



Information Item

Date: March 16, 2010

To: Mayor and City Council
From: Andy Agle, Director, Housing and Economic Development Department
Subject: Santa Monica Farmers' Market Traffic Control Plan

Introduction

Staff has prepared an updated traffic control plan (TCP) for the Downtown Farmers' Market. Implementation of the TCP will result in enhanced pedestrian and traffic safety and significant reductions in the annual operating costs (\$140,000 of saving per year) by replacing Police Department staff with Farmers' Market staff that have the necessary licenses to implement the proposed traffic control measures at the downtown markets.

Discussion

In 2009, the City engaged Crain and Associates, certified traffic engineering consultants, to develop a complete traffic control plan (TCP) for the Downtown Farmers' Markets. This work was strongly recommended by the National Transportation Safety Board in response to investigations following the July 2003 accident in the market that left 10 people fatally injured and 63 people seriously injured. The new Farmers' Market TCP has been developed in accordance with State, County, and City standards and exceeds standards set forth in the California Manual on Uniform Traffic Control Devices, the Caltrans Work Area Traffic Control Handbook, and the American with Disabilities Act.

The plan requires new signage, Type III barricades (a portable road barricade made of recycled plastic with reflective markings and safety flashers) and other traffic safety devices, including Dagnet Vehicle Arresting Barriers, in addition to on-going operational funds to install, set up, take down, and store this equipment. The Type III and Dagnet

barriers will be located at the market entrances (on Arizona Avenue, east of 3rd Court and west of 2nd Court, and on 2nd Street, at both ends of the market.)

Dragnet Barriers are non-lethal and safely decelerate and stop a vehicle. The system is comprised of a chain link net attached between two energy absorbers, which are supported by anchor posts embedded into concrete footings underneath the sidewalk. The net is four feet in height and up to 75 feet in length, depending on the width of the road. To soften the appearance of the Dragnet, the Farmers' Market staff would hang a welcome banner, public art, or some other appropriate information relating to the Farmers' Market on the net. The system has been identified by the national Highway Safety Board as a top safety measure and has been used in road closure and road construction projects throughout the United States for over 30 years. This type of arresting barrier is also preferred by the Santa Monica Fire and Police Departments as the desired safety mechanism due to its high safety standards and ease of operation and maintenance.

Other options considered included road bollards and guardrails, but these options do not conform to the National CHRP 350 crash test standards. Bollards typically break off upon impact and can result in death of the driver.

The TCP was developed by Crain and Associates in consultation with representatives of the Farmers' Market, Transportation Planning, Police, Fire, City Attorney's Office and Economic Development.

A CIP request for \$215,000 to fund the equipment and installation costs will be prepared for the City Council's consideration as part of the FY 2010/ 2011 Budget. Currently, the Santa Monica Police Department provides police personnel for traffic control at the Downtown Farmers' Markets at an annual cost of \$172,000. Police personnel and vehicles are currently located at each entrance to the market to prevent vehicular intrusion. Police personnel are also stationed at the mid-market alley crossing point to

ensure the safe movement of vehicles from one alley to the next. The new TCP will eliminate Police costs as the Dragnet Barriers will replace the police vehicles and staff currently stationed at the entrances. Farmers' Market staff will require an additional annual allocation of \$42,500 for personnel with necessary licenses to implement the traffic control equipment and operations at each market, and \$5,200 for ongoing maintenance costs, resulting in a total annual savings of \$124,300.

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