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## **Traffic Sub-Committee's Policy Objectives and Principles**

### **Objectives**

1. Reduce cut-through traffic
2. Address traffic volume and traffic safety issues (primarily speed) affecting both arterial and non-arterial roads

### **Principles**

- A. Motivate non-residents not to cut through Clyde Hill during evening rush hour by:
  - Encouraging them to use better alternatives (e.g., Bellevue Way to SR 520)
  - Making it harder to cut through Clyde Hill while minimizing any adverse impacts on local residents including neighboring Points cities
- B. Residual non-resident traffic to use only arterials while passing through the City (i.e., non-arterials are to be used only by residents for local travel).
- C. Communicate, communicate, communicate (City partners with residents)
  - Create environment encouraging residents to share their concerns about traffic volumes and traffic safety with the City in an objective and constructive manner.
  - Be sure the problem is clearly defined. Is it a traffic volume or safety issue (e.g., speed) or both?
  - Develop and review potential solutions with residents. Get support of key local residents for neighborhood projects.
  - Notify residents of changes proposed for implementation.
  - If changes implemented, evaluate effectiveness/what, if any, were the negative impacts.
- D. Search for solutions that are relatively simple and inexpensive to implement and can easily be removed or modified where appropriate.
- E. Be sensitive to unintended consequences.
- F. Get the message out (Clyde Hill is not a friendly place for unsafe driving or failure to respect traffic flow restrictions)
  - Increased police visibility
  - Signage (e.g., speed trailer, fixed signage such as "Your speed is")