

Town of Danville

Neighborhood Traffic Management Program

Update: September 2025

*Preserving the Quality of
Danville's Neighborhoods*



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Introduction

Many of us live overscheduled and fast-paced lives. The hectic pace of modern living, along with the ability of modern technology to insulate us from the external world, results in our tendency to negotiate local roadways with greater ease and at higher speeds. The noticeable increase in vehicular speeds, in conjunction with an overall growth in traffic volume throughout the region, have resulted in a recurring concern by residents that more vehicles are traveling faster through neighborhood streets. Residents feel that the number of speeding vehicles threatens the safety, peace and character of their neighborhoods. Providing an efficient multi-modal transportation system, while maintaining the safety of Danville's streets, is a constant challenge.

Neighborhood Traffic Management

The Danville Town Council adopted the Neighborhood Traffic Management Program (NTMP) in 1996 to address age-old neighborhood traffic issues using an innovative and community-based approach. The Danville NTMP was the first "traffic calming" program of its kind in Contra Costa County, and represents the Town Council's commitment to the safety and livability of its neighborhoods. The program's goal is to restore and maintain a balance between mobility and neighborhood quality of life. In the process, we also

hope to make safety and appropriate driving behavior a higher priority for all users of Danville's roadways.

The program has been effective in reducing traffic concerns on local streets throughout Danville. Since its inception, periodic changes to the initial program have been adopted by the Town Council. These changes streamline the process and allow the program to keep pace with modern traffic engineering technologies by incorporating new traffic calming techniques and policies.

Goals of the Neighborhood Traffic Management Program

Through implementation of the NTMP, the Town of Danville seeks to achieve the following goals:

Neighborhood Livability:

This goal strives to provide opportunities for neighbors to socially interact without traffic distractions or threats, establish a sense of neighborhood identity, and balance the multiple uses of a public roadway with the needs of a neighborhood.

Citizen Participation & Education:

This goal strives to provide an educational forum where residents can be actively involved in evaluating the advantages and disadvantages of traffic management efforts. Through the NTMP process, residents can obtain an understanding of traffic calming and traffic safety techniques available in the program.

Safe & Efficient Multi-Modal Circulation System:

This goal strives to provide an efficient environment where people can move safely and easily by walking, biking, driving, and using transit.



Definition of **Traffic Calming**

What Traffic Calming Is

Traffic calming began in Europe around 1970 and has grown from a non-traditional approach to a widely adopted method of reducing traffic problems on residential streets. In Danville, traffic calming is the art and science of managing inappropriate vehicular speeds and volumes through educational, enforcement, encouragement, and/or engineering measures so that their negative impacts on residents, pedestrians, bicyclists and schools are minimized.

More specifically, traffic calming can be used to:

- Achieve slower vehicular speeds
- Reduce collision frequency and severity
- Increase the safety and the perception of safety for non-motorized users of the street
- Reduce the need for police enforcement
- Enhance the street environment

! It is important to highlight that Town staff will proactively address street safety concerns, in addition to the projects involved in the NTMP process. Residents are encouraged to contact the Transportation Division with street safety concerns at transportation@danville.ca.gov.

What Traffic Calming Is Not

- **Traffic calming does not directly address cut-through traffic on residential streets.** Cut-through traffic can be difficult to quantify and can be more of a neighborhood-scale concern if through-traffic is simply addressed by pushing the problem to another street. The intent of traffic calming is to make Danville streets safer and more comfortable for all by reducing vehicle speeds.
- **Traffic calming does not include the use of regulatory measures such as stop signs.** Unlike traffic signals or stop signs at intersections, which do not reduce mid-block speeds, traffic calming measures encourage slower vehicular speeds along the length of a block rather than at intersections.
- **Traffic calming does not apply to arterial (non-local) streets** due to their distinct purpose to accommodate higher traffic volumes and speeds, including for public transit and emergency response vehicles. Safety improvements for these roads are pursued either in conjunction with other major capital projects or as standalone initiatives, prioritized based on identified needs.

Balancing the E's

Education • Enforcement Encouragement • Engineering

Education, enforcement, encouragement, and engineering – the four E's – are commonly accepted elements needed for the successful implementation of a traffic calming program. The Danville NTMP process takes an approach which incorporates all four elements.

- **Education:**

Residents will be provided with information and tools through a variety of outlets to make informed decisions about neighborhood traffic concerns and influence driving behavior. Educational aspects of the NTMP will include neighborhood engagement as well as educational marketing materials developed through partnering programs such as the Street Smarts traffic safety education program.

- **Encouragement:**

Traffic calming measures can create safer conditions for pedestrians, bicyclists, and other non-motorized road users by reducing the chances of collisions. Installing traffic calming features can promote walking and cycling as more viable transportation options, in turn decreasing the number of vehicles on local highways.

- **Enforcement:**

Some strategies can be put into effect through targeted police enforcement to increase community awareness of speeding problems. The police department is committed to utilizing its available resources to respond to areas experiencing traffic problems as identified by collision analysis, resident concerns, and conditions observed by enforcement officers.

- **Engineering:**

Traffic calming strategies involving physical features can be developed using a combination of sound engineering principles, community input, and financial constraints. The implementation of a physical device is subject to the review and approval of the Town Council.



It is important for neighborhoods participating in the NTMP to recognize that traffic concerns stem from a variety of sources and that the most appropriate solution may not be an engineering one (e.g., the installation of speed humps). Elements of the other E's, such as education, enforcement, and encouragement, are equally valuable and are viable traffic calming measures that can be implemented in a neighborhood.

Implementation Process

Part One: Preliminary Actions

This phase of the process involves understanding the specific neighborhood concerns, making field observations, and determining what actions are appropriate to address these concerns.

1. Contact Us with Your Concern

Some concerns, which are generally related to either safety or maintenance (e.g., sight distance problem requiring tree trimming or the replacement of missing signs) can be addressed immediately. Other concerns are more appropriately handled through the NTMP process. If this is the case, the Transportation staff encourage the concerned resident to initiate an application following data collection.

2. Data Collection and Analysis

Upon notification of the concern, traffic data will be collected from the neighborhood (including volume, speed, and accident information) to determine the nature and severity of the concern. Based on this empirical data, the Transportation staff will determine whether the traffic safety condition warrants continuation with the NTMP process.

See Appendix A and Appendix B for details relative to the analysis process.

3. Submit an NTMP Application

If traffic data supports the concern, the resident will be asked to submit an application. This form will document the traffic concern and identify a potential neighborhood coordinator. The application form is available on the Town website at danville.ca.gov/transportation.

See Appendix C for a list of the criteria used to rank NTMP applications.

The Danville NTMP involves a two-part implementation process. The first is a series of preliminary actions, designed to determine the nature, extent and severity of the traffic concern. The second part incorporates neighborhood input and identification of the appropriate traffic management tools to address neighborhood concerns.

Part Two: **Neighborhood Involvement & Implementation**

This second step will extensively involve the residents of the affected neighborhood in characterizing the traffic problem, setting goals and objectives, and selecting the tools.

1. Characterizing the Traffic Problem

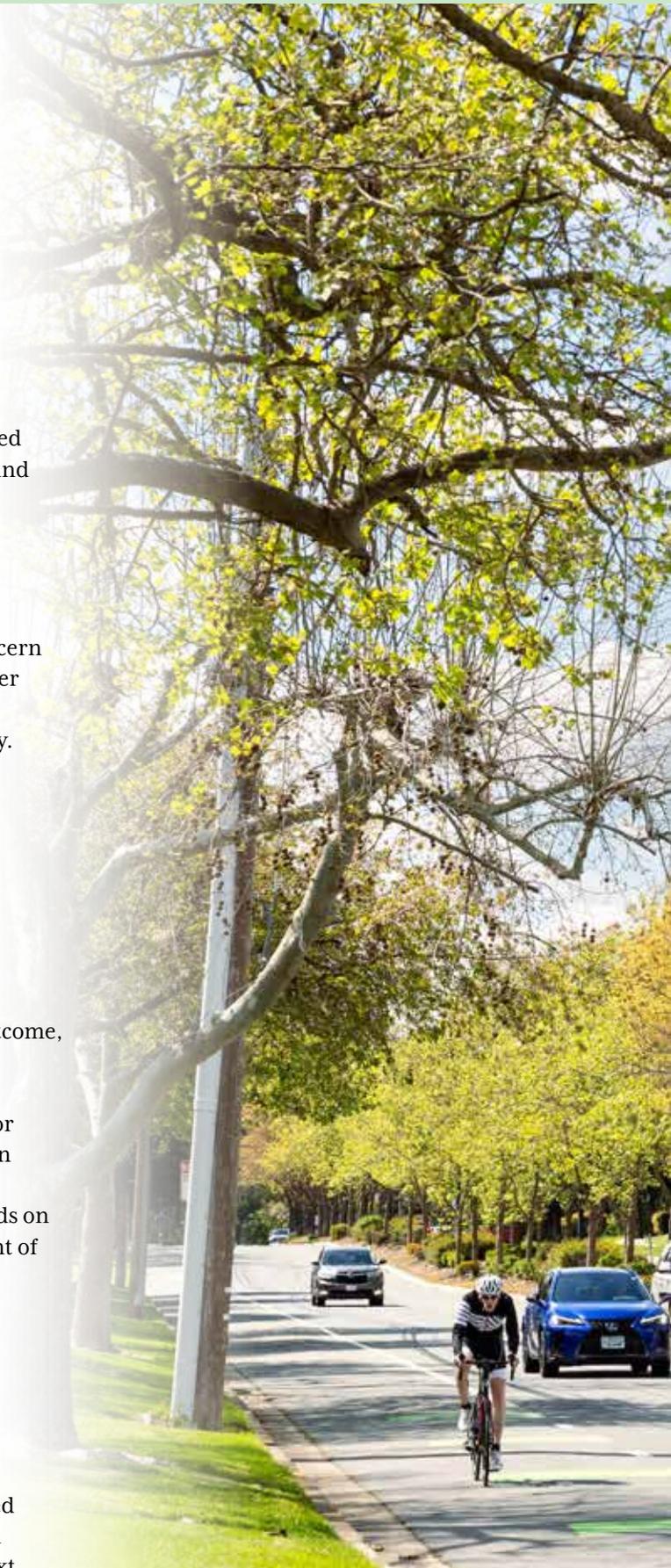
This involves accurately characterizing the cause of the traffic concern within the neighborhood. It is also important to determine whether the primary concern is one of vehicle safety, pedestrian/bicycle safety, congestion, noise, inconvenience or something else entirely. Proper identification of the problem will allow the Town to help the neighborhood determine the appropriate traffic management measures to address the core issue.

2. Setting Goals and Objectives

Before selection of appropriate traffic management measures, the neighborhood should have a clear idea of a reasonable desired outcome, which can be used as a rough yardstick for success. It is important to be pragmatic during the development of these goals as it may not be feasible, for example, to reduce the traffic volume of a major neighborhood collector street or to eliminate peak hour congestion from a street located adjacent to a school. In these instances, an attainable goal may be a targeted reduction in the prevailing speeds on the neighborhood collector street or a more expeditious movement of vehicles along the street that fronts the school.

3. Selecting the Tools

There are a number of neighborhood traffic management tools available. If possible, lower-cost measures will be used if they can address safety concerns, while higher-cost measures, such as speed humps, are reserved for the most significant situations. A detailed description of each traffic management tool is provided on the next page and organized into three general categories.



Traffic Management Tools

Category 1: Educational, Awareness, and Enforcement Measures

- Keep Kids Alive-Drive 25 Sign Program
- Radar Speed Display Sign Program
- Police Enforcement
- Community Speed Watch Program
- Street Smarts Program

These measures are the first steps in addressing traffic safety concerns within Danville neighborhoods, are community-driven and allow residents to take immediate action to address concerns by educating themselves and their neighbors about driving behaviors and ways to calm traffic. There are neighborhoods where only Category 1 measures are appropriate.

Category 2: Traffic Control Devices

- Speed Limit Signs
- Pavement Markings

These traffic management measures are used to send a specific regulatory, warning, or guiding message to motorists, cyclists and pedestrians. In residential areas, some common examples are speed limit signs and pavement markings. There are neighborhoods where a combination of measures from only Categories 1 and 2 are appropriate.

The installation of this category of traffic management tools is subject to the review of the Transportation staff to ensure compliance with applicable state and federal regulations.

Category 3: Traffic Calming Devices

- Speed Undulations
- Traffic Circles
- Raised Crosswalks
- Median/Entry Islands
- Curb Extensions
- Speed Tables

These traffic management measures involve the installation of physical features on the roadway that guide or restrict the movement of vehicles, cyclists or pedestrians. These devices typically alter the configuration, and potentially the visual and functional character of neighborhood streets. Because of their potential impacts they require detailed engineering, are expensive, and require substantial community input. The following requirements apply to this category of traffic management measures: education, public notification, engineering, neighborhood petition, fire district review, and Town Council approval. In order to implement Category 3 traffic calming measures, a neighborhood petition must be signed by 70% of residents along the primary street(s), and 50% of residents along adjacent streets or cul-de-sacs.



Appendix A: **Guidelines Used to Evaluate Traffic Problems**

To implement an effective strategy of properly managing traffic in residential areas, it is important to identify criteria which can be used to systematically evaluate the problem. The following are five commonly used factors, or measures of effectiveness, selected to evaluate traffic problems in residential areas.

Network Considerations

The function and use of a street must be identified before appropriate control measures can be effective. The control measure adopted must be based on its effect on the overall street network, adjacent intersections and streets, and upon local demands of the intersection.

Traffic Volume

A study conducted by the Federal Highway Administration indicates that perceived traffic problems in residential areas vary directly with traffic volumes and that heavy traffic negatively affects the residents' perception of the street and neighborhood. It will be important to have recent information on traffic volumes of the neighborhood to use as an aide in distinguishing between real and perceived traffic problems and in the selection of effective traffic control measures.

Accident History

A knowledge of the types and circumstances of accidents occurring is important in the selection of control measures. The number and type of accidents can be readily used to evaluate an existing situation.

Sight Distance

The relative risk of a right angle collision at an intersection is based primarily on the ability of approaching vehicles on a collision course to take evasive action. The capability of taking this evasive action is a function of available intersection sight distance, approach speed, pavement condition and approach grade.

Speed Patterns

Studies have shown that increases in speed can reduce neighborhood quality and property values. Vehicle approach speed is an important means of assessing what controls are appropriate. Excessive speed can be reduced and more effectively controlled if traffic control measures are appropriately installed.





Appendix B: Engineering Considerations

Traffic Volume

The function and use of a street is an important consideration in assessing the use of traffic calming devices. In general, streets that function as, or are classified in the General Plan as, an “arterial” or a “collector” roadway (streets that typically carry in excess of 1,500 vehicles per day) are not appropriate candidates for “vertical deflection devices” (e.g., any variation of a speed undulation, speed table, raised intersection, etc.). There are exceptions to this rule, and they apply on streets that are intended to serve a predominantly pedestrian area or are flanked on both sides by public facilities and/or school related facilities that experience high pedestrian traffic.

Diverted Traffic

Sometimes, successfully calming traffic on one street may result in the diversion of traffic onto an adjacent street. The following guidelines are followed in establishing impact limitation on non-project local streets:

1. An increase of more than 150 vehicles per day as a result of an NTMP project is not acceptable on any local street regardless of its prior volume.
2. An increase of more than 400 vehicles per day as a result of an NTMP project is not acceptable on any major street.
3. The resulting traffic volume on any local street should not exceed 1,500 vehicles per day.

The Town has established these guidelines for the following reasons:

- Residents of adjacent non-project local streets are provided with some assurance that traffic problems on one local street will not be solved simply by shifting the problem to other local streets.
- The guidelines can be translated to a table where the impact limit on any given street can be quickly and easily identified.
- The guidelines provide a quantifiable and objective standard for measuring the success or failure of a project.

An increase in traffic volume that exceeds the impact guidelines is not necessarily fatal for a project. Other, more qualitative, criteria should also be used to help determine whether a project’s secondary or unintended impacts are acceptable.

Appendix C:

Project Ranking Guidelines

Accidents

The accident history of a project area will be considered as a factor in ranking the priority of a project area.

Traffic Volumes

The average daily traffic volume (ADT) of the subject street(s) will be considered as a factor in ranking the priority of a project area.

Funding

The availability of funding will be a factor in determining which projects can be completed annually.

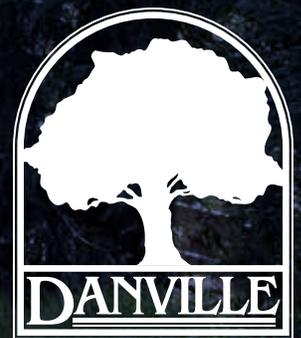
Schools and Pedestrian Areas

The project area's proximity to schools and other pedestrian-oriented areas (e.g., parks) will be considered as a factor in ranking the priority of a project area.

Speed

A survey of the average driving speed within the project area will be taken. The percentage above the speed limit will be considered as a factor in ranking the priority of a project area.





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