

CITY OF VENTURA

DOWNTOWN PARKING ADVISORY COMMITTEE AGENDA

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, October 20, 2022, 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 (1st _____, 2nd _____)
Recommendation: Approve the meeting minutes from the September 15, 2022 regular meeting.
2. Ventura On-Street Data Analysis Discussion
Recommendation: Receive an overview of findings as related to the on-street parking data collection conducted by consultant, Dixon Resources Unlimited.
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. 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. Downtown Parking Utilization Data Overview
- B. Downtown Structure Electronic 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

ADJOURNMENT

CITY OF VENTURA

ADMINISTRATIVE REPORT

Date: October 13, 2022

Agenda Item No.: 1

Parking Advisory Committee Action Date: October 20, 2022

To: Downtown Parking Advisory Committee
From: Jeff Hereford, Principal Engineer
Subject: Minutes

RECOMMENDATION

Approve the attached meeting minutes from the September 15, 2022, regular meeting.

CITY OF VENTURA

DOWNTOWN PARKING ADVISORY COMMITTEE AGENDA

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

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

REGULAR MEETING

THURSDAY September 15, 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

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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 September 15, 2022 regular meeting.

2. Downtown Parking Utilization – Data Review

Recommendation: Receive an overview of findings as related to the July 2022 parking data collection conducted by consultant, Dixon Resources Unlimited

DIXON REPRESENTATIVE KELLIE DUGDALE GAVE A PRESENTATION IN COORDINATION WITH JEFF HEREFORD & KENZIE COULSON

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 KENZIE COULSON 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

ADJOURNMENT AT 4:12

ADMINISTRATIVE REPORT

Date: October 13, 2022

Agenda Item No.: 2

Parking Advisory Committee Action Date: October 20, 2022

To: Downtown Parking Advisory Committee
From: Jeff Hereford, Principal Engineer & Dixon Resources Unlimited
Subject: Downtown Parking Utilization – Data Review

RECOMMENDATION

Receive an overview of findings as related to the on-street parking data collection conducted by consultant, Dixon Resources Unlimited.

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ADMINISTRATIVE REPORT

Date: October 13, 2022

Agenda Item No.: 3

Parking Advisory Committee Action Date: October 20, 2022

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.

CITY OF VENTURA

ADMINISTRATIVE REPORT

Date: October 13, 2022

Agenda Item No.: 4

Parking Advisory Committee Action Date: October 20, 2022

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.