

COUNCILWOMAN  
JEANNINE PEARCE

**R-36**

**Date:** December 8, 2020

**To:** Honorable Mayor and Members of the City Council

**From:** Councilwoman Jeannine Pearce, District 2

**Subject: Speed Cushions for Florida Street**

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**RECOMMENDATION:**

Increase appropriations in the General Fund Group in the Public Works Department by \$5,600, offset by the Second Council District One-time District Priority Funds transferred from the Citywide Activities Department to install speed cushions on Florida Street from Cherry Avenue to Junipero Avenue in the Second District; and,

Decrease appropriations in the General Fund Group in the Citywide Activities Department by \$5,600 to offset a transfer to the Public Works Department.

**DISCUSSION**

Florida Street is parallel to Retro Row, and faces not only high speeds of people surpassing 4th street, but also includes high traffic from delivery trucks. In the past several months, Council District 2 has received complaints of high speed traffic that has taken the lives of many neighborhood pets.

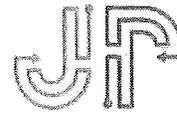
Since taking office in July 2016, Councilwoman Pearce has worked with staff to slow the traffic on Florida Street between Cherry Avenue to Junipero Ave. The Council office has had the street evaluated for new parking designs that did not get approved by the traffic engineer. Florida Street was selected as a residential street to be closed as part of the Open Streets Initiative.

After review by the Public Works Department, the street qualifies for speed cushions to mitigate traffic impacts. Studies have shown that speed cushions have been effective in reducing traffic fatalities by 44 percent including reduction of cars speeding through. The development of this traffic measure will enhance the safety of the neighborhood and ensure traffic flow slows down.

This matter was reviewed by Revenue Management Officer Geraldine Alejo on November 30, 2020

**FISCAL IMPACT**

This recommendation provides District Priority Funds to install speed cushions on Florida Street from Cherry Avenue to Junipero Avenue in the Second District. The total appropriation increase



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of \$5,600 in the General Fund Group in the Public Works Department will be offset by a decrease of appropriation of the Second Council District One-Time District Priority Funds in the General Fund Group in the Citywide Activities Department. The recommendation is anticipated to require a minimal level of staff hours beyond the budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.