


**CITY MANAGER’S OFFICE MEMORANDUM
#6-2023**

DATE: Feb. 27, 2023
TO: Honorable Mayor Meredith Leighty and City Council Members
FROM: Heather Geyer, City Manager 
SUBJECT: CB-2001 – Safety Sensitive Zones Ordinance

PURPOSE

To consider CB-2001, an ordinance on second reading amending Chapter 7, Article 1 of the Municipal Code authorizing the creation of safety sensitive zones for traffic enforcement and pedestrian safety.

BACKGROUND

On Feb. 13, City Council approved the Safety Sensitive Zones ordinance on first reading, moving it forward to second reading and public hearing.

Safety Sensitive Zones Ordinance

The Safety Sensitive Zones ordinance addresses certain areas of the City that pose a public safety risk based on the combination of high traffic volume and/or dangerous speeds with pedestrian traffic. The proposed ordinance is a tool that the City does not currently have to address these safety concerns. The ordinance implements a system of mandatory enhanced penalties for traffic citations and speeding violations.

Following the Jan. 30 Council meeting, City Attorney Corey Hoffmann made two minor adjustments to the ordinance language regarding the amount of pedestrian traffic by removing “large” and using “concentrated” in Sections 7-1-15(b) and (c). This change allows for flexibility to better address the purpose of the ordinance.

Fine Structure

Fines would be doubled on roadways designated as a safety sensitive zone. The fine would be mandatory and not subject to a plea bargain. The points assessed against the traffic violator’s Colorado Driver History may be reduced at the discretion of the municipal prosecutor to offer a plea bargain.

Speeding Violation	Points	Current Municipal Court Fine	Safety Sensitive Zone Fine
5-9 mph	1	\$60	\$120
10-19 mph	4	\$160	\$320
20+ mph	6	\$250	\$499*

**The total civil penalty cannot exceed \$499 for a single traffic offense or infraction.*

In the table above, speeding violations are not listed for 1 to 4 miles per hour because speeding citations are not normally written for this range due to legal parameters. Identifying the margin of error on speed radar equipment is another contributing element. Officers are trained to make a visual estimate of a subject’s speed with confirmation of the violation by radar or laser.

Safety Sensitive Zones

Safety sensitive zones are intended to address traffic concerns on residential roadways. The program is designed to accomplish the following:

- Focus on changing motorist behavior – sends a strong message to violators that speeding will not be tolerated
- Enhance current Patrol Division/Traffic Unit enforcement efforts
- Financial deterrent for the motorist
- Clearly signed, visible reminder that reducing speeding traffic is a priority of the City

Staff recommends starting with one zone in each ward. This number is manageable based on current Traffic Unit and Patrol Division staffing levels. Staff recommends each designated zone have one speed radar flasher sign installed that measures speed and volume of traffic. It is also recommended that speed is measured before each zone area is launched to establish a baseline and to evaluate progress a month after installation of the zone. Staff does not recommend that the effectiveness of the overall program be tied to the number of zones designated throughout the City. The recommended locations are as follows:

- Ward 1 – Fox Run Parkway (speeding, Connect Northglenn improvement not yet implemented) *Council consensus provided*
- Ward 2 – Irma Drive (south of Fowler Drive to 115th Avenue) *Council consensus provided*
- Ward 3 – Community Center Drive (cyclist/pedestrian interaction) *Council consensus provided*
- Ward 4 – Melody Drive (used by students, existing traffic calming measures through Connect Northglenn) *Council consensus provided. Council member Lukeman-Hiromasa requested speed data for this roadway at the Feb. 13 meeting*

The revised zone map would be provided to City Council on March 13 for review prior to bringing the zone map forward for approval on March 20.

Enforcement in Safety Sensitive Zones

Enforcement activity would be the responsibility of the Northglenn Police Department's Traffic Unit and Patrol Division officers. Management of this program and staffing needs of the Traffic Unit would be assessed annually. Council member Walker requested traffic enforcement information at the Feb. 13 meeting be provided to Council. The City Manager is working with the Chief of Police on a templated monthly report that will be provided to Council. This report is under development.

Staff considered the use of photo radar vans in development of the program. This is not an option due to the fine and point structure proposed in the Safety Sensitive Zones ordinance. Fines for violations identified by photo radar vans are limited to a maximum of \$80. Staff does not believe that approach would be as impactful.

Measure of Success

Staff recommends the following success measures to evaluate the program:

- Annual evaluation of the program
- Average speed data before/after zone implemented with speed radar signs
- Shift in perception of residents (this could be anecdotal or measured through a survey tool sent to residents who live near a designated zone)
- Reduction in number of complaints about speeding traffic

- Visibility of enforcement efforts:
 - Number of traffic citations (moving violations)
 - Increase in number of speeding citations

Safety Sensitive Zone Signage

Recommended signage is included on slide 6 of the presentation in Attachment 1. The signage design and distance of signage were developed using the Manual on Uniform Traffic Control Devices (MUTCD).

Community Outreach Plan

Staff is recommending the following steps as part of an overall community outreach plan for the Safety Sensitive Zone program:

- Program consideration included in the February Legislative Recap in the Connection
- Include cover story in the March Connection if ordinance passes
- Postcards sent to all ward residents prior to installation of signs
- Use of temporary signage that the program is launching before permanent signage is installed
- Posts on social media to coincide with the steps above
- Story on www.northglenn.org, along with accompanying permanent web page
- Integration of information in upcoming ward meetings (at Council's discretion)
- Distribution of flier explaining the program

BUDGET/TIME IMPLICATIONS

The majority of costs associated with materials, i.e., signs for this proposed program, would be done in-house with no additional funding required. The four speed radar flasher signs that read both speed and volume of traffic are approximately \$10,000 each. The \$40,000 needed for these signs can be allocated from the CIP traffic calming budget. The speed radar flashers have a four-month lead time and were ordered following Council direction on Jan. 30.

The timeline for implementation of the program includes the following next steps:

- Review proposed Safety Sensitive Zone map, March 13
- Resolution – for zone designations, March 20
- Program launch – June (three-month window of time needed)
 - Initial speed radar assessment
 - Installation of signs
 - Installation of speed radar signs
- Evaluation of the program after one year (June 2023 – June 2024)
 - Consideration of new zones

STAFF RECOMMENDATION

Staff recommends approval of CB-2001 on second reading.

STAFF REFERENCE

If Council members have any questions, please contact Heather Geyer, City Manager, at hgeyer@northglenn.org or 303.450.8706.

ATTACHMENT

1. Presentation

SAFETY SENSITIVE ZONES ORDINANCE

Heather Geyer

City Manager

303.450.8706

hgeyer@northglenn.org

City Council Meeting

Feb. 27, 2023



CITY OF
Northglenn

PURPOSE

To consider CB-2001 – an ordinance on second reading to authorize the creation of Safety Sensitive Zones.



SAFETY SENSITIVE ZONE GOALS

- **Enhance health, safety and welfare of the community**
- **Deter traffic violations (both speeding and moving)**
 - Focus on motorist behavior
- **Increase awareness of public safety issue**
- **Provide mandatory enhanced penalties**
- **Target areas that constitute a public safety risk:**
 - High traffic volume and/or
 - Dangerous speeds in combination with pedestrian traffic
- **Enacted by Council ordinance**
- **Zones designated by Council resolution**
 - Ability to modify



SAFETY SENSITIVE ZONE – CRITERIA

- **Target areas that constitute a public safety risk:**
 - High traffic volume and/or
 - Dangerous speeds in combination with pedestrian traffic
 - Intended to focus on residential areas
 - *Revision from “large” to “concentrated” in ordinance language*
- **Focus on location of parks and trails:**
 - Pedestrian and bicyclist traffic
 - Crosswalks
 - Proximity to schools resulting in increased traffic
 - Existing school zones



SAFETY SENSITIVE ZONE FINES

- **Fines Doubled**

- Speeding and moving violations
- Mandatory
- Not subject to plea bargain
- Points may be reduced
- Civil penalty cannot exceed \$499*

Speeding Violation	Points	Current Municipal Court Fine	Safety Sensitive Zone Fine
5-9 mph	1	\$60	\$120
10-19 mph	4	\$160	\$320
20+ mph	6	\$250	\$499*



IMPLEMENTATION TIMELINE

- **Review Safety Sensitive Zone map, March 13**
- **Resolution – for zone designations, March 20**
- **Program launch – June (three-month window of time needed)**
 - Installation of signs
 - Installation of speed radar flashers
 - Initial speed radar assessment
- **Evaluation of the program one year (June 2023 to June 2024)**
 - Consideration of new zones



ENFORCEMENT IN THE ZONES

- **Responsibility of the NPD Traffic Unit and Patrol Division officers**
- **Management of this program and staffing needs of the Traffic Unit will be assessed annually.**
- **Continue:**
 - Enforcement (school zones, high accident areas, complaint driven)
 - Education

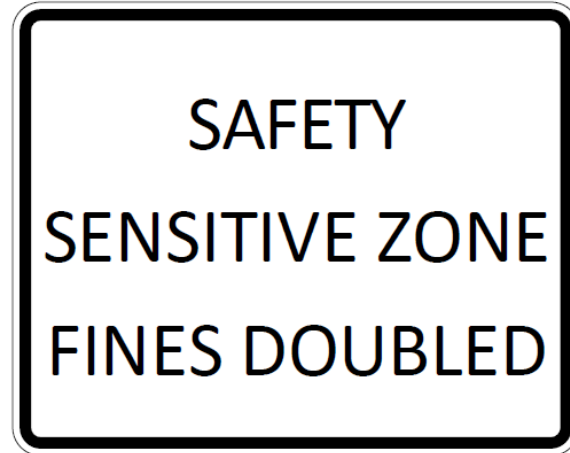


- Engineering (No Need for Speed and Connect Northglenn)

**Council requested information on zone enforcement at the Feb. 13 meeting.*



SAFETY SENSITIVE ZONE SIGNAGE



RECOMMENDED ZONES MAP

- **Recommended locations:**
 - Ward 1 – Fox Run Parkway (speeding, Connect Northglenn improvement not yet implemented) *Council consensus received*
 - Ward 2 – Irma Drive (south of Fowler Drive to 115th Avenue) *Council consensus received*
 - Ward 3 – Community Center Drive (cyclist/pedestrian interaction) *Council consensus received*
 - Ward 4 – Melody Drive (used by students, existing traffic calming measures through Connect Northglenn) *Council consensus received* *Speed data requested on Feb. 13



COMMUNITY OUTREACH PLAN

- **Plan remains as presented on Jan. 30 with the following changes:**
 - **No public meeting**
 - **Council feedback included mailing postcards to each ward prior to installation of the of signs (this recommendation has been built into the plan)**



SAFETY SENSITIVE ZONE IMPACT

- **Starting with one zone in each ward**
 - This number is manageable based on current Traffic Unit and Patrol Division staffing levels
- **Recommend measuring speed before the zone is launched and then six months and one year after launch**
- ***Recommend that the measure of effectiveness is not tied to the number of zones implemented***



MEASURE OF SUCCESS

- **Evaluate the program annually**
- **Use of average speed data before/after zone implemented with speed radar signs**
- **Shift in perception of residents**
- **Reduction in number of complaints about speeding**
- **Visibility of enforcement efforts:**
 - Number of traffic citations (speeding and moving violations)
 - Increase in number of speeding citations



PROGRAM BUDGET

- **Speed radar flasher signs:**
 - \$10,000 per sign
 - Four recommended
 - \$40,000 available in 2023 Budget
- **In-house expenses:**
 - Sign materials
 - Outreach materials
 - Enforcement



STAFF RECOMMENDATION

Recommending approval of CB-2001 on second reading.



QUESTIONS?



CITY OF
Northglenn

SPONSORED BY: MAYOR LEIGHTY

COUNCILMEMBER'S BILL

ORDINANCE NO.

No. CB-2001
Series of 2023

Series of 2023

A BILL FOR AN ORDINANCE ADDING A NEW SECTION 7-1-15 TO THE NORTHGLENN MUNICIPAL CODE AUTHORIZING THE CREATION OF "SAFETY SENSITIVE ZONES" IN WHICH TRAFFIC VIOLATORS WITHIN THE DESIGNATED SAFETY SENSITIVE ZONES ARE SUBJECT TO INCREASED MONETARY PENALTIES FOR MOVING TRAFFIC VIOLATIONS

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. Chapter 7, Article 1 of the City of Northglenn Municipal Code is amended by the addition of a new Section 7-1-15, entitled "Safety Sensitive Zones" to read as follows:

Section 7-1-15. Safety sensitive zones.

(a) Authority. The City as a home rule municipality organized under Article XX of the Colorado Constitution, has the authority to adopt this Section.

(b) Legislative purpose. The City Council finds and determines that certain areas of the City constitute a public safety risk based on the combination of high traffic volume and/or dangerous speeds in combination with a concentrated amount of pedestrian traffic, and such zones shall be designated as "safety sensitive zones." The City Council herein implements a system of mandatory enhanced penalties for traffic violations in the safety sensitive zones in order to deter such violations and enhance the health, safety, and welfare of the community.

(c) The City Council shall, by resolution, designate safety sensitive zones within the boundaries of the City based on the public safety risk caused by the combination of high traffic volume and/or dangerous speeds in combination with a concentrated amount of pedestrian traffic; said safety sensitive zones may be modified as deemed necessary by resolution of the City Council.

(d) Safety sensitive zones shall be indicated by signage with the following language:

"SAFETY SENSITIVE ZONE
FINES DOUBLED."

(e) If a summons and complaint is issued for a moving traffic violation in the safety sensitive zone, the summons and complaint shall indicate that the alleged violation has occurred in a safety sensitive zone.

(f) In the event a summons and complaint is issued for a moving traffic violation in a safety sensitive zone, that violation will be subject to the following enhanced fine structure:

(1) The fine assessed for a moving violation in the safety sensitive zone shall be imposed at a rate of twice, or double, the customary fine for the violation had it not occurred in a safety sensitive zone; and

(2) The fine assessed for a moving violation in the safety sensitive zone shall be mandatory and may not be subject to a plea bargain; provided, however, that the points assessed against a traffic violator's Colorado Driver History may be reduced based on the discretion of the municipal prosecutor to offer a plea bargain.

(g) In no event may the total civil penalty assessed for a traffic offense in a safety sensitive zone exceed four hundred ninety-nine dollars (\$499.00) for a single traffic offense or infraction.

INTRODUCED, READ AND ORDERED POSTED this 13th day of February, 2023.


MEREDITH LEIGHTY
Mayor

ATTEST:


JOHANNA SMALL, CMC
City Clerk

PASSED ON SECOND AND FINAL READING this ____ day of _____, 2023.

MEREDITH LEIGHTY
Mayor

ATTEST:

JOHANNA SMALL, CMC
City Clerk

APPROVED AS TO FORM:


COREY Y. HOFFMANN
City Attorney