

**CITY OF OAKLAND  
AGENDA REPORT**

OFFICE OF THE CITY CLERK  
CITY OF OAKLAND

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Public Works Agency  
DATE: December 13, 2005

2005 DEC 29 PM 1:59

**RE: RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ACCEPT A PRIVATE DONATION FROM HEAD ROYCE SCHOOL OF THE INSTALLATION OF A SPEED RADAR DRIVER FEEDBACK SIGN ON LINCOLN AVENUE IN THE VALUE OF ELEVEN THOUSAND TWO HUNDRED FIFTY DOLLARS (\$11,250.00)**

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**SUMMARY**

A resolution has been prepared authorizing acceptance of a private donation of the installation of a Speed Radar Driver Feedback (SRDF) Sign for an estimated value of \$11,250.00 from Head Royce School. The solar powered sign combines radar speed detection with a changeable message sign that shows drivers their speed. The sign will be installed on Lincoln Avenue in front of Head Royce School. The project is located in Council District 4.

**FISCAL IMPACT**

The donation includes the purchase off all parts and materials, warranties, and the construction costs to install the sign by the donor. Since the sign is solar powered, no electrical service is required.

City staff costs are not covered by this private donation. Staff costs to administer and implement the project are approximately \$6,000.00 and will be covered by the PWA Transportation Services Division's Neighborhood Traffic Safety Program (Fund 2211, Organization 92246, and Project C268510).

**BACKGROUND**

The proposed location for the SRDF Sign is on southbound (downhill) Lincoln Avenue near Perkins Road between two existing signalized crosswalks near the entrance to Head Royce School. Adjacent land use consists of Head Royce School, single-family housing, and institutional uses such as childcare and religious centers.

This stretch of Lincoln Avenue has two lanes with restricted on-street parking for loading/unloading during school hours. It has an 11% grade and horizontal curves. The observed 85% percentile speed, or critical speed, is 35mph – surveyed June 7, 2005. This is the

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speed at which 85% of drivers drive. The posted speed limit is 25 mph. Approximately 7,450 vehicles per day travel on the road.

## **KEY ISSUES AND IMPACTS**

Speed Radar Driver Feedback Signs have been used by cities throughout the State to slow down speeding traffic. Although their effectiveness has yet to be proven, the proposed installation of the SRDF Sign will give staff the opportunity to evaluate the effectiveness of this device to slow down traffic on City streets. A study will be conducted before and after to evaluate the effectiveness of the device to slow down traffic.

The permanent application of an SRDF sign will be a first in the City of Oakland. Currently, the Police Department deploys seven portable SRDF signs throughout the City which have been well received by residents. The Police Department places them in areas with registered complaints and reports of high speeds.

## **PROJECT DESCRIPTION**

The SRDF Sign will be permanently installed on the southbound side of Lincoln Avenue in front of Head Royce School (near Perkins Road). This sign will give drivers in the detection zone real-time feedback on their speed. If the driver's speed exceeds the posted 25 mph speed limit by more than 5 mph, a message stating "YOUR SPEED" along with the vehicle's actual speed will flash to alert the driver. The sign will operate from 7:30 am to 12:00 midnight, seven days of the week.

The proposed installation of a SRDF Sign is consistent with the 2005-07 Goals and Objectives of the City Council and Mayor in the following:

**Build Community and Foster Livable Neighborhoods** by improving traffic, bike, and pedestrian safety.

## **SUSTAINABLE OPPORTUNITIES**

Economic: By potentially reducing automobile accidents caused by speeding, the associated costs of injuries and property damage will decrease.

Environmental: This project improves the neighborhood environment by its potential to reduce speeding making the area more accessible to pedestrians.

Social Equity: By potentially reducing speeding, this project provides greater accessibility and safety not only to the students of Head Royce School but to the residents along Lincoln Avenue and adjacent streets.

**DISABILITY AND SENIOR CITIZEN ACCESS**

The SRDF Sign may provide a safer environment for disabled and senior citizens by slowing down traffic.


**RECOMMENDATION AND RATIONALE**

It is recommended that Council authorize the City Administrator to accept a private donation from Head-Royce School to install a Speed Radar Driver Feedback Sign located on the southbound side of Lincoln Avenue in front of Head Royce School.

**ACTION REQUESTED OF THE CITY COUNCIL**

City Council is requested to approve the resolution accepting a private donation from Head Royce School of the installation of a Speed Radar Driver Feedback Sign on Lincoln Avenue for an amount of eleven thousand two hundred fifty dollars (\$11,250.00).

Respectfully submitted,

  
for **RAUL GODINEZ II, P.E.**  
Director, Public Works Agency

Reviewed by:  
Michael J. Neary, P.E.  
Assistant Director, Public Works Agency  
Design & Construction Services Department

Wladimir Wlassowsky, P.E.  
Transportation Services Manager

APPROVED AND FORWARDED  
TO THE PUBLIC WORKS COMMITTEE:

  
\_\_\_\_\_  
**OFFICE OF THE CITY ADMINISTRATOR**

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Oakland City Attorney's Office

**DRAFT**

OFFICE OF THE CITY CLERK  
**OAKLAND CITY COUNCIL**

RESOLUTION NO. \_\_\_\_\_ C.M.S.  
2005 NOV 29 PM 1:59

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ACCEPT A PRIVATE DONATION FROM HEAD ROYCE SCHOOL OF THE INSTALLATION OF A SPEED RADAR DRIVER FEEDBACK SIGN ON LINCOLN AVENUE IN THE VALUE OF ELEVEN THOUSAND TWO HUNDRED FIFTY DOLLARS (\$11,250.00)**

**WHEREAS**, speeding on the southbound (downhill) direction of Lincoln Avenue in front of Head Royce School has been documented by a 2005 speed study; and

**WHEREAS**, a Speed Radar Driver Feedback Sign on the southbound side of Lincoln Avenue in front of Head Royce School has been requested by Head Royce School to discourage speeding of vehicles; and

**WHEREAS**, Head Royce School has private funds available and offers to purchase materials and hire a contractor to install such Speed Radar Driver Feedback Sign; and

**WHEREAS**, the City Council finds and determines that the performance of this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive services; and

**WHEREAS**, staff costs not covered by this donation in the approximate amount of \$6,000.00 will be covered by the Public Works Agency Transportation Services Division Neighborhood Traffic Safety Program (Fund 2211, Organization 92246, and Project C268510); now, therefore, be it

**RESOLVED:** That the City Council is hereby requested to approve the resolution accepting a private donation from Head Royce School of the installation of a Speed Radar Driver Feedback Sign on Lincoln Avenue for an amount of eleven thousand two hundred fifty dollars (\$11,250.00).

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2005

**PASSED BY THE FOLLOWING VOTE:**

AYES – BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND  
PRESIDENT DE LA FUENTE

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council  
Of the City of Oakland, California