



ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input checked="" type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other Study Session _____

Prepared By: Martin R. Erickson Agenda Item No. I-6

Reviewed By: City Manager [Signature] City Attorney [Signature] Finance [Signature] Other (Specify) _____

DATE: July 20, 2006
TO: City Council
FROM: Ken Ortega [Signature]
Director of Public Works

SUBJECT: Ventura County Civic Alliance/Ventura Council of Governments “Compact for a Sustainable Ventura County” Proposal to the Southern California Association of Governments.

RECOMMENDATION

That City Council adopt a resolution in support of the Ventura County Civic Alliance/Ventura Council of Governments “Compact for a Sustainable Ventura County” grant proposal to the Southern California Association of Governments.

DISCUSSION

The Ventura County Civic Alliance (Civic Alliance) is a community-based initiative of the Ventura County Community Foundation funded by a grant from the James Irvine Foundation and contributions from partners. The Ventura Council of Governments (VCOG) is the sub-regional agency in Ventura County for the Southern California Association of Governments (SCAG). Mayor Thomas E. Holden represents Oxnard on VCOG, and Councilman Tim Flynn is the alternate.

The Civic Alliance and VCOG are working on a joint proposal to SCAG to conduct the first phase of the project, *Compact for a Sustainable Ventura County*, to engage communities across Ventura County in developing a shared vision for the region’s future and blueprint and roadmap for achieving that vision.

On July 13, 2006, the VCOG Board approved supporting the Civic Alliance in their application to SCAG for the *Compact for a Sustainable Ventura County*.

The resolution for City Council’s consideration seeks no financial support from the City of Oxnard. 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.

Representatives from the Civic Alliance have requested time to make a short presentation to City Council.

Ventura County Civic Alliance/Ventura Council of Governments "*Compact for a Sustainable Ventura County*" Proposal to the Southern California Association of Governments.

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FINANCIAL IMPACT

There is no financial impact at this time.

Attachment #1. Resolution in Support of the Ventura County Civic Alliance/Ventura Council of Governments "*Compact for a Sustainable Ventura County*" Grant Proposal to the Southern California Association of Governments.

Attachment #2. Ventura County Civic Alliance Fact Sheet

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CITY COUNCIL OF THE CITY OF OXNARD

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OXNARD IN SUPPORT OF THE VENTURA COUNTY CIVIC ALLIANCE/VENTURA COUNCIL OF GOVERNMENTS (VCOG) "COMPACT FOR A SUSTAINABLE VENTURA COUNTY" PROPOSAL TO THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG)

WHEREAS, the Ventura County Civic Alliance (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 Ventura County to promote a healthy and sustainable future for the region; and

WHEREAS, 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; and

WHEREAS, the Civic Alliance is respected across Ventura 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 2004-05 *Connecting the Dots on Growth and Sustainability* reports and white papers; and

WHEREAS, 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 Ventura 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 the region, including *Building a Compact for a Sustainable Ventura County* and *Promoting Livable Community Models*; and

WHEREAS, the Compact for Sustainable Ventura County will be a two to three year project that engages communities, public and private institutions, businesses, and local governments across Ventura County in building a common vision and blueprint for the future; and

WHEREAS, 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 (VCTC), 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; and

WHEREAS, support from the 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 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; and

WHEREAS, VCOG, as a member jurisdiction of SCAG and the leading regional governing body in Ventura 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; and

WHEREAS, 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; and

WHEREAS, 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 and 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 Oxnard resolves to support the submission by the Ventura County Civic Alliance/Ventura Council of Governments to SCAG of a proposal for the first phase of the "Compact for a Sustainable Ventura County" project.

PASSED AND ADOPTED THIS 1st day of August 2006 by the following vote:

AYES:

NOES:

ABSENT:

Dr. Thomas E. Holden, Mayor

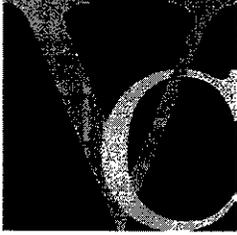
ATTEST:

Daniel Martinez, City Clerk

APPROVED AS TO FORM:

Gary L. Gillig 07-21-06
Gary L. Gillig, City Attorney

C O M M U N I T Y



F O U N D A T I O N

VENTURA COUNTY CIVIC ALLIANCE

Engaging the Community for Our Future

The mission of the Ventura County Civic Alliance is to promote a healthy and sustainable future for the Ventura County region. The Alliance is a coalition of civic leaders with a shared commitment to bringing the economic, environmental, and social equity interests of our region together to address priority community issues, increase civic engagement and build community leadership.

Core Principles and Values. The Alliance holds a set of core beliefs that guide its mission: regional sustainability, open dialog, boundary crossing and collaboration, evenhandedness, community building and consensus decision-making.

The Alliance promotes an approach that engages and encourages cooperative action. We bring together residents and civic organizations to explore options and find integrated solutions to the complex economic, environmental, and social challenges of our region.

To do this, the Alliance can play a variety of community roles, including being a neutral convener and facilitator of regional forums, a think tank for policy development and objective, fact-based research, and a leader, organizer or catalyst of strategic initiatives. In every case, we are a vigorous champion of regional stewardship, of balancing the "3Es" of sustainable community (economic viability, environmental health, and social equity), and of striving for the broadest possible representation and engagement in public policy discourse.

Growth and Sustainability are the Civic Alliance's priority issues for 2003-2005. Since 2003 the Alliance has been engaged in a broad-based community dialog aimed at achieving greater community awareness, clarity and consensus on the impacts of growth on our quality of life and strategies to move our region toward a more sustainable future.

Alliance Projects. Since its inception in 2001, the Civic Alliance has engaged hundreds of county residents and stakeholders in an ongoing conversation about the future of our region through workshops, forums, surveys, and the 2004 Road Ahead conference on growth and sustainability cosponsored by the Civic Alliance, the Ventura County Star and CSU Channel Islands.

Our products include the 2002 *State of the Region* indicators study, our 2004 study of regional growth plans, *Connecting the Dots on Growth and Sustainability: What*

Do Current trends Mean for Ventura County? and our current effort, *Connecting the Dots II: The Call to Action*, a series of white papers outlining key strategies for moving Ventura County toward a more sustainable future. Following the second Road Ahead conference in March 2005, we look forward to working with individuals, civic and elected leaders and communities to implement this action agenda and to develop new initiatives that address key community priorities.

Organizational Structure and Leadership. The Alliance is a community-based initiative of the Ventura County Community Foundation, funded by a grant from The James Irvine Foundation and contributions from the Partners and 3E Institutional Partners of the Civic Alliance.

The Alliance is composed of individuals from a broad and diverse cross-section of Ventura County, each a non-elected civic leader in his or her own right, and each with access to a larger network of community businesses, organizations and institutions. Alliance Participants are drawn from each of the ten cities of the county, and from each of the three sectors whose interests must be balanced to support a sustainable community: economy, environment, and social equity.

2005 Ventura County Civic Alliance Participants

Stacy Roscoe, *Chair*
Jerry Beckerman, *Segue Program for Career Literacy*
Ron Bottorff, *Friends of the Santa Clara River*
Bill Buratto, *Ventura County Economic Development Association*
Marty de los Cobos, *California State University-Channel Islands*
Dao Doan, *Mainstreet Architects & Planners Inc.*
Steve Greenwood, Esq., *Estate Planning Attorney*
Julie C.T. Hernandez, *Management Partners Inc.*
Kim Hocking, *Ventura County Planning Department*
Diane Jones, *Community Volunteer*
Marv King, *MK Business Solutions Associates*
Steven L. Kinney, *Economic Development Corporation of Oxnard*
John Krist, *Ventura County Star*
Florence LaManno, *Entré Computer Services*
David Maron, *Maron Computer Services*
Charles Maxey, *California Lutheran University*
Nancy Mayerson, *Mayerson Marketing & Public Relations, Inc.*
Kate McLean, *Nonprofit Consultant*
Sister M. Lisa Megaffin, *Sisters of Notre Dame*
Bernardo Perez, *Cabrillo Economic Development Corp.*
James Procter, *Procter, McCarthy & Slaughter, LLP*
Hugh Ralston, *Ventura County Community Foundation*
Carmen Ramirez, *Ventura County Superior Court*
E.J. Remson, *The Nature Conservancy*
Norman Rosenblum, *Financial Planning Services*
Mary Schwabauer, *Ventura County Community Foundation*
Mike Silacci, *SBC*
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*
Celina L. Zacarias, *GMAC Mortgage*
Organizational affiliations are listed for identification only.

Staff

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Sarah Babb, *Intern*
Allyson Fredericksen, *Intern*