

**Memorial Blvd @ Red Cross**  
**Report 05-10895-OF**

On October 7, 2005 we received an email from a City Council member concerning a complaint she received about speeding on Memorial Blvd at Red Cross. We contacted the complainant and initiated a Directed Enforcement Operation.

On October 15 the westbound lane on Memorial was partially flooded due to heavy rain. We placed the SMART VMS trailer on the north side of Memorial just past the turn-around. The message warned motorists of flooding in the right lane and cautioned to merge left, then flashed the speed limit of 25 mph.

On October 16 we changed the message to read "Speed Limit 25 MPH" and then it displayed the vehicle's speed.

In December we deployed a second SMART VMS trailer. Placed in the median on Memorial near Red Cross, the sign warned motorists to slow down and recorded their speeds. We collected speed data for two weeks. The "85th percentile" speeds on Memorial at Red Cross for westbound traffic was 36 mph. This means the middle 85% of vehicles traveling westbound on Memorial Blvd by Red Cross were going and average of 36 mph. Although this is a divided, two-lane road in excellent condition, the speed is too high. We continued directed enforcement through the winter.

Directed Enforcement Analysis

Time period:	10/1/04 to 1/12/05	10/1/05 to 4/12/06	
	650 violations	740 violations	13% increase
	39 accidents	21 accidents	46% decrease

From 10/1/05 to 4/12/06, 740 vehicles were stopped for violations on Memorial Blvd. It is evident that enforcement was increased in response to the complaint because an additional 90 vehicles were stopped compared to the same time period the previous year. The accident data also reflects increased enforcement. From 10/1/04 to 4/12/05, there were 39 accidents on Memorial Blvd. From 10/1/05 to 4/12/06, during our increased enforcement, there were only 21 accidents.

Most intersection accidents from 1/1/04 to 4/12/06 occurred on Memorial at Rhode Island Ave (15).

This is the breakdown of violation locations and numbers:

MEMORIAL BLVD / ANNANDLE RD - MEMORIAL BLVD > NEWPORT, RI	12
MEMORIAL BLVD / AQUIDNECK MEDICAL CENTER - MEMORIAL BLVD > NEW	3
MEMORIAL BLVD / BELLEVUE AVE - MEMORIAL BLVD > NEWPORT, RI	49
MEMORIAL BLVD / CHAPEL ST - MEMORIAL BLVD > NEWPORT, RI	21
MEMORIAL BLVD / CLIFF AVE - MEMORIAL BLVD > NEWPORT, RI	20
MEMORIAL BLVD / CLIFF WALK - MEMORIAL BLVD > NEWPORT, RI	19

MEMORIAL BLVD / EASTONS BEACH - MEMORIAL BLVD > NEWPORT, RI	251
MEMORIAL BLVD / EASTONS POND - MEMORIAL BLVD > NEWPORT, RI	22
MEMORIAL BLVD / EDGAR CT - MEMORIAL BLVD > NEWPORT, RI	9
MEMORIAL BLVD / EUSTIS AVE - MEMORIAL BLVD > NEWPORT, RI	39
MEMORIAL BLVD / FREEBODY ST - MEMORIAL BLVD > NEWPORT, RI	12
MEMORIAL BLVD / GIBBS AVE - MEMORIAL BLVD > NEWPORT, RI	17
MEMORIAL BLVD / HAYDEN CT - MEMORIAL BLVD > NEWPORT, RI	1
MEMORIAL BLVD / MIDDLETON AVE - MEMORIAL BLVD > NEWPORT, RI	22
MEMORIAL BLVD / MIDDLETOWN - MEMORIAL BLVD > NEWPORT, RI	11
MEMORIAL BLVD / OLD BEACH RD - MEMORIAL BLVD > NEWPORT, RI	67
MEMORIAL BLVD / RED CROSS AVE - MEMORIAL BLVD > NEWPORT, RI	108
MEMORIAL BLVD / RHODE ISLAND AVE - MEMORIAL BLVD > NEWPORT, RI	56
<b>*Street Total - MEMORIAL BLVD &gt; NEWPORT, RI</b>	<b>740</b>