

Ventura Port District 2021 Parking and Traffic Surveys



Associated
Transportation
Engineers



Ventura Port
District



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2021 Parking Survey Study Area

Beach Lots

- Surfers Knoll
- Harbor Cove

Harbor Village

- Dolphin Lot
- Squid Lot
- Harbor Village Lots
- Turtle Lot



Hotel Lots

- Holiday Inn Express
- Sheraton Four Points

Marina Lots

- Ventura Isle
- Ventura West II

Harbor Village Parking Demand 2021

Period	Demand	% Full	Growth from 2018
Monday	924	53%	+ 0.1%
Friday	1,342	77%	+ 21%
Weekend	1,491	86%	- 5%

- Parking continues to be a weekend issue
- 77% full on Friday – Higher in 2021 by 21%
- 86% full on weekend – Lower in 2021 by 5%
- Most of extra spaces in VIM Dolphin Lot (114 Spaces)

Ventura Harbor Summer 2021 Peak Demands – Parking Permits

Day/Date	Peak Time	Lot HV 1	Lot HV 2	Lot HV 3 (a)	Lot HV 4	Turtle	Total
Friday 8/6	11:00 AM	1	4	0	67	38	110
Saturday 8/7	11:00 AM	1	6	0	93	33	133
Sunday 8/8	11:00 AM	1	6	0	86	29	122
Monday 8/9	11:00 AM	1	7	0	78	24	110

(a) Not permitted in lot

- 2018 160 Permits during peak time
- 2021 133 Permits during peak time



N
NOT TO SCALE

Ventura Harbor Summer 2018 & 2021 Traffic Comparison

Comparison	2018	2021	Growth	% Change
ADT – 7 Days	78,400 ADT	76,100 ADT	- 2,300 ADT	- 3%
ADT – Weekdays	9,700 ADT	9,400 ADT	- 300 ADT	- 3%
ADT – Friday	11,600 ADT	11,900 ADT	+ 300 ADT	+ 3%
ADT – Saturday	14,500 ADT	13,700 ADT	- 800 ADT	- 6%
ADT - Sunday	13,500 ADT	12,900 ADT	- 600 ADT	- 4%

- 2021 generally had about 3% lower ADT than 2018

Short-Term Strategies Implemented at Direction of Board Since 2017 Parking Study

- Reconfigure Harbor Cove Lot: + 18 Spaces
- Agreement with Ventura Isle Marina: + 152 Spaces
- Agreement with Ventura West Marina II: + 39 Spaces
- Total Spaces Gained: 209 Spaces

Other Strategies Implemented

- Shift long-term permit parking to Dolphin Lot
- Employee Parking Strategies
 - Shift the employee parking line to reduce number of spaces
 - Direct employees to utilize the Dolphin Lot



Future Mid-Term Parking Strategies

- Implement paid parking program
- Pay by Space Parking System
- Pay and Display Parking System
- Lots Included
 - Harbor Village lots
 - Harbor Cove lot
 - Surfers Knoll lot



Pay by Space Parking

- Self-service machines
- Customers enter parking stall number and purchase time
- Customers are not required to return to their vehicle
- Payment can be made by Phone App
- Enforcement personnel can check vehicles from remote location



Pay By Space
innovative • easy • convenient

Pay and Display Parking

- Self-service stations
- Customers purchase time and return to vehicle to display ticket on dashboard
- Parking enforcement check dashboards to verify permit is purchased
- Printed ticket verifies machine location, time entered expiration time, and fee paid



Time Restriction Options



- Implement parking fee system from 10:00 AM – 6:00 PM on Saturdays, Sundays, and holidays
- Flat fee system could be implemented for special events
- Parking could remain free during off-peak parking periods (Monday-Friday) when parking demands are below capacity

Parking Fee Rates

- Parking charged at an hourly rate on Saturday, Sunday and Holiday periods
- System could mirror City of Ventura's downtown parking program: \$1.00/Hour
- Could also consider "Surge" pricing – higher fees during peak times

	
DAILY PARKING RATES	
SATURDAY – SUNDAY - HOLIDAY	
HOURS	RATE
0-1	\$1.00
1-2	\$2.00
2-3	\$3.00
3-4	\$4.00
4-5	\$5.00
5-6	\$6.00
6-7	\$7.00
7-8	\$8.00

Free Time-Limited Parking



- Consider establishing designated areas within Harbor Village parking as 'free parking' with time limits
- Or Parking Validation System for customers

Yearly Permit Option



- Offer yearly permits to groups
- One time yearly fee
- Decal or placard displayed on windshield

Enforcement

- Critical to success of parking management program
- District would need to employ enforcement personnel to ensure:
 - Pay stations are in working order
 - Routinely check parked vehicles
 - Issue parking violations for those that violate system



Questions & Discussion



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