



Oxnard / **SUSTAINABLE TRANSPORTATION PLAN**

JUNE 2023

Final Plan



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01





Chapter 01

Introduction



Chapter 1: Introduction

The City of Oxnard is committed to transforming the way people get around, striving for a cleaner, greener future of transportation in Oxnard.

Oxnard strives for sustainability.

The goal of “Sustainable Transportation” includes a variety of eco-friendly mobility choices, for people of all ages and abilities. This Sustainable Transportation Plan (STP) represents the City’s vision for building an Oxnard where everyone can travel around the community while treading a little lighter on the environment, so it can be improved and preserved for years to come.

The STP has been two years in the making, building upon a long foundation of previous transportation and land use planning efforts, and reflects input from Oxnard residents, employees, and visitors. Many Oxnard residents already walk, bike, or take the bus – all alternative/active forms of transportation. The STP uses this momentum to identify specific areas of improvement and develop visionary concepts that can be applied in every neighborhood to encourage and enable all residents, employees, and visitors to use alternative/active forms of transportation.

Ideas that are explored in this plan generally fall into three categories.

Mobility

How people choose to travel within their community, influenced by the built and natural environment



Placemaking

Projects that transform public spaces into vibrant places that reflect the heart and culture of the community, where people will want to spend time



Greening

Landscaping and urban forestry efforts to add shade, cooling, air purification, and stormwater retention to the public right of way



The STP aims to shift Oxnard's transportation system from auto-oriented to people-oriented, which means designing for people walking, biking, riding transit, and driving rather than primarily for people driving. This means more multi-modal travel, less pollution and a more sustainable future for people who live, work, and spend time in Oxnard. The plan hopes to create:

- More opportunities for active travel like walking, biking, and riding transit, and less time stuck in traffic
- More opportunities for community connection and investment across all of Oxnard
- Long-term cost savings by reducing demand for additional new roadway infrastructure
- Better air quality
- Fewer greenhouse gas emissions
- Reduced vehicle miles traveled

As the STP was under development, the City's [Local Road Safety Plan](#) (LRSP) and [Safe Routes to School](#) (SRTS) program were concurrently under development. The LRSP focuses on roadway safety by identifying proven safety countermeasures to address collision hot spots and risk factors throughout the City. The collision analysis completed through the LRSP helped establish existing conditions for the STP, and community input gathered through the STP informed which safety countermeasures would best suit each community in Oxnard. The SRTS program encourages students to safely walk and bike to and from school, and the goals and strategies identified in the STP support this goal.

The STP is organized as follows:

- **Chapter 1:** Establishes the goals of the STP and the connection to related mobility efforts (LRSP and SRTS).
- **Chapter 2:** Describes the Framework Report, a separate document that outlines existing conditions and the Plan's approach to community engagement.
- **Chapter 3:** Summarizes the various community engagement activities that helped identify the needs and priorities of Oxnard residents.
- **Chapter 4:** Presents a toolkit of sustainable streetscape elements that can help make walking, biking, and riding transit the first choice for comfortable, convenient travel around Oxnard.
- **Chapter 5:** Presents strategies that encourage sustainable transportation and can help make multi-modal transportation more accessible for all Oxnard residents, employees, and visitors. These strategies are broad ideas that can be explored by various City departments for consideration for further implementation.
- **Chapter 6:** Shows examples of how the sustainable streetscape elements described in Chapter 4 could be applied at seven priority locations (identified through community engagement) and creates a template for all types of community contexts.
- **Chapter 7:** Describes how the City can implement projects and evaluate progress.





02





Chapter 02

Planning Approach



Chapter 2: Planning Approach

The Framework Report, developed in early 2022, is an important foundation for the STP. It describes the current transportation conditions in Oxnard, established a toolkit for community engagement, and kicked off the generation of transportation project ideas.

The Report establishes a shared vocabulary by drawing on information in the Map Atlas of Existing Conditions, input from the STP Project Team, inter-agency charette, and community-based focus groups to define land use and mobility categories in Oxnard (Table 1). These categories are the backbone of the Planning Approach and Project Idea Matrix, which is a tool that pairs specific land use patterns and mobility needs with the best-fitting transportation strategies (Table 2). The full Framework Report is included in this chapter.

The resources developed in the Framework Report were the foundation of the community engagement process, described in Chapter 3, and were used to identify the priority locations described in Chapter 6. They served as a starting point to generate relevant and feasible project strategies that matched the context of community needs. Although the matrices were developed for the STP, they are intended to also serve as a resource to generate transportation, placemaking, and greening project ideas beyond what is included in this report.

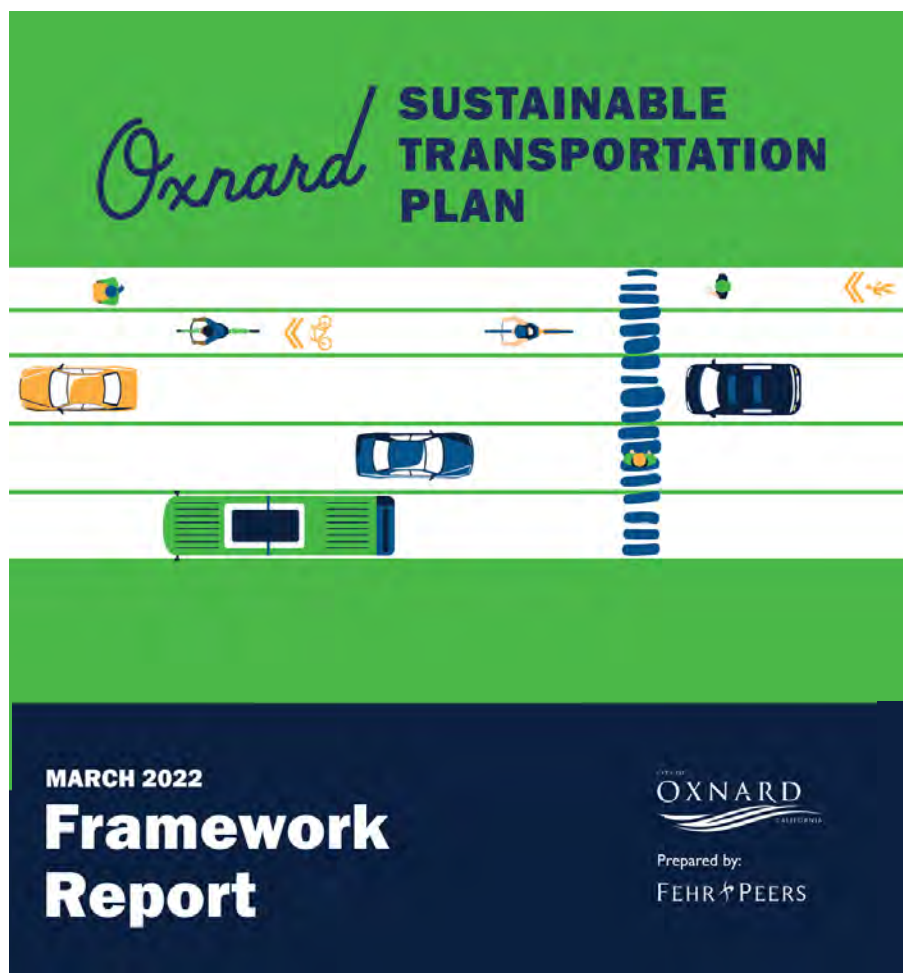


Table 1: Land Use and Mobility Categories

Categories		Definition
Transit-Related:		
 First/Last Mile to Transit		Generally within a quarter-mile of transit stations and major transit stops.
 Transit Opportunity Corridor		Corridor with adjacent land uses (existing or planned) and existing built environment characteristics that would support transit operations and infrastructure improvements.
Safety-Related:		
 Slow Streets		Corridors with adjacent land uses (existing or planned) and existing built environment characteristics that would benefit from treatments to reduce traffic volumes and speeds.
 Safe Routes to School		Generally within a quarter-mile of schools.
 Safety Opportunity Corridor or Intersection		Road segments or intersections with a high number of collisions.
Residential Development:		
 Wide ROW		Existing residential neighborhoods with wide rights-of-way.
 No Sidewalks		Existing residential neighborhoods with limited or no sidewalks.
 Major Access Barriers		Existing residential neighborhoods with access barriers, including limited connections to major roadways and limited access due to freeways.
 Future Development		Areas with future planned residential development.
Commercial Development:		
 Major Commercial District		Clustered retail with small and large shops. Examples include Downtown Oxnard, Centerpoint Mall, and The Collection.
 Neighborhood Corridor		Smaller shops in a plaza or along a smaller arterial or collector street.
 Future Development		Areas with future planned commercial development.
Other:		
 Access to Recreation		Corridors that provide a connection to parks, beaches, recreation centers, and performing art centers.
 Micro-mobility Hub		Generally at transit stations, major bus transfer stops, recreational destinations, and commercial destinations.
 Regional Active Transportation Corridor		Corridors with adjacent land uses (existing or planned) and existing built environment characteristics that offer opportunities to install active transportation improvements that connect to adjacent jurisdictions.

Table 2: Project Idea Matrix: Infrastructure Strategies














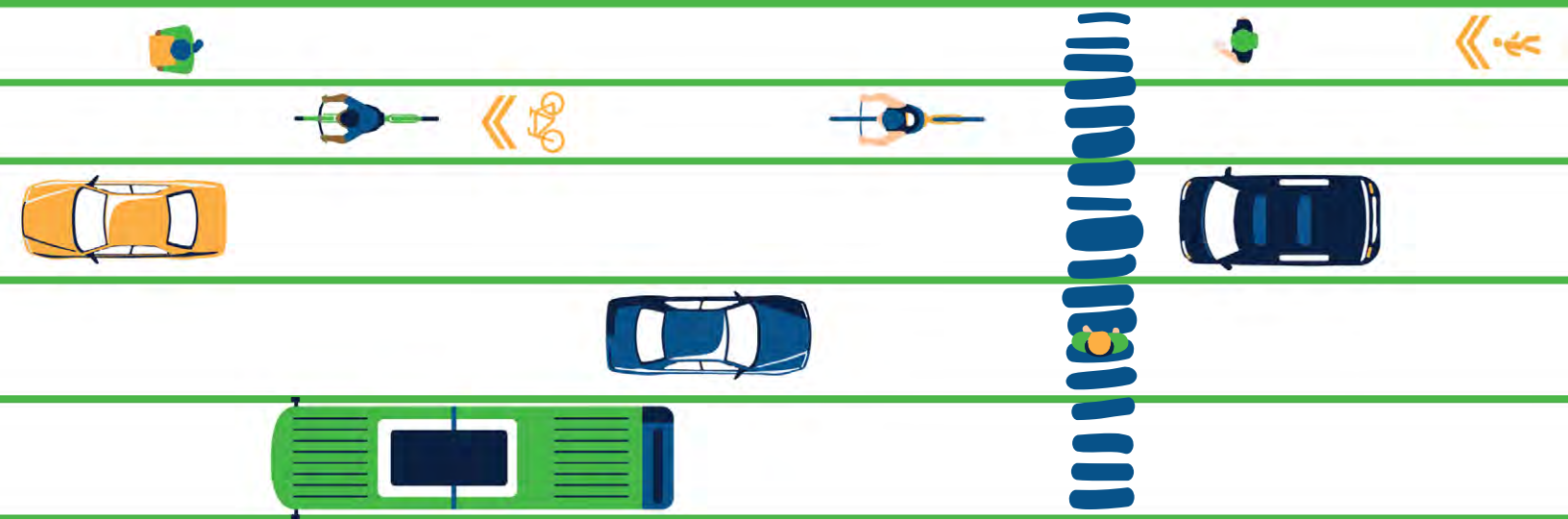
LAND USE AND MOBILITY CATEGORIES	Additional community/ neighborhood access points	Bicycle infrastructure improvements	Climate resilience infrastructure	Greening	New technology	New and updated roadway signage	Parklets	Pedestrian infrastructure improvements	Traffic calming and safety improvements	Transit infrastructure	User experience improvements
											
Transit-Related:											
First/Last Mile to Transit	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Transit Opportunity Corridor		✓	✓	✓				✓	✓	✓	✓
Safety-Related:											
Slow Streets		✓		✓	✓	✓	✓	✓	✓		
Safe Routes to School	✓	✓	✓	✓		✓		✓	✓		✓
Safety Opportunity Corridor or Intersection		✓						✓	✓		✓
Residential Development:											
Wide ROW		✓		✓	✓		✓	✓	✓		
No Sidewalks		✓		✓	✓			✓	✓		
Major Access Barriers	✓	✓			✓			✓	✓		
Future Development		✓	✓	✓	✓			✓	✓	✓	✓
Commercial Development:											
Major Commercial District		✓	✓	✓	✓		✓	✓	✓	✓	✓
Neighborhood Corridor		✓	✓	✓	✓		✓	✓	✓	✓	✓
Future Development		✓	✓	✓	✓		✓	✓	✓	✓	✓
Other:											
Access to Recreation	✓	✓	✓	✓			✓	✓	✓	✓	
Micro-mobility Hub		✓	✓	✓	✓		✓	✓	✓	✓	✓
Regional Active Transportation Corridor		✓	✓	✓	✓	✓		✓	✓		✓

Table 2 (continued): Project Idea Matrix: Policies and Programs

LAND USE AND MOBILITY CATEGORIES	Curb space management	Emergency management	EV charging standards	Frontage standards for new developments	Micro-mobility	Micro-mobility restrictions	Pedestrian and bike access standards	Revised design standards to accommodate micro-mobility	School route map	Transit-oriented development (TOD)	Transportation demand management (TDM)
											
Transit-Related:											
First/Last Mile to Transit			✓		✓	✓	✓	✓		✓	
Transit Opportunity Corridor	✓	✓					✓			✓	
Safety-Related:											
Slow Streets					✓	✓					
Safe Routes to School	✓				✓	✓	✓	✓	✓		
Safety Opportunity Corridor or Intersection		✓				✓	✓		✓		
Residential Development:											
Wide ROW									✓		
No Sidewalks							✓		✓		
Major Access Barriers							✓		✓		
Future Development		✓		✓			✓		✓	✓	✓
Commercial Development:											
Major Commercial District	✓	✓	✓		✓	✓	✓			✓	✓
Neighborhood Corridor	✓		✓		✓		✓				✓
Future Development	✓	✓	✓	✓	✓		✓	✓		✓	✓
Other:											
Access to Recreation			✓		✓	✓	✓				
Micro-mobility Hub	✓		✓		✓	✓		✓		✓	
Regional Active Transportation Corridor		✓					✓	✓			



Oxnard SUSTAINABLE TRANSPORTATION PLAN



MARCH 2022

Framework Report



Prepared by:

FEHR & PEERS



Framework Report

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Glossary of Terms

Accessibility: A measure of the ability or ease for people to travel from a starting point to an ending point(s) using one or more modes of transportation.

Accessible Pedestrian Signal: Devices that communicate information about the “Walk” and “Don’t Walk” intervals at signalized intersections, in non-visual formats (e.g. audio), for people who are walking and are blind or have low vision.

Americans with Disabilities Act (ADA): Civil rights legislation enacted by Congress in 1990 that prohibits discrimination and guarantees equal opportunity for disabled persons in employment, transportation, public accommodation, public services, and telecommunications.

Class I Bicycle Facility: A bicycle (and often pedestrian) facility that is separated from vehicular traffic. Also known as a shared-use path.

Class II Bicycle Facility: Bicycle lanes on the street defined by pavement striping and signage to designate a portion of the roadway for bicycle travel. The addition of a buffer through additional striping provides greater separation from the bike facility and the adjacent traffic lane and/or parking lane.

Class III Bicycle Facility: Bicycle routes designated with signage and/or shared roadway markings (“sharrows”) as a preferred route for bicyclists on streets shared with vehicular traffic. Bike routes are generally not appropriate for roadways with higher vehicular speeds or volumes. Class III bicycle facilities also include bicycle boulevards, which are typically roadways with low traffic volumes and speeds designed to prioritize bicycle travel for people of all ages and abilities.

Class IV Bicycle Facility: Bicycle lanes physically separated from vehicular traffic with a vertical divider, such as posts or on-street parking, and provide one-way or two-way travel. Also known as a cycle track or protected bicycle lane.

Complete Streets: Streets that are designed to enhance safe and comfortable travel for people of all ages and abilities using various modes of transportation, particularly walking, bicycling, and riding transit.

First/Last Mile: The travel required from a starting point (e.g. home or work) to a transit stop/station and the travel required from a transit stop/station to an ending point (e.g. work or home).

Level of Service (LOS): A measure, from A to F, that indicates that level of vehicular traffic flow. LOS A indicates free flow vehicular traffic traveling at or above the posted speed limit, and LOS F indicates a traffic jam with start-and-stop travel.

Manual on Uniform Traffic Control Devices (MUTCD): Defines the standards to install and maintain traffic control devices, such as roadway markings and signs, on all public streets, highways, bikeways, and private roads open to public travel. The national MUTCD is published by the Federal Highway Administration (FHWA) and the California State MUTCD is published by Caltrans.

Micromobility: Includes a range of small, lightweight vehicles that are human-powered or electric and typically operate at speeds below 15 miles per hour, such as bikes, scooters, and skateboards.

Microtransit: A flexible transit system that uses small-scale vehicles, such as shuttles or minibuses, that can provide on-demand transit service for a predetermined route or the most direct route in a service area.

Neighborhood Electric Vehicle (NEV): A vehicle that can travel between 20 – 25 miles per hour and must be driven on streets with a speed limit of 35 miles per hour or less. Also known as a Low Speed Vehicle.

Ridesharing: A service that arranges on-demand one-way transportation provided by drivers who are typically using a personal vehicle. Also referred to as “ride-hailing” and provided by Transportation Network Companies (TNC), such as Uber and Lyft.

Right-of-Way (ROW): The area designated for use as a street to accommodate travel and includes the public streets, sidewalks, and utilities.

Safe Routes to School (SRTS): An initiative that aims to identify and develop safe and convenient routes for children to walk and bike to and from school with roadway design and educational and enforcement campaigns.

Transportation Demand Management (TDM): Programmatic strategies and incentives to reduce single-occupancy vehicle travel demand, with an emphasis during peak periods of travel.

Transportation System Management (TSM): A set of strategies that focus on operational improvement that can maintain or restore the performance of an existing transportation system before extra capacity is needed.

Transit-Oriented Development (TOD): Moderate- to high-density mixed-use development located within walking distance (approximately a half-mile, or 10-minutes) of a major transit stop.

Urban Greening: Installing trees, parks, and landscaped areas to address air and noise pollution, soak up rainwater that may otherwise create flooding, and help provide shade and cooling.

Vehicle Miles Traveled (VMT): A metric that measures the miles driven by all vehicles in a geographic region over a given period of time, typically a one-year period.

Wayfinding: An information system of signs, maps, and/or schedules that helps people navigate through and orient themselves in an area.





Framework Report

Chapter 01





Framework Report: Chapter 01

Introduction



Chapter 01

Introduction

Why are we preparing a Sustainable Transportation Plan?

The City of Oxnard Sustainable Transportation Plan (STP) builds on the City's previous transportation planning efforts with existing conditions analysis and community engagement to develop a plan to provide for a safer, more integrated, and more sustainable transportation environment for people who live, work, and spend time in Oxnard. The City of Oxnard is developing the STP to identify the barriers that people who take alternative modes of transportation, such as walking, biking and riding transit, encounter as they travel through the city. The STP focuses on the inclusion of historically underserved neighborhoods by using robust and creative methods to encourage public participation. The STP will use data collection and stakeholder input to establish clear implementation steps from plan to construction.

What is the Sustainable Transportation Plan Framework Report?

The STP Framework serves as a foundation for the STP to inform engagement and initiate idea generation with City of Oxnard departments, surrounding jurisdictions, community-based organizations, and the wider community of people who live, work, and spend time in Oxnard.

This Framework Report guides the creation of the STP by:

- Summarizing relevant policies, recommendations, priority locations, and best practices from past transportation-related plans and studies to inform the development of STP project improvements.
- Mapping existing conditions data:
 - » Population characteristics
 - » Built environment and transportation characteristics
 - » Climate and environmental hazards and resources
 - » Community points of interest
 - » Land use
- Identifying opportunities for sustainability and transportation improvements based on development patterns, transportation infrastructure,



and other ongoing City efforts, such as building on the City's Capital Improvement Program, setting a foundation for the City's upcoming General Plan Update, and coordinating with ongoing efforts led by neighboring jurisdictions and regional agencies.

Inter-Agency Charette:

The identification of relevant plans, studies, and existing conditions data was also informed by an Inter-Agency Charette that was held on August 5, 2021 with representatives from:

- City of Oxnard Community Development, Fire, Housing, and Public Works Departments
- Neighboring local and regional agencies: City of Ventura, County of Ventura, Oxnard Harbor District, Ventura County Transportation Commission
- Caltrans District 7
- Schools: CSU Channel Islands, Hueneme Elementary School District, Oxnard College, Oxnard Union High School District
- Transit agencies: Gold Coast Transit District, VCTC Transit, Southern California Regional Rail Authority (Metrolink)

The inter-agency charette attendees provided information on related efforts and highlighted locations throughout the city that either had projects in development or had been identified by their respective stakeholders.





Framework Report

Chapter 02





Framework Report: Chapter 02

Review of Past Plans & Studies



Chapter 02

Review of Past Plans and Studies

What plans and studies do we already have?

This chapter provides a summary of plans and studies completed by the City of Oxnard and surrounding jurisdictions related to housing, transportation, environment, and several other key topics related to the goals of the STP. Each summary includes a brief description of the goals related to sustainable transportation and if applicable, highlights relevant opportunities, issue areas, or locations.

City of Oxnard Plans & Studies

- 2030 General Plan
 - » Housing Element
 - » Circulation Element
 - » Safety Element
- Coastal Land Use Plan
- Downtown Strategic Plan
- Bicycle and Pedestrian Facilities Master Plan
- Oxnard Sidewalk Survey Report
- Oxnard Transportation Demand Management Plan
- Green Alleys Plan

- Oxnard Corridor Community Transportation Improvement Plan
- Downtown Vision Plan
- Seal Level Rise Adaptation Strategy Report
- Electric Vehicle Accelerator Plan for the City of Oxnard
- Oxnard Complete Streets Safety Assessment
- Oxnard Capital Improvement Plan 2021 – 2026
- Parks Master Plan
- Oxnard Climate Action and Adaptation Plan
- High Quality Transit Area Pilot/Oxnard Vision Plan

Local Transit Agency Plans & Studies

- VCTC Transit Short Range Transit Plan
- Gold Coast Transit Short Range Transit Plan
- Gold Coast Transit Building Transit Supportive Communities
- Gold Coast Transit Microtransit Demonstration Pilot

Regional Agency Plans & Studies

- VCTC Regional Bikeway Wayfinding Plan
- Ventura County Electric Vehicle Ready Blueprint
- VCTC/SBCAG Transportation Emergency Preparedness Plan
- VCTC I01 Communities Connected
- VCTC Freight Corridors Study

State Agency Plans & Studies

- California Freight Mobility Plan
- Caltrans District 7 Active Transportation Plan



City of Oxnard Plans & Studies

2.1 2030 General Plan

The City of Oxnard General Plan 2030 is a broad policy document that aims to support the continued growth and development of the City in a manner consistent with community goals. The General Plan prioritizes the natural environment of the coastal city, especially as it relates to local beaches, species habitats, and air quality. There are key policies within the document focused on preventing environmental degradation and promoting local sustainability. Additionally, the plan includes policies to improve public transit networks and infrastructure, complete the bicycle and sidewalk network and make improvements to those networks. The General Plan also outlines the strategic development of “Urban Villages,” defined as districts with a unique sense of place. The Urban Village concept includes two transit-focused districts: the North Oxnard Transit Enhancement District (NOTED) and the Downtown East Transit-Oriented District (DETOD).

2.1.1 HOUSING ELEMENT

The Oxnard Housing Element (updated in 2021, covering 2021-2029) is a state-mandated policy document included in the General Plan and identifies strategies to accommodate a variety of housing types for a range of household income levels within the city. The Housing Element assesses existing constraints to future housing development and defines housing need within the jurisdiction. To determine the local housing need, the document utilizes the Regional Housing Needs Allocation (RHNA),



developed by the Southern California Association of Governments (SCAG), which is the official federally recognized Metropolitan Planning Organization (MPO) for the region. The RHNA for the 6th Cycle Housing Element identified 8,549 housing units for Oxnard, and the 2021-2029 Housing Element identified 9,534 housing units and outlines the strategy to accommodate the identified need.

The Housing Element includes a housing site inventory that identifies properties throughout the community that are best suited for increasing housing development and providing higher density housing. The Plan focuses on identifying housing sites near public transportation and away from environmentally sensitive resources. Areas identified within the site inventory are areas likely to have higher density housing and thus may be areas of strategic focus in the STP.

2.1.2 CIRCULATION ELEMENT

The Circulation Element (updated in 2011) is a state-mandated policy document included in the General Plan. The Circulation Element

outlines the standards and goals for the circulation and transportation system in Oxnard. All transportation policy and regulations must adhere to the standards set forth in the Circulation Element. The Element is first focused on goals that support the existing, approved, and planned land uses throughout the city while maintaining a level of service “C” at intersections unless exempted. Additional goals included in the Element relate to goods movement, passenger railroad, transit, transportation demand management, bicycles and pedestrians, parking, and air transportation. Specifically, in terms of bicycle and pedestrian mobility, the Element underscores the importance of safe bicycle and pedestrian circulation throughout the city through strategies such as completing the citywide bicycle and sidewalk network, minimizing conflicts, and improved accessibility. The Circulation Element is expected to be updated between 2022-2023 and will build upon the Sustainable Transportation Plan project to help shape its policies and guide future transportation investments.



2.1.3 SAFETY ELEMENT

The Safety Element (updated in 2016) is a state-mandated policy included in the City of Oxnard's 2030 General Plan. The Oxnard General plan combines the mandated Safety and Noise Elements into an overarching "Safety and Hazards" Element. Goals and policies included in the Element are related to:

- Liquefaction and subsidence risks
- Coastline and beach preservation
- Emergency preparedness
- Noise-safe residential and working environments
- Noise consideration in development review
- Hazardous materials and uses
- Vehicular traffic safety
- Oxnard airport operations

As it relates to the STP, the vehicular traffic safety goal outlines programs and strategies that help mitigate safety and environmental health risks associated with vehicular traffic. Specifically, the vehicular traffic safety goal outlines strategies that reduce vehicle emissions, improve air

quality, and minimize risks, as well as strategies for reducing speed on neighborhood streets and the implementation of new and expanded roadways.

2.2 Coastal Land Use Plan

The Coastal Land Use Plan (1982) provides policy guidance for key topics pertaining to Oxnard's coastal zone. The Plan encourages access to the waterfront by preserving coastal areas for recreational use, increasing transit and pedestrian infrastructure within the zone, protecting sensitive habitats, and limiting new development within targeted areas. The Plan emphasizes improving bicycle routes, increasing regional transit service to the coastal zone area, and expanding pedestrian opportunities within the coastal zone. The coastal zone is identified as a strategic area for the provision of active transportation and increased accessibility. The City of Oxnard is currently undertaking the Local Coastal Program Update to revise the Plan in order to address climate change adaptation strategies.

2.3 Downtown Strategic Plan

The City of Oxnard Downtown Strategic Plan (2005) identifies recommendations for design standards and land use based on the evaluation of previous design and land use policies for the Downtown area. The Plan provides an overview of existing land use types and approved plans and policies for the area. The Plan provides overarching recommendations for Downtown and specific recommendations for seven districts that were identified based on land use, character, and function. Recommendations include improvements to:

- Land use and development strategies and improvements to streetscape
- Traffic and pedestrian circulation
- Parking
- Architectural style

Specific streetscape and transportation improvements include sidewalk widening, improvements to pedestrian-scale street lighting, traffic calming, and crosswalk enhancements.

2.4 Bicycle and Pedestrian Facilities Master Plan

The Bicycle and Pedestrian Facilities Master Plan (2011) outlines strategies and actions to improve walking and biking in the City of Oxnard by expanding and improving pedestrian and bicycle connectivity and access. The Plan provides recommendations for infrastructure improvements, such as:

- Class I, II, and III bicycle facilities throughout the city
- New and improved sidewalks

- Accessibility improvements in compliance with the Americans with Disabilities Act (ADA)
- Countdown pedestrian signals
- Crosswalk upgrades

The Plan also includes policies and program recommendations related to enforcement, education, and transportation incentives. The Plan provides cost estimates for the recommended bicycle and pedestrian projects and identifies funding opportunities to support implementation.

2.5 Oxnard Sidewalk Survey Report

The Oxnard Sidewalk Survey Report (2015) assesses deficiencies in the pedestrian environment and develops a prioritization plan to address issues in high need areas. The report identifies segments with the highest number of pedestrians using a pedestrian demand model, evaluates segments according to ADA requirements, and prioritizes segments based on an ADA Severity Average score. The report also provides conceptual plans and graphics with recommended improvements for ten priority areas, which include:

- Palm Drive from A Street to C Street
- Raiders Way from Dallas Drive to Rose Avenue
- Mandalay Beach Road from Falkirk Avenue to Oxnard Boulevard
- Saviers Road from Thomas Avenue to Yucca Street
- Ninth Street from C street to B street
- Via Marina Avenue from Victoria Avenue to Bayview Drive
- Esplanade Drive north of Vineyard Avenue
- C Street and Second Street

- Harbour Island Lane from Farralon Way to Aleutian Way
- B Street from West 3rd Street to West 4th Street

Improvements include pedestrian crossing enhancements, sidewalk upgrades, and transit stop updates. Additionally, recommended policies and programs include development of a Safe Routes to School program, staff and agency training, open streets events, data collection and monitoring, and development of performance measures.

2.6 Oxnard Transportation Demand Management Plan

The Oxnard Transportation Demand Management Plan (2015) focuses on strategies that help the City reduce congestion and lower greenhouse gas emissions (GHG), by encouraging fewer single-occupant vehicle trips with the implementation of a best-practices traffic/transportation demand management (TDM) program. Strategies that build on existing TDM programs include vehicle trip reduction, complete streets design, and ridesharing. New strategies include commercial zoning and

density bonuses, a Safe Routes to School program, a City of Oxnard Employee TDM program, and new communication and outreach options.

2.7 Green Alleys Plan

The Green Alleys Plan (2015) develops a framework for City staff to utilize when planning future design, implementation, and maintenance of green alley projects. The Green Alleys Plan incorporates a shared street approach to alleys by reimagining alleys as environmentally sustainable places with pedestrian, bicycle, and community-serving opportunities. Safety improvements outlined in the Green Alleys Plan include signage, bicycle facilities, and pedestrian crossing enhancements. The Plan recommends three high priority neighborhoods with the highest potential for success for green alleys programs:

- Downtown Management District
- La Colonia
- South Winds

The City of Oxnard will begin implementation of the Green Alleys Plan starting with La Colonia in 2021.



To bring Green Alleys to Oxnard's future, the Plan also identifies funding sources for implementation.

2.8 Oxnard Corridor Community Transportation Improvement Plan

The Oxnard Corridor Community Transportation Improvement Plan (OCCTIP) (2016) provides strategies and recommendations for transforming former state highways into complete city streets that reduce greenhouse gas emissions with transit and mixed uses. The OCCTIP identifies complete streets policies and recommendations in existing City documents, recommends conceptual street designs and alignments, and presents alternatives considered in the development of the Plan. Infrastructure recommendations in the OCCTIP include improvements for:

- Bicycles
- Sidewalks
- Intersection safety
- Pedestrian crossings
- Transit improvements

The Plan recommends providing additional space for transit service on the east side of Oxnard Boulevard between Vineyard Avenue & Gonzales Road and between Gonzales Road & Glenwood Drive. The Plan also recommends shared use paths, sidewalks, crosswalks, and street widening for 5th Street from Oxnard Boulevard to Rice Avenue.

2.9 Downtown Vision Plan

The Downtown Vision Plan (2016) was developed through extensive community input and analysis of design studies and policies. The Plan provides seven “big ideas” for revitalizing Downtown focused on improvements to:

- Public space
- Bicycle connectivity
- Road reconfiguration
- The arts
- Park infill development
- Parking strategies

The Plan identifies opportunities for safe roadway infrastructure in Downtown Oxnard, including complete streets concepts and improved bicycle connectivity on Oxnard Boulevard, A Street, and Colonia Road. The Plan also identifies funding sources and highlights the importance of community partnerships for implementation.

2.10 Sea Level Rise Adaptation Strategy Report

The Sea Level Rise Adaptation Strategy Report (2018) identifies potential strategies to reduce risks and impacts associated with sea level rise. The Sea Level Rise Vulnerability Assessment documents that a large amount of property may be at risk due to coastal and tidal flooding and erosion. The Report evaluates the cost-benefit of potential adaptation strategies to manage the property risk associated with Sea Level Rise. Adaptation strategies include:

- Green Protect (natural infrastructure strategy)
- Hard Protect (hard infrastructure strategy)
- Managed Retreat (relocation and removal strategy)
- Accommodation (development and design modification strategy)

A cost-benefit analysis of the potential adaptation strategies across four (4) key Planning Areas, sub-areas located along the Oxnard shore, is included within the Report. The Report further identifies the adaptation strategy with the greatest net benefit relative to each Planning



Area. A detailed understanding of the adaptation strategy for each area once selected by the City will be critical to planning for effective transportation infrastructure.

2.11 Electric Vehicle Accelerator Plan for the City of Oxnard

The Electric Vehicle Accelerator Plan for the City of Oxnard (2019) was prepared by the Ventura County Regional Energy Alliance as part of the Ventura County EV Ready Blueprint project. The Plan serves as a fleet transition plan to encourage increased electric vehicle adoption through electric vehicle infrastructure deployment, increase adoption of electric vehicle by residents and businesses of Oxnard, and electrification within the City's fleet. The Plan's vision is to make electric vehicles and other clean mobility options fully accessible to everyone in the community. The Plan includes an existing conditions analysis of electric vehicle infrastructure and adoption, recommendations to deploy additional charging infrastructure and transition the City's fleet, and policies to support electrification.

2.12 Oxnard Complete Streets Safety Assessment

The Oxnard Complete Streets Safety Assessment (2019) aims to improve safety and accessibility for people walking and biking in the City of Oxnard. The report analyzes the City's existing bicycle and pedestrian programs, policies, and practices by benchmarking key strengths, enhancement areas, and opportunity areas. The report also applies walk audit findings to suggest policies and physical improvements that enhance pedestrian and bicycle safety. The report provides specific recommendations for six focus areas:

- Wooley Road between E Street and C Street

- Oxnard Boulevard & 7th Street
- Oxnard Boulevard & 5th Street
- Oxnard Boulevard & 1st Street
- Oxnard Boulevard & Colonia Road
- Pacifica High School, Gonzales Road

Recommended improvements include curb extensions upgrades, high visibility crosswalks, sidewalk widening, increasing pedestrian crossing time, and conflict striping at intersections or bike lanes.

2.13 Oxnard Capital Improvement Plan 2021 - 2026

The City of Oxnard Capital Improvement Plan (CIP) (2021) provides an inventory of the City's current and needed infrastructure, with a focus on construction and repair needs over five years (2021-2026). The CIP focuses on projects related to buildings, information technology, parks and open space, seawalls, transportation and drainage, and utilities. Only projects that meet the following two criteria qualify as CIP projects:

- Construction, erection, alteration, renovation, improvement, demolition, or repair work involving any City-owned facility
- A project that costs at least \$100,000

Since the City does not currently have sufficient funds to address all projects outlined in the CIP, the CIP provides a financing strategy that identifies possible funding options in addition to City sources. Examples of additional revenue streams include development impact fees, enterprise funds, the City's General Fund, the California Gas Tax, federal and state grants, assessment district funds, and city approved funding measures.

In addition to vital infrastructure projects, the Plan also includes recommended projects for non-



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vital infrastructure as funding becomes available. Non-vital capital projects include:

- Citywide street improvements
- Citywide alley repairs
- Stormwater system upgrades
- Citywide facility repairs
- Park maintenance/accessibility

The CIP applies a project prioritization strategy that prioritizes health and safety first, then asset preservation and new or expanded services. Some of the sustainable transportation projects include citywide alleyway resurfacing, Oxnard Boulevard Bicycle Facilities Installation, Etting Road Bicycle and Pedestrian Improvements, La Colonia Green Alleys, and the Via Marina Park Renovation.

2.14 Parks Master Plan

The Parks and Recreation Master Plan (2021) provides recommendations for fostering a system of parks, open space, and recreation facilities within the City of Oxnard. The Plan includes a comprehensive overview of existing amenities and identifies key strategies

for maintaining and improving the existing network of programs and infrastructure to improve connectivity and mobility. The Plan provides strategies for expanding the active transportation networks, including the development of a multi-use trail along the 5th Street Drainage Corridor and the creation of a bike trail along the Santa Clara River. Additionally, the Plan identifies amenity improvements to increase accessibility, highlighting Ormond Beach as a key site for focused efforts towards accessibility.

2.15 Oxnard Climate Action and Adaptation Plan

The Oxnard Climate Action and Adaptation Plan (anticipated 2022) will provide a roadmap for the City to align with Senate Bill (SB) 32 and other legislative mandates that aim to reduce greenhouse gas emissions and mitigate negative environmental impacts. The CAAP will outline goals and strategies to help Oxnard plan for future climate goals and will guide the development of the City's sustainability vision and implementation. The CAAP will also

address climate adaptation, resilience measures, and risks and vulnerabilities. Additionally, the CAAP will provide the opportunity for the City to apply for future grant funds to address climate change, social equity, and sustainability/environmental programs. The Plan will incorporate equity considerations in order to improve the distribution of environmental benefits throughout the city.

2.16 High Quality Transit Area Pilot/ Oxnard Vision Plan

As a part of the Southern California Association of Governments High Quality Transit Area (HQTa) pilot, the Oxnard Vision Plan (2019) includes goals to promote safety, reduce collisions, and support multi-modal travel in Downtown Oxnard. Specific infrastructure recommendations in the Oxnard Vision Plan include:

- Bicycle facilities
- Curb extensions
- Pedestrian scramble crosswalks and other crossing enhancements
- Lighting improvements

The Plan also provides a comprehensive list of funding sources for transit-oriented development, bicycle and pedestrian improvements, urban greening, and transit infrastructure projects.

Local Transit Agency Plans & Studies

2.17 VCTC Transit Short Range Transit Plan

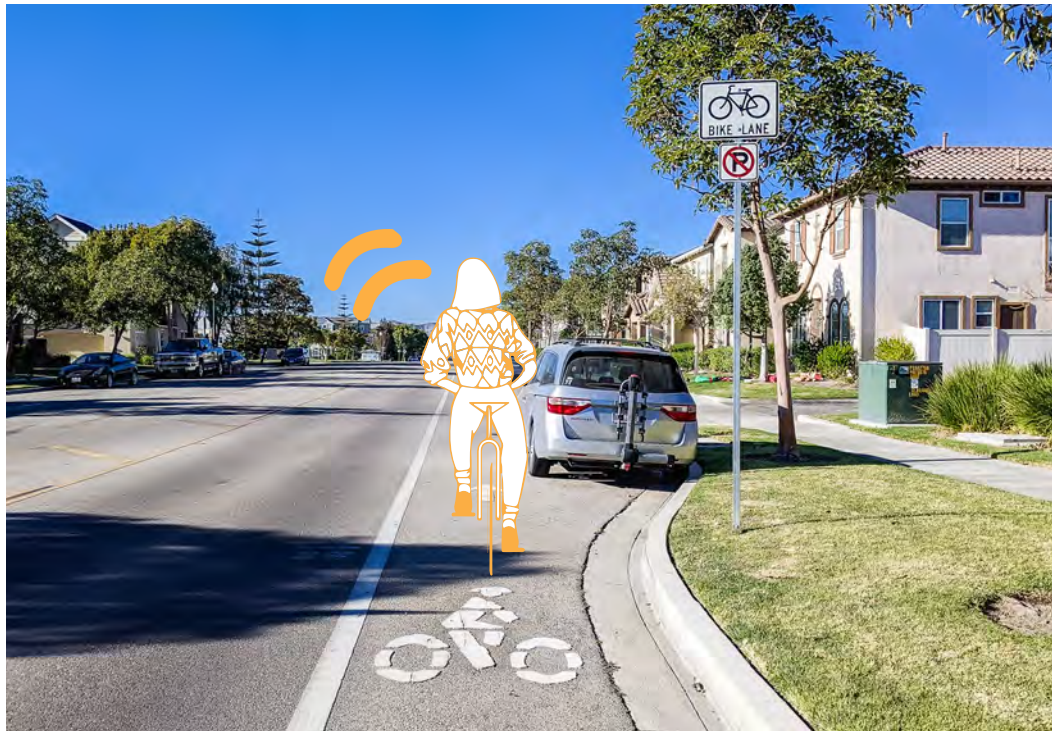
The Ventura County Short Range Transit Plan (SRTP) (2015) outlines strategies for improved regional coordination and connectivity, toward establishing a cohesive and



consistent set of transit services. The SRTP outlines key tasks and important findings through a transit service evaluation, transit market analysis, service gap analysis, transit investment plan, and performance metrics. The transit investment plan identifies several capital facility projects such as upgrading facilities at bus stops, establish a transit hub in Simi Valley that supports local and intercity service, and construct a VCTC Intercity maintenance facility. The Plan also includes a vehicle acquisition plan that identifies acquisition needs for all transit providers within Ventura County and additional fleet improvements such as right-sizing vehicles and shifting to Compressed Natural Gas Vehicles (CNG).

2.18 Gold Coast Transit Short Range Transit Plan

The mission of the Gold Coast Transit Short Range Transit Plan (SRTP) (2015) is to provide safe, responsive, convenient, efficient, and environmentally responsible public transportation that serves the diverse needs of the community. The Plan provides information about Gold Coast Transit District's service and operational needs for the next five years. The Plan outlines six strategic goals that expand on transit opportunities, improve safety and convenience, focus on sustainable practices, and maintain an appropriate governance structure with a balanced fiscal plan. The Plan includes a five-year service plan that outlines maintenance and improvements by year including route modifications, new routes, and extending service hours for certain routes. Beyond the five-year service plan baseline, future expansion and priorities are also identified



contingent on funding. Future expansion and priorities include:

- Implementation of Ventura Road Route to Oxnard College
- Restructure service in South Oxnard to support faster travel times
- Provide improved service to and from Naval Base Ventura County in Port Hueneme
- Decrease travel time between Oxnard/Ventura/Ojai (Route 6 & 16)
- Seasonal Ojai Bike Bus
- Implementation of other non-capital program improvements

2.19 Gold Coast Transit Building Transit Supportive Communities

The Building Transit Supportive Communities Plan (2019-2020) from Gold Coast Transit identifies strategies to enhance transit supportive land use and design for the five member jurisdictions of Ojai, Oxnard, Port Hueneme, Ventura, and the County of Ventura. The Plan underscores

the importance of vehicle miles traveled (VMT) and greenhouse gas (GHG) reduction through transit supportive land use strategies. The Plan identifies Gold Coast Transit stops with high levels of ridership, defined as above the 90th percentile of daily combined boardings and alightings, and analyzes characteristics such as related transportation facilities, local demographics, and adjacent land uses. The findings show that the number of intersections, population, job density, presence of Medium-Density Residential Zones, and parking regulations all have significant correlations with ridership. Additionally, further analysis showed that of the characteristics that showed significant correlations with ridership, the most effective in reducing VMT were increased residential density and the regulation of on-street parking. The Plan also identified focus areas for future transit-supportive land uses through input from community workshops. Focus areas in Oxnard include:

- Gonzales Road
- Oxnard Boulevard



- Bard Road
- Saviers Road
- Pleasant Valley Road
- Rose Avenue

A land use analysis was conducted for all focus areas in order to provide recommendations for making these areas more transit supportive. Recommendations for Oxnard focus areas include revisiting land use regulations to accommodate other uses (Gonzales Road), rezoning (Oxnard Boulevard), transition land to residential, health, or government uses (Pleasant Valley Road) and allow additional residential density (Rose Avenue). The Plan also outlines strategies for transit supportive development such as connected streets, managed curbsides, residential density, and job density. Each strategy includes implementation leads as well as standards and metrics to ensure successful application.

2.20 Gold Coast Transit Microtransit Demonstration Pilot

The Gold Coast Transit Microtransit Demonstration Pilot (2021) launched in May 2021 and provides late night on-demand microtransit service to customers within the Gold Coast Transit service area. The service offers customers curb-to-curb rides from 8:00 PM to 11:00 PM each night of the week. The pilot project timeframe is one year and is funded through the federal Job Access and Reverse Commute Program. The goal of the microtransit pilot is to serve the mobility needs of those with late-night commutes. Fixed route service is typically limited in the late-night hours, thus the microtransit pilot project aims to fill that gap and provide additional options for customers, particularly those who work in the healthcare and hospitality industries. Fares are \$2/per person each way, and customers must request rides by phone call, at least one hour ahead of time. Gold Coast Transit aims to

provide a convenient transportation option while also learning more about passenger late-night travel patterns.

Regional Agency Plans & Studies

2.21 VCTC Regional Bikeway Wayfinding Plan

The VCTC Regional Bikeway Wayfinding Plan (2017) identifies key regional bicycle routes and bicycle infrastructure improvements to develop a consistent bicycle wayfinding sign system that applies to regional bicycle routes throughout Ventura County. The Plan identifies priority regional bike routes where local jurisdictions, in partnership with VCTC, could concentrate wayfinding efforts. Seventeen potential wayfinding bike routes were identified and prioritized based on a multi-step process that involved evaluating segments through test rides and public outreach. Proposed regional wayfinding routes in Oxnard include:

- Route 4- The Coast Route (Harbor Boulevard from Navigator Drive to Hueneme Road)
- Route 8- Oxnard to Simi Valley (Gonzales Road from Harbor Boulevard to Sturgis Road via Rice Avenue)
- Route 14- Ventura/Oxnard/Port Hueneme (Johnson Drive, Ventura Road, H Street, and J Street)
- Route 15- Ventura to Port Hueneme (Rose Avenue from Ventura Boulevard to J Street via East Bard Road)
- Route 16- Ventura to Port Hueneme (Victoria Avenue)

The Plan also provides a wayfinding signs toolkit with design concepts for proposed corridors. Wayfinding

design concepts were developed with California Manual on Uniform Traffic Control Devices (CAMUTCD) standards and tailored for Ventura County. The Plan also incorporates standards from the Federal Highway Administration MUTCD to specify standards for traffic signs, road surface markings, and signals. The wayfinding signs toolkit includes design elements, placement recommendations, sign material descriptions for manufacturing, and sign dimensions. The Plan also outlines implementation based on considerations to sign fabrication, operations and maintenance, as well as costs. Federal, state, and local funding sources are identified, as well as private, creative tax methods, and civic crowd funding.

2.22 Ventura County Electric Vehicle Ready Blueprint

The Ventura County Electric Vehicle Ready Blueprint (2019) was prepared by the Ventura County Regional Energy Alliance and provides strategies to help Ventura County accelerate the deployment of electric vehicles and charging infrastructure. The Blueprint aims to develop replicable models for statewide transportation electrification that facilitate the accessibility of electric vehicles and clean mobility options for all communities. It provides policy makers and local stakeholders with a framework to accelerate the adoption of clean mobility and expand the reach of charging infrastructure. The Blueprint provides recommendations for accelerating the adoption of the following clean mobility options:

- Electrification of light to heavy duty vehicles
- Fleet electrification

- Integration of autonomous/connected/shared electric vehicles
- Innovative electric mobility
- First and last mile electric mobility solutions
- Electric vehicle workforce development

The document also includes funding strategies from the local to federal level to support the implementation of the Blueprint.

2.23 VCTC/SBCAG Transportation Emergency Preparedness Plan

The Transportation Emergency Preparedness Plan (TEPP) (2020) serves as guidance for Santa Barbara and Ventura Counties in addressing transportation challenges related to natural and human-caused disasters such as earthquakes, fires, and transportation incidents. The TEPP helps both counties prepare for emergencies where transportation services will be required beyond their normal scope as part of an emergency response. The TEPP outlines and standardizes operations and communications protocols,

including activation and response procedures that dictate when the TEPP may be activated and what to do as part of response efforts. Response procedures include requesting additional transportation resources, facilitating transportation mutual aid assistance, and responding to requests to provide basic transportation services to affected areas. The TEPP also defines roles and responsibilities for local municipalities and agencies, underscoring the need for cross collaboration. Operating procedures for key locations such as airports and ports are also outlined and include measures such as serving alternate transportation modes if necessary. The TEPP provides detailed Emergency Operations Center checklists that cover responsibilities for all positions from finance, to logistics, to planning and intelligence.

2.24 VCTC I01 Communities Connected

The VCTC US I01 Communities Connected Report (2020) evaluates mobility challenges and opportunities on the US I01 Corridor, from State Route 23 to State Route 33, and



identifies multimodal infrastructure improvements that strengthen mobility for all users including drivers, bicyclists, pedestrians, and transit riders. The study considers climate change, land use development, social equity, and advanced technologies as factors in the development of infrastructure improvements. The report also provides an inventory of planned Transportation Demand Management (TDM) and Transportation System Management (TSM) projects and programs on the Corridor based on data from local municipalities, SCAG, and federal programs. The report evaluates projects and programs in order to prioritize project funding, provide insight into where projects may not meet community goals, and identify areas where new strategies may strengthen future mobility and land use planning efforts. Projects and programs fall under active transportation, arterial improvements, and transit. The report also identifies potential federal and local funding sources for project implementation.

2.25 VCTC Freight Corridors Study

The Ventura County Freight Corridors Study (2021) identifies and prioritizes key freight corridors to provide safer, more efficient, and sustainable freight connections. The Study is informed by input from community and industry groups, as well as the general public in an effort to develop strategies for future highway planning and investment decisions. Strategies are centered on solutions that provide the greatest benefit to the County's economic competitiveness and environmental health. The

Study identifies opportunities to promote Ventura County's industries as well as opportunities to support cleaner freight and goods movement. The Study goals include:

- Multimodal mobility
- Economic prosperity
- Environmental stewardship
- Healthy communities
- Safety and resiliency
- Asset management
- Connectivity and accessibility

Specifically, as it relates to Oxnard, the Study identifies rail corridor safety concerns in the city including throughout the Union Pacific Corridor and at the highway-rail crossings along 5th Street. The Study recommends improvements to existing freight corridors in the City at the US 101 and Del Norte interchange, and in addition, outlines Rice Avenue and Hueneme Road Access as areas of focus for strengthening port access.

State Agency Plans & Studies

2.26 California Freight Mobility Plan

The California Freight Mobility Plan (2020) is a policy document that governs California's immediate and long-range freight planning activities and capital investments. The Plan goals were developed under three overarching themes: economic vitality, environmental stewardship, and social equity. The Plan outlines freight's impact and contribution to the California economy and includes an inventory of California's major freight

facilities. Additionally, through public engagement efforts, the Plan identifies issues and concerns related to:

- Statewide freight including competitiveness
- Regulatory burdens
- Congestion
- Technology adaptation
- Workforce and sustainability

Opportunities for improvement are also identified including strategies related to clean truck programs, alternative and renewable fuels, emerging technology for freight activities, and port and waterway improvements. The City of Oxnard supports freight mobility through the various truck routes that traverse the city and connect to Port Hueneme. This Plan sets standards for freight movement in Oxnard and provides strategies to support freight planning activities in the city while focusing on environmental stewardship and equity.

2.27 Caltrans District 7 Active Transportation Plan

The Caltrans District 7 Active Transportation Plan (in progress) will identify pedestrian and bicycle improvements on, across, along, or parallel to the State Highway system throughout the District. The Plan will focus on strengthening local active transportation networks, as well as improving safety for pedestrians and bicyclists. The Plan will also address social equity, partnerships, and will incorporate thorough community engagement efforts, including a public facing online mapping survey where community members can share where they have bicycling or pedestrian concerns along or near state highways.





Framework Report

Chapter 03





Framework Report: Chapter 03

Map Atlas of Existing Conditions



Chapter 03

Map Atlas of Existing Conditions

Where are things happening in Oxnard?

The Map Atlas visualizes existing conditions in the City of Oxnard to provide background and context that will inform engagement and the development of project ideas.

The following data were reviewed during the development of the Map Atlas of Existing Conditions. The data will be referenced throughout the development of the STP to support ongoing community engagement, priority location identification, and project development. Many of the data sets were mapped in the pages that follow. The data that do not have corresponding maps are noted in the list below with an asterisk(*).

3.1 Population

Characteristics: Income, transportation, and health

- Median Household Income
- Household Automobile Access
- Work Trips by Mode
- Determinants of Health (Concentrations of Diesel PM, Water Contaminants, and Access to Food/Supermarket/Retail)
- Health Status (ER Admissions, Cardiovascular Disease, and Low Birth Weight)

3.2 Built Environment

and Transportation Characteristics: Active transportation demand, transit demand, and vehicle collisions

(Note: some of these data sources are shown on the same map to provide context.)

- Estimated Pedestrian Demand
- Estimated Bicyclist Demand
- Existing & Proposed Bicycle Facilities
- Pedestrian Collisions
- Bicycle Collisions
- All Injury Collisions (2016-2020)
- Transit Ridership
- Transit Stops & Routes
- Pavement Condition Index
- Oxnard ITS Master Plan Deployment Locations
- Noise-Generating Transportation Facilities
- Truck Routes
- Inter-Agency Charette Input
- Roadway Classification*
- Railroads*
- Average Annual Daily Traffic Counts (2019)*



3.3 Community Points of Interest: Parks, open space, and community facilities

(Note: some of these data sources are shown on the same map to provide context.)

- Open Space and Parks
- Tree Canopy Coverage
- Beaches and Harbors
- Community Facilities: Library, Senior Center, Community Center and Schools
- Historic Sites

3.4 Land Use: Development sites, redevelopment sites, and General Plan land use designations

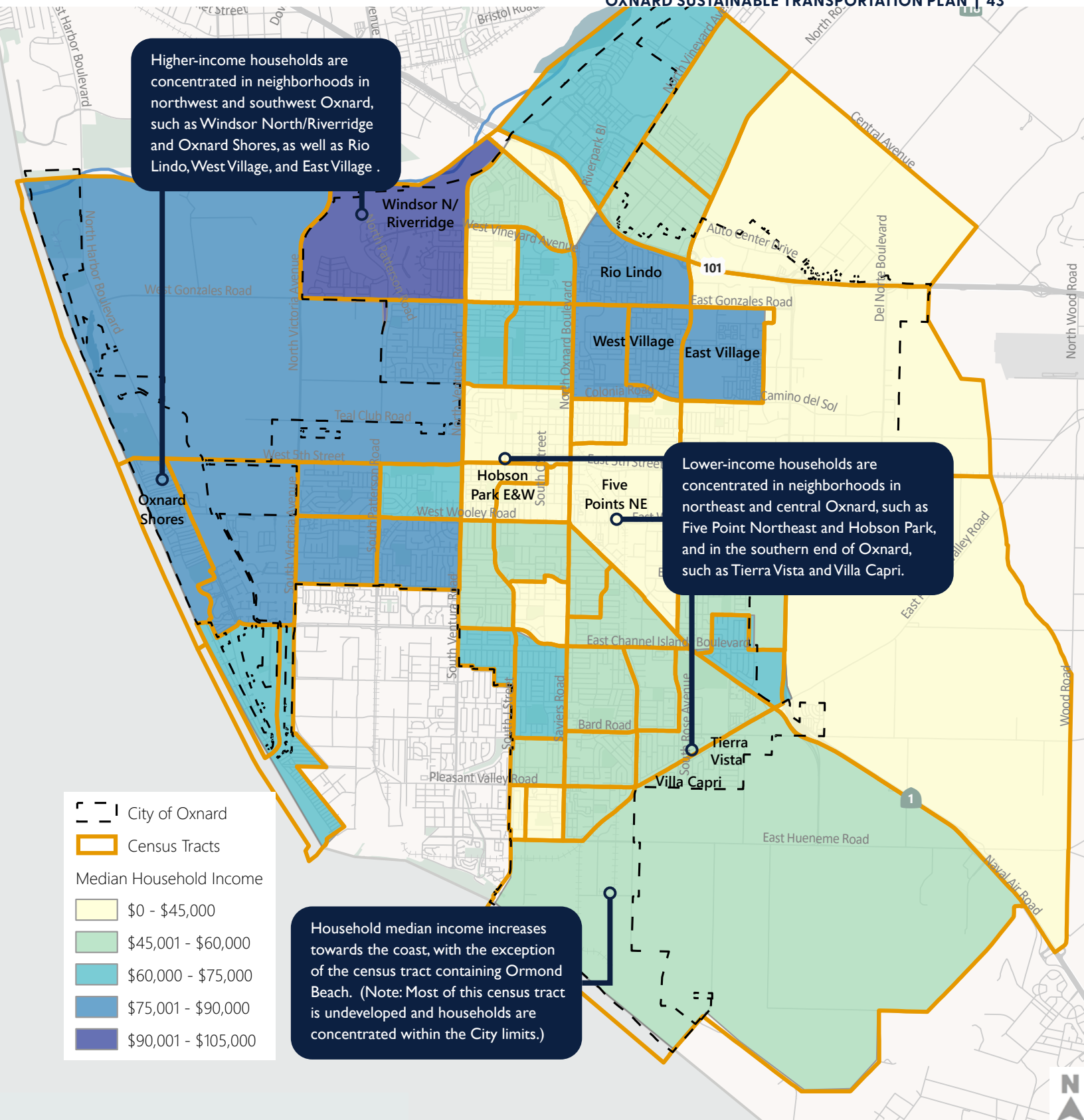
- General Plan Land Use Designation
- Major Development Projects in Entitlement Process (April 2021)
- 2021 – 2029 Oxnard Housing Element Update Candidate Housing Sites
- Major Employers

3.5 Climate and Environmental Hazards: Wetland locations, biological resources, and hazardous site location

- Tidal, Storm, and Wave Flooding and Erosion with Sea-Level Rise (2030, 2060, 2100)
- Tsunami Hazards with Sea-level Rise (2030, 2060, 2100)
- FEMA Floodplain (100 and 500 year)
- Tsunami Evacuation Routes
- Critical Species' Habitats
- Wetlands

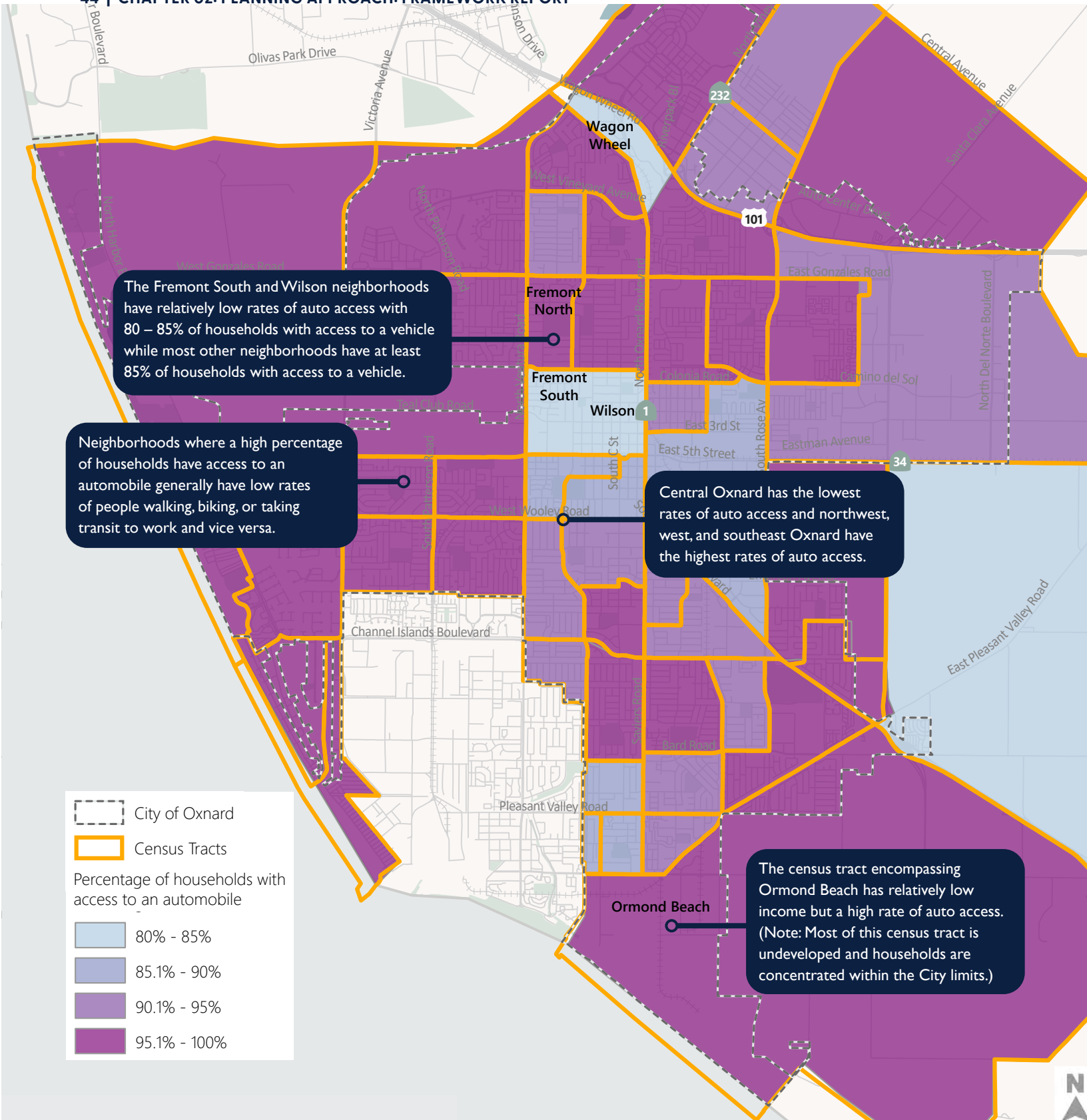


3.1 Population Characteristics



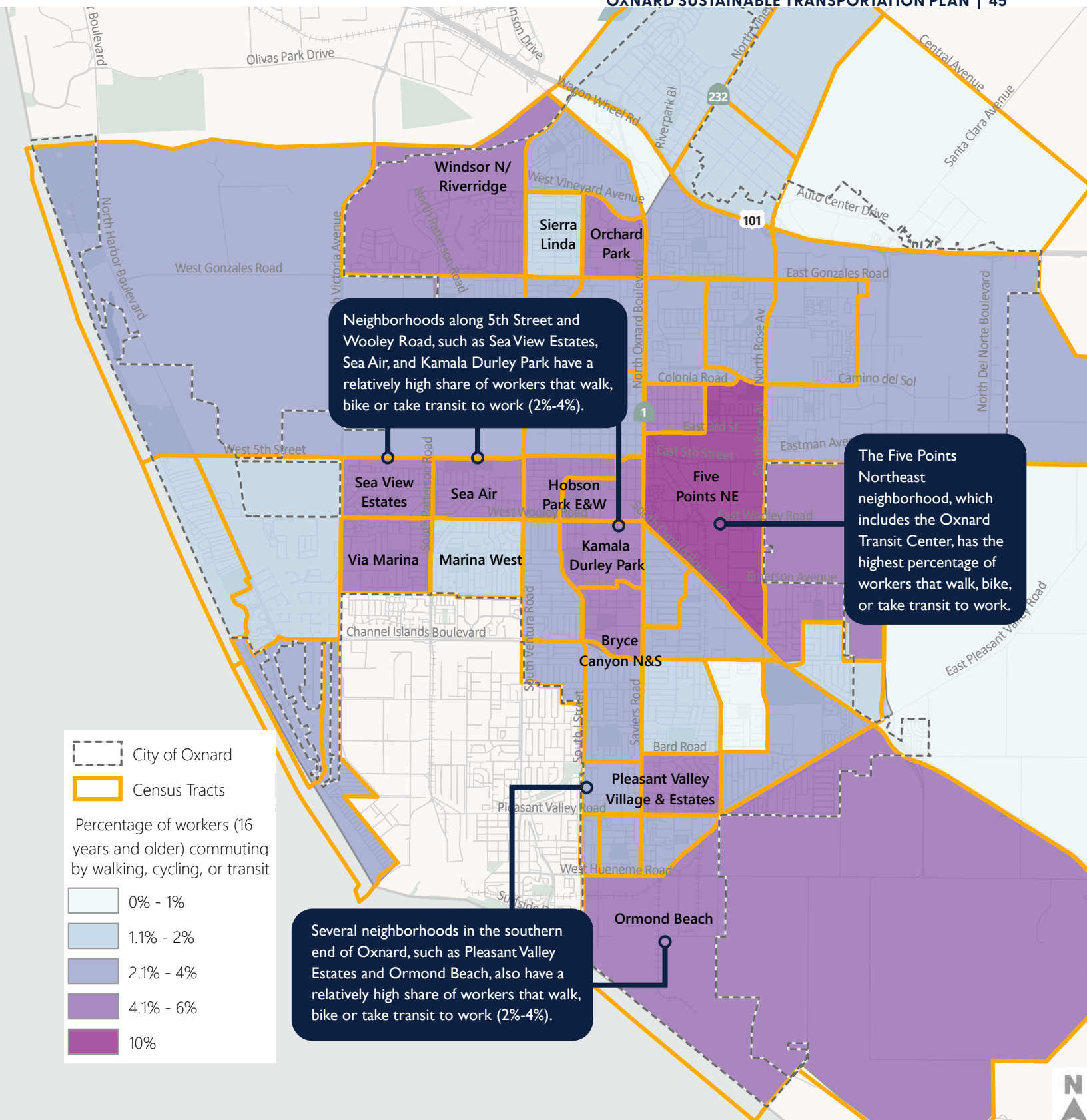
3.1.1 Median Household Income

This figure identifies the median household income for census tracts in or partly within the Oxnard city limits. Highlighted findings are noted in the callouts above.



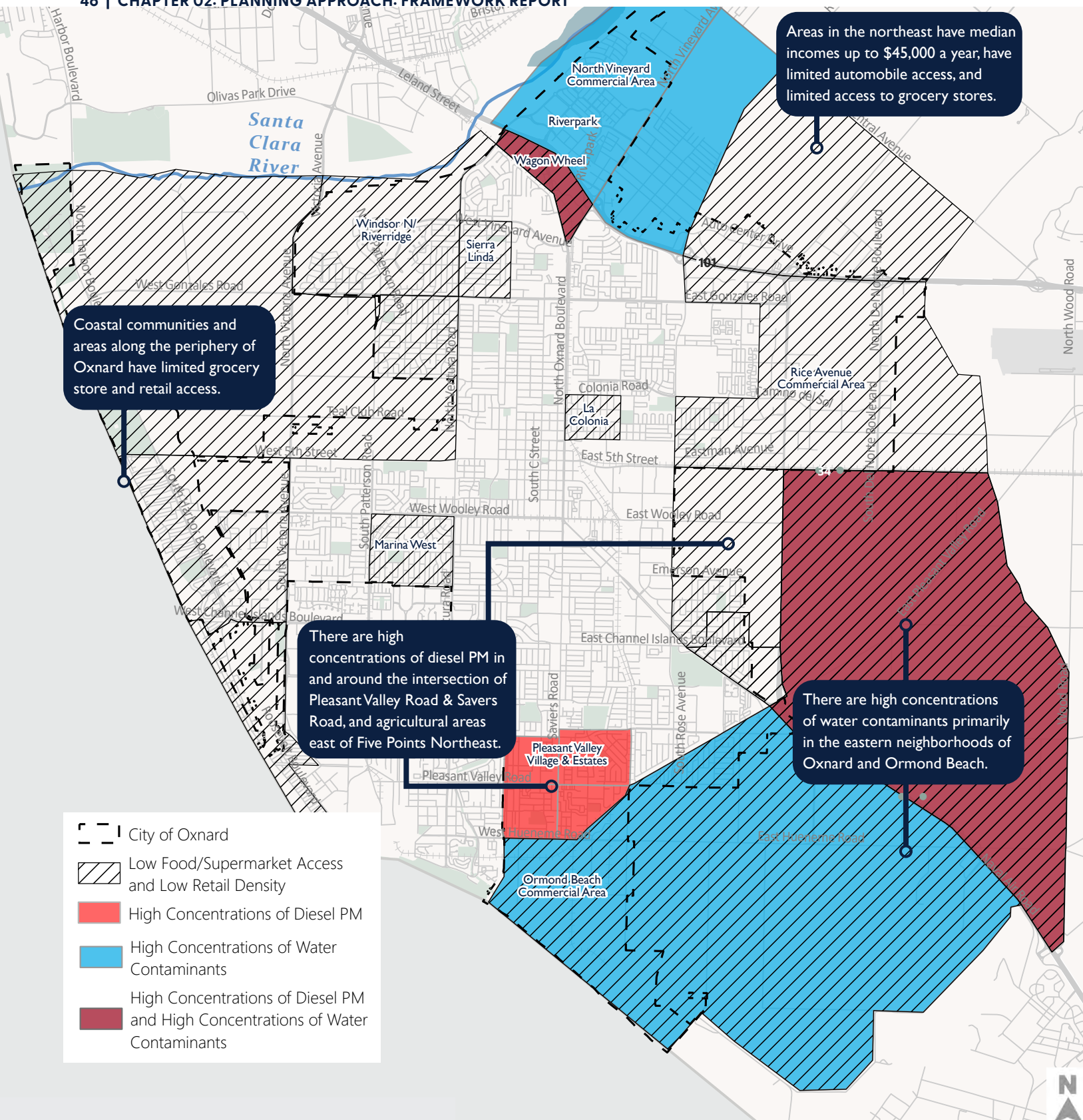
3.1.2 Household with Automobile Access

This figure identifies the percentage of households with access to an automobile for all census tracts in or partly within the Oxnard city limits. Highlighted findings are noted in the callouts above.



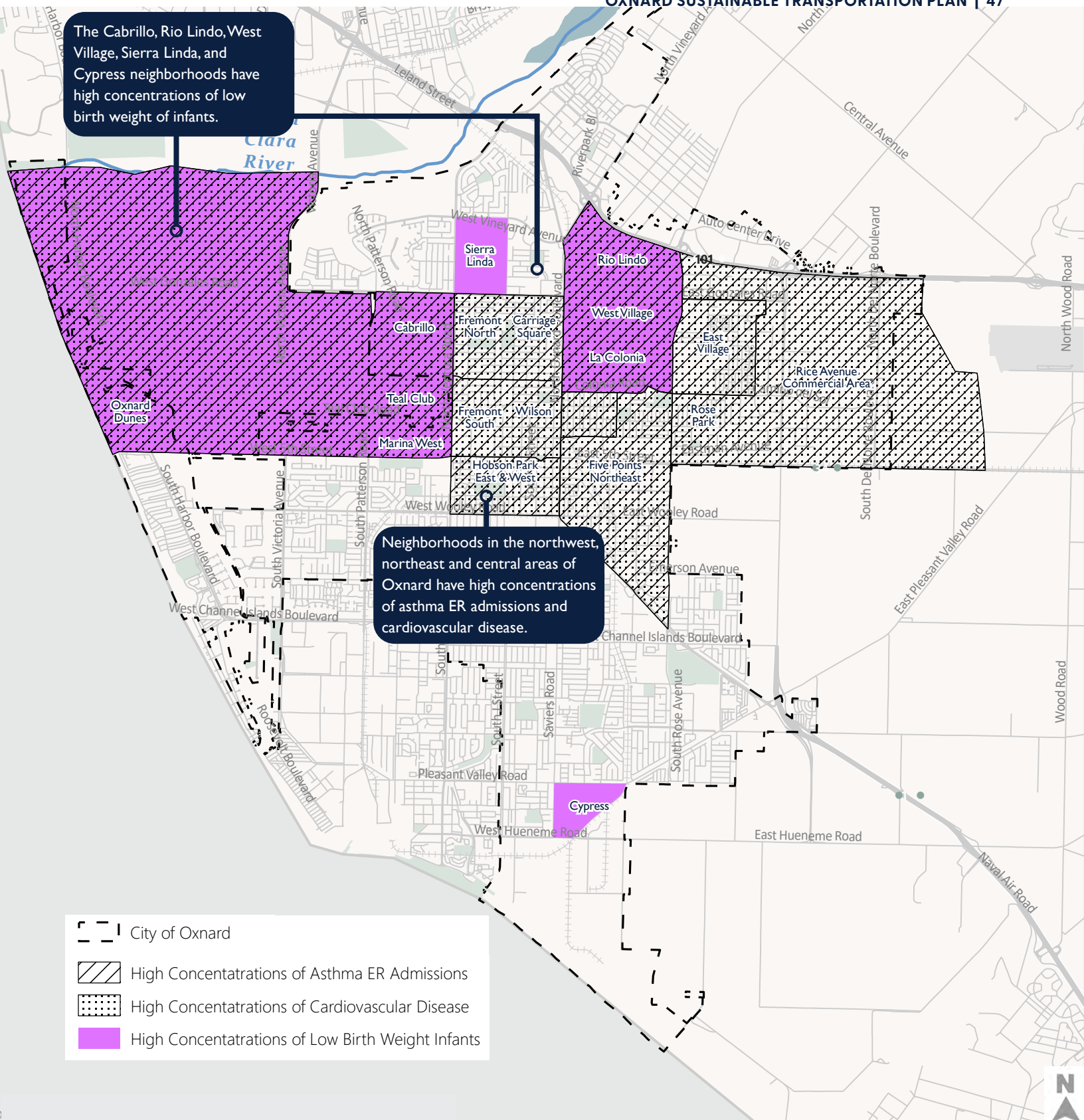
3.1.3 Work Trips by Walking, Cycling, and Transit

This figure identifies the percentage of workers (16 years and older) who walk, bike, or take transit to work for all census tracts in or partly within the Oxnard city limits. Highlighted findings are noted in the callouts above.



3.1.4 Determinants of Health

This figure identifies census tracts in or partly within the Oxnard city limits that have low access to supermarkets and retail services, high concentrations of diesel particulate matter (PM) and/or high concentrations of water contaminants. Highlighted findings are noted in the callouts above.



3.1.5 Health Status

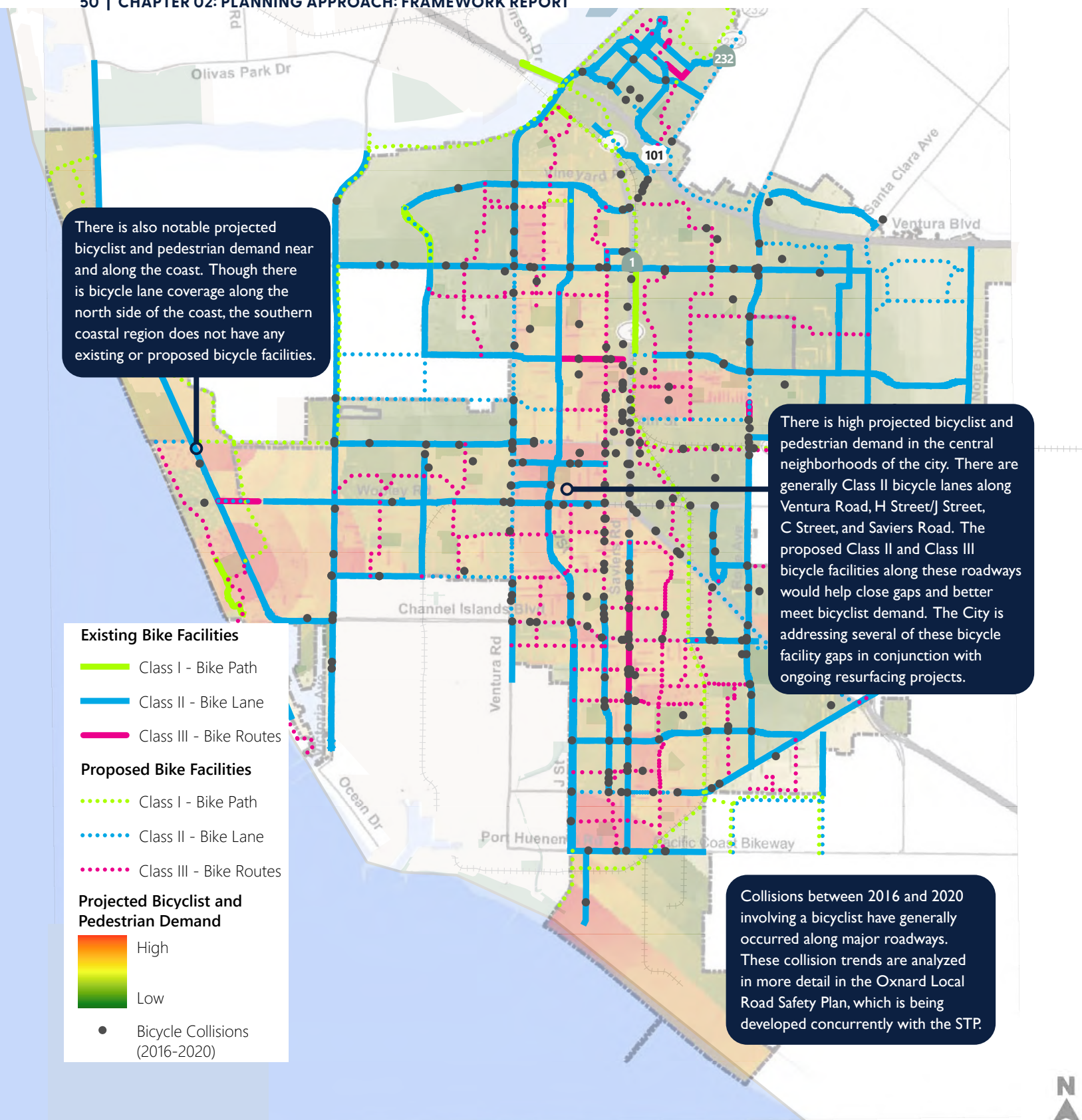
This figure identifies areas where there are high concentrations of asthma emergency room (ER) admissions, high concentrations of cardiovascular disease, and high concentrations of low birth weight of infants for all census tracts in or partly within the Oxnard city limits. Highlighted findings are noted in the callouts above.

**3.2 Built Environment and
Transportation Characteristics**



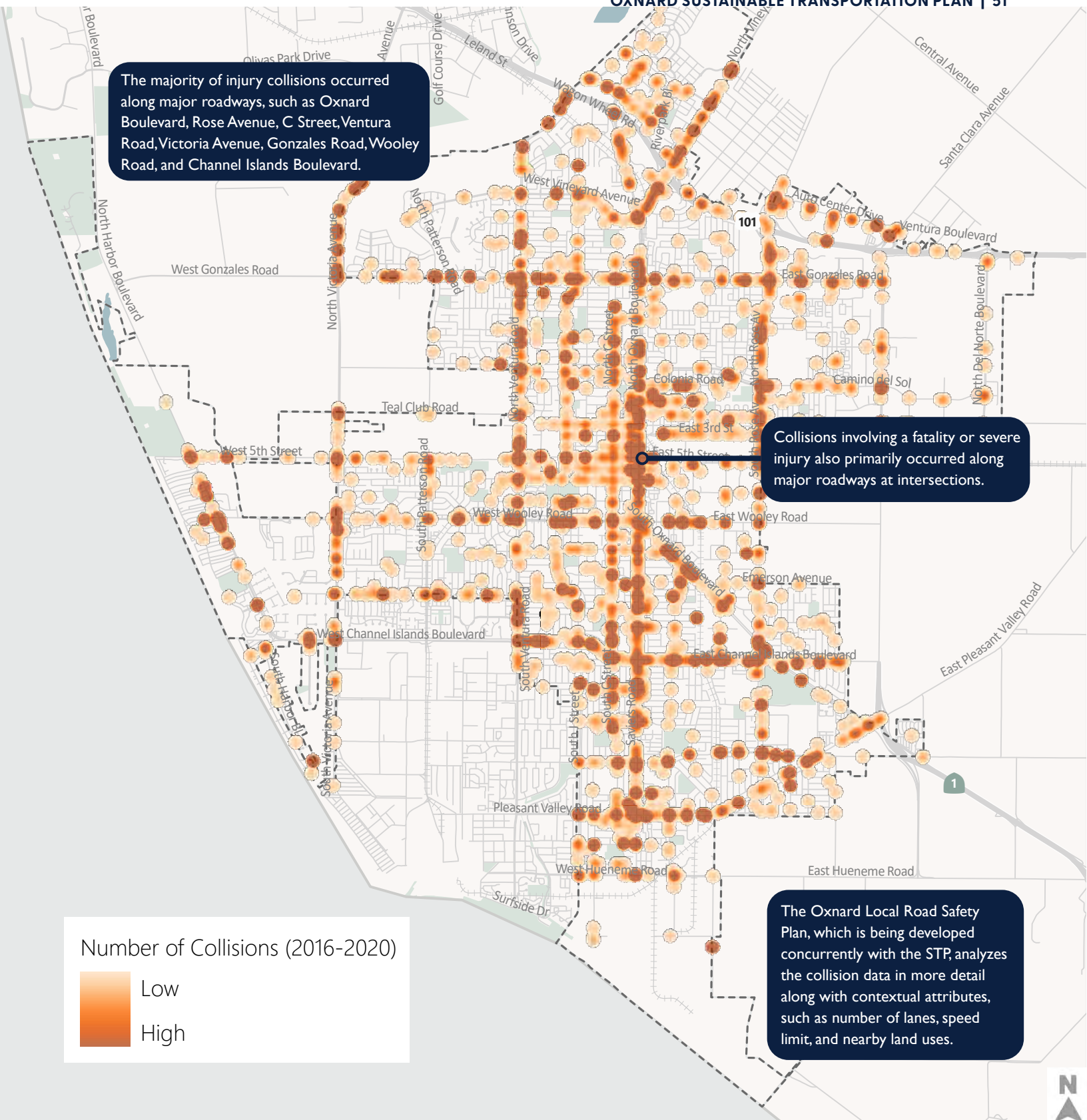
3.2.1 Estimated Pedestrian Demand & Pedestrian Collisions

This figure shows relative pedestrian demand (estimated through the Sidewalk Survey study) with collisions involving a pedestrian (2016 – 2020). Highlighted findings are noted in the callouts above.



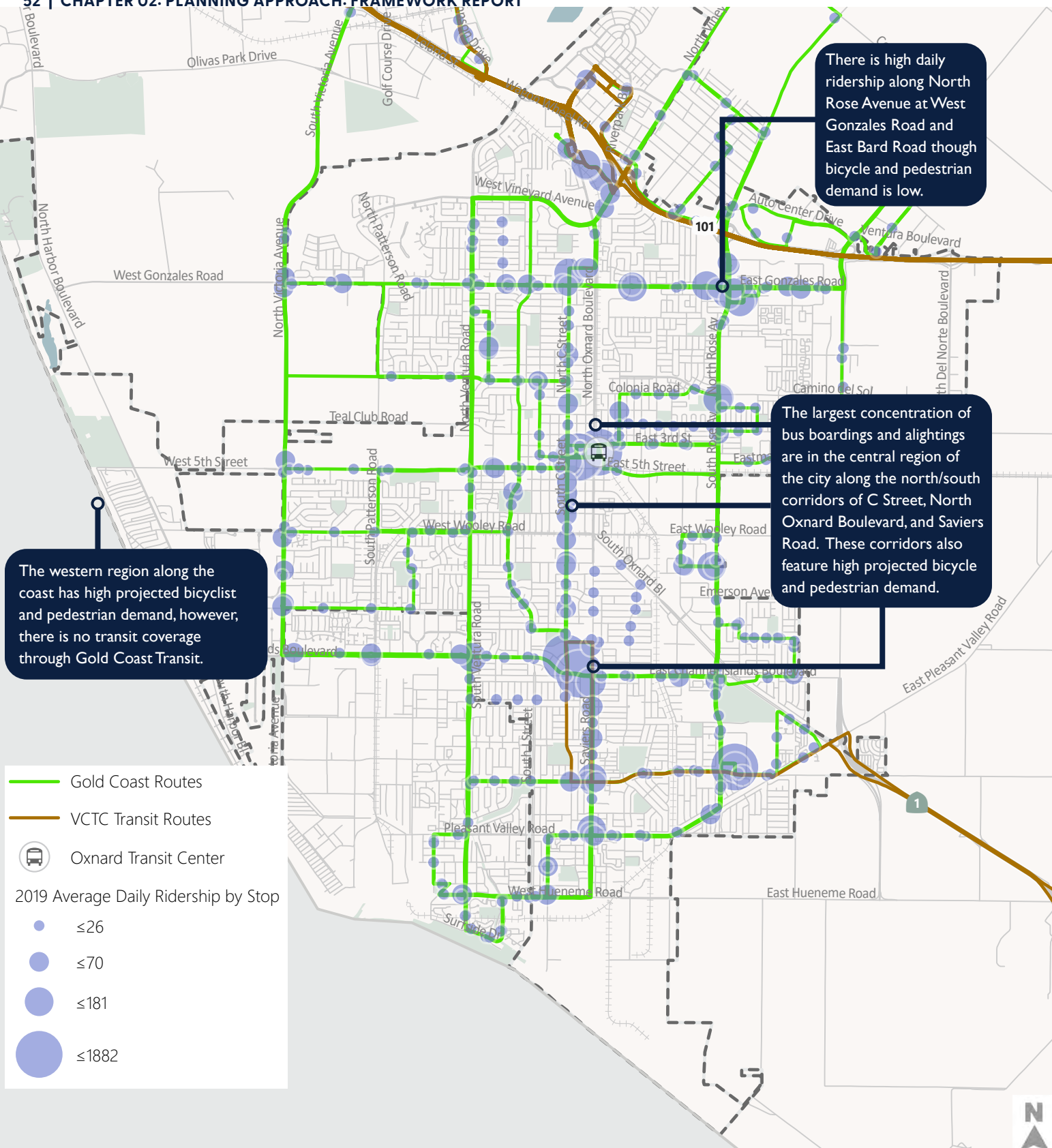
3.2.2 Existing & Proposed Bicycle Facilities with Bicycle Collisions and Projected Bicyclist and Pedestrian Demand

This figure shows bicyclist and pedestrian demand (estimated through the Bicycle and Pedestrian Master Plan) with bicycle collisions (2016 – 2020) and existing and proposed bicycle facilities in Oxnard. Highlighted findings are noted in the callouts above.



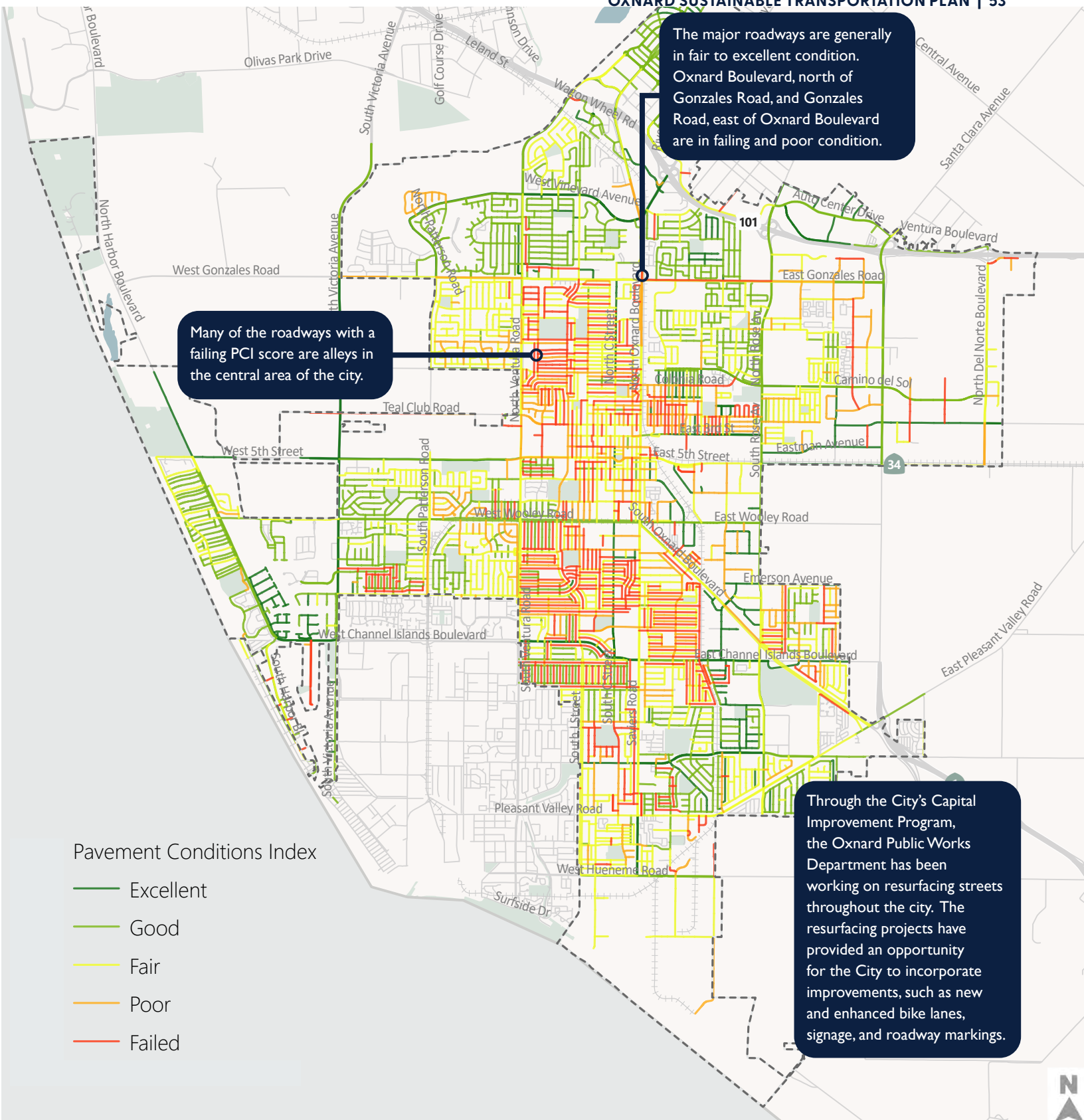
3.2.3 All Injury Collisions

This figure shows all injury collisions that occurred in Oxnard between 2016 and 2020. Highlighted findings are noted in the callouts above. Highlighted findings are noted in the callouts above.



3.2.4 Transit Stops and Ridership

This figure shows the average daily ridership by stop for Gold Coast Transit District (2019), VCTC Transit stops, and the Oxnard Transit Center. Highlighted findings are noted in the callouts above.

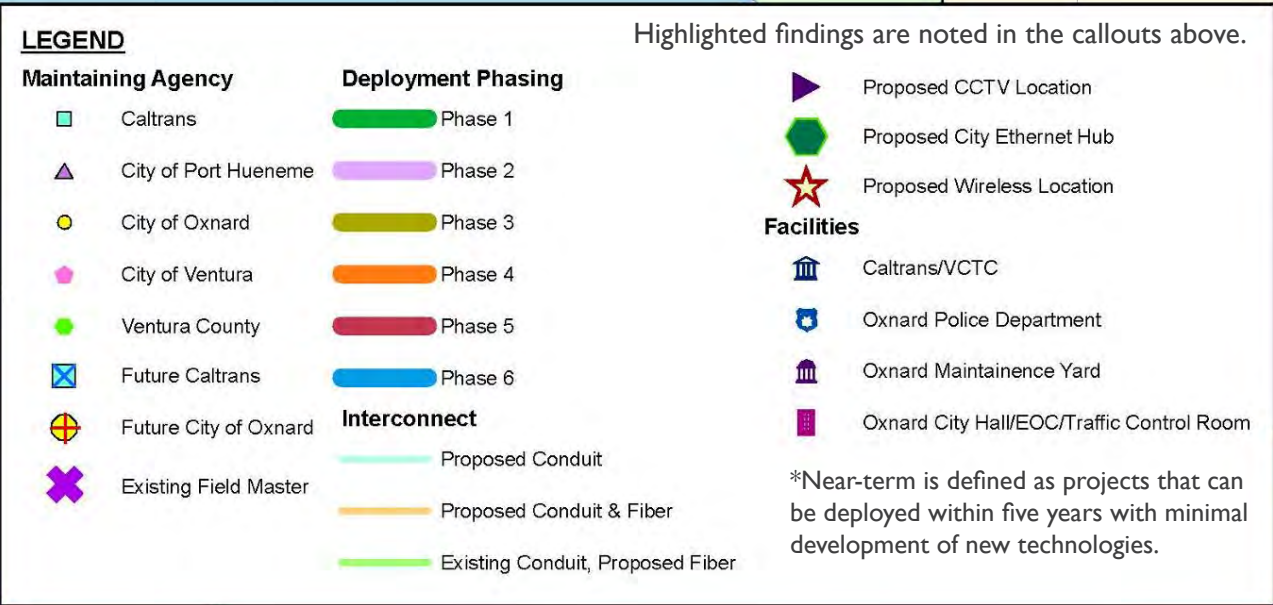


3.2.5 Pavement Conditions Index

This figure shows the pavement conditions index (PCI) for streets maintained by the City of Oxnard. Highlighted findings are noted in the callouts above.



3.2.6 Oxnard ITS Master Plan Near-Term Deployment Locations





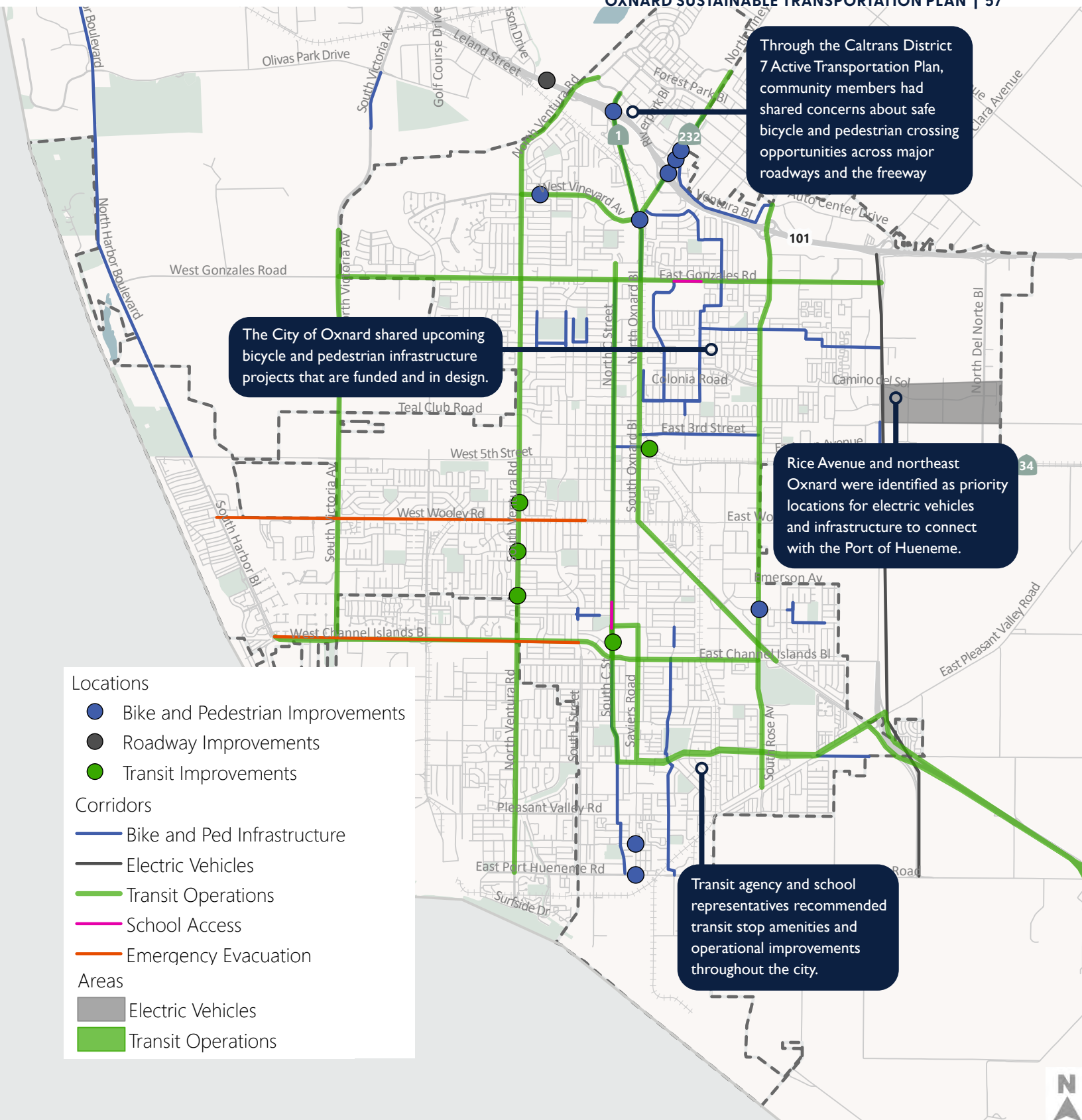
3.2.7 Noise Generating Transportation Facilities

This figure depicts transportation facilities within Oxnard that contribute to noise pollution. Highlighted findings are noted in the callouts above.



3.2.8 Truck Routes

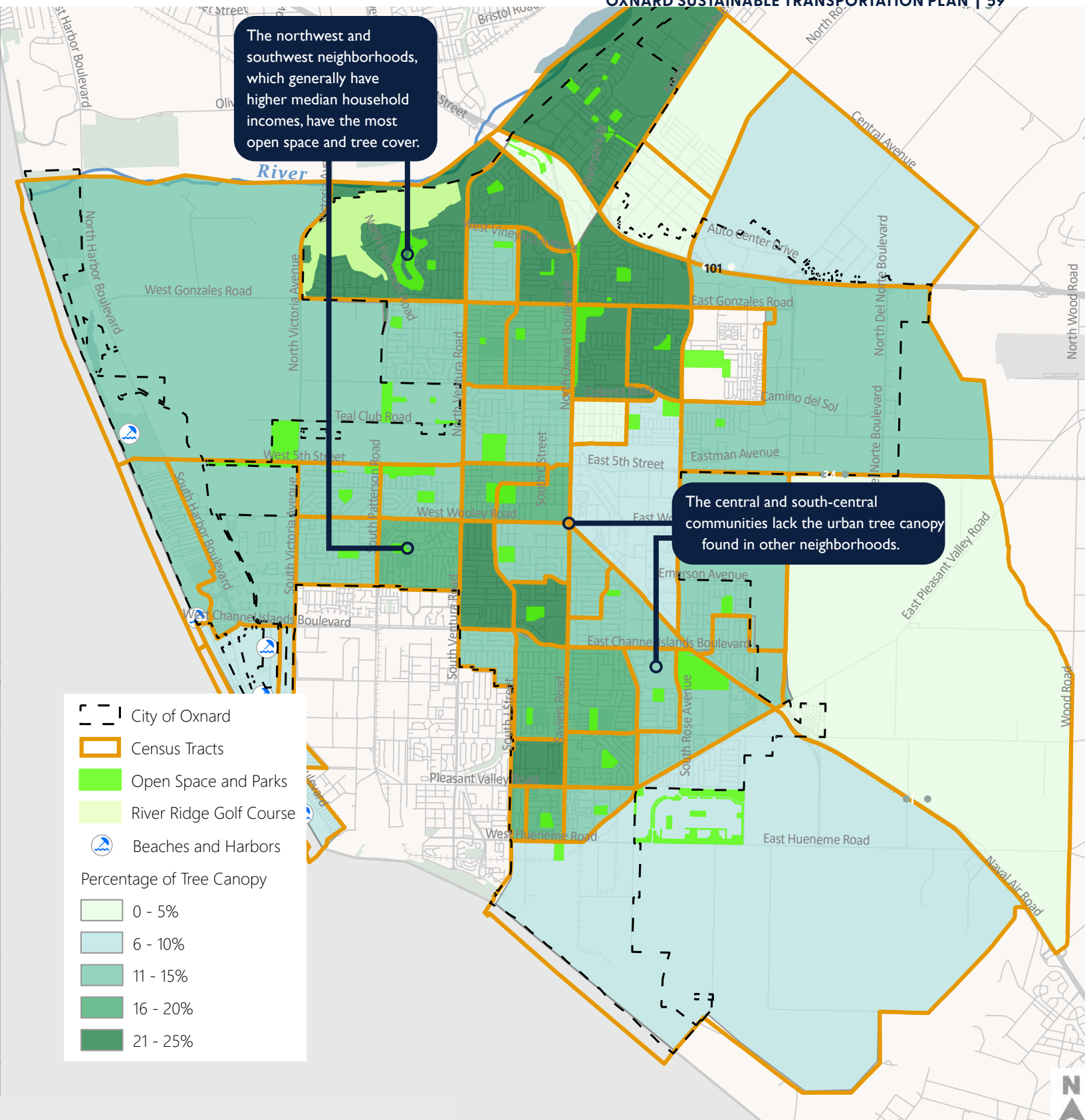
This figure shows the truck routes in and around the City of Oxnard. Highlighted findings are noted in the callouts above. Highlighted findings are noted in the callouts above.



3.2.9 Inter-Agency Charette Input

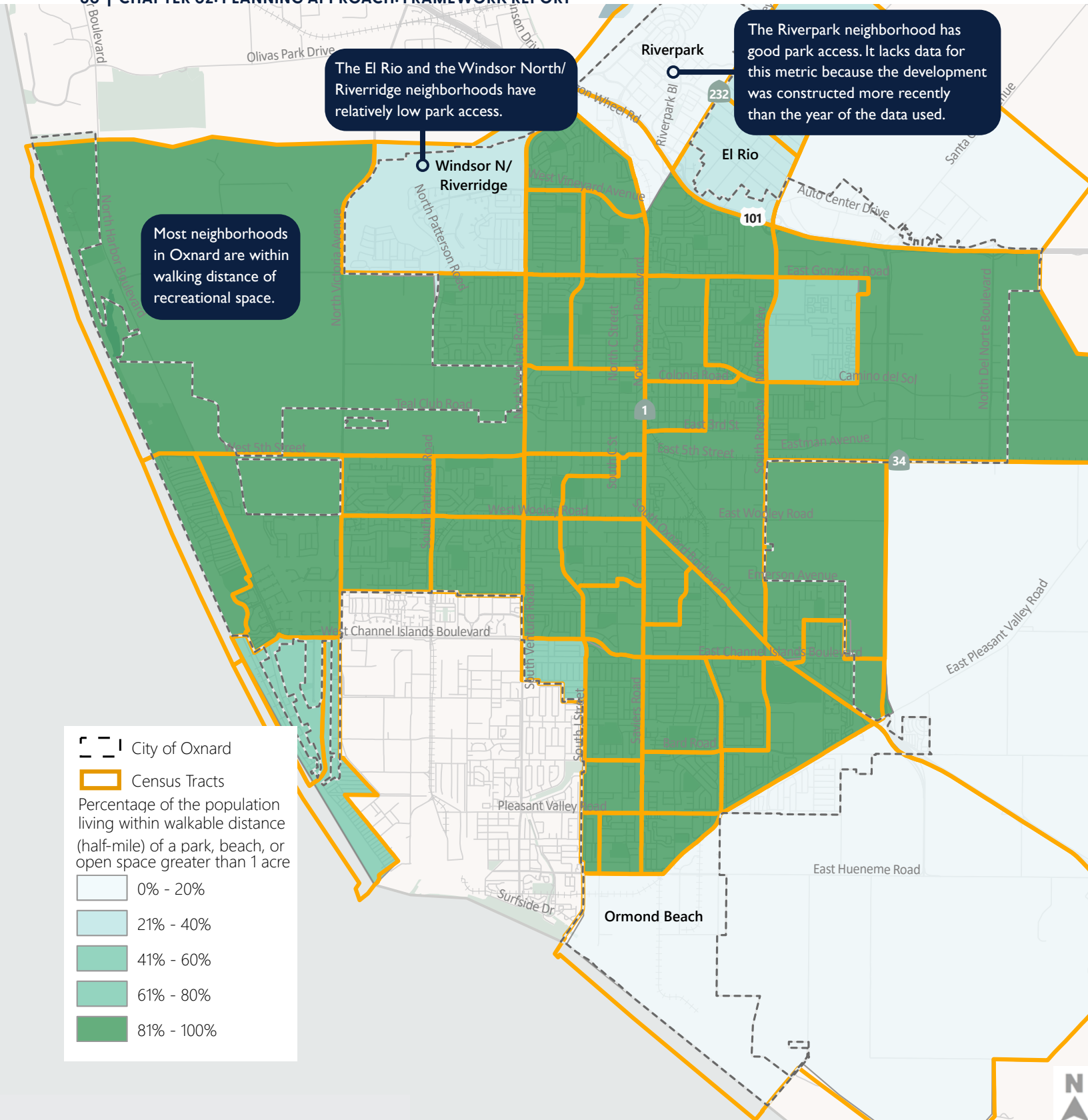
This figure categorizes the intersections, roadway corridors, and areas the Inter-Agency Charette attendees highlighted for opportunities for improvement and ongoing projects during an interactive mapping activity. Highlighted findings are noted in the callouts above.

3.3 Community Points of Interest



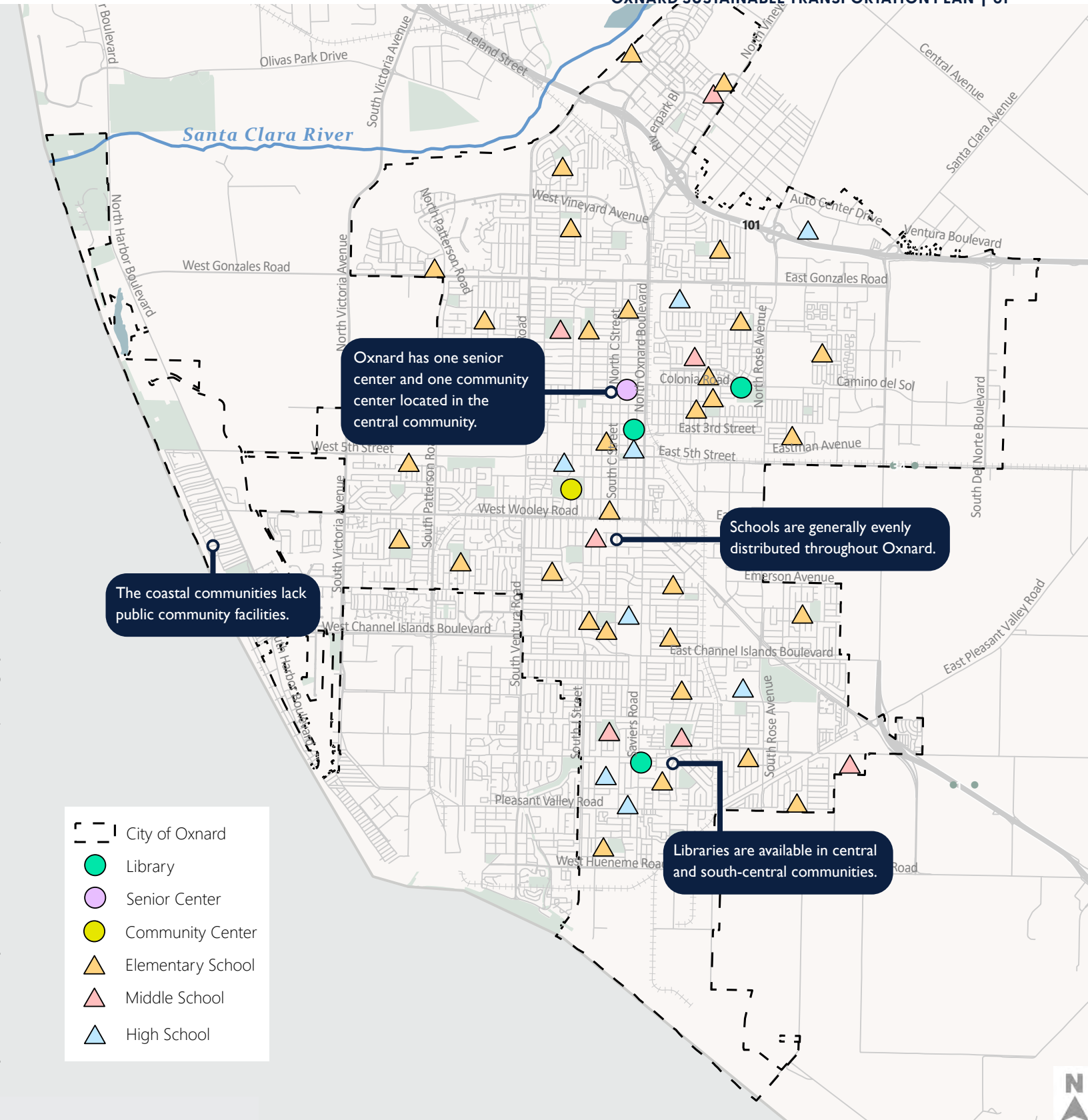
3.3.1 Open Space and Coastal Amenities

This figure identifies the location of public parks, open space, public beaches, and harbors. It also identifies areas with dense urban tree canopy. Highlighted findings are noted in the callouts above.



3.3.2 Park Access

This figure identifies the percentage of the population that lives within walkable distance (half-mile or approximately 10-minute walk) of recreational space, including a park, beach, or open space greater than 1 acre in size, for all census tracts in or partly within the Oxnard city limits. Highlighted findings are noted in the callouts above.



3.3.3 Community Facilities

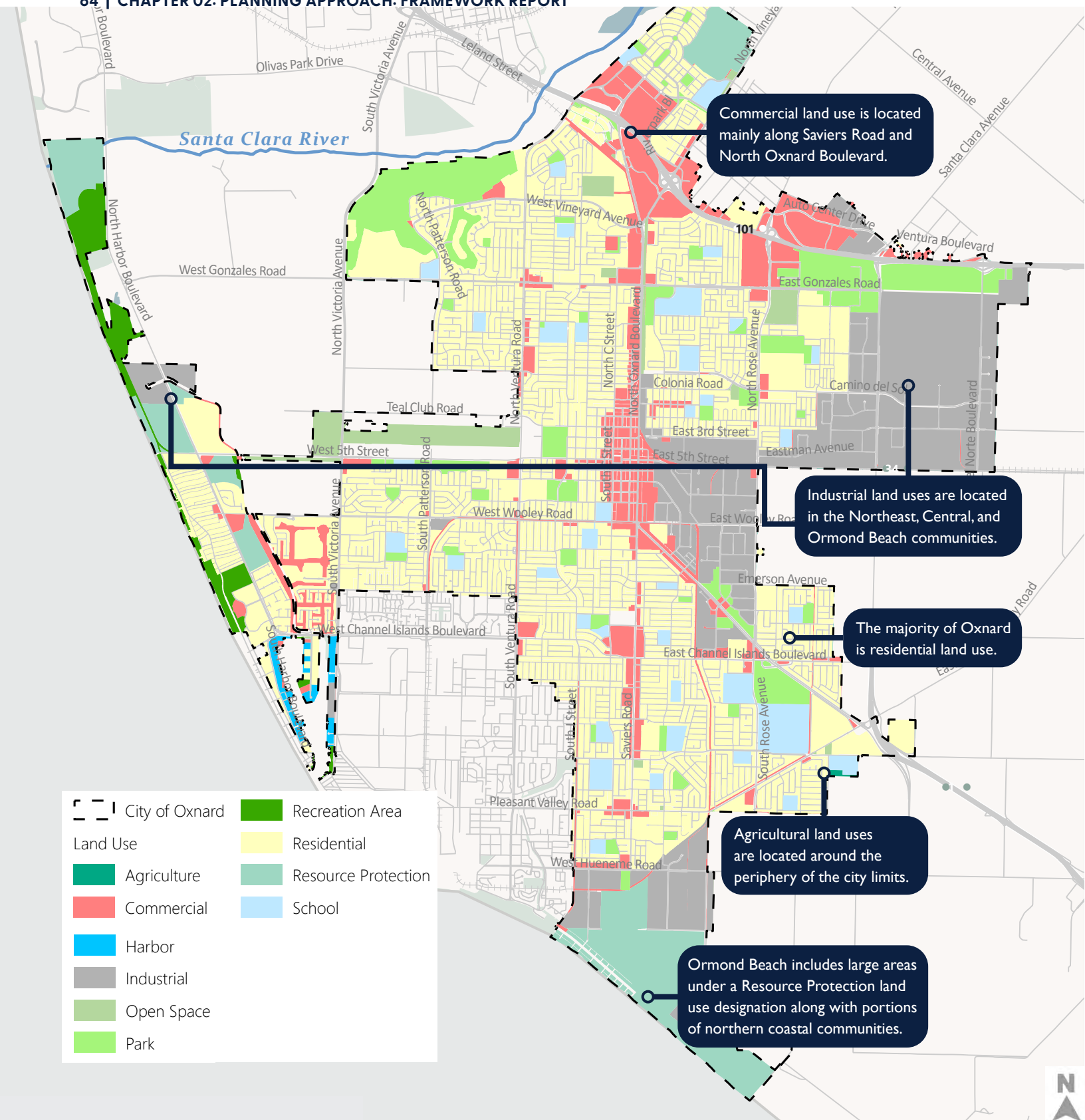
This figure identifies the location of public facilities in Oxnard, including libraries, senior centers, schools and community centers. Highlighted findings are noted in the callouts above.



3.3.4 Historic Sites

This figure depicts historic sites within Oxnard. Highlighted findings are noted in the callouts above.

3.4 Land Use



3.4.1 General Plan Land Use

This figure shows the major General Plan Land Use Designations in Oxnard. Highlighted findings are noted in the callouts above.



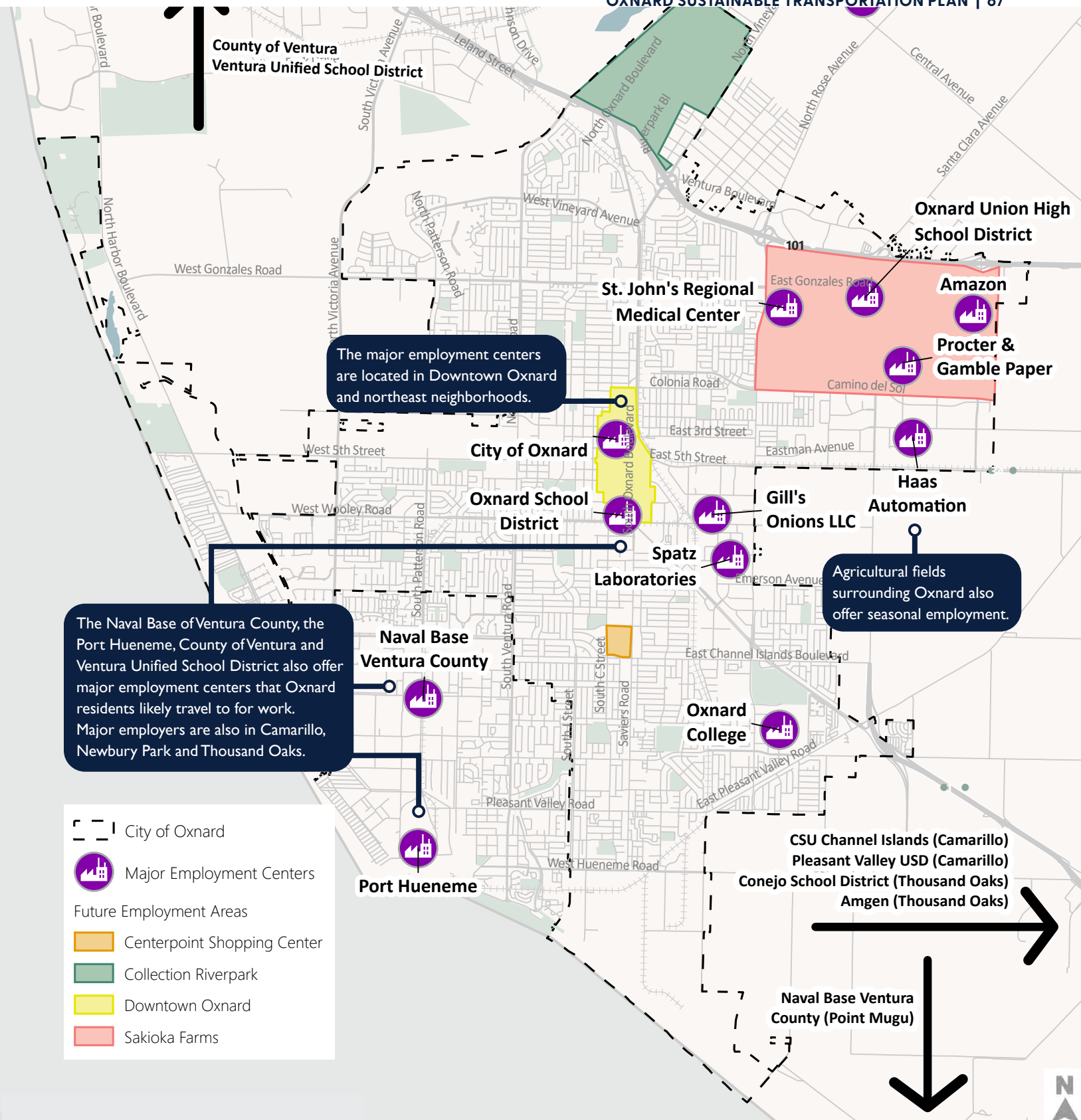
3.4.2 Major Developments in Entitlement Process (Updated April 2021)

This figure identifies major development projects in the City's permit entitlement process, as of April 2021. Highlighted findings are noted in the callouts above.



3.4.3 2021-2029 Oxnard Housing Element Update Housing Sites

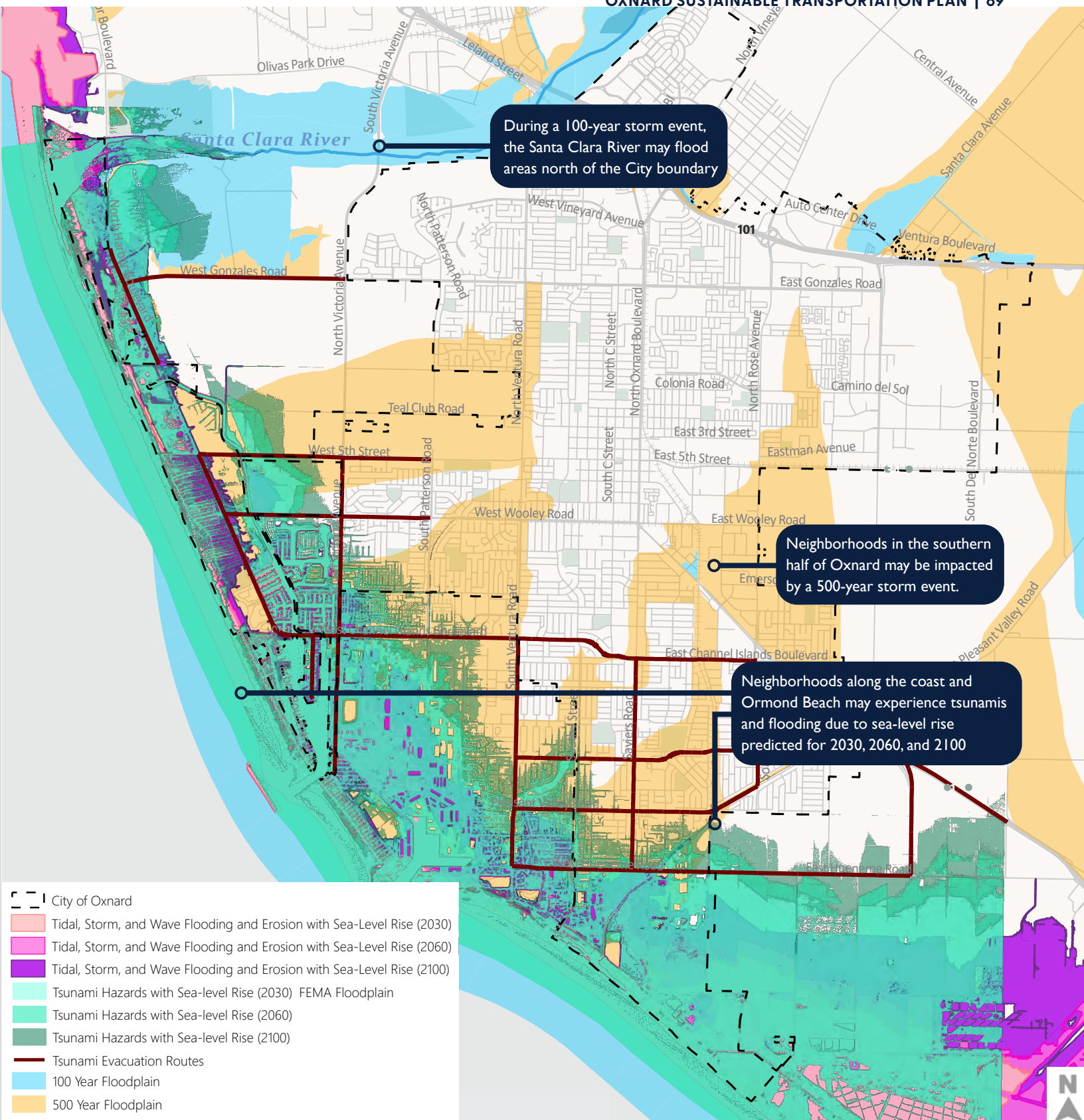
This figure depicts properties that are potential candidate sites for future housing as part of the 2021- 2029 Oxnard Housing Element update. Highlighted findings are noted in the callouts above.



3.4.4 Major Employers

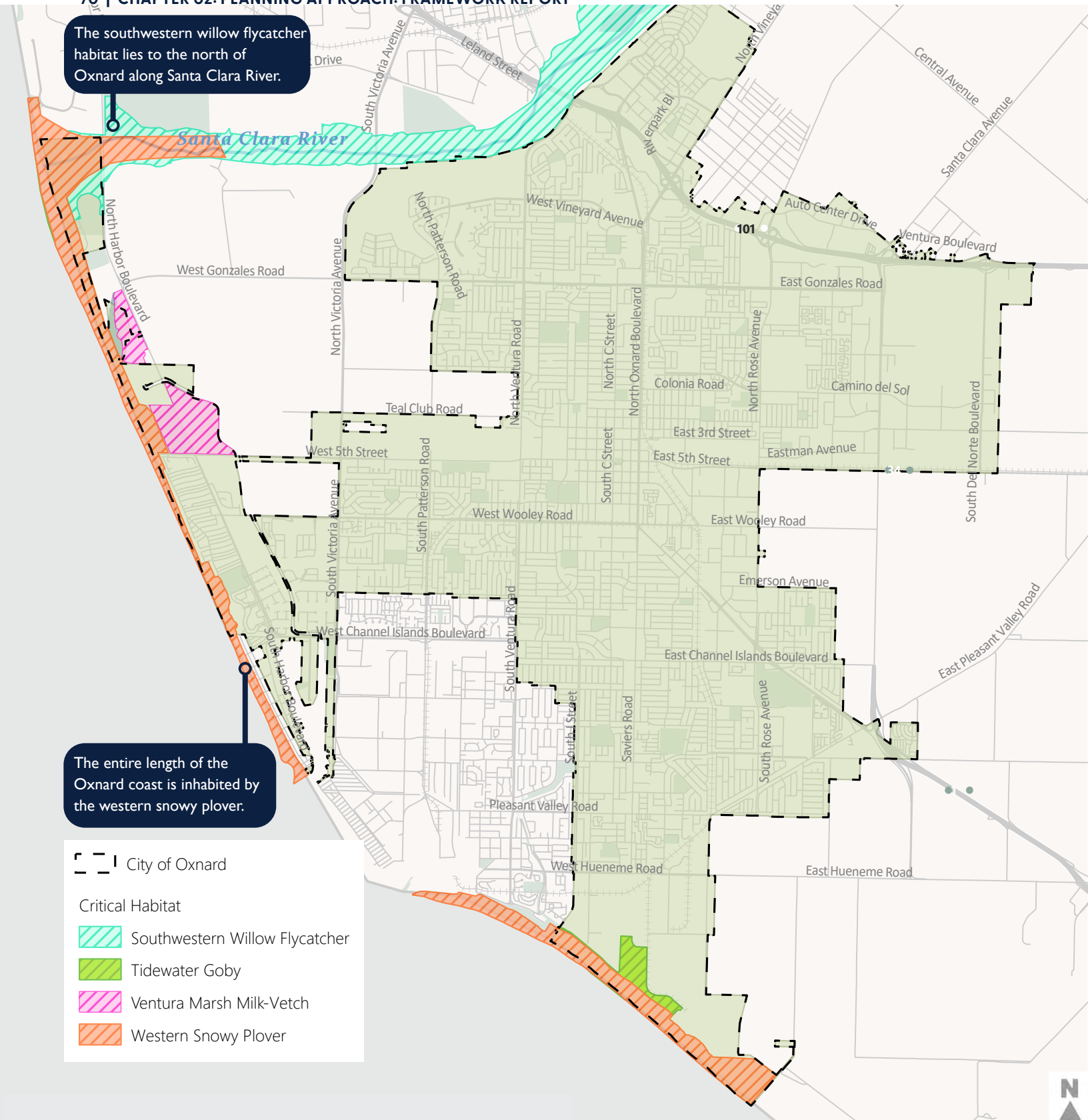
This figure depicts the major employment centers and future employment areas in Oxnard as well as major employment centers in the region. Highlighted findings are noted in the callouts above.

3.5 Climate and Environmental Hazards



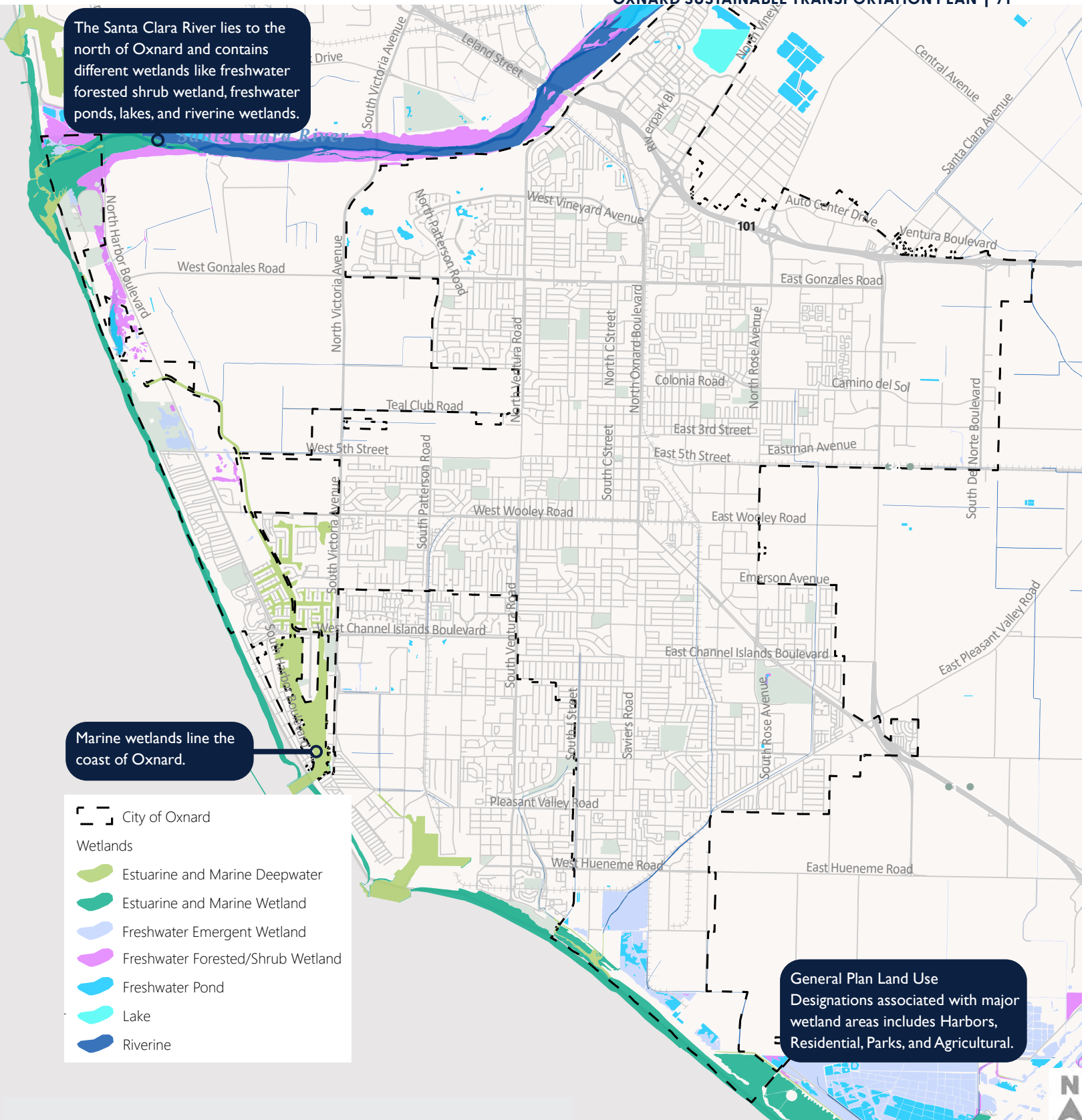
3.5.1 Climate Hazards: Sea-level Rise and Flood Hazards

This figure shows flood and sea-level rise hazards that could impact Oxnard. Although not depicted on the map, Oxnard is also at risk from extended drought conditions and extreme heat days associated with climate change. Highlighted findings are called out on the map above. Highlighted findings are noted in the callouts above.



3.5.2 Biological Resources

This figure depicts biological resources, such as critical habitats and species habitats, within Oxnard. Highlighted findings are noted in the callouts above.



3.5.3 Wetlands

This figure depicts wetland areas within and around Oxnard, including coastal wetlands and freshwater wetlands associated with the Santa Clara River. Highlighted findings are noted in the callouts above.



Framework Report

Chapter 04





Framework Report: Chapter 04

Planning Approach & Project Idea Matrix



Chapter 04

Planning Approach & Project Idea Matrix

What Can We Do?

The following planning approach and project idea matrix pairs various types of land use patterns and mobility needs in Oxnard with applicable sustainable transportation strategies to serve as a tool kit for priority locations that will be identified through upcoming community engagement. Development of land use and mobility categories was informed by the existing conditions summarized in the Map Atlas and input from the STP project team, inter-agency charette and community-based organization focus group. The land use and mobility categories are paired with sustainable transportation

projects and policies informed by best practices research and application. The project idea matrix is intended to be a living document that will have additional categories and strategies added and refined based on community input.

4.1 Land Use and Mobility Categories

Fifteen land use and mobility categories have been developed for the City of Oxnard and are described in the table on the next page.



Table 1: Land Use & Mobility Categories

Categories	Definition
Transit-Related:	
 First/Last Mile to Transit	Generally within a quarter-mile of transit stations and major transit stops.
 Transit Opportunity Corridor	Corridor with adjacent land uses (existing or planned) and existing built environment characteristics that would support transit operations and infrastructure improvements.
Safety-Related:	
 Slow Streets	Corridors with adjacent land uses (existing or planned) and existing built environment characteristics that would benefit from treatments to reduce traffic volumes and speeds.
 Safe Routes to School	Generally within a quarter-mile of schools.
 Safety Opportunity Corridor or Intersection	Road segments or intersections with a high number of collisions.
Residential Development:	
 Wide ROW	Existing residential neighborhoods with wide rights-of-way.
 No Sidewalks	Existing residential neighborhoods with limited or no sidewalks.
 Major Access Barriers	Existing residential neighborhoods with access barriers, including limited connections to major roadways and limited access due to freeways.
 Future Development	Areas with future planned residential development.
Commercial Development:	
 Major Commercial District	Clustered retail with small and large shops. Examples include Downtown Oxnard, Centerpoint Mall, and The Collection.
 Neighborhood Corridor	Smaller shops in a plaza or along a smaller arterial or collector street.
 Future Development	Areas with future planned commercial development.
Other:	
 Access to Recreation	Corridors that provide a connection to parks, beaches, recreation centers, and performing art centers.
 Micro-mobility Hub	Generally at transit stations, major bus transfer stops, recreational destinations, and commercial destinations.
 Regional Active Transportation Corridor	Corridors with adjacent land uses (existing or planned) and existing built environment characteristics that offer opportunities to install active transportation improvements that connect to adjacent jurisdictions.

The following planning approach and project idea matrix pairs various types of land use patterns and mobility needs in Oxnard with applicable sustainable transportation strategies to serve as a tool kit for priority locations that will be identified through upcoming community engagement. Development of land use and mobility categories was informed by the existing conditions summarized in the Map Atlas and input from the STP project team, inter-agency charette and community-based organization focus group. The land use and mobility categories are paired with sustainable transportation projects and policies informed by best practices research and application. The project idea matrix is intended to be a living document that will have additional categories and strategies added and refined based on community input.

4.2 Sustainable Mobility Strategies

The following strategies support safe, accessible and sustainable mobility for the City of Oxnard. Strategies reflect best practices for identified land use and mobility categories and include options that allow for short-term and long-term solutions.

4.2.1 Infrastructure Strategies



ADDITIONAL COMMUNITY/ NEIGHBORHOOD ACCESS POINTS

New vehicle, pedestrian, and/or bicycle access points to improve connectivity to a neighborhood with limited access.



BICYCLE INFRASTRUCTURE IMPROVEMENTS

Bike lane/path: New and upgraded bike lanes and/or bike paths. These bike facilities can range from paths

separated from the roadway (Class I) to lanes on the roadway with vertical elements separating bicyclists from vehicles (Class IV).

Intersection bicycle infrastructure:

Enhanced safety elements to facilitate bicycle crossings at intersections such as bike boxes, bike signals, bike detection at signals, protected intersections, and coordinated signal timing.



CLIMATE RESILIENCE INFRASTRUCTURE

Infrastructure that improves community resilience and adaptation to climate change by incorporating flexible design features (such as wider active transportation paths to accommodate emergency vehicles during emergency evacuation events), signs and signal modifications, and co-located mobility/resilience hubs. This is also relevant to the “user experience improvements” category above and the “greening” category below.



GREENING

New and expanded green infrastructure such as trees, landscaping, bioswales, and permeable pavement.



NEW AND UPDATED ROADWAY SIGNAGE

New and updated roadway signage including but not limited to speed limit, school zone, and parking restrictions signs.



NEW TECHNOLOGY

Neighborhood Electric Vehicle (NEV) and Micromobility Lane: Lanes dedicated for the sole use of NEVs and micromobility.

Micromobility station: Locations where residents can access shared micromobility such as scooter chargers, e-bike chargers, and parking corrals.

Electric Vehicle (EV) charging infrastructure in the Public Right of Way (PROW): Expanded access to charging stations for electric vehicles along the curb and in public parking lots.



PARKLETS

Sidewalk extensions that allow for parking spaces to be converted to micro-parks that expand use of public space.



PEDESTRIAN INFRASTRUCTURE IMPROVEMENTS

Sidewalks: New and upgraded sidewalks. Sidewalk upgrades can include widening and repairs and curb ramp improvements.

Signalized Intersection Pedestrian Crossing Infrastructure: Enhanced safety elements to facilitate crossings at signalized intersections including but not limited to high-visibility crosswalks, curb extensions, pedestrian refuge islands, leading pedestrian intervals, accessible pedestrian signals, pedestrian push buttons, pedestrian scrambles (pedestrian-only phase), and pedestrian countdowns.

Mid-Block and Unsignalized Pedestrian Crossing Infrastructure: Enhanced safety elements to facilitate mid-block and unsignalized intersection crossings including Pedestrian Hybrid Beacons (PHB), Rectangular Rapid-Flashing Beacons (RRFBs), high-visibility crosswalks, pedestrian refuge islands, and curb extensions.

Landscaped Parkways: Located between the sidewalk and the street, landscaped parkways can provide a

variety of benefits for pedestrians including a buffer from traffic and shade. Pedestrian navigation and ADA accessibility can also be improved as it provides sidewalk-adjacent space for signage, street lighting, utilities, and driveway ramps. The buffers also facilitate the installation of dual or “directional” curb ramps at corners. This is also relevant to the “user experience improvements” and “greening” categories described below.



TRAFFIC CALMING AND SAFETY IMPROVEMENTS

Intersection signal improvements: Enhanced safety elements such as protected left turns and no-right-turn-on-red (NRTOR) restrictions.

Traffic calming: Strategies to limit high speeds including lane narrowing, repurposing excess right-of-way, speed humps, speed tables, traffic circles, and reduced corner radii.



TRANSIT INFRASTRUCTURE

Infrastructure that supports transit use such as bus only lanes, bus landing pads, transit signal priority, and bus shelters.



USER EXPERIENCE IMPROVEMENTS

New and upgraded facilities in the public realm such as street furniture, increased shade, wayfinding, and lighting.

4.2.2 Policy and Program Strategies



CURB SPACE MANAGEMENT

Facilitating the use of the curb by identifying zones and standards for

the multiple users. Uses can include commercial loading, general parking, transit, and micromobility.



EMERGENCY MANAGEMENT

Facilitating the use of the right-of-way for emergency access and/or evacuation through operational or programmatic improvements such as reversible lanes and flexible signal operations, to improve community resilience.



EV CHARGING STANDARDS

Charging infrastructure standards for charging stations at new and existing developments to enable EV fleet transition.



FRONTAGE STANDARDS FOR NEW DEVELOPMENTS

Standards that require new development to adhere to the local community context and preference, including elements that improve walkability (e.g. sidewalk furniture/ landscaping zones, transparent windows and doors adjacent to the sidewalk, maintenance of a primary entrance along the sidewalk, and location of parking behind the building).



MICROMOBILITY

Implementation of shared micromobility options and policies for programs such as bikeshare and scooter share.



MICROMOBILITY RESTRICTIONS

Implementation of restrictions based on safety and community need such

as setting speed limits and restricting micromobility access in public where use may cause conflicts.



PEDESTRIAN AND BIKE ACCESS STANDARDS

Design standards for new developments that ensure safe and convenient access for people walking and biking.



REVISED DESIGN STANDARDS TO ACCOMMODATE MICROMOBILITY

Updated design standards in the public right of way that allow for use of micromobility options.



SCHOOL ROUTE MAP

This program identifies preferred routes in the neighborhood for students who walk or bike to school based on the location of signalized or enhanced crossings, bike lanes, and sidewalks. Schools, the City, and local community members work to develop a map that can be shared with students and families.



TRANSIT ORIENTED DEVELOPMENT (TOD)

Strategies that set standards for new development for improved access and connection to transit and active transportation, and/or zoning modifications to allow higher densities near transit corridors.



TRANSPORTATION DEMAND MANAGEMENT (TDM)

Programmatic strategies and incentives to reduce vehicle travel demand, with an emphasis during peak periods of travel.



4.3 Project Idea Matrix

The land use and mobility categories and sustainable transportation strategies were combined into two matrices that will serve as a project idea toolkit for locations that will be identified through community input. Strategies for each land use and mobility category were identified by referencing best practice reports by the National Association of City Transportation Officials (NACTO), Caltrans, National Highway Transportation Safety Administration (NHTSA), and Federal Highway Administration. Each location will fall under one or more categories. Two project idea matrices have been developed: infrastructure strategies (**Table 2**) and planning strategies (**Table 3**). Each row is a land use or mobility category, and the applicable strategies are marked with check mark in the columns.

The matrices are intended to be a starting point for project ideas, as context is critical to develop relevant and feasible sustainable transportation projects. Although a location may fall under a certain land use or mobility category, the viability of corresponding strategies will depend on the local roadways, existing conditions, and community feedback. Therefore, once locations are identified, the STP project team will work with the City and community to determine the strategies that best fit the local community. Although the matrices were developed for the STP, the intent is that they can also serve as a resource for projects in the City that are identified outside the STP process.



Table 2: Project Idea Matrix: Infrastructure Strategies



















LAND USE AND MOBILITY CATEGORIES	Additional community/ neighborhood access points	Bicycle infrastructure improvements	Climate resilience infrastructure	Greening	New technology	New and updated roadway signage	Parklets	Pedestrian infrastructure improvements	Traffic calming and safety improvements	Transit infrastructure	User experience improvements
											
Transit-Related:											
First/Last Mile to Transit	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
Transit Opportunity Corridor		✓	✓	✓				✓	✓	✓	✓
Safety-Related:											
Slow Streets		✓		✓	✓	✓	✓	✓	✓		
Safe Routes to School	✓	✓	✓	✓		✓		✓	✓		✓
Safety Opportunity Corridor or Intersection		✓						✓	✓		✓
Residential Development:											
Wide ROW		✓		✓	✓		✓	✓	✓		
No Sidewalks		✓		✓	✓			✓	✓		
Major Access Barriers	✓	✓			✓			✓	✓		
Future Development		✓	✓	✓	✓			✓	✓	✓	✓
Commercial Development:											
Major Commercial District		✓	✓	✓	✓		✓	✓	✓	✓	✓
Neighborhood Corridor		✓	✓	✓	✓		✓	✓	✓	✓	✓
Future Development		✓	✓	✓	✓		✓	✓	✓	✓	✓
Other:											
Access to Recreation	✓	✓	✓	✓			✓	✓	✓	✓	
Micro-mobility Hub		✓	✓	✓	✓		✓	✓	✓	✓	✓
Regional Active Transportation Corridor		✓	✓	✓	✓	✓		✓	✓		✓

Table 3: Project Idea Matrix: Policies and Programs

LAND USE AND MOBILITY CATEGORIES	Curb space management	Emergency management	EV charging standards	Frontage standards for new developments	Micromobility	Micromobility Restrictions	Pedestrian and bike access standards	Revised design standards to accommodate micromobility	School Route Map	Transit-Oriented Development (TOD)	Transportation demand management (TDM)
											
Transit-Related:											
First/Last Mile to Transit			✓		✓	✓	✓	✓		✓	
Transit Opportunity Corridor	✓	✓					✓			✓	
Safety-Related:											
Slow Streets					✓	✓					
Safe Routes to School	✓				✓	✓	✓	✓	✓		
Safety Opportunity Corridor or Intersection		✓				✓	✓		✓		
Residential Development:											
Wide ROW									✓		
No Sidewalks							✓		✓		
Major Access Barriers							✓		✓		
Future Development		✓		✓			✓		✓	✓	✓
Commercial Development:											
Major Commercial District	✓	✓	✓		✓	✓	✓			✓	✓
Neighborhood Corridor	✓		✓		✓		✓				✓
Future Development	✓	✓	✓	✓	✓		✓	✓		✓	✓
Other:											
Access to Recreation			✓		✓	✓	✓				
Micro-mobility Hub	✓		✓		✓	✓		✓		✓	
Regional Active Transportation Corridor		✓					✓	✓			

Example Location: Gonzales Road & Rose Avenue

Relevant Land Use & Mobility Categories for this location:

- First last mile to transit
- Transit opportunity corridor
- Safety opportunity intersection
- Major commercial district
- Future commercial development
- Micro-mobility hub

Primary Infrastructure Strategies- applicable at all related land use categories:

- Bicycle infrastructure improvements
- Pedestrian infrastructure improvements
- Traffic calming & safety improvements
- User experience improvements (shade, street furniture)
































































































Secondary Infrastructure Strategies- applicable at a subset of related land use categories:

- Additional access points
- Climate resilience infrastructure
- Greening
- New technology
- New & upgraded roadway signage
- Parklets
- Transit Infrastructure



Table 4: Example Application of Infrastructure Matrix at Gonzales Rd. & Rose Ave

 sustainable transportation strategies relevant to this location

LAND USE AND MOBILITY CATEGORIES	Additional Community/ Neighborhood Access Points	Bicycle Infrastructure Improvements	Climate Resilience Infrastructure	Greening	New Technology	New and Updated Roadway Signage	Parklets	Pedestrian Infrastructure Improvements	Traffic Calming and Safety Improvements	Transit Infrastructure	User Experience Improvements
											
Transit-Related:											
First/Last Mile to Transit											
Transit Opportunity Corridor											
Safety-Related:											
Slow Streets											
Safe Routes to School											
Safety Opportunity Corridor or Intersection											
Residential Development:											
Wide ROW											
No Sidewalks											
Major Access Barriers											
Future Development											
Commercial Development:											
Major Commercial District											
Neighborhood Corridor											
Future Development											
Other:											
Access to Recreation											
Micro-mobility Hub											
Regional Active Transportation Corridor											

Example Location: C Street Corridor (Gonzales Rd to Pleasant Valley Rd)

Relevant Land Use & Mobility Categories for this location:

- First/last mile to transit
- Slow streets
- Safe routes to school
- Future residential development
- Neighborhood corridor
- Access to recreation

Primary Infrastructure Strategies- applicable at all related land use categories:

- Bicycle infrastructure improvements
- Greening
- Pedestrian infrastructure improvements
- Traffic calming & safety improvements

Secondary Infrastructure Strategies- applicable at a subset of related land use categories:

- Additional community/ neighborhood access points
- Climate resilience infrastructure
- New & upgraded roadway signage
- New technology
- Parklets
- Transit infrastructure
- User experience improvements (shade, street furniture)

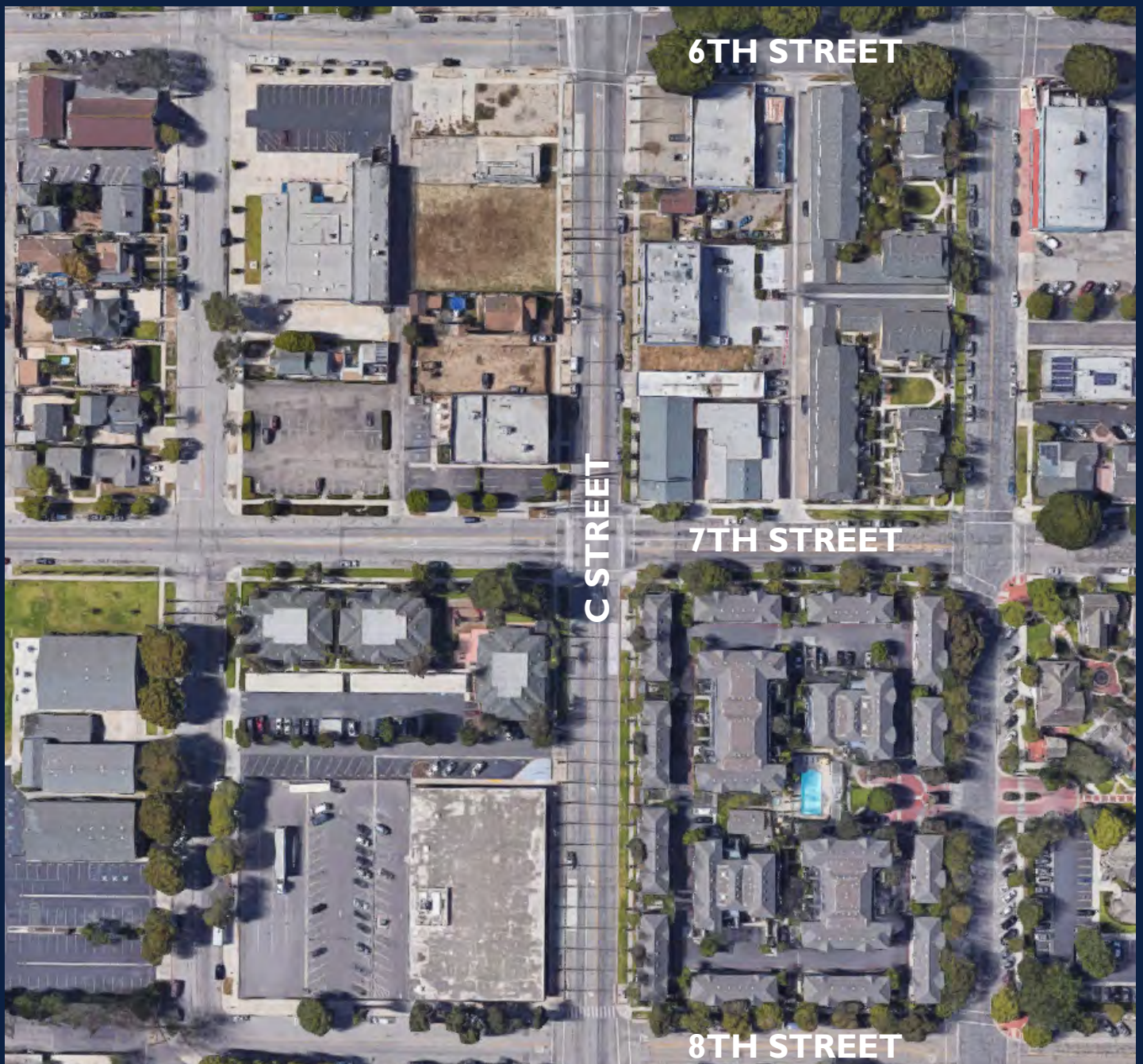


Table 5: Example Application of Infrastructure Matrix at C Street Corridor

 sustainable transportation strategies relevant to this location

LAND USE AND MOBILITY CATEGORIES	Additional Community/ Neighborhood Access Points	Bicycle Infrastructure Improvements	Climate Resilience Infrastructure	Greening	New and Updated Roadway Signage	New Technology	Parklets	Pedestrian Infrastructure Improvements	Traffic Calming and Safety Improvements	Transit Infrastructure	User Experience Improvements
											
Transit-Related:											
First/Last Mile to Transit											
Transit Opportunity Corridor											
Safety-Related:											
Slow Streets											
Safe Routes to School											
Safety Opportunity Corridor or Intersection											
Residential Development:											
Wide ROW											
No Sidewalks											
Major Access Barriers											
Future Development											
Commercial Development:											
Major Commercial District											
Neighborhood Corridor											
Future Development											
Other:											
Access to Recreation											
Micro-mobility Hub											
Regional Active Transportation Corridor											

4.4 What Comes Next?

This Framework Report documents the background and existing conditions within Oxnard, and sets the approach for developing the STP. The Framework Report incorporates:

- Input from an Inter-Agency Charette to gather information from agency stakeholders at the city, county, and regional level
- Map atlas development and review of spatial trends across the City
- Review and summary of all relevant City of Oxnard, County of Ventura, transit agency, and regional plans
- Development of Framework Matrices

The forthcoming STP will build from this Framework Report and describe a vision for the future of sustainable transportation in Oxnard. In the coming year, extensive community engagement will be conducted to help shape this vision, identify key locations, and articulate which types of projects will help make progress towards the vision.

Community engagement in support of the STP will include:

- **Advisory committee meetings:** City departments and agency representatives share input received from their engagement activities and provide input on preliminary project ideas, project alternatives, and draft plan.

- **Demonstration projects:** temporary installation of a potential project with a virtual walking tour.
- **Focus group meetings:** community-based organizations provide input on project goals, outreach methods, and priority locations.
- **Virtual Workshops:** additional community-based organizations, identified through the focus group, provide input on project goals, priority locations, and priority concerns through in-depth conversations.

In addition to this Framework Report, the STP will include additional resources to help build momentum for the City to implement sustainable transportation projects. The STP will include:

- A catalogue of sustainable transportation strategies that can be implemented across the City
- Project ideas and concept designs for priority locations
- An implementation and funding strategy to support the priority locations and projects

The development of the STP is currently underway and will be completed by early 2023. Once adopted, the STP will guide the City's investment in sustainable transportation for years to come.

Schedule







03





Chapter 03

Community Engagement



Chapter 3:

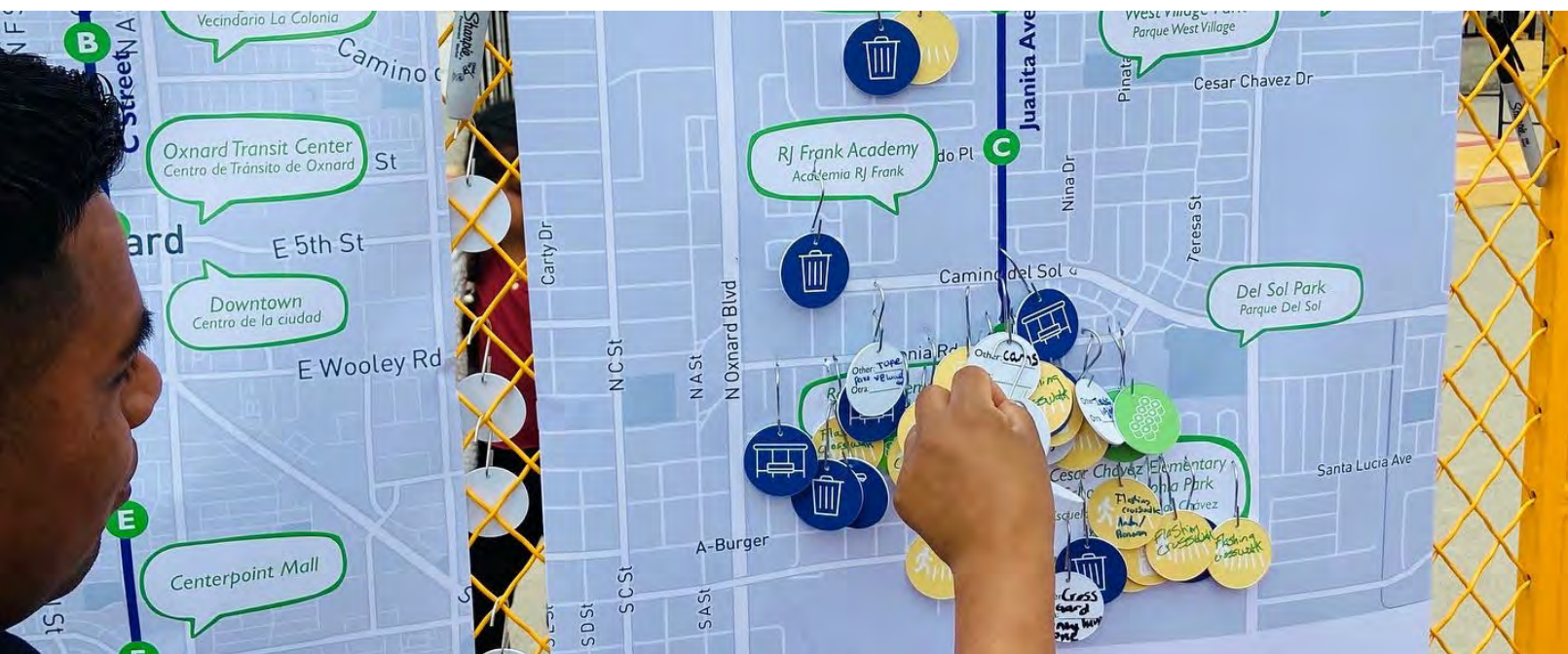
Community Engagement

The STP community engagement process prioritized connecting with people who live, work, and spend time in Oxnard. The project team developed a Community Engagement Plan (CEP) to define outreach goals, develop strategies, and design activities that ensure accessible interaction, referred to as “touchpoints,” throughout the process.

Community Engagement Plan

The Community Engagement Plan (CEP) identified six key goals:

- 1. Welcoming:** Create a process that is fun, memorable, meaningful, and has low barriers to entry
- 2. Inclusive:** Invite a broad spectrum of stakeholders into the project process, including people of:
 - All ages
 - All languages spoken
 - All neighborhoods
 - All socioeconomic status
- 3. Informative:** Educate Oxnard residents and stakeholders about the project and about sustainable transportation elements to facilitate participation
- 4. Equitable:** Ensure that underserved communities are actively involved in the process, particularly communities where:
 - English is a second language
 - Incomes are lower
 - Car ownership is below average
- 5. Empowering:** Residents and community members feel their experiences and opinions are valuable inputs to help shape the final Plan
- 6. Data-Driven:** Use real-world data to guide project direction and build support for the Plan



To achieve these goals, the STP included nine community touch points:

1. Inter-Agency Charette: As part of establishing existing conditions, representatives from city, county, regional, and state agencies provided information on related efforts and highlighted locations in Oxnard that either had projects under development or had been identified by their respective stakeholders. The charette had representatives from:

- City of Oxnard
- Neighboring jurisdictions and regional agencies
- School districts
- Caltrans

Each participating department/agency is listed in the detailed summary on page 18.

2. Advisory Committee: Representatives that participated in the inter-agency charette continued their involvement through the advisory committee by providing technical feedback and continuing to share knowledge on existing and upcoming efforts that may overlap with the STP.

3. Community-Based Focus Groups:

Representatives of community-based organizations and historically marginalized communities shared community priorities, best practices for outreach to their respective groups, and feedback on project development.

4. Virtual Workshops: The Advisory Committee and Community-Based Focus Group attendees identified additional stakeholders for targeted outreach via virtual workshops. These stakeholders included:

- Partnership for a Healthy Ventura County
- Oxnard Food Corps
- BikeVentura

5. Pop-Up Events: The team held community workshops at two locations where people regularly gather to introduce the project to the community and refine project goals and priorities.

6. Walk Audit: The team walked along five priority corridors with focus group members to document existing conditions of the roadways and sidewalks and observe how people were driving, walking, biking, and riding transit.

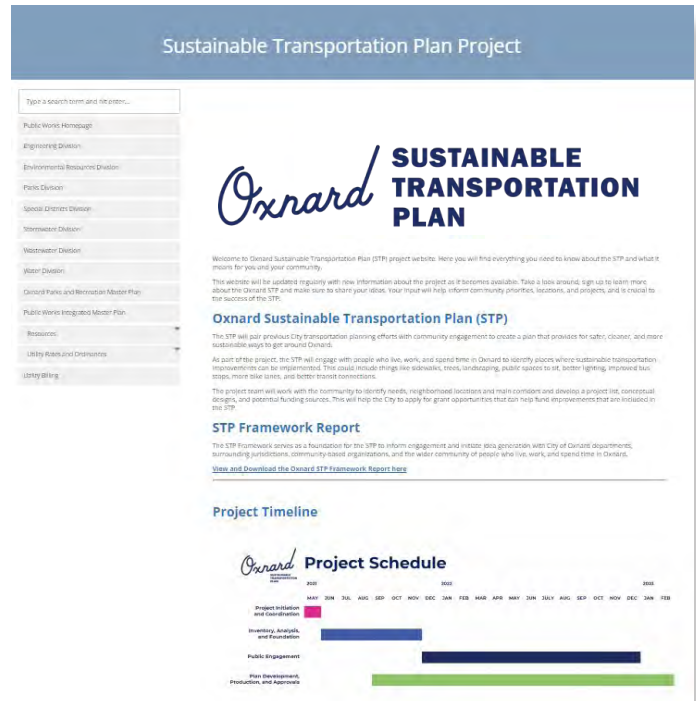
7. Demonstration Projects: Real life examples of sustainable transportation elements allowed the community to engage with the Plan and give feedback on specific components. The demonstration projects were held in the La Colonia neighborhood and the Downtown Main Public Library.

8. Project Website: This served as a go-to resource for the community and provided a project overview and regular updates.

9. Promotional Material/Social Media: Social media posts and marketing materials raised project awareness and provided project updates:

- Two social media posts for Demonstration Project 1 (Twitter and Facebook)
- Two social media posts for Demonstration Project 2 (Twitter and Facebook)

The full CEP is in Appendix A. Outreach materials and summaries for a select number of engagement activities are at the end of this chapter, and detailed notes for the remaining engagement activities are in Appendix B.



www.oxnard.org/sustainable-transportation-plan/

Outreach Schedule

	 WINTER	 SPRING	 SUMMER	 FALL
2021		Project Initiation	Inter-Agency Charette	Focus Group 1 Advisory Committee 1
2022	Pop-Up Workshops Focus Group 2	Advisory Committee 2 Virtual Workshops Demonstration Project 1	Project Website Update	Advisory Committee 3
2023	Demonstration Project 2	Project Completion		

Inter-Agency Charette (Virtual, August 2021)

The inter-agency charette was the project's first opportunity to identify advisory committee and focus group members and created a space for cross-agency information sharing on upcoming projects, recent community engagement, and key issues and locations. The following agencies and departments participated in the inter-agency charette:

State/Regional Agencies

- Caltrans
- Gold Coast Transit District
- Metrolink
- Ventura County Transportation Commission - Planning
- Ventura County Transportation Commission - Transit

Neighboring Jurisdictions

- City of Ventura
- City of Port Hueneme
- County of Ventura
- Port of Hueneme

City of Oxnard

- Oxnard Community Development Department
- Oxnard Fire Department
- Oxnard Police Department

Schools

- California State University, Channel Islands
- Hueneme School District
- Oceanview School District
- Oxnard College
- Oxnard School District
- Oxnard Union High School District
- Rio School District

The charette began with a large group discussion, where attendees participated in mapping related projects and locations that had been identified by stakeholders. The large group then broke into smaller group discussions. Participants selected the group discussion topic that best aligned with their role:

1. Active Transportation and Safety
2. Green Infrastructure
3. Transit and Electric Vehicles

The small group discussions had several common themes:

- Agencies at all levels have observed that creating a multi-modal transportation culture not only requires infrastructure improvements but also a culture change.
- Agency coordination is essential since the different elements of the transportation network, such as transit service, greening elements, and roadway conditions, are managed by different groups but experienced collectively by people.



Advisory Committee

Representatives from City departments, neighboring jurisdictions, and regional agencies who participated in the inter-agency charette continued their involvement through the advisory committee.

Each meeting allowed participants to:

- Coordinate across related efforts
- Extend the reach of project publicity
- Provide technical feedback on project development
- Receive project updates to share with their stakeholders
- Share community input gathered through related projects

As a best practice moving forward, continued coordination between city, regional, and state agencies is vital. Sharing knowledge allows stakeholders to work together and build upon each other's work. This collaboration can help with project development, funding, and implementation, making the most out of limited resources.

Advisory Committee Meeting 1 (Virtual, December 2021)

At the kick-off meeting, the project team presented the draft CEP and a preview of the Framework Report, which included the existing conditions maps and relevant plans. Advisory Committee members shared the following guidance for outreach and inter-agency coordination:

1. Connection to Long Range

Plans: Connecting STP findings and outreach for local and regional long-range planning is important to inform future development in the region. Upcoming coordination opportunities include the Oxnard General Plan Update and the Ventura County Transportation Commission (VCTC) Comprehensive Transportation Plan (CTP).

2. Engagement Tools: Outreach efforts should incorporate technology, with the specific goal of reaching youth.

3. Equity and Context-Based Planning: Each community has unique needs. Reliable transportation services and access should be prioritized for those who need it most.

The Advisory Committee recommended additional topics for the Framework Report:

1. Project Opportunities:

Consider clean energy, housing infrastructure, habitat restoration, open space planning, cool streets, and sea-level rise. There are potential funding opportunities with cross-jurisdictional projects in these identified areas.

2. Density and development:

Parking management should be consistent with preferred development and density practices that reduce single-passenger trips.

3. Safety: Physical and perceived concerns around roadway safety can shape how people choose to travel. Common safety issues identified in outreach include street lighting for pedestrian safety and safe routes to school for students and families.

Advisory Committee Meeting 2 (Virtual, March 2022)

The second meeting provided updates on outreach activities and gathered feedback on draft priority locations, prioritization criteria, and sustainable transportation strategies. The committee provided the following feedback on the priority locations and criteria:

- The City should identify a process to allocate non-residential land between commercial and industrial uses. Industrial uses often bring jobs, but some residents don't want industrial uses near residential neighborhoods.
- VCTC shared they had surveyed residents on areas of concern, as part of the CTP, and many responses were in Oxnard.
- Establishing connections to Point Mugu, a significant employment hub, would be valuable.
- The 2017 Countywide Bicycle Plan has a helpful list of projects and priorities for regional connectivity.

Advisory Committee Meeting 3 (Virtual, October 2022)

In the third meeting, the team recapped Demonstration Project 1, which took place in the La Colonia neighborhood, and previewed plans for Demonstration Project 2 in the Oxnard Public Library. The team also shared findings from the walk audit (described below) and previewed the final report outline. The group discussion focused on design and implementation considerations for sustainable transportation strategies:

- **Transit Stop Amenities:** Shade improvements, adequate and accessible seating, and lighting are priorities for transit riders.
- **Green Street Components:** Consider native landscaping, native trees, and plants that can survive without high levels of maintenance.
- **Mobility Hubs:** Caltrans District 7 is working on developing a mobility hub site selection matrix to evaluate potential mobility hub locations; the results could provide insights for future Oxnard projects.

Community-Based Focus Groups

The STP team conducted two virtual community-based focus group meetings with representatives from community-based organizations and historically underserved communities to shape project goals and outreach methods and to review proposed priority locations and strategies. The following organizations were represented in the community-based focus group meetings:

- BikeVentura
- Central Coast Alliance United for a Sustainable Economy (CAUSE)
- Community Environmental Council (CEC)
- Mixteco Indígena Community Organizing Project (MICOP)
- Ventura County Farmworker Resource Program

Community-Based Focus Group 1 (Virtual, September 2021)

During the first focus group, the STP team presented an overview of the project, goals, and proposed engagement strategies and activities. Participants were asked a series of discussion questions on establishing a process that meaningfully connects with community members and builds on community knowledge. The participants shared the following feedback:

- 1. Meeting format:** Provide activities that allow community members to interact with project staff through one-on-one interaction.
- 2. Location:** Identify places and spaces where community members already spend time, and develop engagement materials that can be easily transported to multiple locations.

- 3. Communication:** Prioritize verbal comments to make all activities inclusive regardless of language and literacy.
- 4. Language:** Use clear and simple messaging to tell community members why they should be involved and how their input will be used in the final plan.
- 5. Technology:** Design a project website that considers translation in its format. Navigation should be simple, clear, and accessible via mobile devices.

Focus Group 2 (Virtual, February 2022)

The second focus group summarized the community input gathered during the pop-up events (described on page 23) and gathered input on how to prioritize projects and strategies. Participants shared the following insights:

- **Commercial Land Uses:** Extend the area designated as Downtown Oxnard to include Plaza Park, which is a space used by many residents. In addition, include Oxnard College as a commercial location due to the weekend community market
- **Transit:** Ridership data might not reflect all the desired routes in the city. Comparing where people want to go on transit and where they can currently go would help identify gaps in transit accessibility.
- **Safety:** High vehicle speeds on specific corridors is a top community concern.
- **Equity:** The outreach process should ensure engagement from disadvantaged/underserved communities, people who are English learners, and farmworkers.



Virtual Workshops (March 2022)

The STP team conducted three workshops with the following organizations:

- Partnership for a Healthy Ventura County
- Oxnard Food Corps
- BikeVentura

Partnership for a Healthy Ventura County

The Partnership for a Healthy Ventura County is a network of representatives from:

- Community organizations
- Direct health service providers
- Food security organizations
- Government agencies
- Local businesses
- Schools
- Ventura County Public Health

The purpose of the partnership is to share resources and promote policies and services in support of healthy eating and active living in Ventura

County. The project team presented the purpose, goals, and components of the STP at the Healthy Ventura quarterly meeting, which had several dozen participants in attendance, to raise awareness of the STP at the regional level and encourage feedback through the STP webpage.

Oxnard Food Corps

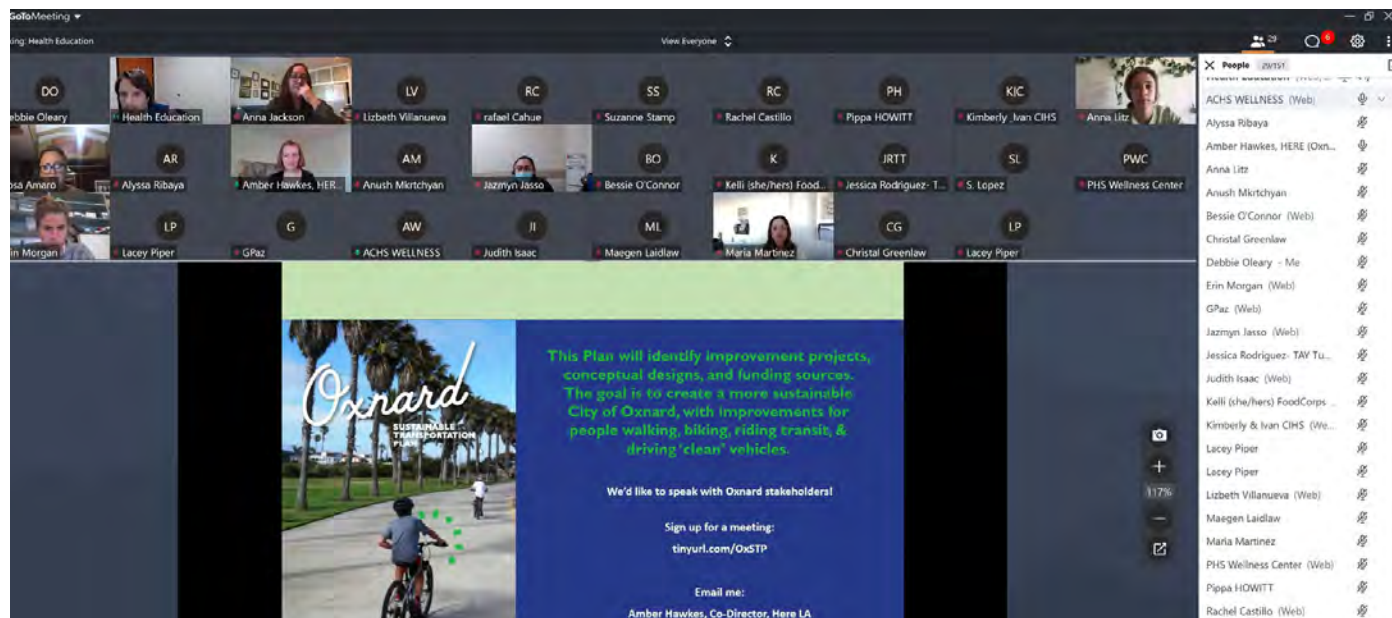
The Oxnard Food Corps is a non-profit organization that manages health programming at schools throughout the city. This session identified the following insights focused on schools:

- **Juanita Avenue** is a critical corridor that connects important community spaces, including Chavez School, Our Lady of Guadalupe church and school, Frank Academy, Ramona Elementary, and Green Valley Children's Center.
- **La Colonia** should be a priority community to prioritize for pedestrian improvements because so many residents rely on walking as their primary mode of transportation.

Bike Ventura

Bike Ventura is a non-profit organization that aims to provide equitable bicycle education, empowerment, and advocacy. Bike Ventura has a community bike shop and secondhand bike store in Downtown Oxnard. This session identified the following insights focused on biking:

- **Connections to open and natural spaces**, such as the Santa Clara River, should be a key goal as community members have expressed feeling disconnected to open and natural spaces in previous engagement, such as the Oxnard Parks & Recreation Master Plan (2021).
- **Cross-city connections** are currently lacking, particularly for north-south travel and to rural areas.
- **Greening** is an important aspect of providing a safer and more comfortable biking experience by providing shade and traffic calming.



The STP team presented at the virtual Partnership for a Healthy Ventura County meeting.

Pop-Up Events (In-Person, December 2021)

The STP team held two pop-up events to understand the priorities and travel patterns for people who live, work, and spend time in Oxnard. The pop-up workshops were designed to make it easy to participate with interactive activities at community events where people are already gathered. The pop-up events were held at the Oxnard College Community Market and The Collection, which were recommended during the first focus group meeting.

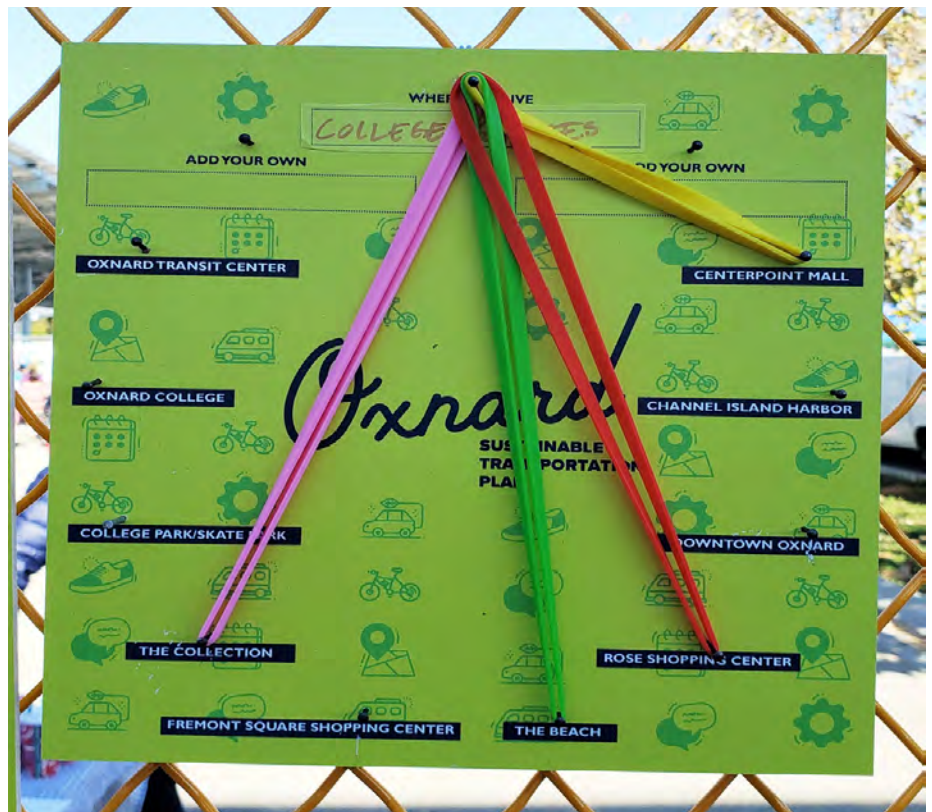
The Oxnard College Community Market is a weekly market with food trucks and vendors selling merchandise and produce. This event was intended to gather input from residents from South Oxnard but also reached a broader audience as people from all over the city and surrounding area attend the market.

The Collection is a major commercial plaza that serves as a regional shopping center. The Collection also hosts a weekly farmers market, and the pop-up event occurred in the farmers market in order to engage a wide variety of people. This event was intended to gather input from residents from Central and North Oxnard, but similar to the first pop-up, this event also reached a broader audience given the regional draw of The Collection.

At each pop-up, participants used rubberbands to connect destinations and create an artful representation of their typical travel patterns.

The top three destinations, in addition to Oxnard College and The Collection, were beaches, Downtown Oxnard, and the Rose Shopping Center. People also

completed comment cards to share their transportation priorities. The top priorities were safer streets, reducing dangerous speeding, and adding and improving bike lanes.



Walk Audit (In-Person, June 2022)

The STP project team, City traffic engineers, and focus group members walked along the following five corridors to document existing conditions and observe travel behavior:

- C Street, from Channel Islands Boulevard to Guava Street
- Channel Islands Boulevard, from Wheelhouse Avenue to Peninsula Road
- Gisler Avenue, from Channel Islands Boulevard to California Street/Date Street
- Wooley Road, from Escalon Drive to E Street
- Vineyard Avenue, from Oxnard Boulevard to Riverpark Boulevard

Although each corridor had unique characteristics, the following observations were made across multiple corridors during the walk audit:

• Pedestrians & Bicycles

- Sidewalks are at times narrow but have high pedestrian activity, particularly around transit stops and commercial areas
- Gaps in the sidewalk and bike lane network may be a barrier or safety concern for people walking and biking
- Adding more bike racks to commercial areas could encourage people to bike

- Existing bike lanes would benefit from safety enhancements, such as a striped buffer or physical separation, as bicyclists were observed riding on the sidewalk instead of in the existing bike lane

• Transit

- Adding real-time arrival information and bilingual signage and widening narrow sidewalks would increase the accessibility of transit stops
- Inconsistent provision of bus stop amenities, such as bus shelters, trash receptacles, and benches

• Vehicles

- Drivers were often traveling at higher speeds than the posted speed limit
- Several corridors had wide travel lanes that could be narrowed to provide space for bike lanes, wider sidewalks, and/or traffic calming infrastructure

• Urban Greening

- Many corridors had inconsistent or limited shade
- Medians and parkways had limited landscaping and the existing space would benefit from mulch and drought-tolerant native vegetation
- Roadways would benefit from green infrastructure, such as bioswales or permeable pavement, to absorb stormwater





Demonstration Projects

The Demonstration Projects were an opportunity for the community to visualize potential design elements come to life in their neighborhood. They allowed people who regularly use a space to give feedback on improvements within it.

Demonstration Project 1 (In-Person, May 2022)

Demonstration Project I was installed in the La Colonia neighborhood at the intersection of Juanita Avenue & Colonia Road. The City's upcoming Capital Improvement Project will realign this crossing to improve sight visibility and shorten the crossing length. Getting community feedback

on the project from people who actually use the intersection was incredibly valuable. In fact, the Capital Improvement Project incorporated high visibility crosswalks as a direct result of the demonstration event.

The demonstration project included temporary corner bulb-outs made of plants and cones, a high-visibility crosswalk, and an augmented reality activity that showed bus stop improvements. The demonstration helped community members to visualize the street safety and beautification improvements that could be part of the Plan. The installation encouraged drivers to slow down when entering the intersection and showed that increasing visibility and shortening

intersection crossing distance enhances pedestrian safety.

Participants also provided input on ideas in the La Colonia neighborhood and on corridor improvements in other areas of the City. The event provided maps of the priority corridors and participants placed tags at specific locations, noting which amenities they would like to see. The three areas that received the most tags were Juanita Avenue, 5th Street at Del Norte Boulevard, and Gisler Avenue. The two most popular amenities were in the street design and street furniture categories. In addition, participants recommended crosswalks, flashing beacons at crosswalks, speed humps and enforcement.



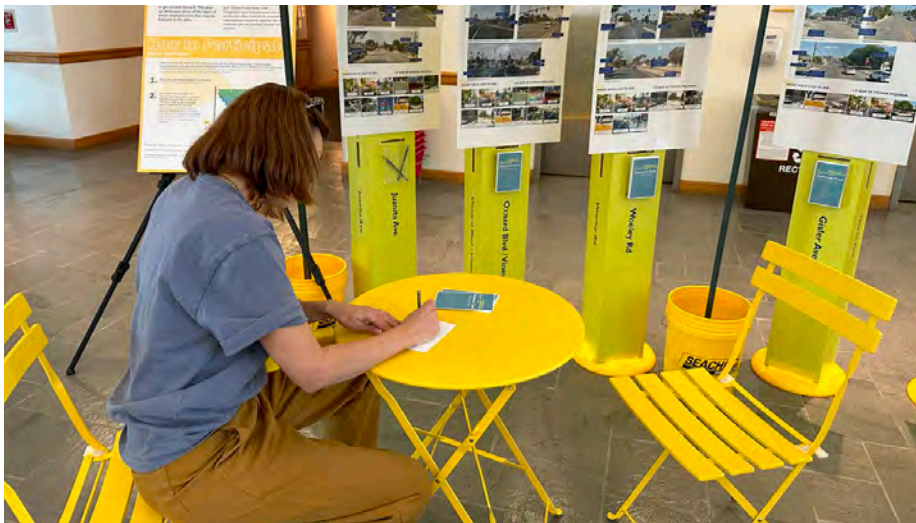
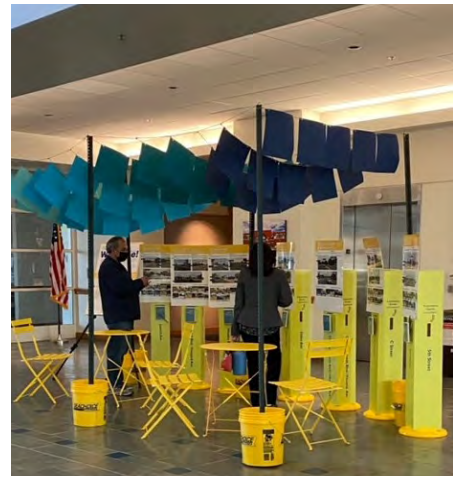
DEMONSTRATION PROJECT 2 (In-Person, January - February 2023)

Demonstration Project 2 was held at the main branch of the Oxnard Public Library in Downtown Oxnard. The goal of this demonstration project was to continue building awareness and excitement around the STP, while continuing the dialogue with community members around sustainable transportation and land use. While the first demonstration project highlighted roadway improvements, the second demonstration project highlighted placemaking elements, with an

artful shade canopy and patio seating. It also shared the latest STP project updates and provided opportunities for community input through comment cards.

While the other pop-up workshops and demonstration project were each in place for one day, this demonstration project was in place at the library for a full month. The demonstration project elements were designed to function independently without staff facilitation. This meant they could reach a wider audience and served to illustrate another method of community engagement.

The STP team used a variety of community engagement elements designed to reach a wide range of stakeholders, with the goal of ensuring that the project findings and outcomes reflect real community priorities and interests. All of the input and feedback, gathered across the committee meetings, events, and online workshops, were synthesized into project strategies and locations that are reflected in the catalog of streetscape elements (Chapter 4), sustainable transportation strategies (Chapter 5), and priority locations (Chapter 6).





Learn about the goals of the plan and offer your input, tell us where you are going around Oxnard, and share the places that matter to you!

The City of Oxnard is creating a plan to **enhance safety** and provide **eco-friendly and integrated ways** to get around Oxnard.

The City has heard from the plan's Advisory Committee, Community Focus Groups, feedback from pop-up events, and are now hosting community conversations, with a focus on **youth voices** and **people who bike often in the City**.

To learn more about the Sustainable Transportation Plan visit our project website:
www.oxnard.org/sustainable-transportation-plan/

Meeting Details:



Thursday, March 24, 2021



5:30pm - 6:30pm



Virtual Meeting

Please RSVP to receive the meeting details.

RSVP TODAY!



RSVP required.

To sign up, please scan the QR Code or visit
tinyurl.com/oxnardstp



Virtual Meeting Interactive Activity Findings

Exercise 1: Desired Street Improvements

The infographic below shows the types of improvements that were most desired by participants. The larger the circle, the more times the specific improvement was mentioned.



Exercise 2: Desired Linkage Improvements

The list below includes the linkages most desired by participants:

- Centerpoint Mall to the beaches
- Centerpoint Mall to the Rose Shopping Center
- Downtown Oxnard to Oxnard College
- Oxnard Transit Center to the South Oxnard Library
- Oxnard Transit Center to the beaches
- Channel Island Harbor to Oxnard College
- South Oxnard to farms
- Channel Islands Road from College Park to the Harbor



Join us at an

Oxnard

SUSTAINABLE
TRANSPORTATION
PLAN

pop-up!

The City of Oxnard is creating a plan to enhance safety and provide eco-friendly and integrated ways to get around Oxnard. Come to one of the following pop-ups to offer input on the goals of the Plan, tell us where you are going around Oxnard and share the places that matter to you!

Note: All pop-ups will have the same activities and materials. Choose the pop-up date and location that is most convenient to you! Interpretation will be available in Spanish and Mixteco.

- **Thursday, December 9th, 2021**
11 am - 1 pm
Farmer's Market at Plaza Park
500 C Street, Oxnard, CA
- **Sunday, December 12th, 2021**
8 am - 11 am
Oxnard College Community Market
4000 S Rose Avenue, Oxnard, CA
- **Saturday, December 18th, 2021**
12 pm - 2 pm
Farmer's Market at the Collection
2751 Park View Court, Oxnard, CA



Visit our project website: www.oxnard.org/sustainable-transportation-plan/

For more information, contact stp@oxnard.org



Únase a nosotros en una reunión espontánea

sobre el *Oxnard*

SUSTAINABLE
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La ciudad de Oxnard está creando un plan para ofrecer formas más seguras y sostenibles de desplazarse por Oxnard. Asista a uno de los siguientes reuniones espontáneas para ofrecer su opinión sobre los objetivos del Plan, cuéntenos por qué zonas de Oxnard se mueve y comparta los lugares que le importan.

Nota: Todas las reuniones espontáneas tendrán las mismas actividades y materiales. ¡Elija la fecha y el lugar del reunión espontánea que más le convenga! Habrá interpretación en español y mixteco.

- **Jueves, 9 de diciembre de 2021**
11 am - 1 pm
Mercado de agricultores, Plaza Park
500 C Street, Oxnard, CA
- **Domingo, 12 de diciembre de 2021**
8 am - 11 am
Oxnard College Community Market
4000 S Rose Avenue, Oxnard, CA
- **Sábado, 18 de diciembre de 2021**
12 pm - 2 pm
Mercado de agricultores, the Collection
2751 Park View Court, Oxnard, CA



Oxnard

SUSTAINABLE TRANSPORTATION PLAN

Pop-up Summary

Overview

Pop-up workshops were held December 2021 in Oxnard as part of the City of Oxnard's *Sustainable Transportation Plan*. The pop-ups encouraged Oxnard residents to provide input on the goals of the Plan, specifically asking where people travel in Oxnard. Understanding travel patterns will help the team decide which streets to enhance and what connections should be improved in the city.

Two workshops were held. The first took place December 12th, 2021 at the Oxnard College Community Market. The second took place December 18th, 2021 at the Farmer's Market at The Collection. Representatives from the Oxnard Public Works Department (Transportation & Mobility Division), consultant team (Fehr & Peers, Here LA, Rincon Consultants, and Kearns & West), and Spanish and Mixteco interpreters (from MICOP) were present at each event.

The workshops used "Link Boards" – wooden boards connecting destinations using a nail and colorful rubber-band – to show connections in Oxnard. Destinations reflected on the Link Boards were refined through a conversation with the project Focus Group. Comment cards were also collected to understand residents' priorities for traveling around Oxnard in a sustainable and safe way.

All materials were translated into Spanish, and Spanish and Mixteco translation was provided at each pop-up. A total of 140 people participated in the workshops. Most conversations held at Oxnard College were with Spanish or Mixteco speakers. At the Collection, conversations were held in both English and Spanish.



16

Link boards collected
at first workshop

32

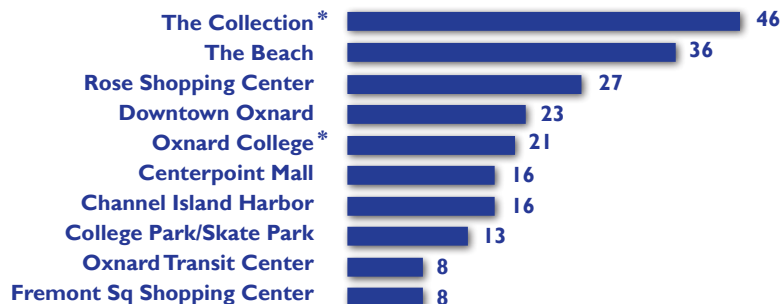
Link boards collected
at second workshop

140

people participated
in workshops

47 comment cards were written in Spanish, 9 Link Boards were completed in Spanish.

Top Destinations

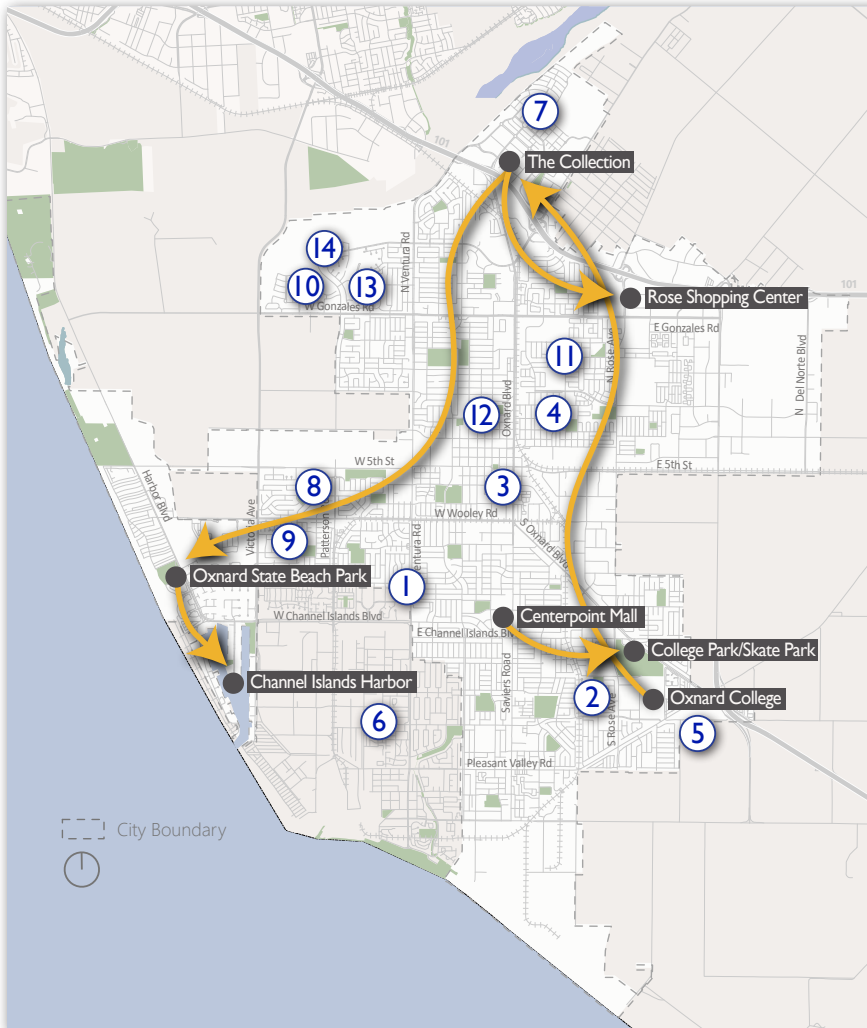


* Because the first and second pop-ups were held at Oxnard College and the The Collection respectively, participants were more likely to select them as a destination point.

Oxnard

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TRANSPORTATION
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Top Linkages



Top Destinations*

The map (left) shows the top 5 connections where people are traveling to and from in Oxnard, which include:

- The Collection to The Beach
- Oxnard College to The Collection
- The Collection to Rose Shopping Center
- Centerpoint Mall to College Park
- The Beach to Channel Islands Harbor

Neighborhoods

Some participants identified connections that they'd like to be improved around their neighborhoods. The neighborhoods identified include:

- | | |
|-------------------|--------------------|
| ① Bartolo Square | ⑨ Via Marina |
| ② College Estates | ⑩ Victoria Estates |
| ③ Heritage Square | ⑪ West Village |
| ④ La Colonia | ⑫ Wilson |
| ⑤ Mar Vista | ⑬ Windsor North |
| ⑥ Port Hueneme | ⑭ River Ridge |
| ⑦ Riverpark | |
| ⑧ Seaview Estates | |

Top 5 Connections from "Home"

Participants indicated their travel patterns from their homes to Oxnard's top destinations.

The top five connections from "home" origins include:



* Because the first and second pop-ups were held at Oxnard College and the The Collection respectively, participants were more likely to select them as a destination point.

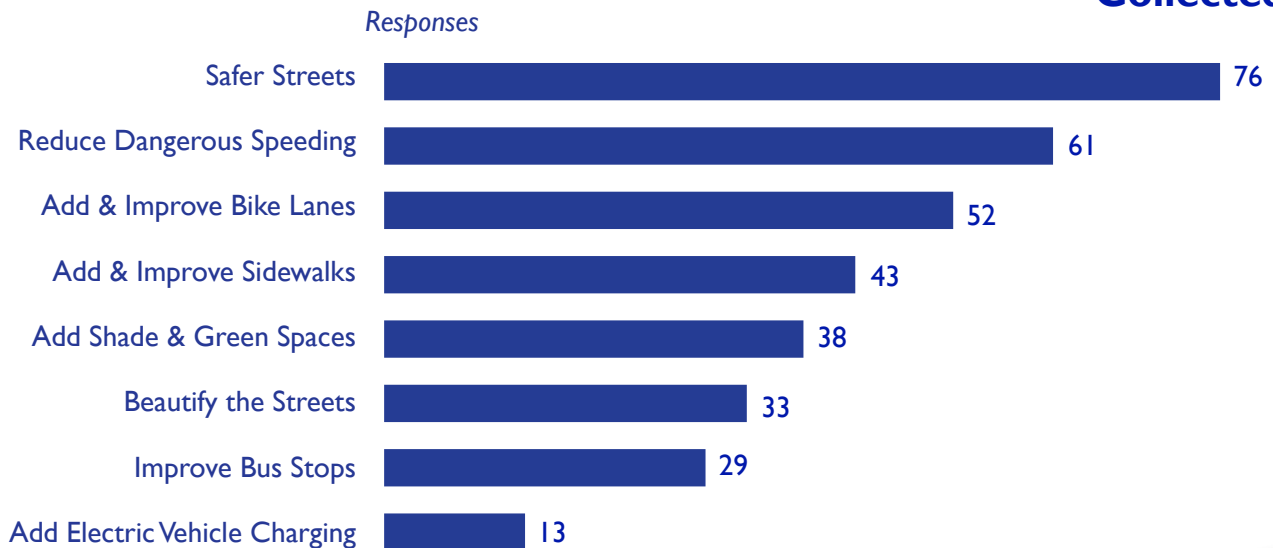


Top Priorities

Comment Cards

In addition to the “Link Boards,” comment cards were collected from participants to understand the community’s priorities for getting around Oxnard in a sustainable and safe way. Participants’ priorities for improvement categories for the streets of Oxnard include:

92
Comment Cards
Collected



Open Ended Comment Themes

More Security & Less Violence

Fix the Streets & Potholes

Improved Lighting

What are your priorities for getting around Oxnard in a sustainable and safe way?
(circle up to three)

☐ Make the streets safer
☐ Add shade & green spaces
☐ Reduce dangerous speeding
☐ Add & improve bike lanes
☐ Add & improve sidewalks
☐ Beautify the streets
☐ Improve bus stops
☐ Add electric vehicle charging
☐ Other _____

Any other comments or ideas?
(write comments here)

draw comments here

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Pop-Up Photos





SUSTAINABLE TRANSPORTATION PLAN



The **City of Oxnard** is creating a plan to enhance safety and provide eco-friendly and integrated ways to get around Oxnard.

Come learn about the **Sustainable Transportation Plan** and give us your input about what would make for safer transportation.

Attendees will be able to:

- ✓ Check out temporary street improvements that extend the sidewalk with cones and plants
- ✓ Participate in a mapping activity to provide input and feedback about street design in Oxnard
- ✓ See a virtual bus stop improvement on the street using a tablet or phone (augmented reality)

To learn more about the Sustainable Transportation Plan, visit our project website:

www.oxnard.org/sustainable-transportation-plan/

Free Pop Up Event!

You're Invited!



DATE:

Friday, May 20, 2022



TIME:

12:00 p.m. - 4:00 p.m.

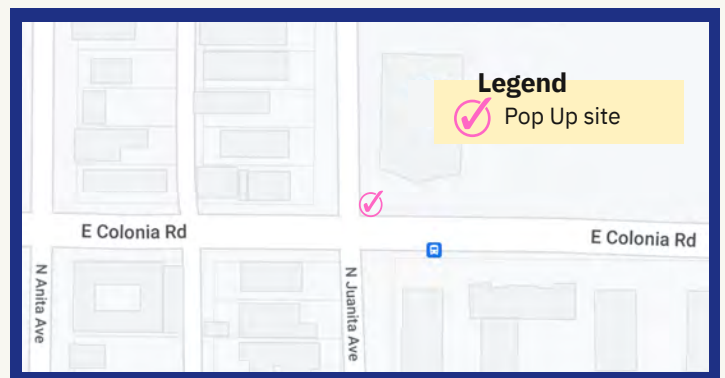
Pop by anytime! No pre-registration required!



LOCATION:

La Colonia Neighborhood
at the intersection of

Juanita Ave and Colonia Road



For more information, please email stp@oxnard.org

PUBLIC WORKS DEPARTMENT

TRANSPORTATION AND MOBILITY DIVISION



PLAN DE TRANSPORTE SOSTENIBLE



La **Ciudad de Oxnard** está creando un plan para ofrecer formas más seguras y sostenibles de desplazarse por Oxnard.

Venga a aprender sobre el **Plan de Transporte Sostenible** y dénos su opinión sobre lo que haría un transporte más seguro.

Los participantes podrán:

- ✓ Ver las mejoras temporales en las calles que amplían la banqueta con conos y plantas
- ✓ Participar en una actividad de mapeo para proporcionar información y comentarios sobre el diseño de calles en Oxnard
- ✓ Ver una mejora de la parada de autobús virtual en la calle usando una tableta o teléfono (realidad aumentada)

Para obtener más información sobre el Plan de Transporte Sostenible, visite el sitio web de nuestro proyecto:

www.oxnard.org/sustainable-transportation-plan/

¡Evento gratuito!

¡Está invitado!



FECHA:

viernes, 20 de mayo de 2022



HORARIO:

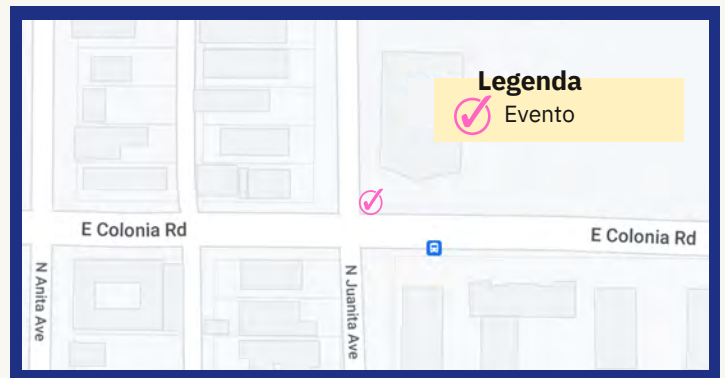
12:00 p.m. - 4:00 p.m.

*¡Visítanos cuando quieras!
¡No es necesario registrarse previamente!*



UBICACIÓN:

La comunidad de La Colonia
en la intersección de
Juanita Ave y Colonia Road



Para mas información, por favor envíe un correo electrónico a stp@oxnard.org

DEPARTAMENTO DE OBRAS PÚBLICAS

DIVISIÓN DE TRANSPORTE Y MOVILIDAD



Oxnard

SUSTAINABLE TRANSPORTATION PLAN

Pop-Up Event and Pilot Project Summary

Overview

The pop-up event and pilot project installation was held in May 2022 in Oxnard as part of the City of Oxnard's *Sustainable Transportation Plan*. The pop-up encouraged Oxnard residents to provide input on the specific improvements they would like to see on priority corridors in the city.

The pop-up included a pilot project installation, where the project team set up temporary corner bulb-outs with plants and cones, as well as a high-visibility crosswalk. The installation helped the community envision what types of improvements could be included in the plan, including street safety and beautification efforts. During the event, the installations caused cars to slow down when entering the intersection, and ultimately allowed pedestrians to more safely cross the street. Representatives from the Oxnard Public Works Department (Transportation & Mobility Division), consultant team (Fehr & Peers, Here LA, and Kearns & West), and Spanish and Mixteco interpreters (from MICOP) were present at the event. All materials were translated into Spanish. An estimated 80 people participated in the workshops and many conversations at the event were held in Spanish and Mixteco.

At the workshop, participants used "amenity tags" to vote for the improvements they would like to see along seven priority corridors. The amenity tags fell into five broad categories - greening, street furniture, street design, mobility, and "add your own" - and represented a wide range of street improvements. Attaching the tags to specific locations on the maps allowed residents to express where they would like to see improvements.



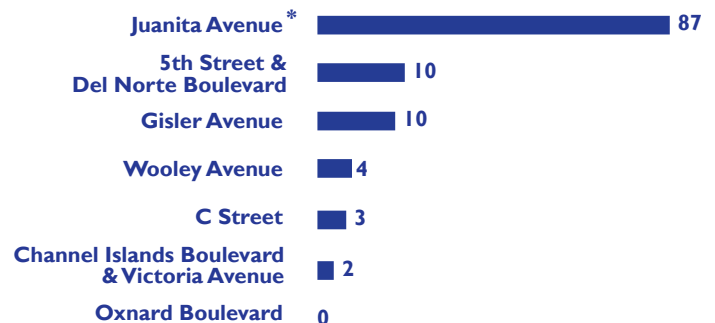
116

Amenity tags
collected

80

Estimated number
of people that
participated in the
workshop

Amenity Tag Count by Priority Project Location

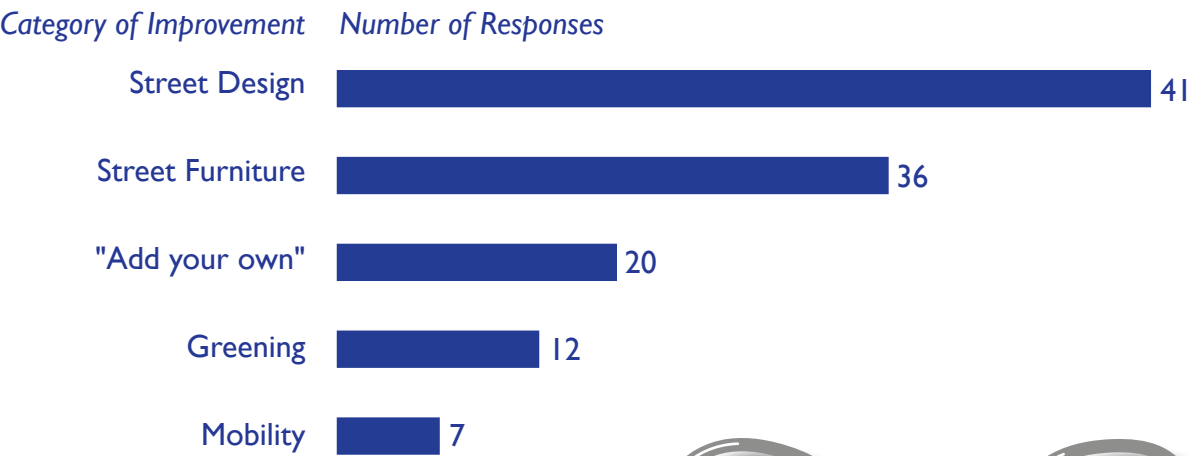


* Because the pop-up was held on Juanita Avenue, participants were more likely to suggest improvements to this location.

Top Priorities

Amenity Tag Categories

Participants were invited to hang "Amenity Tags" on seven priority project maps to show what types of street improvements they'd like to see where. The results of the tags received is summarized here. Many participants recommended crosswalks (in particular, flashing crosswalks with beacons). In general, street safety enhancements such as speed bumps, flashing lights at crosswalks, and enforcement, rose to the top. Similarly, several amenity tags called for pedestrian lighting.



"Add Your Own" Themes

- Address speeding cars (e.g. speed bumps, traffic lights, and cameras)
- Pedestrian safety concerns (e.g., crossing guards and flashing lights at crosswalks)



Oxnard

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Amenity Tags

Street Furniture



Benches



Bus shelter



Pedestrian
lights



Trash
can



EV
charging

Mobility



Bike
lanes



Bike
parking



Bikeshare



Scootershare



Carshare

Greening



Trees



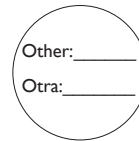
Planting



Bioswale



Permeable
paving



Add Your
Own

Street Design



Crosswalk



Slow speed
limits



Sidewalk

3

Juanita Avenue

Gonzales Road to 3rd Street
Gonzales Road a 3rd Street

Create safe routes to schools

Crear rutas seguras a las escuelas



Corridor Street Views

Vistas de las calles del corredor



A Gonzales Road & Juanita Avenue

B MLK Jr. Drive & Juanita Avenue

C Morado Pl & Juanita Avenue



D Gonzales Road & Juanita Avenue

E 1st Street & Juanita Avenue

F 3rd Street & Juanita Avenue



Juanita Avenue

Gonzalez Road to 3rd Street

Priority Location I - Summary of key comments from pop-up

During the pop-up, residents expressed strong concerns about pedestrian safety and speeding cars along Juanita Avenue. Beyond the amenity tags, anecdotal data collected include stories of residents who no longer attend church because of safety concerns when crossing the street, and general feelings of fear for local students and youth crossing the street. As the City is scheduled to install pedestrian improvements at the intersection of Juanita Avenue and Colonia Road in the near future, the project team recommends adding high-visibility crosswalks to further improve pedestrian safety at this intersection.

Improvements Desired by Community

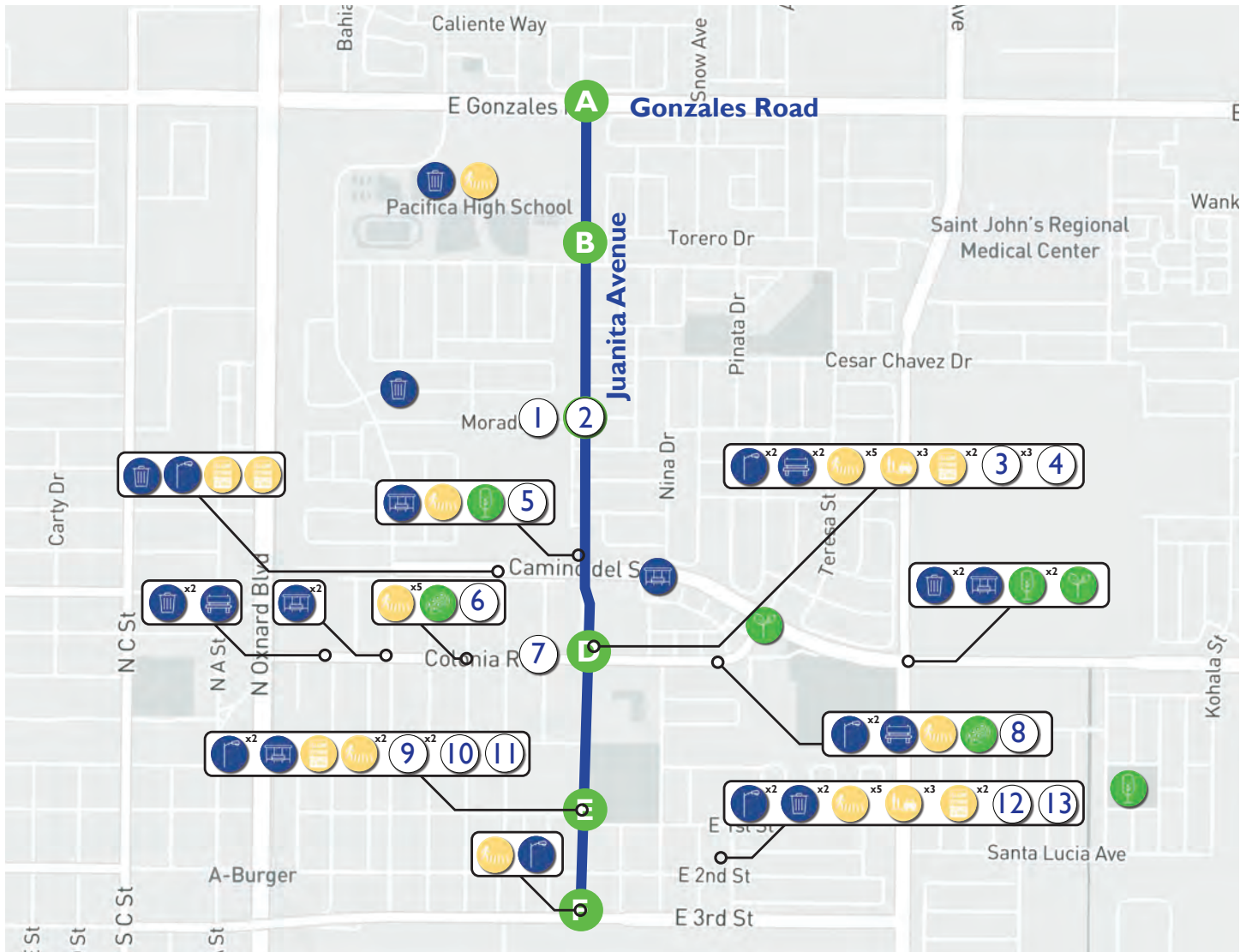
<i>Greening Improvements</i>	8	<i>Street Design Improvements</i>	34
Trees	4	Crosswalks	21
Planting	2	Slow speed limits	7
Bioswale	0	Sidewalks	6
Permeable paving	2	<i>Mobility Improvements</i>	0
<i>Street Furniture Improvements</i>	29	Bike lanes	0
Trash can	10	Bike parking	0
Pedestrian lighting	6	Bikeshare	0
Bus shelter	4	Scootershare	0
Benches	0	Carshare	0
Electric vehicle charging	0	<i>"Add your own" Improvements</i>	16
		Slowing vehicular speeds	8
		Streetscape improvements	5
		Maintenance	3

Oxnard

**SUSTAINABLE
TRANSPORTATION
PLAN**

Juanita Avenue

Gonzalez Road to 3rd Street



- 1. Other - West of Juanita is problematic for walking & biking
- 2. Other - Tree trimming
- 3. Other - Add traffic light
- 4. Other - Add crosswalk flashing light

- 5. Other - Add speed bumps, traffic camera & traffic lights
- 6. Other - Add speed bumps
- 7. Other - Fix pavement quality on La Colonia
- 8. Other - Add speed bumps

- 9. Other - Add traffic camera
- 10. Other - Enforcement
- 11. Other - Replace flashing sign
- 12. Other - Add traffic light
- 13. Other - Add crossing guard



**SUSTAINABLE
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5th Street & Del Norte Boulevard

C Street to Del Norte Boulevard and
5th Street to the 101 Freeway

Priority Location 2 - Summary of key comments from pop-up

Along 5th Street and Oxnard Boulevard, community members expressed the desire for carshare as well as enhanced connections to the Oxnard Transit Center. Participants also expressed a need for pedestrian lighting along Rose Avenue and enhanced crosswalks in the West Village neighborhood.

Improvements Desired by Community

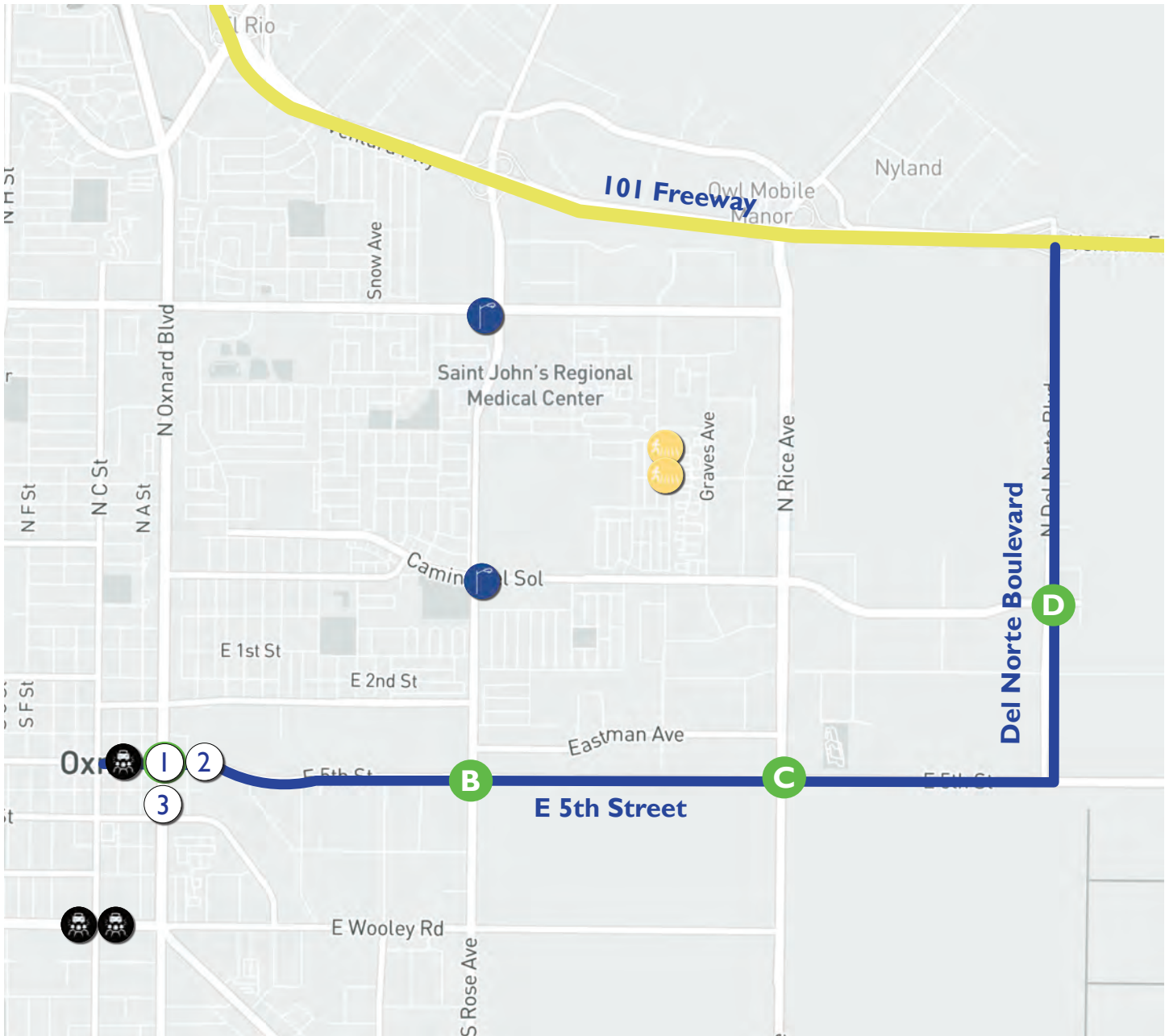
Greening Improvements	0	Street Design Improvements	2
Trees	0	Crosswalks	2
Planting	0	Slow speed limits	0
Bioswale	0	Sidewalks	0
Permeable paving	0	Mobility Improvements	3
Street Furniture Improvements	2	Bike lanes	0
Trash can	0	Bike parking	0
Pedestrian lighting	2	Bikeshare	0
Bus shelter	0	Scootershare	0
Benches	0	Carshare	3
Electric vehicle charging	0	"Add your own" Improvements	3
		Housing	2
		Connection to OTC	1



**SUSTAINABLE
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5th Street & Del Norte Boulevard

C Street to Del Norte Boulevard and
5th Street to the 101 Freeway



- 1. Other - More housing
- 2. Other - More housing
- 3. Other - Connections to the OTC



Gisler Avenue

Priority Location 3 - Summary of key comments from pop-up

The majority of comments on the Gisler Avenue map were focused on improvements needed along Saviers Road. Improvements requested included crosswalk enhancements, slow speed limits, planting, trash cans, bikeshare, and permeable paving.

Improvements Desired by Community

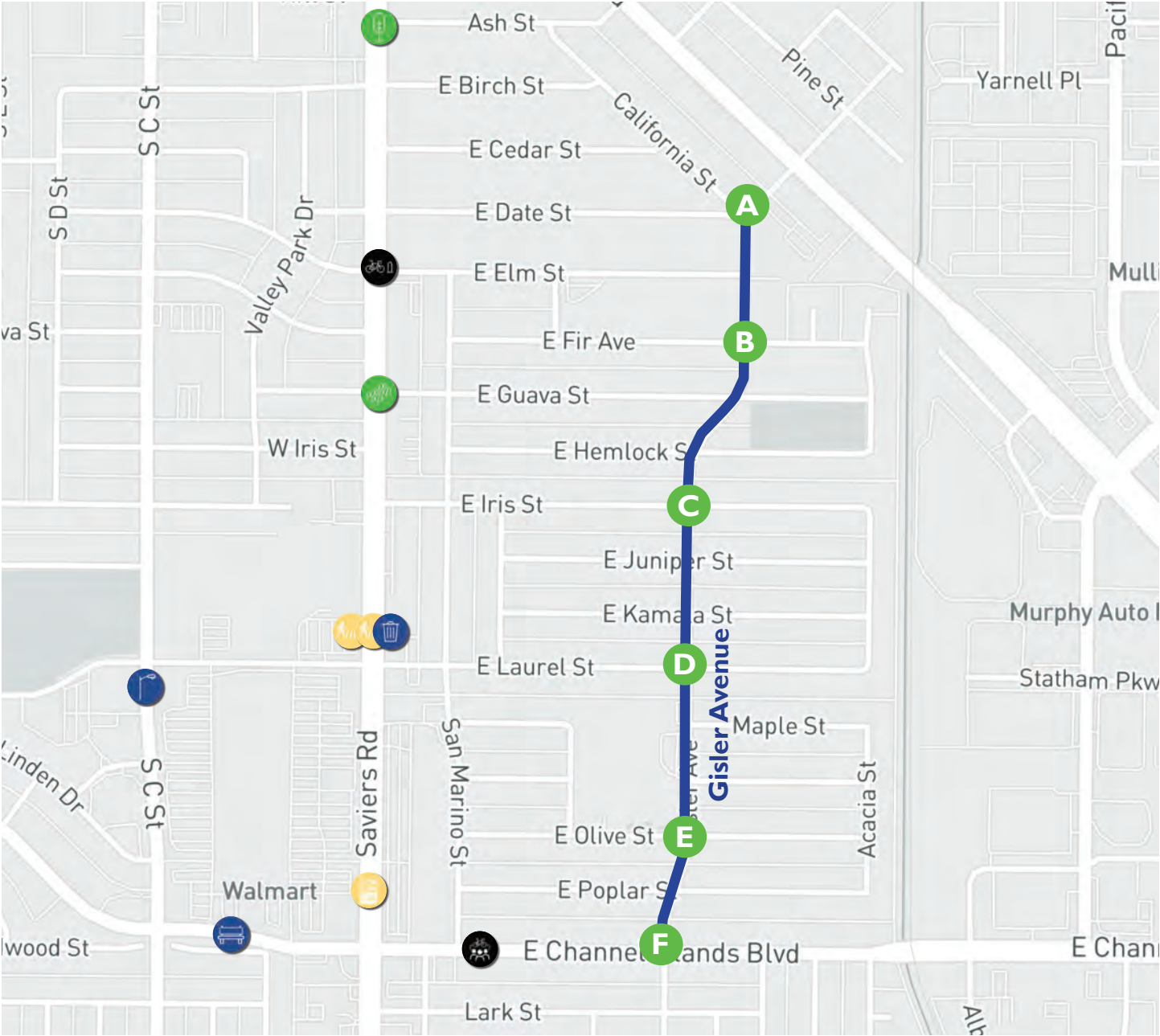
Greening Improvements	2	Street Design Improvements	3
Trees	1	Crosswalks	2
Planting	0	Slow speed limits	1
Bioswale	0	Sidewalks	0
Permeable paving	1	Mobility Improvements	2
Street Furniture Improvements	3	Bike lanes	0
Trash can	1	Bike parking	1
Pedestrian lighting	1	Bikeshare	1
Bus shelter	0	Scootershare	0
Benches	1	Carshare	0
Electric vehicle charging	0	"Add your own" Improvements	0

Oxnard

**SUSTAINABLE
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Gisler Avenue

Date Street to Channel Islands Boulevard





Wooley Avenue

Victoria Avenue to C Street

Priority Location 4 - *Summary of key comments from pop-up*

Improvements requested by community members along Wooley Avenue included greening with trees and planting, as well as slowing cars and adding pedestrian lighting along the street.

Improvements Desired by Community

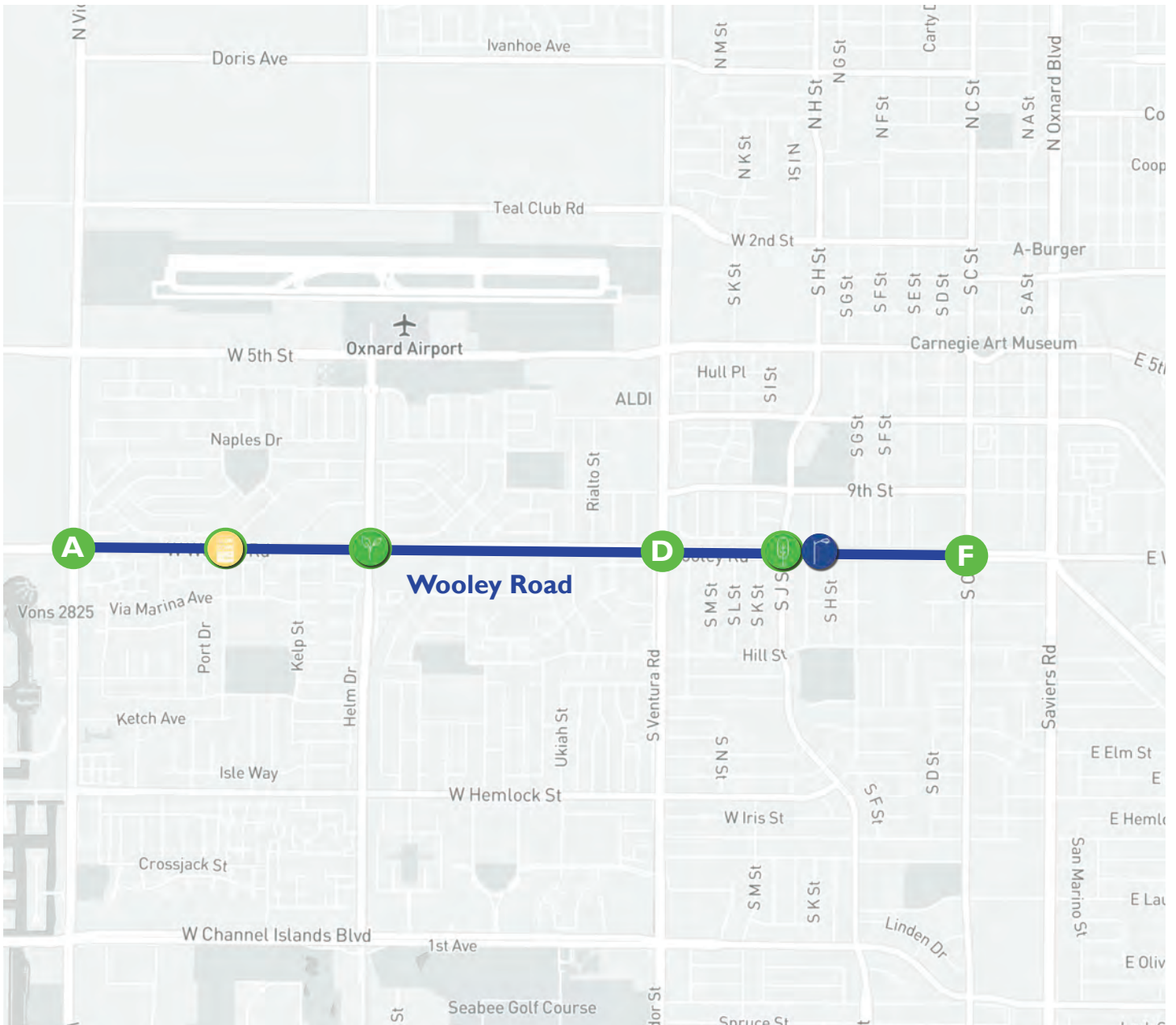
<i>Greening Improvements</i>	<i>2</i>	<i>Street Design Improvements</i>	<i>1</i>
Trees	1	Crosswalks	0
Planting	1	Slow speed limits	1
Bioswale	0	Sidewalks	0
Permeable paving	0	<i>Mobility Improvements</i>	<i>0</i>
<i>Street Furniture Improvements</i>	<i>1</i>	Bike lanes	0
Trash can	0	Bike parking	0
Pedestrian lighting	1	Bikeshare	0
Bus shelter	0	Scootershare	0
Benches	0	Carshare	0
Electric vehicle charging	0	<i>"Add your own" Improvements</i>	<i>0</i>

Oxnard

**SUSTAINABLE
TRANSPORTATION
PLAN**

Wooley Avenue

Victoria Avenue to C Street





C Street

Citrus Grove Lane to Channel
Island Boulevard

Priority Location 5 - Summary of key comments from pop-up

Crosswalks, bikeshare, and pedestrian lighting were requested along C Street. These improvements may nicely complement the suite of improvements initially considered by the project team (slowing cars and improving connections to key Oxnard destinations).

Improvements Desired by Community

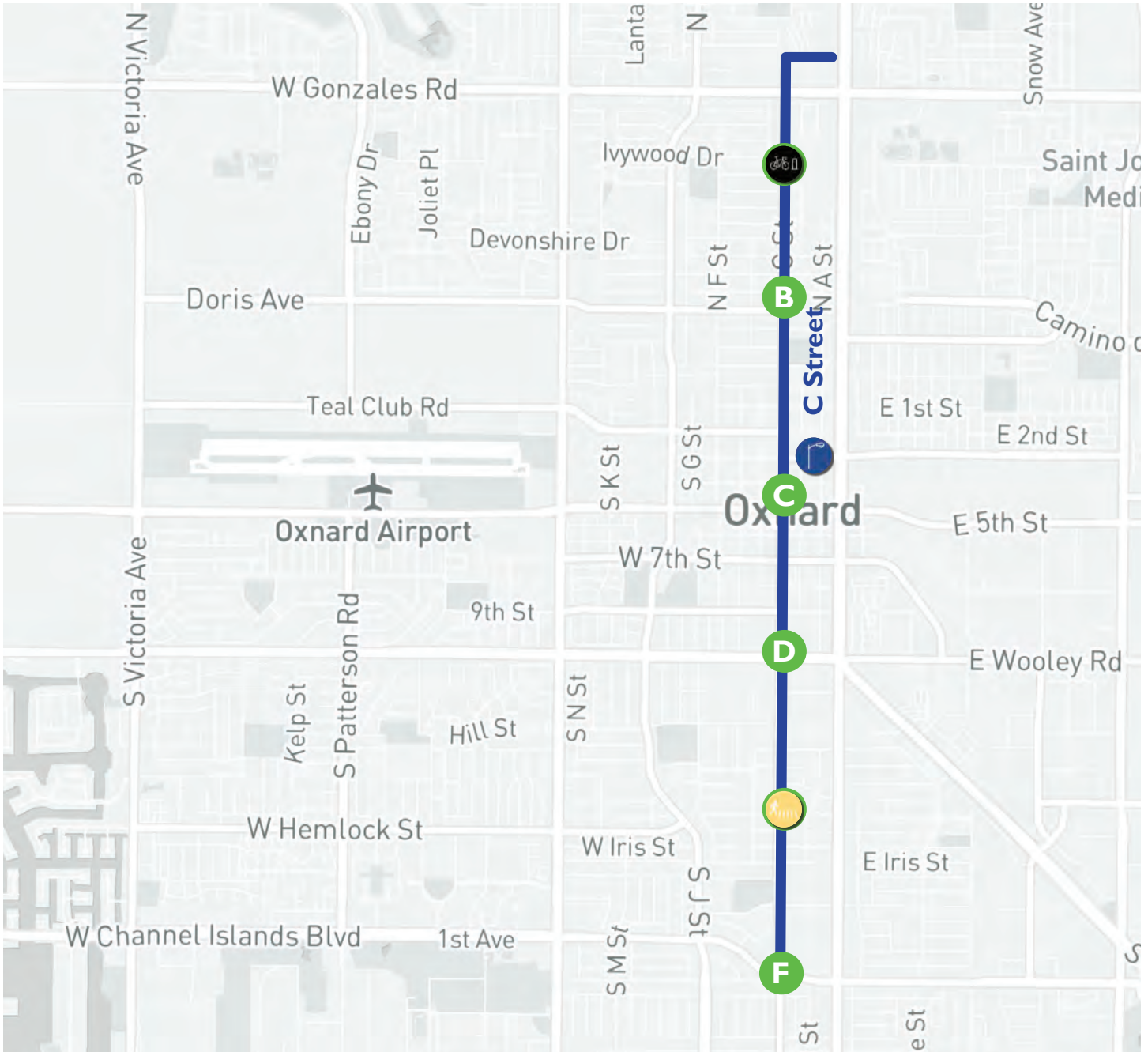
Greening Improvements	0	Street Design Improvements	1
Trees	0	Crosswalks	1
Planting	0	Slow speed limits	0
Bioswale	0	Sidewalks	0
Permeable paving	0	Mobility Improvements	1
Street Furniture Improvements	1	Bike lanes	1
Trash can	0	Bike parking	0
Pedestrian lighting	1	Bikeshare	0
Bus shelter	0	Scootershare	0
Benches	0	Carshare	0
Electric vehicle charging	0	"Add your own" Improvements	0

Oxnard

**SUSTAINABLE
TRANSPORTATION
PLAN**

C Street

Citrus Grove Lane to Channel
Island Boulevard





Channel Islands Boulevard & Victoria Avenue

Victoria Avenue to Ocean Drive

Priority Location 6 - Summary of key comments from pop-up

Scootershare and shuttles to the beach were recommended on Channel Islands Boulevard and Victoria Avenue, which follow the project team's recommendations to improve access to transit and access to the beach.

Improvements Desired by Community

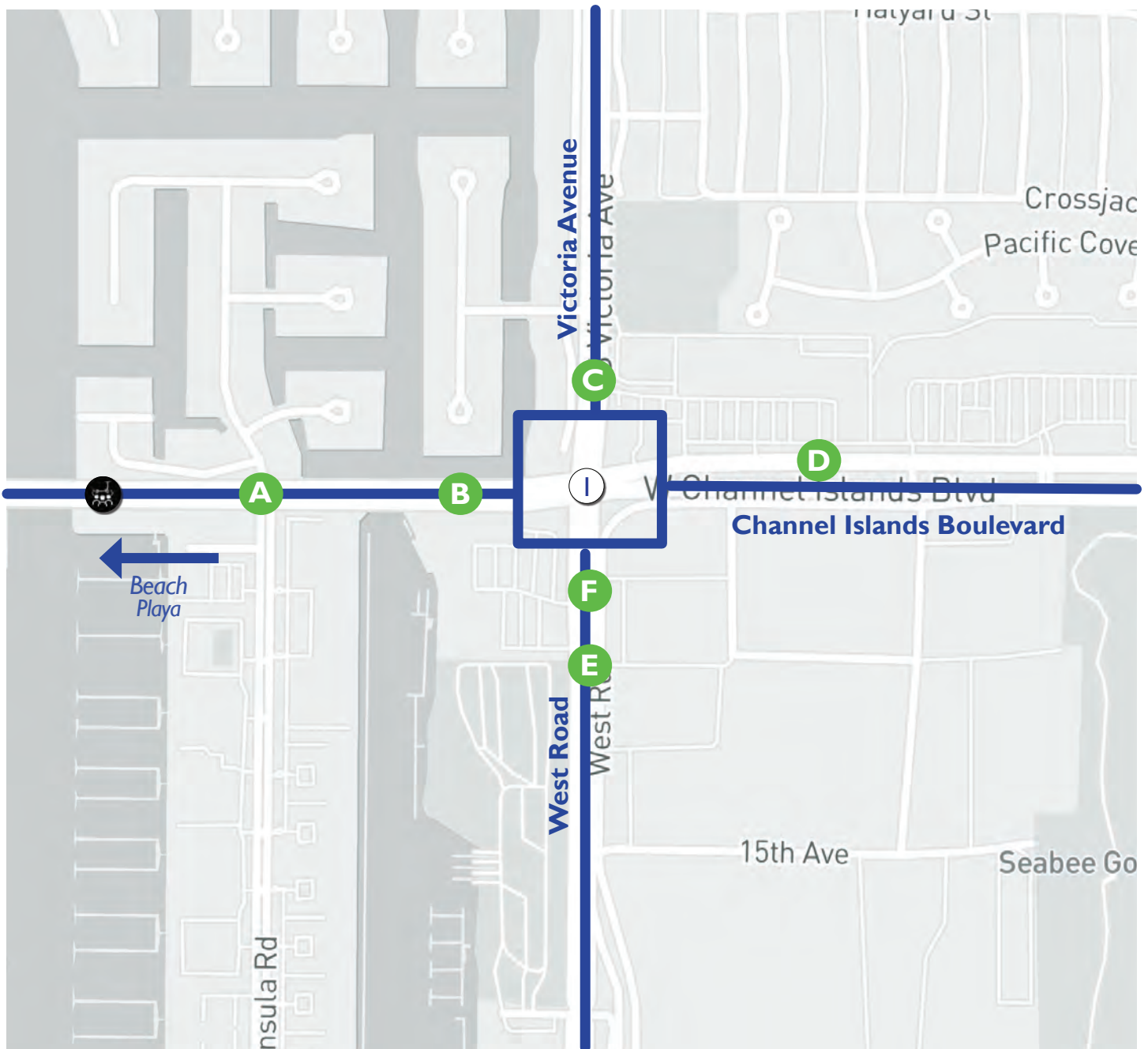
Greening Improvements	0	Street Design Improvements	0
Trees	0	Crosswalks	0
Planting	0	Slow speed limits	0
Bioswale	0	Sidewalks	0
Permeable paving	0	Mobility Improvements	1
Street Furniture Improvements	0	Bike lanes	0
Trash can	0	Bike parking	0
Pedestrian lighting	0	Bikeshare	0
Bus shelter	0	Scootershare	1
Benches	0	Carshare	0
Electric vehicle charging	0	"Add your own" Improvements	1
		Shuttle to the beach	1

Oxnard

**SUSTAINABLE
TRANSPORTATION
PLAN**

Channel Islands Boulevard & Victoria Avenue

Victoria Avenue to Ocean Drive



I. Other - Shuttle to the beach



Oxnard Boulevard

Gonzalez Road to Wagon Wheel Road

Priority Location 7 - Summary of key comments from pop-up

No community comments were made on the Oxnard Boulevard map.

Improvements Desired by Community

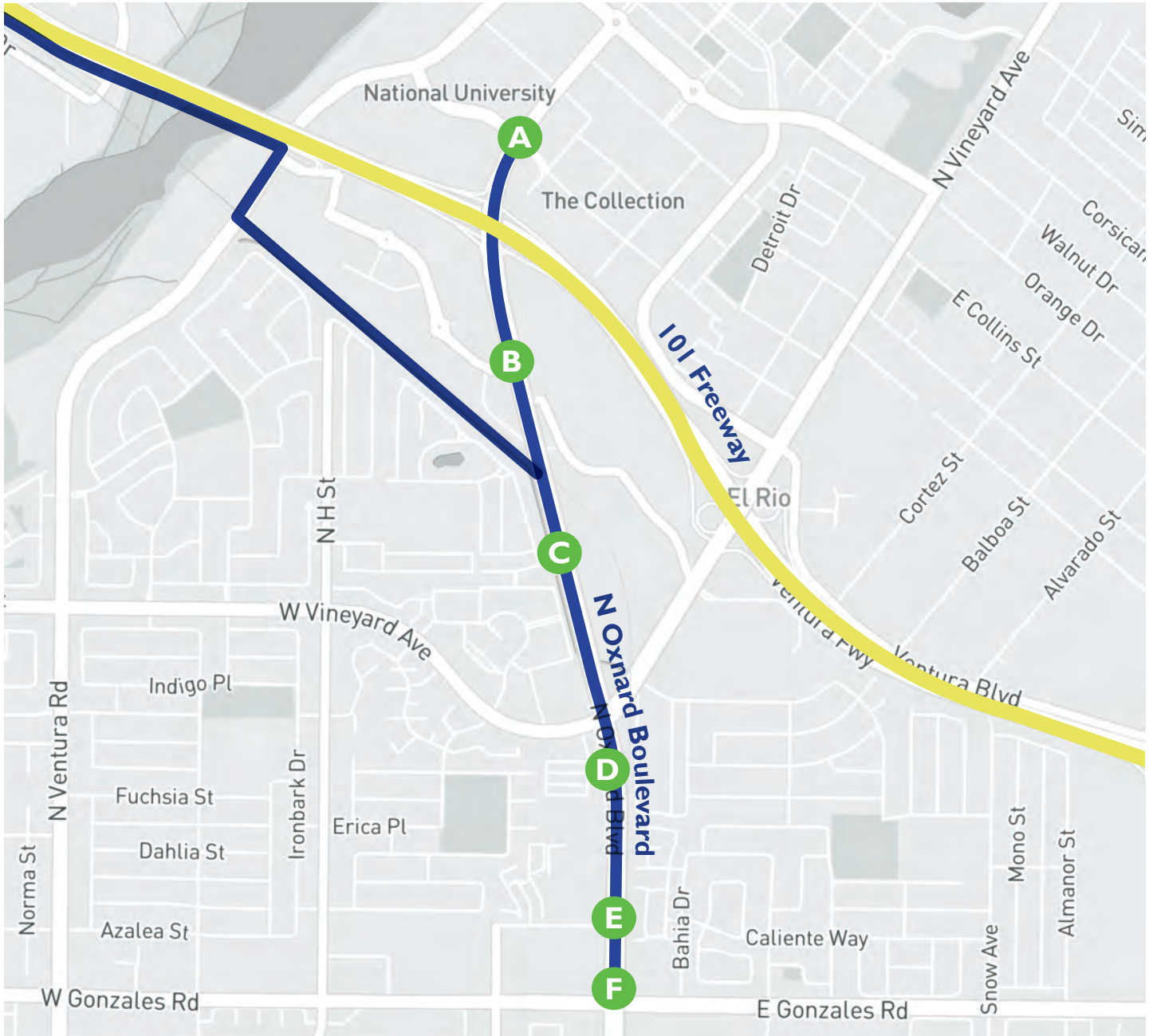
Greening Improvements	0	Street Design Improvements	0
Trees	0	Crosswalks	0
Planting	0	Slow speed limits	0
Bioswale	0	Sidewalks	0
Permeable paving	0	Mobility Improvements	0
Street Furniture Improvements	0	Bike lanes	0
Trash can	0	Bike parking	0
Pedestrian lighting	0	Bikeshare	0
Bus shelter	0	Scootershare	0
Benches	0	Carshare	0
Electric vehicle charging	0	"Add your own" Improvements	0

Oxnard

**SUSTAINABLE
TRANSPORTATION
PLAN**

Oxnard Boulevard

Gonzalez Road to Wagon Wheel Road



Oxnard

**SUSTAINABLE
TRANSPORTATION
PLAN**

Pop-Up Photos



Oxnard

SUSTAINABLE
TRANSPORTATION
PLAN

Pop-Up Photos





SUSTAINABLE TRANSPORTATION PLAN

Walk Audit Summary

OVERVIEW

Walk audits along segments of the Sustainable Transportation Plan (STP) priority corridors were conducted over the course of two days in June 2022 by engineering and planning staff from the Oxnard Public Works Department and Fehr & Peers on the STP project team. Members of the STP Advisory Committee and Focus Group were invited to participate, and representatives from the Mixteco Indigena Community Organizing Project (MICOP) and the Central Coast Alliance United for a Sustainable Economy (CAUSE) joined the walk audit. The purpose of the walk audits was to evaluate the existing conditions of the priority corridors and inform recommendations that encourage and improve multimodal transportation in Oxnard as part of the City of Oxnard's *Sustainable Transportation Plan*.

The walk audit segments were selected to reflect a representative set of land use and transportation contexts. During the audits, participants noted existing conditions, observed people's behaviors, and identified opportunities for improvement at specific locations. In addition, participants completed surveys to rate their experience, focusing on safety, accessibility, and greening/sustainability conditions along the corridor.

WALK AUDIT LOCATIONS

Wooley Road

Escalon Drive to E Street

Gisler Avenue

Channel Islands Boulevard to California Street/Date Street

C Street

Channel Islands Boulevard to Guava Street

Channel Islands Boulevard

Wheelhouse Avenue to Peninsula Road

Vineyard Avenue

Oxnard Boulevard to River Park Boulevard



Discussion around opportunities to improve transit information, such as real-time information and bilingual information.



Families walking in neighborhood, particularly around commercial areas.



Signage near Channel Islands Boulevard & Victoria Avenue illustrates a long history of biking and an opportunity to modernize wayfinding and signage.

Oxnard SUSTAINABLE TRANSPORTATION PLAN

Key Themes at all Locations

The following conditions were observed across multiple corridors. Location-specific observations and recommendations are noted on the following pages.



Pedestrians & Bicycles

- Narrow sidewalks
- Limited number of upgraded curb ramps
- High pedestrian activity around transit stops, commercial areas, and residential areas
- Opportunity to extend crossing time
- Sidewalk and bike facility gaps
- Limited number of bike racks around commercial land uses
- Bicyclists observed riding on sidewalk adjacent to bike lane



Transit

- Opportunity to add real-time and bilingual information
- Inconsistent provision of bus stop amenities, such as bus shelters, trash receptacles, and benches with backs



Vehicles

- Potential conflict points at locations with short merge lengths
- Vehicles traveling over posted speed limit
- Potential opportunity to repurpose vehicle space to improve multimodal access and safety



Urban Greening

- Limited shade
- Opportunities to add mulch and drought-tolerant native vegetation to medians and next to sidewalks
- Opportunities to convert excess right-of-way into green infrastructure, such as bioswales or permeable concrete



Observed high-visibility crosswalks and flashing beacons near key school entrances to enhance pedestrian visibility around schools.



Many bus stops would benefit from bus shelters.



Observed people crossing near Centerpoint Mall who may need more crossing time.

Oxnard SUSTAINABLE TRANSPORTATION PLAN

Vineyard Avenue

from Oxnard Boulevard
to Riverpark Boulevard

CORRIDOR OVERVIEW

Number of Lanes	5 - 6	
Posted Speed Limit	35 mph	
AADT Estimate (2019)	15,000	
Collision Trends (2016 - 2020)	Top Violations: <ul style="list-style-type: none"> • 32% Unsafe Speed • 16% Traffic Signals and Signs • 11% Vehicle Right of Way Violation 	Top Crash Types: <ul style="list-style-type: none"> • 47% Rear End • 32% Broadside
Local Road Safety Plan Collision Profiles	<ul style="list-style-type: none"> • Nighttime Collisions on 4-5 Lane Roadways 	



Observed people walking and biking using the medians around the railroad to cross the Vineyard Boulevard.

CORRIDOR FOCUS

- Improve low cost, sustainable access to shopping centers, especially along Esplanade Drive and The Collection, a major retail and employment hub, for more Oxnard residents
- Improve bicycle and pedestrian safety, particularly around railroad and freeway on/off ramps

EXISTING CONDITIONS

- Bus stops with shelters
- High bicycle and pedestrian activity
- Sidewalk gaps
- Pedestrians crossing mid-block across railroad
- Short pedestrian crossing time at Vineyard Avenue & Riverpark Boulevard intersection
- Limited landscaping and few shade trees

LAND USE & MOBILITY CATEGORIES



Residential Access Barriers



Major Commercial



Micro-mobility Hub (The Collection)



Safety

KEY OPPORTUNITIES FOR IMPROVEMENT



- Upgrade existing crosswalks with high-visibility striping
- Fill sidewalk gaps
- Explore adding mid-block pedestrian crossing opportunities
- Explore adding curb extensions at crosswalks to shorten pedestrian crossing distances
- Lengthen pedestrian crossing times at Oxnard Boulevard & Vineyard Avenue and Vineyard Avenue & Riverpark Boulevard
- Upgrade curb ramps



- Fill in bike facility gap on Vineyard Boulevard between Oxnard Boulevard and Riverpark Boulevard to connect to The Collection
- Install green conflict striping at intersections and driveways



- Plant and maintain trees and landscaping on medians and next to sidewalks
- Explore opportunities to add bioswales at spaces adjacent to the freeway entrance ramps and railroad right of way



SUSTAINABLE TRANSPORTATION PLAN

C Street

from Channel Islands Boulevard
to Guava Street

CORRIDOR OVERVIEW

Number of Lanes	2	
Posted Speed Limit	30 mph	
AADT Estimate (2019)	13,000	
Collision Trends (2016 - 2020)	Top Violations: <ul style="list-style-type: none"> • 18% Vehicle Right of Way Violation • 18% Traffic Signals and Signs • 17% Unsafe Speed 	Top Crash Types: <ul style="list-style-type: none"> • 41% Broadside • 29% Rear End
Local Road Safety Plan Collision Profiles	<ul style="list-style-type: none"> • Broadside Collisions at Signals without Fully Protected Left Turns • Pedestrian or Bicycle-Involved Collisions at Major Non-Signalized Intersections 	



High pedestrian activity around transit stops at Centerpoint Mall.

CORRIDOR FOCUS

- Improve connections to major transit hubs: Centerpoint Mall, located along C Street, and Oxnard Transit Center, located a quarter mile east of C Street
- Parallel route to Oxnard Boulevard for slower modes

LAND USE & MOBILITY CATEGORIES



Slow Streets



Future Residential



First/Last Mile to Transit



Transit Opportunity Corridor



Micro-mobility Hub (Centerpoint Mall)

EXISTING CONDITIONS

- Real time transit information at bus stops
- High bicycle and pedestrian activity
- Flashing beacons for crosswalks with high pedestrian activity
- Bike lanes along corridor
- Sidewalk gaps
- Obstructions, such as utility poles and signage, along sidewalk
- Segments with narrow sidewalks
- Many people with additional mobility needs near Centerpoint Mall

KEY OPPORTUNITIES FOR IMPROVEMENT



- Upgrade existing crosswalks with high-visibility striping
- Increase sidewalk widths
- Explore adding curb extensions at crosswalks to shorten pedestrian crossing distances
- Lengthen pedestrian crossing times at C Street & Channel Islands Boulevard



- Extend bike lane facilities
- Install green conflict striping at intersections and driveways
- Install bike racks around commercial areas and bus stops



- Install bus shelters and benches at transit stops
- Consider lowering speed limit to 25 mph to improve bike and pedestrian safety



- Plant and maintain trees and landscaping on medians and next to sidewalks

Oxnard SUSTAINABLE TRANSPORTATION PLAN

Gisler Avenue

from Channel Islands Boulevard to California/Date Street

CORRIDOR OVERVIEW

Number of Lanes	2	
Posted Speed Limit	25 mph	
AADT Estimate (2019)	6,000	
Collision Trends (2016 - 2020)	Top Violations: <ul style="list-style-type: none"> • 28% Unsafe Speed • 28% Vehicle Right of Way Violation 	Top Crash Types: <ul style="list-style-type: none"> • 38% Rear End • 30% Broadside
Local Road Safety Plan Collision Profiles	<ul style="list-style-type: none"> • Pedestrian or Bicycle-Involved Collisions on Roadways with 2 - 3 Lanes and ≤ 25 mph Posted Speed Limit 	



Opportunity for traffic calming so bicyclists feel comfortable biking on road.

CORRIDOR FOCUS

- Parallel route to Saviers Road for slower modes
- Neighborhood identified through community engagement with Safe Routes to School and speeding concerns

LAND USE & MOBILITY CATEGORIES



Wide Residential Streets



Safe Routes to School



Slow Streets

EXISTING CONDITIONS

- High pedestrian activity around neighborhood commercial
- High visibility crosswalks near school and transit stops
- Narrow sidewalks
- Obstructions, such as utility poles and signage, along sidewalk
- Limited street lighting

KEY OPPORTUNITIES FOR IMPROVEMENT



- Upgrade existing crosswalks with high-visibility striping
- Explore adding curb extensions at crosswalks to shorten pedestrian crossing distances
- Upgrade curb ramps
- Install streetlights at intersections



- Enhance bike facilities along Gisler Avenue to connect with planned bike lanes on Cloyne Street, south of Channel Islands Boulevard & Gisler Avenue



- Add advance stop bars and explore adding protected left turns at Channel Islands Boulevard & Gisler Avenue
- Add traffic calming elements, such as speed humps or mini-roundabouts



SUSTAINABLE TRANSPORTATION PLAN

Channel Islands Boulevard

from Wheelhouse Avenue
to Peninsula Road

CORRIDOR OVERVIEW

Number of Lanes	4 (Chan. Is.), 4 (Victoria)	
Posted Speed Limit	45 mph (Chan. Is.), 50 mph (Victoria)	
AADT Estimate (2019)	11,000 (Chan. Is.), 13,000 (Victoria)	
Collision Trends (2016 - 2020)	Top Violations: <ul style="list-style-type: none"> • 41% Vehicle Right of Way Violation • 16% Unsafe Speed • 16% Traffic Signals and Signs 	Top Crash Types: <ul style="list-style-type: none"> • 49% Broadside
Local Road Safety Plan Collision Profiles	<ul style="list-style-type: none"> • Unsafe Speed Collisions Along Roadways with 4-5 Lanes • Nighttime Collisions on 4-5 Lane Roadways • Hit Object Collisions at Major Intersections 	



Many cyclists using sidewalk.

CORRIDOR FOCUS

- Improve access to the beach for pedestrians, bicyclists, and transit users repeatedly identified through community engagement
- Wayfinding opportunities

EXISTING CONDITIONS

- High bicycle and pedestrian activity
- Good tree coverage on Channel Islands Boulevard, east of Victoria Avenue, near bus stop
- Sidewalk gaps
- Short pedestrian crossing times
- Degraded wayfinding signage
- Gaps in bicycle facilities

LAND USE & MOBILITY CATEGORIES



Access to Recreation



Micro-mobility Hub



Safety

KEY OPPORTUNITIES FOR IMPROVEMENT



- Explore designs for a protected intersection
- Upgrade existing crosswalks with high-visibility striping
- Upgrade curb ramps
- Lengthen pedestrian crossing times
- Upgrade and add wayfinding signage



- Explore designs for a protected intersection
- Install green conflict striping at intersections and driveways
- Stripe buffer for bike lanes on all approaches
- Improve bicycle facility for cyclists traveling southbound on Victoria Avenue towards the intersection of Channel Islands Boulevard & Victoria Avenue
- Explore coordination with property owner(s) to pilot or install a micro-mobility hub (e.g., bikeshare/scootershare parking) near the transit stop



- Install bus shelters and benches at transit stops
- Install advance stop bars at each intersection approach
- Narrow travel lanes and reallocate space to enhance bike lanes

Oxnard SUSTAINABLE TRANSPORTATION PLAN

Wooley Road

from Escalon Drive
to E Street

CORRIDOR OVERVIEW

Number of Lanes	4	
Posted Speed Limit	40 mph	
AADT Estimate (2019)	15,000	
Collision Trends (2016 - 2020)	Top Violations: <ul style="list-style-type: none"> • 23% Unsafe Speed • 20% Vehicle Right of Way Violation • 19% Traffic Signals and Signs 	Top Crash Types: <ul style="list-style-type: none"> • 36% Broadside • 34% Rear End
Local Road Safety Plan Collision Profiles	<ul style="list-style-type: none"> • Nighttime Collisions on 4-5 Lane Roadways • Hit Object Collisions at Major Intersections • Pedestrian or Bicycle-Involved Collisions at Major Non-Signalized Intersections • Bicycle-Involved Collisions with Vehicles Proceeding Straight at Signals 	



Opportunity for greening and trees along sidewalk.





CORRIDOR FOCUS

- Improve bicyclist and pedestrian safety, particularly at railroad crossings
- Enhance pedestrian crossings
- Build on City's CIP project to add bike lanes




EXISTING CONDITIONS

- Many people walking and bicycling around residential neighborhoods
- Narrow sidewalks
- Obstructions, such as utility poles and signage, along sidewalk
- Limited pedestrian crossing opportunities due to railroad in median

LAND USE & MOBILITY CATEGORIES

-  Safety
-  Safe Routes to School
-  Transit Opportunity Corridor
-  First/Last Mile to Transit

KEY OPPORTUNITIES FOR IMPROVEMENT

- | | | |
|---|--|---|
|  <ul style="list-style-type: none"> • Upgrade existing crosswalks with high-visibility striping to encourage crossing at designated crosswalks • Increase sidewalk widths east of Wooley Road & Ventura Road • Explore adding pedestrian crossing opportunities to encourage crossing at designated crosswalks • Explore adding curb extensions at crosswalks to shorten pedestrian crossing distances |  <ul style="list-style-type: none"> • Stripe buffer for bike lanes • Add bike racks at commercial areas |  <ul style="list-style-type: none"> • Coordinate with Gold Coast Transit District to upgrade bus stops with seating and shade • Narrow travel lanes and reallocate space to enhance bike lanes |
| | |  <ul style="list-style-type: none"> • Add vegetation along south side of Wooley Road for cooling • Explore opportunities to create a more permeable and/or cooler surface |



SUSTAINABLE TRANSPORTATION PLAN

Join Us!

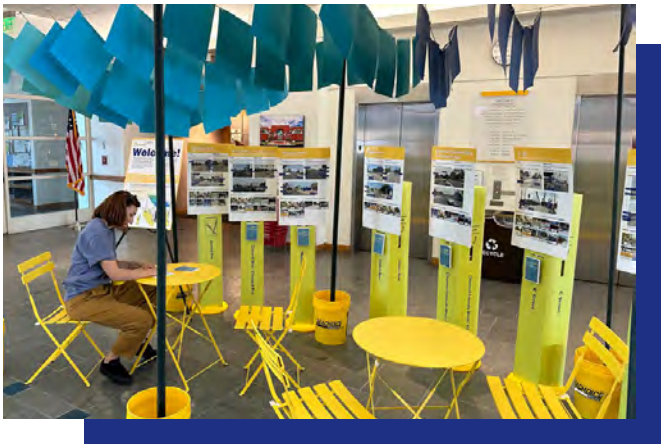
Share your input about the Sustainable Transportation Plan!



Come learn about the **Sustainable Transportation Plan** and give us your input about what street improvements you would like to see around the City!

You'll have an opportunity to:

- Participate in an interactive community activity
- Get information about streets in Oxnard
- See a shade structure example
- comment on ideas and concepts that may be included in the final plan.

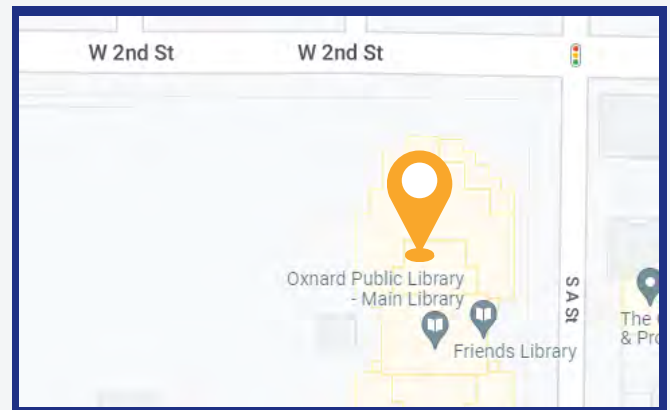


DATE:

Now through February 15, 2023

LOCATION:

Oxnard Public Library
Main Library Lobby
251 South A Street



TIME:

Any time during library hours:

Monday - Thursday: 9 AM - 8 PM

Saturday: 9 AM - 5:30 PM

The final Oxnard Sustainable Transportation Plan will be completed in early 2023.

To learn more about the Plan, visit our project website: www.oxnard.org/sustainable-transportation-plan/



04





Chapter 04

Catalog of Streetscape Elements



Chapter 4: Catalog of Streetscape Elements

This catalog of streetscape elements serves as a toolkit of mobility, greening, and placemaking strategies to shift Oxnard’s transportation network and land use patterns from auto-oriented to people-oriented. This catalog includes elements that not only apply to the priority locations described in Chapter 6 but can also be implemented across the city.

Developing and maintaining a list of locations across the city where streetscape elements may be applicable can assist the City with annual budgeting and project management resource allocation. Connecting a project list with the City’s budgeting process is recommended to keep the STP recommendations and options implementation ready.

Each element includes a description and considerations for implementation, such as level of effort and guidance around design and siting. Given the varying timelines for project options identified in the STP, cost estimates are included in Appendix C since actual costs will vary depending on the specific project context and timing.

The elements are organized into “Mobility” and “Greening & Placemaking” and can be found on the following pages:

Mobility Element	Page
Bike Racks	31
Enhanced Bike Infrastructure	32
Enhanced Pedestrian Infrastructure	33
Enhanced Markings at Crossings	34
Enhance Pedestrian Safety at Uncontrolled Locations	35
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Mobility Elements

Bike Racks

Bike racks provide a place for cyclists to lock their bikes and should be installed near the entrance of schools, parks, community centers, commercial areas, and bus stops to encourage biking. Without adequate bike parking, riding a bike is implicitly discouraged.

CONSIDERATIONS FOR IMPLEMENTATION

Bike racks should be put in visible and open places, with preferential access to the destination, if possible. This has the effect of allowing cyclists to easily ride and lock up and also deters theft because of heavier foot traffic.

In some places, such as schools/ universities, transit stations, and places of employment, longer-term bike parking may be desirable. These could take the form of bike lockers, bike cages, or secure-access bike rooms. These solutions would be more costly and require coordination with third parties, as many of these facilities would likely not be located in the public right-of-way.

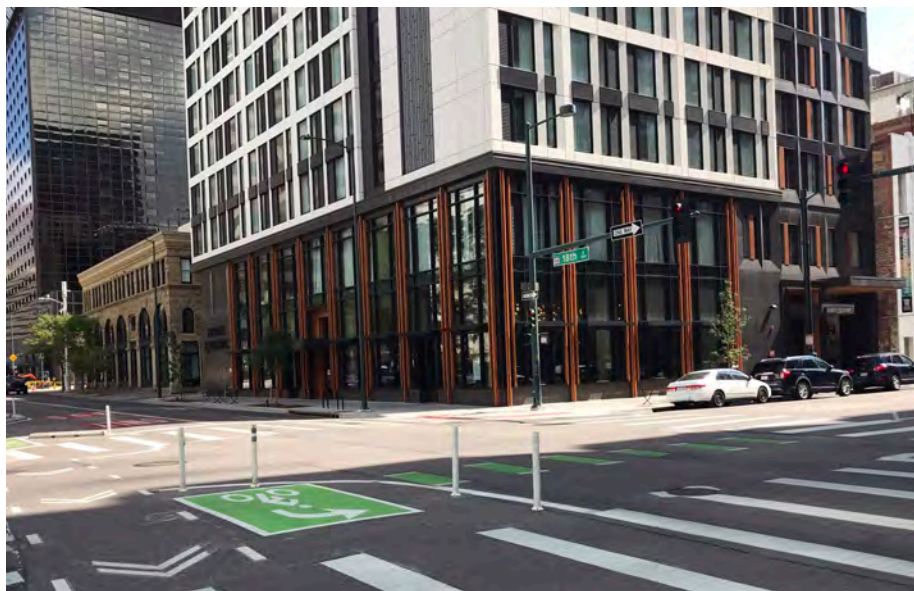


Bike racks provide places for bicyclists to park and lock their bikes. Source: City of Oxnard.

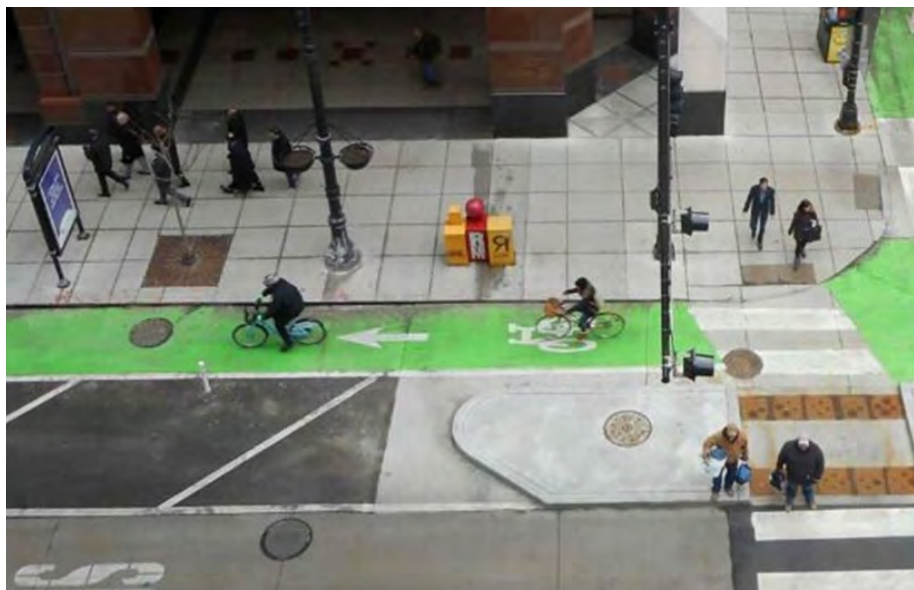
Enhanced Bike Infrastructure

Improving bike infrastructure in roadways can help make cycling safer by restricting the encroachment of motorized traffic. These enhancements can also improve drivers' visibility and awareness of bicyclists on the street. Some options to enhance bike infrastructure include:

- **Bike Lane:** Provides dedicated street space for bike travel, typically adjacent to outer vehicle travel lanes. A bike lane with designated striping, pavement markings, and signage is a "Class II" bike lane.
- **Buffered or Protected Bike Lane:** Includes additional separation between bicyclists and vehicle traffic. Separation may take the form of painted buffers on the street surface or vertical elements on the street surface that separate the bike lane from moving vehicles. Physical separation may consist of plastic posts, parked vehicles, or a landscaped raised median. A bike lane with vertical separation elements is a "Class IV" bike lane.
- **Green Conflict Striping:** Consists of green dashes painted in bike lanes as they approach and/or go through an intersection or driveway. These stripes can be applied to a Class II or Class IV bike lane.
- **Bike Box (two stage left turn):** Offers bicyclists a safe way to make left turns at multi-lane signalized intersections from a right-side bike lane. See NACTO's Urban Bikeway Design Guide for more details.
- **Protected Intersection:** Uses corner islands, curb extensions, and colored paint to delineate bicycle and pedestrian movements across an intersection.



Bike boxes (two stage left turns) offer bicyclists a safe way to make turns at intersections. Source: Laura Sandt, pedbikeimages



Protected intersections use corner islands, curb extensions, and colored paint to delineate bicycle and pedestrian movements. Source: NACTO.

CONSIDERATIONS FOR IMPLEMENTATION

The level of effort to implement most enhanced bike infrastructure is relatively low. Many involve simply painting existing pavement or minor adjustments to existing street facilities, which can be incorporated into street resurfacing projects. Coordinating improvements, including installing thermoplastic,

may be delayed to coordinate with resurfacing, which ultimately limits construction disruptions and uses resources more efficiently. Class IV bike lanes with landscaped or concrete vertical separation and protected intersections will require additional effort as they involve more complex engineering design but offer more protection.

Enhanced Pedestrian Infrastructure

Improved pedestrian facilities can help make walking safer, more comfortable, and more accessible. Some options to improve pedestrian infrastructure include:

- New Sidewalk (Fill Gaps):** Walking along streets can be dangerous in places where there is no sidewalk. Filling in gaps in the sidewalk network makes it easier and safer for people to walk to more destinations. Adding new sidewalk is also an opportunity to include shade trees or landscaping along the roadway. Landscaped parkways provide more protection for pedestrians from vehicular traffic, provide shade, absorb stormwater, and increase green space.
- Sidewalk Widening:** Broader sidewalks provide a more comfortable space for pedestrians, particularly in locations with high volumes of pedestrians, such as around transit stops, schools, and commercial areas. Widening a sidewalk can create opportunities for tree wells or landscaped parkways where there are none.
- Upgraded Curb Ramps:** Improvements to curb ramps primarily involve installing tactile warning devices (e.g. truncated domes) that alert visually impaired pedestrians of a pedestrian crossing. Upgrades should include all elements of compliance with Americans with Disabilities Act Accessibility Guidelines, such as ramp slope and landing areas. The City's current practice is to upgrade curb ramps as part of regular street resurfacing.



Upgraded curb ramps can alert visually impaired pedestrians of a pedestrian crossing. Source: City of Oxnard.

CONSIDERATIONS FOR IMPLEMENTATION

The level of effort required to upgrade existing curb ramps is relatively low if there is sufficient space. However, in areas with limited roadway space, installing completely

new sidewalks, upgrading curb ramps, and sidewalk widening may involve more effort and cost as it could involve reallocation of existing street space, utility considerations, such as existing power poles and traffic signal equipment, and require community buy-in.

Enhanced Markings at Crossings

Effective markings at crossings can help improve pedestrians' ability to see cars and drivers' ability to see pedestrians. They highlight designated pedestrian crossing opportunities and reduce accessibility barriers in the pedestrian network. Some options to enhance markings at crossings include:

- **Advance Stop Bar:** A horizontal stripe painted ahead of the crosswalk at stop signs and signals to indicate where drivers should stop. See CA MUTCD Section 3B.16 for more information.
- **Advance Yield Markings:** Placed 20 to 50 feet in advance of a marked pedestrian crossing to alert drivers of an upcoming

pedestrian crossing. See CA MUTCD Figures 3B-16, 3B-17, and 3B-18 for yield markings guidance.

- **High-Visibility Crosswalk:** Clearly marked, high-contrast pedestrian crossings encourage motorists to exercise caution and yield to pedestrians. See Section 3B.18 of the CA MUTCD for more detail.
- **Artful/Creative Crosswalk:** A beautiful crosswalk invites people to walk in it. Creative crosswalks are also an opportunity for local organizations to make their mark in the community. Implementation of creative projects like these is also an opportunity for the City of Oxnard to build and strengthen their relationship with community organizations, such as the Oxnard Performing Arts Center. See the FHWA memo titled "MUTCD -- Official Ruling 3(09)-24(I) -- Application of Colored Pavement" for more information.



Advance stop bar and high-visibility crosswalk treatments at intersection
Source: FHWA



Artful/creative crosswalks can promote walking and enhance the street environment.
Source: SCAG

CONSIDERATIONS FOR IMPLEMENTATION

The level of effort to implement most enhanced markings at crosswalks is relatively low and can be implemented as part of street resurfacing projects. Most projects would require only the installation of signage, striping, or minor infrastructural improvements. Artful/creative crosswalks involve additional effort as they require coordination, additional maintenance, and engagement with the local community but can also give community members a sense of ownership in advocating for roadway safety and contributing to placemaking.

Enhance Pedestrian Safety at Uncontrolled Locations

There are a number of strategies to make uncontrolled locations safer for pedestrians: establish a formalized pedestrian crossing, improve visibility of pedestrians, and/or increase drivers' awareness of people who are crossing. Some options to enhance pedestrian safety at uncontrolled locations include:

- **RRFB:** A rectangular rapid flashing beacon (RRFB) is another type of pedestrian-activated signal. In addition to flashing lights, these incorporate signage to alert motorists of a pedestrian crossing. The City is exploring RRFB guidelines for implementation.
- **Pedestrian Hybrid Beacon (PHB):** Also known as a High-intensity Activated Crosswalk (HAWK), this signal is a flashing light with electrical components, poles, mast arms, and signal heads that notifies oncoming motorists to stop when a pedestrian needs to cross. The signal is activated by the presence of a pedestrian (either through pushing a button or some other form of detection) and alerts motorists with a series of red and yellow lights. See CA MUTCD Section 4F for more detail.

CONSIDERATIONS FOR IMPLEMENTATION

Enhancing pedestrian safety at uncontrolled locations requires a medium level of effort, as some projects may have high cost and could involve significant engineering design work or analysis of roadway characteristics such as speed and vehicle volume.



Pedestrian hybrid beacons alert drivers to stop for crossing pedestrians with a series of red and yellow lights. Source: Mike Cynecki, pedbikeimages.



RRFBs alert motorists of a crossing pedestrian with a pedestrian-activated flashing light. Source: City of Oxnard

Green Alley

This strategy transforms alleys, which are typically vehicle-oriented, into inviting public spaces for people who walk and bike. These changes happen with striping, signage, pedestrian-scale lighting, landscaping, and permeable pavements (see description in greening section on page 47). Green alleys can serve as slow speed routes parallel to busier roadways and support safe routes to school and placemaking.

CONSIDERATIONS FOR IMPLEMENTATION

Green alleys require a high level of effort as they involve robust public outreach and input, careful planning and analysis of potential locations and more complex engineering design.



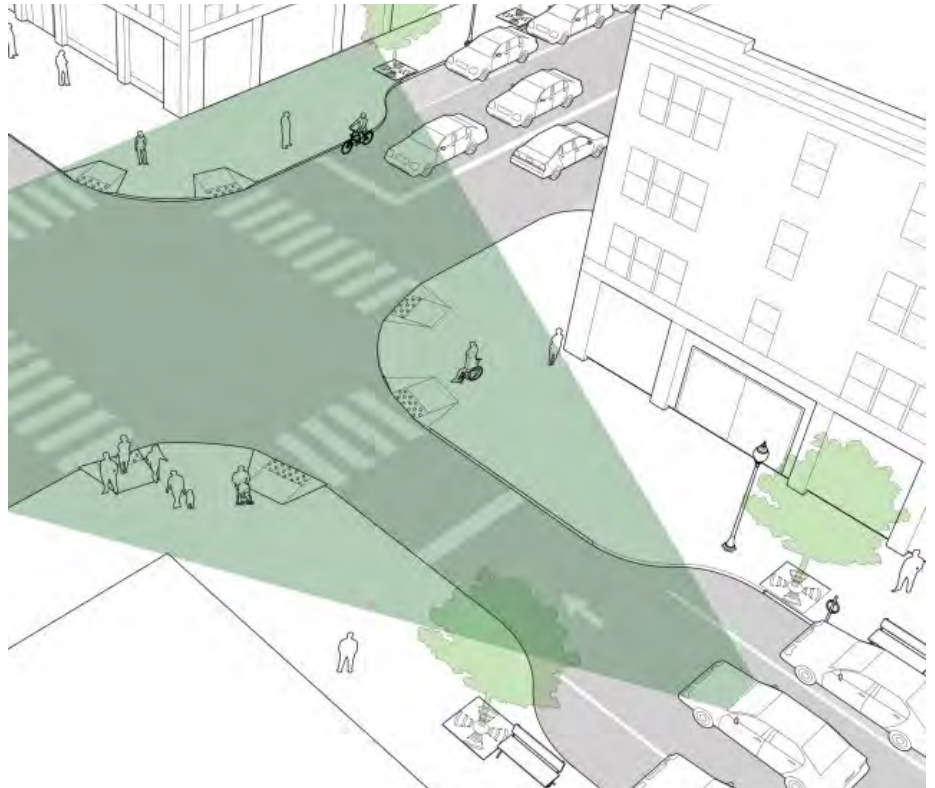
Green alleys can serve as an alternate bicycle and pedestrian network. Source: City of Oxnard

Improve Sight Distance

Intersections are safer when pedestrians, cyclists, and motorists crossing can see each other. Improving sight distance involves removing objects that block drivers and pedestrians from having a clear sightline. This may include installing red curb at intersection approaches to prevent parked vehicles (also called “daylighting”), trimming back or fully removing landscaping, or removing or relocating large signs.

CONSIDERATIONS FOR IMPLEMENTATION

Improving sight distance requires a low level of effort. If an intersection requires a more extensive red curb that would remove a significant amount on-street parking, additional community engagement may be warranted.



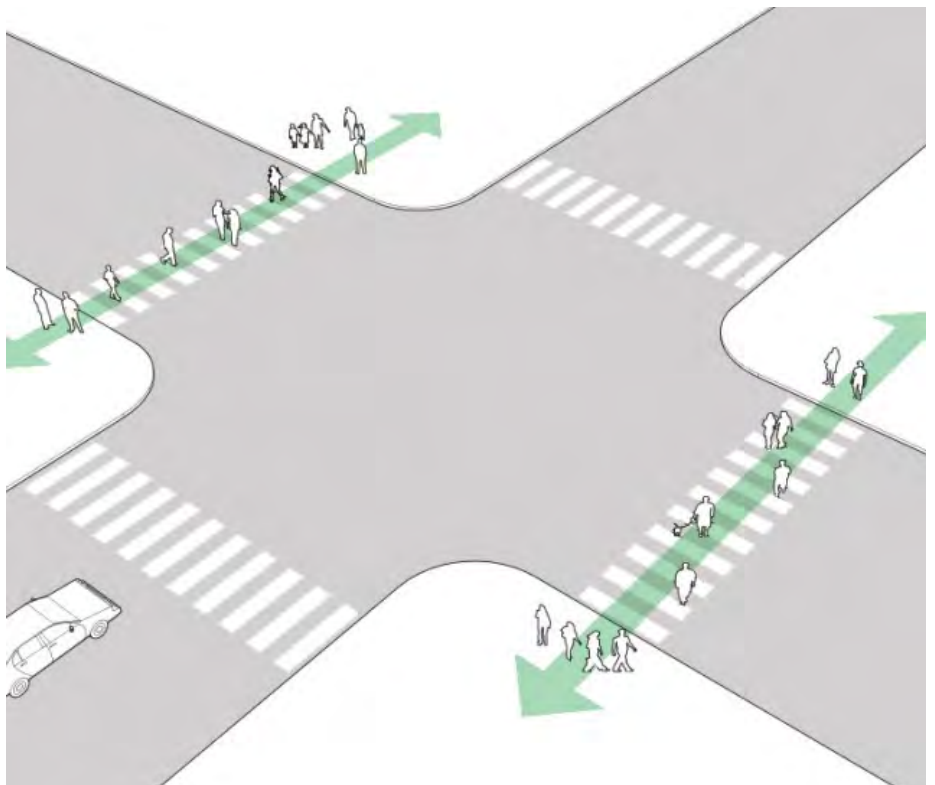
Improving sight distance helps ensure that drivers and pedestrians have clear visibility of each other. Source: NACTO.

Leading Pedestrian Interval

A leading pedestrian interval (LPI) allows pedestrians to begin crossing an intersection 3 - 7 seconds before vehicles are given a green indication. LPIs help improve pedestrian visibility and safety at signalized intersections that experience a high volume of turning vehicle and pedestrian/vehicle crashes. The City has forthcoming LPI guidelines for implementation.

CONSIDERATIONS FOR IMPLEMENTATION

Leading pedestrian intervals require a low level of effort as implementation involves minor signal timing changes.



Leading pedestrian intervals allow pedestrians to cross intersections in advance of vehicles to improve visibility and safety. Source: NACTO.

Local Circulators

Local circulators are free or low-cost transit buses or shuttles that operate in a fixed loop, providing short distance trips between destinations (e.g., Oxnard Transit Center or commercial plazas). Local circulators can fill a travel gap, such as access to the beach, where existing transit service is missing. In addition to the City of Oxnard, Gold Coast Transit District, Business Improvement Districts, and Visit Oxnard are organizations that may partner and/or lead the development and management of a local circulator.

CONSIDERATIONS FOR IMPLEMENTATION

Establishing and managing a local circulator route(s) requires a high level of effort as it requires shuttles (either purchased or provided by a transit agency), route and schedule planning, and ongoing funding. These elements would require the City to work with GCTD, who serves as the transit operator in Oxnard.



City of Long Beach launched an electric shuttle program in Fall 2022. Source: Press-Telegram



The City of Oakland Free Broadway Shuttle provides connections to transit stations and commercial destinations in Downtown Oakland. The shuttle is provided by the Oakland Department of Transportation in partnership with local transit agencies, business improvement districts, the county transportation commission, and regional air quality management district. Source: City of Oakland

Mobility Hub

A mobility hub gathers access points for a variety of transportation modes and mobility-related services in a central place. Sometimes this means locating services like bikeshare, park & ride lots, or electric vehicle charging at transit centers or high ridership bus stops. In other cases, mobility hubs include retail opportunities and commercial uses that serve common household needs such as grocery stores, childcare centers, or healthcare facilities. Deliberately placing these modes and services near each other makes it easier for people to learn about and access a variety of sustainable transportation modes.

Mobility hubs typically differ based upon community needs, as well as transportation and land use contexts. A mobility hub located in a suburban area may offer more multi-modal and regional connections, such as park-and-ride lots. Meanwhile a denser, transit-focused area around a single bus stop may focus more on first/last mile connections.

CONSIDERATIONS FOR IMPLEMENTATION

Establishing a mobility hub requires a high level of effort as it involves careful planning with the local community, coordination with several transportation providers, potential right-of-way acquisition or approval for private property use as a mobility hub, and extensive engineering design.



Mobility hubs allow for easy access to multiple sustainable transportation modes.
Source: Futuretransport-News

TABLE 3. MOBILITY HUB PHASING SUMMARY		
Phase 1 Features	Phase 2 Features	Phase 3 Features
Approximately one corner block frontage (0.25-acre max)	Approximately one corner block frontage + some internal site development (0.25-0.5-acre max)	Approximately 1-3 acres, ½ block to full block development
<ul style="list-style-type: none"> Basic info kiosk, signage, and wayfinding Bus stop, bench Bicycle racks Minimum area equivalent to approximately 2 parking spaces to accommodate a flex mobility zone for use with mobility elements including but not limited to bikeshare, scooter share, TNC drop-off / pick-up, and taxi 	<ul style="list-style-type: none"> Everything from Phase 1 plus: <ul style="list-style-type: none"> Covered shelter(s) Improved lighting Fare purchase kiosks Placemaking elements: trees, public art, landscaping, food carts, community information, creative seating options, etc. Electric conduit installed for future electrification purposes Minimum of 4 dedicated on-street parking spaces for flex mobility (bike and scooter share) Minimum area equivalent to 4 parking spaces for dedicated flex mobility space (mainly for TNC drop-off / pick-up taxi and 2 carpool/park-and-ride) 	<ul style="list-style-type: none"> Everything from Phase 1 and 2 plus: <ul style="list-style-type: none"> Transit frequency/service upgrades On-street bus bays and transit center infrastructure Customer service/operations center with indoor waiting area, restrooms, USB charging ports, and Wi-Fi Bicycle/gear lockers Improved pedestrian and bicycle elements: upgraded crosswalks, street lighting, sidewalks, curb bulb-outs. Integration with low stress biking/walking network Electrification to support real-time information displays and EV charging 4-6 EV charging stalls Minimum area equivalent to 6 dedicated parking spaces for flex mobility (bike and scooter share, TNC drop-off / pick-up, taxi, carpool/park-and-ride spaces, etc.)

Mobility hubs can be expanded in phases to introduce low-cost but high impact features and gradually expand amenities as funding, development, and user demand allow. The table above is from the Bend Mobility Hubs Feasibility Study & Pilot Project Development Report.

Source: Bend Metropolitan Planning Organization.

Multi-Use Path

Multi-use (or shared-use) paths are designed for non-motorized modes and separated from the roadway. They are built on exclusive right-of-way with minimal interruption by motor vehicles. These paths encourage people to bike and walk by providing a safer and more enjoyable space to do so.

CONSIDERATIONS FOR IMPLEMENTATION

Establishing a multi-use path requires a high level of effort for careful planning with the local community, potential right-of-way acquisition, and extensive engineering design. Multi-use path planning should also take citywide connections and path start and end points into consideration.



Multi-use paths provide additional recreational space for people who walk and bike. Source: City of Oxnard

Raised Median

A raised curb in the center of the roadway restricts turning movements or separates opposing travel lanes. Raised medians also provide space for landscaping that can help with stormwater retention and increase green space. Taller landscaping also serves as vertical elements in a driver's field of vision, and subtly encourages slower speeds.

CONSIDERATIONS FOR IMPLEMENTATION

Raised medians require a medium level of effort as they require civil, landscape and traffic/geometric design.



Raised medians help restrict turning movements or separate opposing travel lanes. Source: City of Oxnard.

Road Reconfiguration

Reconfiguring a roadway reduces roadway space dedicated to vehicle travel to create room for bicycle facilities, wider sidewalks with parkway landscaping, and/or center turn lanes. Road diets promote non-motorized modes of travel by designating street space for all road users.

CONSIDERATIONS FOR IMPLEMENTATION

Reconfiguring a roadway requires a high level of effort as they involve traffic operations studies, extensive community outreach, and buy-in from local businesses and residents.



Road diets reallocate vehicle lane space to bicycle and pedestrian facilities. Source: NACTO.

Upgrade Bus Stops

Upgrading bus stops includes adding amenities such as lighting, real time information, benches, shelter, shade, and landing pads for those in a wheelchair. This improvement adds to the comfort and attractiveness of using public transit. Upgrading bus stops can also involve modifying infrastructure, such as:

- **Boarding Bulb Transit Stop:** Create an in-lane stop for transit vehicles by aligning the transit stop with the parking lane, improving the efficiency of passenger boarding and alighting and providing more space for passengers to wait. They can also create opportunities for low-level landscaping or water retention.
- **Side Boarding Island Transit Stop:** Separate the boarding area from the sidewalk with a bike lane, eliminating conflicts between transit vehicles and bikes at stops.

CONSIDERATIONS FOR IMPLEMENTATION

Installing amenities at bus stops like benches and lighting generally requires a low level of effort. Installing transit boarding islands involves a higher level of effort, as these changes require modifications to the curb, potential reallocation of street space to construct boarding islands, and potential community outreach. The City would need to work with GCTD, who serves as the transit operator in Oxnard.



Boarding bulb transit stops align the transit stop with the parking lane to improve passenger loading/unloading efficiency. Source: NACTO.



Side boarding island stops separate the boarding area from the sidewalk with a bike lane. Source: NACTO.

Speed and Volume Management

Speed and volume management strategies help encourage the use of more sustainable modes of transportation by improving safety. Some options to manage the speed and volume of vehicles include:

- **All-Way Stop Control (AWSC):** Requires all vehicles to stop before crossing the intersection. The California Manual on Uniform Control Devices provides guidance on warrants that must be met to install an AWSC and requires an “ALL WAY” sign should be placed under the octagonal stop sign at AWSC intersections.
- **Curb Extension (Bulbout):** Extends the sidewalk or curb line into the parking lane to visually and physically narrow the roadway, which increases pedestrian visibility and shortens crossing distances for pedestrians. Curb extensions also create space for low-level planting and/or bioswales. In areas with flooding constraints, integrating roadway drainage inlets into bulbouts can mitigate localized stormwater flooding and runoff, reducing the impact of these concerns for pedestrians and cyclists.
- **Reduce Intersection Curb Radius:** A smaller turning radius requires motorists to slow down when making a turn. This modification also improves visibility between pedestrian and motorists and shortens the pedestrian crossing distance.
- **Neighborhood Traffic Circle:** A circular island with a small diameter (45-90 feet) which keeps traffic flowing in only one direction. These provide opportunities to increase green space by planting a tree or low-level planting for stormwater retention.

- **Speed Humps:** Typically 3-4 inches high and 12-14 feet wide, intended to slow vehicle speeds on low volume, low speed roads. Speed humps reduce speeds to 15-20 miles per hour.
- **Raised Intersection:** Elevates the crosswalks and space within the intersection to bring vehicles to the sidewalk level. These serve as a traffic calming measure by requiring vehicles to slow down,

extending the sidewalk context across the road. They also improve accessibility for people who use strollers or wheelchairs by eliminating the need for ramps.

CONSIDERATIONS FOR IMPLEMENTATION

Most speed and volume management strategies require a medium level of effort for engineering studies (e.g. warrants) and design.



Neighborhood traffic circles create an opportunity to increase greening elements. Source: City of Oxnard



Curb extensions with low-level planting or bioswales increase greening and create a buffer between cars and people walking. Source: City of Oxnard

Greening & Placemaking Elements

Art Program for Public Spaces

An art program for public spaces may include sculptures, painted utility boxes and benches, and gateways. Artful elements in public spaces can provide space and opportunity for local artists while deterring graffiti and increasing the attractiveness and beautification of a city. This can encourage more people to walk, as the environment becomes more inviting. Downtown Oxnard has artful utility boxes, which have been designed by local artists through a pilot program hosted by the City and the Oxnard Downtown Management District.

CONSIDERATIONS FOR IMPLEMENTATION

There is a low level of effort for planning, developing, and painting public utility boxes. City efforts center on the planning and coordination of the program, rather than creating the art on the boxes themselves.



Artful utility boxes, designed by located artists, in Downtown Oxnard.
Source: City of Oxnard

Bioswale

A bioswale is an above-ground stormwater system that captures and filters stormwater runoff. If designed with adequate capacity, bioswales reduce the potential for flooding during heavy precipitation events. For sites without adequate water quality control systems, bioswales can reduce frequent high and low flows from surface runoff by recharging the underlying groundwater table. Bioswales require a wide parkway.

CONSIDERATIONS FOR IMPLEMENTATION

A bioswale constructed within an existing parkway may require a medium level of effort for planning,

development, construction, and maintenance. However, a number of factors can increase the complexity and effort of a bioswale project. For example, costs may increase to create or expand a parkway or to alter utilities and the public right-of-way. The complexity, and even viability, of a bioswale is also affected by soil type and percolation rate, groundwater table, size of drainage area, imperviousness of the contributing watershed, and dimensions and slope of the bioswale. Bioswales also require periodic maintenance to restore adequate flow and function. Potential installation areas must undergo soil sampling to assess the viability of constructing a bioswale.



A bioswale with an inlet gathers stormwater that would have pooled in this parking lot.
Source: Sustainable Technology Evaluation Program



A light gray cool pavement coating applied in Los Angeles was found to have a 10-degree reduction in heat.
Source: New York Times

Cool Pavement

Cool pavement is made of materials that reflect solar radiation and therefore remains cooler than conventional pavement. As the number of extreme heat days in Oxnard may rise with climate change, using cool pavement can reduce urban heat island effects and create an overall drop in localized temperature. This is particularly beneficial to vulnerable populations

that may be more impacted by heat, including young children, older adults, people with disabilities, outdoor workers, people experiencing homelessness, and individuals with chronic health diseases or conditions. Some cool pavement materials are also permeable, which offer the additional benefits of absorbing stormwater runoff, or reflective, which can increase the visibility of pedestrians at night.

CONSIDERATIONS FOR IMPLEMENTATION

There is a moderate level of effort for the planning, development, construction, and maintenance of cool pavement. Cool pavements still have not been widely tested at scale; therefore implementation will require research and design efforts. There are also maintenance considerations expected for periodic reapplication to maintain reflectivity of the cool pavement. If cool pavements are implemented in the ADA path of travel, incorporating accessibility requirements may involve extra planning and construction.

Landscaping and Trees

Planting trees, plants, and shrubs in urban spaces has many benefits:

- Absorb noise pollution
- Filter air pollutants
- Promote walking and bicycling by making the surrounding environment more inviting and pleasant
- Reduce the urban heat island effect
- Reduce stormwater runoff and flooding risk

Bulbouts, parkways, and medians present opportunities to add landscaping and trees in the public right-of-way. Along roadways with limited sidewalk width, planter islands in the on-street

parking aisle can serve as a traffic calming measure in addition to increasing landscaping and trees.

There are several criteria to consider when selecting landscaping and trees to ensure long-term viability:

- Climate resilience: drought tolerance, water demand, fire-retardant/resistance, salinity tolerance, and resistance to pests and diseases
- Landscape mix: Trees and shrubs should be paired with understory planting, which is low-level vegetation planted at ground level that prevents soils from drying out and helps manage erosion during periods of heavy precipitation.
- Maturity: tree size and root zone requirements and potential

impacts on utility lines, pipes, curbs, and sidewalks

- Seasonality impacts: natural strength of tree against wind conditions and natural shedding of leaves, branches, fruit, sap, and pollen

CONSIDERATIONS FOR IMPLEMENTATION

There is a moderate level of effort for planning, planting, and maintenance of trees and landscaping. However, effort levels may increase if there is no irrigation system in place nor an adjacent system. Maintenance can be done in-house or contracted with a third party. The size and type of trees and vegetation will also impact the planning, planting, and long-term maintenance efforts needed.



Example of planter islands along on-street parking aisle in Philadelphia.
Source: Philadelphia Water Department



Many neighborhoods in Oxnard have landscaping and shade trees but coverage is often limited or inconsistent. Source: City of Oxnard

Permeable Pavement

Permeable pavement refers to a porous pavement surface that allows precipitation and surface runoff to pass through. It reduces stormwater runoff and slowly releases precipitation into the ground instead of storm drains. By reducing runoff, permeable pavement can decrease flooding risk, limiting walkability concerns during heavy precipitation events. Permeable pavement is appropriate for parking lots, parking areas, drive aisles, private alleys, sidewalks, plazas and courtyards.

CONSIDERATIONS FOR IMPLEMENTATION

There is a high level of effort for the planning, development, construction, and maintenance of permeable pavement. The materials need regular maintenance to prevent clogging of the void spaces within the surface, and sites need slopes that optimize water infiltration. Installing these elements in the ADA path of travel involves more stringent requirements and therefore higher costs. For this reason, permeable pavements may be a better fit for low impact areas.



NACTO provides guidance on pervious pavement in the Urban Street Stormwater Guide



Parking lanes may be an opportunity to incorporate permeable pavement as they have less activity compared to the travel lane and receive the runoff draining from the crown of the roadway. Source: Portland Department of Transportation



A bus stop in Los Angeles, California that has multiple canopies, benches, and landscaping to provide shade and cooling for people waiting for the bus .
Source: City of Los Angeles

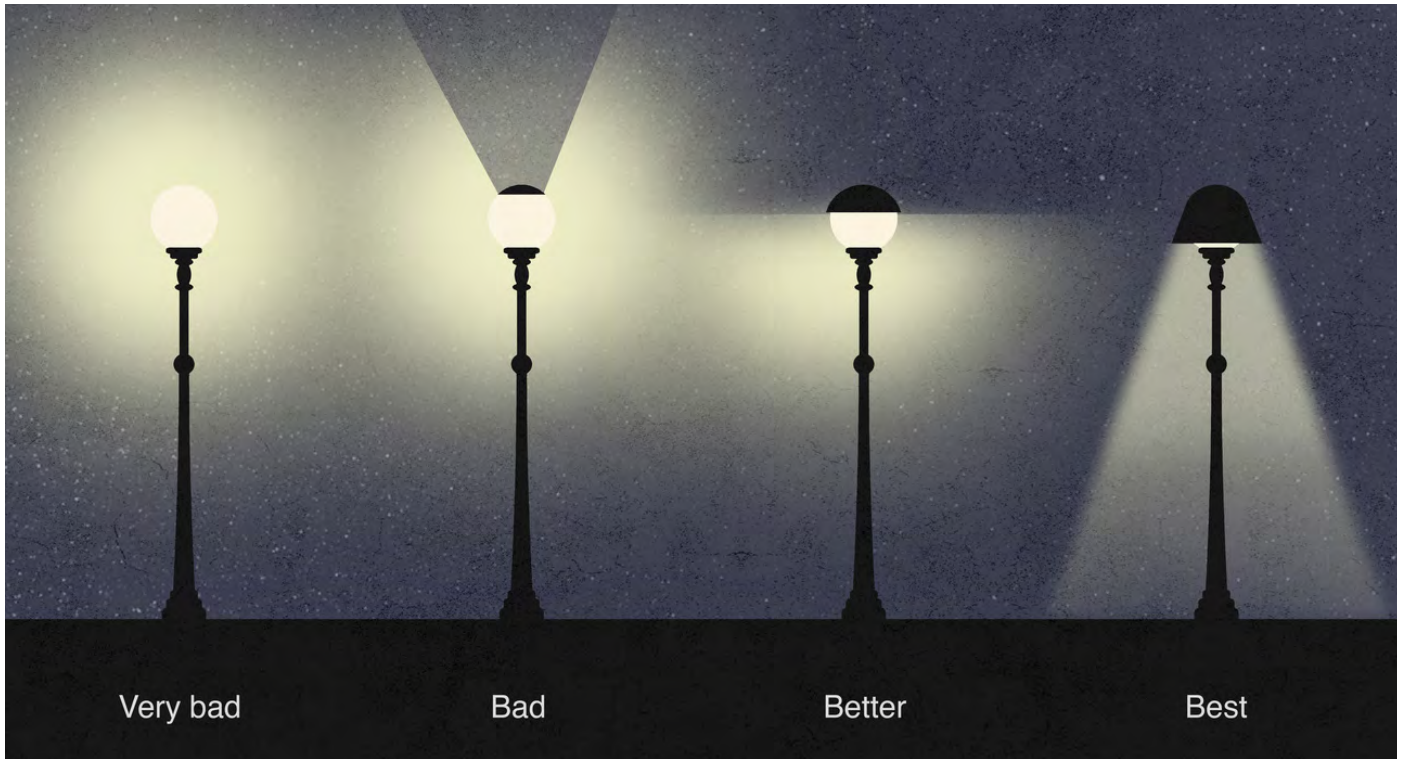
Shade Structures

Shade structures are temporary or permanent coverings designed to provide shelter from the heat or sunlight. These can include building awnings, free standing canopies, transit shelters, and multi-function structures such as green roofs. Shade structures should be strategically

sited in locations that are prone to the urban heat island effect and adjacent to transit and bus stops. They are an ideal cooling strategy when planting trees is infeasible, or when planted trees need time to mature and provide a tree canopy. Vulnerable populations, especially those at risk to heat illnesses, benefit from shade structures.

CONSIDERATIONS FOR IMPLEMENTATION

There is a moderate level of effort for the planning, development, construction, and maintenance of shade structures. Design and construction effort levels increase significantly if structures are permanent.



Light fixtures that focus light towards the ground (instead of the sky) are recommended to reduce light pollution. Source: ArchDaily

Street Lighting

Better street lighting enhances safety of pedestrians and bicyclists by improving visibility and reducing the perception that an area is desolate or abandoned. The International Dark-Sky Association provides standards for light fixtures that rely on directional light that does not spill into sensitive habitats. These fixtures

minimize glare while reducing light trespass and skyglow, and low-energy fixtures ensure energy efficiency.

CONSIDERATIONS FOR IMPLEMENTATION

There is a high level of effort for planning, installing, and maintaining street lighting fixtures. However, once installed, these light

fixtures will have less long-term maintenance costs than non-LED, energy efficient fixtures. Southern California Edison (SCE) owns and maintains streetlights in Oxnard along residential and arterial streets. SCE converted all streetlights in Oxnard to LED between November 2021 and March 2022.

Wayfinding Signage

Wayfinding signs help direct people to important locations or landmarks in a community. A robust wayfinding signage system can help streamline navigation for pedestrians and bicyclists. Successful signage can prevent people from getting lost and can minimize the perceived distance between destinations. Signs can also be used to present public health and safety information. For example, signage may outline health and safety tips during extreme heat, or direct people to emergency facilities during a hazard event.

Vehicular wayfinding signage is regulated by CA MUTCD 2D.50.

Bikeway wayfinding signage is regulated by CA MUTCD 98.21 through B.24.

Pedestrian wayfinding signage is regulated by CA MUTCD 2D.50.

CONSIDERATIONS FOR IMPLEMENTATION

There is a low level of effort for planning, developing, and constructing wayfinding signage. Efforts around planning should coordinate with local stakeholders to make sure information is cohesive.



Existing wayfinding signage around Channel Islands Harbor. Source: City of Oxnard



Example of wayfinding signage in Downtown Long Beach with eye-level maps and icons. Source: Downtown Long Beach Alliance



Example of a woonerf in British Columbia. Source: Dan Burden, pedbikeimages

Woonerf (Living/Shared Street)

Woonerf, a Dutch term meaning “living street,” refers to a shared space street that is designed without clear divisions between the motorized and non-motorized space, giving cyclists, pedestrians, and drivers equal priority. A woonerf design emphasizes a street model

with low speed limits and traffic calming techniques and is best applied to narrower rights-of-way with lower vehicle volumes and higher pedestrian volumes. A woonerf also incorporates green design elements and landscaping, which can help to manage and minimize impacts from extreme heat, poor air quality and localized stormwater flooding.

CONSIDERATIONS FOR IMPLEMENTATION

There is a high level of effort for the planning, development, construction, and maintenance of a woonerf. Woonerfs must be ADA-compliant and meet specific fire and safety requirements, which can pose significant challenges in the development and planning process. Due to this, many woonerf projects proposed in California have not yet been approved.



05





Chapter 05

Catalog of Sustainable Transportation Strategies



Chapter 5: Catalog of Sustainable Transportation Strategies

Sustainable transportation strategies can help achieve sustainable transportation goals with less effort, more consistency, and more clarity.

This chapter is a catalog of potential strategies related to sustainable transportation and relevant to the Oxnard context that can help make consistent progress towards encouraging people to use more active modes like walking and biking, decarbonizing the built environment, and increasing opportunities for nearby, short-distance trips. Each strategy is described at a high level with examples, references, and potential options and considerations for the City to explore.

Adopting any of the strategies will require outreach and coordination with stakeholders, such as staff from different City departments and divisions and the community, to ensure that there is agreement on goals and an understanding of the impact on existing workplans, schedules, finite fiscal and staffing resources, and longer-term maintenance and monitoring.

The strategies are organized into three categories: Roadway and Traffic Operations, Land Use and Planning, and Greening and can be found on the following pages:

Roadway and Traffic Operations	Page
Complete Streets Design Standards	168
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Roadway and Traffic Operations

Roadway and traffic operations strategies can help standardize a bike and pedestrian-friendly environment so any change to the roadway may be an opportunity to improve the space for people walking and biking. These strategies can also create clarity for residents and developers who request changes from the City to these elements of the roadway. These strategies include red curbs, driveway placement and design, pedestrian crossings, traffic calming, and more.



High-visibility crosswalks can be installed as part of road resurfacing projects. Source: City of Oxnard

Complete Streets Design Standards

Complete streets design standards prioritize the safety and comfort of all modes of transportation, especially people walking, biking, and taking transit. Adopting complete streets design standards can include modifications to a city's roadway classifications and associated standard elements and dimensions. These design standards can help prioritize space for people using sustainable modes and can standardize the implementation of supportive treatments whenever a road is built or repaired.

EXAMPLES & REFERENCES

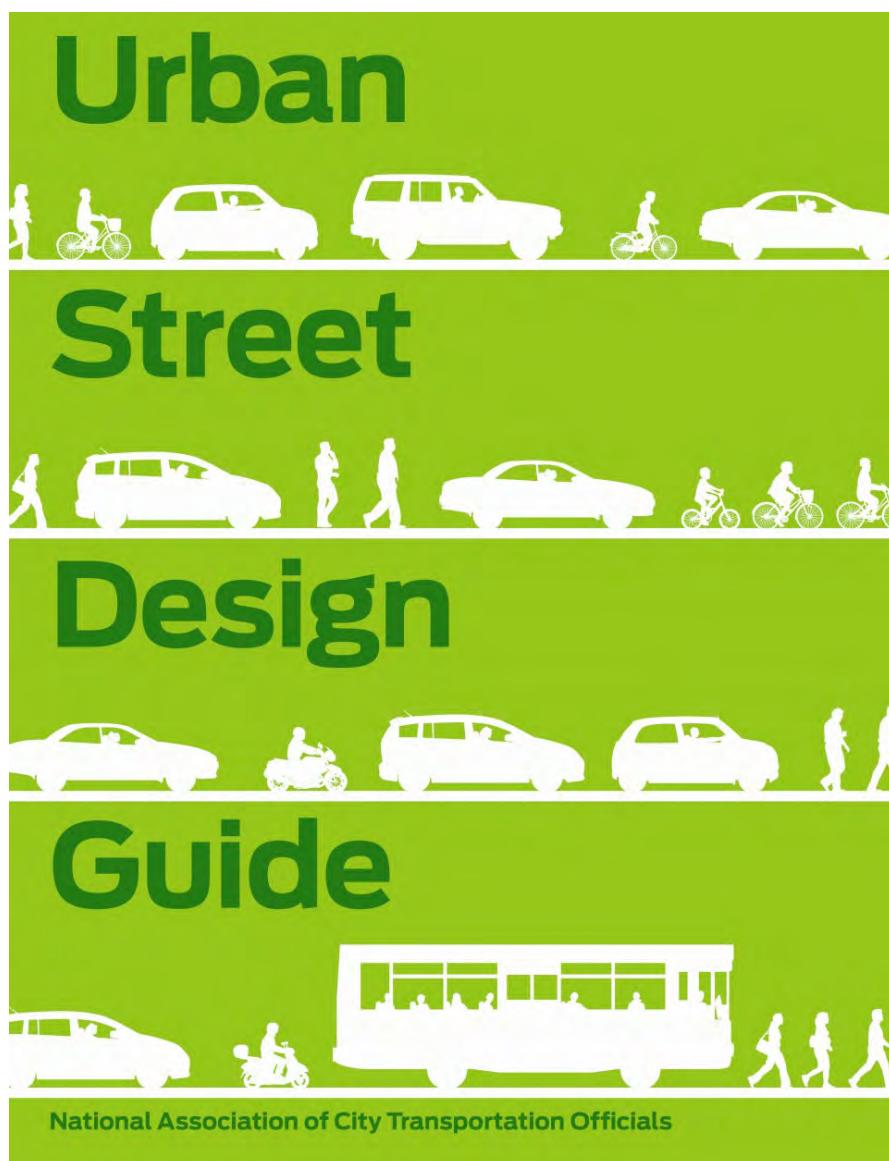
- The City of Los Angeles adopted a [Complete Streets Design Guide](#) that updated roadway classifications to include a broader range of standard dimensions based on existing conditions. The update also removed the requirements for number of vehicle travel lanes associated with each classification, allowing for more flexible modifications to the right-of-way.
- NACTO offers their [Urban Street Design Guide](#) in print and on their website, offering recommended application of complete streets principles in a wide variety of contexts including dimensions and standards that can be adopted by jurisdictions. The guidelines in this document are appropriate for both urban and a variety of other development contexts.

POTENTIAL OPTIONS & CONSIDERATIONS

- Design standards can include required dimensions and specifications for elements, such as bike lanes, sidewalk widths, parkway widths, pedestrian and bicycle signal phase standards, and/or intersection treatments.
- When tradeoffs are necessary, establishing design standards that prioritize the most vulnerable roadway users can assist with decision making. For example, at highly congested intersections, a “pedestrian-first” approach can help ensure that pedestrians have a comfortable crossing phase even

if additional time in the signal cycle marginally worsens vehicle congestion during peak periods.

- An implementation plan can help establish a process to fund, design, construct, and maintain complete street elements for existing rights-of-way.
- Complete streets design standards can be applied to all projects and phases, whether retrofit/reconstruction, new builds, or maintenance of the right-of-way.
- Private developers can be required to meet standards and coordinate with the City to discuss construction and maintenance of complete streets elements.



Red Curb

Red curb identifies where vehicular stopping and parking are not permitted, except for exempted vehicles, such as emergency vehicles or buses. Red curbs can increase safety and comfort for people walking by improving sight distance and visibility at intersections and crosswalks.

EXAMPLES & REFERENCES

- FHWA's [Crosswalk Visibility Enhancements](#) tech sheet includes guidance on parking restrictions on the crosswalk approach.
- The California Manual on Uniform Control Devices provides guidance on length of parking restriction zones at intersections where on-street parking is marked.

Although this guidance is specific to locations where marked parking is present, this concept can be used to determine the minimum length of red curb that should be installed where on-street parking is allowed.

POTENTIAL OPTIONS & CONSIDERATIONS

- There can be multiple criteria for red curb installation, such as safety, sight distance/visibility concerns, and bus stops.
- Different approaches can be developed for different contexts: intersections, driveways, midblock
- There can be multiple factors to guide the length and placement of red curb: roadway width, geometry, and speed.
- Establishing a documented and clear procedure can provide consistency in processing red curb requests.
- Sharing criteria on a City website can help residents determine on their own if their request would be considered.
- Incorporating red curb guidelines as part of design review for all roadway projects and new developments can be a proactive step for ensuring adequate sight distance and visibility at intersections and crosswalks.
- Identifying funding and staffing for maintenance and enforcement can ensure red curbs are effectively fulfilling their purpose.



Red curb helps improve pedestrian visibility before people start crossing the intersection. Source: City of Oxnard

Driveway Placement and Design

Driveway placement and design guidelines identify where driveways should be located and designed based on surrounding land use and roadway context. Effective guidelines ensure vehicles can access parking while minimizing conflict points and disruptions to the pedestrian environment.

EXAMPLES & REFERENCES

- FHWA’s [Access Management \(Driveways\)](#) provides an overview of basic driveway elements: permitting, land use context, degree of access, geometry, surface finish and drainage, sight distance, and driveway density.

POTENTIAL OPTIONS & CONSIDERATIONS

- The location types that need driveways and the maximum number and location of entrance points can be determined based upon:
 - Intersection size (e.g. major intersections with high vehicle volumes)
 - Land use context (e.g. commercial plazas)
 - Transportation context (e.g. posted speed limit and/or high priority transit, bike, or pedestrian streets)

- Design criteria can be developed to minimize vehicle conflicts with bicycles, pedestrians, and other vehicles. These criteria could be incorporated into City Standard Plates.
- Locating driveways along side streets and minor streets, can reduce the impact on the pedestrian environment and on-street parking supply. Strategic driveway placement and design can also discourage vehicles from parking on a driveway.
- Driveway design guidelines can help limit sidewalk disruption and ensure clear sight lines between motorists and pedestrians at driveways.



Restricting driveways to minor streets, where space permits, can help reduce potential conflicts between vehicles, pedestrians, and bicyclists. Source: City of Oxnard

Suggested Sight Distances for Passenger Cars Entering Two Lane Roadways from Stop with Various Speed Limits

Operating Speed on Roadway (Mph)	Safe Sight Distance Looking Left from Driveway (ft.)	Safe Sight Distance Looking Right from Driveway (ft.)
20	225	195
30	335	290
40	445	385
50	555	480
60	665	575

Source: American Association of State Highway and Transportation Officials (AASHTO), *A Policy on Geometric Design of Highways and Streets 2011* (AASHTO: Washington, DC, 2011).

Pedestrian Crossings

Pedestrian crossing guidelines provide a framework for determining where to install marked crosswalks. A marked crosswalk guides pedestrians to the recommended path and increases their visibility to drivers. Per the California Vehicle Code, people may cross at any intersection, even if unmarked and uncontrolled, unless otherwise explicitly prohibited. Pedestrian crossing guidelines offer navigation and safety benefits, indicating that walking is encouraged, accommodated, and expected.

EXAMPLES & REFERENCES

- [NACTO's Urban Street Design Guide](#) includes a "Crosswalks and Crossings" chapter, discussing crosswalk design elements.
- [FHWA's Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations](#) is a user guide for deploying pedestrian crash countermeasures at uncontrolled crossings.

POTENTIAL OPTIONS & CONSIDERATIONS

- A process can be established to identify and select locations in need of a marked crosswalk (e.g., pedestrian activity sites, crash history, roadway characteristics, block length, and/or during signal evaluation).
- Crosswalk installation criteria can include crosswalk type, signage, placement distance from intersection corner or midblock, and/or accessibility elements.
- A decision process can be developed to determine when uncontrolled marked crosswalks may need enhancements, such as pedestrian hybrid beacons, raised crossings and crosswalks, refuge island, etc.
- Crosswalks should follow federal accessibility guidelines and ADA Standards for Accessible Design (i.e., curb ramps and tactile warning strips).



Marked crosswalks near schools can help guide students to cross at designated locations. Source: City of Oxnard

Pedestrian Scale Lighting

Pedestrian-scale lighting is shorter than roadway lighting and shines light directly on the sidewalk. Pedestrian lighting improves safety and comfort for people on foot by illuminating the sidewalk space and increasing their visibility to drivers. Pedestrian lighting is often cited as one of the most important features to encourage people to walk at night, including as a transit-supportive improvement that allows people riding the bus at night to comfortably walk home from the bus stop.

EXAMPLES & REFERENCES

- FHWA's [Pedestrian Lighting Primer](#) covers the importance of pedestrian lighting, details the lighting design process, and presents a design example based on site variables.

- FHWA's [Street Lighting for Pedestrian Safety](#) recaps three separate studies regarding how pedestrian lighting impacts the visibility of adults and children.
- The Illuminating Engineering Society publishes [standards for the lighting industry](#), including lighting practice standards, lighting applications standards, and roadway and parking facility lighting standard.

POTENTIAL OPTIONS & CONSIDERATIONS

- A process can be established to identify and select locations in need of pedestrian-scale lighting (e.g., dark areas, schools, senior centers, hospitals, parks, intersections, Downtown, and at transit stations/stops). The application of Crime Prevention

Through Environmental Design, which the Community Development Department is reviewing, may be relevant to developing a process.

- Design criteria can be established to respond to context (e.g., adjacent to roadway, crosswalk, or separated path).
- The adequate luminance, mounting height, spacing and number of streetlights, and distance from other lit areas can be considered for lighting spillover, shielding, compatibility, interface with Naval Base Ventura County, and for different contexts/settings.



Pedestrian-scale lighting is shorter than roadway lighting to improve visibility for people walking. Source: Forms + Surfaces

Traffic Calming

Traffic calming includes built environment features that encourage drivers to slow down. These include physical elements such as speed humps, curb extensions, neighborhood roundabouts, diverter islands, splitter medians, signage, and four-way crosswalks. Traffic calming guidelines describe suitable measures to use, and when and how to use them. Implementing

traffic calming along a corridor can encourage drivers to use alternate routes that are more contextually appropriate for higher speeds and volumes, creating a more human-scale environment with slower speeds and lower traffic volumes.

EXAMPLES & REFERENCES

- FHWA's [Traffic Calming ePrimer](#) is an online resource covering traffic calming basics, traffic calming measures, the effects of

traffic calming on drivers and non-motorized users, and how to develop a traffic calming plan.

POTENTIAL OPTIONS & CONSIDERATIONS

- A toolkit can identify approved traffic calming features to guide design and installation. The toolkit can include context-specific application guidance (e.g., speed humps are appropriate for two-lane local or collector roads, and/or neighborhood roundabouts are appropriate at uncontrolled intersections). The toolkit could also be part of broader complete streets guidelines.
- Evaluating the impact of traffic calming measures on large and emergency vehicles can minimize unintended consequences to emergency response times.
- Traffic calming can be incorporated into existing processes (e.g., as requested; through regular city-wide speed surveys; through corridor plans)
- Public engagement can help identify the types of elements community members prefer to inform which elements may be applied in similar contexts.
- Traffic calming elements can offer opportunities to incorporate landscaping and greening (e.g., a tree planted in a neighborhood roundabout; low-level landscaping in curb extensions)



A planted median and bulbout visually narrow the travel lane to slow vehicle speeds.
Source: City of Oxnard

Quick Build

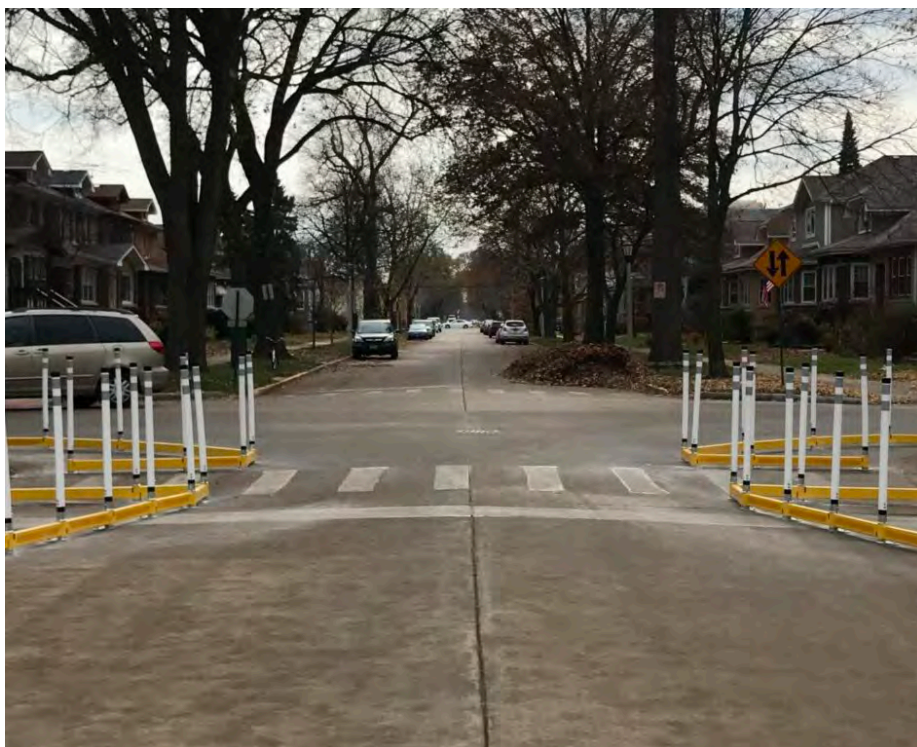
“Quick build” refers to projects that are typically installed within a year of beginning planning and with the expectation that elements may change after installation. Quick build projects can help test ideas without committing to full implementation, especially if more community input is needed to finalize design choices or determine whether a strategy’s tradeoffs are acceptable. Quick build can also help address a need quickly while funding is secured and full project design is underway.

EXAMPLES & REFERENCES

- People for Bikes’ [Quick Builds for Better Streets: A New Project Delivery Model for U.S. Cities](#) outlines nine key elements for a quick build project and project approach.
- The [Tactical Urbanist’s Guide to Materials and Design](#), by The Street Plans Collaborative, covers how to approach and deliver quick build projects, and an in-depth review of materials, surface treatments, design.

POTENTIAL OPTIONS & CONSIDERATIONS

- A quick build toolkit can determine the types of projects that are well-suited for a quick build project.
- A process for identifying and evaluating areas that would benefit from quick builds could include establishing collision history thresholds, responding to resident requests, and/or serving as an initial phase for major roadway projects that are still several years away due to funding, design, and construction timelines.
- Securing staffing and funding for maintenance of quick build projects can be incorporated into the quick build evaluation process.
- Establishing a quick build evaluation approach can help determine if a project is suitable for full buildout.



Curb extensions built with plastic posts can be a quick build option that also account for stormwater flow. Source: DesignLine

Dig Once and Controlled Dig

Dig Once guidelines establish coordination processes between public and private efforts that involve excavation, such as road improvement excavations with telecommunications firms' installment of communications infrastructure. Since aligning multiple projects may be difficult due to varying timelines and constraints, Controlled Dig guidelines can ensure that correct asphalt mix and limits are considered for trenching in a newly constructed/resurfaced street. These guidelines can help reduce the burden of construction on residents and can allow the city to share excavation costs with utilities, telecommunication firms, or other private entities, reducing the cost of project delivery.

EXAMPLES & REFERENCES

- FHWA published a [two-page policy brief](#) into these policies and their typical structure in 2013.
- In 2020, CALCOG published a [white paper](#) review of state and local Dig Once Policies that includes national and California based examples.

POTENTIAL OPTIONS & CONSIDERATIONS

- Establishing a platform to create a joint record of City projects, telecommunications projects, and utilities projects requiring excavation can help facilitate information-sharing about upcoming qualifying excavations
- A process can establish a consistent timeline for project review, coordination across entities, and an appropriate length for an excavation moratorium or limited excavation to preserve new construction and limit extensive re-excavation.



PUBLIC WORKS DEPARTMENT

LA COLONIA NEIGHBORHOOD PROJECT UPDATES

LA COLONIA STREET AND ALLEY IMPROVEMENT PROJECT





Phase 2 – Street Paving

The street resurfacing project is anticipated to take approximately 8 months to complete.

Pairing resurfacing and restriping projects with larger projects can help minimize the amount of construction time. Source: City of Oxnard



Land Use and Planning

Land use and planning guidelines connect sustainability improvements to the transportation network with the underlying reasons people travel.

To maximize all the investments in the transportation network, Oxnard can establish guidelines that will, over time, modify land use patterns to be more compact, with a mix of uses that serve people's daily travel needs, and dense enough to support high-frequency transit investments. The City has ongoing and upcoming planning efforts that connect sustainable transportation and land use; many of these efforts are described in the Framework Report, which is included in Chapter 2.

These guidelines can make it possible for people to travel shorter distances and choose modes other than a personal vehicle, while still meeting all their travel needs.

Sustainable Land Use

Sustainable land use guidelines encourage more compact and mixed-use development and help reduce the negative environmental impacts of sprawl, such as requiring people to travel further, which can make driving feel like the only transportation option for many people. Other negative impacts of sprawl include higher greenhouse gas emissions, more paved/impermeable space, and the need for more raw materials to support utilities and public infrastructure that covers a greater area of land.

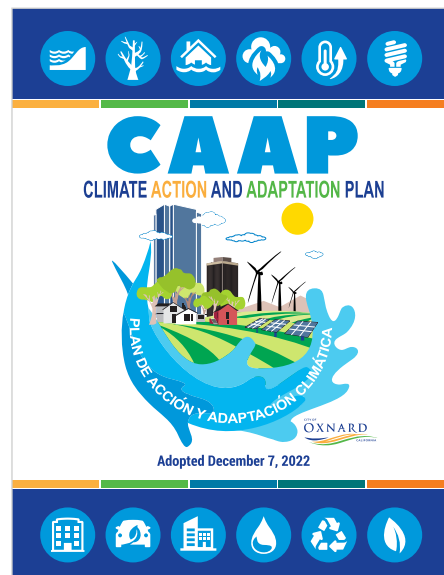
In contrast, sustainable land use practices encourage people to walk and bike as distances become shorter and more compact, reducing the need for auto trips. They also reduce maintenance costs for public infrastructure, the need for raw materials to build and maintain public infrastructure, and the operational costs and related emissions of public services such as trash pickup, street cleaning, and landscaping maintenance.

Oxnard's upcoming General Plan update can connect investments in a sustainable transportation network to land use policies that increase density, diversity/mix of land uses, and infill development.

[SOAR \(Save Open space and Agricultural Resources\)](#) is a series of existing voter initiatives in Ventura County that require majority voter buy in to develop on unincorporated land. This policy has been in place since 1995 and was renewed in 2016, and it serves as an effective tool to combat sprawl and encourage sustainable development practices.

EXAMPLES & REFERENCES

- Oxnard's [Climate Action and Adaptation Plan](#) (CAAP) includes transit-oriented and mixed-use development strategies.
- University of Berkeley Center for Law, Energy & the Environment [Integrating Infill Planning in California's General Plans: A Policy Roadmap Based on Best-Practice Communities](#) is a resource for communities want to pursue an infill development strategy.



POTENTIAL OPTIONS & CONSIDERATIONS

- With the City's 2050 General Plan Update, land uses and potential zoning changes can be evaluated for compatibility with resilience, climate, and sustainability initiatives. Examples of sustainable land use practices include:
 - » Higher density development within infill areas
 - » Development of dense, transit-oriented affordable housing
 - » Encouragement of mixed-use development that prioritizes household-serving uses (e.g., grocery stores, childcare, pharmacies, clinics)
 - » Higher density development around transit corridors, such as Oxnard Boulevard
 - » Preservation of agricultural/open lands
- Implementing the programs and policies recommended within the certified Adopted Amended 6th Cycle Housing Element (2021-2029) would support sustainable land use practices.
- Implementing the Climate Action and Adaptation Plan (CAAP) near-term, mid-term, and long-term projects as approved by City Council would support sustainable land use practices. For example, the CAAP includes strategy LI: Support Transit-Oriented and Mixed-Use Development.

Co-Benefits



Co-benefits of Transit-Oriented and Mixed-Use Developments.
Source: Oxnard Climate Action and Adaptation Plan

Transportation Demand Management & Parking

Transportation Demand Management (TDM) is the application of programs and strategies that discourage people from driving by themselves and encourage people to take advantage of more environmentally-friendly alternatives, like transit, carpool, or vanpool programs.

Reducing single occupancy driving also reduces vehicle miles traveled (VMT) and associated greenhouse gas emissions. The City has a Trip Reduction Ordinance that applies to commercial and industrial developments (Chapter 16, Article X, Division 3, Sections 16-630 to 632) and includes strategies that focus on helping employers reduce vehicle trips and lower greenhouse gas emissions. The City can expand the ordinance to integrate solutions to address parking, climate, transportation, and land use topics resulting from development.

Modifications to the sections of the Municipal Code that address parking requirements (Chapter 16, Article X, Division 2) could be modified to reflect the expected change in parking demand resulting from a successful and expanded TDM program. In addition, minimum parking requirements can be reduced for uses that further support equitable sustainable transportation outcomes, such as dense affordable housing, transit-oriented development, and compact/walkable mixed-use development.

EXAMPLES & REFERENCES

- The City's [Climate Action and Adaptation Plan](#) recommends updating the existing TDM ordinance "to require the development of TDM plans

for all major developments or facility expansions to encourage ridesharing and other shared mobility improvements, thereby reducing vehicle trips."

- The [Oxnard TDM Plan](#) focuses on strategies that help the City reduce congestion and lower greenhouse gas emissions by encouraging fewer single-occupant vehicle trips.

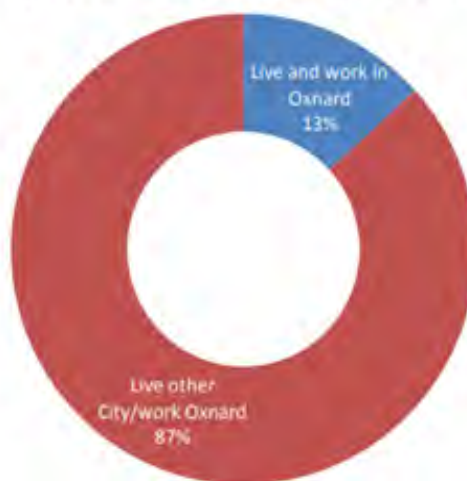
POTENTIAL OPTIONS & CONSIDERATIONS

- New TDM programs and measures could be added to the municipal code to address parking, air quality, climate, transportation integration, and land use needs. Additional programs and measures could include replacing in-person work that generates unnecessary trips with remote work for employers in the City, improving bus and rail headways to 15-minute headways, and identifying funding for bus, rail, and other shared modes of transportation.
- The application of vehicle trip reduction strategies can be standardized to define the types of new development the ordinance applies to (e.g., commercial, industrial, residential, schools) and when the strategies

should be implemented in the development process.

- Identifying an ongoing source of funding can support the implementation and management of the trip reduction ordinance and to update and disseminate transportation information as described in Section 16-632. Funding could come from a development fee and/or special assessment.
- The Schedule of Vehicle Off-Street Parking Requirements (Section 16-622) could reduce or eliminate minimum parking requirements if parking demand decreases due to a decrease in auto use. Overall, an approach that ensures parking requirements account for state requirements and reflect local context could help minimize municipal impacts.
- The Increases and Decreases in Requirements section (Section 16-621) could expand incentives to build land uses that further support sustainable transportation outcomes.
- Updating the existing TDM requirements can be an opportunity for alignment with the CAAP and certified Housing Element.

Figure 2-6 Emissions Generated by Workers Commuting to Jobs in Oxnard



The majority of employees in Oxnard commute to and from the city
Source: Oxnard TDM Plan

Electric Vehicle Charging & Adoption

Building code standards for electric vehicle (EV) charging lay the groundwork for future adoption of electric vehicles. Building code standards for EV charging can help expand the EV charging station network and reduce barriers to EV ownership.

Standards can be established for new developments, existing development (through retrofit requirements and implementation support), and the public right-of-way (through on-street EV chargers or charging infrastructure in public parking lots). The Oxnard Building Code requires EV charging for developments of a specific size.

While EV charging infrastructure was not an expressed need by many Oxnard residents during the development of the STP, the City can prevent inequitable distribution of charging infrastructure over time by requiring private entities to install EV charging on site, and by directly building EV charging in communities that are less likely to see investment by developers or private entities. A citywide and comprehensive EV Master Plan, including a municipal EV master plan program, could establish a roadmap for implementation and include considerations, such as assessing local power grid/distribution capabilities.

As California pursues aggressive EV uptake goals via state policies, lack of access to charging infrastructure can create an additional barrier to low-income households that can worsen existing environmental inequities.



Example of electric vehicle charging stalls and equipment
Source: City of Oxnard

EXAMPLES & REFERENCES

- The [Ventura County Regional Energy Alliance](#) developed the Ventura County EV Ready Blueprint and may be a resource to support EV master planning and coaching.
- The Southwest Energy Efficiency Project's [EV Infrastructure Building Codes: Adoption Toolkit](#) provides an overview of the benefits, steps involved in creating EV building code standards, and example standards per building and dwelling type.

POTENTIAL OPTIONS & CONSIDERATIONS

- The City's Building Code could be expanded to apply EV charging requirements for different building and dwelling types (e.g., single family homes, multi-family dwellings, commercial buildings, and building alterations). Expanding EV charging requirements could help address the single largest contribution to greenhouse gases in the City.

Greening

Greening guidelines and standards improve the comfort and beauty of the built environment, making the public right-of-way a pleasant place to walk, bike, gather, and spend time. In addition, they have many co-benefits, including flood control by increasing the permeability of the ground, air pollution reduction due to the presence of more trees and plants, and the reduction of carbon-intensive pavement materials like asphalt and concrete. Tree planting and green infrastructure can also provide cooling, shade and heat mitigation benefits.

Tree Planting

Tree planting guidelines focus on growing and preserving tree canopy coverage, especially to provide shade and cooling benefits for people walking and biking. Planting trees can also increase resilience to the climate change impacts of heavy precipitation, which can increase stormwater runoff and flooding risk.

EXAMPLES & REFERENCES

- The [Tactical Urbanist's Guide to Materials and Design](#) by The Street Plans Collaborative, provides guidance on recommended application and installation and tips and consideration when planting trees.
- [Tree City USA Bulletin No. 3 Resolving Tree/ Sidewalk Conflicts](#) outlines potential solutions in resolving conflicts between sidewalks and other barriers.
- [Tree People's Planting Resilience](#) report provides guidance on selecting climate resilient tree species.

POTENTIAL OPTIONS & CONSIDERATIONS

- Tree planting can be prioritized in areas with lowest proportions of canopy coverage, areas most susceptible to extreme heat and the urban heat island effect, and in areas that have populations that could be most negatively impacted by heat (e.g., people with pre-existing health conditions, low-income households).
- Establishing tree planting criteria that account for tree root zones, soil health, and adequate landscape strip width can ensure trees have adequate width to mature over time and minimize conflict between trees and sidewalks, overhead and underground utility lines, underground pipes, and curbs.
- Tree selection criteria can prioritize trees that offer multiple climate resilience benefits including drought tolerance, minimal water demands, resistance to pests and disease, salinity tolerance, ability to withstand recycled water, as well as expanding water capture, shade, and access to greenery.
- Long-term maintenance plans can account for varying irrigation and trimming needs based on tree species and location.



Deodar Avenue is an example of effective tree coverage to provide shade. Source: City of Oxnard

Green Infrastructure

Green infrastructure is an interconnected web of nature-mimicking and nature-based strategies that have many benefits, such as climate mitigation and resilience, green space access, active transportation opportunities, community beautification, and pollution reduction. Green infrastructure captures and treats stormwater run-off from impervious surfaces. Types of green infrastructure elements include bioswales, stormwater bulbouts/curb extensions, and permeable pavement.

Ventura County has a municipal separate storm sewer system (MS4) permit and Technical Guidance Manual to lessen water quality impacts of development and minimize pollutant loading from impervious surfaces.

EXAMPLES & REFERENCES

- The National Association of City Transportation Officials (NACTO) [Urban Street Design Guide](#) provides guidance on the planning and development of permeable pavement, stormwater curb extensions, and bioswales.
- The Public Health Alliance of Southern California prepared [Green Infrastructure, Climate Resilience, & Health Equity](#), which outlines policy and planning considerations for implementing equitable green infrastructure.

POTENTIAL OPTIONS & CONSIDERATIONS

- Identifying a process for responding to requests for green infrastructure and determining which green infrastructure elements and design approaches are appropriate for Oxnard can help facilitate and streamline implementation of green infrastructure.
- In addition to identifying which green infrastructure elements are appropriate for Oxnard, developing designs that address adjacent utilities, emergency and public vehicle access, and street sweeping, as well as ADA compliance and ongoing maintenance requirements can support long-term and effective implementation of green infrastructure.
- Priority areas for siting green infrastructure could include locations with a higher risk of stormwater backup and localized flooding, areas with higher proportion of water and air pollutants, and areas with populations that could be most negatively impacted by localized flooding (e.g., people with disabilities, people experiencing homelessness, and low-income households).
- A green infrastructure program can be an opportunity to partner and engage with community groups to plan, develop, and site green infrastructure that addresses historical and existing environmental and climate injustices. Engagement efforts can be centered around communities disproportionately impacted by poor air quality, urban heat island effect, limited access to greenspace and parks, and poor health outcomes.



Parking lots can be an opportunity to incorporate permeable pavements. Source: US Army Corps of Engineers

Exploring the Future of Sustainable Mobility

Over the next two decades, zero-emission vehicle adoption is anticipated to accelerate as vehicle manufacturers introduce new battery-electric, hydrogen fuel cell, and hybrid options in response to California state legislation. App-based transportation platforms can assist in the transition from personal vehicle ownership to a broad range of on-demand and electric mobility options. These new modes and new technologies present opportunities for creating a more sustainable transportation environment.

Feedback gathered from the community during the development of this Sustainable Transportation Plan emphasized prioritizing the creation of a safer transportation system for people walking, riding bicycles, and riding public transit. However, since these new technologies and new modes may

create significant changes in urban mobility over the coming decades that may impact residents, employees, and visitors, the City continues to monitor opportunities to improve sustainable mobility in Oxnard.

Switching Fuel Sources: Fossil Fuels to Zero Emission

The California Air Resources Board (CARB)'s 2022 Advanced Clean Cars II rule set a policy that 100 percent of new cars and light trucks sold in California after 2035 will be zero emission. Oxnard's own zero emission vehicle (ZEV) fleet is expected to expand from 0.4% in 2018 to over 20% by 2030. Additionally, CARB enacted the Advanced Clean Fleets rule, advancing requirements for medium and heavy-duty truck fleets, such as those serving the nearby Port Hueneme, to be zero emission by 2042. In support of this expansion, large infrastructure changes will be required across Oxnard and the entire state to expand publicly

accessible charging infrastructure and ensure a robust utility system that can support additional demand from the transportation sector.

While chargers at home and work will be an important component of electric vehicle (EV) charging, publicly available chargers owned and operated by either a government organization or a private company will be necessary as well. The *City of Oxnard EV Accelerator Blueprint* has identified locations along major corridors where charging infrastructure should be prioritized, such as along Fifth Street, Ventura Road, C Street, Hueneme Road, and Oxnard Boulevard¹. Additionally, instituting a “One Mile, One Charger” policy so that an EV driver is never more than a mile away from a charging station across the City will help ensure maximum coverage.

Publicly accessible chargers can be placed on public or private land through public-private partnerships and creative uses of existing utility resources. For example, the City of Los Angeles developed a policy to add EV chargers to streetlight poles across their jurisdiction. Streetlights have an already-present electrical connection and are easy for drivers to access while they park at the curb. Over 500 chargers have been installed across Los Angeles using this approach. A partnership between the City of Oxnard and Southern California Edison could be explored to bring a similar program to Oxnard.



EV Charger on streetlight pole. Source: Los Angeles Cleantech Incubator (LACI)

The Business of Charging

There are several ways to price electricity at publicly available EV chargers, leveraging different incentives and resulting in different outcomes. The *Oxnard EV Accelerator Blueprint* identifies a mix of several different pricing schemes to balance these tradeoffs and allow for the greatest usage and return on investment of the charger. The model combines a Per-Kilowatt-Hour based pricing structure, with different rates charged depending on peak energy demand hours and other variables, with a graduated hourly pricing scheme to prevent long and unnecessary dwell times and encourage charger turnover¹.

As a result of the ZEV transition, a major industry that will be impacted across the entire state, including in Oxnard, is traditional gas stations. Service stations are beginning to adapt, adding publicly available EV chargers alongside gas pumps and revamping existing convenience stores to include more full-service food, coffee, and smoothie options to entice customers while adjusting to meet the expected dwell time. Still, some gas stations may close from reduced demand for fueling. While challenges related to environmental remediation and clean up may exist at these sites, this transition may create opportunities for upzoning and infill development, as supported by Senate Bill 6/Assembly Bill 2011 to allow for housing and mixed-use development on commercial property statewide.



Solar panels in a parking lot. Source: Renewable Energy Magazine

The Electric Grid and EVs

A common question that is raised about the EV transition is if there will be any impact on California's existing power grid. While long term capacity expansions will be necessary, the transition will be slow enough that the grid should have plenty of time to react to new demand. Indeed, by 2030, the California Air Resources Board anticipates there will only be a 4% increase in electricity demand from EVs at peak energy hours from 4 PM to 9 PM.

The impact could be further mitigated by the installation of smart electric meters that control vehicle charging during periods of high electricity demand. Additionally, the expansion of renewable solar power to roofs of homes and businesses and surface parking lots could directly contribute to grid expansion for EV charging at peak hours. This decentralized approach to electricity generation can increase community resilience and reduce exposure to

possible price spikes from large utility conglomerates and fossil-fuel companies.

While decentralized energy sources for vehicle charging are promising, implementation challenges remain surrounding the condition and positioning of electrical infrastructure and the logistics of integrating decentralized energy sources with the existing grid. Further, Oxnard's renters do not have the ability to directly install decentralized solar power generation, smart meters, or EV charging infrastructure. Homeowners may have more ability to choose when to install solar, but may lack financial resources to do so. In order to make sure renters and low-income households are not left behind in the transition, subsidy programs and incentives for property owners to add decentralized energy sources would be a necessary consideration.

Sustainable Shared Mobility Opportunities

Beyond ZEVs and their supporting infrastructure, advances in computing, artificial intelligence, and app-based service providers may offer opportunities to reduce the cost burdens of car ownership and instead rely on a suite of on-demand mobility options, also known as Mobility as a Service (MaaS) or shared mobility. These services complement existing fixed-route public transit, investments in bicycle and pedestrian infrastructure, and changes to land use patterns to bring destinations closer together, to allow an individual to maintain car access when they need it, without owning a personal vehicle. Shared mobility services are an important element of a sustainable transportation system both because they enable people to forgo personal car ownership, and because vehicle fleets that are managed by private or public sector entities can be more easily transitioned to ZEVs or implemented as ZEVs from inception.

Shared mobility strategies may take a variety of different forms, meeting diverse mobility needs and price points. One Southern California example is BlueLA, an all-electric car sharing service operated by the Los Angeles Department of Transportation (LADOT) with more than 40 stations focused primarily in lower-income neighborhoods in the core of the city. As these communities have a relatively high proportion of residents who do not have the resources to own a personal vehicle, BlueLA offers convenient, zero-emission transportation that sustainably increases mobility for those who cannot afford a personal car. Other examples of creative partnerships include Denver's Regional Transportation District (RTD), which partners with Lyft to allow Lyft users to pay for transit tickets within the app, and Pittsburgh Regional Transit provides riders with 15 minutes free on the local bikeshare system when they use their ConnectCard to unlock a bike. This kind of technology integration allows shared

mobility users to combine multiple modes of sustainable travel.

Successful shared mobility strategies usually involve public-private partnerships between several entities. Open information sharing from the private to the public sector is vital in these partnerships. A consistent and connected platform that allows for a seamless user experience, such as utilizing a single app or payment technology across multiple modes, is key to increasing participation and minimizing friction.

References

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⁶ California Advanced Clean Cars II Frequently Asked Questions, California Air Resources Board. (arb.ca.gov/resources/documents/cars-and-light-trucks-are-going-zero-frequently-asked-questions)

⁷ About BlueLA/Blink Mobility, Blink Mobility. (blinkmobility.com/about-blink-mobility/)

⁸ Lyft Collaboration, Denver Regional Transportation District. (rtd-denver.com/projects/lyft-collaboration)

⁹ Integrating Bike Share and Transit, Transportation Research and Education Center at Portland State University. (trac.pdx.edu/sites/default/files/PSU_BikeShareEquity_TransitIntegration_8of10.pdf)

¹⁰ The Rise of Mobility as a Service, Deloitte. (deloitte.com/content/dam/Deloitte/nl/Documents/consumer-business/deloitte-nl-cb-ths-rise-of-mobility-as-a-service.pdf)



BlueLA electric carshare. Source: UCLA Lewis Center for Regional Policy Studies





06





Chapter 06

Priority Locations



Chapter 6:

Priority Locations

Seven priority locations were identified through input from the various engagement events, existing conditions analysis, and ongoing coordination with the City.

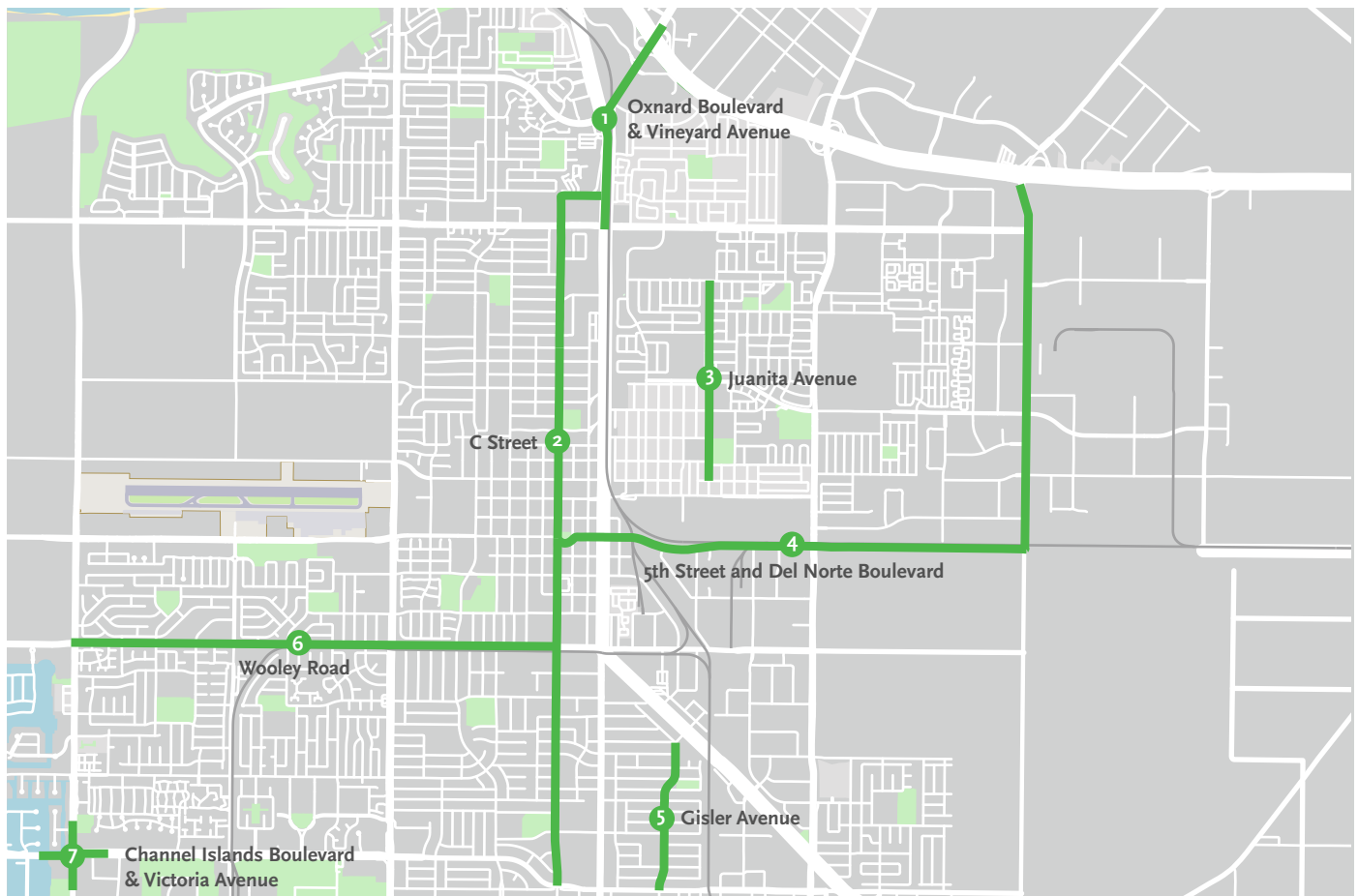
The priority locations encompass the following characteristics:

1. Address a demonstrated need for connectivity, access, and safety
2. Ensure geographic equity while prioritizing areas of high need
3. Provide an opportunity to demonstrate a variety of project options and land use contexts

The seven locations can be a catalyst of change in the city by emphasizing environmentally friendly ways to get around, shift priority from vehicles to other sustainable modes of travel, and serve as examples for other similar locations in City.

Priority Locations

1. **Oxnard Boulevard**, from Gonzales Road to Vineyard Avenue & **Vineyard Avenue**, from Oxnard Boulevard to Riverpark Boulevard
2. **C Street**, from Channel Islands Boulevard to Citrus Grove Lane
3. **Juanita Avenue**, from 3rd Street to Martin Luther King Junior Drive
4. **5th Street**, from C Street to Del Norte Boulevard & **Del Norte Boulevard**, from 5th Street to US-101
5. **Gisler Avenue**, from Channel Islands Boulevard to California Street & Date Street
6. **Wooley Road**, from Victoria Avenue to C Street
7. **Channel Islands Boulevard & Victoria Avenue**



Priority corridors

What You'll See in Each Priority Location Packet

Corridor Overview:

Descriptive and contextual information to help set the context and corridor understanding

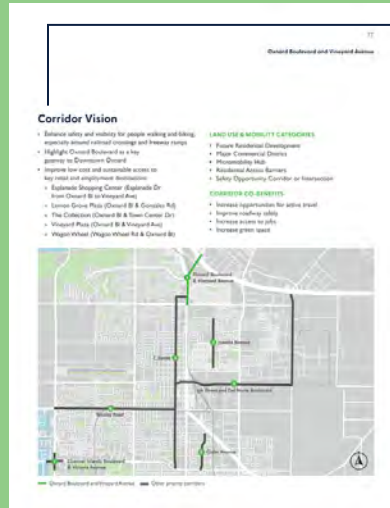


Corridor Vision:

Reflects the priorities identified in previous planning efforts and the needs and wants shared by community members and stakeholders throughout the STP development process.

Land Use & Mobility Categories: Although

many of the land use & mobility categories developed in the Framework Report are applicable for each priority location, the primary categories that shape project options are listed.



Corridor Co-Benefits:

Co-benefits are the added benefits that come with efforts to increase sustainability and address climate change. The relevant co-benefits from the following menu are identified for each priority corridor:

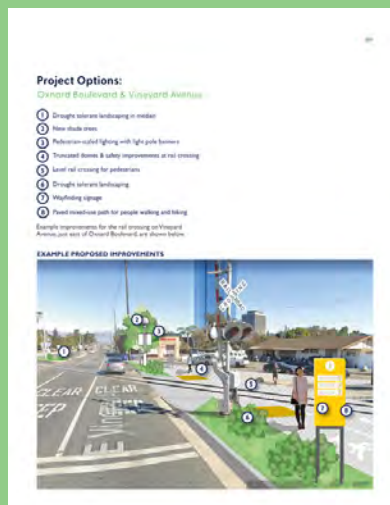
- Increase opportunities for active travel
- Improve roadway safety
- Increase access to jobs
- Increase green space

Toolkit: Potential project options to achieve the corridor vision. The toolkit is organized by mobility, placemaking, and greening opportunities.



Illustrated Concepts:

Graphics of a typical roadway segment or intersection to help visualize what a corridor could look and feel like with several project options in place.



Oxnard Boulevard and Vineyard Avenue

Oxnard Boulevard: Gonzales Road to Vineyard Avenue

Vineyard Avenue: Oxnard Boulevard to Riverpark Boulevard

Roadway Characteristics

LENGTH OF
CORRIDOR

1.0

MILE LONG

NUMBER OF LANES

5-6

POSTED SPEED LIMIT

SPEED
LIMIT
45

OXNARD
BOULEVARD

SPEED
LIMIT
35

VINEYARD
AVENUE

ADT ESTIMATE (2022)

47,000

Collision Summary (2016-2020)

ALL INJURY COLLISIONS:

188

INVOLVING
SOMEONE BIKING:

 15

INVOLVING
SOMEONE WALKING:

 11

Transit Routes Along the Corridor

TRANSIT ROUTES:

 1

Land Use

within a Quarter Mile
of Corridor

POPULATION (👤 = 100)



5,700

JOBS (🏢 = 100)



6,300

COMMUNITY FACILITIES

0

PARKS

4 

SCHOOLS

6 

DISADVANTAGED
COMMUNITIES: YES

- ✓ SB 535
- ✓ AB 1550
- ✓ Justice 40

Oxnard Boulevard and Vineyard Avenue

Corridor Vision

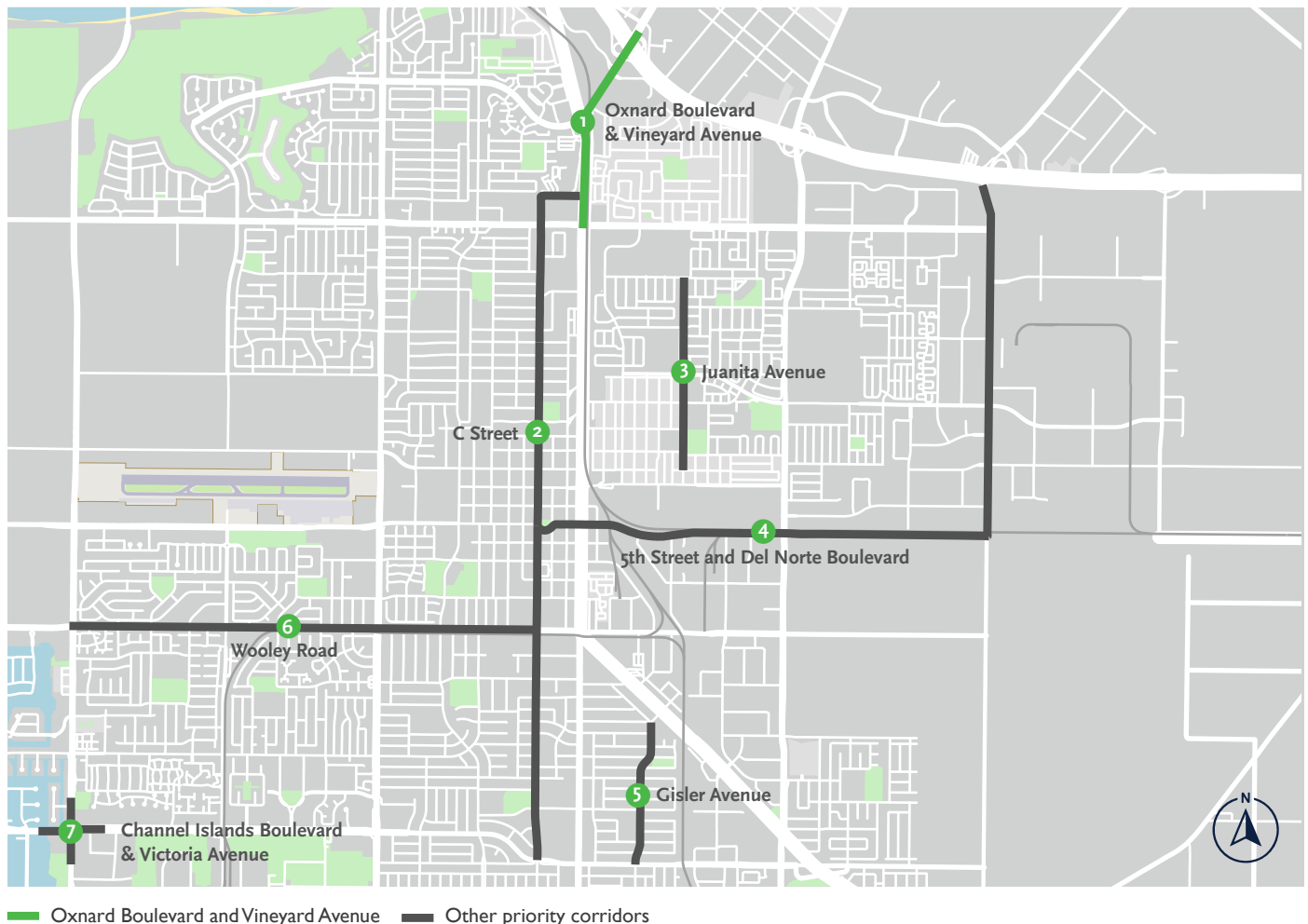
- Enhance safety and visibility for people walking and biking, especially around railroad crossings and freeway ramps
- Highlight Oxnard Bl as a key gateway to Downtown Oxnard
- Improve first/last mile connections to transit along Oxnard Bl, a designated High Quality Transit Corridor
- Improve low cost and sustainable access to key retail and employment destinations:
 - » Esplanade Shopping Center (Esplanade Dr from Oxnard Bl to Vineyard Ave)
 - » Lemon Grove Plaza (Oxnard Bl & Gonzales Rd)
 - » The Collection (Oxnard Bl & Town Center Dr)
 - » Vineyard Plaza (Oxnard Bl & Vineyard Ave)
 - » Wagon Wheel (Wagon Wheel Rd & Oxnard Bl)

LAND USE & MOBILITY CATEGORIES

- Future Residential Development
- Major Commercial District
- Micromobility Hub
- Residential Access Barriers
- Safety Opportunity Corridor or Intersection
- Transit Opportunity Corridor

CORRIDOR CO-BENEFITS

- Increase opportunities for active travel
- Improve roadway safety
- Increase access to jobs
- Increase green space



Oxnard Boulevard and Vineyard Avenue Toolkit

With major recent and continued development north and south of the US-101 off of Oxnard Boulevard and Vineyard Avenue, this area of Oxnard has grown rapidly in recent years, with new residents, new destinations, and new employment opportunities. In addition, Oxnard Boulevard and Vineyard Avenue are key access points to the US-101 freeway, providing regional connectivity and serving as a gateway to Downtown Oxnard.

Serving all of these uses, these corridors carry substantial vehicle traffic, particularly during peak periods, and the infrastructure is oriented nearly entirely to serve the movement of cars. Although many people drive, others walk, bike, and ride transit, doing so by navigating roads with railroad crossings, narrow sidewalks, and high volume, high speed intersections.

The Southern California Association of Governments (SCAG) 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) designates Oxnard Boulevard and Saviers Road from US-101 to Port Hueneme as a designated High Quality Transit Corridor (HQTC), which is defined as a corridor with fixed transit stops where buses pick up passengers at a frequency of every 15 minutes (or less) during peak commuting hours. Furthermore, the RTP/SCS defines the half-mile around a HQTC as a High Quality Transit Area (HQTA) and forecasts that 51% of future household growth between 2016 and 2045 will be located in HQTAs.

Enhancing pedestrian and bicycle safety makes major commercial plazas and transit stops accessible to more people and improves the connectivity of neighborhoods around Oxnard Boulevard, Vineyard Avenue, and the US-101 freeway.

Placemaking along Oxnard Boulevard and Vineyard Avenue will help connect existing neighborhoods with new neighborhoods, such as the housing sites identified in the City's adopted Amended 2021-2029 Housing Element.

The vision for Oxnard Boulevard and Vineyard Avenue is to enhance this area, by continuing to serve as a key regional vehicle connection, while also creating an opportunity to serve local travel, active and sustainable modes, and define a more prominent gateway into the City. The forthcoming development and increased transit service along and around Oxnard Boulevard will strengthen north/south connections and expand the number of employment, educational, and recreational opportunities that residents can access using more sustainable modes, especially riding transit and biking.

Oxnard Boulevard and Vineyard Avenue



Pedestrians navigate several freeway ramps along Vineyard Avenue



Cyclists navigate railroad crossings and sidewalk gaps along Vineyard Avenue, which does not have bike lanes east of Oxnard Boulevard

MOBILITY

Oxnard Boulevard and Vineyard Avenue

MOBILITY OPPORTUNITY

Expand and fill gaps in bike lane network

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The City has a CIP project to install bike lanes on Oxnard Boulevard from Gonzales Road to the US-101 freeway ramps (Advisory Committee).
- The existing multi-use path along Oxnard Boulevard ends at Oxnard Boulevard & Gonzales Road (Walk Audit).

POTENTIAL OPTIONS

- Add green conflict striping for bike lanes at major intersections and driveways.
- Improve bike access north of the US-101 by working with Caltrans to determine the best approach to providing access while minimizing impacts to freeway access, connecting with the existing bike lane network on Vineyard Boulevard (west of Oxnard Boulevard) and Esplanade Drive.
- Increase visibility for bicycles while crossing large intersections with bike boxes and two stage left turn boxes.



Cyclists were observed biking on the sidewalk near freeway ramps along Vineyard Avenue



Example of a bike box in Durango, Colorado

MOBILITY

Oxnard Boulevard and Vineyard Avenue

MOBILITY OPPORTUNITY

Expand and enhance pedestrian amenities

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- People with mobility needs, such as wheelchairs or strollers, have difficulty navigating narrow sidewalks that are blocked by signal poles or other signage (Walk Audit and Focus Group).
- There is a gap in the sidewalk along Vineyard Avenue at St Marys Drive (Walk Audit).
- People walking and biking from the Rio Lindo neighborhood were observed crossing the Vineyard Avenue railroad crossing from St Marys Drive (Walk Audit).
- Youth from the central and southern neighborhoods of Oxnard travel to The Collection for shopping and jobs by walking or biking (Focus Group).

POTENTIAL OPTIONS

- At freeway ramps, work with Caltrans to upgrade to high-visibility crosswalks to pair with the recently upgraded curb ramps.
- Coordinate with railroads to improve pedestrian safety and accessibility at railroad crossings*.
- Construct new sidewalk to fill existing gaps and widen narrow sidewalks*.
- Improve crossings by installing bulbouts or tightening curb radii, which can shorten crossing distances, improve visibility, slow down turning vehicles, and provide more space for people waiting at corners.
- Upgrade crosswalks to high-visibility striping during resurfacing
- Use the City's forthcoming Leading Pedestrian Interval (LPIs) guidelines to install LPIs along Oxnard Boulevard and Vineyard Avenue, particularly at wide intersections.

*See pages 156 - 157 for implementation considerations.



Existing upgraded curb ramps at freeway ramp along Vineyard Avenue



People were crossing Vineyard Avenue at the railroad crossing on foot and on bikes



A sidewalk gap was identified along Vineyard Avenue near Craig Drive and St Marys Drive

MOBILITY

Oxnard Boulevard and Vineyard Avenue

MOBILITY OPPORTUNITY

Improve neighborhood connectivity across major barriers, such as the freeway and large roads

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Speeding is a concern in the Rio Lindo neighborhood as people driving have limited opportunities to connect to major roads such as Vineyard Avenue, Oxnard Boulevard, and Gonzales Road (Advisory Committee).
- People who walk and bike from the Rio Lindo neighborhood often have to travel longer distances as the only access points are at St Marys Dr/ Craig Dr to Vineyard Ave and along Gonzales Rd with no formal access along Oxnard Bl (Focus Group).



People were observed walking along and crossing the railroad tracks along Vineyard Avenue

POTENTIAL OPTIONS

- Coordinate with railroad, neighboring jurisdictions, and regional agencies to continue the multi-use path through the City along the railroad and/or flood channel as a regional active transportation corridor.
- Extend the multi-use path along Oxnard Boulevard from Gonzales Road up to Vineyard Avenue. Coordination with Union Pacific Railroad may be necessary.
- The new multi-use path would provide opportunities to create pedestrian connections between the Rio Lindo neighborhood and Oxnard Boulevard by adding pedestrian access points.

MOBILITY

Oxnard Boulevard and Vineyard Avenue

MOBILITY OPPORTUNITY

Provide more non-auto options to travel to and from key retail and employment centers

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Collection is frequented by residents living in neighborhoods across the city, particularly near Oxnard College, Rose Shopping Center, and the beach (Pop Up Events).

POTENTIAL OPTIONS

- Coordinate with plaza owners at major shopping centers to implement a mobility hub, which may include bikeshare, carshare, scootershare, secure bike parking, wayfinding, an electric circulator shuttle, and/or electric vehicle charging stations.
- Prioritize widening sidewalks, especially around transit stops.
- Upgrade bus stops with shelters, shade structures (e.g. trees or other physical structures), real-time arrival information, lighting, benches, trash cans, and bike racks.



The existing transit stops along Oxnard Boulevard and Vineyard Avenue provide variations of amenities. This bus stop along Vineyard Avenue includes a shelter, bench, trash can, and bike racks.

PLACEMAKING

Oxnard Boulevard and Vineyard Avenue

PLACEMAKING OPPORTUNITY

Create a sense of place and strengthen connections to key destinations, such as Downtown Oxnard and the Oxnard Transit Center

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- In addition to the recent Wagon Wheel development, additional residential development is planned along Oxnard Boulevard and Vineyard Avenue (Advisory Committee).

POTENTIAL OPTIONS

- Add wayfinding signage throughout the area to highlight key destinations, especially across the US-101 where the walking distances may not be far, but where major barriers are present.
- The “Welcome to City of Oxnard” sign on the southwest corner of Vineyard Avenue & Esplanade Drive could be enhanced as a key placemaking location with additional public art.



Existing “Welcome to the City of Oxnard” sign at Vineyard Avenue & Esplanade Drive

PLACEMAKING

Oxnard Boulevard and Vineyard Avenue

PLACEMAKING OPPORTUNITY

Develop a program to engage community members and organizations to incorporate public art with streetscape elements to reflect the surrounding area

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Oxnard Downtown Management District piloted a public art project, “Project: Box Art,” where artists painted traffic signal control cabinets (utility boxes) in Downtown Oxnard (Advisory Committee).
- The Oxnard Cultural Arts Division and Ventura County Arts Council has partnered with community organizations and the City to add murals in and on community facilities, such as parks and the City Council building (Advisory Committee).

POTENTIAL OPTIONS

- Build on “Project: Box Art” to expand artful utility boxes citywide, with a focus on commercial destinations. Utility boxes can also be decorated as part of a roadway safety campaign.
- In partnership with GCTD, host citywide bus shelter and/or bus bench art programs to add community-based art and designs at transit stops. Potential partners include VCTC Transit, the Oxnard Cultural Arts Division, Oxnard Performing Arts Center, and Ventura County Arts Council.



Example of an existing artful utility box in Downtown Oxnard at 6th Street & A Street



Example of a safety campaign on utility boxes in Lancaster, CA.

GREENING

Oxnard Boulevard and Vineyard Avenue

GREENING OPPORTUNITY Expand shade coverage

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- “Add Shade” is one of the top priorities for community members (Pop Up Events).
- There are very few trees along Vineyard Avenue (Walk Audit).

POTENTIAL OPTIONS

- Prioritize adding regularly spaced shade trees to provide shade and cooling, especially around transit stops and commercial destinations*.

*See pages 156 - 157 for implementation considerations.



Shade tree coverage is not consistent along Oxnard Boulevard and Vineyard Avenue

GREENING OPPORTUNITY

Increase water retention infrastructure to reduce flooding and support native landscaping

**EXISTING CONDITIONS
AND COMMUNITY INPUT
(SOURCE OF FEEDBACK)**

- “Add Green Spaces” is one of the top priorities for community members (Pop Up Events).
- Each commercial plaza has a large parking lot that is primarily asphalt (Walk Audit).
- The area around the freeway ramps are primarily large patches of asphalt (Walk Audit).

POTENTIAL OPTIONS

- Add low-level landscaping in median islands and parkways.
- Coordinate with Caltrans to add permeable pavement or bioswales in the large asphalt medians adjacent to freeway entrances.
- Coordinate with commercial plaza owners to support the addition of more landscaping and permeable pavement in their parking lots*.
- Where space permits, incorporate low-level landscaping into bulbouts, with roadway drainage inlets as needed, to increase opportunities for water absorption.

*See pages 156 - 157 for implementation considerations.



Several freeway ramps along Vineyard Avenue have large asphalt medians



Example of a bulbout with landscaping for stormwater retention in Tucson, Arizona



Project Options:

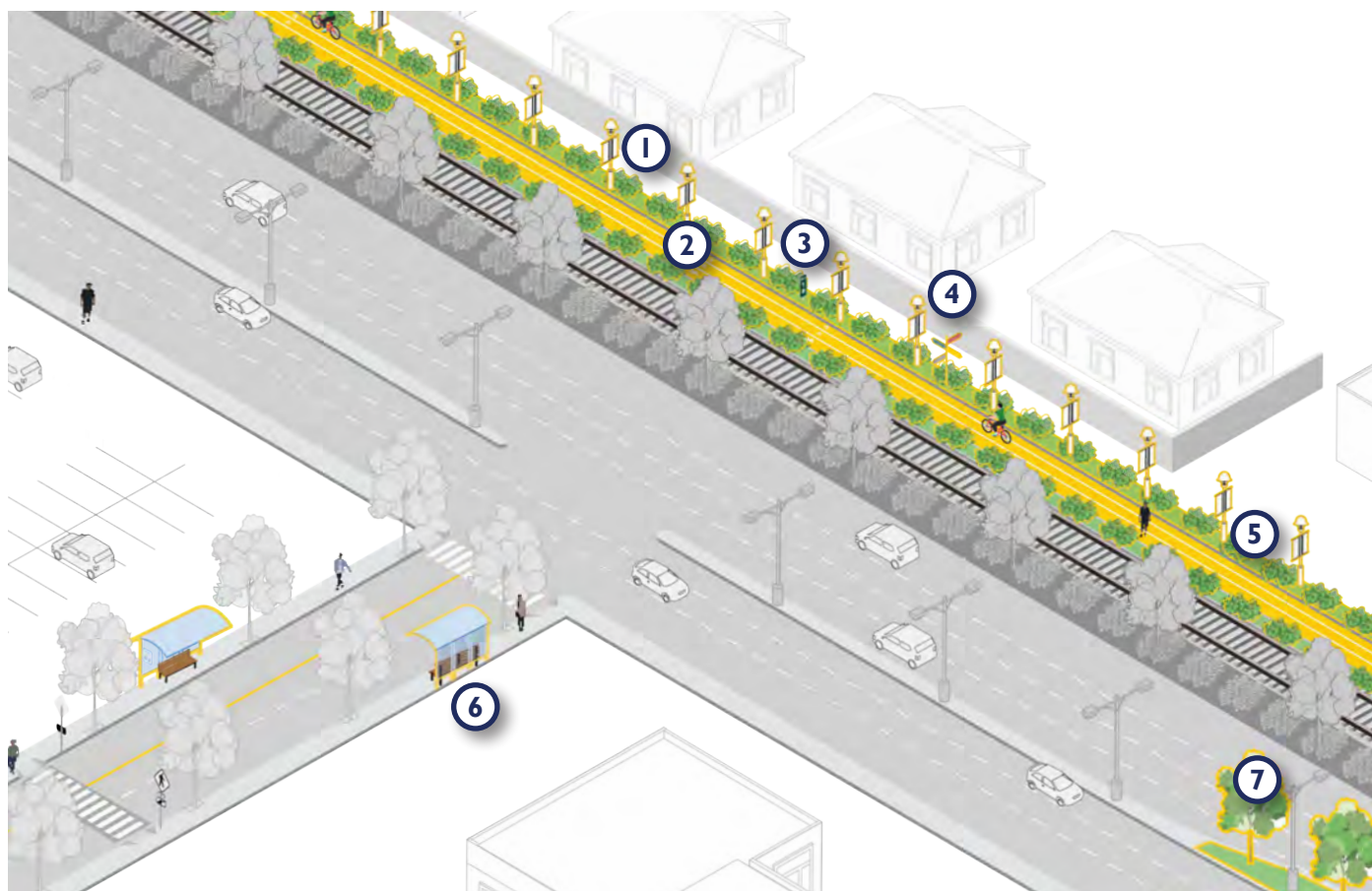
Oxnard Boulevard and Vineyard Avenue

Oxnard Boulevard and Vineyard Avenue have a wide right-of-way with majority of space currently designed to connect vehicles with the freeway. In addition to driving, however, many people are walking, biking, and riding transit along these corridors. Options to enhance multimodal travel include:

- Adding Class I bicycle facilities, including extending the existing multi-use path along Oxnard Boulevard that ends at Gonzales Road
- Infill of shade trees and addition of low-level drought tolerant landscaping to buffer traffic noise and provide shade and stormwater absorption
- Upgraded bus stops that include wifi, seating, and lighting to create a comfortable transit experience

The diagram below illustrates a typical segment of Oxnard Boulevard with potential options highlighted in yellow and described in the numbered legend.

- 1 Pedestrian-scaled lighting with light pole banners
- 2 Multi-use path
- 3 Distance markers
- 4 Wayfinding signage
- 5 Drought tolerant landscaping
- 6 Upgraded bus stops with smart shelters
- 7 New shade trees & drought tolerant landscaping in median



This drawing is conceptual in nature. It does not showcase actual proposed designs in specific locations, rather is intended to describe a range of possible improvements appropriate for this corridor. All proposals are subject to feasibility review and further study.

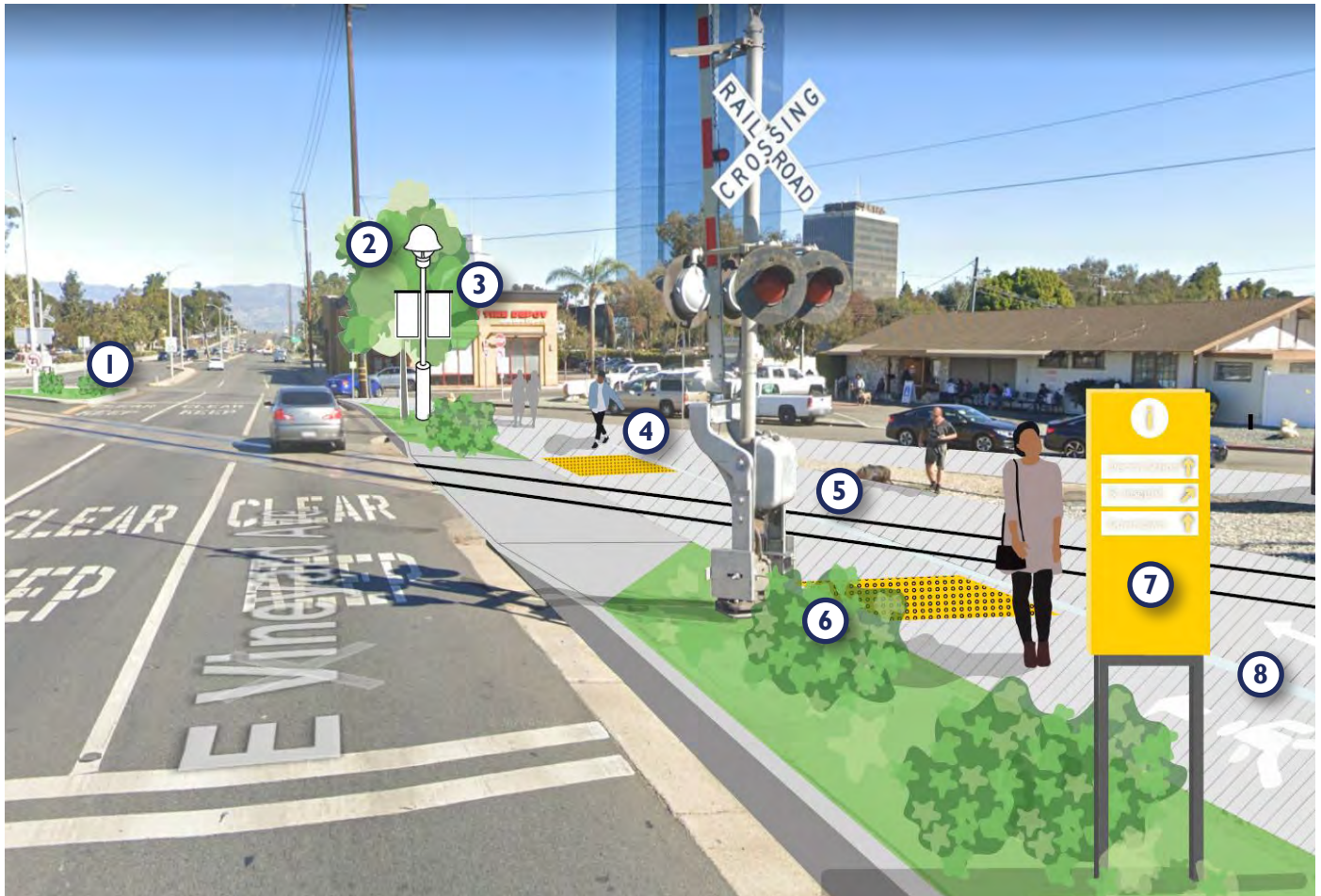
Project Options:

Oxnard Boulevard & Vineyard Avenue

- ① Drought tolerant landscaping in median
- ② New shade trees
- ③ Pedestrian-scaled lighting with light pole banners
- ④ Truncated domes & safety improvements at rail crossing
- ⑤ Level rail crossing for pedestrians
- ⑥ Drought tolerant landscaping
- ⑦ Wayfinding signage
- ⑧ Paved mixed-use path for people walking and biking

Example improvements for the rail crossing on Vineyard Avenue, just east of Oxnard Boulevard, are shown below and described in the numbered legend.

EXAMPLE PROPOSED IMPROVEMENTS



C Street

Channel Islands Boulevard to Citrus Grove Lane

Roadway Characteristics

LENGTH OF CORRIDOR

3.5

MILES LONG

NUMBER OF LANES

2

POSTED SPEED LIMIT

SPEED LIMIT

30

ADT ESTIMATE (2022)

8,000–19,000

Collision Summary (2016–2020)

ALL INJURY COLLISIONS:

287

INVOLVING SOMEONE BIKING:

29

INVOLVING SOMEONE WALKING:

37

Transit Routes Along the Corridor

TRANSIT ROUTES:

9

Land Use within a Quarter Mile of Corridor

POPULATION (👤 = 100)



22,000

JOBS (🏢 = 100)



12,500

COMMUNITY FACILITIES

2

PARKS

6



SCHOOLS

14



DISADVANTAGED COMMUNITIES: YES

SB 535

✓ AB 1550

✓ Justice 40

Corridor Vision

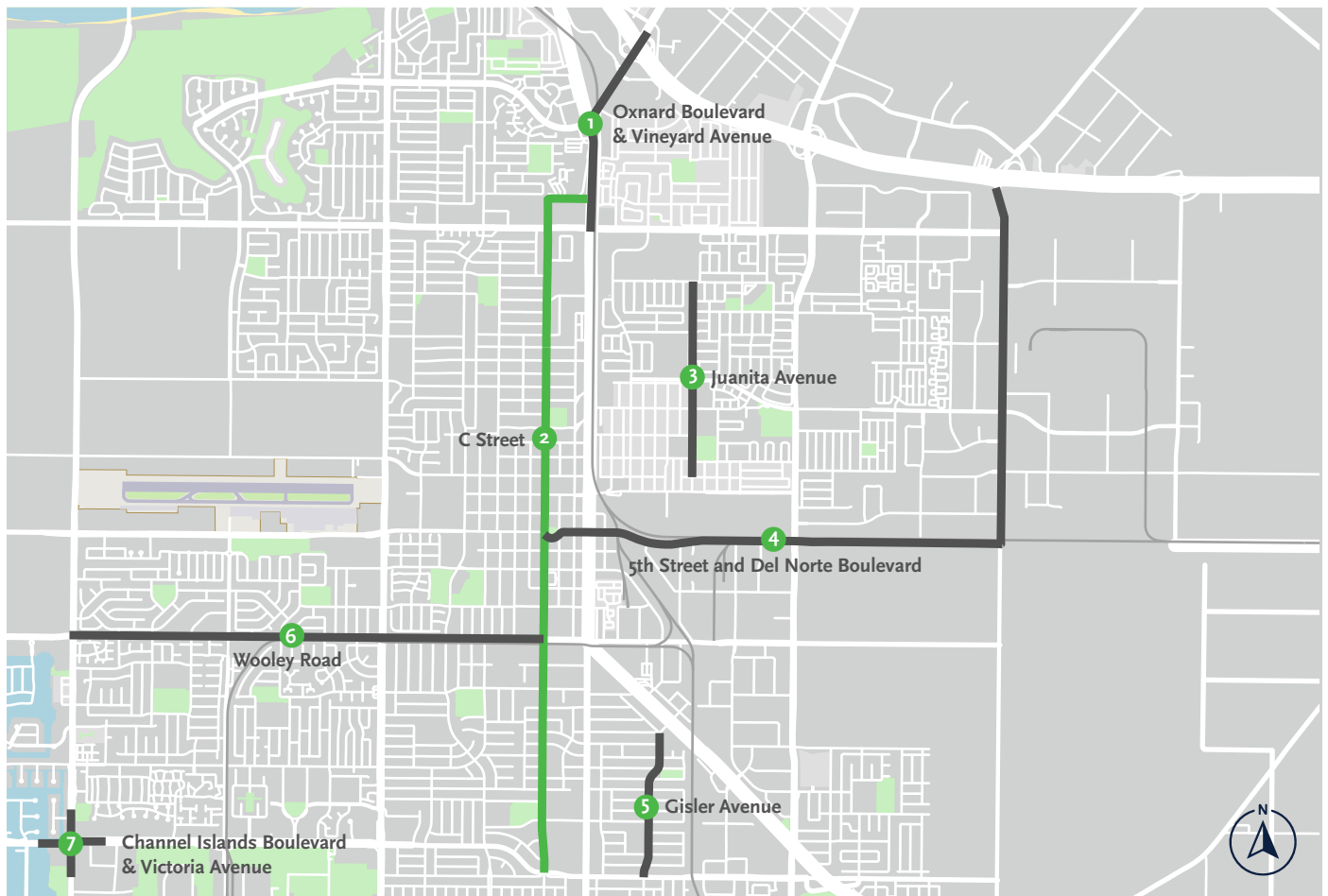
- Improve connections to major transit hubs:
 - » Centerpoint Mall (located along C Street)
 - » Oxnard Transit Center (located a quarter-mile east of C Street & 4th Street)
- Create a comfortable slow-speed route parallel to Oxnard Boulevard to serve sustainable active modes, such as walking and biking

LAND USE & MOBILITY CATEGORIES

- First/Last Mile to Transit
- Micromobility Hub
- Regional Active Transportation Corridor
- Safe Routes to School
- Slow Streets
- Transit Opportunity Corridor

CORRIDOR CO-BENEFITS

- Increase opportunities for active travel
- Improve roadway safety
- Increase access to jobs
- Increase green space



— C Street — Other priority corridors

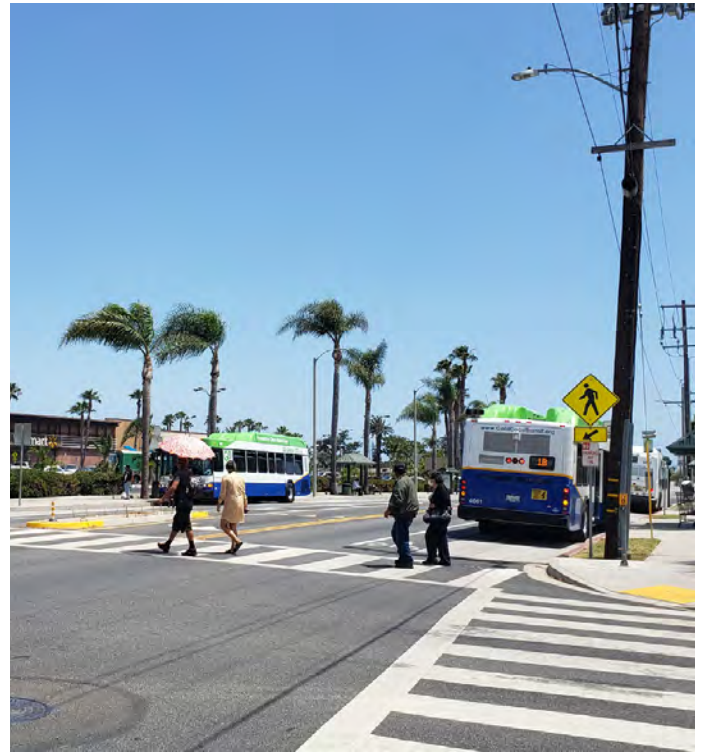
C Street Toolkit

When people ride the bus or train, they often start and end their trip by walking, biking, or rolling (e.g. with a skateboard or scooter) to and from their nearest transit stop.

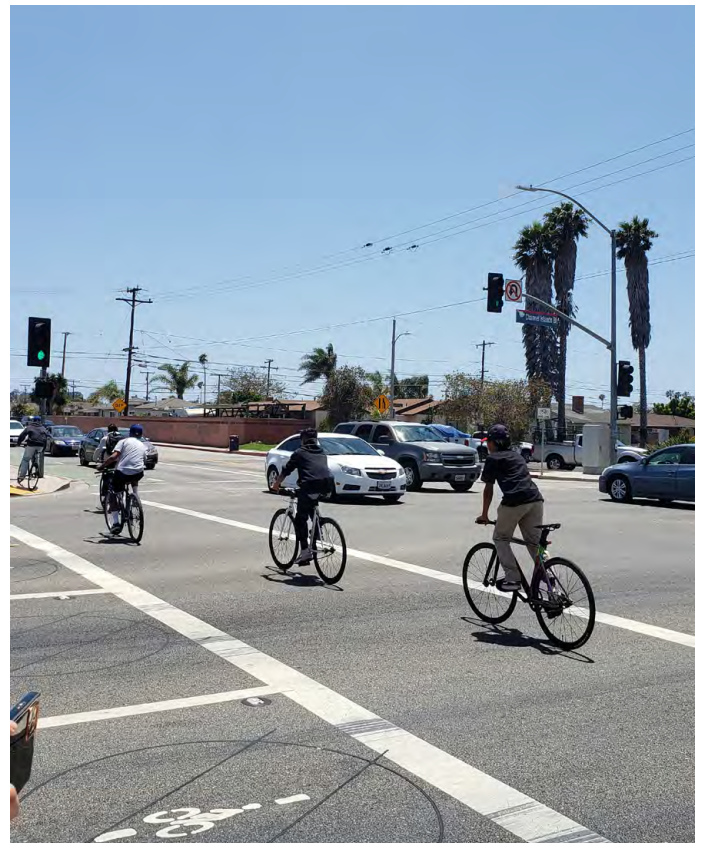
First/Last Mile improvements refer to the first and last part of someone's trip from point A to point B, where the "middle" part is a bus or train ride. These improvements provide safe and comfortable access to transit, better serving existing and new bus and train riders.

Slow Street elements can make C Street a more comfortable place for sustainable modes of travel, such as walking and biking.

The vision for C Street is to create a slow speed, transit-oriented corridor to support people who walk, bike, and take transit along C Street. Building on the existing patterns of walking, biking, and transit riding along this corridor, with additional improvements, more people may be encouraged to switch from driving to these active modes of transportation. This shift reduces vehicle miles traveled, reduces greenhouse gas emissions, improves public health, and provides more opportunities for community connection.



Flashing beacons on C Street near the Centerpoint Mall help facilitate safe pedestrian crossings



High bicycle and pedestrian activity was observed along C Street, especially near the Centerpoint Mall

MOBILITY

C Street

MOBILITY OPPORTUNITY

Expand and enhance space for pedestrians

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Many sidewalks along C Street are narrow and carry high pedestrian activity (Walk Audit).
- Students walking to/from school pass through the railroad crossing at C Street & Wooley Road (Advisory Committee).

POTENTIAL OPTIONS

- Coordinate with railroads to improve pedestrian safety and accessibility at railroad crossings*.
- Improve crossings by installing bulbouts or tightening curb radii, which can straighten crosswalks, shorten crossing distances, improve visibility, slow down turning vehicles, and provide more space for people waiting at corners.
- Upgrade crosswalks to high-visibility striping (note, this often happens when streets are resurfaced).
- Upgrade curb ramps to provide directional ramps that point people into the crosswalk instead of diagonally into the intersection and are compliant with accessibility requirements.
- Use the City's forthcoming Leading Pedestrian Interval (LPIs) guidelines to install LPIs along C Street. LPIs provide extra crossing time for people on foot and improve visibility.
- Use the City's forthcoming Rectangular Rapid Flashing Beacon (RRFB) guidelines to identify locations for new pedestrian crossings.
- Widen sidewalks around major transit stops, schools, and commercial destinations*.

*See pages 156 - 157 for implementation considerations.



Existing landscaped bulbout at C Street & 5th Street



Existing high-visibility crosswalk, upgraded curb ramp, and flashing beacon along C Street

MOBILITY

C Street

MOBILITY OPPORTUNITY

Improve comfort and safety for people waiting to ride the bus

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- C Street is one of the highest ridership corridors in Oxnard (Advisory Committee).
- Gold Coast Transit District's Bus Stop Improvement Plan notes that many bus stops along C Street would benefit from bus shelters, benches, lighting, and ADA landing pads (Advisory Committee).
- Community-based organizations have members who rely on transit as their primary form of transportation (Focus Group).



Example of side transit boarding island in Oakland, California

POTENTIAL OPTIONS

- Prioritize widening sidewalks around transit stops or install transit boarding islands with a curbside bike lane to provide sufficient room for people using mobility devices like wheelchairs to get on and off the bus.
- Upgrade bus stops with shelters, shade structures (e.g. trees or other physical structures), real-time arrival information, lighting, benches, trash cans, and bike racks.



Existing bus stop with shelter, bench, and trash can along C Street

MOBILITY

C Street

MOBILITY OPPORTUNITY

Prioritize people walking and biking to create a parallel route to Oxnard Boulevard for slower modes

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- As part of a recent resurfacing project, the City striped bike lanes and bike route markings along C Street. Building on this success, additional speed reduction can make this corridor even more inviting for bicyclists of all ages and abilities (Advisory Committee).

POTENTIAL OPTIONS

- Add green conflict striping for bike lanes at major intersections and driveways.
- Reduce the speed limit for C Street to 25 miles per hour, either along the whole corridor or around commercial corridors.
- Reduce speeding along the corridor and increase bicyclist and pedestrian visibility with neighborhood traffic circles, bulbouts, or by converting minor street stop-controlled intersections to all-way stop-controlled intersections*.

*See pages 156 - 157 for implementation considerations.



Existing green conflict striping at C Street & Ninth Street



Existing neighborhood traffic circle at Dunkirk Drive & Lazaro Lane

MOBILITY OPPORTUNITY

Encourage more people to ride transit by making it an easy and convenient choice

**EXISTING CONDITIONS
AND COMMUNITY INPUT**
(SOURCE OF FEEDBACK)

- The Centerpoint Mall is a potential site for a GCTD micro-transit (such as e-scooter or e-bike) pilot program (Advisory Committee). This would connect people more easily to work, shop, and spend time without needing to purchase their own bicycle or scooter.
- There are many services along C Street, such as churches, parks, City departments, the library, and City Council chambers. Some visitors may rely on transit to access these services. Expanding the number of comfortable and low-cost modes can help provide easier access to these destinations (Advisory Committee).



Example of mobility hub components (bikeshare, long and short-term bike parking, EV charging, dedicated carshare parking, and package pickup lockers) in the Bay Area, California

POTENTIAL OPTIONS

- Assess the citywide bike lane network to connect people biking to C Street by filling bike lane gaps.
- The City, potentially in partnership with GCTD, could coordinate with plaza owner(s) at the Centerpoint Mall to implement a mobility hub, which could include bikeshare, carshare, scootershare, secure bike parking, wayfinding, and/or electric vehicle charging stations. These modes are sustainable, fun, and easy-to-use options that reduce the environmental impact per mile of travel.

PLACEMAKING

C Street

PLACEMAKING OPPORTUNITY

Create a sense of place and improve ease of navigation to key destinations such as Downtown Oxnard and the Centerpoint Mall

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- “Beautify the Streets” is one of the top priorities for residents (Pop Up Events).
- Downtown Oxnard and the Centerpoint Mall are frequented by many residents (Pop Up Events).
- Plaza Park is frequented by many residents, especially for the weekly farmer’s market (Focus Group).

POTENTIAL OPTIONS

- Add wayfinding signage to highlight key destinations. Providing the number of minutes to get to a destination on foot can help reduce the perceived distance of travel and encourage more people to walk.
- Convert C Street between 2nd Street and 5th Street to a pedestrian-oriented business district and reduce the speed limit to 25 miles per hour. Adding placemaking elements, such as additional places to sit, shade structures, and public art, while also building on existing events and programming can help expand and invigorate Downtown Oxnard as a place for the community.
- Expand the City’s parklet program, which is currently limited to Downtown Oxnard through the City’s downtown code, to allow parklets citywide.
- Explore reconfiguration of C Street in Downtown Oxnard, near Plaza Park, to expand existing park space and build on existing business district character to encourage bicycle and pedestrian activity.
- Transition streets in Downtown Oxnard, such as B Street near Plaza Park, into a “woonerf,” or living/shared street, to slow vehicle speeds and encourage walking and biking^{*}.

*See pages 156 - 157 for implementation considerations.



Example of a woonerf in Seattle, WA

PLACEMAKING

C Street

PLACEMAKING OPPORTUNITY

Develop a program to engage community members and organizations to incorporate public art with streetscape elements that reflects the surrounding area

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Oxnard Downtown Management District piloted a public art project, “Project: Box Art,” where artists painted traffic signal control cabinets (utility boxes) in Downtown Oxnard (Advisory Committee).
- The Oxnard Cultural Arts Division and Ventura County Arts Council have partnered with community organizations and the City to add murals in and on community facilities, such as parks and the City Council building (Advisory Committee).



Existing artful utility box at 5th Street & A Street in Downtown Oxnard

POTENTIAL OPTIONS

- Build on “Project: Box Art” to expand artful utility boxes citywide, with a focus on commercial destinations.
- In partnership with GCTD, host citywide bus shelter art programs to add community-based art and design at transit stops. Potential partners include VCTC Transit, the Oxnard Cultural Arts Division, Oxnard Performing Arts Center, and Ventura County Arts Council.
- Install artful, creative crosswalks and/or quick-build bulbouts to enhance the visibility of people walking*. These have been shown to improve safety at intersections while also bringing vibrancy and color into the built environment*.



Example of a quick-build bulbout with artful elements in Baltimore, Maryland

*See 156 - 157 for implementation considerations.

GREENING

GREENING OPPORTUNITY

Expand shade coverage

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Downtown C Street primarily has palm trees along the corridor, which provide limited shade (Walk Audit).
- “Add Shade” is one of the top priorities for community members (Pop Up Events).
- In the future, Southern California is expected to see more high-heat days that can make it uncomfortable for people to walk, bike, or ride transit unless additional shade is provided. Given the timeline for trees to grow a full shade canopy, planting trees today will help cool the environment long into the future (STP Framework Report).

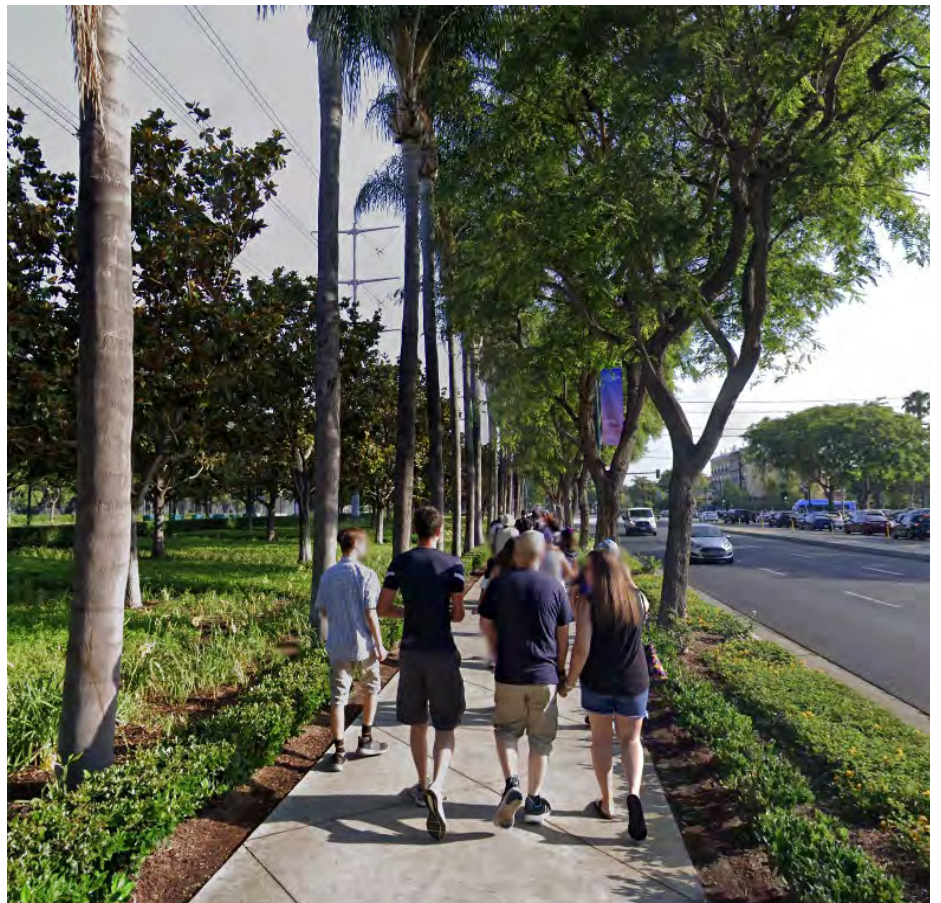


Example of a planter with trees and low-landscaping in the parking lane in Philadelphia, Pennsylvania

POTENTIAL OPTIONS

- Consider expanding the Green Alley program along the alley between Deodar Avenue and Beverly Drive, which connects to the green alley in the La Colonia neighborhood.
- In areas planted with palm trees, consider interspersing or replacing every other palm tree with a shade tree to maintain the iconic sense of place created by the palms, while incorporating plantings that will provide future shade as the palms reach the natural end of their life cycle*.
- In areas with limited sidewalk width, shade trees and low-level landscaping can be added with regularly-spaced planters in the on-street parking lane.
- Prioritize adding regularly spaced shade trees to provide shade and cooling, especially around transit stops and commercial destinations*.

*See pages 156 - 157 for implementation considerations.



Example of complementing palm trees with an understory of shade trees (tipuana tipu) to create a pleasant walking environment in Anaheim, California

GREENING OPPORTUNITY

Increase water retention infrastructure to reduce flooding and support native landscaping

**EXISTING CONDITIONS
AND COMMUNITY INPUT
(SOURCE OF FEEDBACK)**

- “Add Green Spaces” is one of the top priorities for community members (Pop Up Events).
- In the future, Southern California is expected to experience more high heat days. Incorporating infrastructure that increases permeability of the ground and minimizes pavement can help manage stormwater and reduce the “urban heat island effect” created by excess pavement that absorbs and holds heat during hot days.

POTENTIAL OPTIONS

- Add low-level landscaping in median islands and parkways.
- Add permeable pavement in areas with low vehicle activity, such as bike lanes, parking lanes, and sidewalks.
- Plant trees and low-level landscaping in neighborhood traffic circles.
- Where space permits, incorporate low-level landscaping into bulbouts with drainage inlets to increase opportunities for water absorption.



Existing planter with drainage inlet in the La Colonia neighborhood

Project Options:

C Street

- ① Strung catenary lights over roadway
- ② Upgraded bus stops with smart shelter
- ③ Shared street “woonerf”
- ④ Pedestrian-scaled lighting with light pole banners
- ⑤ Infill shade trees
- ⑥ Wayfinding signage

Example improvements along C Street are shown below and described in the numbered legend.

EXAMPLE PROPOSED IMPROVEMENTS



Project Options:

C Street

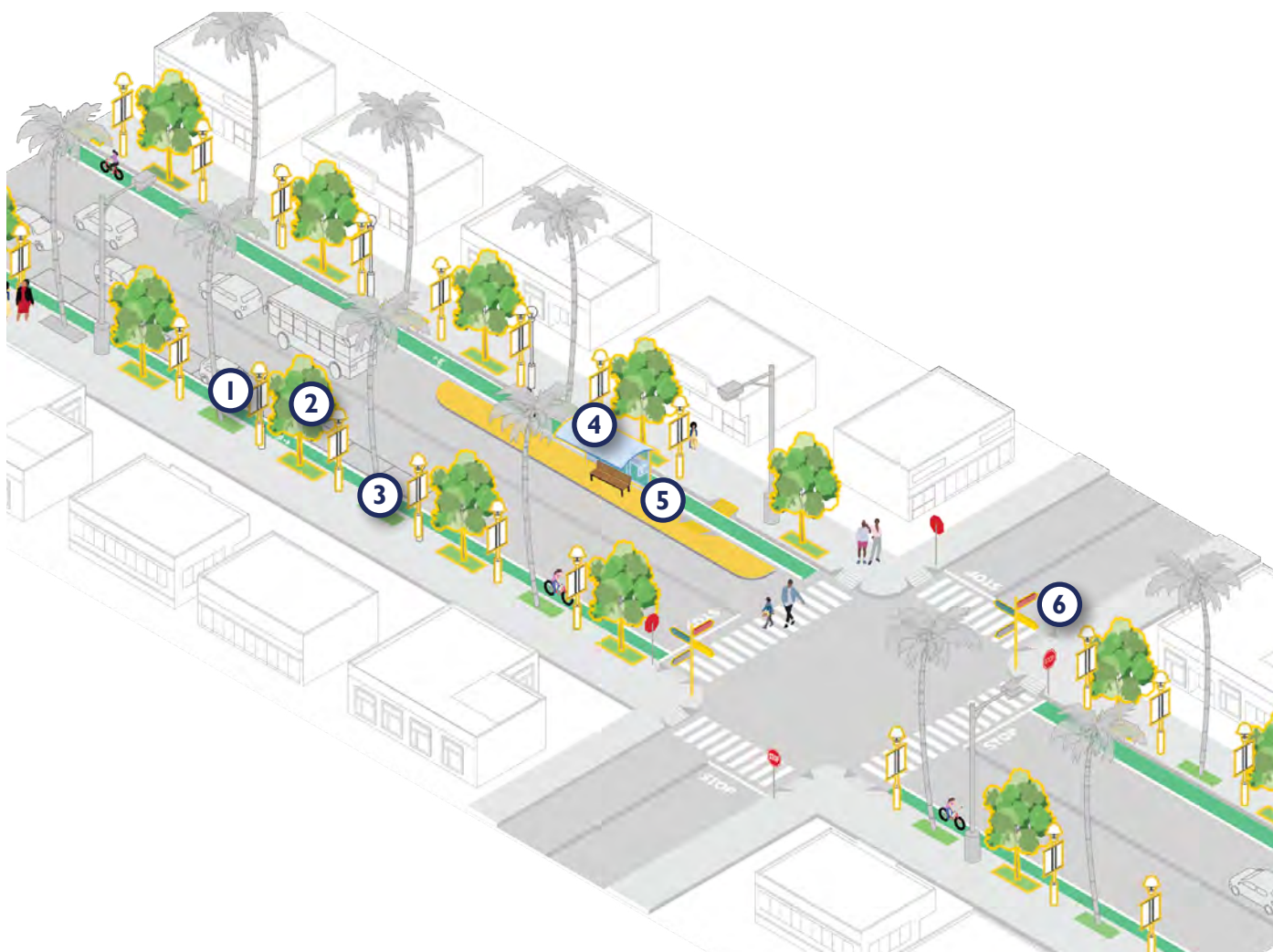
Commercial Areas

Commercial areas along C Street have a wider right-of-way than the residential areas and can accommodate more greening and streetscape enhancements to prioritize C Street as a multimodal corridor. Some options include:

- Bike lanes that are separated from the travel lane by parked cars and travel between boarding bulb transit stops and the sidewalk.
- Bus stops that include WiFi, seating, and lighting to create a comfortable transit experience.
- Addition of trees to provide shade and cooling.

The diagram below illustrates a typical commercial area along C Street with potential options highlighted in yellow and described in the numbered legend.

- ① Protected bike lane
- ② Infill shade trees
- ③ Pedestrian-scaled lighting with light-pole banners
- ④ Upgraded bus stops with smart shelter
- ⑤ Boarding bulb transit stop
- ⑥ Wayfinding signage



This drawing is conceptual in nature. It does not showcase actual proposed designs in specific locations, rather is intended to describe a range of possible improvements appropriate for this corridor. All proposals are subject to feasibility review and further study.

Project Options:

C Street

Residential Areas

Residential areas along C Street have a more narrow right-of-way than commercial areas, which leaves limited room for greening and streetscape enhancements. The existing bike lane often becomes a bike route so adding traffic calming elements to create a neighborhood greenway can help drivers and bicyclists share the road safely. Some options include:

- Neighborhood-scaled roundabouts that help slow vehicle speeds.
- Landscaped curb extensions and trees in the parking lane that provide shade and stormwater absorption.
- Bus stops that include WiFi, seating, and lighting to create a comfortable transit experience, where space permits.

The diagram below illustrates a typical residential area along C Street with potential options highlighted in yellow and described in the numbered legend.

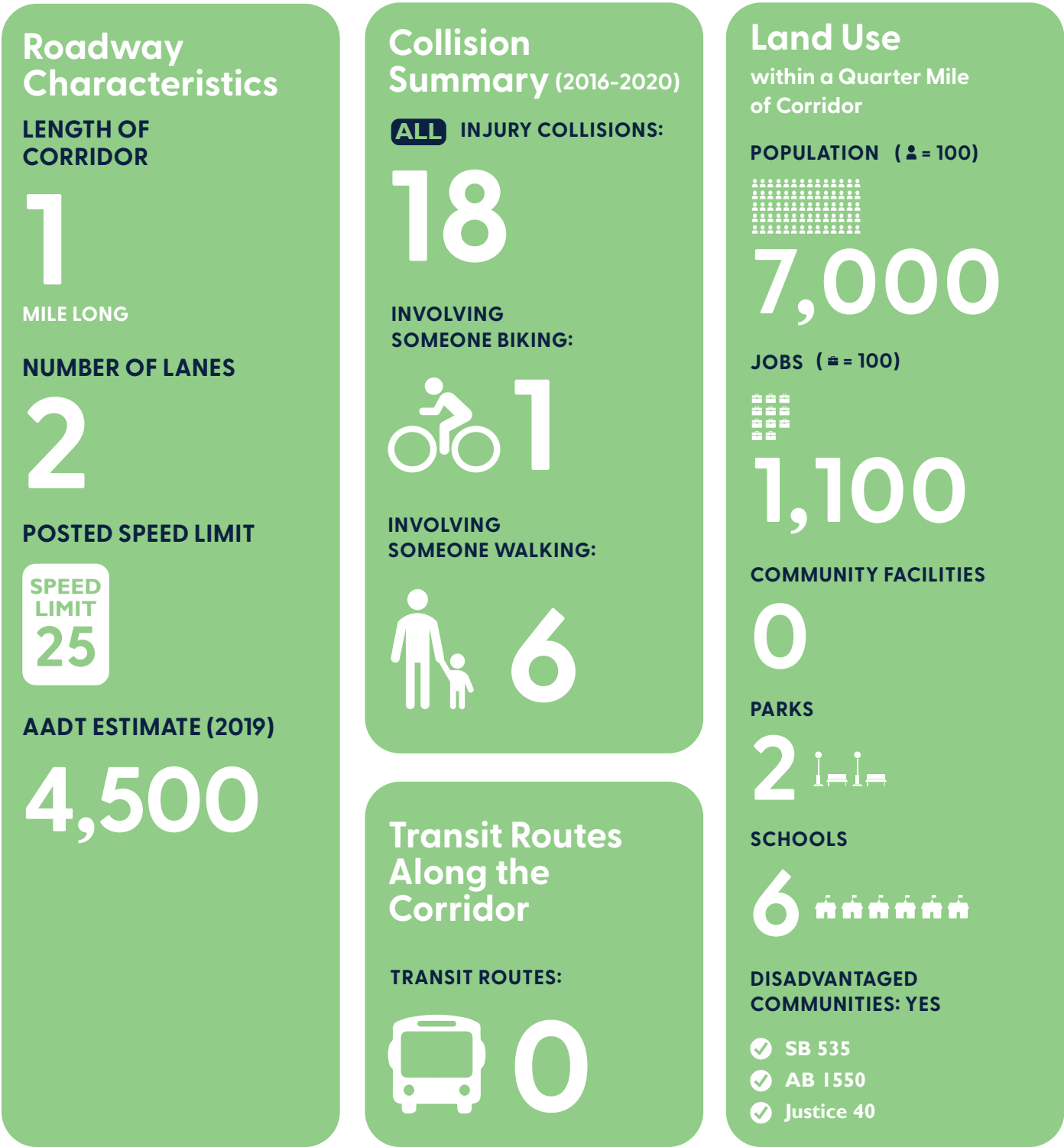
- ① Shade trees and/or shrubs in planters within parking aisle
- ② Upgraded bus stops with smart shelter
- ③ Landscaped curb extensions



This drawing is conceptual in nature. It does not showcase actual proposed designs in specific locations, rather is intended to describe a range of possible improvements appropriate for this corridor. All proposals are subject to feasibility review and further study.

Juanita Avenue

Martin Luther King Jr. Drive to 3rd Street



Corridor Vision

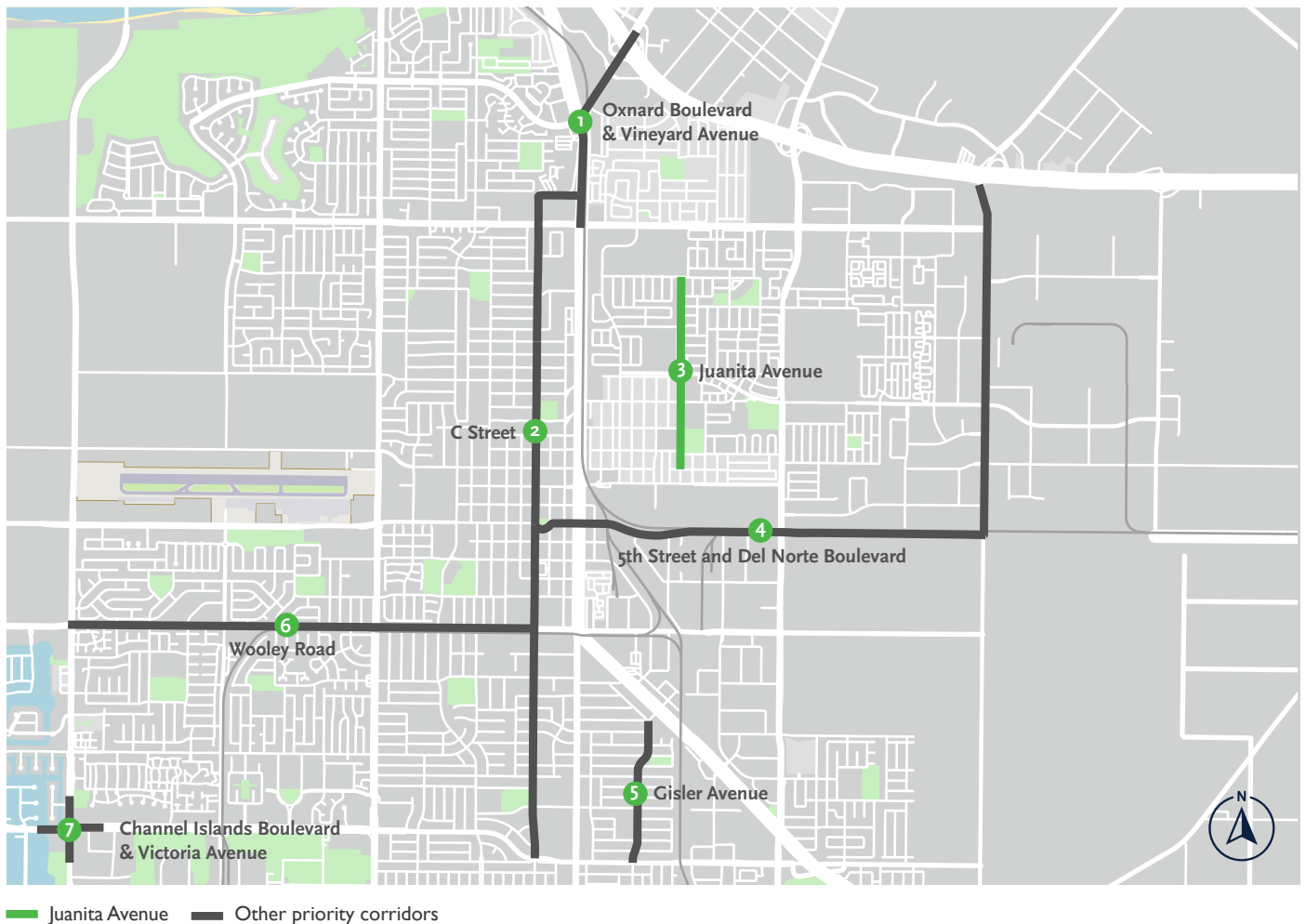
- Provide safe routes to schools for students walking and biking
- Serve as a key north/south neighborhood connection for all modes of travel, especially walking and biking

LAND USE & MOBILITY CATEGORIES

- Safe Routes to School
- Slow Streets
- Residential Access Barriers

CORRIDOR CO-BENEFITS

- Increase opportunities for active travel
- Improve roadway safety
- Increase green space



Juanita Avenue Toolkit

The La Colonia and West Village neighborhoods face access barriers due to the railroad along Oxnard Boulevard to the west and along 3rd Street to the south. Juanita Avenue is the primary north/south corridor within these neighborhoods and many people walk, bike, and drive along it. However, sidewalks and roadway space are narrow, which can result in challenging visibility and frustrating conflicts. By clearly emphasizing the street design for people on foot and bike, drivers who use Juanita Avenue to cut through the neighborhood more quickly may choose alternative routes. This frees up space for residents or visitors to the neighborhoods who have to walk, bike or drive to get to their destinations.

Slow Street elements can make Juanita Avenue a more comfortable place for people who walk and bike while still allowing for local access for drivers.

Greening can provide cooling, stormwater retention, and air quality benefits given this area's proximity to rail activity and density of Downtown Oxnard.



Many students walk and bike along Juanita Avenue

MOBILITY

Juanita Avenue

MOBILITY OPPORTUNITY

Prioritize people walking and biking for safe routes to school and general neighborhood travel

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Students and families often have to walk in the street because sidewalks are narrow (Focus Group).
- The majority of the community relies on walking, biking, and riding transit for transportation (Focus Group).
- The schools located along Juanita Avenue are part of the City's Safe Routes to School project (Advisory Committee).

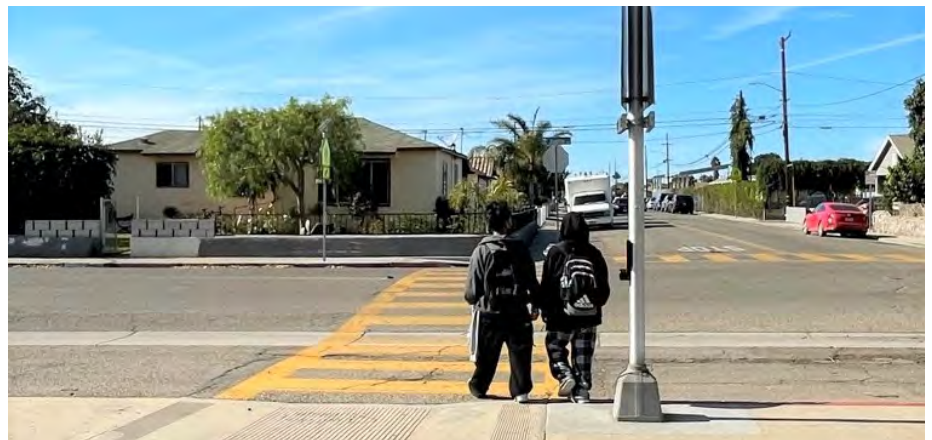


Demonstration Project 1 at Juanita Avenue & Colonia Road illustrated how a bulbout (temporarily made with cones and plants) could slow down vehicles, improve pedestrian visibility, and shorten pedestrian crossing distances

POTENTIAL OPTIONS

- Improve visibility by adding pedestrian-scale lighting.
- Improve crossings by installing bulbouts or tightening curb radii, which can straighten crosswalks, shorten crossing distances, improve visibility, slow down turning vehicles, and provide more space for people waiting at corners.
- Slow vehicles down and increase bicyclist and pedestrian visibility with:
 - » Bulbouts
 - » Converting minor street stop-controlled intersections to all-way stop-controlled intersections*.
 - » Neighborhood traffic circles
 - » Raised intersections
 - » Rectangular Rapid Flashing Beacons
 - » Red curb
 - » Speed humps
- Upgrade crosswalks to high-visibility striping (note, this already happens when streets are resurfaced).
- Widen sidewalks*

*See pages 156 - 157 for implementation considerations.



Community members expressed support for flashing beacons along Juanita Avenue, such as the one at Juanita Avenue & 1st Street



People walking often had to walk in the street due to narrow sidewalk widths



MOBILITY

Juanita Avenue

MOBILITY OPPORTUNITY

Improve neighborhood connectivity, especially across major barriers such as the railroad and major arterials

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Speeding is a concern in the La Colonia neighborhood as people driving often use Juanita Avenue as a cut through street. Other opportunities to connect to major roads such as Oxnard Boulevard, Rose Avenue and 3rd Street are limited (Demonstration Project).
- Existing transit routes serve bus stops along 3rd street but there are limited opportunities to cross the street (Focus Group).

POTENTIAL OPTIONS

- Explore adding pedestrian crossing opportunities across 3rd Street to facilitate transit access, such as with a Pedestrian Hybrid Beacon or RRFB.
- Transforming Camino del Sol into a slow street perpendicular to Juanita Avenue can create a slow street network, serve high school-related pedestrian demand, and discourage speeding through the neighborhood. The transformation could reduce the number of lanes along Camino del Sol and open additional land that could be repurposed as:
 - » An extension of the community garden at Camino del Sol and Oxnard Boulevard
 - » A linear park with recreational facilities, such as fields, courts, playgrounds, and/or outdoor fitness stations
 - » Neighborhood traffic circles with additional space for shade trees and greening



People walking and biking across Camino del Sol cross multiple travel lanes

PLACEMAKING

Juanita Avenue

PLACEMAKING OPPORTUNITY

Invest in amenities and improvements that strengthen the existing sense of place and meet the needs of the community

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Pedestrian lighting, trash cans, and greening were top roadway amenities identified by community members (Demonstration Project).

POTENTIAL OPTIONS

- Add wayfinding signage to highlight key destinations, especially schools.
- Add trash cans around schools, parks, and community facilities. Students and community members could help design the exterior of trash cans to add community-based art.
- Increase the amount of public art in parks and community facilities to build on the existing murals in the community.



Existing mural, designed and created by local youth, near Del Sol Park in La Colonia neighborhood

PLACEMAKING

Juanita Avenue

PLACEMAKING OPPORTUNITY

Develop a program to engage community members and organizations to incorporate public art with streetscape elements to reflect the surrounding area

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Oxnard Downtown Management District piloted a public art project, “Project: Box Art,” where artists painted traffic signal control cabinets (utility boxes) in Downtown Oxnard (Advisory Committee).
- The Oxnard Cultural Arts Division and Ventura County Arts Council have partnered with community organizations and the City to add murals in and on community facilities, such as parks and the City Council building (Advisory Committee).



Example of a Cesar Chavez-theme bus shelter design in Milwaukee, Wisconsin

POTENTIAL OPTIONS

- In partnership with GCTD, host citywide bus shelter art programs to add community-based art and design at transit stops near Juanita Avenue. Potential partners include VCTC Transit, the Oxnard Cultural Arts Division, Oxnard Performing Arts Center, and Ventura County Arts Council.
- Install artful, creative crosswalks to enhance the visibility of people walking around schools and parks*. These have been shown to improve safety at intersections while also bringing vibrancy and color into the built environment*.

*See pages 156 - 157 for implementation considerations.



The crosswalks between green alleys in La Colonia could be an opportunity to pilot artful crosswalks

GREENING

Juanita Avenue

GREENING OPPORTUNITY

Expand shade coverage

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- “Add Shade” is one of the top priorities for community members (Pop Up Events).
- There are a limited number of trees along Juanita Avenue, particularly south of Colonia Road (Walk Audit).
- In the future, Southern California is expected to see more high-heat days that can make it uncomfortable for people to walk, bike, or ride transit unless additional shade is provided. Given the timeline for trees to grow a full shade canopy, planting trees today will help cool the environment long into the future (STP Framework Report).



Many areas along Juanita Avenue and in the La Colonia neighborhood have parkways that would benefit from trees and landscaping

POTENTIAL OPTIONS

- Expand existing shade tree coverage by filling in shade tree gaps*.
- In areas with limited sidewalk width, shade trees and low-level landscaping can be added with regularly-spaced planters in the parking aisle.
- Increase tree coverage in parks.

*See pages 156 - 157 for implementation considerations.

GREENING OPPORTUNITY

Increase water retention infrastructure to reduce flooding and support native landscaping

**EXISTING CONDITIONS
AND COMMUNITY INPUT**
(SOURCE OF FEEDBACK)

- “Add Green Spaces” is one of the top priorities for community members (Pop Up Events).
- In the future, Southern California is expected to experience more high heat days. Incorporating infrastructure that increases permeability of the ground and minimizes pavement can help manage stormwater and reduce the “urban heat island effect” created by excess pavement that absorbs and holds heat during hot days (Framework Report).



The parking lane near Colonia Park could be a candidate for permeable pavement

POTENTIAL OPTIONS

- Incorporate permeable pavement in places like the parking lane near Colonia Park and along the green alleys.
- Where space permits, incorporate low-level landscaping into bulbouts with drainage inlets to increase opportunities for water absorption.

Project Options:

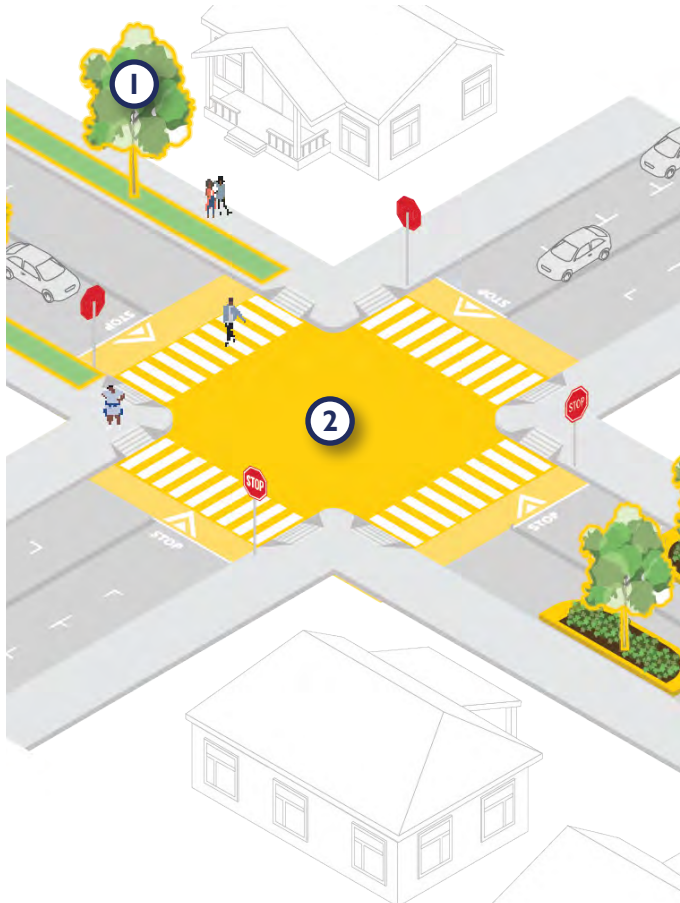
Juanita Avenue

Juanita Avenue is a residential corridor with a narrow right-of-way that serves as a key corridor for neighborhood travel and safe routes to schools and parks. Many people, especially students and families, walk along and around Juanita Avenue. Options to slow vehicle speeds and prioritize multimodal travel include:

- Raised intersections that increase pedestrian visibility and slow vehicles down at intersections.
- Infill of shade trees, addition of low-level drought tolerant landscaping, and permeable paving to help buffer noise and provide shade and stormwater absorption where space permits.

The diagrams below illustrates typical intersections along Juanita Avenue with potential options highlighted in yellow and described in the numbered legend.

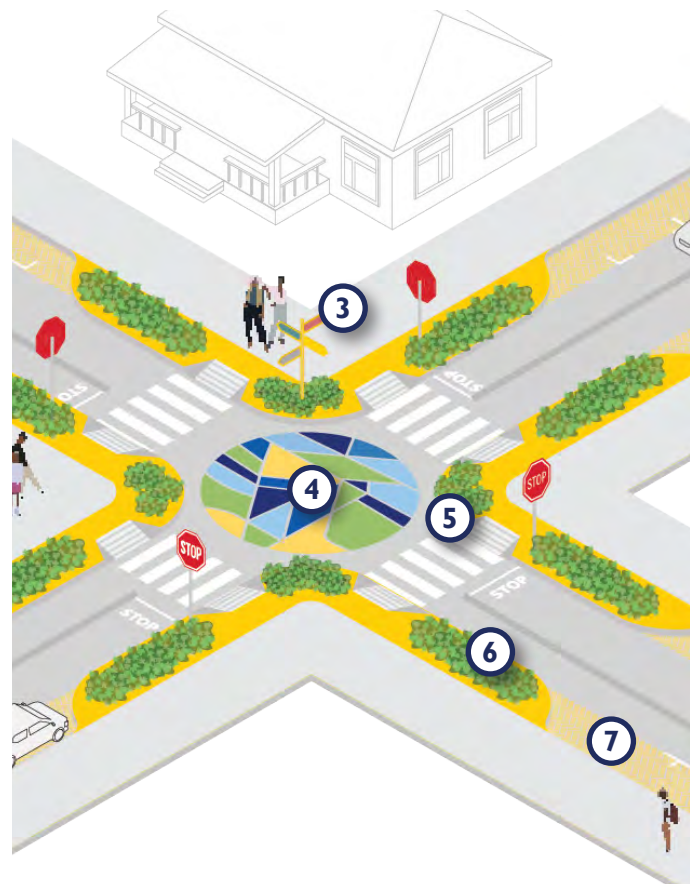
RAISED INTERSECTION



- ① New shade trees & drought tolerant landscaping
- ② Raised intersection
- ③ Wayfinding signage
- ④ Artful intersection*
- ⑤ Tightened curb radii
- ⑥ Landscaped curb extensions
- ⑦ Permeable paving in parking lane

*See pages 156 - 157 for implementation considerations.

CURB EXTENSIONS



This drawing is conceptual in nature. It does not showcase actual proposed designs in specific locations, rather is intended to describe a range of possible improvements appropriate for this corridor. All proposals are subject to feasibility review and further study.

5th Street and Del Norte Boulevard

5th Street: C Street to Del Norte Boulevard

Del Norte Boulevard: 5th Street to US-101 Freeway

Roadway Characteristics

LENGTH OF CORRIDOR

5

MILES LONG

NUMBER OF LANES

2-4

POSTED SPEED LIMIT

SPEED LIMIT
35

5TH STREET FROM
C STREET TO
ROSE AVENUE

SPEED LIMIT
55

5TH STREET FROM ROSE
AVENUE TO DEL NORTE
BOULEVARD AND DEL
NORTE BOULEVARD

ADT ESTIMATE (2022)

13,000

Collision Summary (2016-2020)

ALL INJURY COLLISIONS:

194

INVOLVING
SOMEONE BIKING:

8

INVOLVING
SOMEONE WALKING:

13

Transit Routes Along the Corridor

TRANSIT ROUTES:

1

Land Use

within a Quarter Mile
of Corridor

POPULATION (☺ = 100)



7,000

JOBS (🏢 = 100)



14,000

COMMUNITY FACILITIES

1

PARKS

0

SCHOOLS

5 🏫

DISADVANTAGED
COMMUNITIES: YES

- ✓ SB 535
- ✓ AB 1550
- ✓ Justice 40

Corridor Vision

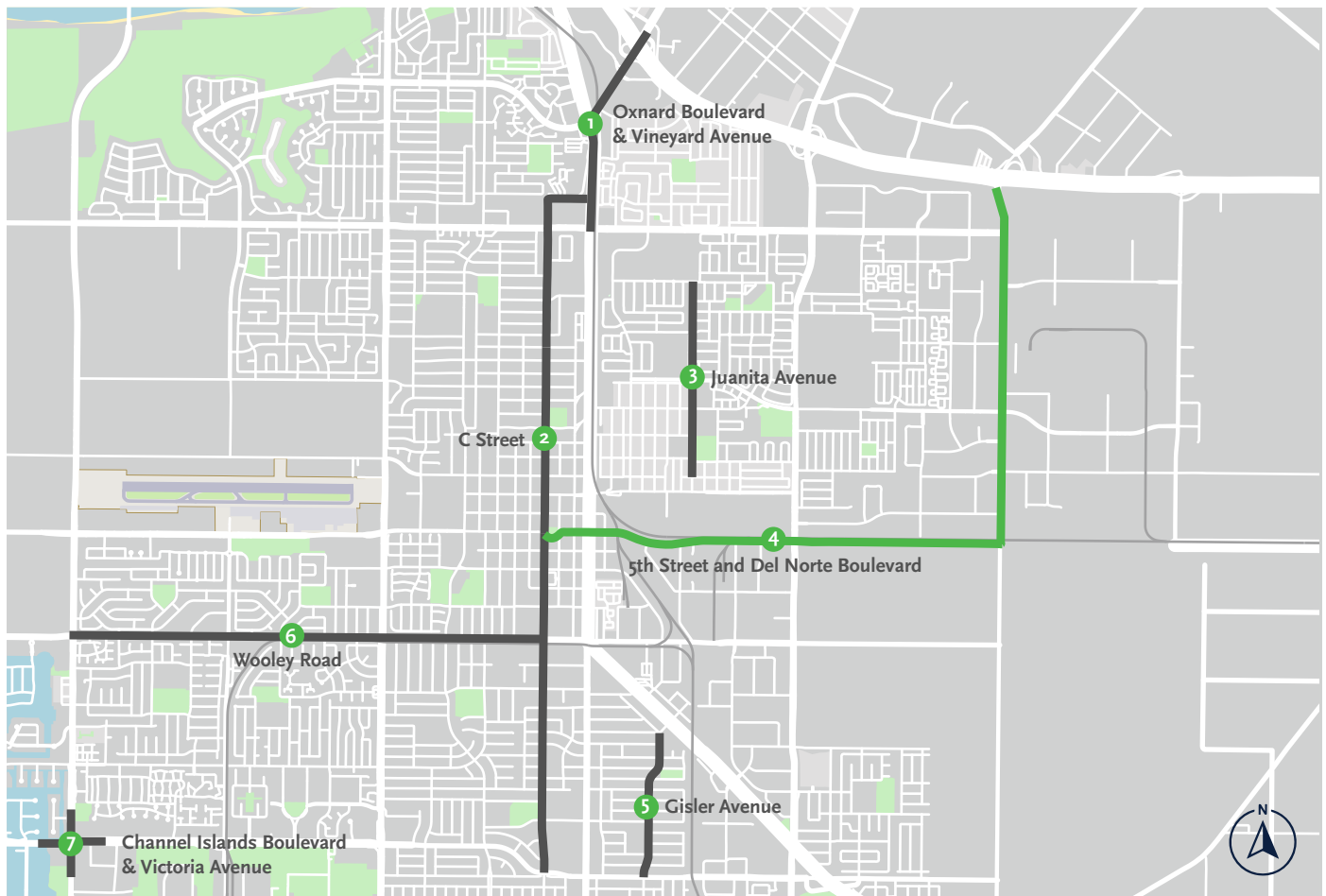
- Create a regional active transportation corridor
- Improve sustainable, safe connections between Downtown Oxnard and the Oxnard Transit Center to major employers along 5th Street and Del Norte Boulevard

LAND USE & MOBILITY CATEGORIES

- First/Last Mile to Transit
- Major Commercial District
- No Sidewalks
- Residential Access Barriers
- Regional Active Transportation Corridor

CORRIDOR CO-BENEFITS

- Increase opportunities for active travel
- Improve roadway safety
- Increase access to jobs
- Increase green space



5th Street and Del Norte Boulevard Other priority corridors

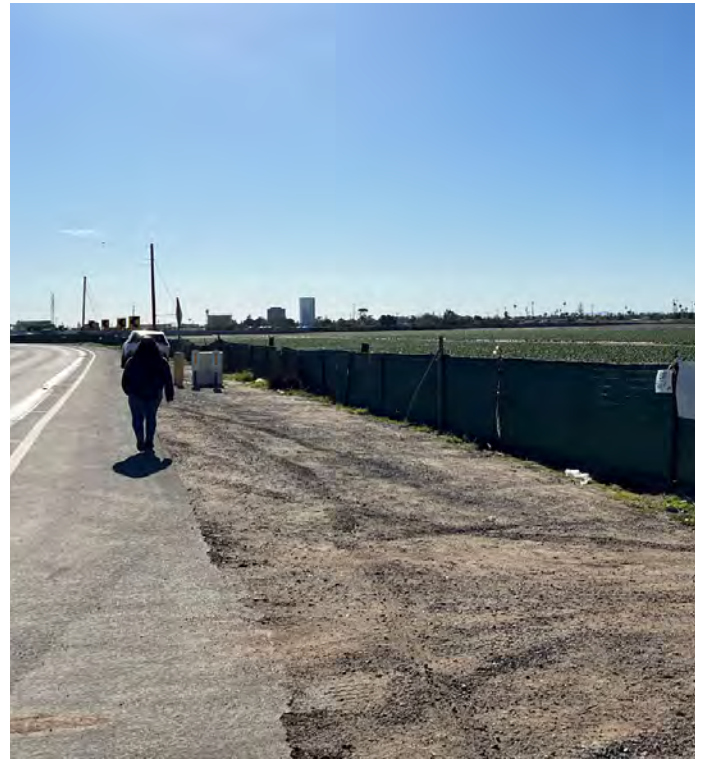
5th Street and Del Norte Boulevard Toolkit

These corridors serve as key connections between places people live and places people work, particularly for industrial, agricultural, and warehouse jobs. Although many people drive, others walk and bike next to heavy truck traffic, railroad crossings and a high volume of vehicles that are often traveling at high speeds. If there were a safe and comfortable facility for walking and biking, more people working along these corridors might choose the lower cost option of biking to work instead of driving.

Enhancing pedestrian and bicycle safety will improve employment access and expand the regional active transportation network.

Improving employee commute options in partnership with large employers can also help increase the number of residents who are able to access employment opportunities.

5th Street and Del Norte Boulevard will continue to serve as key regional connections but can also prioritize local travel to serve as a gateway into the City as 5th Street connects to Downtown Oxnard.



People walking along 5th Street often do not have sidewalk and are next to a high volume of vehicles traveling at high speeds



The Oxnard Transit Center serves as an entry point to Downtown Oxnard along 5th Street

MOBILITY

5th Street and Del Norte Boulevard

MOBILITY OPPORTUNITY

Improve regional connections, especially for active transportation

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Bicycle and Pedestrian Facilities Master Plan recommends a multi-use path from Oxnard Boulevard to Del Norte Boulevard (Advisory Committee).
- The Ventura County Transportation Commission Regional Transportation Improvement Program for 2022 identifies improvements along US-101 as a top priority. One of the projects is widening the Del Norte Bridge over US-101 (Advisory Committee).



The pedestrian path alternates between asphalt, sidewalk (above), and dirt paths (below) along 5th Street

POTENTIAL OPTIONS

- Add opportunities for people to cross 5th St, particularly at transit stops and to access the Oxnard Transit Center.
- Assess feasibility of reducing the existing roadway to one lane in each direction and constructing a multi-use path
- As part of the City's CIP projects to upgrade the Del Norte Interchange, the City can upgrade curb ramps, add green conflict striping, and upgrade to high visibility crosswalks.
- Coordinate with railroads to improve pedestrian safety and accessibility at railroad crossings on 5th St*.
- Extend the bike lane on Del Norte Boulevard, which ends at Camino Avenue, across the US-101 freeway overpass to Ventura Boulevard.
- Fill sidewalk gaps along the corridor.



*See pages 156 - 157 for implementation considerations

MOBILITY OPPORTUNITY**Prioritize walking and bicycling activity as 5th Street transitions into Downtown Oxnard**
**EXISTING CONDITIONS
AND COMMUNITY INPUT**
 (SOURCE OF FEEDBACK)

- The Oxnard Transit Center is a destination frequented by many residents (Pop Up Events).
- Downtown Oxnard has high pedestrian activity given the many jobs and community facilities, such as parks, libraries, and community-based organizations (Focus Group).
- 5th St is two lanes along most of the corridor, but widens to four lanes as it approaches Downtown Oxnard, creating additional exposure where vehicles are most likely to encounter other modes.



Existing bulbout at 5th Street & A Street in Downtown Oxnard

POTENTIAL OPTIONS

- Add bulbouts or tighten curb radii at intersections to shorten pedestrian crossing distances and increase pedestrian visibility.
- Add green conflict striping for bike lanes at major intersections and driveways.
- Consider back-in angled parking throughout Downtown Oxnard to improve drivers' awareness and visibility of people biking*.
- Ensure there are pedestrian crossing opportunities in close proximity to transit stops.
- Explore reconfiguration of 5th Street from B Street to C Street in Downtown Oxnard, near Plaza Park, to expand existing park space and build on existing business district character to encourage bicycle and pedestrian activity.
- Given limited right of way, stripe sharrows along 5th Street in Downtown Oxnard, or construct Class II bike lanes where sufficient right of way exists.
- Stripe high visibility crosswalks and add directional curb ramps with resurfacing.

*See pages 156 - 157 for
implementation considerations

MOBILITY

5th Street and Del Norte Boulevard

MOBILITY OPPORTUNITY

Provide more non-auto options to travel to and from employment centers

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Connecting farmworker housing, such as Villa Las Brisas, to agricultural jobs is a key priority at the regional level (Focus Group).
- Local hire agreements are an important employment strategy for the City (Advisory Committee).
- There are sidewalk gaps along 5th Street as the land uses alternate between industrial and agricultural uses (Walk Audit).

POTENTIAL OPTIONS

- Building on the City's existing Transportation Demand Management Ordinance, launch a transportation management organization (TMO) to provide carpooling and vanpooling services for employees across multiple job sites. The TMO could be funded in part by employers whose employees would directly benefit from this service.
- Coordinate with GCTD to consider extending transit service further east along 5th Street.
- Expand the transportation options at Oxnard Transit Center to incorporate a mobility hub, which may include bikeshare, carshare, secure bike parking, wayfinding, and/or electric vehicle charging stations.
- Upgrade bus stops with shelters, shade structures (e.g. trees or other physical structures), real-time arrival information, lighting, benches, trash cans, and bike racks.



Example of a mobility hub in Culver City, California

PLACEMAKING

5th Street and Del Norte Boulevard

PLACEMAKING OPPORTUNITY

Emphasize 5th Street as a gateway to the City, especially Downtown Oxnard

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The transit providers at Oxnard Transit Center are planning for increased bus and rail service, which could encourage more ridership and travel to/from Oxnard (Advisory Committee).

POTENTIAL OPTIONS

- Add wayfinding signage to highlight key destinations, such as the Oxnard Transit Center, City Hall, and Plaza Park.
- Add distance markers along 5th Street to show proximity to Downtown Oxnard. Providing the number of minutes to get to a destination on foot can help reduce the perceived distance of travel and encourage more people to walk.
- Add pedestrian-scale lighting along 5th Street towards Downtown Oxnard.
- Transition streets in Downtown Oxnard, such as B Street near Plaza Park, into a “woonerf,” or living/shared street, to slow vehicle speeds and encourage walking and biking^{*}.

*See pages 156 - 157 for implementation considerations.



Example of downtown wayfinding in Hattiesburg, Missouri



Existing pedestrian lighting in Downtown Oxnard at 5th Street & B Street

PLACEMAKING

5th Street and Del Norte Boulevard

PLACEMAKING OPPORTUNITY

Develop a program to engage community members and organizations to incorporate public art with streetscape elements to reflect the surrounding area

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Oxnard Downtown Management District piloted a public art project, “Project: Box Art,” where artists painted traffic signal control cabinets (utility boxes) in Downtown Oxnard (Advisory Committee).
- The Oxnard Cultural Arts Division and Ventura County Arts Council has partnered with community organizations and the City to add murals in and on community facilities, such as parks and the City Council building (Advisory Committee).



Example of artful bus shelter with student art in Milwaukee, Wisconsin

POTENTIAL OPTIONS

- In partnership with GCTD, host citywide bus shelter art programs to add community-based art and design at transit stops. Potential partners include VCTC Transit, the Oxnard Cultural Arts Division, Oxnard Performing Arts Center, and Ventura County Arts Council.
- Build on “Project: Box Art” to expand artful utility boxes citywide, with a focus on commercial destinations.
- Install artful, creative crosswalks to visually prioritize pedestrians in Downtown Oxnard. These have been shown to improve safety at intersections while also bringing vibrancy and color into the built environment*.

*See pages 156 - 157 for implementation considerations.

GREENING OPPORTUNITY**Expand shade coverage**
**EXISTING CONDITIONS AND
COMMUNITY INPUT**
 (SOURCE OF FEEDBACK)

- “Add Shade” is one of the top priorities for community members (Pop Up Events).
- There is existing placemaking and greening in Downtown Oxnard, but some tree wells are missing trees (Walk Audit).
- In the future, Southern California is expected to see more high-heat days that can make it uncomfortable for people to walk, bike, or ride transit unless additional shade is provided. Given the timeline for trees to grow a full shade canopy, planting trees today will help cool the environment long into the future.



Existing tree wells (in between light poles on right side of image)
along 5th Street near Meta Street in Downtown Oxnard

POTENTIAL OPTIONS

- Add trees to existing tree wells that are missing trees.
- Prioritize adding regularly spaced shade trees to provide shade and cooling along 5th Street and Del Norte Boulevard*.

*See pages 156 - 157 for
implementation considerations.

GREENING OPPORTUNITY**Increase water retention infrastructure to reduce flooding and support native landscaping**
**EXISTING CONDITIONS AND
COMMUNITY INPUT**
(SOURCE OF FEEDBACK)

- “Add Green Spaces” is one of the top priorities for community members (Pop Up Events).
- In the future, Southern California is expected to experience more high heat days. Incorporating infrastructure that increases permeability of the ground and minimizes pavement can help manage stormwater and reduce the “urban heat island effect” created by excess pavement that absorbs and holds heat during hot days.

POTENTIAL OPTIONS

- Add low-level landscaping in median islands and parkways.
- Where space permits, incorporate low-level landscaping into bulbouts, with roadway drainage inlets as needed, to increase opportunities for water absorption.



Existing median with landscaping at 5th Street & C Street

Project Options:

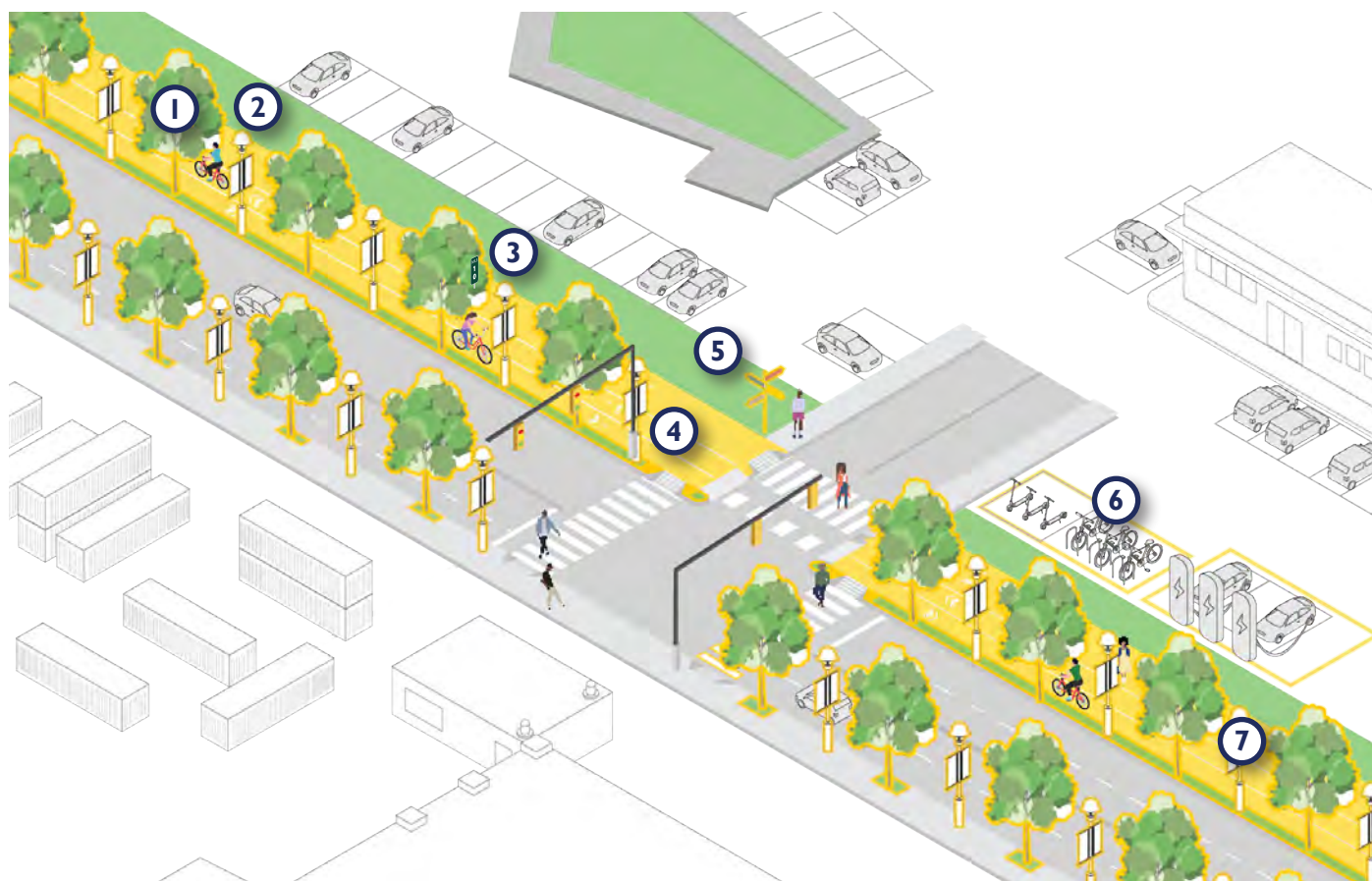
5th Street and Del Norte Boulevard

5th Street connects Downtown Oxnard to industrial and agricultural employment opportunities and to the surrounding region. Options to repurpose the wide existing right-of-way for a safer walking and biking experience include:

- A multi-use path that is separated from vehicular traffic.
- New shade trees and low-level drought tolerant landscaping to buffer traffic noise and provide shade and stormwater absorption.
- Upgraded bus stops that include wifi, seating, and lighting to create a comfortable transit experience.
- Mobility hubs at Oxnard Transit Center and/or employment clusters to provide more job access.

- ① New shade trees
- ② Pedestrian-scaled lighting with light pole banners
- ③ Distance markers
- ④ Mixed-use path
- ⑤ Wayfinding signage
- ⑥ Mobility hub
- ⑦ Missing sidewalk infill

The diagram below illustrates a typical segment of 5th Street and Del Norte Boulevard with potential options highlighted in yellow and described in the numbered legend.

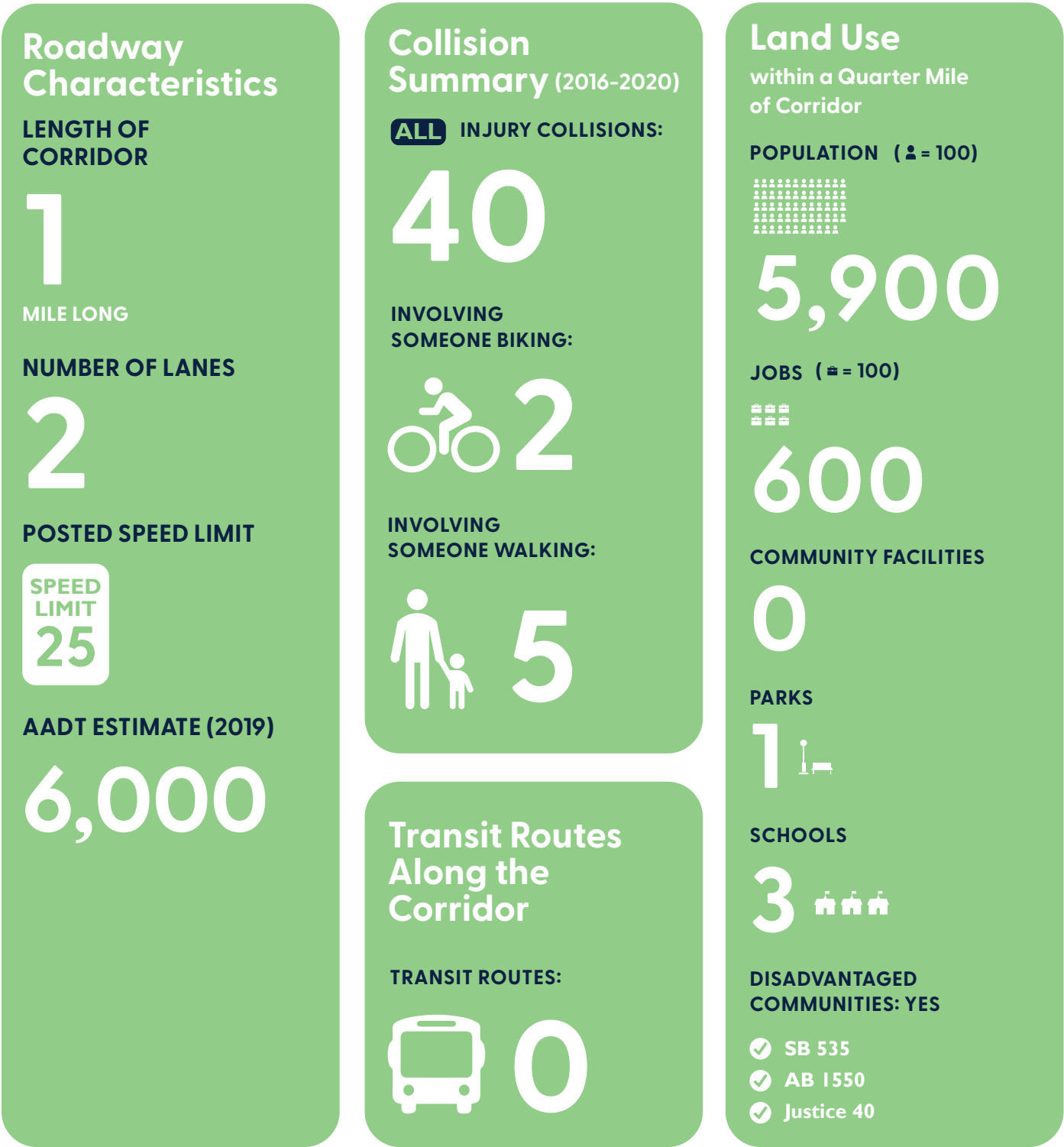


This drawing is conceptual in nature. It does not showcase actual proposed designs in specific locations, rather is intended to describe a range of possible improvements appropriate for this corridor. All proposals are subject to feasibility review and further study.



Gisler Avenue

Channel Islands Boulevard to California Street/Date Street



Corridor Vision

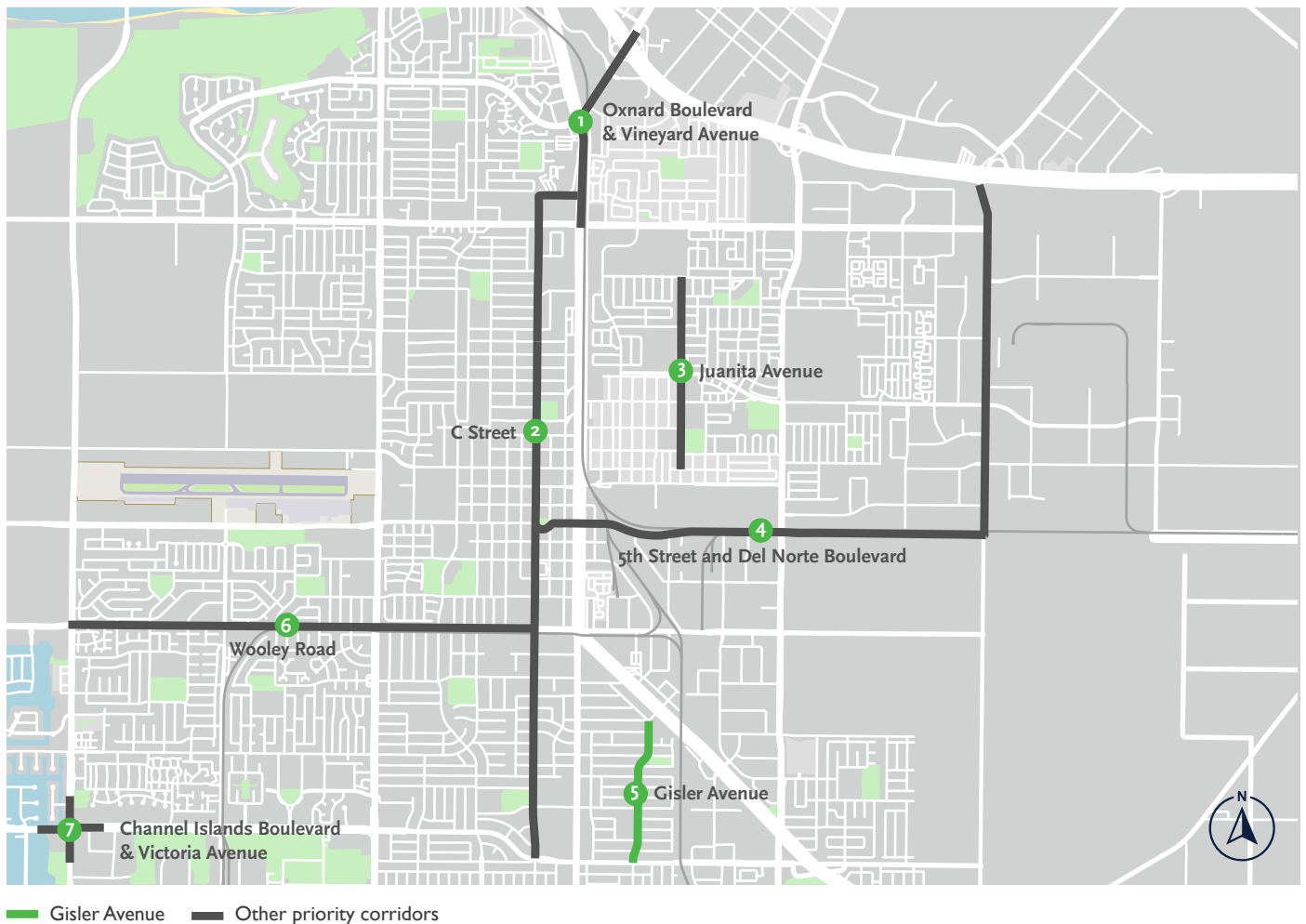
- Provide safe routes to schools for students walking and biking
- Serve as a key north/south neighborhood connection for all modes of travel, especially walking and biking
- Prioritize neighborhood travel and discourage cut-through traffic

LAND USE & MOBILITY CATEGORIES

- Safe Routes to School
- Slow Streets
- Residential Wide Right of Way

CORRIDOR CO-BENEFITS

- Increase opportunities for active travel
- Improve roadway safety
- Increase green space



Gisler Avenue Toolkit

The Cal-Gisler neighborhood is similar to many residential neighborhoods in Oxnard: dense houses with compact parcel sizes and alleys providing access to the back of lots. The neighborhood is bordered by the railroad and industrial uses to the east, limiting access for people on foot and on bike where there are barriers.

Gisler Avenue is a primary north/south corridor and many people walk, bike, and drive along this street. Oxnard Boulevard and Saviers Road are major arterials that border the Cal-Gisler neighborhood, and Gisler Avenue is often used as a cut-through for drivers looking to avoid congestion on these roadways. As a result, speeding and volume of traffic is a concern for residents who are walking and biking in the neighborhood, especially for students traveling to and from school.

Slow Street elements can make Gisler Avenue a more comfortable and safe place for people who walk and bike while still allowing for local access for drivers.

Greening can provide cooling, stormwater retention, and air quality benefits given this area's proximity to rail activity and industrial uses to the east.



Cyclists were observed biking on the sidewalk along Gisler Avenue

MOBILITY

Gisler Avenue

MOBILITY OPPORTUNITY

Prioritize people walking and biking for safe routes to school and general neighborhood travel

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Speeding and volume of traffic is a concern in the Cal-Gisler neighborhood as people driving have limited opportunities to connect to major roads, and often use Gisler Avenue as a cut-through between Oxnard Boulevard and Channel Islands Boulevard (Demonstration Project).
- The City of Oxnard is installing bike lanes on Cloyne Street, which is the continuation of Gisler Avenue south of Channel Islands Boulevard (Advisory Committee).
- The schools located along Gisler Avenue are part of the City's Safe Routes to School project (Advisory Committee).



High pedestrian activity was observed at the California Street & Date Street intersection

POTENTIAL OPTIONS

- Add pedestrian-scale lighting.
- Improve crossings by installing bulbouts or tightening curb radii, which can straighten crosswalks.
- Near schools, stripe crosswalks on minor streets to encourage students to cross at designated locations.
- Provide additional crossing opportunities with marked crosswalks where there are large gaps between existing crosswalks, particularly around commercial uses, schools, and parks.
- Upgrade crosswalks to high-visibility striping (note, this already happens when streets are resurfaced).
- Widen sidewalks to support pedestrian activity, especially for people pushing a stroller or using a mobility device like a wheelchair, and around neighborhood retail (e.g. 4 Way Meat Market).



MOBILITY

Gisler Avenue

MOBILITY OPPORTUNITY

Prioritize neighborhood travel by limiting cut-through traffic

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Gisler Avenue is used as an alternative route to Saviers Road since the intersections of Oxnard Boulevard & Date Street and Gisler Avenue & Channel Islands Boulevard are signalized and facilitate turning movements (Walk Audit).

POTENTIAL OPTIONS

- Slow vehicles down and increase bicyclist and pedestrian visibility with:
 - » Bullboats
 - » Converting minor street stop-controlled intersections to all-way stop-controlled intersections*.
 - » Neighborhood traffic circles
 - » Raised intersections
 - » Rectangular Rapid Flashing Beacons
 - » Red curb
 - » Speed humps

*See pages 156 - 157 for implementation considerations.



Existing flashing beacon at Gisler Avenue & Fir Avenue

PLACEMAKING

Gisler Avenue

PLACEMAKING OPPORTUNITY

Develop a program to engage community members and organizations to incorporate public art with streetscape elements to reflect the surrounding area.

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Oxnard Downtown Management District piloted a public art project, “Project: Box Art,” where artists painted traffic signal control cabinets (utility boxes) in Downtown Oxnard (Advisory Committee).
- The Oxnard Cultural Arts Division and Ventura County Arts Council have partnered with community organizations and the City to add murals in and on community facilities, such as parks and the City Council building (Advisory Committee).
- Pedestrian lighting, trash cans, and greening were top roadway amenities identified by community members (Demonstration Project).

POTENTIAL OPTIONS

- Add trash cans around schools and parks. Students and community members could help design the exterior of trash cans to add community-based art.
- Add wayfinding signage to highlight key destinations such as parks and nearby commercial plazas.
- Install artful, creative crosswalks to enhance the visibility of people walking around schools and parks*. These have been shown to improve safety at intersections while also bringing vibrancy and color into the built environment.

*See pages 156 - 157 for implementation considerations



Example of artful trash cans decorated for Earth Day in El Paso, Texas



Example of a student participating in an artful crosswalk in Tampa, Florida

GREENING OPPORTUNITY**Expand shade coverage**
**EXISTING CONDITIONS
AND COMMUNITY INPUT**
 (SOURCE OF FEEDBACK)

- Add Shade” is one of the top priorities for community members (Pop Up Events).
- There are a limited number of trees along Gisler Avenue (Walk Audit).
- In the future, Southern California is expected to see more high-heat days that can make it uncomfortable for people to walk, bike, or ride transit unless additional shade is provided. Given the timeline for trees to grow a full shade canopy, planting trees today will help cool the environment long into the future (STP Framework Report).



Many segments of Gisler Avenue lack shade coverage

POTENTIAL OPTIONS

- Expand existing shade tree coverage by filling in shade tree gaps*.
- In areas with limited sidewalk width, shade trees and low-level landscaping can be added with regularly-spaced planters in the parking aisle.

*See pages 156 - 157 for implementation considerations.

GREENING OPPORTUNITY**Increase water retention infrastructure to reduce flooding and support native landscaping**
**EXISTING CONDITIONS
AND COMMUNITY INPUT**
 (SOURCE OF FEEDBACK)

- “Add Green Spaces” is one of the top priorities for community members (Pop Up Events).
- In the future, Southern California is expected to experience more high heat days. Incorporating infrastructure that increases permeability of the ground and minimizes pavement can help manage stormwater and reduce the “urban heat island effect” created by excess pavement that absorbs and holds heat during hot days (STP Framework Report).

POTENTIAL OPTIONS

- Where space permits, incorporate low-level landscaping into bulbouts with drainage inlets to increase opportunities for water absorption.
- Plant and maintain landscaping on parkways.



Adding bulbouts at intersections near schools, such as Laurel Street & Gisler Avenue, would shorten pedestrian crossing distances, increasing pedestrian visibility, and potentially provide space for low-level landscaping

Project Options:

Gisler Avenue

Gisler Avenue is a residential corridor with a narrow right-of-way that serves as a key corridor for neighborhood travel and safe routes to schools and parks. Options to slow vehicle speeds and prioritize multimodal travel include:

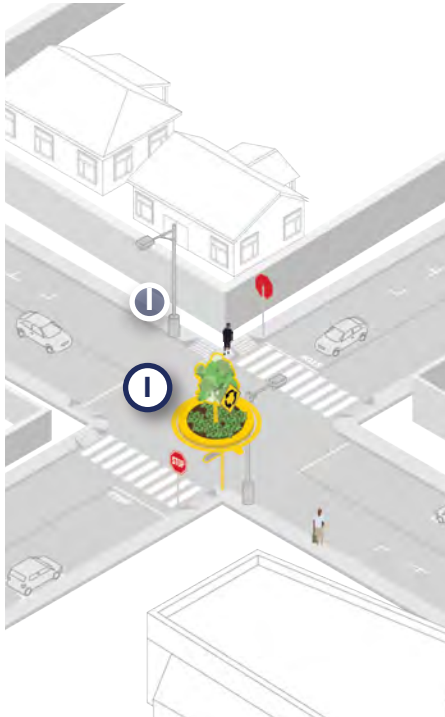
- Landscaped curb extensions at intersections improve visibility, slow vehicle turning speeds, and increase stormwater absorption.
- New mid-block crosswalks (where warranted) and traffic calming features, especially near schools and parks.
- Addition of art in crosswalks and other public infrastructure to beautify public spaces and reflect the community*.

The diagrams below illustrates typical intersections and segments along Gisler Avenue with potential options highlighted in yellow and described in the numbered legend.

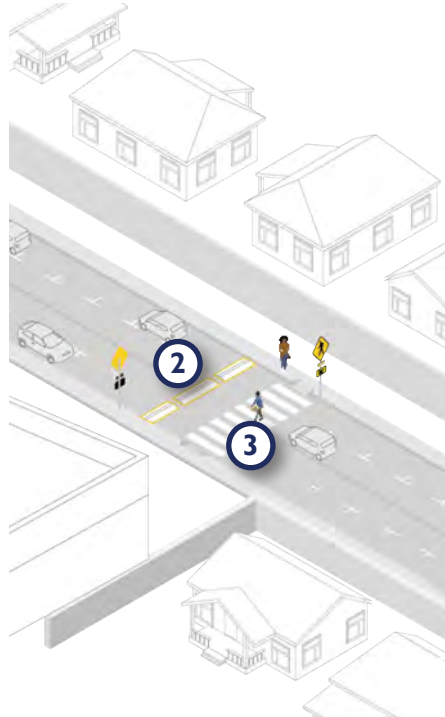
- ① Neighborhood roundabout
- ② Speed humps
- ③ Mid-block crossing
- ④ Artistic intersection*

*See pages 156 - 157 for implementation considerations.

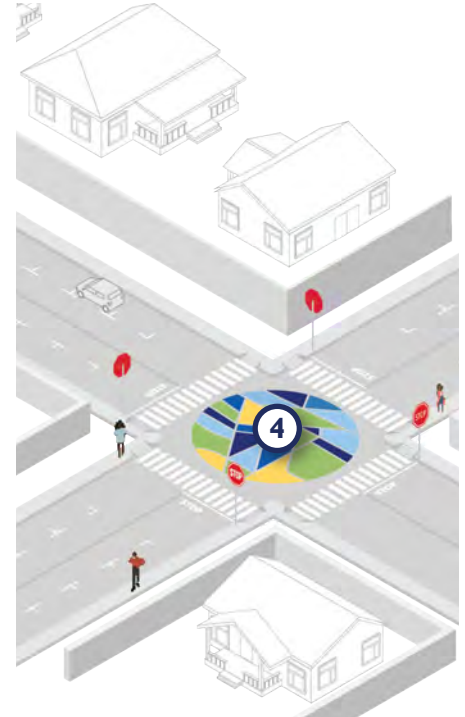
NEIGHBORHOOD ROUNDABOUT



TRAFFIC CALMING



ARTFUL COMMUNITY



This drawing is conceptual in nature. It does not showcase actual proposed designs in specific locations, rather is intended to describe a range of possible improvements appropriate for this corridor. All proposals are subject to feasibility review and further study.



Wooley Road

Victoria Avenue to C Street

Roadway Characteristics

LENGTH OF CORRIDOR

2

MILES LONG

NUMBER OF LANES

4

POSTED SPEED LIMIT

SPEED
LIMIT
40

VENTURA ROAD
TO C STREET

SPEED
LIMIT
45

VICTORIA AVENUE
TO VENTURA ROAD

ADT ESTIMATE (2022)

14,000–
22,000

Collision Summary (2016–2020)

ALL INJURY COLLISIONS:

199

INVOLVING SOMEONE BIKING:

13

INVOLVING SOMEONE WALKING:

12

Transit Routes Along the Corridor

TRANSIT ROUTES:

2

Land Use

within a Quarter Mile
of Corridor

POPULATION (👤 = 100)



16,000

JOBS (🏢 = 100)



2,700

COMMUNITY FACILITIES

1

PARKS

6

SCHOOLS

4

DISADVANTAGED COMMUNITIES: YES

- SB 535
- ✓ AB 1550
- ✓ Justice 40

Corridor Vision

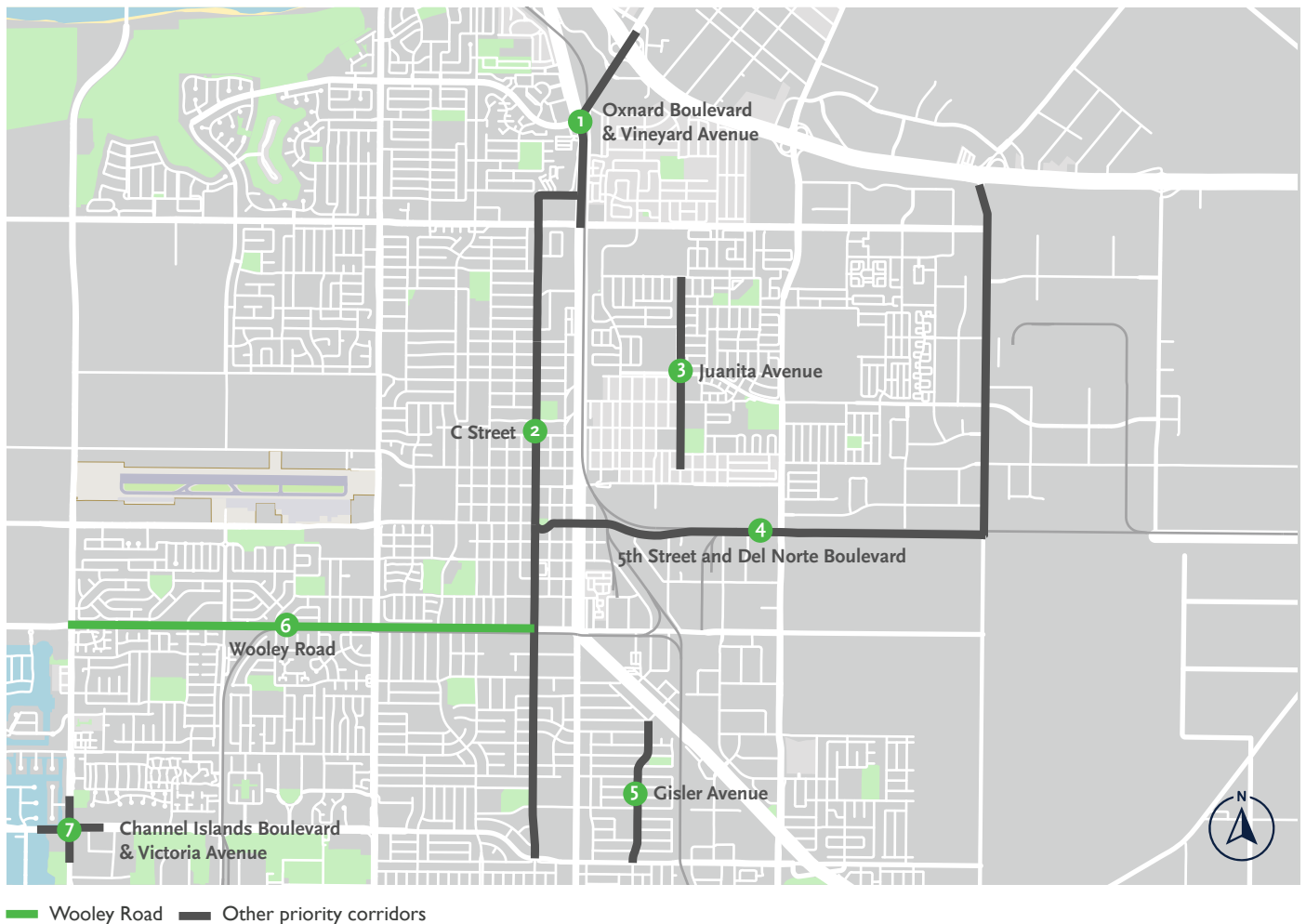
- Enhance safety for people walking and biking, especially around railroad crossings
- Improve access across Wooley Road given limited connection opportunities due to railroad

LAND USE & MOBILITY CATEGORIES

- First/Last Mile to Transit
- Residential Access Barriers
- Safe Routes to School
- Safety Opportunity Corridor or Intersection

CORRIDOR CO-BENEFITS

- Increase opportunities for active travel
- Improve roadway safety
- Increase green space



Wooley Road Toolkit

Wooley Road serves as an important east/west connection across the City of Oxnard. In addition to serving vehicles, pedestrians, bicyclists, and buses, it is a regional freight corridor with a rail facility in the middle of the road connecting the Port of Hueneme to Downtown Oxnard and the broader region. The neighborhoods along Wooley Road are primarily residential and people who walk, bike and ride transit must navigate both the railroad and Wooley Road's high volume of fast vehicles. Pedestrian crossings are spaced far apart, creating a barrier for those who want to access nearby destinations north or south of Wooley Road

- *Enhancing pedestrian and bicycle safety* improves the connectivity of neighborhoods along Wooley Road and provides residents more sustainable options to travel around the City.
- *Increasing shade and water absorption features* provides cooling and air quality benefits for residents, as well as stormwater management benefits to limit the impacts of flooding events. This is especially important along Wooley Road, which is an important evacuation route from the coast.

The vision for Wooley Road is to enable it to continue to provide key city and regional connections, while also improving the conditions for those who travel locally, especially using sustainable and active modes. Improving the pedestrian and bicycle conditions will help those who already use sustainable modes, and encourage more people to do so.



Many existing pedestrian crossings along Wooley Road are not fully accessible for all



The existing parkway along much of Wooley Road has space readily available to plant shade trees and landscaping

MOBILITY OPPORTUNITY**Enhance and fill gaps in the bike lane network**
**EXISTING CONDITIONS
AND COMMUNITY INPUT**
 (SOURCE OF FEEDBACK)

- The City has a planned project to add a buffer to the existing bike lane as part of resurfacing (Advisory Committee).
- Many people were observed biking on the sidewalk next to the existing bike lane, indicating that the existing bike lane does not feel comfortable enough given the high-speed, high-volume context (Walk Audit)

POTENTIAL OPTIONS

- Add green conflict striping for bike lanes at major intersections and driveways.
- Assess the feasibility of removing the third lane on westbound Wooley Road between E Street and the Five Points intersection (Wooley Road & Saviers Road & Oxnard Boulevard) to repurpose space for a bike lane and/or wider sidewalks.
- Continue bike lanes on Wooley Road along the neighborhood commercial corridor from I Street to H Street:
 - » Bike lane could be striped along the curb to create parking-protected bike lane.
 - » Angled parking could be converted to back-in angled parking with conflict markings for bikes*.
- Increase visibility for bicycles while crossing large intersections with bike boxes and/or two stage left turn boxes.
- The existing bike lane could be separated from the vehicle travel lanes by a striped buffer or physical elements, such as bollards, concrete/landscaped barrier, or a relocated parking lane, based on roadway width and context.

*See pages 156 - 157 for implementation considerations



The existing bike lanes on Wooley Road turn into a Bike Route along the commercial corridor from I Street to H Street, which generates high bike, pedestrian, and micromobility activity

MOBILITY OPPORTUNITY**Expand and enhance pedestrian amenities and crossing opportunities**
**EXISTING CONDITIONS
AND COMMUNITY INPUT**
 (SOURCE OF FEEDBACK)

- Many people walk around the residential neighborhoods (Walk Audit).
- Seaview Estates and Via Marina were identified as neighborhoods with residential access barriers due to limited crossing opportunities along Wooley Road (Pop Up Events).

POTENTIAL OPTIONS

- Add pedestrian refuge islands, RRFBs, and/or pedestrian signals for marked crosswalks with long crossing distances given the volume and speed of vehicles along Wooley Road.
- Coordinate with railroads to improve pedestrian safety and accessibility at railroad crossings*.
- Fill in sidewalk gaps, such as the segment along Wooley Road east of Patterson Road, and widen sidewalks throughout entire corridor*.
- Identify additional pedestrian crossing opportunities along Wooley Road wherever possible given the presence of the railroad. At some locations along the corridor, marked crosswalks are nearly 4,000 feet from one another, providing very few opportunities to cross safely.
- Improve crossings by installing bulbouts or tightening curb radii, which can straighten crosswalks, shorten crossing distances, improve visibility, slow down turning vehicles, and provide more space for people waiting at corners.
- Shift the lane drop (from 3 to 2 lanes) that occurs along westbound Wooley Road between E Street and C Street to occur east of C Street to reduce potential vehicle/pedestrian conflicts at the existing flashing beacon at Wooley Road & E Street.
- Upgrade crosswalks to high-visibility striping during resurfacing (note, this already happens when streets are resurfaced).
- Upgrade the existing flashing beacon at Wooley Road & E Street to a pedestrian signal given the existing number of lanes, posted speed limit, and vehicle volumes.
- Use the City's forthcoming Leading Pedestrian Interval (LPIs) guidelines to install LPIs at signalized crossings along Wooley Road.

*See pages 156 - 157 for implementation considerations



Most sidewalks along Wooley Road could comfortably fit one person in width



Bulbouts can provide more space for people waiting to cross the intersection

MOBILITY OPPORTUNITY**Improve comfort and safety for people waiting to ride the bus****EXISTING CONDITIONS
AND COMMUNITY INPUT
(SOURCE OF FEEDBACK)**

- Bus stops along Wooley Road generally have limited amenities, with only a sign post, bench, and/or trash can and limited shade (Walk Audit).
- Several bus stops along Wooley Road are flagged in the GCTD Bus Stop Improvement Plan to add lighting and additional space for ADA-accessible boarding/alighting (Advisory Committee).

POTENTIAL OPTIONS

- Upgrade bus stops with shelters, shade structures (e.g. trees or other physical structures), real-time arrival information, lighting, benches, trash cans, and bike racks.



Existing bus stop along Wooley Road with a bus stop sign and shade provided by a tree

PLACEMAKING

Wooley Road

PLACEMAKING OPPORTUNITY

Create a sense of place for each of the neighborhoods along Wooley Road and strengthen connections to key destinations, such as the coast/beaches and Downtown Oxnard

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Wooley Road provides east/west connections through Oxnard and is also a key evacuation route (Advisory Committee).
- The majority of residential neighborhoods are separated from Wooley Road with a brick wall, and limited entry/exit points from the neighborhood for both vehicles and pedestrians (Walk Audit).

POTENTIAL OPTIONS

- Add wayfinding signage throughout the area to highlight key destination and provide evacuation guidance.
- Add landscaping to bulbouts and/or center medians to create entryways into neighborhoods.



Example of evacuation signage on Patterson Road & 5th Street

GREENING OPPORTUNITY**Expand shade coverage**
**EXISTING CONDITIONS
AND COMMUNITY INPUT**
 (SOURCE OF FEEDBACK)

- “Add Shade” is one of the top priorities for community members (Pop Up Events).
- Shade tree coverage along Wooley Road ends east of Novato Drive (Walk Audit).
- The parkway along Wooley Road had limited landscaping (e.g. bushes and trees) but generally had existing dirt patches, indicating opportunities for new landscaping (Walk Audit).

POTENTIAL OPTIONS

- Prioritize adding regularly spaced shade trees to provide shade and cooling*.
- Tree coverage is not consistent along Wooley Road. Segments with shade tree coverage felt significantly different from segments with limited shade tree coverage.

*See pages 156 - 157 for implementation considerations.



Tree coverage is not consistent along Wooley Road. Segments with shade tree coverage (top photo) felt significantly different from segments with limited shade tree coverage (bottom photo)



GREENING OPPORTUNITY

Increase water retention infrastructure to reduce flooding and support native landscaping

**EXISTING CONDITIONS
AND COMMUNITY INPUT**
(SOURCE OF FEEDBACK)

- “Add Green Spaces” is one of the top priorities for community members (Pop Up Events).

POTENTIAL OPTIONS

- Add low-level landscaping in median islands and parkways.
- Coordinate with commercial plaza owners to support the addition of more landscaping and permeable pavement into parking lots near Wooley Road from C Street to Saviers Road*.
- Partner with Ventura County to assess the feasibility of building a linear park and/or multi-use path on the existing flood channel along Ventura Road.
- Where space permits, incorporate low-level landscaping into bulbouts with drainage inlets to increase opportunities for water absorption.

*See pages 156 - 157 for implementation considerations.



Existing flood channel along Wooley Road



Project Options:

Wooley Road

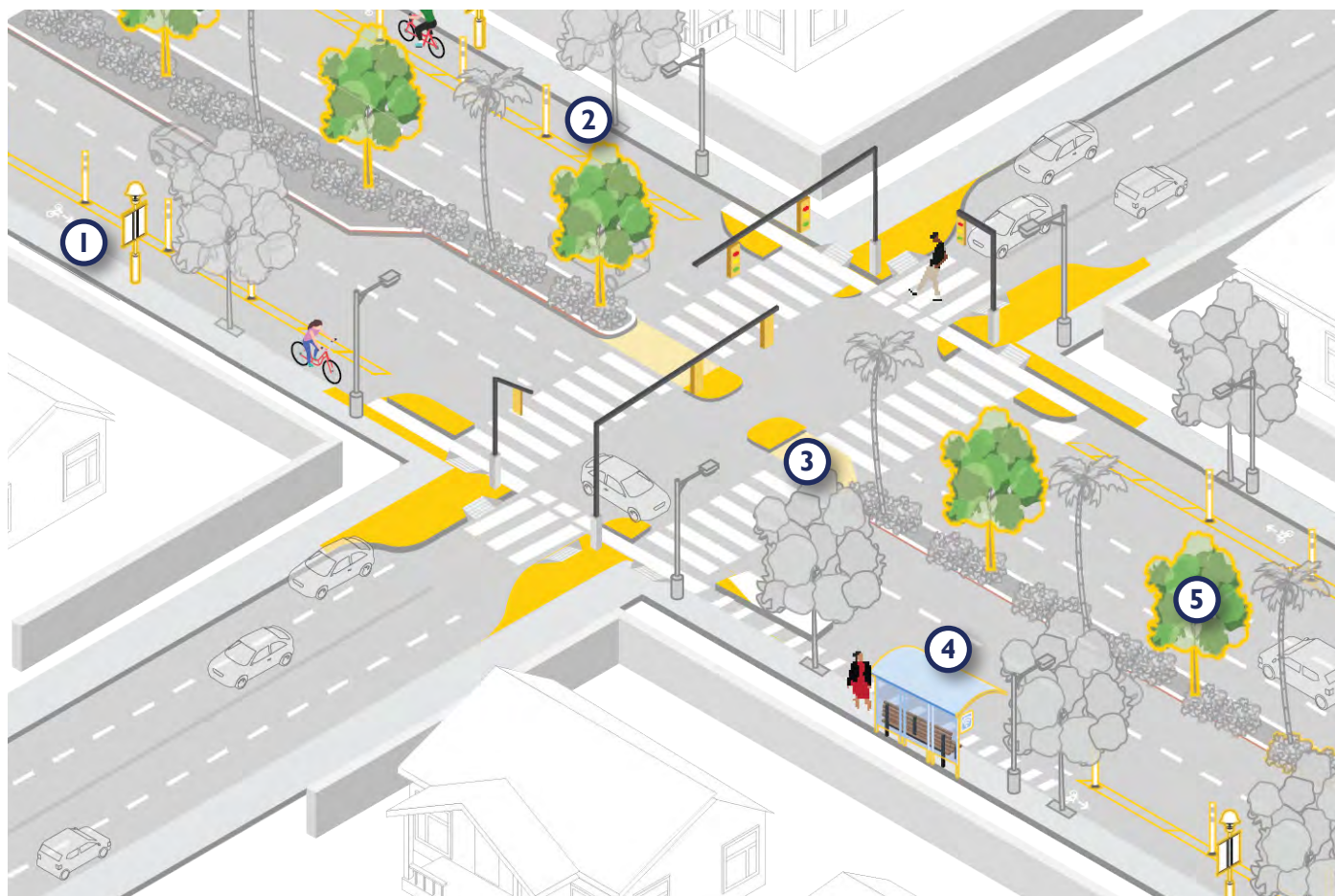
No Railroad in Median

From Victoria Avenue to Novato Drive, Wooley Road has a wide median primarily planted with palm trees. The wide travel lanes could be narrowed to accommodate protected bike facilities and sidewalk improvements. Some options include:

- Refuge islands that provide pedestrians additional protection while crossing the intersection.
- Bicycle facilities that provide protection from vehicular traffic.
- Infill of shade trees and addition of low-level drought tolerant landscaping to provide shade and stormwater absorption.
- Bus stops that include WiFi, seating, and lighting to create a comfortable transit experience.

- ① Pedestrian-scaled lighting with light pole banners
- ② Protected bike lane
- ③ Crosswalk with intersection protection
- ④ Upgraded bus stops with smart shelters
- ⑤ New shade trees

The diagram below illustrates a typical segment of Wooley Road without a railroad in the median with potential options highlighted in yellow and described in the numbered legend.



This drawing is conceptual in nature. It does not showcase actual proposed designs in specific locations, rather is intended to describe a range of possible improvements appropriate for this corridor. All proposals are subject to feasibility review and further study.

Project Options:

Wooley Road

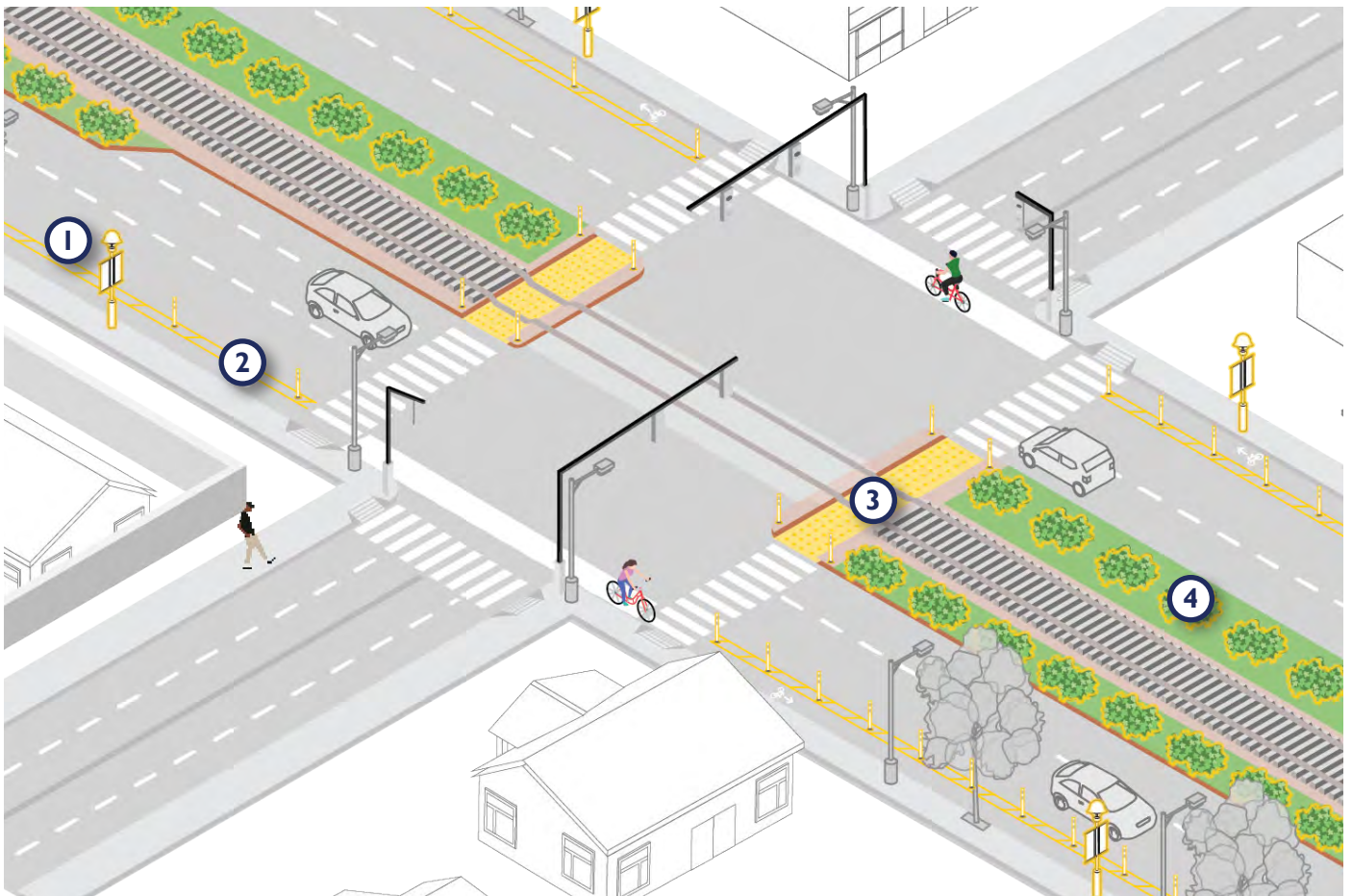
Railroad in Median

From Novato Drive to Saviers Road/Oxnard Boulevard, Wooley Road has a railroad running along the middle of the wide median with landscaping and shrubs. The railroad limits the number of crossing opportunities, particularly for pedestrians. In addition to the options for Wooley Road with a railroad in the median, additional options include:

- Protected crossings at the railroad for pedestrians.
- Addition of low-level drought tolerant landscaping on both sides of the railroad right-of-way.

The diagram below illustrates a typical segment of Wooley Road with a railroad in the median with potential options highlighted in yellow and described in the numbered legend.

- ① Pedestrian-scaled lighting with light pole banners
- ② Protected bike lane
- ③ ADA-accessible railroad crossing
- ④ Drought tolerant landscaping



This drawing is conceptual in nature. It does not showcase actual proposed designs in specific locations, rather is intended to describe a range of possible improvements appropriate for this corridor. All proposals are subject to feasibility review and further study.

Channel Islands Boulevard & Victoria Avenue

Roadway Characteristics

LENGTH OF
CORRIDOR

0.25

MILE LONG

NUMBER OF LANES

4

POSTED SPEED LIMIT

SPEED
LIMIT
45

CHANNEL
ISLANDS BLVD

SPEED
LIMIT
50

VICTORIA
AVENUE

ADT ESTIMATE (2022)

21,000

CHANNEL ISLANDS BLVD

33,000

VICTORIA AVENUE

Collision Summary (2016-2020)

ALL INJURY COLLISIONS:

37

INVOLVING
SOMEONE BIKING:

 3

INVOLVING
SOMEONE WALKING:

 0

Transit Routes Along the Corridor

TRANSIT ROUTES:

 1

Land Use

within a Quarter Mile
of Corridor

POPULATION (👤 = 100)



1,200

JOBS (🏢 = 100)



1,000

COMMUNITY FACILITIES

0

PARKS

0

SCHOOLS

0

DISADVANTAGED
COMMUNITIES: YES

SB 535
✓ AB 1550
✓ Justice 40

Channel Islands Boulevard & Victoria Avenue

Corridor Vision

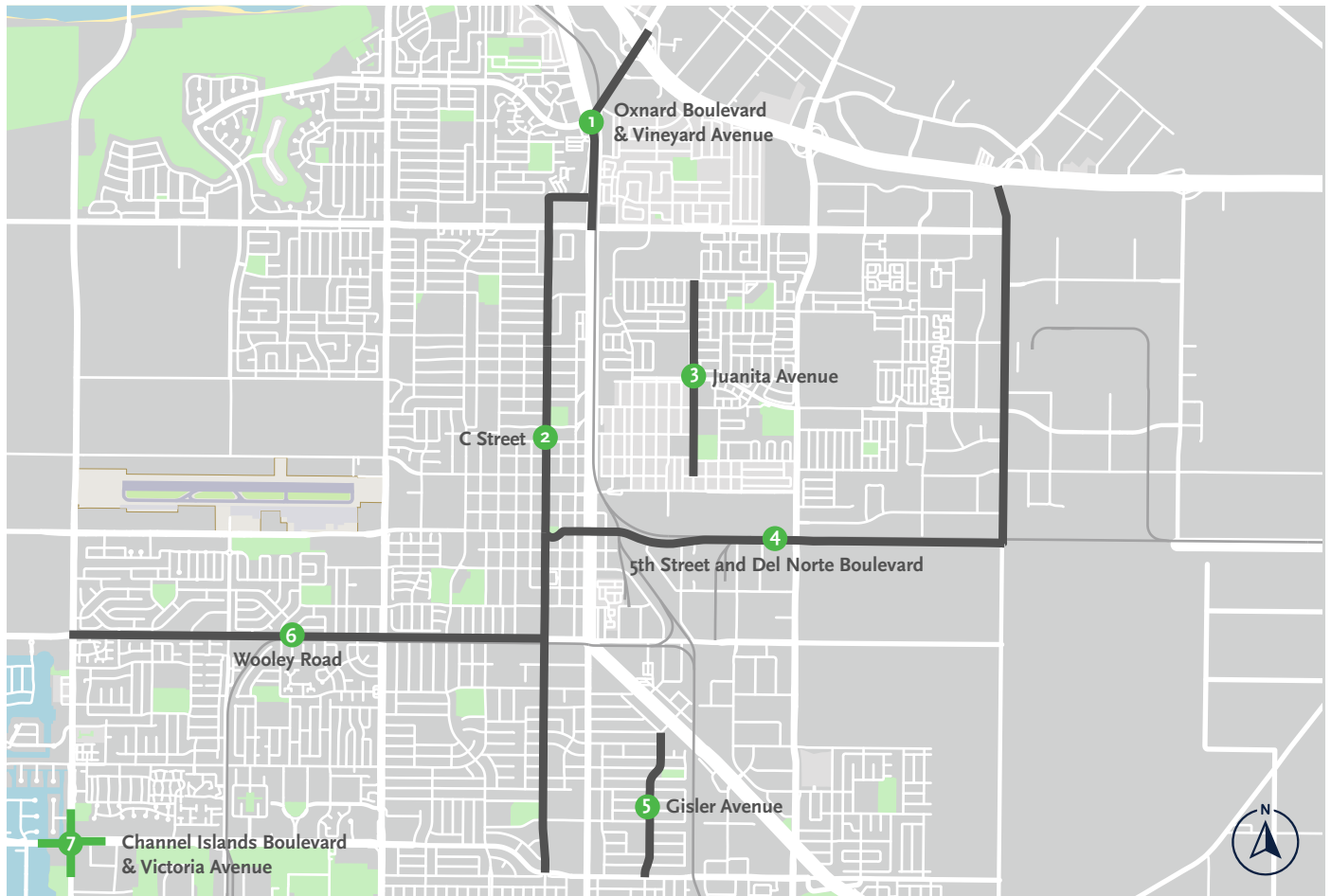
- Improve access to the beach for residents, employees, and visitors who rely on walking, biking, and riding transit as their main forms of transportation
- Incorporate wayfinding to connect people to destinations around the beach and to other parts of Oxnard, such as Downtown Oxnard and Oxnard College

LAND USE & MOBILITY CATEGORIES

- Access to Recreation
- First/Last Mile to Transit
- Major Commercial District
- Micromobility Hub
- Safety Opportunity Corridor or Intersection

CORRIDOR CO-BENEFITS

- Increase opportunities for active travel
- Improve roadway safety
- Increase access to jobs
- Increase green space



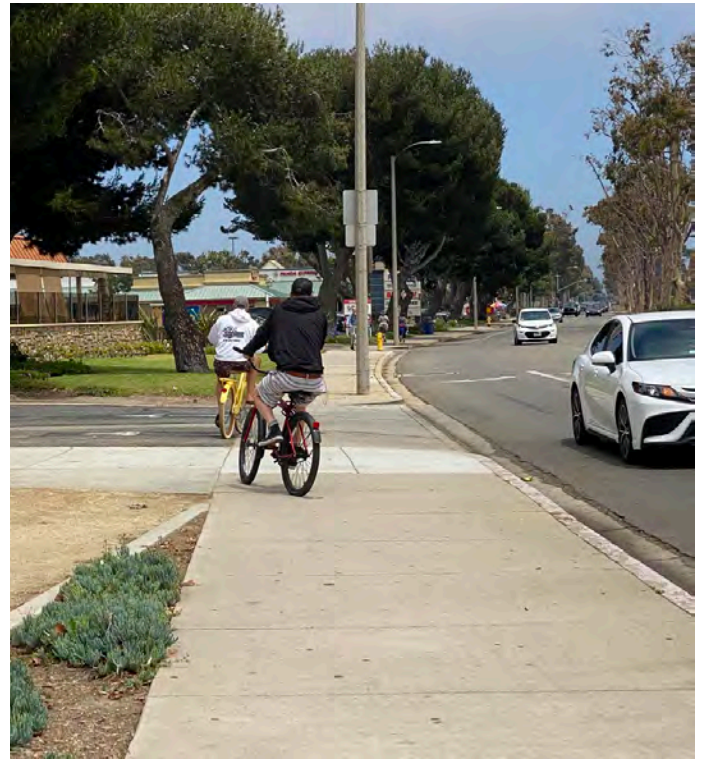
Channel Islands Boulevard & Victoria Avenue Toolkit

The Channel Islands Boulevard & Victoria Avenue intersection is a key entryway to the Channel Islands Harbor and beaches, which provide recreational and employment opportunities. These destinations are difficult to access without a car since the closest transit stops are still about a mile from the beach and lack comfortable and continuous bicycle facilities and sidewalks. Improvements to this intersection will help provide equal access to these key recreational opportunities for all Oxnard residents regardless of vehicle ownership or mode choice.

Enhancing pedestrian and bicycle safety makes major commercial destinations and recreational opportunities accessible to more people and improves the connectivity of neighborhoods around Victoria Avenue and Channel Islands Boulevard

First/Last Mile improvements refer to the first and last part of someone's trip from point A to point B, where the "middle" part is a bus ride. These improvements provide safe and comfortable access to transit, better serving existing and new bus riders, and providing connection to final destinations near the beach and harbor facilities.

Channel Islands Boulevard and Victoria Avenue will continue to serve as key regional connections for vehicles and can also provide better recreational access for people walking and biking. Improvements can also better identify this intersection as a gateway into the City. Strengthening north/south connections along Victoria Avenue and east/west connections along Channel Islands Boulevard will expand the number of employment and recreational opportunities that residents can access using more sustainable modes, especially riding transit, walking, and biking.



Many people on bikes choose to ride on the sidewalk along Channel Islands Boulevard and Victoria Avenue



The closest bus stop (on Channel Islands Boulevard, east of Victoria Avenue) is approximately one mile from the beach

MOBILITY

Channel Islands Boulevard & Victoria Avenue

MOBILITY OPPORTUNITY

Enhance bicycle and pedestrian infrastructure to accommodate existing activity

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The needs of people who currently walk and bike should be met before expanding to newer transportation modes, such as electric vehicles and micromobility (Focus Group).
- Many bicyclists ride on the sidewalk instead of the existing bike lanes, and the project team noted that bike facilities were not continuous through the intersection (Walk Audit).
- People with mobility needs, such as wheelchairs or strollers, have difficulty navigating narrow sidewalks that are blocked by signal poles or other signage (Walk Audit and Focus Group).
- The Ventura County Regional Bikeway Wayfinding Plan includes regional bike routes along Channel Islands Boulevard and Victoria Avenue (Advisory Committee).

POTENTIAL OPTIONS

- Implement a protected intersection with bulbouts, high-visibility crosswalks, and green conflict striping. Protected intersections provide a high degree of comfort and separation for bicyclists and pedestrians but require a large intersection footprint. This location is an excellent candidate for a protected intersection treatment.
- Along the corridors leading up to the intersection, add green conflict striping for bike lanes at driveways and major intersections.
- As an alternative to the protected intersection treatment, install bike boxes and two stage left turn boxes.
- Improve crossings by installing bulbouts or tightening curb radii, which can straighten crosswalks, shorten crossing distances, improve visibility, slow down turning vehicles, and provide more space for people waiting at corners.
- Upgrade crosswalks to high-visibility striping (note, this already happens when streets are resurfaced).
- Widen sidewalks to accommodate pedestrian activity and improve accessibility for people with strollers or using mobility devices*.

*See pages 156 - 157 for implementation considerations



People with additional mobility needs, such as a stroller, had difficulty navigating the corner of the Channel Islands Boulevard & Victoria Avenue intersection.



Example of a protected intersection in Chicago, Illinois



Example of a two stage left turn bike box in San Francisco, CA

MOBILITY

Channel Islands Boulevard & Victoria Avenue

MOBILITY OPPORTUNITY

Provide more non-auto options to travel to and from Channel Islands Harbor and beaches

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- Many residents in the central neighborhoods of Oxnard have rarely visited the beach, potentially because it is difficult to do without a car (Focus Group).
- The Gold Coast Transit District Short-Range Transit Plan had “Harbor & Beach” routes but these routes were discontinued due to low ridership (Advisory Committee).
- The parking lot near the GCTD stop on Channel Islands Boulevard had many open spaces on a weekend afternoon, which could be an opportunity to repurpose extra parking space (Walk Audit).
- The “last mile” between the transit stop at Victoria Avenue and the beach could be walkable if the sidewalk were continuous and comfortable (Walk Audit).

POTENTIAL OPTIONS

- A partnership between The Channel Islands Harbor, City of Oxnard, GCTD, and/or property owner(s) could manage a local circulator to connect people between transit stops, mobility hub(s), beaches, and commercial plazas.
- Expand the existing bike lane on Channel Islands Boulevard into a “slow lane,” for neighborhood electric vehicles (NEV), e-bikes, bicycles, and potential future local circulator.
- Expand sidewalks and install wayfinding and landscaping to provide a pleasant and comfortable path of travel to the beach, reducing the perceived distance of the “last mile.”
- In partnership with GCTD, coordinate with plaza owner(s) to implement a mobility hub, which could include bikeshare, carshare, scootershare, secure bike parking, wayfinding, and/or electric vehicle charging stations.
- Upgrade bus stops with shelters, shade structures (e.g. trees or other physical structures), real-time arrival information, lighting, benches, trash cans, and bike racks.



Example of a local circulator in Long Beach, California



Example of a designated space for scooter share in Culver City, California

PLACEMAKING

Channel Islands Boulevard & Victoria Avenue

PLACEMAKING OPPORTUNITY

Build on the existing signage around Channel Islands Harbor to designate the area as a gateway into Oxnard and the beaches

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Channel Islands Boulevard & Victoria Avenue intersection is a key regional connection point (Advisory Committee).
- Channel Islands Harbor is a top destination for many Oxnard residents (Pop Up Events).

POTENTIAL OPTIONS

- Add wayfinding signage to highlight key destinations and mobility options (e.g. mobility hubs and transit stops). Providing the number of minutes to get to a destination on foot can help reduce the perceived distance of travel and encourage more people to walk.



Existing wayfinding near Channel Islands Boulevard & Victoria Avenue

PLACEMAKING OPPORTUNITY

Develop a program to engage community members and organizations to incorporate public art with streetscape elements that reflects the surrounding area

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- The Oxnard Downtown Management District piloted a public art project, “Project: Box Art,” where artists painted traffic signal control cabinets (utility boxes) in Downtown Oxnard (Advisory Committee).
- The Oxnard Cultural Arts Division and Ventura County Arts Council have partnered with community organizations and the City to add murals in and on community facilities, such as parks and the City Council building (Advisory Committee).

POTENTIAL OPTIONS

- In partnership with GCTD, host citywide bus shelter art programs to add community-based art and design at transit stops. Potential partners include VCTC Transit, the Oxnard Cultural Arts Division, Oxnard Performing Arts Center, and Ventura County Arts Council.
- Build on “Project: Box Art” to expand artful utility boxes citywide, with a focus on commercial destinations.
- Install artful, creative crosswalks to enhance the visibility of people walking around major shopping centers, the harbor, and beaches*.

*See pages 156 - 157 for implementation considerations.



Example of a beach-themed artful crosswalk in Lompoc, California

**Note: this artful crosswalk uses colors that may be less likely to be deemed in conflict with MUTCD*

GREENING OPPORTUNITY**Expand shade coverage**
**EXISTING CONDITIONS
AND COMMUNITY INPUT
(SOURCE OF FEEDBACK)**

- “Add Shade” is one of the top priorities for community members (Pop Up Events).
- There are a limited number of trees that provide shade coverage along Channel Islands Boulevard and Victoria Avenue (Walk Audit).
- In the future, Southern California is expected to see more high-heat days that can make it uncomfortable for people to walk, bike, or ride transit unless additional shade is provided. Given the timeline for trees to grow a full shade canopy, planting trees today will help cool the environment long into the future (Framework Report).



Example of bridge shade structure in Jacksonville, Florida

POTENTIAL OPTIONS

- Prioritize adding regularly spaced shade trees to provide shade and cooling around transit stops and commercial destinations*.
- In areas with limited space to add trees, such as Channel Islands Boulevard over Channel Islands Harbor, incorporate shade structures.

*See pages 156 - 157 for implementation considerations.

GREENING

Channel Islands Boulevard & Victoria Avenue

GREENING OPPORTUNITY

Increase water retention infrastructure to reduce flooding and support native landscaping

EXISTING CONDITIONS AND COMMUNITY INPUT (SOURCE OF FEEDBACK)

- “Add Green Spaces” is one of the top priorities for community members (Pop Up Events).
- Each commercial plaza has a large parking lot that is primarily asphalt (Walk Audit).
- In the future, Southern California is expected to experience more high heat days. Incorporating infrastructure that increases permeability of the ground and minimizes pavement can help manage stormwater and reduce the “urban heat island effect” created by excess pavement that absorbs and holds heat during hot days (Framework Report).

POTENTIAL OPTIONS

- Add low-level landscaping in median islands and parkways.
- Commercial plaza owners could add more landscaping and permeable pavement in the parking lots*.
- Where space permits, incorporate low-level landscaping into bulbouts with drainage inlets to increase opportunities for water absorption.
- Partner with Ventura County to assess the feasibility of building a linear park and/or multi-use path on the existing flood channel along Channel Islands Boulevard.

*See pages 156 - 157 for implementation considerations.

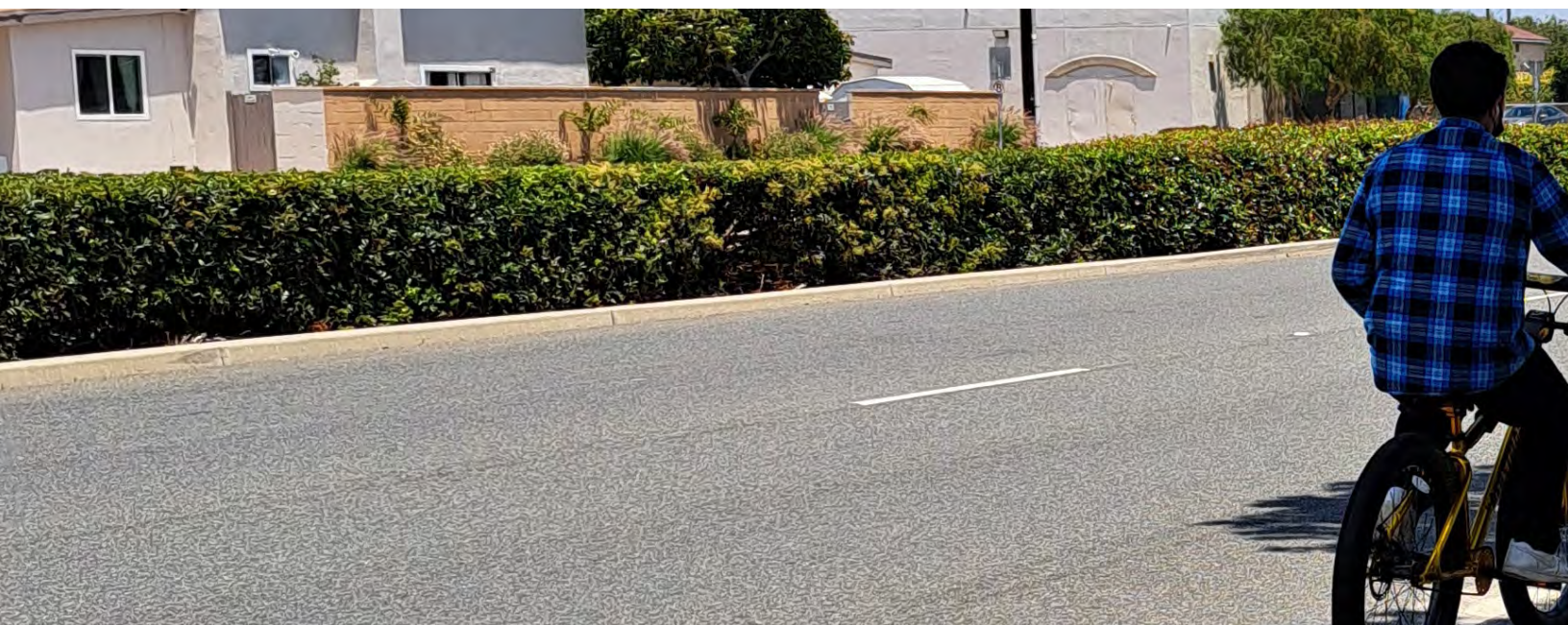


Existing landscaping in the commercial plaza next to Channel Islands Boulevard & Victoria Avenue intersection

Considerations for Implementation

Many project options are part of, or can be incorporated into, existing City programs and future projects. Some of the more major changes require additional coordination, outreach, and/or planning on a project-by-project basis. These considerations are noted here for the options with an asterisk(*).

- **Activating pedestrian-oriented spaces, such as Downtown Oxnard, with significant changes like a woonerf** would require public outreach and input to transition the street to a shared design. See Chapter 4 for additional information about woonerfs and Chapter 8 for additional discussion around phasing long-term projects.
- **Artful, creative crosswalks** have been implemented in various locations and well received by those communities, but before considering these designs, the City should fully consider legal implications and develop criteria and guidance to ensure the design and placement of artful crosswalks serve their primary purpose of providing a designated place for pedestrians to cross the street, while also incorporating art into the environment. Some applications of decorative crosswalks have been determined to be in conflict with the [federal MUTCD](#). The [Asphalt Art Safety Study](#) assessed average crash rates before and after implementation of creative crosswalks and/or intersections, and found decreases in crash rates involving pedestrians, in the rate of crashes leading to injuries, and total crash rates. The study also includes behavior observations, which found decreases in conflicts between pedestrian and drivers and increases in drivers yielding to pedestrians with the right of way.
- **Artistic intersections** have been implemented in various locations and well received by those communities, but before considering these designs, the City should fully consider legal implications. In the FAQ for [Chapter 3 of the Federal MUTCD](#), FHWA states that, as long as they are not within the marked crosswalks, “intersection murals and street artwork are not traffic control devices and the MUTCD most likely does not apply directly,” but also states that these treatments “have potential to compromise motorist safety” and are not allowed under the “Rights-of-way” section of the Code of Federal Regulations (23 CFR § 1.23).



- **Back-in angled parking**, which helps improve visibility of cyclists, should be installed at a district-level, such as throughout Downtown Oxnard, to avoid confusion for people driving. As this design would be new to many people, public outreach and sufficient signage is would be critical items for implementation.
- **Creating a slow speeds corridor** with neighborhood traffic circles, bulbouts, and/or all-way stop-controlled intersections would require traffic studies, such as collecting traffic counts and warrants, to determine the appropriate intersection designs along a corridor; see Chapter 4 for additional information about each intersection design. In addition to traffic studies, public education and outreach to continue the conversation around slow speed corridors and traffic calming would benefit implementation.
- **Improving pedestrian safety and accessibility at railroad crossings** would require collaboration with railroads to identify stakeholders, develop design standards, and coordinate on right-of-way before conducting public outreach, developing projects and applying for funding. The City can apply for planning grants and set aside infrastructure funding to support these coordination efforts. See Chapter 8 for additional details on inter-agency coordination.
- **Landscaping and stormwater retention features in parking lots** could be achieved citywide by developing landscaping and stormwater management design guidelines for surface parking lots.
- **Shade tree selection** should consider planter size and maintenance need to avoid unintended consequences such as sidewalk uplift from roots.
- **Widening sidewalks** may require coordination with property owners to acquire sufficient right-of-way.





07





Chapter 07

Implementing the Vision and Next Steps



Chapter 7:

Implementing the

Vision and Next Steps

The City of Oxnard has several options to achieve the vision for the priority locations shown here, as well as other locations throughout the City. These will be informed by community input, engineering feasibility, funding, and inter-agency coordination.

This chapter describes the next steps for implementing the STP:

- 1. Phasing and Developing Projects
- 2. Funding
- 3. Evaluation

Phasing and Developing Projects

The options presented for each priority location have varying levels of effort and timelines depending on the coordination, outreach, and studies required for implementation. This section walks through key project outreach, analysis, and implementation considerations for each priority location, which will inform project development and funding timelines. The considerations are organized in the following categories:

Delivering the Vision		
Outreach	Coordination	Identifies the jurisdictions that may need to be involved in project development, funding, and/or implementation
	Stakeholders	Groups that could support project implementation and/or provide input
Analysis	Traffic Warrants	Analyses to determine appropriate location-specific strategies
	Environmental Studies	Analysis required by the California Environmental Quality Act (CEQA), and depending on federal funding sources, also required by the National Environmental Policy Act (NEPA)
	Operational Studies	Traffic studies to determine effects of potential location-specific strategies
	Right-of-Way Acquisition	Options that may require right-of-way acquisition or coordination
Implementation	Phasing	“Immediate” options, such as signing and striping, are not specifically called out as they are already part of ongoing City programs. Near-term options may require public outreach, inter-agency coordination, securing funding, and/or detailed design.
		Long-term options are anticipated to require extensive public outreach, complex inter-agency coordination, feasibility studies in order to secure implementation funding, detailed design, and planning studies
	Potential Funding Sources	Funding sources that may align well with priority location options

OXNARD BOULEVARD AND VINEYARD AVENUE

Delivering the Vision		Oxnard Boulevard and Vineyard Avenue
Outreach	Coordination	<ul style="list-style-type: none"> • Caltrans • Union Pacific Railroad • Ventura County Watershed Protection District
	Stakeholders	<ul style="list-style-type: none"> • Commercial plaza owners (e.g. The Collection and Esplanade Shopping Center) • Gold Coast Transit District • Wagon Wheel development
Analysis	Traffic Warrants	<ul style="list-style-type: none"> • Potentially for pedestrian crossing improvements
	Environmental Studies	<ul style="list-style-type: none"> • CEQA and potentially NEPA study depending on funding source
	Operational Studies	<ul style="list-style-type: none"> • Assess the effects of various bicycle, pedestrian, and operational improvements
	Right-of-Way Acquisition	<ul style="list-style-type: none"> • Temporary Construction and Utility Easements may be necessary
Implementation	Phasing	<p>Phasing Near-Term (within 5 years of project initiation):</p> <ul style="list-style-type: none"> • Artful streetscape elements • Bicycle and pedestrian intersection treatments • Greening elements • Mobility hub pilot (e.g. EV carshare, circulator) • Wayfinding <p>Phasing Long-Term(5-10+ years of project initiation):</p> <ul style="list-style-type: none"> • Corridor-level bicycle and pedestrian improvements • Railroad crossing safety improvements • Regional mixed use path
	Potential Funding Sources	<ul style="list-style-type: none"> • Federal: INFRA, MEGA, RAISE, Reconnecting Communities • State: STP-Sustainable Communities, Urban and Community Forestry, AHSC, TCC, Land and Water Conservation Fund • Regional and Local: Sustainable Communities Program

C STREET

Delivering the Vision		C Street
Outreach	Coordination	<ul style="list-style-type: none"> Genesee & Wyoming Ventura County Railroad
	Stakeholders	<ul style="list-style-type: none"> Commercial plaza owners (e.g. Centerpoint Mall) Gold Coast Transit District Neighborhood Councils and Residents Oxnard Downtown Management District
Analysis	Traffic Warrants	<ul style="list-style-type: none"> Rectangular Rapid Flashing Beacons
	Environmental Studies	<ul style="list-style-type: none"> CEQA and potentially NEPA study depending on funding source
	Operational Studies	<ul style="list-style-type: none"> Operations analysis for intersections around Plaza Park
	Right-of-Way Acquisition	<ul style="list-style-type: none"> Temporary Construction and Utility Easements may be necessary
Implementation	Phasing	<p>Near-Term:</p> <ul style="list-style-type: none"> Artful streetscape elements Bicycle and pedestrian intersection treatments Greening elements Mobility hub pilot (e.g. EV carshare, circulator) Wayfinding <p>Long-Term:</p> <ul style="list-style-type: none"> Corridor-level pedestrian improvements Railroad crossing safety improvements Reconfigure intersections around Plaza Park
	Potential Funding Sources	<ul style="list-style-type: none"> Federal: Reconnecting Communities State: Urban and Community Forestry, AHSC, TCC Regional and Local: VCTC

JUANITA AVENUE

Delivering the Vision		Juanita Avenue
Outreach	Coordination	<ul style="list-style-type: none"> Southern California Edison
	Stakeholders	<ul style="list-style-type: none"> Gold Coast Transit District Neighborhood Councils and Residents Schools
Analysis	Traffic Warrants	<ul style="list-style-type: none"> Pedestrian Hybrid Beacons Rectangular Rapid Flashing Beacons
	Environmental Studies	<ul style="list-style-type: none"> CEQA and potentially NEPA study depending on funding source
	Operational Studies	<ul style="list-style-type: none"> N/A
	Right-of-Way Acquisition	<ul style="list-style-type: none"> Sidewalk widening Temporary Construction and Utility Easements may be necessary
Implementation	Phasing	<p>Near-Term:</p> <ul style="list-style-type: none"> Artful streetscape elements Bicycle and pedestrian intersection treatments Greening elements Wayfinding <p>Long-Term:</p> <ul style="list-style-type: none"> Corridor-level bicycle and pedestrian improvements
	Funding Sources	<ul style="list-style-type: none"> Federal: Reconnecting Communities, SS4A State: STP-Sustainable Communities, Urban and Community Forestry, TCC Regional and Local: Sustainable Communities Program, Go Human Mini-Grant

5TH STREET AND DEL NORTE BOULEVARD

Delivering the Vision		5th Street and Del Norte Boulevard
Outreach	Coordination	<ul style="list-style-type: none"> • Caltrans • Union Pacific Railroad • Southern California Edison
	Stakeholders	<ul style="list-style-type: none"> • Gold Coast Transit District • Large employers (e.g. Amazon, Haas Automation Inc, JM Smucker Co, Proctor & Gamble) • Neighborhood Councils and Residents • Oxnard Downtown Management District • Oxnard Transit Center
Analysis	Traffic Warrants	<ul style="list-style-type: none"> • Pedestrian Hybrid Beacons
	Environmental Studies	<ul style="list-style-type: none"> • CEQA and potentially NEPA study depending on funding source
	Operational Studies	<ul style="list-style-type: none"> • 5th Street traffic operations study for potential lane reductions at intersections
	Right-of-Way Acquisition	<ul style="list-style-type: none"> • Sidewalk widening • Temporary Construction and Utility Easements may be necessary
Implementation	Phasing	Near-Term: <ul style="list-style-type: none"> • Artful streetscape elements • Bicycle and pedestrian intersection treatments • Greening elements • Mobility hub pilot (e.g. EV carshare, bikeshare) • Transportation Management Organization • Wayfinding
	Funding Sources	Long-Term: <ul style="list-style-type: none"> • Corridor-level bicycle and pedestrian improvements • Federal: INFRA, MEGA, RAISE, Reconnecting Communities • State: STP-Sustainable Communities, AHSC, TCC, Land and Water Conservation Fund • Regional and Local: Sustainable Communities Program

GISLER AVENUE

Delivering the Vision		Gisler Avenue
Outreach	Coordination	<ul style="list-style-type: none"> • Southern California Edison
	Stakeholders	<ul style="list-style-type: none"> • Neighborhood Council and Residents • Schools
Analysis	Traffic Warrants	<ul style="list-style-type: none"> • All-Way Stop-Control • Rectangular Rapid Flashing Beacons
	Environmental Studies	<ul style="list-style-type: none"> • CEQA and potentially NEPA study depending on funding source
	Operational Studies	N/A
	Right-of-Way Acquisition	<ul style="list-style-type: none"> • Sidewalk widening • Temporary Construction and Utility Easements may be necessary
Implementation	Phasing	Near-Term: <ul style="list-style-type: none"> • Artful streetscape elements • Bicycle and pedestrian intersection treatments • Greening elements • Wayfinding
	Funding Sources	Long-Term: <ul style="list-style-type: none"> • Corridor-level bicycle and pedestrian improvements • State: Urban and Community Forestry Grant, TCC • Regional and Local: Sustainable Communities Program, Go Human Mini-Grant

WOOLEY ROAD

Delivering the Vision		Wooley Road
Outreach	Coordination	<ul style="list-style-type: none"> • Genesee & Wyoming Ventura County Railroad
	Stakeholders	<ul style="list-style-type: none"> • Neighborhood Councils and Residents
Analysis	Traffic Warrants	<ul style="list-style-type: none"> • Pedestrian Hybrid Beacon
	Environmental Studies	<ul style="list-style-type: none"> • CEQA and potentially NEPA study depending on funding source
	Operational Studies	<ul style="list-style-type: none"> • Lane configuration changes at Wooley Road & Saviers Road & Oxnard Boulevard
	Right-of-Way Acquisition	<ul style="list-style-type: none"> • Temporary Construction and Utility Easements may be necessary
Implementation	Phasing	Near-Term: <ul style="list-style-type: none"> • Artful streetscape elements • Greening elements • Bicycle and pedestrian intersection treatments • Wayfinding Long-Term: <ul style="list-style-type: none"> • Corridor-level bicycle and pedestrian improvements • Linear park
	Funding Sources	<ul style="list-style-type: none"> • Federal: INFRA, RAISE, Reconnecting Communities, SS4A, MEGA • State: Adaptation Planning, HSIP, STP-Sustainable Communities, STP-Climate Adaptation, Urban and Community Forestry, TCC • Regional and Local: Sustainable Communities Program

CHANNEL ISLANDS BOULEVARD & VICTORIA AVENUE

Delivering the Vision		Channel Islands Boulevard & Victoria Avenue
Outreach	Coordination	<ul style="list-style-type: none"> • City of Port Hueneme • Ventura County Channel Islands Harbor • Naval Base Port Hueneme
	Stakeholders	<ul style="list-style-type: none"> • Commercial plaza owners (e.g. Oliveira Plaza Shopping Center) • Neighborhood Councils and Residents
Analysis	Traffic Warrants	N/A
	Environmental Studies	<ul style="list-style-type: none"> • CEQA and potentially NEPA study depending on funding source
	Operational Studies	<ul style="list-style-type: none"> • Lane configuration changes related to the protected intersection
	Right-of-Way Acquisition	N/A
Implementation	Phasing	Near-Term: <ul style="list-style-type: none"> • Artful streetscape elements • Greening elements • Mobility hub pilot (e.g. EV carshare, circulator) • Slow Lane for Neighborhood Electric Vehicles (NEVs) and bikes • Wayfinding Mid-Term: <ul style="list-style-type: none"> • Bicycle and pedestrian intersection treatments Long-Term: <ul style="list-style-type: none"> • Corridor-level bicycle and pedestrian improvements • Linear park
	Funding Sources	<ul style="list-style-type: none"> • Federal: Reconnecting Communities • State: Urban and Community Forestry, Adaptation Planning, STP-Climate Adaptation, TCC

BARRIERS AND OPPORTUNITIES FOR IMPLEMENTATION

As part of the stakeholder engagement, the project team held discussions focused on the barriers and opportunities for project implementation. This information can help the City develop realistic project timelines and anticipate challenges that might arise.

	Barriers to Implementation	Opportunities for Implementation
Culture Shift	<ul style="list-style-type: none"> • Auto-centric metrics and standards • Lack of familiarity with new types of roadway design • Preference for speed over safer and more environmentally-friendly modes of travel 	<ul style="list-style-type: none"> • Pursue temporary or pilot projects first, to introduce new roadway designs to the community • Build support by highlighting co-benefits of sustainable modes of travel, such as improvements to safety, air quality, and health • Projects and strategies in the STP align with new Vehicle Miles Traveled (VMT) metrics that are used to analyze the impacts of new development, creating consistency with other City of Oxnard policies
Extensive Coordination	<ul style="list-style-type: none"> • Coordination for multi-jurisdictional projects • Varying project timelines across multiple agencies 	<ul style="list-style-type: none"> • Build on partnerships developed and strengthened through the STP to continue regular coordination meetings and share information, funding, and partnership opportunities • Identify if upcoming projects have components that can be phased earlier with ongoing projects when possible to incorporate incremental coordination
Funding Constraints	<ul style="list-style-type: none"> • Short timelines to implement grant-funded projects • Limited or lack of funding to develop plans and implement infrastructure improvements 	<ul style="list-style-type: none"> • Identify local or grant funding for coordination and planning studies for complex projects to prepare for large grant applications for construction • Continue to pair bicycle and pedestrian improvements with roadway resurfacing projects to take advantage of construction efficiencies • Coordinate greening and sustainable transportation improvements with private development fee programs
Implementing Process	<ul style="list-style-type: none"> • Lack of guidelines or plans in place • Difficulty mobilizing community and political support 	<ul style="list-style-type: none"> • Continue to explore developing policies, such as the Speed Hump policy and Leading Pedestrian Interval policy, to serve as a framework for infrastructure projects • Update building, roadway design, and landscaping standards to make sustainable elements (e.g. shade, bike lanes, and stormwater retention) the baseline for all projects • Engage potential project champions, such as community-based organizations and neighborhood council members, to provide input and enhance community engagement

Funding Sources

Sustainable transportation and urban greening projects can be funded through a wide range of sources: federal, state, regional, local, and private funding programs. The sources in this chapter may be used to fund a broad scope of projects targeting air quality, greenhouse gas emissions, affordable housing, road safety, equity, and transportation.

Federal Funding Programs

MOBILITY

Infrastructure for Rebuilding America (INFRA) Grants

GRANTOR

USDOT

DESCRIPTION

INFRA (Nationally Significant Multimodal Freight & Highway Projects) program funds multimodal freight and highway projects of national or regional significance that improve safety, generate economic benefits, reduce congestion, enhance resiliency, and improve critical freight movements.

TIMELINE

Dates for the next round of funding are not available yet

Previous cycle closed May 2022 through the Multimodal Project Discretionary Grant Opportunity (MPDG)

SCORING CRITERIA

Projects are scored on a scale of 0 – 3 for the following key objectives: (1) safety; (2) state of good repair; (3) economic impacts, freight movement, and job creation; (4) climate change, resiliency, and the environment; (5) equity, multimodal options, and quality of life; and (6) innovation areas: technology, project delivery, and financing

EQUITY

Projects that may benefit an area of persistent poverty or a historically disadvantaged community receive additional consideration

National Infrastructure Project Assistance (also known as “Megaprojects” or MEGA)

GRANTOR

USDOT

DESCRIPTION

The National Infrastructure Project Assistance program primarily covers large and complex highway, rail, or bridge projects that are difficult to fund by other means and likely to generate regional economic, mobility, or safety benefits. Funding supporting railway-highway grade separation or elimination projects may be applicable for Oxnard.

TIMELINE

Dates for the next round of funding are not available yet

Previous cycle closed May 2022 through the Multimodal Project Discretionary Grant Opportunity (MPDG)

SCORING CRITERIA

Projects are scored on a scale of 0 – 3 for the following key objectives: (1) safety; (2) state of good repair; (3) economic impacts, freight movement, and job creation; (4) climate change, resiliency, and the environment; (5) equity, multimodal options, and quality of life; and (6) innovation areas: technology, project delivery, and financing

EQUITY

Projects that may benefit an area of persistent poverty or a historically disadvantaged community receive additional consideration

Federal Funding Programs (continued)

MOBILITY

RAISE Grants

GRANTOR

USDOT

DESCRIPTION

The Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Discretionary Grant program funds surface transportation infrastructure projects that will improve safety; environmental sustainability; quality of life; mobility and community connectivity; economic competitiveness and opportunity (including tourism); state of good repair, partnership and collaboration; and innovation.

Planning, preparation, or design of projects that do not result in construction are also eligible for funding.

TIMELINE

Application Deadline: February 28, 2023

Awards Announcement: June 28, 2023

SCORING CRITERIA

Planning and Capital applications are qualitatively scored on a low, medium, and high rubric across the following criteria: safety; environmental sustainability; quality of life; mobility and community connectivity; economic competitiveness and opportunity; state of good repair, partnership and collaboration; and innovation

EQUITY

Funding is set aside for projects located in an area of persistent poverty or a historically disadvantaged community.

Projects that target at least 40% of resources and benefits to disadvantaged communities will be prioritized.

Reconnecting Communities Pilot Program – Planning and Capital Construction Grants

GRANTOR

USDOT

DESCRIPTION

The Reconnecting Communities Pilot Program provides grant funding for Planning and Construction. Planning grants fund the study of removing, retrofitting, or mitigating an existing facility to restore community connectivity, conduct public engagement, and other transportation planning activities. Construction grants fund projects to remove, retrofit, mitigate, or replace an existing facility.

Note: the City of Oxnard submitted a planning grant application for the Oxnard Boulevard/ Channel Islands Interchange in October 2022. The proposed project would complete a feasibility study of retrofitting the Oxnard Boulevard interchange to replace the 2-lane Channel Islands bridge with an option that is more friendly to pedestrians and bicyclists.

TIMELINE

Dates for the next round of funding are not available yet

Previous cycle closed October 2022 with awards announcement expected for early 2023

SCORING CRITERIA

Planning applications are qualitatively scored on a low, medium and high rubric on the following criteria: Equity, Environmental Justice and Community Engagement; Mobility and Community Connectivity; Community-Based Stewardship, Management, and Partnerships; and Equitable Development and Shared Prosperity

EQUITY

Projects that may benefit an area of persistent poverty or a historically disadvantaged community receive additional consideration

Federal Funding Programs (continued)

MOBILITY

Safe Streets and Roads for All Grant Program

GRANTOR

USDOT

DESCRIPTION

The Bipartisan Infrastructure Law established the Safe Streets for All (SS4A) program to provide grant funding to develop and implement Vision Zero safety plans. Current legislation emphasizes funding of planning efforts, but the focus on implementation funding is expected to increase over the next few years.

TIMELINE

Notice of Funding Opportunity anticipated for Spring 2023

SCORING CRITERIA

Awards are separated into Action Plan Grants and Implementation Grants and rated on a qualitative low, medium, high scale. Applications that are competitive for the Action Plan Grants include safety impact and equity considerations. For Implementation Grants, projects and strategies that are prioritized include those that involve roadway safety, incorporate equity considerations, use effective practices and strategies, and consider sustainability and economic competitiveness.

EQUITY

For Implementation Grants, projects and strategies that incorporate equity considerations are prioritized

State Funding Programs

MOBILITY

California Office of Traffic Safety Grant Programs

GRANTOR

California Office of Traffic Safety (OTS)

DESCRIPTION

OTS administers traffic safety grants in the following areas: Alcohol Impaired Driving, Distracted Driving, Drug-Impaired Driving, Emergency Medical Services, Motorcycle Safety, Occupant Protection, Pedestrian and Bicycle Safety, Police Traffic Services, Public Relations, Advertising, and Roadway Safety and Traffic Records.

The Oxnard Police Department received two OTS grants for Fiscal Year 2021-2022:

- Pedestrian and Bicycle Safety grant for classroom and community education
- Selective Traffic Enforcement Program Grant for DUI checkpoints, DUI enforcement, traffic enforcement, bike/ped enforcement, distracted driver enforcement, motorcycle safety enforcement, traffic safety educational presentations, “Know Your Limit” campaigns, and training officers for DUI investigations.

TIMELINE

Next funding opportunity: 2023 TBD

Previous cycle closed January 2022.

SCORING CRITERIA

Grant applications are evaluated to determine if the project addresses a serious problem that is supported through comprehensive crash data analysis and targets high-risk populations, high-risk behaviors, and high crash locations

EQUITY

Special consideration is given to projects serving high-risk populations

State Funding Programs (continued)

MOBILITY

Active Transportation Program

GRANTOR

California Transportation Commission

DESCRIPTION

The Active Transportation Program (ATP) is a statewide competitive grant application process with the goal of encouraging increased use of active modes of transportation. The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SRTS), into a single program with a focus to make California a national leader in active transportation.

TIMELINE

ATP typically runs on a two year cycle with the next round of applications expected for 2024

Previous cycle closed June 2022

SCORING CRITERIA

Applications are evaluated on benefits to disadvantaged communities, potential to increase users, potential to reduce collisions, extent of public participation and planning, and consistency between the scope and plan

EQUITY

Applications are evaluated on benefits to disadvantaged communities

SB I Local Streets and Roads Program

GRANTOR

California Transportation Commission

DESCRIPTION

SB I dedicates approximately \$1.5 billion per year in new formula revenues apportioned by the State Controller to cities and counties

TIMELINE

Previous cycle closed September 2022

SCORING CRITERIA

Funds are distributed based on a formula. Counties are eligible to apply for additional funding, and Oxnard may have opportunities to partner with Ventura County for work on county-owned roads.

EQUITY

None specified

State Funding Programs (continued)

MOBILITY

SB I Local Partnership Program

GRANTOR
California Transportation Commission

DESCRIPTION
The SB I Local Partnership Program provides formulaic funding for transportation improvement projects to local and regional transportation agencies that have passed sales tax measures, developer fees, or other imposed transportation fees

TIMELINE
2024 TBD
Previous cycle closed November 14, 2022

SCORING CRITERIA
Higher priority will be given to projects with the following criteria: (1) accessibility; (2) air quality and greenhouse gases; (3) community engagement; (4) cost effectiveness; (5) deliverability; (6) projects that leverage funds above the required matching funds amount; (7) safety; (8) system preservation; (9) transportation, lane use, and housing goals; (10) vehicle-miles traveled

EQUITY
Higher priority given to projects addressing accessibility, especially for disadvantaged or historically impacted and marginalized communities

Solutions for Congested Corridors

GRANTOR
California Transportation Commission

DESCRIPTION
The Solutions for Congested Corridors program supports projects that implement specific transportation performance improvements and are part of a comprehensive corridor plan, by providing more transportation choices while preserving the character of local communities and creating opportunities for neighborhood enhancement

TIMELINE
TBD
Previous cycle closed December 2, 2022

SCORING CRITERIA
Applications are scored and selected based on: (1) safety; (2) congestion; (3) accessibility; (4) economic development, job creation and retention; (6) air pollution and greenhouse gas emission reductions; (7) efficient land use; (8) level of matching funds; (9) timely project completion

EQUITY
Special consideration given for projects that increase accessibility for disadvantaged or historically impacted and marginalized communities

State Funding Programs (continued)

MOBILITY

Highway Safety Improvement Program

GRANTOR
Caltrans

DESCRIPTION

The Highway Safety Improvement Program (HSIP) is a federal-aid program to states for the purpose of achieving a significant reduction in fatalities and serious injuries on all public roads. California's Local HSIP focuses on infrastructure projects with nationally recognized crash reduction factors. HSIP funds are eligible for work on any public road or publicly-owned bicycle or pedestrian pathway or trail, or on tribal lands for general use of tribal members that improves the safety for its users.

Note: The City of Oxnard submitted a grant application in September 2022 for two projects: Ventura Road from Teal Club to Wooley Road and Bard Road from Saviers Road to Pleasant Valley Road

TIMELINE

HSIP typically runs on a two-year cycle with the next round of applications expected for 2024
Previous cycle closed September 12, 2022. Awards Announcement expected for January 2023

SCORING CRITERIA

Projects are scored based on the benefit/cost ratio. Funding set-asides are available for certain safety countermeasures or safety improvements when common roadway safety concerns are identified statewide. The benefit/cost ratio calculation may not be required for projects that meet the criteria of the set-asides.

EQUITY

Set-asides for tribal lands; otherwise no additional equity considerations

Sustainable Transportation Planning Grant - Sustainable Communities

GRANTOR
Caltrans

DESCRIPTION

The Sustainable Communities grant funds local and regional multimodal transportation and land use planning projects that further the region's Regional Transportation Plan Sustainable Communities Strategy, contribute to the State's greenhouse gas reduction targets, address the needs of underserved communities, and assist in achieving the Caltrans Mission and Grant Program Objectives. The grant is broken down into Competitive and Formula.

TIMELINE

Applications due March 9, 2023

SCORING CRITERIA

Applications are scored based on criteria including safety, congestion, accessibility, economic development, air pollution and emissions reductions, efficient land use, level of matching funds, and timely project completion

EQUITY

50% of Sustainable Communities Competitive grants are earmarked to benefit underserved communities, which include:

- At or below 80% AB 1550
- At or above 75% free or reduced meals
- At or above 75% CalEnviroScreen 4.0
- At or below 25% California Healthy Places Index
- Regionally/locally-defined underserved communities

State Funding Programs (continued)

MOBILITY, GREENING, AND PLACEMAKING

Affordable Housing and Sustainable Communities Program

GRANTOR

California Strategic Growth Council

DESCRIPTION

The Affordable Housing and Sustainable Communities (AHSC) Program aims to reduce greenhouse gas emissions by funding projects that implement land use, housing, transportation, and agricultural land preservation practices to support infill and compact development and improve connectivity and accessibility to jobs, housing, and services.

The AHSC program funds three project types:

- Transit-Oriented Development
- Integrated Connectivity
- Rural Innovation

TIMELINE

Round 7 applications due March 21, 2023

SCORING CRITERIA

Competitive projects include active transportation and transit improvements and demonstrate greenhouse gas efficiency estimated by the total greenhouse gas emission reductions per dollar

EQUITY

Projects located in or benefiting disadvantaged communities may receive priority for funding. Disadvantaged communities are defined as one of the following:

- Census tracts receiving the highest 25% of overall scores in CalEnviroScreen 4.0
- Census tracts lacking overall scores in CalEnviroScreen 4.0 due to data gaps but receiving the highest 5% of CalEnviroScreen 4.0 cumulative pollution burden scores
- Census tracts identified in the 2017 DAC designation as disadvantaged, regardless of their scores in CalEnviroScreen 4.0
- Lands under the control of federally recognized Tribes

Transformative Climate Communities Program

GRANTOR

California Strategic Growth Council

DESCRIPTION

The Transformative Climate Communities (TCC) Program empowers communities most impacted by pollution to choose their own goals, strategies, and projects to reduce greenhouse gas emissions and local air pollution. The TCC program includes planning, project development, and implementation grants:

- Planning grants fund planning activities to support disadvantaged communities in preparing for future funding opportunities
- Project development grants fund pre-development and basic infrastructure activities to support disadvantaged communities to meet their climate and community resilience goals
- Implementation grants fund neighborhood-level proposals that include multiple coordinated projects to reduce greenhouse gas emissions and achieve other community benefits

TIMELINE

Round 5 Notice of Funding Opportunity is anticipated for March 2023 with applications due Summer 2023

SCORING CRITERIA

Competitive Planning and Implementation projects address several of the following elements: community engagement, displacement avoidance, workforce development and economic opportunities, climate adaptation and resilience, leverage funding, data collection and indicator tracking.

Competitive Project Development projects identify a clear community vision and consider feasibility (including long-term operations and maintenance).

EQUITY

Communities ranked in the top 25% of CalEnviroScreen are prioritized for funding

State Funding Programs (continued)

GREENING AND PLACEMAKING

Recreational Trails Program

GRANTOR

California Department of Parks and Recreation

DESCRIPTION

The Recreational Trails Program (RTP) provides annual funding for recreational trails and trails-related projects for non-motorized and motorized projects. Eligible projects include acquisition of easements, development and rehabilitation of trails, and construction of new trails. In addition, eligible motorized projects also include maintenance of existing trails, purchase and lease of trail construction and maintenance equipment, assessment of trail conditions for accessibility and maintenance, and educational programs.

TIMELINE

Future funding timeline TBD

Applications were due April 7, 2022 for federal fiscal years 2021, 2022, and 2023

SCORING CRITERIA

Competitive projects clearly describe how deficiencies are specifically addressed and how the project will provide access to all modes, with an emphasis on users with disabilities

EQUITY

Projects that provide equitable access, particularly to users with disabilities, receive additional points in the scoring criteria

Statewide Park Development and Community Revitalization Program

GRANTOR

California Department of Parks and Recreation

DESCRIPTION

The Statewide Park Program competitive grants aim to create new parks and new recreation opportunities in critically underserved communities across California. Funded projects develop and/or acquire land to create a new park, expand an existing park, or renovate an existing park.

TIMELINE

2022/2023 timeline TBD

Previous 2021/2022 cycle applications were due July 14, 2021

SCORING CRITERIA

Competitive projects address a critical lack of park space in areas with significant poverty and include community-based planning where park design is informed by resident engagement

EQUITY

Projects located in areas with significant poverty with a critical lack of park space receive additional points in the scoring criteria

State Funding Programs (continued)

GREENING AND PLACEMAKING

Land and Water Conservation Fund

GRANTOR

California Department of Parks and Recreation

DESCRIPTION

The Land and Water Conservation Fund (LWCF) provides grants for the acquisition or development of public outdoor recreation features and areas. Eligible projects include creation of a new park, expansion of an existing park, creation of a wildlife corridor that supports public viewing and outdoor recreational use, addition of recreation features (e.g. courts, fields, restrooms, lighting), and creation of a recreational/active transportation trail that connects neighborhoods to workplaces, schools, homes, and other recreational opportunities.

TIMELINE

Applications due June 1, 2023

SCORING CRITERIA

Higher priority will be given to projects that clearly define an unmet need, place new acreage under LWCF protection, and serve a park deficient or economically disadvantaged area

EQUITY

Projects that serve a disadvantaged area receive additional points under the scoring criteria. Disadvantaged areas are defined based on the Community FactFinder Report and/or the Park Access Tool Report, and include the following:

- Project creates a new park in an area with no other parks within a half-mile radius
- Project area's half-mile radius has a median household income that is at or less than 80% of state average
- Project is in a city or county that has more than the state average of residents living further than a half-mile from a park
- Project is in a city or county with a higher percentage than the state average of residents living in areas with a ratio of less than three acres of parkland per 1,000 people

Urban and Community Forestry Grant

GRANTOR

CAL FIRE

DESCRIPTION

CAL FIRE's Urban and Community Forestry Grant Program provides funding to projects that help create a sustainable urban forest, increase the long-term benefits from urban trees, improve the public's understanding and appreciation of urban trees, and advance urban forest management and tree care. Eligible project types must focus on urban forest expansion and improvement, management activities, or education and workforce development.

TIMELINE

2022/2023 timeline TBD

Previous 2021/2022 cycle applications were due July 14, 2021

SCORING CRITERIA

2022/2023 guidelines and resources will be released in early 2023

EQUITY

Special consideration is given to projects serving disadvantaged and/or low-income communities

State Funding Programs (continued)

GREENING AND PLACEMAKING

Environmental Enhancement and Mitigation Grant Program

GRANTOR

California Natural Resources Agency

DESCRIPTION

The Environmental Enhancement and Mitigation grant program is an annual program to fund projects that directly or indirectly relate to the environmental impact of modifying existing transportation facilities or for the design, construction, or expansion of new transportation facilities. Eligible projects include:

- Urban forestry projects to offset vehicular emissions of carbon dioxide
- Acquisition or enhancement of resource lands to mitigate the loss of land acquired for transportation improvements
- Mitigation projects beyond the scope of the lead agency assessing the environmental impacts of a proposed transportation improvement

TIMELINE

2023 timeline TBD

SCORING CRITERIA

Competitive urban forestry projects clearly define the connection between the related transportation facility and proposed project and propose plantings that require minimal maintenance.

Competitive land acquisition projects propose resource lands that protect natural systems, contain rare/endangered species, serve as wildlife corridors, or protect agricultural lands.

Competitive mitigation projects provide maximum environmental benefits over the long term and serves the greatest geographic area and/or number of people.

EQUITY

Special consideration is given to projects serving disadvantaged and /or low-income communities

Urban Greening Grant Program

GRANTOR

California Natural Resources Agency

DESCRIPTION

The Urban Greening program funds projects that promote a long-term approach to addressing climate change to improve the environment. Eligible projects include:

- Tree-canopy/shade trees
- Bioswales and rain gardens to mitigate stormwater runoff
- Green streets and alleyways

TIMELINE

The program anticipates one funding cycle, but the final number of funding cycles depend on the number of competitive applications

The first funding cycle is closed and awards announcement anticipated March 2023

SCORING CRITERIA

Competitive applicants will propose projects that reduce greenhouse gas emissions, expand/enhance parks and green spaces, and achieve multiple benefits

EQUITY

Special consideration is given to projects located in or benefiting disadvantaged communities (defined as the top 25% scoring census tracts in CalEnviroScreen 4.0 or census tracts with median household incomes at or below 80% of statewide average)

State Funding Programs (continued)

GREENING AND PLACEMAKING

Storm Water Grant Program

GRANTOR

California State Water Resources Control Board

DESCRIPTION

The Storm Water Grant Program funds projects that promote the beneficial use of stormwater and dry water weather runoff in California. Green infrastructure projects, including green street medians, green roofs, and porous/previous pavement, are eligible.

TIMELINE

Details for the next round of funding, if any, are unknown

Round 2 implementation projects were awarded in February 2021

SCORING CRITERIA

Not specified

EQUITY

Not specified

Sustainable Transportation Planning Grant - Climate Adaptation

GRANTOR

Caltrans

DESCRIPTION

The Climate Adaptation Planning Grant Program funds local and regional identification of transportation-related climate vulnerability through the development of climate adaptation and project-level adaptation planning to identify project and strategies to develop climate resilient transportation infrastructure.

TIMELINE

Applications due March 9, 2023

SCORING CRITERIA

Competitive applicants will propose projects that align with existing plans (e.g. climate action plans), collaborate with diverse stakeholders, consider adaptation needs of environmental resources (e.g. beaches or wetlands) near the transportation system, and/or consider public access and complete streets

EQUITY

50% of Sustainable Communities Competitive grants are earmarked to benefit underserved communities, which include:

- At or below 80% AB 1550
- At or above 75% free or reduced meals
- At or above 75% CalEnviroScreen 4.0
- At or below 25% California Healthy Places Index
- Regionally/locally defined underserved communities

State Funding Programs (continued)

GREENING AND PLACEMAKING

Adaptation Planning Grant Program

GRANTOR

Governor's Office of Planning and Research

DESCRIPTION

The Adaptation Planning Grant program provides funding to provide communities with the resources to identify climate resilience priorities and support the development of a pipeline of climate resilience infrastructure projects across the state. Activities eligible for funding must fall into the four phases outlined in the 2020 California Adaptation Planning Guide:

- Explore, Define, and Initiate
- Assess Vulnerability
- Define Adaptation Framework and Strategies
- Implement, Monitor, Evaluate, and Adjust

TIMELINE

Applications due March 31, 2023

SCORING CRITERIA

Higher priority will be given to projects that address community need and adaptive capacity by outlining a process to identify planning activities based on the needs of vulnerable communities and prioritizing projects based on feasibility

EQUITY

Special consideration is given to projects serving disadvantaged and /or low-income communities

Extreme Heat and Community Resilience Grant Program

GRANTOR

Governor's Office of Planning and Research

DESCRIPTION

This program will help communities prepare for the impacts of extreme heat. Eligible projects will include, but are not limited to, developing heat action plans, providing mechanical or natural shade, increasing building and surface reflectance, providing passive or low-energy cooling, and promoting evaporative cooling.

TIMELINE

TBD

SCORING CRITERIA

Scoring criteria are not yet available

EQUITY

Not yet specified

State Funding Programs (continued)

GREENING AND PLACEMAKING

Regional Resilience Planning and Implementation Grant Program

GRANTOR

Governor’s Office of Planning and Research

DESCRIPTION

The Regional Resilience Planning and Implementation Grant Program funds projects to help address local, regional, and tribal climate resilience needs and build a pipeline of climate resilient planning and implementation projects at the regional scale.

TIMELINE

Notice of Funding Opportunity anticipated for Spring 2023

Awards announcement expected for Summer 2023.

SCORING CRITERIA

The draft grant guidelines indicate that applications will be scored on a “Poor” to “Excellent” scale based on meeting the eligibility and technical requirements, overall relationship to statewide planning efforts, and articulating a concrete work plan and project timeline.

EQUITY

25% of grant funds are intended for disadvantaged communities (defined by the applicant)

Local and Regional Funding Programs

MOBILITY

Go Human Mini-Grant Program

GRANTOR

Southern California Association of Governments (SCAG)

DESCRIPTION

The Go Human Mini-Grant Program aims to build street-level community resiliency and increase street safety, particularly for people most harmed by traffic injuries and fatalities. Community-based organizations, non-profits, and social enterprises are eligible to apply for mini-grants; the City of Oxnard may have an opportunity to support and partner with applicants.

TIMELINE

The next funding cycle is TBD

The 2022 funding cycle closed April 2022

SCORING CRITERIA

Competitive applicants are able to demonstrate project cost effectiveness

EQUITY

Funding is distributed to prioritize equity, particularly within communities that have been historically dis-invested or in disadvantaged communities

Local and Regional Funding Programs

MOBILITY

Sustainable Communities Program

GRANTOR

Southern California Association of Governments (SCAG)

DESCRIPTION

The SCAG Sustainable Communities program provides direct technical assistance to SCAG member jurisdictions to complete planning and policy efforts that enable implementation of the regional Sustainable Communities Strategy. Grants are available in four categories:

- Civic Engagement, Equity & Environmental Justice
- Smart Cities & Mobility Innovations
- Housing & Sustainable Development
- Active Transportation & Safety

TIMELINE

Civic Engagement, Equity & Environmental Justice Notice of Funding Opportunity anticipated early 2023 with applications tentatively due Spring 2023. Awards are anticipated Spring-Summer 2023.

Other application categories closed in 2020-2021

SCORING CRITERIA

Competitive applicants for the upcoming Civic Engagement, Equity & Environmental grant program focus on inclusive & equitable engagement, which includes engaging with priority populations (see definition under Equity considerations below) and inclusive, diverse & equitable engagement

EQUITY

SCAG has identified Priority Populations for this funding category, which include:

- SB535 Disadvantaged Communities (CalEnviroScreen 4.0)
- SCAG Communities of Concern
- TCAC/HCD Opportunity Areas
- AB 1550 Communities

Congestion Mitigation and Air Quality, Transportation Development Act, and SB 1 State of Good Repair Joint Grant Program

GRANTOR

Ventura County Transportation Commission (VCTC)

DESCRIPTION

VCTC funds projects that mitigate congestion and reduce vehicle emissions (Congestion Mitigation and Air Quality); foster an increase in transit ridership, bicycling, or walking (Transportation Development Act Article 3 Bicycle and Pedestrian); and implement capital projects that maintain transit assets in a state of good repair (SB 1 State of Good Repair).

Note: The City of Oxnard submitted a successful application to install Accessible Pedestrian Signals throughout the city in the last call of projects.

TIMELINE

2023 TBD

Previous cycle closed September 23, 2022

SCORING CRITERIA

For transit projects, the majority of points are awarded for “Air Quality Improvements and Special Considerations”.

For non-transit projects, the majority of points are awarded for “Air Quality Improvements and Special Considerations” and “Network Connectivity Including Multi-Jurisdictional/ Multi-Agency/Multi-modal Projects”.

EQUITY

The Air Quality Improvements and Special Considerations criterion provides the flexibility and opportunity for applicants to discuss ways in which the proposed project will benefit City/ County residents; for example: improving air quality, reducing VMT, serving older areas without recent improvements, reducing speeds, making major improvements to accessibility and/or to serve lower income residents.

Potential Private Funding Sources

MOBILITY, GREENING, AND PLACEMAKING

Development Fees

The City has development fees to fund various types of infrastructure, which could be expanded to include fees assessed for transportation impacts. For example, a fee may be adopted for each PM peak hour trip that is generated by a project. This funding can be combined with funds from other projects to establish a source of funds to construct the improvements that are on an adopted project list, which can include a variety of projects that serve several travel modes. Oxnard's Mobility Fee Program could be updated to include a broader array of sustainable transportation projects.

Development Agreements

The City negotiates development agreements on a case-by-case basis to specify the standards and conditions that will govern development of a property. As new developments are proposed, the City could negotiate with developers to contribute towards the funding of mobility, greening, and placemaking improvements or for developers to implement such improvements themselves.

Business Improvement Districts

Business Improvements Districts (BID) are a collaboration between business owners in a defined area to pool funding for agreed-upon improvements in the district. Improvements generally focus on beautification and improving access for customers. In addition to marketing, public safety, and street cleaning/maintenance, BIDs could fund landscaping and trees, sidewalk improvements, and pedestrian crossing enhancements.

Public Private Partnership

Innovative walking and biking projects can be implemented with the assistance and funding from private entities. These types of projects may or may not occur in the public right-of-way and support the investments made by a city to encourage more use of the facilities.

These projects may include green streets and pedestrian plazas, bike share programs, scooter-share programs, EV circulator shuttles, EV charging infrastructure, and multi-use trails. One example is the sponsorship of Santa Monica's temporary Breeze bicycle sharing program by Hulu which ran for about five years before ending service in 2020.

Evaluation

An ongoing evaluation program helps to inform future project development and allows the City to understand how it is performing relative to the goal of encouraging sustainable modes of travel and increasing urban greening. In addition, an evaluation program can serve as an important educational tool to communicate the City of Oxnard's progress towards achieving the goals of the STP and to encourage community members to get involved.

Performance Metric	Purpose	Source
<u>MOBILITY</u>		
Collision Trends	Track safety trends, particularly for collisions involving people walking and biking	Annual Traffic Safety Report (from the Oxnard Local Road Safety Plan)
Miles of installed bicycle facilities by class	Track progress towards enhancing bicycle infrastructure and filling bicycle network gaps	Department of Public Works
Percent of Oxnard residents who are within walking distance of shared e-scooters, e-bikes, and/or neighborhood EVs	Track progress toward expanding clean vehicle infrastructure	Department of Public Works
Number of pedestrian projects (e.g. high-visibility crosswalks, upgraded curb ramps, flashing beacons, pedestrian signals)	Track progress towards enhancing pedestrian infrastructure and filling pedestrian network gaps	Department of Public Works
Percent of people who walk, bike, and ride transit to work by neighborhood	Track trends to assess impact of improvements and help prioritize improvements	U.S. Census American Community Survey
Percent of transit riders who walk and bike to transit by neighborhood or council district	Track demand for first/last mile connections to help prioritize improvements	Gold Coast Transit District Passenger Survey
<u>PLACEMAKING AND GREENING</u>		
Number of artful streetscape elements (e.g. murals, artful crosswalks, or artful utility boxes)	Track progress towards increasing community-based art citywide	Department of Parks & Recreation, Cultural Arts Commission, and/or Community Organizations
Wayfinding program coverage	Track progress towards providing adequate wayfinding information to people on foot and on bicycle	Department of Public Works
Number of stormwater retention projects (e.g. bioswales, permeable pavement, median landscaping) by neighborhood or council district	Track progress towards increasing stormwater retention features citywide	Department of Parks & Recreation
Number of trees planted by neighborhood or council district	Track progress towards increasing shade coverage citywide	Department of Parks & Recreation

Appendices



Appendix A: Community Engagement Plan

Appendix B: Community Engagement Summaries

Appendix C: Cost Estimates



Appendix A

Community Engagement Plan



Community Engagement Plan



Oxnard Sustainable Transportation Plan

Revised: October 28, 2021

Contents

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- 11** Performance Metrics
- 12** Project Brand

Outreach Goals



This Plan lays out our team's strategy for engaging the Oxnard community during the preparation of the Sustainable Transportation Plan. The project team will use this as a guiding document, referring back to it to track progress and check that the original project intent is being met. This Plan is a "living document" that will be updated with lessons learned from focus groups and initial outreach meetings.

The goals of the outreach strategy are to:

- Invite a broad spectrum of stakeholders into the project process, inclusive of all ages, languages spoken, neighborhoods, and socio-economic status.
- Ensure that underserved communities; particularly in communities where English is a second language, where incomes are lower, and where car ownership is below average, are actively involved in the process.
- Create a fun process that is memorable, meaningful, and easy-to engage with.
- Empower residents and community members to take part in shaping the final Plan.
- Rely on quantifiable inputs that guide project decisions and build support for the Plan.
- Educate and inform Oxnard residents and stakeholders about the project.

Community Touch Points

Focus Groups 

Advisory Committee 

Workshops/Demonstration Projects 

Workshops-in-a-Box 

Project Website 

Promotion/E-blasts 

Engagement Topics

Build project awareness



Develop plan goals and vision



Review outreach methods



Identify issues and opportunity areas



Review preliminary project ideas



Prioritize proposed projects



Review draft Plan



Strategies / Lessons Learned



Overview

This section provides an overview of key outreach strategies and lessons learned. These strategies stem from the project team and the City's collective knowledge and experience of engagement with Oxnard residents and community members. In addition to the outreach goals on the previous page, the following strategies guide our engagement approach.

- Make Project Materials & Language Accessible
- Translation and Interpretation are Necessary at Every Level
- Engage CBOs
- Engage Youth
- Engage Underserved Communities
- Avoid Meeting Fatigue
- Respond to COVID-19 Safety Protocols

Make Project Materials & Language Accessible

For outreach efforts in Oxnard, it is important to ground engagement and outreach efforts in community knowledge and make sure materials, messaging, and outreach are accessible to community members. This includes how we frame and present the project to residents who will not have a technical background. The framing of the project includes language used to advertise and promote participation in the project. The level of involvement in a project often coincides with community members' ability to understand the project's purpose. All outward facing materials will:

- Keep language short and sweet;
- Use clear and easy to understand text; avoid planning jargon
- Use graphics and diagrams
- Consider colorblind legibility
- Be available in Spanish

Translation and Interpretation are Necessary at Every Level

Building community member participation requires implementation strategies that promote participation from all residents. In the City of Oxnard, we must consider the implication of conducting engagement with Spanish-speaking and Mixteco communities. The project team will need to create meeting platforms and multilingual processes that create spaces that promote participation from these community residents. In addition to making all project materials available in Spanish, the project team will bring Spanish and Mixtec speaking representatives to help facilitate workshops/demonstration projects. MICOP will be engaged to provide Mixteco/indigenous translation as necessary.

Engage CBOs

Community organizations also play a crucial role in implementing an effective engagement strategy. For many parts of Oxnard, community-based organizations have strong relationships with residents whom the City cannot or has not yet reached. Partnering with non-profits and CBOs encourage relationship-building between the City and residents, as there are limitations to the project team's ability to build long-term relationships with residents. As community-based organizations have relationships with residents, the project team can learn how each organization reaches the residents they work with and understand the engagement strategies in day-to-day organizing efforts with residents of Oxnard. Communicating and engaging with these community organizations can further increase their participation and support of outreach efforts. Kearns and West will contact CBOs identified in the Stakeholder List and invite them to participate in the process.

Engage Youth

Youth can provide key insight to conditions on the ground, especially around schools and other key destinations. A partnership with Oxnard City Corps, Oxnard Police Activities League, or a key youth organization will provide a captive youth audience for engagement. This may involve reaching out directly to a youth organizer that can interface with high-school aged youth to help staff workshop/demonstration projects. The project team can train youth to help with workshop installation and facilitation. A workshop-in-a-box could also be held with a youth organization. Youth organizers will also be invited to attend and participate in the Advisory Committee meetings.

Engage Underserved Communities

Underserved communities typically lack access to resources and suffer from a combination of economic, health, and environmental burdens. For this plan, underserved communities include areas where English is a second language, incomes are lower, and car ownership is below average. These areas will be identified by Fehr & Peers. Community based organizations such as MICOP and CAUSE will also be engaged to strategize outreach towards underserved communities and farmworkers. At least one of the three workshops/demonstration projects will be located in an underserved community of interest. A workshop-in-a-box could also be held in these communities. Publicity should be sent to these neighborhoods.

Strategies / Lessons Learned (Continued)



Avoid Meeting Fatigue

All engagement touch points will be coordinated with other existing efforts (BikeVentura, CAAP, Oxnard Housing Element, Oxnard LRSP, and other efforts to be identified from Focus Groups) to avoid meeting fatigue. Meetings from other efforts will be consolidated when possible. Meeting hosts will bring energy and enthusiasm to meetings to hold the attention of the audience. For virtual meetings, a familiar and accessible platform such as Zoom will be used. Because there are a number of projects happening concurrently in the City, it is important to host creative, fun, and non-traditional interactions. This could mean piggy backing off other existing community events. People should also be able to participate on their own time (e.g. in a socially distanced manner and/or in short increments that don't require a lot of time). Incentives are great tools to increase turnout; the team may partner with local businesses to raffle a prize for participation, if budget allows.

Respond to COVID-19 Safety Protocols

Due the unknown nature of the COVID-19 pandemic, this engagement plan provides a flexible approach, offering options for engagement and interactions that support various comfort levels for social distancing (see page 7). The Focus Groups and Advisory Committee meetings will be held virtually.

Avoiding 'Plannerese'

The project team will ensure that front-facing collateral does not include overly technical language or jargon. The goal is invite everyone to participate by creating content that is easy-to-understand and friendly to multiple audiences, especially those unfamiliar with urban planning terminology. While the exact wording will depend on the context, audience, and format, a few examples include:

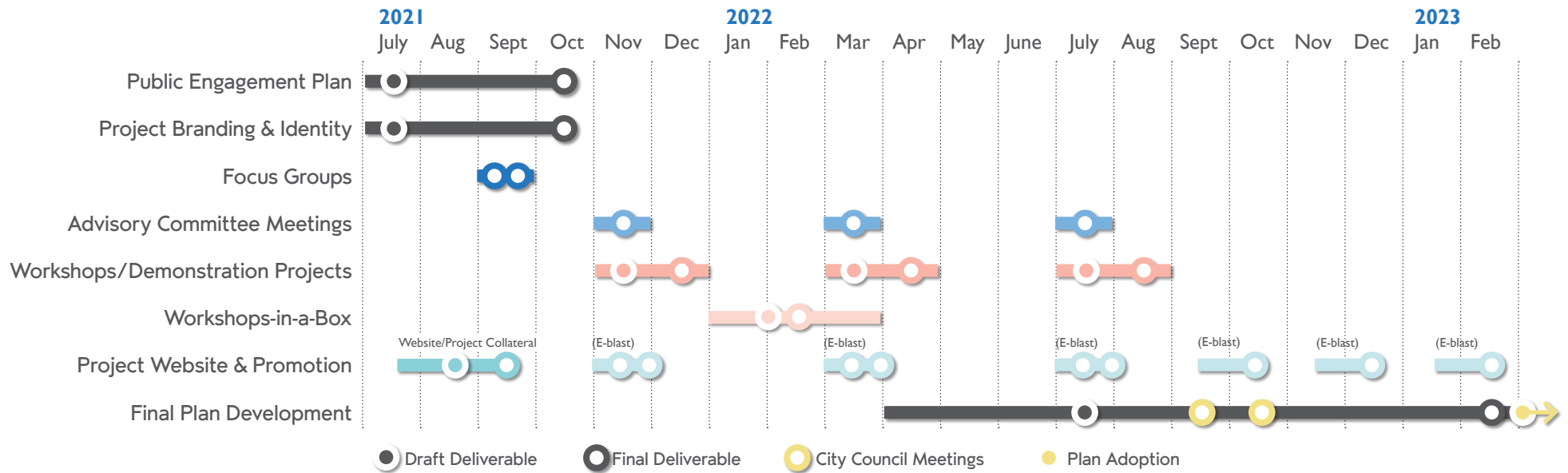
Instead of saying...

Cyclists...
Pedestrians...
Sustainable transportation modes...
Sustainability...
Greening...
Sense of place / placemaking...
Living street...
Activity centers...
Tactical urbanism...
Community engagement/outreach...
Livability...
Road diet...
Mobility...

Consider using...

People [who are] riding bicycles
People [who are] walking
Walking, biking, and other human-powered modes of travel
Strategies that help to protect the environment
Trees and planting
Street design that is welcoming, appealing, and makes people feel safe
A street that has trees and planting along its length
Areas in Oxnard where there are a lot of people walking, biking, and shopping
Quick and low-cost designs that help to improve the city / the street
When we speak with people about the project in community meetings and workshops / participation by the community / community collaboration
Elements in a city that improve quality of life, such as good sidewalks, bike lanes, street trees, bus shelters, etc.
Reducing the number of traffic lanes on the street to make room for sidewalks, bike lanes, and other elements
The ways we get around the city, for example walking, biking, and taking the bus / the ability of people to move easily around the city

Outreach Calendar



The calendar above will help keep our team on track. Preparation for each large outreach meeting will begin at least two months in advance to ensure adequate time to generate materials and promote each event.

Focus Groups & Advisory Committee Meetings



Roles & Responsibilities

	FOCUS GROUP ①	FOCUS GROUP ②	ADVISORY COMMITTEE ①	ADVISORY COMMITTEE ②	ADVISORY COMMITTEE ③
PROJECT TEAM	<ul style="list-style-type: none">• Introduce the Sustainable Transportation Plan• Lead discussion on draft goals and objectives and draft Community Engagement Plan	<ul style="list-style-type: none">• Present existing conditions analysis, plan framework, and Community Engagement Plan• Lead discussion on plan goals and objectives	<ul style="list-style-type: none">• Introduce the Sustainable Transportation Plan and Advisory Group Protocol*• Present draft concepts for workshop #1	<ul style="list-style-type: none">• Present project status updates, preliminary project ideas, workshop #1 findings• Present draft concepts for workshop #2	<ul style="list-style-type: none">• Present project status updates, revised alternatives, workshop #2 findings• Present draft Sustainable Transportation Plan• Present draft concepts for workshop #3
INVITEES	<ul style="list-style-type: none">• Provide input on draft goals and objectives and initial outreach methods• Provide input on Advisory Committee invite list	<ul style="list-style-type: none">• Provide input on existing conditions analysis, plan framework, and plan goals and objectives	<ul style="list-style-type: none">• Provide input on preliminary project ideas	<ul style="list-style-type: none">• Provide input on revised project alternatives	<ul style="list-style-type: none">• Provide input on draft Plan• Identify project advocates or implementation partners
	<ul style="list-style-type: none">• Provide input on Community Engagement Plan➔		<ul style="list-style-type: none">• Provide input on draft workshop concepts and outreach performance metrics➔		
	<ul style="list-style-type: none">• Provide publicity support; drive traffic to engagement activities➔				

Kearns & West will lead two Focus Groups and three Advisory Committee meetings. The two initial Focus Groups are intended to serve as listening sessions to gather initial thoughts on goals, visioning and input on outreach methods. The Advisory Committee will provide: input on workshop and demonstration project concepts; publicity support; and input on project ideas, draft concepts, and the draft plan. Roles and responsibilities for each meeting are outlined above.

FOCUS GROUPS

Provide feedback on Community Engagement Plan
Develop goals and objectives

ADVISORY COMMITTEE

Review project ideas, provide technical feedback
Provide input on the draft plan

*The Advisory Group Protocol document will outline objectives, roles, schedule, and responsibilities for Advisory Committee meetings. The document will be developed by Kearns & West.

Workshops & Demonstration Projects



Workshops and Demonstration Projects

The project team will develop three tactical urbanism workshops/demonstration projects. The workshop demonstration projects will be designed by Here LA. Facilitation of workshops will be carried out by Fehr and Peers and Kearns and West. Although the workshops will be further developed as the Plan progresses, an outline of the concepts is included on page 7. The workshops will focus on gathering both qualitative and quantitative data to guide project decisions and build support for the plan. A graphic summary of findings will be provided within 2 weeks following each workshop event. All engagement mechanisms will be fun, interactive, inviting for youth to participate, and accessible. Workshops will be held in areas where people naturally gather or frequent to increase visibility and grab the attention of passerbys. The workshops will also be held during an appropriate time of day when community members are likely out and about.

Guiding Principles

- 1 Conduct workshops in the field to reach non-traditional audiences**
- 2 Gather qualitative and quantitative data to guide project decisions**
- 3 Accessible for all ages, languages spoken, and abilities**
- 4 Provide light touch engagement opportunities for socially distanced interaction**
- 5 Limit use of complex language; avoid planning jargon**
- 6 Colorful, eye-catching, and fun**

Workshop-in-a-Box

Here LA will develop materials for a workshop-in-a-box, allowing City staff and other members of the project team (where budget allows) to hold additional conversations with community members. The workshop-in-a-box will include a presentation that provides an overview of the plan, an overview of active transportation, and an interactive activity to gather data for the plan. The workshop-in-a-box could engage specific groups such as seniors and youth and can be held at regular standing community meetings. The benefit of using the workshop-in-a-box is that all of the inputs will be able to be compiled and aggregated, providing a single set of key takeaways. The project team will host one workshop-in-a-box facilitation training for City staff.

City staff will conduct up to 5 workshops-in-a-box at standing meetings in Oxnard. Workshop-in-a-box meetings should also be coordinated with pop-ups to encourage wider City participation. Based on conversations with local CBOs, the following groups may be considered for these workshops.

- Parent groups/local schools
- MICOP monthly mensuales
- Bike Ventura Youth Group in La Colonia
- 805 AAPI Solidarity
- BLM Ventura

Potential Outreach Locations

Based on conversations with Community-Based Organizations, the following locations were recommended as potential sites for workshops, meetings, and publicity. The team will consider leveraging these locations during future outreach efforts:

- Bike Ventura community bike shop
- Centerpointe Mall
- Channel Island Harbor
- Local Oxnard parks
- Oxnard City College & CSUCI
- Oxnard Transit Center
- Port Hueneme Beach
- MICOP monthly mensuales
- Soccer games (e.g. at Del Sol Park)
- Swapmeet at Ventura College
- The Collection

Workshops & Demonstration Projects (Continued)



Workshop 1 - Visioning

Purpose

- Introduce the Sustainable Transportation Plan to Oxnard residents and community members.
- Generate overarching visions and goals.
- Identify geographic issue areas.
- Educate community members about sustainable transportation.

Engagement Concept

- A community generated art piece such as a mural or sculpture. Community members will respond to a question by adding to the art piece. The resulting piece will be a visual display of community goals and visions.
- Socially distanced interaction: A QR code will be on display for participants to respond to the same prompt via their mobile device. The project team will add to the art installation for QR code participants.

Location

- Centrally located area with high foot traffic, ideally in partnership with another event or festival.
- Locations to be suggested by Focus Group.

Duration

- 1/2 day (4 hours) at event or festival.
- Or 3 high foot traffic locations in different neighborhoods, 2 hours each (6 total hours).

Workshop 2 - Refinement

Purpose

- Test draft project ideas & vet preliminary designs with the community.
- Build project awareness, drive people to the project website to interact with an online map.

Engagement Concept

- Tactical build out of up to 2 design concepts with temporary informational signage and opportunities to provide feedback. The tactical build out will be a 1/2 day pilot installation.
- Socially distanced interaction: Self guided walking tour with temporary signage displaying example improvements to the street. Participants respond to prompts via a text-to-vote response system. Community based organizations within the Advisory Committee will be activated to lead and engage community members to participate in the walking tour.

Location

- At up to 2 high priority intersections or blocks. This could be locations with high pedestrian and bicycle involved collisions, or locations naturally frequented by people.

Duration

- 1/2 day (4 hours) for tactical build out.
- 2 week period for self guided walking tour.

Workshop 3 - Prioritization

Purpose

- Prioritize proposed projects in the draft Sustainable Transportation Plan.
- Demonstrate a proposed project in the draft Sustainable Transportation Plan.
- Build project awareness and drive people to the project website.

Engagement Concept

- Tactical build out of a proposed project with interactive opportunities to prioritize proposed projects identified in the draft plan. The tactical build out will be a 1/2 day demonstration project and may be semi-permanent as budget and concept allows.
- Socially distanced interaction: Augmented Reality scenes in real space, where participants would be able to view (through a personal mobile device) three to five proposed recommendations in its setting in situ. Through this Augmented Reality interface, participants would be prompted to vote and provide thoughts about the proposed recommendations that come to life before their eyes.

Location

- At a proposed project location in the draft Sustainable Transportation Plan where people also naturally gather.

Duration

- 1/2 day (4 hours) for pop-up.
- 1 week period for Augmented Reality experience.

Project Website



Overview

The project website will be the go-to resource for the community. The purpose of the website is to disseminate information and provide project updates. The website will have a clean and clear look that is consistent with the City website layout and follows the established brand. The website will be hosted by the City. Kearns and West will support the development of the website. The website will be updated throughout the plan process to feature upcoming events, project updates, and resources. Website updates will occur five times throughout the plan process and will be coordinated with e-blasts, upcoming events, and key milestones. Copy and collateral for the website will be provided 2 weeks in advance of publication.

Map Atlas Story Map

The website will also hold an interactive Map Atlas, to be developed by Fehr and Peers. Visitors of the Map Atlas will be able to review findings from the existing conditions analysis, and provide location based comments for the project team. The prompt for the location based comments will be coordinated with workshop/demonstration project #1.

The mockup shows a website for the City of Oxnard. The header includes the City of Oxnard logo and a navigation menu with links: Government, Residents, Business, Visitors, Services, Departments, News, and Calendar. The main heading is "Inviting Image" followed by "Oxnard Sustainable Transportation Plan". On the left, there is a search bar and three sections: "Home", "Meeting Information" (with links to "Workshop #1 Summary" and "Advisory Committee Meeting Minutes"), and "Resources" (with links to "Project infosheet", "Draft Plan", and "Background Documents"). The right side features an "Upcoming Events" section with fields for Date, Where, and Event Description. Below this is a section titled "What is the Oxnard Sustainable Transportation Plan?" with two lines for text input. Further down are two columns: "Why Participate?" with four lines for text input, and "Join the Project" with fields for Name, Email, and a text area for "Comments for the team". At the bottom, there is a large section titled "Map Atlas Story Map" with a downward-pointing chevron icon.

City of OXNARD CALIFORNIA

Government Residents Business Visitors Services Departments News Calendar

Inviting Image

Oxnard Sustainable Transportation Plan

Type a search term and hit enter...

Home

Meeting Information

Workshop #1 Summary

Advisory Committee Meeting Minutes

Resources

Project infosheet

Draft Plan

Background Documents

Upcoming Events

Date: _____

Where: _____

Event Description: _____

What is the Oxnard Sustainable Transportation Plan?

Why Participate?

Join the Project

Name: _____

Email: _____

Comments for the team

Map Atlas Story Map

⌵

Oxnard 311 - Report A Problem

Promotion



Project Collateral

Various marketing materials will be prepared to publicize the project and raise awareness. Materials will be formatted as appropriate for large format boards, letter size prints, postcard takeaways, email pngs, and social media jpeg/gifs. Project infosheets, workshop collateral, and templates for e-blasts and social media posts will also be designed.

E-Blasts & Social Media

Six e-blasts will occur throughout the duration of the plan. E-blasts will provide project updates, notifications, and promote upcoming workshops via established email listservs and the stakeholder list included in this Engagement Plan. The campaign will also include social media posts to Facebook, Instagram, Twitter, and Nextdoor. The Focus and Advisory Groups will also be activated to send collateral to their respective organizations and contacts. E-blasts will be sent 1 month in advance of workshops and another could also be sent 1 week prior to events as a follow up reminder. Kearns and West will create and manage publicity and the City will disseminate the information. Social Media content, including graphics, copy, and date/time of publication will be provided to the City one week in advance of publication date.

Example Social Media Posts

1. Project Kick-off

The City of Oxnard is working on a plan to improve the experience for people walking and biking. Come build a community art piece at our first workshop! Visit bit.ly/OxnardSTP for more for info.

2. Workshop #2

Come check out a temporary installation of example infrastructure improvements and let us know what you think. Can't make it? Take a self guided walking tour and text to vote your support for project ideas.

3. Workshop #3

Mark your calendars! Let us know which projects are your top priority and visit us as the next workshop. You can also experience the projects in Augmented Reality!

4. Project Update

Development of the City of Oxnard's Sustainable Transportation Plan is underway! Your input is an important part of the plan and is influencing project decisions. Here's what we heard so far... (Outreach summary)

5. Draft Plan

Take a look at the draft Sustainable Transportation Plan! Let us know what you think.

6. Final Plan

The final Oxnard Sustainable Transportation Plan is here! Here are next steps.

City Social Media Handles

City of Oxnard

<https://www.oxnard.org/>
[f https://www.facebook.com/CityofOxnard](https://www.facebook.com/CityofOxnard)
[@ https://www.instagram.com/cityofoxnard_official](https://www.instagram.com/cityofoxnard_official)
[t https://twitter.com/CityofOxnard](https://twitter.com/CityofOxnard)
[n https://nextdoor.com/city/oxnard-ca/](https://nextdoor.com/city/oxnard-ca/)

Oxnard Police Dept

<https://www.oxnardpd.org/>
[f https://www.facebook.com/OxnardPD](https://www.facebook.com/OxnardPD)
[@ https://www.instagram.com/oxnardpolice](https://www.instagram.com/oxnardpolice)
[t https://twitter.com/OxnardPolice](https://twitter.com/OxnardPolice)

Oxnard Fire Dept

<https://www.oxnard.org/fire-department>
[f https://www.facebook.com/oxnardfiredepartment](https://www.facebook.com/oxnardfiredepartment)
[@ https://www.instagram.com/oxnardcityfire](https://www.instagram.com/oxnardcityfire)
[t https://twitter.com/OxnardFire](https://twitter.com/OxnardFire)

Downtown Oxnard

<https://downtownoxnard.org>
[f https://www.facebook.com/DowntownOxnard](https://www.facebook.com/DowntownOxnard)
[@ https://www.instagram.com/downtownoxnard](https://www.instagram.com/downtownoxnard)
[t https://twitter.com/DowntownOxnard](https://twitter.com/DowntownOxnard)

Additional handles to be added by City. E-blast content will also be provided to the Focus and Advisory Groups to promote through their respective networks.

Key Organizations & Stakeholders



City Departments

- Community Development - Planning
- ER Division
- Engineering
- Fire
- GIS Coordinator
- Housing
- Parks
- Public Works
- Police
- Transportation & Mobility

Regional Agencies

- CA State Beach
- Gold Coast Transit District (GCTD)
- Metrolink
- Port Hueneme
- Ventura County
- Ventura County Air Pollution Control District
- Ventura County Economic Development Assoc.
- Ventura County Harbor
- Ventura County Public Health
- Ventura County Transportation Commission (VCTC)
- US Navy

Virtual Communities

- @805resourcecenter (Instagram)
- @Vivaoxnard (Instagram)
- Citizens for a Better Oxnard (Facebook)
- Oxnard INCO (Facebook)

Education

- CSU Channel Islands
- Hueneme Elementary School District
- Ocean-View Elementary School District
- Oxnard Adult School
- Oxnard College
- Oxnard School District
- Oxnard Union High School District
- Rainbow Connection Family Resource Center
- Rio Elementary School District
- School parent groups
- Ventura County Office of Education

Non-profits/CBOs

- 805 AAPI Solidarity
- Bike Ventura
- BLM Ventura County
- Central Coast Alliance United for Sustainable Economy (CAUSE)
- Conejo Valley Cyclists (Bike)
- Cycle Cal Coast (Bike)
- Community Advocacy Coalition
- Community Environmental Council
- Friends of Santa Clara River
- MICOP (Mixteco/Oaxaqueños)
- Oxnard City Corps
- Oxnard Police Activities League
- Riverpark Neighborhood Council
- Sierra Club Los Padres Chapter
- The Nature Conservancy

Business Professional

- Chamber of Commerce
- Economic Development Collaborative
- Farm Bureau of Ventura County
- Oxnard Young Professionals Group (OYYP)
- Northrop Grumman Corporation

Other Institutions

- All Saints Episcopal Church
- Bethel AME Church
- Our Lady of Guadalupe Church
- Oxnard Community Food Pantry
- Oxnard Revival Center
- National Health Foundation
- Nyeland Promise
- SDA Community Health Services
- St John's Regional Medical Center
- UFW Foundation

Performance Metrics



Attendance:

- Focus Groups: 10+ participants
- Advisory Committee: 15+ participants
- Workshops: 50 inputs at each workshop
- Workshop-in-a-box: City attends at least 5 community presentations

Social Media Reach:

- Send e-blasts through social media outlets of at least: 3 community based organizations, 3 city agencies, 1 regional agency, and 1 educational agency

Publicity Frequency:

- Monthly updates to project website
- Monthly social media posts

Equity and Accessibility

- All workshop materials and collateral to include Spanish and in-person live translation
- Reach out to at least 2 youth organizations to establish partnerships
- All collateral material checked to comply with ADA standards
- Input tracked in final plan via summary diagram to show how community input informed final decisions
- Hold at least 1 of the workshop/demonstration projects in an underserved community

Project Brand



The project brand includes style, tone, layout, and graphic components and can be applied and developed for various project elements such as postcards, invites, and announcements, along with the draft and final Plan.

The brand mixes friendly and bright colors with illustrated accents. Clear, crisp local imagery is also integrated. A friendly family of icons is used to help readers navigate the plan document.

Logo

The project logo depicted right, uses a retro and playful font.



Project Brand (Continued)

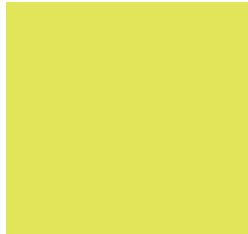


Colors and Fonts

Colors in the brand are bright and poppy. Fonts are bold and easy to read.



1F2C5F



E3E65B



82C55D



EC008C

Header 1: Franklin Gothic Heavy 50pt

Subheader: Gil Sans MT Bold 16pt

Body Text: Gil Sans MT 12pt

Project Brand (Continued)



Icons

Icons (right) help the reader find what they are looking for in the document.

Section Markers

Markers (below) are used to accompany illustrations or separate text.



Project Brand (Continued)



Photos

Use full bleed, high-resolution, Oxnard-specific images throughout the document.



(Continued)

Layouts

Example page layouts are included below. Three column (two row) grid. Exaggerated text size variation for body and headers. White space is encouraged.





Appendix B

Community Engagement Summaries



Oxnard Sustainable Transportation Plan: Inter-Agency Charette

August 5, 2021

9:00AM – 11:00AM

LOCATION:

Microsoft Teams

9:00-9:10 **Introductions**

9:10-9:20 **Project overview & goals**

9:20-9:25 **Goals of today's meeting**

9:25-9:45 **Existing conditions overview**

- Plans & Policies Review
- Map Atlas & Existing Conditions

9:45-10:00 **Break-out room discussions**

Active Transportation and Safety

- Challenge of balancing goal to build cohesive community in coastal areas that support multimodal transportation with emergency evacuation demand (e.g., for tsunami).
- Challenges around educating students, especially college students, about sustainable transportation options.
- How to create a multi-modal transportation culture where the road is for everyone. Infrastructure improvements are not enough to encourage people to use sustainable transportation modes if there are real and/or perceived safety issues.
- Caltrans District 7 is working on a districtwide active transportation plan, which will include a Level of Stress analysis for state owned facilities.

Organizations Represented:

- Caltrans District 7
- City of Oxnard:
Community Development, Housing, Public Works, and Fire
- City of Ventura
- County of Ventura,
Public Works Agency
- CSU Channel Islands
- Gold Coast Transit District
- Hueneme Elementary School District
- Oxnard College
- Oxnard Harbor District (Port of Hueneme)
- Oxnard Union High School District
- Ventura County Transportation Commission
- Southern California Regional Rail Authority (Metrolink)

Transit and Electric Vehicles (EVs)

- Discussion around EVs are often focused on private or smaller vehicle fleets, but there will be a big push for funding and incentives made available for clean fuel medium and large freight vehicles.
- The Oxnard community supports expansion of EV infrastructure to improve access and for the potential to create cleaner air.
- Metrolink is working on providing more regular schedules to facilitate coordination with local bus service.
- Transit agencies' service is often affected by factors outside of their control, such as connections to transit stops, amenities around transit stops, and congestion (opportunity for bus lanes or transit signal priority).
- Land use practices need to be transit supportive (nexus of transportation and land use).

Green Infrastructure

- STP should describe opportunities to incorporate greening into current and new projects (citywide initiative and standalone projects).
- Best practices include planting native or adaptive trees, implementing urban greening innovations, and planning for maintenance.
- Green infrastructure should also be usable, such as providing walking paths.

--BREAK--

10:05-10:30 Break-out room report-back

10:30-10:55 Mapping activity

- Link to interactive web map to leave comments: <https://arcg.is/0f4Pj1>
 - Please provide feedback by 8/13/21
 - If you have any questions about using this web map, you can reach out to Rachel Om (r.om@fehrandpeers.com)

10:55-11:00 Next steps

- Provide any additional input on the Oxnard STP engagement strategy (e.g. community organizations to reach out to) to Debbie O'Leary (debbie.oleary@oxnard.org) or Chelsea Richer (c.richer@fehrandpeers.com) by 8/13/21
- If you are interested in joining the Project Advisory Committee, please let Debbie or Chelsea know by 8/13/21

City of Oxnard Sustainable Transportation Plan: Advisory Committee Meeting 1 Summary

1. Introduction

The City of Oxnard (City) is preparing a Sustainable Transportation Plan (STP), which will pair prior multi-modal transportation planning efforts with extensive community engagement to form an implementation plan towards a sustainable mobility future for people who live, work, and visit Oxnard. As part of the process, the City has established an Advisory Committee to provide input on preliminary project ideas, project alternatives, and draft plan. The Advisory Committee is comprised of agency representatives, city departments, and at large stakeholders.

2. Objectives

The objectives of the first Advisory Committee meeting were to:

- Gather input on proposed outreach activities, including Pop-up Workshop 1.
- Receive feedback on critical elements of the Community Engagement Plan.
- Establish Advisory Committee protocols.
- Identify best practices for engaging communities, including identifying needs, ideas, and goals for engaging their communities.
- Identify current community efforts and topics of interest among stakeholders and CBO's.

3. Participants

The following organizations participated in the Advisory Committee on December 1, 2021:

- Tim Bochum, City of Oxnard Public Works Department, Transportation & Mobility
- Gilbert Downs, Oxnard College
- Scott Brewer, City of Oxnard Fire Department
- Kathleen Mallory, City of Oxnard Planning Department
- Caleb Brock, Caltrans
- Giles Pettifor, Port Hueneme
- Amanda Fagen, VCTC Planning
- John Puglisi, Rio School District
- David Huang, Metrolink
- Austin Novstrup, Gold Coast Transit
- Benjamin Medina, Caltrans

The following organizations were also invited but were unable to attend:

- Elsa Brown, City of Oxnard Housing Department
- Derek Towers, City of Ventura
- Claire Grasty, VCTC Transit
- Celina Zacarias, CSU Channel Islands
- Corina Cherry, Oxnard Union High School District
- Joe Hilton, Hueneme School District
- Glenn Derossett, Ventura County

4. Format

The Advisory Committee meeting #1 primary purpose was to introduce the Advisory Committee members to the STP, the committee's purpose, and role in the overall project process. During the meeting, Advisory Committee members were prompted to ask questions & provide feedback on specific components of the project.

The following topics were covered as part of the meeting agenda:

1. Project Overview
2. Advisory Committee Protocols
3. Outreach Strategy
4. Framework Report Update

5. Major Themes

The following section identifies major themes identified in the discussion.

Outreach Strategy

Planning Coordination

The City should consider all local and regional planning efforts and coordinate, if possible, this includes the Oxnard General Plan Update and the Ventura County Comprehensive Transportation Plan. Advisory Committee members noted that improved coordination could benefit all planning projects. Coordination can help address confusion among community members that do not know how to differentiate among planning projects, which causes participation fatigue. In addition, improved communication could improve data distribution among the various planning efforts.

Engagement Opportunities

Engagement opportunities should be tailored to reach youth, use of technology, and incorporate including QR codes & project websites. In addition, there are opportunities for partnerships with schools and youth centers by developing curriculums and programs that introduce planning efforts to students.

Priority Areas

Advisory Committee members noted that access is a core question: understanding who gets to ride & who doesn't. It was shared that there needs to be a general understanding that specific areas in the community areas will be prioritized over others both for service and access.

Framework Report

Project Opportunities

The project team should consider clean energy, housing infrastructure, habitat restoration, open space planning, cool streets, and sea-level rise. There are potential funding opportunities with cross-jurisdictional projects in these identified areas.

Density and Development

Parking management should be consistent with preferred development and density practices that reduce single-passenger trips.

Safety

Safety is a reoccurring theme important for the STP. Advisory Committee members shared that safety includes street lighting for pedestrian safety and student safety. As a note, the Oxnard STP project is coordinating efforts with the ongoing Oxnard Local Road Safety Plan project.

6. Next Steps

- The project team will share the Framework Report with Advisory Committee for feedback.
- The project team will provide the Advisory Committee with advertising materials for the upcoming outreach efforts.

City of Oxnard Sustainable Transportation Plan: Advisory Committee Meeting 2 Summary

1. Introduction

The City of Oxnard (City) is preparing a Sustainable Transportation Plan (STP), which will pair prior multi-modal transportation planning efforts with extensive community engagement to form an implementation plan toward a sustainable mobility future for people who live, work, and visit Oxnard. The project team facilitated its second Advisory Committee meeting to provide an update on outreach activities and gather input on draft priority locations and prioritization criteria. The Advisory Committee is comprised of agency representatives, City departments, and at large stakeholders.

2. Objectives

The objectives of the first Advisory Committee meeting were to:

- Gather input on outreach activities, including Pop-up Workshop 1, Advisory Committee 1, and Focus Group 2
- Receive feedback on Draft Priority Locations & Categories
- Receive feedback on Prioritization Criteria
- Review and receive feedback on Sustainable Transportation Strategies

3. Participants

The following organizations participated in the Advisory Committee on March 14, 2022:

- Scott Brewer, City of Oxnard Fire Department
- Caleb Brock, Caltrans
- Gilbert Downs, Oxnard College
- Amanda Fagen, VCTC Planning
- Claire Grasty, VCTC Planning
- David Huang, Metrolink
- Austin Novstrup, Gold Coast Transit
- Kathleen Mallory, City of Oxnard Planning Department
- Benjamin Medina, Caltrans
- Giles Pettifor, Port Hueneme
- Margaret Schoep, Gold Coast Transit
- Ricardo Vasquez, City of Oxnard Police Department

4. Format

The Steering Committee Meeting #2 primary purpose was to provide Steering Committee members with an update on outreach activities and gather feedback on priority areas and criteria process. During the meeting, steering committee members were prompted to ask questions & provide feedback on specific components of the project.

The following topics were covered as part of the meeting agenda:

1. Project Team Welcome and Introductions

2. Report Back: Report back: Pop-up Events, Advisory Committee, & Focus Group 2
3. Draft Priority Locations
4. Prioritization Criteria
5. Sustainable Transportation Strategies
6. Next Steps

5. Major Themes

The following section identifies the questions and comments identified in the discussion of each topic.

Outreach Activities

Pop-Up Events

No comments or questions were asked about the Pop-up events held in December 2021.

Advisory Committee 1

No comments or questions were asked about the Advisory Committee 1 debrief presentation.

Focus Group 2

No comments or questions were asked about the Focus Group 2 debrief presentation.

Draft Priority Locations

The project team presented the process of how draft priority locations were identified. The project team explained that draft priority locations were identified by reviewing existing planning and policy documents, community engagement input, and data sources. The project team then provided an overview of draft priority locations by previewing a virtual map of all identified locations.

Questions and comments from the Advisory Committee are highlighted below.

- Are maps reflective of community feedback?
- Does the existing residential priority areas match community feedback?
- Has the project received specific feedback reflected in the current map?
- Outreach teams for Port Hueneme have been doing outreach in the south part of the City and have gathered 500 resident surveys on community priorities and issues. Parking and street lighting have been identified as community priorities.
- Ventura County Transportation Commission (VCTC) completed surveys asking residents to identify areas of concern and many of the responses were in Oxnard.
- Gold Coast Transit is working on a bus stop improvement plan. Staff will share preliminary data from this plan.
- Struggle with the relationship between commercial and industrial. There are industrial areas that have high employment numbers.
- There is a need to facilitate conversations around the transition to clean energy for all employers in the City.
- Gold Coast Transit: Short Range Transit Plan included harbor and beach routes, but there were challenges with transit ridership.
- Consider the 2017 Countywide Bicycle Plan, as it looks at regional connectivity and has a good list of projects and priorities.
- Establish connections to Point Magu, as it is a significant employment area of the region.
- How was Wooley Rd. identified as a transit corridor?
- The goal of identifying Wooley Rd. as a transit corridor was to consider access to the beach.

Prioritization Criteria

The project team presented the process of identifying priority locations and locations for concept designs. The team shared draft criteria and asked the Advisory Committee what other things should be considered when determining locations for concept design.

Questions and comments from the Advisory Committee are highlighted below.

- The project team might consider proximity to other services. Project proximity might not necessarily include transit services and other services.
- Making improvements where existing services already are can be more productive and helpful than stretching out. For example, transit aims to maintain frequency and quality of service versus higher distribution with low quality.
- What information does crash history include?
- Injury collisions include vehicle to vehicle and vehicle with pedestrians and bikes.
- Regional connectivity is a high priority for Ventura County.
- Constructability should also be considered as part of the prioritization process. Consider what projects are easier to complete.

Sustainable Transportation Strategies

The project team shared potential infrastructure and policy/program strategies considered as part of the draft plan. The project team highlighted some of these strategies.

Questions and comments from the Advisory Committee are highlighted below.

- How does the project incorporate parking with active transportation? Implementation of some strategies can result in the loss of parking.
- The project team will consider parking as its identifying strategies.
- Is sea level rise considered as part of this project?
- We need to prioritize the transition to zero-emission equipment and infrastructure, including transitioning school buses from diesel.
- Is there consideration of routes to school bus stops?
- The City has a Safe Routes to School program kicking off to address this topic.
- What are the building and safety standards considerations for EV stations? Is the project team considering ADA building standards?

6. Next Steps

- The project team will share the draft priority areas for feedback.
- The project team will be launching a demonstration project in May 2022. Information regarding the demonstration project will be shared with the Advisory Committee.
- Concept plans for the seven priority locations will be identified in Summer 2022.
- The draft plan will be shared in Fall 2022. The Advisory Committee will be notified when the draft plan is ready for review.
- The second demonstration project will be launched in Fall 2022.

City of Oxnard Sustainable Transportation Plan: Advisory Committee 3 Meeting Summary

1. Introduction

The City of Oxnard (City) is preparing a Sustainable Transportation Plan (STP), which will pair prior multi-modal transportation planning efforts with extensive community engagement to form an implementation plan towards a sustainable mobility future for people who live, work, and visit Oxnard. The community engagement process included establishing an Advisory Committee to provide input on preliminary project ideas, project alternatives, and draft plan feedback. The Advisory Committee is comprised of agency representatives, City departments, and at large stakeholders.

As part of the process, the City held the third and final meeting with the Committee on October 11, 2022. This meeting was an opportunity for the City to share Project updates, gather feedback on priority location recommendations, and share information on upcoming engagement activities.

The third Advisory Committee had the following objectives:

- Share updates on the Sustainable Transportation Plan.
- Gather feedback and considerations for priority locations.
- Provide information on upcoming engagement activities, including Demonstrations Project #2

2. Participants

The following individuals participated in the third Advisory Committee on October 11, 2022.

- Scott Brewer – City of Oxnard: Fire
- Caleb Brock – Caltrans
- Corrina Cherry – Oxnard Union High School District
- Gilbert Downs – Oxnard College
- Amanda Fagan – VCTC Planning
- Claire Grasty – VCTC Transit
- David Huang - Metrolink
- Jasmin Kim - City of Oxnard: Community Development Department
- Austin Novstrup – Gold Coast Transit District
- James Santiago – Caltrans
- Derek Towers – City of Ventura

3. Advisory Committee Agenda Topics

The following section highlights agenda topics covered during the Advisory Committee and input gathered at each section.

Project Recap

The project team provided a recap on Demonstration Project #1 that took place in May 2022. The information included details on the pilot project installations and activities. In addition, the team shared key themes identified by community members on the Walk Audit conducted in June 2022. A separate summary of the Walk Audit is available on the [project website](#). The following section identifies comments and questions from Advisory Committee related to Demonstration Project #1 and the Walk Audit:

- Are there any bike lanes painted in green?
 - The project team shared they observed green conflict striping with a dash pattern for bike lanes approaching several intersections. The City shared they are using green conflict striping for new bike lanes.
- Can crosswalks be painted in different colors? Participants shared they have seen crosswalks painted in colorful/artistic designs and wondered how this could be achievable.
 - The main observations on the walk audit were the standard white crosswalks and the yellow crosswalks near schools. The presenters shared that colored crosswalks and intersections are something they are currently exploring with the City.
- Would it be possible to have a recommendation that roadway designs enact the NACTO (National Association of City Transportation Officials) standards moving forward? I believe the City still uses the MUTCD (Manual on Uniform Traffic Control Devices for Streets and Highways) engineering guide.
 - Presenters made a note of this comment and will incorporate this recommendation into the guide.

STP Report Outline

The project team provided a brief outline of the Sustainable Transportation Plan Report, highlighting the catalog of enhanced streetscape elements. Elements included: transit stop amenities, green street components, intersection treatments, complete street design elements, bicycle facilities, sidewalk facilities, and mobility hubs. Members from Fehr and Peers posed questions to the group to help gather more information on each of the elements. The following section identifies comments and questions from Advisory Committee.

Transit stop amenities: What are transit riders asking for?

- During the walk audit, the STP team identified shade improvements to transit stops, adequate and accessible seating, and lighting as priorities for transit riders. The STP team also observed there were instructions on how to access real-time information in the information panels that previously held static timetables.
- Gold Coast Transit District shared that they received requests for the printed schedule when they first rolled out the real-time information, but passengers eventually transitioned to using the real-time information via the application.
- A participant noted that cell phone reception is weak near Oxnard College and along the route between Oxnard College and CSU Channel Islands.

Complete street design elements, bicycle facilities, sidewalk facilities: What have you seen elsewhere that you would like Oxnard to consider?

- For complete street design elements, the group suggested the City consider installing solar panels and charging on lighting posts and shade structures. In addition, they recommended

implementing more traffic calming measures, wider bulb-outs near crosswalks, and bus bulbs to give existing narrow sidewalks more space.

- For bicycle facilities, the group shared that bike racks, lockers, and fix stations should be a priority, especially near bus stops.
- For sidewalk facilities, the group recommended more access to trash receptacles, bus signage that includes a schedule panel with multilingual information, artful bus stops (either by utilizing new design concepts and colors), and landscaping on sidewalks as priorities.
- The group commented on opportunities to include more signage related to inundation, evacuation, and tsunami warnings.

Green street components: Examples of urban greening?

- The group suggested native landscaping, which is made up of native trees and plants that can survive without high maintenance, as examples of urban greening.

Mobility hubs: What are the conversations around micro-mobility in your jurisdiction?

- The group discussed the existing Caltrans project to identify potential mobility hubs. A major topic included energy: how can we implement more solar panels and considerations for electrification at mobility hubs?

Facilitators allowed time for any additional items to be discussed. The following topics were brought up by the Advisory Committee members.

- Tourism: It would be a good idea to create a bus route that could be used by residents, but also involve tourists to attract visitors to the City and specific destinations.
 - The project team invited agencies in the meeting to give an update on the Micro Transit Pilot Project. Gold Coast Transit project shared they are still working on the pilot but are considering Oxnard College and the mall as two primary nodes.
- First/last mile connection strategies
 - Gold Coast Transit Project conducted a study for first/last mile connection strategies that was focused on Naval Base Ventura County.

Priority Locations

To guide the discussion, the project team shared the criteria used to identify priority locations. For each of the seven locations identified, the project team addressed the corridor focus, land use, and mobility categories, and posed questions to the group for more insight on the key challenges. Due to time constraints, this section did not receive feedback from participants during the session. The Advisory Committee was encouraged to send additional input after the meeting.

Demonstration Project #2

The project team shared their experience drafting the proposals and the education that went into talking to the community about street design benefits, including shared goals for the second demonstration project which will take place on November 19th at the intersection of C Street & Maywood Way, in front of St. Anthony's Church. The demonstration project will be an opportunity for community members to learn about proposed improvements on the priority corridors and provide feedback on the improvements. Participants were asked to share their thoughts after the meeting. The Advisory Committee asked the team to consider how to involve community members who cannot physically be at the demonstration

location and the possibility for online surveys. The project team shared they will have an online page available for people to submit comments so they can engage in the process.

4. Next Steps

The project team shared the next steps for the City of Oxnard STP, which will include providing post Advisory Committee meeting feedback, Demonstration Project #2, and providing the group with additional updates on the STP report.

City of Oxnard Sustainable Transportation Plan:

Focus Group 1

Findings and Strategy Recommendations

1. Introduction

The City of Oxnard (City) is developing a Community Engagement Plan (Plan) for the Sustainable Transportation Plan (STP). As part of the process, the project team led a focus group with key community-based organization stakeholders who work with communities in Oxnard. The project team identified the stakeholder participants for the focus group and coordinated invites to each. The focus group served as a listening session to gather initial thoughts on goals, visioning, and input on outreach methods and strategies.

2. Objectives

The Focus Group had the following objectives:

- Build and deepen existing relationships with community-based organizations and the City.
- Identify communities that have been historically left out of planning processes and environmental justice communities in Oxnard.
- Build best practices for engaging residents and the communities historically excluded from planning processes.
- Identify best practices for engaging communities, including identifying needs, ideas, and goals for engaging their communities.
- Share the Sustainable Transportation Plan process and Community Engagement Plan.
- Receive feedback on the Community Engagement Plan.
- Identify current community efforts and topics of interest among stakeholders and CBOs.
- Develop goals and objectives for the STP.

3. Participants

The following organizations participated in the focus group on September 15, 2021.

- Central Coast Alliance United for a Sustainable Economy (CAUSE)
- Community Environmental Council (CEC)
- Ventura County Farmworker Resource Program
- Mixteco Indígena Community Organizing Project (MICOP)
- Bike Ventura

4. Question Guide

To guide the discussion, the project team developed a set of guiding questions to gather relevant information. The meeting format also allowed participants to ask the project team questions about the community engagement plan and draft strategies.

Guiding Questions:

1. What values or principles should the City incorporate as a part of this community engagement process?
2. Who is important to engage as part of these plans? Are there specific underserved communities/neighborhoods that should be involved?
3. How have you engaged with your community? Has it changed since Covid? Are there good events/locations where you engage with people?
4. Have you participated in other ongoing city efforts like Bike Ventura's Clean Mobility Needs Assessment, CAAP, Oxnard Housing Element, and Oxnard LRSP? If not, why not?
5. Are there ways to meet broader community needs within the outreach effort? How do we honor the work of others?
6. Are there specific organizations or groups that should be involved in this process?
7. How would you like to see your input carried forward?

5. Focus Group Findings

The following section identifies key findings from the focus group.

- Community engagement needs to consider inclusivity as a primary value by understanding and accounting for the diversity of social groups with different languages, customs, and practices.
- Community engagement should prioritize quality over quantity. Participants shared that by focusing on developing relationships with community members, community engagement could result in richer information.
- Community engagement requires building meaningful relationships with communities; this includes building trust with community members.
- Not all community organizations have a formal online presence, such as websites and official email addresses. Community engagement should also include reaching out to community leaders and groups via social media (e.g. Facebook groups and/or Instagram profiles).
- The project should develop mobile engagement tools to allow the team to visit community spaces such as parks, swap meets, and other public spaces.
- The project team should consider cultural events of different indigenous communities, this includes religious holidays and other dates of special significance.
- The community has technology barriers; the project team must identify ways to share information that utilizes other communication channels.
- Consider community literacy and language in public-facing materials developed to promote and engage the community. For some indigenous community members, their primary language is not Spanish or English. The project team will need to develop materials in other indigenous languages and mediums, such as audio and visual. Inclusion is not just translation but consideration in the creation of these materials.
- Do not rely on project websites as the sole source of information; not everyone will access a project website. The project team will need to consider how we promote the project through other channels.

6. Strategies Recommendations

The following section identifies strategies that participants of the focus group identified as best practices.

- Utilize meeting formats that promote one on one interaction. The engagement strategy should focus on using activities that allow community members to interact with project staff.
- Identify places and spaces where the community can be engaged, use a model that makes engagement mobile, and focuses on creating relationships and project visibility with the community at large.
- Prioritize verbal comments, when possible, this can help make all activities inclusive regardless of language and literacy.
- Establish clear messaging that tells community members why they should be involved and how their input will translate into the final plan.
- Utilize audio and video messages for community engagement outreach and promotion to address literacy inclusion.
- Design a project website that considers the use of translation in its format. The project team will need to make navigation simple and clear and accessible via mobile devices.

City of Oxnard Sustainable Transportation Plan: Focus Group 2 Meeting Summary

1. Introduction

As described in the Community Engagement Plan for the Sustainable Transportation Plan, the STP project team led a second focus group as part of ongoing engagement for the community-driven STP. Focus Group #2 was an opportunity to share the feedback gathered in the first round of pop-up events and collect feedback on upcoming activities, including priority location identification and demonstration workshops. The second focus group took place virtually with community-based organizations.

2. Objectives

The Focus Group had the following objectives:

- Share input gathered through initial engagement activities.
- Gather feedback on prioritization criteria for priority locations.
- Gather input on locations for the first demonstration project.

3. Participants

The project team sent invitations to individuals and groups on the project stakeholder list, including participants from the first focus group. The following organizations participated in the focus group on February 28, 2022.

- Community Environmental Council (CEC)
- Ventura County Farmworker Resource Program
- Mixteco Indígena Community Organizing Project (MICOP)

4. Focus Group Agenda Topics

The following section highlights agenda topics covered during the focus group and input gathered at each section.

Pop-Up Events Recap

The project team provided a report on the two pop-up events on December 12, 2022, and December 18, 2022. The information included general findings and responses gathered at both events. The following section identifies comments and questions from focus group participants.

- Was it hard to engage people while at The Collection? What type of effort was needed to have people interact with the pop-up event?
 - The project team shared that the pop-up events were planned to take place at places where people would already be rather than asking people to come to a separate STP-focused event. The project team also noted that much of the success of the events came from staffing that included community organizers from MICOP. The overall strategy for the pop-up events relied on making participation as easy as possible for all residents.

Advisory Committee Recap

The project team provided an overview of the Advisory Committee and its function. The overview also included a review of comments and themes from the first advisory committee session. The following section identifies comments and questions from focus group participants.

- What is the composition of the Advisory Committee? How can people be involved?
 - The project team shared that the Advisory Committee is composed of representatives from City departments and neighboring agencies. It was noted that the next Advisory Committee session would review the same content shared during the focus group.

Priority Locations

To guide the discussion, the project team started by reviewing the STP goals and initial process to identify priority locations for conceptual designs. The project team shared location categories, noting the land use and mobility categories used to categorize the Framework Report. Focus Group participants then had the opportunity to review map data to share comments or questions on the identified locations. The following section identifies comments and questions from focus group participants grouped by topic.

Commercial

- Extend area designated as Downtown Oxnard to include Plaza Park as it's a space frequented by many residents.
- Downtown Oxnard should be designated as a commercial area.
- Include Oxnard College for the community market. The location serves as a commercial space for residents when the market operates.

Transit

- What are the high ridership transit routes? There might be a need to compare where people want to go and can go. Ridership data might not reflect desired routes in the city.
- Due to transit service limitations, organizations like MICOP must coordinate meeting dates and locations. For example, they do not hold meetings on Saturdays because there is no transit service to their meeting location, along Gonzales Road between Patterson and Gallatin.

Safety

- Gonzales Road is a major street racing corridor. There are safety concerns associated with high speed on this corridor. Community members have reported collisions to community organizers.
- There are concerns with vehicle speeds on Ventura Road.
- Oxnard Blvd and Camino Del Sol have narrow sidewalks.
- Street parking limits visibility of pedestrian crossing the street, such as around Panaderia Vanessa, where many children go to get bread in La Colonia.
- There are many narrow streets in La Colonia.
- The City added a fence between Cooper and 1st, parallel to Oxnard Blvd, to prevent crossing over the train tracks.
- Youth are finding alternative routes to locations like The Collection that might not be safe.
- There is a need to increase the visibility of youth walking and biking for roadway and life safety. There have been reports of children being abducted walking to/from school.

Prioritization Criteria

The project team also shared that the project would need to establish a prioritization process to identify priority locations. Focus Group participants were asked to consider what prioritization criteria should be used. Participants were asked to share their thoughts after the meeting. The following section identifies comments and questions from focus group participants.

- Prioritization criteria process should include outreach to disadvantaged/underserved communities and people who are ESL and/or farmworkers.

Demonstration Project

The project team then overviewed the demonstration project. The demonstration project was presented as a tactical build-out of a proposed project with interactive opportunities to prioritize proposed projects identified in the draft plan. Staff previewed potential project interventions and highlighted specific benefits from each of the different concepts. Participants were asked to consider ideas for possible locations for a demonstration project. The project team noted that input would be gathered from focus group participants as a follow-up to the focus group.

5. General Comments and Questions

The following section identifies additional comments shared by participants.

- Community engagement needs to consider inclusivity as a primary value by understanding and accounting for the diversity of social groups with different languages, customs, and practices.
- The project will need to consider the applicability of specific EV and micro-mobility strategies in the Oxnard community. Focus group participants noted that while these strategies might be well received in other communities, current issues should be addressed before planning for future technology in Oxnard.
- There are locations in Oxnard that are not accessible to those that use transit, including the beach.
- County efforts related to Farmworker housing should also be considered. Ventura County is currently starting a farmworker housing study that could relate to transportation improvements. (<https://vcrma.org/vc-farmworker-housing-study>)

6. Next Steps

- Follow up on Demonstration project locations ideas.
- Gather input on prioritization criteria for prioritizing location.

Oxnard Sustainable Transportation Plan

Meeting in a Box Summary

March 2022

HERE held three calls/presentations with stakeholders and notes from two of the calls are included below, first with Erin Morgan, from the Oxnard Food Corps non profit, who manages health programming at Oxnard Schools and then with four representatives from BikeVentura. Please note HERE also presented the STP at the Healthy Ventura quarterly meeting and reached a few dozen people during this presentation, but we did not get a chance during that session to hear feedback, rather instead information was shared about the Plan.

Food Corps: Erin Morgan

- Juanita Avenue is a critical corridor that should be enhanced - at the back of Chavez School, Our Lady of Guadalupe church and school, and Frank Academy, Ramona Elementary, and Green Valley Children's Center.
 - This street is important and is a major connector for all of these schools
 - It is also a major drop off location for the bus stops
 - Lots of families walk on this street
 - There is limited visibility due to parked cars
 - Kids get released from many different gates along the street
 - People drive fast on the road
 - The street is not safe for kids to bike or scooter. The street is also narrow so it does not feel safe riding a bike.
 - Critical intersections: Juanita/Colonia and Juanita/Cooper. These are not safe and need crossing improvements.
- In general, La Colonia is a key community to prioritize for improvements because people walk everywhere. Crosswalks need to be updated. There should also be "Slow School" signs throughout the neighborhood at and near schools.
 - Three key thoroughfares through La Colonia include: First Street, Cooper Road, and Colonia Road. These streets have many parked cars and activity, which make it unsafe for people walking. Improved crosswalks at these locations would be critical.
 - In general, there also aren't that many trees in the public realm in the neighborhood. Trees should be prioritized. It is very hot and there are bare sidewalks.
 - Because it's such a walking community, there is a lot of trash and this needs to be addressed.
 - Given the price of bikes, focus on sidewalk improvements before enhancements for people riding bikes.

Bike Ventura: Larry Abele (Board member), Linda Quiquix (Interim ED), Jabbar Wofford (Board member), Jim Danza (frequent rider and teach at Oxnard College, Chair of the friend of Santa Clara River)

- A key goal of the Plan should be to connect the city to the river. This was one of the top things mentioned in the Recreation Plan done a few years ago (people feeling disconnected from open spaces and natural spaces).
- The south end of Oxnard needs to be better connected to the north (e.g. to the Collection and River Park). It is not safe to currently ride south to north and vice versa.
- In addition, Oxnard needs a more complete grid to encourage a safe bike environment. This includes closing gaps and full east/west and north/south connections.
- The farms are connected by roads without bike lanes and without shoulders. Bike lanes should be focused to connect the rural parts of Oxnard, so that working class people can use the facilities. Public transit does not serve these areas, so the only option is to use automobiles currently.
- Oxnard roads do not need four lanes and more. This Plan should be connected to the City's Street Standards, not separate from them, to make sure that these improvements for walking and biking are standardized.
- We need less travel lanes, not more, but take care to preserve parking around people's homes, since this is a community priority for lower income residents.
- The Plan must prioritize Class IV bike lanes and protected facilities.
- In terms of where to start, start with the Downtown business district and getting people to shops and destinations.
- The railroad goes to the Collection. Put in a bike facility here. This is an example of an easy fix in the sense that there is a lot of unused right-of-way space there.
- Bike lanes can encourage gentrification; the team should address this head on in the Plan.
- The Plan should teach the public and help to build political will. You need to tell people what they can have. Show examples from around the world.
- Plan priorities (Qui Qui): Drought tolerant greening, trees for shade and cooling, permeable roads, bioswales, show streets/speed limits, and bicycle and public transportation infrastructure (including bus shelters).
- Plan priorities (Larry): Greening is very important, amenities and improved intersections/safety for children, secure bike parking, signal step platforms (so you don't have to get off your bike seat).
- Plan priorities (Jabbar): Bioswales to retain and infiltrate rainwater, trees, and protected bike facilities.
- Plan priorities (Jim): Trees, cooling, and shade, along with protected bike facilities.
- Five points is a critical area to focus on safety improvements.
- Consider allowing biking on the sidewalk, where it makes sense and where no safe facilities exist.

Miro Board Exercise and Findings

Exercise 1 of the online activity gathered information on which street improvements stakeholders believed that the City of Oxnard needed the most. Protected bike lanes and shade trees/greening were top priority for all participants. Permeable pavers also ranked high among participants. Half of the participants wanted to see more bike parking, bus shelters, the introduction of slower speed limits, and car charging stations. One participant included native plants, public sculptures, bike intersection improvements, and safety improvements around schools.

Exercise 2 of the online activity gathered information about which key destinations should be better linked within the City of Oxnard. Three participants responded to this exercise. Two of the three participants stated that Centerpoint Mall should be better connected to the beach, and Downtown Oxnard should be better connected to Oxnard College. Other linkages mentioned included:

- Oxnard Transit Center to the South Oxnard Library
- Oxnard Transit Center to the beach
- Channel Island Harbor to Oxnard College
- Centerpoint Mall to the Rose Shopping Center
- South Oxnard to farms
- Channel Islands Road from College Park to the Harbor

Exercise 1 Infographic

The infographic below shows the types of improvements that were most desired by participants. The larger the circle, the more times the specific improvement was mentioned.



Appendix C

Cost Estimates



Catalog of Enhanced Streetscape Elements: Cost Estimates

These cost estimates do not include installation costs and are intended to provide a general order of magnitude, but actual costs will vary depending on the specific project context and timing.

Mobility Element	Cost Estimate
Bike Racks	Varies based on the number of bike parking spaces: \$200 (one bike rack) to \$1,000 (bike corral)
Enhanced Bike Infrastructure	<ul style="list-style-type: none"> • Bike Lane: Class II Bike Lane Striping: \$2 per linear foot • Buffered Bike Lane: \$2 - \$10 per linear foot; \$85 per soft-hit post • Green Conflict Striping: \$10 per square foot of green paint • Bike Box (Two stage left turn): \$10 per square foot of green paint • Protected Intersection: \$90 per foot of curb and gutter
Enhanced Pedestrian Infrastructure	<ul style="list-style-type: none"> • New Sidewalk (Fill Gaps) and Sidewalk Widening: \$25 per square foot • Upgraded Curb Ramps: \$4,000 each (including new detectable warning surface)
Enhanced Markings at Crossings	<ul style="list-style-type: none"> • Advance Stop Bar: \$5 per linear foot • Advance Yield Markings: \$20 per linear foot • Artful/Creative Crosswalk: Varies on materials and length (note: requires more maintenance than a standard crosswalk) • High-Visibility Crosswalk: \$40 per linear foot
Enhance Pedestrian Safety at Uncontrolled Locations	<ul style="list-style-type: none"> • RRFB: \$44,500 per crossing • Pedestrian Hybrid Beacon: \$250,000 - \$500,000 per crossing (costs vary depending on number of lanes and median modifications)
Green Alley	<p>\$50 per square foot for base improvements, which include:</p> <ul style="list-style-type: none"> • Resurfacing with integral color recycled concrete • A raised crosswalk at one end of the alley, curb ramps and crosswalk striping at the other • Pedestrian pole lights • Trash corral enclosures for refuse bins at each property • Safety and identity signage at each end of the alley • Planting, irrigation and mulch. <p>See the Oxnard Green Alleys Plan for more details.</p>
Improve Sight Distance	\$2-3 per foot of red curb
Leading Pedestrian Interval	\$2,500 per intersection
Local Circulators	Varies based on number of shuttles, routes, and hours of operation.
Mobility Hub	Varies based on amenities and siting
Multi-Use Path	\$2.5 - \$3 million per mile but ultimately varies based on materials and right-of-way
Raised Median	\$75 per square foot

Road Reconfiguration	<p>Costs vary as relatively simple restriping projects may require signal modifications or shifting loop detectors.</p> <ul style="list-style-type: none"> • \$10 - \$15 per linear foot to remove existing striping and stripe Class II bike lane • \$1.5 million per mile if the primary purpose is to construct a Class IV bikeway • \$25 per square foot if the primary purpose is to expand or construct new sidewalks
Upgrade Bus Stops	<ul style="list-style-type: none"> • Upgrading Bus Stops: Varies based on amenities (e.g. transit shelter \$22,000 and bike racks \$200+) • Transit Boarding Island: Varies on design (\$50 per sf for concrete bus pad and \$2,500 for new signage and striping)
Speed and Volume Management	<ul style="list-style-type: none"> • All-Way Stop Control: \$400 per regulatory sign and \$250 per STOP marking • Curb Extensions (Bulbouts): \$50 per square foot; drainage inlets could raise costs between \$3,000 - \$9,000 per bulbout, depending on design and construction needs • Reduce Intersection Curb Radius: \$90 per foot of curb and gutter, \$50 per square foot of curb extensions • Neighborhood Traffic Circle: \$6,000 • Raised Intersection: \$25,000 - \$70,000 • Speed Humps: \$6,000 each
Greening & Placemaking Element	Cost Estimate
Art Program for Public Spaces	<p>Most costs associated with an art program for public utility boxes are from artists fees, paints, and materials. The Downtown Oxnard artful utility box program awarded artists with a \$300 honorarium plus a \$100 voucher for the purchase of paints and materials. Other costs stem from coordination and planning for the program.</p>
Bioswale	<p>Installation costs vary based on existing infrastructure at a site. Opting for native plants can save money on maintenance as they often require no fertilizer, little water, and limited mowing. Estimated construction costs for a bioswale between 9 feet long and 16 feet wide is around \$60 per linear foot of curb. Costs for installing bioswale elements can vary around \$10 - \$20 per square foot.</p>
Cool Pavement	<p>Recent 2021 cost estimates from a Phoenix, Arizona pilot program find that typical asphalt sealants cost about \$4-\$5 per square yard while the cool pavement reflective sealants cost about \$5 per square yard.</p>
Landscaping and Trees	<p>The costs of landscaping and trees vary based on size, type, maturity, labor, equipment, and irrigation needs.</p> <p>Initial Costs:</p> <ul style="list-style-type: none"> • Ground cover is approximately \$25 per flat • Shrubs growing in 1-gallon containers typically range \$10 - \$25 each

	<ul style="list-style-type: none"> Trees often cost between \$150 to \$1,500 (or more) based on size, variety, and maturity Imported soil and mulch costs vary on the type and amount <p>Maintenance Costs:</p> <ul style="list-style-type: none"> Per tree per year, tree pest management costs about \$40, tree watering costs about \$60, and tree pruning about \$140. Tree removal costs widely vary based on size, age, location, and remaining stump. Watering costs vary based on proximity of water source and size of planter/parkway/tree well
Permeable Pavement	<p>Installation costs are greater for permeable pavement than conventional concrete or asphalt. Depending on the type of pavement, installation can cost \$20 to \$35 per square foot. However, permeable pavement often requires less frequent replacement and can often lead to cost savings associated with reduced stormwater engineering and infrastructure costs. If implemented in the ADA path of travel, there will be higher costs due to slope/material requirements.</p>
Shade Structures	<p>The cost of shade structures depends on whether a structure is temporary or permanent. Other cost factors include size, materials, siting, and construction needs. Costs of shade structures can range from \$3,000 to greater than \$30,000. Installation costs can be as much as 80%-100% of the materials costs of a shade structure.</p>
Street Lighting	<p>The costs of a Dark-Sky approved, municipal quality street LED light fixture can range from \$800 to \$1,500. There are additional costs associated with the installation, planning and long-term maintenance of street light fixtures.</p> <p>The City of Oxnard LED streetlight conversion project was estimated by Southern California Edison to cost approximately \$3.6 million to replace 9,800 streetlights, which is about \$366 per streetlight converted.</p>
Wayfinding Signage	<p>The costs of wayfinding signage depend on several factors, including size and materials. Costs can vary from around \$500 to over \$20,000 depending on the project.</p>
Woonerf	<p>The cost of building and maintaining a woonerf is greater than a conventional street. Based on recent woonerf projects, total costs may range from \$2 million (approximately 500-foot corridor) to \$5 million (approximately 0.25-mile corridor). However, costs ultimately depend on a variety of factors, such as right-of-way, utilities, design, and amenities.</p>

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