



Appendix P:

Ventura Avenue Temporary Demonstration Survey Summary

April 2023

Traffic Count Data Summary

Traffic monitoring during the temporary demonstration took place on Friday, October 14th and Saturday, October 15th.

Baseline traffic monitoring took place a week after the event, on Friday, October 21st and Saturday, October 22nd.

Counts were captured in 15-minute increments, between 7 AM and 7 PM, in both travel directions.

**Given the limited sample size, we cannot reasonably conclude that traffic volume change resulted from the temporary demonstration.*



Difference in Traffic Volumes

Traffic volumes for vehicles and bicycles **decreased** during the temporary demonstration. This could be attributable to the weather (it occasionally rained during the demonstration but was sunny throughout the baseline) or because people avoided the area assuming construction.

Vehicle traffic counts **decreased** on both the weekday and weekend, in both directions.

Bicycle traffic also **decreased** on weekdays, but northbound traffic on weekends **increased slightly**.

Vehicles	Weekday Change		Weekend Change	
	NB	SB	NB	SB
Net Change	-236	-30	-137	-72
Average Change per 15 mins	-5	-1	-3	-2

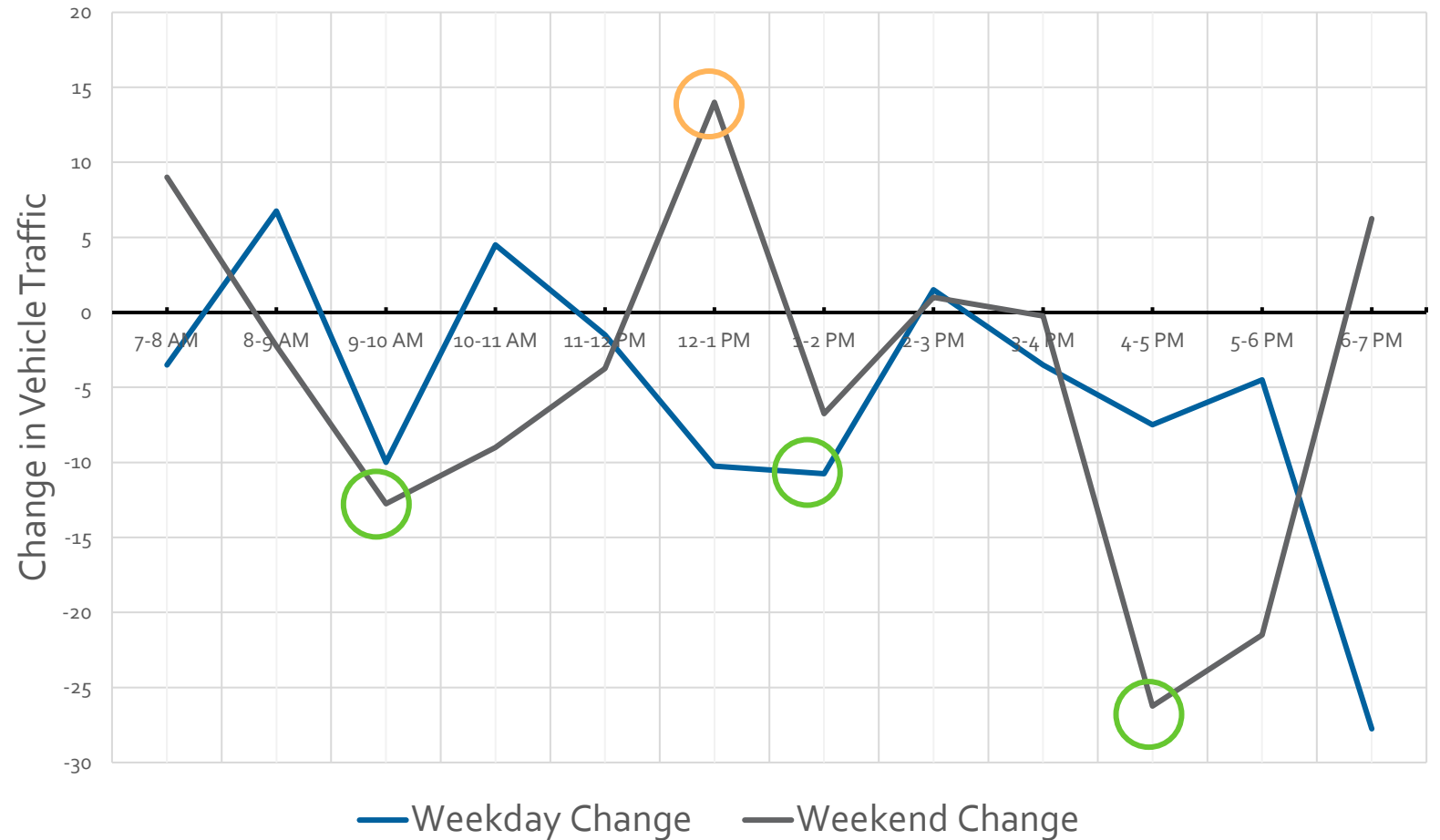
Bicycles	Weekday Change		Weekend Change	
	NB	SB	NB	SB
Net Change	-30	-15	14	-23
Average Change per 15 mins	-0.6	-0.3	0.3	-0.5

Difference in Vehicle Volumes

Vehicle traffic **decreased** the most between 4-6pm on the weekend, and after 6pm on weekdays.

Vehicle traffic **increased** around noon on the weekend.

Average Change in **Vehicle** Traffic Volume by Hour

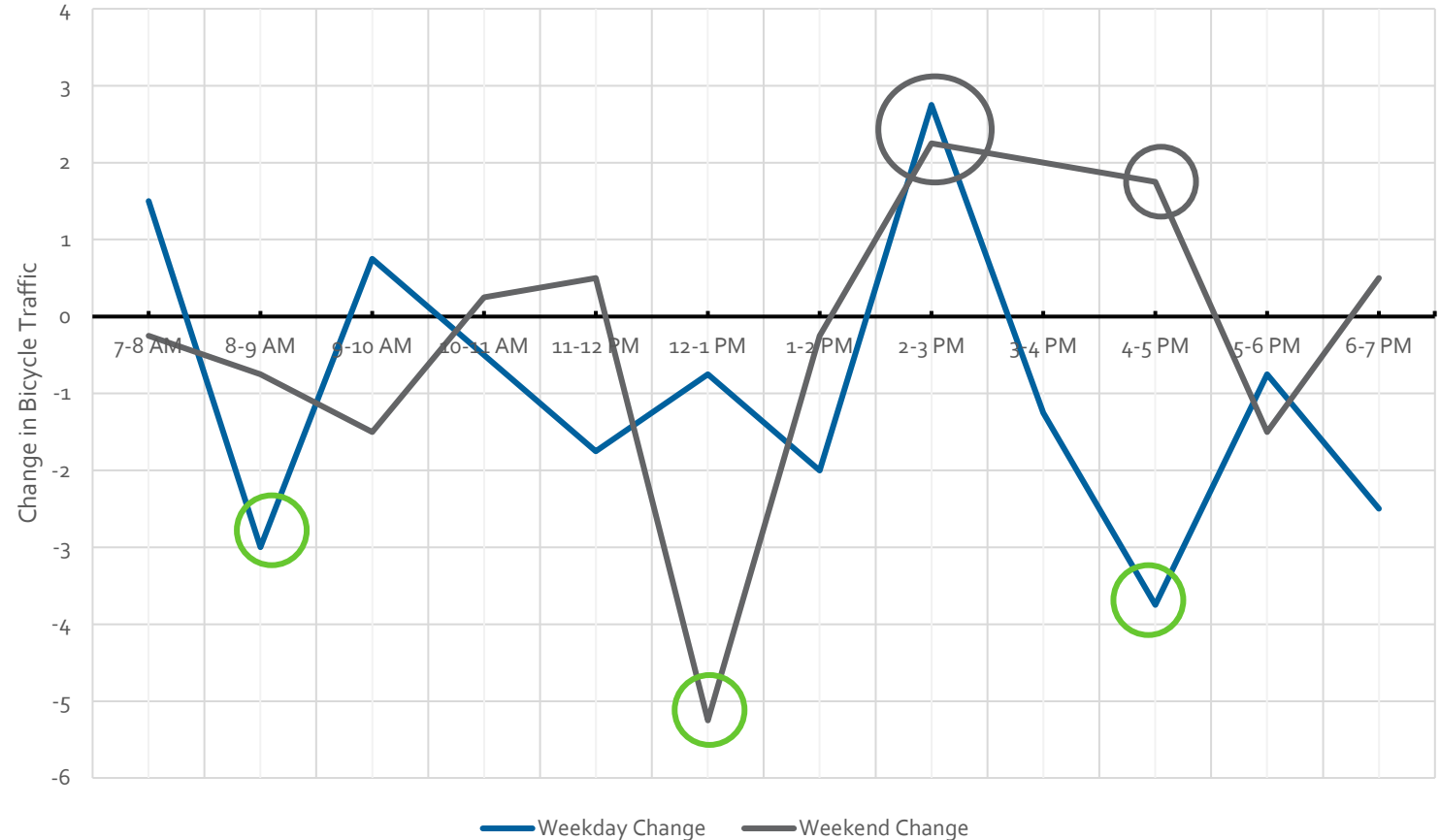


Difference in Bicycle Volumes

Weekday bicycle traffic **decreased** during AM/PM peak and **increased** in the afternoon.

Bicycle volumes **decreased** the most during noon hour on the weekend of the demonstration.

Average **Bicycle** Traffic Volume Change per Hour

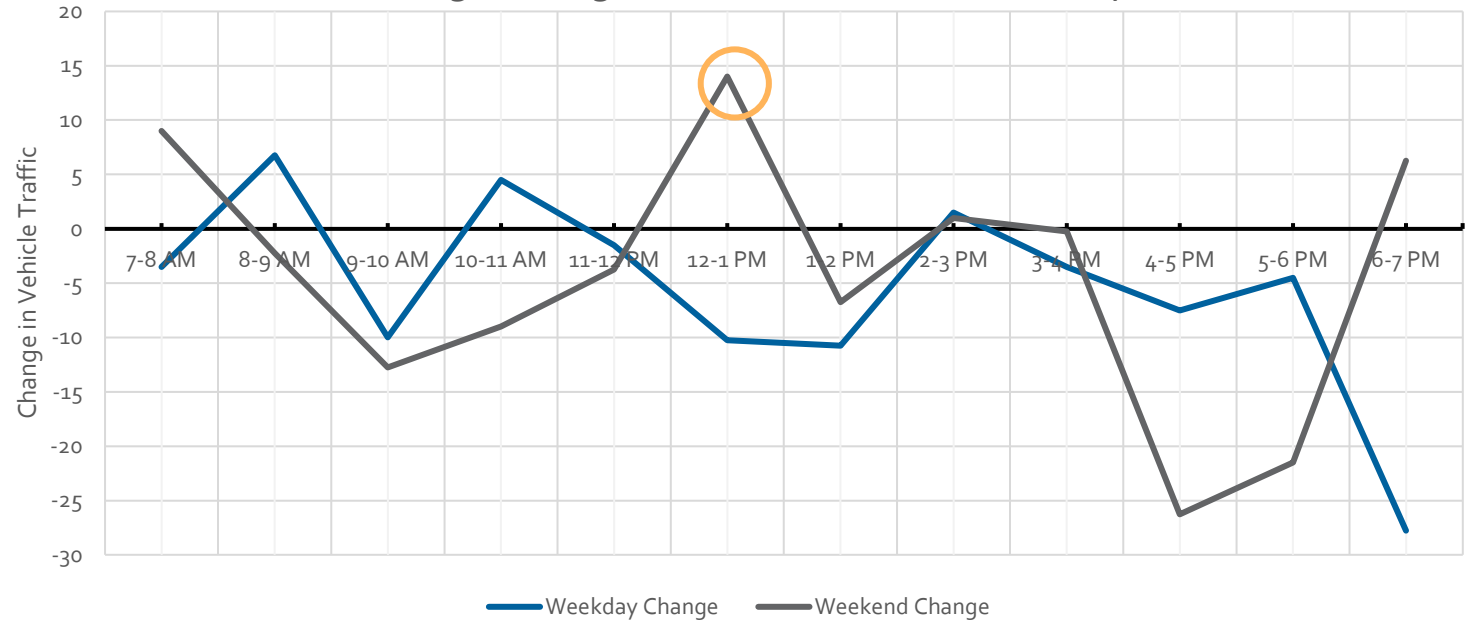


Comparing Modes

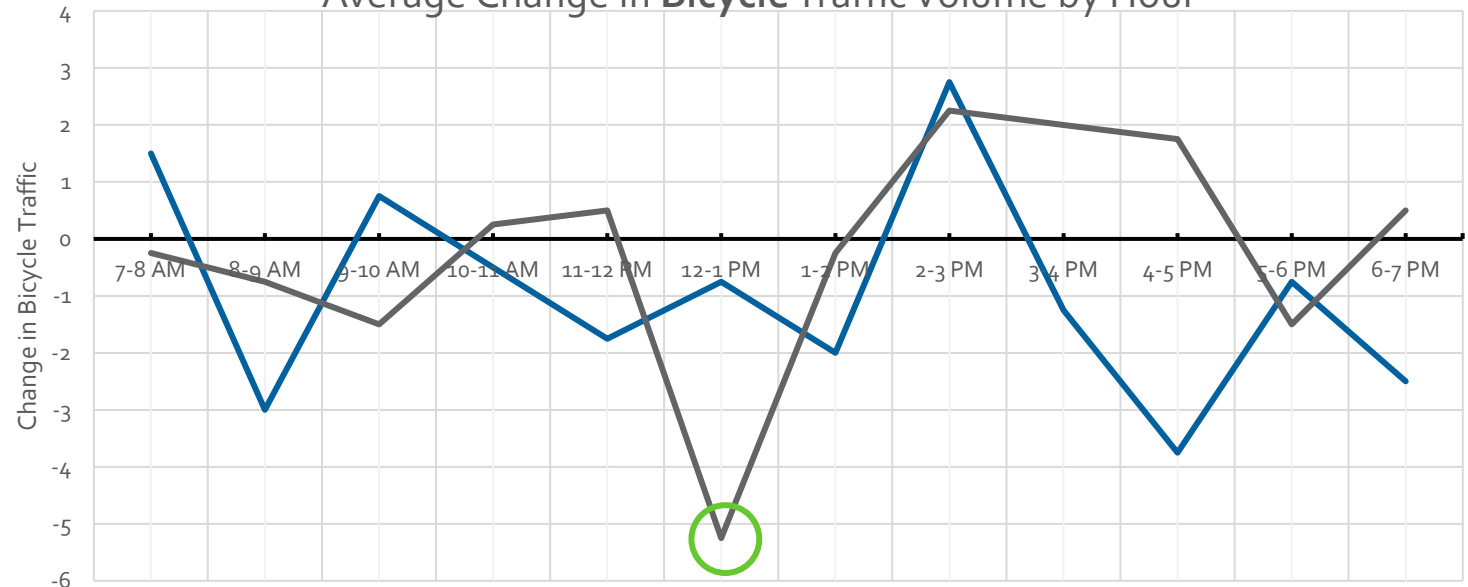
The weekend increase in vehicle traffic coincides with the largest decrease in bicycle volume.

It is unclear to what extent this phenomenon was a result of the temporary demonstration.

Average Change in Vehicle Traffic Volume by Hour



Average Change in Bicycle Traffic Volume by Hour



Survey Overview

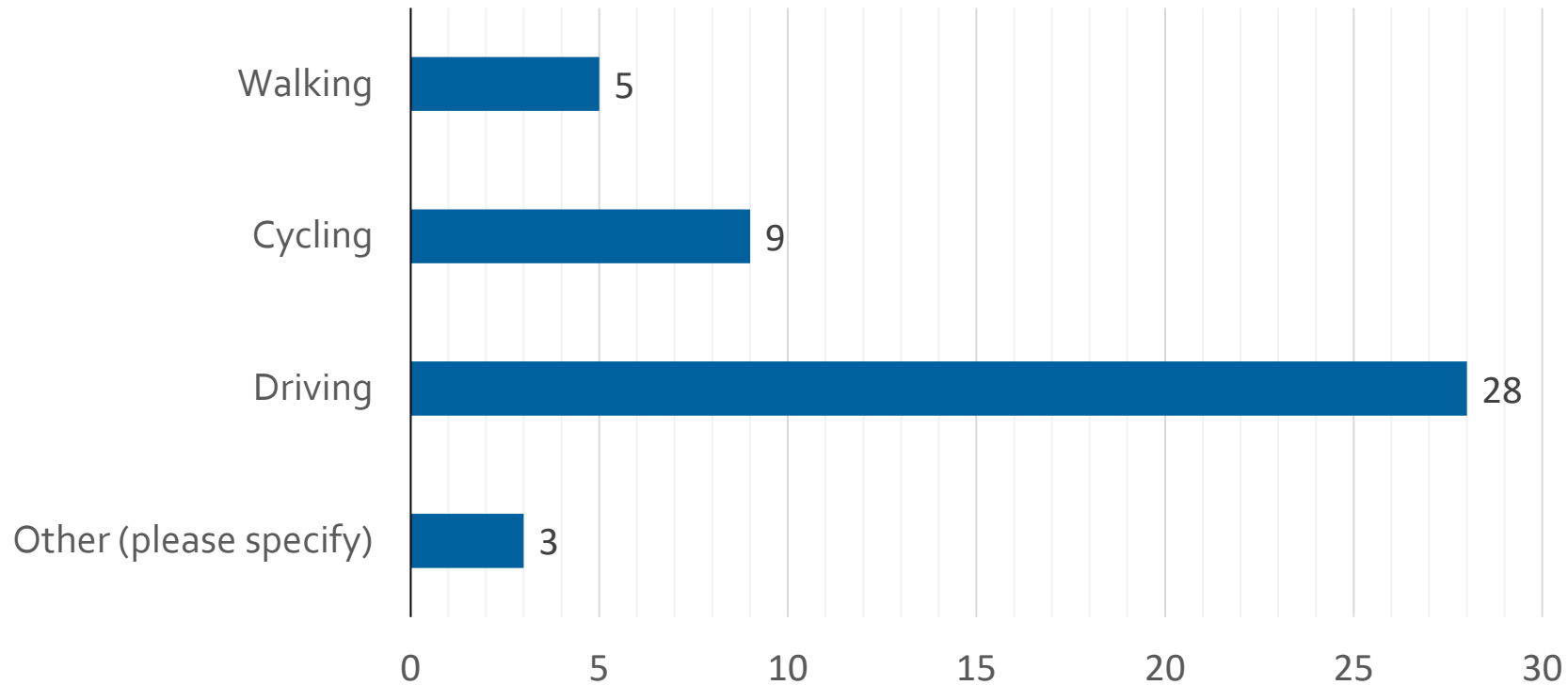
A short survey was open from October 6th through the 25th for feedback on the temporary demonstration on Ventura Ave.

Surveys were accessible by QR codes posted on-site, on flyers distributed to neighboring businesses and residents, and through City of Ventura social media.

Most respondents (~40) responded within the weekend of the event, and several responses came the following week.



Travel Mode



45
responses

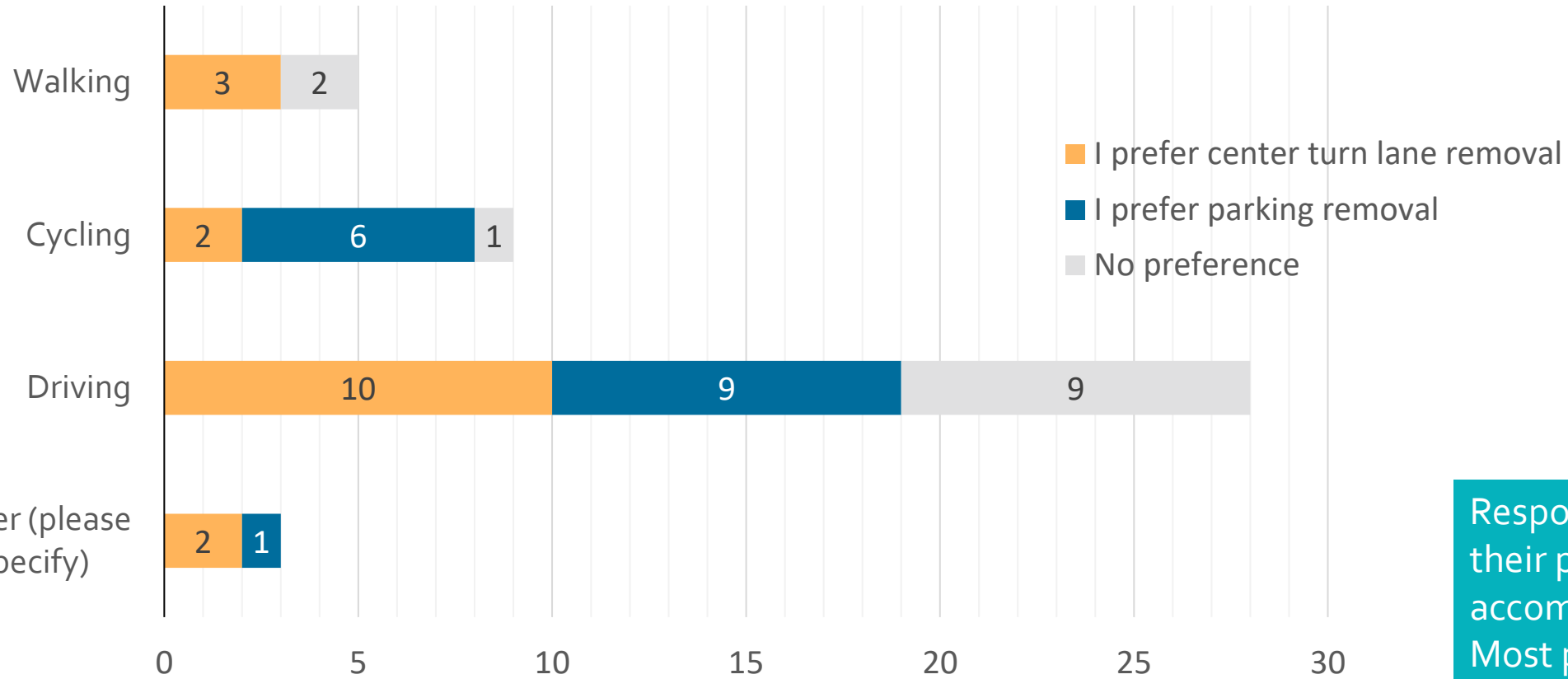
43 English
2 Spanish

Other:

- Friday as a driver, Saturday as a cyclist
- Running
- Both walking and driving in the area

Most respondents experienced the demonstration as drivers. One-third were people walking or biking.

Removal Treatment Preference



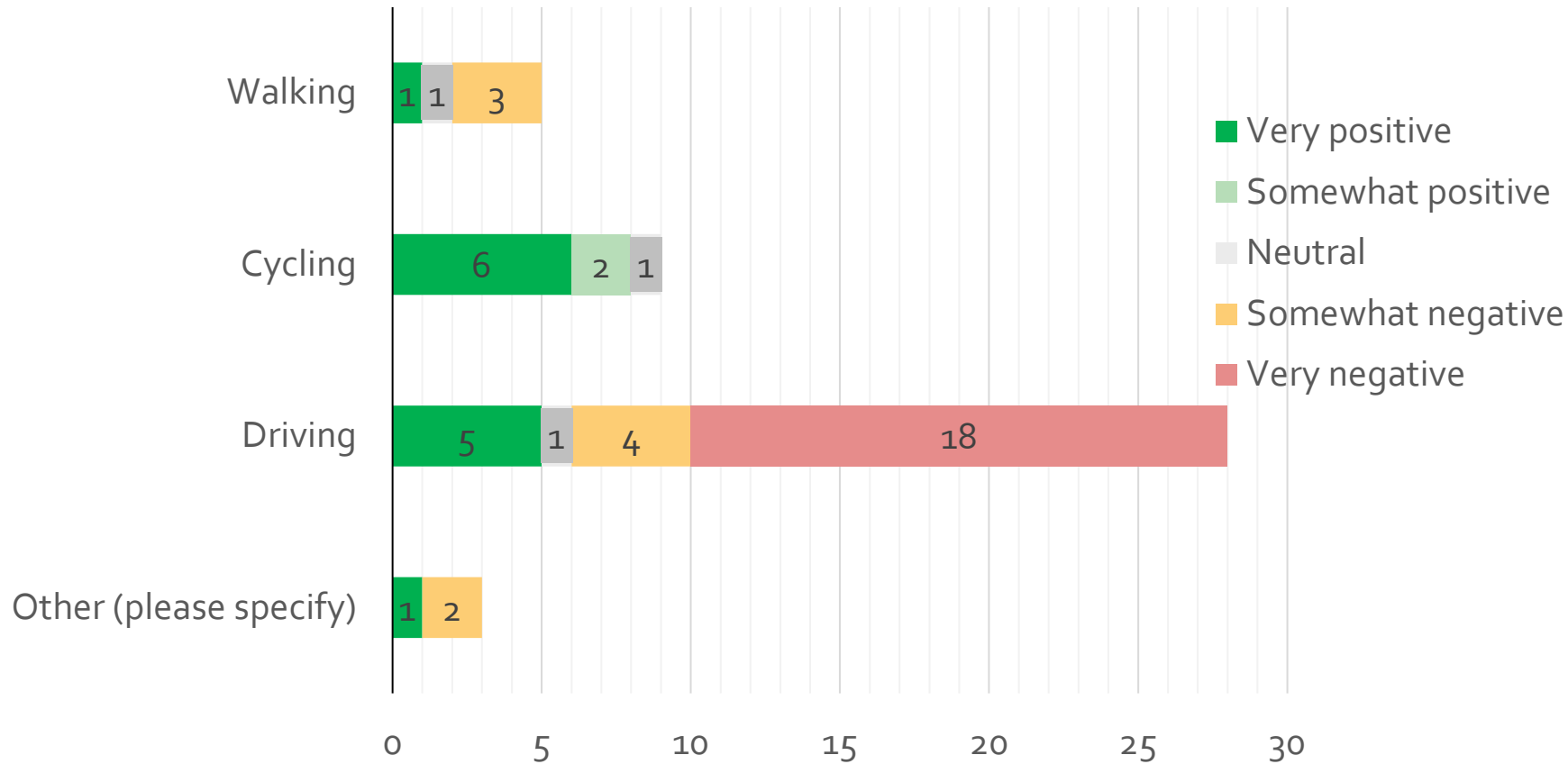
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responses

43 English
2 Spanish

Respondents were split among their preference for approach to accommodating bike lanes. Most people biking preferred parking removal.

	Center turn lane removal	Parking removal	No preference
Total	17	16	12

Satisfaction Rating



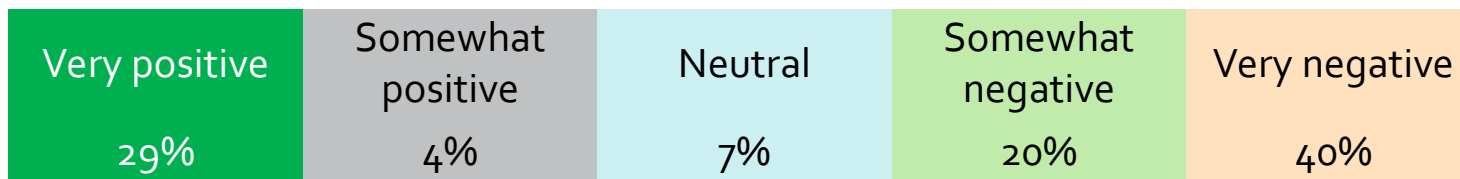
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responses

43 English

2 Spanish

Most drivers had a negative experience, but people walking or biking had a more positive experience.



Public Comments – a Positive Snapshot

Safety (many comments)

*“please do this. I bike down the Avenue **with my kid every day** and this would make my ride much safer.”*

Prefer Parking Removal (many comments)

*“I would prefer parking removal to accommodate the bike path, but if I lived locally in the neighborhood, I might take exception to the removal of space for auto parking **and having cars now park in the neighborhood.**”*

*“Removing parking and adding the bike lane there in my opinion is safer for cyclists. **It eliminates the possibility of car doors opening in front of you.** Also allows for vehicle left turns without blocking the vehicle travel lanes. Maybe an on street 20 minute parking area on the first 100’ of the side streets would help to replace lost business parking.”*

Public Comments – a Positive Snapshot

Quality of Life

“The Ave has high bike traffic, bike lanes will be an excellent quality of life & community improvement.”

Need and Compromise

*“As an Avenue resident I'm forced to use the sidewalk or brave traffic, but having a dedicated lane works perfectly. In just the few days the test area was up I saw so many bikers each time I passed, both in my car and on my bike, that **the need is evident**. We have such a bike-able community, making it safer and more accessible will only help ease traffic as the various new developments are completed. Losing some street parking to preserve turn lanes at certain intersections **seems like a very good compromise to create a lane for bikes** along this important community corridor. The other recently added bike lanes along Main St have clarified an otherwise confusing mix of cars and bikes, and the continuation of this bike friendly clarity along the Avenue proper is a natural extension of this good work. Thank you for going to the trouble to test this concept, and even touch it up after the rains. It's an exciting step in growing Ventura in a sustainable way.”*

Public Comments – a Negative Snapshot

Emergency Response (3 comments)

*“[I believe]This **negatively impacts the ability of fire and police** to safely respond to emergencies, it also adds time to these responses which is not an acceptable trade-off. This project is a terrible idea.”*

Installation of Demo (2 comments)

*“The installation was poorly done. To a driver, the purpose of all the orange bollards was unclear. By Saturday, many bollards and signs had been moved. Road tape was highly distorted or completely missing. Some of the negativity to the demonstration will be only because **the demo was confusing and fell apart.**”*

Gridlock from Lack of Turn Lane (at least 4 comments)

*“Removing the center lane caused **a lot of gridlock** when people want to turn left. Very poor design. This will NOT work. DO NOT GET RID OF THE CENTER DIVIDER. That’s only one block. Imagine the whole avenue like that. It could take 30 minutes just to go up the avenue.”*

Public Comments – a Negative Snapshot

Delivery Truck Impacts

*“Neither option. It's already hard to find parking in the neighborhood and this will make it worse. Taking away the center turn lane will also make driving very difficult to make left and right turns to/from side streets to the Avenue and vice versa. Also **semi trucks use the center turn lane to unload for deliveries**. Where are they going to go? I ride my bike down the avenue all the time and don't really feel unsafe; most people who drive also ride bikes down the Avenue and are considerate of cyclists.”*

School Commute Traffic Impacts

*“Que quede sin cambios, la avenida en horas pico, es un desastre, si eliminan el carril central, la avenida será **un caos total** en horas de la mañana y por la tarde cuando los niños salgan de la escuela.”*

*“This should stay unchanged, the Avenue at peak hours is a disaster, if they eliminate the central lane, the Avenue will be **total chaos** in the morning and in the afternoon when the children leave school.”*

Inefficient Use of Resources

“Stupidest idea ever. Who is the genius that thinks taking away the center turn lane and parking so a stupid bike lane can be added that no one will use. The Avenue isn't wide enough for a bike lane. There's a dedicated bike path 2 blocks away and they should use that it's safer and relieves congestion on the Avenue. The person or group of people should be fired for the waste of taxpayer dollars.”