

CITY OF VENTURA

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# DOWNTOWN PARKING ADVISORY COMMITTEE AGENDA

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Kevin Clerici, Chair  
Marina Porter, Vice Chair  
Barbara Evans, Member  
Karen Schott, Member  
Carl Morehouse, Member  
Vacant – Business Owner  
Vacant – Business Owner

Jeff Hereford, Transportation Manager  
Vacant, Civil / Transportation Engineer  
Matt Cain, Police Commander

**REGULAR MEETING**  
**THURSDAY, January 19, 2023, 3:00 p.m.**  
**Santa Cruz Conference Room**

**Downtown Parking Advisory Committee**

The committee considers and makes advisory recommendations on issues or questions related to parking in the Downtown Parking District to the City Council, Planning Commission, and staff upon request of those bodies including recommendations on parking management strategies and programs, maintenance and operations, capital budgets, hours of operations, parking pricing policies, valet programs, and employee commuter parking policies for the Downtown Parking District.

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the California Relay Service at (866) 735-2929. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeti

## **ROLL CALL**

## **PUBLIC COMMUNICATIONS**

### **COMMITTEE BUSINESS**

1. Approval of Minutes (1<sup>st</sup> \_\_\_\_\_, 2<sup>nd</sup> \_\_\_\_\_)  
Recommendation: Approve the meeting minutes from the November 17, 2022 regular meeting.
2. Ventura On-Street Data Analysis Recommendation for On-Street Parking Meters  
Recommendation: Approval and recommendation to implement on-street meter installations for the following segment of E. Main Street:
  1. E. Main Street from N. Fir to N. Ash Street, both sides of the street
  2. Outreach Plan Update
3. Downtown Parking Structure Signage Update  
Recommendation: Receive staff/consultant update on the status and design for the real-time parking occupancy signage for the Downtown Parking Structure.
4. Downtown Parking Structure Update Palm St/Santa Clara St  
Recommendation: Receive staff update and review of Proposed Parking Structure Projections and Modeling.
5. Parking Management Program Monthly Utilization Update  
Recommendation: Receive staff presentation of updated Downtown Parking District Budget revenue, utilization, and overall program budget.

### **COMMITTEE AND STAFF COMMUNICATIONS**

- A. Main Street Moves Update – Chair Clerici
- B. Introduction of New Traffic Sergeant Knackstedt
- C. City Council Parking Workshop
- D. Parking Program Staffing Update

## **ADJOURNMENT**

CITY OF VENTURA

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# ADMINISTRATIVE REPORT

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Date: January 10, 2023

Agenda Item No.: 1

Parking Advisory Committee Action Date: January 19, 2023

**To: Downtown Parking Advisory Committee**

**From: Jeff Hereford, Principal Engineer**

**Subject: Minutes**

**RECOMMENDATION**

Approve the attached meeting minutes from the November 17, 2022, regular meeting.

CITY OF VENTURA

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# DOWNTOWN PARKING ADVISORY COMMITTEE AGENDA

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Kevin Clerici, Chair [Present](#)  
Marina Porter, Vice-Chair [Present](#)  
Barbara Evans, Member [Present](#)  
Carl Morehouse, Member [Present](#)  
Karen Schott, Member [Present](#)  
Vacant – Business Owner  
Vacant – Business Owner

Jeff Hereford, Transportation Manager  
Vacant, Civil / Transportation Engineer  
Matt Cain, Police Commander

## REGULAR MEETING

**THURSDAY November 17, 2022, 3:00 p.m.**  
**SANTA CRUZ CONFERENCE ROOM**  
**CITY HALL 501 POLI STREET, VENTURA**  
**[MEETING STARTED AT 3:03 p.m.](#)**

### **Downtown Parking Advisory Committee**

The committee considers and makes advisory recommendations on issues or questions related to parking in the Downtown Parking District to the City Council, Planning Commission, and staff upon request of those bodies including recommendations on parking management strategies and programs, maintenance and operations, capital budgets, hours of operations, parking pricing policies, valet programs, and employee commuter parking policies for the Downtown Parking District.

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ROLL CALL [See Above](#)

## PUBLIC COMMUNICATIONS

### COMMITTEE BUSINESS

1. Approval of Minutes (1st PORTER, 2nd MOREHOUSE)

Recommendation: Approve the meeting minutes from the November 17, 2022 regular meeting.

2. Downtown Parking Utilization – Data Review

Recommendation: Approval and recommendation to implement on-street meter installations for E. Main Street from N. Fir to N. Ash, both sides of the street.

#### **DIXON REPRESENTATIVE BEN VERDUGO GAVE A PRESENTATION IN COORDINATION WITH JEFF HEREFORD**

**Motion: Move to approve change with additional data gathering in December conducted by Downtown Ventura Partners staff. (Porter, Morehouse)  
Item approved unanimously.**

3. Downtown Parking Structure Signage Update

Recommendation: Receive staff/consultant update on the status and design for the real-time parking occupancy signage for the Downtown Parking Structure.

#### **DIXON REPRESENTATIVE BEN VERDUGO GAVE A PRESENTATION REGARDING REAL-TIME SIGNAGE AND INSTALLATION UPDATE**

4. Parking Management Program Monthly Utilization Update

Recommendation: Receive staff presentation of updated Downtown Parking District Budget revenue, utilization, and overall program budget.

#### **STAFF GAVE PRESENTATION OF CURRENT REVENUE, UTILIZATION AND OVERALL PROGRAM BUDGET – JEFF HEREFORD**

### COMMITTEE AND STAFF COMMUNICATIONS

- A. Downtown Parking Utilization Data Overview
- B. Downtown Structure Electric Sign Counting Board Update
- C. Main Street Moves Update – Chair Clerici
- D. Downtown Parking Structure Update –Palm St/ Santa Clara St
- E. Introduction of New Traffic Sergeant Knackstedt
- F. Announcement of City of Ventura Parking Workshop scheduled for January 23, 2023

**ADJOURNMENT AT 4:05**

# ADMINISTRATIVE REPORT

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Date: January 10, 2023

Agenda Item No.: 2

Parking Advisory Committee Action Date: January 19, 2023

**To: Downtown Parking Advisory Committee**  
**From: Jeff Hereford, Principal Engineer & Dixon Resources Unlimited**  
**Subject: E. Main Street Proposed Parking Meter Installations - Approval**

## **RECOMMENDATION**

Recommendation: Review and approval of parking occupancy data supporting the installation of on-street parking meters for E. Main Street from N. Fir to N. Ash Street, both sides of the street.

CITY OF VENTURA

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# ADMINISTRATIVE REPORT

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Date: January 10, 2023

Agenda Item No.: 3

Parking Advisory Committee Action Date: January 19, 2023

**To: Downtown Parking Advisory Committee**  
**From: Jeff Hereford, Principal Engineer & Dixon Resources Unlimited**  
**Subject: Downtown Parking Structure Signage Update**

## **RECOMMENDATION**

Recommendation: Receive staff/consultant update on the status and design for the real-time parking occupancy signage for the Downtown Parking Structure.

# ADMINISTRATIVE REPORT

Date: January 10, 2023

Agenda Item No.: 4

Parking Advisory Committee Action Date: January 19, 2023

**To: Downtown Parking Advisory Committee**  
**From: Jeff Hereford, Principal Engineer**  
**Subject: Downtown Parking Structure Update – Palm St. and Santa Clara St.**

## **RECOMMENDATION**

Receive staff presentation of Parking Structure Projections and Modeling for the proposed development on Palm St. and Santa Clara St.

CITY OF VENTURA

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# ADMINISTRATIVE REPORT

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Date: January 10, 2023

Agenda Item No.: 5

Parking Advisory Committee Action Date: January 19, 2023

**To: Downtown Parking Advisory Committee**  
**From: Jeff Hereford, Principal Engineer**  
**Subject: Parking Management Program Monthly Utilization Update**

## **RECOMMENDATION**

Receive staff presentation of updated Downtown Parking District Budget revenue, utilization, and overall program budget.