



CITY OF RENO

Memorandum

DATE: February 4, 2025

TO: Mayor and City Council

THROUGH: Jackie Bryant, City Manager

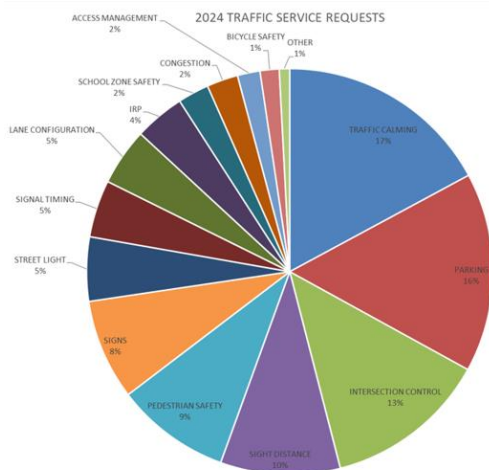
FROM: Kerrie Koski, Director of Public Works & City Engineer
Khalil Wilson, Assistant Director of Public Works

DEPT: Public Works

SUBJECT: Traffic Safety Improvements: 2024 Recap and 2025 Priorities

This memo provides an update on the standalone traffic safety improvements completed in 2024 and outlines the priorities for 2025. The term "standalone" refers to improvements that were implemented independently, separate from Regional Transportation Commission of Washoe County (RTC) capacity projects.



In 2024, the Public Works department received 725 service requests from the public on traffic related concerns. Over 60% of those were requesting traffic control measures devices to change driver behavior. Below is a summary of those requests.







Over 60% of Service Requests


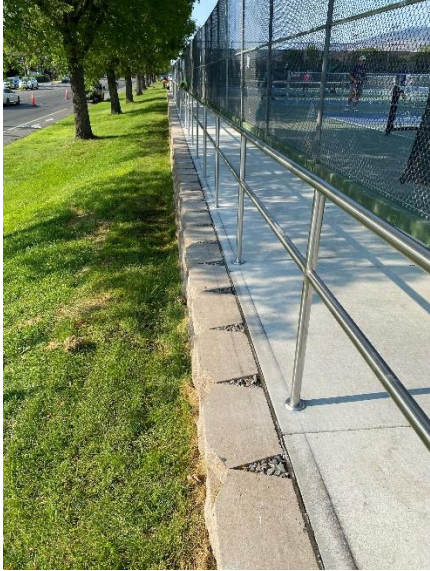

- 117 requests for **Traffic Calming** = change speed limits, add speed feedback units and speed tables,
- 111 requests for **Parking controls** = add red curbs, time limits
- 91 requests for **Intersection Controls** = add STOP, traffic signals, yields, roundabouts, protected left turns.
- 69 requests for **Sight Distance** = change roadway geometry and remove trees/shrubs
- 64 requests for **Pedestrian Safety** = add crosswalks, pedestrian beacons and leading intervals at signals


Below is a summary and image of the stand-alone Traffic Safety Improvements implemented in 2024.

Improvement Type	Description	Locations
<p style="text-align: center;">Traffic Signals</p> 	<p>Controls the flow of traffic at intersections by directing vehicles and pedestrians to stop or proceed.</p>	<p><i>Three new locations completed:</i></p> <ul style="list-style-type: none"> ✓ Temporary Signal at Golden Valley/Virginia Street ✓ New Signal at Moana Lane/Baker Lane ✓ New Signal Double R Blvd./ Lauren Court
<p>Rectangular Rapid Flashing Beacon (RRFB)</p> 	<p>A device designed to increase driver awareness of pedestrians crossing roadways at marked midblock crossings or uncontrolled intersections.</p>	<p><i>Ten new locations installed 2024:</i></p> <ul style="list-style-type: none"> ✓ Sierra Street at Riverwalk ✓ Kings Row at McDonald Dr. ✓ Gentry Way at Wrondel Way ✓ East 4th Street at HOPES ✓ Neil Road at Campus Drive ✓ Selmi Dr. at Terre Verde ✓ Sky Mountain Drive at Reno View Drive ✓ Las Brisas Boulevard at Twin Creeks Drive ✓ Vassar Street at Yori Avenue ✓ Sky Vista Parkway at Trading Post Road

Improvement Type	Description	Locations
<p data-bbox="272 226 695 262">Pedestrian Hybrid Beacon (PHB)</p> 	<p data-bbox="787 325 1101 514">A traffic control device aimed at helping pedestrians safely cross higher-speed roadways at midblock crossings and uncontrolled intersections.</p>	<p data-bbox="1133 226 1404 289"><i>First PHB installed in Northern Nevada:</i></p> <ul data-bbox="1182 294 1425 352" style="list-style-type: none"> ✓ Second Street at Renown
<p data-bbox="300 762 669 798">Speed Feedback Radar Signs</p> 	<p data-bbox="787 861 1107 1117">A speed-measuring device, which consists of loop detectors or radar, and a message sign that displays feedback to those drivers who exceed a predetermined speed threshold.</p>	<p data-bbox="1133 762 1380 793"><i>Four new locations:</i></p> <ul data-bbox="1182 798 1474 928" style="list-style-type: none"> ✓ Leadership Parkway ✓ Keystone Avenue ✓ Gentry Way ✓ Sommerset Parkway

Improvement Type	Description	Locations
<p data-bbox="293 226 673 258">Flashing School Zone Beacons</p> 	<p data-bbox="789 327 1105 548">A device programmed to flash only when the school zone speed limit is in effect. This helps draw attention to signs and encourages drivers to slow down.</p>	<p data-bbox="1133 226 1385 258"><i>Eight new locations:</i></p> <ul data-bbox="1182 264 1479 743" style="list-style-type: none"> ✓ Veterans Elementary ✓ Cannan Elementary ✓ Desert Heights Elementary ✓ Coral Academy of Science ✓ Silver Lake (Stead Elementary) ✓ Valley Rd. (Coral Academy of Science Elementary) ✓ Vaughn Middle ✓ Sky Mountain (Coral Academy of Science Northwest)
<p data-bbox="315 863 651 894">Audible Pedestrian Signals</p> 	<p data-bbox="789 957 1105 1178">Provide audible and/or vibrotactile signals alongside visual pedestrian signals to help pedestrians who are visually impaired to know exactly when the WALK interval begins.</p>	<p data-bbox="1133 863 1385 894"><i>Seven new locations:</i></p> <ul data-bbox="1182 900 1479 1409" style="list-style-type: none"> ✓ Second Street & Evans Ave. ✓ McCarran Blvd. & Mira Loma Dr. ✓ Moana Lane & Neil Road ✓ Plumb Lane & Lakeside Dr. ✓ Virginia St. & Meadowood Mall Circle ✓ Peckham Lane & Smithridge Drive ✓ Longley Lane & E. Huffaker Ln./Colbert Dr.

Improvement Type	Description	Locations
<p data-bbox="261 226 706 262">Traffic Calming/Flow Optimization</p> 	<p data-bbox="789 296 1101 678">The practice of using design strategies to deliberately slow down vehicle traffic in a specific area while still maintaining a smooth and efficient flow, aiming to prioritize pedestrian and cyclist safety by reducing vehicle speeds without causing excessive congestion.</p>	<p data-bbox="1135 226 1422 262">One location improved:</p> <ul data-bbox="1182 262 1495 352" style="list-style-type: none"> ✓ Midtown Roundabout at Virginia St. & Mary St.
<p data-bbox="310 751 654 787">New Sidewalk Connectivity</p> 	<p data-bbox="789 852 1094 942">Creating continuity and accessibility of pedestrian routes in urban areas.</p>	<p data-bbox="1135 751 1357 787">One new location:</p> <ul data-bbox="1182 787 1425 848" style="list-style-type: none"> ✓ Plumas Street & Urban Road
<p data-bbox="402 1386 565 1421">Speed Tables</p> 	<p data-bbox="789 1451 1094 1608">A raised section of road that slows down vehicles. They are taller and longer than traditional speed bumps.</p>	<p data-bbox="1135 1386 1370 1421">Two new locations:</p> <ul data-bbox="1182 1421 1471 1671" style="list-style-type: none"> ✓ Lakeside Drive between Eastshore Drive and Bonnie Briar Place ✓ Mojave Sky Drive between Pinehills Road and Kirkwood Trail

Improvement Type	Description	Locations
<p>Edge Lit Sign Pilot Program</p> 	<p>An edge-lit sign that alerts drivers making a turn at an intersection to stop and yield to any pedestrians who are crossing the crosswalk, even if they have a green light.</p>	<p>One new location improved:</p> <ul style="list-style-type: none"> ✓ California Avenue & Virginia Street

The following are prioritized for traffic safety improvements in 2025:

1. **Forest Street Bike Lane Pilot Project**
A pilot project that will implement and evaluate micromobility infrastructure and improve traffic safety for vulnerable road users.
2. **Rectangular Rapid Flashing Beacons (RRFBs)**
RRFB's are planned to be installed at the following locations:
 - Skyline Boulevard near Cashill Boulevard
 - Lakeside Drive near Berrum Lane
 - Plumas Street near Mary Street
 - Arlington Avenue near La Rue Avenue and Monroe Street
 - Keystone Avenue near Putnam Drive
3. **Traffic Signal Installations**
New traffic signal installations by RTC are planned at the intersections of:
 - North McCarran Boulevard at Leadership Parkway
 - Buck Drive at North Hills Boulevard
 - South Virginia Street at South Hills Drive
 - Lemmon Drive at Sunset View Drive
4. **\$1,000,000 Community Project Funding Grant for School Zone Flashing Beacons**
In partnership with the Washoe County School District, a significant investment will be made to install flashing beacons in approximately half of the school zones across the city that require this infrastructure to enhance student safety.
5. **\$1,168,947 CDBG Funding for ADA Accessible Pedestrian Signals and Ramps, and School Zone Flashing Beacons in CDBG-Eligible Locations**

Installation of audible signals, pedestrian ramps and school zone flashing beacons in CDBG-eligible areas to enhance visibility and safety for pedestrians. Locations include East University and Yori Way.

6. **New Sidewalk Connectivity**

A new sidewalk will be built on the west side of Plumas Street, filling the connectivity gap from the Reno Tennis Center to the Alpine Skilled Nursing Center at 3101 Plumas Street.

7. **Speed Tables on Eastshore Drive**

Installation of speed tables to reduce speeding and enhance pedestrian safety along Eastshore Drive.