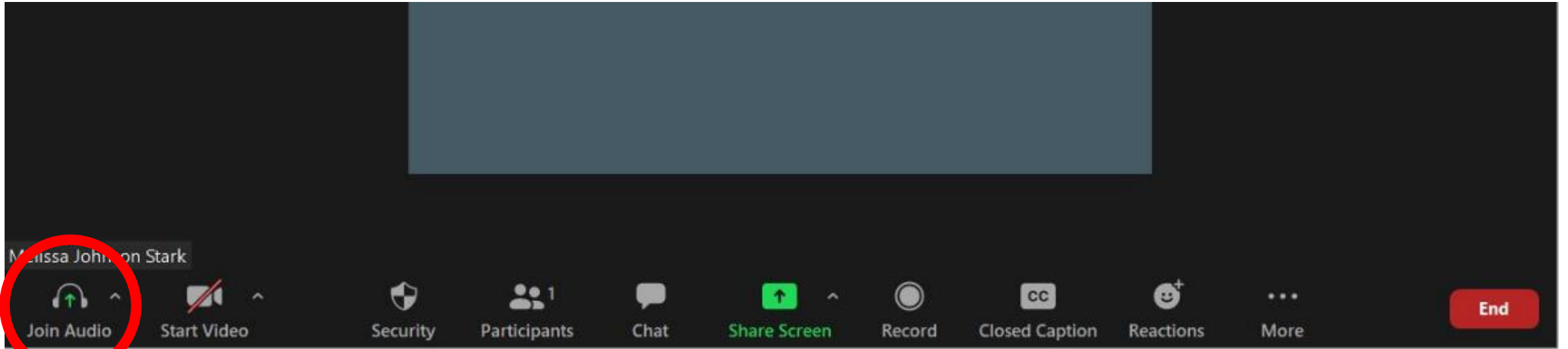


# General Plan Advisory Committee: Meeting #2

March 16, 2021



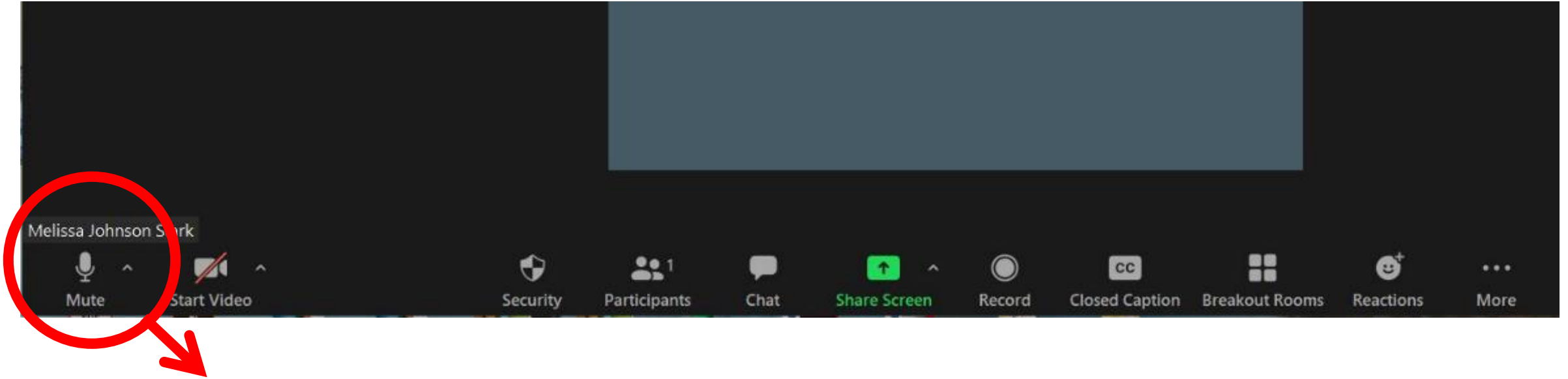
# Zoom Instructions



## *Join Audio*

- Two options:
  - *Use your device's audio*
  - *Call in using a cell phone*

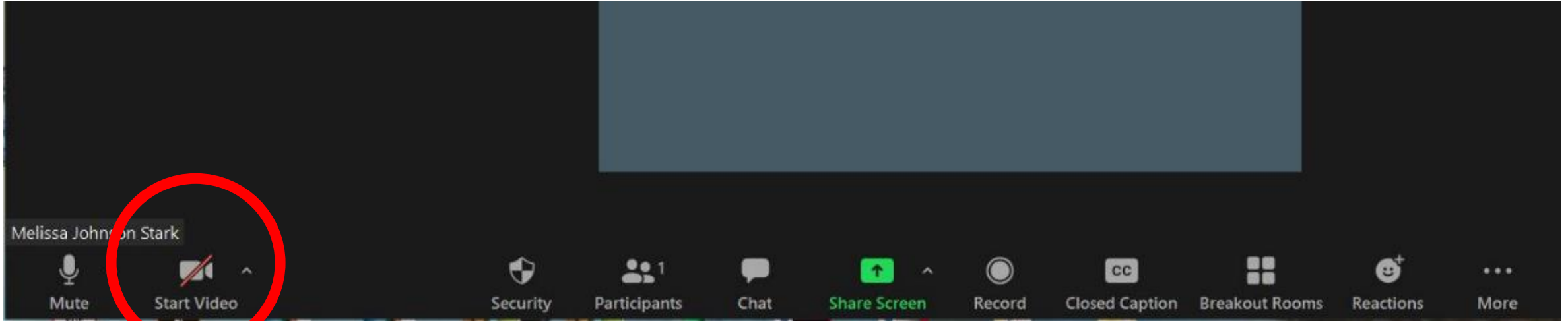
# Zoom Instructions



## *Once Audio is Connected – Please Mute*

- Please remain muted until it is your turn to speak
- To un-mute, press the same button

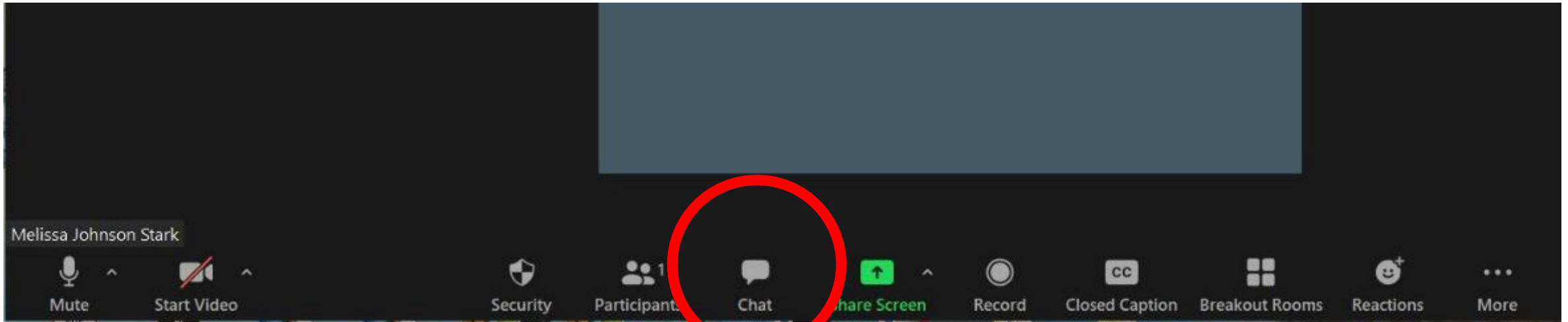
# Zoom Instructions



## *Start Video (GPAC Only)*

- **GPAC:** Please keep your camera on for the duration of the meeting
- **Public:** Please keep your camera off unless speaking during public comment

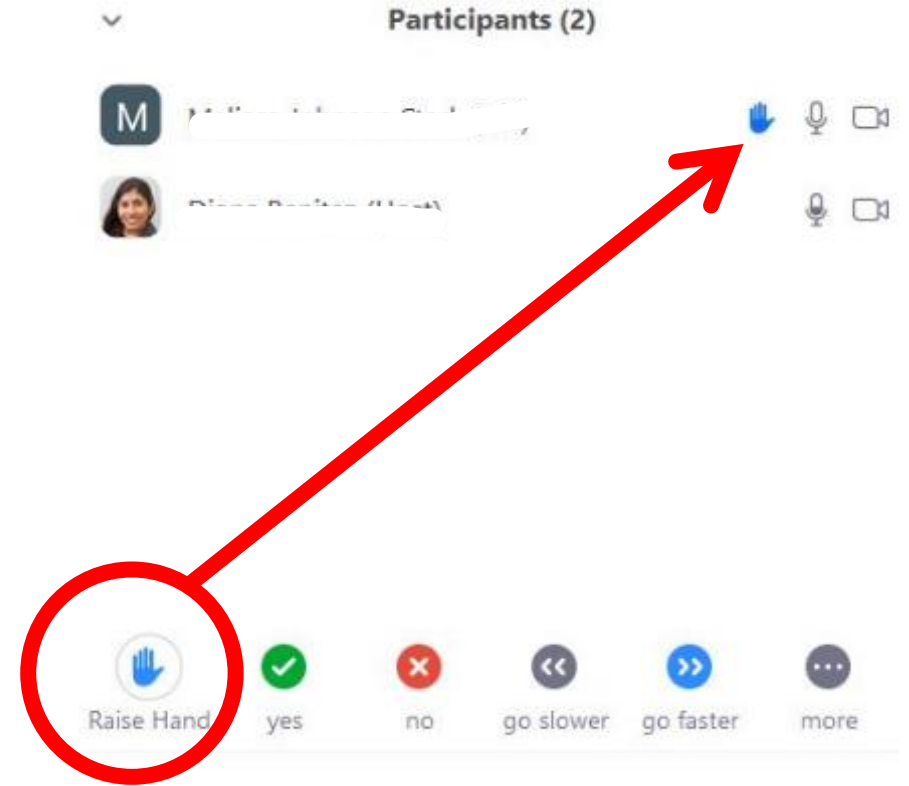
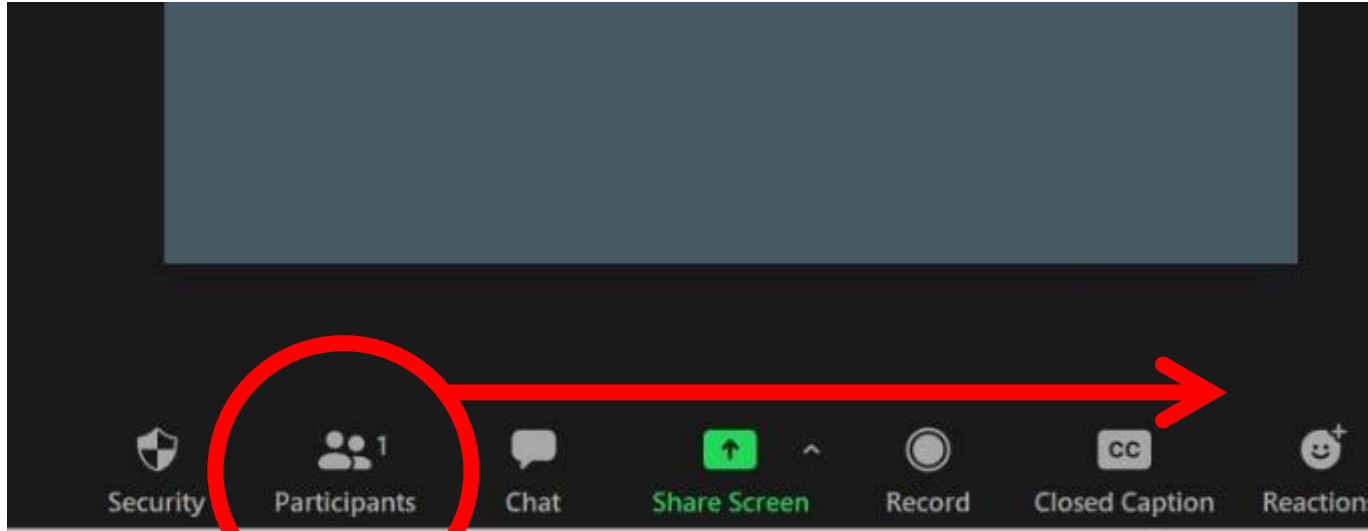
# Zoom Instructions



## *Chat for Questions/Comments*

- To submit a question or comment, please use the “Chat” feature. We will address it during public comment (time permitting).

# Zoom Instructions



## *Raise your "Hand" to Speak*

- Please use the "Raise Hand" feature if you want to speak – the team will call on GPAC members individually. Please remain muted until called on.
- **Public:** Please only raise your hand during public comment.

# Opening of Meeting Lorrie Brown (Chair)

March 16, 2021



# Meeting Objectives

- Provide an overview of the demographics of Ventura
- Review community engagement plan
- Discuss results of preliminary community engagement
- Brainstorm on key issues and opportunities





# Agenda

- Introductions
- City updates
- Demographics
- Community Engagement
- Breakout groups
  - Engagement
  - Issues and opportunities
- Public comments
- Wrap-up and next steps





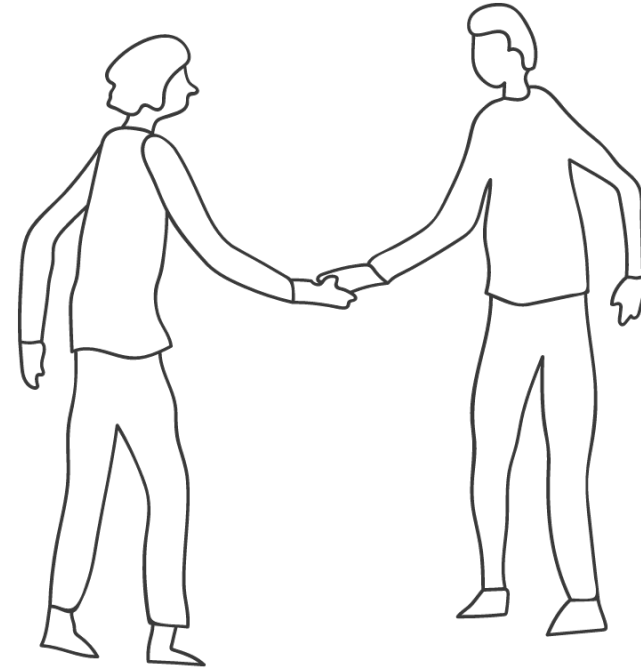
# Introductions

# City Staff and Consultants

- Peter Gilli– Community Development Director
- Neda Zayer – Assistant Community Development Director
- Dara Sanders – Planning Manager
- Andy Heglund – Senior Assistant City Attorney
- Heather Sumagaysay – Public Information Officer
- Jennifer Buckley – Community Outreach Specialist
- Simran Malhotra – Raimi + Associates
- Aram Kamali – Raimi + Associates
- Susan Harden - Circlepoint

# GPAC Introduction

- Let's continue to get to know each other!  
Please share:
  - Your name
  - The most critical issue facing Ventura (a short phrase only, please!)



# GPAC Members

- Lorrie Brown, Chair
- Doug Halter, Vice-Chair
- Philip Bohan
- Nicholas Bonge
- Stephanie Caldwell
- Kyler Carlson
- David Comden
- Joshua Damigo
- Nicholas Deitch
- Peter Freeman
- Kacie Goff
- Kelsey Jonker
- Stephanie Karba
- Erin Kraus
- Louise Lampara
- Scott McCarty
- Bill McReynolds
- Daniel Reardon
- Sabrena Rodriguez
- Alejandra Tellez
- Abagale Thomas
- Dana Worsnop



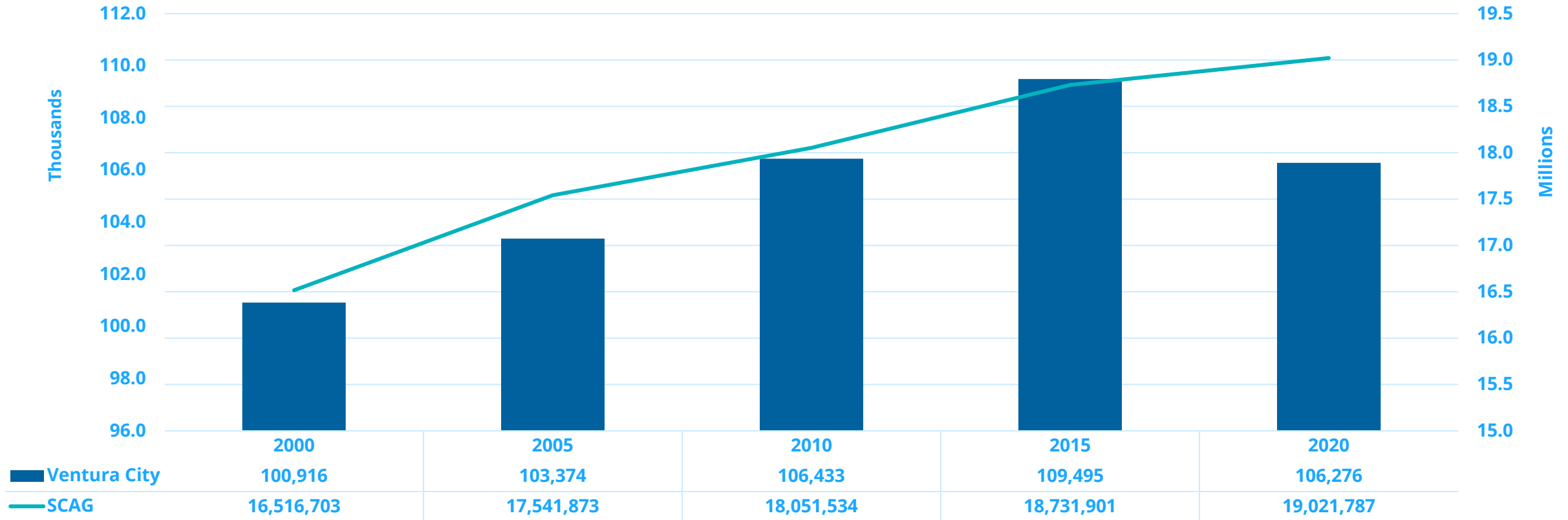
# Demographics

# Purpose of Overview

- High-level review of top indicators
- Frame the discussion for engagement and outreach
- Additional data will be provided topically and by subarea in upcoming Existing Condition Reports

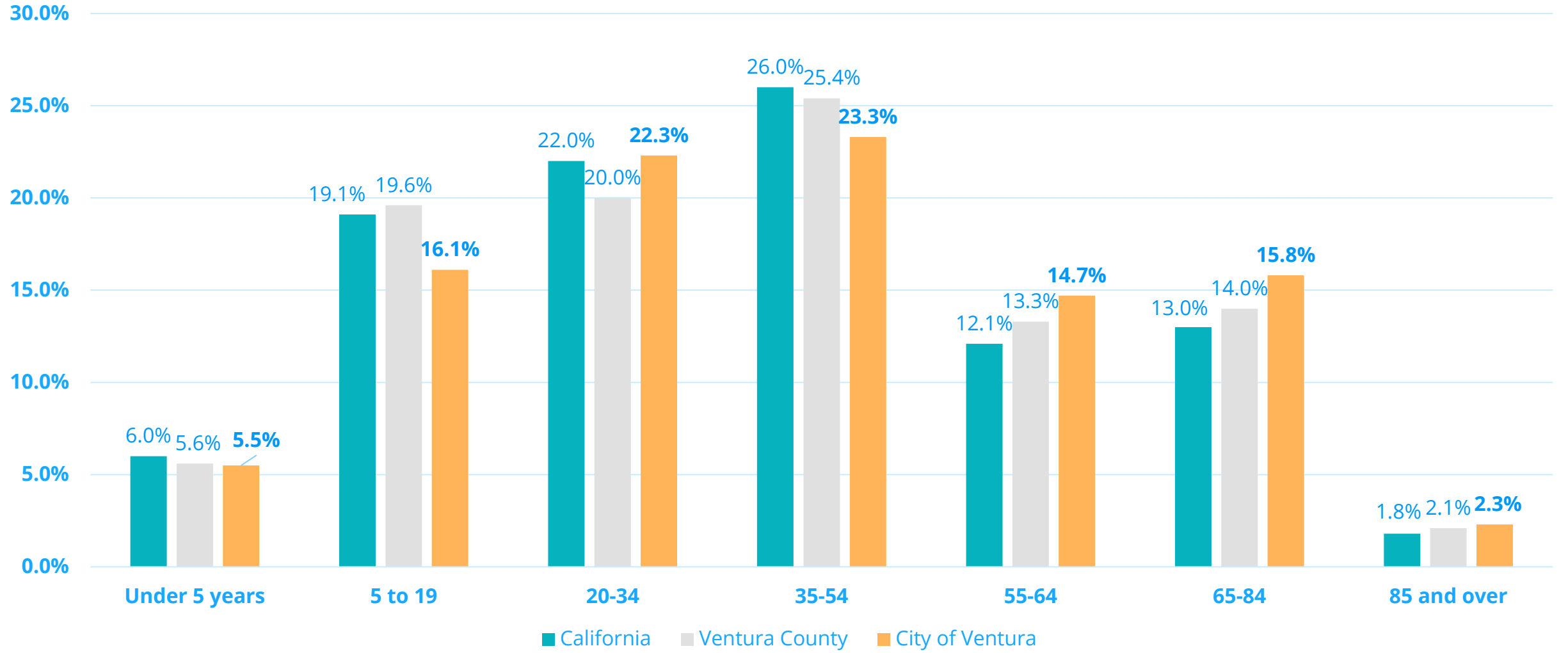
# Historical Population Growth

Population, 2000-2020



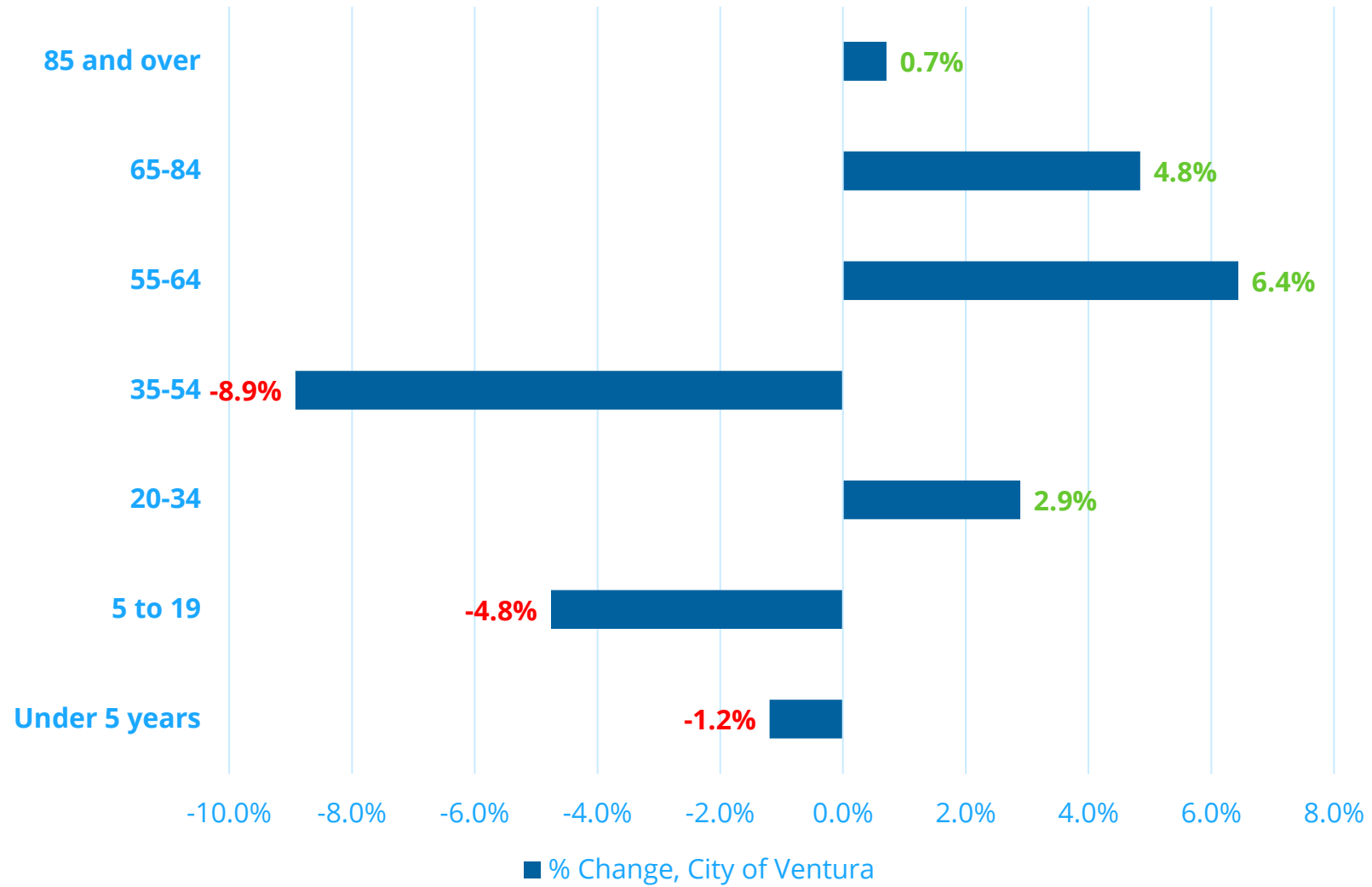


# Age

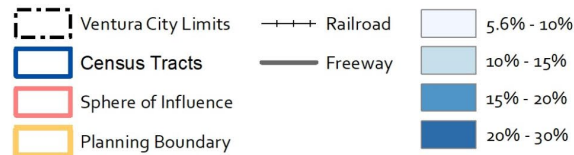
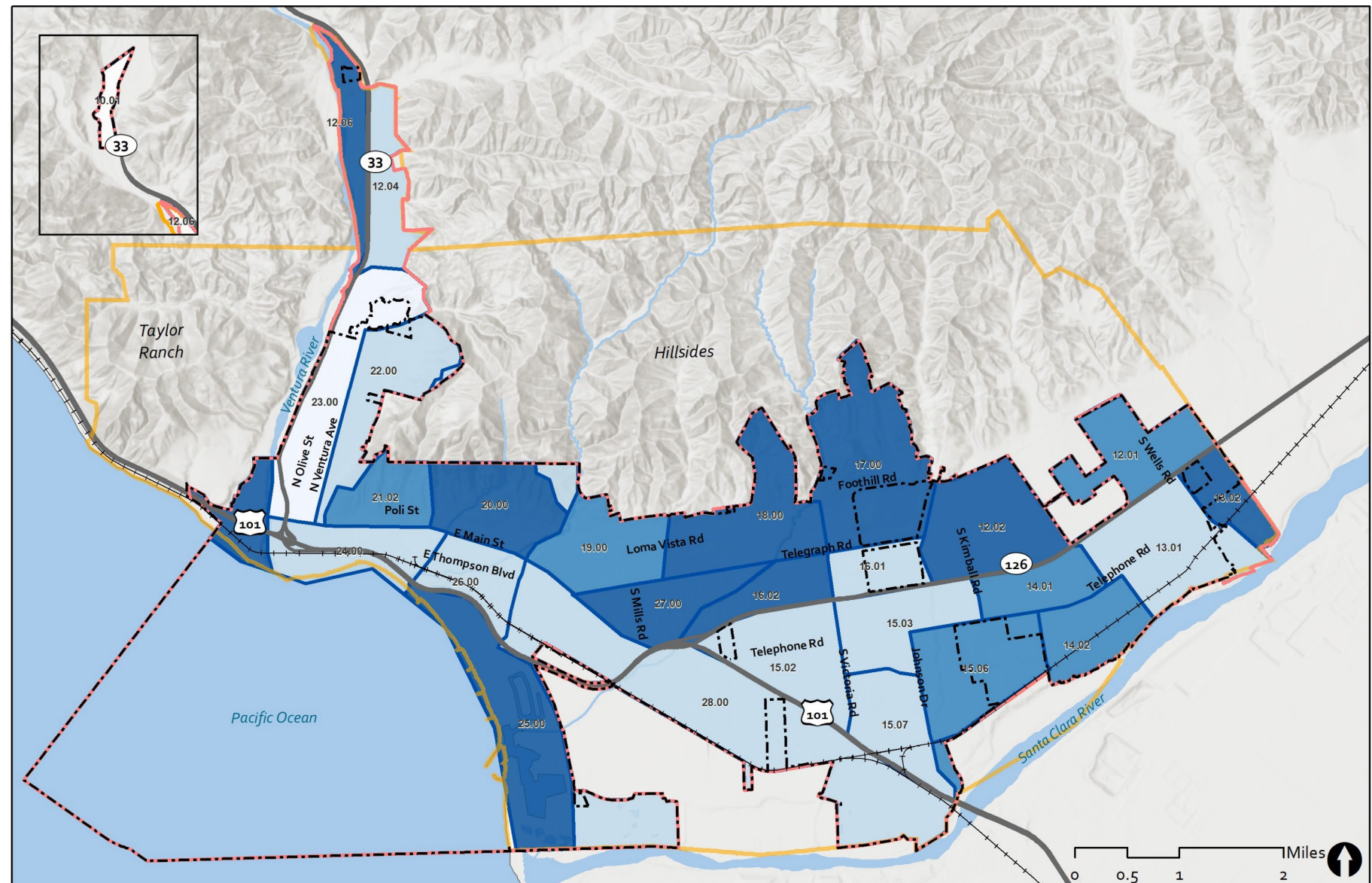


Source: ACS 5-Year Estimates, 2019

# Age: 2000 – 2019



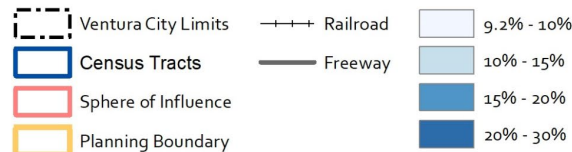
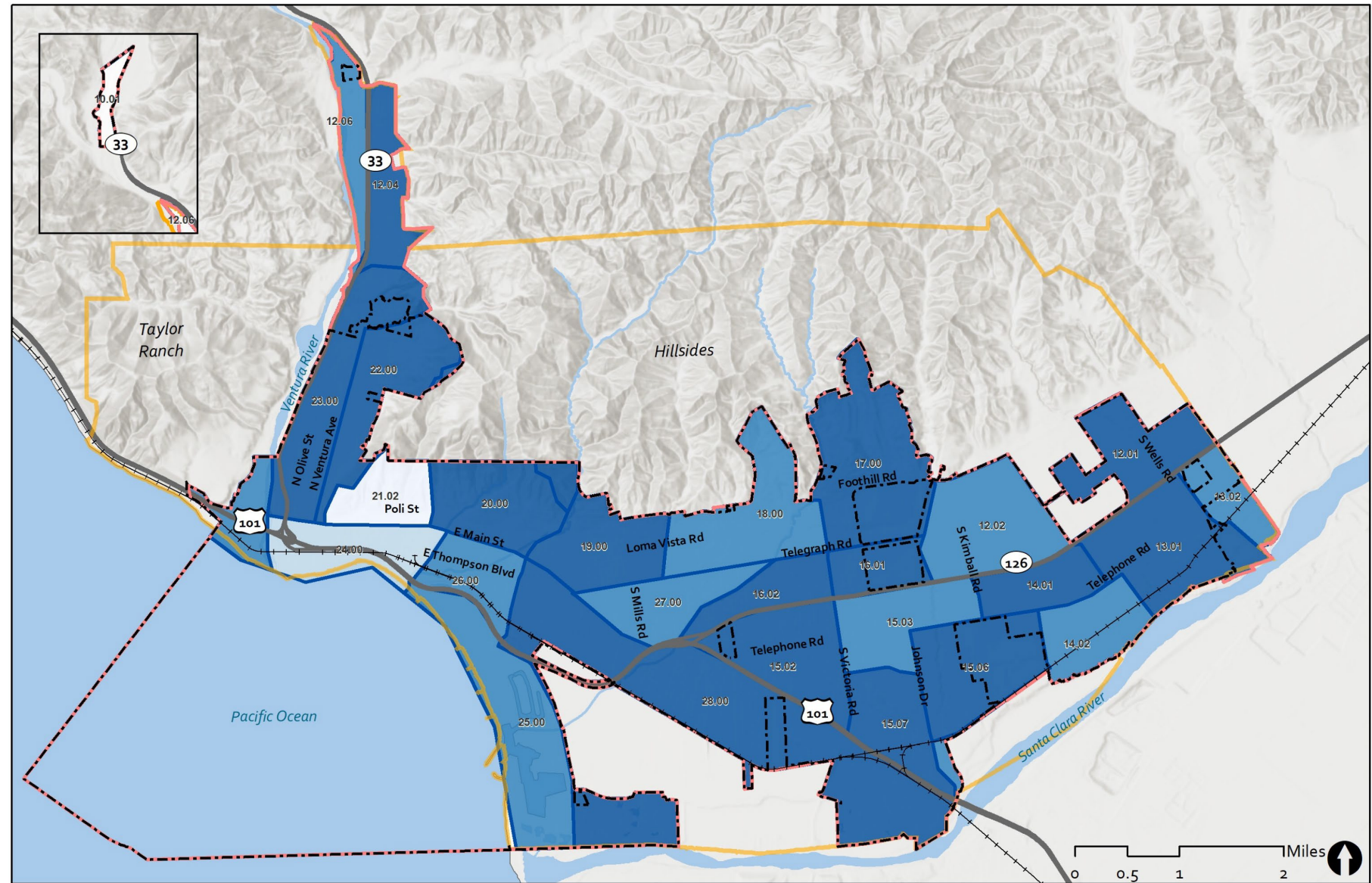
# Percent of Population 65 Years and Over



Data Sources: City of Ventura (2020); County of Ventura (2020); ACS15-19 (2019); ESRI (2020)



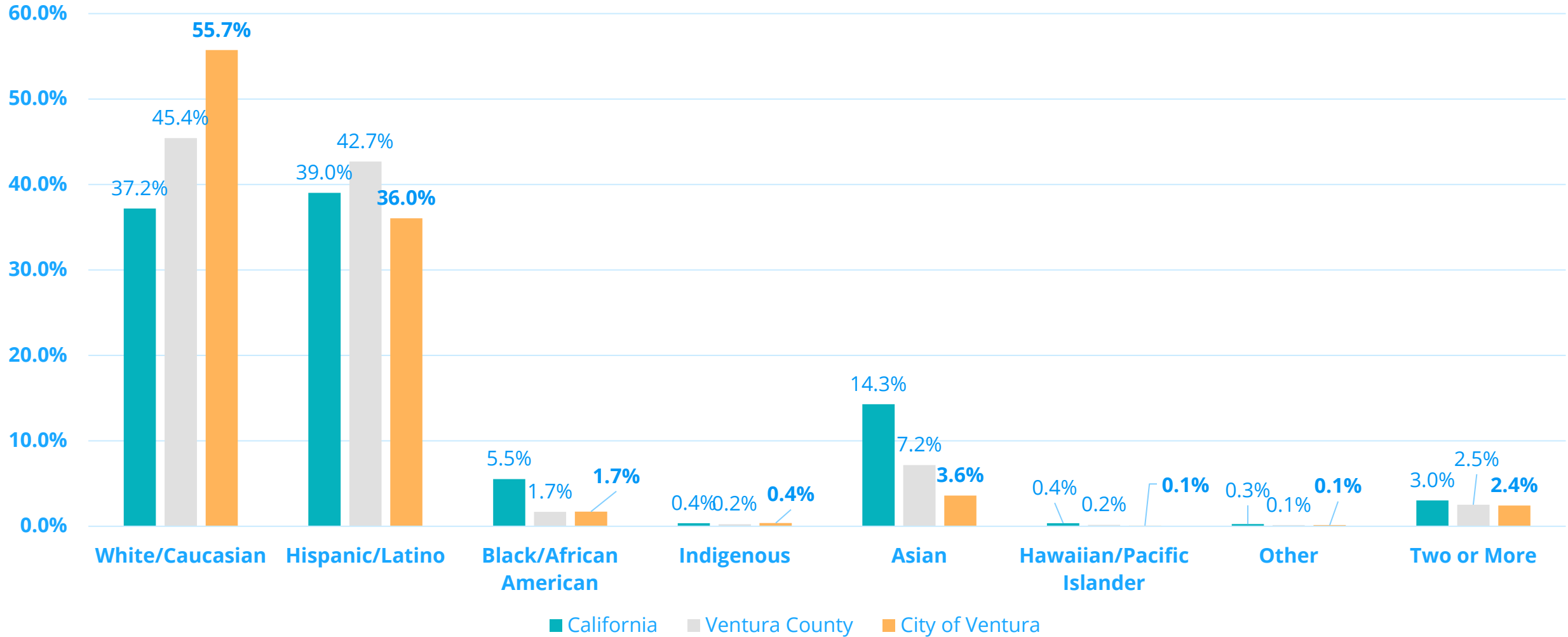
# Percent of Population Under 18



Data Sources: City of Ventura (2020); County of Ventura (2020); ACS15-19 (2019); ESRI (2020)

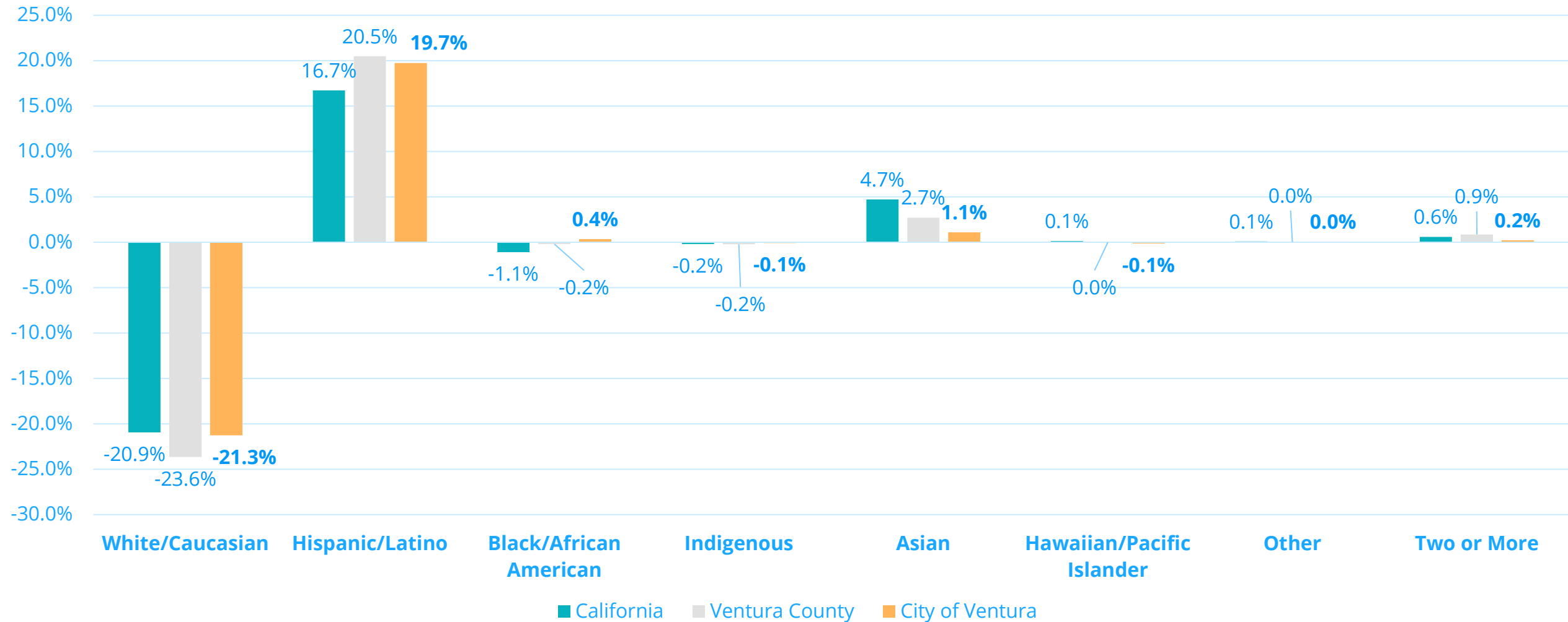


# Race/Ethnicity



Source: ACS 5-Year Estimates, 2019

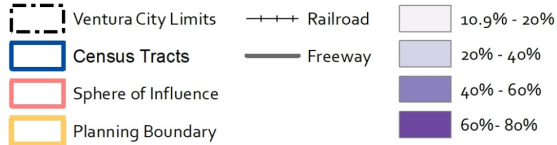
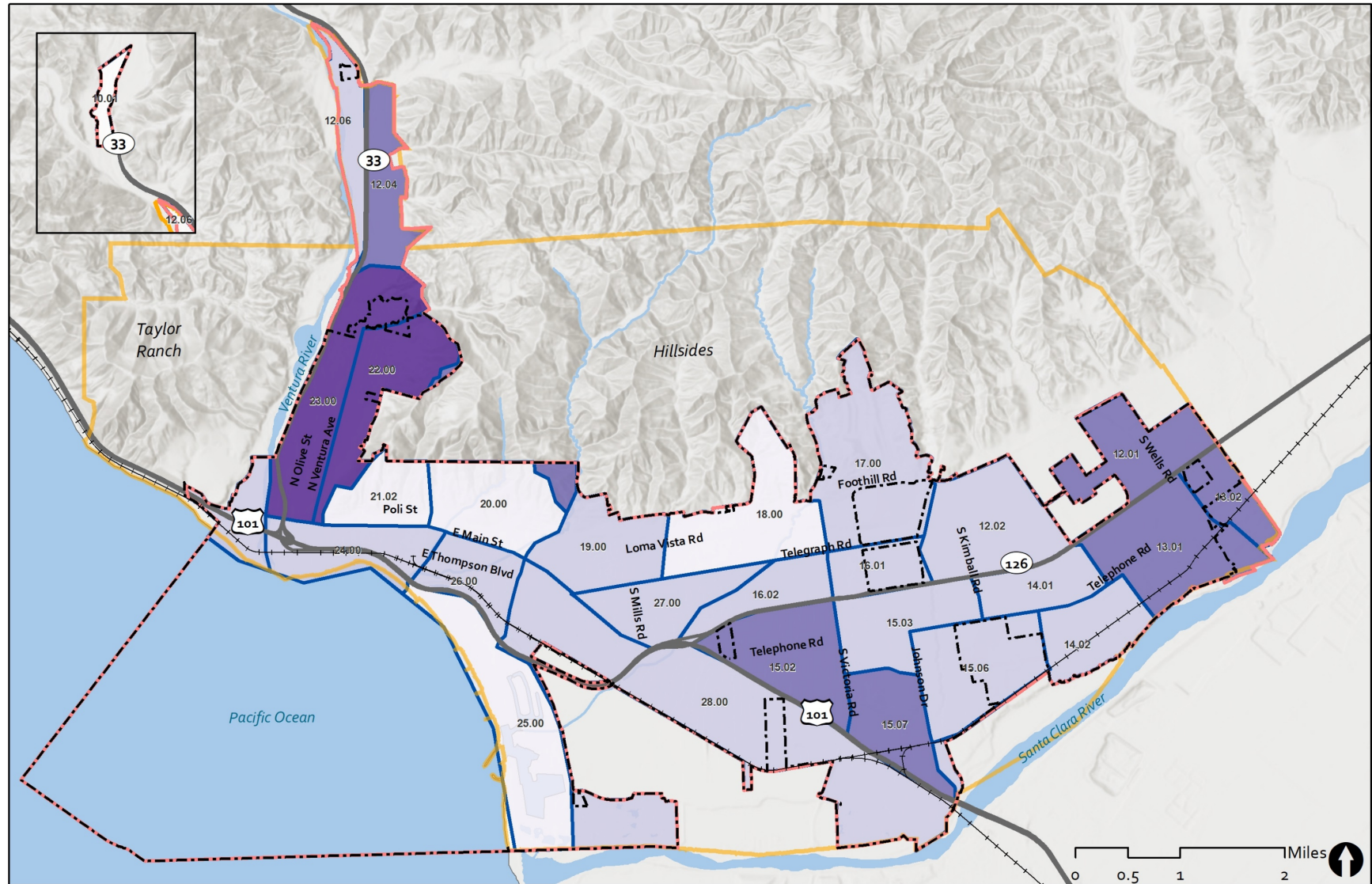
# Race/Ethnicity Trends: 2000 – 2019



Source: ACS 5-Year Estimates, 2019



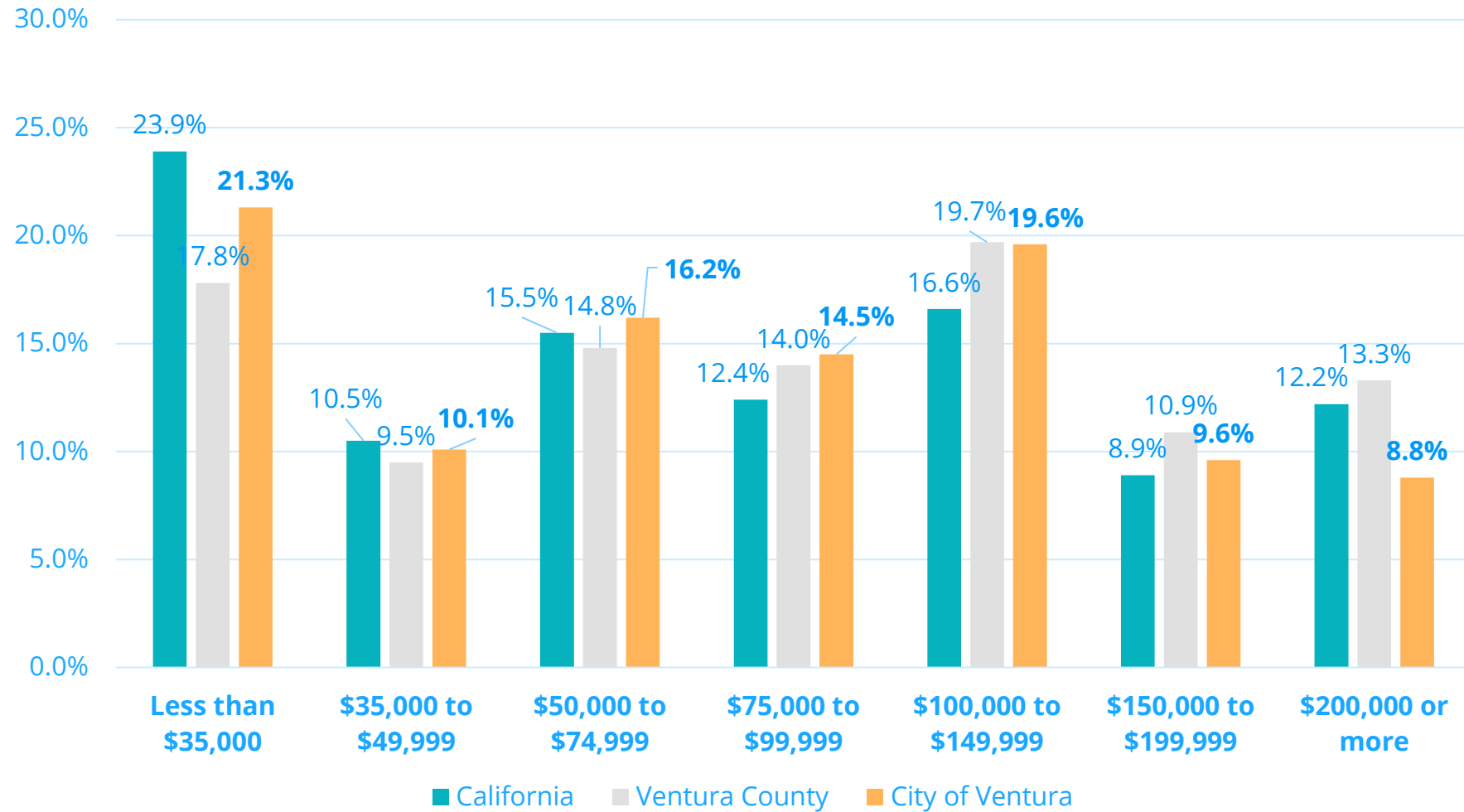
# Percent of Hispanic or Latino Population



Data Sources: City of Ventura (2020); County of Ventura (2020); ACS15-19 (2019); ESRI (2020)



# Household Income



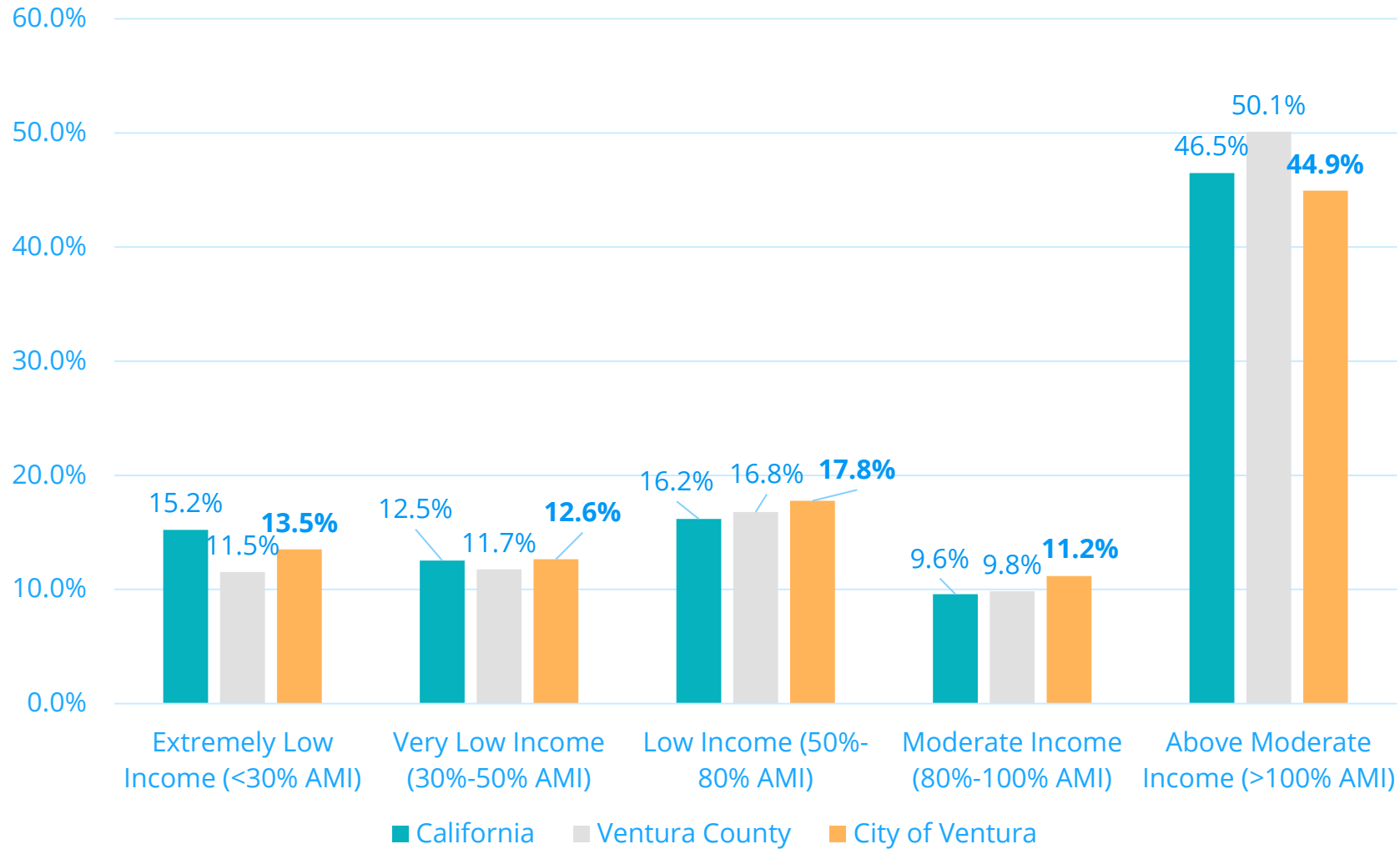
Median Income	
California	\$75,235
Ventura County	\$88,131
City of Ventura	\$78,882

Source: ACS 5-Year Estimates, 2019



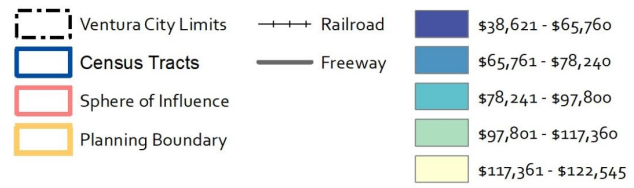
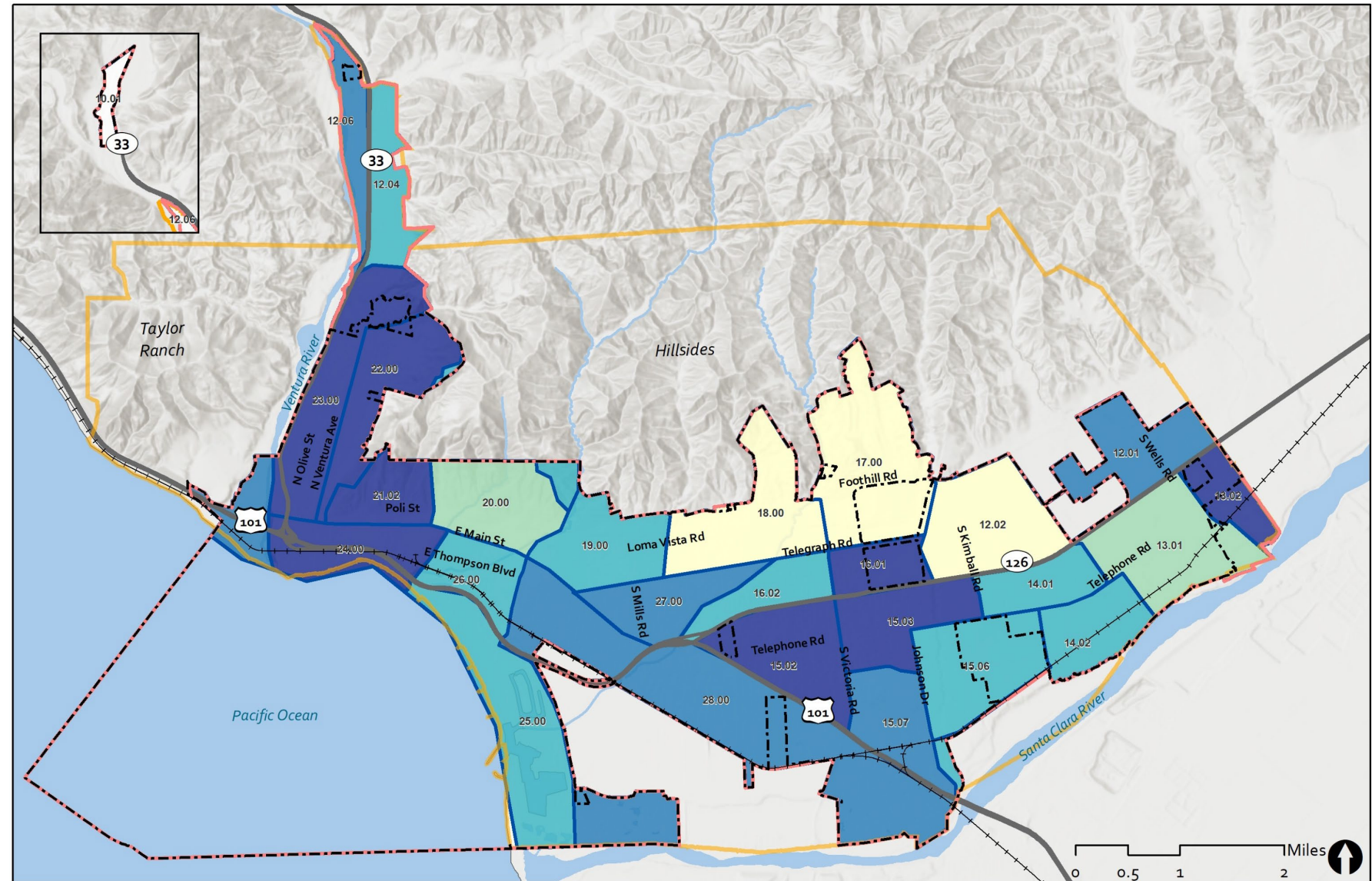


# Households by Income Level



Source: HUD Comprehensive Housing Affordability Strategy (CHAS) data, 2013-2017

# Median Household Income



Data Sources: City of Ventura (2020); County of Ventura (2020); ACS15-19 (2019); ESRI (2020)



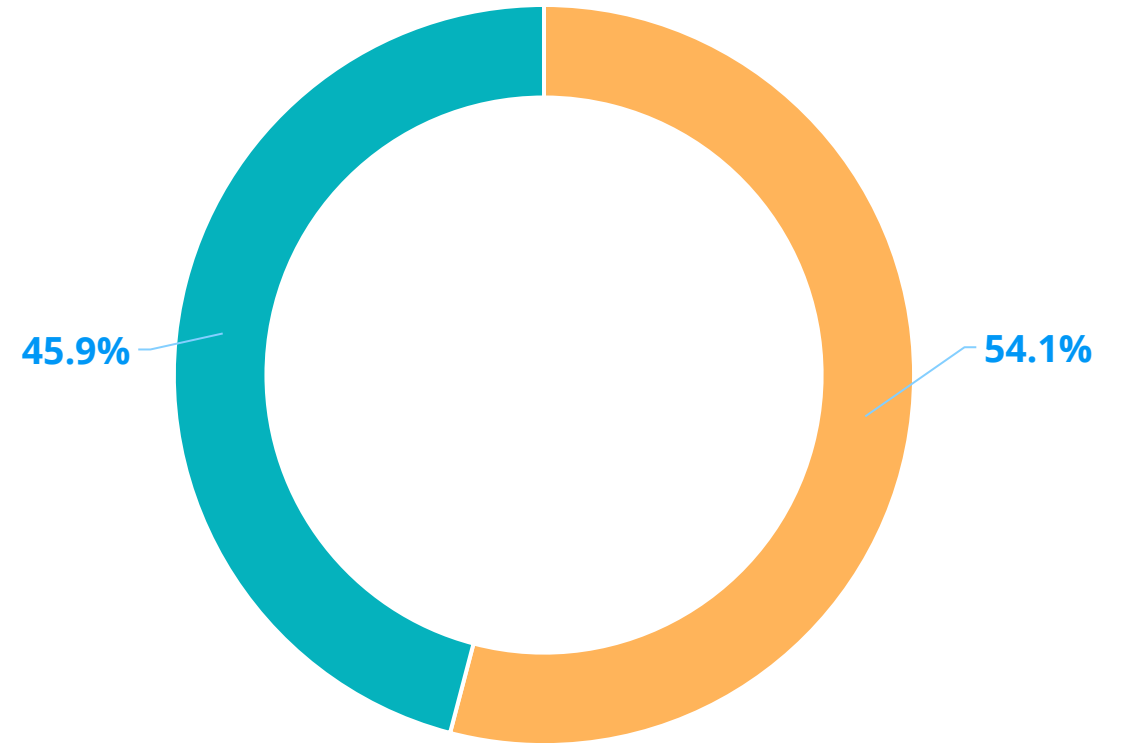
# Housing Tenure

## Ventura County



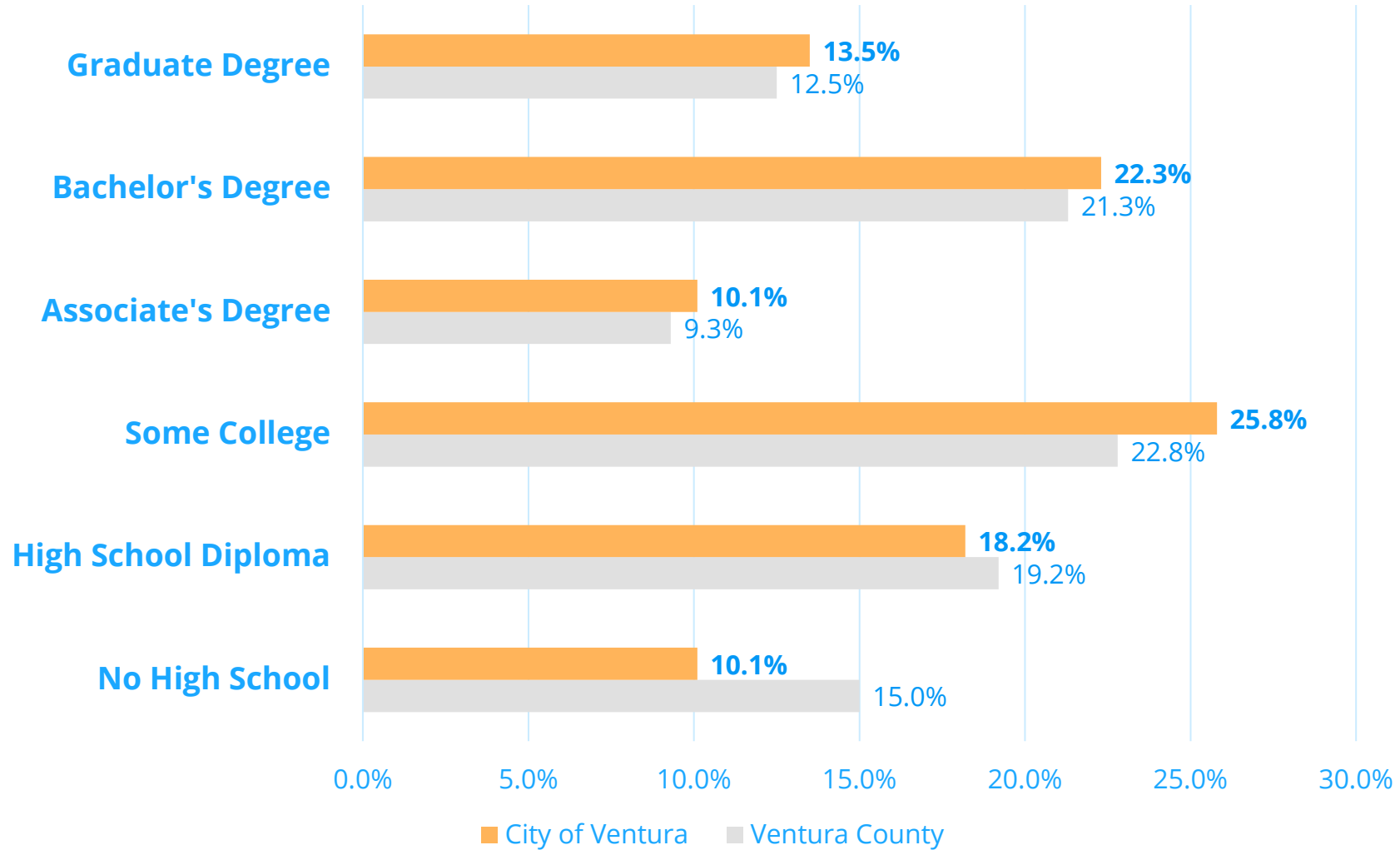
■ Owner-Occupied ■ Renter-Occupied

## City of Ventura



■ Owner-Occupied ■ Renter-Occupied

# Educational Attainment



# Discussion Questions

- Did any of the data surprise you?
- What other demographic and socio-economic indicators would be helpful to review?



# Community Engagement

# Engagement Goals

- Create an open and transparent engagement process
- Builds trust between the city, and residents, businesses owners, and other stakeholders.
- Represent diverse interest, including community members who may not usually participate in civic projects and government meetings.
- Promote consistent, two-way communication between stakeholders and the city.
- Provide education and communication to the public about the planning process.
- Encourage community ownership of the process and final plan.
- Develop the next generation of community leaders to allow for new faces and new ideas in the development and implementation of the General Plan.



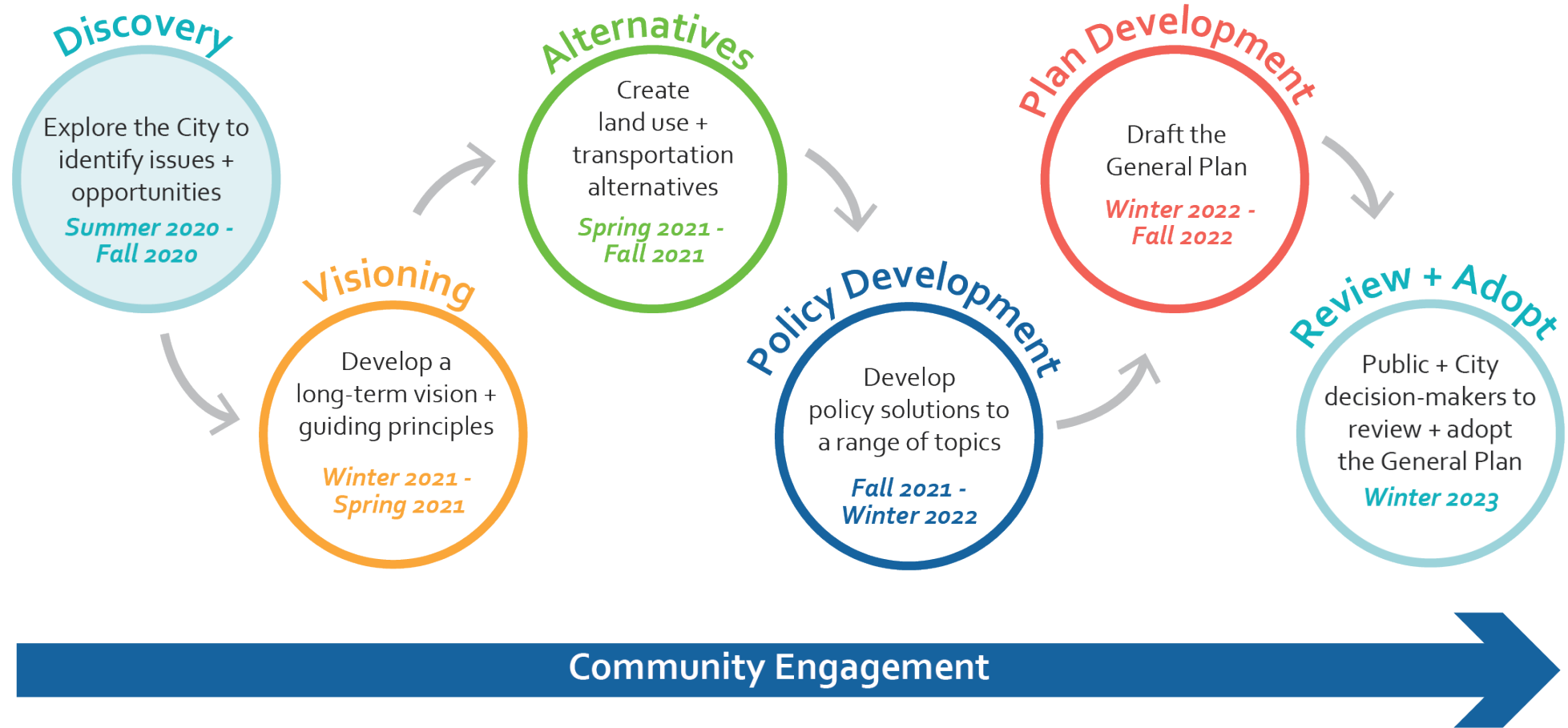
# GPAC Role with Engagement

- Serve as a champion and ambassador for the project
- Help connect the GP team with diverse community members
- Spread the word about meeting engagement and activities
- Provide support at community events
- Review community feedback and help with plan direction





# Flow of Work



# Sampling Plan

Target Group	Stats
Hispanic/Latino	36.0%
Lower income households (80% of State AMI)	43.9%
Renters	45.9%
Families with children	26.4%
Youth (19 and under)	21.6%
Seniors (85+)	2.3%
People with disabilities	12.3%

# Outreach and Communication Methods

- Inform the community about the process and engagement activities
- Occurs on a regular basis and prior to major events
- Primary methods
  - Email database
  - Social media
  - Project website
  - Educational videos
  - Flyers
  - Press releases
  - Ads in newspapers
  - Announcements at Council and commission meetings
  - City newsletters and publications

**Contact Us!**

Questions or comments?

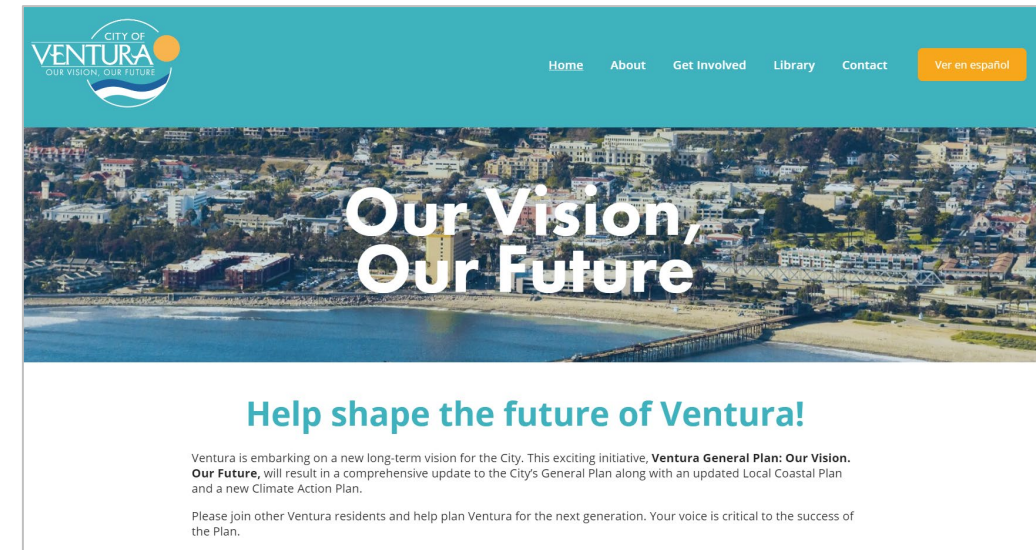
Leave us a message or send us an email!

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

First Name  Last Name

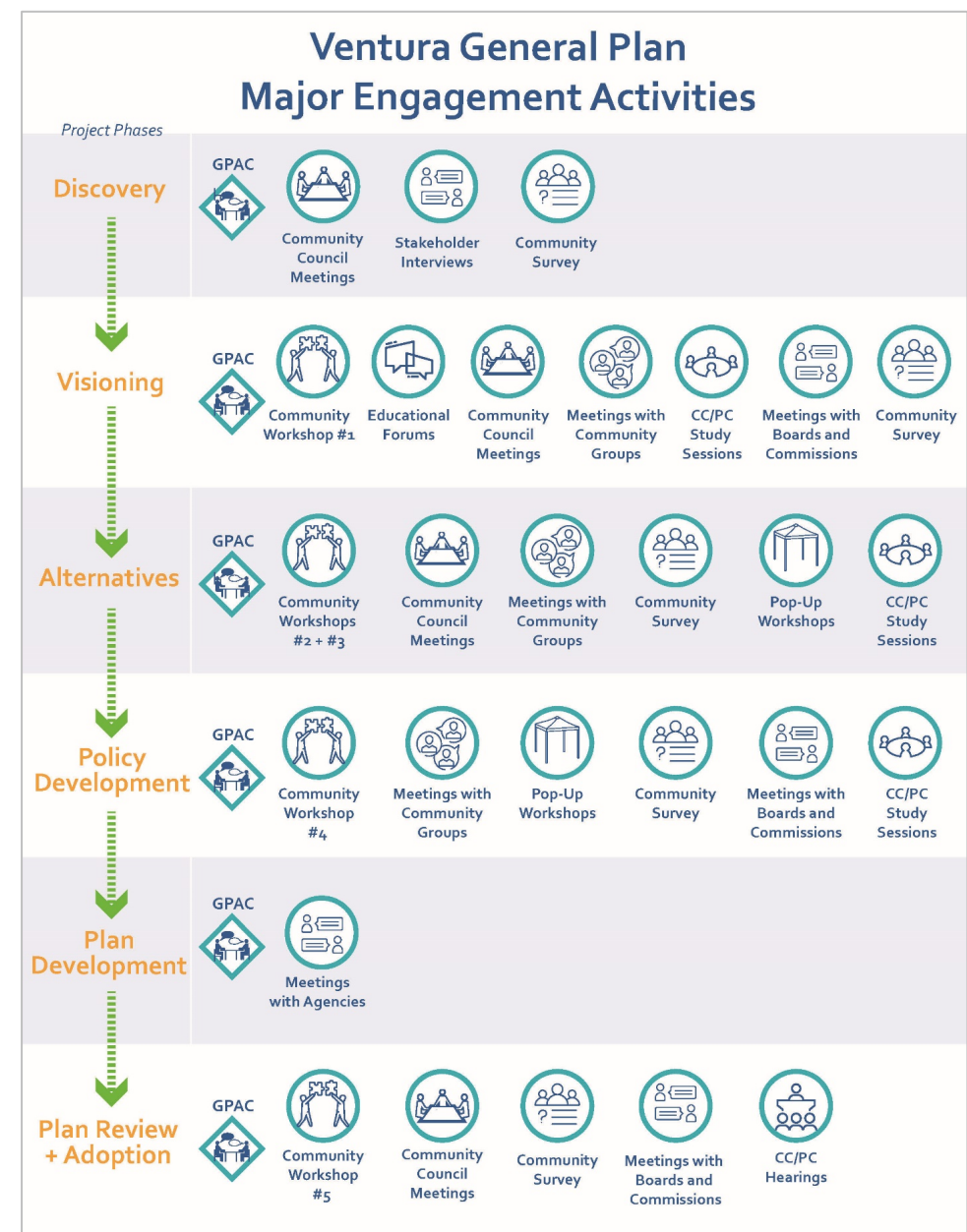
Email \*

Message \*



# Engagement Activities

- General Plan Advisory Committee (18x)
- Workshops
- Educational Forums
- Community Council Meetings
- Meetings with Community Groups
- Surveys
- “Pop-up” workshops
- “Roadshows”
- City Council and Planning Commission meetings
- Meetings with Boards and Commissions



# GPAC Meeting Schedule

## 2021

April – Drivers of change

May – Visioning and areas of change/stability

June – Housing Element

July – Growth concepts and growth constraints

August – Conceptual citywide alternatives

September – Climate change and adaptation

October and November – Land use alternatives

## 2022/2023

January – Select preferred land use alternative

February – Health, equity and economic development

March – Parks/open space, historic preservation, climate change

April – Transportation, housing and land use

May – Policy topics: TBD

August – Draft General Plan review

September – Draft General Plan review

February 2023 – Final General Plan/Celebration

# Workshops and Educational Forums

## Workshops

1. Workshop #1: Issues, Vision, & Guiding Principles. (April 29, 2021)
2. Workshop #2: Land Use Alternatives. (November 2021)
3. Workshop #3: Review of Preferred Alternative. (February 2022)
4. Workshop #4: Policy Direction. (May 2022)
5. Workshop #5: Draft General Plan. (September 2022)

## Educational Forums

1. Economic and market conditions (May 2021)
2. Housing (June 2021; combined with GPAC)
3. Health, Equity and Environmental Justice (July 2021)
4. Transportation and Mobility (August 2021)
5. Arts, Culture and Historic Preservation (September 2021)

# Issues and Opportunities

What We've Heard

# Community Assets

- Unparalleled access to natural recreation (beaches, mountains)
- Small-town vibe with friendly, unpretentious people and authentic character
- Charming neighborhoods with historic buildings and mix of architectural styles
- Idyllic coastal location, proximity to beaches
- Walkable Downtown with a great mix of amenities
- Perfect distance to urban destinations (Santa Barbara, Los Angeles)
- Strong community support for open space and agricultural preservation





# Community Challenges/Threats

## Land Use/Development

- Affordable housing shortage
- Tension between growth and community character
- Infrastructure strains from new development (e.g., water)

## Mobility and Transportation

- High traffic congestion and limited parking options
- Poor transit service

## Quality of Life

- Increase in homelessness
- High cost of living

## Economic/Fiscal Concerns

- Excess retail
- Over-emphasis on public sector employment

## Climate Change/Environment

- Increasing threat of climate change (wildfire, sea level rise) and other natural disasters

# Community Opportunities

## Land Use/Development

- Build a diversity of housing types at all income levels
- Focus new growth on commercial corridors and underutilized/vacant sites
- Improve infrastructure concurrent with new development
- Create “complete neighborhoods” by co-locating housing with amenities

## Mobility and Transportation

- Expand bike infrastructure and improve bike safety
- Improve transit service across the city, including construction of a new a transit center
- Explore the “slow street” concept on a more permanent basis

## Quality of Life

- Take bold action to address homelessness
- Improve access to parks and open spaces
- Pursue strategies to bridge the “digital divide”

## Economic Development

- Diversify the local economy
- Revitalize underperforming commercial areas
- Grow the eco-tourism sector

## Climate Change/Environment

- Strengthen adaptation and resilience strategies, including enhanced evacuation plans



# Breakout Groups

# Breakout Group Instructions

- As a group, spend about 45 minutes talking about Issues and Opportunities and Community Engagement (ideally, half for each)
- Use the worksheets to capture ideas/thoughts and guide your conversation.
- There will be about 30 minutes for group reports and discussion afterwards.

Assign volunteers for the following roles:

- DISCUSSION LEADER
- RECORDER
- PRESENTER
- TIMEKEEPER

# COMMUNITY ENGAGEMENT IDEAS!

## WAYS TO REACH & ENGAGE?

TARGET GROUPS	Stats	
Hispanic/Latino	36.0%	▪
Lower income households (80% of State AMI)	43.9%	▪
Renters	45.9%	▪
Families with children	26.4%	▪
Youth (19 and under)	21.6%	▪
Seniors (85+)	2.3%	▪
People with disabilities	12.3%	▪
		▪
		▪

GROUP MEMBERS: (List here)

# ISSUES & OPPORTUNITIES

WHAT SURPRISED YOU ABOUT THE PRELIMINARY INPUT?

WHAT DO YOU FEEL WAS MISSING FROM THE PRELIMINARY INPUT?

WHAT OTHER COMMENTS DO YOU HAVE REGARDING KEY VENTRA ISSUES & OPPORTUNITIES?

GROUP MEMBERS: (List here)

# Small Group Reports and Discussion



## Next Steps

# Next Steps – April and May

- April 15 – City Council Update
- April 20 GPAC meeting
  - Drivers of change in the City
  - Review of workshop approach
- April 22 – Historic Preservation Committee
- April 29 – Workshop #1: Visioning
- May 11 – Arts and Culture Committee
- May 12
  - Parks and Recreation (4 pm)
  - Planning Commission (6 pm)
- May 18 GPAC Meeting
  - Vision statement and guiding principles
  - Areas of change and stability



# Public Comments



# Public Speaker Time

00 : 02 : 00 >

Change Clock Type

Digital

Duration:

TimeUp Reminder (Optional):

Choose Sound Effect

Tick

Choose TimeUp Sound

# Close of Meeting Lorrie Brown (Chair)

March 16, 2021

