



MEASURE L NEWSLETTER



FUNDING

Measure L is a ½ cent sales tax that was approved by Stanislaus County voters in November of 2016 to provide funding for local transportation improvements and street maintenance over a 25 year program. Tax is distributed by StanCOG to local agencies; Ceres is allotted 6.36%. Funds are available for three different programs: Local Street and Roads, Traffic Management, and Bike and Pedestrian Improvements.

LOCAL STREETS & ROADS

Our Pavement Management Program categorizes existing conditions and prioritizes roadway resurfacing or rehabilitation projects.

PROGRAM DETAILS ON PG. 2



TRAFFIC MANAGEMENT

Intersection improvements, road widening, signalization, bridge replacements, and traffic calming methods are implemented strategically to keep motorists, pedestrians, and bicylists safe.

GOALS AND PROJECTS ON PG. 3



BIKE & PEDESTRIAN

Our Citywide Active Transportation Plan connects the community to schools, parks, church, business plazas, public transportation, and other key community destinations.

PLAN DETAILS ON PG. 4



MANAGEMENT

LOCAL STREETS & ROADS

Roads are built with layers of natural or engineered materials and expected to last several years before any noticeable wear and tear occurs. Roads in Ceres are paved with flexible pavement or rigid pavement. Flexible asphalt is a mixture of various aggregates bound with a petroleum-based binder. Rigid pavement comprises aggregate, sand, and rocks but also uses cement. Our Pavement Management Program is based upon a pavement condition scoring system. Different types of repair or preservation methods and methodology allow for proper project selection. Community needs are tracked and documented to aid in the decision-making process. In the table below see major roadway projects.

Road Name	Project Limits	Status	FY
Whitmore Ave	Crows Landing Road to Morgan Rd	Planning	23/24
5 th Street	El Camino Ave to Whitmore Ave	Planning	24/25
Moffet Road	Whitmore Ave to Hatch Rd	Planning	24/25
Crows Landing Road	Service Rd to Whitmore Ave	Planning	25/26
Richland Ave	Herndon Ave to Hatch Rd	Planning	26/27



The future of Ceres requires vision that begins with our families and traditions combined with public safety, education and growth.” – Mayor Javier Lopez



TRAFFIC MANAGEMENT

MANAGEMENT

Ceres maintains and operates a traffic signal network to enable signal synchronization. Using professional consultants and staff, signalized and unsignalized intersections are analyzed for effectiveness. Modifications are made on a periodic basis or by request from the public. Signal modifications can include phase changes, timing changes, detection repairs or improvements. Unsignalized modifications can include road geometric redesign, sign placement, striping adjustments, or additions, etc. In the table below are projects being reviewed for planning, design, and construction.

Name	Project Description
Operation Upgrades and Improvements	Replacement or improvement of traffic controllers, moderns, wiring, and fiber optic.
Timing Modification	Review of timing sheets and signal phase plans
Signs and Striping	Additions or modifications to signage and striping
Traffic Surveys	Placement of traffic counting equipment on streets throughout the city

SAFETY AND CALMING

Residents or commuters are welcome to submit traffic calming or safety analysis requests to the Engineering Services Department. When requests are received, staff performs an analysis and collects facts. Activities are summarized in the strategy below.

Data Collection	City staff installs traffic rope counters for vehicles counts and speed at various locations.
Analysis	Data is collected and reviewed by City staff to determine appropriate countermeasures for traffic calming.
Consulting	When necessary, professional consultants are contacted to review recommended countermeasures.
Planning	Materials are selected and an estimate is prepared for costs, including construction.
Budgeting	Fund balances are reviewed to make a plan for actual purchase and construction.
Construction	Countermeasures are installed and project is completed in accordance with state and local law.
Monitoring	Location is monitored to ensure desired effects of countermeasures installed.

BIKE & PEDESTRIAN

Connection between our schools, parks, churches, downtown businesses, and other major community destinations is enhanced by active modes of transportation focused on keeping Ceres an enjoyable community. Bicycling, walking, running, boarding, skating, are considered active modes of transportation. Motor vehicles are defined as non-active mode of transportation. Citywide Active Transportation projects will improve safety, connectivity, convenience, and comfort for bicyclists, pedestrians, and all active users. In the table below roadways are being reviewed for project planning, design, and construction.

Road Name	Project Limits
El Camino Avenue	Don Pedro Road to Central Avenue
Herndon Avenue	Central Avenue to Hatch Road
Hatch Road	Eastgate Boulevard to Faith Home Road
Central Avenue	Hackett Road to Service Road
Hatch/Moffet/Whitmore	Bike Route connection Downtown to River Bluff Regional Park

