

CITY OF PALM DESERT STAFF REPORT

MEETING DATE: January 11, 2024

PREPARED BY: Bassam AL-Beitawi, Senior Project Manager

REQUEST: NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM UPDATE
(PROJECT NO. CST00004)

RECOMMENDATION:

Receive and file update on the Neighborhood Traffic Management Program.

BACKGROUND/ANALYSIS:

Neighborhood Traffic Management Program:

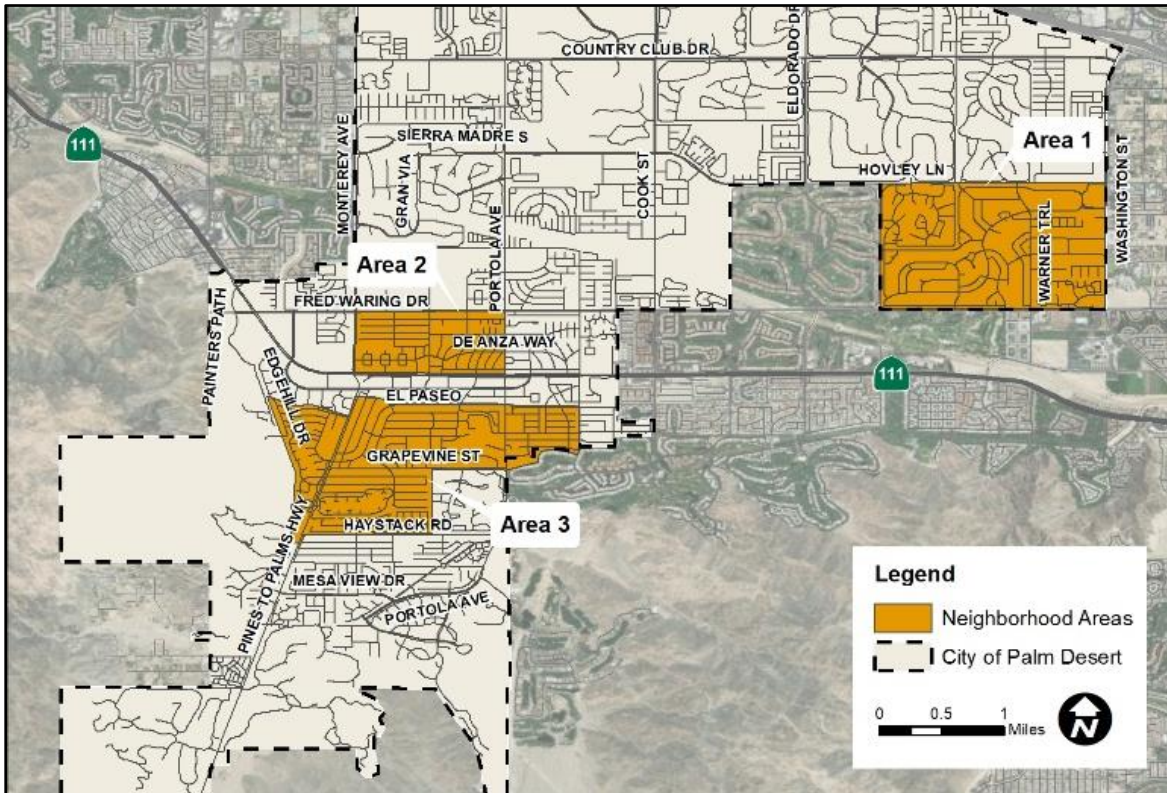
The Neighborhood Traffic Management Program (NTMP) is a community-focused traffic calming approach aimed at addressing neighborhood traffic concerns within residential neighborhoods. The primary goal of the NTMP is to reduce vehicular speed and alleviate cut-through traffic, and therefore reduce the frequency of vehicular related accidents on local-residential streets. The program relies heavily on community feedback and active participation. Key features of an NTMP typically include:

- Community Involvement: Engage residents in identifying traffic-related concerns, proposing solutions, and participating in decision-making processes.
- Traffic Assessments and Data Collection: Conduct traffic studies and collect data (such as speed counts, traffic volume, accident reports) to assess existing traffic conditions and identify problematic areas or intersections.
- Traffic Calming Measures: Implement physical measures and traffic control devices such as speed cushions, lane narrowing through striping, and speed trailers or driver's feedback signs to reduce vehicle speeds and deter cut-through traffic.
- Evaluation and Monitoring: Regularly evaluating the effectiveness of implemented measures through ongoing monitoring, feedback collection from residents, and reviewing traffic data to assess if the program has achieved its intended objectives.
- Flexible Solutions: Implement a variety of solutions tailored to the specific needs and characteristics of each neighborhood rather than applying a one-size-fits-all approach.

Palm Desert Initiative:

The City Council previously approved the establishment of an NTMP, based on recommendations from the City's Active Transportation Program (ATP) Subcommittee. Three areas were selected for the study:

- Area 1: North Palm Desert / Country Club
- Area 2: City Center / Downtown Area
- Area 3: South Palm Desert



Community Outreach:

Below chronologically describes the community outreach, including:

- In May 2022, City staff held initial meetings with each of the three neighborhood area to engage residents by gathering insights on neighborhood traffic concerns and needs. Attendees were encouraged to share their experiences and perspectives regarding traffic issues, such as speeding, safety hazards, and areas with high traffic volumes.
- In October 2022, the City held follow-up meetings with each of the three neighborhood areas. These follow-up community meetings provided City staff an opportunity to provide the data collection results, resident feedback, and recommended street segments.
- In March 2023, and at the request of residents in Area 3, a third community meeting was held to rediscuss the study findings and receive additional feedback from the community.
- In October 2023, City staff held community meetings with each of the three neighborhood areas. Here City staff presented recommended temporary traffic mitigation measures on two selected streets in each neighborhood area. The recommendations are intended to

serve as a pilot program to assess the effectiveness of proposed traffic management solutions on a smaller scale before making them permanent and potentially expanding improvements. Most attendees supported the improvements on the selected streets. Depending on the street segment, the recommendations include temporary speed cushions, striping (lane narrowing), driver’s feedback signs, commercial truck restrictions, and enhanced pedestrian crossings. The community presentations, including detailed recommendations, can be found on Attachment 1.

Moving Forward:

The City has ordered the traffic calming equipment, which has a lead time of up to 10 weeks. Following delivery of material and equipment, installation may take up to three weeks. Based upon the lead time, City staff anticipates installing all equipment in March 2024 and conducting the pilot program until June 2024.

Following the pilot program, City staff will evaluate the effectiveness of implemented traffic calming measures, and review traffic data to assess if the program has achieved its intended objectives. The City will also hold additional meetings in each neighborhood area to receive community feedback. The meetings will likely occur in the fall 2024 to allow for greater attendance in the community. City staff will report back to the City Council on the pilot program following these meetings.

Legal Review:

This report has been reviewed by the City Attorney’s Office.

FINANCIAL IMPACT:

The Neighborhood Traffic Calming Program is included in the approved Capital Improvement Project (CIP) List for Fiscal Year 2023-24 under Measure A Account Number 2134633-5000204; therefore, there is no financial impact to the City’s general fund with this action. Funding from Measure A derives from a voter-approved half-cent sales tax measure to assist cities and the County of Riverside repair roads and make other transportation upgrades. City staff anticipates the equipment, including installation, will cost approximately \$150,000 annually.

Project	Funding Source	Fiscal Year	Description	Project Budget
Neighborhood Traffic Calming Program	Measure A	2023-24	Construction	\$150,000
		2024-25	Construction	\$150,000
		2025-26	Construction	\$150,000
		2026-27	Construction	\$150,000
		2027-28	Construction	\$150,000
5-Year CIP Total				\$750,000

ATTACHMENTS:

1. Community Presentation