



TRAFFIC MANAGEMENT & TRAFFIC SAFETY PROGRAM

- Communications Plan -

11-30-16

Purpose & Goal

Cut through traffic currently impacts all Clyde Hill residents. It is also believed that commuter traffic influences neighborhood safety through speeding and inattentive driving behaviors. The negative impacts of cut through traffic are more prevalent on weekday evenings (4 pm to 7 pm) when the SR 520 mainline is stopped or backed up. Residents have asked the City to see if there is something that can be done about this problem. Earlier in 2016 an updated traffic study was conducted and served as a jumping off point for further exploration by the City Council. As a follow-up, the Council appointed a 3 member Sub-Committee to develop an appropriate City response.

After a series of meetings and assistance from city staff and a Traffic Engineer from DKS Associates, the Traffic Sub-Committee developed a set of guiding principles that helped them further develop a Traffic Management & Traffic Safety Program.

The goal of the Traffic Management & Traffic Safety Program is to make it slower for those cutting through Clyde Hill on their way to SR 520. When cut through commuters and traffic apps realize Clyde Hill is no longer a convenient path to 520, they will find other faster routes, like Bellevue Way. Making travel slower or less convenient through the City will not only impact cut through commuters but Clyde Hill and area residents as well. Unfortunately, the City is not able to differentiate or treat residents any different than others when it comes to road restrictions.

The Committee believes that a strategically sequenced program, supported by data, covering the entire City is an effective way to manage the cut through traffic problem in Clyde Hill. However, because this plan has the potential to affect all Clyde Hill residents, the Council wants to make sure that residents know about and understand the proposed program before it is implemented, have the opportunity to comment on the plan as well as have the knowledge to potentially modify their travel patterns during restricted hours.

Communications Plan

The proposed Communications Plan has a number of elements and opportunities to get the word out and comments on a proposed program that include:

- **Open Sub-Committee meetings** during development of plan
- **Use of City website** to communicate the Plan and outreach opportunities
- **Use of social media** like City Facebook and NextDoor to communicate the Plan and outreach opportunities
- **Special 1-topic Newsletter** mailed to Clyde Hill residents
- **Develop a short video to describe the Plan**
 - Can be placed on City website, TV, Facebook, Police Sentinel or linked to others sources

- **Mobile LED Sign/AM Transmitter** possibly use to communicate traffic updates &/or up-coming events
- **Community Open House** before any implementation
 - With boards/information to view and Sub-Committee/staff available to answer questions/receive comments
- Opportunity for Council/residents to **evaluate the effectiveness of each phase before a next one is implemented**
 - Envisioned to take place at a Council meeting or a Sub-Committee meeting

Staff will also reach out to any interested neighborhood associations to make them aware of the Plan/opportunities as well. The staff has thought about conducting a survey or use an at meeting voting device for specific feedback, but are not suggesting either of these because the main goal is to communicate the overall program and not break down each element and vote on it.

The open house will not be composed of presentations but, instead, will be composed of informal forums where Clyde Hill residents can talk with City staff and Councilmembers as well as the City's traffic engineer. City residents will then be invited to provide input by writing down their thoughts and opinions throughout the night.

Timeline

A total implementation of the Traffic Management & Traffic Safety Program is envisioned to last between 22 and 42+ weeks.

- Phase I is expected to last between 6 and 18 weeks
- Phase II between 9 and 12 weeks, and
- Phase III between 7 and 12+ weeks