint Partnerships with the Private Sector (JP)
- Public Information (PI)

#### ***Regulation and Development Review (RDR)***

Many General Plan policies are implemented through regulations adopted by the County based on the County's constitutional police power to protect the public health, safety, and welfare. County ordinances also create a development review process that provides for County review of individual project proposals and authorizes the County to approve, deny, and condition projects based on their consistency with the General Plan. The following is a list of state, regional and County laws and regulations commonly used to implement the General Plan:

- Ventura County Building Code and State building codes
- CEQA and Ventura County Initial Study Assessment Guidelines
- Guidelines for Orderly Development / Save Our Open Space and Agricultural Resources (SOAR)
- Ventura County Subdivision Ordinance
- Ventura County Coastal and Non-Coastal Zoning Ordinances
- Ventura County Cultural Heritage Ordinance
- Development Review Process (review and processing of discretionary permit applications)

#### ***Master Plans, Strategies, and Programs (MPSP)***

The County has adopted strategies and programs focusing County attention on various types of county services and facilities, types of development, or geographic areas. These are prepared to provide more specific direction for County decision-makers, staff, and the public on how the General Plan will be implemented. They are not elements or components of the General Plan. The following is a list of some of the plans, strategies, and programs that the County has adopted:



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- Local Coastal Program
- Area Plans
- Specific Plans
- Ventura County Economic Vitality Strategic Plan
- [Ventura County Multi-Hazard Mitigation Plan](#)
- Mobile Home Rent Review Program

### ***Financing and Budgeting (FB)***

The development, maintenance, and operation of public facilities such as parks and drainage facilities and the provision of County services require financial resources that are derived from various sources. Programming of County capital projects and their funding over time is outlined in the County's Capital Improvement Program, which is updated annually. The following is a list of revenue sources used by or available to the County to support development, maintenance, or operation of public facilities and services:

- Property tax revenue
- Sales tax revenue
- User fees
- Rents
- Development fees
- Quimby Act (Park) dedications
- Community facilities and special assessment districts
- Bonds
- Special taxes
- Regional, State, and Federal funding

### ***Planning Studies and Reports (PSR)***

The County conducts studies and produces reports to collect and evaluate information related to specific issues. These studies and reports are undertaken at the direction of the Board of Supervisors as needed or are prepared annually to report on the status and implementation of the General Plan.

### ***Services and Operations (SO)***

The County provides a broad range of services to its residents, businesses, and visitors and manages and operates its facilities to meet community needs. How the County provides services and carries out its operations makes a significant difference in how effectively the General Plan is implemented.

### ***Inter-governmental Coordination (IGC)***

The County must coordinate with numerous local, regional, state, and federal agencies to implement the General Plan. These agencies provide services, facilities, or funding and administer regulations that directly or indirectly affect many issues addressed in the General Plan. The following is a partial list of public agencies that may play a role in implementing the General Plan:

- Local agencies such as cities, special districts, and school districts;
- Regional agencies such as Ventura Local Agency Formation Commission, Ventura County Air Pollution Control District, Ventura Council of Governments, and Ventura County Transportation Commission;

- State agencies such as Caltrans, General Services, California State University, California Environmental Protection Agency, California Coastal Commission, and Native American Heritage Commission; and
- Federal agencies such as U.S. Coast Guard, Naval Base Ventura County (NBVC), U.S. Fish and Wildlife Service, U.S. Army Corps of Engineers, and Federal Emergency Management Agency.

The County also recognizes unique public and private partnerships, which are described in more detail below:

### **Joint Partnerships with the Private Sector (JP)**

The County can combine its efforts with private sector efforts to improve public service delivery, manage public sector assets, or leverage private sector investment. By expanding the role of the private sector, the County can use its technical, management, and financial resources in creative ways to achieve objectives of the General Plan.

### **Public Information (PI)**

The County can use a wide range of techniques to keep residents informed of County services or other issues of interest. Public information can be distributed through media such as brochures, pamphlets, the County's website, workshops, seminars, public access television, radio, newspapers, public hearings, neighborhood and community meetings, County social media channels, and customer service hotlines.



**Source.** Each policy in the draft versions of the 2040 General Plan provides information on its source. This information is to aid in the review of the document and is not part of the actual policy. These source tags will be removed in the final version of the 2040 General Plan.

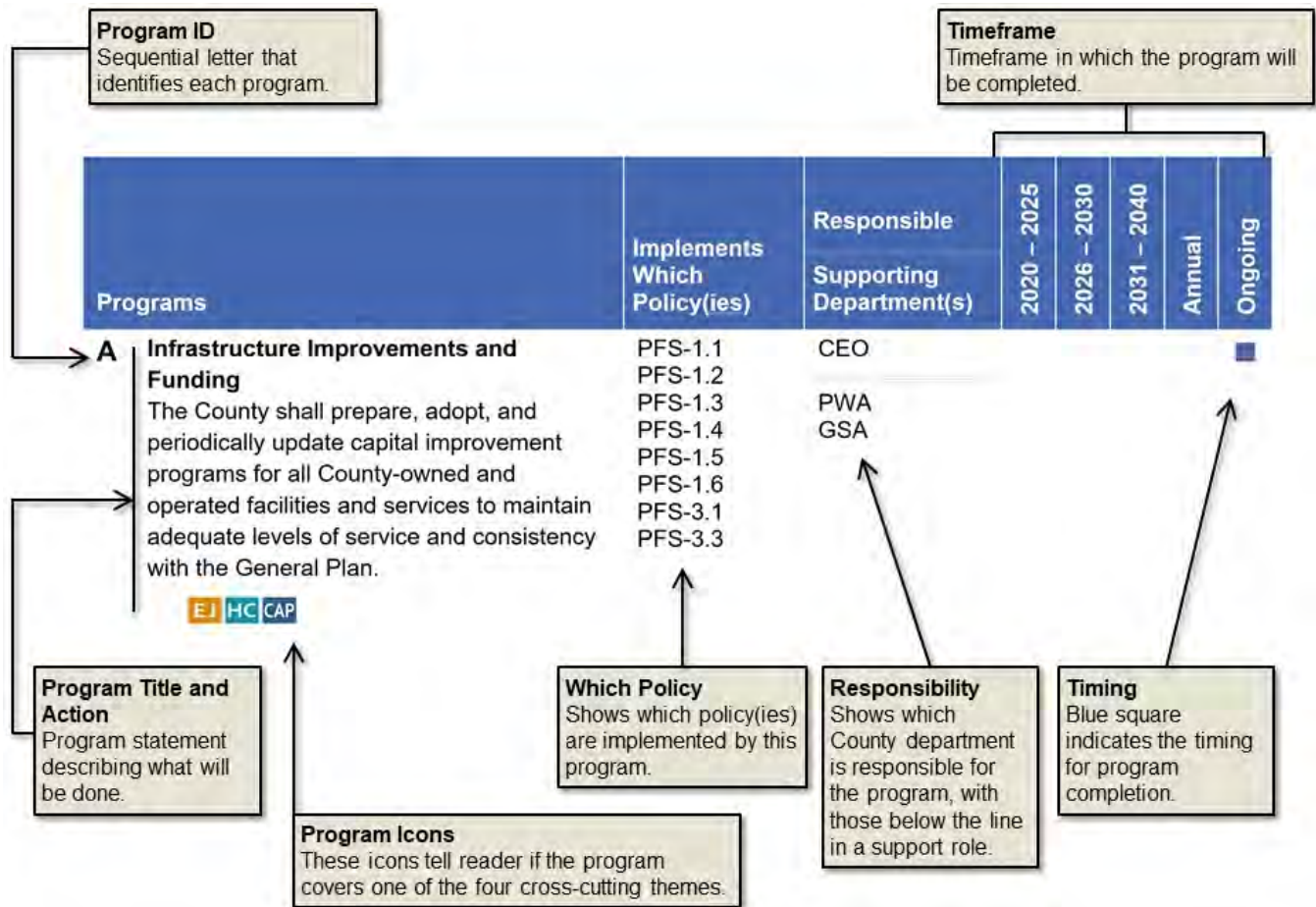
- GPP. A goal, policy, or program from the existing General Plan.
- New Policy. New policy developed based on inputs received or in response to state requirements.
- NBVC JLUS. Strategy from the NBVC Joint Land Use Study.
- EVSP. Strategy from the Ventura County Economic Vitality Strategic Plan.

## **Implementation Programs**

While many policies can be implemented as part of standard County operations, some policies require specific programs to assure their implementation. These implementation programs are included as the last section in each element in a format illustrated on Figure 1-2. Similar to policies, implementation programs that address one or more of the cross-cutting topics include an icon to highlight the implementation program's relationship to these topics, as applicable.

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**Figure 1-2 How to Read Implementation Programs**



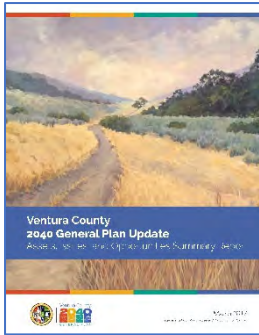
Under the “Responsibility” column on the Implementation Programs, acronyms are listed for the responsible and supporting County agencies. These are as follows:

- AG C Agricultural Commissioner
- AIR Ventura County Department of Airports
- CEO County Executive Office
- FD Ventura County Fire District/Department
- GSA General Services Agency
- HD Harbor Department
- HCA Health Care Agency
- HR Human Resources
- LIB Library
- PWA Public Works Agency
- REA Regional Energy Alliance
- RMA Resource Management Agency
- VCSO Ventura County Sheriff’s Office

## 1.5 Milestone Documents

In addition to the Background Report, the County prepared several additional documents throughout the 2040 General Plan Update process.

### Assets, Issues, and Opportunities Summary Report



The County published the Assets, Issues, and Opportunities Summary Report in March 2017. This report documents public input received during the first phase of the 2040 General Plan Update project and identifies issues and opportunities to be addressed during the next phases of the project. This report consists of three parts: a comprehensive summary of community input; a discussion of issues and opportunities that emerged from that input; and appendices that include all public input. This report does not draw conclusions or suggest how the County should proceed in the development of the General Plan goals, policies, and implementation programs. Rather, it provides a summary of public input to facilitate discussion on important topics.

### General Plan Update Public Opinion Survey Summary Report

The County published the General Plan Update Survey Summary Report on October 30, 2017. This report provides an overview of the purpose of the public opinion survey, methodology, and key findings. The County conducted the survey to provide objective, statistically reliable measures of residents' opinions on key issues to be addressed in the 2040 General Plan.



### Vision and Guiding Principles

The County published the draft Vision and Guiding Principles in January 2018, which the Board of Supervisors reviewed during its January 23, 2018 meeting. Based on public input, the County refined the draft statements and published the next draft on May 5, 2018.

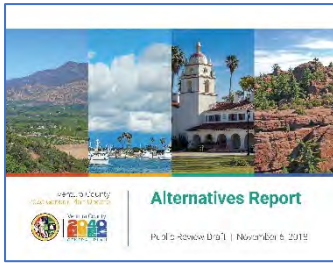
### Alternatives Concept Report

The County published the Alternatives Concept Report on April 17, 2018 as the first step in the evaluation of alternatives. The report was designed to provide community members, stakeholders, and decision-makers with an annotated outline of the topics to be covered as part of the full Alternatives Report. The report also provided an opportunity to gain public input and direction from the Board of Supervisors regarding the scope and analysis to be conducted as part of the alternatives' evaluation.





## Alternatives Report



The County published Chapters 1 to 6 of the Alternatives Report in July 2018, and Chapters 7 to 9 in November 2018. This report is the culmination of the Alternatives Phase of the General Plan Update project, which develops and explores different options for how the county could grow in the future and how the General Plan Update project could address major policy issues. This phase included discussions with community members, stakeholders, and decision-makers about General Plan organization, population projections, land use capacity assessment and alternatives, and policy options. This process provided the

community with an opportunity to discuss pros and cons of different growth alternatives, ways to achieve the vision, and build consensus for a Preferred Alternative. The Preferred Alternative provided the framework for future growth and resource protection and established the basis for the updated goals, policies, and implementation programs that comprehensively address land use, mobility, public facilities, environmental quality, water conservation, agricultural resources, and healthy communities.

## 1.6 Community Engagement

The 2040 General Plan was shaped by an extensive community engagement program to ensure all community members had the opportunity to be involved = in the 2040 General Plan update process. The County gathered community input through the following methods:

- Public Opinion Survey
- Workshops, Open Houses, and Informational Sessions
- Public Presentations
- Project Website – [www.VC2040.org](http://www.VC2040.org)
- General Plan Advisory Bodies
  - Technical Advisory Committee (TAC)
  - Focus Groups
  - Agricultural Policy Advisory Committee
  - Municipal Advisory Councils and Piru Neighborhood Council
- Planning Commission and Board of Supervisors Meetings, Working Sessions, and Hearings



*Some of the items listed below are planned for future dates that have not been confirmed at this time. Please check the County's website for dates and locations.*

### Public Opinion Survey

In the Fall of 2017, the County conducted a survey to provide objective, statistically reliable measures of residents' opinions on a number of key issues to be addressed in the General Plan Update project. The results of the survey were combined with information gathered through other public input methods to help develop the 2040 General Plan.

## Workshops, Open Houses, and Informational Sessions

### ***Pre-Scoping Public Workshops***

In April 2015 the County initiated a project to review the 1988 Ventura County General Plan and prepare a General Plan Update work program to consider options for updating that Plan. As part of this project, the County held three public workshops on April 22 and 23 of 2015. At each workshop, County staff and consultants briefed community members on the basics of General Plans, including their structure, content, timeline, and the reasons the County was contemplating a General Plan Update. They then described three workshop exercises to gather community input on major assets, issues, and opportunities in the county. The Work Program Options Report, published on June 26, 2015, discusses the results of these community workshops.



### ***Assets, Issues, and Opportunities Community Workshops***

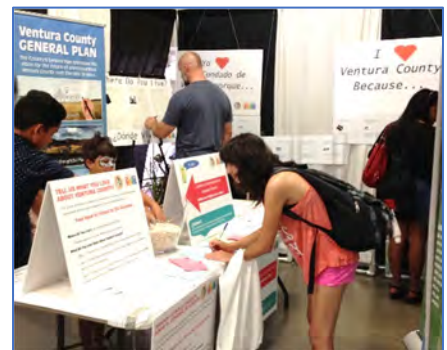


From July 13 to August 11, 2016, County staff facilitated 12 community workshops throughout the county. During the workshops, over 250 participants learned about the General Plan Update and discussed their views on the community’s major assets, current issues, and opportunities. Six of the community workshops were conducted in coordination with the County Municipal Advisory Councils while the remainder were provided to areas without a Municipal Advisory Council or similar organization.

In addition to in-person events, the General Plan Update used an online questionnaire to facilitate remote participation. The online questionnaire received 136 responses and provided background information and questions commensurate with the in-person community workshops.

### ***Interactive General Plan Update Booth at the Ventura County Fair***

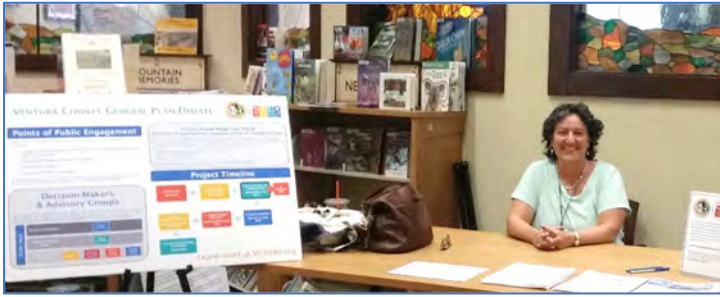
In addition to the 12 community workshops, from August 3 to 14, 2016, the County hosted a booth at the Ventura County Fair to inform residents about the General Plan Update project and gather input. The booth was in the Agriculture building alongside exhibits showcasing the county’s natural resources. During the Fair, County staff provided information on the General Plan Update project’s purpose, process and ways to get involved. It featured informational posters in both English and Spanish.



### ***General Plan Update Information Booth at the Ventura County Government Center***

County staff hosted an information booth at Ventura County Government Center’s Hall of Administration from October 31 to November 4, 2016. The information booth included materials to inform residents about the General Plan Update project and gather input. The booth provided information on the General Plan Update project’s purpose, process, and ways to get involved. It featured informational posters in both English and Spanish.

## ***Vision and Guiding Principles Community Meetings and Open House Events***



From July 17 to August 12, 2017, County staff held seven community meetings and four open house events to provide information on the proposed Vision and set of Guiding Principles. The County conducted open house events in coordination with the six Municipal Advisory Councils and the Piru Neighborhood Council. Open house events were facilitated as pop-up information booths with County staff present to

answer questions and provide information about the General Plan Update project. The Open House events were conducted in local libraries and parks for communities that did not have a Municipal Advisory Council or neighborhood council to host a community meeting.

## ***General Plan Update Information Booth at the Ventura County Government Center***

County staff hosted an information booth at Ventura County Government Center’s Hall of Administration from July 24<sup>th</sup> to 28<sup>th</sup>, 2017. It featured informational posters in both English and Spanish.



## ***Evaluating Alternatives Community Open Houses***

From March 14 to April 4, 2018, General Plan Update staff facilitated six community open house events to inform the public on findings from the evaluation of land use alternatives and prospective policy topics. Over 130 members of the public attended the community events, during which they participated in interactive activities. Materials were available in English and Spanish at all events, and the final open house was facilitated in Spanish with translation services available in Mixtec.

## ***VC2040 Draft General Plan Community Open Houses***

As part of the review of the Preliminary Public Review Draft 2040 General Plan, the County held a set of seven community workshops/open houses in Spring 2019. These events allowed participants to learn more about the 2040 General Plan and to ask questions of County staff.

## **Public Presentations**

The County General Plan Update project staff also provided public presentations to various community and agency groups, as requested. Groups included the following:

- Graduate and undergraduate classes at California Lutheran University;
- Municipal Advisory Councils in the Casa Conejo, El Rio-Del Norte, Oak Park, Oak View, Santa Rosa Valley, and Somis communities;
- Santa Clara River Watershed Committee;
- Student group from California Polytechnic Institute of San Luis Obispo;
- Partnership for a Healthy Ventura County;
- Piru Neighborhood Council;
- Ventura County Agricultural Policy Advisory Committee;

- Ventura County Cultural Heritage Board;
- Ventura County Economic Development Association;
- Ventura Local Agency Formation Commission;
- Ventura County Community Transformation Leadership Team; and
- Open Space Roundtable.

### **Project Website – [www.VC2040.org](http://www.VC2040.org)**

To help expand the outreach efforts of the General Plan, the County maintained a project website ([www.VC2040.org](http://www.VC2040.org)) to provide information on the process including meeting dates and locations, past meeting minutes, and project documents. The County regularly updated and used the project website throughout the General Plan update process to keep community members informed and involved.

- **Online Workshop Questionnaire for “Assets, Issues, and Opportunities”**  
From July 13 to September 1, 2016, the County provided an Online Workshop Questionnaire for community members who were unable to attend any of the 12 community workshops. The questions on the Online Workshop Questionnaire were similar to the exercises from the community workshops.
- **Online Workshop Questionnaire for “Vision and Guiding Principles”**

### **General Plan Advisory Bodies**

#### ***Technical Advisory Committee (TAC)***

The TAC consists of County agency directors, deputy directors, and senior management staff who oversee agencies, departments, or programs, and implement policies that the General Plan will address. The TAC was established to provide data, information, and feedback at key points during the General Plan update process.

#### ***Focus Groups***

The County established seven Focus Groups to provide input on the following topic areas: agriculture, climate change, economic development, housing, open space and recreation, transportation and infrastructure, and water. Focus Group members are subject matter experts who represent a variety of disciplines and provide input on public review draft documents at key points throughout the project.

- April 2016      TAC and Focus Group Kick-Off Meeting
- March 2017      Provided input on Draft Background Report
- April 2018      Provided input on Alternatives Concept Report, land use alternatives and policy topics
- April 2019      Provided input on Preliminary Public Review Draft 2040 General Plan

#### ***Agricultural Policy Advisory Committee***

The Agricultural Policy Advisory Committee includes five members, with one member appointed to represent each of the five Board of Supervisor districts. The Agricultural Policy Advisory Committee provided recommendations to the Planning Commission and Board of Supervisors on the 2040 General Plan Update project.



## ***Municipal Advisory Councils and Piru Neighborhood Council***

The County's six Municipal Advisory Councils (Ojai Valley, Casa Conejo, El Rio/Del Norte, Santa Rosa Valley, Oak Park, and Somis) and the Piru Neighborhood Council served as convening organizations for community workshops and provided recommendations to the Planning Commission and Board of Supervisors on the 2040 General Plan Update project.

- **Overview Presentation Provided at Ventura County Municipal Advisory Councils**

From May 16 to June 30, 2016, County staff presented an overview of the General Plan Update scope of work, schedule, and roles and responsibilities of the Municipal Advisory Councils.

- **Proposed Vision and Guiding Principles**

From July 17 to 26, 2017, County staff presented information and received feedback on the 2040 General Plan's proposed Vision and Guiding Principles.

- **Project Update for the 2040 General Plan**

From March 13 to 26, 2019, County staff presented information related to the impending release of the Preliminary Public Review Draft 2040 General Plan and the public participation opportunities that would follow its release.

## **Planning Commission and Board of Supervisors Meetings, Working Sessions, and Hearings**

The Planning Commission and Board of Supervisors were engaged in each step of the development of the 2040 General Plan (illustrated on Figure 1-3). Their insight and guidance were key to developing the 2040 General Plan. At each of the following meetings and work sessions, the public was invited to provide input.

### ***Planning Commission Work Sessions***

- **April 7, 2016**

Presentation of an overview of the Planning Commission roles and responsibilities, final work program and schedule, and proposed Community Engagement Strategy.

- **June 8, 2017**

Presentation of the Assets, Issues, and Opportunities Summary Report and the Draft Background Report.

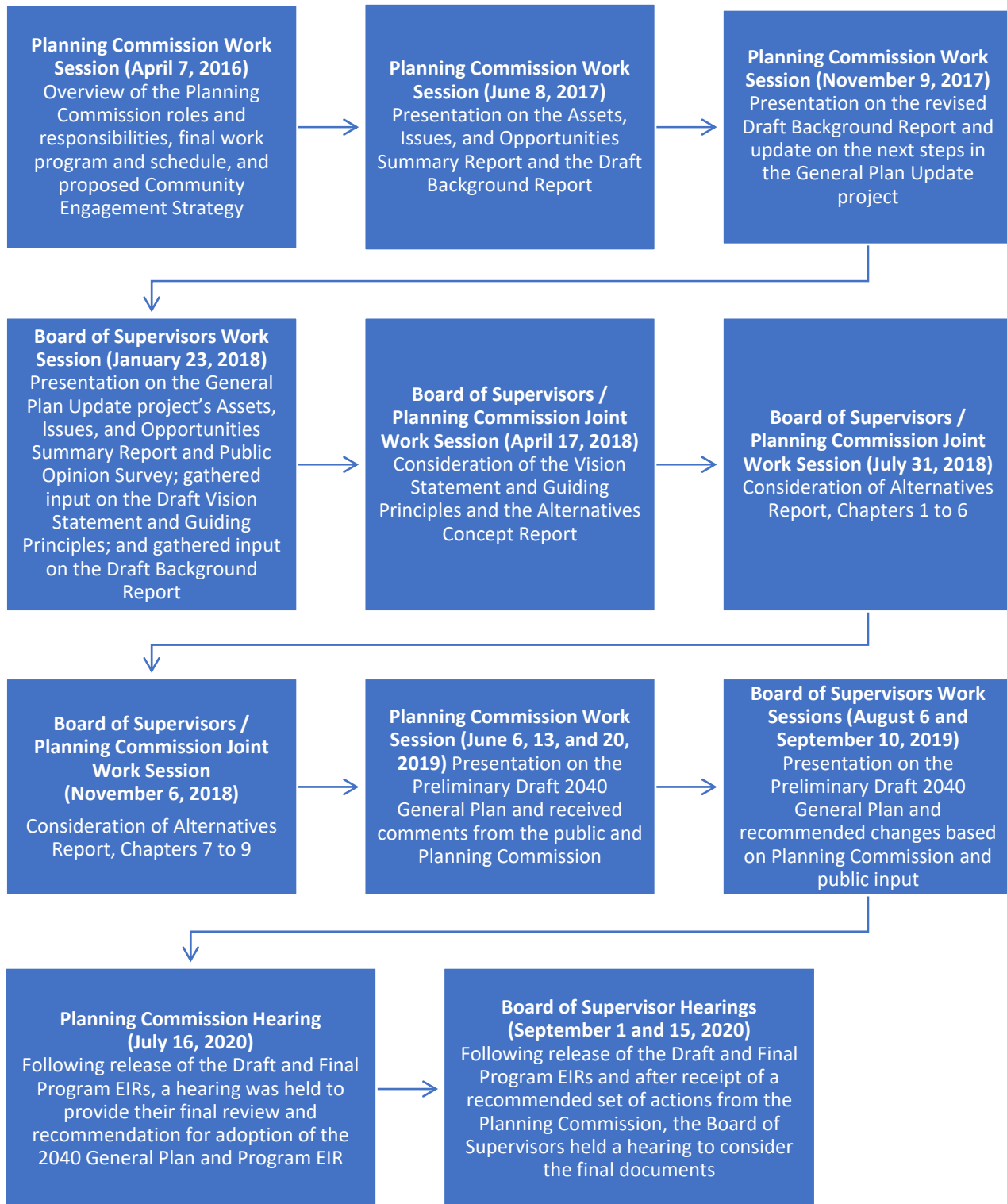
- **November 9, 2017**

Presentation of the revised Draft Background Report and update the Planning Commission on next steps for the General Plan Update project.

- **June 6, 13, and 20, 2019**

Presentation of the Preliminary Public Review Draft 2040 General Plan and receive comments from the public and Planning Commission. This review occurred over several meetings. As part of these meetings, the Planning Commission made recommendations on the content of the 2040 General Plan to be used in the preparation of the Draft Program EIR.

Figure 1-3 Planning Commission and Board of Supervisors Process Integration



## ***Board of Supervisors Work Sessions***

- **January 23, 2018**  
Receive and file the General Plan Update project's Assets, Issues, and Opportunities Summary Report and Public Opinion Survey; provide input on the Draft Vision Statement and Guiding Principles; and provide input on the Draft Background Report.
- **August 6 and September 10, 2019**  
Presentation of the Preliminary Public Review Draft 2040 General Plan and recommended changes based on Planning Commission and public input. As part of these meetings, the Board of Supervisors made recommendations on the content of the 2040 General Plan to be used in the preparation of the Public Review Draft General Plan and Draft Program EIR. The September 10, 2019 Work Session included the review of the policy changes recommended at the August 6, 2019 Work Session and consider outstanding questions.

## ***Board of Supervisors / Planning Commission Joint Work Sessions***

- **April 17, 2018**  
Consideration of the Vision Statement and Guiding Principles and the Alternatives Concept Report.
- **July 31, 2018**  
Consideration of Alternatives Report, Chapters 1 - 6.
- **November 6, 2018**  
Consideration of Alternatives Report, Chapters 7 - 9.

## ***Planning Commission Hearings***

- **July 16, 2020**  
Following release of the Draft and Final Program EIRs, a hearing was held with the Planning Commission to provide their final review and provide their recommendations on the 2040 General Plan and Program EIR. At this hearing, the Planning Commission received public testimony and made final recommendations on any changes needed. The Planning Commission then recommended approval of both documents to the Board of Supervisors for their consideration.

## ***Board of Supervisor Hearings***

- **September 1 and September 15, 2020**  
Following release of the Draft and Final Program EIRs and after receipt of a recommended set of actions from the Planning Commission, the Board of Supervisors held hearings to consider the final documents. Following public testimony and discussion and requested changes, the Board of Supervisors acted to certify the Program EIR and to adopt the 2040 General Plan.

*Please see the next page.*