

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

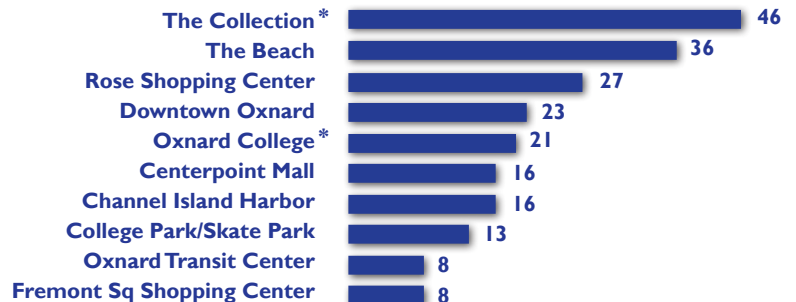
Link boards collected at second workshop

140

people participated in workshops

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

Top Destinations

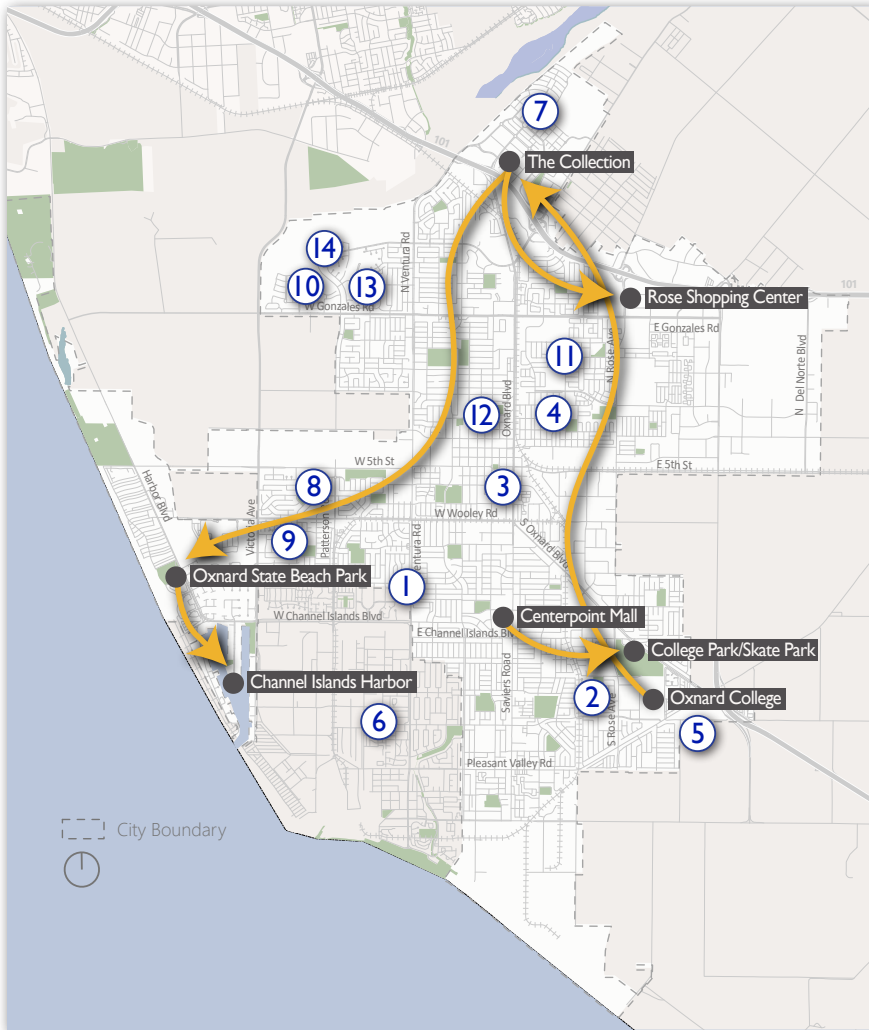


** Because the first and second pop-ups were held at Oxnard College and the The Collection respectively, participants were more likely to select them as a destination point.*

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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:

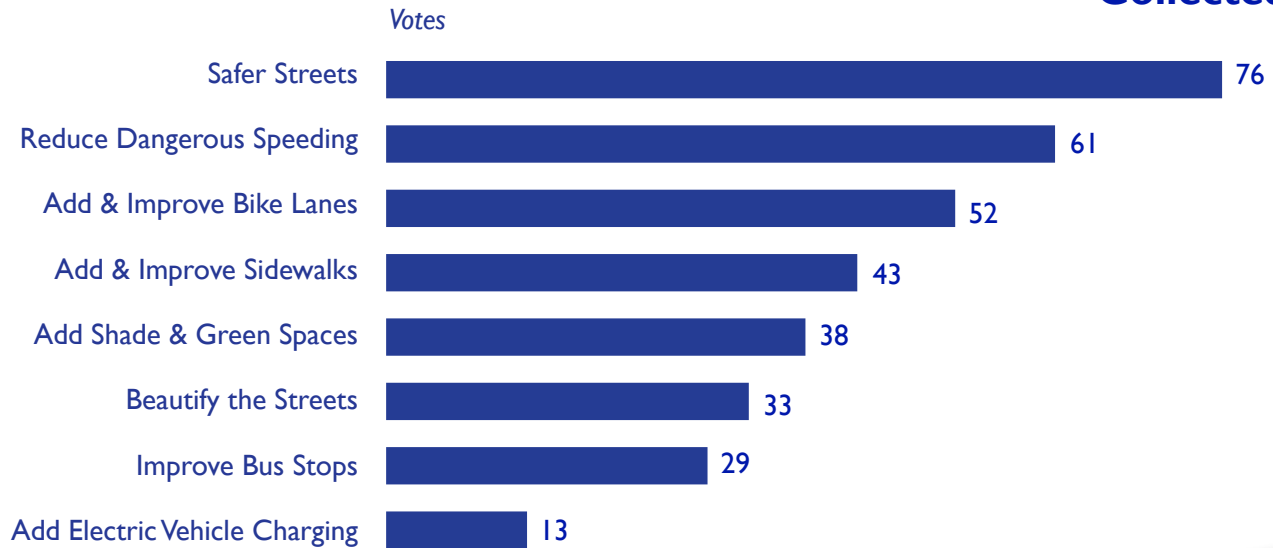


* Because the first and second pop-ups were held at Oxnard College and the The Collection respectively, participants were more likely to select them as a destination point.

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



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Pop-Up Photos

