



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Procurement
ACM: Cassey Ogden
DATE: May 7, 2024

SUBJECT

Consider adoption of an ordinance of the City of Denton, a Texas home-rule municipal corporation, authorizing the City Manager to execute a contract with Urban SDK, Inc., through the U.S. General Services Administration's (GSA) Cooperative Purchasing Contract # 47QTCA20D00AP, for crash and traffic volume data software for the Development Services Department; providing for the expenditure of funds therefor; and providing an effective date (File 8468 – awarded to Urban SDK, Inc., for one (1) year, with the option for two (2) additional one (1) year extensions, in the total three (3) year not-to-exceed amount of \$73,506.00).

STRATEGIC ALIGNMENT

This action supports Key Focus Area: Enhance Infrastructure and Mobility.

INFORMATION/BACKGROUND

Vision Zero asserts that no one should be killed or suffer lifelong injuries because of a roadway crash. This project started in 2022 with an assessment of how current practices and policies in the City of Denton compare to the 10 Core Elements for Vision Zero Communities developed by the Vision Zero Network. Staff is in the procurement phase for phase 2 of Vision Zero which involves developing a plan and action items to help Denton meet the goals of Vision Zero.

In order for staff to be able to assess the crashes and fatalities throughout the city, the purchase of crash data software is being proposed. This software would allow staff to view crashes over time, analyze the highest impact on several criteria including fatalities and serious injury, and then make decisions on infrastructure changes to these areas to have the highest impact in the reduction of crashes. Additionally, this software would be used to help staff with analysis of traffic volume overall and traffic volume compared to roadway types to classify and prioritize areas to address problems related to traffic throughout the community.

Below are additional use cases for the software:

- Responses to speed complaints/traffic calming requests
- Asset deployment for Law Enforcement
- Safety Planning
- Crash Rate Calculation
- Justification for future CIP

- Pre and Post-Implementation Analysis
- Pedestrian Safety Spot Check
- School Zone Traffic Monitoring

City Council included a supplemental in the Fiscal Year 2023-2024 budget for the Vision Zero initiative. The software will be used to analyze crashes and traffic volumes throughout the city in support of the Vision Zero Plan.

Pricing obtained through the GSA Cooperative Purchasing Network has been competitively bid and meets the statutory requirements of Texas Local Government Code 271.102.

RECOMMENDATION

Award a contract with Urban SDK, Inc., for crash and traffic volume data software for the Development Services Department, in a one (1) year, with the option for two (2) additional one (1) year extensions, in the total three (3) year not-to-exceed amount of \$73,506.

PRINCIPAL PLACE OF BUSINESS

Urban SDK, Inc.
Jacksonville, FL

ESTIMATED SCHEDULE OF PROJECT

This is an initial one (1) year contract with options to extend the contract for two (2) additional one (1) year periods, with all terms and conditions remaining the same.

FISCAL INFORMATION

These services will be funded from the Vision Zero project account 300143469. Requisition #164326 has been entered into the Purchasing software system in the amount of \$24,500.00. The budgeted amount for this item is \$73,506.

EXHIBITS

Exhibit 1: Agenda Information Sheet
Exhibit 2: Quote
Exhibit 3: Ordinance

Respectfully submitted:
Lori Hewell, 940-349-7100
Purchasing Manager

For information concerning this acquisition, contact: Charlie Rosendahl, 940-349-8452.

Legal point of contact: Marcella Lunn at 940-349-8333.