

**CITY OF OAKLAND  
COUNCIL AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2003 NOV 25 PM 5:24

TO: Office of the City Manager  
ATTN: Deborah Edgerly  
FROM: Public Works Agency  
DATE: December 9, 2003

**RE: RESOLUTION AUTHORIZING THE CITY MANAGER TO ACCEPT AND APPROPRIATE \$81,500 IN FY 2004-05 FUNDING FROM THE OFFICE OF TRAFFIC SAFETY (OTS) FOR SIX RADAR SPEED TRAILERS AND PUBLIC SAFETY BROCHURES AND TO NEGOTIATE AND EXECUTE A PURCHASE AGREEMENT WITH VER-MAC, INC. NOT TO EXCEED \$66,000 FOR THE RADAR SPEED TRAILERS**

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**SUMMARY**

A resolution has been prepared for the City Council that authorizes the City Manager, or her designee, to accept and appropriate \$81,500 in FY 2004-05 Office of Traffic Safety (OTS) funds and to enter into a purchasing agreement with Ver-Mac, Inc. for six radar speed trailers for deployment in areas with registered complaints and high vehicle speeds. The radar trailers from Ver-Mac, Inc. will display the regulatory speed limit and the speed of approaching vehicles. In conjunction with the trailers, educational brochures will inform citizens about the purpose of the trailers and pedestrian safety in general. The project will be called "Slowdown Oaktown" and will be promoted through community meetings and outreach to school personnel and parent/teacher organizations. This project is a collaboration between the Public Works Agency (PWA) and Oakland Police Department (OPD). The radar trailers will be deployed on arterials near residential areas, schools, and identified alcohol sales outlets.

This project is consistent with the following City Council Budget Priorities:

- **Make Oakland a Safe City** by improving perception of safety.
- **Improve Oakland Neighborhoods** by improving traffic/bike/pedestrian safety.
- **Inspire Creativity and Civic Engagement** by fostering collaboration with and among community-based organizations and City departments to enhance community ownership and participation.

**FISCAL IMPACTS**

Approval of this resolution will enable the City to receive \$81,500 in OTS grant funds from the OTS fiscal year 2004-2005. If the grant is received, funds will be appropriated to a project within the California Department of Transportation Fund (2140), PWA Transportation Services Division (30246).

The funds will be used to purchase six radar trailers and for developing and translating the public safety brochures. City staff costs are not covered by the grant. Staff costs to administer and implement the project will be absorbed by the PWA Transportation Services Division and Police Department existing operating budgets.

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December 9, 2003

## **BACKGROUND**

Currently, the highest number of collisions involving both pedestrian and bicycle injuries are reported on arterial streets. The City's traffic calming measures cannot always address the speeding problems on these streets. Many residents and school staff have requested that the police install radar speed trailers in their neighborhoods, but the police do not have an adequate number of trailers to address all areas of concern. Also, there has been little outreach to the City's multilingual population to educate students and residents about the radar trailer message feedback, the importance of observing speed limits, and ways that pedestrians can better protect themselves from accidents resulting from speeding. Staff is already engaged in addressing speeding as a high priority City endeavor. The radar trailers will be an additional tool for addressing the issue of speeding.

OPD supports this project and has agreed to collaborate with the PWA Transportation Services Division.

## **KEY ISSUES AND IMPACTS**

This project will help slow speeds on arterial streets, where the majority of automobile collisions involving pedestrians and bicyclists have been reported. In doing so, it will also reduce the risk of accidents in high-density areas and schools. In addition, brochures will help inform Oakland's multilingual population about the importance of speed limits and the project's educational guidelines for pedestrian safety.

OPD currently has only one radar speed trailer. By purchasing six more, OPD may deploy them in all of the Council districts. As a result, speeding will be addressed more consistently throughout the City.

## **PROJECT DESCRIPTION**

The radar trailers will give drivers in school or residential zones real-time feedback on their speeds. If the driver's speed exceeds the posted speed by more than 5 mph, a message will flash to alert the driver.

OPD will purchase the radar trailers and place them in areas with registered complaints and high speeds by April 30, 2004. OPD and PWA Transportation Services Division will collaborate closely to collect and analyze speed data and develop before and after studies. The two agencies will also jointly educate drivers about lowering speeds and increase enforcement of speed limits in the target areas. The bidding requirement will be waived in order to purchase the radar trailers

from Ver-Mac, Inc. OPD staff has been trained in the operation of the equipment and software associated with the Ver-Mac trailers, and has successfully used them without problems or malfunction for over one year. In order to make most efficient use of staff resources and avoid additional training or adding another line of radar trailers to the OPD inventory, staff recommends the purchase of additional Ver-Mac, Inc. trailers under this grant. The new radar trailers will contain the same data collection software that OPD personnel are already trained to use.

PWA Transportation Services Division will collaborate with the school administrative staff, PTAs, and the OPD to develop educational brochures that will inform students and residents about the problems associated with speeding, interpretation of the speed feedback messages, and additional information on the use of seat belts and the importance of being alert while driving, crossing a street, or bicycling. The brochures will be produced in English, Spanish, Chinese, and Vietnamese and distributed widely throughout the schools and at outdoor street fairs. Staff will participate in community/school-based meetings in high-incident areas to raise community awareness of the new traffic safety measures. The community outreach will be conducted through the OPD Traffic Safety Program, Oakland Pedestrian Safety Project, and Public Works staff attending community meetings. Furthermore, pre- and post-speed surveys and collision analyses at locations on six targeted arterials will measure the effectiveness of the radar trailers. The results will also be used to analyze appropriate traffic engineering measures on these arterials.

The City will hold a press conference announcing "Slowdown Oaktown" and will promote the project through the local news media.

### **SUSTAINABLE OPPORTUNITIES**

Economic: By reducing automobile accidents from speeding and the associated costs of injuries and property damage, this project has a positive impact on the local economy.

Environmental: This project improves neighborhood environments by reducing noise and disruptions associated with speeding and automobile accidents.

Social Equity: By reducing automobile speeding, this project provides greater accessibility and safety to persons who depend on non-motorized transportation and public transit to access jobs and services.

### **DISABILITY AND SENIOR CITIZEN ACCESS**

The radar trailers will help provide a safer environment for the disabled and senior citizens by slowing down traffic and by enhancing enforcement efforts. In addition, the translated educational brochures will reach out to many senior citizens who are non-English speaking.

**RECOMMENDATIONS AND RATIONALE**

Staff recommends that the City Council authorize the City Manager, or her designee, to accept and appropriate \$81,500 in FY 2004-05 OTS funds to purchase six radar speed trailers from Ver-Mac, Inc. and to develop multilingual brochures educating citizens about the purpose of the radar trailers and pedestrian safety.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council approve the resolution.

Respectfully submitted,



**CLAUDETTE R. FORD**

Director, Public Works Agency

Reviewed by:

Raul Godínez II, P.E.

Assistant Director, Public Works Agency

Prepared by:

Kathryn Hughes

Bike/Pedestrian Program Manager

APPROVED AND FORWARDED TO THE  
PUBLIC SAFETY COMMITTEE:



**OFFICE OF THE CITY MANAGER**

OFFICE OF THE CITY CLERK  
2003 NOV 25 PM 5:24



OAKLAND CITY COUNCIL  
RESOLUTION No. \_\_\_\_\_ C.M.S.

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY MANAGER TO ACCEPT AND APPROPRIATE \$81,500 IN FY 2004-05 FUNDING FROM THE OFFICE OF TRAFFIC SAFETY (OTS) FOR SIX RADAR SPEED TRAILERS AND PUBLIC SAFETY BROCHURES AND TO NEGOTIATE AND EXECUTE A PURCHASE AGREEMENT WITH VER-MAC, INC. NOT TO EXCEED \$66,000 FOR THE RADAR SPEED TRAILERS**

**WHEREAS**, the State Department of Transportation, Office of Traffic Safety (OTS) annually disburses funding to eligible jurisdictions for projects that improve traffic safety; and

**WHEREAS**, the Public Works Agency, Transportation Services Division has applied for \$81,500 from 2004-2005 OTS funds to purchase and install six radar speed trailers and to develop public safety brochures; and

**WHEREAS**, said funding will allow the City of Oakland to address traffic and pedestrian safety concerns by displaying driver speeds, helping to enforce speed limits, and producing public safety brochures; and

**WHEREAS**, the Oakland Police Department (OPD) currently owns and operates a speed radar trailer manufactured by Ver-Mac, Inc., and OPD staff has been trained in the use of the Ver-Mac equipment and software to operate the trailers and analyze the data collected; and

**WHEREAS**, it is in the best interest of the City, for reasons of staff efficiency and consistency of operation, to waive the bidding requirement and purchase the additional radar speed trailers from Ver-Mac, Inc., thereby using the experience and training incurred in operating the existing radar trailer, as per the Oakland Municipal Code (Section 2.04.05015); and

**WHEREAS**, the project funding provides for \$66,000 to purchase the radar trailers and an additional \$15,500 for the public safety brochures for a total Office of Traffic Safety project funding of \$81,500; now, therefore, be it

**RESOLVED:** That the City Council hereby authorizes the acceptance and appropriation of FY 2004-05 OTS funds in the amount of \$81,500 to purchase radar speed trailers and produce pedestrian safety brochures; and be it

**FURTHER RESOLVED:** That pursuant to Oakland Municipal Code, Title 2, Section 2.04.050(1)(2) and (5), the City Council hereby finds and determines that the calling for competitive bids is impractical, unavailing or impossible and/or it is in the best interests of the City to waive the formal competitive bid requirement; and, be it

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**FURTHER RESOLVED:** That the City Council authorizes the City Manager, or his or her designee, to negotiate and execute a purchase agreement not to exceed \$66,000 with Ver-Mac, Inc. for the six radar speed trailers and to expend the additional \$15,500 project funding to procure the production of the public safety brochures; and be it

**FURTHER RESOLVED:** That the City Manager, or his or her designee, is authorized, on behalf of the City of Oakland, to execute and submit all documents, payment requests, and related actions, as well as to appropriate any additional funds received for the completion of the project; and be it

**FURTHER RESOLVED:** That the City Manager, his or her representative, is hereby authorized to execute any amendments, or modifications of said contract without further City approval, except for increases in the contract amount; and be it

**FURTHER RESOLVED:** That should additional funds be received for this project, the City Manager, or his or her designee, is hereby authorized to accept and appropriate the same for the purposes described above; and be it

**FURTHER RESOLVED:** That the agreement with Ver-Mac, Inc., shall be approved for form and legality by the City Attorney and shall be kept on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES – BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN AND  
PRESIDENT DE LA FUENTE

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California

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