AGENDA

Welcome! Tonight we’ll...

• Provide an update on the General Plan progress
• Provide an overview of existing conditions
• Review the results from community engagement activities completed to date
• Create “guiding principles” for the General Plan
RE-INTRODUCTIONS

Name
Least favorite job you’ve had
PROJECT SCHEDULE

Existing Conditions
Review existing policies and reports, identify issues and opportunities
Summer - Fall 2019

Listening + Visioning
Develop long term vision and guiding principles for the Plan
Winter 2019

Plan Alternatives
Create and refine land use and transportation alternatives
Winter 2019 - Spring 2020

Policy + Plan Development
Develop policy solutions to address a range of topics
Spring 2020 - Spring 2021

Review + Adopt
Public and decision makers to review and adopt the General Plan Update
Summer - Fall 2021

COMMUNITY ENGAGEMENT TO 2045
**PROJECT UPDATE**

- Community engagement completed to date
  - Stakeholder interviews
  - Economic development focus group #1
  - “Founders” discussion
  - 3 GPAC meetings
- Existing conditions reports (in process)
  - Environmental
  - Demographic & Economic Profile
  - Health & Equity
  - Housing Evaluation & Assessment
  - Land Use and Community Design
  - Mobility
  - Arts & Culture
- Community Workshop #1
- Community Forum #1
- Pop-up workshops (7x)
- Online survey #1
EXISTING CONDITIONS:
THOUSAND OAKS TODAY
**Demographics and Population Characteristics**

**Demographics**

**Thousand Oaks Population**
- 2018: 127,690
- U.S. Census Quickfacts

**Median Age**
- 2017: Thousand Oaks - 43.5, Ventura County - 37.5

**Race / Ethnicity (2018)**
- Thousand Oaks: White (68%), Black (1%), Hispanic/Latino (18%), Asian (10%), Other/2 or More Races (4%)
- Ventura County: White (45%), Black (2%), Hispanic/Latino (43%), Asian (8%), Other/2 or More Races (3%)

**Education**

**Education: Age 25 Years+ (2013-2017)**
- High School Graduate or Higher: 94% Thousand Oaks, 84% Ventura County
- Bachelor Degree or Higher: 50% Thousand Oaks, 33% Ventura County

*U.S. Census Quickfacts 5-year Estimates*

*U.S. Census Quickfacts - numbers do not add to 100 due to rounding*
DEMographics and population characteristics

**Housing**

**Median Property Value (2013-2017)**
- Thousand Oaks: $663,600
- Ventura County: $520,300

**Household Ownership 2013-2017**
- Thousand Oaks: Rent (30%), Own (70%)
- Ventura County: Rent (37%), Own (63%)

**Transportation**

**Average Commute Time in Minutes (2013-2017)**
- Thousand Oaks: 26 minutes
- Ventura County: 26 minutes

**Economics**

**Residents in Poverty (200% FPL)**
- Thousand Oaks: 16.5%
- Ventura County: 27.4%

**Median Household Income (2013-2017)**
- Thousand Oaks: $103,793
- Ventura County: $81,972

U.S. Census ACS 5-year Estimates
LAND USE

- Significant topography with mountain/hill views
- Low density, suburban character
- Large separation of land uses
- Auto-oriented
- No downtown or walkable “main street” retail areas
KEY PUBLIC FACILITIES

- Conejo Valley Unified School District
  - 16 elementary schools
  - Four middle schools
  - One K–8 school
  - Three high schools
  - Two alternative schools
  - One adult education facility
- Civic Arts Plaza + City Hall
- Grant R. Brimhall Library
- Alex Fiore Thousand Oaks Teen Center
- Goebel Adult Community Center
- Newbury Park Library

- Six Ventura County Fire Stations
- Thousand Oaks Police Department
  - Main station
  - Two resource centers
- Thousand Oaks Transportation Center
• 68% of units are single family detached (2019)
  • (CA Department of Finance)
• Median home value (owner-occupied) is $663,600
  • (2013–2017 U.S. Census)
• 70% of residents own their housing unit
  • (2013–2017 U.S. Census)

### Housing Inventory by Unit Type (2019)

<table>
<thead>
<tr>
<th>Unit Type</th>
<th>Number of Units</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-unit detached</td>
<td>32,502</td>
<td>67.6%</td>
</tr>
<tr>
<td>1-unit attached</td>
<td>5,399</td>
<td>11.2%</td>
</tr>
<tr>
<td>2 to 4 units</td>
<td>1,928</td>
<td>4.0%</td>
</tr>
<tr>
<td>5 or more units</td>
<td>7,049</td>
<td>14.7%</td>
</tr>
<tr>
<td>Mobile home or trailer</td>
<td>1,203</td>
<td>2.5%</td>
</tr>
<tr>
<td><strong>Total Housing Units</strong></td>
<td><strong>48,081</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Approximately 65,000 jobs (2017 U.S. census)

Thousand Oaks is net importer of jobs
  • 44,000 employees commuting into Thousand Oaks daily
  • 36,400 residents commute out of Thousand Oaks daily

Approximately 7% of City’s land is for commercial and industrial uses

Bioscience, education and healthcare are top employers
TRANSPORTATION CHARACTERISTICS

Commute to Work Mode Split (% of population)

- Drive Alone: 80%
- Carpool: 7%
- Public Transportation: 1%
- Walked: 2%
- Bicycle or Other: 1%
- Worked at Home: 9%

Vehicle Ownership (% of population)

- 0 vehicles: 10%
- 1 vehicle: 20%
- 2 vehicles: 30%
- 3 vehicles: 20%
- 4 or more vehicles: 10%

Source: U.S. Census, Means of Transportation to Work, 2017 ACS 5-Year Estimates

HEALTH + EQUITY

- Highest life expectancy in Ventura County
- Cancer and heart disease are leading causes of death (same as County)
- 21.9% of adults are obese (County is 27.5%)
- Lower asthma rates compared to County
- Crime rates are relatively low
- Conclusion: Thousand Oaks residents are healthier than County and State
COMMUNITY ENGAGEMENT RESULTS TO DATE
COMMUNITY ENGAGEMENT ACTIVITIES TO DATE

Stakeholder interviews (12)
Economic development focus group #1
“Founders” discussion
Community Workshop #1 (125+ attendees)
Website Subscribers (437 subscribers)
Online Survey #1 (439 responses to date)
  • Hard copies distributed in English and Spanish

Community Forum #1 (Approximately 100 attendees)
Pop-up workshops (7x with approximately 500 participants)
  • Conejo Pride Festival
  • CAP 25th Anniversary Event
  • Rotary Street Fair
  • Atara Biotherapeutics and Sage Publications
  • Amgen
  • Tarantula Hill Brewing Co.
  • Thousand Oaks High School Latino Youth Leadership class
## Live and Work in Thousand Oaks

<table>
<thead>
<tr>
<th></th>
<th>Popups</th>
<th>Survey</th>
<th>Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live in Thousand Oaks</td>
<td>50%</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>Work in Thousand Oaks</td>
<td>10%</td>
<td>39%</td>
<td>8%</td>
</tr>
<tr>
<td>Both live and work in Thousand Oaks</td>
<td>33%</td>
<td>5%</td>
<td>35%</td>
</tr>
<tr>
<td>Neither live nor work in Thousand Oaks</td>
<td>8%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

## Tenure in Thousand Oaks

<table>
<thead>
<tr>
<th></th>
<th>Popups</th>
<th>Survey</th>
<th>Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 year or less</td>
<td>11%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>2-5 years</td>
<td>14%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>15%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>11-20 years</td>
<td>15%</td>
<td>19%</td>
<td>24%</td>
</tr>
<tr>
<td>21-30 years</td>
<td>23%</td>
<td>19%</td>
<td>16%</td>
</tr>
<tr>
<td>31+ years</td>
<td>22%</td>
<td>34%</td>
<td>43%</td>
</tr>
</tbody>
</table>

## Age

<table>
<thead>
<tr>
<th></th>
<th>Popups</th>
<th>Survey</th>
<th>Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 18</td>
<td>14%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>18-24</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>25-34</td>
<td>12%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>45-64</td>
<td>38%</td>
<td>43%</td>
<td>43%</td>
</tr>
<tr>
<td>65 or older</td>
<td>13%</td>
<td>28%</td>
<td>30%</td>
</tr>
</tbody>
</table>
STRENGTHS

• High quality of life
• Location – proximity to mountains and beaches
• Open space, nature and outdoor recreation
• High quality public/private schools
• Family-friendly
• Fiscally sound with a strong job and retail base
• Community spirit – small town feel/charm
• Clean and safe
• Arts and culture

Residents LOVE Thousand Oaks!
CHALLENGES/THREATS

- Quality of life
  - Accommodating new development without impacting the quality of life
  - Lack of entertainment options
  - Lack of community gathering spaces

- Housing
  - High cost of housing
  - Homelessness
  - Lack of housing diversity
  - Unable to attract employees to live in the City

- Pedestrian and bicycle facilities
  - Safety, especially bicycle and pedestrian safety
  - Lack of complete bike network

- Transportation
  - Traffic congestion
  - Lack of transit

- Diverse economy
  - Need higher paying jobs
  - Need diversity of jobs
  - Tax revenue not diverse

- Retail
  - Changing nature of retail
  - Too much retail
  - Lots of underutilized spaces

- City Government
  - Concern about maintaining high level of public services

- Demographics
  - Aging population

- Environment
  - Wildfire and other natural hazards
  - Climate change
OPPORTUNITIES

• Housing
  • Build a diversity of housing types
  • Build more housing for all income levels, especially lower and middle income

• Growth and development
  • Protect character of single-family neighborhoods
  • Protect low-scale character of the community
  • Revitalize TO Boulevard with mixed use
  • Revitalize the shopping centers with walkable, mixed use “village centers”
  • Create a downtown for the City

• Economic development
  • Expand the number and diversity of jobs with a focus on biotech
  • Partner with and capitalize on Cal Lutheran Univ.’s presence
  • Expand the tax base

• Transportation
  • Improve the pedestrian and bike networks
  • Develop innovative transit solutions
  • Maintain traffic flow

• Safety
  • Continue to support the police and low crime rates
  • Expand fire safety/evacuation plans

• Environment
  • Expand parks and open space
  • Protect trees
  • Significantly reduce GHG emissions to address climate change

• Quality of life
  • Attract more families with young children
  • Construct more community gathering places
  • Expand services for seniors and youth
  • Expand arts and cultural activities
Is anything missing from the Strengths, Challenges/Threats and Opportunities?
DISCUSSION:
CREATE “GUIDING PRINCIPLES”
Guiding Principle Overview

- Provides a framework to guide future decision-making
- Flows out of the ideas from community engagement
- Provides an anchor or reference point when considering policy trade-offs
- Has 2 components: “community values” and “key strategies”
  - Community Values (examples)
    - *Maintain the family character of Thousand Oaks*
    - *The preservation of open space and natural beauty for community identity and enjoyment.*
  - Key Strategies (examples)
    - *Protect the character and identity of single-family neighborhoods*
    - *Preserve and expand parks and open spaces and develop a network of trails around and throughout the City.*
VISIONING 2064 PROGRAM – GUIDING PRINCIPLES

1. Support the development of mentoring relationships
2. Foster an environment of academic excellence
3. Maintain a strong quality of life
4. Secure long-term funding for open space around the City
5. Continue to be an environmental leader
6. Promote water conservation in residential areas
7. Create a pedestrian-friendly downtown
8. Promote water conservation of City parks and landscaping
9. Train police officers with improved communication skills
10. Protect the City’s data and enhance awareness of privacy and securing issues
• Break into groups of 4 to 6 people
• Create “Guiding Principles” for the General Plan
  • 5–15 “Community Values”
  • 5–15 “Key Strategies”
• Please select a recorder/reporter to take notes and relay to the group during report back
REPORT BACK
• Please state your name and keep your comments to a maximum of 2 minutes each.
WHAT’S NEXT?

Next Steps
• Refine & finalize guiding principles
• Begin “alternatives” development process
• Begin discussion of policy topics, such as housing and economic development

Upcoming Events
• City Council Study Session
  November 19, 2019 | 6:00 pm
  Civic Arts Plaza – Scherr Forum
• General Plan Advisory Committee Meeting #4
  Thursday, December 12th | 6:00 pm
Meeting #3

GENERAL PLAN ADVISORY COMMITTEE

November 14, 2019 | Oak and Park Rooms Civic Arts Plaza