

**CITY COUNCIL MEETING  
TUESDAY, SEPTEMBER 20, 2016**

**PRESENTATIONS**

**Item #3 WS 16-003**

**Neighborhood Traffic Calming Program**



# **Neighborhood Traffic Calming Program (NTCP) Update**

**Presentation**

**09.20.16**

**Morad Fakhrai, Director of Public Works**



# Why Traffic Calming is Important

**ONE OF THE TOP  
CITY COUNCIL  
PRIORITIES**



**RISK OF INJURY  
INCREASES WITH  
SPEED**



**TRAFFIC CALMING  
VITAL FOR  
NEIGHBORHOOD**

HIT BY A VEHICLE  
TRAVELING AT:

**30  
MPH**



5 out of 10 pedestrians survive

**ENCOURAGES NON-  
AUTO MODES OF  
TRANSPORTATION**

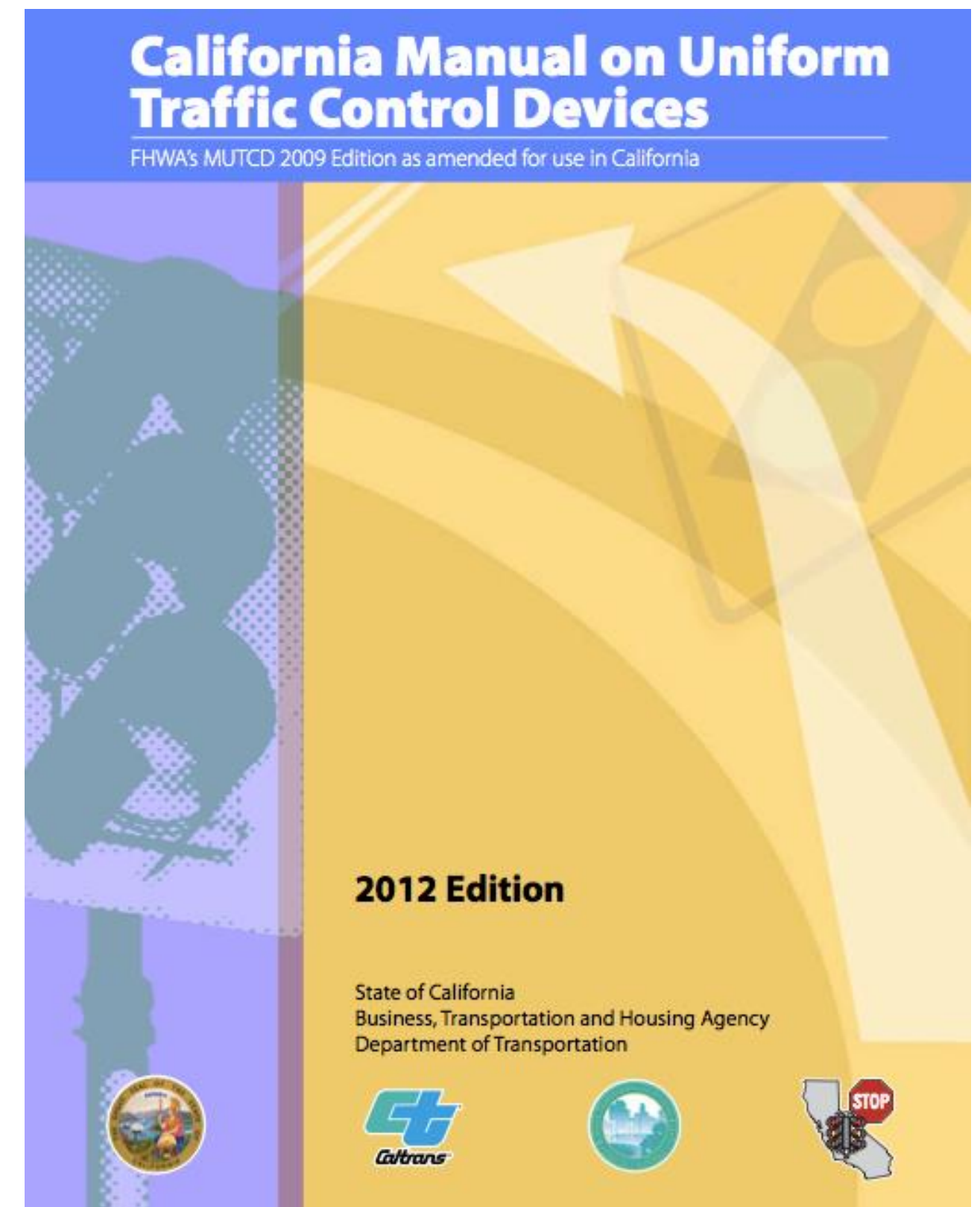
# Project Goals

- Address speeding, cut-through traffic and pedestrian/bicycle safety
- Develop comprehensive, realistic and flexible strategies
- Fair, consistent policies and procedures
- Incorporate 4E's – Education, Enforcement, Empowerment, Engineering



# NTCP Development

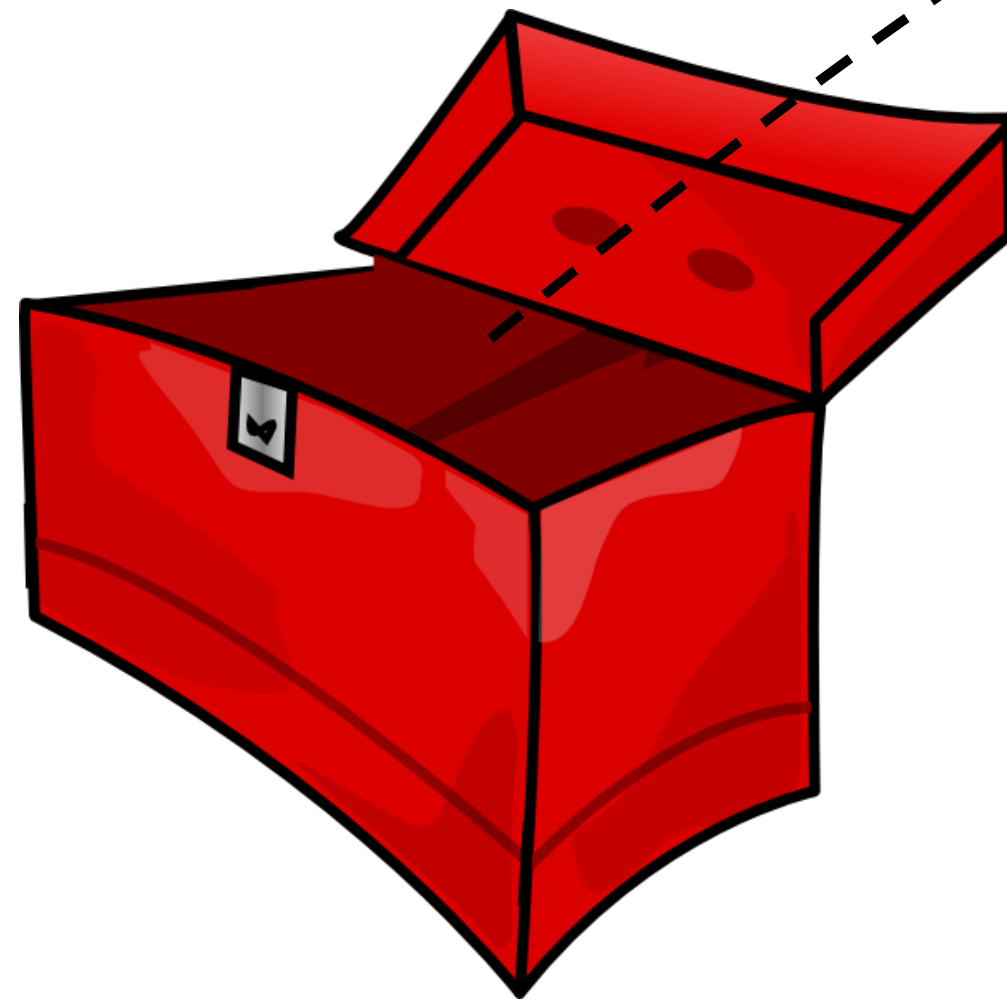
- Community Outreach (Town Hall Meetings)
- Social Media
- Benchmarking





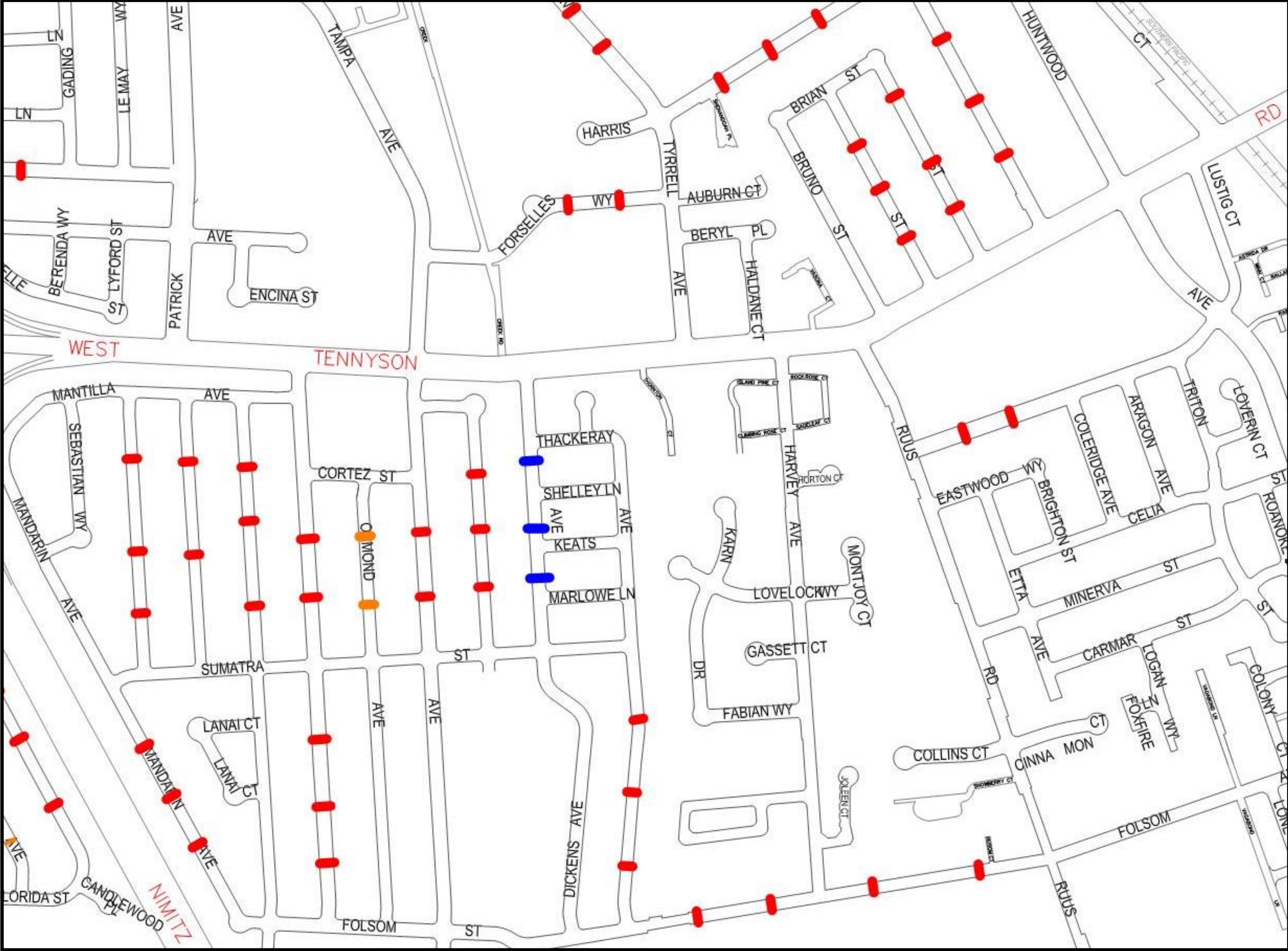
# Existing Traffic Calming Strategy

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One tool

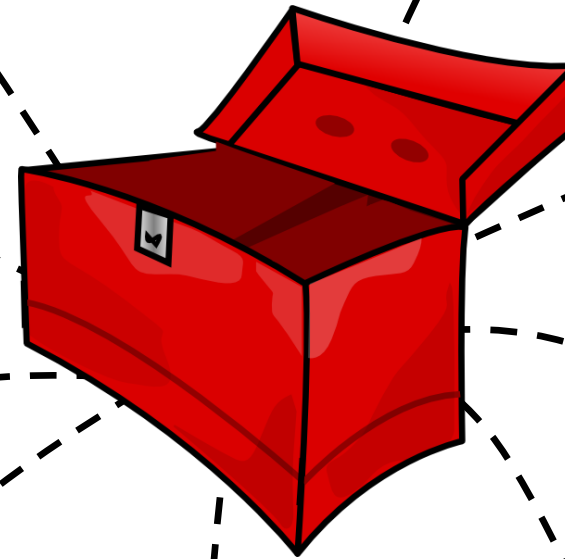
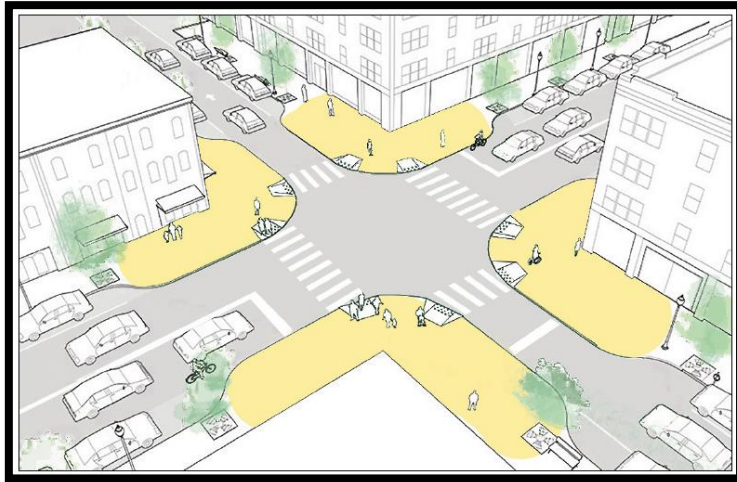
# Overreliance on Speed lumps





# Proposed Traffic Calming Strategies

Many more tools



- Education
- Empowerment
- Enforcement
- Engineering



- Educational Flyers
- Social Media
- Videos

**FREQUENTLY ASKED QUESTIONS**

Q - Can you install speed bumps on our street?

A speed bump, or lump, is a common solution to address traffic safety concerns. However, it might not be the best solution for all streets in Hayward. The

**SPEED LIMIT 25**

**DRAFT**

**NEIGHBORHOOD TRAFFIC CALMING PROGRAM**

**OTHER TRAFFIC SAFETY BROCHURES**

NEIGHBORHOOD TRAFFIC CALMING PROGRAM

BICYCLE SAFETY GUIDE

**DRAFT**

**PEDESTRIAN SAFETY GUIDE**

**OTHER TRAFFIC SAFETY BROCHURES**

NEIGHBORHOOD TRAFFIC CALMING PROGRAM

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**DRAFT**

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**DRAFT**

**DRIVING SAFE IN HAYWARD**

**OTHER TRAFFIC SAFETY BROCHURES**

NEIGHBORHOOD TRAFFIC CALMING PROGRAM

PEDESTRIAN SAFETY GUIDE

BICYCLE SAFETY GUIDE

DRIVING SAFE IN HAYWARD

**SCHOOL BUS SAFETY DIAGRAM**

The diagram shows a school bus with a 'DANGER ZONE' indicated by a red outline. The front and rear of the bus are labeled 'MOST DANGEROUS'. A red arrow above the bus points right, labeled 'PASSING CARS MIGHT NOT SEE YOU'. A green arrow below the bus points forward, labeled 'WALKING AREA'. A '10 FEET' distance is marked in front of the bus.

**DRAFT**

**A GUIDE TO SCHOOL ZONE SAFETY**

**SCHOOL**

**SPEED LIMIT 25**

For more information please visit our website at [www.hayward-ca.gov/NTCP](http://www.hayward-ca.gov/NTCP)

or contact  
City of Hayward Public Works  
Engineering & Transportation  
777 B Street, 2nd Floor  
Hayward, CA 94541  
(510) 583-4781

**H HAYWARD**

**H HAYWARD**

**DRAFT**

**DRIVING SAFE IN HAYWARD**

A signpost with three signs: a 'DOWNHILL' warning sign, a sign that says 'USE: EYES BRAKES BRAIN' with an eye icon, and a '35' speed limit sign with the text 'IT'S A SPEED LIMIT' and 'NOT A SUGGESTION'.

**H HAYWARD**

A person riding a bicycle on a green-painted bike lane. The sign below the image says 'H HAYWARD'.

**H HAYWARD**

A view of a crosswalk on a street. The sign below the image says 'H HAYWARD'.

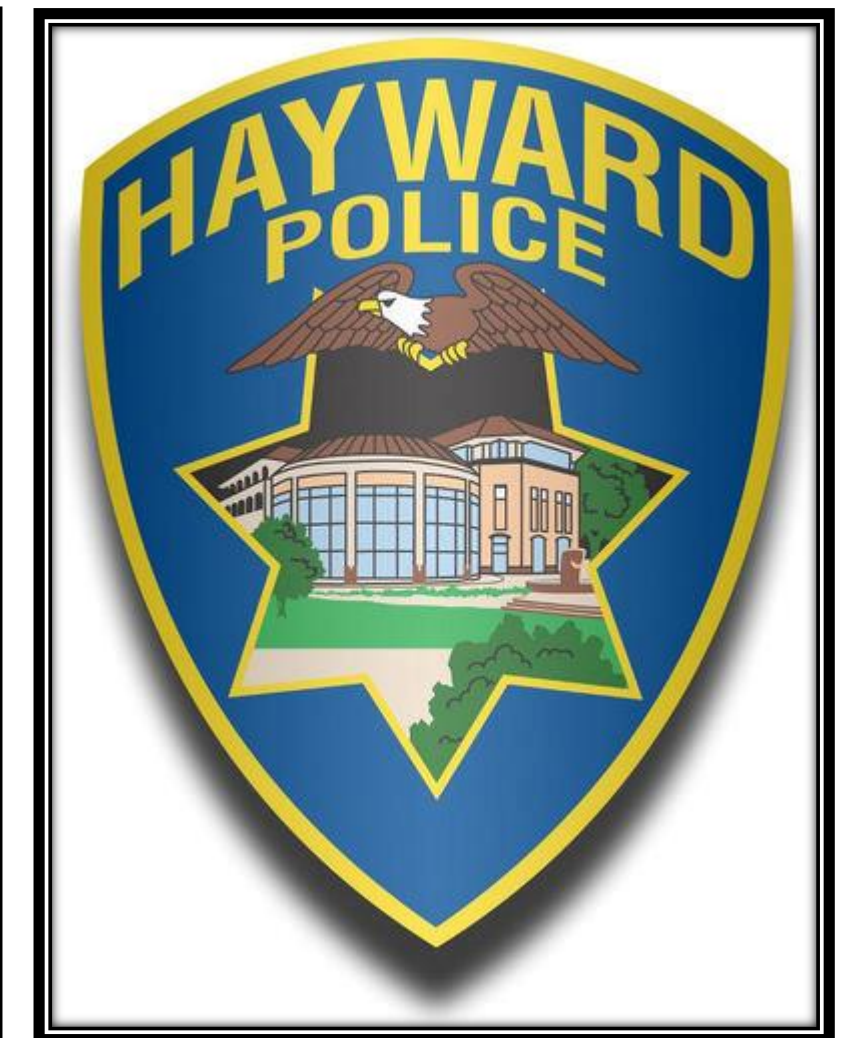
**H HAYWARD**

A street scene with a pedestrian crossing sign. The sign below the image says 'H HAYWARD'.

**H HAYWARD**

A signpost with two signs: a 'DOWNHILL' warning sign and a sign that says 'USE: EYES BRAKES BRAIN' with an eye icon.

- Courtesy Warnings
- Citations
- Targeted Enforcement

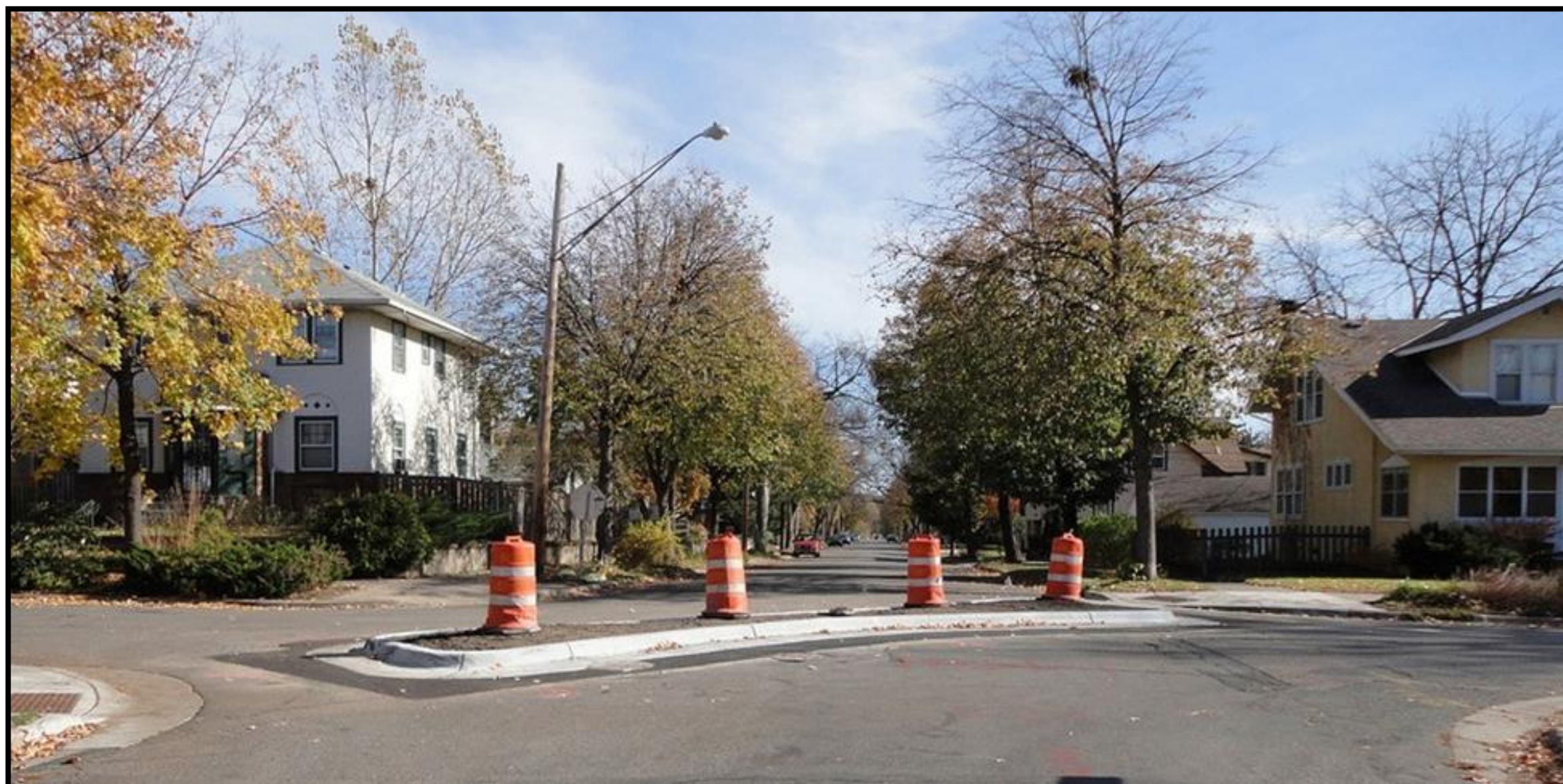


- Pace Car Program
- Allow residents to become “Change Agents”
- Provide residents tools to conduct neighborhood meetings

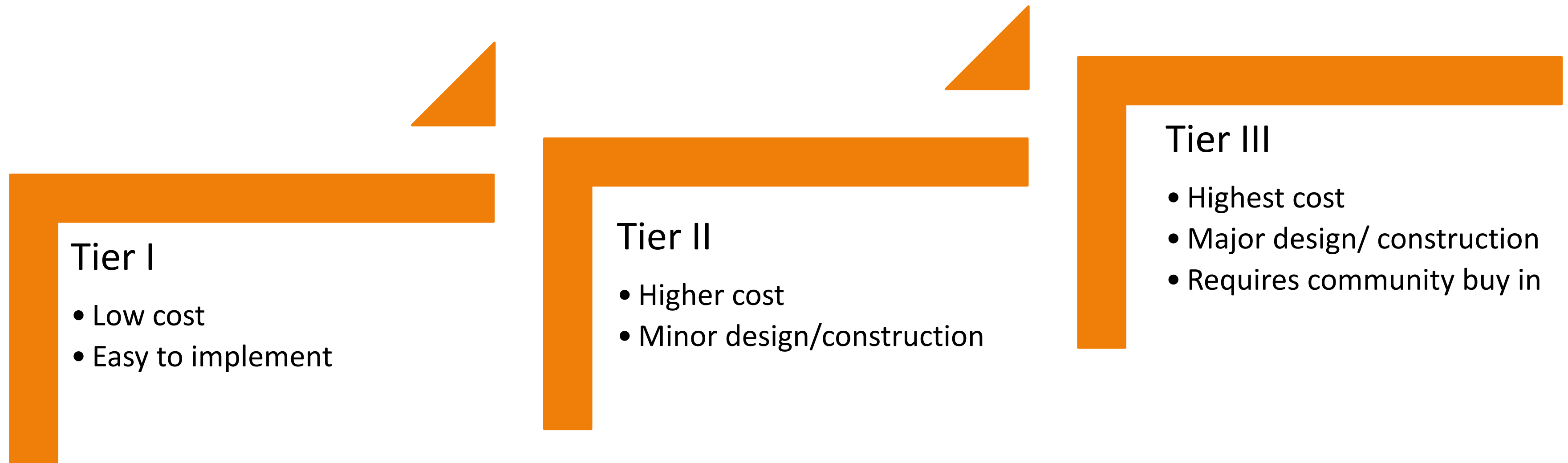




- Striping & Signage
- Road Diet Strategies
- Pedestrian & Bicycle Safety
- Major Physical Improvements



# Three Tiers



## Low Cost, High Return

- Visibility Improvements
- Pavement Markings
- Signage
- Informational Brochures
- Social Media Campaigns
- Educational Videos

**OTHER TRAFFIC SAFETY BROCHURES**

- NEIGHBORHOOD TRAFFIC CALMING PROGRAM
- PEDESTRIAN SAFETY GUIDE
- BICYCLE SAFETY GUIDE
- DRIVING SAFE IN HAYWARD

**SCHOOL BUS SAFETY DIAGRAM**

For more information please visit our website at [www.hayward-ca.gov/NTCP](http://www.hayward-ca.gov/NTCP)

or contact  
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 (510) 583-4781

**DRAFT A GUIDE TO SCHOOL ZONE SAFETY**

**H HAYWARD H HAYWARD**



facebook

Email or Phone  Password  [Log In](#)

[Forgot account?](#)

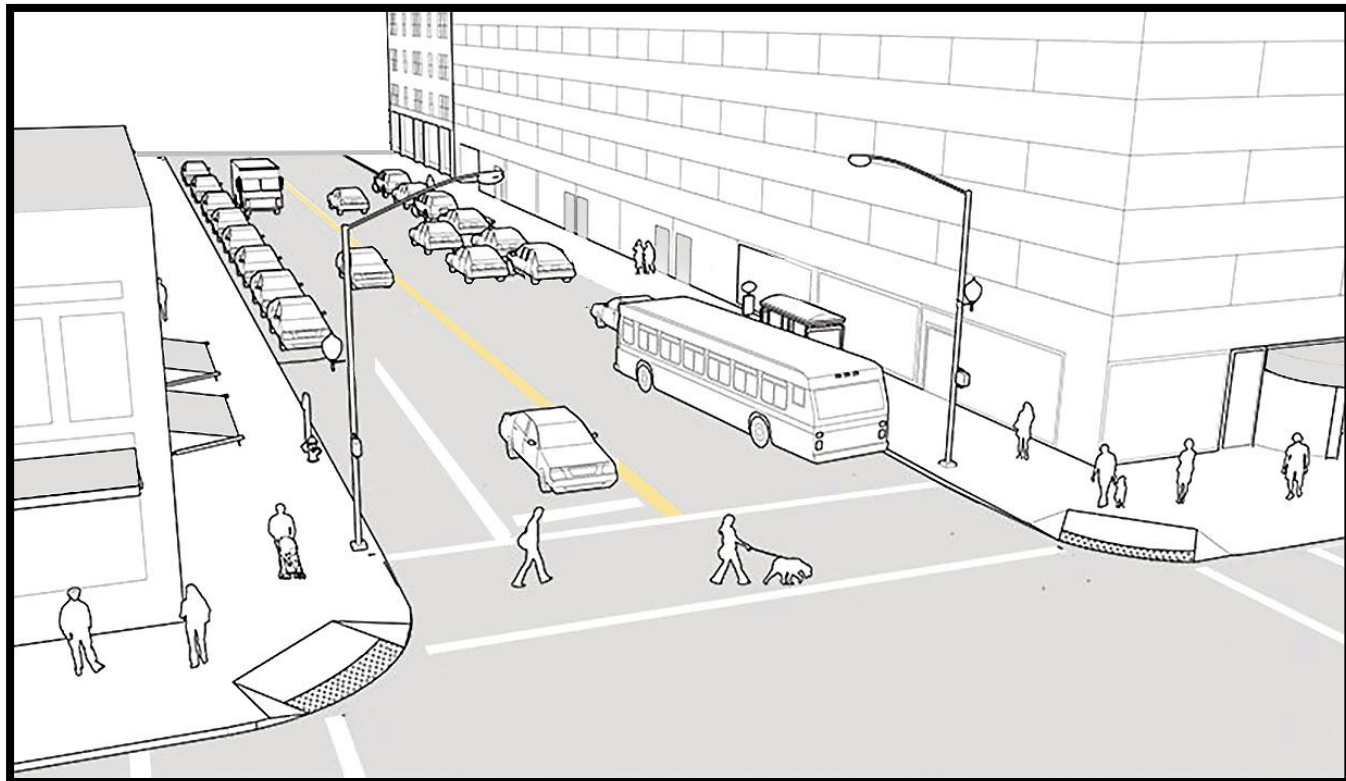
**H HAYWARD**

City of Hayward  
 - Government  
 @cityofhayward

Home







**Edgeline/Centerline Striping**

*Suitable for:* Residential Streets, Collector Streets

*Not Suitable for:* Arterial Streets

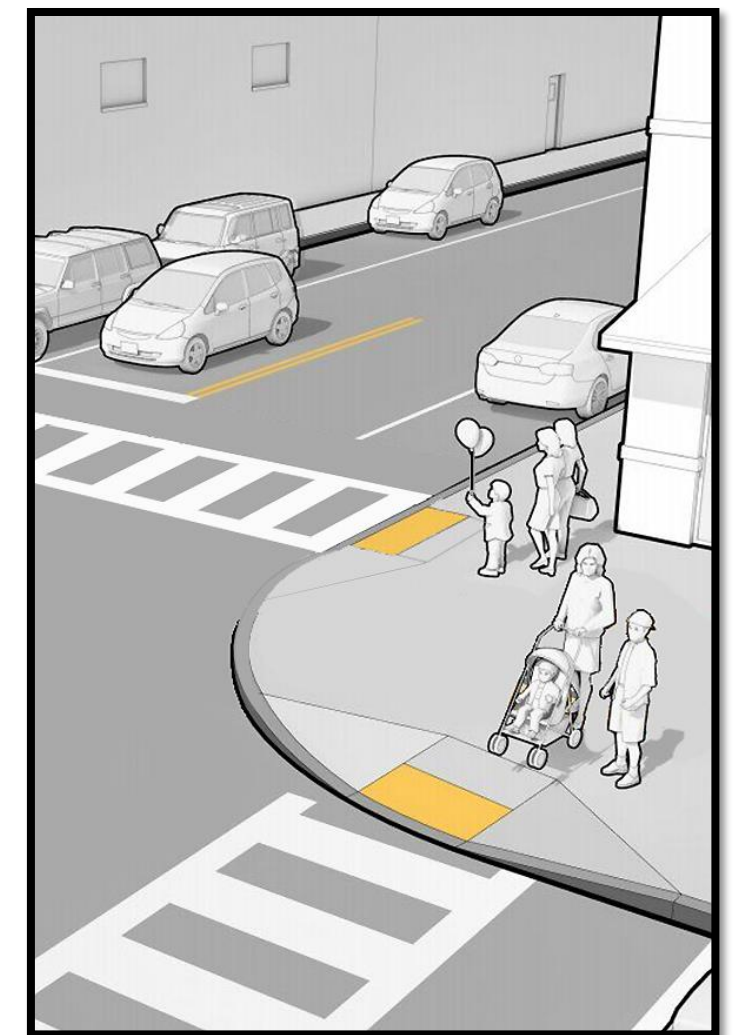
*Cost:* \$0.50 - \$1.00 per linear foot of striping

**High Visibility Crosswalks**

*Suitable for:* School zones, Residential Streets etc.,

*Not Suitable for:* Low pedestrian volume locations

*Cost:* \$3.00 - \$4.50 per linear foot of striping



**Signage**

*Suitable for:* School zones, Residential Streets etc.,

*Not Suitable for:* N/A

*Cost:* \$250 - \$500 per sign

## Higher Cost & Minor Design/Construction

- Road Diet
- Radar Signs
- Flashing Beacons
- Striped Bulbouts
- Safety Workshops
- Pace Car Program





## Flashing Beacons

*Suitable for:* School Zones, Residential Streets

*Not Suitable for:* Streets with speed limits >35 mph

*Cost:* \$15,000 - \$25,000



## Speed Feedback Signs

*Suitable for:* School Zones, Residential Streets

*Not Suitable for:* Intersections, Curved Roadway

*Cost:* \$15,000

## Road Diet

*Suitable for:* School Zones, Wide Residential Streets

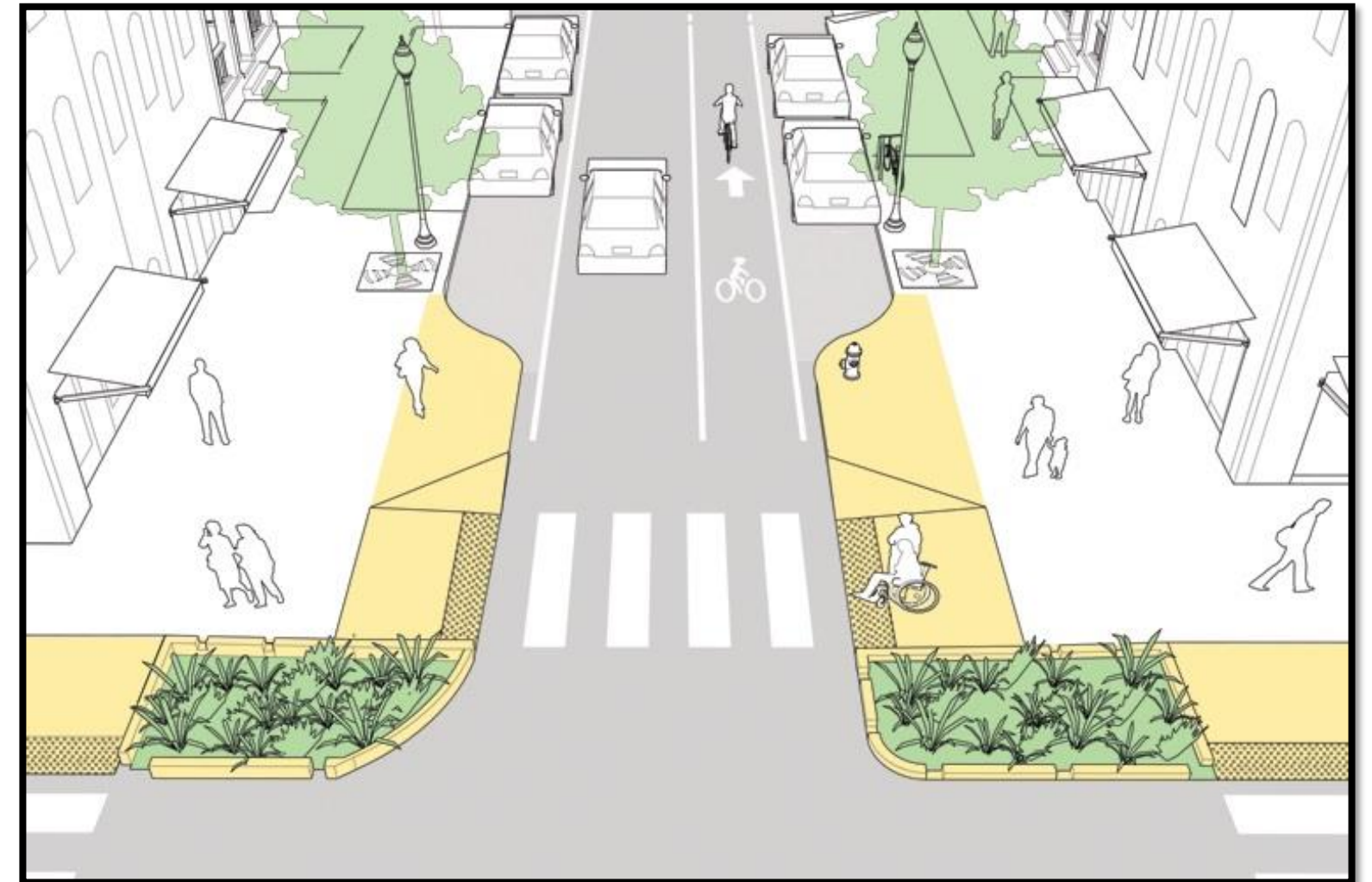
*Not Suitable for:* Narrow Roadways

*Cost:* \$15,000 to \$20,000 per a mile of a roadway.



## Highest Cost & Major Design/Construction

- Chokers
- Raised Intersections
- Speed Lumps
- Bulb Outs
- Raised Medians
- Traffic Circles/Roundabouts
- Partial/Full Closures
- Safety Trainings

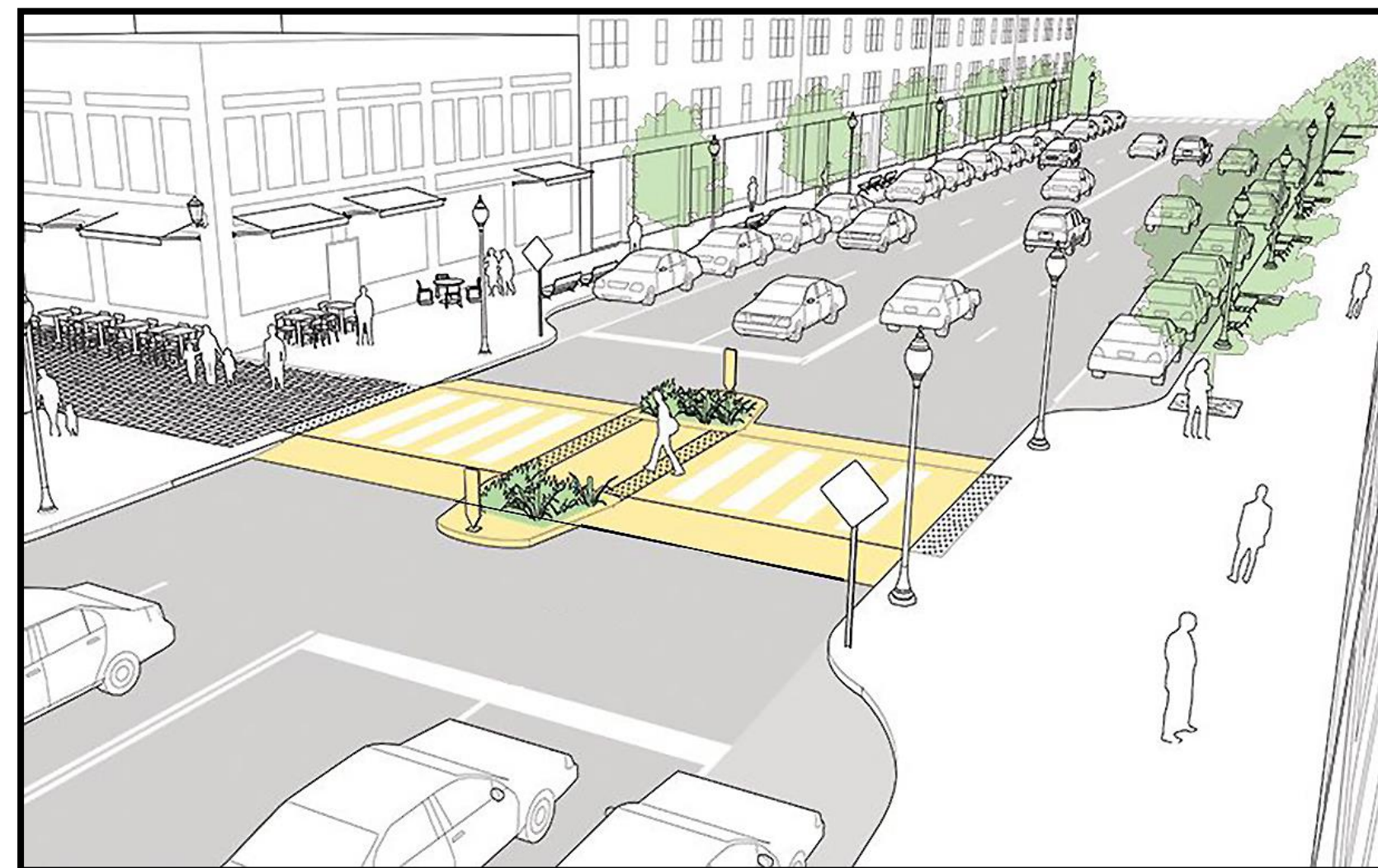


## Raised Crosswalk

*Suitable for:* High pedestrian activity areas, Residential Streets, School Zones

*Not Suitable for:* Arterial streets, Intersections

*Cost:* \$40,000 - \$70,000 per two lane roadway



## Chokers

*Suitable for:* Wide streets, High cut-through volumes

*Not Suitable for:* High bicycle volumes & on-street parking demand

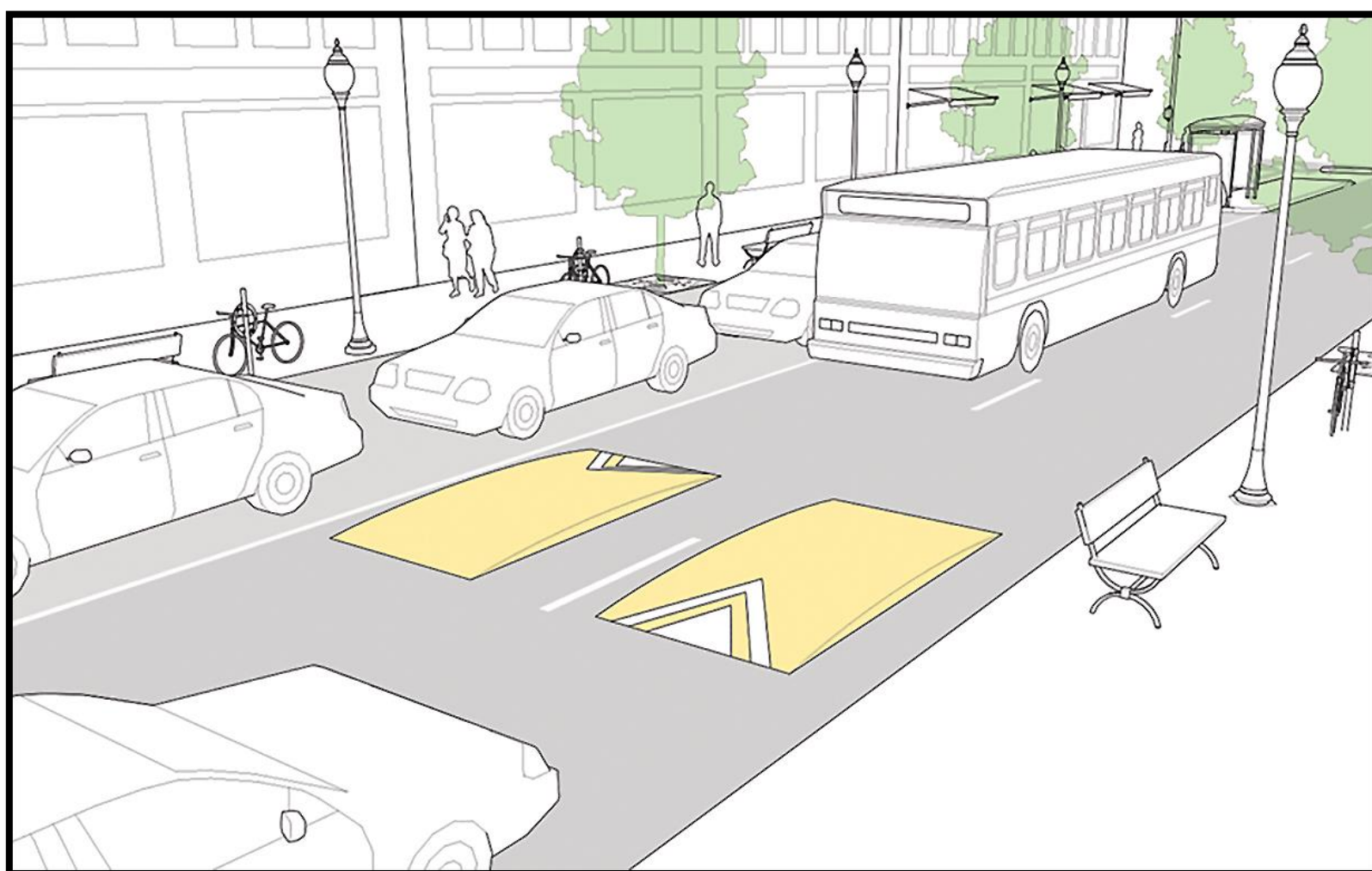
*Cost:* \$30,000 to \$50,000 per location

## Roundabouts/Traffic Circles

*Suitable for:* Collector/Arterial Streets, High accident rate

*Not Suitable for:* Horizontal/vertical curvature

*Cost:* \$150,000 to \$350,000 for a single lane roundabout



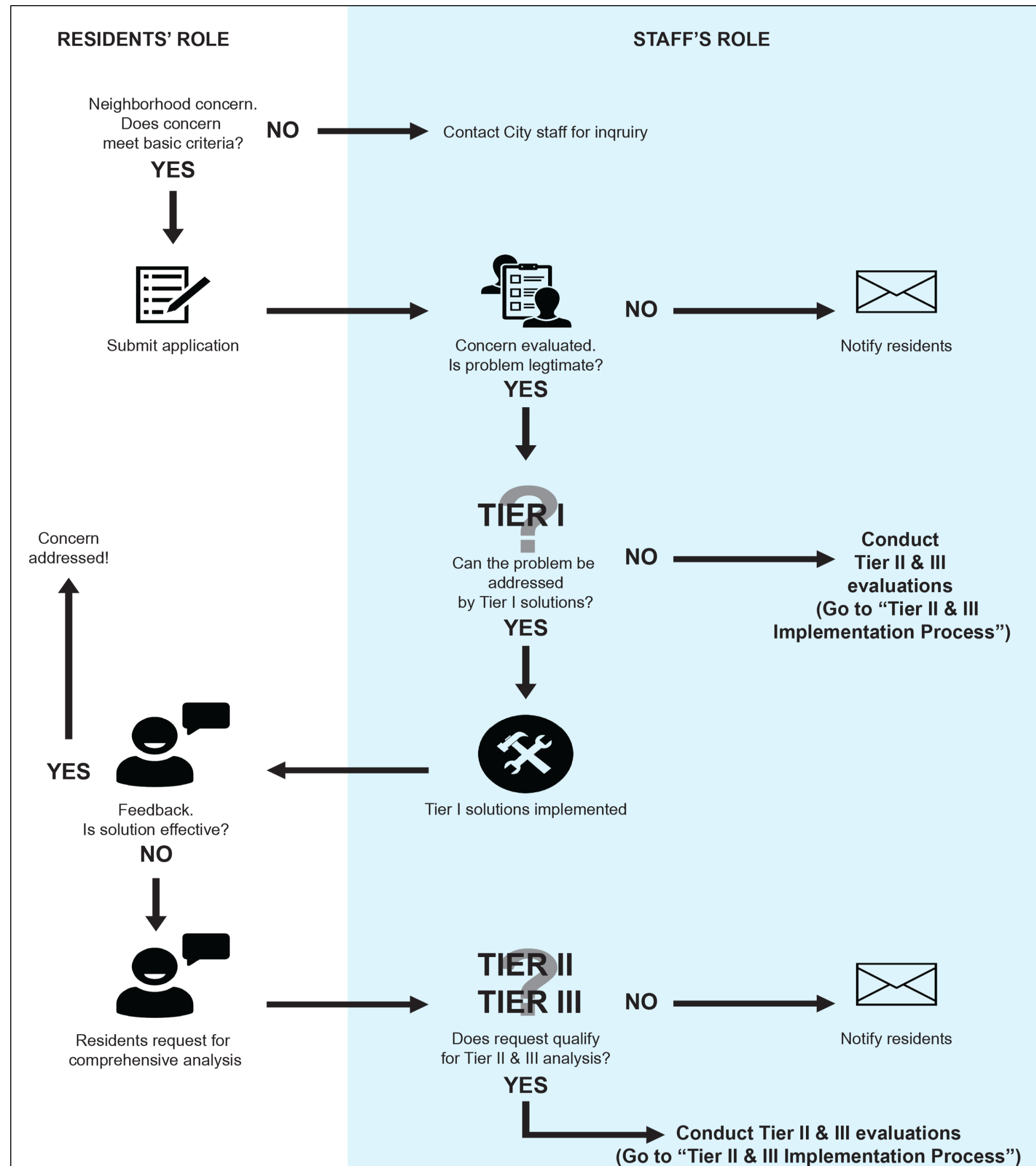
## Speed Lumps

*Suitable for:* Residential streets, High cut-through volumes

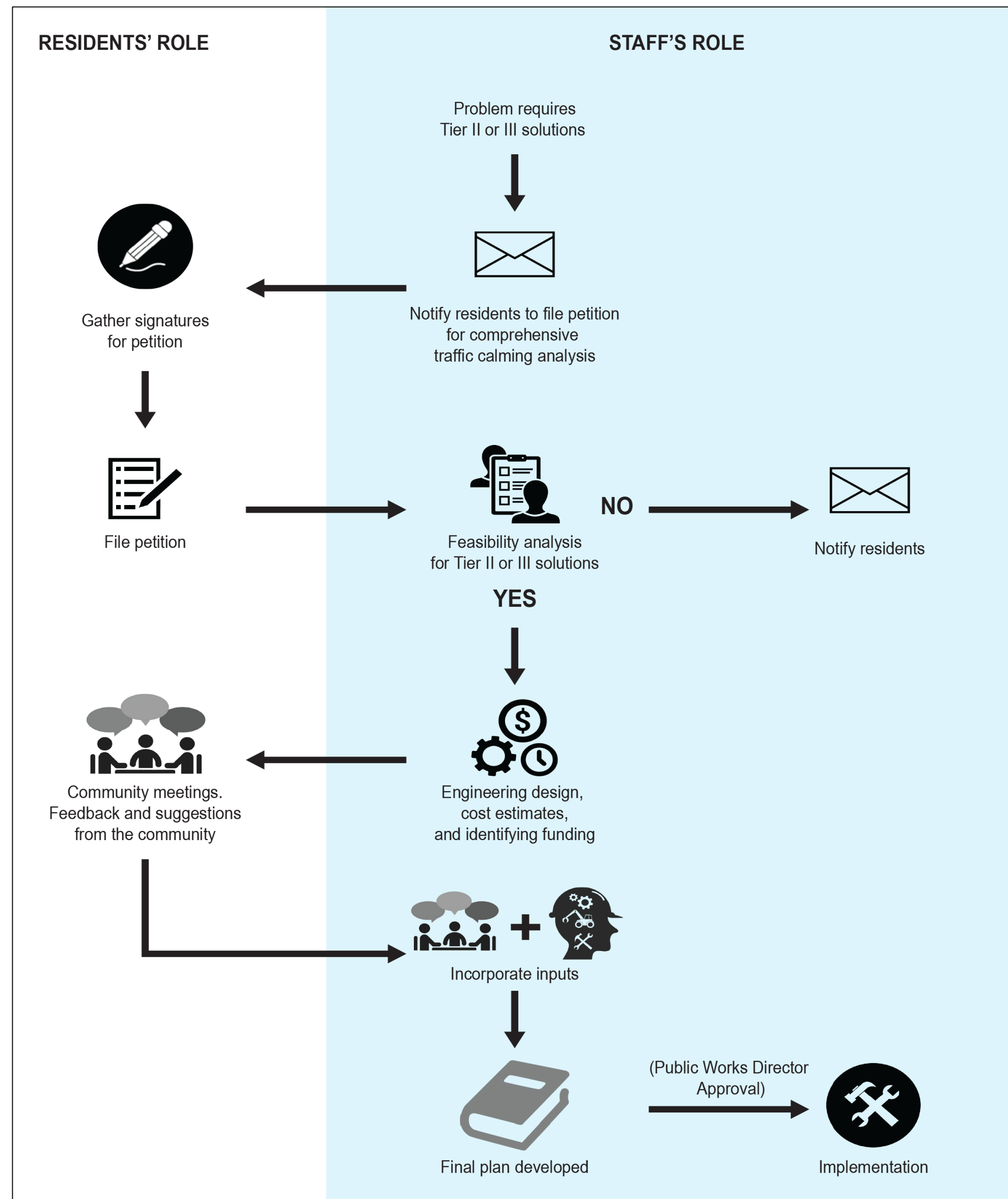
*Not Suitable for:* Collector/Arterial Streets

*Cost:* \$12,000 to \$15,000 per pair

# Process Flow Chart



# Process Flow Chart



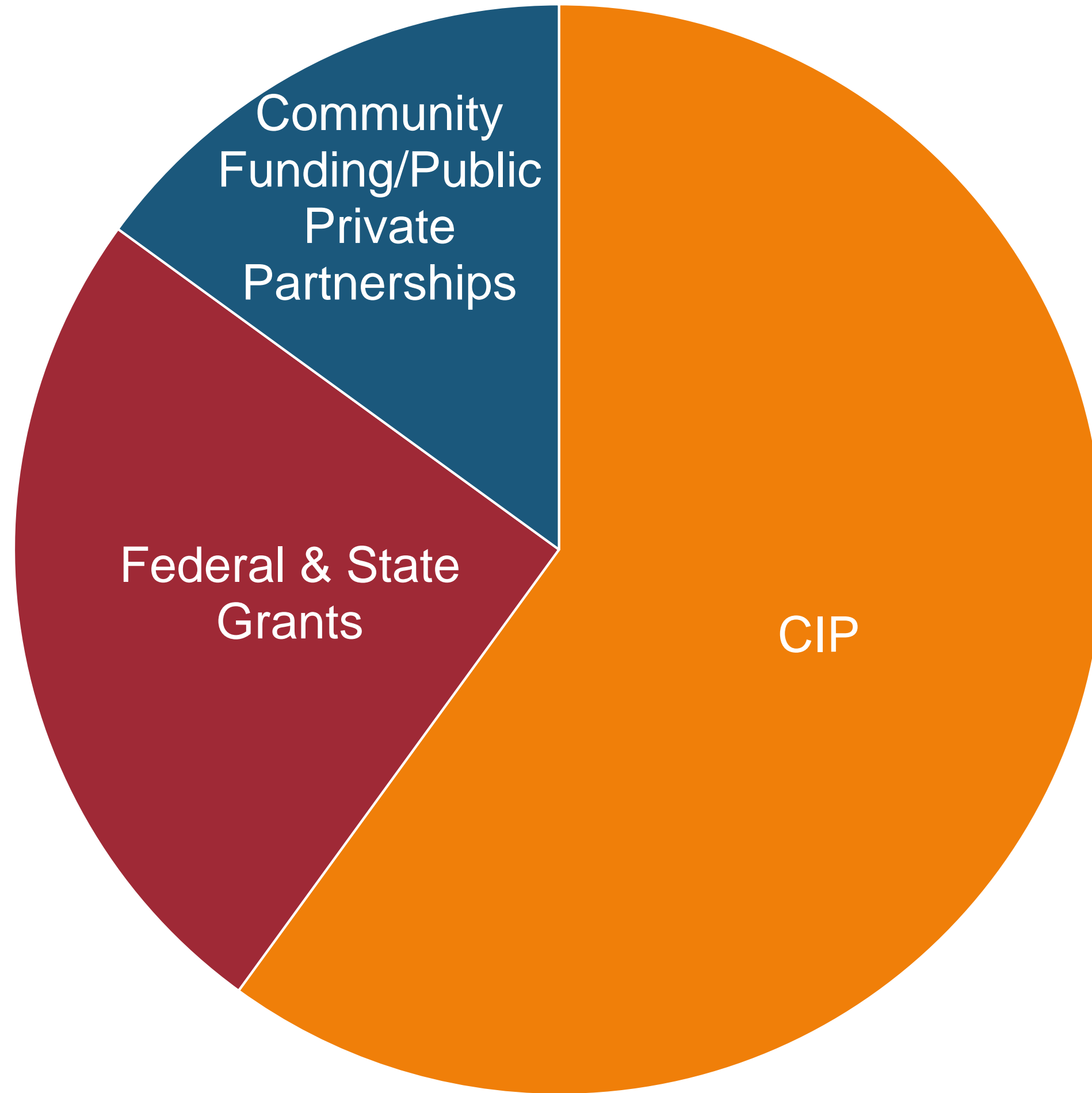




## Prioritization Criteria

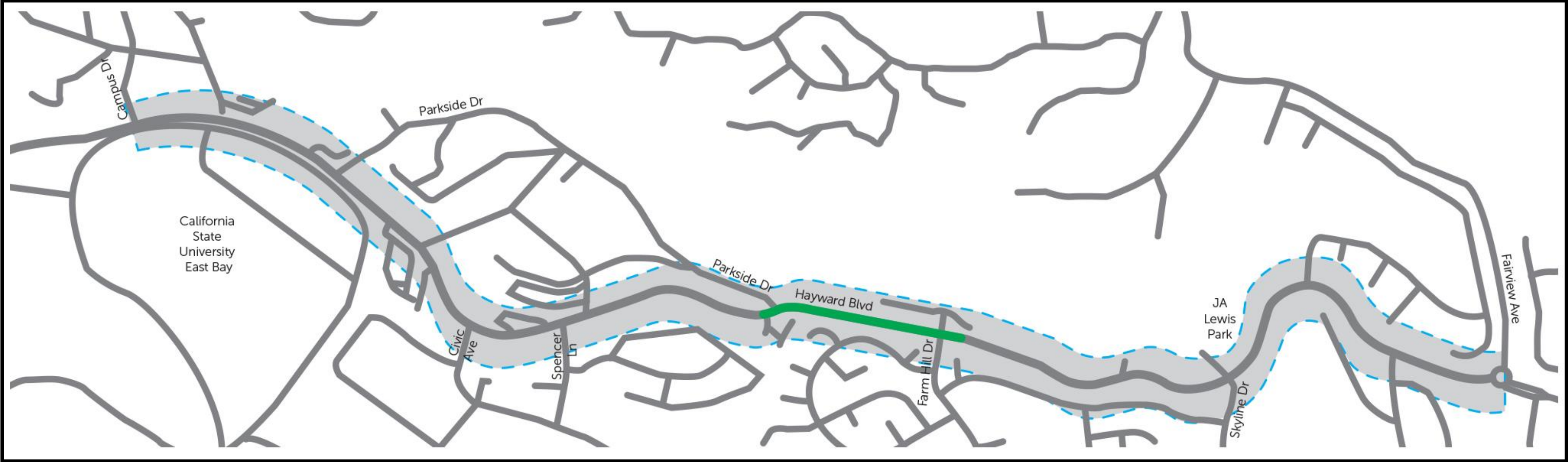
- Extent of speeding
- Collision History
- Traffic Volumes
- Cut-through Traffic
- Vicinity to School
- Pedestrian Generator
- Impact on Emergency Vehicles
- Roadway Geometry

# Funding



# Traffic Calming on Collector and Arterial Streets

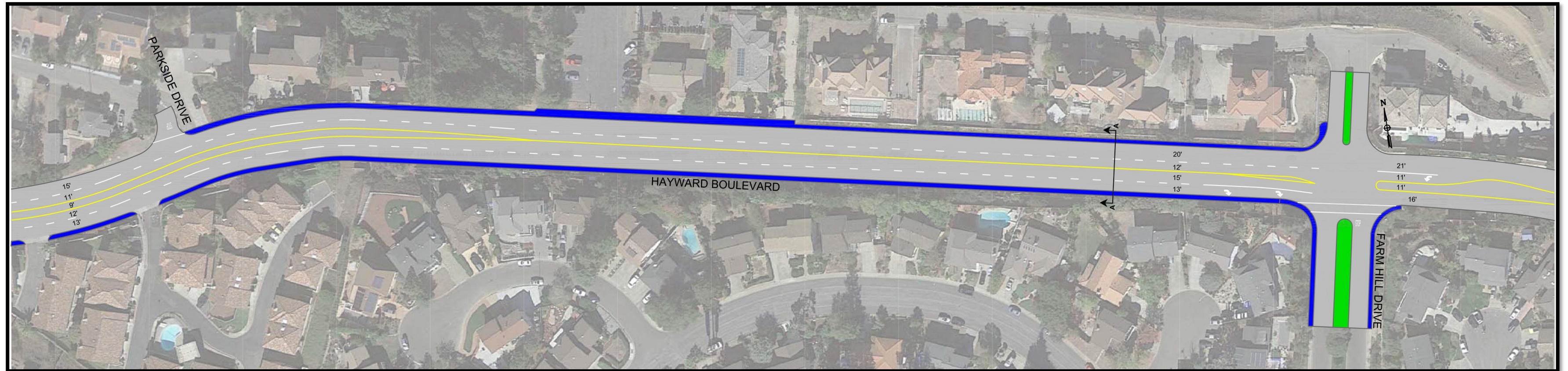
## Hayward Blvd (Carlos Bee Blvd to Fairview Ave)



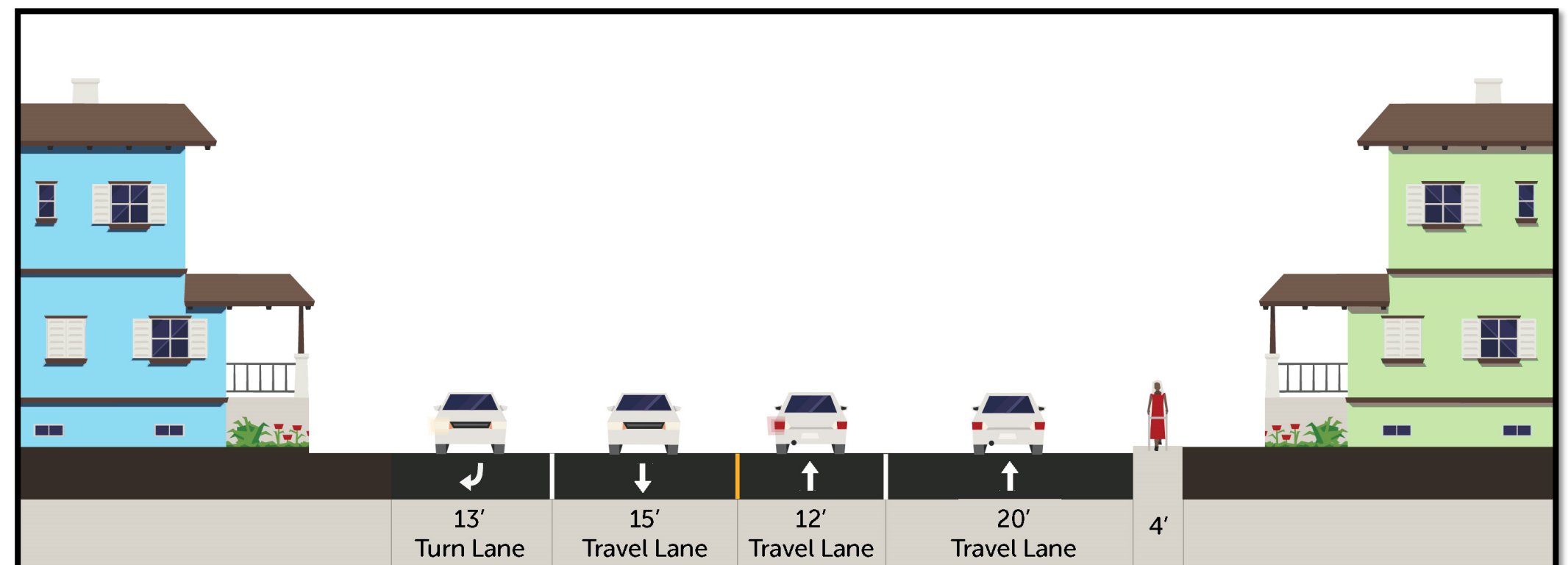


# Traffic Calming on Collector and Arterial Streets

## Hayward Blvd (Farm Hill Dr to Parkside Dr) – Existing Conditions



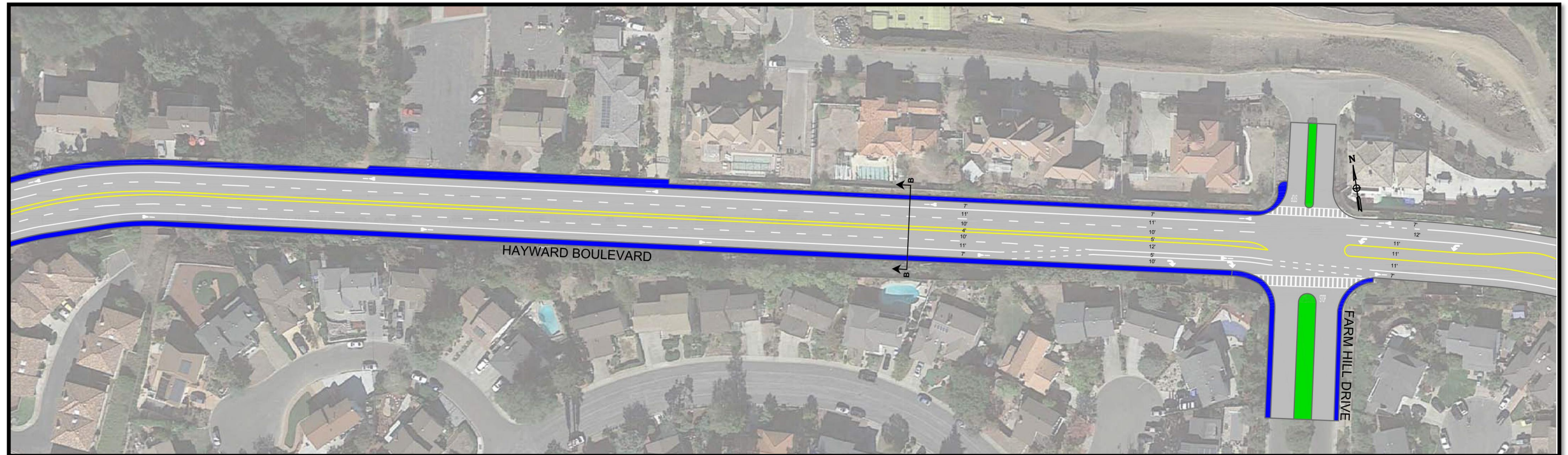
- High Travel Speeds
- Steep Grades
- Wide Travel Lanes
- Multiple Vertical & Horizontal curves
- Missing Pedestrian walkways and crossings





# Traffic Calming on Collector and Arterial Streets

## Hayward Blvd (Farm Hill Dr to Parkside Dr) – Tier I Concept

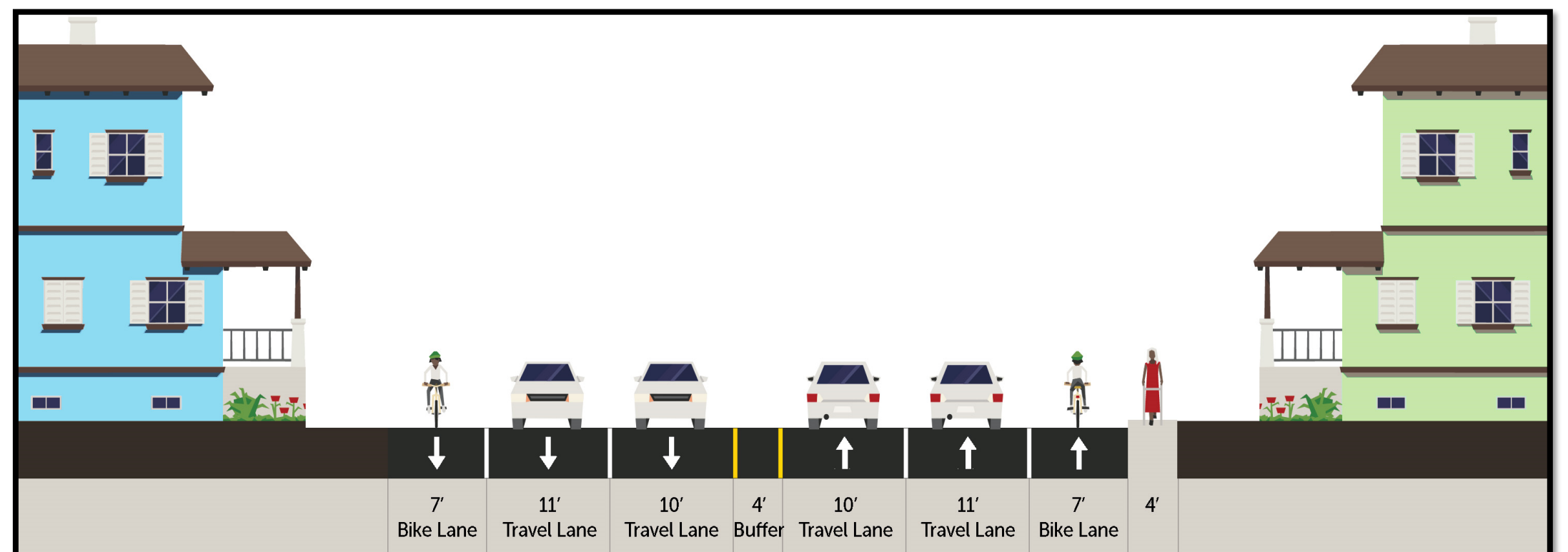


- Narrower Travel Lanes & Center Median Striping
- Bicycle Lanes
- High Visibility Crosswalks

Preliminary Cost Estimate:

Segment Cost: \$35,000

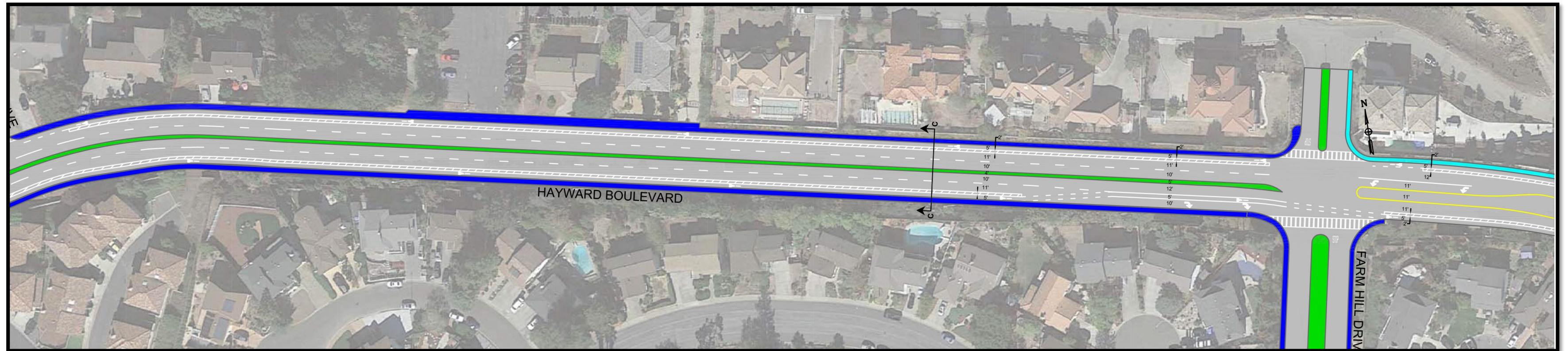
Corridor Cost: \$230,000





# Traffic Calming on Collector and Arterial Streets

## Hayward Blvd (Farm Hill Dr to Parkside Dr) – Tier II Concept

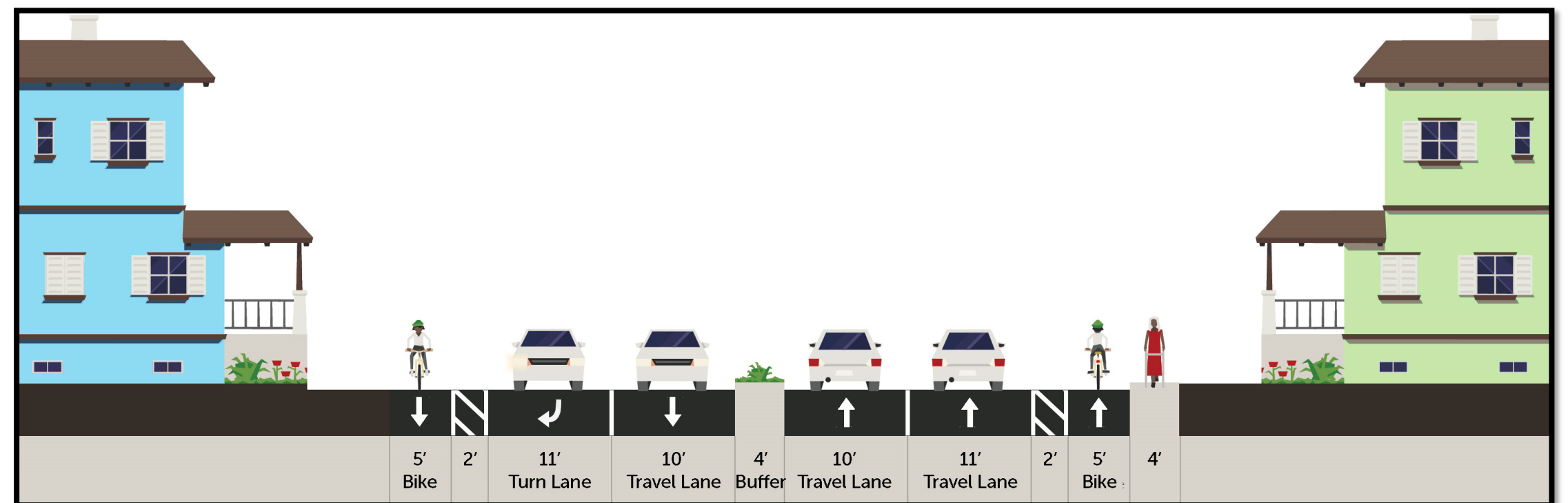


- Concrete Median Narrowing
- Pedestrian Connectivity
- Buffered Bicycle Lanes

Preliminary Cost Estimate:

Segment Cost: \$200,000

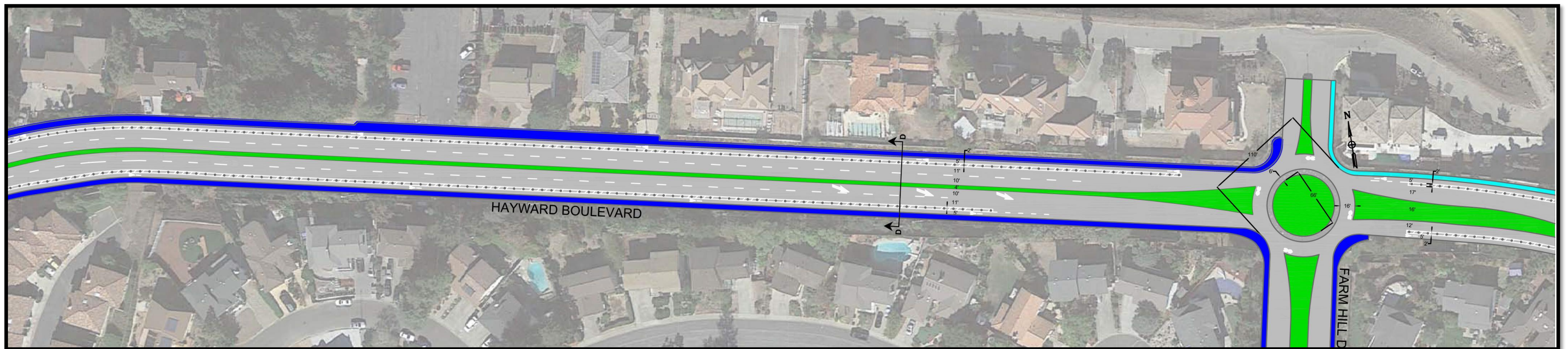
Corridor Cost: \$2,000,000





# Traffic Calming on Collector and Arterial Streets

## Hayward Blvd (Farm Hill Dr to Parkside Dr) – Tier III Concepts



- Single-Lane Roundabout
- Protected Bicycle Lanes

Preliminary Cost Estimate:

Segment Cost: \$360,000

Corridor Cost: \$2,600,000



# Traffic Calming on Collector and Arterial Streets

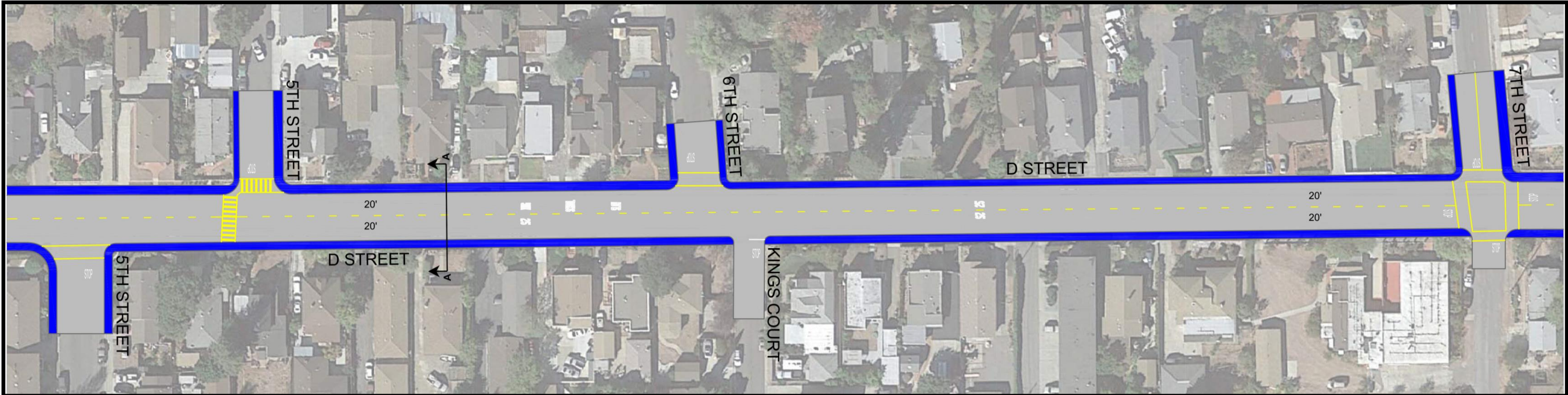
D St (2<sup>nd</sup> St to City limit)



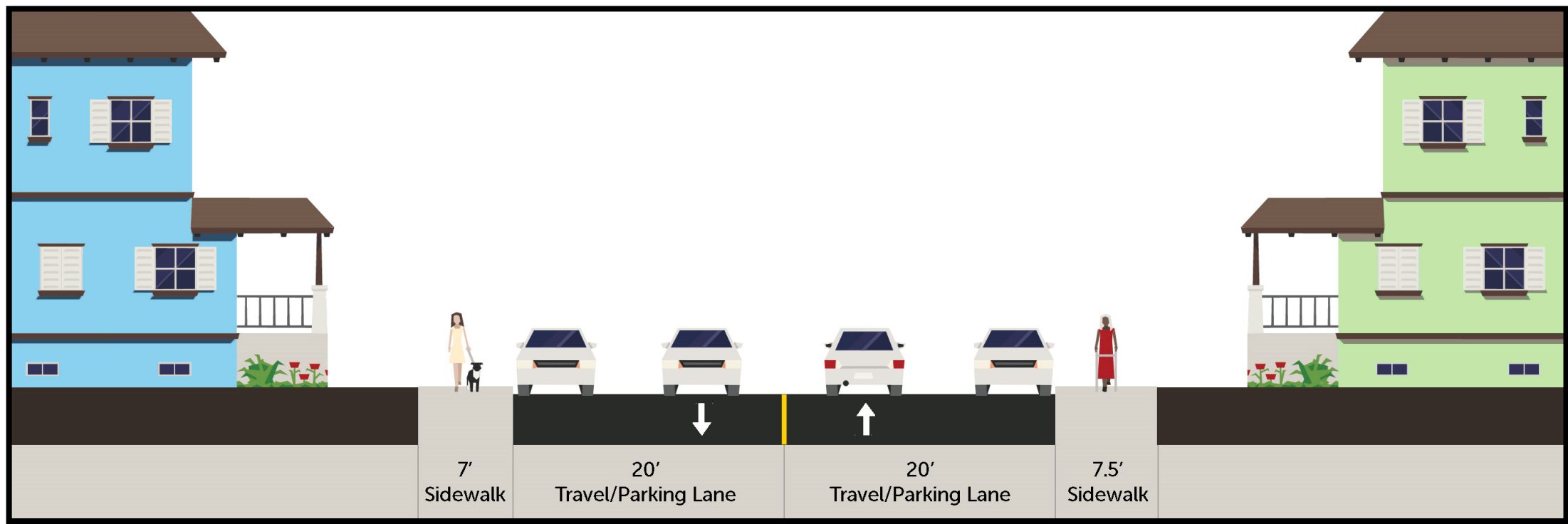


# Traffic Calming on Collector and Arterial Streets

## D St (5<sup>th</sup> St to 7<sup>th</sup> St) – Existing Conditions

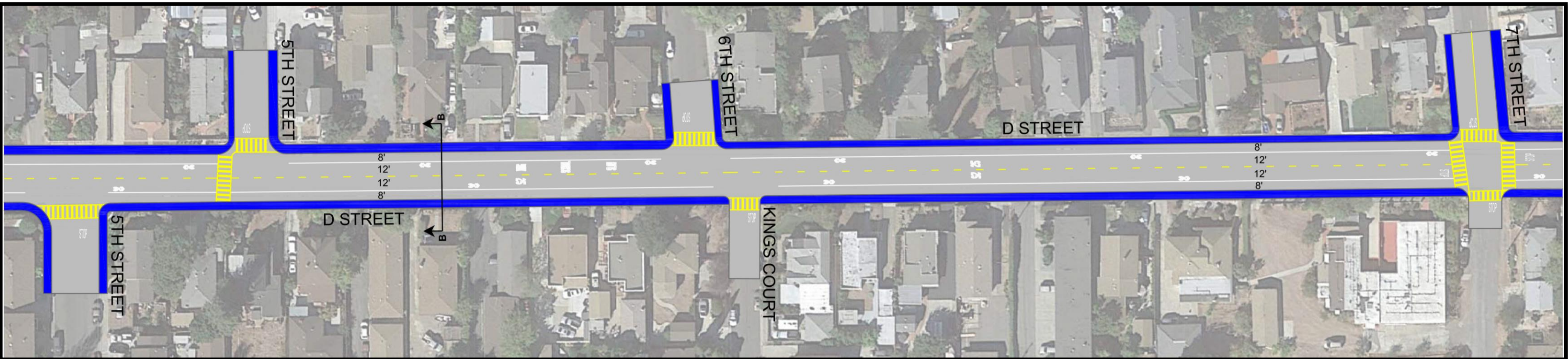


- High Travel Speeds
- Wide Travel Lanes
- Steep Grades
- High Pedestrian/School Crossing Activities



# Traffic Calming on Collector and Arterial Streets

## D St (5<sup>th</sup> St to 7<sup>th</sup> St) – Tier I Concept

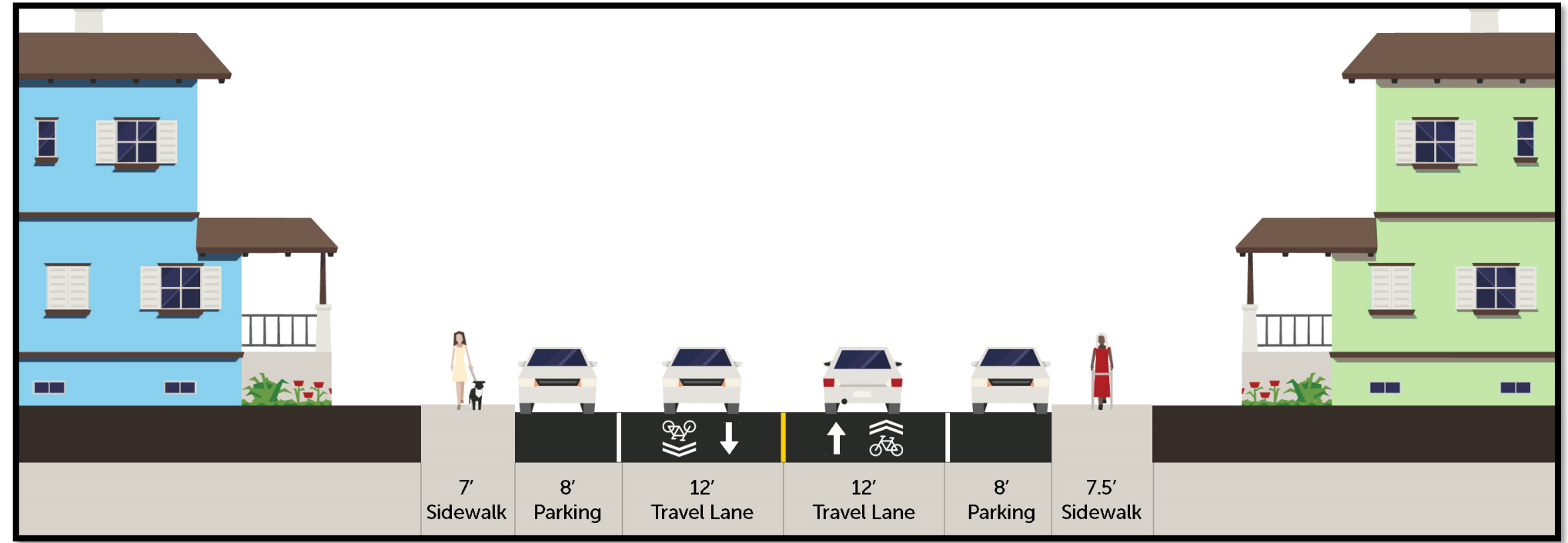


- Parking Lane
- Bicycle Route Designation
- Crosswalk Enhancements
- Signage/Marking Improvements

Preliminary Cost Estimate:

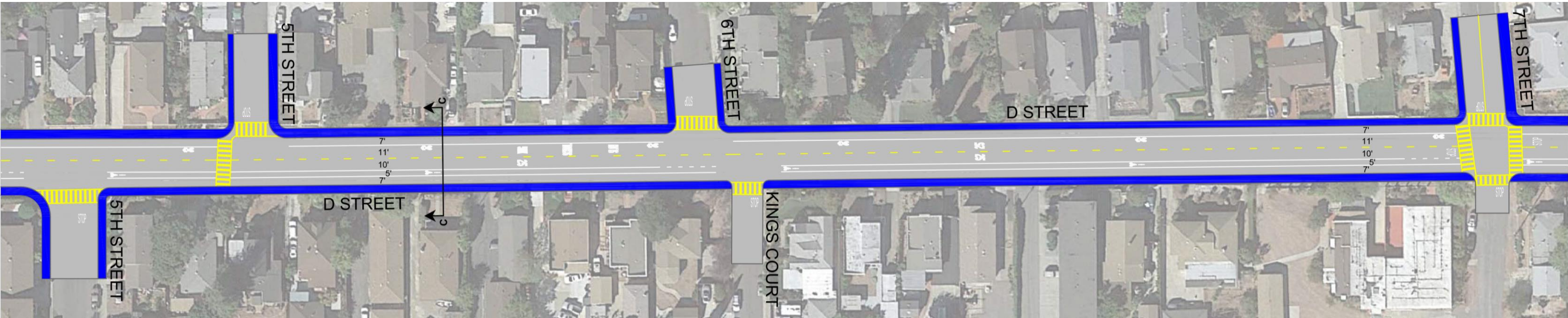
Segment Cost: \$10,000

Corridor Cost: \$36,000



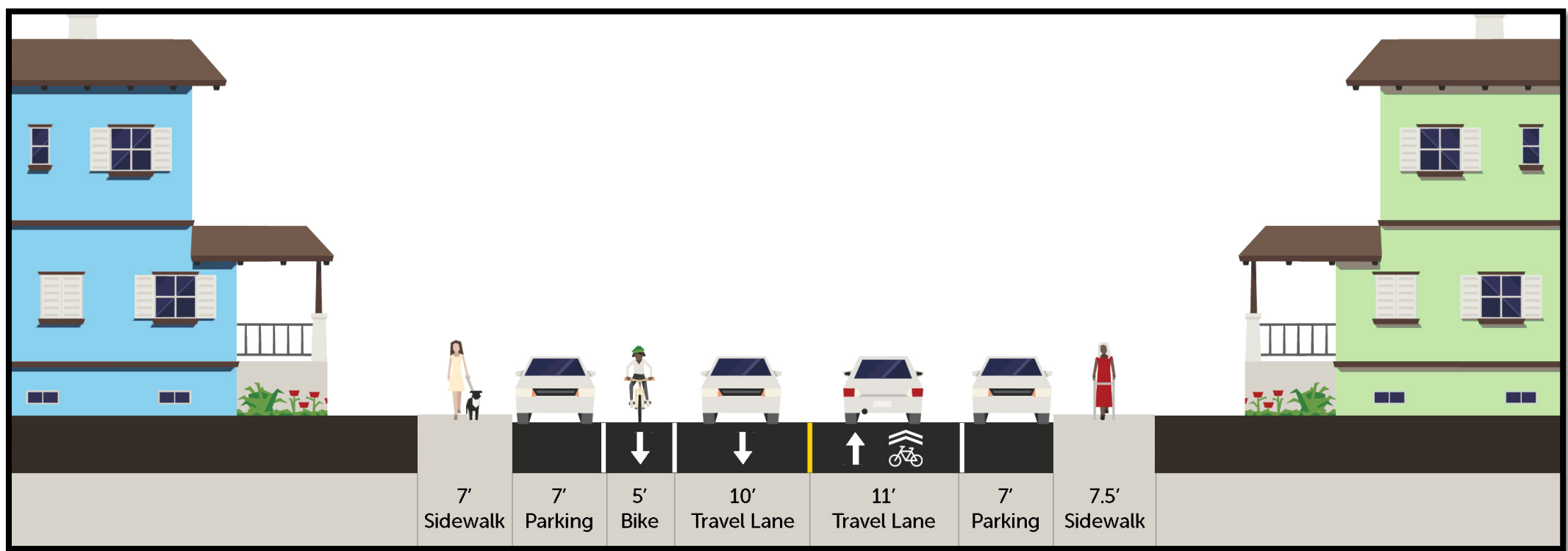
# Traffic Calming on Collector and Arterial Streets

## D St (5<sup>th</sup> St to 7<sup>th</sup> St) – Tier II Concepts



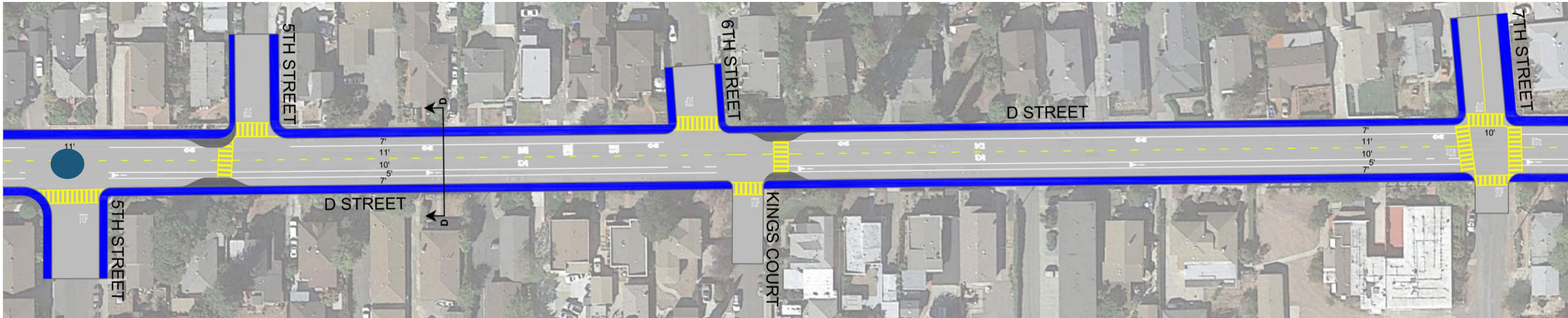
- Eastbound Bicycle Lane
- Lane Narrowing
- LED Speed Limit signs

Preliminary Cost Estimate:  
Segment Cost: \$18,000  
Corridor Cost: \$68,000



# Traffic Calming on Collector and Arterial Streets

## D St (5<sup>th</sup> St to 7<sup>th</sup> St) – Tier III Concepts



- Bulb Outs
- Traffic Circle
- Flashing Beacons

Preliminary Cost Estimate:  
Segment Cost: \$90,000  
Corridor Cost: \$230,000





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Questions ?

**Item #4 LB-096**

**Option for Litter Reduction Strategies**



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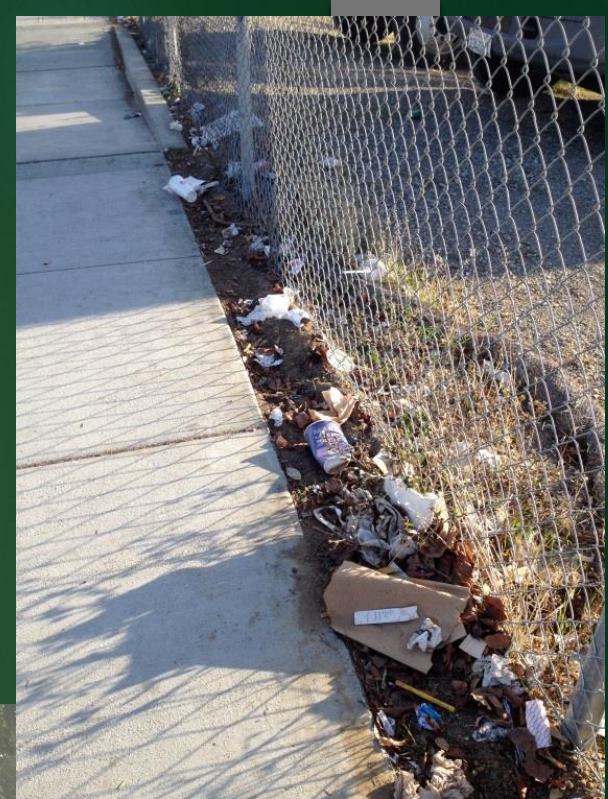
# Options for Litter Reduction Strategies

**Utilities & Environmental Services &  
Maintenance Services**

Erik Pearson  
Environmental Services Manager

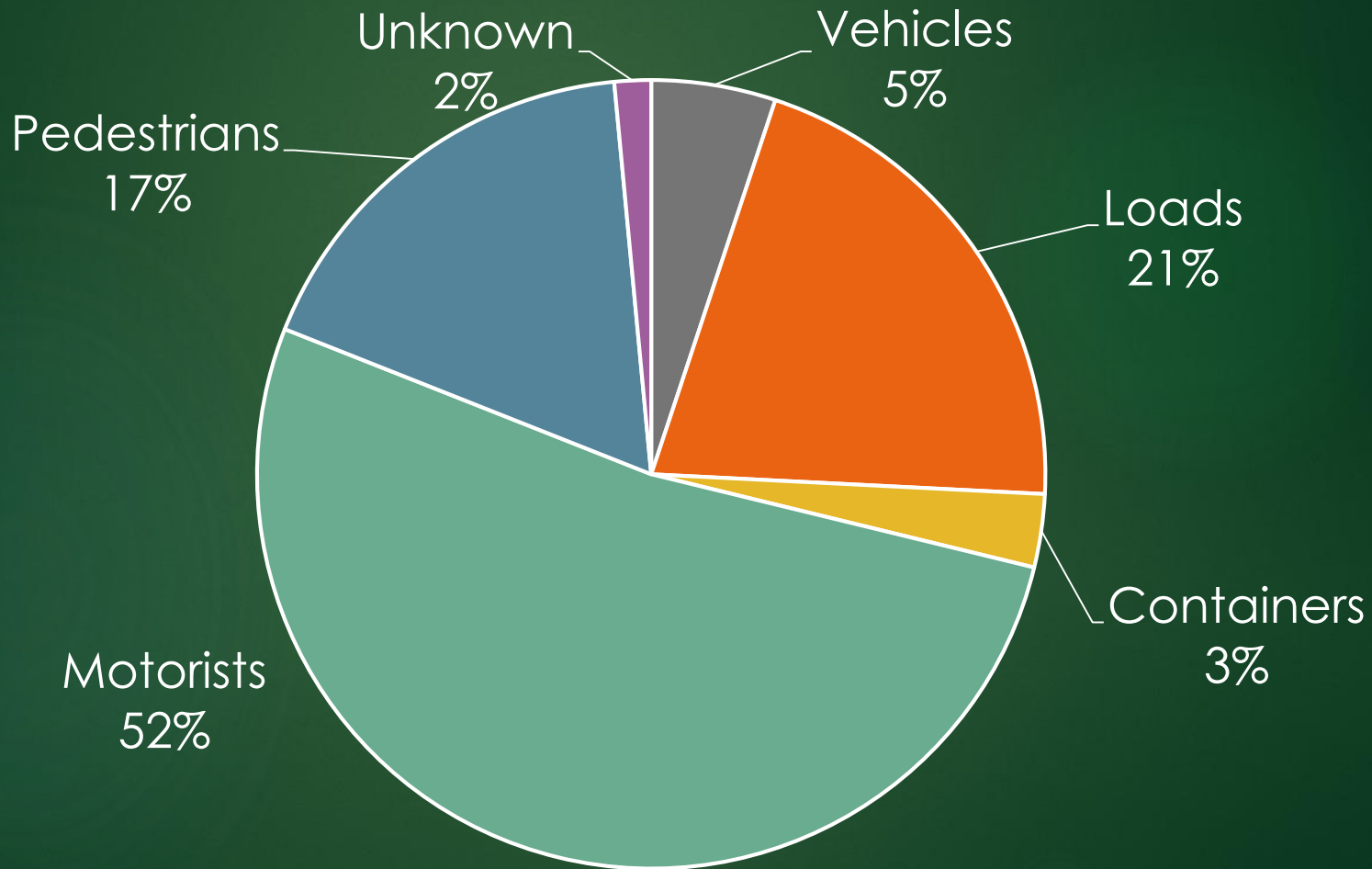
September 20, 2016

# The Problem





# Figure 3-8 Sources of 4-Inch-plus Litter on All U.S. Roadways



Credit: Keep America Beautiful, Inc.

# Council's Top Priorities: Safe, Clean & Green



More than \$2 million per year on litter collection:

- Employees dedicated to removing dumped trash & litter
- Street sweeping & cleaning storm drains
- Weekend clean-up events
- Annual clean-up day at Weekes Park
- Adopt a Block program



# Current Ordinances



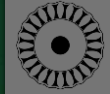
## Reduction of Pollutants in Stormwater:

The occupant or tenant, ...shall maintain said sidewalk free of dirt or litter to the maximum extent practicable. (Section 11-5.22)

## Zoning requirements for drive-in uses:

The premises shall be kept clean, ...and employees shall be required daily to pick up trash or litter originating from the site upon the site and within 300 feet of the perimeter of the property. (Section 10-1.1045 J(3).)

# Current Ordinances



## Reduction of Pollutants in Stormwater:

The occupant or tenant, ...shall maintain said sidewalk free of dirt or litter to the maximum extent practicable. (Section 11-5.22)

## Zoning requirements for drive-in uses:

The premises shall be kept clean, ...and **employees shall be required daily to pick up trash or litter originating from the site** upon the site and within 300 feet of the perimeter of the property. (Section 10-1.1045 J(3).)

# Council Sustainability Committee



- ▶ Supported requiring non-resident owners to designate a local agent to maintain vacant properties
- ▶ Supported idea of litter fee
  - ▶ Work with business
  - ▶ Allow exemptions/reduced fee for businesses that do good job controlling litter

# Keep Hayward Clean & Green Task Force



- ▶ Generally opposed idea of litter fee
  - ▶ Businesses would expect to see clean neighborhood
  - ▶ Litter from cars driving through Hayward
  - ▶ Litter blows around



# Fee-Based Requirements



Oakland has an Excess Litter Fee on Fast Food Businesses, Convenience Markets, Gasoline Station Markets and Liquor Stores:

Large Business (\$1,000,000 or more)	\$3,815
Medium business (\$500,000 and \$999,999)	\$910
Small Business (\$5,000 and \$499,999)	\$230
Exempt Business (\$0 and \$4,999)	\$0

# Options



Need to Consider Sources & Types of Litter

- ▶ Pedestrians
- ▶ Moving vehicles





# Requirements for Property Owners



## Charleston, SC

- ▶ non-resident owners must designate a resident agent to maintain frontage of vacant properties

## City of St. Louis

- ▶ drive-in restaurants must pick up litter once every 12 hours & other businesses once every 24 hours
- ▶ must clean to the centerline of street

# Ordinances & Enforcement



- ▶ Many ordinances are not enforced
- ▶ Difficult
- ▶ Significant staff time

# Enforcement & Education



# Public Litter Containers



- ▶ 290 City-owned containers
- ▶ Require businesses to place and maintain additional containers?

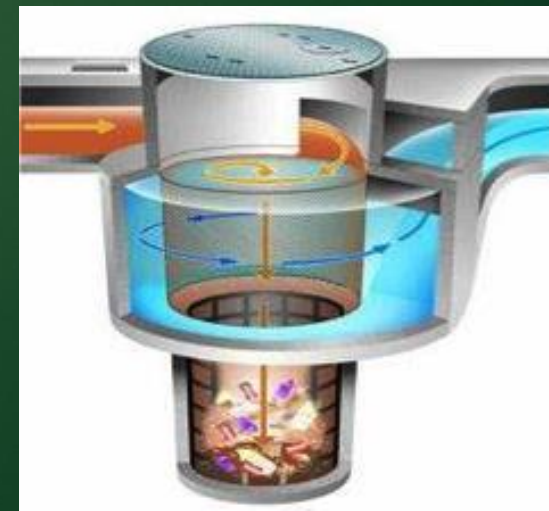


# Stormwater Capture Devices



City is required to reduce trash in stormwater discharge to the Bay:

- ▶ 70% by July 2017
- ▶ 100% by July 2022



# Anti-Littering Campaigns



- ▶ Be the Street
- ▶ Don't Trash California
- ▶ Zero Trash, Zero Excuse
- ▶ Litterati



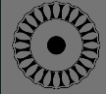
# Sustainable City Year Program



- Partnership with CSU East Bay
- Ethics & Communications Classes
- Survey opinions/attitudes about Littering
- Conduct outreach campaign
- 2016/2017 School Year



# Other Options



1. Install anti-littering signs.
2. Educate people about environmental impacts of litter.
3. More effective placement of trash receptacles.
4. Require signage inside fast food and convenience markets encouraging use of litter containers.



# Other Options (cont.)



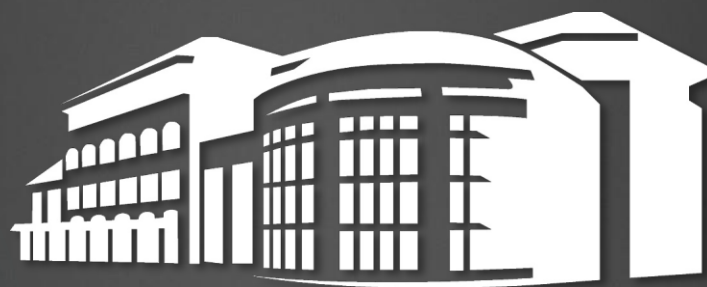
5. Expand the adopt-a-block program.
6. Require businesses to place additional trash cans.
7. Require property owners to clean sidewalks and gutters in front their properties.
8. Require absentee owners to designate a local person to maintain vacant properties.
9. Train additional City staff to cite people for littering.

# Questions & Discussion



**Item #5 LB-097**

**Resolutions in Support of Various State and Local Ballot Initiatives**



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## RESOLUTIONS IN SUPPORT OF VARIOUS STATE AND LOCAL BALLOT INITIATIVES

# Overview



- ▶ Staff is recommending the Council approve resolutions in support of the following five measures:
  - ▶ Measure C1: AC Transit Parcel Tax Extension
  - ▶ Measure F1: HARD \$250 Bond Issuance
  - ▶ Measure RR: BART \$3.5B Bond Issuance
  - ▶ Proposition 51: School/Comm. College \$9B Bond
  - ▶ Proposition 67: Prohibition of Plastic Bags
  
- ▶ Measure A1: Affordable Housing Bond Issuance
  - ▶ Presentation and resolution scheduled for the October 18, 2016 Council Meeting

# Measure C1: AC Transit



- ▶ 20 Year Extension of \$8/month parcel tax
  - ▶ Originally approved in 2002 and renewed in 2004 and 2008.
- ▶ Will generate \$30M annually (7% of operating budget)
  - ▶ Funding will be directed to preserve current levels of service for 13 cities throughout Alameda and Contra Costa Counties.
- ▶ Staff Recommendation: Support
  - ▶ Legislative Priority 1.2B: *Support legislation and initiatives that increase access and funding for regional public transportation*
  - ▶ Legislative Priority 1.2C: *Support legislation and initiatives that would reduce traffic congestion and boost public transportation ridership*

# Measure F1: HARD



- ▶ \$250M Bond Issuance
  - ▶ Funding for park capital improvements including the development of new parks and upgrades to existing park facilities.
- ▶ Will cost property owners \$30/year/\$100,000 of assessed value.
- ▶ Staff Recommendation: Support
  - ▶ Legislative Priority 1.6C: *Support legislation and initiatives that sustain or increase funding for the development and maintenance of public parks and open spaces*

# Measure RR: BART



- ▶ \$3.5B Bond Issuance
  - ▶ Funding for critical repairs and improvements to the 40 year old system.
    - ▶ Funding will go towards replacing track, improving the power system, waterproofing subway tunnels, modernizing train control, renovating stations, improving maintenance yards and the designing of future projects to reduce crowding and to increase system redundancy.
- ▶ Staff Recommendation: Support
  - ▶ Legislative Priority 1.2B: *Support legislation and initiatives that increase access and funding for regional public transportation*
  - ▶ Legislative Priority 1.2C: *Support legislation and initiatives that would reduce traffic congestion and boost public transportation ridership*



# Prop. 51: School/Community College Bond Issuance



- ▶ \$9B Bond Issuance
  - ▶ Funding for local schools and community college districts to address the backlog of capital improvements those entities require
    - ▶ Funding specifically for the repairing/upgrading of ageing school facilities to help relieve overcrowding and to “bring the schools up to Health and Safety Code”.
- ▶ HUSD is in support of this proposition.
  - ▶ First statewide school bond package in ten years.
- ▶ Staff Recommendation: Support
  - ▶ Legislative Priority 1.6D: *Support legislation and initiatives that boost funding for local school districts, public institutions of higher education, and for low income students.*

# Prop. 67: Plastic Bag Ban



- ▶ Prohibition of Plastic Bags
  - ▶ Would prohibit pharmacies, grocery, convenience, and liquor stores from providing plastic single use carry-out bags. Will also mandate stores charge 10 cents for recycled, compostable , and reusable grocery bags.
    - ▶ Ratifies Senate Bill 270
  - ▶ 150 cities including Hayward have these bans in place
- ▶ Staff Recommendation: Support
  - ▶ Council Priority of Clean and Green

# Questions & Discussion

