



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: DECEMBER 17, 2024

FROM: PUBLIC WORKS DEPARTMENT WARD: 1

SUBJECT: REDWOOD DRIVE BETWEEN UNIVERSITY AVENUE AND NINTH 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 Ninth Street.

RECOMMENDATIONS:

1. That the City Council approve the temporary two-way traffic circulation twelve-month pilot project on Redwood Drive between University Avenue and Ninth Street; and
2. That the City Council authorize the Public Works Department to implement a temporary conversion of University Avenue (S) to one-way westbound between Redwood Drive and Mount Rubidoux Drive if deemed appropriate by the City Traffic Engineer during the course of the Redwood Drive two-way circulation pilot.

BOARD RECOMMENDATION:

On November 6, 2024, the Transportation Board (Board) reviewed this matter; eight of nine members were present. With a vote of 7 Ayes and 1 No, the Board recommended to City Council to approve the temporary two-way traffic circulation twelve-month pilot project on Redwood Drive between University Avenue and Ninth 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:

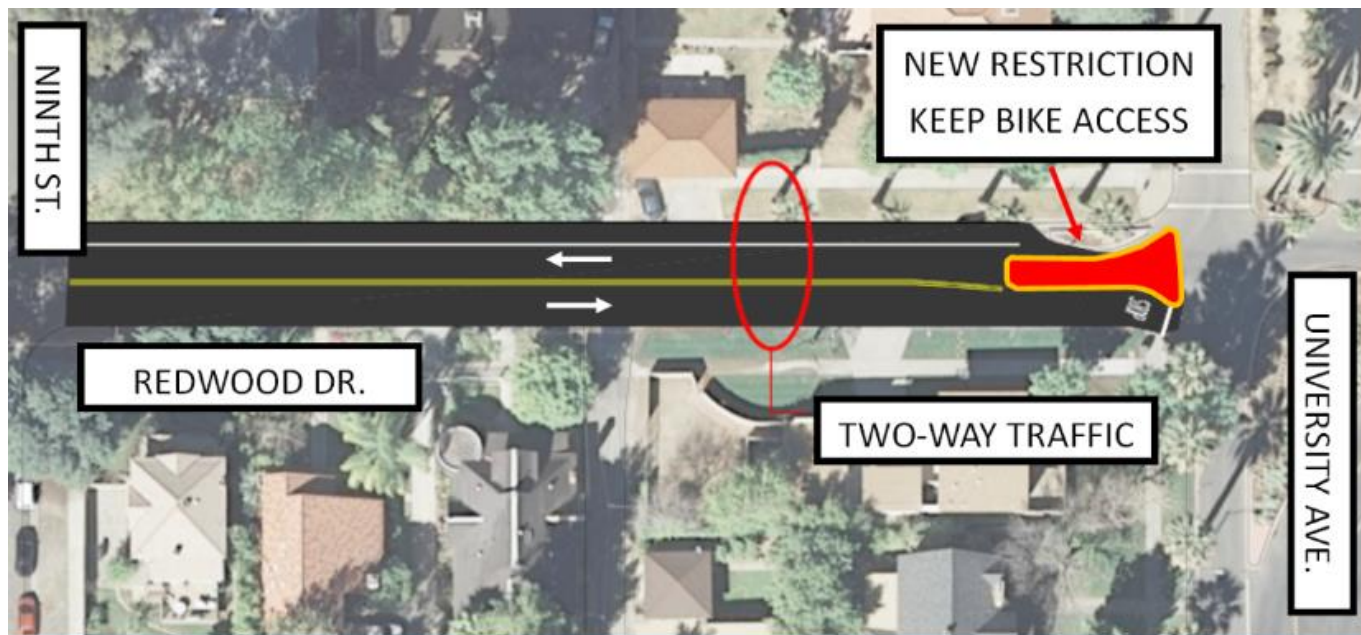


Figure 1. Conceptual restriction along Redwood Drive between University Avenue & 9th Street.

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 Figure 2. Traffic studies including vehicle counts would be taken during the pilot project to assess the effect of altered circulation patterns.

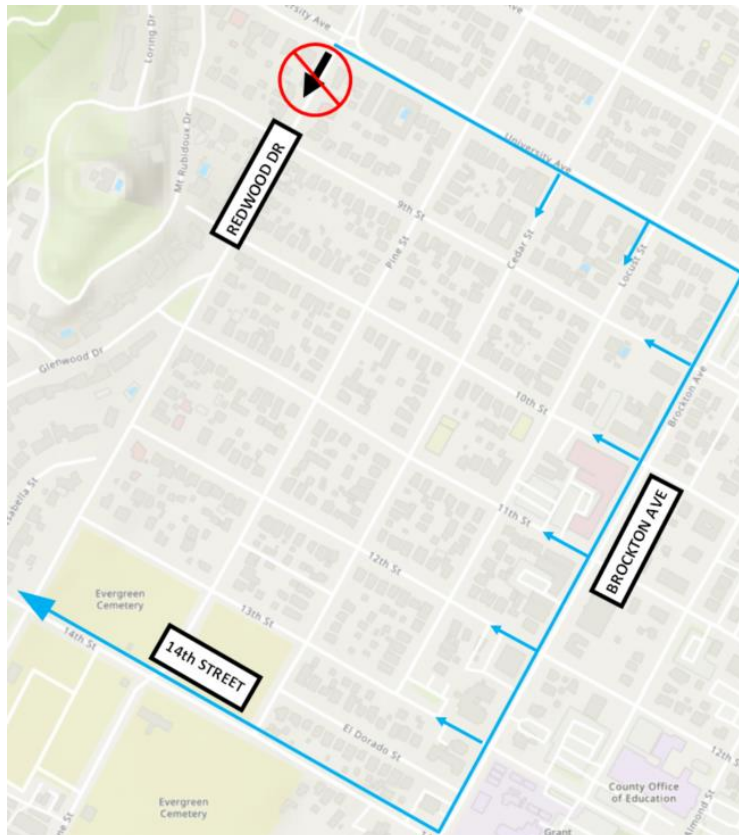


Figure 2. Potential alternate traffic routes are shown in blue.

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 enroute 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 Avenue, and some neighborhood roadways may be impacted by this traffic.

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 detours 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.

Staff received resident feedback sharing concerns that the restriction of entry at Redwood Drive could potentially increase traffic volumes along University Avenue South between Redwood Drive and Mount Rubidoux Drive as residents travel to homes on Loring Drive, Ninth Street, and other surrounding streets. This potential outcome could occur; however, it is currently unknown how many residents will choose to travel home via this route during the pilot. This section of University Ave (S) is approximately 21 feet in width, 550 feet in length, and is fronted by six homes. Like many streets in historic neighborhoods, University Ave (S) balances residents' desires for parking and two-way travel along a low-speed and more constrained roadway section. Residents have shared that additional traffic could make travel through this portion of University Ave (S) difficult during the pilot project. Widening the roadway is not practical due to the relatively short duration of the pilot and steep grades along University Ave (S). Thus, Staff are recommending that the City Council authorize the potential conversion of University Ave (S) between Redwood Dr and Mt Rubidoux Dr to one-way westbound should it be deemed appropriate by the City Traffic Engineer during the course of the pilot project. Initial community feedback for this option has been positive; however, Staff wish to ensure adequate opportunity for engagement with the six impacted homeowners prior to implementation. A conceptual map of the potential one-way conversion of University Ave (S) is attached to this report.

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. 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 will 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. Sufficient funds are budgeted and available in the expenditure account shown in Table 2 below. Additional minor costs to include staff time for adjustments to nearby traffic signals can be accommodated as part of staff’s ongoing project and maintenance work and will be absorbed in the department’s budget.

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

Table 2 – Project Funds

Fund	Project Description	Account Number	Amount
Measure Z Capital	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. DRAFT Transportation Board Meeting Minutes – November 6, 2024
6. Potential one-way circulation along University Avenue (S)
7. Presentation