



DATE: December 16, 2009

TO: Honorable Mayor and City Councilmembers

FROM: Development Services Department

SUBJECT: **PLANS AND SPECIFICATIONS FOR THE VISTA WAY RADAR FEEDBACK SIGN PROJECT**

SYNOPSIS

Staff recommends that the City Council approve the plans and specifications for the Vista Way Radar Feedback Sign project located at 1104 and 1108 Vista Way, and authorize the City Engineer to call for bids.

BACKGROUND

City staff has received many complaints over the years concerning vehicular speeding on Vista Way between the I-5/SR-78 interchange and Coast Highway. By 2004, various traffic-calming measures were installed that included restriping Vista Way to two lanes and installing turn restrictions, constructing raised medians and curb bulb-outs.

There is a 35-mile-per-hour posted speed-limit sign for eastbound and westbound traffic. The speed-limit sign facing westbound traffic is located on a pole, below a flashing beacon. However, City staff has been contacted recently by residents who have concerns with the current vehicular speeding on Vista Way between the I-5/SR-78 interchange and Coast Highway. Residents are stating that the vehicular speeding is leading to an increase in noise pollution.

ANALYSIS

The portion of Vista Way between the I-5/SR-78 interchange and Coast Highway is classified as a secondary arterial in the Circulation Element. Vehicle count data from April 2007 shows that the 24-hour average daily traffic is approximately 17,000 vehicles.

The radar feedback sign that is recommended for this location will detect the fastest and lowest speed of each passing vehicle via radar. Staff can then download the data and analyze how many vehicles increased, decreased, or maintained their speed while traveling through the radar zone. With the data, staff can determine the effectiveness of the radar feedback sign and if any modifications to the sign need to be made in order to increase driver awareness.

Staff can determine if and when drivers are more commonly speeding, and inform the Oceanside Police Department (OPD) of times they would most likely observe vehicular speeding and enforce the posted speed limit. The radar feedback sign is a good source for educating drivers to be more aware of their speed and deterring them from speeding on Vista Way.

The anticipated schedule for the project is as follows:

Bid Opening.....	January 2010
Award of Contract.....	February 2010
Start Construction.....	February 2010
Construction Completion	March 2010

The plans and specifications are available for review in the City Engineer's Office.

FISCAL IMPACT

The available budget for Neighborhood Traffic Improvements (902523100212) is approximately \$178,000.

The estimated total cost of this project, which includes administration, inspection, and project management and contingency, is approximately \$14,000.

INSURANCE REQUIREMENT

The City's standard insurance requirements will be met.

COMMISSION OR COMMITTEE REPORT

The Transportation Commission was informed of the installation of the radar feedback sign on Vista Way during the December 15, 2009 meeting.

CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

Staff recommends that the City Council approve the plans and specifications for the Vista Way Radar Feedback Sign project located at 1104 and 1108 Vista Way, and authorize the City Engineer to call for bids.

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