



**College Avenue  
Reconfiguration Project**

Project Status Report 1 of 3

Reporting Period July 2023 - January 2024

*Municipal Services Committee February 26, 2024*

# Construction Observations

- Contractor completed the work from July 10 - July 14, 2023
- Work completed during the day, under traffic
- Completed on budget and ahead of schedule





# Early Phase Adjustments

- Following reopening traffic was closely monitored
- Traffic signal timing tweaks for optimized traffic flow
- Monitoring and adaptation of loading zones



# 2023 Summer Roadwork Impact

- Summer roadwork affected the traffic flow and loading zones
- Increased traffic and longer queues on College Avenue
- Once the projects were completed, traffic queue lengths were alleviated





# Business Loading Zones

- With construction season, Oneida Street loading zones were impacted
- A temporary loading zone location was developed
- The permanent loading zone was reestablished and the temporary loading zone was removed
- Will continue to explore in 2024



# College Ave Reconfiguration Project Metrics

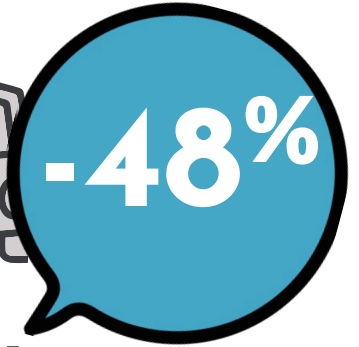
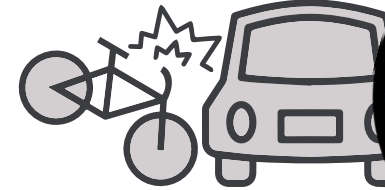
Reporting Period #1: July 2023 - January 2024



Traffic  
Count



Parking App.  
Meter Revenue



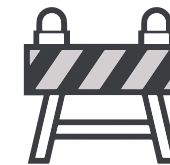
Crashes



Bike, Pedestrian,  
Scooter Count



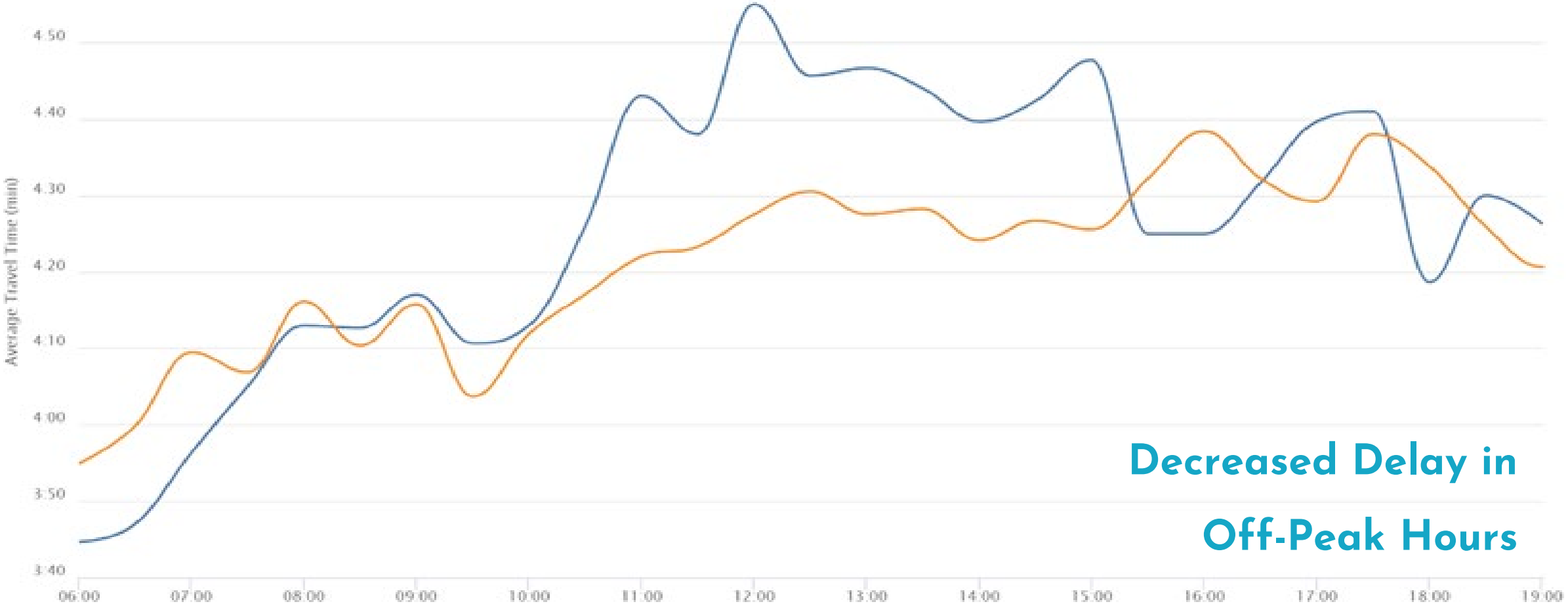
85<sup>th</sup> Percentile  
Vehicle Speed



Police  
Roadway  
Closures

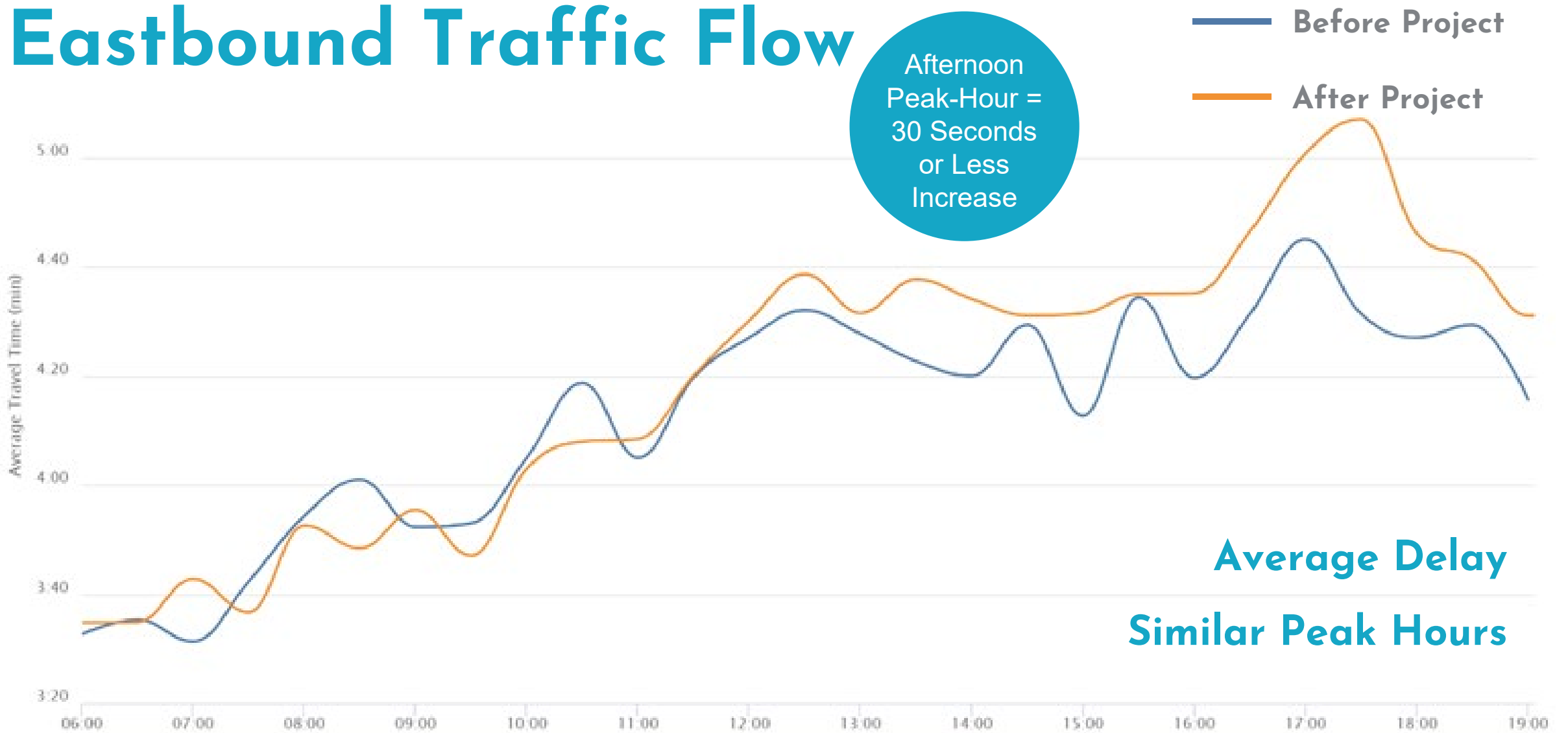
# Westbound Traffic Flow

- Before Project
- After Project



**Decreased Delay in  
Off-Peak Hours**

# Eastbound Traffic Flow



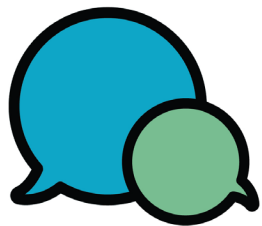


# Reactions from Residents

Post project we received mostly positive resident feedback.

A few concerns about merge points.





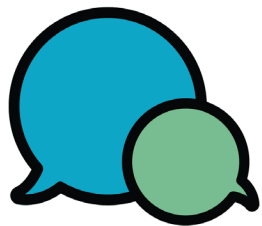
“I was initially opposed to the changes thinking that the rate of traffic would not allow for a continued flow, resulting in back-ups. While this did happen in the beginning of the change, the recent traffic signal adjustments and the slower speeds at which people drive have helped the flow to where the lane reductions are no longer an issue. I also feel that it is safer for both drivers and pedestrians. My mind has been changed.”

– Thomas W.

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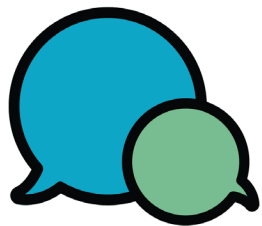


“The improvements to College Ave are fabulous. It's civilized again, can go from one end to the other without the maddening racing which has become dangerous and juvenile. And it didn't take long.”

– Judy C.







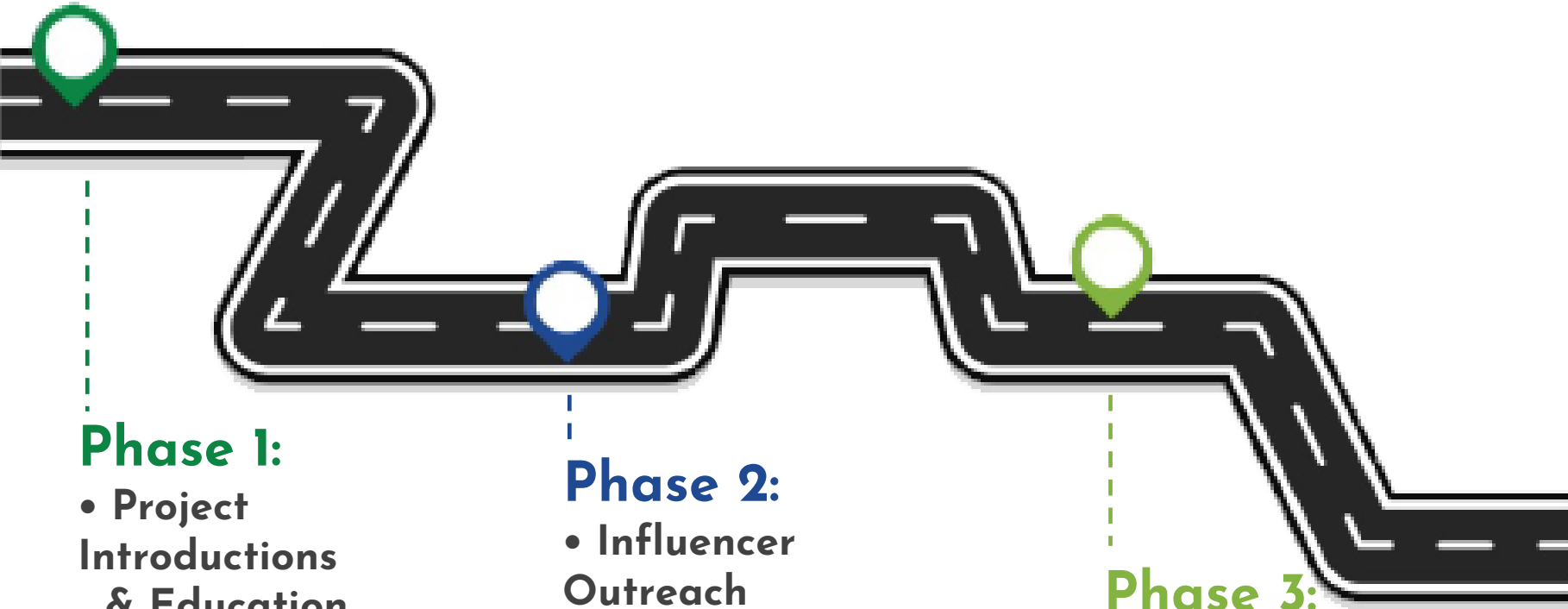
“When I first heard that College Avenue was going to be reconfigured to two lanes, I wondered if this was someone's idea to force the street into becoming a pedestrian walkway. I couldn't wrap my head around the concept. My first trip down the avenue changed my mind completely. Surprisingly, the traffic was smoother and less congested. I wasn't stuck waiting for someone in front of me trying to make a left-hand turn. I'll admit I was wrong. It seems to work just fine. Congratulations on successfully completing this transition. Hope it is well received.”

– Thomas M.

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# Ongoing Communication & Outreach



## Phase 1:

- Project Introductions & Education
- Summer-Fall 2023

## Phase 2:

- Influencer Outreach & Conversations
  - Collaboration with ADI & DPW
- Winter-Spring 2024

## Phase 3:

- Testimonials & Success Stories
  - Farmers Market Presence
- Summer-Fall 2024

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# Digital Engagement Strategy

- Regular updates on the website
- Expansion of the FAQ section
- Development of informational and testimonial videos





# Conclusion & Future Direction

- Off to a strong start
- Assess loading zone improvements
- Continue collecting data
- Participate in outreach activities and engage with stakeholders for feedback



# Stay Connected



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