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TO: Town Council

THROUGH: Rob Walton, Interim Community Development Director

FROM: Denise Harris, Planning Manager

DATE: December 18, 2020

RE: Waterloo Street Update

Following the November 7, 2020 Community Workshop on Waterloo Street to address the ongoing concerns over speed and safety, staff continued the conversation with the residents by meeting with those who requested to provide additional input. Staff additionally emailed all participants to thank them for their time and encouraged them to forward additional thoughts/concerns.

This month the Traffic Safety Workgroup met to review the input from the community to develop next steps. The Workgroup's conversation took into account:

- 1) The goal to slow speeds and increase safety.
- 2) Not all treatments are created equal in their effectiveness.
- 3) Costs.
- 4) Roads require a "standard of care" that reduces the risks of design and follow FHWA/VDOT standards.

The Workgroup is also guided by data driven solutions to inform its attached recommendations (Attachment A).

Based on the information received to date, the following next steps are recommended for Town Council's consideration:

Short Term (0-6 Months)

A modified Rapid Response Option to include installation of additional speed limit signs and flexi-post vertical treatments. These treatments will be absorbed into the current Public Works budget for FY21. Additionally, Public Works will explore painting speed awareness signage directly on the payement once the weather is above 60 degrees as paint does not adhere to the road in cooler temperatures. These treatments follow requests of residents and seek to further implement the vertical treatments required to decrease the travel lane width as a traffic calming measure.

Mid-Term (6-12 Months)

Contingent on funding being made available, Public Works will order and install speed feedback signs. This solution, a popular suggestion of the residents, would cost up to approximately \$12,500 for two signs. Potentially additional flexi-posts will be added, as needed, at this time.

Long Term (12+ Months)

For permanent solutions on Waterloo Street, treatments like speed tables, bump outs, and choke points to reduce travel lane width require transportation engineering expertise. These items are favored in the community; however, they are expensive to implement (Attachment B). Staff will explore VDOT grants to help potentially fund these solutions, as well as propose projects for consideration into the next Five Year Capital Improvement Program.

Staff will continue to monitor the data on Waterloo Street, while communicating with residents throughout this process, to determine if progress is being made towards achieving the goals of reducing speed and increasing safety.