GREENWOOD VILLAGE
MEMORANDUM

DATE: March 14, 2007

TO: The Honorable Mayor and Members of City Council

THRU: Jim Sanderson, City Manager

FROM: Donnie Perry, Chief of Police

SUBJECT: Traffic Concerns in Residential Areas

ISSUE
Based on the results of the 2006 Community Survey residential speeding and stop sign violations are two major concerns for residents. As a result, the Mayor and City Council have made traffic management a high priority.

RECOMMENDATION
Staff recommends a comprehensive approach that includes high visibility patrols, increased education, and dedicated traffic enforcement to address traffic concerns on residential streets. Education, enforcement and engineering have been used successfully in numerous residential communities to address existing traffic problems.

DISCUSSION
Speeding and stop sign violations are a major concern for many residents. The following response strategies provide a foundation of ideas for addressing specific problems. These strategies are drawn from a variety of research studies and police reports. In most cases, an effective strategy will involve implementing several different responses. Law enforcement responses alone are seldom effective in reducing or solving traffic related problems. Moreover, police enforcement is expensive to maintain and it quickly loses its effect where the enforcement effort is not visible to drivers.

Education
The city has utilized a portable radar trailer to make the public aware of both the existing posted speed and the speed that the driver is currently traveling. The Village maintains a log of locations where speed-related problems exist, and on a rotating basis the radar trailer unit is placed at those sites. We have received positive responses from residents where the trailer has been deployed, and it raises awareness of drivers to the speeding problem. In many incidents, we have seen a reduction in speeding and voluntary compliance with the posted speed limits. In some cases, public awareness campaigns can be professionally developed through the use of GVTV 8, the GV Newsletter, or the Villager Newspaper. Anti-speeding campaigns developed at the grass-roots level are potentially even more effective than official campaigns. Two current examples are provided below;
“20 is Plenty Program” Using simple lawn signs, speed display boards, warning letters, or personal appeals to speeders who have been stopped, these campaigns can convey a more heartfelt message to speeders about the risks they create.

Citizen RADARS Program. Citizen volunteers can check out a radar unit from the Police Department and used it to measure speed in their respective neighborhood. The volunteers record the vehicle speeds and license plate numbers and turn them over to the police. The Police Department will subsequently send letters to the registered vehicle owners notifying them of the violations.

Enforcement
After the radar trailer is utilized at a particular site, the Police Department will deploy a patrol unit to monitor traffic by radar. Violators are ticketed or given a warning. Identifying where speeding is a problem allows the Village to use resources more efficiently. It has increased the visibility of the problem in specific neighborhoods and has resulted in a positive partnership between members of the community, the Police Department and staff. Long-term changes in drivers' attitudes toward speeding, stop sigh violations, and cut-through traffic on residential streets depend on drivers' perceived risk of being stopped. However, a considerable investment of resources from the police department is required to significantly increase the risk of violators getting caught. The public generally supports traffic enforcement, especially in residential areas and other areas where the safety of children are a major concern. Traffic enforcement works best if:

- drivers believe it will occur;
- it has meaningful costs to offenders;
- police apply it generally, rather than at specific times and locations;

Engineering
Traffic calming describes a wide range of road and environment design changes that either make it more difficult for a vehicle to speed or make drivers believe they should slow down for safety. The measures are also intended to make roads easier and safer for pedestrians and bicyclists to use. Traffic calming measures can be particularly effective at reducing speeds in residential areas. Traffic calming works best if it is understood and accepted by the public, take into account the special requirements of emergency response vehicles, and are reinforced with adequate levels of police enforcement. In neighborhoods where continued speeding problems exist, the Village has installed devices that address the specific traffic concerns of the community. Initially these have included pavement marking modifications, speed humps and roundabouts.

The Village has taken a comprehensive approach to solving neighborhood related problems and the Police Department is committed to developing plans of action to solve local traffic safety issues. In February, the Police Department developed and implemented a service delivery plan
to address residential traffic concerns. The focus was to improve visibility and educate the public. The outcome is that visibility was greatly enhanced, and education combined with enforcement will make a difference. The following table is a summary of the traffic impact days for the month of February.

<table>
<thead>
<tr>
<th></th>
<th>02/21/07</th>
<th>02/28/07</th>
<th>Feb-07</th>
<th>YTD</th>
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<tbody>
<tr>
<td>Total Traffic Stops</td>
<td>59</td>
<td>52</td>
<td>737</td>
<td>1378</td>
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<tr>
<td>Total Traffic Summons Issued</td>
<td>31</td>
<td>29</td>
<td>229</td>
<td>374</td>
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<td>Total Traffic Stops (Greenwood Hills)</td>
<td>26</td>
<td>11</td>
<td>171</td>
<td>222</td>
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<tr>
<td>Traffic Summons Issued (Greenwood Hills)</td>
<td>20</td>
<td>9</td>
<td>93</td>
<td>106</td>
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<tr>
<td>Traffic Summons Issued At Specific Locations</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>6499 E. Orchard Rd / S. Monaco (Verbal warnings)</td>
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<td>1</td>
<td>1</td>
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</tr>
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*Note: Assignment was temporarily suspended for a period of time on 2/28/07 to assist regular shift with traffic issues due to weather conditions.*