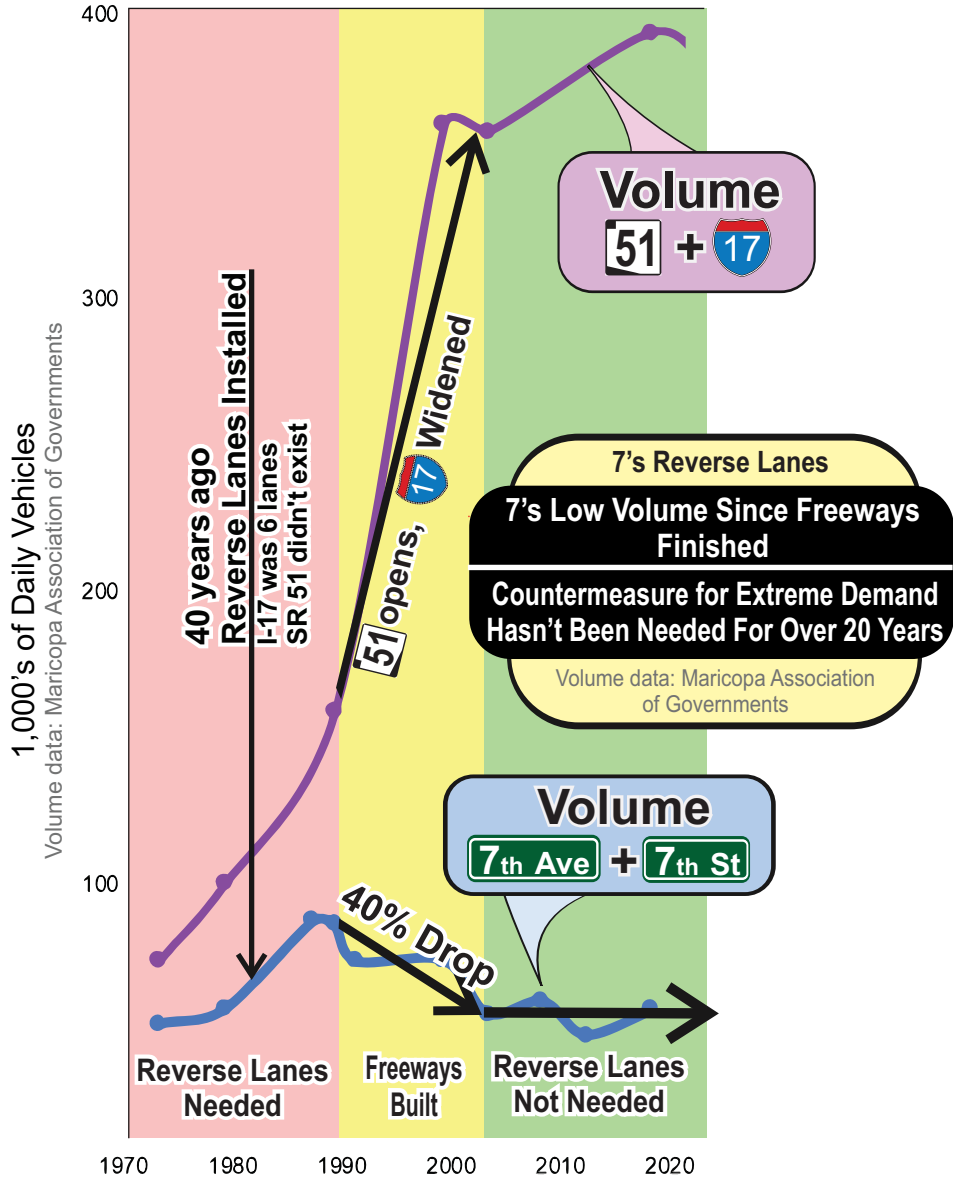
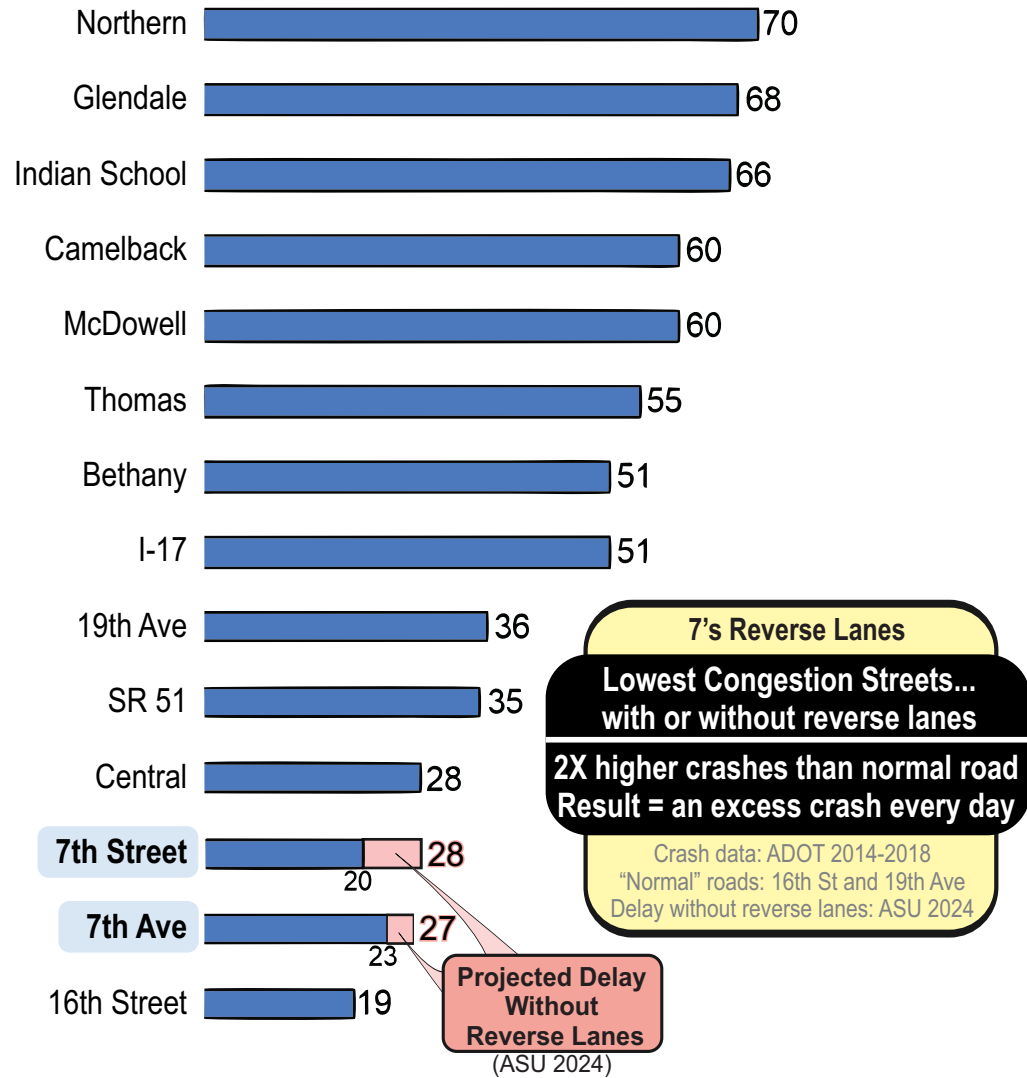


Study Area

Historic Traffic Volume Central Corridor



Present Day Traffic Delay Central Corridor



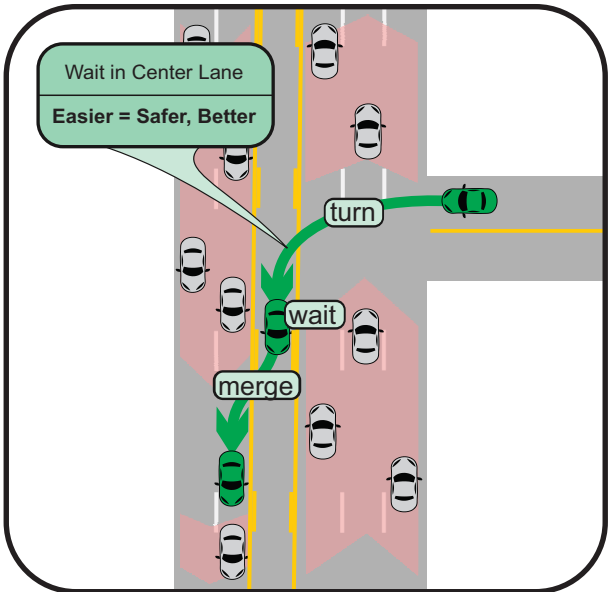
Seconds of Traffic Delay per Mile

Average Weekday, 6-9 am & 4-6 pm,
Delay data: Google Travel Time

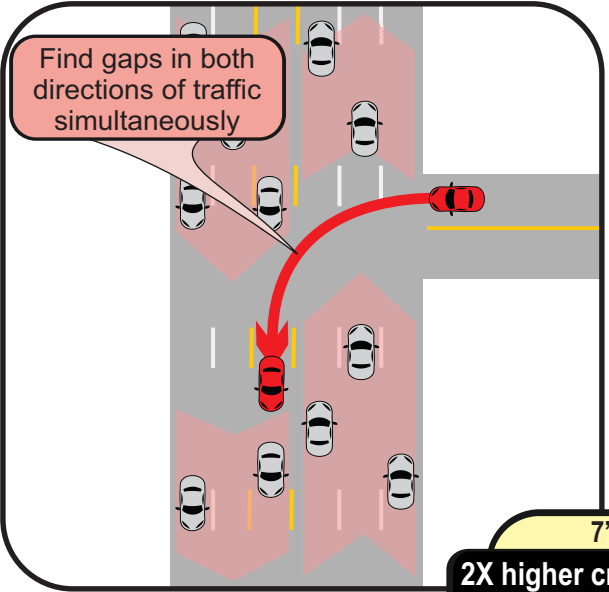
Navagating Reverse Lanes

Left Turn

Normal



Reverse Lane

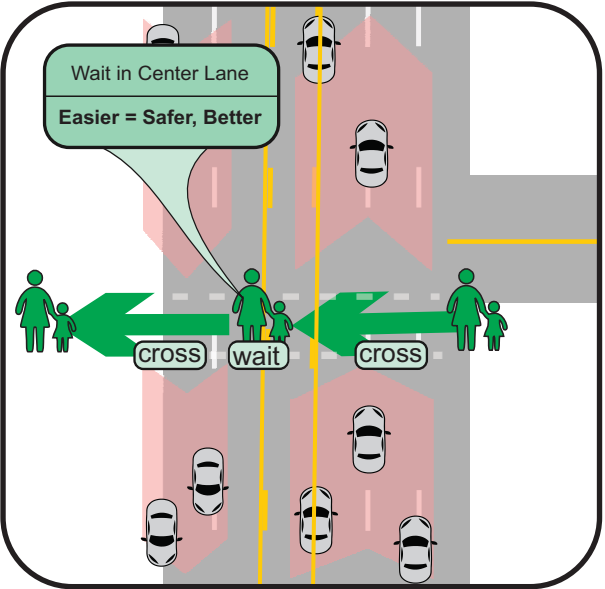


7's Reverse Lanes
2X higher crashes than normal road
Result = an excess crash every day
 Crash Data: ADOT 2014-2018
 (avoids COVID impacts)
 "Normal" roads: 16th St and 19th Ave

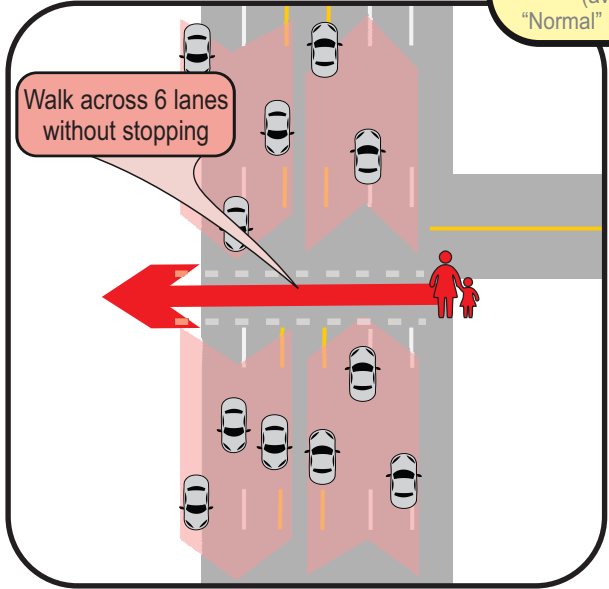
Walking

(This crossing is legally permitted)

Normal



Reverse Lane



Removing Reverse Lanes

7's Reverse Lanes

Business: *"Practically all of the participants in the discussions want to see their **return to normal operation**"*

Drivers: *"Drivers are telling us they are **significantly interested in a reduction in service in exchange for what they feel would be a safer, less restrictive environment**"*

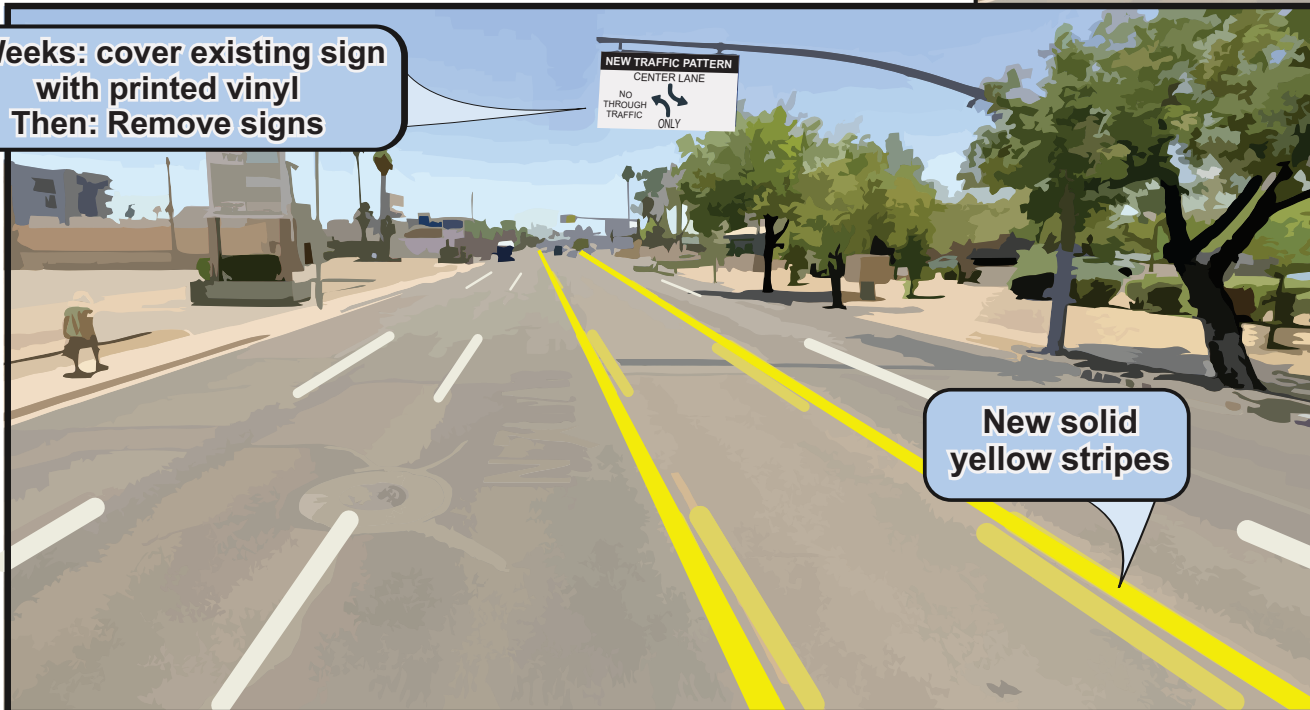
Pedestrians: *"Any scenario where the reverse lanes remain, even with improved signaling, will likely see a **continuation of these dangers to pedestrians and constraints on their***

Public survey data: Quality of Life Study of the 7th Ave and 7th St Reverse Lanes, ASU 2008

Existing



2 Weeks: cover existing sign with printed vinyl
Then: Remove signs



New solid yellow stripes

Removal