

Proposed 2010 Council Study Issue

**DPW 09-01 Comprehensive School Traffic Study (Combined SI's School TDM Opportunities & School Zone Traffic Controls and Enforcement and Retitled)**

**Lead Department** Public Works  
**Element or Sub-element** Land Use and Transportation Element  
**New or Previous** Previous  
**Status** Pending      **History** 1 year ago Below the line      2 years ago Below the line

**1. What are the key elements of the issue? What precipitated it?**

This issue would comprehensively investigate and evaluate school traffic in Sunnyvale from both an operational and programmatic perspective. Three primary areas will be assessed: Transportation Demand Management (TDM), traffic controls, and traffic enforcement. Travel patterns and vehicle and pedestrian conditions at schools, including mode choice, alternative transportation resources, pedestrian patterns, location of pedestrian facilities (especially crosswalks), driving behaviors (especially speeding, right of way compliance and illegal turns), and speed controls will be assessed. For TDM, the study would look at appropriate levels of resources for the City to invest in encouraging effective TDM for schools within the City. The study would look at interfaces between school district and City operations, and opportunities for the City to invoke regulations or encourage TDM to school commuters. The outcome of the TDM evaluation would be recommendations for policy, actions, and resources for a transportation demand management program targeted at City schools. For traffic controls and enforcement, the study would identify whether a set of actions exists beyond current traffic controls and enforcement resources to improve school zone traffic flow and enhance pedestrian safety. This study would include a review of the applicability of CVC 22358.4 provisions regarding lowering of speed limits in school areas. The purpose of the study is to consider concerns that school area loading and unloading is chaotic in many areas and that a high proportion of parents drive their children to school. TDM, additional controls and/or enforcement may improve efficiency and safety.

As per Council action at the January 29, 2010 Study Issues Workshop, this study is the result of merging DPW 09-01, School Transportation Demand Management Opportunities, and DPW 10-08 School Zone Traffic Controls and Enforcement.

**2. How does this relate to the General Plan or existing City Policy?**

Land Use and Transportation Element Goal C3, Attain a transportation system that is effective, safe, pleasant and convenient.

**3. Origin of issue**

**Council Member(s)** Hamilton, Howe  
**General Plan**  
**City Staff**  
**Public**  
**Board or Commission** Bicycle and Pedestrian Advisory Committee

**4. Multiple Year Project? Yes      Planned Completion Year 2011**

**5. Expected participation involved in the study issue process?**

**Does Council need to approve a work plan?** No  
**Does this issue require review by a Board/Commission?** Yes  
**If so, which?**  
 Bicycle and Pedestrian Advisory Committee  
**Is a Council Study Session anticipated?** No  
**What is the public participation process?**  
 Outreach meetings with parents and school administrators. BPAC public hearing, and Council public hearing

**6. Cost of Study**

**Operating Budget Program covering costs**  
 115 Transportation and Traffic  
**Project Budget covering costs**  
**Budget modification \$ amount needed for study**  
 \$165,000.00  
**Explain below what the additional funding will be used for**  
 Data collection, observation, mapping, analysis, alternatives development, reporting, professional engineering and Transportation Demand Management (TDM) expertise, facilitated public outreach.

**7. Potential fiscal impact to implement recommendations in the Study approved by Council**

**Capital expenditure range** \$101K - \$500K  
**Operating expenditure range** \$101K - \$500K  
**New revenues/savings range** None

**Explain impact briefly**  
 Should a TDM program be adopted, this could involve capital improvements to direct traffic or improve alternative transportation routes to schools. An ongoing program involving elements such as ridematching, walking school buses, or bike safety courses would require resources to manage the program, provide educational and promotional materials, etc. This study could also result in recommendations for new traffic controls at schools Citywide. This could represent a capital investment of considerable scope. The study could also result in recommendations for additional traffic enforcement or crossing guard resources, which can have a significant operating cost.

**8. Staff Recommendation**

**Staff Recommendation** Defer

**If 'For Study' or 'Against Study', explain**  
 There are currently no funds available for conducting this study issue, which would include hiring of engineering, TDM and/or public outreach consultants to assist with the work.

**9. Estimated consultant hours for completion of the study issue**

1000

Managers		Role	Manager	Hours	
Lead	Witthaus, Jack	Mgr CY1:	40	Mgr CY2:	60
		Staff CY1:	75	Staff CY2:	125

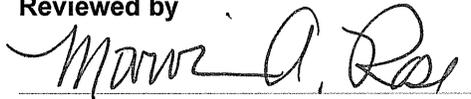
Interdep Carrion, Christopher	Mgr CY1: 20	Mgr CY2: 20
	Staff CY1: 0	Staff CY2: 0
Interdep Fitzgerald, Kelly	Mgr CY1: 20	Mgr CY2: 40
	Staff CY1: 20	Staff CY2: 40
Interdep Moretto, Douglas	Mgr CY1: 20	Mgr CY2: 20
	Staff CY1: 0	Staff CY2: 0

**Total Hours CY1: 195**

**Total Hours CY2: 305**

**Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.**

Reviewed by

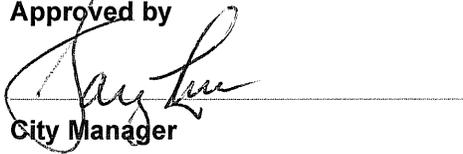


Department Director

2/4/10

Date

Approved by



City Manager

2/9/10

Date

### Addendum

**A. Board / Commission Recommendation**

**Issue Created Too Late for B/C Ranking**

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee	2	6	6
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission			

**Board or Commission ranking comments**

**B. Council**

**Council Rank**                    3  
**Start Date**                        (blank)  
**Work Plan Review Date** (blank)  
**Study Session Date**        (blank)  
**RTC Date**                         (blank)  
**Actual Complete Date** (blank)  
**Staff Contact**