

Hayward, CA Neighborhood Traffic Calming Program

**PROJECT OWNER:**

City of Hayward

PROJECT DATE(S):

2015 - 2016

TJKM CLIENT REFERENCE:

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\$208K

PROJECT DESCRIPTION:

TJKM developed the first comprehensive Neighborhood Traffic Calming Program for the City of Hayward, to eliminate current inconsistencies in the application of traffic calming strategies and provide a well-defined toolkit to utilize the most proper and effective solutions with community outreach and collaboration. The program was developed to serve as a guide for the staff, elected officials, and residents to become acclimated to the policies and procedures for successful implementation of traffic calming solutions that will benefit Hayward residents and businesses with a variety of traffic safety related concerns.

The project aimed to assess Hayward's current mobility related concerns and challenges, research various traffic calming strategies deployed by cities and states across the nation, and develop a robust traffic calming toolkit that will assist the City of Hayward in addressing these issues. Key elements of the toolkit included: the adoption of the four E's approach – Education, Empowerment, Enforcement, and Engineering, to expand the available strategies and tools to address neighborhood traffic safety concerns; engineering criteria on the feasibility of each traffic calming measures; effective policies to be applied consistently throughout the City for reviewing traffic related complaints and making necessary improvements; community engagement in the decision-making and implementation process; and identifying funding options.



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