



**DEPARTMENT OF PUBLIC WORKS**

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**MEMO**

**To:** Municipal Services Committee  
**From:** Danielle Block, P.E. Director of Public Works  
**Date:** March 15, 2023  
**Re:** Approve College Avenue Lane Reconfiguration **Pilot** Project

The City of Appleton has been working internally through 2022 to address concerns related to the traffic along College Avenue, in particular from State Street to Drew Street. This corridor of College Avenue serves as an important arterial street connecting residents and visitors to goods, services and employment. Over time, the corridor has evolved giving way to a demand to serve a variety of uses and users. Public feedback within this segment of College Avenue has focused on traffic speed, traffic noise, pedestrian safety, parking, emergency services and business access.

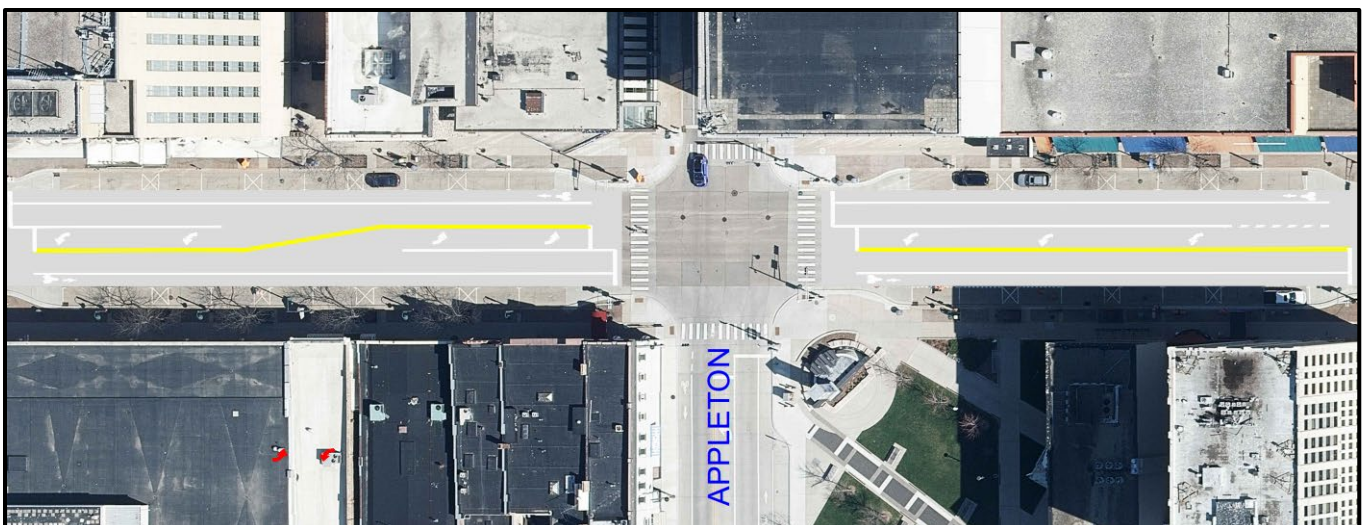
The City has explored and implemented several concepts to improve conditions along College Avenue: amenity strips, enhanced crosswalk pavement markings, early walk signal, mid-block crossings, increased enforcement and patrol. While these efforts have likely mitigated some negative effects of the increased traffic and speed, there remains a desire to calm the corridor and create a comfortable environment for all users.

A lane reconfiguration along College Avenue has been investigated and design by City Engineering staff. This redesign would simply involve the restriping of travel lanes along College Avenue to one lane in each direction, with a center left turn lane at each intersection from State Street to Drew Street. With the additional width afforded, a bike lane in each direction would also be striped. Parking would remain unchanged.

The project concept was first presented in January of 2023. Since that time, staff has met with stakeholders, held listening sessions and workshops, provided additional resources and materials. All project layouts, presentations, video modeling, lane reconfiguration research and case studies can be found here:

<https://www.appleton.org/government/public-works/project-information>

**Project Intersection Example (College Avenue at Appleton Street)**



## **Pilot Project Proposal**

Staff is recommending the College Avenue Lane Reconfiguration Project be proposed as a **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

## **Process & Construction Timeline**

- March 20, 2023 – Action Item –Municipal Services Committee to consider approval of the College Avenue Lane Reconfiguration Pilot Project.
- April 5, 2023 – Action Item - If approved by Municipal Services Committee, the project will move to consideration by Council.
- April 2023 – If the project 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.

## **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.