



**DEPARTMENT OF PUBLIC WORKS**

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**MEMO**

**To:** Municipal Services Committee  
**From:** Danielle Block, P.E. Director of Public Works  
**Date:** March 1, 2023  
**Re:** Status Update – College Avenue Lane Reconfiguration

**Process Timeline Reminder**

- March 20, 2023 – Action Item – Per committee’s request, Municipal Services Committee to consider approval of the College Avenue Lane Reconfiguration project.
- April 5, 2023 – Action Item - If approved by Municipal Services Committee, the project will move to consideration by Council.
- April 2023 – If project concept is approved, DPW will send the project out for public bidding. 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.
- Mid-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 Reminder**

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 Update**

As part of our stakeholder engagement, feedback indicated a desire for education and marketing related to the proposal. If the project proposal is approved, staff will begin generating education and marketing materials to be distributed to the general public and business community. Topics that will be covered in the materials:

- College Avenue Corridor History.
- Project Purpose and Need.
- Education on a 4-to 3-Lane Reconfiguration.
- Construction Timeline and Staging.
- Marketing Materials to Promote the Corridor.