OBJECTIVES

- Prioritize themes from community engagement
- Provide an overview of economic and market conditions in the City
- Discuss the relationship between land use, fiscal resources and community services
- Review areas of change and areas of stability map

ATTENDEES

GPAC Members
- Present: Dr. Victor Hayek, Paul Shrater, Laura Behjan, Emily Dale, Dustin Woomer, Tara Carruth, Dr. Chris Kimball, Jacqueline Emanuel, Wyatt McCrea, Michael Nigh, Darren Bovard, Chaise Rasheed, Michael Farris, Dr. Karen Gorback, Alicia Rincon RN, Amy Commans, Nicholas Reale
- Absent: Jennifer Lobenhofer, Rorie Skei, Dena Jenson, Ken Lamont, Fred Fukanaga, Andy Fox, Patrick DuRoss

City Staff
- Tracy Noonan, City Attorney; Haider Alawami, Economic Development Manager; Mark Towne, Community Development Director; Michael Forbes, Deputy Community Director; Kelvin Parker, Deputy Community Development Director; Kari Finley, Planning Manager; Krystin Rice, Senior Planner; Iain Holt, Senior Planner; Tabitha McAtee, Assistant Planner

Consultant Team
- Matt Raimi, Raimi + Associates and Amitabh Barthakur, HR&A Advisors

MEETING MINUTES

Presentation
Matt Raimi provided a project update including flow of recent and upcoming work, review of community engagement activities and participation, and upcoming schedule of GPAC meetings. Matt paused for
feedback from recent community engagement events. Comments on the 2nd Community Forum are summarized below.

- Data presented at the Forum provided a different perspective
- Highlighted the street network in Thousand Oaks which is not a grid system. The Downtown Core will help address issues, bring in more revenue
- The presentation had good visuals
- The presentation was easy to understand

**Community Priorities Exercise**

After the presentation, Matt provided a prioritization exercise on community values and issues. This was a preview of the prioritization exercise that will be included in an online survey. GPAC members and the public were asked to rank the top 4 community strengths and values and top 4 issues and challenges. Comments on this exercise are summarized below.

- Consensus that the *Community Strengths and Values* is a good list and representative of the community
- Question whether they should be responding to the City’s top community strengths and values and issues and challenges, or what they personally care about for future generations?
- *High quality of life* and *suburban character* seem to overlap and are too similar on the *Community Strengths and Values* list
- Based on the discussion from the 2nd Community Forum, maintenance responsibilities for too much infrastructure could be added to the list of *Issues and Challenges*
- Connected with *fear of becoming the “Valley” Issue and Challenge* item

Individual results were tallied (non-weighted) with the top 4 community strengths and values as (1.) *High Quality of Life*, (2.) *Protected Natural Areas*, (3.) *Parks, Public Facilities and Services*, and (4.) *Education*. While the top 4 issues and challenges recorded as (1.) *Housing Challenges*, (2.) *Lack of Economic and Demographic Diversity*, (3.) *Vacant and Underutilized Retail* and (4.) *Traffic Congestion*. See the attached summary table with tallied results.

**Economic and Market Overview**

Amitabh Barthakur from HR&A Advisors provided an overview of the Economic and Market Existing Conditions Report, the relationship between land use and fiscal resources, and the market and fiscal health in Thousand Oaks. A question and answer session—including members of the public—followed the presentation which is summarized below.

- How are Thousand Oaks’ online sales taxes captured?
- What are the impacts (i.e. traffic) of adding more hotels in Thousand Oaks?
- Would adding more hotels result in more tax revenues as a result of Transient Occupancy Taxes (TOT)?
- What land uses capture more tax revenue?
- What are some of the unintended consequences of having a biotech ecosystem? For example, smaller companies who want to be located near larger more established businesses get priced out.
Amitabh responded that the broader ecosystem can be sustained when there are a range of rental rates in the area.

- Are there any long-term economic dangers in biotech?
- Will the biotech presence price people out of Thousand Oaks? What if biotech leaves Thousand Oaks or fails? It’s possible that biotech could leave or fail.
- What if Amgen wants to leave and they’re the leading employer in the city? How are they attracting young professionals to want to work and live here?
- There is a big demand for health care, education, and public services in Thousand Oaks.
- Cities like Simi Valley and Oxnard are attracting people to live there by adding new housing, entertainment, and experiential retail centers. We need to pay attention to what other cities are doing to make sure we don’t lose more jobs or miss out on tax revenue.
- How does the city earn revenue through businesses? City staff responded that City earns revenue through property tax and business license fees.
- How can we incorporate natural elements like oak trees and open space that attract most people to this city in economic development?
- How does the City pay to maintain open space? City staff responded that there is no money coming in to help maintain the open space.
- If Amgen only provides the city property tax, and employees aren’t living here, isn’t it a wash? Yes, we need more housing.
- How do we address restaurant and retail cannibalization? It’s a challenge for businesses to sustain themselves in the current market with new competition.
- Are there other revenue types from other cities that could be good examples of how we can earn more money? Amitabh noted that property taxes are stable, however, not as much as sales tax.
- We already have an economic diversity that a lot of other cities envy, how do we maintain and continue to expand? Amitabh responded that Thousand Oaks can maximize impact by attracting employees to live here and spend money here by offering a diversity of housing options, entertainment options, and gathering places.
- What are the impacts of a revitalized downtown or main street?
- Hotels are low impact and high revenue for the City.
- The Downtown Core will help gain revenue and fill an existing gap in the market by adding restaurants, bars, and other gathering places for patrons of the Bank of America theatre to go before and after a concert or show.
- Have we asked targeted age groups what amenities are missing in Thousand Oaks? We should look at Sacramento and other thriving downtowns and cities.
- With online shopping so prevalent today, people are looking for experiences instead of traditional retail shopping malls. They want to visit walkable place that offer a variety of experiences.
- How can the City diversify its fiscal base?
- What strategies should be used to ensure high quality public services for the next generation?

Public Comments
Members of the public were invited to provide additional comment at the end of the meeting. Each person was limited to two minutes. Below is a summary of public comment.
• Over the next 25 years, is the City planning to earn revenue over culture stability? Or at the same time? City staff responded that the goal is to address both together, as the City wants to preserve what it has and fix what needs to be fixed.
• Thousand Oaks teachers can’t afford to live here, we need to offer affordable options like condos.
• Thousand Oaks needs to plant more oak trees
• Measure E should manage growth in Thousand Oaks
• Protect oak trees

Closing:
At the close of the meeting, Matt Raimi identified upcoming community engagement activities including:
• Future GPAC meetings on March 5th, April (TBD), June 4th, and September 10th
• A citywide survey to prioritize issues and strategies
• Pop-up workshops on new development
• Community workshop #2 April 30th

Attachment: Community priorities exercise results
COMMUNITY PRIORITIES EXERCISE

Below is a summary table with tallied results—not weighted—from GPAC meeting #5.

<table>
<thead>
<tr>
<th>GPAC</th>
<th>PUBLIC</th>
<th>TOTAL</th>
<th>COMMUNITY STRENGTHS &amp; VALUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6</td>
<td>7</td>
<td>Arts and culture: A commitment to arts and culture, especially the Civic Arts Plaza</td>
</tr>
<tr>
<td>11</td>
<td>8</td>
<td>19</td>
<td>Education: High quality public and private schools and the presence of California Lutheran University (CLU)</td>
</tr>
<tr>
<td>9</td>
<td>8</td>
<td>17</td>
<td>Engaged community: A civically minded community and a responsive local government committed to serving the needs of residents and businesses</td>
</tr>
<tr>
<td>14</td>
<td>10</td>
<td>24</td>
<td>High quality of life: A stable community with small-town character, a high quality of life, and family-friendly activities</td>
</tr>
<tr>
<td>11</td>
<td>10</td>
<td>21</td>
<td>Parks, public facilities and services: A diversity of well-maintained parks, usable open spaces, great public facilities, and diverse social services</td>
</tr>
<tr>
<td>9</td>
<td>14</td>
<td>23</td>
<td>Protected natural areas: A commitment to protecting natural open spaces, views, and oak trees that enhance the character of Thousand Oaks</td>
</tr>
<tr>
<td>10</td>
<td>6</td>
<td>16</td>
<td>Safe and welcoming community: A tight-knit community that is safe and welcoming</td>
</tr>
<tr>
<td>2</td>
<td>6</td>
<td>8</td>
<td>Suburban character: A suburban community that is easy to get around with attractive single-family neighborhoods</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>GPAC</th>
<th>PUBLIC</th>
<th>TOTAL</th>
<th>ISSUES &amp; CHALLENGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>4</td>
<td>12</td>
<td>Few gathering places and entertainment options: A lack of entertainment options and social gathering places especially for teenagers and young professionals</td>
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<tr>
<td>6</td>
<td>8</td>
<td>14</td>
<td>Fear of becoming “the Valley”: Concern that development will change the character or identity of Thousand Oaks and that it will look like the San Fernando Valley</td>
</tr>
<tr>
<td>15</td>
<td>12</td>
<td>27</td>
<td>Housing challenges: High cost of housing and lack of different housing options that lead to homelessness, the inability for employees to live in the City and for young adults to afford living in Thousand Oaks</td>
</tr>
<tr>
<td>5</td>
<td>7</td>
<td>12</td>
<td>Lack of mobility options: Lack of transit connectivity within Thousand Oaks and to other parts of the region; lack of wide sidewalks, crosswalks, and a connected bike network</td>
</tr>
<tr>
<td>10</td>
<td>8</td>
<td>18</td>
<td>Lack of economic and demographic diversity: Concern that the City lacks a diverse residential population and a diversity of jobs and industries that could result in declining revenue sources leading to a reduction in public services.</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td>9</td>
<td>Public safety: Safety concerns including crime, wildfires, and natural disasters</td>
</tr>
<tr>
<td>GPAC</td>
<td>PUBLIC</td>
<td>TOTAL</td>
<td>ISSUES &amp; CHALLENGES</td>
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<tr>
<td>7</td>
<td>9</td>
<td>16</td>
<td><strong>Traffic congestion</strong>: Traffic congestion on major roadways during peak periods</td>
</tr>
<tr>
<td>8</td>
<td>9</td>
<td>17</td>
<td><strong>Vacant and underutilized retail</strong>: Vacant and underutilized retail areas, particularly along Thousand Oaks Boulevard, Moorpark Road, and at the malls.</td>
</tr>
</tbody>
</table>