



PEDESTRIAN/BICYCLE/MOTOR VEHICLE COMMISSION COVER SHEET

AGENDA ITEM	MEETING DATE November 24, 2009
ITEM Driver Feedback Signs	
ID Number	Council report back due date: N/A
OTHER REFERRALS AND ACTIONS TAKEN TO DATE: (Asterisk indicates lead agency.) N/A	
<p>STAFF DISCUSSION OF ITEM: Driver Feedback Signs are permanently installed speed display boards. These signs display travel speed to approaching motorists and encourage speed limit compliance. The speed display can be set to flash when speed is above a set threshold over the posted speed limit. The signs can also be used to collect data on the speed of traffic.</p> <p>Traffic Engineering has ordered 5 of these signs to test in Madison. The first installation will be on Pflaum Road on either side of the Sennett Middle School / LaFollette High School school zone. Locations for the other three driver feedback signs have not been finalized.</p> <p>The criteria we will use for evaluating locations for the use of driver feedback signs include</p> <ol style="list-style-type: none"> 1) Collector or arterial street where traditional / physical traffic calming devices intended to reduce speeds (eg speed humps) cannot be used. 2) Two-lane roadway (one lane in each direction) 3) Speed transition zone such as School reduced speed zone or entering the city limits, transition from one street type to another, etc. 4) Documented speeding problem. 85th %ile speed at least 7 mph above the posted speed limit 5) SL needs to be posted along with the speed display sign 6) Speed Display Sign needs to be visible for sufficient distance based on Engineering review 	
<p>FISCAL IMPLICATIONS: Per sign costs are estimated at \$5,000 - \$6,000 including providing electrical service to the site, installation labor and materials. Operating costs are estimated at \$150 per year per sign at current electricity rates.</p>	
<p>MATERIALS PRESENTED WITH ITEM: photos of the driver feedback board</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>	
<p>STAFF RECOMMENDATION/RATIONALE: Item is for information only, no action is required of the PBMVC</p>	
<p>PREPARED BY: Arthur Ross Pedestrian-Bicycle Coordinator</p>	<p>SIGNED David C. Dryer, PE City Traffic Engineer</p>