



VCOG STRATEGIC PLAN

2021

Introduction

The **Ventura Council of Governments (VCOG)** is a voluntary joint powers authority representing the 10 cities of Ventura County as well as the County whose goal is to facilitate cooperative sub-regional and regional planning, coordination and technical assistance on issues of mutual concern.

Various Agencies including colleges and universities, regional agencies, joint powers authorities, utility companies, and state and federal agencies may be invited to participate on issues that involve their respective interests, missions and/or facilities. Anyone may attend meetings to observe

VCOG is based on the premise that Ventura County can have more representation without more government and issues of common concern often extend beyond the purview of local jurisdictions and agencies, requiring insight and input from a wide range of affected interests.

VCOG works efficiently by utilizing existing resources to the greatest extent possible, collaboratively finding new ways to perform needed activities for less, while eliminating duplication of effort.

The following information is intended to provide a framework for establishing future goals and priorities for the Ventura Council of Governments.

Included:

- **VCOG Mission Statement**
- **VCOG Strategy**
The *VCOG Strategy* was initially developed in 2004 as the sub-region's 'plan'. It was the result of interviews conducted with elected and appointed officials of the member cities and the county as well as some of the private sector organizations in the county. These interviews were meant to solicit input on priority issues.
- **General Baseline Work Program**
- **Potential Issues To Address**
List of issues in policy areas in which VCOG could participate.
- **Possible Implementation Strategies**
Programs and projects that VCOG could establish to carry out its Mission.

Mission Statement

Work to continue to make Ventura County a unique national model of orderly development based on Guidelines for Orderly Development with sustainable economic prosperity, equitable economic opportunity and high environmental quality by:

- Promoting cooperation between the municipalities of Ventura County in the discussion of area-wide issues of mutual interest as well as advancing city-county cooperation.
- Promoting cooperation and communication with colleges and universities, special districts, regional agencies, joint powers authorities, utility companies and State and Federal agencies, and Naval Base Ventura County on an as-needed basis.
- Unifying Ventura County cities and the county to advocate with one cohesive voice on important regional issues and legislative matters.
- Investigate issues of common concern through joint studies and cost-effective, multi-jurisdictional programs that lead to model ordinances, programs, and other products for use by all members.
- Supporting members' proposals that further the objectives of the Ventura Council of Governments.
- Providing a forum for communication and representation on behalf of the Ventura County cities and the county with other governing bodies and organizations in the county, as well as facilitate the exchange of ideas and information.
- Increasing visibility and awareness of Ventura County as an outstanding place to live, work, and play.
- Balance the expressed and enacted policies and directions of the County's residents with Federal, state, judicial, or other regional mandates and directions.

VCOG Strategy

This is the second installment of an evolving strategy which will enable participating cities in Ventura County and the County to identify and act on issues of mutual interest or concern. As such, it is consistent with the rights and limitations prescribed in the VCOG Joint Powers Authority agreement. It is only as strong as the commitment invested by members of the council of governments and its implementation will depend on the priorities established by the members.

Objectives of the Strategy are:

- To identify areas of common concern and interest among the 11 participating jurisdictions;
- To provide a means by which to document ideas and solutions discussed by VCOG;
- To provide a policy foundation for future VCOG planning efforts; and
- To serve as a potential blueprint for future implementation actions within the Sub-region of SCAG.

The focus of this Strategy is to find ways to capitalize on the strengths of the county and its cities at all levels of government and within the private sector. It is intended to enable individual cities and the county to better achieve their visions in collaboration with neighboring communities with whom they share common issues and goals.

General Baseline Work Program

- A. Serve as a forum for consideration, study and recommendation on area-wide and regional problems.
- B. Assemble information helpful in the consideration of problems unique to the County and its cities and explore practical avenues for intergovernmental cooperation, coordination, and action in the interest of its members.
- C. Seek economies of scale whenever practical in the administration of governmental services.
- D. Facilitate intergovernmental coordination with public and private sectors on issues common to Ventura County governmental agencies.
- E. Coordinate Public Information and Outreach on issues of local government importance, as needed and/or requested.

Potential Issues to Address

- Growth Projections
 - Who are we planning for - demographic characteristics of the future population in the county
 - Impact and relevance of Naval Base Ventura County
- Growth Management
 - Perception of diminishing quality of life
 - Urban form capable of accommodating anticipated growth
 - Land Use/Transportation linkages

- Housing
 - Jobs/Housing imbalance
 - Lack of production of diverse housing choices – ownership/rental, workforce, entry level, and affordable
 - Homelessness
 - Making use of existing or new federal, state and local resources for housing development
 - Concern of excessive administrative and economic burdens to meet requirements to build housing
 - State preemption of local zoning control and processes
 - Protecting environment and existing neighborhoods
 - Regional Housing Needs Allocation (RHNA)

- Solid Waste- VCOG is the Local Task Force (in accordance with Sec. 40950 of Public Resources Code) responsible for coordinating development of the city and county source reduction and recycling elements of the countywide integrated waste management plan and for assisting in the preparation of the countywide facility citing element of the plan.
 - Citing of food waste recycling facilities
 - Materials recovery and reuse
 - Challenges related to high fire hazard severity zones Integrated Waste Management

- Mobility
 - Emergency/alternate access roads
 - Inter-county traffic concerns
 - Jobs/housing imbalance
 - Lack of funding for infrastructure improvements
 - Finding more effective alternative modes of travel
 - Effects of the virtual workplace on our transportation system

- Goods Movement
 - Community impact on increasing truck movements
 - Impact of the growth projected for Port Hueneme and in the region

- Air Quality
 - Regional air quality, protecting public health Regional, state and federal air quality plans and requirements
 - Practical transportation control measures

- Use of new technologies Impacts of New Technology and Climate Change
 - Production, storage, and recycling of energy
 - Wireless technology
 - State and federal mandates

- Open Space/Green Belts/Preservation of Agricultural Land
 - Conserving the open space and green belts in the face of growing land use demands and worldwide competition

- Wildlife safety and preservation Wildlife corridor and wildfire protection areas
- Water Resources and Water Quality
 - Maintaining sufficient water supply and quality to meet the growing demand
 - Water conservation and reuse
- Energy Issues
 - Adequacy of energy supply at reasonable cost in view of growing demand
 - Community aggregation alliances
 - Energy efficiency and conservation
 - Energy efficient building
- Public Safety & Hometown Security
 - Sustain low crime rates and safe communities
 - Juvenile Justice and anti-gang related programs
 - Emergency preparedness
- Economic Development
 - Sustain economic vitality within the county as a whole and its individual city communities
 - Job Training, re-training and educational needs
 - Maintaining Ventura County and its cities' competitive market posture.
 - Role of High Tech, Bio Tech, Agriculture, Trade & Tourism and other important industry clusters in the county
 - Customer service

Possible Implementation Strategies

- Advocacy
 - Legislative Forums with legislators – some social time and questions and answers
 - Coordinate legislative outreach, and interface on activities affecting member agencies
 - Work collaboratively with League of California Cities and California State Association of Counties Fund studies that will test the efficacy of certain community benefit programs.
- RHNA
 - Coordinate consensus response to regional housing need allocations
 - General Plan Updates Housing Elements
 - Water
 - Solid waste
 - Open space
 - Land use/Transportation
- Information Sharing and Clearinghouse
 - Web site

- Regular Meetings
 - City Managers and County CAO
 - Planning and Community Development City Staffs
 - Economic Development Agencies