



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 4, 2012

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works Department

SUBJECT: Contract For Data Collection And Integration Services For The Traffic Sign Inventory Database Project

RECOMMENDATION:

That Council authorize the Public Works Director to execute a Professional Services Agreement with Transmap Corporation in the amount of \$72,781 for data collection and integration services for the traffic sign inventory database project, and authorize the Public Works Director to approve expenditures of up to \$10,917 for extra services.

DISCUSSION:

BACKGROUND

The City of Santa Barbara owns and maintains approximately 20,000 regulatory signs. Under the new Manual on Uniform Control Devices guidelines, the Federal Highway Administration (FHWA) is mandating that governmental agencies develop and implement a method to maintain minimum sign reflectivity levels and bring signs identified as deficient up to minimum levels. The signs under evaluation include parking, warning, regulatory, information, guide and object marker signs.

With the increasing number of older drivers, sign reflectivity has recently become an area of emphasis. Messages communicated with regulatory and warning signs are particularly important. Providing drivers with proper information improves safety.

Due to the financial condition of many governmental agencies, the FHWA relaxed a rule that would have mandated replacement of deficient signs by as early as January 2015. However, agencies are still expected to work towards these minimum required levels and, at some point in the future, a new deadline will likely be mandated.

PROJECT DESCRIPTION

Transmap Corporation (Transmap) will be responsible for conducting an inventory of all parking, warning, regulatory, information, guide and object marker signs and sign support posts in the City. Transmap will also inventory all traffic signals. Data collection will consist of a Transmap vehicle equipped with global satellite positioning and cameras that will drive the streets of Santa Barbara and collect images of street signs. The information will be provided in a format that can be integrated into the City's existing Geographical Information System, Cartegraph work order systems, and Mapping Analysis and Printing System. At the conclusion of Transmaps work, the location, type and condition of each sign will be imported into the City's database and will provide an accurate number of City signs. Transmap will also assess the sign reflectivity levels for the existing signs in the City and provide the City with a strategy to upgrade signs identified as not meeting the minimum reflectivity standard. In the future, new signs will be added to the inventory.

CONSULTANT SERVICES

Five proposals were reviewed through the City's RFP process. Staff from Public Works and Information Systems interviewed three firms. Transmap's proposal most closely matched the City's requirements. Staff recommends that Council authorize the Public Works Director to execute a contract with Transmap in the amount of \$72,781 for data collection and integration services. Transmap is a qualified vendor and has been in the sign evaluation business for over 18 years.

FUNDING

There are sufficient funds in the Streets Fund to cover the Traffic Sign Inventory Project. The total cost for this project is \$72,781 with \$10,917 added for extra services.

PREPARED BY: Browning Allen, Transportation Manager/NC/kts

SUBMITTED BY: Christine F. Andersen, Public Works Director

APPROVED BY: City Administrator's Office