

Agenda Report

December 13, 1999

To: City Council

Through: Public Safety

From: City Manager

Re: 90-day status report on the effectiveness of the City's Cruising Ordinance.

RECOMMENDATION

This report is for information only.

BACKGROUND

On September 6, 1999 a Cruising Ordinance went into effect throughout the City's Old Pasadena area. The principle focus of the ordinance was to reduce traffic flow on Colorado Blvd., which had repeatedly reached a stage of gridlock. In approving the ordinance, City Council requested the Police Department report back in 90 days as to the measure's effectiveness. This report is designed to provide that informational update.

On July 23 & 24, 1999 the City's Public Works Department contracted with an outside vendor to provide a traffic count for the eastbound lanes on Colorado, just East of Pasadena Blvd. This count was 3,719 cars between the hours of 9:00 p.m. and 2:00a.m. (the hours in which the ordinance is in effect).

Beginning the week of September 10 & 11, 1999, permanent signage was installed at strategic points, and two mobile message signs were deployed. From the outset, it was clear that the signs, and the publicity the ordinance had garnered, had a significant effect on traffic volume. Prior to the ordinance, it was necessary on almost a weekly basis to institute traffic diversions, during which cars would be routed around Colorado Blvd., so as to alleviate gridlock conditions. In the three months since the ordinance went into effect there has not been a need to institute a single diversion.

On November 12 & 13 an outside vendor contracted by the City's Public Works Department conducted a traffic count in the same area as the July 23 & 24 study. This count was 2215 cars – a 41% reduction. This data is consistent with the impressions of police officers assigned to the impacted area, who have noted a clear reduction in traffic flow. It is significant to note that the improved traffic conditions have been attained without generating as much as a single complaint from impacted parties, and without having to issue any actual citations for violating the Cruising Ordinance. The ordinance's effectiveness was recently attested to at an 11/17 meeting of Old Pasadena Business Association's Security Committee. At this meeting various members reported increased sales, and an improved clientele, since the ordinance went into effect.

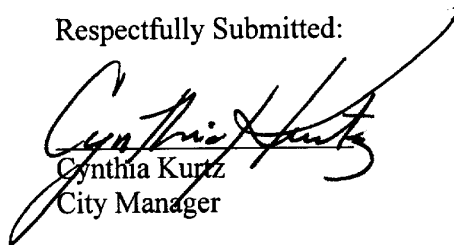
At this point the sole expense associated with the program is the \$100 cost of hauling the portable message signs into location. As it is not anticipated that these signs will be needed on a regular basis, the impact is minimal, and may even be eliminated altogether by having on duty police personnel position the signs themselves.

Given the aforementioned positive impact of the Cruising Ordinance, and the fact that there appear to be no negative aspects to offset it, it is recommended that it remain in effect.

FISCAL IMPACT

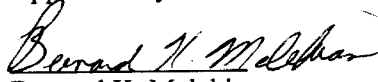
This report is informational only and carries with it no fiscal impact.

Respectfully Submitted:



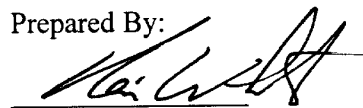
Cynthia Kurtz
City Manager

Approved By:



Bernard K. Melekian
Chief of Police

Prepared By:



Kevin White
Commander, Special Operations Division