



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: AUGUST 16, 2022

FROM: PUBLIC WORKS DEPARTMENT WARDS: 6 & 7

SUBJECT: SPEED LIMIT ZONE ESTABLISHMENTS ON JURUPA AVENUE AND MOBLEY AVENUE – ORDINANCE

ISSUES:

Establishment of: 1) a 35 MPH speed limit zone on Jurupa Avenue from Rutland Avenue to Crest Avenue; and 2) a 30 MPH speed limit zone on Mobley Avenue from Hole Avenue to Cook Avenue.

RECOMMENDATIONS:

That the City Council introduce and adopt an ordinance to:

1. Establish a 35 MPH speed limit zone on Jurupa Avenue from Rutland Avenue to Crest Avenue; and
2. Establish a 30 MPH speed limit zone on Mobley Avenue from Hole Avenue to Cook Avenue.

BOARD RECOMMENDATIONS:

On July 6, 2022, the Transportation Board (Board) reviewed this matter; seven of nine members were present. The Board voted unanimously to recommend the proposed establishment of a 35 MPH speed limit zone on Jurupa Avenue from Rutland Avenue to Crest Avenue and a 30 MPH speed limit zone on Mobley Avenue from Hole Avenue to Cook Avenue.

BACKGROUND:

The Public Works Department performs speed surveys to establish appropriate speed limits on City streets including those classified as collector, arterial, and local roadways which do not meet the California Vehicle Code (CVC) definition of a “Residence District.” These surveys include consideration of prevailing speeds as determined by traffic engineering measurements, accident data, unusual conditions not readily apparent to motorists, residential density, and pedestrian

and bicyclist safety. These surveys are performed in accordance with the CVC and California Manual on Uniform Traffic Control Devices (CA MUTCD) and enable both establishment and enforcement of the posted speed limit on many of our city streets.

DISCUSSION:

Jurupa Avenue:

Jurupa Avenue between Rutland Avenue and Crest Avenue is a four-lane arterial roadway which was recently part of the Jurupa Avenue Extension Project and has single family residential properties situated along a portion of the north side of the street segment as well as an active housing development project which is currently under construction on a portion of the north side of the street. There is currently no posted speed limit within this stretch of roadway; however, Jurupa Avenue between Crest Avenue and Tyler Street is posted at 35 MPH. Jurupa Avenue between Rutland Avenue and Van Buren Boulevard is posted at 40 MPH. To establish an enforceable speed limit, the Public Works Department conducted a Traffic and Engineering Survey on Jurupa Avenue from Rutland Avenue to Crest Avenue which concluded the current 85th percentile speed to be 41 MPH. As a result of the survey findings and noted unusual conditions including residential density and proximity to Rutland Park, and the Public Works Department is recommending establishment of a 35 MPH speed limit on Jurupa Avenue from Rutland Avenue to Crest Avenue, which matches the adjacent speed posted between Crest Avenue and Tyler Street. The Transportation Board also recommended the installation of 25 MPH speed limit signs on Mobley Avenue north of Cook Avenue.

Mobley Avenue:

Mobley Avenue between Hole Avenue and Cook Avenue is a two-lane local roadway with residential homes, the westerly sides of Myra Linn Elementary School and Myra Linn Park, and a small commercial strip mall including a drive-thru restaurant situated along the street segment, however, the street does not have the residential density to meet the California Vehicle Code (CVC) definition of a residential district. There is currently no posted speed limit within this stretch of roadway except for the existing 25 MPH When School Children Are Present signs which are posted within and only apply to the Myra Linn Elementary school zone area. To establish an enforceable speed limit, the Public Works Department conducted a Traffic and Engineering Survey on Mobley Avenue from Hole Avenue to Cook Avenue which concluded the current 85th percentile speed to be 35 MPH. As a result of the survey findings and noted unusual conditions including variations in road width, segment with dirt shoulder, segment without sidewalk improvements, presence of an uncontrolled school crosswalk, and proximity to Myra Linn Park, the Public Works Department is proposing establishment of a 30 MPH speed limit on Mobley Avenue from Hole Avenue to Cook Avenue. The adjacent segment of Mobley Avenue, north of Cook Avenue, meets the requirements for a prima facie speed limit of 25 MPH.

STRATEGIC PLAN ALIGNMENT:

This proposal contributes to **Strategic Priority 2 – Community Well-Being** and **Goal 2.4 - Support programs and innovations that enhance community safety, encourage neighborhood engagement, and build public trust.**

This item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust:** Development of Speed limit zones establishes Community Trust through the transparent methodology and public process that is set forth by the California Vehicle Code which requires an Engineering and Traffic Survey to determine the appropriate speed limit for a specific street segment. The speed limit zones are a direct response to resident concerns about speed management along public streets.
2. **Equity:** The development of speed zones is a traffic calming tool that manages speeds on the public roadway to allow for the safe usage of motorists, bicyclists, and pedestrians.
3. **Fiscal Responsibility:** Speed limit zones are a cost-effective measure to regulate speeds on the roadway, to inform motorists about the design speed, and to increase safety.
4. **Innovation:** This project is neutral towards this cross-cutting thread
5. **Sustainability & Resiliency:** The Engineering and Traffic Surveys that establish enforceable speed limits are valid for a maximum of seven years and thus, the Police Department can enforce the speed limits once it is established on the roadway.

FISCAL IMPACT:

The total fiscal impact of this action is estimated at \$980, comprised of the cost of sign fabrication and installation. Sufficient funding is budgeted and available in the General Fund, Public Works Department, Streets Maintenance, Signing Supplies account no. 4110100-424143 to cover this cost.

Prepared by: Gilbert Hernandez, Public Works Director
Certified as to availability of funds: Edward Enriquez, Interim Assistant City Manager/Chief Financial Officer/City Treasurer
Approved by: Kris Martinez, Assistant City Manager
Approved as to form: Phaedra A. Norton, City Attorney

Attachments:

1. Ordinance
2. Jurupa Avenue – Site Map
3. Mobley Avenue – Site Map
4. Transportation Board Meeting Minutes – July 6, 2022