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
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

Street Smarts
A Broad Mix of Media
Stop Sign Compliance

STOPPING IS PART OF DRIVING

Street Smarts

www.GetStreetSmarts.org

City of Napa

February 24, 2006

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

City of Napa
February 24, 2006
School Zone Compliance

IF YOU SEE KIDS SLOW DOWN

Street Smarts

www.GetStreetSmarts.org

City of Napa

February 24, 2006
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