



DATE: January 18, 2012

TO: Honorable Mayor and City Councilmembers

FROM: Development Services Department

SUBJECT: **PLANS AND SPECIFICATIONS FOR THE DOUGLAS DRIVE RADAR FEEDBACK SIGN PROJECT**

SYNOPSIS

Staff recommends that the City Council approve the plans and specifications for the Douglas Drive Radar Feedback Sign project to be located Douglas Drive west of Festival Drive, facing northeast-bound traffic; and authorize the City Engineer to call for bids.

BACKGROUND

Over the years, Traffic Engineering staff has received and the Police Department has been notified about vehicular speeding on Douglas Drive north of Point Degada. In addition, there have been four traffic collisions in the last two years on Douglas Drive north of Point Degada.

ANALYSIS

Douglas Drive is classified as a secondary arterial street on the City's Circulation Element with an average daily traffic count of approximately 11,500 vehicles. The road is mainly a north/south corridor in the City. Douglas Drive has a two-way left-turn lane and two through travel lanes each direction between Point Degada and Festival Drive. North of Festival Drive, there is a two-way left-turn lane, two through southbound travel lanes, one northbound through travel lane, and northbound right-turn lanes. There is a 45-mile-per-hour posted speed-limit sign for northbound traffic.

There have been four reported traffic collisions between November 1, 2009, and October 31, 2011, on Douglas Drive north of Point Degada. All parties involved in the accidents were traveling northeast-bound. A bicyclist was at fault in one of the four collisions due to riding on the wrong side of the road around the driveway to the Oceanside Municipal Golf Course. Of the other three remaining collisions, one involved a vehicle with a primary collision factor of speeding, and the other two each involved a motorcycle with a primary collision factor of speeding and illegal lane change, respectively. Also, the three collisions occurred within an approximate 100-foot radius of the Douglas Drive and Festival Drive intersection.

The City has installed other radar feedback signs within the City at locations such as Lake Boulevard, Vista Way, and Shadowridge Drive. The radar feedback sign is a permanent installation to inform and increase drivers' awareness of their speed and will be supplemented with a posted advisory speed-limit sign that will be installed under the radar feedback sign.

The radar feedback sign 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.

The anticipated schedule for the project is as follows:

Bid Opening..... February 2012
Award of Contract.....April 2012
Start Construction.....April 2012
Construction Completion...May 2012

FISCAL IMPACT

The funding source is Transnet in the Neighborhood Traffic Improvement project (902523100212.5703.10600), which has a budget of \$150,000. The estimated total cost of this project, which includes administration, inspection, project management, and contingency is approximately \$22,000. Therefore, sufficient funds are available.

INSURANCE REQUIREMENT

The City's standard insurance requirements will be met.

COMMISSION OR COMMITTEE REPORT

Does not apply.

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 Douglas Drive Radar Feedback Sign project to be located Douglas Drive west of Festival Drive, facing northeast-bound traffic; and authorize the City Engineer to call for bids.

PREPARED BY:



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SUBMITTED BY:



Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager



George Buell, Development Services Director



Scott O. Smith, City Engineer



David DiPierro, City Traffic Engineer



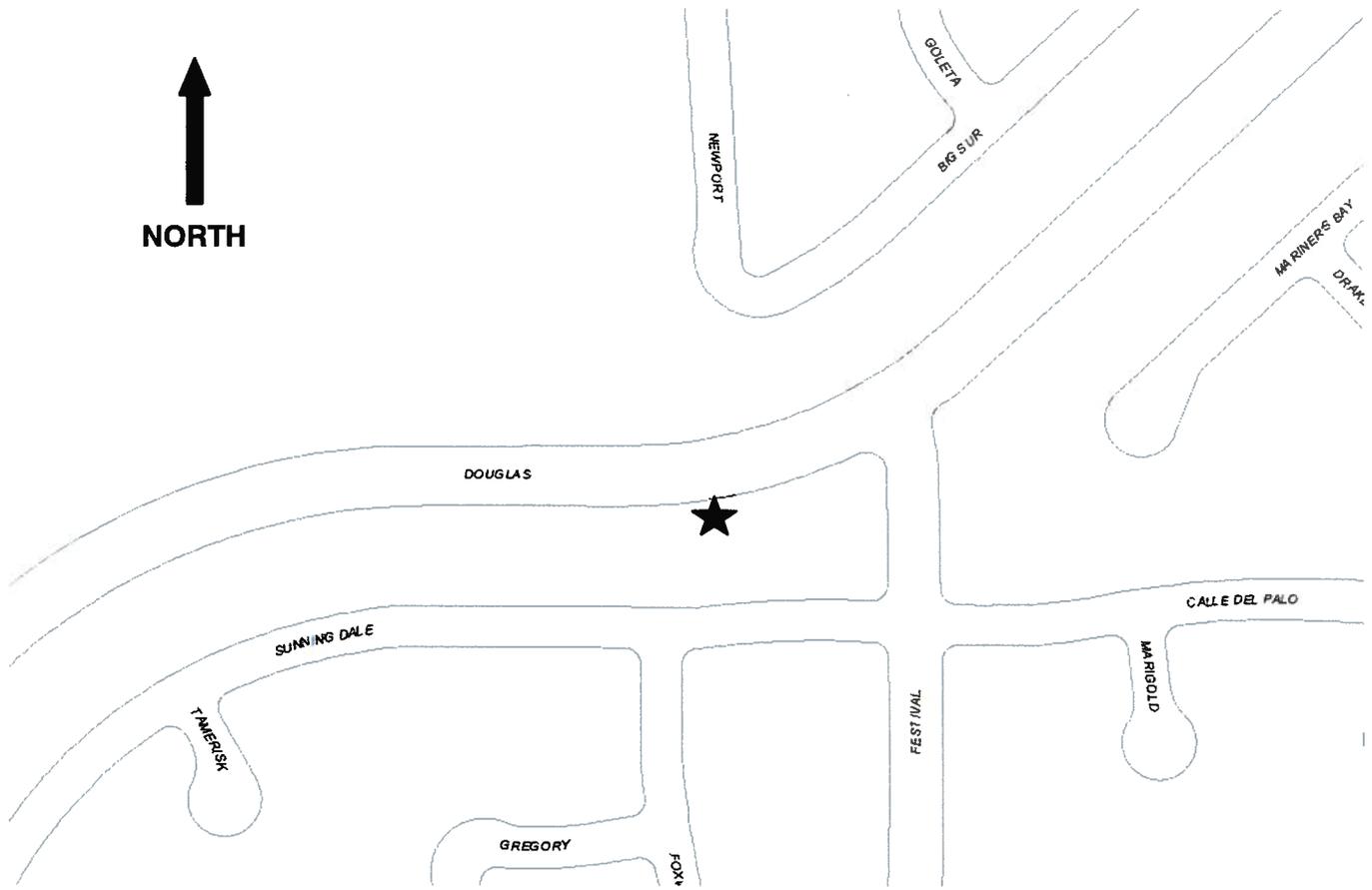
Teri Ferro, Financial Services Director



Teri Ferro

Attachments:

1. Location Map



★ = Proposed location for radar feedback sign



LOCATION MAP: DOUGLAS DR. WEST OF FESTIVAL DR.

**EXHIBIT
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