

Memorandum

Michael G. Dzigan

City Manager



TO: The Honorable Mayor and City Council

DATE: June 8, 2018

SUBJECT: Implementation Plan - 25 MPH Residential Street Speed Reduction

Objective

Outline implementation plan that employs three elements, Engineering, Education, and Enforcement, offering the greatest potential for success with producing a measurable speed limit reduction on residential streets from 30 mph to 25 mph.

Background

At the January 2017 Planning Session, after concerns expressed by residents about speeds along residential streets, the City Council was presented general information from KLOA, traffic engineering consultant. KLOA presented speed limit legal and engineering practices, traffic signage, traffic calming measures, enforcement strategies, options for setting speed limits, and expectations of lowering speed limits. The City Council agreed lowering the speed limit on residential streets was appropriate without further engineering study, but the collector street system should be evaluated by obtaining and analyzing collector street traffic data.

In June of 2017, the City Council authorized a traffic engineering study for data collection on the City's collector streets.

At the January 2018 Planning Session, KLOA presented an overview of the Collector Roads Traffic Study. From the Study it was recommended the existing 30-mph speed limit remain on certain streets due to their importance as it relates to the efficient flow of traffic through the City, higher traffic volumes, 85th percentile speed greater than 5 mph over the posted speed limit, and physical conditions that allow for the volume and speed of vehicles measured. After discussion a final map was developed identifying Roadway Speed Limits, see Exhibit A. All the street segments that are 30-mph or greater are major collectors or arterials (traffic volumes of greater than 6,000 per day).

Implementation Plan – 25-mph

Materially transitioning (signage, communication, and ordinance changes) to a 25-mph speed limit can easily be accomplished; the challenge, and more importantly, is the effectiveness of tasks that will produce a measurable outcome, i.e., lowering the speeds on residential streets. The staff has proposed an implementation plan that incorporates three elements: Engineering, Education and Enforcement. Each element having a certain degree of influence with Enforcement, by the consensus of traffic experts, having the most influence on the outcome.

Engineering - Attached as Exhibit B is a memorandum and exhibits laying out the engineering element – focused on signage replacement and ordinance adoption. The most cost-effective approach to signage replacement is to outsource the manufacturing of the signs and have City personnel remove and install the new signs at a total estimated cost of \$52,000.

Education – Attached as Exhibit C is a memorandum setting forth a communication/education campaign using different communication techniques and media channels with an estimated initial cost of \$2,500. It is recommended the campaign be aligned with back to school safety messages, thus dictating the 25-mph roll out be set for the month of August.

Enforcement – Attached as Exhibit D is an action plan developed by the Police Department for enforcing and sustaining the enforcement of the 25-mph speed limit. The approach consists of three phases – Resource Acquisition and Allocation, Proactive Enforcement, and Assessment and Analysis.

- *Resource Acquisition and Allocation*
 - ✓ Personnel - A major component of having a measurable positive outcome is the hiring of 2 additional officers that will offer the resources necessary to effectively complete an outcome driven enforcement effort. The additional resources would also be used for other pedestrian safety campaigns including distracted driving, school speed zones, DUI saturation, seat belt checks, etc. As noted in the Action Plan, since 2003 the City is down 3 sworn officers (2003 – 68 sworn officers 2017 – 65 sworn officers). This force reduction directly correlates to our ability to focus on traffic related tasks, as seen in the number of traffic contacts, and I believe a corresponding rise in the number of complaints the City has received for speeds on residential streets since the reduction in force made in 2003. Although the 12 hours shift will provide some additional resource to be allocated to traffic it will not entirely, in the opinion of the Police Department, address the resource need. A 1st year officer salary and benefits is about \$80,000.
 - ✓ Vehicle - One additional patrol vehicle having an annual cost of \$14,000.
- *Proactive Enforcement*
 - ✓ 3 Tier Targets – Target streets based upon factors including 85th percentile speeds, historic traffic stop data, and citizen complaints over last five years.
 - ✓ Enforcement Plan – See attachment for Tier 1 example.
- *Assessment and Analysis*
 - ✓ Digital Speed Signs - To be effective with measuring outcomes of the goal to reduce speeds, 2 additional digital speed signs at \$10,000 be purchased. Pre and post enforcement data collection will be done to measure speed outcomes. Not only used to measure outcomes but the signs will be used as an educational device alerting a driver to their actual speeds.
 - ✓ Data Analytics – Using data gathered from a variety of sources, IT's Data Analytics Team working with Police personnel will work towards predictive analytics.

Schedule – To meet an August roll out we would need to move quickly with our material component of the implementation plan. The onetime cost of signs, communication/education campaign, and digital speed signs can be absorbed within the SY2018 budget. The cost of two additional officers will need further evaluation as part of the CY 2019 budget and may require a revenue offset. It would be beneficial however to begin hiring as soon as possible since it takes anywhere from 34 to 40 weeks to have an officer ready for individual duty.

Pedestrian Safety Program

The City Council has discussed the concept of having the implementation of the 25-mph residential street speed reduction effort be part of a more encompassing general pedestrian safety program with a variety of techniques focused on pedestrian safety. This could include consideration of more traffic claiming techniques such as adding sidewalks, intersection crossing improvements, pavement markings, and more focused traffic enforcement. Although we have begun certain efforts like the initiation of the “new sidewalk” program and cross walk standards, the staff believes more effort will be needed to further re-evaluate concepts and approaches to a more wide-ranging program.

LEGEND

- MAJOR ARTERIAL ROADS
- MINOR ARTERIAL ROADS
- MAJOR COLLECTOR ROADS
- MINOR COLLECTOR ROADS
- LOCAL ROADS
- WHEATON BOUNDARY

Speed Limits:

- 30 MPH
- 35 MPH

Map Labels:

- GENEVA ROAD
- COUNTY FARM RD
- WHEELING AVE
- SHARPER RD
- CONY PARK RD
- STONE BRIDGE TRL
- WISCONSIN RD
- FOOTBALL DR
- ALPHEA AVE
- GAILES BLVD
- MANHATTAN RD
- WESLEY ST
- FRONT ST
- WILLOW AVE
- WASHINGTON ST
- ILLINOIS ST
- ROOSEVELT ROAD
- ELM ST
- PARHAM LN
- MAIN ST
- NAPERVILLE ROAD
- BLANCKFIRE BLVD
- 2ND ST
- 3RD ST
- DANADA DRIVE
- BRIGHTON DR
- CROMWELL DR
- DORSET DR
- BUTTERFIELD ROAD
- LESLIE LN
- SCOTTDALE CIRCLE
- HILL DR
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Memorandum

Paul G. Redman, P.E.
Director of Engineering



To: Michael G. Dzugan, City Manager

Date: March 2, 2018

Subject: Implementation Plan – 25 mph Neighborhood Speed Limit

Engineering-

List of streets not to be lowered to 25 mph - As discussed with the City Council at the January 22 Planning Session, certain streets that carry a higher volume of traffic and have a higher level of importance in moving traffic through the City shall remain as they are currently posted for speed limits. The City Council recommended adding and/or modifying the list presented by staff. Staff has finalized the list of streets that shall remain posted at their existing speed limits as follows (30 mph, unless otherwise listed; italicized and underlined represent additions/modifications). (Map attached as Exhibit 1.)

- Main Street – north of Seminary Avenue
- Gary Avenue – north of Harrison Avenue (35mph)
- President Street
- Blanchard Street – south of Roosevelt Road
- West Street – south of Willow Avenue
- Warrenville Road – south of Roosevelt Road
- Wiesbrook Road
- Orchard Road – south of Wiesbrook Road
- Manchester Road
- East Loop Road
- West Loop Road
- Leask Lane
- Shaffner Road (35 mph)
- 22nd Street
- Lorraine Road – south of Roosevelt Road

Ordinance to officially change or modify legal speed limits - In order to have a legal and enforceable speed limit of 25 mph in Wheaton, the City Code will need to be amended, in particular Official Motor Vehicle and Traffic Schedule XI-B; *Altered speed zones*. In accordance with Chapter 70, Division 3, *Speed Regulations*, Section 70-261, *State law applicable; exceptions*, the City may determine speed regulations differing from State law which shall be set out in traffic schedules I, II, and XI. Attached is a draft of an ordinance amending Schedule XI-B which shall list the street sections with maximum speed limit differing from State

law (30 mph) (Exhibit 2). Each street (or segment of street) is listed for the corresponding altered speed limit. Under 25 mph the first listed is “all local streets”; as opposed to listing all local streets by name. All local streets shall refer to all public streets under the jurisdiction of the City that are not classified as arterial or collector; where arterial and collector streets are identified on the roadway functional classifications list (Exhibit 3).

Speed limit signage and plan to post – The City will need to post 25 mph speed limit signs to provide legal notice to motorists to effectively enforce the speed limit. This will involve the placement of new, relocated or replaced speed limit signs on City streets throughout the City. The most efficient manner to post the speed limit is to place a 25 mph speed limit sign on all City streets where the street enters the City, and/or enters a neighborhood from a street of higher posted speed. After that initial point of entering on a street posted 25 mph, no other speed limit signs would be required. The addition of the supplemental plaque “unless otherwise posted” below the speed limit sign will aid with the enforcement of the speed limit beyond the initial posting.

Public Works has used GIS mapping and sign inventory data to determine speed limit sign changes based on the above recommended posting of the 25 mph speed limit. Currently there are 507 regulatory speed limit signs (30 mph and 35 mph) on city streets. The proposed signage plan would eliminate 240 - 30 mph signs; retain 92 - 30 mph and 35 mph signs; change 175 - 30 mph signs to 25 mph; and add 130 new 25 mph signs to the sign inventory. This results in an overall reduction in speed limit signs of 110 signs to a total of 397 speed limit signs. (Speed limit sign map attached as Exhibit 4.)

Future speed analysis – A question of interest raised by the City Council was, “How will we determine if the posting of 25 mph speed limits has been effective in lowering the speed that motorists travel in Wheaton?” One method to address this question will be to analyze future speed data on certain streets that have been identified for study. Wheaton Police will be collecting speed data with their electronic speed signs they presently operate. Engineering will use traffic counter to collect speed data on selected streets. The future speed data collected can be compared to previous data collected prior to the posting of the 25 mph speed limit and reports can be developed for analysis. The streets identified for future analysis may be selected based on complaints and/or staff experience.

Other safety considerations – Other considerations to improve pedestrian safety may include the construction of sidewalks in residential areas that do not have sidewalks that require pedestrians to walk in the street along with vehicular traffic, evaluation of pedestrian routes crossing streets for improved crosswalk awareness, and re-evaluation of school walk routes with the school districts.

ORDINANCE NO. O - 2018 - 00

**AN ORDINANCE AMENDING THE OFFICIAL MOTOR VEHICLE
AND TRAFFIC SCHEDULES (CHAPTER 70)
FOR THE CITY OF WHEATON
Altered Speed Zones**

BE IT ORDAINED by the Mayor and City Council of the City of Wheaton, Illinois as follows:

SECTION 1: That the Official Motor Vehicle and Traffic Schedule XI-B as referred in Section 70-261 of the Wheaton City Code, 2017, as amended, is hereby amended by deleting said schedule in its entirety and replacing it to read as follows:

Schedule XI-B. Altered speed zones. (Sec. 70-261)

In accordance with section 70-261, it shall be unlawful for any person to drive a vehicle at a speed in excess of any speed herein established when signs are in place giving notice thereof, on the designated roadways:

(1) 35 mph Speed Zones

- (a) Gary Avenue from Harrison Avenue to Jewell Road
- (b) Shaffner Road from Mack Road (Wheaton city limits) to Roosevelt Road.

(2) 25 mph Neighborhood Speed Zones

- (a) All local streets
- (b) Adair Drive
- (c) Aurora Way
- (d) Briarcliffe Boulevard
- (e) Brighton Drive
- (f) Childs Street
- (g) College Avenue
- (h) Creekside Drive
- (i) Crescent Street
- (j) Cromwell Drive
- (k) County Farm Road

- (l) Danada Drive
- (m) Driving Park Road
- (n) Ellis Avenue
- (o) Elm Street
- (p) Farnham Lane
- (q) Foothill Drive
- (r) Front Street (excludes segment in Schedule I)
- (s) Gables Boulevard
- (t) Gary Avenue south of Harrison Avenue
- (u) Glencoe Street
- (v) Harrison Avenue
- (w) Hawthorne Boulevard
- (x) Hill Avenue
- (y) Illinois Street
- (z) Longfellow Drive
- (aa) Lorraine Road north of Roosevelt Road
- (bb) Main Street south of Seminary Avenue (excludes segment in Schedule I)
- (cc) Orchard Road north of Wiesbrook Road
- (dd) Parkway Drive
- (ee) Seminary Avenue
- (ff) Stonebridge Trail
- (gg) Washington Street
- (hh) Wesley Street (excludes segment in Schedule I)
- (ii) West Street north of Wesley Street (excludes segment in Schedule I)
- (jj) Willow Avenue

SECTION 2: That all ordinances or parts of ordinances in conflict with provisions of this Ordinance are hereby repealed.

SECTION 3: That this Ordinance shall become effective from and after its passage, approval, and publication provided by law.

Mayor

ATTEST:

City Clerk

Roll Call Vote:

Ayes:
Nays:
Absent:

Passed:
Published:

City of Wheaton

Roadway Functional Classifications

Major Arterials

Butterfield Road (IL Rt 56)
County Farm Road - north of Roosevelt Road
Gary Avenue - north of Harrison Avenue
Geneva Road
Main Street - north of Roosevelt Road
Naperville Road - south of Roosevelt Road
Roosevelt Road (IL Rt 38)

Minor Arterials

Blanchard Street - Naperville Road to President Street
Harrison Avenue - Gary Avenue to President Street
Jewell Road
Manchester Road
Naperville Road - Roosevelt Road to Willow Avenue
Orchard Road - south of Wiesbrook Road
President Street
Warrenville Road / Plamondon Road
West Street - Roosevelt Road to Wesley Street

Major Collectors

22nd Street
Adair Drive
Blanchard Street - President Street to Roosevelt Road
Briarcliffe Boulevard
Brighton Drive
Creskide Drive - Stonebridge Trail to Adair Drive
County Farm Road - east of Shaffner Road
Danada Drive
East Loop Road
Ellis Avenue
Front Street
Gary Avenue - south of Harrison Avenue
Harrison Avenue - President Street to College Avenue
Hill Avenue
Leask Lane
Loraine Road
Seminary / College Avenue - east of Main Street
Shaffner Road
Stonebridge Trail
Washington Street - Roosevelt Road to Seminary / College Avenue
Wesley Street
West Street - Wesley Street to Harrison Avenue
West Loop Road

City of Wheaton

Roadway Functional Classifications

Minor Collectors

Aurora Way - Foothill Drive to Gables Boulevard
Childs Street
Crescent Street
Cromwell Drive
Driving Park Road - north of Washington Street
Elm Street - east of Warrenville Road
Farnham Lane
Foothill Drive - Orchard Road to Aurora Way
Gables Boulevard - Aurora Way to Manchester Road
Glencoe Street - Hawthorne Boulevard to Geneva Road
Hawthorne Boulevard - east of President Street
Illinois Street
Longfellow Drive - Naperville Road to Blanchard Street
Main Street - south of Roosevelt Road
Orchard Road - north of Wisbrook Road
Parkway Drive
Washington Street - Parkway Drive to Driving Park Road
Willow Avenue - West Street to President Street

Local Streets

All public streets under the jurisdiction of the City of Wheaton not listed above.

Effective date - January 2018

Based on "Collector Road Study" prepared for the City of Wheaton by KLOA, Inc.

To: Mike Dzugan

Date: March 9, 2018

Subject: Residential Speed Limit Implementation

Background

At the direction of the City Council, Public Works Staff, Engineering Staff, and IT Staff reviewed the location of the speed limit signs and developed a map of the changes to signage to reflect the process of lowering the speed limit to 25mph. The Director of the Engineering Department has approved the plan as represented. These changes include:

- 130 new 25 mph signs.
- 170- 30 mph signs changed to 25 mph, 43 of these would be moved from existing locations.
- 92- 30 mph signs would be unchanged.
- 245- 30mph signs would be eliminated.

We will look at implementation of the signs in three different methods. The first will be doing it completely by contractor, the second will have the signs made by the contractor and installed by staff, and the third will have all the work done in house. In addition we will also get a price from the contractor for removal of the 245-30 mph signs.

Contractor Implementation

The first quote from the contractor is for just manufacturing a total of 300 25 mph signs:

1. \$11,355.00

The second quote is for installing all 300 new 25 mph signs of which are:

- 163 will be installed on existing sign posts.
- 28 installed on existing street light poles.
- 11 installed on COM ED poles.
- 2 installed on existing traffic signals.
- 96 to be installed on newly installed sign posts.

2. \$26,453.40

The last quote from the contractor is for removal of 245 existing 30 mph signs of which are:

- 58 of them have more than one sign on them, the other signs would have to be moved up.

- 89 are complete sign and post removal.
- 78 are on City light poles.
- 19 are on COM ED poles
- 1 is on a traffic signal pole.

3. \$15,656.00

Total Cost by Contractor:

4. \$53,464.40

City Staff Implementation

City Staff will make and install all signs along with removing any signs to be eliminated. The estimated length of time for City Staff to accomplish this would be about 46 days. This estimate is based on two men to produce the signs, remove signs, and install signs. This would leave two men in the department to handle all sign requests, the sign replacement program, and any special events. Our standard level of service is based on four men doing these tasks, and that will certainly slow achievement of these tasks down. Here is the estimate:

Cost of Sign Manufacturing by Staff:

5. \$48,261

Cost of Sign Installation by Staff:

6. \$30,382

Cost of Sign Removal by Staff:

7. \$10,816.00

Total Cost by City Staff:

8. \$89,459

Recommendation

The optimal implementation is to have the contractor manufacture the signs, and City Staff will remove and install the signs. This would be a savings of \$908. Here is the breakdown:

Cost of Manufacturing Signs by Contractor:

9. \$11,355.00

Install and Removal by City Staff:

10. \$41,201

Total Cost of Optimal Implementation:

11. \$52,556

EXHIBIT C



Communications Department

303 W. Wesley Street
P.O. Box 727
Wheaton, IL 60187-0727
630-260-2192; fax 630-260-2198

City of Wheaton, Illinois

www.wheaton.il.us

TO: City Manager Mike Dzugan
FROM: Arin Thrower, Public Information Officer
DATE: Monday, February 26, 2018
RE: 25 MPH Residential Speed Limit Implementation Plan-Education

Background

During the January 22, 2018 Planning Session, Council directed staff to move forward with establishing a 25 MPH speed limit on City of Wheaton residential streets.

The Communication Department has created a plan on how to best educate and inform the public on this change.

The proposed campaign consists of an online, print, and on-air campaign combined with outreach directly with the public.

Action Items

Two weeks before the speed limit change, a press release will be distributed to local media and to residents who have signed up to be notified of City of Wheaton news. Posts on social media (Facebook and Twitter) will be utilized with design coordinating with printed materials. The City will ask partners such as the DWA, Chamber, Park District, School District and Library to share these posts with their followers as well.

Online, the City will utilize the homepage of our website (www.wheaton.il.us) to share information on the speed limit change and identify which streets will be affected via a coded google map.

Yard signs will be offered to residents willing to post the signs in their yard. Auto magnets will also be available, and both the signs and magnets will be available for pick-up at City Hall. We will advertise the free yard signs and magnets via the Wheaton Weekly newsletter, monthly newsletter, Facebook, Twitter, and press release.

A digital message board may be rented for the month of August and could move to four different locations (changing each week). The locations would be determined by the Police and Engineering Departments as being the busiest streets to ensure maximum exposure. Examples: Wheaton Avenue; Harrison Avenue; Main Street (South of Roosevelt Road); Naperville Road (North of Roosevelt Road).

Short 30-second (or less) Public Service Announcements will be created. Different versions that share the same messaging could potentially feature a Police Officer, a City Engineer, a Public Works employee or a small group of students. The videos will air on Channels 10 & 17, would be available on-demand via our website and will be posted on Facebook and Twitter.

The Communications Department also suggests notifying residents on social media the exact days, times and locations of where the Police Department will be set-up to enforce the new speed limit. This would

**Communications Department**

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City of Wheaton, Illinois

www.wheaton.il.us

allow residents the chance to share this important information with friends and family and acts as another tool in helping spread the positive message of the speed limit change.

Cost

A combination of staff hours and real dollars would be utilized to kick-off the speed-limit awareness campaign.

Digital Message Board Rental	1 month	\$1500
Neighborhood Yard Signs	100	\$500
Car Magnets	250	\$500
Video PSA's	in-house	\$0
Newsletter Articles	in-house	\$0
Social Media Posts	in-house	\$0

Total Marketing Expenses **\$2500**

Design

Design ideas for campaign collateral can be found attached to this memo.

Implementation

To best align with back to school safety messages, the Communications team suggests rolling out this campaign during the month of August. The Public Information Office and the Police Department will work together during that time to share information during community meetings such as the monthly Downtown Wheaton Association board meeting, Chamber luncheons, local Rotary and Lions Club groups, and more.

Recommendation

By creating a positive message that slowing down keeps us all safer and that Wheaton drivers care, we are better able to successfully remind residents of the new 25 MPH speed limit in neighborhoods. Our goal is to make sure all drivers are aware of the new speed limit by the end of August 2018.

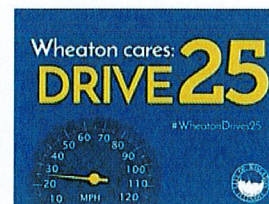
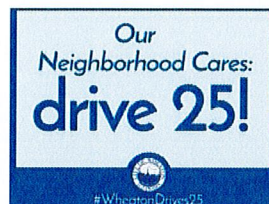
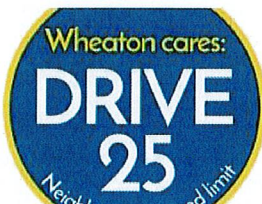
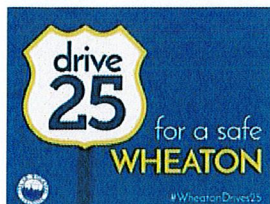
25mph speed limit -Education



Thrower, Arin

Mon 2/26, 3:21 PM

Dzугan, Mike; Duguay, John; Volpe, James; Redman, Paul; Laoang, Vince



speedlimit memo_Febru...

40 KB

6 attachments (3 MB) Download all Save all to OneDrive - City of Wheaton

Hi everyone,

Attached, please find my draft memo and sample designs for the education component of the new 25 mph speed limit in Wheaton.

Please let me know if this is on-track and/or if you have any questions.

I am available at any time to discuss.

Thank you,



Residential Speed Limit Reduction-Pilot Project

IMPLEMENTATION / ACTION PLAN
WHEATON POLICE DEPARTMENT



Introduction

Speeding on residential streets is a common citizen complaint to the police department and to city administrators. The Wheaton Police Department recognizes the importance of maintaining a safe speed limit on local and residential roads through speed enforcement. The City of Wheaton and community members place a high priority on this issue leading to the 2017 Collector Road Study performed by KLOA Inc (Kenig, Lindgren, O'Hara, Aboona Inc.) This study includes collection and analysis of existing traffic information and data, field reconnaissance, and daily vehicle classification counts with speed surveys. This study identifies 18 roadways (Collector Roads) with the traffic volume and/or speeds exceeding the acceptable/reasonable standards.¹

The following information is a comprehensive overview of the Wheaton Police Department Action Plan for the enforcement and sustained monitoring of the reduced speed limit thoroughfares. This plan will further be enhanced by the educational and engineering components being addressed by other departments within the city.

This enforcement initiative will consist of three primary phases:

1. **Resource Acquisition & Allocation**
2. **Proactive Enforcement**
3. **Assessment and Analysis**

Resource Acquisition & Allocation

The objective of this plan is to provide an inclusive overview to the overall effectiveness of the enforcement efforts related to a change of the speed limit. A review of the department's resources relating to speed enforcement identified an equipment shortage and lack of personnel. These deficiencies must be addressed to ensure the successful implementation and fluid progression of the plan. These resources will in turn be utilized to support the police department in maintaining the desired reduced speeds on city streets and collect viable traffic data needed for future patrol efforts.

¹ KLOA – Collector Road Study Page 13-14

Below are the identified resources which would result in added expenditures not currently in the fiscal year budget.

1. **Two (2) additional police officers hired and dedicated to the Traffic Unit increasing this unit from two officers to four officers**
(Estimated cost \$159,920.52 Salary + Benefits = \$79,960.26 per new 1st year officer)²
2. **Two (2) additional digital speed signs from All Traffic Solutions**
(Estimated Cost \$9,600)³
3. **One (1) Ford Explorer**
(Estimated cost \$39,000 Vehicle / Equipment + Installation)⁴

The current configuration and operational objectives of the Traffic Unit have changed over the past 15 years. Although the unit staffing has gradually reduced the weekly responsibilities have increased or expanded. This staffing reduction and amplified workload has adversely impacted the unit's overall effectiveness in the area of traffic enforcement regarding speeding violations.

	2002	2013	2017
Designated Traffic Officers	3	2	2
Traffic Contacts	2754	1053	1008
Speeding Citations	1631 (59%)	294 (28%)	333 (33%)
Seized Vehicles	36	50	53
Sworn Officers	68	65	65

A smaller unit likewise limited the ability to participate in and/or coordinate several of the annual traffic safety campaigns the department regularly was involved in. The additions of motor vehicle seizure processing along with speed sign placement and maintenance has detracted from dedicated traffic enforcement hours.

By designating two additional officers to this unit the benefits would be two-fold by ensuring the proactive traffic enforcement component is accomplished in an expeditious manner as well as re-instituting several of the community-based IDOT traffic safety campaigns.

² Estimated 1st Year Salary + Benefits provided by Human Resources.

³ Estimated Cost for All Traffic Solutions signs provided from Sales Quote Q-28122 (5/30/17)

⁴ Estimated vehicle cost provided by Public Works - Fleet

Below lists several of the IDOT safety campaigns formerly conducted by the Wheaton Police Department Traffic Unit:

- DUI Saturation Patrol
- Roadside Safety Checks
- Speeding Saturation Patrol
- Railroad Safety Days
- Child Safety Seat Campaign
- Distracted Driving Campaign
- CoVERD – Commercial Vehicle Registration Enforcement Detail

Each of these traffic programs are designed to improve roadway safety within the community and contribute to reducing traffic related deaths and injuries. Additional Traffic Unit staffing would directly impact the department's ability to participate in proactive programs.

Proactive Enforcement

The Police Department enforcement effort will pre-determine several roadway locations to be classified into multiple tiers based on several factors. These factors included;

- Information obtained from the KLOA Study identifying 85th percentile speeds more than 5^{mph} of the posted limit.
- Wheaton Police Department Traffic Unit historical traffic stop data related to speeding.
- Roadways routinely indicated by citizen speeding complaints over the past five years (2013-2018).

Currently the enforcement effort has three defined tiers, based on a combination of the above-mentioned factors.

Below are the twelve (12) pre-determined roadways to be targeted in Tier 1

Harrison - East of Main	Briarcliffe Blvd	Manchester Rd
Cromwell	Elm Street – East of Naperville	Main St – South of Elm
Lorraine – South of Roosevelt	Gary Ave – North of Wesley	West St – North of Roosevelt
Brighton Drive	Wiesbrook Rd – South of Murfield Cir	Childs – West of West St.

Below are the twelve (12) pre-determined roadways to be targeted in Tier 2

Orchard Rd	Warrenville Rd	Gables Blvd (N of Roosevelt)
West Loop	Creekside Dr.	President St (North)
22nd Street	Harrison (Between Gary Ave & Main)	Hill Ave
President (South of Dawes)	Blanchard (South of Hawkins)	Main St (South of Wakeman)

Tier 3 will include the remaining city streets with emphasis on those with higher daily traffic volume. Tier 3 will consist of Speed Study Data Collection only, unless the data indicates enforcement action is required.

The designed action plan would entail a “28-day data collection & enforcement period” per designated location. This would consist of a 7-day data collection period (Speed Sign), a 7-day enforcement period followed by 14-days of data collection to gauge the effectiveness of the patrol actions. The purpose of a 7-day collection period provides a profile for every day of the week and a complete snapshot of the traffic data. The data collected from the speed signs will assist the police department by providing a quantitative measurement of the speed trends to base future patrol actions with relation of speeding and roadway safety.

During the 7-day enforcement period designated traffic unit officers will conduct enforcement details at the chosen locations. Three 2-hour windows of dedicated enforcement will be conducted daily for the entirety of the 7-day enforcement period.

Note: See the attached time tables for the various proposed enforcement plans.

Assessment and Analysis

Upon completion of each Tier within the enforcement phase of this plan, data will be generated to evaluate the overall efficiency of these actions. The primary goal of reducing the speeds travelled upon the city streets is at the forefront of this action plan. The measurement used to evaluate the success of this program will be the analysis of the pre and post enforcement data.

Attached are examples of the collection capabilities of the All Traffic Solutions Shield 12 Speed Sign and Reporting software. These reports offer customization to the user and can be arranged to reflect the desired data for a given location.

1. **Compliance and Risk Report** – indicates traffic volume in compliance with the posted speed limit and classifies into three risk categories
2. **Extended Speed Summary Report** – Clearly indicates the 85th percentile & 50th percentile as well as the daily hourly traffic volume and speeds

A documented reduction in the 85th percentile speeds and average speeds traveled by motorists will be the benchmark for which to measure success.

Two Traffic Officers / Four Speed Signs

Tier 1 - Roadways		Data Collection	Enforcement	Post Enf. Data Collection		Post Enf. Data Collection
Location #1		Week #1	Week #2	Week #3	Week #4	Week #4
Location #2		Week #1	Week #3	Week #4	Week #5	Week #5
Location #3		Week #2	Week #4	Week #5	Week #6	Week #6
Location #4		Week #2	Week #5	Week #6	Week #7	Week #7
Location #5		Week #3	Week #6	Week #7	Week #8	Week #8
Location #6		Week #8	Week #9	Week #10	Week #11	Week #11
Location #7		Week #9	Week #10	Week #11	Week #12	Week #12
Location #8		Week #12	Week #13	Week #14	Week #15	Week #15
Location #9		Week #13	Week #14	Week #15	Week #16	Week #16
Location #10		Week #16	Week #17	Week #18	Week #19	Week #19
Location #11		Week #17	Week #18	Week #19	Week #20	Week #20
Location #12		Week #20	Week #21	Week #22	Week #23	Week #23

Tier 1 - projected completion time frame of 23 Weeks

No additional costs (Current Staffing and Resources)

Two Traffic Officers / Six Speed Signs

Tier 1 - Roadways	Data Collection	Enforcement	Post Enf. Data Collection	Post Enf. Data Collection
Location #1	Week #1	Week #2	Week #3	Week #4
Location #2	Week #1	Week #3	Week #4	Week #5
Location #3	Week #1	Week #4	Week #5	Week #6
Location #4	Week #2	Week #5	Week #6	Week #7
Location #5	Week #2	Week #6	Week #7	Week #8
Location #6	Week #2	Week #7	Week #8	Week #9
Location #7	Week #8	Week #9	Week #10	Week #11
Location #8	Week #9	Week #10	Week #11	Week #12
Location #9	Week #10	Week #11	Week #12	Week #13
Location #10	Week #12	Week #13	Week #14	Week #15
Location #11	Week #13	Week #14	Week #15	Week #16
Location #12	Week #14	Week #15	Week #16	Week #17

Tier 1 - projected completion time frame of 17 Weeks

Added expenditures associated with this plan : \$10,000 (\$5000 x 2 Speed Signs)

Two Traffic Officers / Eight Speed Signs

Tier 1- Roadways	Data Collection	Enforcement	Post Enf. Data Collection	Post Enf. Data Collection
Location #1	Week #1	Week #2	Week #3	Week #4
Location #2	Week #1	Week #3	Week #4	Week #5
Location #3	Week #1	Week #4	Week #5	Week #6
Location #4	Week #1	Week #5	Week #6	Week #7
Location #5	Week #2	Week #6	Week #7	Week #8
Location #6	Week #2	Week #7	Week #8	Week #9
Location #7	Week #2	Week #8	Week #9	Week #10
Location #8	Week #2	Week #9	Week #10	Week #11
Location #9	Week #5	Week #10	Week #11	Week #12
Location #10	Week #6	Week #11	Week #12	Week #13
Location #11	Week #7	Week #12	Week #13	Week #14
Location #12	Week #8	Week #13	Week #14	Week #15

Tier 1 - projected completion time frame of 15 Weeks

Added expenditures associated with this plan : \$20,000 (\$5000 x 4 Speed Signs)

Four Traffic Officers / Four Speed Signs

Tier 1- Roadways	Data Collection	Enforcement	Post Enf. Data Collection	Post Enf. Data Collection
Location #1	Week #1	Week #2	Week #3	Week #4
Location #2	Week #1	Week #2	Week #3	Week #4
Location #3	Week #2	Week #3	Week #5	Week #6
Location #4	Week #2	Week #3	Week #5	Week #6
Location #5	Week #7	Week #8	Week #9	Week #10
Location #6	Week #7	Week #8	Week #9	Week #10
Location #7	Week #8	Week #9	Week #11	Week #12
Location #8	Week #8	Week #9	Week #11	Week #12
Location #9	Week #13	Week #14	Week #15	Week #16
Location #10	Week #13	Week #14	Week #15	Week #16
Location #11	Week #14	Week #15	Week #17	Week #18
Location #12	Week #14	Week #15	Week #17	Week #18

Tier 1 - projected completion time frame of 18 Weeks

Added expenditures associated with this plan : \$160,000 (\$80,000 x 2 - Officers)

Four Traffic Officers / Six Speed Signs

Tier 1 - Roadways	Data Collection	Enforcement	Post Enf. Data Collection	Post Enf. Data Collection
Location #1	Week #1	Week #2	Week #3	Week #4
Location #2	Week #1	Week #2	Week #3	Week #4
Location #3	Week #1	Week #3	Week #4	Week #5
Location #4	Week #2	Week #3	Week #5	Week #6
Location #5	Week #2	Week #4	Week #5	Week #6
Location #6	Week #2	Week #4	Week #6	Week #7
Location #7	Week #7	Week #8	Week #9	Week #10
Location #8	Week #7	Week #8	Week #9	Week #10
Location #9	Week #8	Week #9	Week #10	Week #11
Location #10	Week #11	Week #12	Week #13	Week #14
Location #11	Week #11	Week #12	Week #13	Week #14
Location #12	Week #12	Week #13	Week #14	Week #15

Tier 1 - projected completion time frame of 15 Weeks

Added expenditures associated with this plan : \$170,000 (\$80,000 x 2 Officers & \$10,000 x 2 Speed Signs)

Four Traffic Officers / Eight Speed Signs

Tier 1 - Roadways	Data Collection	Enforcement	Post Enf. Data Collection	Post Enf. Data Collection
Location #1	Week #1	Week #2	Week #3	Week #4
Location #2	Week #1	Week #2	Week #3	Week #4
Location #3	Week #1	Week #3	Week #4	Week #5
Location #4	Week #1	Week #3	Week #4	Week #5
Location #5	Week #2	Week #4	Week #5	Week #6
Location #6	Week #2	Week #4	Week #5	Week #6
Location #7	Week #2	Week #5	Week #6	Week #7
Location #8	Week #2	Week #5	Week #6	Week #7
Location #9	Week #7	Week #8	Week #9	Week #10
Location #10	Week #7	Week #8	Week #9	Week #10
Location #11	Week #8	Week #9	Week #10	Week #11
Location #12	Week #8	Week #9	Week #10	Week #11

Tier 1 - projected completion time frame of 11 Weeks

Added expenditures associated with this plan : \$180,000 (\$160,000 x 2 Officers & \$5000 x 4 Speed Signs)



Compliance And Risk Report

Generated by Van Dillenkoffer from City of Wheaton on May 1, 2018 at 11:45:26 AM

Time of Day: 0:00 to 23:59

Dates: 1/23/2018 to 1/31/2018

Medium Risk Threshold: Speed Limit + 10

High Risk Threshold: Speed Limit + 20

Time View: By Hour (Avg Volumes)

Speed Bins: Size 5, Range 1 to 100

Site: 1879 BRIARCLIFFE BLVD, NB

Date/Time Range	Speed Limit	Mode	Compliant	Low Risk	Medium Risk	High Risk	Total Num Vehicles
0:00	30	Display Off	8	2	0	0	10
1:00	30	Display Off	4	2	0	0	5
2:00	30	Display Off	2	1	0	0	3
3:00	30	Display Off	2	0	0	0	2
4:00	30	Display Off	3	0	0	0	3
5:00	30	Display Off	5	1	0	0	6
6:00	30	Display Off	19	4	0	0	23
7:00	30	Display Off	35	9	0	0	44
8:00	30	Display Off	114	5	0	0	119
9:00	30	Display Off	29	8	0	0	37
10:00	30	Display Off	31	6	0	0	37
11:00	30	Display Off	46	6	0	0	52
12:00	30	Display Off	54	8	0	0	62
13:00	30	Display Off	36	13	0	0	49
14:00	30	Display Off	37	12	0	0	50
15:00	30	Display Off	111	10	0	0	120
16:00	30	Display Off	56	20	0	0	76
17:00	30	Display Off	79	20	0	0	98
18:00	30	Display Off	59	16	0	0	75
19:00	30	Display Off	45	12	0	0	57
20:00	30	Display Off	39	10	0	0	50
21:00	30	Display Off	26	9	0	0	35
22:00	30	Display Off	21	6	0	0	27
23:00	30	Display Off	8	5	0	0	13
Avg # Vehicles			36	8	0	0	44



Compliance And Risk Report

Generated by Van Dillenkoffer from City of Wheaton on May 1, 2018 at 11:45:26 AM

Time of Day: 0:00 to 23:59

Dates: 1/23/2018 to 1/31/2018

Medium Risk Threshold: Speed Limit + 10

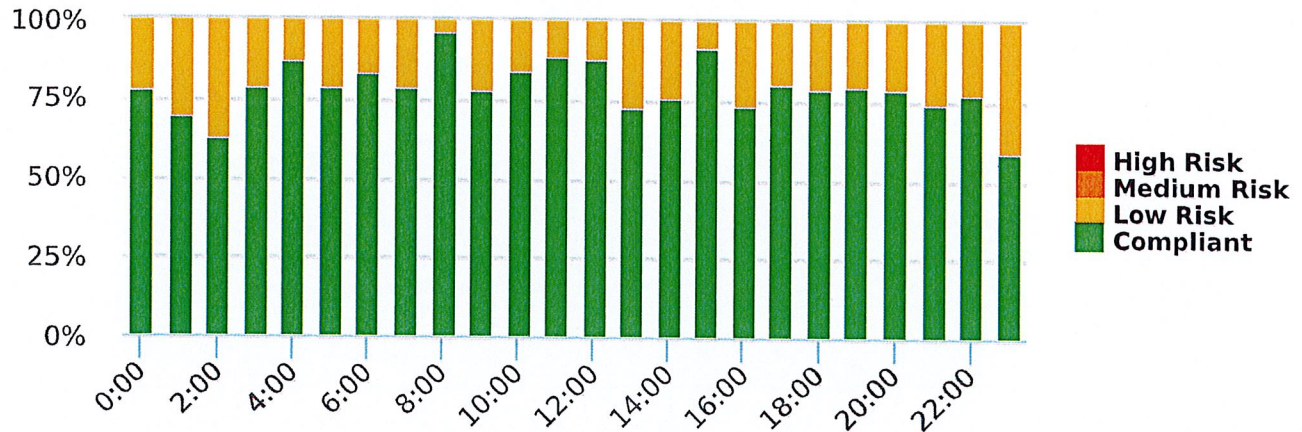
High Risk Threshold: Speed Limit + 20

Time View: By Hour (Avg Volumes)

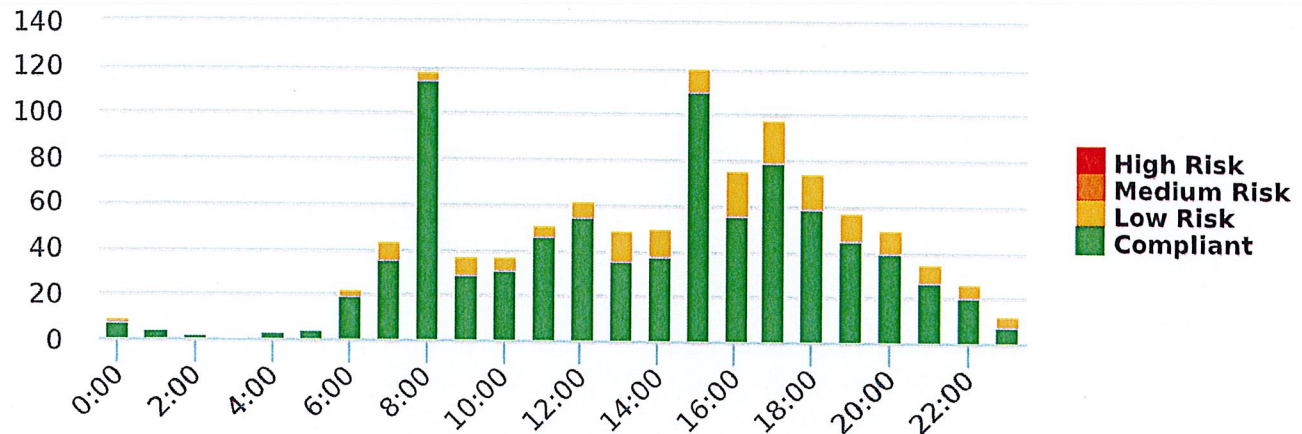
Speed Bins: Size 5, Range 1 to 100

Site: 1879 BRIARCLIFFE BLVD, NB

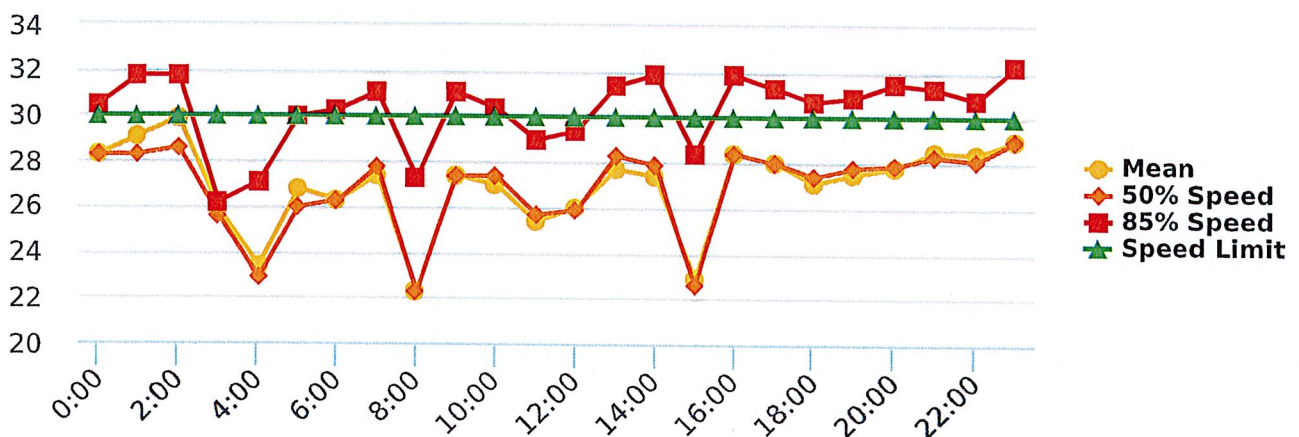
Compliance % by Hour



Compliance by Hour



Speeds





Extended Speed Summary Report

Generated by Van Dillenkoffer from City of Wheaton on May 1, 2018 at 11:56:56 AM

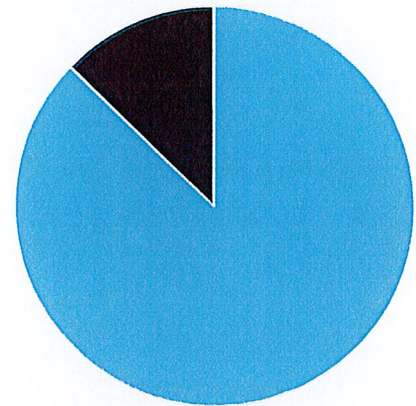
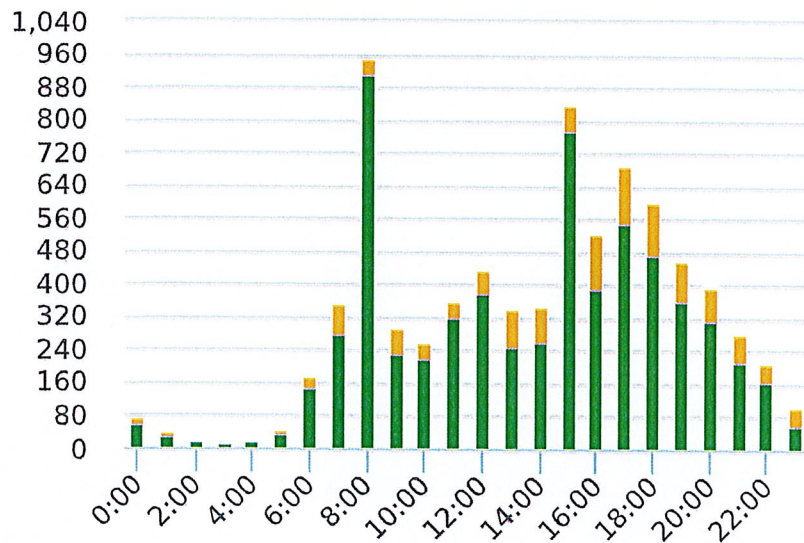
Time of Day: 0:00 to 23:59
Dates: 1/23/2018 to 1/31/2018

Site: 1879 BRIARCLIFFE BLVD, NB

Overall Summary

Total Days of Data: 8
Speed Limit: 30
Average Speed: 26.99
50th Percentile Speed: 26.92
85th Percentile Speed: 30.33
Pace Speed Range: 22.0-32.0

Minimum Speed: 5.0
Maximum Speed: 46.0
Display Status: Display Off
Average Volume per Day: 984.3
Total Volume: 7874.0



Violators Inside Threshold Compliant

Vehicles Slowed Other

