



SAFER STREETS

TOGETHER

SEPT. 27, 2022

 City of
Carlsbad

Introduction

National traffic safety trends show a dramatic increase in traffic-related deaths, with the first quarter of 2022 showing the highest number of deaths in two decades. Here in Carlsbad, injury collisions involving bikes and e-bikes have increased over 200% since 2019, with roughly half of those being e-bikes in 2022. Community members have requested more neighborhood traffic calming, more enforcement, stricter laws and faster implementation of the city's program to adapt local streets to current and future uses, which include more biking and walking.

The city has recently taken several steps to address these concerns:

- Approved a new comprehensive plan to transform the city's road network to one that prioritizes moving people, not just cars, and prioritized implementation in the city's annual budget
- Completed dozens of projects to slow traffic and expand bike lanes and sidewalks
- Passed stricter rules for e-bikes and similar motorized mobility devices
- Implemented a public education program focused on safe biking, including e-bikes
- Increased enforcement related to roadway safety and traffic violations

Despite these efforts, collisions involving bikes and e-bikes in 2022 are tracking at the same unprecedented rate as last year's high of one collision nearly every three days. With children throughout Carlsbad returning to school in August and given the significant increase in bike and e-bike collisions, the City of Carlsbad declared a local emergency on Aug. 23, 2022, to immediately provide more options, tools and resources to reverse this trend.

About this plan

This plan provides potential immediate and longer-term actions to address traffic safety in three main areas, often referred to as the three Es of traffic safety:



EDUCATION

Raise awareness of traffic safety rules and create a strong social norm around traffic safety behaviors.



ENGINEERING

Design roads and other infrastructure to support the safe movement of people through all modes of travel.

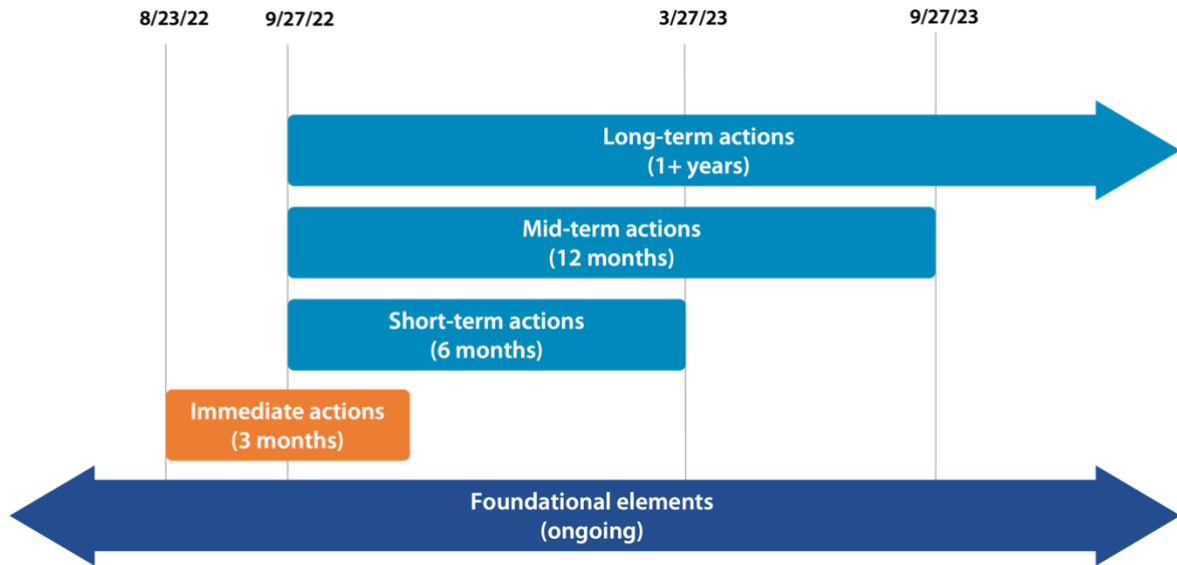


ENFORCEMENT

Hold all users accountable for following the rules of the road and engaging in safe behaviors.

Strategies and actions

Specific strategies, policies and approaches are presented as options according to the following timeframes:



Estimated costs

Many initiatives in this plan are already funded and able to move forward. Others have funding sources identified in the Capital Improvement Program but require City Council to appropriate funding in this fiscal year. Finally, some options do not yet have funding identified. In these cases, the City Council may choose to appropriate funding from one of the city’s fund balances, seek grant funding, appropriate funding from the General Fund reserve or seek other funding sources.

Foundational elements

The City of Carlsbad has already prioritized traffic safety through its policies, projects, services and special initiatives. Some of these foundational elements include:

General Plan Mobility Element

Approved by the City Council in 2015, the Mobility Element guides future decisions related to how the city plans the connectivity of the city's transportation system by identifying the preferred attributes of various street types found in Carlsbad. It incorporates a "complete streets" approach to designing city streets that balances the needs of all users on the street including motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods and users of public transportation. It is complementary to other elements within the General Plan.



Planned projects

The city's Capital Improvement Program includes 40 planned traffic and mobility related projects to be completed over the next 15 years. Other projects are planned as part of the city's Sustainable Mobility Plan implementation and the Carlsbad Residential Traffic Management Program. In all the city is currently working on over 100 projects related to traffic and mobility improvements at a cost of about \$350 million. Funding for these projects has been appropriated from various sources including gas tax, the TransNet transportation sales tax, and the city's traffic impact fees. Some of the main projects are listed below in order of the expected completion date.

- Tamarack Traffic Calming - Skyline Drive to Adams Street
- Tyler Street Traffic Circulation Study
- Safe Routes to School Plan – Hope Elementary
- Installation of permanent speed feedback signs at 8 locations in the Barrio
- Carlsbad Blvd pedestrian improvements between Mountain View Drive and Tamarack Avenue
- Melrose Drive right turn lane to westbound Palomar Airport Road
- Palomar Airport Road and College Boulevard improvements
- El Camino Real widening - Poinsettia Lane to Camino Vida Roble
- Kelly Drive and Park Drive complete street improvements
- Palomar Airport Road and Avenida Encinas improvements
- Traffic signal - Maverick Way and Camino De Los Coches
- Las Flores Street at I-5 Traffic Calming
- Barrio traffic circles
- Village decorative lighting
- Beach access repair & upgrades - Pine to Tamarack
- Avenida Encinas Coastal Rail Trail and Pedestrian Improvements
- El Camino Real right turn lane to eastbound Alga Road
- El Camino Real widening - Arenal Road to La Costa Avenue
- Terramar Area coastal improvements
- Carlsbad Boulevard and Tamarack pedestrian improvements
- El Camino Real widening - Sunny Creek to Jackspar
- Valley and Magnolia complete streets

- ADA beach access – Pine to Tamarack
- Avenida Encinas and Palomar Airport Road pedestrian access improvement
- Camino De Los Coches and La Costa Avenue intersection control
- Carlsbad Boulevard pedestrian lighting - Tamarack Avenue to State Street
- Carlsbad Village Drive and Grand Avenue pedestrian improvements
- Christiansen Way improvements
- Valley Street traffic calming
- Barrio street lighting
- Chestnut Avenue complete street improvements - Valley Street to Pio Pico
- Chestnut complete street – Interstate 5 to railroad
- Grand Avenue Promenade
- La Costa Avenue traffic improvements
- State Street and Grand Avenue road improvements
- Poinsettia Lane and Oriole Court traffic control improvements
- Trail connectivity to Tamarack State Beach
- Carlsbad Boulevard realignment- Manzano Drive to Island Way
- College Boulevard extension
- South Carlsbad Coastline: Road Realignment and Public Spaces

Sustainable Mobility Plan

Approved by the City Council in January 2021, the Sustainable Mobility Plan implements the Mobility Element of the city’s General Plan and guides the city in expanding and improving safe, healthy and convenient travel options for people of all ages and abilities. It combines projects and programs from 12 previous planning documents into a single strategic plan that includes:

Safe Routes to School

An approach that includes infrastructure improvements, enforcement tools, safety education and incentives to promote walking, bicycling and carpooling to school.

Transportation Demand Management

Strategies to encourage Carlsbad workers and residents to walk, bike, ride transit and carpool instead of driving alone. This approach helps the city achieve its sustainability and mobility goals while mitigating congestion and increasing access and connectivity in the transportation network.

Local Roadway Safety Plan

A framework to systematically analyze and identify areas where transportation safety can be improved and recommend specific safety improvements for all road users.

Street Design Guidelines

Provides a set of best practices that can be incorporated by the City of Carlsbad to create streets that will serve all users. These guidelines were developed using best practices in street design from Carlsbad, San Diego County, the state of California and around the world. They are intended to evolve and adapt to incorporate new treatments and techniques as they are developed and proven successful.

Carlsbad Residential Traffic Management Program

This program provides a way for city staff to work directly with neighborhoods that have concerns about traffic safety. Based on an initial assessment, staff can utilize one or more approaches to slow down speeds, discourage cut-through traffic, enhance pedestrian and bike safety, and make other changes. Solutions include traffic circles, speed cushions, extending curbs and other measures. Eleven neighborhoods are a part of the program this fiscal year:

- Victoria Avenue from Pontiac Drive to Haverhill Street
- Highland from Carlsbad Village Drive to Buena Vista Way
- Nueva Castilla from La Costa Avenue to Levante Street
- Monroe Street from Basswood Avenue to Carlsbad Village Drive
- Circulo Sequoia from Camino Junipero to Avenida Diestro
- Celina Drive from Carlsbad Village Drive to Chestnut Avenue
- Park Drive from Tamarack Avenue to Monroe Street
- Hummingbird Road from Sanderling Court to Rock Dove Street
- Black Rail Road from Poinsettia Lane to Northern Terminus
- Plum Tree Road from Hidden Valley to Aviara Parkway
- Carrillo Way from Rancho Brasado to Rancho Caballo

Annual streets maintenance projects

The city repaves dozens of streets annually, based on conditions, to ensure the 350 miles of city-owned roads are properly maintained. During construction, the city also updates the striping to best serve all the users of the streets.

Customized traffic control plans for large events

The city minimizes the traffic impact of large events through the coordinated deployment of traffic control devices and special events personnel.

Regional coordination and advocacy

The city collaborates with agency partners at Caltrans, the San Diego Association of Governments and the North County Transit District on regional projects and long-term planning studies.

Public education

The city promotes safe driving, cycling and walking through an ongoing public education program that includes social media, videos, workshops and partnerships with mobility groups.

Engineering design standards

Establishes uniform and best practice policies and procedures for the design and construction of public improvements, which promote safety for all infrastructure users.

E-bike ordinance

In April 2022, the City Council made Carlsbad the first city in the region with a law specific to e-bikes, e-scooters and other similar mobility devices. The law makes it easier to enforce safe e-bike riding behaviors and includes a provision that allows people to take a safety class in lieu of paying a fine for their first citation.

School crossing guard program

The City of Carlsbad funds 36 school crossing guards who serve 14 schools in the city, under the supervision of the Carlsbad Police Department.

Traffic enforcement

There is a dedicated Traffic Division within the Carlsbad Police Department to enforce the rules of the road.

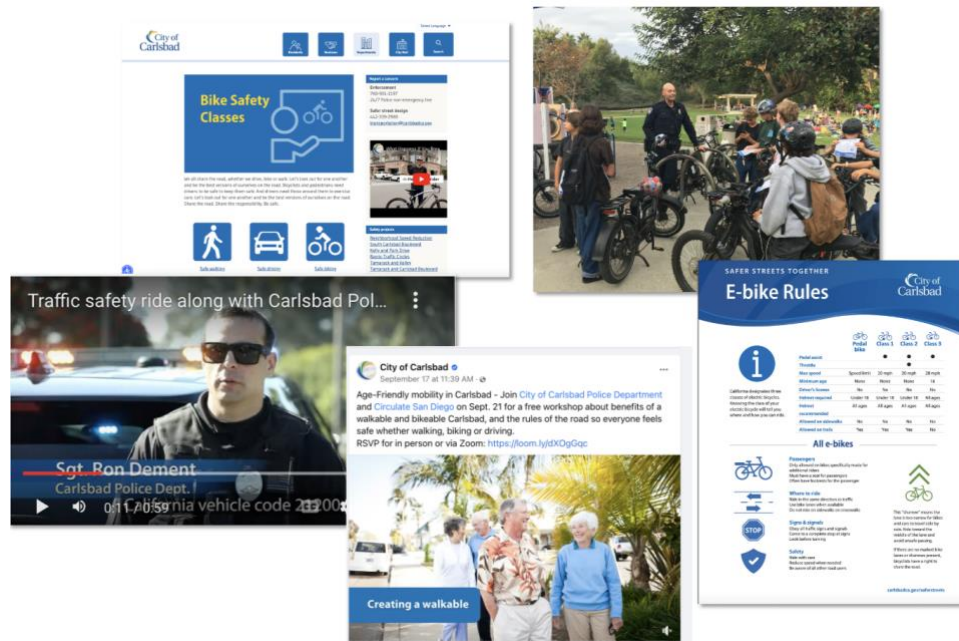
Immediate actions (completed in 3 months)

Since the emergency proclamation on Aug. 23, 2022, the city has taken more than a dozen actions. Many are funded through a \$2 million budget appropriation made by the City Council when it ratified the emergency on Aug. 30. Others are funded through existing budget appropriations for fiscal year 2022-23. In these cases, staff have accelerated the timing of implementation or temporarily reprioritized other work.



Safer Streets Together roll out

Developed and implemented a short-term campaign to introduce the community to the Safer Streets Together initiative, including the following activities:



- Created Safer Streets Together website within the city's site to provide campaign information and resources.
- Developed traffic safety related messages and engaged with followers on all city social media channels.
- Worked with school districts serving Carlsbad and private schools to distribute traffic safety messages to students and parents via email newsletters and school site banners.
- Posted campaign banners along city streets and in city parks.
- Created displays for city libraries and community centers with QR codes linking to traffic safety related content.
- Developed Spanish-language materials and distributed them through the Library Learning Center and school district programs for Spanish-speaking parents.

- Sent targeted information to large employers in Carlsbad with information to share with employees.
- Attended community events, including Back to School nights, Family Movie Night and the farmer’s market to distribute traffic safety information and engage with community members.



Bike lane enhancements

Painted about 20 potential conflict points with high visibility green paint at road segments with higher collision activity.



Digital roadway messaging

Installed 12 digital message boards and 17 speed feedback signs along streets and intersections with higher collision rates.



Immediate actions

The map below shows locations of safety banners, speed feedback signs, digital message boards and green bike lane treatments installed since Aug. 23, 2022.





Enhanced enforcement

Redeployed Police Department personnel to increase traffic enforcement around schools during beginning weeks of classes. Reassigned two detectives to work overtime each Friday, specifically to conduct traffic enforcement. Diverted one sergeant and two officers from their normal duties to specifically supplement the Traffic Division (to deploy on e-bikes and in a vehicle). Purchased two additional e-bikes for police officer use.

Since the emergency was proclaimed and up to Sept 21, 2022, the Police Department has issued a total of 253 warnings and 558 traffic citations, including:





- 136 citations and 51 warnings to e-bike users
- 22 citations and 32 warnings to bicyclists
- 397 citations and 170 warnings to motorists
- Three citations to pedestrians

Police have also made:

- 25 DUI arrests, five involving collisions

Immediate actions

Cost estimates

Funded and underway	Category	Est. 1-time cost	Ongoing cost	Estimated completion
Safer Streets Together roll out		\$30,000	No	10/23
Bike lane enhancements		\$421,000	Yes	11/23
Digital roadway messaging		\$215,000	No	Completed
Enhanced enforcement		\$635,000	No	6/23

Short-term (completed in 6 months)

City staff have developed the following potential actions for the City Council's consideration. These actions could be completed within six months. Some would require new funding while others could be funded through existing department budgets by accelerating the timing of planned work.



Adopt a Vision Zero resolution

No cost



Vision Zero is a strategy to eliminate traffic fatalities and severe injuries, while increasing safe, healthy and equitable mobility for all. Vision Zero recognizes that the goal of zero roadway fatalities and severe injuries among all road users is bold and daunting, yet setting that goal publicly is important to making real change. To date, 54 cities and counties across the nation have adopted Vision Zero, including Encinitas, La Mesa and San Diego in the local region.

Vision Zero strategies

The following strategies are part of the Vision Zero approach:

- Building and sustaining leadership, collaboration, and accountability – especially among a diverse group of stakeholders to include transportation professionals, policymakers, public health officials, police, and community members
- Collecting, analyzing, and using data to understand trends and potential disproportionate impacts of traffic deaths on certain populations
- Prioritizing equity and community engagement
- Managing speed to appropriate levels
- Setting a timeline to achieve zero traffic deaths and serious injuries, which brings urgency and accountability, and ensuring transparency on progress and challenges

Although the City of Carlsbad is already following many of the policies recommended in the Vision Zero strategy, making a formal resolution would elevate the importance of these policies and provide a framework for the actions already underway and any additional actions the City Council chooses to add from this plan.



Community commitment campaign

\$42,000
Funded

Launch a campaign that creates opportunities for the community to publicly commit to safe roadway behaviors and help promote the social norm around traffic safety to other community members. Encourage participation by providing visual symbols of commitment to reinforce bike, pedestrian and vehicle awareness and safety.

- Pledge campaign
- Yard signs
- Window clings
- Video testimonials
- Campaign stickers
- Other promo items
- Testimonials on social media posts and videos



School collaboration

**\$27,000
Funded**

Develop partnerships with all districts and schools serving Carlsbad to raise awareness of traffic safety. Opportunities could include student rallies, traffic safety night at sporting events, chalk art interactive events and curriculum opportunities such as the Sage Creek Genius Project. Partnerships could also include a student ambassador program, a more in-depth program working with school broadcast programs, tie-ins with the speech and debate clubs and twice-yearly presentations by Carlsbad police officers. Another option is to engage elementary school students in a contest to choose an official traffic safety mascot for the City of Carlsbad, which once produced could appear at schools, libraries and other community events to share traffic safety messages in an engaging way.



Business/non-profit partnership program

**\$22,000
Funded**

Work with businesses, such as bike shops, and local nonprofit organizations to spread the message about traffic safety by displaying posters or window clings and sharing the message to their networks through social media or other methods. Encourage campaign promotion and encourage third-party engagement and support through posters, reciprocal linking program and in-kind donations to be used as incentives for other campaign components. Reach out to potential partners, including:

- Driving schools
- Insurance companies
- Bike shops
- Health care providers
- Apparel stores
- Local civic-minded businesses



Mobility organization partnership program

**\$12,000
Funded**

Create partnerships with local and regional organizations focused on mobility, DUI awareness and other issues related to traffic safety. Engage these groups in sharing messages to the Carlsbad community, co-hosting events, providing workshops and other outreach. This could include outreach to businesses with large employee bases, residents, seniors, teens and other audiences.



Video public service announcements

**\$20,000
Funded**

Develop a series of public service announcements that reinforce safe roadway behaviors utilizing testimonials, graphics and other visuals targeting different audiences and modes of travel. These videos will be adapted for multiple social media channels and could be utilized as part of a paid advertising campaign.



Upgrade high-pedestrian signal locations

\$60,000
Funded

Reduce vehicle-pedestrian conflicts by allowing pedestrians to begin crossing while vehicles still face a red signal. Countdown pedestrian indications clarify pedestrian crossing times and reduce confusion and ambiguity. Initial phase would include approximately 30 locations.



School e-bike certification/permit program

No cost

Work with the school districts within the city to explore creation of a certification requirement for students to ride their bikes to campus. Students would need to upload proof of attendance at a bike safety class to be able to ride their bicycles to school.



Carlsbad Village Faire outreach

\$5,000
Not funded

Create an engaging booth and display for the twice-yearly Carlsbad Village Faire to share information on traffic safety.



Police officer Smart Cycling instructor program

\$2,000
Not funded

Police Department will explore with the San Diego County Bicycle Coalition training and certifying police officers in the Smart Cycling program so the Police Department can hold training courses for residents.



Install high-visibility crosswalks near schools

\$800,000
Not funded

Address speeding concerns around school areas by making crosswalks more prominent on all city streets designated as "School Streets" by the General Plan Mobility Element and other school-designated (yellow) crosswalks. Will highlight pedestrian crossings at school locations by upgrading marked crosswalks to high-visibility continental or ladder style at approximately 140 locations throughout the city.



Evaluate roadway design treatments

\$50,000
Not funded

This strategy would analyze the physical placement of speed control treatments or rumble strips ahead of residential intersections to change driver behavior to be alert when approaching residential intersections, and along the inside buffer area of Class II buffered bicycle lanes. These proposed analyses would include outreach to active transportation user groups and other stakeholders. To address design immunity issues, initial installations would be pilots conforming to the experimental treatments in the California Manual on Uniform Traffic Control Device.



Explore opportunities to obtain real time data

\$100,000
Not funded



Understanding Carlsbad roadways and the types of vehicles on the road is an important component of traffic safety and adapting the city’s approach to education, enforcement and engineering. This includes information like traffic flow, speed and mode of transportation. The city is developing an active transportation monitoring report to fulfill the 2019 Sustainable Mobility Plan recommendation to launch the program. The plan is organized around three dimensions of mobility – travel demand, mode share and safety. Reports like this are usually a snapshot in time and provide the city with valuable data. There are new data products that may provide similar data but on a more frequent and closer to real-time basis. Staff proposes to explore opportunities to acquire products that could provide accurate mobility data on a more frequent basis to inform city actions and public education.



E-citation expansion

\$55,000
Not funded

Building on the existing use of electronic citations by the traffic division, the Police Department can complete its digital transformation related to writing, tracking, and reporting citations. The technology has proven to increase citation writing speed, improve efficiency and reduce the chance for human error when issuing paper citations and entering them into a database. The acquisition of e-cite printers will allow the remaining patrol officers who manually write paper tickets to use software they already have to write the citation, print it in the field, and give it to the person receiving the ticket. Data is transmitted electronically removing the potential for human error from keying paper citations into a database. This will improve data quality and will help the city in analyzing citation data to support safer streets.






















Juvenile traffic safety incentive program

\$1,000
Not funded

Create a program in which police officers contact juveniles who are obeying the laws while riding their bikes and e-bikes and reward them with donated gift cards, ice cream, etc. This positive reinforcement program will continue the positive relationships the Police Department has with residents in our city even during times of heavy enforcement. Potential to eliminate cost by engaging business partners who may want to contribute incentives.

Short-term actions

Cost estimates

Funded and approved by the City Council	Category	Est. 1-time cost	Ongoing cost	Est. completion
Adopt a Vision Zero resolution	  	n/a	n/a	10/22
Community commitment campaign		\$42,000	No	3/23
School collaboration		\$27,000	No	3/23
Business/non-profit partnership program		\$22,000	No	3/23
Mobility organization partnership program		\$12,000	No	3/23
Video public service announcements		\$20,000	n/a	3/23
Upgrade high-pedestrian signal locations		\$60,000	No	1/23
School e-bike certification/permit program		n/a	n/a	4/23
Not funded				
Carlsbad Village Faire outreach		\$5,000	No	5/23
Police officer Smart Cycling instructor program		\$2,000	No	4/23
Install high-visibility crosswalks near schools		\$800,000	Yes	1/23
Evaluate roadway design treatments		\$50,000	No	12/22
Explore opportunities to acquire more real-time data	  	\$100,000	TBD	11/22
E-citation expansion		\$55,000	No	4/23
Juvenile traffic safety incentive program		\$1,000	No	4/23

Mid-term (completed in 12 months)



Expanded street resurfacing and restriping

**\$3.7 million
Funded**

Accelerated slurry seal and restriping of major east/west arterial corridors to balance the needs of the users of the streets. Will seal the roadways to improve pavement condition as part of our pavement management program and improve conditions for all the users on the road. The first phase of this strategy includes:

- La Costa Avenue – from western city border near I-5 to Fairway Lane
- Poinsettia Lane – from Carlsbad Boulevard to Melrose Drive
- Cannon Road – from Avenida Encinas to Faraday Avenue
- Carlsbad Village Drive – from Interstate 5 to College Boulevard

This strategy will reduce the long-term maintenance costs of the restriped road segments by reducing the width of the vehicular travel lanes. The strategy will also include coordinating with Caltrans to improve the road markings for all users through the state highway interchanges.

Received and deployed a new striping truck to assist with road striping maintenance efforts.



Tamarack Avenue traffic calming

**\$200,000
Funded**

Kicked off work with community members to identify short-term traffic calming strategies for Tamarack Avenue, between Skyline Drive and Adams Street. Curb extensions were installed and a pedestrian hybrid beacon signal is in the process of being installed at the intersection of Tamarack Avenue and Valley Street. The intersection project is scheduled to be completed in October 2022.

Join us
The City of Carlsbad is seeking community feedback on short- and long-term options to reduce speeding on Tamarack Avenue from Skyline Road to Adams Street.

Community Meeting
Wednesday, Oct. 12
6 to 7:30 p.m.
Valley Middle School
Gymnasium

To learn about additional options and provide input, sign up for our event at www.carlsbadca.gov/Tamarack

More information: 442-339-2757

Community Meeting
Options to reduce speeding on Tamarack Avenue

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Reconfigure arterials

**\$2 million
Funded**

Reconfigure arterial streets including vehicular lane reductions and seal the roadways to improve pavement condition as a part of our Pavement Management Program and enhance conditions for all users of the road. Reconfiguring roadways also reduces the long-term pavement maintenance costs and improves the line of sight for side street users approaching the arterial. This program would be phased, with the first phase including:

- Carlsbad Boulevard – from Pine Avenue to southern border near La Costa Avenue
- El Fuerte Street – from Faraday Avenue to tie into the existing one vehicular lane in each direction south of Rancho Pancho, excluding the segments approaching Loker Avenue to Bressi Ranch Way
- Grand Avenue – from Ocean Street to Hope Way. This would be the first phase to the Grand Avenue Promenade Project to provide short-term benefits until the ultimate promenade improvements are completed.
- Poinsettia Lane – from Avenida Encinas to Carlsbad Boulevard
- Cannon Road - Avenida Encinas to El Arbol Drive



Expand street resurfacing and restriping

**\$2 million
Funded**

Accelerate slurry seal and restriping major east/west arterial corridors to balance the needs of the users of the streets. Seal the roadways to improve pavement condition as part of our pavement management program and improve conditions for all the users on the road. This second phase will include:

- Palomar Airport Road – from Avenida Encinas to eastern city border
- Rancho Santa Fe Road and Olivenhain Road – from eastern city border to western city border

This strategy will reduce the long-term maintenance costs of the restriped road segments by reducing the width of the vehicular travel lanes.

Continue to use the new striper truck to assist with road restriping maintenance efforts.



Review citywide speed limits for potential reduction

**\$40,000
Funded**

Review speed limits citywide to determine whether speed limit reductions should occur, in accordance with Assembly Bill 43 (2021).



Legislative advocacy for e-bike licensing requirement **No additional cost**

Utilize the city's existing contracts with legislative affairs specialists to advocate for California Legislature to enact a statute that requires a licensing process and training to ride an e-bike.



Complete Vision Zero plan

\$150,000

Not funded



The Vision Zero Action Plan would formalize the city’s existing and planned actions into actionable, measurable strategies, emphasizing design and policy solutions, including designing Complete Streets and lowering speeds for safety. Each strategy would identify the lead agency responsible, along with supporting and partner agencies, a projected timeline and budget needs.



Paid advertising campaign

\$105,000

Not funded

Prepare and implement a multi-media ad campaign that could include public service announcements placed on local cable and streaming services, intro video ads on YouTube, social media advertising, digital banner ads, a mobile digital billboard and print placements.



Teen engagement program

\$34,000

Not funded

Effectively reaching the teen audience requires a customized approach that focuses on peer-to-peer communication and engagement. This program will use Office of Traffic Safety research specific to teens to tailor a Carlsbad program that encourages and reinforces safe roadway behaviors.



Messages on city assets

\$16,500

Not funded

Utilize city buildings, banner holders and vehicles to display traffic safety messages, including banners, murals and vehicle wraps – all focused on keeping traffic safety at the forefront throughout the city.



Travel Safe visitors program

\$34,000

Not funded

Work with Visit Carlsbad, hotel properties, vacation rental owners and local attractions to provide traffic safety information to visitors. Approach LEGOLAND with a potential partnership utilizing the LEGO driving attractions (show your LEGO driver’s license and get a Carlsbad traffic safety promo item at City Hall). Program could include a video public service announcement aimed at visitors that play on in-house hotel TV channels.



Mobile digital signage

\$15,000

Not funded

Place safety messages on a mobile digital billboard that can be moved around the city and placed at community events.



Expedite infrastructure projects

\$620,753 (annually)
Not funded

In June 2022, the City Council directed staff to expedite the following traffic-safety related projects:

- Barrio Traffic Circles Project
- Village and Barrio Lighting Project
- Evaluation of making Tyler Street one-way only
- Grand Avenue Promenade
- Sustainable Mobility Plan projects

With additional staff capacity, additional projects could be expedited, including:

- Terramar Area Coastal Improvements.
- Tamarack Avenue and Carlsbad Boulevard
- Kelly Drive and Park Drive Complete Streets Project
- Valley Street and Magnolia Avenue Complete Streets Project

Resourcing

To expedite more traffic-safety related projects, the city could consider delaying projects with objectives other than promoting multimodal safety benefits.

Alternatively, the city could expand the size of its engineering staff to increase the city's capacity to complete projects sooner. Costs listed for this option include the new annual cost of the following positions:

- 2 Associate Engineers
- 1 Assistant Engineer
- 1 Municipal Project Manager
- 1 Reclassified Senior Inspector from Inspector



Develop access plans for all schools

\$150,000
Not funded

Working with the school districts and administrations, develop access plans for all schools. This strategy will focus on improving safety and efficiency for all modes of travel entering the schools, including the pick-up and drop-off process. Plans are typically led by the parent and teacher associations and the city in an advisory role. The implementation is led by the schools' PTAs to get ownership and buy-in from parents.



Safer Streets data analytics and visualization program

\$50,000
Not funded

Reports on traffic volumes and speeds are usually a snapshot in time and done on an annual basis. This strategy would use existing data to create a way to visualize data so the city could adapt to changing conditions to support enforcement, traffic calming and infrastructure improvements more rapidly. Additional data sources may be necessary to create a robust data product so the acquisition of more accurate and frequent information is included earlier in this plan.



Speed cushions on streets around schools

\$1.3 million
Not funded

Assess speeds on all streets designed as “School Streets” in the General Plan’s Mobility Element and install speed cushions as needed.


















Update Carlsbad Residential Traffic Management Program

\$150,000
Not funded

Update the Carlsbad Residential Traffic Management Program, including removal of the stop sign option, re-evaluation of qualification criteria and reduction of the number of phases from three to two. The goal of the update is to align it with best industry practices including the recommendations found in the California Manual on Uniform Traffic Control Devices and other applicable city and industry guidelines.

Mid-term actions

Cost estimates

Funded and approved by the City Council	Category	Est. 1-time cost	Ongoing cost	Est. completion
Expanded street resurfacing and restriping		\$3,700,000	No	10/23
Tamarack Avenue traffic calming		\$200,000	No	3/23
Reconfigure arterials		\$2,000,000	No	10/23
Expanded street resurfacing and restriping (Palomar Airport Road, Rancho Santa Fe/Olivenhain Road)		\$2,000,000	No	10/23
Review citywide speed limits for potential reduction		\$40,000	Yes	Ongoing
Legislative advocacy for e-bike licensing requirement		None	No	7/23
Not funded				
Complete Vision Zero plan	  	\$150,000	No	3/23
Paid advertising campaign		\$105,000	No	4/23
Teen engagement program		\$34,000	No	4/23
Messages on city assets		\$16,500	No	4/23
Travel Safe visitors program		\$34,000	No	4/23
Mobile digital signage		\$15,000	No	4/23
Expedite infrastructure projects		\$620,753	Yes	Ongoing
Develop access plans for all schools		\$150,000	No	12/23
Safer Streets data analytics and visualization program		\$50,000	No	11/31
Install speed cushions on streets around schools		\$1,300,000	No	10/23
Update Carlsbad Residential Traffic Management Program		\$150,000	No	10/23

Long-term (completed in 1+ years)



Community service project plan

\$20,000

Not funded

Work with community service groups to engage them in the traffic safety issue. This could include Boy Scout Eagle projects, Girl Scouts Gold Award, and Rotary and Kiwanis club programs. Each would be approached with the challenge and asked to develop or participate in community-based programs to support a strong social norm around traffic safety in Carlsbad.



Entry signage

\$2,500 to \$250,000

Not funded

The City of Carlsbad is one of the few cities in the region without monument signs at the city's main entrances. The city could commission entryway signage and include the expectation that all road users practice good traffic safety behaviors. Alternatively, signage could be placed on existing smaller "Welcome to Carlsbad" street poles with a similar message.



Activate CERT, Citizens Academy alumni, trail volunteers

\$12,000

Not funded

Connect with volunteers on the Community Emergency Response Team and Citizens Academy graduates to develop a traffic safety ambassador program in which, after undergoing training, they could serve as neighborhood leads to help promote traffic safety best practices and help educate neighbors on various engineering solutions, such as roundabouts.



Experiential community art

\$38,000 to \$150,000

Not funded

Partner with artists to develop safety-related murals, chalk art or temporary art exhibits throughout the city, such as:

- Mobile art show
- Mural project on city-owned buildings, schools or private property participants
- Partnership with the cultural arts office for a Cannon Art Gallery exhibit related to traffic safety (the gallery has an existing program with all third grade classes in Carlsbad)
- Creative video contest



Update the Mobility Element in the General Plan

\$150,000

Not funded

Consider revisions to the Mobility Element to emphasize slower vehicle speeds and increased bike and pedestrian safety.



Explore school busing program

\$44,000,000*
Not funded

Work with North County Transit District and school districts serving Carlsbad to explore opportunities for school busing programs, including potential partnerships to use innovative transit solutions and a seasonal beach shuttle program.



Construct Transformative Corridor Projects

\$TBD
Not funded

Transformative Corridors will provide a multi-modal, backbone network of high-quality bikeways, pedestrian facilities and transit services so that Carlsbad residents and visitors have an array of travel options that do not require driving.



New community-oriented policing team

\$914,484 (annually)
Not funded

Request additional permanent staffing for the Police Department to implement a full-time Community-Oriented Policing Team that would also serve as an e-bike team. This would include four new officers and one new sergeant.

Long-term actions

Cost estimates

Not funded	Category	Est. 1-time cost	Ongoing	Est. completion
Community service project plan		\$20,000	No	10/23
Entry signage		\$2,500 - \$250,000	No	10/23
Activate Community Emergency Resource Team, Citizens Academy alumni, trail volunteers		\$12,000	No	12/23
Experiential community art		\$38,000 - \$150,000	No	12/23
Update the Mobility Element in the General Plan		\$150,000	No	12/23
Explore school busing program*		\$44 million	Yes	12/25
Construct Transformative Corridor Projects		TBD	TBD	TBD
New community-oriented policing team		\$914,484 Annually	Yes	12/23

* Cost for 110 electric buses. Does not include administration, staffing, other costs.

Approved Actions

On Sept. 27, 2022, the City Council authorized all items in the plan that have funding identified (“funded column”). Additional actions may be considered at a future date at the City Council’s discretion.

		Funded	Potential Action	Est. 1-time cost	A No new	B \$2.2 M	C \$48 M
Immediate actions	1.	<input checked="" type="checkbox"/>	Safer Streets Together roll out	\$30,000			
	2.	<input checked="" type="checkbox"/>	Bike lane enhancements	\$421,000			
	3.	<input checked="" type="checkbox"/>	Digital roadway messaging	\$215,000			
	4.	<input checked="" type="checkbox"/>	Enhanced enforcement	\$635,000			
Short-term actions	5.	<input checked="" type="checkbox"/>	Adopt a Vision Zero resolution	n/a			
	6.	<input checked="" type="checkbox"/>	Community commitment campaign	\$42,000			
	7.	<input checked="" type="checkbox"/>	School collaboration	\$27,000			
	8.	<input checked="" type="checkbox"/>	Business, non-profit partnership program	\$22,000			
	9.	<input checked="" type="checkbox"/>	Mobility organization partnership program	\$12,000			
	10.	<input checked="" type="checkbox"/>	Video public service announcements	\$20,000			
	11.	<input checked="" type="checkbox"/>	Upgrade high-pedestrian signal locations	\$60,000			
	12.	<input checked="" type="checkbox"/>	School e-bike certification/permit program	n/a			
	13.		Carlsbad Village Faire outreach	\$5,000			
	14.		Police officer Smart Cycling instructor program	\$2,000			
	15.		Install high-visibility crosswalks near schools	\$800,000			
	16.		Evaluate roadway design treatments	\$50,000			
	17.		Explore opportunities to acquire real-time data	\$100,000			
	18.		E-citation expansion	\$55,000			
	19.		Juvenile traffic safety incentive program	\$1,000			

		Funded	Potential Action	Est. 1-time cost	A No new	B \$2.2 M	C \$48 M
Mid-term actions	20.	<input checked="" type="checkbox"/>	Expanded street resurfacing and restriping	\$3,700,000			
	21.	<input checked="" type="checkbox"/>	Tamarack Avenue traffic calming	\$200,000			
	22.	<input checked="" type="checkbox"/>	Reconfigure arterials	\$2,000,000			
	23.	<input checked="" type="checkbox"/>	Expanded street resurfacing and restriping (Palomar Airport Road, Rancho Santa Fe/Olivenhain Road)	\$2,000,000			
	24.	<input checked="" type="checkbox"/>	Review citywide speed limits for potential reduction	\$40,000			
	25.	<input checked="" type="checkbox"/>	Legislative advocacy for e-bike licensing requirement	None			
	26.		Complete Vision Zero plan	\$150,000			
	27.		Paid advertising campaign	\$105,000			
	28.		Teen engagement program	\$34,000			
	29.		Messages on city assets	\$16,500			
	30.		Travel Safe visitors program	\$34,000			
	31.		Mobile digital signage	\$15,000			
	32.		Expedite infrastructure projects	\$620,753 Annually			
	33.		Develop access plans for all schools	\$150,000			
	34.		Safer Streets data analytics and visualization program	\$50,000			
	35.		Speed cushions on streets around schools	\$1,300,000			
36.		Update Carlsbad Residential Traffic Management Program	\$150,000				
Long-term actions	37.		Community service project plan	\$20,000			
	38.		Entry signage	\$2,500 - \$250,000			
	39.		Activate Community Emergency Response Team, Citizens Academy alumni, trail volunteers	\$12,000			
	40.		Experiential community art	\$38,000 - \$150,000			
	41.		Update the Mobility Element in the General Plan	\$150,000			
	42.		Explore school busing program*	\$44,000,000			
	43.		Construct Transformative Corridor projects	TBD			
	44.		New community-oriented policing team	\$914,484 Annually			

* Cost for 110 electric buses. Does not include administration, staffing, other costs