



Focus Group and Pop-up Summary

Community Outreach Phase 1

November-December 2021



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Objectives of focus groups

- The City of Ventura recently completed the first citywide survey as a part of this planning process, but there are people with different cultural, racial, and demographic identities who were under-represented.
- Focus groups were intended to:
 - Dig deeper into the issues emerging from the existing conditions analysis and initial public outreach.
 - Allow people to discuss their lived experience related to senior mobility needs, access to transit, walking and biking infrastructure, and the role of enforcement in staying safe while walking or bicycling.



Focus group recruitment

- We reached out to >40 non-profit organizations to help recruit participants
- The City of Ventura sent an e-blast to its listserv
- We used a sign-up form to gather interest
- Focus groups were offered in-person or virtually
- We offered Spanish-speaking focus groups



Participate in Focus Groups!

[Anuncio en Español](#)

The City of Ventura's [Active Transportation Plan \(ATP\)](#) wants to learn more from people who experience walking and bicycling from different cultural, racial, and demographic identities. Your input in these small group conversations will create a roadmap for priority projects and programs to make walking, bicycling, and taking transit great choices for all people living, working, and visiting Ventura.

Dates & Time
November 29-December 10, 2021
Meeting times are offered midday and in the evening.

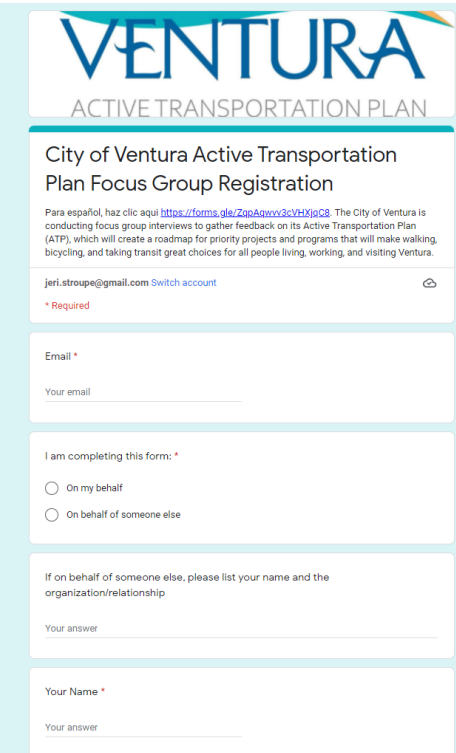
Location
In-person or videoconferencing over Zoom
8 people maximum | 90-minutes

Topics
Topics will include access to transit, bike lanes and new bike infrastructure, and staying safe while walking or bicycling. There will be a Spanish-only focus group.

How to Participate
Sign up to express your interest and availability. You will receive a confirmation and details for participation in advance.

Indicate your interest!

Focus Group interest form



VENTURA
ACTIVE TRANSPORTATION PLAN

City of Ventura Active Transportation Plan Focus Group Registration

Para español, haz clic aquí <https://forms.gle/ZnpAqxyv3cVHXjgC8>. The City of Ventura is conducting focus group interviews to gather feedback on its Active Transportation Plan (ATP), which will create a roadmap for priority projects and programs that will make walking, bicycling, and taking transit great choices for all people living, working, and visiting Ventura.

jeri.stroupe@gmail.com [Switch account](#)

* Required

Email *

Your email

I am completing this form: *

☐ On my behalf

☐ On behalf of someone else

If on behalf of someone else, please list your name and the organization/relationship

Your answer

Your Name *

Your answer

Pop-up approach

- In addition to inviting people to small group conversations, we went into the community to meet people where they are
- We brought project business cards, idea cards, and talked with people about the project
- We used interactive activities at the Marketplace to learn where people live and their priorities about where and how to invest in walking and biking



Ventura Transit Center



Ventura Marketplace

Marketplace pop-up activity

- 15 people participated in the activity to recommend how Ventura should invest in walking and bicycling. Each person received 3 votes:
 - 16 votes - Transit
 - 10 votes - Address Safety
 - 6 votes - Parks
 - 6 votes - Equity
 - 5 votes - Schools
 - 5 votes - Other (better walking/biking connectivity)
 - 0 votes - Population
 - 0 votes - Shopping



Ventura Marketplace



Who we heard from

Meeting Date	Location	Participants
November 30, 2021	Zoom	6
December 1, 2021	Zoom	8
December 8, 2021	In-person (Brokaw Farms)	11
December 9, 2021	Zoom	9
December 10, 2021	Zoom	7
December 16, 2021	In-person (Ventura Avenue Adult Center)	1
	Total	42

Pop-up Date	Location	People Reached
November 18, 2021	Ventura Transit Center Pop-up	40+
December 21, 2021	Ventura College Marketplace Swap Meet	40+
	Total	80+

Who we heard from in focus groups

Identity	Participants
Bicyclists	19
Seniors	18
Women	12
Agricultural workers	11
Transit riders	7
Low income	3
Person w/different physical abilities	3
People of color	13
Person w/different cognitive abilities	1
Unhoused resident	1
LGBTQ+	0
Youth	0
Native Spanish speakers	11

We reached more **youth, native Spanish-speakers, and people with different physical abilities** at the Transit Center and Marketplace Pop-ups.

We invited participants to describe Ventura in one word...

- Potential
- Paradise
- Lovely
- Location
- Comfortable
- Tranquil
- Love
- Coastal charm
- Eclectic
- Outdoors
- Natural and scenic
- Evolving
- Beautiful
- User-friendly
- Peaceful



Seniors' Experiences

Supporting Senior Mobility in Ventura

- How is the experience for older adults walking, bicycling, and accessing transit in Ventura?
- What are ways Ventura's transportation system and programs could better support older adults?

Discussion

WHAT DID WE HEAR OFTEN?

- Sidewalk hazards make walking and biking risky for frail seniors
 - Tree roots, utility poles, cars parked in driveways that block sidewalks
 - People are forced to walk in the streets, e.g., along Pierpont Blvd
 - Foothill Rd between Kimball Rd and Imperial Rd the sidewalk is cracked and hard to see at night (e.g., requires a flashlight)
 - Across from Ventura High School, new development driveway access merges with sidewalks with a slope
 - The sidewalk along Loma Vista at Ventura College has utility pole obstacles
- There are a lot of sidewalk gaps in places with high foot traffic
 - E.g., At Kimball Rd at Foothill Rd there is a missing sidewalk to Harmon Canyon and heavy traffic
 - In Riverview, at the corner of Montgomery and Bristol where it turns into North Bank and the lemon-packing plant there is no sidewalk and no bike lane.
- Sidewalks are too narrow
 - People with mobility devices or strollers don't have space
 - Elementary, middle, and high schools are on major corridors with narrow sidewalks, but students like to walk in packs
- Crosswalks are too narrow
 - Crosswalks near schools are not wide enough or visible enough
 - E.g., Juanamaria ES crossing Telegraph Rd could use continental crosswalks
 - Will Rogers ES at Thompson Blvd
- Streets are too wide and difficult to cross in time with signals
 - Two-way streets can be confusing for seniors
 - Main Street through Midtown could use more pedestrian refuge islands
- More midblock pedestrian crossings are needed
 - Main Street in Midtown has long stretches of roadway without crosswalks near commercial destinations from downtown out to Seaward Ave
 - There are barriers that require out-of-direction travel or encourage jaywalking
- Desire for crosswalks at every signalized intersection
 - At Ventura College, Day Rd at Telegraph Rd is an intersection where there is a missing crosswalk on the east side; this location is also near several schools
 - If not at every intersection citywide, at least in designated Pedestrian Districts

Discussion

WHAT DID WE HEAR OFTEN?

- People like and appreciate the biking improvements the City has made in recent years
 - E.g., new bicycle lanes, green paint
- Improved safety at transit stops and stations would encourage more ridership
 - E.g., more cleaning and power-washing, better lighting, and end-of-trip bicycle facilities such as lockers and bike racks.
- More trees along streets would make walking more appealing and attractive
 - Especially along Main St in Midtown
- Better lighting is needed
 - Especially along Foothill Rd
- Multiuse paths often end abruptly without connections
 - E.g., a bike path behind County Square Villas ends abruptly at Telephone Rd between S Victoria Ave and Cypress Point Lane
- Recumbent bikes, e-bikes, e-scooters, and motorized scooters are great for seniors, but they need a safe place to ride
 - Speeds can go up to 20-40 mph but are not safe on 45mph+ roadways
 - Consider creating restrictions on the class of e-bikes that are allowed on certain roadways or multiuse paths
 - It's not safe to mix people on e-bikes and joggers at 3 mph
 - The bike path by Emma Wood that connects to the Pacific Coast Highway (PCH) excludes bikes which is a limitation for seniors especially

Discussion

WHAT DID WE HEAR THAT'S IMPORTANT?

- Safety improvements for older adults will also improve safety for youth and allow them more independence
- Homebound seniors don't have options to get outside
- Trees and overgrown shrubs make some street signs hard to see for drivers
- If youth and seniors can travel more independently walking, biking, or with transit it can reduce vehicle congestion
- Reduce the speed limit on certain roadways to 35 mph
 - Foothill, Telephone, Telegraph, Loma Vista to allow e-vehicles with speed limitations to make it easier for older adults



Pathway ends abruptly at Telephone Rd across from Cypress Point Ln



Transit Access

Public Transit Access

- How is your experience and familiarity accessing transit in Ventura?
- What do you think is working well?
- What would you like to see in the future?

Discussion

WHAT DID WE HEAR OFTEN?

- Amtrak Station at the Fairgrounds is hard to get to and from without driving
 - It should be easily accessible by bus, walking, or by bike, or taxi, Lyft/Uber
 - E-scooters, bike-share, or e-bike taxis could be a solution if there were safe infrastructure for it
 - The nearest bus is a couple blocks away on Figueroa St
 - This would make it easy to travel to Los Angeles or Santa Barbara without driving
- Bus stops are not inviting or safe environments
 - Need more trees or shade structures around bus stops
 - Cleanliness is a concern with trash bins overflowing
 - Unhoused people seek shelter at bus shelters
 - Maintenance during the day would improve transit's image (e.g., power washing)
 - More lighting and bicycle facilities would improve the sense of safety
 - Some of the public art at bus shelters is a welcome addition
- In Midtown and East Ventura people need to walk a long way to get to a safe intersection or destination
 - E.g., Victoria Ave, Telegraph Rd, Telephone Rd
 - At County Square Drive and Telephone Rd people jaywalk and run onto the median
- People don't know how to use transit
 - It is not clear how to pay to ride, nor where routes go
- Bus stops and routes are not well advertised
 - Some people don't know that Ventura has public transit
- Transit Centers are hidden and hard to get to
 - E.g., the transit center on Mills is tucked away and on an island, but should be easily accessible from Telegraph Rd, especially for seniors and people with disabilities
 - Informal paths to the Transit Center cross the bus egress lanes
- Getting to transit stops is difficult in most of Ventura
 - People in residential neighborhoods must walk a long distance to get to bus stops on major thoroughfares or arterials
 - Bus service in Ventura is difficult to get to within residential areas
 - The Harbor has no transit service (e.g., Harbor Blvd and Seward Ave)
 - There is no transit service along Foothill Rd
 - Getting to stops is especially challenging for people with mobility limitations
- Main Street Moves has made downtown easy for people to bike, but at the cost of transit stops and routes
 - Bus stops are now shifted over to Santa Clara

Discussion

WHAT DID WE HEAR THAT'S IMPORTANT?

- People would like a trolley or circulator to access central destinations
 - E.g., the beach, Fairgrounds, and Downtown
- A circulator would be nice in each section of the city, e.g., Westside, Central, Eastside
 - Could model after Boulder's Hop, Skip and Jump routes to circulate every 15 or 20-minutes during the week
 - They could be free for students with a student ID
 - Access City Hall, the Mall, Downtown, transit hub at the Mall at Telegraph Rd and Mills Rd
- The Westside should have more bus service and a transit hub
 - There is limited bus service along Ventura Ave and up to Ojai Valley.
 - A transit hub or center could exist with shuttles from Amtrak, and on the Edison property at Santa Clara and the Avenue to service the entire region—people don't want to have to go to the Mall
- Ventura needs express routes along major corridors
 - Current bus lines are not reliable and fast options to get across town
 - E.g., could model after the EmX bus rapid transit system in Eugene OR
 - A direct connection between Ventura and Santa Paula would serve workers that need to commute to Ventura
- An express transit route from Santa Paula along Telegraph Rd or Foothill would help connect a lot of workers in Ventura
 - Many agricultural workers live in Santa Paula
- Traffic calming at transit access points would be helpful
- Ventura should explore high-speed rail
 - Improve access between Ventura and Oxnard or Los Angeles
- Transit and vehicles could travel underground, with people walking and biking at grade
- Increase access to Metrolink via public transit
- Consider community-based transit
 - Engage students and community members to pull trolleys and bike-buggies



Active Transportation Facilities

Bicycling in Ventura

- How is your experience and familiarity with different types of bicycling facilities in Ventura?
- Are you clear of the rules for using different types of bicycling facilities in Ventura?
- What would make you more comfortable driving near people riding bikes or using a bicycle around Ventura?
- What do you think is working well?
- What would you like to see in the future?

Discussion: Bicycling

WHAT DID WE HEAR OFTEN?

- The City has made a lot of improvements in the last 10 years! People hope the momentum continues.
 - People like green paint to increase visibility, especially at intersections with bike boxes
 - The Loma Vista bicycle lanes area really nice
 - It's nice when there is signage to remind bicyclists about doors opening
 - New protected bike lanes on Telephone serve an important need and while not perfect, are gaining popularity as more people ride
- Support for road diets to make space for bicycle lanes
 - Telephone Rd between Victoria Ave and Kimball Rd the city did a road diet to remove a general-purpose travel lane for a bike lane
 - Road diets could also be installed on Victoria Ave near schools (e.g., Poinsettia ES)
 - Consider making lanes just for bikes and buses as long as it doesn't impact traffic congestion
 - A road diet on Telegraph Rd between Victoria and S Kimball Rd along the orchards makes a lot of sense
- Some bicycle facilities are inadequate and confusing
 - Sharrows are inadequate and don't improve bicyclist sense of safety
 - Flashing beacons are used on roads that are too fast and too wide, so drivers don't see them.
 - Bollards on Class IV bicycle lanes (or protected bicycle lanes (PBLs)) aren't intuitive; signage is not legible from far away
- Major streets with bicycle lanes still feel unsafe for bicyclists
 - e.g., Telephone Rd, Telegraph Rd, Foothill Rd, Victoria Ave, Seaward Ave
 - High vehicle speeds and high traffic volume roads are not appealing for even the most confident bicyclists
- People feel safest on routes without cars
 - People loved the City's pandemic response to limit vehicle traffic on several roadways (e.g., San Nicholas, Darling Rd off Wells Rd)
 - Having cars restricted from downtown on Main Street is a great improvement for people's sense of safety and comfort walking and biking.
 - People would love more designated places for people to walk and bike that are restricted to cars.
- The city needs more bike parking
 - For people who do bike downtown often, the existing bike lockers are helpful
 - Use parking structures in destinations like downtown to install paid bike lockers
 - There are few places to park bicycles, especially downtown at Main Street Moves
 - Too many bike racks are inadequate without 2-points of contact
 - Businesses sometimes put required bike racks in places that are not visible
 - Secure and convenient bike parking should be a part of all new developments
 - The Harbor doesn't have adequate bike parking and bikes are unrestricted in certain places so people must walk their bike a mile or more

Discussion: Bicycling

WHAT DID WE HEAR OFTEN?

- Ventura has a lot of great off-street paths and on-street bike routes, but they are difficult to find and/or access
 - There are a lot of great paths, trails, and bike routes, but it is hard to find them and navigate between them
 - People love the Ojai bike trail, but most drive their bicycle to get there to ride
- There are gaps in the bicycle network
 - e.g., The Ventura Bike Trail at Stanley
 - People sometimes feel stranded when they are riding and have no choice but to transition to sidewalk riding or going out of their way to get onto a safer facility
 - Connections would make people who are interested but reluctant to bicycle feel safe and confident to ride
- A lot of bike paths end abruptly
 - Bike paths and networks need to be extended and connected
 - At Highway 126, people have a hard time getting to Main Street; it's impossible to make a left by Target
 - Would love a bike path along the Santa Clara river that goes all the way out to Filmore – the beach all the way out
 - 101 business by Tony's Pizza is where a bicycle route ends abruptly, and people transition to riding on the sidewalk
 - The green lane on Seaward Ave at the top of the hill ends to allow for vehicle parking
 - The bike bath on the west side of Montgomery Ave between Bristol Rd and Telephone Rd ends at the farm and should be continuous
- Ventura should do more to separate people biking from driving
 - Concrete curbs, reflective bollards, or other physical buffers would help people feel safer (examples from Portland OR, Denver, Amsterdam)
 - On the Westside along Ventura Ave, some side streets could be designated for just walking and biking
 - Cars and bicycles should travel the same speed (e.g., similar to Slow Streets in Europe, Japan, Portland)
 - Parallel streets to Main Street (e.g., Santa Clara) could have ½ of their ROW dedicated to people walking and biking, and vehicle traffic going just one way
 - San Luis Obispo has some streets with diverters that make it such that cars can't go through but bicycles can. San Nicholas should be similar since there are many children that travel that street—cars should go to Thompson Blvd
 - Clinton St Greenway in Portland OR is an example of how Ventura could divert vehicle traffic to have low-street routes
 - The biking connection along Lemon Grove neighborhood to the Harbor could also be improved.
- Connections to the beach and harbor are unpleasant
 - People who live within 1 or 2-miles of the beach don't feel safe walking or biking to get e.g., Seaward Ave, Sanjon Rd, California St over the bridge
 - Alessandro could be a safer way to access the beach, traveling under Sanjon
 - It is difficult to get to the bike path that goes to the Harbor from the intersection of Main St and Telephone Rd; a pedestrian overpass would help, or bicyclists can go to Market St

Discussion: Bicycling

WHAT DID WE HEAR OFTEN?

- Intersections should be improved for people biking
 - Bicycle loop detectors at traffic signals
 - Make it policy that bikes don't have to come to a complete stop
- Multiuse paths feel unsafe with too many speeds and modes
 - The mix of people walking, biking, e-bikes, and e-scooters causes conflicts when people go very fast
- Ventura could have more community bike events
 - Slow roll/cruiser rides for families and fun like Milwaukee and Paducah Kentucky
 - The pandemic helped get more families out riding bikes
- The riverfront is underutilized
 - There could be great paths for biking and walking recreation
- Ventura should consider traffic circles or roundabouts
 - There are just a few in Montalvo.
 - Five Points intersection at Thompson Blvd., Main Street, and Telegraph Rd needs traffic calming even if a roundabout is not feasible
- There are poor connections to downtown from the east side
 - Cars parked on Main St make it feel unsafe
 - Main St is okay for people riding bicycles from Seaward Ave downtown because of the Class II bicycle lane, but other segments of Main St east of Seaward Ave are unsafe or uncomfortable
 - People riding bicycles stick to the residential streets east of Seaward Ave instead of riding along Main St
 - Thompson Blvd is less comfortable than Main St for people bicycling downtown
 - Main St and Telephone is a dangerous intersection for bicyclists because of the freeway ramp; there is never a good time to cross
- Ventura Ave feels unsafe for people riding bikes
 - A lot of people bicycle on Ventura Ave despite just sharrows; some focus group participants suggest adding more sharrows
 - Olive Street is also difficult to bike along
 - Parking along Ventura Ave makes bicyclists weave in and out of traffic (e.g., vehicles park on sidewalks, there is limited parking off-street or behind businesses
 - Some suggest removing on-street parking on both sides of the street to make more space for bicyclists

Discussion: Bicycling



Scary Main St and Telephone Rd



Vehicle parking along Sanjon creates a choke point for people walking and biking.

Discussion: Bicycling

WHAT DID WE HEAR THAT'S IMPORTANT?

- Ventura's investments in bicycle infrastructure primarily serve recreational uses, but not as much utilitarian uses
 - Routes and paint on major roadways are still very unsafe
 - People like riding a bike to stay fit and healthy, for their commute
- Improved bicycle infrastructure on the westside of town to match the central and eastside
 - The quality of the bicycle network should not vary across parts of the city
- Ventura should have a traffic safety campaign
 - A media and enforcement blitz with some safety checkpoints, videos, and PSAs about how to drive and bike safely
- Bike routes should be easy and intuitive
 - Don't make bicyclists stop at intersections. Implement policy such that they could roll through stop signs if there is no perceived risk.
 - Limit bicycle routes or bridges with steep grades, and the need to carry bikes up/down steps
- The Pierpont community and Harbor are cut off from Midtown and the rest of the city
 - It's difficult to walk or bike between these areas
- There is no reason people couldn't bike year-round in Ventura
- Ventura could repurpose green space for a bike park
 - Gateway Green in Portland is a mountain-bike park that takes advantage of the egress between highways
- Ventura should strive for zero emissions
- Ventura should have fewer cars on the road
- Make it easy to park [a bike] and walk
 - Bicycle valet would be nice to require at events of a certain size
- People drive their bikes to bikeable places from where they live
- Safety for people on bicycles is critical
 - There have been several traffic deaths and the city should prioritize those locations

Discussion: Bicycling

WHAT DID WE HEAR THAT'S IMPORTANT?

- Driver's ideas are evolving about bicycles
 - Drivers feels safest driving where there are designated places for people biking
 - People are becoming more familiar and respectful of bicycle facilities and space for bicyclists
 - Drivers are starting to give bicyclists more respect on roadways
 - The 3-ft rule was passed in California
 - The City's bicycle education programs in schools are really important and are helping.
 - Some drivers complain that people aren't using the green bike lanes the City has built, but they just don't feel safe
 - Motorists are getting used to the idea that they should not occupy the green spaces on streets which is encouraging
- Bicyclist education is important
 - Etiquette riding on paths, yielding to pedestrians, etc.
 - Bicyclists who hog the road in places where cars can't get around them reinforces stereotypes about bicyclists

Walking in Ventura

- How is your experience walking along Ventura streets?
- How is your experience walking across Ventura streets?
- Are there locations you frequent regularly that are uncomfortable walking and why?
- Are you clear of the rules for using different types of walking facilities in Ventura?
- What would make you more comfortable walking around Ventura?
- What do you think is working well?
- What would you like to see in the future?

Discussion: Walking

WHAT DID WE HEAR OFTEN?

- People love Main Street Moves
- Sidewalks need repair and maintenance citywide
 - Sidewalks have a lot of tree roots and cracks
 - Obstructions are challenging for people with strollers, joggers, or wheelchairs
- Sidewalks are narrow and need to be wider
 - New developments should be required to include adequate sidewalks
 - Across from Ventura High School students walk in the street near Main St
 - Old and new sidewalks have utility poles or street signs in the center of them obstructing the path of travel
 - People in Pierpont have no choice but to walk in the bike path
- Connections are missing in some critical locations
 - Continue North Bank behind Cabrillo Village to connect Saticoy St. where there is a gravel path and people walk anyway
 - Midtown and downtown have the most gaps and sidewalks in disrepair – there is not a clear way to park your car and walk around downtown and get to the beach
 - Foothill Rd is beautiful and could use a sidewalk or path all the way from Wells to the beach; car speeds would need to slow
 - Getting to Arroyo Verde Park by walking feels very unsafe and the sidewalk ends at the park entrance so people are forced into the street or grass; a walking path to the playground would be nice
 - Darling Rd and Barranca Vista Park are not easy places to walk or bike
- There are a lot of streets with sidewalks only on one side
 - E.g., Seaward Ave, Montgomery Ave, Ventura Ave
- Certain roadways are dangerous, despite sidewalks
 - E.g., a young HS runner was killed along Seaward Ave where the sidewalk is narrow, and visibility is poor where people drive
 - High vehicle speeds, roadway geometry, and a lack of buffer between sidewalks makes it feel unsafe
- There should be more crosswalks
 - Major roadways like Kimball and Telephone are prioritized to optimize vehicle traffic flow with limited crosswalks
 - There is no crosswalk at Snapper Jack's where people cross anyway
 - Kimball Rd and Telephone Rd where the separated bikeway ends lacks a crossing at 1 of the 3 crossing opportunities
 - Main St needs more crosswalks given the number of destinations on either side; consider flashing beacon for people to trigger
 - Flashing beacon crosswalks are nice since they don't disrupt traffic unless people are there to walk
- Crosswalks could be elevated to slow vehicle traffic
 - This might work best in pedestrian districts or on roads with slower speed limits
 - Pavers or colored concrete for crosswalks near schools like Juanamaria ES on Telegraph and Poinsettia ES on Victoria Ave

Discussion: Walking

WHAT DID WE HEAR OFTEN?

- Pedestrian visibility to drivers is very poor at some intersections
 - Main and Mills shopping center, Telegraph and Mills, Lemon Grove
- Signalized intersections should be easier to cross
 - Ventura should have more Leading Pedestrian Intervals
- Great walking paths and access points are hard to find
 - The pedestrian path along 126 from the Government Center is hard to find (Webster St and S Hill Rd)
 - Few destinations are usually further than a mile from home but it's hard to get places on foot
 - There is an excellent pedestrian bridge over the 101 from E Harbor Blvd to Front Street by the Pier, but not many people know about it
- Schools need improved walkability with wider sidewalks with buffers along busy corridors
 - Ventura HS or Buena HS where groups of kids walk together
 - E.g., Telegraph Rd, Loma Vista Rd, Thompson Blvd, Main St
- Multiuse paths need etiquette education and enforcement
 - People on skateboards, e-bikes, and e-scooters mix to make it unsafe for people walking
- Parked cars often block sidewalks
 - This is especially true on Pierpont Blvd and Ventura Ave
- Pedestrian areas in Ventura feel like afterthoughts; “the city feels designed for cars”
- Need better beach access for people walking
 - Limited ADA access from transit stops to get to the promenade
- Cars travel too fast
 - On Harbor Blvd
 - Poli St where 6,000 cars/day travel; would like to redirect traffic off Poli or transition the street to one-way for some segments

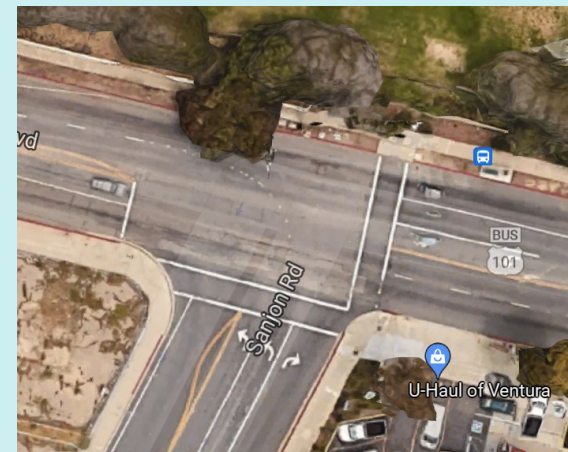
Discussion: Walking



Poor visibility for people walking at 126 and Victoria Ave intersection and on/off-ramps, especially near high school



The intersections at Kimball Rd and Telephone Rd, and Sanjon Rd at E Thompson Blvd both have marked crosswalks on only two legs



Discussion: Walking

WHAT DID WE HEAR THAT'S IMPORTANT?

- New developments should be required to implement sidewalk improvements citywide, especially near schools
- Pedestrian advocates should review new developments in a committee
 - e.g., Pedestrian Advisory Committee
- There should be a hierarchy in roadway design that prioritizes pedestrians over vehicles
- There should be a Master Plan for walking and biking
 - Create a hierarchy for every right-of-way in the city with specific and objective streetscape standards for all developments to provide a more uniform streetscape experience
 - Pedestrian and bicycle facilities and improvements are a constant negotiation in the development process and each development should be required to document its General Plan conformance
- Highways are barriers to schools and key destinations
 - A pedestrian bridge had been considered but rejected across highway 126 to Camino Real Park and providing access to Anacapa Middle School and the Mall
 - There are missing sidewalks crossing 126 on the eastside from The Farm to Atlas Elementary
- Put restrooms and water fountains at parks and pathway entrances
- New development near Seaward is going to induce more traffic accessing 101
- The beach and Harbor area should have a residential parking permit
 - Paid parking has made the issue worse since people avoid paid parking areas
- Ventura should study appropriate safety treatments at intersections citywide (e.g., bulb-outs, curb extensions, traffic circles)



Personal Safety

Staying Safe While Getting Around in Ventura

- What role does traffic enforcement play in supporting safe experiences walking and bicycling?
- What opportunities exist to enhance equity?
- Are you concerned for community members' personal safety while getting around in Ventura?

Discussion

WHAT DID WE HEAR OFTEN?

- Traffic enforcement should help control vehicle speeding
 - Police at community councils have said that they are not ticketing people unless they are traveling 15+ mph over the speed limit
- Enforcement should limit distracted driving and phone use
 - Bicyclists are grateful for bollards in protected bicycle lanes to help alert drivers drifting into the bicycle lane
- Ventura should eliminate the bicycle license requirement
- Enforcement should address drivers who run traffic lights
 - That said, red light cameras are the only traffic enforcement some Venturans have seen
- Give drivers warnings for crossing into bicycle lanes
- Unsafe behaviors should be enforced with warnings versus ticketing or fees
 - E.g., riding bicycles on sidewalks or in the opposite direction of traffic, or bicyclists running stop signs after blowing down a hill
 - One person was ticketed for running a stop sign on a bicycle going 0.5 mph up a hill with no cross-traffic coming; policy should be relaxed
- Ventura should focus on roadway design to make streets safe for people walking and biking to limit the need for enforcement
 - E.g., the on/off-ramps for 126 and Victoria Ave
- Community enforcement methods are the best resources
 - “Call-in on each other” vs. “calling people out”
 - Keep eyes on the street
- Crossing guards are important to manage vehicle traffic
- Ventura Police are not equipped to handle people experiencing homelessness
 - E.g., at transit shelters or camped in sidewalks

Next Steps

WHAT WILL WE DO WITH THIS INFORMATION?

Focus group input will help the City:

- Confirm the project goals
- Create draft pedestrian and bicycle networks
- Develop a list of project and program ideas
- Geocode specific locations and roadway segments
- Develop criteria to prioritize projects and programs
- Inform formal policy recommendations