City of Camarillo

Meeting #1

February 9, 2026

Welcome!

Agenda

5:30 – 5:55	Welcome and Introductions
5:55 – 6:15	Consultant Presentation
6:15 – 7:00	Key Issues Brainstorming
7:00 – 7:20	Input on Community Outreach
7:20 – 7:30	Community Comments

GPAC Introductions

- Please introduce yourself with a brief statement regarding your **connection to the community** and **why you are interested** in participating on the GPAC

Our Camarillo General Plan 2050

General Plan Background

What is a General Plan?

Camarillo's General Plan will:

- Serve as the **guide** for decision-makers and developers on how and where development should happen
- Identify the city's **assets** and **challenges** and describe a **vision** for the future
- Recommend the type and **character** of development appropriate for different areas
- Identify necessary **transportation** and **infrastructure** improvements
- Include **goals**, **policies**, **actions**, and recommended **resources** to achieve the Plan's vision

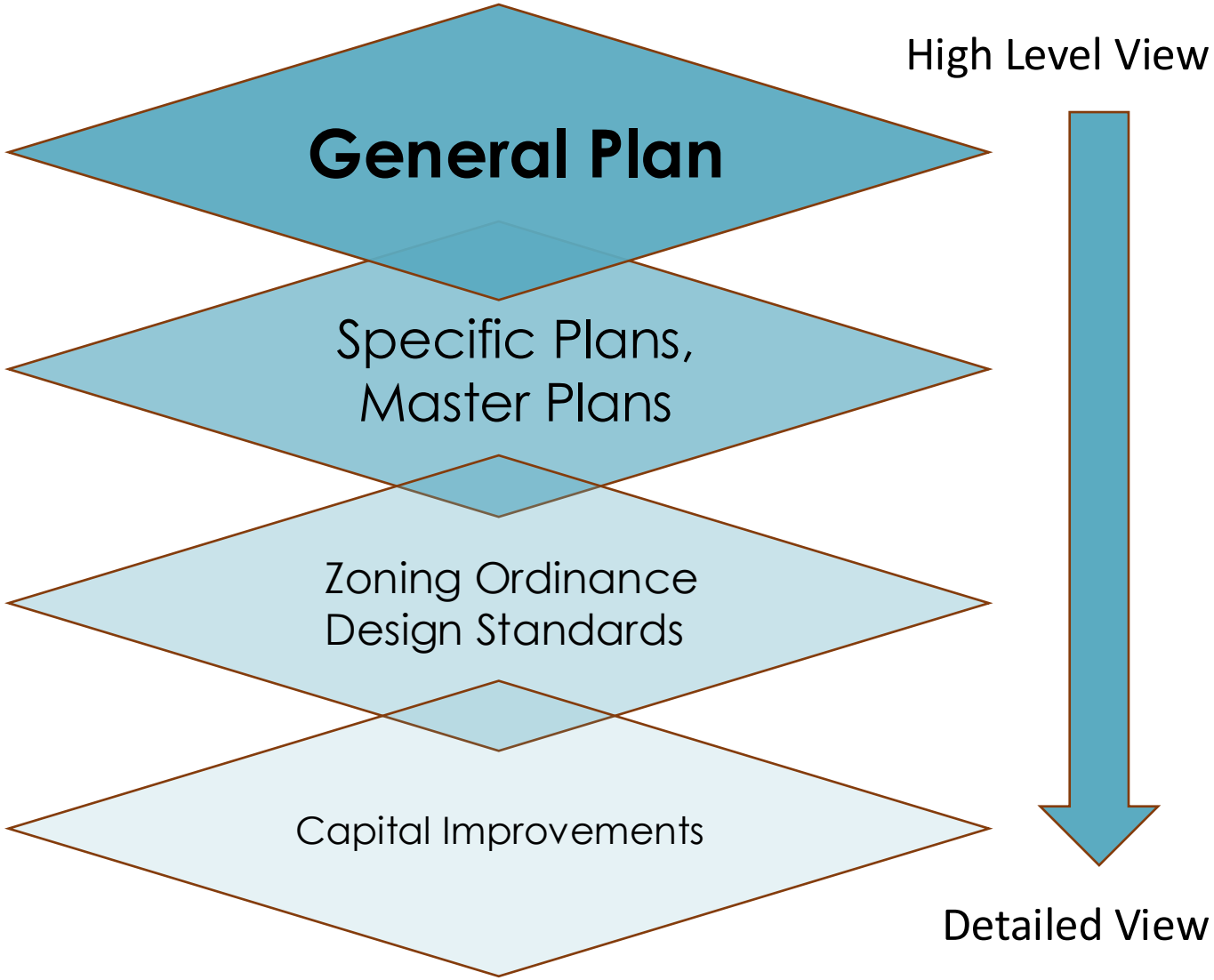
Required/Optional Elements

- Blueprint for urban development and conservation
- Provides a 25-year framework for Camarillo's future
- Addresses issues affecting quality of life
- 7 statutorily required elements
- Option to add elements addressing topics of local importance:
  - ***CURB***
  - ***Community Character/Design***

Our Camarillo General Plan 2050

Hierarchy of Planning Documents

- General Plan is the City's primary long range planning document
- Implemented through a variety of mechanisms
- By law specific plans and zoning must be consistent with General Plan



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Factors Acting on the General Plan

ECONOMIC CHANGES:
- Shift to internet retail
- Changing office/workspaces

SOCIAL AND DEMOGRAPHIC CHANGES:
- Aging population
- Increased diversity
- Millennial needs

TECHNOLOGICAL CHANGES:
- Autonomous vehicles
- Ride-sharing/transportation apps
- "Smart city" technology

GLOBAL ISSUES:
- Climate Change
- Adaptation & mitigation

NEW STATE LAWS

Our Camarillo General Plan 2050

Project Overview

Consultant Team

DYETT & BHATIA

Urban and Regional Planners

Lead Consultant

VMA COMMUNICATIONS

Community Engagement

FEHR & PEERS

Transportation Planners

Meridian Consultants

Environmental Consultants

FM3 Research

Public Opinion Polling

KEYSER MARSTON ASSOCIATES

Market/Fiscal Analysis

Water Systems Consulting Inc.

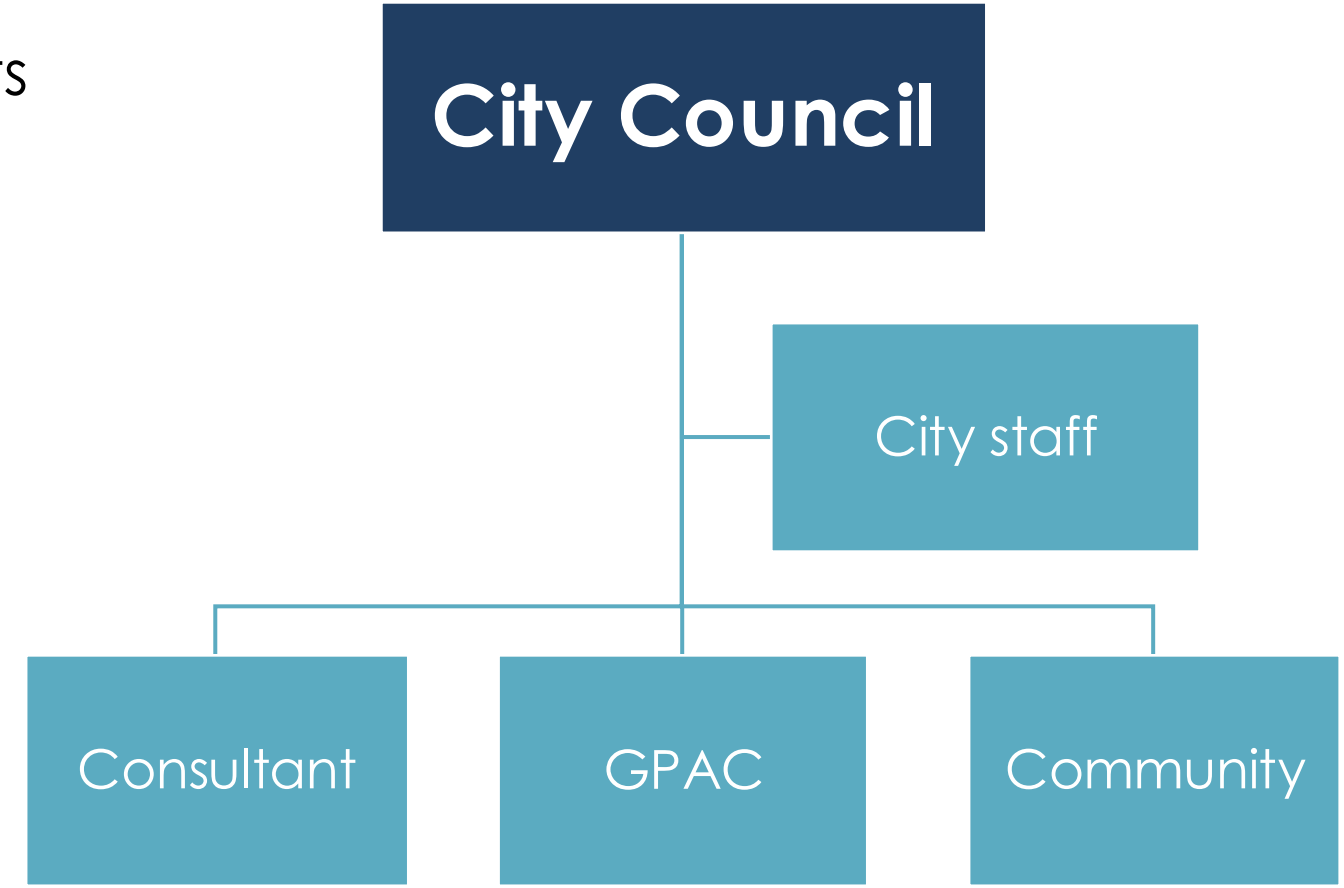
Infrastructure Analysis

Project Timeline

Our Camarillo General Plan 2050

GPAC Role

- Sounding board to ensure range of voices and interests are heard/considered
- One of several avenues for input to City Council



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GPAC Responsibilities

- Act as **project ambassadors**
- Represent **variety of** resident/stakeholder **views**
- Advise/inform of community **priorities and preferences**
- Build community interest/public support
- Make recommendations to Council
- Attend community workshops/outreach

GPAC Meeting Schedule

Meeting	Date	Topic(s)
1	February 26, 2026	Kick off, Engagement Plan, & Issues/Opportunities Brainstorming
2	April 9, 2026	Review of Technical of Background Report
3	May 7, 2026	Review of Vision/Guiding Principles
	June 2026	**City Council Review of Vision and Guiding Principles**
4	August 6, 2026	Review of Preliminary Alternatives
5	January 7, 2027	Review of Preferred Land Use Plan & Key Strategies
	February 2027*	**City Council Review of Preferred Land Use Plan and Key Strategies**
6	March 18, 2027	Review of Draft Goals and Policies (1 of 3)
7	April 15, 2027	Review of Draft Goals and Policies (2 of 3)
8	May 13, 2027	Review of Draft Goals and Policies (3 of 3)
	December 2027*	**City Council Review of Draft General Plan**
	*Actual meeting dates may vary	

Issues and Opportunities Brainstorming

Issues and Opportunities Brainstorming

Land Use and Community Design

Mobility and Transportation

Health and Environment

Other

Brainstorming Activity

Choose a color

Green Post-It:
Assets

Red Post-It:
Issues

Write your comment

- One idea/ comment per post-it
- Use large, clear letters for legibility

Post under a topic/question

- Land Use and Community Design
- Mobility and Transportation
- Health and Environment
- Other

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Online Brainstorming

- *Use the link:* https://miro.com/app/board/uXjVG61Rccl=/?share_link_id=745172239197

OR

- Scan the QR code below

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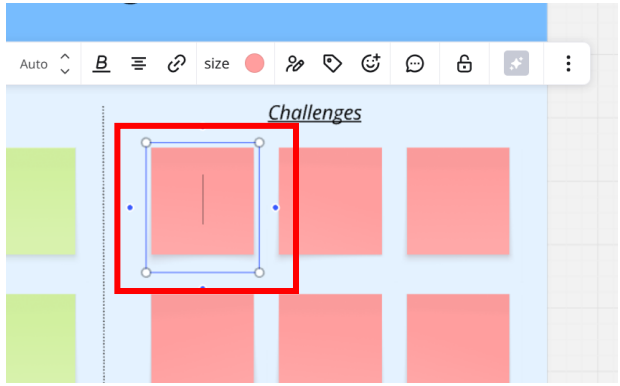
Miro Board

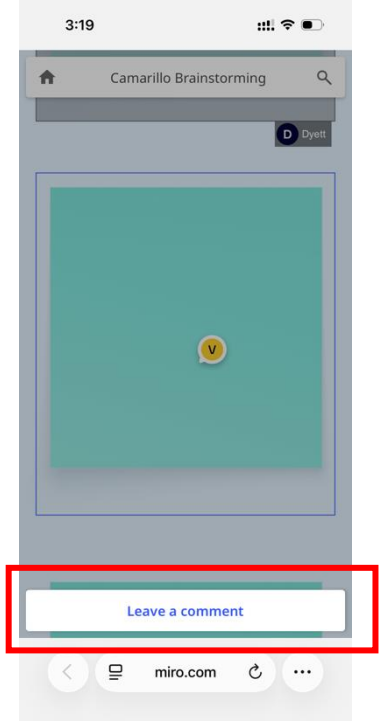
Answer Question:

- Double-click on a post-it note and type in your answer, the font size will automatically adjust. (mouse or touchpad)



OR

- Long press a post-it and there will be a pop-up to leave a comment (touchscreen)



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Miro Board (Zoom/Pan)

Zoom:

- To zoom in/out, scroll the mouse wheel. *(mouse)*

Or

- Pinch to zoom. *(trackpad or touchscreen)*

Pan:

- To move around the board, press the right mouse button and drag. *(mouse)*

Or

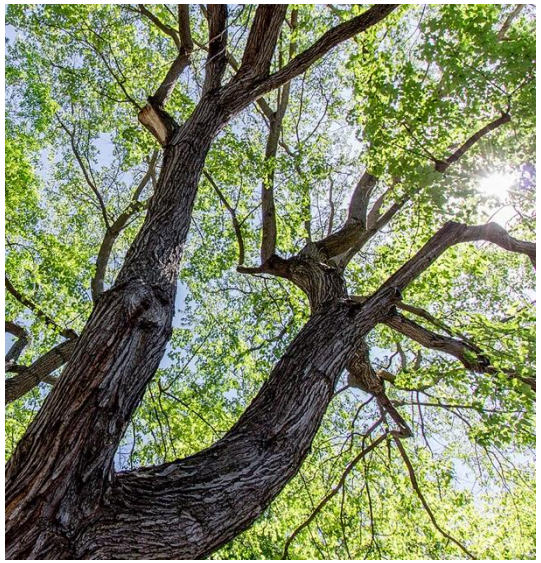
- Slide two fingers to move around the board. *(trackpad)*

OR

- Drag the canvas to move around. *(touchscreen)*

Community Engagement

Vision and Guiding Principles *(examples)*



FOSTER CONNECTIONS TO NATURE AND OPEN SPACE

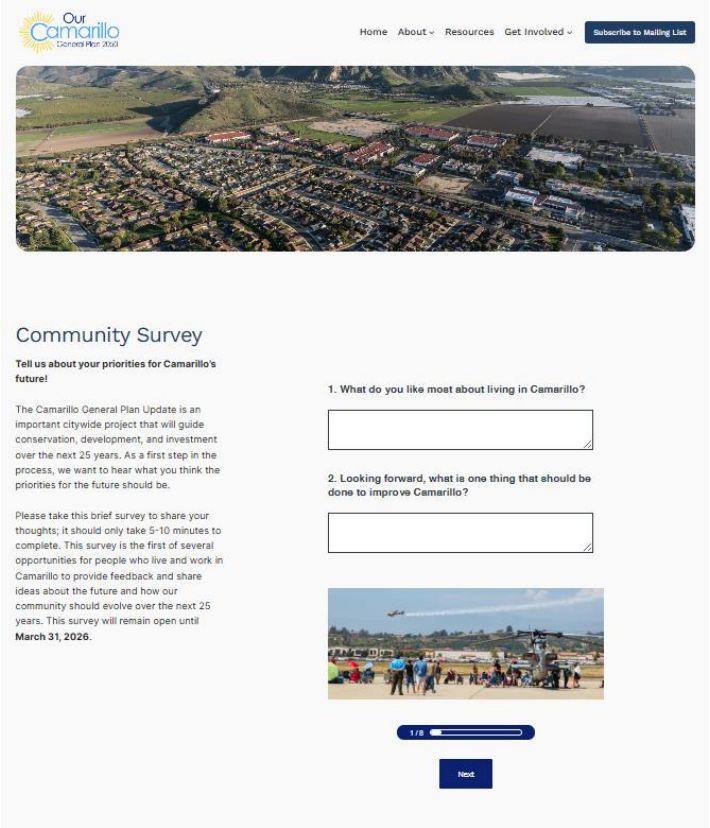
ACHIEVE A HEALTHY AND SAFE COMMUNITY FOR ALL

MAINTAIN A SMALL TOWN FEEL AND UNIQUE CHARACTER

PRIORITIZE STRATEGIC INFRASTRUCTURE INVESTMENTS FOR OUR FUTURE

Phase 1 Outreach Activities

Online Survey

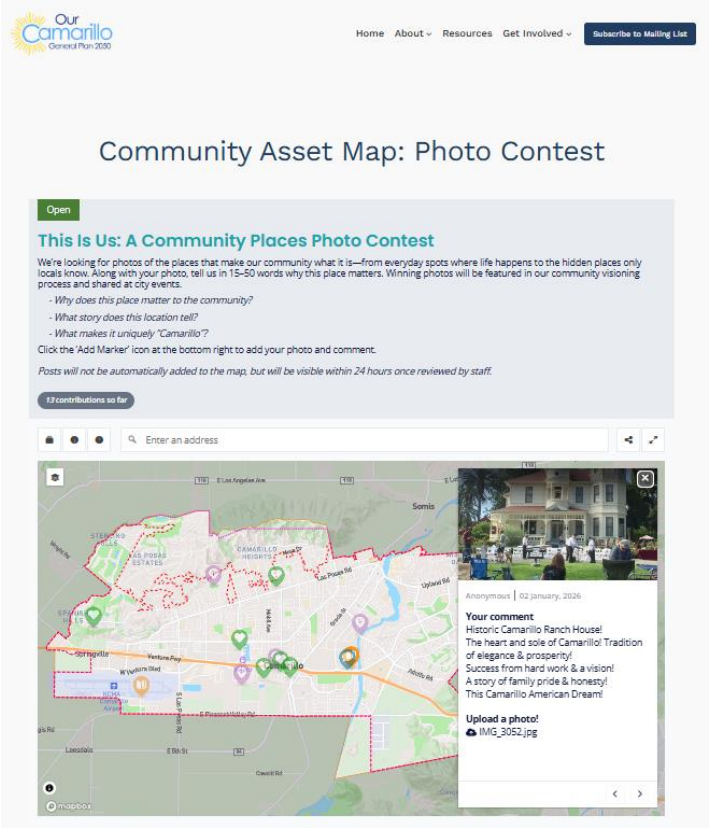


February 26 - April 4

Community Workshops

March 26 & 28

Photo Contest



December 2025 - April 2026

Discussion Questions

1. What materials would be helpful to you in promoting participation at upcoming events? (eg. fliers, social media collateral etc)
2. Which community groups or organizations can be effective partners for getting the word out about outreach events?
3. Do you have suggestions on how to make community workshops family-friendly and boost participation?
4. Do you have suggestions for prizes to offer to encourage entries in the photo contest and online survey participation?

Wrap Up

Next Steps

Online Survey Launch	Feb 24
Community Workshops	March 26 & 28
GPAC Meeting #2: Existing Conditions	April 9
GPAC Meeting #3: Vision and Guiding Principles	May 7

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Community Comments (10 minutes)

- GPAC meetings are open to all and community members are welcome to attend as observers.
- Time is reserved at the end of the meeting for community members in attendance to comment or ask questions about the materials and topics discussed with the GPAC.
- Community members may also address comments and questions to city staff at any time during the process, either by email or phone.

Backup