



CITY OF SAN MATEO

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Agenda Report

Agenda Number: {{item.number}}

Section Name: {{section.name}}

File ID: {{item.tracking_number}}

TO: City Council
FROM: Drew Corbett, City Manager
PREPARED BY: Public Works Department
MEETING DATE: June 15, 2020

SUBJECT:
Streetlight Data and Services – Memorandum of Understanding

RECOMMENDATION:

Approve a Memorandum of Understanding between the City, San Mateo County Transportation Authority, City/County Association of Governments of San Mateo County, the Cities of South San Francisco, Belmont, Burlingame, East Palo Alto, Foster City, Menlo Park, Millbrae, San Bruno, San Carlos, Atherton, Half Moon Bay, and the County of San Mateo for the Streetlight Data and Services Subscription and Cost Sharing Commitment in the amount of \$20,588 and authorize the City Manager to execute the agreement in substantially the form presented.

BACKGROUND:

StreetLight Data provides geospatial data and analysis tools for transportation planners and engineers for analyzing traffic flow. The City previously subscribed to StreetLight Data and used the information in a variety of traffic analyses, including the General Plan Update efforts and the ongoing 19th Avenue/Fashion Island Boulevard Corridor Study. The subscription has also been used to analyze cut-through traffic patterns throughout the City, including neighborhoods like North Shoreview and Glendale Village. These data can also be used for origin-destination study and replaces the use of traditional, manual vehicle counting methods.

On February 20, 2020, the County Association of Governments of San Mateo County (C/CAG) Technical Advisory Committee recommended approval to the C/CAG Board of Directors for a subscription with StreetLight Data and Services for one year in the amount of \$275,000. As part of this recommendation, a C/CAG member agency cost-share was developed that would require an agreement with each participating agency. The cost-share agreement is comprised of C/CAG and the San Mateo County Transportation Authority each contributing \$50,000 toward the Streetlight Data subscription, and member agencies contributing varying amounts depending on their population. The City of San Mateo would be responsible for \$20,588 for the first year of the subscription. For comparison, the City was previously quoted approximately \$100,000 per year for the same level subscription as being provided through C/CAG.

C/CAG has the option to renew their subscription after the first year and has pre-negotiated a cost of \$363,000 for each of the second and third years. Member agency costs during the second and third years may be higher than the first year and will largely depend on the number of member agencies who agree to re-subscribe. It is anticipated that a new or amended memorandum of understanding would require City Council approval for successive year subscriptions.

For comparison, a single neighborhood-size origin-destination study completed using traditional vehicle counting methods costs around \$20,000. In the last year with the City's StreetLight Data subscription, six largescale origin-destination analyses were performed in addition to many more small-scale analyses. Prior to the subscription, the City performed an origin-destination study about every other year. The higher subscription tier will provide more details about vehicles trips such as trip purpose and demographics.

With five years of historical traffic data on the platform, increases/decreases in traffic volumes on various routes can also be reviewed. With the uncertainty of future traffic data collection as a result of traffic impacts from the COVID-19 pandemic, staff believes information gathered by StreetLight Data will play an important role in our ability to analyze and propose improvements to address traffic issues in the future.

BUDGET IMPACT:

For ease of collecting funds from member agencies, C/CAG has proposed to deduct the member agency contributions for the StreetLight Data and Services subscription from Measure M revenues. The fiscal year 2020-21 Measure M revenues are estimated to be about \$524,000. After deducting \$20,588 for the StreetLight Data and Services subscription, the Measure M revenues are estimated to be \$503,412. The current subscription to StreetLight Data is paid through the City's operating budget and the General Fund. So, although Measure M revenues will be reduced, the costs will no longer be paid for by the General Fund.

ENVIRONMENTAL DETERMINATION:

This Memorandum of Understanding is not a project subject to CEQA, because it can be seen with certainty that it will not cause a physical change in the environment. (Public Resources Code Section 21065.)

NOTICE PROVIDED

All meeting noticing requirements were met.

ATTACHMENTS

Att 1 – Memorandum of Understanding

STAFF CONTACT

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