



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council

FROM: City Manager

SUBJECT: Report on Black Friday Weekend Traffic Control Implementation

MEETING DATE: January 21, 2020

RECOMMENDATION:

This is a presentation to update the City Council on Black Friday Traffic Control Implementation, for purposes of discussion and to get feedback from the City Council in anticipation of the 2020 holiday shopping season.

BACKGROUND:

On November 19, 2019, staff presented an improved Traffic Control approach to City Council, including recommendations to obtain traffic counts at various strategic locations to further improve the traffic control for next year's shopping season/event. Based on input and direction received from City Council, the improved traffic control plan and measures were implemented and counts at various strategic locations were conducted during the Black Friday Event. The counts were taken by video, which will provide staff further input to evaluate the traffic movements and improve the traffic control approach and measures to minimize the impacts of Black Friday Traffic and Parking on City Streets and neighborhood areas.

ANALYSIS:

Traffic Control

The new traffic control approach included closure of Eastern Ave between Washington Bl and Stevens Pl; installation of directional signs and Changeable Electronic Message Boards at various strategic locations to direct and guide the traffic to selected routes (Washington, Atlantic, Telegraph) to access Citadel.

Also, along Atlantic Bl and Washington Bl, special signs were installed at crossing residential streets informing drivers, as well on residential streets in neighborhood areas north of Harbor Ave not to travel or park on residential streets.

Initial review of the data and feedback from field personnel showed that the new measures implemented were effective in reducing traffic impacts that were experienced during

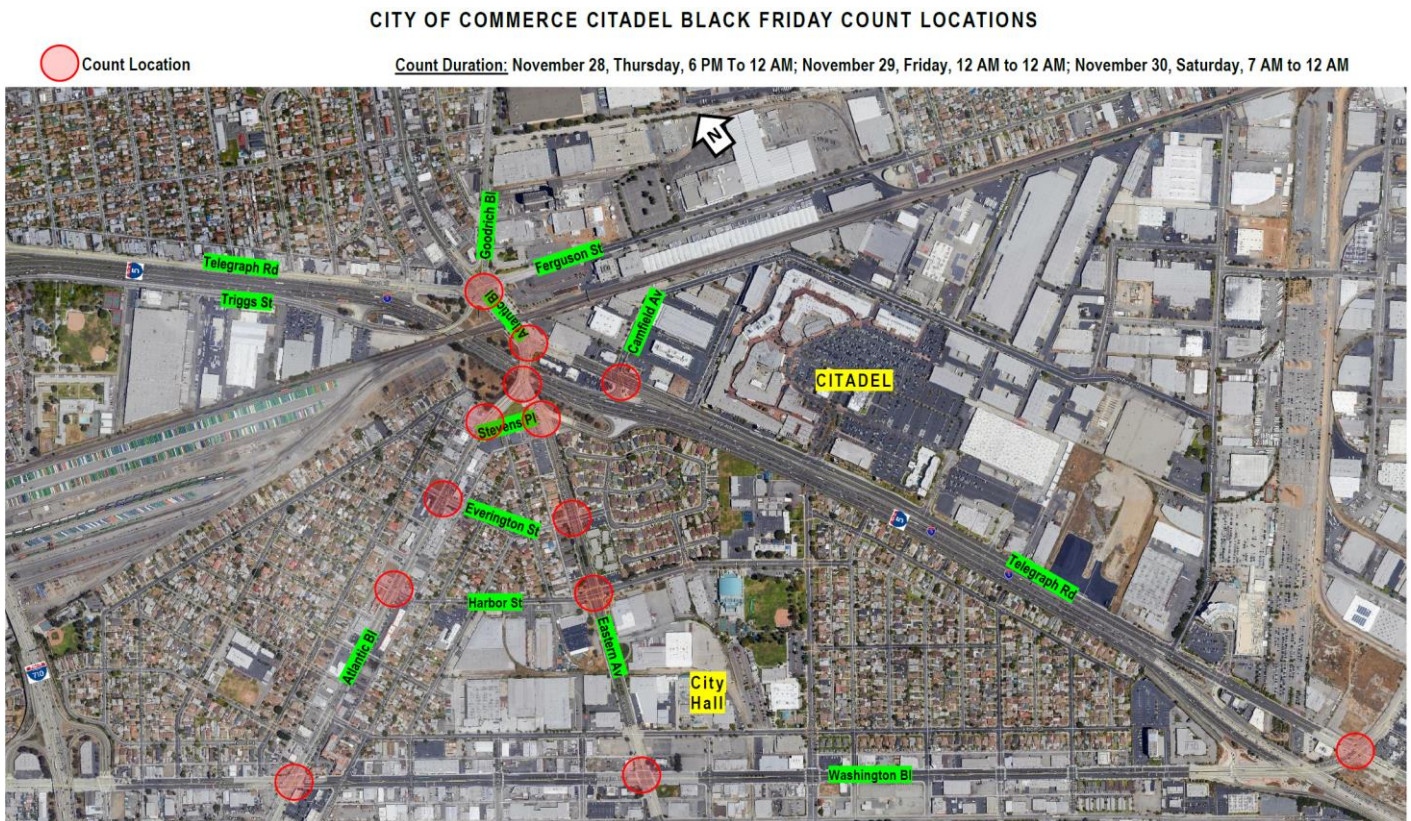
previous Black Friday Events.

Traffic Counts

The count locations were selected to obtain field data of number of vehicles, as well as measure the effectiveness of new traffic control approach that was implemented. Count locations included are listed and illustrated in the map below:

- | | |
|------------------------|--|
| 1. Atlantic/TelegraphW | 8. Eastern/Stevens/I5 SB on and off Ramps |
| 2. Atlantic/TelegraphE | 9. Eastern/Everington |
| 3. Atlantic/Eastern | 10. Eastern/Harbor |
| 4. Atlantic/Sevens | 11. Eastern/Washington |
| 5. Atlantic/Everington | 12. Washington/Telegraph |
| 6. Atlantic/Harbor | 13. Telegraph/Camfield/I-5 NB on and off Ramps |
| 7. Atlantic/Washington | |

The counts were conducted on Thursday from 6 pm to 11:59 pm, Friday 12 am to 11:59 pm and Saturday from 7 am to 11:59 pm.



The tables below highlight two major intersections to illustrate the volume of vehicles passing through each intersection. The specific count for each intersection stated above can be found in Attachment 1.

Thursday 6 pm to 11:59 pm

Location: Atlantic Blvd & Telegraph Rd																	
City: Commerce																	
Control: Signalized																	
Project ID: 19-05732-002																	
Date: 2019-11-28, 6 pm to 12 am																	
NS/EW Streets:	Atlantic Blvd				Atlantic Blvd				Telegraph Rd				Telegraph Rd				TOTAL
	NORTHBOUND				SOUTHBOUND				EASTBOUND				WESTBOUND				
	NL	NT	NR	NU	SL	ST	SR	SU	EL	ET	ER	EU	WL	WT	WR	WU	
TOTAL VOLUMES :	0	1204	2122	0	1415	1748	0	0	0	0	0	0	1371	0	2242	0	10102

Location: Telegraph Rd & Washington Blvd																	
City: Commerce																	
Control: Signalized																	
Project ID: 19-05732-012																	
Date: 2019-11-28, 6 pm to 12 am																	
NS/EW Streets:	Telegraph Rd				Telegraph Rd				Washington Blvd				Washington Blvd				TOTAL
	NORTHBOUND				SOUTHBOUND				EASTBOUND				WESTBOUND				
	NL	NT	NR	NU	SL	ST	SR	SU	EL	ET	ER	EU	WL	WT	WR	WU	
TOTAL VOLUMES :	2868	1828	195	0	23	866	2108	0	665	580	1898	0	246	1581	90	0	12948

Friday 12 am to 11:59 pm

Location: Atlantic Blvd & Telegraph Rd																	
City: Commerce																	
Control: Signalized																	
Project ID: 19-05732-002																	
Date: 11/29/2019, 12 am to 12 am																	
NS/EW Streets:	Atlantic Blvd				Atlantic Blvd				Telegraph Rd				Telegraph Rd				TOTAL
	NORTHBOUND				SOUTHBOUND				EASTBOUND				WESTBOUND				
	NL	NT	NR	NU	SL	ST	SR	SU	EL	ET	ER	EU	WL	WT	WR	WU	
TOTAL VOLUMES :	0	4150	5991	19	3703	7711	0	98	0	0	0	1	5902	0	8281	16	35872

Location: Washington Blvd & Telegraph Rd																	
City: Commerce																	
Control: Signalized																	
Project ID: 19-05732-012																	
Date: 11/29/2019, 12 am to 12 am																	
NS/EW Streets:	Washington Blvd				Washington Blvd				Telegraph Rd				Telegraph Rd				TOTAL
	NORTHBOUND				SOUTHBOUND				EASTBOUND				WESTBOUND				
	NL	NT	NR	NU	SL	ST	SR	SU	EL	ET	ER	EU	WL	WT	WR	WU	
TOTAL VOLUMES :	8475	8747	946	3	679	6100	8380	13	4082	3940	10555	8	1813	6969	496	24	61230

Saturday 7 am to 11:59 pm

Location: Atlantic Blvd & Telegraph Rd																	
City: Commerce																	
Control: Signalized																	
Project ID: 19-05732-002																	
Date: 11/30/2019, 7 am to 12 am																	
NS/EW Streets:	Atlantic Blvd				Atlantic Blvd				Telegraph Rd				Telegraph Rd				TOTAL
	NORTHBOUND				SOUTHBOUND				EASTBOUND				WESTBOUND				
	NL	NT	NR	NU	SL	ST	SR	SU	EL	ET	ER	EU	WL	WT	WR	WU	
TOTAL VOLUMES :	0	6126	5603	0	4058	9505	0	24	0	0	0	0	4559	0	7101	10	36986

Location: Telegraph Rd & Washington Blvd																	
City: Commerce																	
Control: Signalized																	
Project ID: 19-05732-012																	
Date: 11/30/2019, 7 am to 12 am																	
NS/EW Streets:	Telegraph Rd				Telegraph Rd				Washington Blvd				Washington Blvd				TOTAL
	NORTHBOUND				SOUTHBOUND				EASTBOUND				WESTBOUND				
	NL	NT	NR	NU	SL	ST	SR	SU	EL	ET	ER	EU	WL	WT	WR	WU	
TOTAL VOLUMES :	7178	8275	998	1	319	4174	6567	3	2928	2436	6589	4	2040	6391	573	6	48482

The information obtained is voluminous. Staff is reviewing and analyzing the information and will come back to City Council in the next few months with a detailed analysis, and will present an enhanced traffic control approach based on the analysis for City Council's review and input. In addition, the data analysis will provide valuable information for staff's 9-6-3 (9 month, 6 month, 3 month) planning meetings.

Staff will have the new traffic control approach, recommendations and plans ready in advance of the next Back Friday to provide ample time for input from City Council.

FISCAL IMPACT:

None.

RELATIONSHIP TO STRATEGIC GOALS:

The issue before the Council is consistent with the Community Quality of Life Guiding Principle 4 to “support and evaluate community services, programs and events that promote healthy and quality lifestyles for our residents. Enhance public safety and social services through innovative programs that meet the needs of the residential and business communities.”

Prepared by: Daniel Hernandez, Director of Public Works

Reviewed by: Vilko Domic, Assistant City Manager

Respectfully submitted: Edgar P. Cisneros, City Manager

Attachment:

1. Traffic Counts