Downtown San Buenaventura (Ventura)
LEGEND

Green – City owned.
Orange – Privately owned and leased by City.
Number – Existing number of spaces

Existing Public Parking Lots in Downtown
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

← 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

<table>
<thead>
<tr>
<th>Downtown Parking</th>
<th>Off-Street Free</th>
<th>On-Street Free</th>
<th>On-Street Paid</th>
<th>Free 24-Min Zones</th>
<th>Free Loading Zones</th>
<th>Free On-street Disabled Spaces</th>
<th>Total</th>
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<tbody>
<tr>
<td>Public Parking</td>
<td>1,840 (63%)</td>
<td>641 (22%)</td>
<td>342 (12%)</td>
<td>48 (2%)</td>
<td>34 (1%)</td>
<td>10 (&lt;1%)</td>
<td>2,915 (60%)</td>
</tr>
<tr>
<td>Private Parking</td>
<td>1,963 (100%)</td>
<td>641 (13%)</td>
<td>342 (7%)</td>
<td>48 (1%)</td>
<td>34 (1%)</td>
<td>10 (&lt;1%)</td>
<td>1,963 (40%)</td>
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<tr>
<td>TOTAL</td>
<td>3,803 (78%)</td>
<td>641 (13%)</td>
<td>342 (7%)</td>
<td>48 (1%)</td>
<td>34 (1%)</td>
<td>10 (&lt;1%)</td>
<td>4,878 (100%)</td>
</tr>
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</table>
"Only 30 minutes after we instituted the parking management program, it is working”
– Mayor Bill Fulton
Critics of new meters to hold rally
They want Ventura to delay parking fees
By Kevin Clarizio
November 12, 2012
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 meters have helped everyone.
Some disgruntled merchants say the meters are costing money they need to pay rent and bills, while others say the meters have improved tourism in Main Street and not being used as a scapegoat for the poor economy.
Meanwhile, the city said Pride it wants to host a special meeting of the city’s Downtown Parking Advisory Committee next month, likely Wednesday or Thursday, where the city staff plans to show up.

Some merchants favor meters in downtown
Putting in meters will help Natural Science.
From B1
Some merchants favor meters in downtown.
Putting in meters will help.

POINT OF VIEW
from Page 8
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 complaints pointed out, the Harbor ended the program early because they didn’t achieve their revenue goals. True enough, but this 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?
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

Downtown Ventura On-Street Parking Occupancy Comparison

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>11am-12pm</td>
<td>47.1%</td>
<td>77.2%</td>
<td>83.0%</td>
<td>51.6%</td>
<td>73.9%</td>
<td>81.9%</td>
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<tr>
<td>12pm-1pm</td>
<td>45.7%</td>
<td>51.1%</td>
<td>41.5%</td>
<td>52.0%</td>
<td>74.6%</td>
<td>81.9%</td>
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<tr>
<td>1pm-2pm</td>
<td>39.5%</td>
<td>43.3%</td>
<td>41.5%</td>
<td>52.0%</td>
<td>52.0%</td>
<td>90.6%</td>
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<tr>
<td>2pm-3pm</td>
<td>38.1%</td>
<td>43.3%</td>
<td>49.0%</td>
<td>90.6%</td>
<td>88.6%</td>
<td>87.7%</td>
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<tr>
<td>3pm-4pm</td>
<td>36.3%</td>
<td>48.3%</td>
<td>49.0%</td>
<td>88.6%</td>
<td>87.7%</td>
<td>81.5%</td>
</tr>
<tr>
<td>4pm-5pm</td>
<td>32.8%</td>
<td>60.7%</td>
<td>49.0%</td>
<td>81.5%</td>
<td>81.2%</td>
<td>81.2%</td>
</tr>
<tr>
<td>5pm-6pm</td>
<td>38.9%</td>
<td>55.8%</td>
<td>39.8%</td>
<td>81.2%</td>
<td>61.8%</td>
<td>55.8%</td>
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<tr>
<td>6pm-7pm</td>
<td>32.8%</td>
<td>39.8%</td>
<td>38.9%</td>
<td>55.8%</td>
<td>55.8%</td>
<td>39.8%</td>
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<tr>
<td>7pm-8pm</td>
<td>30.8%</td>
<td>32.8%</td>
<td>30.8%</td>
<td>39.8%</td>
<td>32.8%</td>
<td>32.8%</td>
</tr>
</tbody>
</table>

% of Occupied Stalls
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
Opposition to New Meters

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.

A ballot initiative to remove newly installed parking meters in Ventura failed to collect enough signatures to go before voters in the November election, according to city officials Wednesday.

The initiative's authors submitted 10,653 signatures, 10 percent of the total necessary, to the city officials. Of those, some 80 percent, or about 8,500 signatures, were found to be invalid, according to a random sample conducted by county officials.

Proponents needed 6,337, or 10 percent, of the total registered voter population, to place the ballot measure on the ballot. City leaders still must place the question on the ballot. City leaders also are working with the initiative's authors to resolve the dispute.

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

"The measure has sufficient signatures to be placed on the ballot," Calonne said in a statement.

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 13, 2011 at 10:05 a.m.

The Ventura City Council on Monday night put a measure on the ballot that will allow voters to decide whether to rip out the city's downtown parking meters at the same time deciding to ask a judge if the initiative is valid.

In May, a group of Ventura residents turned in petitions with more than 2,500 signatures, with enough verified to qualify the anti-parking-meter initiative for the ballot.

If it is approved by voters — and allowed to stand by the courts — the removal of the parking meters that the city installed last year at a cost of $4 million, along with any other paid parking installed since 2008, will be funded by a two-thirds vote of the people for any new parking fees.

In a report to the council, Ventura City Attorney Ariel Calonne said he would challenge the measure if it violates state law and is grounds for a ballot initiative.

The proper response, Calonne said, would be to put the measure to the people immediately and then challenge it in court so that a judge can rule on whether it violates state law.

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.

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

Ventura Hourly Parking Occupancies

On-Street Meter Zone (333 metered stalls)

- All Meters
- Main St Meters
- North/South Meters

<table>
<thead>
<tr>
<th>Time</th>
<th>All Meters</th>
<th>Main St Meters</th>
<th>North/South Meters</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00</td>
<td>47.4%</td>
<td>62.2%</td>
<td>37.4%</td>
</tr>
<tr>
<td>10:00</td>
<td>37.4%</td>
<td>48.3%</td>
<td>69.6%</td>
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<td>11:00</td>
<td>54.5%</td>
<td>66.1%</td>
<td>33.8%</td>
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<tr>
<td>12:00</td>
<td>66.2%</td>
<td>93.3%</td>
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<td>7:00</td>
<td>67.0%</td>
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<tr>
<td>8:00</td>
<td>83.0%</td>
<td>88.8%</td>
<td>90.1%</td>
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</table>
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