



Legislation Details (With Text)

File #: 18-281 **Version:** 1 **Name:** Euclid Avenue/Court Traffic Flow Reversal
Type: Staff Report **Status:** Filed
In control: Facilities & Transportation Committee
On agenda: 6/6/2018 **Final action:** 6/6/2018
Enactment date: **Enactment #:**
Title: Staff Report for a Presentation on the Community Survey for Euclid Avenue/Court One-Way Traffic Flow Reversal
Indexes:
Code sections:
Attachments: 1. Euclid Traffic Flow Reversal Survey Results, 2. Combs email Euclid Ave_Court_Proposal to change from eastbound to westbound, 3. Muir email Euclid Avenue Survey Monkey, 4. Young email Euclid Traffic Flow Reversal

Date	Ver.	Action By	Action	Result
6/6/2018	1	Facilities & Transportation Committee	Received and Filed	

Staff Report for a Presentation on the Community Survey for Euclid Avenue/Court One-Way Traffic Flow Reversal

SUMMARY AND RECOMMENDATIONS

Staff will present the results from a Community Survey that requested input on reversing the one-way traffic flow on Euclid Avenue/Court once a new traffic signal is installed at the Euclid Avenue at East 14th Street intersection. Based on these results, staff requests concurrence from the Facilities and Transportation Committee on maintaining the current one-way traffic flow with no reversal.

BACKGROUND

The upcoming installation of a new traffic signal at the intersection of East 14th Street and Euclid Avenue by AC Transit creates an opportunity to reverse the one-way traffic flow on Euclid Avenue and Court. AC Transit’s East Bay Bus Rapid Transit (BRT) project identified a need for a new traffic signal to enhance pedestrian safety at the Georgia Way platform stations. If reversed, traffic on Euclid Avenue and Court would flow westbound towards East 14th Street, then cross the intersection at the new traffic signal. At present, traffic flows eastbound towards Washington Elementary School.

DKS Associates was retained by the City to analyze the potential benefits and impacts of reversing the existing one-way eastbound vehicle flow on Euclid Avenue. This study was brought before the Facilities and Transportation Committee at its February 2018 meeting where it indicated mixed results.

To gauge support for the flow reversal proposal, staff circulated a survey to gather community input. The survey period extended approximately one-month and ended on Monday, April 30, 2018. Staff will now present the survey results to the Facilities and Transportation Committee.

Analysis

Surveys were made available to respondents in the following manner:

- Mailed to residents within 500 feet of Euclid Avenue/Court.
- Circulated to parents of students who attend Washington Elementary School (translated into Spanish and Mandarin).
- Posted on the City's website using Survey Monkey software.

The survey asked respondents seven questions summarized as follows:

1. Are you a Euclid resident, resident of the neighborhood, business representative, parent of a Washington Elementary school student, or other?
2. How often do you drive on Euclid?
3. Will the new traffic signal make driving on Euclid better, worse, or the same?
4. What problems do you notice on Euclid?
5. What would improve traffic on Euclid?
6. Would the traffic flow reversal make conditions better, worse, or the same?
7. Would you like to attend a Neighborhood Meeting on this topic?

The City received 25 responses. The vast majority of responses were submitted through the City's website. Three respondents (Combs, Young, and Muir) not only completed the survey, but also emailed comments to City staff. Respondents who sent emails provided not only historical context, but also persuasive arguments to support their positions. Staff summarized the responses on the attached flyer, and included a few representative quotes from the emails.

Two trends are apparent from the survey results. First, the vast majority of respondents believe traffic on Euclid will get worse or remain the same if the traffic flow is reversed. Respondents cited issues such as cut-through commute traffic and difficulty navigating within the neighborhood as disadvantageous to the proposal. Only one respondent believes traffic will be improved with the flow reversal. Second, a majority of respondents believe that a dedicated student drop-off area at Washington Elementary School will improve traffic conditions on Euclid. At present, the school's security fencing and lack of sidewalk on Euclid Court reduce the passenger loading and unloading efficiency, which creates congestion within the roadway during pick-up and drop-off periods.

Recommendation

Given the apparent desire from survey respondents to keep the traffic flow in the current eastbound-only configuration and the potential mixed results from reversing directions, staff recommends no change to the traffic flow on Euclid Avenue/Court.

Attachment(s) to Staff Report

- Survey results
- Thomas Combs email (April 25, 2018)
- Cecilia Young email (April 19, 2018)
- Ellen Muir email (May 3, 2018)

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