


CITY MANAGER'S OFFICE MEMORANDUM
#11-2023

DATE: March 13, 2023
TO: Honorable Mayor Meredith Leighty and City Council Members
FROM: Heather Geyer, City Manager 
SUBJECT: Safety Sensitive Zone Maps by Ward

PURPOSE

To provide City Council an opportunity to review the safety sensitive zone maps prior to the approval of zone locations at the March 20, 2023 special meeting.

BACKGROUND

City Council approved the new Safety Sensitive Zone program on Feb. 27. The next step in program implementation is designation of four safety zones. The zone locations, included in Attachment 1, are being presented to Council for review prior to the approval of the zone locations.

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 adopted ordinance provides a tool to address these safety concerns. The ordinance implements a system of mandatory enhanced penalties for traffic citations and speeding violations, which include doubled fines on roadways designated as a safety sensitive zone. The fines are mandatory and not subject to a plea bargain.

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

Implementation of the program will begin with the designation of one zone in each of the four Council wards. This number is manageable based on current Traffic Unit and Patrol Division staffing levels. Each designated zone will have one speed radar flasher sign installed to measure speed and traffic volume. Vehicle speed will be measured before each zone area is launched to establish a baseline and to evaluate progress a month after installation of the zone. The effectiveness of the overall program will not be tied to the number of zones designated throughout the City.

The identified zone 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 E. 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 Shannon Lukeman-Hiromasa requested speed data for this roadway at the Feb. 13 meeting.*

Enforcement in Safety Sensitive Zones

Enforcement activity will be the responsibility of the Traffic Unit and Patrol Division. Management of this program and staffing needs of the Traffic Unit will be assessed annually. At the Feb. 13 meeting, Council Member Nicholas Walker requested ongoing traffic enforcement information be provided to Council. City Manager Heather Geyer is working with Chief of Police James May to develop a templated monthly report that will be provided to Council.

Measure of Success

The following success measures will be used 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

BUDGET/TIME IMPLICATIONS

The majority of costs associated with materials, i.e., signs for this proposed program, will be done in-house with no additional funding required. The eight speed radar flasher signs (two signs for each zone) that read both speed and traffic volume are approximately \$10,000 for each zone. The \$40,000 needed for these signs is available in the CIP Traffic Calming budget.

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

- 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 to June 2024)
 - Consideration of new zones

STAFF RECOMMENDATION

Staff recommends City Council provide input and consensus on the safety sensitive zone maps by ward.

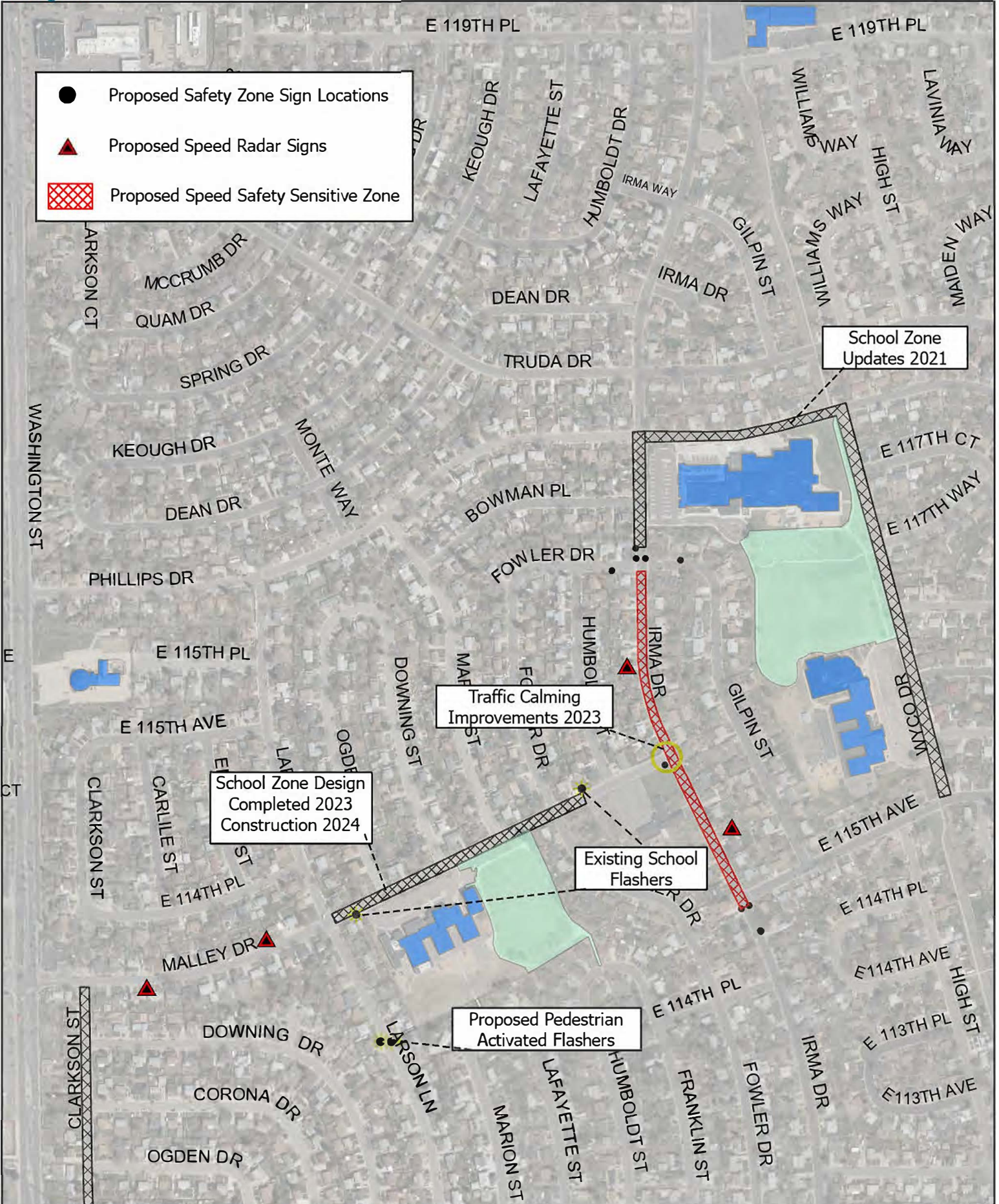
STAFF REFERENCE

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

ATTACHMENT

1. Safety Sensitive Zone Maps by Ward and Proposed Signage





Ward 3

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Ward 4



Proposed Signage

