CITY COUNCIL AGENDA REPORT

MEETING DATE: SEPTEMBER 6, 2005 **ITEM NUMBER:**

SUBJECT: **CONTRACT AWARD FOR THE SAFE ROUTE TO SCHOOL RADAR SPEED SIGN TECHNOLOGY SERVICES**

DATE: **AUGUST 8, 2005**

FROM: **PUBLIC SERVICES DEPARTMENT - TRANSPORTATION SERVICES DIVISION**

PRESENTATION BY: **WILLIAM J. MORRIS, PUBLIC SERVICES DIRECTOR**

FOR FURTHER INFORMATION CONTACT: **PETER NAGHAVI, TRANSPORTATION SERVICES MANAGER, (714) 754-5182**

RECOMMENDATION:

Award professional services contract to Fortel Traffic Inc., 1559 Harmony Circle, Anaheim, CA 92807 in the amount of $67,026.25 (Attachment 1).

BACKGROUND:

At the August 2003 Study Session, City Council received a demonstration of the "Vcalm" radar speed sign manufactured by Fortel Traffic Inc. to display "real time" vehicle speeds to approaching motorists. The electronic speed display sign is a traffic calming device which assists in reducing vehicular traffic speeds, particularly within residential and school areas. In February of 2004, City Council approved guidelines (Attachment 2) for the installation of electronic speed display signs. The electronic speed signs mount on permanent poles and display "Speed Limit 25", and change to "Your Speed XX" when motorists approach the sign at speeds exceeding the speed limit. The sign has the programming flexibility to display any speed limit and can display alternate messages such as "Slow Down".

In July of 2004, the Transportation Services Division submitted a grant application to the California Department of Transportation (Caltrans) to install radar speed display signs adjacent to Wilson and Whittier Elementary Schools, and install fluorescent lime-green pedestrian warning signs in proximity to 18 schools citywide. The project was developed to improve public safety in areas where high volumes of children commute to and from school by walking or biking. The radar speed signs and florescent pedestrian warning signs proposed within these school areas contribute to a safer environment by increasing the vigilance of motorists as they approach schools and by compelling drivers to reduce speeds.

In September of 2004, Caltrans awarded the City a grant of $86,130 covering 90% of project costs through the Safe Route To School (SR2S) Program. The SR2S project scope specifically consists of installing six (6) electronic speed display signs at Wilson and Whittier Schools, and installing new fluorescent lime-green pedestrian warning signs at 18 school sites. The City's Maintenance Services Division has recently completed the installation of 324 fluorescent pedestrian warning signs within 18 school areas citywide, and this SR2S project component is now complete.

ANALYSIS:

The Transportation Services Division released nine Request for Proposals (RFP, Attachment 3) to furnish six radar speed signs in proximity to Wilson and Whittier Schools. In response to the City's RFP, submittals were received from two firms to provide the SR2S project radar speed sign technology. The proposals were reviewed for compliance with the RFP, and the candidates evaluated based on project understanding, depth of experience, technical expertise, ability to meet the schedule, and associated factors. After careful review of the proposals and interviewing the firms, staff finds Fortel Traffic Inc. well qualified to perform the proposed services. The proposal submitted by Fortel Traffic represents a thorough understanding of the project, complies with the project specifications, and documents technical ability and experience with similar projects. The Fortel proposal is consistent with City Council's adopted Guidelines for Installation of Electronic Speed Display Signs (Attachment 2).

ALTERNATIVES CONSIDERED:

One alternative would be to purchase the radar speed signs and install the signs by in-house staff; however, the work exceeds staff's resources and time. A second alternative would be to not undertake this project. This alternative would be counter to Council's Capital Improvement Program (CIP) action to support this work, result in forfeiting the SR2S grant, and not achieve the intended public safety benefits.

FISCAL REVIEW:

Funding for the subject project was established in the 2004-2005 CIP Budget providing a total appropriation of $95,700. The Safe Route To School grant covers 90% of project costs not to exceed $86,130, with the remaining 10% of costs allocated from AB2766 funds.

LEGAL REVIEW:

The City Attorney's office has reviewed the attached professional services agreement and has approved the document relative to form.

CONCLUSION:

After careful review of the proposals for Radar Speed Sign Technology services, and establishing consistency with City Council's "Guidelines for Installation of Electronic Speed Display Signs", it is recommended that the City Council award the professional services contract to Fortel Traffic Inc. in the amount of $67,026.25.

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DISTRIBUTION: City Manager
City Attorney
Deputy City Clerk
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Director of Public Services
Transportation Services Manager

ATTACHMENTS:
1 Professional Services Agreement
2 Guidelines for Installation of Electronic Speed Display Signs
3 Request for Proposals