

CITY OF VENTURA

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# ADMINISTRATIVE REPORT

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Date: October 26, 2007

Agenda Item No.: 6

Council Action Date: November 5, 2007

**To: RICK COLE, CITY MANAGER**

**From: RONALD J. CALKINS, PUBLIC WORKS DIRECTOR**

**Subject: GREEN INITIATIVE**

## **RECOMMENDATION**

- a. Accept the Green Initiative Inventory Working Document (Attachment 1) and direct staff to continue the process to make Ventura a national model of environmental sustainability.
- b. Authorize the Mayor to sign, on behalf of the City Council, the attached U.S. Mayor's Climate Protection Agreement (Attachment 2).
- c. Authorize the City Manager or designee to act as agent for the City to execute and submit all documents necessary to apply for certification, recognition or registration in the following: Sierra Club Cool Cities Program; ICLEI Local Governments for Sustainability; and California Climate Action Registry.
- d. Direct interdepartmental staff to initiate the City's *Get Your Green On* Campaign by starting the ten *Get Your Green On* Action Items (Attachment 3).

## **SUMMARY**

The attached Green Initiative Inventory (Inventory) was the City's first step in a process toward becoming a national model of environmental sustainability. The Inventory lists the environmental practices each City Department has submitted as representing their current and best efforts. An Appendix to the Inventory includes a listing of all 2005 Ventura General Plan policies that have a connection to the Inventory's 14 environmental sustainability categories.

As the Inventory indicates, the City has already established its leadership in protecting its natural resources and promoting environmental quality. However, this Inventory will continue to grow as new practices are implemented and policies are adopted citywide.

Staff will use the information in the Inventory to engage the public and to apply for awards and certifications that pertain to environmental sustainability, including the U.S. Mayors Climate Protection Agreement, the Sierra Club Cool Cities Program, ICLEI Local Governments for Sustainability, and the California Climate Action Registry. The Inventory will also help the City compare its environmental sustainability practices with those of leading "green" cities and will lead us to an action plan for the future.

Staff will continue with the Green Initiative process and initiate the ten *Get Your Green On* Action Items found in Attachment 3. The "Get Your Green On" vision focuses on new goals and actions predominantly related to City operations, facilities and staff. Priority action items without a significant need for additional resources will be implemented first.

## **DISCUSSION**

Ventura has established its leadership in protecting its natural resources and promoting environmental quality. The City already has one of the highest recycling rates in the state, generates some of its own solar power electricity, has established itself as a leader in smart growth, and supports a number of active local environmental groups that make a difference in our community. Ventura continually strives to implement cutting edge green programs in addition to those programs already in place. Further action is being taken through the City's interdepartmental Green Initiative Team.

After a series of meetings and a review of other "green" cities, the Green Initiative Team developed 14 categories in which to inventory the City's "green" practices, and a seven step strategy to implement the City's Green Initiative, which would establish Ventura as a national model of environmental sustainability. The 14 categories selected are as follows:

1. Recycling and Solid Waste Management
2. Energy Conservation/Renewable Energy
3. Household Hazardous Waste and Pesticides
4. Air Quality
5. Stormwater Quality
6. Water Quality and Conservation
7. Wastewater Quality
8. Green Building
9. Open Spaces and Habitat Preservation
10. Civic Engagement
11. Transportation
12. Socioeconomic
13. Public Health & Safety
14. Sustainable Development

The seven steps developed by the Green Initiative Team to implement the Green Initiative are listed below. In most cases, the seven steps will be undertaken simultaneously, rather than in sequential order.

1. Complete a green inventory to document the City's current "Green Practices": The Inventory will be continually updated as City Departments provide more information.
2. Assess the City's Green Inventory: Comprehensive sustainability practices will be assessed with priority given first to those that have the strongest community support and environmental focus.
3. Provide Outreach and Awards: Staff will apply for awards and certifications for the City's best environmental practices through a variety of venues. The City's best environmental practices, certifications and awards will be showcased through folders, brochures, videos, advertisements, websites, and other outreach methods.
4. Engage the Public: Staff will determine what categories and environmental actions are most important to the community through surveys, community meetings and other venues.
5. Benchmark the City's Green Practices: Staff will compare the City's best environmental practices to those in other leading "green" cities to determine where we need improvement.
6. Evaluate the City's Green Practices: After benchmarking, staff will further evaluate the City's green practices and determine recommendations for improvements.
7. Recommend Action Plan: Staff will return to Council with recommendations for implementing an action plan that may include General Plan revisions, new environmental policies, and a number of new specific environmental programs. The report will include budgetary and staff impacts, and funding options.

Earlier this year, each City Department was asked to list their best environmental practices in the 14 categories for inclusion in the Green Inventory. The attached Green Initiative Inventory Working Document reflects the information provided by each City Department. Staff will revise the Green Inventory as each Department submits additional information on their best environmental practices.

The Green Inventory also includes an appendix that lists the many policies included in the City's 2005 General Plan that have relevance to the 14 categories selected for the Green Initiative.

Staff will use the information in the Inventory to seek recognition, certifications and awards for environmental programs in which the City has already demonstrated excellence in or is

in the process of achieving excellence. Those recognitions and certifications include the following:

### **U.S. Mayors Climate Protection Agreement**

The U.S. Mayors Climate Protection Agreement (Agreement) recognizes cities that have taken, or are planning to take, significant actions to reduce the emission of greenhouse gasses that may lead to adverse environmental impacts. Measures taken under the Agreement also provide quality of life benefits, including cleaner air, decreased dependence on imported oil and gas, more livable and economically vibrant communities, healthy urban forests, and reduced energy bills.

The Agreement establishes the City's intention to support state and federal policies and programs that meet or exceed the U.S. Conference of Mayors goal of reducing greenhouse gas emissions to 7 percent below 1990 levels by 2012. The Agreement also asks the City to strive to meet or exceed Kyoto Protocol targets for reducing greenhouse gas emissions by taking actions that may include the following:

1. Inventory global warming emissions in City operations and the community, set reduction targets and create an action plan.
2. Adopt and enforce land-use policies that reduce sprawl, preserve open space, and create compact, walkable urban communities.
3. Promote transportation options such as bicycle trails, commute trip reduction programs, incentives for car pooling and public transit.
4. Increase the use of clean, alternative energy by, for example, investing in "green tags," advocating for the development of renewable energy resources, recovering landfill methane for energy production, and supporting the use of waste to energy technology.
5. Make energy efficiency a priority through building code improvements, retrofitting city facilities with energy efficient lighting and urging employees to conserve energy and save money.
6. Purchase only Energy Star equipment and appliances for City use.
7. Practice and promote sustainable building practices using the U.S. Green Building Council's LEED program or a similar system.
8. Increase the average fuel efficiency of municipal fleet vehicles; reduce the number of vehicles; launch an employee education program including anti-idling messages; and convert diesel vehicles to bio-diesel.
9. Evaluate opportunities to increase pump efficiency in water and wastewater systems; recover wastewater treatment methane for energy production.
10. Increase recycling rates in City operations and in the community.
11. Maintain healthy urban forests; promote tree planting to increase shading and to absorb CO<sub>2</sub>.
12. Help educate the public, schools, other jurisdictions, professional associations, and business and industry about reducing global warming pollution.

A number of these actions have already been taken by the City, or are in the process of being implemented. After the Ventura Mayor signs the attached Agreement, as part of the Green Initiative, staff will complete the follow-up necessary to meet the challenges and targets established in the U.S. Mayors Climate Protection Agreement.

#### **Sierra Club Cool Cities Certification**

The City already has a number of alternative energy and greenhouse gas reduction programs in place that would likely qualify the City to receive recognition as a Sierra Club Cool City. To participate, the City would need to sign the U.S. Mayors Climate Protection Agreement, conduct a global warming emissions inventory, and create a Sierra Club approved solutions plan. The Cool City certification process would help the City to move forward with even more innovative energy solutions that cut our dependence on oil, benefit public health and save taxpayer dollars.

#### **International Council for Local Environmental Initiatives Membership**

The International Council for Local Environmental Initiatives (ICLEI) is an international association of local governments and national and regional local government organizations that recognize communities that have made, or are planning to make, significant contributions to sustainable development. Member cities selected to participate receive access to the tools and resources to foster sustainable development and climate protection. These tools would assist the City in establishing performance measures in these areas. Member cities also receive recognition at international venues such as the United Nations Framework Convention on Climate Change and the United Nations Commission on Sustainable Development. The U.S. Conference of Mayors endorses the ICLEI program.

#### **California Climate Action Registry**

The California Climate Action Registry was established by California statute as a non-profit voluntary registry for greenhouse gas (GHG) emissions. The Registry would help the City establish GHG emissions baselines against which any future GHG emission reduction requirements may be measured.

Members receive access to the Climate Action Registry Reporting Online Tool (CARROT), guidance on reporting and certification, personalized training sessions, use of Climate Action Leader™ logo, members only website, workshops, participation in developing industry specific protocols and metrics, access to seminar series, and reduced fees to the Registry's annual conference.

#### ***Get Your Green On Campaign***

The Green Initiative also includes the *Get Your Green On* campaign, which has recently been initiated and covers multiple City departments. One of the most recent *Get your Green On* programs now underway is using 100% post-consumer recycled paper for all City uses. As indicated in Attachment 3, the campaign also includes new programs in green purchasing, energy conservation, office recycling, and alternatives to Styrofoam and

bottled water. The *Get Your Green On* campaign focuses predominately on City operations, facilities and staff. Priority action items will be implemented first. Staff will return to Council if significant additional resources are needed to reach the goals.

### **FISCAL IMPACTS**

Funding for this fiscal year's activities associated with the administration of the Green Initiative program are funded through Council approved budget allocations through July 1, 2008. Some of the *Get Your Green On* Action Items included in Attachment 3 can be accomplished by interdepartmental city staff without significant additional resources. However, in the event that additional resources are necessary, staff will return to Council with funding recommendations.

### **ALTERNATIVES**

Council has several alternatives available to the recommended actions. Council could direct staff to revise the approach developed by the Green Initiative Team, including, but not limited to, the 14 categories, the seven steps, the format of the Green Initiative Inventory Working Document and the *Get Your Green On* Action Items. Council could also choose to revise or add to staff's proposed list of certifications and recognitions, or choose not to participate in any of them. Council could also choose not to authorize the Mayor to sign the U.S. Mayors Climate Protection Agreement.

Prepared by Vicki Musgrove, Maintenance Services Division Manager  
For



Ronald J. Calkins  
Public Works Director


Reviewed as to fiscal impacts



Jay Panzica  
Chief Financial Officer

Administrative Report  
November 1, 2007  
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FORWARDED TO THE CITY COUNCIL



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Office of the City Manager

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# Ventura's Green Initiative Inventory: Working Document



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# Executive Summary

## The City of Ventura Green Initiative Inventory - 2007

*“Ventura’s Natural Setting is One of Its Greatest Assets, and Preserving the Environment is a Top Community Priority.”* – Excerpt from the City of Ventura 2005 General Plan

### **Our Natural Community and the 2005 Ventura General Plan**

*“Our Natural Community” is one of ten major focus areas established in the 2005 Ventura General Plan. The stated goal of “Our Natural Community” is to “be a model for other communities of environmental responsibility, living in balance with our natural setting of coastline, rivers, and hillside ecosystems.”*

The General Plan describes the community’s vision statements for the environment as follows:

#### **Ventura is a community that...**

- 1) Seeks sustainability by simultaneously promoting ecological health, economic vitality, and social well being for current and future generations.
- 2) Acts as an environmentally responsible model for coastal areas.
- 3) Protects and restores the natural character of its beaches, ocean views, hillsides, barrancas and rivers as a scenic backdrop for its high quality urban environment.

Ventura has established its leadership in protecting its natural resources and promoting environmental quality. The City already has one of the highest recycling rates in the state, generates some of its own solar power electricity, its established itself as a leader in smart growth, and supports a number of active local environmental groups that make a difference in our community. Ventura continually strives to implement cutting edge green programs in addition to those programs already in place. Further action is being taken through the City’s seven step Green Initiative Strategy.

## **I. THE SEVEN STEPS OF THE GREEN INITIATIVE**

### **Step 1 (Completed): Complete a green Inventory to document the City's current "Green Practices" and policies**

The Green Initiative Team decided on environmental categories and an inventory form that was used for each category. Responsibility was delegated to each City Department to complete the forms. The Environmental Categories are as follows:

- Recycling and Solid Waste Management
- Energy Conservation/ Renewable Energy
- Household Hazardous Waste and Pesticides
- Air Quality
- Stormwater Quality
- Water Quality and Conservation
- Wastewater Quality
- Sustainable Development
- Green Building
- Open Spaces and Habitat Preservation
- Civic Engagement
- Transportation
- Socioeconomic
- Public Health & Safety

### **Step 2: Assess the City's Green Inventory**

After the inventory forms were completed, the Green Initiative Team assessed the inventory of each category and determined if the information was complete. The team consolidated the information into appropriate formats for review by other interested parties.

### **Step 3: Provide Outreach and Awards (Continuous)**

The Green Initiative Team will use the information to apply for awards, certifications and other recognition the City's Environmental Program may be eligible to receive. The Team will also publicize the City's best green environmental practices through brochures, newsletter, exhibit display, newsprint ad and cable TV (Ventura's Green).

### **Step 4: Benchmark the City's Green Practices**

The Green Initiative Team will determine if the current level of programs/projects in each environmental category is sufficient based on benchmarking with other localities that are leaders in the environmental field.

**Step 5: Evaluate the City's Green Practices**

This evaluation will result in recommendations on where improvement is needed. The recommended improvements may include a cost analysis.

**Step 6: Engage The Public (Continuous)**

With assistance from Civic Engagement, the Green Initiative Team will facilitate community dialogue and input on what environmental practices are most important to further develop in Ventura.

**Step 7: Implement Action Plan**

A plan for implementing the actions will be developed after review by City Council that includes budget approvals. Other actions might include revisions of the General Plan, implementation of an Environmental Management System, and increased outreach on the City's Green Initiatives.

**II. THE GREEN INITIATIVE INVENTORY AND THE GENERAL PLAN**

State law requires each California city to adopt a comprehensive, long-term General Plan for the physical development of the community that guides local decision-making by expressing community goals about the future distribution and character of land uses and activities. The plan is comprehensive by covering the City's entire planning area and addressing the broad range of issues facing the community, including physical, social, aesthetic and economic concerns.

The 2005 General Plan was the second in a series of three connected documents that were designed to guide future conservation and change in the City. For this reason the general plan was used as the guiding document for the Green Initiative Inventory. The Green Initiative Team determined environmental categories and an inventory form for each category. Responsibility was delegated to each City Department to complete the forms and return to the Green Initiative Team.

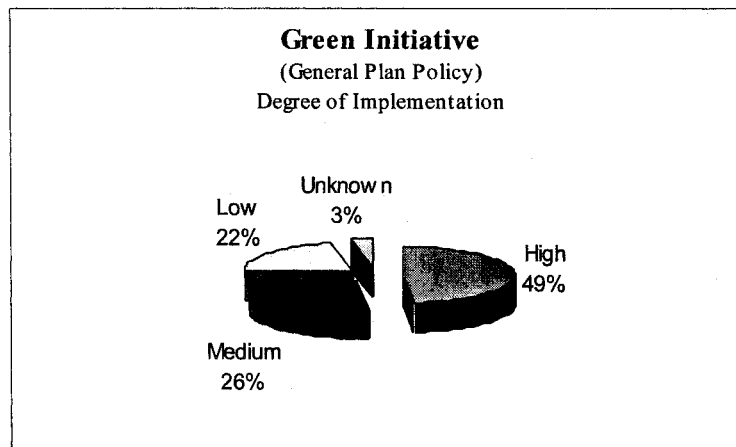
General plan policies that applied to each environmental category were listed for review. The department with lead responsibility for administering the policy was given the opportunity to comment on the degree to which the policy had been implemented (low, medium, high).

An environmental report card was developed to meet objectives from the Ventura Vision, 2000. The objective was "to operate the public sector in an environmentally responsible manner that becomes a model for the community." From this objective it was determined that "the city government should develop an annual 'environmental scorecard' to track public sector progress on implementing its Best Environmental Management Practices and increase public accountability." Therefore, the environmental report cards is included as one of the city wide performance measures. The scorecard used five criteria to evaluate the four environmental categories. These criteria are: Regulatory Compliance, Education, Existing Programs, Innovation, and Goal Setting. A scoring panel composed

of different City Departments and external members reviewed the input provided by program staff and determined appropriate scores for each category. The results of the environmental report card can be found under select categories.

The following pages provide a breakup of each category in the Green Initiative Inventory. Each category overview provides a brief description of the category and the corresponding environmental report card grade, if applicable. The appendix also provides an analysis of each set of General Plan Policies associated with the category.

An initial self-evaluation by staff of the 14 categories shows staffs initial perception of the degree of implementation of the General Plan Policies that aligned with the Green Initiative. Staff feels that Forty Nine percent of the policies have been implemented to a high degree, 26% have been moderately implemented, 22% have low implementation, and 3% of the policies are unknown as to their implementation. From the inventory it is clear that there are many “green” actions that take place citywide. Through the Green Initiative the City will strive to become a national model of environmental sustainability.



Initial evaluation, self rated by staff.

Category breakdown, levels of implementation of General Plan Policies:

Category	High	Medium	Low	Unknown
Recycling and Solid Waste Management	50%	17%	33%	
Energy Conservation / Renewable Energy		50%	50%	
Household Hazardous Waste and Pesticides	60%	20%	20%	
Air Quality	40%	40%	20%	
Stormwater Quality	57%	29%	14%	
Water Quality and Conservation	71%	29%		
Wastewater Quality	100%			
Sustainable Development	56%	28%	12%	4%
Green Building	50%	25%	25%	
Open Spaces and Habitat Preservation	56%	16%	26%	2%
Civic Engagement	47%	22%	31%	
Transportation	37%	34%	13%	16%
Socioeconomic	46%	35%	19%	
Public Health & Safety	47%	19%	31%	3%
Over All	49%	26%	22%	3%

# Recycling and Solid Waste Management

In 1989, when the State of California passed a law (Assembly Bill 939) requiring all cities to reduce the amount of waste sent to landfill disposal by 50% by the year 2000, Ventura was only diverting 10% from the landfill. Through public education, outreach, recycling and source reduction, Ventura has increased the amount of waste the City diverted from the landfill by a dramatic 67%, making Ventura's waste reduction and recycling program one of the most successful and comprehensive in California.

## 2006 Environmental Report Card Grade

Regulatory Compliance	Education	Existing Programs	Innovation	Goal Setting	Overall GPA
A-	A-	B-	B+	B	<b>B+</b>

## Most innovative achievements, accomplishments, or awards

- 1.) Achieved diversion rate of 66%: This means only 34% of the waste generated in Ventura is landfilled while the rest is recycled, composted or otherwise reduced at its source.
- 2.) Exceeded all regulatory requirements for recycling and waste diversion programs as enforced by the State of California Integrated Waste Management Board.
- 3.) Coordinated with the Ventura Chamber of Commerce to present Environmental Excellence Awards to two local businesses.

## Other Green Actions that have been implemented

- 1.) Expanded the types of items that may be recycled. Plastics processed are now numbers 1-7, as well as rigid plastics.
- 2.) Implemented Office Recycling Programs throughout City facilities and local businesses.
- 3.) Developed waste reduction plan for beverage containers and drinking receptacles at large events and public spaces.
- 4.) Composting landscape and agricultural wastes through partnership with E.J Harrison and sons, and Agromin.

- 5.) Educated residents of how to properly dispose of wastes through presentations at community meetings and school outreach programs.
- 6.) Implemented a Used Oil Program throughout the City of Ventura.
- 7.) Conducted composting workshops at the Olivas Adobe .
- 8.) Increased number of recycling bins at public spaces.
- 9.) Completed Source Reduction and Recycling Element (SSRE) review and developed recommendations.
- 10.) Improved solid waste franchise and recycling contracts.
- 11.) Provided commercial sector waste reduction assistance.
- 12.) Adopted solid waste management ordinance that requires curbside recycling, household hazardous waste collection, spring cleanup, and fall and holiday tree collection events.
- 13.) Began diverting street sweeping debris to composting: estimated additional diversion of 2-3 thousand tons per year.
- 14.) Composted biosolids providing beneficial reuse of 13,000 wet tons of sewage sludge each year.
- 15.) Expanded curbside recycling program to include all rigid plastics.
- 16.) Provided residents with 50% larger recycling cart at no extra cost.
- 17.) Implemented a trial Styrofoam ban in the City Council/City Manager's Office.
- 18.) Required new trash enclosures for all new developments to include enough space for recycling container.
- 19.) Provided compost bins and worm bins at a reduce cost to Ventura residents.
- 20.) Implemented a curbside collection of household hazardous waste from disabled and elderly residents.
- 21.) Implemented an extensive electronic waste collection program.
- 22.) Implemented award program to recognize businesses with excellent environmental performance.

**Other policies and/or regulations at the local, state, and federal level that impact administration of this category:**

- 1.) The California Integrated Waste Management Act (AB 939) and subsequent amendments.
- 2.) APP 32.1: Recycling System.
- 3.) Tier One performance measure: Reduce the amount of refuse sent to landfills by 2% per year.

**Community stakeholders who are actively engaged with the City in administering this category:**

- 1.) E.J. Harrison and Sons
- 2.) Gold Coast Recycling and Transfer Station
- 3.) Ventura Chamber of Commerce
- 4.) Agromin

# Energy Conservation / Renewable Energy

In 2006, there were 49,978 residential energy customers and 7,862 commercial customers. Together they used a total of 545,170,310 kWh of energy, this equals 343,457,295.3 pounds of carbon emitted into the atmosphere!

The City of Ventura recognizes the large impact energy use has on the environment and has found ways to reduced energy usage in City facilities by 25%. This reduction saves money and reduces carbon emissions by 1.2 million pounds a year. By investing in solar and other renewable forms of energy, the City has cut carbon emissions by 3.1 million pounds a year!

## 2006 Environmental Report Card Grade, Energy Conservation

Regulatory Compliance	Education	Existing Programs	Innovation	Goal Setting	Overall GPA
N/A	D+	A	A-	A-	<b>B</b>

## Most innovative achievements, accomplishments, and awards

- 1.) Honored by the California Energy Commission for conservation efforts.
- 2.) Honored with the Governor's annual "Flex Your Power" award for outstanding leadership in energy efficiency.
- 3.) Installed 110 kW solar electric system at maintenance yard, which generates 45% of its electricity usage.
- 4.) Saved 1.9 million kilowatt/hours through lighting and HVAC upgrades in City facilities.
- 5.) Produced 2.9 million kWh of energy each year through renewable co-generation unit at Wastewater Facility .
- 6.) Installed energy saving drives on pumps and motors at wastewater.
- 7.) Water Facilities utilize energy efficient variable speed drives, wherever possible. Capital projects incorporate the drives in almost all water pumping applications. Applications during CIP design are submitted to the SCE Savings by Design

program for an incentive. The Avenue Wastewater Treatment Facility qualified for a \$40,000 incentive. When constant speed pump components are upgraded in-house, they are replaced with drives. Applications during in-house design are submitted to the VCREA for an incentive. VCREA provided incentives for two in-house projects and include: 1.) \$44,000 for 330 Booster Pump station; 2.) \$40,000 for Satcoy Plant upgrade; 3.) \$6,000 for Nye Well 11.

### **Other Green Actions that have been implemented**

- 1.) Saved energy due to conservation and efficiency improvements.
- 2.) Replaced damaged weather stripping on doors and windows to increase energy efficiency.
- 3.) Installed energy efficient windows in City facilities.
- 4.) Utilized window film in City facilities for added reduction in energy loss and solar heat emissions.
- 5.) Installed energy efficient retrofits for City facilities.
- 6.) Investigated alternatives for contracting purchase of renewable or "green" energy for use in City facilities.
- 7.) Continued research of energy efficient measures for implementation in City facilities.
- 8.) Saved energy through capturing of methane gas produced at City's Wastewater Facility, which is turned into electricity.
- 9.) Exploring alternative energy sources for the Aquatic Center.
- 10.) Lowered thermostat.
- 11.) Exit signs are LED lights.
- 12.) Lowered water heater temperatures.
- 13.) Replaced standard light bulbs with compact fluorescents or other high-energy efficient lighting.
- 14.) Utilization of occupancy sensors throughout City facilities.
- 15.) Performed regular maintenance on HVAC systems.
- 16.) Installed a solar-powered trash compactor (the Big Belly) in downtown Ventura.

### **Green Actions that have been moderately implemented**

- 1.) Renewable energy is used whenever feasible.
- 2.) Instituted means for tracking energy usage and savings in City facilities.
- 3.) Use of bio-gas to set off natural gas consumption.

- 4.) Encouragement of all employees to turn off lights, copiers, and monitors when not in use.
- 5.) Replaced inefficient water heating systems.

**Community stakeholders who are actively engaged with the City in administering this category:**

- 1.) Ventura County Regional Energy Alliance
- 2.) Ventura County Green Building Council
- 3.) Southern California Edison

# Household Hazardous Waste & Pesticides

## 2006 Environmental Report Card Grade

Regulatory Compliance	Education	Existing Programs	Innovation	Goal Setting	Overall GPA
A	A-	A	B	B	B+

## Most innovative achievements, accomplishments, and awards

- 1.) Constructed HHW Facility, collecting over 700,000 pounds of hazardous waste each year.
- 2.) Established latex paint collection centers at paint stores.
- 3.) Increased collection events from 4 per year to 11 per year in 2005.
- 4.) Implemented HHW collection program for homebound elderly and disabled residents.

## Green Actions that have been implemented

- 1.) Required that used City computer equipment be disposed of properly, through e-waste collection.
- 2.) Disposed of hazardous laboratory waste, chemicals, and paints in a legal and proper way.
- 3.) Replaced toxic cleaning solvents with citrus-based solvent in City maintenance shops.
- 4.) Provided education and information to City staff and residents to decrease the quantity of household hazardous waste in the waste stream.
- 5.) Reduced pesticide use in City Parks by 5% annually with the goal of eliminating pesticides in all parks within 5 years.

**Other policies and regulations**

The City's Household Hazardous source reduction and recycling element completed in the early 1990's requires the City to provide collection services for HHW from Ventura residents.

# Air Quality

The City of Ventura has demonstrated its commitment to clean air by using electric and alternative fuel vehicles in its fleet. The City currently uses 2 electric vehicles and 13 gas-electric hybrid vehicles. Additionally, in cooperation with its Franchise Refuse and Recycling collector (E. J. Harrison and Sons), the City of Ventura has implemented a rigorous Clean Air Plan that replaces diesel with cleaner Liquid Natural Gas (LNG) fuels. A LNG fueling station was installed in 2003 with help from a grant awarded by the Air Quality Control Board, thus allowing for an increasing number of converted trash trucks (diesel to LNG) to run cleanly.

## 2006 Environmental Report Card Grade

Regulatory Compliance	Education	Existing Programs	Innovation	Goal Setting	Overall GPA
A	B-	A	A	A-	<b>A-</b>

## Most innovative achievements, accomplishments, and awards

- 1.) Installed a 140,000 kWh photovoltaic system at the Maintenance Yard. This system reduces electric use by 45%. Southern California Edison paid \$420,000 of project cost; the balance of \$208,000 is paid for with a California Energy Commission low- interest loan.
- 2.) Installed \$618,000 worth of energy reduction projects by using rebates from the Ventura County Regional Energy Alliance.
- 3.) Implemented the use of diesel engine particulate filters in City owned vehicles.
- 4.) Obtained early CARB compliance, exclusive use of recycled antifreeze in maintenance yard, and when available, lubricants.
- 4.) Replaced solvent parts and washers with aqueous units.
- 5.) Transitioned to B-20 biodiesel fuel.
- 6.) Implemented a preventive maintenance program of City vehicles.

**Green Actions that have been implemented**

- 1.) Developed initiatives to reduce greenhouse gas emissions.
- 2.) Converted diesel equipment to run on ultra low sulfur diesel, B20.
- 3.) Reduced CO2 levels by 20%.
- 4.) Incorporated the use of vehicles that run on alternative energies and/or fuel efficient vehicles.
- 5.) Installed energy saving projects throughout the City.
- 6.) Installed photovoltaic project at the Maintenance Yard.
- 7.) Used high efficiency lighting and equipment when feasible in Facility projects.
- 8.) Reduced greenhouse gas emissions by 3.1 million pounds a year by investing in solar and other renewable forms of energy.

**Other policies and/or regulations at the local, state, and federal level that impact administration of this category**

The Ventura Air Pollution Control District requires an annual test on the vapor recovery system connected to fuel tanks at Police/Fire Headquarters and the Maintenance Yard.

**Community stakeholders who are actively engaged with the City in administering this category**

- 1.) Ventura County Regional Energy Alliance has helped the city plan, design and fund energy reduction projects.
- 2.) Southern California Edison, The California Energy Commission and The Ventura County Regional Energy Alliance have contributed \$1,038,000.

# Stormwater Quality

## 2006 Environmental Report Card Grade

Regulatory Compliance	Education	Existing Programs	Innovation	Goal Setting	Overall GPA
A-	B	B	A	B	<b>B+</b>

## Most innovative achievements, accomplishments, and awards

- 1.) Obtained a one million dollar grant to construct beach water quality improvements along the promenade at Surfer's Point.
- 2.) Received the 1st place award in municipal stormwater from the U.S. EPA in 2003.
- 3.) Implemented low flow diversion of California and Figueroa Street storm drains to the sanitary sewer system, construction of beach water quality improvements.
- 4.) Implemented project conditioning for innovative development .
- 5.) Developed Ventura's environment cable TV programs.

## Green Actions that have been implemented

- 1.) Reviewed private development projects near creeks and wetland resources for potential stormwater impacts.
- 2.) Implemented stormwater ordinance and developed best management practices (BMP) manual to guide development of proper water quality control measures.
- 3.) Completed Comprehensive Wetlands Plan as implementation measure of the General Plan.
- 4.) Incorporated drainage bioswales into new park designs to retain peak flow runoff.
- 5.) Implemented stormwater detention program for new developments.

- 6.) Coordinated with developers to prevent erosion and control sediment at construction sites.
- 7.) Increased investment in stormwater infrastructure.
- 8.) Increased investment in stormwater pollution control efforts.
- 9.) Restored Kalorama Beach Estuary.

**Other policies and regulations and/or regulations at the local, state, and federal level that impact administration of this category**

Municipal NPDES Draft Permit was issued by the Los Angeles Regional Water Quality Control Board. The draft permit for the next five years is extremely descriptive. If adopted, as is, it will focus the majority of our stormwater quality efforts for the City.

**Community stakeholders who are actively engaged with the City in administering this category**

- 1.) Ventura Surfrider Foundation
- 2.) Ventura Coast Keeper
- 3.) California Coastal Commission
- 4.) LA Regional Water Quality Control Board

# Water Quality and Conservation

The City of Ventura provides approximately 28,700 water and sewer connections to over 102,000 people. Bills for residential and commercial customers are mailed every two months and industrial customers are billed monthly.

The City of Ventura provides drinking water to over 102,000 people through approximately 30,879 water service connections. Our water system is made up of more than 350 miles of pipeline, 3 water treatment plants, 23 pump stations and 26 reservoirs. The City maintains a full service laboratory and monitors our water quality on a daily basis. Our staff works hard to ensure the water we provide to our customers meets or exceeds State and Federal standards.

There are three water sources that provide water to the City water system, the Ventura River, Lake Casitas, and local groundwater wells. In addition, the City provides reclaimed water from the Ventura Wastewater Reclamation Facility to two municipal golf courses, the Ventura Marina area, and private customers for landscape irrigation.

The City manages its water resources conjunctively - a practice whereby the City uses river surface water supplies first (that are lost to the ocean if not used when they are available), before groundwater supplies (which can be stored for use when the surface supplies are not plentiful). Therefore, the City will generally draw on our water supplies in the following order: Ventura River, Lake Casitas, and local groundwater wells.

## **Most innovative achievements, accomplishments, and awards**

- 1.) Established a horse manure awareness and public outreach program.
- 2.) Implemented a 2005 Sanitary Survey of the Lower Ventura River and San Antonio Creek.
- 3.) Developed Peppertree Garden. Established a relationship between the art community and conservation, which led to a reduction in water use for the garden.
- 4.) Obtained grant funding for Ojai Valley Sanitary District Wastewater Effluent Reuse Feasibility Study.
- 5.) Engaged public in annual water conservation poster and calendar contest.

## **Green Actions that have been implemented**

- 1.) Obtained knowledge of total water withdrawal by source.

- 2.) Utilize knowledge of water sources that are significantly affected by withdrawal of water in decision-making.
- 3.) Implemented recycled and reused water programs throughout the City.
- 4.) Used reclaimed wastewater for irrigation to offset potable water consumption.
- 5.) Provided training on water conservation behavior to City staff and management.
- 6.) Provided information to customers (public) and guests on water conservation behavior.
- 7.) Integrated countywide water resource management. The City is a member of the Water Coalition of Ventura County (WCVC). Participated in the submittal of the Countywide Integrated Resource Management Plan to DWR. The WCVC qualified for a Prop 50 \$25,000,000 grant for eleven projects in Ventura County. Ventura County was one of 7 counties in California to qualify for the first round of Prop 50 grant funds. One project included in Prop 50 funding is the Ventura River Watershed Management Plan.
- 8.) Identified potential contaminants through the 2005 Sanitary Survey of the Lower Ventura River Watershed (issues like septic tanks, horse manure, household hazardous waste, etc.) The survey also analyzes contaminants in the watershed that may affect the drinking water supply in Foster Park. This survey is conducted every 5 years.

#### **Other policies and regulations and/or regulations at the local, state, and federal level that impact administration of this category**

- 1.) Compliance with Federal Endangered Species Act relative to listed and threatened species (U.S. Fish & Wildlife Service and NOAA Fisheries).
- 2.) Compliance with State Department of Fish & Game 1600 – Streambed Alteration Agreements.
- 3.) Compliance with LARWQCB permits to dewatering during construction activity and 401 certification.
- 4.) Compliance with U.S. Army Corps of Engineers 404 and Nationwide permits.
- 5.) Compliance with Ventura County Watershed Protection District watercourse and encroachment permits.

#### **Community stakeholders who are actively engaged with the City in administering this category**

- 1.) Heal the Bay
- 2.) Surfrider Foundation
- 3.) UCSB
- 4.) Santa Barbara Channel Keepers
- 5.) CalTrout

# Wastewater Quality

The City of Ventura provides sewer service to approximately 98% of City residences. The total area served includes a population over 102,000. The City also performs wastewater collection and treatment for McGrath State Beach Park and the North Coast Communities (Ventura County Service Area 29). These residences generate approximately 9 million gallons of wastewater per day, which is carried by more than 375 miles of sewer mains and 14 lift stations to the Ventura Water Reclamation Facility. The Ventura Water Reclamation Facility is a tertiary treatment plant, located in the Ventura Harbor area, near the mouth of the Santa Clara River.

Ventura's Water Reclamation Facility, 1400 Spinnaker Drive, is situated on the north bank of the Santa Clara River Estuary. Following a three-step treatment process at the facility, treated wastewater is discharged into the estuary.

The Ventura Water Reclamation Facility includes pump stations and pipelines for water reclamation. In 1998 the daily average volume of treated wastewater reclaimed was over 700,000 gallons. The City's reclaimed water system provides water for irrigation of golf courses, parks and similar landscape areas. This reuse is an integral part of the city water conservation program and represents a reduction in demand on the drinking water supply each year of approximately 300 million gallons.

## **Most innovative achievements, accomplishments, and awards**

- 1.) The VWRF co-generation system produces approximately 40% of the facility's energy demand about 88% of the time using a renewable energy source. Installation of co-generation, VFDs, and automated control systems at the VWRF reduced energy demand from 2,953 kWh/MG in 1990 to 952 kWh/MG in 2006, (with co-generation running).
- 2.) Changed operation strategy for the disinfection process at wastewater. Reduced chlorine demand from 2,400 pounds per day to 700 pounds resulting in significantly lower chlorine byproduct concentrations in the facility effluent in 2004.
- 3.) Replaced magnesium hydroxide with biological odor control products to control collection system sulfide development, resulted in the elimination of one semi-tanker truck driving 120 miles each week in 2002.
- 4.) Increased the number of in-house repairs to sewer mains contributed to reducing Sanitary System Overflows from 48 in 2000 to 8 in 2006 protecting Ventura's beaches.
- 5.) Diverted solid waste through composting biosolids provides beneficial reuse of 250 wet tons of sewage sludge each week.

**Green Actions that have been implemented**

- 1.) Used reclaimed wastewater for irrigation at City golf courses.
- 2.) Used high efficiency pumps/motors and variable frequency drives in wastewater treatment plant operations.
- 3.) Analyzed wastewater treatment facilities for electrical operating efficiencies.

**Other policies and/or regulations at the local, state, and federal level that impact administration of this category**

- 1.) Statewide Waste Discharge Requirements for collection systems.
- 2.) Clean Water Act amendments.
- 3.) California Water Code.
- 4.) Porter-Cologne Act.

**Community stakeholders who are actively engaged with the City in administering this category**

- 1.) Heal the Bay
- 2.) Surfrider Foundation
- 3.) UCSB
- 4.) Santa Barbara Channel Keepers
- 5.) CalTrout

# Sustainable Development

The City of Ventura intends to provide a reliable support infrastructure for economic vitality, public health, and environmental protection by ensuring a high quality and stable drinking water supply; improving wastewater treatment and the sewer system; and providing safe and environmentally sound flood control and drainage systems.

Sustainable development is truly a holistic concept where all of the categories present in this document provide the means to track the 'sustainability' of the City. The concept extends beyond infrastructure, the environment, and society to encompass all of these points from one perspective, a sustainable perspective.

**(See General Plan Policies located in appendix)**

# Green Building

In May of 2005, the City Council adopted a resolution that acknowledged three green building programs as suitable for recognition and special application processing relative to promoting green building. These three options provide special opportunities for non-residential buildings, and residential developments with 4+ units, or 1-3 units with elements approved by the Green Building Council of Ventura County. Developments that have been reviewed for green building are permitted expedited processing, or front of the line processing in Community Development. The expedited processing provides a wonderful incentive to our community and developers to build green! Internally, the City has committed to build all new facilities to LEED specifications when possible.

## Green Actions that have been implemented

- 1.) Installed occupancy sensors throughout City facilities.
- 2.) Developed a Green building program to expedite processing.
- 3.) Developed minimum requirements for energy efficiency.
- 4.) Developed Build it green certification (municipal, commercial, and residential).
- 5.) Municipal building starts over 10,000 square feet must meet or exceed LEED™ requirements.
- 6.) Municipal building starts over 5,000 square feet must meet or exceed LEED™ requirements.
- 7.) Adopted a green building resolution.
- 8.) Required all city owned buildings to be built to LEED™ Silver Standards.
- 9.) Replaced parts are the most energy/water efficient products available.
- 10.) Committed to incorporate green building standards in new City facilities.

## Community stakeholders who are actively engaged with the City in administering this category

- 1.) VC Contractors Association
- 2.) Green Building Council of Ventura County
- 3.) American Institute of Architects Ventura County
- 4.) International Code Council of Ventura County (Building officials)
- 5.) Building Industry Association of California.

# Open Spaces and Habitat Preservation

The parks system includes more than 700 acres of parkland and facilities serving various interests from sailing, surfing, tennis, league sports, skateboard parks, tot lots and picnic areas. The City's parks also contain historic sites depicting the City's early California heritage.

The park system includes two par-72 championship golf courses designed by renowned architect William Bell. A new 100-acre community sports park with an aquatics center, water slides, competition pool, multi-use sports fields and bike paths.

The City also cares for an urban forest of 32,000 trees that improve the air and provide visual interest to pedestrians and motorists.

## **Most innovative achievements, accomplishments, and awards**

- 1.) Opened Thille Park.
- 2.) Opened of Ventura Community Park.
- 3.) Opened Montalvo Park.
- 4.) Developed landscape median renovation program.
- 5.) Implemented an Integrated Pest Management Program.

## **Green Actions that have been implemented**

- 1.) Provided input on private projects impacting open space and agricultural resources.
- 2.) Initiated erosion control projects on acquired areas.
- 3.) Developed criteria for hazard tree determination for private and public trees.
- 4.) Removed non-native and invasive plant species throughout City Parks.
- 5.) Established that 25% of the City is Green space.
- 6.) Developed waterfront park.
- 7.) Determined that 90% of residents live within a ½ mile of a park or open space.

- 8.) Conducted inspections of landscaping/street trees to ensure compliance with Community Plan.
- 9.) Managed urban forests using canopy mapping and other techniques.
- 10.) Replaced trees throughout urban landscape.
- 11.) Required street trees for all development and street projects.
- 12.) Continued to support the Ventura Hillsides Conservancy efforts for open space conservation.
- 13.) Changed City operations in coastal dune areas to protect habitat.
- 14.) Initiated the Wetlands Harbor Project with art enhancements throughout 50 acres and 1.1 miles of trails.

**Other Policies and /or regulations at the local, state, and federal level that impact administration of this category**

- 1.) Parks 1 performance measure strategy to eliminate use of pesticides and herbicides as new technologies arise.

**Community stakeholders who are actively engaged with the City in administering this category**

- 1.) Ventura Hillsides Conservancy
- 2.) Grant Park Conservancy
- 3.) Botanical Garden Coalition
- 4.) Ventura Unified School District.

# Civic Engagement

The City of Ventura intends to improve public participation in community affairs by exploring ways to implement the Ventura Vision with broad community collaboration; more widely publishing city government services, planning processes, and policies; better involvements of typically underrepresented groups such as youth, seniors and ethnic minorities in community planning; and developing public parks, plazas, neighborhood greenways and other spaces that promote civic interaction and events.

## **Most innovative achievements, accomplishments, and awards**

- 1.) Developed Arbor Day program.
- 2.) Developed Urban Forest Ranger Program.
- 3.) Increased City volunteerism rate to 48%, far surpassing the State average rate of 26%.
- 4.) Increased City Communications rating by 10% to a 76% satisfaction rating.
- 5.) Raised \$1 million for the Community Park with a grass-roots fundraising campaign.
- 6.) Constructed and opened Ventura's first Community Media Center at 65 Day Road.

## **Green Actions that have been implemented**

- 1.) Encouraged use of alternative travel modes.
- 2.) Provided training on energy conservation behavior for staff and management.
- 3.) Provided information for the public on energy conservation behavior.
- 4.) Provided training on water conservation behavior for staff and management.
- 5.) Provided information for the public on water conservation behavior.
- 6.) Educated and train staff and the public on waste reduction, recycling, reuse, and reducing behavior.
- 7.) Reduced travel through in house travel sessions.
- 8.) Developed green team, for program development.
- 9.) Utilized CIWMB training.

- 10.) Developed closer relationships between other departments and City Environmental Services.
- 11.) Helped coordinate a global warming town hall meeting that drew over 300 attendees. The recently formed VCCool (Ventura Climate Care Options Organized Locally) organization evolved from this unprecedented event.
- 12.) Broadcasted more than 2,000 hours per year of cable TV programming covering local environmental education and outreach on VTV (Channel 15).

**Community stakeholders who are actively engaged with the City in administering this category**

Ventura Unified School District, Community Councils, civic clubs, schools, churches, local non-profit organizations, arts organizations, Chamber of Commerce, Community Access Partners of San Buenaventura (CAPS), Ventura College

VC Contractors Association, GBC of Ventura County, AIA VC (Architects), ICC VC (Building officials), Building industry association of California

California Integrated Waste Management Board

# Transportation

It is important to the City of Ventura to develop a balanced transportation system by encouraging land use modifications and “transportation systems management” to reduce traffic congestion; upgrading road maintenance, improving and diversifying local transit systems; promoting a regional rail strategy; enhancing parking through better use of existing structures and new structures at strategic locations; facilitating bicycle and pedestrian access through an interconnected system of bike and walking paths; and exploring ways to improve the community’s access to air transportation.

## **Most innovative achievements, accomplishments, and awards**

2005 general plan award from the American Planning Association.

## **Green Actions that have been implemented**

- 1.) Utilized Compressed Natural Gas.
- 2.) Carpooling program, offered by Ventura County Transportation Commission.
- 3.) Developed walking and bicycle lanes throughout the City.
- 4.) Increased annual public transit ridership.
- 5.) Working with state and local law makers to push for low-emission technologies.
- 6.) Incorporated land-use planning that is conducive to sustainable transportation choices.
- 7.) Replaced City fleet sedans with 15 hybrid gas/electric vehicles saving over 2,000 gallons of fuel per year.
- 8.) Added 17 new bus shelters and replaced 130 bus benches to encourage mass transit.

# Socioeconomic

In today's global economy, high-wage high-value jobs are the foundation of the prosperity that instills a city with the financial resources necessary to provide high quality of life and excellent community amenities. Ventura has been blessed with a history of prosperity, thanks in large part to success in harnessing the area's natural assets for economic benefit.

It is integral to the prosperity of our City that the community and economy have a strong foundation with continued support and development. It is important to consistently seek out opportunities to improve our community as natural and human resources change. The vitality of our environment relies heavily on the prosperity of both society and the economy. The City strives to chart a future that involves all community stakeholders to foster strong socioeconomic growth.

## **Green Actions that have been implemented**

- 1.) Committed to smart growth practices that encourage low impact development and resource conservation.
- 2.) Adopted a program that provides affordable housing for low income families.
- 3.) Award businesses with Ventura's Environmental Excellence Award on an annual basis.

# Public Health and Safety

Ventura ensures high levels of health and social services by enhancing the city government's role in coordinating, publicizing and monitoring existing services; improving youth and senior services; exploring regional approaches to homelessness; improving police and fire services; and developing better emergency-preparedness systems.

The Ventura Fire Department responds to fire, medical, and disaster calls from six stations in the City. The Department's goal is to reach the scene within 4 minutes 90% of the time. The Department has a reciprocal agreement with the County Fire Protection District to ensure that Ventura residents receive the swiftest service possible.

The Ventura Police response to crimes in progress averages less than six minutes, and less than sixteen minutes for most other calls. The Department hopes to better engage the community through volunteers in policing efforts to lower crime levels.

## **Most innovative achievements, accomplishments, and awards**

- 1.) Converted signals to LED lights rather than incandescent lights.
- 2.) Converted signal pedestrian activation from active "button" to accessible light truck device.
- 3.) Added several hearing impaired pedestrian signals.
- 4.) Automated enforcement program for red light running.

## **Green Actions that have been implemented**

- 1.) Continued implementation of employee health and wellness program.
- 2.) Developed sidewalk repair program and sidewalk ramp retrofit program.
- 3.) Established smoke free restaurants.
- 4.) Continued promotion of equality in health.
- 5.) Encouraged personal safety and property security.
- 6.) Automated enforcement program for red lights.
- 7.) Added various bike lanes and bike warning signs.

- 8.) Purchased a new HAZMAT truck with grant funds providing emergency response to multiple accidental hazardous waste spills that would have otherwise endangered people and the environment.

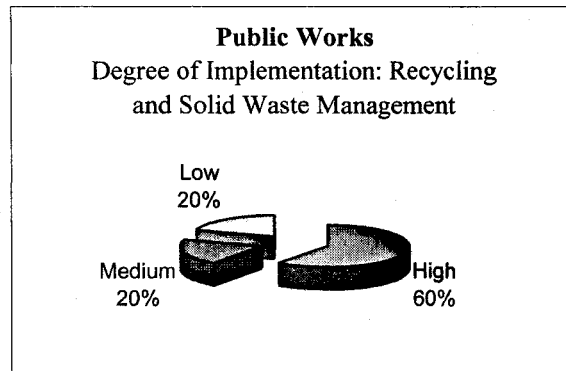
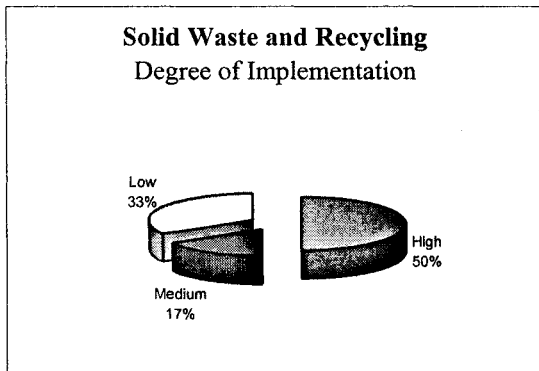
**Community stakeholders who are actively engaged with the City in administering this category**

- 1.) VC Contractors Association
- 2.) GBC of Ventura County
- 3.) AIA VC (Architects)
- 4.) ICC VC (Building Officials)
- 5.) Building industry association of California

## Appendix A: General Plan Policy Review

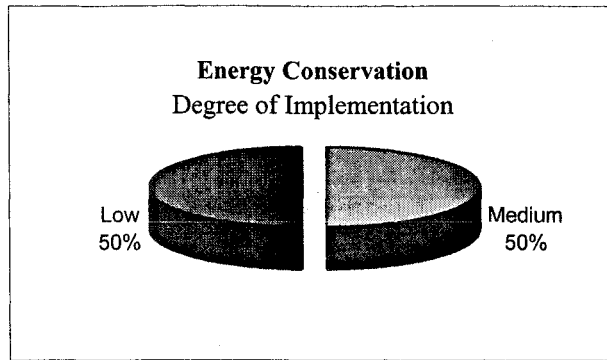
### Recycling and Solid Waste Management:

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
1.25: Purchase and use recycled materials and alternatives as feasible in City operations.	AS[P]	Low
5.18: Work with the Ventura Regional Sanitation District and the County to expand the capacity of existing landfills, site new landfills, and/or develop alternative means of disposal that will provide sufficient capacity for solid waste generated in the City.	PW[MS]	Low
5.5: Provide incentives for new residences and businesses to incorporate recycling and waste reduction practices.	PW[MS]	Medium
1.27: Utilize green waste as biomass/ compost in City operations.	PW[P]	High
1.30: Provide information to businesses on how to reduce waste and conserve resources.	PW[MS]	High
5.10: Utilize waste source reduction requirements and expand and improve composting and recycling options.	PW[MS]	High



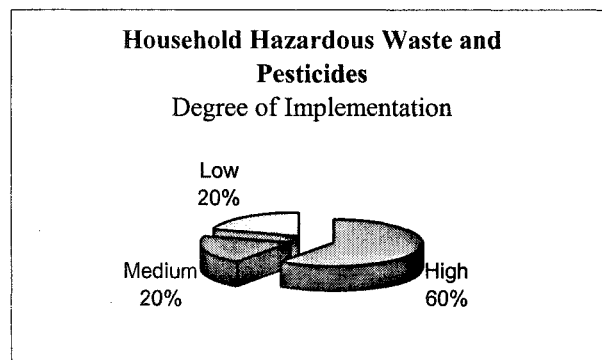
### Energy Conservation/ Renewable Energy

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
1.25: Purchase and use recycled materials and alternative and renewable energy sources, as feasible in City operations.	AS[P]	Low
1.32: Apply for grants, rebates, and other funding to install solar panels on all City-owned structures to provide at least half of their electric energy requirements.	PW	Medium



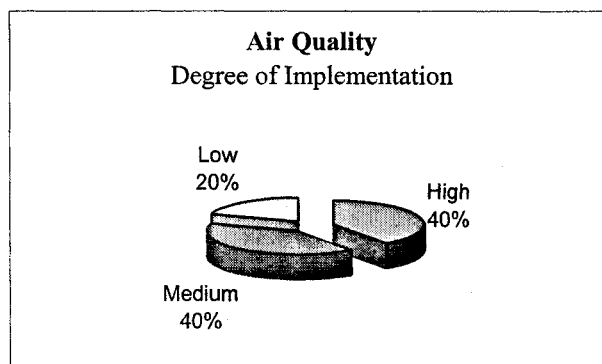
**Household Hazardous Waste & Pesticides**

<i>General Plan Number:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
7.31: Work toward voluntary reduction or elimination of aerial and synthetic chemical application in cooperation with local agricultural interests and the Ventura County agricultural commissioner.	FD [IS]	Low
7.28: Educate residents and businesses about how to reduce or eliminate the use of hazardous materials, including by using safer non-toxic equivalents.	PW [MS]	Medium
7.29: Require non-agricultural development to provide buffers, as determined by the Agriculture Commissioner's Office, from agricultural operations to minimize the potential for pesticide drift.	CD [CP]	High
7.30: Require all users, producers, and transporters of hazardous materials and wastes to clearly identify the materials that they store, use, or transport, and to notify the appropriate City, County, State and Federal agencies in the event of a violation.	FD [IS]	High
1.26: Reduce pesticide use in City operations.	PW [P]	High



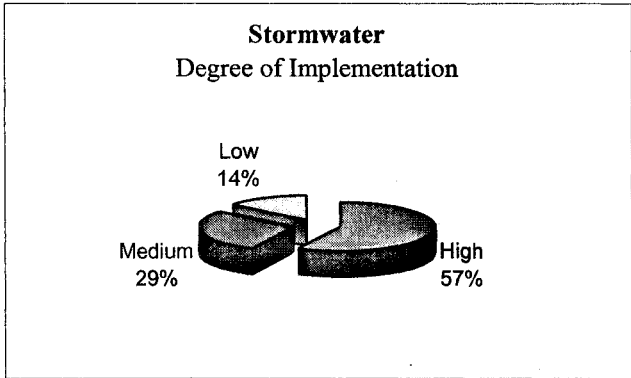
## Air Quality

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
7.23: Require individual contractors to implement the construction mitigation measures included in the most recent version of the Ventura County Air Pollution Control District Air Quality Assessment Guidelines.	PW [E]	Low
7.20: Require air pollution point sources to be located at safe distances from sensitive sites, such as homes and schools.	FD [IS]	Low
1.28: Purchase low-emission City vehicles, and convert existing gasoline-powered fleet vehicles to cleaner fuels, as technology becomes available.	PW [MS]	Medium
1.32: Apply for grants, rebates, and other funding to install solar panels on all City-owned structures to provide at least half of their electric energy requirements.	PW	Medium
7.21: Require analysis of individual development projects in accordance with the most current version of the Ventura County Air Pollution Control District Air Quality Assessment Guidelines and, when significant impacts are identified, require implementation of air pollutant mitigation measures determine to be feasible at the time of project approval.	FD [IS]	High
7.22: In accordance with Ordinance 93-37, require payment of fees to fund regional transportation demand management (TDM) programs for all projects generating emissions in excess of Ventura County Air Pollution Control District adopted levels.	CD [LD]	High



**Stormwater Quality**

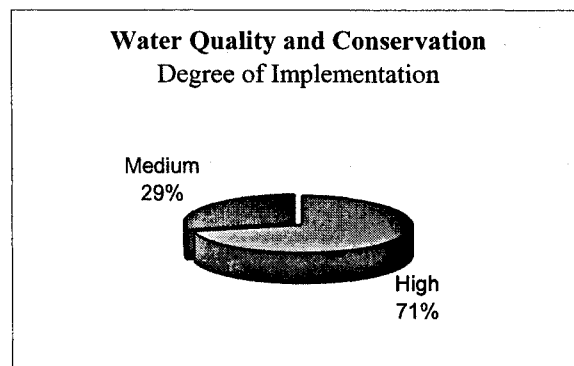
<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
1.16: Comply with directives from regulatory authorities to update and enforce stormwater quality and watershed protection measures that limit impacts to aquatic ecosystems (High) and that preserve and restore the beneficial uses of natural watercourses and wetlands in the City. (Low)	PW	High- Comply with directives Low- Watercourse preservation
5.16: Require new developments to incorporate stormwater treatment practices that allow percolation to the underlying aquifer and minimize off-site surface runoff utilizing methods such as pervious paving material for parking and other paved areas to facilitate rainwater percolation and retention/detention basins that limit runoff to pre-development levels.	CD [LD]	Medium
5.2: Use natural features such as bioswales, wildlife ponds, and wetlands for flood control and water quality treatment, when feasible.	MS/P	Medium
5.15: Establish assessment districts or other financing mechanisms to address storm drain system deficiencies in areas where new development is anticipated and deficiencies exist.	PW [MS]	High
5.17: Require stormwater treatment measures within new development to reduce the amount of urban pollutant runoff in the Ventura and Santa Clara Rivers and other watercourses.	CD [LD]	High



**Water Quality and Conservation**

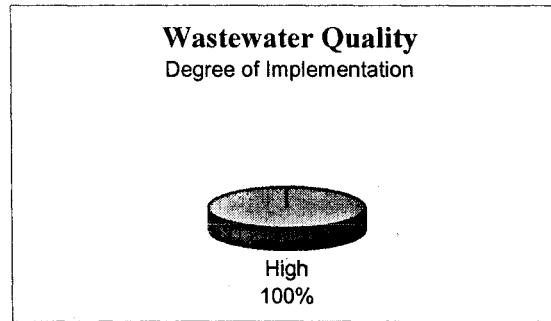
<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
5.1: Require low flow fixtures, leak repair, and drought tolerant landscaping (native species if possible), plus emerging water conservation techniques, such as reclamation, as they become available.	CD [CP]	Medium
5.2: Use natural features such as bioswales, wildlife ponds, and wetlands for flood control and water quality treatment, when	PW [MS/P]	Medium

feasible.		
1.16: Comply with directives from regulatory authorities to update and enforce stormwater quality and watershed protection measure that limit impacts to aquatic ecosystems and that preserve and restore the beneficial uses of natural watercourses and wetlands in the city.	PW	High
5.3: Demonstrate low water use techniques at community gardens and city owned facilities.	PW [U/P]	High
5.4: Update the Urban Water Management Plan as necessary in compliance with the State 1983 Urban Water Management Planning Act.	PW [U]	High
5.7: Require project proponents to conduct evaluations of the existing water distribution system, pump station, and storage requirements in order to determine if there are any system deficiencies or needed improvements for the proposed development.	PW [U]	High
5.11: Increase emergency water supply capacity through cooperative tie-ins with neighboring suppliers.	PW [U]	High



### Waste Water Quality

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
5.6: Require project proponents to conduct sewer collection system analysis to determine if downstream facilities are adequate to handle the proposed development.	PW [U]	High
5.12: Apply new technologies to increase the efficiency of the wastewater treatment system.	PW [U]	High

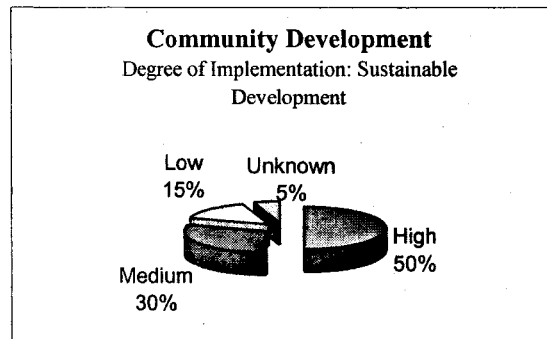
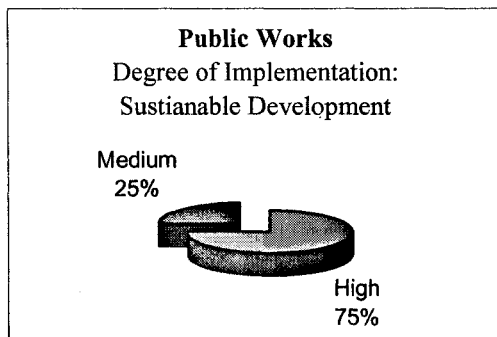
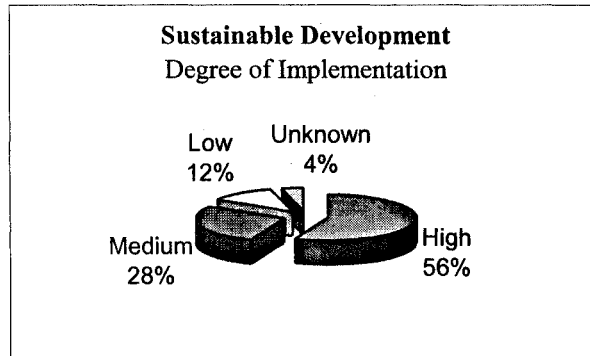


**Sustainable Development**

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
1.22: Adopt development code provisions to protect mature trees as defined by minimum height, canopy, and/or tree trunk diameter.	CD [LRP]	Low
3.6: Expand and maintain the City's urban forest and thoroughfare landscaping, using native species, in accordance with the City's Park and Development Guidelines and Irrigation and Landscape Guidelines.	PW [P]	Low
3.22: Offer incentives for agricultural production operations to develop systems of raw product and product processing locally.	CD [ED]	Low
5.1: Require low flow fixtures, leak repair, and drought tolerant landscaping (native species if possible), plus emerging water conservation techniques, such as reclamation, as they become available.	CD [CP]	Low
5.16: Require new development to incorporate stormwater treatment practices that allow percolation to the underlying aquifer and minimize offsite surface runoff utilizing methods such as pervious paving material for parking and other paved areas to facilitate rainwater percolation and retention/detention basins that limit runoff to pre-development levels.	CD [LD]	Unknown
1.18: Require new development adjacent to rivers, creeks, and barrancas to use native or non-invasive plant species, preferably drought tolerant, for landscaping.	CD [CP]	Medium
1.19: Require projects new watercourses, shoreline areas, and other sensitive habitat areas to include surveys for State and/or Federally listed sensitive species and to provide appropriate buffers and other mitigation necessary to protect habitat for listed species.	CD [LRP]	Medium
2.11: Allow mixed-use development in commercial and industrial districts, as appropriate.	CD [LRP]	Medium
3.7: Evaluate whether lot coverage standards should be changed based on neighborhood character.	CD [LRP]	Medium
3.21: Adopt performance standards for non-farm activities in agricultural areas that protect and support farm operations, including requiring non-farm uses to provide all necessary buffers.	CD [LRP]	Medium

as determined by the Agriculture Commissioner's Office.		
3.23: Develop and adopt a form-based Development Code that emphasizes pedestrian orientation, integration of land uses, treatment of streetscapes as community living space, and environmentally sensitive building design and operation.	CD [LRP]	Medium
5.2: Use natural features such as bioswales, wildlife ponds, and wetlands for flood control and water quality treatment, when feasible.	PW [MS/P]	Medium
7.37: Use rubberized asphalt or other sound reducing material for paving and re-paving of City streets.	PW [E]	Medium
1.17: Require development to mitigate its impacts on wildlife through the development review process.	CD [CP]	High
1.23: Require, where appropriate, the preservation of healthy tree windrows associated with current and former agricultural uses, and incorporate trees into the design of new developments.	CD [CP]	High
1.24: Require new development to maintain all indigenous tree species or provide adequately sized replacement native trees on a 3:1 basis.	CD [CP]	High
1.29: Require all City funded projects that enter design and construction after January 1, 2006, to meet a design construction standard equivalent to the minimum U.S. Green Building Council LEED™ Certified rating in accordance with the City's Green Building Standards for Private and Municipal Construction Projects.	FD [IS]	High
3.8: Adopt new development code provisions that designate neighborhood centers, as depicted on the General Plan Diagram, for a mixture of residences and small-scale, local-serving businesses.	CD [LRP]	High
3.9: Adopt new development code provisions that designate areas within districts and corridors for mixed-use development that combine businesses with housing and focus on the redesign of single-use shopping centers and retail parcels into walkable, well connected blocks, with a mix of building types, uses, and public and private frontages.	CD [LRP]	High
3.10: Allow intensification of commercial areas through conversion of surface parking to building area under a district-wide parking management strategy in the Downtown Specific Plan.	CD [LRP]	High
3.17: Continue to support the Guidelines for Orderly Development as a means of implementing the General Plan, and encourage adherence to these Guidelines by all the cities, the County of Ventura, and the Local Agency Formation Commission (LAFC); and work with other nearby cities and agencies to avoid sprawl and preserve the rural character in areas outside the urban edge.	CD [LRP]	High
3.26: Establish and administer a system for the gradual growth of the City through identification of areas set aside for long-term	CD [LRP]	High

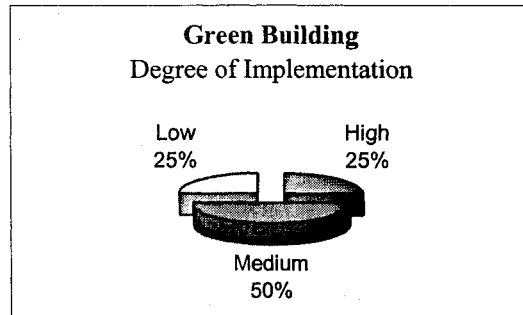
preservation, for controlled growth, and for encouraged growth.		
5.3: Demonstrate low waster use techniques at community gardens and City-owned facilities.	PW [U/P]	High
5.8: Locate new development in or close to developed areas with adequate public services, where it will not have significant adverse effects, either individually or cumulatively, on coastal resources.	CD [LRP]	High
9.12: Allow adaptive reuse of historic buildings.	CD [LRP]	High



**Green Building**

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
1.33: Publicly acknowledge individuals and businesses that implement green construction and building practices.	FD [IS]	Low
1.31: Provide incentives for green building projects in both the public and private sectors to comply with either the LEED™ Rating System, California Green Builder, or the Residential Built Green Program and to pursue registration and certification; incentives include “head-of-the-line” discretionary processing and “head-of-the-line” building permit processing.	FD [IS]	Medium
1.32: Apply for grants, rebates, and other funding to install solar panels on all City-owned structures to provide at least half of their	PW	Medium

electric energy requirements.		
1.29: Require all City funded projects that enter design and construction after January 1, 2006, to meet a design construction standard equivalent to the minimum U.S. Green Building Council LEED™ Certified rating in accordance with the City's Green Building Standards for Private and Municipal Construction Projects.	FD [IS]	High



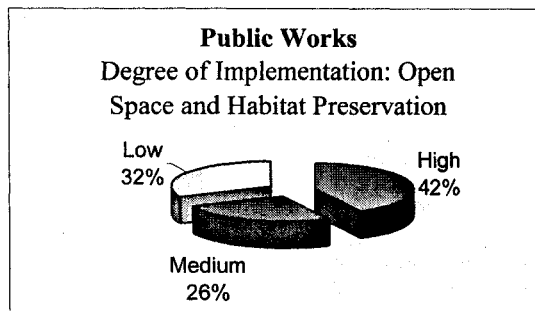
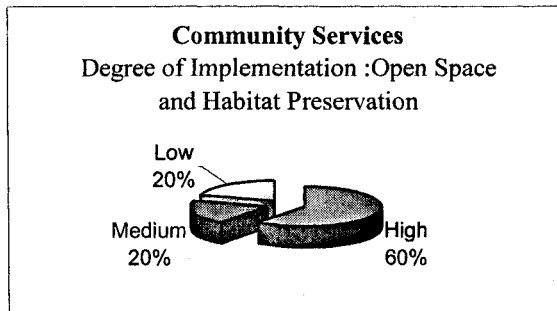
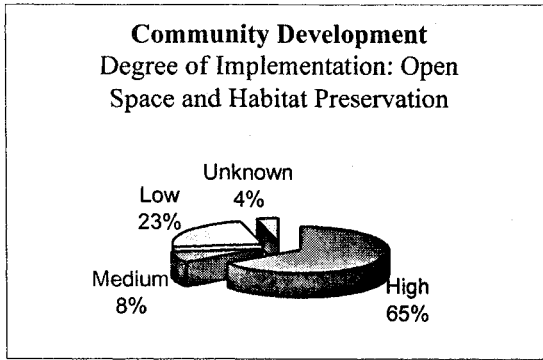
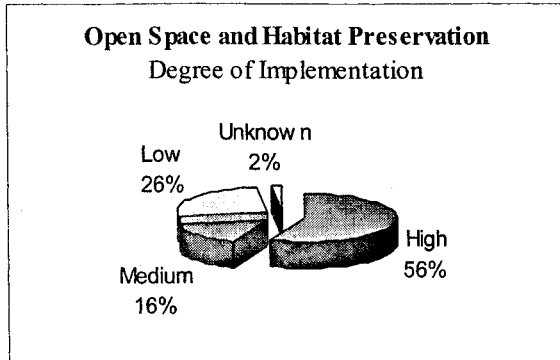
## Open Spaces and Habitat Preservation

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
1.10: Remove concrete channel structures as funding allows, and where doing so will fit the context of the surrounding area and not create unacceptable flood or erosion potential.	PW [MS/P]	Low
1.12: Update the provisions of the Hillside Management Program, as necessary, to ensure protection of open space lands.	CD [LRP]	Low
1.15: Actively seek local, state, and Federal funding sources to achieve preservation on the hillsides.	PW [P]	Low
1.16: Comply with directives from regulatory authorities to update and enforce stormwater quality and watershed protection measures that limit impacts to aquatic ecosystems and that preserve and restore the beneficial uses of natural watercourses and wetlands in the City.	PW	High- (compliance with regulatory authorities)  Low- (Preserve and restore the beneficial uses of natural watercourses and wetlands in the city.)
1.21: Work with State Parks on restoring the Alessandro Lagoon and pursue funding cooperatively.	PW [P]	Low

1.22: Adopt development code provisions to protect mature trees as defined by minimum height, canopy, and/or tree trunk diameter.	CD [LRP]	Low
2.15: Provide incentives for use of waterfront parcels for recreation, visitor-serving commerce, restaurant, marina, and fishing uses.	CD [ED]	Low
2.17: Partner with the Harbor District and National Park Service to promote Channel Island tours and develop a marine learning center.	CS	Low
2.18: Prioritize uses within the Harbor Specific Plan area as follows: (1) coastal dependent, (2) commercial fishing, (3) coastal access, and (4) visitor serving commercial and recreational uses.	CD	Low
3.20: Pursuant to SOAR, adopt development code provisions to "preserve agricultural and open space lands as a desirable means of shaping the City's internal and external form and size, and of serving the needs of the residents."	CD [LRP]	Low
6.4: Request Flood Control District approval of public access to unchannelized watercourses for hiking.	PW [P]	Low
6.7: Work with the County of Ventura to initiate efforts to create public trails in the hillside area.	PW [P]	Low
6.13: Foster the partnership between the City and Fair Board to improve Seaside Park.	CD [ED]	Low
1.7: Update the Hillside Management Program to address and be consistent with the Planning Designations as defined and depicted on the General Plan Diagram.	CD [LRP]	Medium
1.11: Require that sensitive wetland and coastal areas be preserved as undeveloped open space, wherever feasible, and that future development result in no net loss of wetlands or "natural" areas.	CD [LRP]	Medium
1.13: Recommend that the City's Sphere of Influence be co-terminous with existing City limits in the hillsides in order to preserve the hillsides as open space.	CD [LRP]	Medium
1.18: Require new development adjacent to rivers, creeks, and barrancas to use native or non-invasive plant species, preferably drought tolerant, for landscaping.	CD [CP] PW [P]	CD- Medium PW- High
1.19: Require projects new watercourses, shoreline areas, and other sensitive habitat areas to include surveys for State and/or Federally listed sensitive species and to provide appropriate buffers and other mitigations necessary to protect habitat for listed species.	CD [LRP]	Medium
2.19: Partner with hotels and the Chamber of Commerce to promote city golf courses.	CS [GS/AS]	Medium
6.8: Update and require periodic reviews of the Park and Recreation Workbook, as necessary, to reflect City objectives and community needs.	PW [P]	Medium

6.11: Update standards for citywide public parks and open space to include an expanded menu of shared park types, and identify locations and potential funding sources for acquiring new facilities in existing neighborhoods.	PW [P]	Medium
1.1: Adhere to the policies and directives of the California Coastal Act in reviewing and permitting any proposed development in the Coastal Zone.	CD [CP]	High
1.2: Prohibit non-coastal-dependent energy facilities within the Coastal Zone, and require any coastal-dependent facilities, including pipelines and public utility structures, to avoid coastal resources (including recreation, habitat, and archaeological areas) to the extent feasible, or to minimize any impacts in development in such areas as unavoidable.	CD [CP]	High
1.3: Work with the State Department of Parks and Recreation, Ventura County Watershed Protection Agency, and the Ventura Port District to determine and carry out appropriate methods for protecting and restoring coastal resources, including supplying sand at beaches under the Beach Erosion Authority for Control Operations and Nourishment (BEACON) South Central Coast Beach Enhancement program.	PW [E]	High
1.4: Require new coastal development to provide non-structural shoreline protection that avoids adverse impacts to coastal processes and nearby beaches.	CD [CP]	High
1.5: Collect suitable material from dredging and development, and add it to beaches, as needed and feasible.	PW [E]	High
1.6: Support continued efforts to decommission Matilija Dam to improve the sand supply to local beaches.	PW [U]	High
1.8: Buffer barrancas and creeks that retain natural soil slopes from development according to state and Federal guidelines.	CD [LD]	High
1.9: Prohibit placement of material in watercourses other, than native plants, and required flood control structures, and remove debris periodically.	PW [MS/P]	High
1.14: Work with established land conservation organizations toward establishing a Ventura hillsides preserve.	PW [P]	High
1.17: Require development to mitigate its impacts on wildlife through the development review process.	CD [CP]	High
1.20: Conduct coastal dredging in accordance with the U.S. Army Corps of Engineers and California Department of Fish and Game requirements in order to avoid impacts to sensitive fish and bird species.	PW [E]	High
1.23: Require, where appropriate, the preservation of healthy tree windrows associated with current and former agricultural uses, and incorporate trees into the design of new developments.	CD [CP]	High
1.24: Require new development to maintain all indigenous tree species or provide adequately sized replacement native trees on a 3:1	CD [CP]	High

basis		
2.20: Promote outdoor recreation as part of an enhanced visitor opportunity strategy.	CS	High
3.6: Expand and maintain the City's urban forest and thoroughfare landscaping, using native species, in accordance with the City's Park and Development Guidelines and Irrigation and Landscape Guidelines.	PW [P]	High
4.39: Maintain street trees along scenic thoroughfares, and replace unhealthy or missing trees along arterials and collectors throughout the City.	PW [P]	High
6.1: Develop new neighborhood parks, pocket parks, and community gardens, as feasible and appropriate to meet citizen needs, and require them in new development.	PW [P]	High
6.2: Require higher density development to provide pocket parks, tot lots, seating plazas, and other aesthetic green spaces.	CD [CP]	High
6.3: Work with the County to plan and develop trails that link the City with surrounding open space and natural areas, and require development projects to include trails, when appropriate.	PW [P]	High
6.5: Seek landowner permission to allow public access on properties adjacent to open space where needed to connect trails.	PW [P]	High
6.6: Update plans for and complete the linear park system as resources allow.	PW [P]	High
6.9: Require dedication of land identified as part of the City's Linear Park System in conjunction with new development.	PW [P]	High
6.10: Evaluate and incorporate, as feasible, linear park segments in the General Bikeway Plan.	PW [E]	High
6.12: Update and carry out the Grant Park Master Plan.	PW [P]	High
6.17: Update and create new agreements for joint use of school and City recreational and park facilities.	CS [CR] PW [P]	CS-High PW-High
6.18: Offer programs that highlight natural assets, such as surfing, sailing, kayaking, climbing, gardening, and bird watching.	CS [CR]	High
6.19: Provide additional boating and swimming access, as feasible.	PW	Unknown

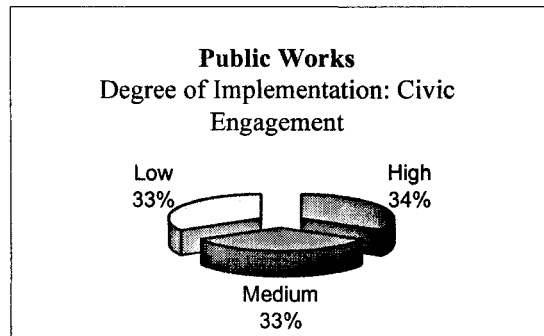
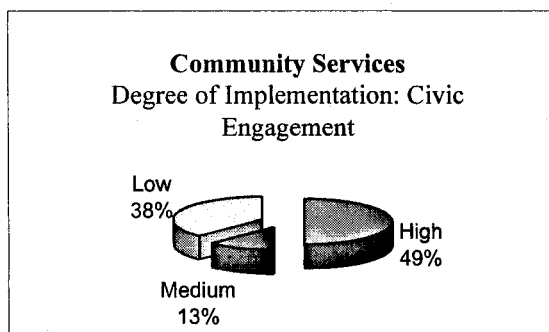
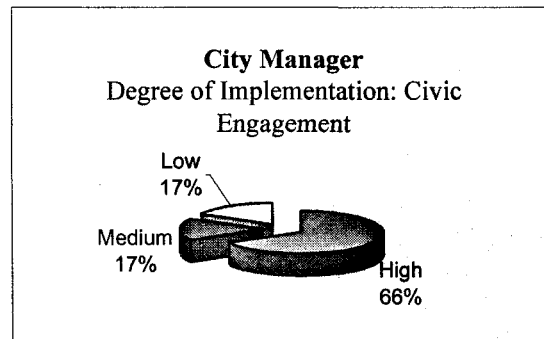
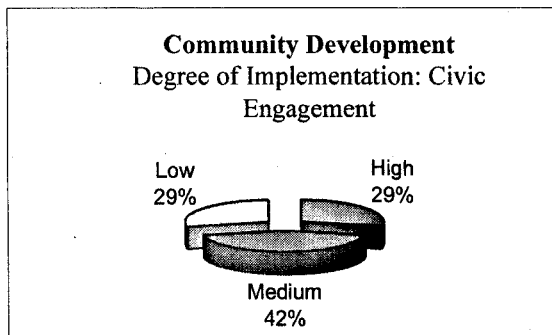
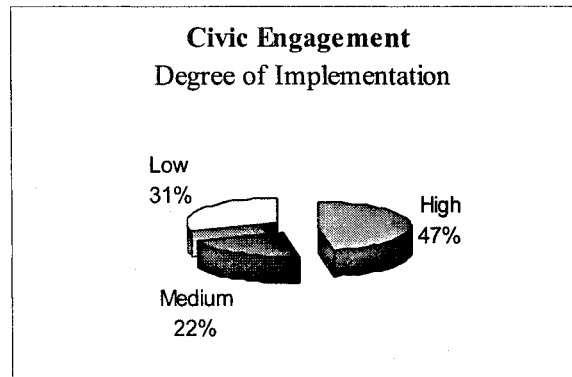


## Civic Engagement

<b>General Plan Policy:</b>	<b>Lead Entity:</b>	<b>Degree of Implementation:</b>
1.33: Publicly acknowledge individuals and businesses that implement green construction and building practices.	FD [IS]	Low
2.7: Partner with local commerce groups to recruit companies and pursue funding for business development and land re-utilization.	CD [ED]	Low
2.14: Partner with local farms to promote farmers markets and high quality locally grown food.	CS	Low
8.2: Organize a regional education summit to generate interest in and ideas about learning opportunities.	CS	Low
8.6: Establish educational centers at City parks.	PW [P] CS	PW[P]- Medium CS- Low
8.7: Work with the State Parks Department to establish a marine learning center at the Harbor.	PW [P]	Low
8.12: Develop formal partnerships, funding, capital strategies, and joint use agreements to implement the new Libraries Master Plan.	CS	Low
9.13: Work with community groups to identify locations for facilities that celebrate local cultural heritage, such as a living history Chumash village and an agricultural history museum.	CS [CA]	Low

10.6: Offer internships in City governance and include youth representatives on public bodies.	CS	Low
10.12: Establish stronger partnerships with neighborhood Community Councils to set area priorities for capital investment, community policing, City services, commercial investment, physical planning, education, and other concerns, to guide both City policies and day-to-day cooperation and problem solving.	CD [LRP]	Low
10.13: Recognizing that neighborhood empowerment must be balanced and sustained by overall City policies and citywide vision and resources – establish a citywide Neighborhood Community Congress where local neighborhood Community Councils can collaborate and learn from each other.	CM [CE]	Low
3.19: Preparation of the new Development Code will take into account existing or proposed community or specific plans to ensure efficient use of City resources and ample citizen input.	CD [LRP]	Medium
3.28: Revise the planning processes to be more user-friendly to both applicants and neighborhood residents in order to implement City policies more efficiently.	CD [CP]	Medium
8.1: Work closely with schools, colleges, and libraries to provide input into site and facility planning.	CS	Medium
8.5: Install infrastructure for wireless technology and computer networking in City facilities.	AS	Medium
8.8: Work with the Ventura Unified School District to ensure that school facilities can be provided to serve new development.	CD [LRP]	Medium
10.5: Invite seniors to mentor youth and serve as guides at historical sites.	CS	Medium
10.8: Utilize the City website as a key source of information and expand it to serve as a tool for civic engagement.	CM [CE]	Medium
3.18: Complete community of specific plans, subject to funding, for areas such as Westside, Midtown, Downtown, Wells, Saticoy, Pierpont, Harbor, Loma Vista/ Medical District, Victoria Corridor, and others as appropriate. These plans will set clear development standards for public and private investments, foster neighborhood partnerships, and be updated as needed.	CD [LRP]	High
7.16: Provide education about specific safety concerns such as gang activity, senior-targeted fraud, and property crimes.	PD	High
7.18: Continue to operate the Downtown police storefront.	PD	High
8.3: Adopt joint-use agreements with libraries, schools, and other institutions to maximize use of educational facilities.	CS	High
8.4: Distribute information about local educational programs.	CS	High
8.9: Complete a new analysis of community needs, rethinking the role of public libraries in light of the ongoing advances in information technology, and the changing ways that individuals and	CS	High

families seek out information and life-long learning opportunities.		
8.10: Reassess the formal and informal relationships between our current three branch public libraries and school libraries – including the new Ventura College Learning Resource Center – as well as joint use of facilities for a broader range or compatible public, cultural, and educational uses.	CS	High
8.11: Develop a Master Plan for Facilities, Programs, and Partnerships to create an accessible, robust, and vibrant library for the 21st Century system, taking into consideration that circulation of books is no longer the dominant function but will continue to be an important part of a linked network of learning centers.	CS	High
9.2: Sponsor and organize local art exhibits, performances, festivals, cultural events, and forums for local arts organizations and artists.	CS	High
9.3: Expand outreach and publicity by: (1) promoting locally produced art and cultural programs, (2) publishing a monthly calendar of local art and cultural features, (3) distributing the State of the Arts quarterly report, and (4) offering free or subsidized tickets to events.	CS	High
9.5: Work with the schools to integrate arts education into the core curriculum.	CS	High
10.1: Conduct focused outreach efforts to encourage all members of the community - including youth, seniors, special needs groups, and non-English speakers - to participate in City activities.	CM [CE]	High
10.2: Obtain public participation by seeking out citizens in their neighborhoods and gathering places such as schools, houses of worship and public spaces.	CM [CE]	High
10.3: Invite civic, neighborhood, and non-profit groups to assist with City project and program planning and implementation.	CD	High
10.7: Continue to offer the Ambassadors Program to obtain citizens' assistance with City projects.	PW	High
10.10: Continue to improve the user-friendliness of the media that communicates information about the City, including the website, cable channels, newsletters, kiosks, and water billing statements.	CM [CE]	High
10.14: Establish clear liaison relationships to foster communication, training, and involvement efforts between the City, neighborhood Community Councils and other community partners, including the Ventura Unified School District and business, civic, cultural and religious groups.	CM [CE]	High
10.4: Provide incentives for City staff to participate in community and volunteer activities.	HR	Unknown

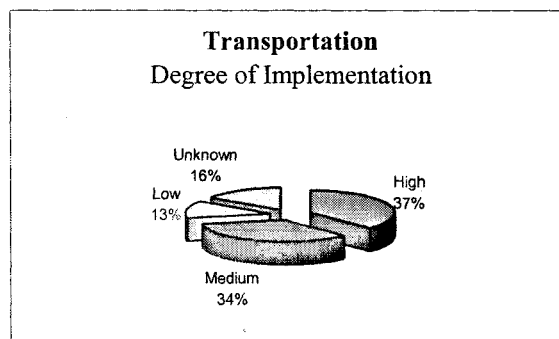


**Transportation**

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
4.2: Develop a prioritized list of projects needed to improve safety for all travel modes and provide needed connections and multiple route options.	PW [E]	Low
4.4: Combine education with enforcement to instill safe and courteous use of the shared public roadway.	CS	Low
4.7: Update the traffic mitigation fee program to fund necessary city wide circulation system and mobility improvements needed in conjunction with new development.	CD [LD]	Low
4.9: Identify, designate, and enforce truck routes to minimize the impact of truck traffic on residential neighborhoods.	PW [E]	Low
4.34: Lobby for additional transportation funding and changes to	PW [E]	Low

Federal, State, and regional transportation policy that support local decision-making.		
1.28: Purchase low-emission City vehicles, and convert existing gasoline-powered fleet vehicles to cleaner fuels, as technology becomes available.	PW [MS]	Medium
4.1: Direct City transportation investment to efforts that improve user safety and keep the circulation system structurally sound and adequately maintained. First priority for capital funding will go to our pavement management program to return Ventura streets to excellent conditions.	PW [E]	Medium
4.5: Utilize existing roadways to meet mobility needs, and only consider additional travel lanes when other alternatives are not feasible.	CD [LRP]	Medium
4.12: Design roadway improvements and facility modifications to minimize the potential for conflict between pedestrians, bicycles, and automobiles.	PW [E]	Medium
4.14: Provide development incentives to encourage projects that reduce automobile trips.	CD [CP]	Medium
4.19: Adopt new development code provisions that establish vehicle trip reduction requirements for all development.	CD [LRP]	Medium
4.24: Require sidewalks wide enough to encourage walking that include ramps and other features needed to ensure access for mobility-impaired persons.	PW [E]	Medium
4.25: Adopt new development code provisions that require the construction of sidewalks in all future projects, where appropriate.	CD [LRP]	Medium
4.28: Require all new development to provide for citywide improvements to transit stops that have sufficient quality and amenities, including shelters and benches, to encourage ridership.	PW [E]	Medium
4.33: Work with Amtrak, Metrolink, and Union Pacific to maximize efficiency of passenger and freight rail service to the City and to integrate and coordinate passenger rail service with other transportation modes.	PW [E]	Medium
4.35: The City shall pursue funding and site location for a multi-modal transit facility in coordination with VCTC, SCAT, U.P.R.R., Metrolink, Greyhound Bus Lines, and other forms of transportation.	PW [E]	Medium
4.38: Continue to work with Caltrans to soften the barrier impact of U.S. HWY 101 by improving signage, aesthetics and undercrossings and overcrossings.	PW [E/P]	Medium
4.3: Provide transportation services that meet the special mobility needs of the community including youth, elderly, and disabled persons.	PW [E]	High
4.6: Require new development to be designed with interconnected transportation modes and routes to complete a grid network.	CD [CP]	High
4.8: Implement the City's Neighborhood Traffic Management Program	PW [E]	High

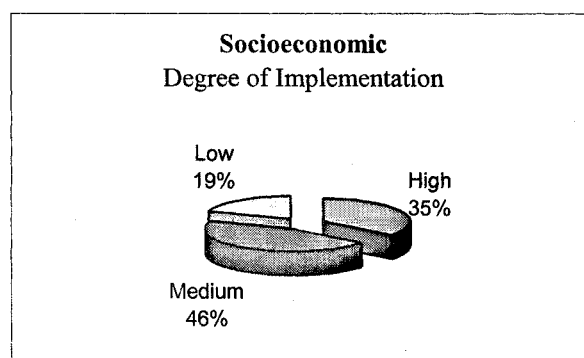
and update, as necessary, to improve livability in residential areas.		
4.10: Modify traffic signal timing to ensure safety and minimize delay for all users.	PW [E]	High
4.13: Require project proponents to analyze traffic impacts and provide adequate mitigation in the form of needed improvements, in-lieu fee, or a combination thereof.	CD [LD]	High
4.17: Prepare and periodically update a Mobility Plan that integrates a variety of travel alternatives to minimize reliance on any single mode.	CD [LRP]	High
4.22: Update the General Bikeway Plan as needed to encourage bicycle use as a viable transportation alternative to the automobile and include the bikeway plan as part of a new Mobility Plan.	PW [E]	High
4.23: Upgrade and add bicycle lanes when conducting roadway maintenance, as feasible.	PW [E]	High
4.30: Work with public transit agencies to provide information to riders at transit stops, libraries, lodging, and event facilities.	PW [E]	High
4.31: Work with public and private transit providers to enhance public transit service.	PW [E]	High
4.32: Coordinate with public transit systems for the provision of additional routes as demand and funding allow.	PW [E]	High
7.11: Prohibit grading for vehicle access and parking or operation of vehicles within any floodway.	FD [IS]	High
4.11: Refine level of service standards to encourage use of alternative modes of transportation while meeting state and regional mandates.	PW [E]	Unknown, should be CD?
4.18: Promote the development and use of recreational trails as transportation routes to connect housing with services, entertainment, and employment.	PW [P]	Unknown, should be CD?
4.20: Develop a transportation demand management program to shift travel behavior toward alternative modes and services.	PW [E]	Unknown, should be CD?
4.21: Require new development to provide pedestrian and bicycle access and facilities as appropriate, including connected paths along the shoreline and watercourses.	PW [E/P]	Unknown, should be CD?



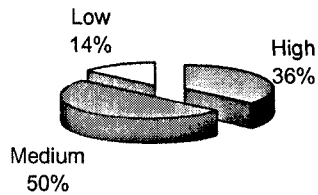
## Socioeconomic

<b>General Plan Policy:</b>	<b>Lead Entity:</b>	<b>Degree of Implementation:</b>
2.9: Expedite review for childcare facilities that will provide support to local employees.	CD [CP]	Low
2.10: Expedite review of the entitlement process for installation of infrastructure necessary to support high technology and multimedia companies.	CA	Low
2.13: Market the City to businesses that link agriculture with high technology, such as bio-technology enterprises.	CD [ED]	Low
2.14: Partner with local farms to promote farmers markets and high quality locally grown food.	CS	Low
2.16: Work with the State to create year-round commercial opportunities at the County Fairgrounds.	CD [ED]	Low
7.1: Work with interested parties to identify appropriate locations for assisted-living, hospice, and other care-provision facilities.	CS [SS]	Low
2.2: Prepare an economic base analysis that identifies opportunities to capture retail sales in sectors where resident purchasing has leaked to other jurisdictions.	CD [ED]	Medium
2.3: Maintain and update an Economic Development Strategy to implement City economic goals and objectives.	CD [ED]	Medium
2.4: Map priority locations for commercial and industrial development and revitalization, including a range of parcel sizes targeted for high technology, non-durables manufacturing, finance, business services, tourism, and retail uses.	CD	Medium
2.11: Allow mixed-use development in commercial and industrial districts, as appropriate.	CD [LRP]	Medium
3.1: Preserve the stock of existing homes by carrying out Housing Element Programs.	CD	Medium
3.8: Adopt new development code provisions that designate neighborhood centers, as depicted on the General Plan Diagram, for a mixture of residences and small-scale, local-serving businesses.	CD [LRP]	Medium
3.13: Assess whether the City's Affordable Housing Programs respond to current needs, and modify them as necessary within State mandated Housing Element updates.	CD	Medium
3.14: Utilize infill development, to the extent possible, to accommodate the targeted number and type of housing units described in the Housing Element.	CD [LRP]	Medium
3.15: Adopt new development code provisions that ensure compliance with Housing Element objectives.	CD [LRP]	Medium
3.21: Adopt performance standards for non-farm activities in agricultural areas that protect and support farm operations, including requiring non-farm uses to provide all necessary buffers as determined by the Agriculture Commissioner's Office.	CD [LRP]	Medium
9.6: Promote the cultural and artistic expressions of Ventura's underrepresented cultural groups.	CS	Medium
9.10: Provide incentives for preserving structures and sites that are representative of the various periods of the city's social and physical development.	CD [LRP]	Medium
9.11: Organize and promote multi-cultural programs and events that celebrate local history and diversity.	CS [CA]	Medium
2.1: Track economic indicators for changes that may affect City land resources, tax base, or employment base, such as terms and conditions of sale or lease of available office, retail, and manufacturing space.	CD [ED]	High

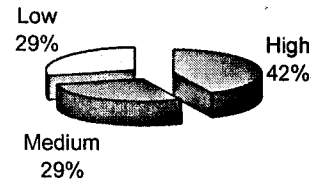
2.5: Share economic and demographic information with organizations that may refer businesses to Ventura.	CD [ED]	High
2.6: Encourage intensification and diversification of uses and properties in districts, corridors, and neighborhood centers, including through assembly of vacant and underutilized parcels.	CD [ED]	High
2.7: Partner with local commerce groups to recruit companies and pursue funding for business development and land re-utilization.	CD [ED]	High
2.8: Carry out Housing Element programs that provide housing to all segments of the local workforce.	CD	High
2.12: Allow uses such as conference centers with resort amenities on appropriately sized and located parcels.	CD [LRP]	High
3.16: Renew and modify greenbelt agreements as necessary to direct development to already urbanized areas.	CD [LRP]	High
3.24: Revise the Residential Growth Management Program (RGMP) with an integrated set of growth management tools including:(1) Community or specific plans and development codes based on availability of infrastructure and transit that regulate community form and character by directing new residential development to appropriate locations and in ways that integrate with and enhance existing neighborhoods, districts and corridors;(2) appropriate mechanisms to ensure that new residential development produces high-quality.	CD [LRP]	High
6.15: Adjust and subsidize fees to ensure that all residents have the opportunity to participate in recreation programs.	CS [CR]	High
7.2: Provide technical assistance to local organizations that deliver health and social services to seniors, homeless persons, low-income citizens, and other groups with special needs.	CS [SS]	High
7.3: Participate in school and agency programs to: (1) provide healthy meals, (2) combat tobacco, alcohol, and drug dependency, (3) distribute city park and recreation materials through schools, and (4) distribute information about the benefits of proper nutrition and exercise.	CS [SS]	High



**Community Development**  
Degree of Implementation:  
Socioeconomic



**Community Services**  
Degree of Implementation:  
Socioeconomic



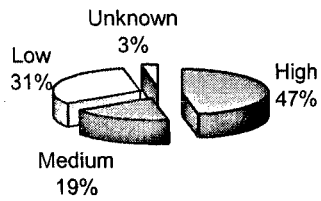
**Public Health and Safety**

<i>General Plan Policy:</i>	<i>Lead Entity:</i>	<i>Degree of Implementation:</i>
4.2: Develop a prioritized list of projects needed to improve safety for all travel modes and provide needed connections and multiple route options.	PW [E]	Low
7.1: Work with interested parties to identify appropriate locations for assisted-living, hospice, and other care-provision facilities.	CS [SS]	Low
7.6: Adopt updated editions of the California Construction Codes and International Codes as published by the State of California and the International Code Council, respectively.	FD [IS]	Low
7.13: Resolve extended response time problems by: (1) adding a fire station at the Pierpont/Harbor area;(2) relocating Fire Station #4 to the Community Park site; (3) increasing firefighting and support staff resources; (4) reviewing and conditioning annexations and development applications; and (5) require the funding of new services from fees, assessments, or taxes as new subdivisions are developed.	FD	Low
7.15: Increase public access to police services by: (1) increasing police staffing to coincide with increasing population, development, and calls for service; (2) increasing community participation by creating a Volunteers in Policing Program; and (3) require the funding of new services from fees, assessments, or taxes as new subdivisions are developed.	PD	1.) Low; 2.) High; 3.) Low
7.27: Require proponents of projects on or immediately adjacent to lands in industrial, commercial, or agricultural use to perform soil and groundwater contamination assessments in accordance with American Society for Testing and Materials standards, and if contamination exceeds regulatory action levels, require the proponent to undertake remediation procedures prior to grading and development under the supervision of the County Environmental Health Division, County Department of Toxic Substances Control, or Regional Water Quality Control Board (depending upon the nature of any identified contamination).	FD [IS]	Low
7.34: Request that sound levels associated with concerts at the County	CS	Low

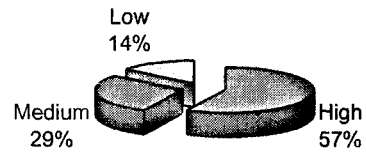
Fairgrounds be limited to 70 dBA at the eastern edge of that property.		
7.35: Request the termination of auto racing at the County Fairgrounds.	CS	Low
7.38: Update the Noise Ordinance to provide standards for residential projects and residential components of mixed-use projects within commercial and industrial districts.	CD [LRP]	Low
3.5: Establish land development incentives to upgrade the appearance of poorly maintained or otherwise unattractive sites, and enforce existing land maintenance regulations.	FD [IS]	Medium
4.1: Direct City transportation investment to efforts that improve user safety and keep the circulation system structurally sound and adequately maintained. First priority for capital funding will go to our pavement management program to return Ventura streets to excellent conditions.	PW [E]	Medium
4.28: Require all new development to provide for citywide improvements to transit stops that have sufficient quality and amenities, including shelters and benches, to encourage ridership.	PW [E] (should be, CD[LD] )	Medium
7.7: Require project proponents to perform geotechnical evaluations and implement mitigation prior to development of any site: (1) with slopes greater than 10 percent or that otherwise have potential for land sliding; (2) along bluffs, dunes, beaches, or other coastal features; (3) in an Alquist-Priolo earthquake fault zone or within 100 feet of an identified active or potentially active fault; (4) in areas mapped as having moderate or high risk of liquefaction, subsidence, or expansive soils; (5) in areas within 100-year flood zones, in conformance with all Federal Emergency Management Agency regulations.	CD [CP/LD]	Medium
7.25: Adopt new development code provisions that ensure uses in mixed-use projects do not pose significant health effects.	CD [LRP]	Medium
7.37: Use rubberized asphalt or other sound reducing material for paving and re-paving of City streets.	PW [E]	Medium
3.4: Require all shoreline development (including anti-erosion or other protective structures) to provide public access to and along the coast, unless it would duplicate adequate access existing nearby, adversely affect agriculture, or be inconsistent with public safety, military security, or protection of fragile coastal resources.	CD [CP]	High
3.9: Adopt new development code provisions that designate areas within districts and corridors for mixed-use development that combines businesses with housing and focuses on the redesign of single-use shopping centers and retail parcels into walkable, well connected blocks, with a mix of building types, uses, and public and private frontages.	CD [LRP]	High
5.13: Increase frequency of City street sweeping, and post schedules at key points within each neighborhood.	PW [MS]	High
6.14: Improve facilities at City parks to respond to the requirements of special needs groups.	PW [P]	High

7.3: Participate in school and agency programs to: (1) provide healthy meals; (2) combat tobacco, alcohol, and drug dependency; (3) distribute city park and recreation materials throughout schools; and (4) distribute information about the benefits of proper nutrition and exercise.	CS [SS]	High
7.4: Enhance or create ordinances which increase control over ABC licensed premises.	PD	High
7.5: Investigate the creation of new land use fees to enhance funding of alcohol related enforcement, prevention and training efforts.	PD	High
7.8: To the extent feasible, require new critical facilities (hospital, police, fire, and emergency service facilities, and utility "lifeline" facilities) to be located outside of fault and tsunami hazard zones, and require critical facilities within hazard zones to incorporate construction principles that resist damage and facilitate evacuation on short notice.	FD	High
7.9: Maintain and implement the Standardized Emergency Management System (SEMS) Multi-hazard Functional Response Plan.	FD	High
7.10: Require proponents of any new developments within the 100-year floodplain to implement measures, as identified in the Floodplain Ordinance, to protect structures from 100-year flood hazards (e.g., by raising the finished floor elevation outside the floodplain).	FD [IS]	High
7.12: Refer development plans to the Fire Department to assure adequacy of structural fire protection, access for firefighting, water supply, and vegetation clearance.	CD [CP]	High
7.14: Educate and reinforce City staff understanding of the Standardized Emergency Management System for the State of California.	FD	High
7.24: Only approve projects involving sensitive land uses (such as residences, schools, daycare centers, playgrounds, medical facilities) within or adjacent to industrially designated areas if an analysis provided by the proponent demonstrates that the health risk will not be significant.	CD [CP]	High
7.32: Require acoustical analyses for new residential developments within the mapped 60 decibel (dBA) CNEL contour, or within any area designated for commercial or industrial use, and require mitigation necessary to ensure that: (1) Exterior noise in exterior spaces of new residences and other noise sensitive uses that are used for recreation (such as patios and gardens) does not exceed 65 dBA CNEL, and (2) Interior noise in habitable rooms of new residences does not exceed 45 dBA CNEL with all windows closed.	FD [IS]	High
7.33: As funding becomes available, construct sound walls along U.S. 101, SR 126, and SR 33 in areas where existing residences are exposed to exterior noise exceeding 65 dBA CNEL.	PW [E]	Unknown

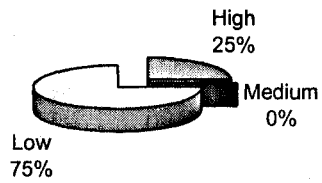
**Public Health and Safety**  
Degree of Implementation



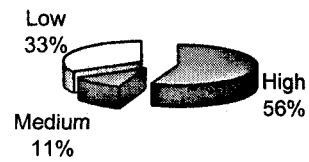
**Community Development**  
Degree of Implementation: Public Health & Safety



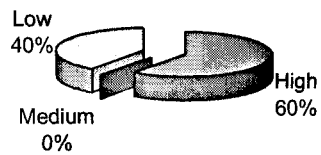
**Community Services**  
Degree of Implementation: Public Health & Safety



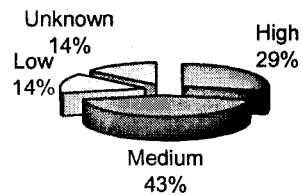
**Fire Department**  
Degree of Implementation: Public Health & Safety



**Police Department**  
Degree of Implementation: Public Health & Safety



**Public Works**  
Degree of Implementation: Public Health & Safety



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**The U.S. Mayors Climate Protection Agreement**  
**(As endorsed by the 73<sup>rd</sup> Annual U.S. Conference of Mayors meeting, Chicago, 2005)**

- A. We urge the federal government and state governments to enact policies and programs to meet or beat the target of reducing global warming pollution levels to 7 percent below 1990 levels by 2012, including efforts to: reduce the United States' dependence on fossil fuels and accelerate the development of clean, economical energy resources and fuel-efficient technologies such as conservation, methane recovery for energy generation, waste to energy, wind and solar energy, fuel cells, efficient motor vehicles, and biofuels;
- B. We urge the U.S. Congress to pass bipartisan greenhouse gas reduction legislation that 1) includes clear timetables and emissions limits and 2) a flexible, market-based system of tradable allowances among emitting industries; and
- C. We will strive to meet or exceed Kyoto Protocol targets for reducing global warming pollution by taking actions in our own operations and communities such as:
  - 1. Inventory global warming emissions in City operations and in the community, set reduction targets and create an action plan.
  - 2. Adopt and enforce land-use policies that reduce sprawl, preserve open space, and create compact, walkable urban communities;
  - 3. Promote transportation options such as bicycle trails, commute trip reduction programs, incentives for car pooling and public transit;
  - 4. Increase the use of clean, alternative energy by, for example, investing in "green tags", advocating for the development of renewable energy resources, recovering landfill methane for energy production, and supporting the use of waste to energy technology;
  - 5. Make energy efficiency a priority through building code improvements, retrofitting city facilities with energy efficient lighting and urging employees to conserve energy and save money;
  - 6. Purchase only Energy Star equipment and appliances for City use;
  - 7. Practice and promote sustainable building practices using the U.S. Green Building Council's LEED program or a similar system;
  - 8. Increase the average fuel efficiency of municipal fleet vehicles; reduce the number of vehicles; launch an employee education program including anti-idling messages; convert diesel vehicles to bio-diesel;
  - 9. Evaluate opportunities to increase pump efficiency in water and wastewater systems; recover wastewater treatment methane for energy production;
  - 10. Increase recycling rates in City operations and in the community;
  - 11. Maintain healthy urban forests; promote tree planting to increase shading and to absorb CO<sub>2</sub>; and
  - 12. Help educate the public, schools, other jurisdictions, professional associations, business and industry about reducing global warming pollution.



## The U.S. Conference of Mayors Climate Protection Agreement – Signature Page

You have my support for the Mayors Climate Protection Agreement.

Date: \_\_\_\_\_

Mayor: \_\_\_\_\_

Signature: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Mayor's e-mail: \_\_\_\_\_

Staff Contact Name: \_\_\_\_\_

Staff Contact Title: \_\_\_\_\_

Staff Phone: \_\_\_\_\_

Staff e-mail: \_\_\_\_\_

Please add my comments in support of the Mayors Climate Protection Agreement. We will add these to the Website *(optional)*:

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Please return completed form at your earliest convenience to:

**The U.S. Conference of Mayors  
Climate Protection Center**

By Mail:  
1620 I Street, NW  
Washington, DC 20006

By Fax: (202) 429-0422

By e-mail: [brosenberg@usmayors.org](mailto:brosenberg@usmayors.org)

For more information: (202) 861-6782

## The City of Ventura's *Get Your Green On* Action Items

### Action Item 1: *Our Footprint*

Identify the City's carbon footprint and inventory greenhouse gas emissions in City operations

### Action Item 2: *Our Green Buildings*

Retrofit existing City buildings toward qualifying for LEED EB and/or Energy Star certification

### Action Item 3: *Our Green Fleet*

Set a Tier One Performance Goal to reduce City fleet gasoline use by 5% below FY 06-07 baseline in FY 07-08 and 10% in FY 08-09

Use biodiesel fuel in all diesel equipment

### Action Item 4: *Our Energy Usage*

Increase Tier One Performance goal to reduce City energy usage by 5% below FY 06-07 baseline in FY 07-08 and 10% in FY 08-09 and implement the following:

- Remove extra refrigerators, heaters, etc. from City facilities
- Purchase only Energy Star equipment and appliances for City use
- Turn off all lights (except in hallways) at 6 pm
- Unplug any devices that are not currently charging or need constant outlet hookup
- As needed, replace all CRT monitors with flat screen monitors and program all citywide monitors to shut down at 12:00 am
- Insulate heaters and set HVAC systems to more efficient temperature levels (+/- 3 degrees)

### Action Item 5: *Green Purchasing*

Develop and implement a comprehensive Green Purchasing Policy, including but not limited to:

- Replace all toxic cleaning products with green products
- Purchase 100% recycled content paper
- Eliminate Styrofoam and reduce water bottles used in all City functions

## The City of Ventura's *Get Your Green On* Action Items (cont.)

### **Action Item 6: *Trees***

Double the amount of trees planted annually beginning in FY 08-09 and increase use of native plant and xeriscape planting in parks, medians and city facility landscaping

### **Action Item 7: *Green Businesses***

Expand recognition, retention and recruitment efforts for "green businesses" and in collaboration with the Chamber of Commerce, DVO and other groups, promote green business practices

### **Action Item 8: *Waste Reduction***

Implement Waste Reduction programs to achieve a 70% diversion of solid waste

### **Action Item 9: *Construction Waste Reduction***

Require new construction/demolition projects to divert 50% of their waste from landfill disposal

### **Action Item 10: *Promote Leadership***

Promote Leadership by City Staff:

- Provide incentives for ride-sharing, walking, or use of alternative transportation to/from work
- Assign department environmental coordinators
- Working with the coordinators, develop a citywide sustainability policy
- Set all copiers and printers to double sided
- Make sure every office has a desk side recycling container
- Encourage employees to combine multiple out of office errands and trips
- Utilize the web board for internal environmental dialog
- Provide recycling containers at ALL City events or functions