



DEPARTMENT OF PUBLIC WORKS

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MEMO

**To:** Municipal Services Committee  
**From:** Danielle Block, P.E. Director of Public Works  
**Date:** February 15, 2023  
**Re:** Status Update – College Avenue Lane Reconfiguration

**Process Timeline Update**

To clarify the events leading up to our current discussion of the College Avenue Lane reconfiguration, here is a summary of milestones to date:

- 2020 - 2022 – community feedback, interdepartmental and citizen concerns regarding the existing operational conditions along College Avenue.
- Spring/Summer 2022 – interdepartmental meetings to discuss ideas, concepts and efforts to improve traffic safety and noise along the College Avenue corridor.
- August 2022 - \$130,000 in 2021 Excess General Fund Balance was designated by the Finance Committee and Council to be utilized for College Avenue Traffic Safety – appropriated funds for the Traffic Section of DPW, in partnership with Community and Economic Development, Police and Appleton Downtown, Inc. to plan, design and pilot/implement interventions aimed at improving the safety and multi-modal functionality of College Avenue.
- Fall 2022 – City staff began working on the concepts.
- December 2022 – Internal concept stakeholder review meeting to gather feedback on the College Avenue Lane Reconfiguration proposal.
- January 2023 – Presentation to Municipal Services Committee as an informational item regarding the concept.
- February 2023 – Continued discussion regarding the concept as an informational item.

Moving forward, staff will approach the continued discussion and outreach of the concept as follows:

- **March 2023 – Action Item – Per committee’s request, Municipal Services Committee to consider approval of the College Avenue Lane Reconfiguration project. If approved, consideration by Council.**
- End of March 2023 – If project concept is approved, DPW will send the project out for public bidding.
- April 2023 – Staff will review bids and prepare recommendation to award.
- **April/May 2023 – Municipal Services Committee to Consider approval of the contract award to restripe College Avenue. If approved, consideration by Council.**
- June/Summer 2023 – Project start date is dependent upon contractor availability and weather. It is anticipated the total construction time would be approximately 2-weeks.
- Late Summer through December 2023 – Signal improvements/modifications.
- Late Summer and beyond – additional data collection and traffic monitoring. Reporting and status updates to Municipal Services Committee.

## **Project Proposal Update**

Staff is recommending the College Avenue Lane Reconfiguration Project be proposed as a **pilot** project. This recommendation comes following consideration of business and community feedback. The design elements of the project proposal remain unchanged, the pilot parameters include the following:

Pilot project with a duration of 18 months. Assuming construction completion and signal timing modifications are completed by late fall of 2023, the pilot project would be evaluated in spring of 2025.

The following metrics may be used to determine the success of the project:

- Quantitative Data:
  - Traffic Counts
  - Bike/Pedestrian/Scooter Counts
  - Crashes
  - Vehicle Speeds
  - Total Roadway Closures due to Aggressive Driving
  - Parking Meter Revenue along College Avenue
- Qualitative Data:
  - Business/Community Member Feedback
  - APD/AFD Feedback

## **Education & Marketing**

As part of our stakeholder engagement, feedback indicates a focus on education and marketing related to the proposal is desired. If the project proposal is approved, staff will continue to provide updated materials on the project strategy, marketing, construction staging and timing.