

STATE OF TEXAS

COUNTIES OF POTTER AND RANDALL

ON the 14th day of November, 2012, the Amarillo Traffic Commission met at 1:30 p.m. in regular session in the City Commission Chambers on the third floor of City Hall at 509 S.E. 7th Avenue.

ATTENDANCE

Members	Present Today	No. Meetings & Public Hearings Held Since Appointment	No. Meetings & Public Hearings Attended Since Appointment	No. Work Sessions Held Since Appointment	No. Work Sessions Attended Since Appointment
D.J. Stubben	Yes	14	14	5	5
Dean Downey	Yes	10	10	5	5
Charlie Graham	Yes	10	4	5	5
Craig Gualtiere	Yes	10	10	5	2
Tiller Watson III	No	10	7	5	4
Mark Nair	Yes	6	6	5	3
Frank Nelson	Yes	2	2	1	1

STAFF MEMBERS PRESENT:

Jerry Bird	Traffic Engineer
David Szmagalski	Traffic Operation Technician
Judy Alexander	Recording Secretary
Lt. Michael Miller	Amarillo Police Department
Michael Rice	Director of Public Works

Commissioner Downey led the Pledge of Allegiance, and Commissioner Nelson gave the invocation.

Commissioner Stubben established a quorum and called the meeting to order at 1:30 p.m. The following items of business were conducted:

- 1. APPROVAL OF THE JUNE 20, 2012, AMARILLO TRAFFIC COMMISSION MINUTES.**
Commissioner Downey made a motion to approve the minutes of the June 20, 2012, meeting. Commissioner Nelson seconded the motion, and motion carried unanimously.
- 2. CELL PHONE PUBLIC EDUCATION CAMPAIGN.**
Sonya Gross, Community Relations Coordinator for the City of Amarillo, presented an overview of the Cell Phone Public Education Campaign. She said the City Commission

had passed the handheld cell phone while driving restriction, which will go into effect soon. After the installation of the warning signs is complete, she advised there will be a warning period of several weeks before fines are charged. She emphasized that the campaign needed a single consistent message, and she suggested "One Text or Call Could Wreck It All" would be appropriate.

She stated that the campaign will need the support of the community to create an environment for positive change. She said other city departments, such as the libraries, the airport, and the health department, would be utilized to educate the public. Other agencies, including Texas Department of Transportation, Amarillo Independent School District, Amarillo College, West Texas A & M University, Chamber of Commerce, hospitals, rental car agencies, cell phone companies, realtor associations, and churches and synagogues, will be asked to partner with the city to promote the campaign.

She said there will be public service announcements and limited paid advertising on television and radio stations and in the newspaper. She said city staff and volunteers will be asked to address civic groups about the serious consequences of cell phone use. She said the campaign will be similar to the "Click It or Ticket" campaign for seat belt usage. She emphasized that safety is the most important aspect of the restriction, not generating funds or intrusion in the lives of citizens.

3. **DISCUSS AND CONSIDER SPEED LIMIT ON COULTER STREET BETWEEN TASCOSA ROAD AND ST. FRANCIS LOOP 335.**

Jerry Bird, Traffic Engineer, stated with increased development in the Woodlands Subdivision as well as completion of North Coulter Street out to Loop 335, the speed limit ordinance for Coulter Street in this area needs to be updated. He said the Traffic Engineering Department recommends that the Traffic Commission forward to the City Commission a recommendation to amend Section 16-3-1002, Schedule B, Maximum Speed Limit as follows:

DELETE:

<u>Location</u>	<u>From</u>	<u>To</u>	<u>MPH</u>
N. Coulter	Tascosa Rd.	White Poplar	35

ADD:

<u>Location</u>	<u>From</u>	<u>To</u>	<u>MPH</u>
N. Coulter St.	Tascosa Rd.	Jersey Elm	35
N. Coulter St.	Jersey Elm	Loop 335	45

Commissioner Nair requested an explanation of how speed limits are set. Mr. Bird said the speed studies are taken, and typically speeds are set using the 85% percentile speed.

Commissioner Nelson made a motion to recommend the modifications to the City Commission. Commissioner Nair seconded the motion, and motion carried unanimously.

4. **DOWNTOWN PARKING RESTRICTIONS.**

Mr. Bird stated the Traffic Engineering Department received requests to modify on-street parking restrictions in the Central Business District (CBD). The requests were made by the owners or managers of businesses directly adjacent to the restricted curbside parking areas. All the owners/managers expressed an interest in extending parking time for the convenience of their customers.

He said the parking signs have been removed or modified for the areas for at least 90 days on a trial basis, and staff has received no complaints regarding the parking changes. Follow-up calls to the requesting businesses indicated that the relaxed parking restrictions are working as intended.

He stated the Traffic Engineering Department recommends that the Traffic Commission forward to the City Commission a recommendation to pass a resolution amending existing CBD parking restrictions for areas listed below:

<u>Location</u>	<u>Existing Restriction</u>	<u>Change to</u>
100 SE 11 th - North Side, West Half	1 Hour	2 Hour
100 SE 11 th - South Side, West Half	1 Hour	2 Hour
100 SE 9 th - South Side, West Half	2 Hour	Remove
300 SE 5 th - North Side	2 Hour	Remove

Commissioner Nelson made a motion to recommend to the City Commission the parking modifications be approved. Commissioner Downey seconded the motion, and motion carried unanimously.

5. **SHARE THE ROAD SIGNS:**

Mr. Bird presented accident data collected before and after the "Share the Road" sign installation in February 2011. He stated that in the twelve-month period before the sign installation, there were 92 motorcycle accidents with one fatality. In the twelve-month period after installation of the "Share the Road" signs, there were 113 accidents with three fatalities, a 22.8% increase. He reported there were 23 bicycle accidents in the twelve month period before installation of the signs, and 25 bicycle accidents in the twelve month period after installation. He distributed a handout taken from the 2011 MUTCD, which outlines the function and purpose of signs. Also included were various articles submitted from traffic engineers on bicycle safety and the use of warning signs. Mr. Bird suggested members of the Traffic Commission may want to revisit the "Share the Road" signs at a future meeting to examine if improvements could be made.

There being no further business, the meeting was adjourned at 2:28 p.m.



D. J. Stubben, Chairman