



Meeting Date: 10/07/08

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input checked="" type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

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

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

DATE: September 29, 2008

TO: City Council

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

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

RECOMMENDATION

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

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;
- Weaver Research & Consulting Group (Weaver Group) was selected to evaluate fiscal impacts related to City revenue sources (included as a technical appendix in the final EPS report); and
- Dowling Associates was selected to evaluate traffic congestion issues.

The EPS final report incorporated the revenue data from the Weaver Group and included it as a technical appendix in the final EPS report.

FINANCIAL IMPACT

There is no financial impact at this time.

MRE:lal

Attachment #1 Final Report of the Oxnard Traffic Initiative Impact Analysis, prepared by EPS, Inc.

Attachment #2 Final Report of the Traffic Impacts of Measure "V" -- The Oxnard Traffic Initiative,
Prepared by Richard Dowling & Associates.

Attachment #3 Letters sent to City Council concerning potential impacts of the traffic initiative.

Note: Attachment Nos. 1 – 2, 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, October 6, 2008.



Haas Automation, Inc.

September 18, 2008

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Councilmembers:

Our company has been a proud resident of Oxnard for 11 years. We employ hundreds of Oxnard residents, and we want to keep these jobs in Oxnard.

Our business, like all businesses, must grow in order to remain healthy.

If Measure V passes, it would be very difficult, if not impossible, to expand our manufacturing facility for the next twenty years. Therefore, we could be forced to expand our business outside of Oxnard, and likely outside Ventura County. That would mean a loss of new "high paying" manufacturing jobs for Oxnard residents.

In 1997, we decided to relocate our operation to Oxnard for many reasons. Foremost were the abundant and dedicated workforce and the high quality of life in Oxnard. It would be a shame to restrict our growth in this wonderful city, and therefore, we strongly oppose Measure V.

Sincerely,


ROBERT MURRAY
General Manager
HAAS AUTOMATION, INC.

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000099



200 N. Elevar Street
Oxnard, California 93030
Tel 805.981.2600
800 882 1844
Fax 805.981.1180
www.venturaprint.com

9/19/08

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Councilmembers:

Our company has been in business since 1946, and a resident of Oxnard for 7 years now. We have 120 employees, and we want to keep these jobs in Oxnard.

Our business, like all businesses, has to grow in order to remain healthy.

If Measure V passes, we will not be able to expand our worksite for twenty years, and therefore, we will be forced to relocate our business outside of Oxnard, and likely outside of the County. That would mean either a loss of jobs for Oxnard residents, or much longer commutes.

We decided to relocate our operation to Oxnard for many reasons. Foremost were the abundant and dedicated workforce, and the high quality of life in Oxnard. We would hate to have to leave this wonderful City, and therefore, we strongly oppose Measure V.

Sincerely,

David Wilson
General Manager

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000100

Pinnacle Plastic Containers
Leading Industry, Inc.

Sam@ppck.com

September 19, 2008

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Council members:

Our company has been a proud resident of Oxnard for 18 years. We employ many Oxnard residents, and we want to keep these jobs in Oxnard.

Our business, like all businesses, has to grow in order to remain healthy.

If Measure V passes, we will not be able to expand our worksite for twenty years, and therefore, we will be forced to relocate our business outside of Oxnard, and likely outside of the County. That would mean either a loss of jobs for Oxnard residents, or much longer commutes.

We decided to relocate our operation to Oxnard for many reasons. Foremost were the abundant and dedicated workforce, and the high quality of life in Oxnard. We would hate to have to leave this wonderful City, and therefore, we strongly oppose Measure V.

Sincerely,



Sam Hong, President

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000101

www.PPCK.com

Phone: (805) 385-4100 ext. 2224 Fax: (805) 385-4880

Larrivee

JEAN LARRIVEE GUITARS USA INC.
1070 YARNELL PLACE OXNARD CA 93033

September 19, 2008

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Councilmembers:

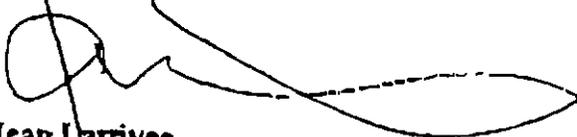
Our company has been a proud resident of Oxnard for seven years. We employ many Oxnard residents, and we want to keep these jobs in Oxnard.

Our business, like all businesses, has to grow in order to remain healthy.

If Measure V passes, we will not be able to expand our worksite for twenty years, and therefore, we will be forced to relocate our business outside of Oxnard, and likely outside of the County. That would mean either a loss of jobs for Oxnard residents, or much longer commutes.

We decided to relocate our operation to Oxnard for many reasons. Foremost were the abundant and dedicated workforce, and the high quality of life in Oxnard. We would hate to have to leave this wonderful City, and therefore, we strongly oppose Measure V.

Sincerely,


Jean Larrivee
Owner

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000102



APPLIED POWDERCOAT

3101 Camino Del Sol
Oxnard, Ca 93030
Tel 805•981•1991
Fax 805•981•1331



September 22, 2008

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Councilmembers:

Our company has been a proud resident of Oxnard for almost 10 years. We employ many Oxnard residents, and we want to keep these jobs in Oxnard.

Our business, like all businesses, has to grow in order to remain healthy.

If Measure V passes, we will not be able to expand our worksite for twenty years, and therefore, we will be forced to relocate our business outside of Oxnard, and likely outside of the County. That would mean either a loss of jobs for Oxnard residents, or much longer commutes.

We decided to relocate our operation to Oxnard for many reasons. Foremost were the abundant and dedicated workforce, and the high quality of life in Oxnard. We would hate to have to leave this wonderful City, and therefore, we strongly oppose Measure V.

Sincerely,

Victor J. Anselmo, Jr.
President
Applied Powdercoat, Inc.

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HERZOG WINE CELLARS

September 22, 2008

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Councilmembers:

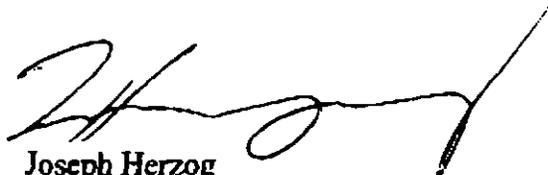
Our company has been a proud resident of Oxnard for four years. We employ many Oxnard residents, and we want to keep these jobs in Oxnard.

Our business, like all businesses, has to grow in order to remain healthy. We actually own another parcel in the McInnes Industrial Business Park that we plan to develop as an expansion to our currently operations.

If Measure V passes, we will not be able to expand our worksite for twenty years. This set back could force us to relocate our business outside of Oxnard, and likely outside of the County. That would mean either a loss of jobs for Oxnard residents, or much longer commutes.

We decided to relocate our operation to Oxnard for many reasons. Foremost were the abundant and dedicated workforce, the strong sense of community commitment to businesses and the high quality of life in Oxnard. We would hate to have to leave Oxnard, and therefore, we strongly oppose Measure V.

Sincerely,



Joseph Herzog
Vice President of Operations
Herzog Wine Cellars

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QUALITY, SERVICE AND
PERFORMANCE SINCE 1930



SAW, TUBE AND LASER
TECHNOLOGY

3200 Camino Del Sol • Oxnard, CA 93030 • (805) 981-0999 • (800) 388-SAWS • FAX (805) 981-0989

September 22, 2008

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Councilmember's:

Western Saw has been a proud resident of Oxnard for 17 years. We employ many Oxnard residents and we want to keep these jobs in Oxnard.

Our business, like all businesses, has to grow in order to remain healthy.

If Measure V passes, we will not be able to expand our worksite for twenty years, therefore, we will be forced to relocate our business outside of Oxnard and likely outside of the County. That would mean either a loss of jobs for Oxnard residents or much longer commutes.

We decided to relocate our operation to Oxnard for many reasons. Foremost were the abundant and dedicated workforce and the high quality of life in Oxnard. We would hate to have to leave this wonderful city, therefore, we strongly oppose Measure V.

Sincerely,

Kevin Baron
C.E.O.

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Monday, September 22, 2008

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Councilmembers:

Our company has been a proud resident of Oxnard for four years. A significant percentage of our staff are Oxnard residents, and we want to keep these jobs in Oxnard.

Our business, like all businesses, has to grow in order to remain healthy.

If Measure V passes, we will not be able to expand our worksite for twenty years and may be forced to move outside of Oxnard. That would mean either a loss of jobs for Oxnard residents, or much longer commutes.

We were excited to relocate our operation to Oxnard. Foremost were the weather and the workforce, and the high quality of life in Oxnard. We would hate to have to leave this wonderful City, and therefore, we strongly oppose Measure V.

Sincerely,

Jim Hall II
President & Owner
Jim Hall Kart Racing School

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September 22, 2008

Oxnard City Council
300 West Third Street
Oxnard, CA 93030

Dear Mayor and City Council Members,

Our company has been a proud resident of Oxnard for eighteen years. We employ many Oxnard residents, and we want to keep these jobs in Oxnard.

Our business, like all businesses, has to grow in order to remain healthy.

If Measure V passes, we will not be able to expand our worksite for twenty years, and therefore, we will be forced to relocate our business outside of Oxnard, and likely outside of the County. That would mean either a loss of jobs for Oxnard residents, or much longer commutes.

We decided to relocate our operation to Oxnard for many reasons. Foremost were the abundant and dedicated workforce, and the high quality of life in Oxnard. We would hate to have to leave this wonderful City, and therefore, we strongly oppose Measure V.

Sincerely,



Chris Lombardi
President / CEO
Drum Workshop, Inc.

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Gon Bops



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