CITY COUNCIL
AGENDA REPORT

SUBJECT: CALEXICO DOWNTOWN SECOND STREET TWO-WAY TRAFFIC DESIGNATION.

AGENDA DATE: September 7, 2010

PREPARED BY: Administration (Requested by Mayor Moreno)

APPROVED FOR AGENDA BY: Victor Carrillo, City Manager

RECOMMENDATION: Maintain current two-way traffic designation for downtown Second St.

FISCAL IMPACT: No additional costs would be incurred by maintaining the current two-way traffic designation of downtown Second Street. If the Council chooses to convert downtown Second Street to one-way traffic, the fiscal impact would be approximately $13,658. This figure is the labor and materials cost previously incurred when the street was recently converted to two-way traffic; and it is representative of the costs that would be incurred to re-convert the street to one-way traffic.

BACKGROUND: In an effort to improve traffic circulation in the downtown area, create greater access to downtown businesses, and make the downtown shopping experience more attractive to residents traveling from the east and west areas of Calexico, downtown Second Street was converted to two-way traffic circulation approximately 8 months ago.

At the City Council meeting of August 17, 2010, Councilman Hodge requested that this item be agendized for the September 7, 2010 City Council meeting to allow the Council the opportunity to discuss the impact of the two-way traffic designation and possibly provide direction to staff.

DISCUSSION (Current consideration):
The downtown Second Street two-way traffic designation is currently supported by the downtown merchants, Calexico Chamber of Commerce Board Members, Calexico Business Improvement District and Calexico Police Department. The above referenced entities held meetings last week to discuss the pros and cons of the traffic designation. All agencies reported that the consensus was that the two-way traffic designation has improved the downtown shopping experience. Below are some of the key points cited by the above referenced entities in recommending that the City maintain the current two-way traffic designation.

- It has made downtown more approachable and easily accessible to shoppers
- It has facilitated advertising
- It has decreased traffic congestion
- It has increased pedestrian safety
- It has improved public safety response time
- It has facilitated increased security by creating a safer approach for officers responding to calls or alarms.

In conclusion, the bid would like to continue the two way traffic through the holiday season and has suggested that the traffic circulation plan be revisited in January based on sales tax returns and comments by the general shopping public.

Calexico Police Department

Inter-Departmental Memorandum

To: Victor M. Carrillo, City Manager

August 31, 2010

From: Jim Neujahr, Police Chief

Subject: Two-Way Traffic on Second Street

In reference to the change of the traffic direction on Second Street from one-way to two, the Police Department has asked to be able to comment on this.

One way streets are always difficult for Police Agencies, in particular, our downtown. Police Officers are taught not to pass by the location of where they are being called to. When the one-way was in effect downtown, our officers had to circle the blocks in order to arrive at the intended location. This meant that officers either went against the one-way, or went by the back of the location within the view of any suspects. Either way, this was not very safe for the responding police officers.

Several of the police officers have commented, and I have seen it myself, there is much less traffic congestion on Second Street. This appears to be a result of motorists learning different routes into downtown rather than everyone driving eastbound on Second Street from Imperial Avenue. This has also allowed the police officers to have a much better response time to calls in downtown as well as many of the businesses to be more accessible.

Though pedestrian traffic will always be a necessary problem downtown, the two directions of traffic make pedestrians more visible to the motorists, thus reducing the number of vehicle vs. pedestrian accidents. The City of Calexico is rated number four in the State of California for our size city in regards to pedestrian and bicycle accidents. Any small thing that we can do to make pedestrians more visible and reduce accidents is welcome.

On a personal note, I have lived in small towns all of my life. One of the joys of a small town, is the downtown. Now that our downtown has two-way traffic, I feel that our downtown is more appealing and accessible. The two-way street makes our downtown feel like a "downtown". I hope for both personal and professional reasons that the two-way traffic remains.

Calexico Chamber of Commerce
Memorandum

DATE: August 31, 2010

TO: City Manager Victor M. Carrillo

FROM: Hildy Carrillo-Rivera, Executive Director

RE: Two-Way traffic on Second Street

On Thursday, August 26, 2010 the Calexico Chamber of Commerce held a Board of Directors Business Meeting. At this meeting an informal Second Street Traffic Survey was conducted. It was the consensus of the Board of Directors and those Chamber Members present, that the conversion of Downtown Second Street to two-way traffic has been beneficial to the merchants and community.

Comments were as follows:

- The two-way traffic has made downtown more approachable.
- It has made downtown stores easily accessible to shoppers.
- The traffic conversion has also facilitated advertising.

Only one concern was raised:

- Will the increased traffic anticipated at Christmas time prove to be too much for the two-way traffic and create congestion?

Please let me know if you need any further information.

INTEROFFICE MEMORANDUM

TO: OSCAR RODRIQUEZ – RDA ASSIST EXE. DIRECTOR

SUBJECT: BUSINESS IMPROVEMENT DISTRICT- 2ND ST- TWO WAY TRAFFIC FLOW

DATE: 9/2/2010

CC: BID MINUTES

CALEXICO

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The Business Improvement District met on 9-1-10 in regular session and discussed the two-way traffic flow on 2nd street. Discussion was held concerning the survey conducted by the BID and the consensus is the majority of the downtown merchants are in favor of keeping the two way traffic flow.

Motion was made by member C. Rocha and seconded by member M. Holloway to advise the City Council the downtown merchants would like to keep the two traffic flow until January 2011.

Motion passed unanimously.

Respectfully,

Julia R. Osuna

Economic Development Specialist

760-768-5420

City of Calexico
General Services Department

Office of the Operations & Maintenance Division ♦ From the desk of Peter Castro
Phone (760)768-2160 ♦ Fax (760)768-0992

Date: September 1, 2010

To: Nick Fenley, Director of General Services

From: Peter Castro, Maintenance & Operations Supervisor

Re: Cost Analysis

Mr. Fenley, this is the total cost incurred for labor and material for the reconfiguration of the traffic circulation on Second St. from a one way to a two way.

- 2 men @ $34.20 each X 120 hours = $8,208.00
- 30 gallons @ $15.00 each gallon = $450.00
- Paint sprayer 40 hours @ $75.00 per hour = $3,000.00
- Grinder 80 hours @ $25.00 per hour = $2,000.00
- Total $13,658.00

If you need any further information, please don't hesitate to contact me at (760) 768-2108.