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College Avenue Reconfiguration Project

Project Status Report 2 of 3

Reporting Period August 2023 – July 2024

Municipal Services Committee November 11, 2024

Early Project Adjustments

- Following reopening, traffic was and is closely monitored
- Traffic signal timing adjustments for optimized traffic flow
- Monitoring and adaptation of loading zones

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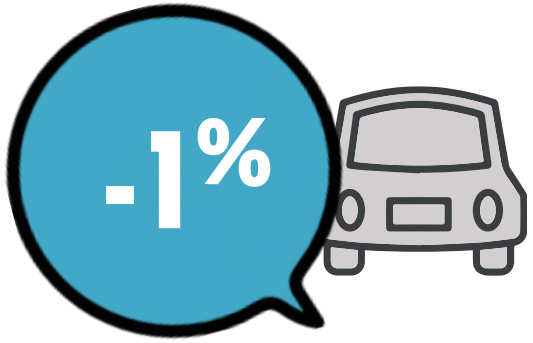
College Ave Reconfiguration Project Metrics

Reporting Period #2: August 2023 – July 2024



Traffic Count

App: 37%
Coin: 63%

Parking Meter Revenue Source

Crashes

Bike Count
(based on single 24-hr count)

Pedestrian Count
(based on single 24-hr count)

* Low confidence due to small data set

Police Roadway Closures

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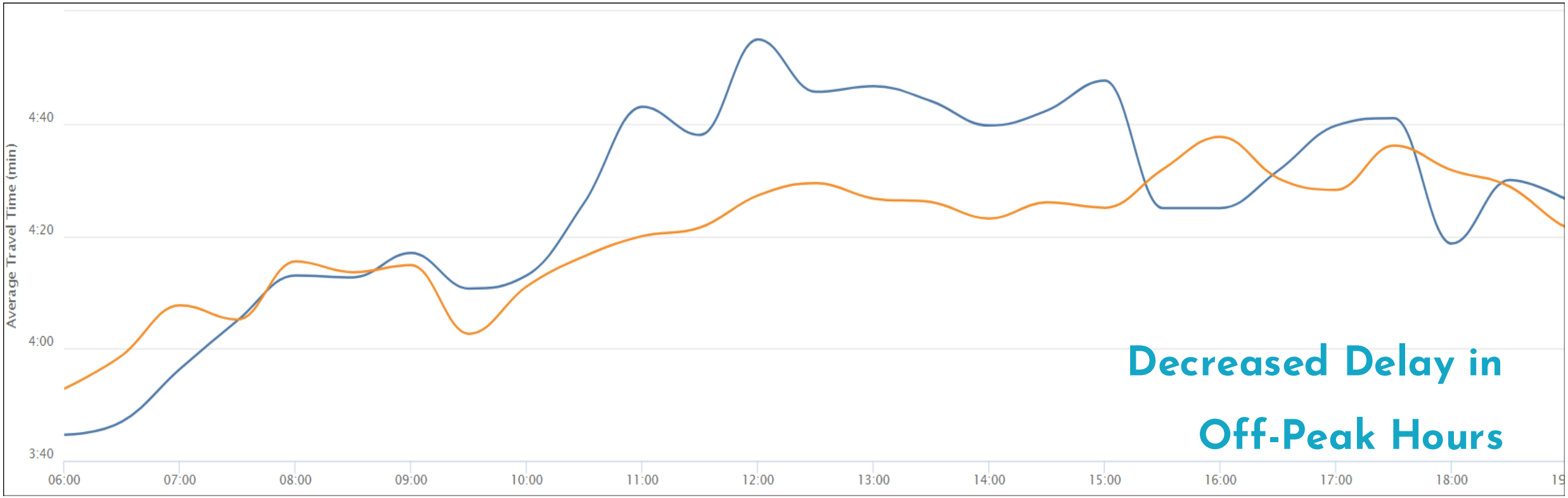
Westbound Traffic Flow



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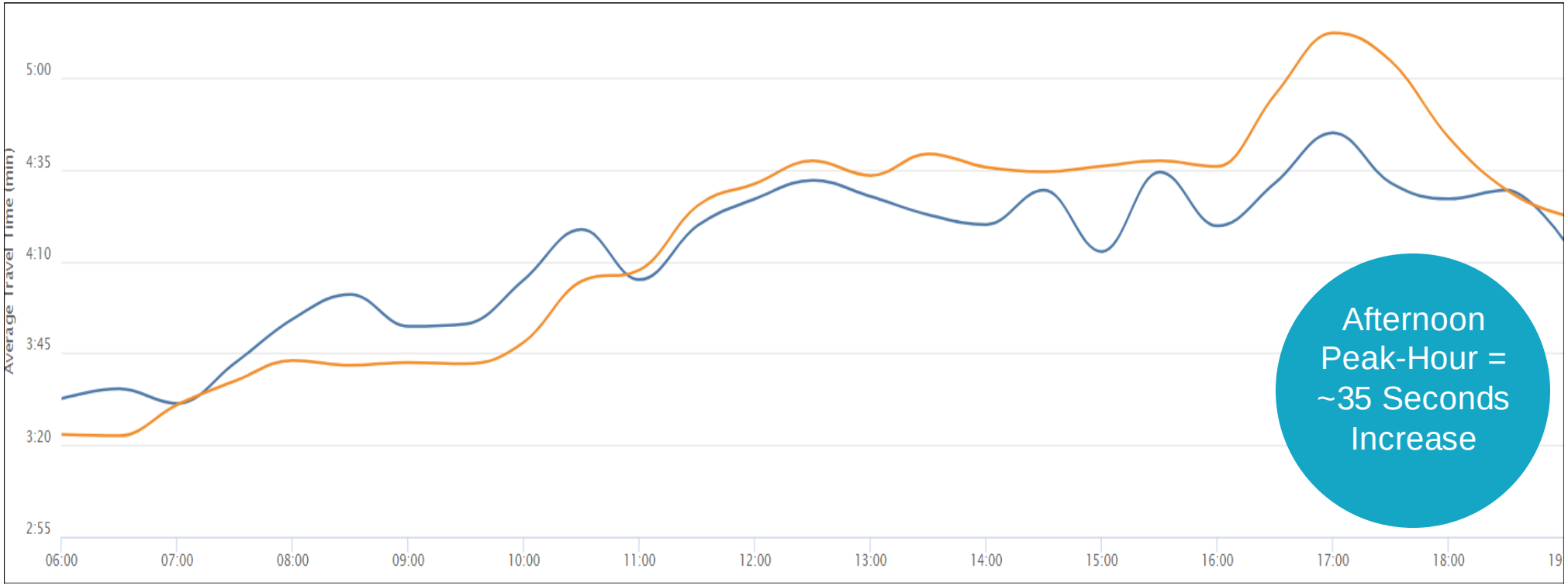
Eastbound Traffic Flow

Before Project

After Project



Reactions from Residents

Feedback has been generally positive. Parking meter users state that they feel safer exiting and entering vehicles.

A few concerns related to merges and transitions.

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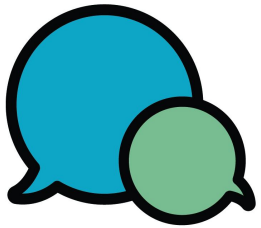

- Parking meter users very much appreciate the buffer zone of the bike lane between the parking lane and traffic lane as it has provided another layer of safety when visiting downtown businesses.

- Travelers not in favor of the project initially have stated that they do recognize traffic flow improvements.

- Police Department staff state that conducting traffic stops has become easier and safer.

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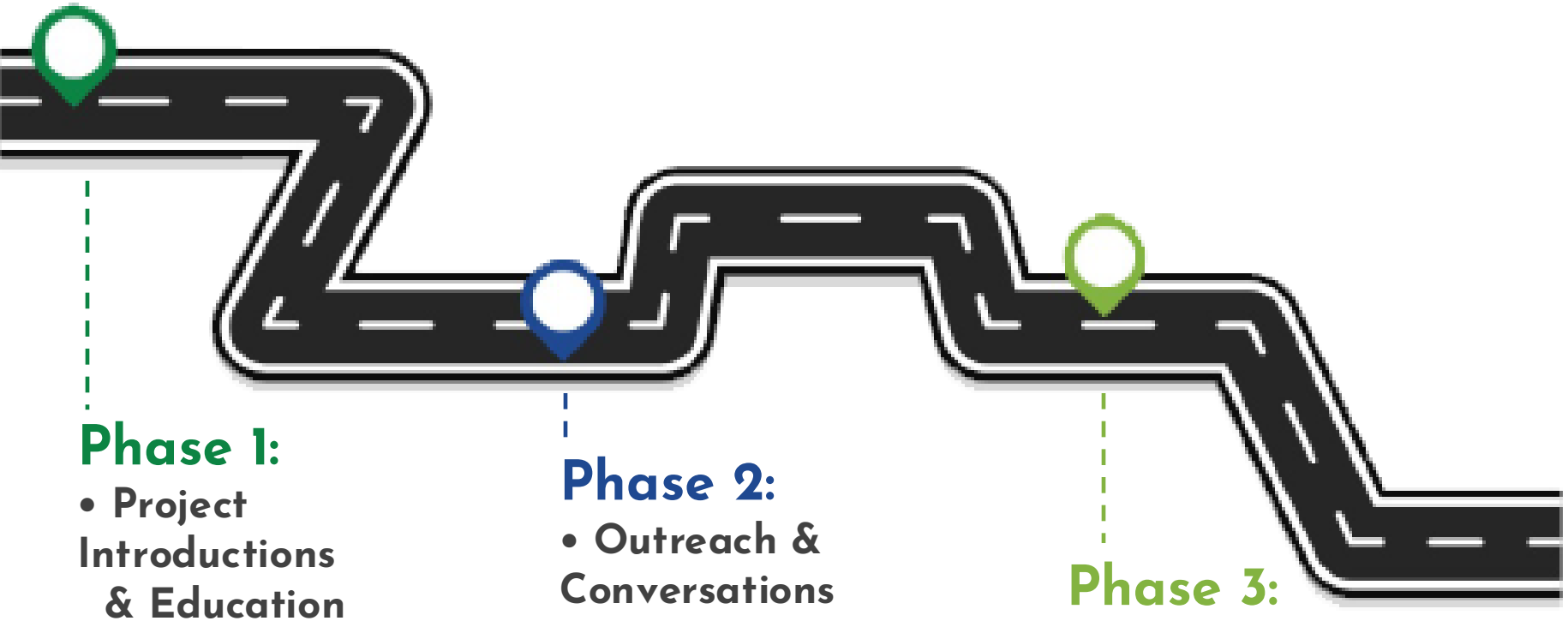
Ongoing Communication & Outreach



Phase 1:

- **Project Introductions & Education**

Summer-Fall 2023

Phase 2:

- **Outreach & Conversations**

Winter-Spring 2024

Phase 3:

- **Testimonials & Success Stories**
- **Project Showcase**

Fall-Winter 2024-2025

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Conclusion & Future Direction

- Changes have been well received
- Engage with stakeholders for final feedback
- Continue collecting parking meter revenue and crash data through February 2025
- Project wrap-up and showcase
- Final consideration on project approval

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