



Item No. 3 Town of Atherton

CITY COUNCIL STAFF REPORT – ACTION ITEM

**TO: HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER**

FROM: ROBERT OVADIA, PUBLIC WORKS DIRECTOR

DATE: SEPTEMBER 2, 2020

**SUBJECT: PROJECT UPDATE ON NEIGHBORHOOD TRAFFIC
MANAGEMENT ACTION PLAN; AND AUTHORIZATION FOR
EXTENSION OF PUBLIC COMMENT PERIOD**

RECOMMENDATION

Receive a report on the Neighborhood Traffic Management Action Plan outreach effort, provide feedback on the public outreach effort, and authorize extension of the public comment period through the end of September 2020.

BACKGROUND

Following on the efforts of the Town Wide Local Traffic Flow/Long Range Planning Solutions Study, the City Council prioritized the review of traffic calming and other local traffic control measures such as speed humps, turn movement restrictions (such as no left/right turn), speed controls, lane narrowing (medians/landscaping/etc.), stop signs and other types of improvements designed to mitigate the flow of cut through traffic on local streets. The Council expressed a desire to include a neighborhood focused community outreach effort to discuss concerns and outline potential solutions. The Council authorized a professional services agreement with TJKM to assist the Town with the community outreach effort and the development of potential neighborhood traffic calming measures.

DISCUSSION/FEEDBACK

Though temporarily delayed due to COVID-19 shelter-in-place orders, staff worked with TJKM to develop a project website (www.athertontrafficmanagement.com) and hold two virtual public meetings, termed “Listening Sessions” to solicit resident feedback regarding their top traffic, safety, and mobility concerns. The Listening Sessions were held on August 6 and 13, 2020, and were attended by approximately 14 people each, excluding staff, the consultant and members of the Council. The meetings started with a presentation overviewing the project and the project website including a feedback survey and an interactive map that was developed to allow residents to pinpoint and describe their areas of concern. The meetings then allowed residents to speak about

their specific concerns in virtual breakout rooms focusing on the various neighborhoods throughout the Town.

The public outreach meetings and project website were advertised through the Town's website, Atherton On-line, and via a direct mailer to residents. There was also an article published in the Almanac regarding the Listening Sessions. The public comment period was initially set to close at the end of August. Staff received a few requests to extend the comment period and recommend that we extend the effort through the end of September.

Though this will delay the compilation of comments and associated review effort by a month or so, it is important that we provide an adequate opportunity for participation. Following the close of the comment period, staff will be working with TJKM to summarize the input received and make the information available for review prior to moving to the next steps which include development of potential and soliciting public feedback on the potential solutions considered and prioritization of effort. If the Council desires to add additional listening sessions, staff can communicate this to the consultant and revise the associated project Scope of Work.

Staff is also requesting feedback from the Council regarding the meetings and outreach effort.

POLICY FOCUS

The public outreach effort and studies are consistent with the primary goal of advancing projects that promote increased safety and levels of motorized and non-motorized activity throughout the Town.

The Council should focus on the value of extending the comment period, providing comments back to staff on Councilmember participation in the listening sessions, and discussion of the value of an additional listening session.

FISCAL IMPACT

There is no fiscal impact of extending the public comment period. However, if the Council wishes to add an additional listening session, the Scope of Work will need to be revised and this will represent a cost.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials. Residents in the immediate vicinity of the project area are notified by mail.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item X has or has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- X Transportation Committee (meets every other month)

ATTACHMENTS

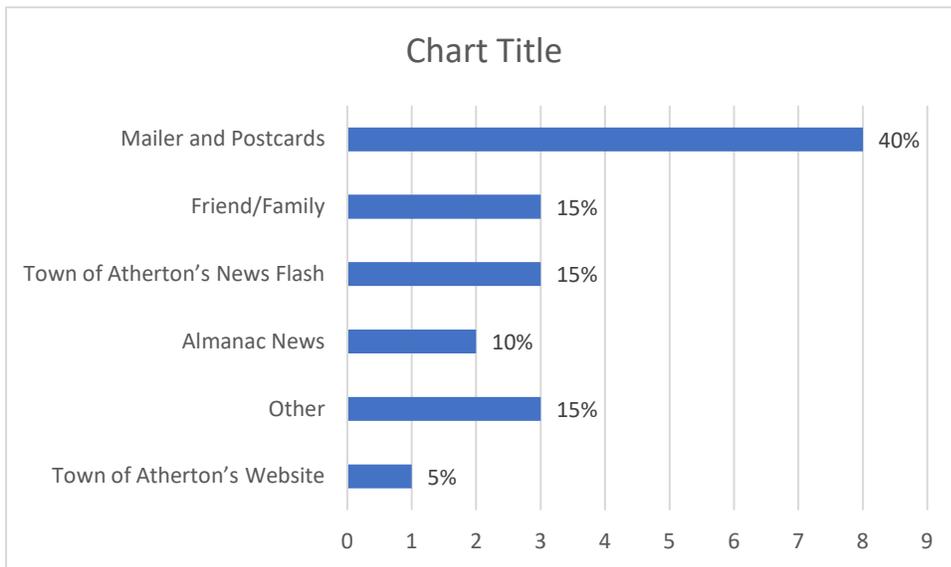
- Attachment 1 – Summary of polling results from the August Listening Sessions
- Attachment 2 – Summary of public participation levels from the project website

Traffic Management Meeting Poll Results:

August 6, 2020

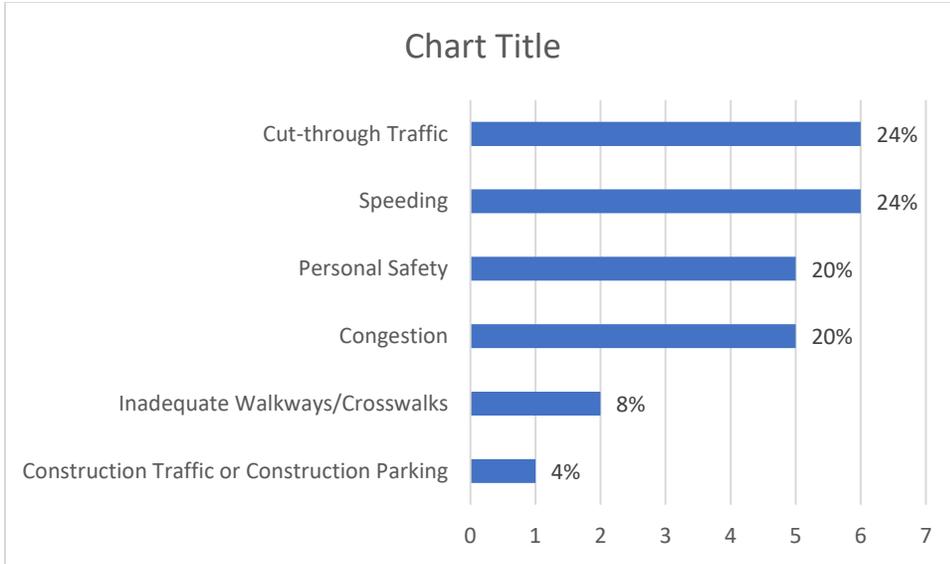
Question 1: How did you hear about us?

Town of Atherton’s Website	1	5%
Other	3	15%
Almanac News	2	10%
Town of Atherton’s News Flash	3	15%
Friend/Family	3	15%
Mailer and Postcards	8	40%
Total Responses	20	100%



Question 2: What is your top traffic, safety and mobility concern?

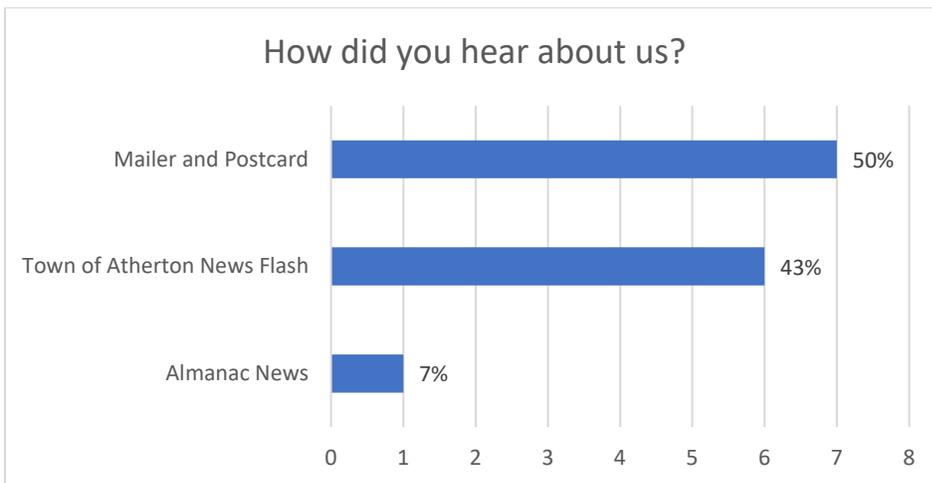
Construction Parking/Traffic	1	4%
Inadequate Walkways/Crosswalks	2	8%
Congestion	5	20%
Personal Safety	5	20%
Speeding	6	24%
Cut-through Traffic	6	24%
Total Responses	25	100%



August 13, 2020

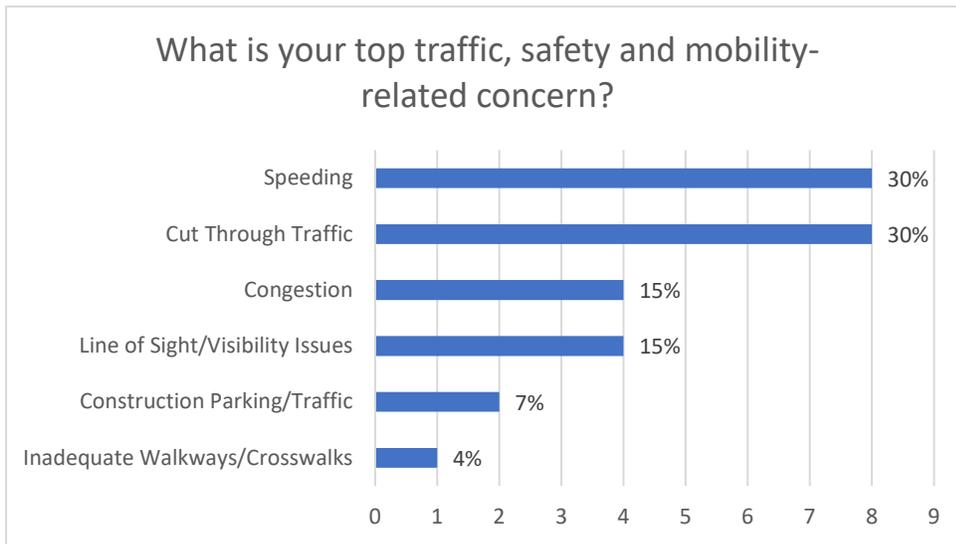
Question 1: How did you hear about us?

Almanac News	1	7%
Town of Atherton News Flash	6	43%
Mailer and Postcard	7	50%
Total Responses	14	



Question 2: What is your top traffic, safety and mobility concern?

Inadequate Walkways/Crosswalks	1	4%
Construction Parking/Traffic	2	7%
Line of Sight/Visibility Issues	4	15%
Congestion	4	16%
Cut Through Traffic	8	30%
Speeding	8	30%
Total Responses	27	



*Note: multiple responses from participants included

Neighborhood Traffic Management Plan

Website Participation Summary

August 24, 2020

Website Visits: 393

Unique visitors: 260

Completed Survey Responses: 162

Interactive Map Respondents: 41

Interactive Map Comments: 74