



Item No. 13 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

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

FROM: ROBERT OVADIA, PUBLIC WORKS DIRECTOR

DATE: FEBRUARY 16, 2022

SUBJECT: DONATION OF SPEED FEEDBACK SIGNS – GLENWOOD AVENUE

RECOMMENDATION

Accept donation for the installation of speed feedback signs on Glenwood Avenue - \$10,000.

BACKGROUND

The Town has been installing speed feedback signs throughout Town to advise motorists of their speeds along certain corridors and to encourage them to slow down. These installations are typically funded through the Capital Improvement Program with the advice of the Bicycle and Pedestrian Advisory Committee and the Transportation Committee. Most recently, the City Council approved the installation of speed feedback signs on various streets as recommended through the Neighborhood Traffic Management Action Plan (NTMAP). The short term NTMAP measures include the installation of temporary speed lumps on Glenwood Avenue.

DISCUSSION

The Town has been approached by a resident on Glenwood Avenue with interest in funding the installation of speed feedback signs (one in each direction) on Glenwood Avenue between Laurel Avenue and Middlefield Road. This segment of Glenwood Avenue has an average daily traffic volume of approximately 4,500 vehicles (2018) and traffic is expected to increase in the coming months with the opening of the Springline development project in Menlo Park.

The consideration of the donation and potential installation of speed feedback signs on Glenwood Avenue was reviewed at the January 11, 2022, Transportation Committee meeting. The Committee recommended the acceptance of the donation and installation of the speed feedback signs as an additional traffic calming measure on Glenwood Avenue.

The cost to purchase and install a speed feedback sign with poles and speed limit sign is approximately \$5,000 each, with a total of \$10,000 for both signs.

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POLICY FOCUS

The Town Council discussion should focus on the desire to install speed feedback signs on Glenwood Avenue.

FISCAL IMPACT

As noted above, the cost of purchasing and installing two speed feedback signs with the associate poles and speed limit signs is approximately \$10,000. The resident on Glenwood Avenue has generously offered to cover these costs with their donation.

GOAL ALIGNMENT

This Report and its contents are in alignment with the following Council Policy Goals:

- Goal A – Maintain Fiscal Responsibility
- Goal B – Preserve Small Town Character and Quality of Life
- Goal D – Manage Circulation and Improve Safety

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 provides (water, power, and sewer), and regional elected officials.

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)

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X Transportation Committee (meets every other month)