

## **Item 24-0212: Receive and file the College Avenue Lane Reconfiguration Report for Pilot Period #1 (July 2023 through January 2024)**

**Municipal Services Committee**

Mon, Feb 26, 2024, 4:30PM

**Aldersperson Katie Van Zeeland (District 5) 01:32**

We'll start with our first action item 24-0212 Receive and file the College Avenue Lane reconfiguration report for pilot period number one, July 2023 through July 2024

**Aldersperson William Siebers (District 1) 01:47**

January 2024.

**Aldersperson Katie Van Zeeland (District 5) 01:48**

I'm sorry, through January 2024.

**Aldersperson William Siebers (District 1) 01:51**

Move for approval.

**Aldersperson Vered Meltzer (District 2) 01:52**

Second.

**Aldersperson Katie Van Zeeland (District 5) 01:54**

Do we need a motion to receive and file or is the motion to approve the receive and file? **[Attorney Behrens answered her off microphone.]** Okay. Perfect.

**Aldersperson Katie Van Zeeland (District 5) 02:07**

Alder Meltzer. Thank you. We have a motion in a second. I know that we have a presentation. Director Block, did you want to get us started? You are director one. All right.

**Director Danielle Block (Department Of Public Works) 02:24**

Thank you. We do have a brief presentation to show the metrics that we had alluded to during the approval of this pilot project. So once every six months, we're coming back with this report. Following tonight's presentation, this will be posted to the Smart Streets website this week along with the dashboard and metrics.

**Director Danielle Block (Department Of Public Works) 02:53**

So a few items to note here, just construction of the actual project. So the College Ave lane reconfiguration, once the bid was awarded, the contractor was allowed to start in July and there was a series of blackout dates if you do recall. The contractor did start mid-July—July 10 and completed it July 14. The work as you may remember was done during the day and under traffic. The contractor completed on budget and ahead of schedule.

**Director Danielle Block (Department Of Public Works) 03:31**

Prior to the construction project, I'll just remind everybody, staff had sent out a construction postcard to the area of the corridor, noting that the project would be starting and would go through the end of July is what we were estimating. So we finished early and that was a good thing.

**Director Danielle Block (Department Of Public Works) 03:55**

Once open, we did do early phase adjustments. So we closely monitored traffic ("we" being the traffic division), traffic signal timing tweaks, optimize the traffic flow along College Avenue, and monitoring and adaptation of loading zones occurred throughout the summer. So as we gained feedback from commercial businesses along the corridor and those receiving deliveries, we were able to make modifications.

**Director Danielle Block (Department Of Public Works) 04:27**

We did have initial observations as other 2023 summer roadwork projects were going on, specifically around the bluff site area. Lawrence, Durkee, Morrison were all under construction as part of the concrete project last year. So the traffic zones that were in place for the A-23 project, we were able to observe that did that did increase traffic and longer queues along College Avenue while folks couldn't use their regular route of Lawrence street, say. Once the projects were completed though, and the roads been opened back up, queue lengths were alleviated. And that occurred in September/October timeframe when that project was done.

**Director Danielle Block (Department Of Public Works) 05:17**

A few more details related to business loading zones. With that construction season, Oneida was another street that was impacted. There's an existing permanent loading zone along Oneida that was closed during construction. So temporarily, we were able to create a loading zone along College Avenue, and that was in place until A-23 was complete. Once Oneida Street was back open, we eliminated the temporary loading zone on College, and so far, the loading zones that we have established for the downtown (based on feedback we had received) are meeting the needs of the businesses.

**Director Danielle Block (Department Of Public Works) 06:01**

So here are the metrics. This dashboard will be posted to the website. So in case folks are looking for a one stop shop, smartstreetsappleton.com will take them there. These metrics are current for the reporting period number one, which again is July 2023, through January 2024.

**Director Danielle Block (Department Of Public Works) 06:24**

Traffic counts and Bike Ped counts—these will be coming in the summer. So a bit too early with a six month snapshot to take a valuable gauge of traffic counts and Bike Ped counts. Seasonal effects really do impact the bike, pedestrian, scooter count, and Traffic Engineer Lom will allude to some of the details of traffic counts as well.

**Director Danielle Block (Department Of Public Works) 06:50**

Parking Meter Revenue—so we segregated the meters along college within this project boundary. And we're able to determine and make a comparison of the parking meter app revenue. So this is revenue where folks pay via passport— the app—and that is up 16%, which is a positive, showing that folks are still utilizing the parking stalls along College.

**Director Danielle Block (Department Of Public Works) 07:20**

Crashes down by 48%. Again, Traffic Engineer Lom will provide some details there. I'll let him talk about speeds as well. And I'll note here, police roadway closures. What we mean by this is due to a large event was the avenue closed down at all due to any disruption? And, no, we did not have any incidents along the avenue that would require safety and law enforcement to close the avenue. Do you want to provide some more details, Eric, on traffic counts and speeds?

**Eric Lom (City Traffic Engineer) 07:58**

Sure.

**Aldersperson Katie Van Zeeland (District 5) 08:00**

District three.

**Eric Lom (City Traffic Engineer) 08:03**

So before I get into the details, it's worth pointing out that we just don't have a lot of data yet. Right? So when we look at—when we talk about the number of crashes, a five months snapshot, which is what we really are working with here, because we didn't have the January data at the time we were compiling this. And in fact, we still don't have finalized data. It can be a little misleading sometimes because the crashes don't happen uniformly. They come in batches sometimes. Right? And so as time goes by that will normalize and we'll have a better comparison.

**Eric Lom (City Traffic Engineer) 08:41**

But the good news—and I think it's really good, it's really good news—is that the early data is showing us that we are we have a reduction of 48% in all crashes, so all reportable crashes. And what we're doing there is we're comparing the three years before the project to the five months after the project and then of course breaking it down into crashes per month. So that's really exciting to see and not incredibly surprising. Some of that we went actually went back and looked at some of the slides and the data that that we had gotten from other communities is that we should expect somewhere between a 25 and a 50% reduction in crashes. So far, we're on the good end of that.

**Eric Lom (City Traffic Engineer) 09:32**

As for travel time—are we talking about travel time yet or Are we gonna save that? Travel? Okay, we're gonna we're gonna save that excitement for later.

**Eric Lom (City Traffic Engineer) 09:44**

So speeds. So we did have—I think we learned a little bit as we went through this. When you are—of course we measure speeds all the time, and what you're really trying to measure what when you're measuring speeds is free flow speeds. You're not trying to measure a speed of someone who's sitting at a traffic signal waiting for it to turn green or slowing down to make a turn or speeding up after they've merged onto the road. And we and those are things that are part and parcel to doing good speed studies.

**Eric Lom (City Traffic Engineer) 10:23**

What we ran into here as we analyze the data is that the places—because there are traffic signals at every single intersection, and there is queuing that happens at many of those intersections at certain times of the day—and to further complicate it, the places where vehicles queue (the locations along the avenue where vehicles tend to queue) are different than where they used to be because of the signal timing changes—when we started comparing before and after data, we realized very quickly that we had problems with our data, because we were picking up a lot of stopped traffic, which was confusing the equipment. So we're still working through trying to come up with the best way to represent the data that we have.

**Eric Lom (City Traffic Engineer) 11:11**

But here's what I can tell you: the 85th percentile speed as you can see on this slide there, is 30 miles per hour. The—that is about three miles an hour less than what we tend to see across the city on 25 mile an hour arterials. Three miles an hour might not sound like much, but it's a really big deal. The other thing that's noteworthy (and I think this is the thing that was a big part of the discussion) was the people that are going exceptionally fast—that are going 10 or more over the speed limit—that crowd that's going 10 or more over the speed limit represents about 1.7% of the of the vehicles that are driving up and down College Avenue. We

expect to see on average for our 25 mile an hour arterials, city wide, 6.6%. So that's about one four—almost exactly—1/4 of what we see in other comparable types of streets across the city. So while we don't have exactly the sort of data comparison that I had hoped to give you, I think the news that we do have is encouraging.

**Eric Lom (City Traffic Engineer) 12:30**

Traffic counts, as Director Block alluded to, we are—there is a big difference in traffic that we see in the summer on College Avenue as what we see in the winter on College Avenue. And so in order to be able to give a comparison, that makes sense, that's an apples for apples comparison, we think that holding off on traffic count information until the end of the—you know, at the 12-month mark is going to make sense. Because then we're going to be comparing summer counts to summer counts, school's out to school is out, and Lawrence is either in or it's not in and it's going to be the same in both counts. So we are working hard on scheduling all those counts and making sure that we can get you some good information on that.

**Aldersperson Katie Van Zeeland (District 5) 13:28**

Could we just ask—Chief Olson is here. It says, "no police roadway closures." Could Chief Olson talk with us a little bit of how that affects the police department? How having to put such closures in place affected the department or staffing or anything like that, please?

**Police Chief Polly Olson 13:55**

So, to answer your question, anytime we have to look at closing an entire roadway, especially one like College Avenue that's very resource heavy for us, especially in those situations where there isn't pre planning that can take place and we have to pull together our resources for—to apparently—or effectively—divert traffic off of the roadway into alternate routes requires several staff members, usually all of our CSOs and some additional officers on top of that. And then if you're looking at having to keep it that way for any length of time, that certainly, again, is a strain on the police department and our resources. So in this situation where we can go this time period of six months without ever having to do that, I think is definitely not only a time saver for the police department but a resource saver.

**Aldersperson Katie Van Zeeland (District 5) 14:55**

Great. Thank you very much. Any other questions before we move on? Alder Schultz?

**Aldersperson Alex Schultz (District 9) 15:10**

Director Lom, I'm curious to know if—when we get to the bike, pedestrian, scooter count, I think that's one that many of us are really curious to see what those numbers are gonna look like. Do we have historic data to bench that against when we do get to that count for this summer? And that's the second part is how are we conducting those counts? I can understand traffic counts, but what is the means for conducting the bike, pedestrian, and scooter counts?

**Eric Lom (City Traffic Engineer) 15:33**

So it's a—the type of technology that we're using is video analytics. It's a service. We have a small camera that goes up on a little pole, and we record what's going on the sidewalk. We submit that information along with the criteria that we're, you know, that we're looking for, to our service provider, and they come back with whatever we ask them for whether it's the number of pedestrians that are—if they're going east, west, bikes. So in this particular case, the count that we—the what we call the "before count" that we did, was on the south side of College Avenue just west of Division Street, and so what we'll do is we'll replicate that. It was in, of course, in the summer, and whatever day of the week, that was, we will we will pick a day that's as much of a corollary as we can, make sure that there's no special events that are going to impact it, and we'll do the exact same study again. But to be clear, again, this is one day compared against one day. And the days do vary. So in a perfect

world, we'd have, you know, every day of the summer counted, and we can compare that against every day of the next summer. But this will be a snapshot.

**Alderson Alex Schultz (District 9) 16:58**

Just another quick follow up. It's maybe a little bit off topic. But I noticed after the reconfiguration that timing at a lot of the arterial intersections and throughout the city increased, and I'm assuming that was a function of having to reset the central arterial arteries on College Avenue. Is there a—what's the process for evaluating the timing for traffic lights, and how do you—I guess, just share with us how that's being adjusted over time.

**Eric Lom (City Traffic Engineer) 17:25**

This is a pretty good segue way into the next slide. So if you if you'd like me to continue, okay. The way we the way we deal with that is we collect—using that same technology that I described for pedestrians, we can use that same technology for counting cars. We can then feed that information into our micro simulation model. And that's the same model that we use to analyze this project from the beginning. And to do the predictions that we did. The timing—the timing changes that we did for College Avenue impacts many of the signals throughout the downtown area because in order for them to be coordinated with each other, they all have to be on what we call the same cycle length, which is the amount of time it takes to go through a full cycle. So for instance, if you're sitting at Appleton and Washington, and it's five o'clock in the afternoon, you have the same cycle length there as you have on College Avenue in order to make it all sync up. So there are definitely changes throughout the downtown. Excuse me.

**Alderson Katie Van Zeeland (District 5) 18:40**

Oh, I'm sorry. Alder Hartzheim, did you have a question?

**Alderson Sheri Hartzheim (District 13) 18:43**

[...] it's okay. Whichever you prefer.

**Alderson Katie Van Zeeland (District 5) 18:46**

Sure. Go ahead.

**Alderson Sheri Hartzheim (District 13) 18:47**

Thank you. The 16% increase in parking revenue app—of parking app meter revenue. I'm wondering if we have any idea how what—like what percentage of users actually use the app versus still plugging coins.

**Alderson Katie Van Zeeland (District 5) 19:04**

Sure. I'm not sure—yeah, if you if you have that information. You are director one. There you go.

**Director Danielle Block (Department Of Public Works) 19:12**

So I will say the coin usage is still the majority versus the app usage. At the end, likely reporting period three, starting with the project, we were able to segregate the coin within this area. It's not reported out here because there's nothing to compare it to so there wasn't a snapshot, you know, "this time last year coin revenue was this." It's something that I would be able to share though as we get closer to reporting period number three since that coin is being segregated. I could also provide to the committee next time just overall parking meter revenue. It includes both coin and App. It'll be a composite of, you know, all meters. It won't segregate just College Avenue, but it could still help us paint the picture. Sure, if you will.

**Alderson Sheri Hartzheim (District 13) 20:01**

I think overall, it's important for all of us to understand whether the app is being used or not. And I think if we can garner more interest in the app as well, that would be a good side effect of all of this. Thanks.

**Alderson Katie Van Zeeland (District 5) 20:13**

Thank you. Anyone else before we move on, and apologize for missing you Alder Hartzheim? Okay. Oh, I'm sorry, I thought—

**Director Danielle Block (Department Of Public Works) 20:23**

I was just gonna say the next two slides allude to AM and PM traffic flow and the overall delay, but, of course, Eric knows much more about it than I do.

**Eric Lom (City Traffic Engineer) 20:37**

So this is based on a another service that we subscribe to that utilizes anonymized cellphone data. So if you're— if you have Google Maps on your phone and you're driving through the downtown, whether you're actually have it open and are using it or not, your anonymous data is used to compile this information which is a such a great way to do it compared to the other ways that we used to have to try to collect this information.

**Eric Lom (City Traffic Engineer) 21:11**

So the first slide, as Director block noted, is the AM. And to go back really quick, you—as some of you may remember seeing some charts kind of like this when we were talking about whether we should move forward with the project. And that was data that we had gotten from the traffic model. These were predictions as to what we might expect to see.

**Eric Lom (City Traffic Engineer) 21:34**

So the—in this case, this is the morning. Orange is after the project. Blue is before the project. And across the bottom is time. So it starts at 6am ends at 7pm. And basically what it's saying is how long does it take you to move through the downtown corridor, and we measure that from just east of Badger to just east of Lawe. How long does it take the average driver at a certain time of the day to move through the downtown? So what you can see here, the story that this is telling is that the to mimic each other pretty well, which would mean that the travel in the areas where those lines are close to being on top of one another. That means that the travel time to get through downtown effectively hasn't changed.

**Eric Lom (City Traffic Engineer) 22:24**

That gap, that area in the middle where you see the two diverge is actually good news. And what that's telling us is that the—after the project the travel time has actually decreased. And that's consistent, pretty consistent with what the model told us would happen. We know that during times of lower congestion, that the new timing plan is more efficient, and tends to reduce travel time. So kind of the takeaway from that is decreased delay during the off-peak hours, pretty much the same delay during peak hours.

**Alderson Katie Van Zeeland (District 5) 23:04**

Alder Alfheim.

**Alderson Kristin Alfheim (District 11) 23:05**

Go back to the last slide, if you would please. Right there. Towards the end of the time period you will see almost the contrary. Can you just explain? That seems weird. Where the blue is down and the orange is up? Like the last, you know, 25% seems to be a little weird.

**Aldersonperson Katie Van Zeeland (District 5) 23:21**

Yeah.

**Eric Lom (City Traffic Engineer) 23:23**

I think that my reading of that is if you look at the timescale on the left, the difference between those two lines in that area, the biggest difference is about 10 seconds. That's pretty inconsequential given the size of the data set that we have. So I think, you know, if you took a Sharpie and sort of took your best fit line through here, by and large, I think the takeaway from that area to the on the on the right side of there is that they're pretty much the same.

**Eric Lom (City Traffic Engineer) 24:01**

Oh, it did switch, okay. Okay, so this is pm. And for those that were here for all the discussions about modeling and everything, pm was where we were—if we were going to have problems, PM is where we were going to have problems. And in fact, the model said we would have problems during the PM peak for a short while. In fact we predicted that we would see an increase in travel time of one to three minutes during the PM peak, which is that area about 5pm which is the big spike you see there. Yep. So what this is telling us is if you take the difference between (if you can point to that spot). If you take the difference between the blue and the orange right there at about five o'clock or so, that difference is about 30 seconds. So what that's telling us is that, in during that that time where the make or break time for this, the travel time is really on average, across the hour, is increasing by about 30 seconds or so. That doesn't mean every car is 30 seconds, but it means if you take all those cars over the course of the hour, and you average them out, that's about what it's working out to.

**Aldersonperson Kristin Alfheim (District 11) 24:01**

Thank you.

**Eric Lom (City Traffic Engineer) 25:27**

And then further to the left on the page, you'll see that the—you know, certainly from 6am to 1pm, they're pretty much tracking directly on top of each other. You get into—you know, once you get past about 1pm, right about there, you can see that the congestion, or the travel time goes up a little bit. But again, in that area, you're only talking 10, 15 seconds. And at its worst, it's about 30. So really, the takeaway for the PM travel time is that it's really in throughout most of it, we are we're doing just as well as we were before the project, and in the areas where we expected to see problems, the problems aren't nearly as bad as we expected.

**Aldersonperson Katie Van Zeeland (District 5) 26:22**

I know that we don't have the traffic counts, which I think would be helpful for this question. But I'm just curious if you think this is a function of traffic moving more fluidly, or if there are actually people who are not taking College Avenue anymore.

**Eric Lom (City Traffic Engineer) 26:39**

We don't have that information yet, as you noted, and I don't know that we will ever have certainty on that because the percentage of drivers that may be bypassing is small enough that it's hard to capture in these traffic counts, because traffic counts vary. For instance, if we were put—if we put a counter out on College Avenue today and ran it for a week, it varies by maybe 1000-1500 cars on a weekday. And on the weekend, it might be 2 or 3000. So we could come in here and we could do before and after. And we could say "Well, after, you know, the count went down by 800." But if we were statistics professors, we would know that that may or may not mean anything. So we're going to present to you the data that we will have, and we'll all have to make our own judgments about that. My personal anecdotal experience with it is I do think some people are bypassing. And I do think and that's one of the things that we anticipated.

**Aldersperson Katie Van Zeeland (District 5) 27:50**

I guess I—if I could follow up and if you can't answer this, I understand, but then it doesn't sound like we're being alerted to any problems on the side streets where traffic may be diverting.

**Eric Lom (City Traffic Engineer) 28:04**

Definitely not. The side streets continue to be very quiet. I mean, I walked in here at, you know, 4:15, and it was—I was came across Appleton in Washington, and it was a ghost town. So we continue to see a lot of excess capacity on the side streets, no problems whatsoever.

**Aldersperson Katie Van Zeeland (District 5) 28:27**

Okay, great. Thank you.

**Director Danielle Block (Department Of Public Works) 28:28**

The next part of the presentation relates more to feedback we received right after the project. And as we continue to do some of the outreach into the fall, we've received feedback, you know, via email, in person and by phone call. I think in general, the larger bubble there we have received mostly positive resident feedback. The green note there is related to the merge points. So that's probably the question we field the most in terms of, as you approach the lane reconfiguration, merging over to the through only lane versus heading down one of the side streets.

**Director Danielle Block (Department Of Public Works) 29:19**

We did include in the packet—the next three slides are actual comments we've received. We tried to pull some of the highlights. You know the adjustments and slower speeds is kind of the flavor of this comment. Safer for both drivers and pedestrians.

**Director Danielle Block (Department Of Public Works) 29:42**

This one related more towards the speeds, the race thing was the note that this resident had left us. So positive feedback there

**Director Danielle Block (Department Of Public Works) 30:00**

This one's a bit longer, but we thought it was important to include. And it—the note within the middle talks about smoother, less congested, and highlights the added benefit of the left-hand turn.

**Aldersperson Katie Van Zeeland (District 5) 30:14**

If I could just ask, that postcard that went out to businesses and people along the corridor—that went out in June or so?

**Director Danielle Block (Department Of Public Works) 30:23**

It was the end of June, first week—we wanted to hit, I believe, before the Fourth of July is when.

**Aldersperson Katie Van Zeeland (District 5) 30:29**

Okay. So I think that's important that we consider that we did alert everybody on the avenue so that they had the information at hand to, you know, lodge complaints or to reach out for things like the loading zones. I'm glad to hear that that happened before, so we're not just getting these all-positive comments. Can you tell me about how long ago you received your last complaint, and maybe what it was?



**Director Danielle Block (Department Of Public Works) 31:02**

I think in person that would have been at our Farmer's Market in the fall. That event we had some good discussion with—it was—you couldn't tell if there were visitors or residents, but related to the merge points was that feedback I was getting there. I know Eric has had plenty of conversations related to the signage and, you know, why signs are placed where they are and how the decision was made at the appropriate location to begin the lane reconfiguration. We get that question at a lot of our presentations as well. We presented to the Fox Cities Greenway Committee last month, and that was one of their questions. So just wanting to learn more about the termini of the actual project.

**Aldersperson Katie Van Zeeland (District 5) 31:53**

I would say that that's the only complaint that I've received is that people have been cut off by other people who missed the merge point and just kept going. I mean, is that a function of just autopilot? I mean, could a sign help somebody if they're on autopilot? I mean, what, what options are there?

**Eric Lom (City Traffic Engineer) 32:17**

So I've gotten a lot of experience talking about this topic, because honestly, it's really the only concern that that we have heard on a consistent basis. And so it's important to start off by saying that—and I had put this together in an email for somebody, so I just pulled it up. The, for instance, on the west end, which seems to be the one that causes people more heartburn. Since the project was done, we've had about 1.5 million cars come through there. We have had zero reportable crashes related to that merge. So—and I myself have probably watched that function more than anybody by just going back and looking at traffic camera footage and making sure that, you know, is it what we think it is? Is it functioning safely? And it's uncomfortable. Fox Valley drivers do not like to be uncomfortable.

**Eric Lom (City Traffic Engineer) 33:23**

They—and so there's a couple of facets to it. One is it's not generating crashes. If you watch it as I have—and you feel free to take your lunch here out there and watch this—it really isn't, it's not erratic. It's not, it's—what happens is as people leave Rich—the Memorial Drive intersection and as people start to pull away from the intersection, you naturally get gaps as people accelerate away from the intersection. People scoot over into those gaps, and nine times out of 10 it's a very, you know, smooth, orderly thing. Some people don't like that, and I'm sure on occasion, they have to touch the brakes to, you know, to deal with that. But the reality is, it's working pretty well.

**Eric Lom (City Traffic Engineer) 34:15**

The other thing that's important to point out is everybody's sort of knee jerk reaction is we need more signs. Well, I would argue that the majority of people who are using that left lane and then merging over do the same thing every day. This—they're not doing this because they got caught unaware. They're doing it because it gains them—maybe it gets them through on the first green light or it gains them a few seconds over their neighbors. So adding signs doesn't help that which I suspect is the majority.

**Eric Lom (City Traffic Engineer) 34:53**

The reality also is that we need people to go straight in the left lane, and the analogy I like to use as if you go to Pick and Save and they have one aisle open, (which they always do, I guess) the—it kind of stinks to be way in the back of that line. But as soon as they open up the second line, things go pretty nice, right? We need two lines at that green light, because you can imagine that we can get a lot more people through there in a certain amount of time. And then those people are—even though they all still have to merge back into one line, the people in the left lane are taking up those gaps that are created. So it's sort of one of those things we knew

going into this is just sort of one of the challenging parts of the project. And we think the crash data tells the story that it's going pretty well. And we are continuing to look for opportunities to improve it, but...

**Aldersperson Katie Van Zeeland (District 5) 35:53**

Okay.

**Eric Lom (City Traffic Engineer) 35:54**

That's where we're at.

**Aldersperson Katie Van Zeeland (District 5) 35:55**

Thank you. Anyone else from committee or alders present have questions? Okay, oh, Alder Schultz.

**Aldersperson Alex Schultz (District 9) 36:07**

Still on this slide or...?

**Aldersperson Katie Van Zeeland (District 5) 36:10**

I was—I think we were speaking on the previous slide. They're gonna go through this one. Okay. Great.

**Director Danielle Block (Department Of Public Works) 36:16**

Yeah, I was just gonna touch on a few slides here towards the end of the presentation that talk about where we're going next and what our plan is. We've completed phase one in terms of the ongoing communication and outreach. Moving into phase two, we're looking to have outreach and conversations with heavy user groups, people who, you know, utilize College Avenue quite often whether they're visiting or they use it for their regular commute or for business. We're going to do some collaboration here. We want to work with our partners. So ADI has been a partner through this. Go out to some of their already existing and standing meetings and share this presentation, gather the feedback, whether that's you know, verbal feedback, survey feedback, as we roll into phase three, looking to find those testimonials, success stories, and we also have more Farmers Market dates planned as we move in through 2024.

**Director Danielle Block (Department Of Public Works) 37:24**

Digital engagement. Of course, we will keep the website up to date, expand and eliminate, you know, if an FAQ is no longer relevant related to construction or something of that nature, we'll be updating that, putting in some more of those FAQs. And we'd like to have some videos. This is all included as part of the marketing strategy for Smart Streets and the College Ave lane reconfiguration.

**Director Danielle Block (Department Of Public Works) 37:52**

So we think we're off to a strong start here. The data shows that. We have some of that qualitative feedback as well. Of course, we continue to assess, you know, loading zone improvements or other functions within the downtown. There's areas we can improve. We are still collecting data. And then that outreach and participation to engage folks is very important.

**Aldersperson Katie Van Zeeland (District 5) 38:22**

I see that we have a representative from ADI in the gallery. Do you wish to speak or ask any questions? It looks like we don't have a microphone. We'll get you a microphone. I'm sure you know the drill. Just state your name and address for the record, please.

**Jennifer Stephany (Appleton Downtown Incorporated) 38:52**

I'm Jennifer Stephany. I'm the executive director with Appleton downtown Incorporated. And we are at 333 West College Suite 100. I just wanted to echo some of the comments and say how much what we're hearing is aligning with what you're hearing in this presentation. Those merge points still being a little prickly. People asking for signage, of course. Eric, I always learn so much when I'm in a room with you. If you only had a whiteboard, I'd learn a little more; he's so good at the whiteboard.

**Jennifer Stephany (Appleton Downtown Incorporated) 39:22**

We continue to be an opportunity to outreach with folks. We will look forward to bring this presentation to some of our committees, maybe in a **[bright?]** page kind of format. But we certainly have heard a lot of comments about the safety features of this configuration in terms of people parking, having the bike lane kind of buffer zone alongside of the parking lane so you're not exiting to a flow of traffic. And we get comments all the time about people really appreciating that. We have had some of the similar comments about folks that were not in favor of this from the get-go but now that they've experienced it will either say "Eh, it's fine," or "it actually flows quite well." So we have very much aligned with what we're hearing here. Thank you.

**Aldersperson Katie Van Zeeland (District 5) 40:19**

Thank you. I see there's some other folks in the gallery too. Is there anyone else who wishes to speak or ask questions on this item? No? Okay. I'm sorry. Was it Alder Alfheim who was signaling to my right here?

**Aldersperson Kristin Alfheim (District 11) 40:37**

Sure.

**Aldersperson Katie Van Zeeland (District 5) 40:38**

Okay, go ahead.

**Aldersperson Kristin Alfheim (District 11) 40:39**

Thank you for the update. I think that, you know, again, I live in the southwest corner of downtown and there is no doubt that, you know, we make adjustments as need be. I know, some of us that live in that area will take Richmond down to 41 if we need to head up to Green Bay from time to time, and that's expected. By and large, the feedback that I'm hearing is really very positive, and in terms of the zipper effect of traffic, no one in Wisconsin likes that, apparently, whether it be highways or small roads, but we'll figure it out. We'll figure it out. I don't know how we cannot be impressed by the negative 48% on accidents. That's a beautiful thing. And hopefully the +16 on parking implies that our business is still flowing, and people are still coming down there, which is what we all want as well. So great job. Scary lots of changes, lots of feedback on the front end, but it seems like things are going well. So kudos to you guys.

**Aldersperson Kristin Alfheim (District 11) 40:56**

Did you have something else to add?

**Jennifer Stephany (Appleton Downtown Incorporated) 41:33**

I'll just add one more comment that we've heard about bike lanes. We do see people using the bike lanes, probably the biggest question I get is, if I'm heading west, how do I turn left safely? So I think there's some education that could happen along the lines of bike lane use.

**Aldersperson Katie Van Zeeland (District 5) 41:52**

Okay. Just want to make sure, did you want to add anything to that or just add it to the list of items for education?

**Director Danielle Block (Department Of Public Works) 42:02**

Just jot it down.

**Aldersperson Katie Van Zeeland (District 5) 42:03**

Okay, great. Alder Doran.

**Aldersperson Chad Doran (District 15) 42:06**

Thank you. Just had two quick questions. Going back to the parking meter app revenue being up 16%, obviously, we're tracking that. Has staff done any digging into what they might think that actually correlates to as to what the increase might be? Or not at this point?

**Director Danielle Block (Department Of Public Works) 42:25**

With such a short snapshot, it's hard to say what it's related to. It shows utilization is mainly why the metric is in there, but to make assumptions on why it went up, or you know, if ever it goes down, it's difficult to say, but it helps paint the picture.

**Aldersperson Chad Doran (District 15) 42:48**

Yeah. And I'm sure as we go along more, maybe we find out a little more. I guess I'm just curious how we quantify that.

**Aldersperson Katie Van Zeeland (District 5) 42:53**

I think it will be helpful when we get the coin information too to put that puzzle together.

**Aldersperson Chad Doran (District 15) 43:01**

And then just the other quick question was about the speed, like the 85th percentile speed being 30 miles an hour. If I miss it, apologies, but did you say what the speed was prior to?

**Eric Lom (City Traffic Engineer) 43:14**

I did not. That is what we talked a little bit about the challenges that we had with measuring the speed. Because there's—I talked a little bit about when you're measuring speeds, what you're really wanting to do is measure free flow speeds, not someone who's slowing down to stop. And the way we designed, the count locations or the way we selected the current locations, is proving to be a challenge to get an apples for apples comparison, because places where cars used to stop are not the same places where cars stop now. I'm not sure that I'm going to be able to get you a definitive before and after answer on that.

**Eric Lom (City Traffic Engineer) 44:01**

But—so the second-best way to quantify that is to really compare it to other similar streets. We're continuing to sift through that data and try and figure out if there is a way to identify what's free flowing and what's not. But the more we take liberties with that data, the less I can stand behind it. So that's the dilemma that we're in, and I—we're going to see what we can do to find that tipping point. But in the meantime, all I've got for it is what I already mentioned.

**Aldersperson Chad Doran (District 15) 44:45**

Thank you. I guess I'm just asking now, because if at the end, we're looking at using this data to quantify like whether or not we're going to keep the keep this as is, we want to make sure that there's something actually valuable in that data. And it's interesting at this point, but hopefully I as we go along, maybe we can find ways to make sure it is providing us valuable information, I guess.

**Aldersperson Katie Van Zeeland (District 5) 45:05**

Could you just repeat what you said before? You said something about that people who were really speeding before was about 6%.

**Eric Lom (City Traffic Engineer) 45:14**

Sure.

**Aldersperson Katie Van Zeeland (District 5) 45:14**

And if you could just repeat that one more time, I think that's helpful.

**Eric Lom (City Traffic Engineer) 45:18**

Let me get that back up on my screen here so that I don't quote it wrong.

**Aldersperson Katie Van Zeeland (District 5) 45:24**

So while we can't gauge the miles per hour, necessarily, we do have this metric.

**Eric Lom (City Traffic Engineer) 45:31**

The metric—and I—the more I thought about this, I was disappointed that we couldn't necessarily give you exactly what we had hoped to give you, which was a just a very black and white before versus after kind of number. The more I really spent time thinking about this, I think one of the main things we were trying to accomplish with this project was not to make the person who used to be going 25 go 24. It was trying to get the person who was going 37 to go 27, or something like that, right? We're trying to shave off that high point.

**Eric Lom (City Traffic Engineer) 46:10**

And so across the city on our 25 mile an hour arterials, based on other traffic speed studies that we've done, over the course of the last several years, we see about 6.6% of drivers, exceeding the speed limit by at least 10 miles per hour. In this particular case, our measured speeds after the project was complete (so this would have been in the last month or so) 1.7%. So what that, of course, tells you then, is that we're seeing far fewer drivers as a percentage going 10 or more over on this stretch of College Avenue than we are on say, you know, you pick your other 25 mile an hour arterial street. So.

**Aldersperson Katie Van Zeeland (District 5) 47:02**

Yeah, I think that's helpful information. And could I also ask Chief Olson. I know, the police department, when we were looking at this, representative said that often there were people speeding, but they couldn't be caught because of the traffic flow. Can you talk a little bit about what enforcement looks like out there in the new setup? Are you Director Three? Which microphone are you? Oh two. I'm sorry. There you go.

**Police Chief Polly Olson 47:36**

Thank you. Well, I'm trying to think of how best to answer your question without—

**Aldersperson Katie Van Zeeland (District 5) 47:43**

You can answer it with whatever information you think it's valuable.

**Police Chief Polly Olson 47:46**

Well, I can certainly pull some data and get some data to you as far as the number of traffic stops that have been done through that corridor and certainly comparing that with data from last year, so that there's like an apples-to-apples type of comparison. We do look at those consistently. So I would say in general, though, it is

much safer to conduct traffic enforcement through that corridor without having four lanes of traffic. And that there are better, safer options in terms of if somebody—if an officer's initiating a traffic stop that they can, you know, wait until somebody gets onto one of the side streets so as not to block the College Avenue, or unfortunately, they would go over into the bike lane for a short period of time in order to get out of the roadway. But generally speaking, the officers would try to wait until they can find a point off of the Ave to conduct their traffic stop, if possible.

**Aldersperson Katie Van Zeeland (District 5) 48:50**

Okay. Alder Hartzheim

**Aldersperson Sheri Hartzheim (District 13) 48:54**

Thank you, Chair. One of the other reasons that I believe that this was being done—this conversion, this road diet—was that there was a lot of excess noise on College Avenue with a lot of the quote, drag racing. Do we have any before and afters sound or noise violation issue comparisons? Or is that just sort of a nebulous and we'll have to go, "Anecdotally, this seems like it worked."

**Aldersperson Katie Van Zeeland (District 5) 49:25**

Perhaps, Chief Olson, would you have any? I don't know if that's—I know that there was some enforcement question about having really loud exhaust and things of that nature. Do you have anything to add?

**Police Chief Polly Olson 49:37**

I would just say that to your point, alder Hartzheim, I think it's going to be just sort of a feeling that we have. I know I did talk to staff this morning about requesting that the health department conducts some random sound spot checks along the Avenue during different times of the day. So that would be related to traffic and/or our entertainment district, and I think maybe once that's done, we might have some more data that we could share. But generally speaking, I can say at least from the police department standpoint, we seem to be getting less complaints related to traffic noise than we had previous to this.

**Aldersperson Katie Van Zeeland (District 5) 50:16**

Director Block, did you have any information to add?

**Director Danielle Block (Department Of Public Works) 50:21**

Nothing more to add than what Chief did.

**Aldersperson Katie Van Zeeland (District 5) 50:23**

Okay. Great. Thank you. Alder Meltzer, I saw you next.

**Aldersperson Vered Meltzer (District 2) 50:27**

I'll yield to Alder Alfheim because I think it might be part of this conversation.

**Aldersperson Katie Van Zeeland (District 5) 50:33**

Okay.

**Aldersperson Vered Meltzer (District 2) 50:34**

I'll follow up later because mine is...

**Aldersperson Katie Van Zeeland (District 5) 50:36**

Okay.

**Aldersperson Kristin Alfheim (District 11) 50:36**

My feedback comes from two—one, living downtown and, two, frequenting the businesses and the restaurants on the Ave. And I've been multiple times to places that are serving food sitting outside and the waitstaff are boisterous about how much better it is. They can function. So that's coming from people that are working consistently outside through the change. As someone who has my window open every day of the year, I will assure you it is better. It absolutely—this is it may be a short time, but I'm very excited about the change so far and what's to come.

**Aldersperson Katie Van Zeeland (District 5) 51:13**

Thank you. Alder Meltzer.

**Aldersperson Vered Meltzer (District 2) 51:16**

Thank you. My comments are kind of similar to Jen Stephany as far as the feedback that I've received from my constituents really is in alignment with this presentation we've seen today. I just want to say, I think it's really awesome that we've reduced the crash rate so much and the absence of police roadway closures. I think that this, this proj—the results of this project, from my opinion, are much better than I expected. I expected it to go well, and I think that it's gone even better than I expected it could. So I just wanted to share that and really thank all the staff involved and ADI and everyone else who's been working so hard on this because I think that this is a really big thing for us to celebrate together as a community.

**Aldersperson Katie Van Zeeland (District 5) 52:09**

Thank you. Alder Schultz? Oh, good? Okay. Anyone else? All right. Well, thank you very much. We'll move forward to our next action item to

**Aldersperson William Siebers (District 1) 52:28**

Need to take a vote.

**Aldersperson Katie Van Zeeland (District 5) 52:29**

Oh, I'm sorry. You're right. I forgot. We have a vote to approve the receive and file for this action item. If there's no further discussion, we'll vote. All those in favor say aye. Aye. Any opposed? That motion passes five zero.