

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: Honorable City Council

FROM: Deborah S. Traffenstedt, Administrative Services Director/City Clerk *DST*

DATE: July 13, 2006 (CC Meeting of July 19, 2006)

SUBJECT: Consider Resolution in Support of the Ventura County Civic Alliance/Ventura Council of Governments "Compact for Sustainable Ventura County" Proposal to the Southern California Association of Governments

BACKGROUND AND DISCUSSION

The City received the attached request for City Council adoption of a resolution supporting a "Compact for a Sustainable Ventura County." This is a joint proposal of the Ventura County Civic Alliance and the Ventura Council of Governments (VCOG). Since the City is a member of VCOG, we are placing this item on the agenda for the City Council's consideration.

STAFF RECOMMENDATION

Adopt Resolution No. 2006-_____.

Attachments:

1. Letter dated June 5, 2006
2. Draft City Resolution

COMMUNITY



**Ventura County
Civic Alliance**
*Engaging the Community
for Our Future*

June 5, 2006

*Sent to Mayor
Patrick Hunter*

RE: City Support for a "Compact for a Sustainable Ventura County"

The Ventura County Civic Alliance and the Ventura Council of Governments are working on a joint proposal to the Southern California Association of Governments (SCAG) to conduct the first phase of a project to engage communities across Ventura County in developing a shared vision for the region's future and a blueprint and roadmap for achieving that vision. We have been calling this project the **Compact for a Sustainable Ventura County**. It is a direct outgrowth of work that was presented at last year's Road Ahead conference at CSUCI, and is described in greater detail in the enclosed draft proposal.

SCAG has indicated a strong interest in receiving and funding this proposal under their "Compass 2% Strategy Demonstration Project" program. Their initial support will come in the form of technical advisors and consultants to the project from Fregonese Calthorpe Associates, recognized experts and national leaders in new urbanism and innovative approaches to regional growth planning. Substantial financial support for later phases of the project may be available through SCAG's regular work program during the coming fiscal year.

SCAG's required 20% local match for this phase will be met through financial and in-kind support from the Civic Alliance, which will provide staffing and coordination for the effort. Neither VCOG nor the cities are required to provide financial support to the project, though of course such support would be welcome. A modest amount of in-kind support will be needed from some combination of VCOG members and/or city planning staff in the form of participation in periodic steering committee and technical advisory committee meetings and provision of data.

Active involvement by the cities will be vital to this endeavor's ultimate success, though participation is of course voluntary and non-binding. In the near term, a good demonstration of local support for the project will increase both the probability and the potential magnitude of SCAG's support for the first phase of work. **At this time, we are seeking only a resolution in support of this proposal to SCAG from each of the cities in the county.**

(over)

The Ventura County Civic Alliance is an initiative of the Ventura County Community Foundation

Pt. Hueneme councilmember and recent SCAG president Toni Young has endorsed this effort, and at its May 11, 2006 meeting, VCOG voted their provisional approval of the proposal. We will seek final approval from VCOG on July 13, and submit the proposal to SCAG shortly thereafter. Once SCAG approves the request, we and representatives of VCOG and other partners will meet with SCAG and their consultants in the early fall to agree on detailed scope, work plan, roles and responsibilities for the project.

A draft resolution in support of the proposal is enclosed for the city council's consideration. We would like to make a brief presentation on this proposal to you at an upcoming city council meeting, and would also welcome the opportunity to meet with you or other council members in advance of the presentation if needed to discuss the proposal in greater detail.

We will contact your office in the next few days to follow up. Meanwhile please don't hesitate to contact Alliance members EJ Remson at 626.403.9755 or Bernardo Perez at 805.659.3791 if you have any questions.

Sincerely,

David Maron
Chair, VCCA

Ron Bottorff
Co-Chair, VCCA Compact Working Group

On behalf of the members of the Ventura County Civic Alliance:

David Maron, Maron Computer Services, *Chair*
Ron Bottorff, Friends of the Santa Clara River, *Co-chair, Compact Working Group*
E.J. Remson, The Nature Conservancy, *Co-chair, Compact Working Group*
Jerry Beckerman, Segue Program for Career Literacy
Bill Buralto, Ventura County Economic Development Association
Mario de los Cobos, California State University, Channel Islands
Dao Doan, Mainstreet Architects and Planners Inc.
Steven Greenwood, Loeb, Kosacz & Sundberg, LLP
Claudia Harrison, First 5 Ventura County
Julie C.T. Hernandez, Management Partners Inc.
Kim Hocking, Ventura County Planning
Marv King, MK Business Solutions Associates
Susan Lacey, Community Volunteer
Rex Laird, Ventura County Farm Bureau
Florence LaManno, Entre Computer Services
Charles Maxey, California Lutheran University
Nancy Mayerson, Mayerson Marketing & Public Relations, Inc.

Sister Lisa Megaffin, Sisters of Notre Dame
Lisa Myers, Patagonia, Inc.
Teresa Norris, Child Development, Inc.
Bernardo Perez, Cabrillo Economic Development Corporation
Hugh Ralston, Ventura County Community Foundation
Carmen Ramirez, Ventura County Superior Court
Stacy Roscoe, Community Volunteer
Norman Rosenblum, The Rosenblum Company
Mary Schwabauer, Ventura County Community Foundation
Marilyn Scott, Public Resource Consultants, Inc.
Larry Segal, KB Home
Mike Silacci, AT&T
David Smith, United Way of Ventura County
Nancy S. Stehle, Community Volunteer
Carol Taylor, Accurate Engineering
Margaret Travers, Ventura County Arts Council
Charles T. Watson, Interface Children Family Services
Cellina Zacarias, GMAC Mortgage

Enclosures

cc: Jon Sharkey
Robert Hunt

000306

RESOLUTION NO. _____

A RESOLUTION IN SUPPORT OF THE VENTURA COUNTY CIVIC ALLIANCE/VENTURA COUNCIL OF GOVERNMENTS "COMPACT FOR A SUSTAINABLE VENTURA COUNTY" PROPOSAL TO THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

WHEREAS the Council of the City of _____ finds as follows:

- A. The Ventura County Civic Alliance, an initiative of the Ventura County Community Foundation, was founded in 2001 to bring together business and community leaders from all parts of the county to promote a healthy and sustainable future for our region.
- B. The Civic Alliance is committed to bringing the economic, environmental, and social equity interests (the "3Es") of the region together for the purpose of identifying, prioritizing, and addressing complex, cross-boundary regional problems through education, civic engagement and carefully developed strategies that reflect all 3Es.
- C. The Civic Alliance is respected across the county and throughout the state as a credible, balanced, and non-partisan source of information, fact-based analysis, and policy recommendations, from its 2002 *State of the Region* report to its 2004-2005 *Connecting the Dots on Growth and Sustainability* reports and white papers.
- D. Based on extensive research, community workshops and focus groups, two major regional Road Ahead conferences hosted at California State University Channel Islands, and more than 500 written surveys of county residents and leaders, the Civic Alliance identified critical trends in city and county growth plans and developed key strategies to create a better future for our region, including Building a Compact for a Sustainable Ventura County and Promoting Livable Community Models.
- E. The "Compact for a Sustainable Ventura County" will be a two to three year project that engages communities, public and private institutions, businesses, and local governments across the county in building a common vision and blueprint for the county's future.
- F. The project will build on current and past efforts to address growth and sustainability issues in the region, including city and county visioning and planning efforts and numerous studies supported by SCAG, VCOG, and the Ventura County Transportation Commission, as well as lessons learned from

similar efforts in other regions, including the Sacramento Blueprint, the Compact of a Sustainable Bay Area, Envision Utah, and others.

- G. Support from the Southern California Association of Governments (SCAG) 2% Demonstration Project fund will enable the Civic Alliance and VCOG to launch the first phase of the project, which will involve data collection, updating of the 2002 Ventura County Vacant Land Study, identification of goals and policy options, and development and analysis of a range of alternative scenarios for Ventura County's future.
- H. Active partnership and participation from city and county governments will be critical to the success of this project, along with the involvement and support of regional governing bodies and special districts, businesses, and civic institutions.
- I. The Ventura Council of Governments (VCOG), as a member jurisdiction of SCAG and the leading regional governing body in the county, will be a lead sponsor of the proposal to SCAG and will partner with the Civic Alliance and other project sponsors in its implementation [pending final VCOG approval July 13, 2006].
- J. The Civic Alliance, VCOG, and their partners will jointly oversee the project and will determine the leadership and decision-making structures and procedures for the project in consultation with experts provided by SCAG through the 2% Demonstration Project fund.
- K. SCAG's required 20% local match for the first phase of this project will be met through financial and in-kind contributions from the Civic Alliance and its supporters, which will provide staffing, coordination, and member support for the effort. In-kind support will also be provided by VCOG and other partners through member and/or staff participation in periodic steering committee and technical advisory committee meetings and provision of data.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of _____ supports the submission to SCAG of a proposal for the first phase of the "Compact for a Sustainable Ventura County" project.

PASSED AND ADOPTED this ____ day of _____ 2006.

ATTACHMENT 2

RESOLUTION NO. 2006-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MOORPARK, CALIFORNIA, IN SUPPORT OF THE VENTURA COUNTY CIVIC ALLIANCE/VENTURA COUNCIL OF GOVERNMENTS "COMPACT FOR SUSTAINABLE VENTURA COUNTY" PROPOSAL TO THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

WHEREAS, the Council of the City of Moorpark finds as follows:

A. The Ventura County Civic Alliance, an initiative of the Ventura County Community Foundation, was founded in 2001 to bring together business and community leaders from all parts of the county to promote a healthy and sustainable future for our region.

B. The Civic Alliance is committed to bringing the economic, environmental, and social equity interest (the "3Es") of the region together for the purpose of identifying, prioritizing, and addressing complex, cross-boundary regional problems through education, civic engagement and carefully developed strategies that reflect all 3Es.

C. The Civic Alliance is respected across the county and throughout the state as a credible, balanced, and non-partisan source of information, fact-based analysis, and policy recommendations, from its 2002 *State of the Region* report to its 2004-2005 *Connecting the Dots on Growth and Sustainability* reports and white papers.

D. Based on extensive research, community workshops and focus groups, two major regional Road Ahead conferences hosted at California State University Channel Islands, and more than 500 written surveys of county residents and leaders, the Civic Alliance identified critical trends in city and county growth plans and developed key strategies to create a better future for our region, including Building a Compact for a Sustainable Ventura County and Promoting Livable Community Models.

E. The "Compact for a Sustainable Ventura County" will be a two to three year project that engages communities, public and private institutions, businesses, and local governments across the county in building a common vision and blueprint for the county's future.

F. The project will build on current and past efforts to address growth and sustainability issues in the region, including city and county visioning and planning efforts and numerous studies supported by SCAG, VCOG, and the Ventura County Transportation Commission, as well as lessons learned from similar efforts in other regions, including the Sacramento Blueprint, the Compact of a Sustainable Bay Area, Envision Utah, and others.

G. Support from the Southern California Association of Governments (SCAG) 2% Demonstration Project fund will enable the Civic Alliance and VCOG to launch the first phase of the project, which will involve data collection, updating of the 2002 Ventura County Vacant Land Study, identification of goals and policy options, and development and analysis of a range of alternative scenarios for Ventura County's future.

H. Active partnership and participation from city and county governments will be critical to the success of this project, along with the involvement and support of regional governing bodies and special districts, businesses, and civic institutions.

I. The Ventura Council of Government (VCOG), as a member jurisdiction of SCAG and the leading regional governing body in the county, will be a lead sponsor of the proposal to SCAG and will partner with the Civic Alliance and other project sponsors in its implementation.

J. The Civic Alliance, VCOG, and their partners will jointly oversee the project and will determine the leadership and decision-making structures and procedures for the project in consultation with experts provided by SCAG through the 2% Demonstration Project fund.

K. SCAG's required 20% local match for the first phase of this project will be met through financial and in-kind contributions from the Civic Alliance and its supporters, which will provide staffing, coordination, and member support for the effort. In-kind support will also be provided by VCOG and other partners through member and/or staff participation in periodic steering committee and technical advisory committee meetings and provision of data.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MOORPARK DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. That the Council of the City of Moorpark supports the submission to SCAG of a proposal for the first phase of the "Compact for a Sustainable Ventura County" project.

SECTION 2. The City Clerk shall certify to the adoption of this resolution and shall cause a certified resolution to be filed in the book of original resolutions.

PASSED AND ADOPTED this 19th day of July, 2006.

Patrick Hunter, Mayor

ATTEST:

Deborah S. Traffenstedt, City Clerk