



Meeting Date: 09 : 09 : 08

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. Not(s)	<input type="checkbox"/> Report
<input type="checkbox"/> Res. Not(s)	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other	<input type="checkbox"/> Other

Prepared By: Martin R. Erickson Agenda Item No. 0-1

Reviewed By: City Manager [Signature] City Attorney [Signature] Finance [Signature] Other (Specify) _____

DATE: August 29, 2008

TO: City Council

FROM: Edmund F. Sotelo, City Manager
City Manager's Office

SUBJECT: Preliminary Report on the Potential Impacts and Effects of the Oxnard Traffic Initiative

RECOMMENDATION

That City Council consider a preliminary report and presentation on the impacts and effects of the Oxnard Traffic Initiative and provide direction to City staff.

DISCUSSION

On July 8, 2008, the City Council approved the submittal of the Oxnard Traffic Initiative ordinance, without alterations, to be placed on ballot for the November 4, 2008 election. City Council directed staff to prepare a report on the impacts related to the initiative including: fiscal impact; effect on the internal consistency of the City's 2020 General Plan and specific plans; effect on land use and availability and location of housing; impact of funding infrastructure of all types, including transportation, schools, parks and open space; impact on the City's ability to attract and retain business and employment; uses of vacant parcels of land; impact on agricultural lands, open space, traffic congestion, existing business districts, and revitalized areas. In order to carry out this direction from City Council, staff retained three firms with requisite expertise in these areas:

- Economic & Planning Systems, Inc. (EPS), an urban economics consulting firm, was selected to evaluate the economic and land use impacts;
- Dowling Associates was selected to evaluate traffic congestion issues; and
- Weaver Research & Consulting Group (Weaver Group) was selected to evaluate fiscal impacts related to City revenue sources.

A final report combining the findings of all three consultants, coupled with any further direction from City Council, will be completed by the end of September.

FINANCIAL IMPACT

There is no financial impact at this time.

MRE:lal

Attachment #1 Final Draft Summary of the Oxnard Traffic Initiative Impact Analysis

Attachment #2 Draft Traffic Impacts of Measure "V" -- The Oxnard Traffic Initiative

Note: The Final Draft Summary of the Oxnard Traffic Initiative Impact Analysis and the Draft Traffic Impacts of Measure "V" -- The Oxnard Traffic Initiative have been provided to the City Council. Copies are available for review at the Circulation Desk in the Library after 6:00 p.m. on the Thursday prior to the Council meeting and at the City Clerk's Office after 8:00 a.m. on Monday, September 8, 2008.