

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, November 17, 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 (1<sup>st</sup> \_\_\_\_\_, 2<sup>nd</sup> \_\_\_\_\_)  
Recommendation: Approve the meeting minutes from the October 20, 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 E. Main Street from N. Fir to N. Ash Street, both sides of the street.
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. E. Main Street Parking Meter Installation Recommendations
- 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. City of Ventura Parking Workshop
- G. December 2022 DPAC Meeting - Cancellation

## **ADJOURNMENT**

CITY OF VENTURA

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# ADMINISTRATIVE REPORT

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Date: November 10, 2022

Agenda Item No.: 1

Parking Advisory Committee Action Date: November 17, 2022

**To: Downtown Parking Advisory Committee**

**From: Jeff Hereford, Principal Engineer**

**Subject: Minutes**

**RECOMMENDATION**

Approve the attached meeting minutes from the October 20, 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  
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 3:04 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 EVANS)

Recommendation: Approve the meeting minutes from the October 20, 2022 regular meeting.

2. Downtown Parking Utilization – Data Review

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

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

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
- H. Introduction of New Traffic Sergeant Knackstedt
- I. Announcement of City of Ventura Parking Workshop

**ADJOURNMENT AT 3:56**

# ADMINISTRATIVE REPORT

Date: November 10, 2022

Agenda Item No.: 2

Parking Advisory Committee Action Date: November 17, 2022

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

## **RECOMMENDATION**

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

The parking fee will be \$1 per hour from 10am to 9pm (Sun-Thurs) and 10am to 11pm (Fri-Sat). This fee structure is consistent with what is currently being charged downtown. Estimated implementation date is the week of January 9, 2023.

# ADMINISTRATIVE REPORT

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Date: November 10, 2022

Agenda Item No.: 3

Parking Advisory Committee Action Date: November 17, 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.

# ADMINISTRATIVE REPORT

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Date: November 10, 2022

Agenda Item No.: 4

Parking Advisory Committee Action Date: November 17, 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.