



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JANUARY 22, 2019

FROM: PUBLIC WORKS DEPARTMENT WARDS: ALL

**SUBJECT: OFFICE OF TRAFFIC SAFETY 2019 CITYWIDE PEDESTRIAN AND BICYCLE
SAFETY GRANT APPLICATION IN THE AMOUNT OF \$122,000**

ISSUE:

Authorize the submittal of a \$122,000 Pedestrian and Bicycle Safety Grant Application to the California Office of Traffic Safety.

RECOMMENDATION:

That the City Council authorize the Public Works Department to prepare and submit a California Office of Traffic Safety Grant Proposal in the amount of \$122,000 to enhance twelve Citywide crosswalks with “rectangular rapid flashing beacons” and procure educational and traffic safety materials to be distributed at schools.

BACKGROUND:

The Office of Traffic Safety Pedestrian and Bicycle Safety Grant program provides local agencies with funding to enact educational programs, distribute traffic safety materials such as bicycle lights, bicycle helmets, and reflective materials to students, and construct small-scale physical improvements. The Public Works Department recently received \$136,000 through the Office of Traffic Safety’s 2017 program to construct 13 vehicle speed feedback signs across the City and purchase safety materials including 700 bicycle helmets that were distributed to students in the Riverside and Alvord Unified School Districts.

DISCUSSION:

The Public Works Department requests authorization to seek funding to enhance 12 crosswalks with push-button activated “rectangular rapid flashing beacons” (RRFBs). The application for grant funding is due January 30, 2019. The City has previously deployed RRFBs at locations including Cole Avenue at Citrus Grove Road, Market Street at Sixth Street, and Market Street at Eleventh Street.

RRFBs have been tested by the Federal Highway Administration which found that, “RRFBs at pedestrian crosswalks are dramatically more effective at increasing driver yielding rates to pedestrians than traditional overhead beacons.” Public Works staff has selected 12 crossing

locations that would benefit from the addition of RRFBs to improve driver compliance and enhance pedestrian safety. The proposed list and map of locations are shown in Attachment 1.



Figure 1: Recently installed RRFB system at Cole Ave & Citrus Grove Rd

Approximately \$2,000 of the requested OTS funding will be used to purchase traffic safety equipment, such as bicycle helmets, for Riverside students. A portion of this \$2,000 will also be used to produce educational materials for students, including: flyers, posters, and interactive brochures. These materials will be distributed by the Traffic Engineering Division.

FISCAL IMPACT:

Funds from the Office of Traffic Safety are provided on a reimbursement basis; Public Works will request allocation of these funds upon notice of a successful grant proposal. There is no local agency match required for OTS funds, and the full grant project amount of \$122,000 would be reimbursed to the City. The posts and beacons would be installed by City forces.

Prepared by: Kris Martinez, Public Works Director
Certified as to
availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments: Rectangular Rapid Flashing Beacon (RRFB) Location Map