



City of Ventura

# Appendix K: Recommended Programs & Policies

April 2023

Item	Description	Category	Source of Idea
<b>Landscape maintenance in right-of-way</b>	Standardize policies and designate responsibility for landscape maintenance in the right-of-way to prevent overgrown trees and shrubs from obstructing sight lines and signage and creating personal safety concerns. Develop training for City and contract maintenance staff. Ensure clear policy language is coordinated with all relevant City departments.	Program and Policy	Focus Group (Nov/Dec-21)
<b>Vision Zero Program</b>	Adopt a Vision Zero policy and create supportive programs and policies to establish reducing traffic fatalities and serious injuries as a major City priority. Initial steps should include developing a Local Road Safety Plan (LRSP).	Program and Policy	ATFG #2 (Aug-21)
<b>Revive and update the Neighborhood Traffic Management Program</b>	Revive the NTMP (suspended due to budget cuts) to address traffic speed and traffic volume concerns on residential streets, including basic signage changes and physical improvement such as traffic circles and speed cushions. Prioritize traffic calming treatments in designated Pedestrian Districts and Corridors. Update program to align with Complete Streets policies as they are implemented, including alignment with street typology and design treatments.	Program and non-place-specific project	ATFG #2 (Aug-21)
<b>Bicycle education expansion</b>	Maintain and expand participation in bike education, including instruction to elementary schools and interested high schools.	Program	Previous Plans (Summer/Fall-21); Citywide Workshop
<b>Establish Active Transportation Funding and Finance Program</b>	State law and local policies support the development and implementation of a fee program for land development that requires public investments in active transportation. This program would be known as the Active Transportation Funding and Finance Program (ATFFP). Some of the steps included in the development of this program include: 1 - Establish the relationship between the ATFFP and future development based on active transportation service standards. 2 - Identify existing, future, and deficient active transportation facilities. 3 - Identify the costs associated with the needed facilities. 4 - Establish the Active Transportation Facility Fee by land use type based on anticipated trip generation and trip length.	Program	Consultant team recommendation
<b>Shared Streets program</b>	Revive and expand early COVID-19 Shared Streets program. Identify streets for "shared streets" treatments including traffic calming and signage to indicate shared roadways for people walking, rolling, biking, and driving. Identification criteria could include surrounding residential land use, absence of sidewalks or bikeways, connections to parks, schools, community centers, and transit stops, and speed of 25 mph. Consider prioritizing streets for Shared Streets installation according to equity, connections to daily destinations, public input, and other factors.	Program	Focus Group (Nov/Dec-21)
<b>Pedestrian and bicycle wayfinding and signage</b>	Install wayfinding and signage along the Priority Pedestrian and All Ages & Abilities bicycle networks to alert and prioritize people biking and walking and make it easy to travel to key destinations. Priority areas and connections could include: - Lemon Grove neighborhood to Harbor - Multiuse paths that terminate with no clear destination or wayfinding to nearby bikeways and paths	Program	College Area Community Council (Oct-21); Westside Community Council (Oct-21); Focus Group (Nov/Dec-21)
<b>Improved safety and maintenance at transit stops</b>	Work with Gold Coast Transit to upgrade transit stops, including access, lighting, stop amenities, signage, and bicycle parking.	Program	Focus Group (Nov/Dec-21)
<b>Car-free open streets</b>	Continue and expand early pandemic program to extend car-free pedestrian zones to additional blocks around the city.	Program	Focus Group (Nov/Dec-21); ATFG #3 (Nov-21)
<b>Create Active Transportation Advisory Committee</b>	Expand the scope of the existing bicycle advisory committee to review and advise on new pedestrian projects, street designs, new development requirements, and pedestrian policies citywide. Increase meeting frequency to once per month. Add new seats to the committee if needed to ensure pedestrian topics have sufficient support. Formalize the Committee's roles, responsibilities, designated staff, and representation/recruitment process.	Program	Focus Group (Nov/Dec-21); ATFG #2 (Aug-21)

<b>Improve public awareness of sidewalk obstruction reporting system</b>	Publicize the existing system for public reporting of maintenance and access issues on the active transportation network, including sidewalk obstructions, root uplifts, non-accessible curb ramps, and debris in bikeways. Better publicity will generate greater community use.	Program	Focus Group (Nov/Dec-21)
<b>Bike facility maintenance</b>	Ensure regular maintenance of bikeways including debris removal, sweeping, restriping, and maintaining fixed hardware such as flex posts and bollards. Establish maintenance schedule for bikeways that checks protected bike lanes most frequently given the tendency for debris to accumulate behind curbs, posts, and other means of bike lane protection. Ensure on-street bikeways are swept to remove debris after collisions.	Program	Westside Community Council (Oct-21)
<b>Increase active transportation program staff</b>	Double bicycle program staff time to support new walking and bicycling initiatives and guide network buildout.	Program	Previous Plans (Summer/Fall-21)
<b>Community walking and bicycling events</b>	Implement events to connect and expand the active transportation community and encourage more people to walk and bicycle for daily needs, recreation, and fun. Include "Kidical Mass" rides geared toward young people and families with all types of bicycles and other things that roll. Work with historically underserved and marginalized communities to increase access to designing and participating in walking and bicycling events and programs. Provide access to some bicycles for events if residents are interested but do not have bicycles of their own.	Program	Focus Group (Nov/Dec-21)
<b>Build understanding and awareness of transit system</b>	Work with Gold Coast Transit to: - Build understanding of the transit system and encourage more transit use and multimodal travel through transit education and outreach programs, using social media, traditional media, new resident outreach, and other opportunities - Identify areas for new and upgraded transit service, and consider a circulator trolley route or routes	Program	Focus Group (Nov/Dec-21)
<b>Strengthen bicycle parking program and update bicycle parking code</b>	Continue existing program to install bike racks around the city to encourage people to safely use their bikes. Regularly publicize program for new and existing businesses to request rack installation. Priority locations include Main St (between Olive St and Loma Vista Rd).  Consult best practices to improve bike parking standards that support consistent, secure bicycle parking, including staple racks and bicycle corrals. Include requirements for new development and consider accommodating charging for e-bikes. Add bike parking to map of lockers.	Program	Pierpont Bay Council (Oct-21); ATFG #3 (Nov-21)
<b>Pedestrian education</b>	Adapt and expand current school bike programming to also include pedestrian education. Target rollout of pedestrian education at schools near high pedestrian collision locations or where community feedback indicates pedestrian safety is a greater concern.	Program	ATFG #2 (Aug-21)
<b>Traffic safety campaign</b>	Create driver-focused education campaign involving different forms of media about sharing streets with people walking, rolling, and bicycling. Coordinate with similar efforts in recommended Safe Routes to School programs.	Program	Focus Group (Nov/Dec-21)
<b>Active transportation training/orientation videos</b>	Work with CAPS Media to create videos to show at public meetings such as City Council to explain concepts such as sharrows, green bikeway paint, the 3-foot passing law, leading pedestrian interval, and other active transportation ideas. Videos could also be shared in and tailored for bicycle and pedestrian education efforts.	Program	ATFG #3 (Nov-21)
<b>Reduce citywide roadway speed limits</b>	Reduce speed limits on higher-speed streets with a goal of 35 mph or below, as allowed by law. Priority streets could include Foothill, Telephone, Telegraph, and Loma Vista. Ensure that reduction of traffic fatalities and serious injuries is prioritized over vehicle speeds.	Policy recommendation	Focus Group (Nov/Dec-21)
<b>Update Engineering Design Standards</b>	Formalize Complete Streets recommendations to update Engineering Design Standards for topics including Access Design, Lane Width, Sidewalks and Tree Wells, Bike Lanes, and other topics as described in the Complete Streets Memo.	Policy recommendation	Consultant team recommendation

<b>Enhance status as pedestrian- and bicycle-friendly city</b>	Implement programs and projects to enhance status as pedestrian- and bicycle-friendly city. The City has twice been designated a Bronze Bicycle Friendly City by the League of American Bicyclists. Regular pursuit of recognition by state and national organizations can lead to economic, tourism, and local benefits.	Policy recommendation	Consultant team recommendation
<b>Signal detection for bicycles</b>	Install bicycle detection and accompanying pavement markings at signalized intersections on the bikeway network.	Policy recommendation	Montalvo Community Council (Oct-21)
<b>Leading Pedestrian/Bicycle Interval</b>	Install LPs at major intersections to enhance safety for people walking when navigating vehicle traffic, especially in locations with high walking volumes and/or a history of right-turn crashes. Along bicycle corridors where appropriate, include signage and signal heads to also indicate leading bicycle interval.	Policy recommendation	Best practice, Focus Group (Nov/Dec-21)
<b>Focus crash analysis and reporting on vulnerable road users</b>	Focus future crash analysis and reporting on vulnerable road users, including people walking and bicycling, and by race, age, and gender.	Policy recommendation	Consultant team recommendation
<b>Update marked crosswalk policy and standardize crossing treatments</b>	Update the citywide marked crosswalk policy that lays out the conditions warranting a marked crosswalk. Create a standardized crossing treatment selection process based on national best practices and most recent Caltrans/FHWA guidance to ensure that crossing treatments match the street conditions (e.g., traffic volumes, number of lanes, land uses)	Policy recommendation	Focus Group (Nov/Dec-21)
<b>Temporary provisions for walking and biking during construction projects impacting right-of-way</b>	Enforce code and policy requirements for construction projects to accommodate facilities and appropriate signage for people walking, rolling, and biking, ensuring safe access throughout life of construction project. Create training for City Engineering and Construction staff to increase awareness of and compliance with existing requirements. Ensure private development projects are aware of and comply with existing requirements.	Policy recommendation	ATFG #3 (Nov-21)
<b>Consider e-bikes in bikeway planning and design</b>	Design bikeways and trails with widths and signage to accommodate a variety of bicycles, devices, and people, including people traveling at varying speeds such as those using legal e-bikes, and people using electric scooters, electric assist wheelchairs, or other devices.	Policy recommendation	Focus Group (Nov/Dec-21)
<b>Prioritize movement of people in curbside lane on bikeway network</b>	Remove, relocate, or reduce on-street parking along the bikeway network.	Policy recommendation	Focus Group (Nov/Dec-21)
<b>City support for bicycle repair locations</b>	Provide city support and incentives for installation of public bicycle repair stands in private development projects or as part of business parking amenities. Indicate location of repair stands on network wayfinding, signage, and bicycle maps.	Policy recommendation	Pierpont Bay Council (Oct-21)
<b>School crossing guards</b>	Regularly re evaluate crossing guard locations with Ventura Unified School District and identify additional funding if needed. Center equity in selection and prioritization of crossing guard deployment.	Policy recommendation	Focus Group (Nov/Dec-21)
<b>Shared mobility programs</b>	Explore emerging mobility services like e-scooters, bike share, and car share and establish policies to guide service provision to complement transit service and equitably benefit underserved communities.	Policy recommendation	ATFG #2 (Aug-21)
<b>Repeal mandatory bike registration</b>	Repeal registration requirement to decrease barriers to bicycle use and access	Policy recommendation	Previous Plans (Summer/Fall-21)
<b>Increased City lighting in Pedestrian Districts and on All Ages &amp; Abilities bike network</b>	Implement lighting improvements citywide to help the City feel safer and more activated and encourage more people to walk, bike, and roll for more types of trips year-round. Target improvements on the All Ages & Abilities bike network and in Pedestrian Districts.	Non-place-specific project	Westside Community Council (Oct-21); Midtown Community Council (Oct-21)
<b>Public art and street furniture</b>	Install public art and street furniture to encourage people to walk, bike, and roll and make active transportation corridors welcoming and active.	Non-place-specific project	Midtown Community Council (Oct-21)
<b>Restrooms and water fountains</b>	Install more public restrooms and water fountains in locations such as Pedestrian Districts, shared use path trailheads, and parks.	Non-place-specific project	Focus Group (Nov/Dec-21)
<b>Bike park network</b>	Create public bike park(s) with fun, skill-building features for people of all ages and abilities. Features could include a pump track, natural surface trails, and a traffic playground/garden. Coordinate locations with proposed future bike and pedestrian networks, and target areas of high equity needs/low car ownership.	Non-place-specific project	Focus Group (Nov/Dec-21)