

INFORMATION REPORT

REPORT TITLE: TRAFFIC DATA REPORT
ITEM NUMBER: 67
DATE OF MEETING: 11 APRIL 2012
AUTHOR: SATYEN GANDHI
JOB TITLE: ACTING MANAGER TRANSPORT AND TRAFFIC
RESPONSIBLE OFFICER: DEB RICHARDSON
JOB TITLE: ACTING GENERAL MANAGER CITY DEVELOPMENT
COMMUNITY GOAL: 3 8 – Ensure a sustainable, safe and integrated transport system is developed from and maintained for the community considering a balance between intra-city and inter-city demands.
REPRESENTOR/S: NIL
ATTACHMENTS: 1 – TRAFFIC DATA
2 – SOS DEPLOYMENT AND POLICE NOTIFICATION TABLE

PURPOSE

To provide information to the Road Safety Committee outlining:

- The traffic data collection programme from March 2011 to August 2011
- increases in traffic volume and/or vehicle speeds in the streets 'measured'
- Action/s proposed or undertaken to address these issues.

RECOMMENDATION

MOVED:
SECONDED:

That:

1. The report be received.
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BACKGROUND

The City of Unley Road Safety Committee (RSC) Action Plan requires that a report be submitted every four months on Council's traffic data collection programme.

Typically, traffic counters are placed in each scheduled street on a Monday and collected on Friday morning of the same week. This allows 3 full days of traffic data collection which usually allows sufficient information to be obtained on traffic volume and speed.

Unless specifically required, data is not collected on Mondays or Fridays, weekends, during school holidays or when road works are scheduled. These times generally record fewer vehicles or give a distorted view of traffic volume and speed.

Where the data shows that the posted speed limit is exceeded by between 30-50% of vehicles, the Speed Observation Sign (SOS) is deployed to remind motorists to check their speed. Where more than 50% of the vehicles recorded are exceeding the posted speed limit, and the 85% speed is 15-20% above the posted speed limit, the information is forwarded to SA Police for their information and enforcement.

DISCUSSION

Overall, the data collected for the streets has shown that there have not been significant changes in traffic volumes. However, the SOS has been deployed (based on the speed data) in the following streets :

Suburb	Street
Unley	Frederick Street
	Fairford Street
Millswood	Cheltenham Street
Black Forest	Hartland Avenue
Clarence Park	East Avenue
Fullarton	Gladstone Street
	Milton Avenue
	Church Street
	Cross Street
	Roseberry Avenue
Hyde Park	Fashoda Street
Malvern	Malvern Avenue
	Duthy Street
	Marlborough Street
Myrtle Bank	Braeside Avenue
Parkside	Campbell Road
	Robsart Street
	Kenilworth Road
Unley Park	High Street

Information has been sent to SAPOL for the following streets:

Suburb	Street
Black Forest	Aroha Terrace
	Byron Road
Clarence Park	Frederick Street
Fullarton	Cross Street
Highgate	Euston Avenue
	Yeo Avenue
Kings Park	Jellicoe Avenue
	Ningana Avenue
	Seymour Avenue
Malvern	Clifton Street
	Cheltenham Street
	Eton Street
	Marlborough Street
Millswood	Regent Street
Parkside	Robsart Street
	Kenilworth Road
	Leicester Street
Unley	Frederick Street
Unley Park	High Street

A further report will be submitted to the May 2012 meeting of the RSC with information on traffic data collected from September 2011 to February 2012 inclusive.

TRAFFIC DATA							
Street	Suburb	Date	Average Daily Total	85% Speed Km/h	Date of last Count	Average Daily Total	85% Speed Km/h
Church St	Highgate	10 Mar 2011	414	45	27 Nov 2008	449	45.7
Braeside Ave	Myrtle Bank	10 Mar 2011	260	43.9	24 July 2008	199	44.6
Salisbury St (south of no entry)	Unley	10 Mar 2011	757	42.8	6 May 2010	761	45.7
Parsons St	Wayville	10 Mar 2011	920	49	30 July 2009	878	49.7
Rhyl Ave	Wayville	10 Mar 2011	124	40.3	10 Apr 2008	128	40.3
Short St	Wayville	10 Mar 2011	179	34.9	5 June 2008	255	42.8
Young St (between Joslin/Clark)	Wayville	10 Mar 2011	552	50	26 Mar 2009	574	46.1
Young St (between Short/Joslin)	Wayville	10 Mar 2011	1063	47.5	9 May 2007	828	51.8
Mills St (Outside No 1)	Clarence Park	24 Mar 2011	2632	37.4	24 Feb 2011	2591	37.05
Mills St (Outside No 25)	Clarence Park	24 Mar 2011	2343	43.6	24 Feb 2011	2331	40.3
Mills St (Outside No 65A)	Clarence Park	24 Mar 2011	1871	47.9	24 Feb 2011	1817	47.2
Esmond St (between Mann.Enterprise)	Hyde Park	24 Mar 2011	504	39.6	14 May 2009	482	40.7
Esmond St (between Gully/Nalpa)	Hyde Park	24 Mar 2011	468	37.4	14 May 2009	577	29.5
Fashoda St (between Unley/Nalpa)	Hyde Park	24 Mar 2011	749	41.8	8 May 2008	803	44.6
Fashoda St (between Nalpa/Charra)	Hyde Park	24 Mar 2011	661	47.2	22 July 2010	709	48.6
Queen St (between Arthur/Mary)	Unley	24 Mar 2011	378	34.9	6 Aug 2009	341	40
Queen St (between Arthur/McGowan)	Unley	24 Mar 2011	604	38.2	6 Aug 2009	456	40

Street	Suburb	Date	Average Daily Total	85% Speed Km/h	Date of last Count	Average Daily Total	85% Speed Km/h
East Ave (between Chelmsford/Aroha)	Black Forest	31 Mar 2011	7586	46.1	14 Oct 2010	8162	49.7
East Ave (between Forest/Railway)	Black Forest	31 Mar 2011	8571	50	14 Oct 2010	9029	51.8
East Ave (between Fairford/Laugh)	Black Forest	31 Mar 2011	8009	51.5	14 Oct 2010	8288	52.2
East Ave (between Mills/Kelvin)	Clarence Park	31 Mar 2011	9063	52.2	14 Oct 2010	9279	52.9
East Ave (between Lorraine/Langdon)	Clarence Park	31 Mar 2011	9029	54	14 Oct 2010	9146	52.6
East Ave (between Cross/George)	Clarence Park	31 Mar 2011	9235	50.8	14 Oct 2010	9291	50
Young St (between Roberts/Palmerson)	Unley	31 Mar 2011	1865	41.8	6 Dec 2007	1629	34.2
Young St (between Salisbury/Irwin)	Unley	31 Mar 2011	1917	39.6	6 Dec 2007	2103	45.4
Young St (between King William/Miller)	Unley	31 Mar 2011	2326	37.8	6 Dec 2007	2121	38.9
Ailsa St	Fullarton	7 Apr 2011	111	43.6	24 Sept 2009	127	46.8
Dawson St	Fullarton	7 Apr 2011	362	43.6	26 June 2008	275	47.2
Frew St	Fullarton	7 Apr 2011	620	34.6	3 July 2008	636	45.4
Gladstone St	Fullarton	7 Apr 2011	284	44.6	11 Dec 2008	311	45
Hall St	Fullarton	7 Apr 2011	71	40	3 July 2008	52	41.8
Medway St	Fullarton	7 Apr 2011	151	41.4	3 July 2008	182	43.9
Milton Ave	Fullarton	7 Apr 2011	354	46.4	3 July 2008	322	47.9
Clyde St	Parkside	7 Apr 2011	620	32.8	25 Sept 2008	617	41
Culvert St	Parkside	7 Apr 2011	435	43.2	16 Oct 2008	743	45.7

Street	Suburb	Date	Average Daily Total	85% Speed Km/h	Date of last Count	Average Daily Total	85% Speed Km/h
Euston Ave	Highgate	14 Apr 2011	562	51.8	11 Dec 2008	571	50.4
Clifton St	Malvern	14 Apr 2011	351	48.6	6 Nov 2008	339	46.4
Duthy St	Malvern	14 Apr 2011	11471	53.6	11 Dec 2008	10484	52.9
Campbell Rd (between Collins/Fullarton)	Parkside	14 Apr 2011	1492	46.1	2 Apr 2009	1747	43.9
Campbell Rd (between Kenilworth/Collins)	Parkside	14 Apr 2011	1505	46.4	2 Apr 2009	1775	43.6
Collins St	Parkside	14 Apr 2011	698	24.8	26 Feb 2009	706	23.4
Cambridge Tce	Unley	14 Apr 2011	3003	49	16 Oct 2008	2795	49
Fairford St	Unley	14 Apr 2011	405	43.6	16 Oct 2008	296	41.8
Langham Tce	Unley	14 Apr 2011	395	37.8	16 Oct 2008	441	34.2
Cheltenham St (between Balmoral/School)	Highgate	5 May 2011	613	40.3	15 May 2008	535	42.5
Cheltenham St (between Staunton/Rosemary)	Highgate	5 May 2011	585	47.2	28 Aug 2007	440	46.8
Cheltenham St (between Unley/Rugby)	Malvern	5 May 2011	1068	45.7	26 Feb 2009	1079	43.2
Cheltenham St (between Rugby/Cambridge)	Malvern	5 May 2011	734	46.4	27 Nov 2008	763	45.7
Eton St (between Rugby/Cambridge)	Malvern	5 May 2011	329	43.9	23 Oct 2008	212	46.1
Eton St (between Cambridge/Duthy)	Malvern	5 May 2011	570	48.6	30 Mar 1998	378	49.7
Malvern Ave	Malvern	5 May 2011	301	45	23 Oct 2008	342	50.4
Glenford Ave	Myrtle Bank	5 May 2011	233	46.4	2 Apr 2009	312	46.1
Glen Ave	Unley Park	5 May 2011	280	40.7	14 May 2009	255	38.9

Street	Suburb	Date	Average Daily Total	85% Speed Km/h	Date of last Count	Average Daily Total	85% Speed Km/h
Aroha Tce (between Hartland/East)	Black Forest	12 May 2011	1173	48.6	24 June 2010	1172	50
Aroha Tce (between Gray/Hartland)	Black Forest	12 May 2011	1220	47.9	24 June 2010	1140	48.6
Chinner Ave	Parkside	12 May 2011	417	44.3	4 Sept 2008	336	44.3
Macklin St	Parkside	12 May 2011	460	32.8	28 Sept 2006	483	43.2
Oxenbould St	Parkside	12 May 2011	275	42.1	5 June 2008	246	49.3
Robbart St (between Castle/Kenilworth)	Parkside	12 May 2011	692	24.8	29 May 2008	647	37.4
Robbart St (between Castle/George)	Parkside	12 May 2011	492	47.2	27 Sept 2007	513	47.5
St Anns Pl	Parkside	12 May 2011	276	44.6	19 June 2008	315	46.1
Hartland Ave	Black Forest	19 May 2011	288	43.6	19 Mar 2009	288	43.9
Kenilworth Rd (between Wattle/Wallis)	Fullarton	19 May 2011	2214	46.4	4 Mar 2010	2334	45.4
Bridge St	Myrtle Bank	19 May 2011	346	36	18 Mar 2010	315	31.7
Leicester St (between George/Castle)	Parkside	19 May 2011	912	49.3	24 June 2010	958	47.9
Leicester St (between Castle/Kenilworth)	Parkside	19 May 2011	1397	43.6	24 June 2010	1290	41.4
Kenilworth Rd (between Blyth/Foster)	Parkside	19 May 2011	2149	46.1	4 Mar 2010	2267	47.2
Kenilworth Rd (between Macklin/Leicester)	Parkside	19 May 2011	1377	41.4	4 Mar 2010	1566	40.3
High St	Unley Park	19 May 2011	497	47.9	9 Dec 2010	578	47.9
Cleland Ave	Unley	19 May 2011	58	31.7	20 Nov 2008	67	37.1

Street	Suburb	Date	Average Daily Total	85% Speed Km/h	Date of last Count	Average Daily Total	85% Speed Km/h
Ningana Ave (between Goodwood/Pascoe)	Kings Park	26 May 2011	333	49	23 July 2009	308	48.2
Ningana Ave (between Valmai/Lambeth)	Kings Park	26 May 2011	517	33.5	23 July 2009	484	45.7
Ningana Ave (between Cross/Lambeth)	Kings Park	26 May 2011	369	43.9	22 Feb 2007	421	45
Valmai Ave	Kings Park	26 May 2011	294	47.5	10 June 2010	307	46.8
Jellicoe Ave	Kings Park	26 May 2011	308	51.5	10 June 2010	306	51.1
Frederick St (between Unley/Rugby)	Unley	26 May 2011	1866	50.4	21 May 2009	1631	49.3
Frederick St (between Cambridge/Langham)	Unley	26 May 2011	2383	48.2	21 May 2009	2399	49
Frederick St (between Langham/Duthy)	Unley	26 May 2011	2621	52.9	21 May 2009	2365	49
Moresby St	Wayville	26 May 2011	83	29.9	22 Apr 2010	75	27
George St (between Dixon/Henry)	Clarence Park	2 June 2011	816	37.8	21 May 2009	717	33.8
George St (between Churchill/William)	Clarence Park	2 June 2011	667	32.4	21 May 2009	532	38.5
Birkdale Ave	Clarence Park	2 June 2011	167	45.4	15 Oct 2009	150	45
Churchill Ave	Clarence Park	2 June 2011	861	36.4	29 Oct 2009	945	40
Fourth Ave	Everard Park	2 June 2011	219	36.7	25 Mar 2010	262	45.4
Cross St	Fullarton	2 June 2011	699	43.9	27 Nov 2008	788	44.6
Rosa St	Goodwood	2 June 2011	625	42.8	13 Aug 2009	667	42.8
Ormonde Ave	Millswood	2 June 2011	224	43.9	6 Mar 2009	243	45
Chelmsford St	Millswood	2 June 2011	411	43.9	7 May 2009	486	42.1

Street	Suburb	Date	Average Daily Total	85% Speed Km/h	Date of last Count	Average Daily Total	85% Speed Km/h
Byron Rd (between South/Gordon)	Black Forest	9 June 2011	916	46.8	7 May 2009	1183	47.5
Byron Rd (between Gordon/Canterbury)	Black Forest	9 June 2011	1105	47.5	7 May 2009	1276	46.4
Essex St Nth	Goodwood	9 June 2011	187	40.7	22 Apr 2010	151	44.3
Richards Tce (between Leader/Bend)	Goodwood	9 June 2011	73	34.9	20 May 2010	74	34.2
Richards Tce (between Bend/Devon)	Goodwood	9 June 2011	61	34.2	5 June 2008	50	38.9
Allenby Ave	Millswood	9 June 2011	142	39.2	22 Oct 2009	141	41.4
Arundel Ave	Millswood	9 June 2011	77	34.6	15 Oct 2009	87	40.7
Alfred St	Parkside	9 June 2011	324	44.3	26 Feb 2009	373	45.4
Bellevue Pl	Unley Park	9 June 2011	174	40.7	26 Nov 2009	202	42.5
Francis St (between William/Hammond)	Clarence Park	23 June 2011	359	43.6	14 May 2009	389	42.5
Francis St (between Dixon/Avondale)	Clarence Park	23 June 2011	582	41	14 May 2009	671	41.8
Dixon St	Clarence Park	23 June 2011	280	47.2	28 Feb 2008	531	46.4
Frederick St	Clarence Park	23 June 2011	266	46.4	26 Aug 2010	299	47.5
Hatherley Ave	Hyde Park	23 June 2011	152	42.1	28 Aug 2008	152	41.4
Seymour Ave	Kings Park	23 June 2011	380	47.9	22 Feb 2007	371	44.6
Eva St	Millswood	23 June 2011	59	30.6	6 Mar 2008	51	37.8
Regent St	Millswood	23 June 2011	591	49.7	11 Nov 2010	739	45
Cedar Ave	Unley Park	23 June 2011	131	39.2	29 Oct 2009	124	41.4

Street	Suburb	Date	Average Daily Total	85% Speed Km/h	Date of last Count	Average Daily Total	85% Speed Km/h
Homer Rd	Clarence Park	30 June 2011	210	48.6	19 Feb 2009	172	45.7
Fisher St (between Cross/Highgate)	Fullarton	30 June 2011	7500	51.1	15 Nov 2007	6574	54
Fisher St (between Seaview/Alma)	Fullarton	30 June 2011	4426	52.2	8 Nov 2007	3926	56.5
Fisher St (between Duthy/Windsor)	Malvern	30 June 2011	6912	50.4	15 Dec 2007	6809	54.4
Fisher St (between Cambridge/Duthy)	Malvern	30 June 2011	5459	45.7	11 Dec 2011	5238	50.4
Fisher St (between Rugby/Cambridge)	Malvern	30 June 2011	4185	51.1	15 Nov 2007	4077	54.4
Fisher St (Glen Osmond/Rossington)	Myrtle Bank	30 June 2011	3900	50.8	29 May 2008	3223	53.3
Le Hunte St (between Goodwood/Rhyl)	Wayville	30 June 2011	1406	47.2	21 May 2009	977	52.9
Le Hunte St (between Clark/Bend)	Wayville	30 June 2011	642	41.8	21 May 2009	466	46.1
Hillsley Ave (between Nibley/Orchard)	Everard Park	28 July 2011	346	37.1	31 May 2007	339	38.5
Hillsley Ave (between Grove/Everard)	Everard Park	28 July 2011	375	31.7	12 Feb 2009	375	38.9
Katherine St	Fullarton	28 July 2011	915	36.5	28 May 2009	835	43.9
Fern Ave	Fullarton	28 July 2011	253	47.9	2 Apr 2009	281	45.4
Francis Ave	Fullarton	28 July 2011	297	38.9	22 May 2008	235	38.2
Almond St	Goodwood	28 July 2011	50	25.9	15 Oct 2009	64	33.1
Arnold St	Parkside	28 July 2011	520	41	15 Oct 2009	518	40.7

Street	Suburb	Date	Average Daily Total	85% Speed Km/h	Date of last Count	Average Daily Total	85% Speed Km/h
Forest Ave (between Oban/Kerta Weeta)	Black Forest	11 Aug 2011	1411	29.2	1 May 2008	1093	29.5
Forest Ave (between Hartland/Coulter)	Black Forest	11 Aug 2011	1253	39.6	5 July 2007	1354	35.6
First Ave	Forestville	11 Aug 2011	392	47.9	12 Feb 2009	365	49.3
Balmoral St	Malvern	11 Aug 2011	901	43.6	24 Feb 2011	1228	34.9
Marlborough St	Malvern	11 Aug 2011	273	42.8	27 Mar 1995	284	44.9
King William Rd (between Opey/Boffa)	Unley	11 Aug 2011	11767	40	29 Nov 2007	14896	41.4
King William Rd (between Bend/Young)	Unley	10 Aug 2011	16748	49	29 No 2007	18741	52.2
King William Rd (between Arthur/McGowan)	Unley	10 Aug 2011	13514	43.6	27 Nov 2007	15220	45.4
King William Rd (between Young/Hughes)	Unley	10 Aug 2011	16444	50.4	27 Nov 2007	17702	50.4
Canterbury Tce	Black Forest	18 Aug 2011	1407	46.8	12 Mar 2009	1727	48.2
Highgate St	Fullarton	18 Aug 2011	1793	27	9 Aug 2007	1680	35.3
Roseberry Ave	Fullarton	18 Aug 2011	281	42.8	30 Oct 2008	233	47.5
Staunton Ave	Fullarton	18 Aug 2011	233	46.8	30 Oct 2008	189	43.9
Marlborough St (between Duthy/Balmoral)	Fullarton	18 Aug 2011	261	35.6	11 Aug 2011	273	42.8
Yeo St	Highgate	18 Aug 2011	420	50	6 Nov 2011	287	49.3
Marlborough St (between Rugby/Cambridge)	Malvern	18 Aug 2011	1569	49	5 Feb 2009	1593	50
Marlborough St (between Unley/Rugby)	Malvern	18 Aug 2011	1715	44.3	2 Feb 2006	1523	48
Liston St	Parkside	18 Aug 2011	337	38.5	18 Oct 2007	369	42.1

SPEED OBSERVATION SIGN DEPLOYMENT AND SA POLICE NOTIFICATION

Street	Suburb	Data Date	Speeding Vehicles	85% Speed Km/h	Customer Complaint (Y/N)	Date request sent to SAPOL	SOS Deployment Scheduled
Aroha Tce	Black Forest	9-May-11	63.46%	48.6km/h	No	26-May-11	
Hartland Ave	Black Forest	19-May-11	33.64%	43.6km/h	No		10 & 11 Aug 11
Byron Rd	Black Forest	6-Jun-11	53.70%	47.5km/h	No	10-Jun-11	
East Ave	Clarence Park	31-Mar-11	43.13%	54km/h	No		7 & 8 June 2011
Frederick St	Clarence Park	20-Jun-11	51.04%	47.2km/h	No	27-Jun-11	
Church St	Fullarton	8-Mar-11	38.68%	44.3km/h	No		11 & 12 Oct 2011
Gladstone St	Fullarton	5-Apr-11	42.44%	45.7km/h	No		26 May
Milton Ave	Fullarton	5-Apr-11	45.58%	47.2km/h	No		6 & 12 July 2011
Cross St	Fullarton	30-May-11	37.64%	37.5km/h	Internal Request	14-Jun-11	
Cross St	Fullarton	31-May-11	36.77%	43.9km/h	No		13 & 14 Oct 2011
Roseberry Ave	Fullarton	16-Aug-11	37.99%	43.9km/h	No		13 & 14 Dec 2011
Euston Ave	Highgate	11-Apr-11	58.60%	51.8km/h	No	10-May-11	
Yeo Ave	Highgate	15-Aug-11	60.15%	50.8km/h	No	19-Aug-11	
Fashoda St	Hyde Park	24-Mar-11	48.26%	47.2km/h	No		2 & 3 June 2011
Jellicoe Ave	Kings Park	23-May-11	62.98%	51.5km/h	No	30-May-11	
Ningana Ave	Kings Park	23-May-11	62.43%	49km/h	No	30-May-11	
Seymour Ave	Kings Park	20-Jun-11	59.26%	47.5km/h	No	27-Jun-11	
Clifton St	Malvern	11-Apr-11	53.90%	49.3km/h	No	10-May-11	
Duthy St	Malvern	12-Apr-11	41.01%	53.6km/h			27-Oct-11
Cheltenham St	Malvern	2-May-11	54.36%	46.8km/h	No	26-May-11	
Eton St	Malvern	2-May-11	58.61%	49.3km/h	No	26-May-11	
Malvern Ave	Malvern	3-May-11	44.15%	46.4km/h	No		22 & 26 July 2011
Marlborough St	Malvern	15-Aug-11	67.38%	49.3km/h	No	19-Aug-11	
Marlborough St	Malvern	16-Aug-11	35.49%	45km/h	No		15 & 16 Dec 2011
Cheltenham St	Millswood	31-May-11	33.41%	43.6km/h	No		20-Oct-11

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Regent St	Millswood	20-Jun-11	63.40%	48.6km/h	No	27-Jun-11	
Braeside Ave	Myrtle Bank	31-May-11	35.62%	45.4km/h	No		29 & 30 Sept 2011
Campbell Rd	Parkside	12-Apr-11	41.78%	46.1km/h	No		17 & 21 June 2011
Robsart St	Parkside	9-May-11	52.35%	47.5km/h	No	25-May-11	
Robsart St	Parkside	12-May-11	47.56%	47.2km/h	No		15 & 19 July 2011
Kenilworth Rd	Parkside	16-May-11	51.68%	46.8km/h	No	25-May-11	
Leicester St	Parkside	16-May-11	62.61%	49km/h	No	25-May-11	
Kenilworth Rd	Parkside	18-May-11	49.83%	45.4km/h	No		29 July & 4 Aug 2011
Cambridge Tce	Unley	11-Apr-11	74.33%	49.3km/h	No	10-May-11	
Fairford St	Unley	12-Apr-11	31.27%	43.9km/h	No		2 & 3 Aug 2011
Frederick St	Unley	23-May-11	81.28%	52.9km/h	No	30-May-11	
Frederick St	Unley	24-May-11	62.05%	48.2km/h	No		18 & 19 Oct 2011
High St	Unley Park	16-May-11	49.86%	47.9km/h	No	26-May-11	
High St	Unley Park	19-May-11	50.70%	47.9km/h	No		5 & 9 Aug 2011