

# Ventura General Plan Update Public Engagement Plan

*Our Vision. Our Future.*

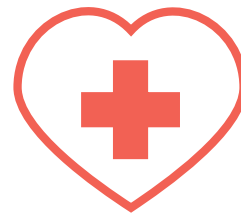


# What is a General Plan?

The “Our Vision. Our Future.” General Plan hopes to inspire our community to be intimately involved in preparing the vision for the future of Ventura.

California state law requires every city and county to maintain an up-to-date “General Plan” to guide future growth and development. The General Plan is a long-term (25+ year) policy document that defines the future of the City of Ventura and addresses many important topics such as:

- Land use for new development
- Affordable housing
- Roadways and transportation
- Economic development
- Conservation and open space
- Climate change and environmental sustainability
- Public safety
- Parks and recreation
- ...and more!



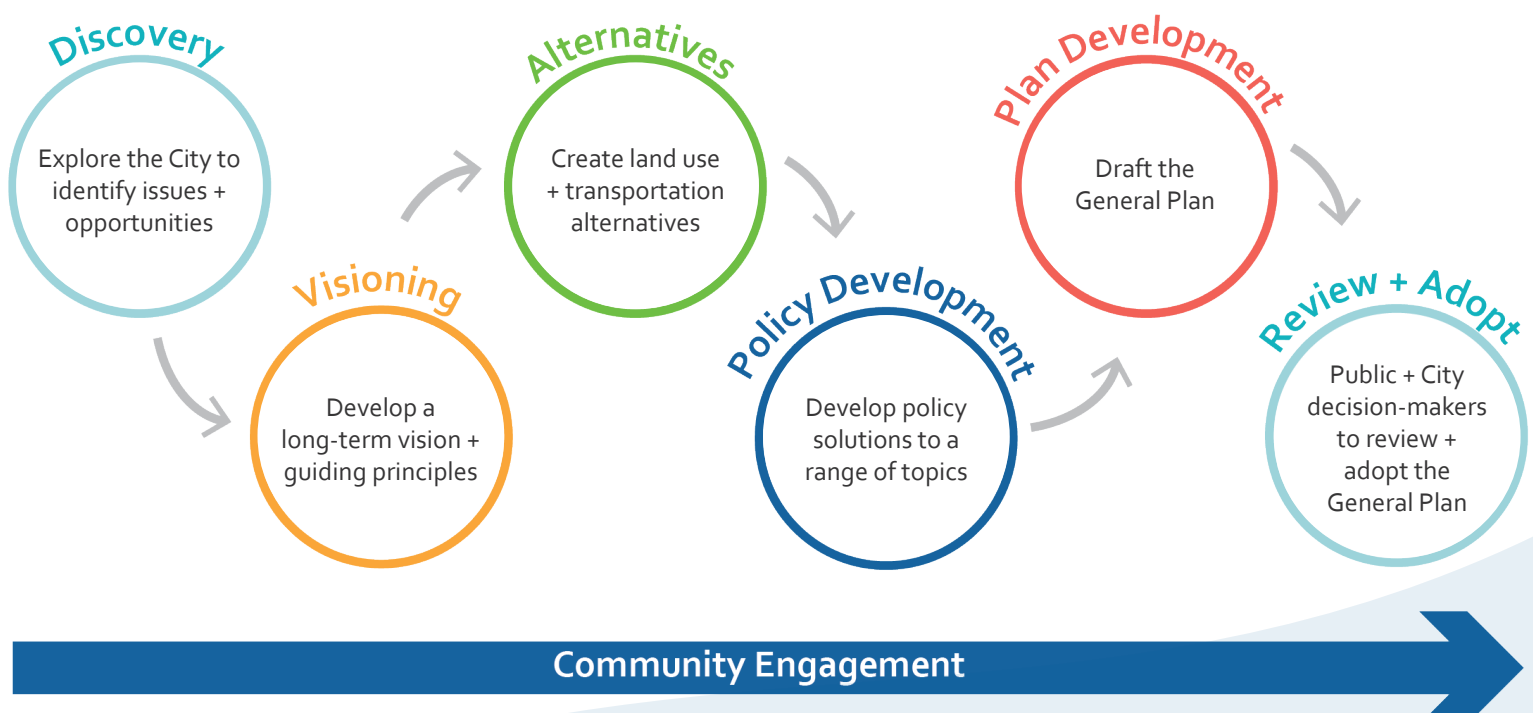
Ventura’s last General Plan was updated in 2005. The City of Ventura is embarking on an update to this important plan with the theme of

***“Our Vision. Our Future.”***

# What is the General Plan process?

Preparing an updated General Plan takes approximately three years to complete from start to finish. The steps in the engagement and development process are divided into six key phases. The timeline of the six phases are:

1. **Discovery:** Explore the City to identify issues and opportunities
2. **Visioning:** Develop a long-term vision and guiding principles for the community
3. **Alternatives:** Create land use and transportation alternatives
4. **Policy Development:** Develop policy solutions for a range of topics
5. **Plan Development:** Draft the General Plan
6. **Review and Adoption:** Review and adopt the General Plan and associated documents



# How will decisions be made?

While the General Plan is a policy document, its real value is inviting the community to come together to create a shared vision for the City of Ventura's future. Throughout the development of the plan, we will:

- Invite the public, elected officials, and local businesses to share comments and ideas.
- Present the comments and ideas to the city's boards & commissions.
- Draft the final document for review and approval from the City Council.



# What are the goals of community engagement?

The goal of the General Plan is to build a framework for maintaining and enhancing Ventura's quality of life. This includes a balance of living, working, and shopping in Ventura. To achieve this goal, we will:

- 1**  
**Inspire**  
the community to share ideas in guiding Ventura's future
- 2**  
**Empower**  
the public in supporting timely decisions
- 3**  
**Enhance**  
two-way engagement with the public, stakeholders, commissions, and council
- 4**  
**Ensure**  
clear and consistent messaging across the city
- 5**  
**Deliver**  
community valued results

# Who should get involved?

**In short, everyone!**

The General Plan is relevant to anyone who lives, works, shops, or spends time in our city. This includes but is not limited to:

- Residents
- Appointed and Elected Officials
- Business Owners
- Property Owners
- Employees Working in the City
- Schools
- Places of Worship
- Universities
- Public Agencies who Serve the City
- Non-Profit Service and Advocacy Organizations





# What engagement activities are planned?

The City will host many events and activities to engage Ventura residents and stakeholders. These activities will be designed to allow the public to participate in a way that is easy, user friendly, and accessible to everyone. Some of the key activities that will occur throughout the process are:



Project website with information and updates



Community surveys



Safe, in-person and virtual public workshops and open houses, for citywide topics and individual neighborhoods



Development of a General Plan Advisory Committee to help guide the process

## Understanding the Future video series

"Understanding the Future" is a new video series that offers unique insight into Moffett Park and how the City is working collaboratively to respond to challenges and forge a path for the future. The series covers a range of topics including mobility, open spaces, and market conditions. We look forward to hearing your feedback and insight through corresponding micro surveys unique to each topic.

Hear a few words from the Moffett Park Specific Plan's project manager as she introduces the series:



Educational videos and events with guest speakers on specific topics of interest



City Council, board and commission study sessions to share what the future could look like and gather feedback from decision-makers

# How are we reaching all residents?

One of the greatest challenges of community engagement, especially now during COVID-19, is diversity and involvement from those who aren't typically engaged in city planning efforts. This is especially true for low-income and minority households, homebound seniors, youth, and young parents. To achieve the greatest level of participation, the City of Ventura will:

- Ensure that all **materials are bilingual** for our residents who are not fluent in English and use guidelines from the California Web Accessibility standards for ADA compliance.
- **Leverage digital communications channels** to inform our residents throughout the process such as social media, electronic newsletters, and website.
- **Partner with community groups** including churches, community councils and not-for profit organizations to increase engagement and build relationships.
- **Conduct meetings, public events and community events**, either virtually or in-person to encourage participation.
- **Distribute printed materials** such as flyers, surveys and fact sheets to organizations serving different segments of the community at key locations such as food banks, supermarkets, unemployment offices and coffee shops.



## What can you do to get involved?

As the saying goes,

*“The journey of a thousand miles begins with a single step”*

Help us build and shape the vision and future for Ventura. To get involved in the City of Ventura's General Plan, visit [planventura.com](http://planventura.com) to learn more or sign up for email updates and invites to upcoming events.

# Our Vision. Our Future.

To learn more about the Ventura General Plan Update, visit:  
[planventura.com](http://planventura.com)

Share questions and comments  
by email or phone:

[planventura@cityofventura.ca.gov](mailto:planventura@cityofventura.ca.gov)

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