



MEMORANDUM

Council Agenda
Item No. IX. AC
12/17/2024

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

Renewal of Master Data Access Agreement with StreetLight Data Inc, Project TC-0680, Traffic Impact Program, software providing detailed traffic data, not to exceed \$582,945, December 19, 2024 through December 25, 2027.

Background:

On December 19, 2023, Council approved Item No. IX.B., authorizing the purchase of Data Products, a one year software subscription with StreetLight Data Inc., providing comprehensive and detailed traffic data effective through December 25, 2024. The StreetLight Data software subscription has been instrumental in supporting the City's Streets Development Program (Traffic Impact Program) by providing comprehensive, real-time traffic data that enables the identification, assessment, design, and prioritization of critical traffic projects to address growing demands. This data supports informed decisions about traffic flow, congestion, and road usage patterns, improving infrastructure planning and project design while serving as a foundational component for future pavement management software. It also plays a vital role in planning for the 2025 General Obligation (GO) Bond, ensuring data-driven selection of widening projects and intersection improvements to maximize community impact. As Streets Development Fees are insufficient to fully address development-driven traffic demands, GO Bond funds supplement these revenues, requiring coordinated efforts guided by high-quality traffic data.

Staff recommends approval for the purchase of a three-year renewal agreement with StreetLight Data, Inc., for the purchase of Data Products, a software subscription providing detailed traffic data, estimated cost \$582,945, for a period from December 26, 2024 to December 25, 2027. This renewal ensures cost efficiency while maintaining the critical data stream necessary to optimize traffic infrastructure improvements citywide. By allocating costs across all benefit areas using Streets Development Fees, the City can comprehensively address interconnected traffic challenges, enabling targeted and impactful investments.

Allocate to:

\$47,521.16 Streets Impact - Core 1 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1721>3305202>OTHCP>TC-0680>52130004)

\$44,768.67 Streets Impact - Infill 1 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1722>3305202>OTHCP>TC-0680>52130004)

\$23,066.78 Streets Impact - Infill 2 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1723>3305202>OTHCP>TC-0680>52130004)

\$33,708.65 Streets Impact - Infill 3 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1724>3305202>OTHCP>TC-0680>52130004)

\$32,776.74 Streets Impact - New Growth 1 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1725>3305202>OTHCP>TC-0680>52130004)

\$23,906.96 Streets Impact - New Growth 2 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1726>3305202>OTHCP>TC-0680>52130004)

\$16,725.88 Streets Impact - New Growth 3 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1727>3305202>OTHCP>TC-0680>52130004)

\$25,073.55 Streets Impact - New Growth 4 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1728>3305202>OTHCP>TC-0680>52130004)

\$22,507.57 Streets Impact - New Growth 5 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1729>3305202>OTHCP>TC-0680>52130004)

\$23,471.54 Streets Impact - New Growth 6 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1730>3305202>OTHCP>TC-0680>52130004)

\$79,619.25 Streets Impact - Rural 1 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1731>3305202>OTHCP>TC-0680>52130004)

\$104,639.06 Streets Impact - Rural 2 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1732>3305202>OTHCP>TC-0680>52130004)

\$73,945.45 Streets Impact - Rural 3 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions (1733>3305202>OTHCP>TC-0680>52130004)

\$31,213.73 Streets Impact - Rural 4 - CMTD > OCITY > Traffic Imp-Intersection > Other Capital > Project TC-0680, Impact: Three-year renewal of Streetlight Data Inc Software > Subscriptions

(1734>3305202>OTHCP>TC-0680>52130004)

Review:

Public Works Department

Recommendation: Agreement be renewed.