

City of Napa

Citywide Traffic Calming Program

**Public Works
Department**
Transportation Engineering
Division

February 24,
2006

Stakeholders

- City Staff
- City Traffic Advisory Committee
- City Administration
- Various City Committees and Commissions
- Neighborhood Groups
- Various Public Agencies

Traffic Calming Program Goal

- To protect residential neighborhoods from high-volume and high-speed traffic and its effects (*General Plan Policy Document, Transportation Goal T-4*)

Study Project Objectives

- Identify neighborhoods where traffic conditions may indicate need for traffic calming measures
- Prepare traffic calming standards and other measures to provide increased protection to existing neighborhoods
- Investigate the feasibility of creating a special assessment district to fund capital improvements for traffic calming

Program Components: 3 “E’s”

- **Engineering** – current traffic calming study
- **Enforcement** – current traffic calming study
- **Education** – *Street Smarts Ad Campaign*

Project Status

- ***Citywide Guidelines for Traffic Calming & Neighborhood Traffic Management:***
completed final policy guidelines document and secured TAC endorsement
- ***Street Smarts*** Public Information Campaign: need to revive joint implementation by Public Works and Police Departments given staffing constraints

Project Development Costs

- ***Citywide Guidelines for Traffic Calming & Neighborhood Traffic Management*** : \$20,600 consultant fee for program policy document
- ***Street Smarts*** Ad Campaign: purchased regional partnership from City of San Jose for \$4,200; obtained \$5,000 donation from Eagle Cycling Club (non-profit, private)

Street Smarts Ad Campaign

- Public Works to coordinate inclusion in internal City publications and web-site
- Public Works to engage private sector sponsors for newspaper/magazine ads
- Public Works to coordinate with NCTPA/Vine Transit for bus shelter posters and vehicle streamers

Street Smarts Ad Campaign

- Police to include in Traffic Safety Education Program for local schools
- Public Works/Police to engage neighborhoods to distribute posters locally
- Public Works/Police to make presentations at local business, social, and professional organizations

Traffic Calming Education and Awareness Program

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The Program Objectives

- Awareness, perception, influence
- Generate awareness and educate drivers, pedestrians and bicyclists on traffic safety
- Change perception and attitude of target audiences
- Ultimately, positively influence behavior and lower amount of violations/accidents

The Current Focus

1. Stop sign compliance
2. Red light running
3. Speeding
4. School zone compliance
5. Crosswalk safety & compliance
6. Bicyclist awareness

The Umbrella Brand



A Broad Mix of Media



Red Light Violations

PUT THE
OTHER PEDAL
TO THE METAL



Street  Smarts

www.GetStreetSmarts.org

City of Napa

Stop Sign Compliance

**STOPPING
IS PART OF DRIVING**



Street Smarts

www.GetStreetSmarts.org

City of Napa

Speeding

**WANT TO MEET COPS?
DRIVE FAST.**



Street Smarts

www.GetStreetSmarts.org

City of Napa

Cyclist Awareness

**SPANDEX ISN'T ARMOR.
EXERCISE CAUTION.**



Street Smarts

www.GetStreetSmarts.org

City of Napa

Yield to Pedestrians

LET PEDESTRIANS CROSS, THEN
TAKE YOUR TURN



Street Smarts

www.GetStreetSmarts.org

City of Napa

School Zone Compliance

**IF YOU SEE KIDS
SLOW DOWN**



Street Smarts

www.GetStreetSmarts.org

City of Napa

Implementation Partners: *Street Smarts*

- Napa Valley Unified School District and individual schools' administration
- Napa Chamber of Commerce, Napa Downtown Association, and Napa Valley Conference & Visitors Bureau
- City of Napa Bicycle & Trails Subcommittee, NCTPA Bicycle Advisory Committee, and Napa Bicycle Coalition
- Local newspapers and magazines

Citywide Traffic Calming Guidelines: Internal Stakeholder Outreach

- Internal stakeholder workshops (various City departments/divisions/agencies)
- Project Evaluation and Review Committee (PERC) for private development review
- Traffic Advisory Committee

Inter-Department Coordination

- Police Department (emergency access and enforcement)
- Fire Department (emergency access for large vehicles)
- Community Development Department (residential streets guidelines)
- Community Resources Department (landscape standards and maintenance; bicycle travel)

Inter-Department Coordination

- Redevelopment/Economic Development Agency (impacts to businesses)
- Housing Authority (affordable housing site design, senior centers)
- Finance Department (funding of improvements and maintenance)
- City Attorney's Office (legal analysis of proposed measures)

Public Outreach

- Traffic Advisory Committee
- Bicycle & Trails Subcommittee
- Napa County DPW, NCTPA, NVUSD
- Planning Commission
- City Council

Funding Strategies

- Private development projects (new subdivisions)
- Neighborhood assessment districts (existing neighborhoods)
- Public-private joint ventures, TLC funding, General Fund, Gas Tax

Private Development Projects

- Anticipate future needs/conflicts
- Incorporate into *Residential Design Guidelines* of Community Development Department
- Incorporate into *Standard Specifications & Standard Plans* of Public Works Department
- Conditions of approval
- Mitigation measures

Neighborhood Assessments

- Establish new neighborhood assessment districts (as in sidewalk replacement program)
- Apply for grants from countywide, regional, state, and federal agencies
- Develop capital improvement program (CIP) eligible projects

Construction Planning

- Integrate with scheduled pavement overlay and striping projects
- Include within new development improvement plans and subdivision maps
- Integrate with utility undergrounding and streetscape projects

Traffic Calming – Does It Work?

- Yes, it can work.
- *How?* Involve all stakeholders in the planning and development process.
- *Who pays for it?* Explore all options: CIP, developers, assessment districts, grants
- *How do you know if it works?* Through neighborhood satisfaction surveys or measuring speeds and volumes (pre and post)

Lessons Learned – What Works?

- Go through layers of internal outreach, then external or public outreach
- Use all available inter-department forums for internal review
- Address all issues raised by stakeholders
- Inform the general public about progress being made; engage public participation
- Partner with all interested stakeholders to pay for things and to get things done

Lessons Learned – What Doesn't?

- Not having a formal traffic calming policy document or program
- Shortcutting the internal review and stakeholder outreach process
- Just saying “no” to speed bumps and not offering something else to residents
- Developing a program in isolation within the department (the “silo syndrome”)
- No follow-through for implementation beyond the planning study