



# Mayor's Monthly Newsletter

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## Seeking Traffic Solutions

Traffic related issues continue to be a challenge in our city based on resident comments, and despite discussing the problem at several council meetings and workshops, I don't feel we are any closer to a solution. I am not a traffic engineer, and I believe my fellow council members and city staff would agree that we need that advice from that sort of expert to assist us in our decision making process. We all have ideas, and many of you have provided your own but, I think there is a concern that implementing what appears to be an obvious solution for one traffic problem, will potentially create a new, unanticipated, and possibly worse issue on a neighboring street. Council has requested staff develop a scope of work for consultants that have experience in analyzing and solving traffic flow problems.

To date, the city has been collecting and reviewing traffic statistics for heavily traveled streets and problem areas in JV. The trailer you see located around town flashing your speed collects data on the number of cars and the speed those cars are traveling (it does not collect information such as license plate number that would allow a car to be identified). Despite complaints about drivers exceeding the speed limit, data collected to date indicate that speeding is less of an issue relative to the tremendous number of cars on our through-going streets and around the schools during rush hour - cut through traffic. We do have a relatively small, but visible number of drivers who speed and run stop signs – but the number of vehicles driving on our through-going streets is disproportionately large relative to our city's population. While cut through traffic is not a new problem, it has likely become worse due to construction on Hwy. 290.

Council and city staff have spent a significant amount of time discussing installation of speed cushions, possibly closing the golf course bridge, and increased visibility for our police patrols. Speed cushions have been requested by residents on Seattle St. to help reduce speeding. The unintended consequence we worry about is traffic simply shifting to Congo or Singapore to avoid the cushions - rather than solving the problem, we potentially create another. As for the golf course bridge, first and foremost, they are part of a business. I believe closing the bridge means losing business at the golf course which is revenue to the city. I would also point out that while the golf course bridge and parking lot is a significant conduit for cut through traffic, many of our residents use that route also.

As stated earlier, given the complicated nature of this problem, council has directed staff to begin the process of seeking a consulting firm specializing in traffic flow issues to consider the situation holistically - where is traffic coming from and going to, how much is related to the construction, and when construction is completed, will the location of on / off ramps and feeder road improvements provide some relief. What would the impact of extending Jersey Meadows Drive be. And more specifically, advise us on all possible actions we could take to try and resolve the bigger, city wide problem.

In closing, I'd like to wish you a Merry Christmas and Happy New Years! Enjoy the Holidays but please be safe, secure, and aware of your surroundings while you are out with your families.

Until next month.

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