



ACTION ITEM REPORT

Item Title: Consideration and ACTION to approve an agreement with Urban SDK for traffic analysis.

Recommendation:

The city regularly receives calls about different aspect of traveling on roadways. The calls are primarily about speeding and traffic volume. Currently, PD does some undercover work checking speeds at various times throughout the day, focusing primarily on peak hours. We utilized this data to determine next steps to take. It is time consuming and only shows a small window of what occurs on the street. Due to the time this takes, it is expensive to have an officer do that for several hours a day for 2 weeks and also takes the officer away from regular duties.

Urban SDK can provide data on minimum, maximum and average speed, 50th, 85th and 95th percentile speed, speed differences, speed limits, annual average daily traffic counts, annual average hourly traffic counts and vehicle miles traveled. We will immediately have 12 months of data to analyze. This data can be utilized to monitor streets that need additional traffic enforcement, if a street has high volume and increasing volume that indicates we need to be planning for street upgrades or alternative routes and of course aid in determining prioritization of streets that need to be repaired. As development continues to rise, this data can be utilized to help project future street needs. The best option is a 3-year agreement for \$9,832.50 per year.

I recommend approval of the 3-year agreement.