

2011 Council Study Issue

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

Lead Department Public Works

History **1 year ago** Above 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

Board or Commission Bicycle and Pedestrian Advisory Committee

4. Staff effort required to conduct study Major

5. Multiple Year Project? Yes **Planned Completion Year** 2012

6. 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

7. Briefly explain cost of study, including consultant hours, impacted budget program, required budget modifications, etc. and amounts if known.

A total of 28 schools would be targeted by the study. Staff estimates 200 consultant hours per school would be required for data collection, meetings with stakeholders, and development of school-specific action plans. A budget modification of approximately \$500,000 would be required. There would be staff time implications to the Department of Public Works and the Department of Public Safety.

8. Briefly explain potential fiscal impact of implementing study results (consider capital and operating costs, as well as potential revenue).

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.

9. Staff Recommendation

Staff Recommendation Against Study

If 'For Study' or 'Against Study', explain

Staff believes this issue is largely operational, and that a significant portion of the responsibility for school traffic should fall on school districts rather than the City. The City does, however, currently direct available resources to address school traffic issues as they arise. Also, the City, in partnership with the County Public Health Department, recently submitted a successful grant application for a comprehensive school traffic demand management program that will address many of the issues raised in the proposed study issue.

Reviewed by

Marvin A. Rao 11/1/2010

Department Director

Date

Approved by

[Signature] 11-2-10

City Manager

Date