



Transportation Board

City of Arts & Innovation

TO: TRANSPORTATION BOARD **DATE: NOVEMBER 6, 2024**

FROM: PUBLIC WORKS DEPARTMENT **WARD: 1**

**SUBJECT: REDWOOD DRIVE BETWEEN UNIVERSITY AVENUE AND 9TH STREET –
TEMPORARY TWO-WAY CIRCULATION PILOT PROJECT**

ISSUE:

Consideration of implementation of a temporary two-way traffic circulation twelve-month pilot project on Redwood Drive between University Avenue and 9th Street.

RECOMMENDATION:

That the Transportation Board review and provide recommendation to the City Council regarding the potential temporary two-way traffic circulation twelve-month pilot project on Redwood Drive between University Avenue and 9th Street.

BACKGROUND:

The City of Riverside Traffic Engineering Division has received requests from residents along Redwood Drive to restrict southbound traffic from entering Redwood Drive via University Avenue. Residents along Redwood Drive have cited concerns related to vehicle speeds and volumes during peak hours of traffic. Redwood Drive north of Fourteenth Street is classified as a neighborhood roadway, which is intended to serve homes fronting the roadway. South of Fourteenth Street Redwood Drive is classified as a collector roadway and becomes an arterial roadway when it transitions to Palm Avenue.

In 2015, the Traffic Engineering Division conducted a "cut-through" analysis to assess the percentage of vehicles that dissipated to homes after entering Redwood Drive, and the percentage that continued southbound. The study found that during the peak morning hour of traffic, 76% of vehicles entering southbound Redwood Drive at University Avenue continued through past Thirteenth Street. During the evening peak hour of traffic 70% of vehicles entering Redwood Drive passed through from University Avenue across Thirteenth Street. While the total number of vehicles along Redwood Drive remains relatively low, residents have continued to observe speeding and other traffic related concerns along the roadway.

DISCUSSION:

As a potential solution, residents along Redwood Drive between Fourteenth Street and University

Avenue have requested that a vehicle movement restriction be put in place at University Avenue that would divert "cut through" traffic, pushing it further along University Avenue to Brockton Avenue or Market Street. The proposed restriction would require a small portion of Redwood Drive to be converted to two-way traffic and restrict some existing parking. A conceptual rendering of the restriction is shown below:

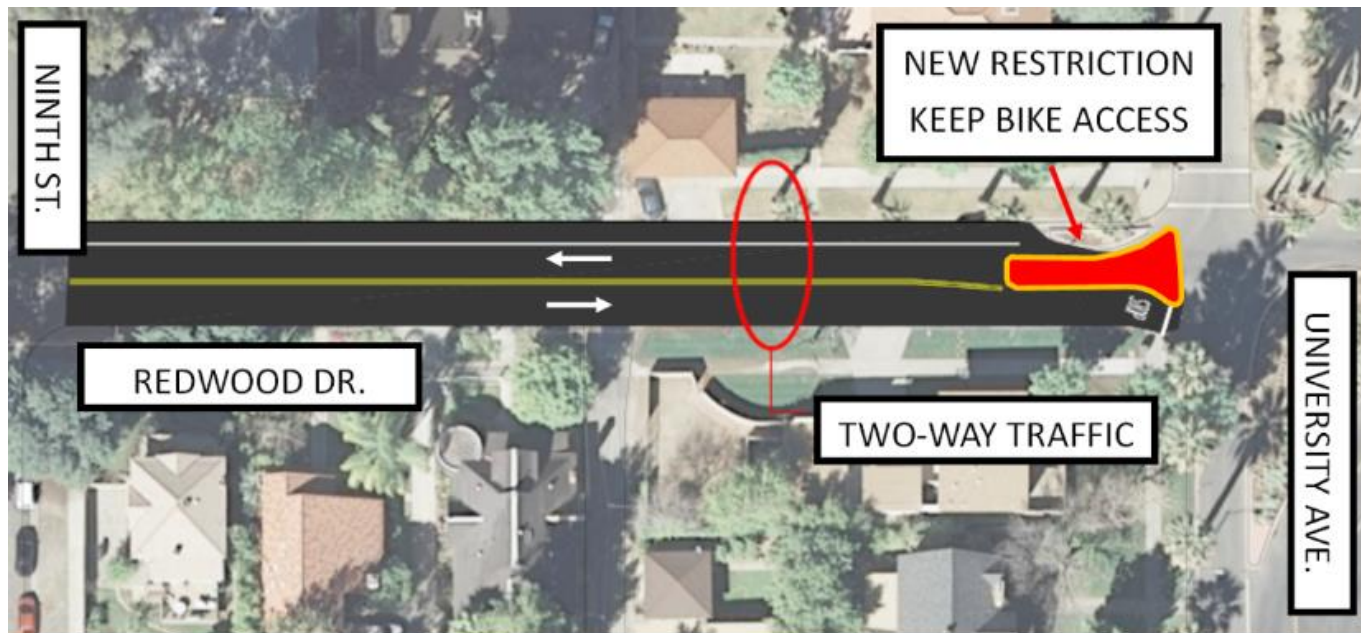


Figure 1. Conceptual restriction along Redwood Drive between University Avenue & 9th Street.

The restriction would additionally require some residents to travel a further route to reach their homes via University Avenue. Potential alternative routes are shown in the diagram below in blue.

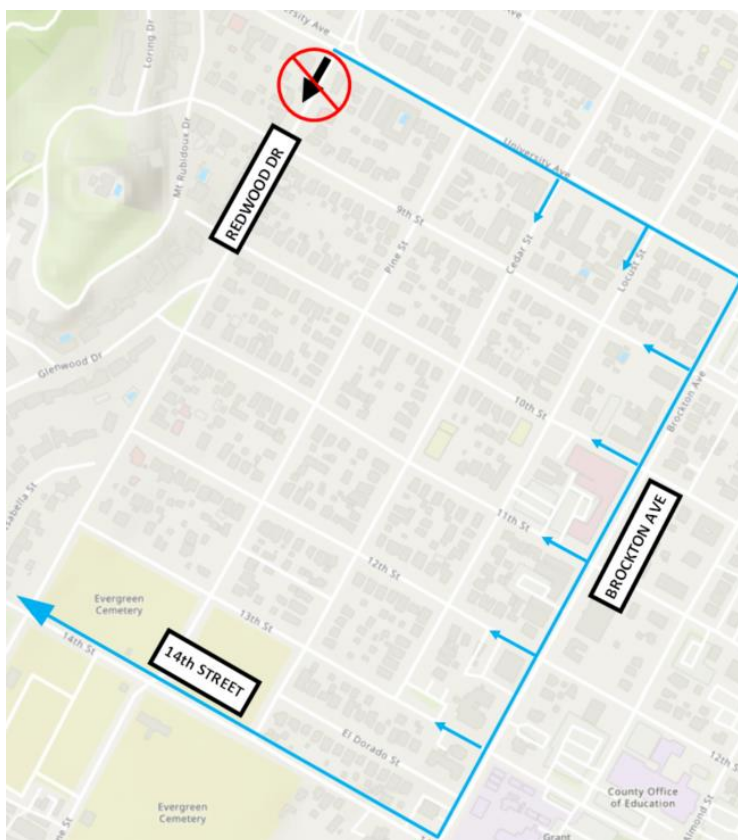


Figure 2. Potential alternate traffic routes are shown in blue.

The proposed traffic pattern modification would reduce or eliminate cut through traffic along Redwood Drive south of University Avenue. Residents have observed and experienced high speeds and high percentages of vehicles cutting through along Redwood Drive en-route to other locations. As a neighborhood roadway, Redwood Drive between Fourteenth Street and University Avenue is intended to serve local traffic (the homes fronting the street).

The restriction may cause cut through to occur on other neighborhood roadways. Residents along Redwood will need to drive further to reach their homes via University, and some neighborhood roadways may be impacted by this traffic. Additionally, residents along east Redwood Drive between Ninth Street and University Avenue would lose on-street parking. Because the work requires modifications to roadway striping, the City would prefer to leave a potential "pilot" project in place for an extended period of time.

An online and in-person survey was conducted in 2023, and 76 survey responses were received. Of the surveys received, 64.5% of respondents agree or strongly agree that cut-through traffic along Redwood Drive needs to be addressed. Most of the survey responses also indicated support for the proposed two-way traffic circulation modification and cited benefits to include reductions in traffic volume, speed, noise, and violations. Impacts to Cedar and Locust, potential parking impacts, inconvenient detour and increase in motor vehicles emissions were the reasons indicated to oppose the pilot project.

The Redwood Drive cut-through traffic discussion was also presented at the Downtown Area Neighborhood Alliance (DANA) meeting on July 30, 2024. During the meeting there were 42 residents present and expressed similar concerns. Of the 14 residents that provided verbal comments, 10 provided support for the pilot project, 3 opposed the projects and 1 remained neutral. Additional concerns discussed consisted of circuitous access to the community on 9th Street, potential loss of parking availability, trash pick-up and street sweeping service, speed humps, and traffic increases to adjacent parallel roadway segments.

STRATEGIC PLAN ALIGNMENT:

This item 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 the five Cross-Cutting Threads as follows:

1. **Community Trust** – This 12-month temporary two-way pilot project will support community involvement in seeking alternative potential solutions to ongoing cut-through traffic and speeding concerns while still allowing adequate parking and access to residents living on Redwood Drive.
2. **Equity** – The proposed temporary 12-month two-way Redwood Drive pilot project improvements would balance the needs of the immediately impacted residential neighborhoods and re-route cut-through traffic onto a higher traffic capacity roadway.
3. **Fiscal Responsibility** – City awarded contractors would install necessary signage and striping to implement the temporary 12-month two-way Redwood Drive pilot project. The temporary improvements are fiscally responsible in response to the impacts from the documented cut-through traffic, to allow for further assessment of effectiveness and overall

impacts prior to considering more costly permanent hardscape improvements.

4. **Innovation** – This project supports innovative measures to mitigate traffic and parking impacts and preserve community safety and quality of life in highly impacted areas. The temporary pilot project permits staff and the community to evaluate impacts, if any, and make an informed decision to remove improvements or to make the improvements permanent.
5. **Sustainability & Resiliency** – The proposed temporary improvements can be maintained by City Streets Division crews throughout the proposed 12-month pilot project period.

FISCAL IMPACT:

The total fiscal impact of this action is \$29,480.00. The estimated total project cost including construction costs for signage, striping and traffic signal operational modifications is \$29,480 as displayed in Table 1. These costs are proposed to be incurred as part of the recently awarded Bid No. 8081 for the Fiscal Year 2024/25 Street Preservation Project as displayed in Table 2.

Table 1 – Project Costs

Task	Amount
Incidental Costs (Mobilization, Traffic Control, Stormwater Pollution Prevention)	\$2,680.00
Traffic Improvements	\$26,800.00
Total	\$29,480.00

Sufficient funds are budgeted and available in the expenditure accounts shown in Table 2 below.

Table 2 – Project Funds

Fund	Note	Account Description	Account Number	Amount
Measure Z	Included in Bid No. 8081 approved by Council on 8/20/2024	Pavement Rehab. & Ped. Facilities	9902709-470734	\$29,480.00
Total				\$29,480.00

Prepared by: Philip Nitollama, City Traffic Engineer
 Approved by: Gilbert Hernandez, Public Works Director
 Certified as to availability of funds: Kristie Thomas, Finance Director/Assistant Chief Financial Officer
 Approved by: Kris Martinez, Assistant City Manager
 Approved as to form: Jack Liu, Interim City Attorney

Attachments:

1. Location Map
2. Conceptual Plan
3. Alternate Routes
4. Neighborhood Flyer
5. Presentation