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**VENTURA COUNTY CIVIC ALLIANCE KICKS OFF COMPACT PHASE 2.5**  
*VCCA to host convenings to highlight principles to guide Ventura County growth*

**CAMARILLO, Calif.** (May 19, 2011) – The Ventura County Civic Alliance will present a pair of convenings to share the results of its 18-month initiative to develop principles to guide growth in Ventura County as it absorbs an estimated 200,000 new residents over the next several decades.

The Alliance will kick off Phase 2.5 of its outreach for the Compact for a Sustainable Ventura County to raise the importance of these guiding principles to a broader audience throughout Ventura County.

“These principles have emerged from several years of engaging our fellow citizens and represent what we believe are the most balanced ways Ventura County communities should plan for the growth we know is coming,” said Sandy Smith, chair of the Alliance, a group of civic leaders who have pursued this project with support from the Ventura County Community Foundation, the Southern California Association of Governments, the Ventura Council of Governments and the Ventura County Transportation Commission.

Set for May 31 in Oxnard and June 8 in Simi Valley, the convenings will feature the report recently presented to the Council of Governments and Transportation Commission boards, incorporating public comments from a series of meetings throughout Ventura County as well as a set of principles that public agencies could use to govern growth while promoting sustainability.

The Phase 2 research report ultimately guided the Principles of Agreement that are embedded in the Compact project.

“While we are excited about the consensus that has driven the first two phases of this project,” Smith said, “we believe expanding the circle to gain higher visibility and get additional input from stakeholders like the agriculture community, local businesses and service clubs will strengthen the Compact.”

The Civic Alliance has committed to broadening this effort at community education out of its belief that additional input will strengthen the proposals when they are presented for approval to officials of Ventura County, the Council of Governments and to individual cities, Smith said.

“By broadening exposure to the Compact’s principles and the implications of this projected growth,” Smith continued, “the Alliance believes it is fulfilling one of its core missions, namely to expand the civic dialog around issues of policy and preference that will impact the sustainability of the Ventura County region.”

In addition, the Alliance will present its signature “3E” panel with members bringing their views of the economy, the environment and social equity to bear on matters of public policy, priorities and needs.

“When the Alliance provides that 3E balance, we believe we have strengthened

both the substance of the debate and the impact of the outcomes,” said Smith, a long-time Civic Alliance member, former mayor of Ventura and a land-use consultant with Sespe Consulting.

The convenings for Phase 2.5 will be take place at the California Lutheran University’s Oxnard campus, 2201 Outlet Center Drive, Suite 600, on May 31, and at the Simi Valley City Hall Community Room, 2929 Tapo Canyon Road, on June 8. Both begin at 5 p.m.

Go to <http://www.vccf.org/programs/civicalliance> under News/ Events to register for either date.

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### **About the Ventura County Civic Alliance**

An initiative of the Ventura County Community Foundation, the Ventura County Civic Alliance is a regional collaborative of civic leaders representing a balanced mix of 3E/economic, environmental and social-equity perspectives. Its mission is to work together to promote a healthy and sustainable future for Ventura County. For more information, go online to [www.vccf.org/programs/civicalliance/index.shtml](http://www.vccf.org/programs/civicalliance/index.shtml).

### **About the Ventura County Community Foundation**

VCCF is a family of charitable funds with combined assets of \$108 million. Its mission is to promote and enable philanthropy to improve our community for good for ever, which it does through grantmaking, scholarships and leadership training programs through the Center for Nonprofit Leadership. VCCF has been certified in compliance with national standards by the Council on Foundations, the highest form of peer review in the United States. For more information, visit [vccf.org](http://vccf.org) or contact VCCF at (805) 988-0196.

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