REVERSE LANE PROJECT UPDATE #4
Week of August 1, 2011

Council Action #1a – Improve Signing
Sign installation plans were finalized and forwarded to the Contractor to begin fabrication and installation. The Contractor will have six crews working on this project to install over 400 new signs on 7\textsuperscript{th} Avenue and 7\textsuperscript{th} Street over the next few days.

Council Action #1b – Add Lights and Beacons
Council Action #1c – Install New Sign Structures
No update

Council Action #2 – Increased Enforcement
No update

Council Action #3 – School Crossings/HAWK Pedestrian Beacons
No update.

Council Action #4 – Public Education
The Public Information Office purchased newspaper ads in the Arizona Republic advising residents of the upcoming changes to the reverse lanes, specifically the activation of left turn arrows on 7\textsuperscript{th} Avenue at Camelback Road and new overhead signs. The newspaper ads will run on Wednesday, Friday and Saturday for two weeks, beginning August 10. Large electronic message signs will be placed on 7\textsuperscript{th} Avenue in advance of Camelback Road from August 7 – 29 to remind drivers of the change in driving conditions. In addition, information will be posted on www.phoenix.gov.

Council Action #5 – New Bus Bays
Not approved by City Council.

Council Action #6 – Left Turns During Reverse Lane Hours
The new left turn arrows on 7\textsuperscript{th} Avenue at Camelback Road are still on schedule to be activated on Monday, August 15, 2011. Flyers will be distributed to Central High School students and parents alerting them of the change in traffic conditions at 7\textsuperscript{th} Avenue/Camelback Road. Traffic engineers and technicians will be on-site and in the Traffic Management Center monitoring conditions throughout the first few days of activation.
# BUDGET AND SCHEDULE SUMMARY

As of 8/4/2011

<table>
<thead>
<tr>
<th>Council Action</th>
<th>Estimated Completion</th>
<th>Authorized Budget</th>
<th>Estimated Expenditures</th>
<th>Percent Expended</th>
<th>Remaining Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a. Improve Signing</td>
<td>September 2011</td>
<td>$155,000</td>
<td>$80,000</td>
<td>52%</td>
<td>$75,000</td>
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<tr>
<td>1b. Add Lights and Beacons</td>
<td>Procurement method to be determined</td>
<td>$4,794,000</td>
<td>$0.00</td>
<td>0%</td>
<td>$4,794,000</td>
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<tr>
<td>1c. Install New Sign Structures</td>
<td>Procurement method to be determined</td>
<td>$1,766,000</td>
<td>$0.00</td>
<td>0%</td>
<td>$1,766,000</td>
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<tr>
<td>2. Increased Enforcement</td>
<td>Ongoing</td>
<td>$0.00</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>3. School Crossings/ HAWKS</td>
<td>Under Review</td>
<td>$0.00</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>4. Public Education</td>
<td>Ongoing</td>
<td>$10,000</td>
<td>$6,900</td>
<td>69%</td>
<td>$3,100</td>
</tr>
<tr>
<td>5. Bus Bays</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>6. Left Turns During Reverse Lanes (7th Ave/Camelback)</td>
<td>August 15, 2011</td>
<td>$50,000</td>
<td>$10,000</td>
<td>20%</td>
<td>$40,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>--</td>
<td><strong>$6,775,000</strong></td>
<td><strong>$96,900</strong></td>
<td><strong>1%</strong></td>
<td><strong>$6,678,100</strong></td>
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