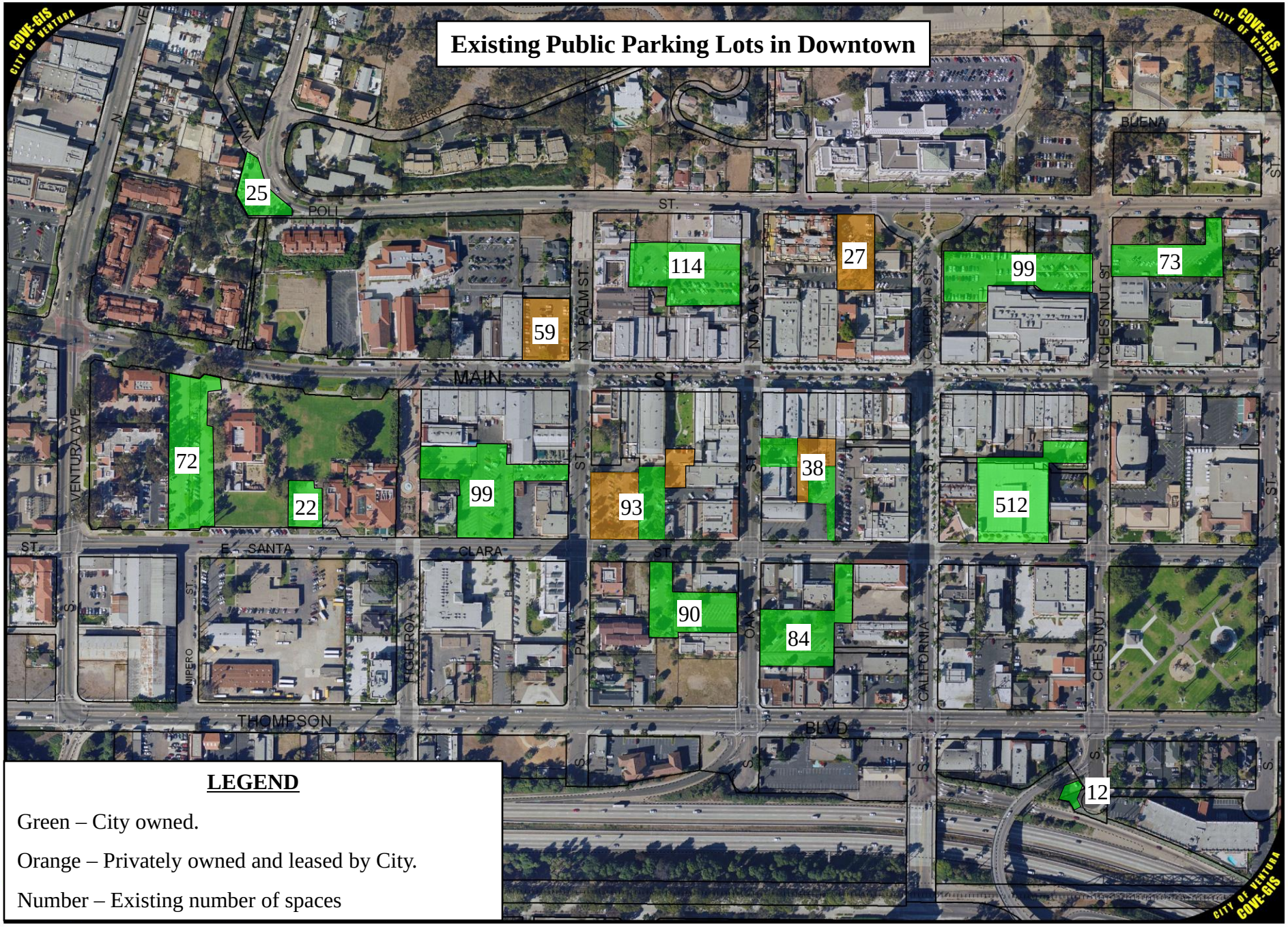
Managed Parking in Ventura

Tom Mericle
PE, TE
City Transportation Manager
City of San Buenaventura

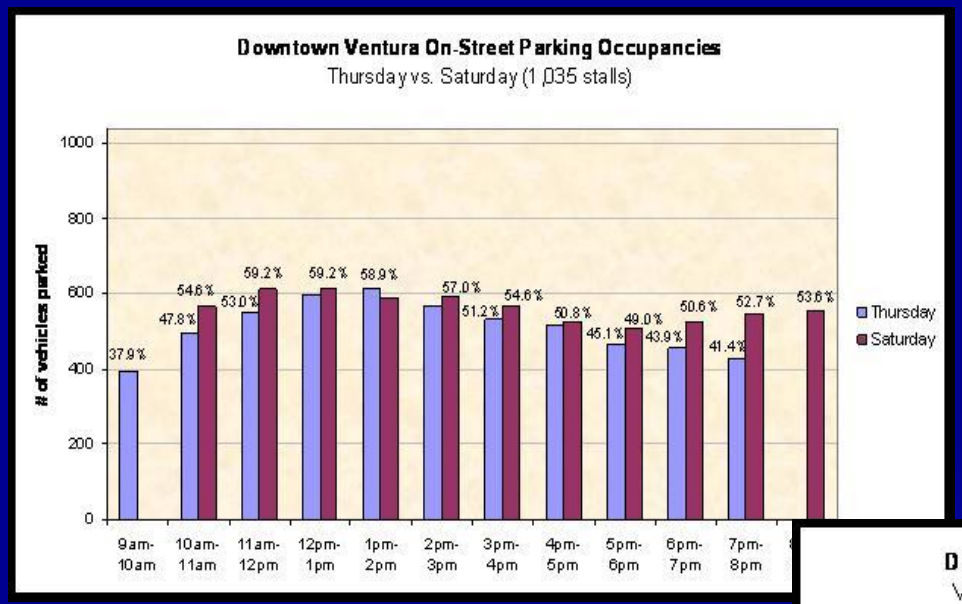
Downtown San Buenaventura (Ventura)

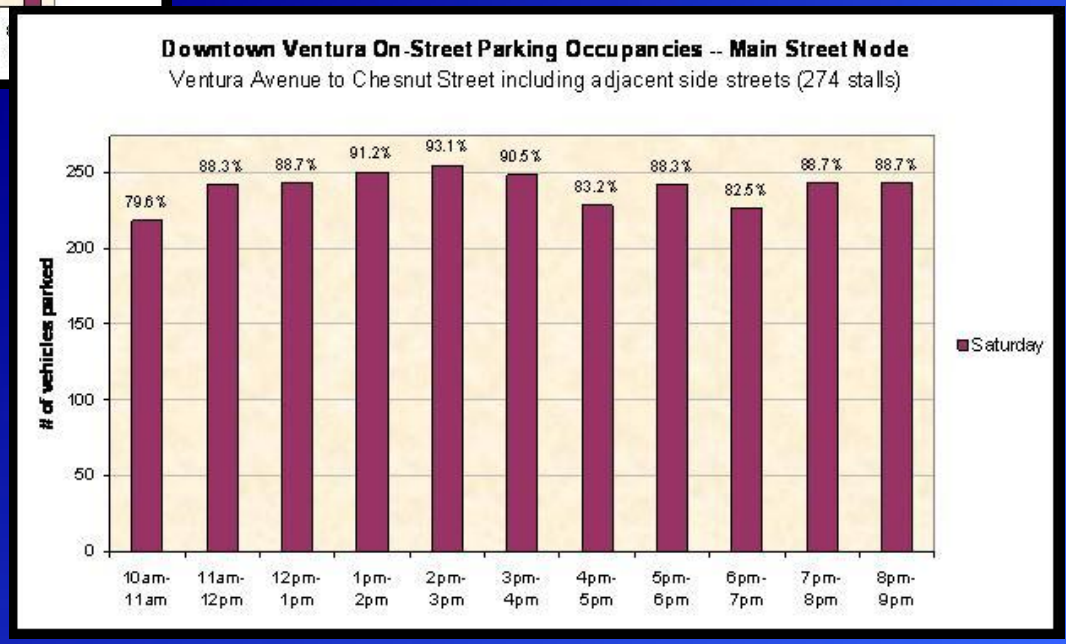

Existing Public Parking Lots in Downtown
25
59
114
27
99
73
72
22
99
93
38
512
90
84
12
MAIN ST
E. SANTA CLARA
THOMPSON BLVD
VENTURA AVE
N. PALM ST
N. OAK ST
N. CALIFORNIA ST
N. CHESTNUT ST
FIGUEROA
JUNIPERO
BUENA
POLI
LEGEND
Green – City owned.
Orange – Privately owned and leased by City.
Number – Existing number of spaces

Parking Issues/Perceptions

- Not enough parking in Downtown
- Enforcement is either too much or not enough
- New development is going to take away strategically placed parking we already have
- Parking lots are in need of upgrades and a higher level of maintenance
- Loading zones are misused – too many / not enough
- Parking is not managed well by the City

Utilization of On-street Parking

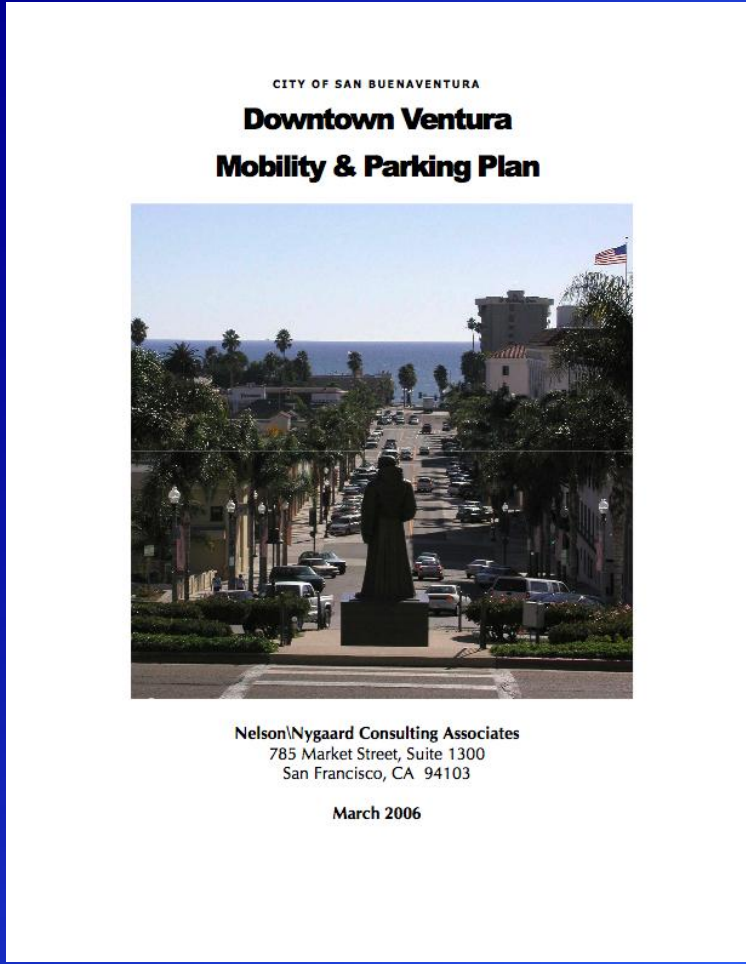




93.1% peak occupancy (Saturday high) & 8 of 11 hours over 85%

Tools for Managing Parking

- Supply: Utilize more efficiently
  - Time restrictions
  - Parking Benefit Districts
  - Pricing strategies (85% Use)
  - Parking Requirements
  - Build new only when existing supply is being utilized effectively
- Demand: Reduce demand
  - Universal Transit Passes
  - Parking Cash-Out
  - "Unbundle" Cost of Parking
  - Carsharing Programs
  - Improve non-motorized alternatives



Implementation Timeline

March 2007 - City Council directs staff to proceed with Downtown Parking Implementation Plan

May 2008:
Council directs staff to prepare Municipal Code Amendment for creation of Downtown Ventura Parking Benefit District

Jan 2009:
Approved district formation and appropriated funding for pay stations and signage.

Jan 2010:
City Council approves purchase of pay stations

Sep 2010:
Pay stations are operational

Stakeholders

Public Outreach

Outreach Efforts

Special Events

Merchant Meetings

Printed Materials

New Signage

Public Parking
FREE ALL DAY
PARK IT
DOWNTOWN
Parking Pay Stations Starting September 14
INSTRUCTIONS
SUN - THU 10AM - 10PM
FRI - SAT 10AM - MIDNIGHT
Parking Pay Stations Starting September 14

P
Public
Parking
Free All Day
Free 4 Hour

Initial Payment Rates

Pay Stations:

- $1.00 per hour (first two hours)
- $1.50 per hour (after two hours)

Permits:

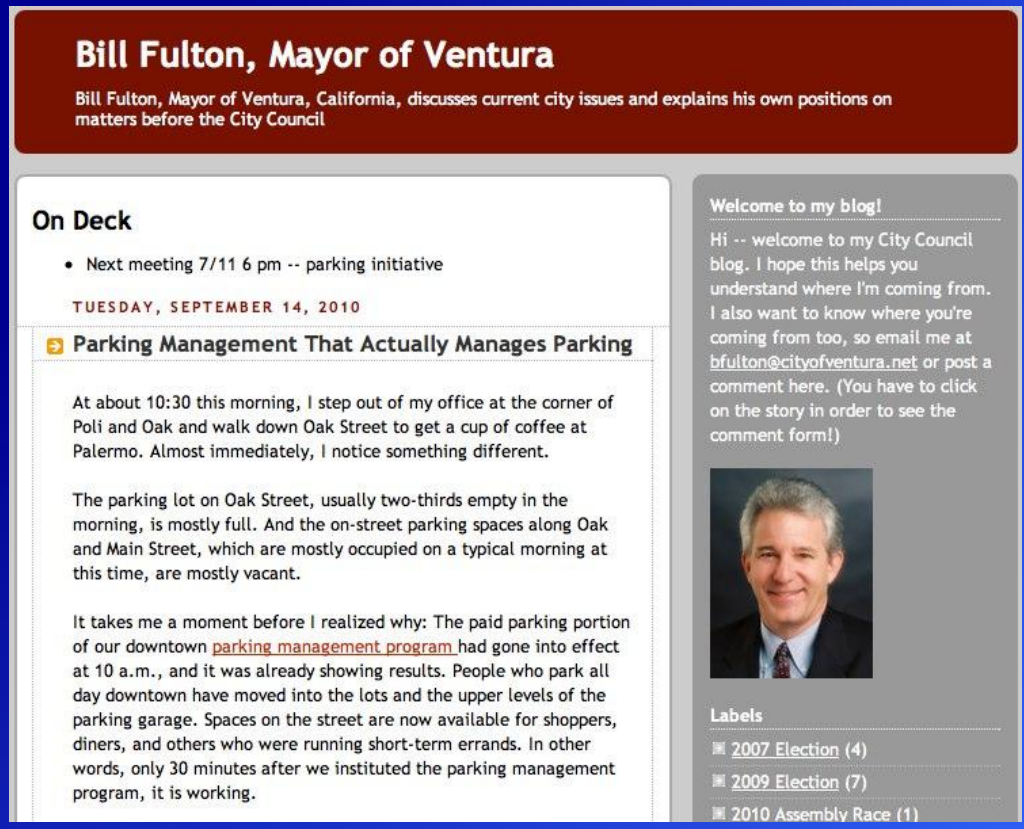
- $20 per two year period for residential
- $20 per permit plus lost revenue for special event and construction permits
- $309 per permit plus lost revenue for valet

Parking Space Allocation

Downtown Parking	Off-Street Free	On-Street Free	On-Street Paid	Free 24-Min Zones	Free Loading Zones	Free On-street Disabled Spaces	Total
Public Parking	1,840 (63%)	641 (22%)	342 (12%)	48 (2%)	34 (1%)	10 (<1%)	2,915 (60%)
Private Parking	1,963 (100%)						1,963 (40%)
TOTAL	3,803 (78%)	641 (13%)	342 (7%)	48 (1%)	34 (1%)	10 (<1%)	4,878 (100%)

Going Live

“Only 30 minutes after we instituted the parking management program, it is working”
– Mayor Bill Fulton



Bill Fulton, Mayor of Ventura

Bill Fulton, Mayor of Ventura, California, discusses current city issues and explains his own positions on matters before the City Council

On Deck

- Next meeting 7/11 6 pm -- parking initiative

TUESDAY, SEPTEMBER 14, 2010

Parking Management That Actually Manages Parking

At about 10:30 this morning, I step out of my office at the corner of Poli and Oak and walk down Oak Street to get a cup of coffee at Palermo. Almost immediately, I notice something different.

The parking lot on Oak Street, usually two-thirds empty in the morning, is mostly full. And the on-street parking spaces along Oak and Main Street, which are mostly occupied on a typical morning at this time, are mostly vacant.

It takes me a moment before I realized why: The paid parking portion of our downtown parking management program had gone into effect at 10 a.m., and it was already showing results. People who park all day downtown have moved into the lots and the upper levels of the parking garage. Spaces on the street are now available for shoppers, diners, and others who were running short-term errands. In other words, only 30 minutes after we instituted the parking management program, it is working.

Welcome to my blog!

Hi -- welcome to my City Council blog. I hope this helps you understand where I'm coming from. I also want to know where you're coming from too, so email me at bfulton@cityofventura.net or post a comment here. (You have to click on the story in order to see the comment form!)

Labels

- 2007 Election (4)
- 2009 Election (7)
- 2010 Assembly Race (1)

Critics of new meters to hold rally

They want Ventura to delay parking fees

By Kevin Clarici

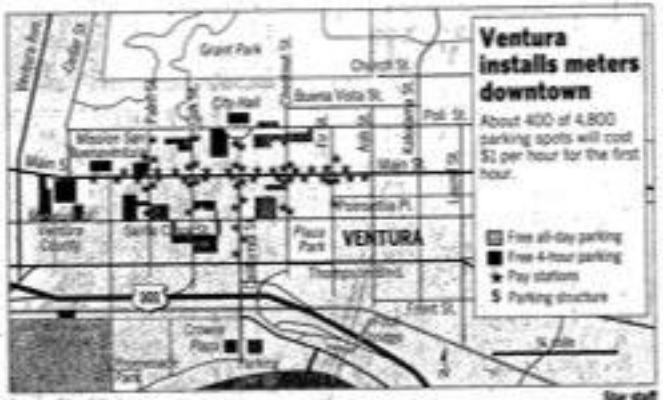
Some merchants favor meters in downtown

PARKING
From B1

putting bags on the meters will somehow generate sales, when the focus should be on promoting downtown as a destination for its eclectic mix of locally owned shops, restaurants and bars, as well as cultural offerings.

"Parking meters have enhanced access to my business," said Patrick Mullins, owner of Celtic Carma, a downtown salon in the 400 block of Main Street.

The Downtown Ventura Partners, a business im- says a nts and port the m. The noting a cluding in early us holi- cember.



The meters cover 342 of the more than 2,900 public parking spaces downtown, or about one in nine. The zones and yellow active loading zones free and reducing the cost to a $1 per hour for any length of stay. The me- saying they operate until midnight will remain in place because the city doesn't want to spend thou-

"What we have learned through this process, whether for or against the meters, is that many businesses are struggling."

Jeff Lambert, Community Development director

portation Manager Tom Mericle said.

All meter revenue must be spent to enhance downtown, and currently is paying for a dedicated police officer, he said.

"What we have learned through this process, whether for or against the meters, is that many businesses are struggling," Community Development Director Jeff Lambert said.

keting, including print and radio ads, aimed at getting more people downtown; City staff members also will go door-to-door to meet with struggling merchants to educate them on some of the city's programs, such as low-interest business assistance loans, Lambert said.

"We are looking at what can we do to help them be successful," he said. "We also are looking at what we can do to bring traffic down-

shared

POINT OF VIEW

from Page 6

You gotta move with the times … Of course, in DC, it might be hard for a lobbyist to change a congressman's mind while sitting on the grass near a gourmet truck. I wonder if expense accounts cover grass stains?

***

Parking is Hands-On; This Mayor is Too …

Bill Fulton, Mayor of Ventura, CA, is talking about the new downtown parking program recently fired up in the Southern California coastal town. It's working as advertised. With an increase in charges for on-street parking, long-term parkers (read that store employees) are moving to off-street lots, and those who want to park on the street can now do so.

How does the Mayor know all this? He's out walking the streets at 10:30 a.m., a half hour after the new rules went into effect in mid-September. He then goes out again at 3 p.m. He talks to parkers, to merchants, to store employees. His comments:

Main Street merchants have come to see that paid parking can help them too by opening up short-term spaces close to their store. As the owner of Jersey Mike's told me today, her customers used to have to circle the block three times looking for a space or park in a faraway parking lot. Now they can park right in front of her shop for a quarter – or a dime – or a nickel – while they pick up their order. Because even though it's $1 for the first hour, you can buy less time with coins. And there's less traffic on the street because there's less "cruising" for a parking space. …

And he's back out walking the downtown streets at 6 p.m.:

Some people who grumbled about this idea pointed to the experience this summer at Ventura Harbor: Paid parking was instituted in the prime lot near the Village on weekends. But, the complainers pointed out, the Harbor ended the program early because they didn't achieve their revenue goals. True enough, but it was a gloomy summer and tourist business was off generally. And what the complainers tend to overlook is the fact that the Harbor actually did meet the parking management goals. Employees and all-day parkers going to the Channel Islands parked elsewhere, freeing up plenty of space for people shopping at the Village. In that sense, it was a success.

This guy is smart. He knows that parking is really a street-level business. Sitting in one's office looking at reports doesn't tell the tale. You have to go out and look, talk, ask and see. Then you know what is going on in your parking garage or lot, or on the streets of your city.

How many of you parking facility owners walk your property as this mayor does?

PT

See *PT* three weeks early at parkingtoday.com

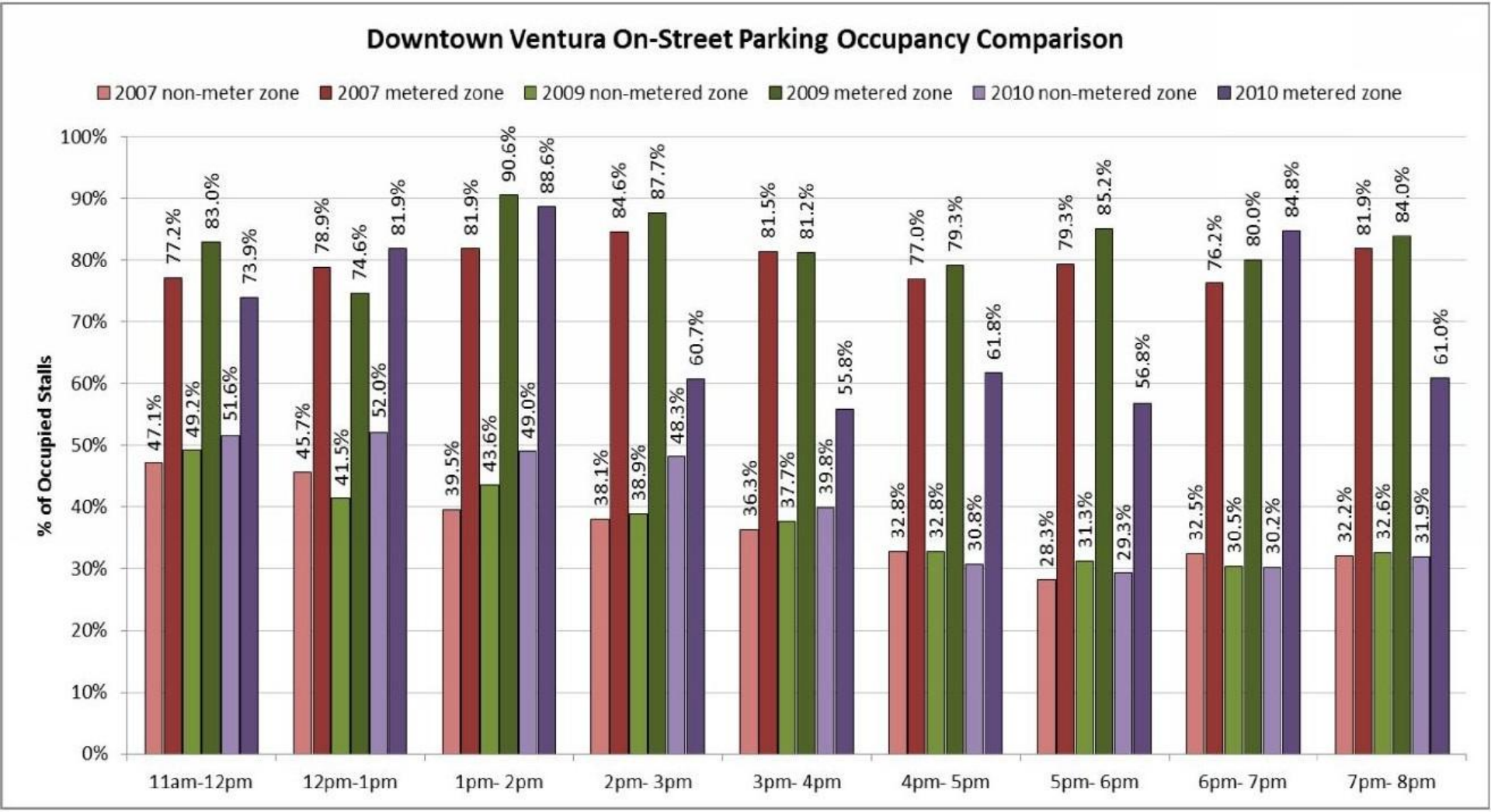
Preliminary Parking Data

- October 2010 Study and System Data
- Data from time with no to moderate enforcement
- Meeting 85% goal midday and evenings
- Highest level of parking occurring in 200, 300 and 400 blocks
- Lowest level occurring on Monday and Tuesday
- Low to moderate use on outer part of side streets
- Increased use of non pay zones during midday

October Adjustments

- Pricing simplification
- 4-hr parking restriction removal (200 block lot)
- Green 24-min and yellow loading zones free
- Reduction of time period

On-street Parking Utilization



November Adjustments

- Remove paid parking in 700 block
- Relocate VISTA bus stop
- Upgrade parking lot lighting
- Quarterly reports to Council Finance, Audit and Budget Committee
- Holiday Program

Holiday Program

- 50,000 free 1-hour coupons for businesses to hand out
- “Shop Downtown” campaign
- Advertisement (print and radio)
- Weekend live entertainment
- Business outreach program

SURF THE NEW hot spot

FREE PUBLIC OUTDOOR WI-FI ACCESS

ovided by the Downtown Parking Management Program.

includes Main Street beginning at Fir Street and continuing to the Museum of Ventura County between Poli and Santa Clara Streets.
daily during the hours of 6 am – Midnight, for a total use time of one hour to assure use by the maximum number of persons at any given time.

VING OUR DOWNTOWN

DOWNTOWN VENTURA

SURF THE NEW hot spot

Downtown Parking Management Program

IMPROVING OUR DOWNTOWN

SAFER DOWNTOWN

The parking management program is funding a full-time officer dedicated solely to Downtown.

LIGHTING IMPROVEMENTS

The Downtown Parking Management Program is providing upgrades where light levels were inadequate, and new lighting to be installed where no lights exist, allowing a greater degree of public safety for residents and visitors.

CITY OF VENTURA www.cityofventura.net

DOWNTOWN VENTURA

FREE PUBLIC OUTDOOR WI-FI ACCESS

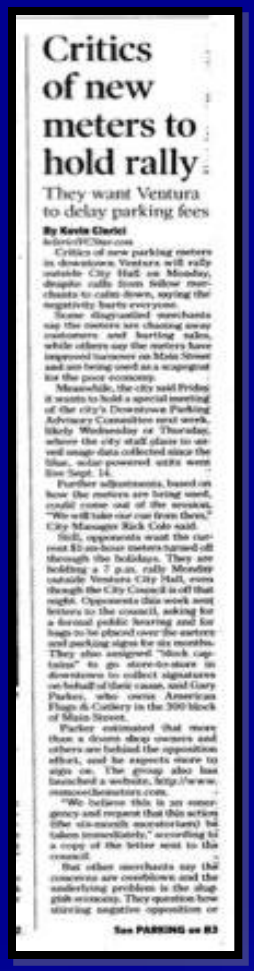
Internet access is now available in the Downtown to retrieve e-mail or surf the Web! Residents and visitors can stay "connected" through the outdoor network provided by the Downtown Parking Management program.*

Connecting to the Downtown wireless network is easy.

1. Connect to "Downtown Ventura Wi-Fi"; no pass phrase is required.
2. Agree to the Wi-Fi Terms and Conditions.
3. You are ready to browse the Internet.

* Primary service area of the outdoor Wi-Fi wireless network includes Main Street beginning at Fir Street and continuing to the Museum of Ventura County between Poli and Santa Clara Streets. Users must agree to accept the Terms and Conditions; available daily during the hours of 6 am – Midnight, for a total use time of one hour to assure use by the maximum number of persons at any given time.

Opposition to New Meters



Critics of new meters to hold rally

They want Ventura to delay parking fees

By Kevin Clerici

Critics of new parking meters in downtown Ventura will rally outside City Hall on Monday, despite calls from fellow merchants to calm down, saying the negativity hurts everyone.

Some disgruntled merchants say the meters are chasing away customers and hurting sales, while others say the meters have improved turnover on Main Street and are being used as a scapegoat for the poor economy.

Meanwhile, the city said Friday it wants to hold a special meeting of the city's Downtown Parking Advisory Committee next week, likely Wednesday or Thursday, where the city staff plans to unveil usage data collected since the blue, solar-powered units went live Sept. 14.

Further adjustments, based on how the meters are being used, could come out of the session. "We will take our cue from them," City Manager Rick Cole said.

Still, opponents want the current $1-an-hour meters turned off through the holidays. They are holding a 7 p.m. rally Monday outside Ventura City Hall, even though the City Council is off that night. Opponents this week sent letters to the council, asking for a formal public hearing and for bags to be placed over the meters and parking signs for six months. They also assigned "block captains" to go door-to-door in downtown to collect signatures on behalf of their cause, said Gary Parker, who owns American Flags & Cutlery in the 300 block of Main Street.

Parker estimated that more than a dozen shop owners and others are behind the opposition effort, and he expects more to sign on. The group also has launched a website, http://www.removethemeters.com.

"We believe this is an emergency and request that this action (the six-month moratorium) be taken immediately," according to a copy of the letter sent to the council.

But other merchants say the concerns are overblown and the underlying problem is the sluggish economy. They question how stirring negative opposition or

See PARKING on B3

Send your name and email comments to us. Remove the meters!

www.removethemeters.com

The 60+ paid parking meter towers in Downtown Ventura, California need to be removed because they are inconvenient, environmentally insensitive, non-historic, bad for business and represent an uncontrolled, non-voter approved tax/fee increase. Please support and vote for Carla Bonney and Bill Knox for Council on November 8th. Thank you and have a happy remove-the-meters 2012! Remove the meters. Winning!

Email us at:
removethemeters@aol.com
Visit us at:

Ventura merchants upset by meters

New devices blamed for chasing away customers, threatening sales

By Kevin Clerici
Posted October 20, 2010 at 10:55 p.m.

Email | Discuss | Share » | Print | A A A

Opposition to newly installed parking meters in downtown Ventura boiled over Wednesday as merchants already dealing with a sluggish economy blamed the devices for chasing away customers and putting their businesses on the brink of collapse.

In an emotional two-hour meeting led by Mayor Bill Fulton, a dozen downtown business owners shared personal woes of double-digit sales declines since the meters were turned on Sept. 14. Customers don't like the meters, have struggled to use them and complain they change the welcoming character of downtown, the owners said.

Their solution: an immediate 6-month moratorium on meter use until well after the holiday shopping season.

"This thing has to be changed. It has to be changed now or we are going to lose the

Initiative to remove Ventura parking meters qualifies for ballot

By Kevin Clerici

Posted June 8, 2011 at 9:26 a.m., updated June 8, 2011 at 5:08 p.m.

Email | Discuss | Share » | Print | A A A

A ballot initiative to remove newly in
enough signatures to go before vote
Wednesday.

The initiative's authors submitted 10
those, some 80 percent, or about 8,0
random sample conducted by county

Proponents needed 6,337, or 10 per
the ballot. City leaders still must plac
decision that is not likely to occur un

"The measure has sufficient signatu

Preston said she reviewed a random
to 100 found invalid, including one d

Ventura city attorney finds flaws with parking meter measure

By Kevin Clerici

Posted July 8, 2011 at 10:33 a.m.

Email | Discuss | Share » | Print | A A A

Ventura City Attorney Ariel Calonne is questioning the legality of a citizen initiative to force the removal of parking meters in downtown Ventura.

Most of the ballot measure is "potentially defective," largely because the courts have ruled the power to install and remove parking meters is exclusively controlled by the City Council, not by voters, Calonne states in a report going to the City Council on Monday.

He is not recommending the council refuse to put the measure on the ballot, but instead proposes the city sue to challenge its legality and let a judge decide.

"I believe this may be one of those rare instances when the invalidity of the Parking

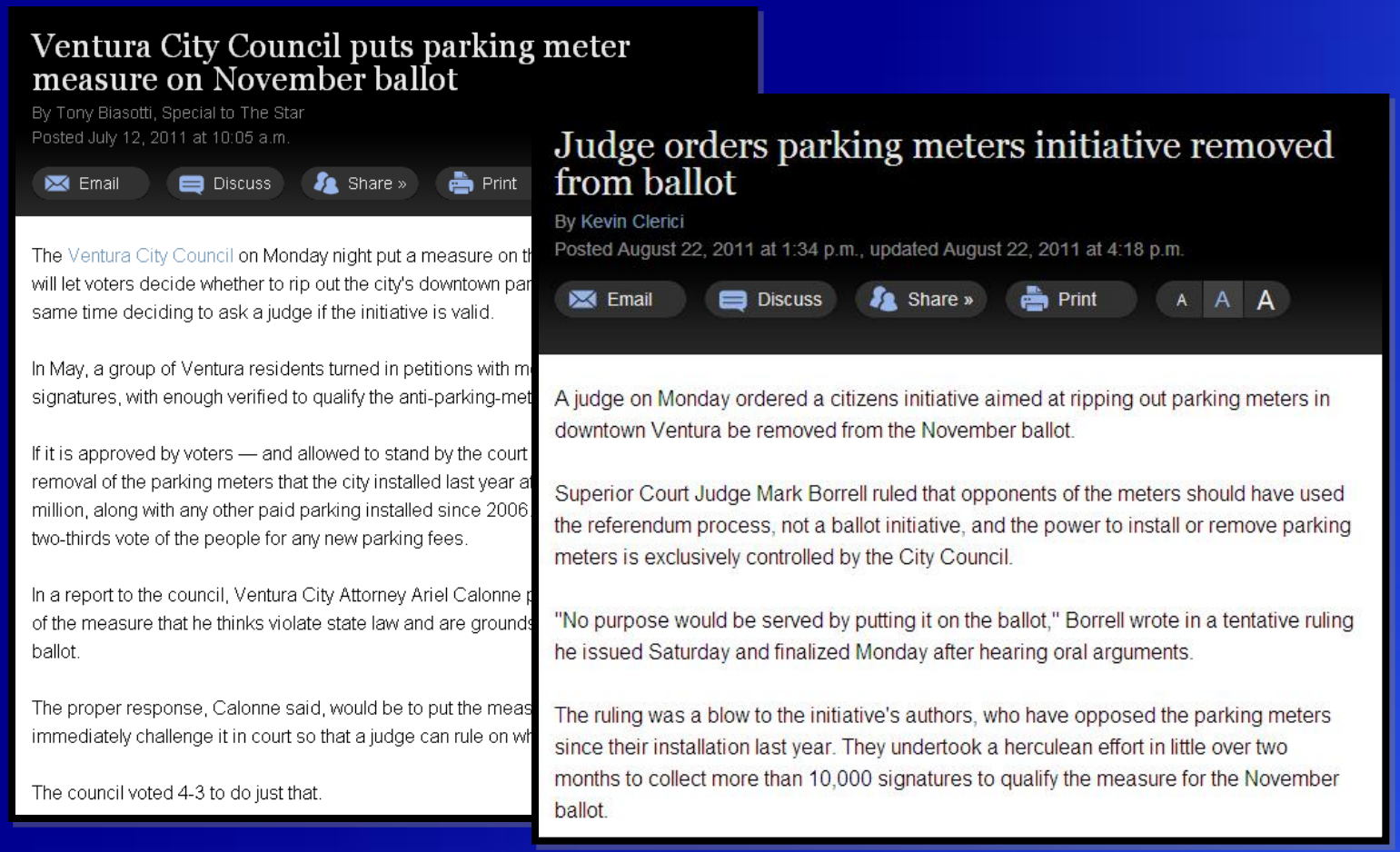
Initiative vs. Referendum

1. Remove existing meters
   - State delegated power to City Council only
   - Unlawful use of initiative power

2. Remove existing meter zones
   - State delegated power to City Council only
   - Unlawful use of initiative power

3. Prohibit parking charges without a 2/3 vote election
   - Clearly Unlawful as to On Street Parking, Including Residential Preferential Parking

Judicial Review



Ventura City Council puts parking meter measure on November ballot

By Tony Biasotti, Special to The Star
Posted July 12, 2011 at 10:05 a.m.

Email Discuss Share » Print

The Ventura City Council on Monday night put a measure on t
will let voters decide whether to rip out the city's downtown par
same time deciding to ask a judge if the initiative is valid.

In May, a group of Ventura residents turned in petitions with m
signatures, with enough verified to qualify the anti-parking-met

If it is approved by voters — and allowed to stand by the court
removal of the parking meters that the city installed last year a
million, along with any other paid parking installed since 2006
two-thirds vote of the people for any new parking fees.

In a report to the council, Ventura City Attorney Ariel Calonne p
of the measure that he thinks violate state law and are grounds
ballot.

The proper response, Calonne said, would be to put the meas
immediately challenge it in court so that a judge can rule on wh

The council voted 4-3 to do just that.

Judge orders parking meters initiative removed from ballot

By Kevin Clerici
Posted August 22, 2011 at 1:34 p.m., updated August 22, 2011 at 4:18 p.m.

Email Discuss Share » Print A A A

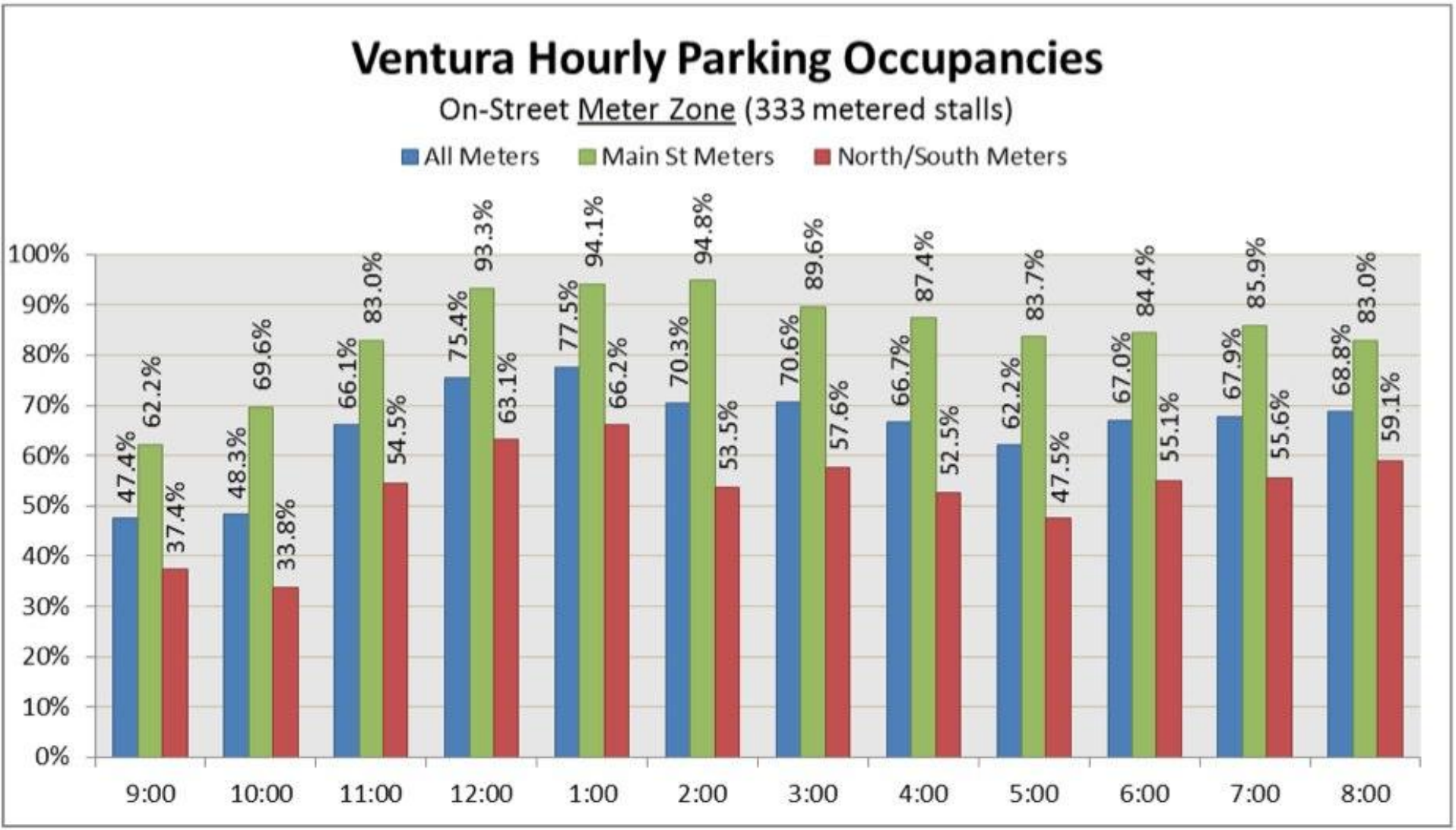
A judge on Monday ordered a citizens initiative aimed at ripping out parking meters in downtown Ventura be removed from the November ballot.

Superior Court Judge Mark Borrell ruled that opponents of the meters should have used the referendum process, not a ballot initiative, and the power to install or remove parking meters is exclusively controlled by the City Council.

"No purpose would be served by putting it on the ballot," Borrell wrote in a tentative ruling he issued Saturday and finalized Monday after hearing oral arguments.

The ruling was a blow to the initiative's authors, who have opposed the parking meters since their installation last year. They undertook a herculean effort in little over two months to collect more than 10,000 signatures to qualify the measure for the November ballot.

Updated Utilization



Revision to Payment Rates?

Drop Side Street Rates:

- $1.00 per hour (Main/California streets)
- $0.75 or $0.50 per hour (side streets)

Or Drop All Rates:

- $0.75 for all streets