

**TRAFFIC SAFETY COMMISSION
AGENDA REPORT**

TO: Traffic Safety Commission

FROM: Patrick Thomas, Director of Public Works/City Engineer

DATE: June 27, 2024

SUBJECT: Madison Avenue Pedestrian Crossing

PREPARED BY: Nick Minicilli, Senior Traffic Engineer
Erick Escobedo, Associate Engineer II

RECOMMENDATION: That the Traffic Safety Commission direct staff to implement crosswalk signing, striping, and a Rectangular Rapid Flashing Beacon (RRFB) crosswalk system across Madison Avenue at Sanborn Avenue.

BACKGROUND: In June of 2024, staff received several complaints regarding unsafe pedestrian activity on Madison Avenue in front of San Joaquin Valley College (SJVC). The complaints came from nearby businesses and SJVC staff as they alleged that students were crossing at various uncontrolled locations along Madison Avenue to access the school parking lot and causing near accidents.

Staff performed a field review of the existing conditions and have determined that a striped crosswalk should be installed on Madison Avenue, just north of Sanborn Avenue. Pedestrian ramps already exist at this location, however, no signing or striping controls accompany the crosswalk location. Staff feel the existing crosswalk location requires signing and striping enhancements to draw the attention of motorists and pedestrians to the crosswalk. Staff additionally recommend that a Rectangular Rapid Flashing Beacon (RRFB) Crosswalk System should be installed to further provide warning to motorists of pedestrians crossing Madison Avenue.

Due to the existing crosswalk without proper crosswalk warning controls, Staff recommends the installation of signing, striping, and a RRFB crosswalk system across Madison Avenue at Sanborn Avenue.

FISCAL IMPACT: Minor cost associated with installation of signing, striping, and RRFB crosswalk system.

ATTACHMENTS: Exhibit A – Proposed Crosswalk Improvements