



Legislation Details (With Text)

**File #:** 80855      **Version:** 1      **Name:** Authorize Citian Contract  
**Type:** Resolution      **Status:** Passed  
**File created:** 11/15/2023      **In control:** Attorney's Office  
**On agenda:** 11/21/2023      **Final action:** 11/21/2023  
**Enactment date:** 11/22/2023      **Enactment #:** RES-23-00725

**Title:** Authorizing the Mayor and City Clerk to enter into a contract with Citian, Inc. for the purchase of software and professional services for analyzing and reducing traffic accidents and fatalities, as well as authorizing the Mayor and City Clerk to enter into an ancillary agreement with the UW-Madison Traffic Operations and Safety Laboratory to facilitate data sharing.

**Sponsors:** Satya V. Rhodes-Conway

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
11/21/2023	1	COMMON COUNCIL	Adopt Unanimously	Pass
11/15/2023	1	Attorney's Office	RECOMMEND TO COUNCIL TO ADOPT UNDER SUSPENSION OF MGO 2.055	

**Fiscal Note**

The proposed resolution authorizes a contract for software to analyze and report on crash data. Costs associated with setup and development in 2024 will be funded by Traffic Engineering's Safe Streets Madison capital program. Ongoing operating costs associated with the software will be included in future Traffic Engineering operating budgets. The annual cost of the contract is \$89,000.

**Title**

Authorizing the Mayor and City Clerk to enter into a contract with Citian, Inc. for the purchase of software and professional services for analyzing and reducing traffic accidents and fatalities, as well as authorizing the Mayor and City Clerk to enter into an ancillary agreement with the UW-Madison Traffic Operations and Safety Laboratory to facilitate data sharing.

**Body**

WHEREAS, The City of Madison Vision Zero initiative strives to improve safety for everyone moving about the city, whether walking, biking, driving and riding transit; and to improve the identified high injury locations, all in an effort to prevent fatal crashes and severe injuries;

WHEREAS, Vision Zero is a data driven strategy intended to eliminate traffic deaths and severe injuries on all roadways, bikeways and sidewalks;

WHEREAS, Most of the data used in the creation of Madison's Vision Zero Action Plan was compiled and distributed by the Traffic Operations and Safety (TOPS) Laboratory based at the University of Wisconsin-Madison;

WHEREAS, Vision Zero must be considered as a part of a larger effort to improve not just traffic safety but will be a part of furthering the City's broader equity goals;

WHEREAS, Madison's Vision Zero Action Plan indicates that the plan will respond to data trends and continue

to incorporate safety innovations and opportunities to eliminate traffic fatalities and injuries as time passes;

WHEREAS, Citian's CRASH (Crash Reduction through Analysis of Safety Hazards) software is a leading new product, providing a comprehensive hub for traffic crash data, analysis, and reporting, leveraging artificial intelligence and advanced data analytics to meet identified traffic safety goals;

WHEREAS, Madison's Traffic Engineering Division has done due diligence in selecting Citian as a software and professional services provider that can improve City decision making and processes;

WHEREAS, a Non-Competitive Selection Request has been completed by Traffic Engineering because the services are only available from one firm;

WHEREAS, continued and increased collaboration with the TOPS Laboratory at UW-Madison is desirable;

WHEREAS, Citian's software will be able to do combined analysis of TOPS data, City of Madison GIS data, and other data; and

WHEREAS, the contract's yearly cost is \$89,000, and Traffic Engineering has sufficient funding authority in 2023 (prorated) and 2024 City of Madison Budgets;

NOW, THEREFORE, BE IT RESOLVED that the Mayor and the City Clerk are authorized to execute a contract for the purchase of services with Citian, Inc., in form to be approved by the City Attorney, and which may be automatically renewed annually until the end of 2030.

BE IT FURTHER RESOLVED that the Mayor and the City Clerk are authorized to execute a Memorandum of Understanding for data sharing with the Traffic Operations and Safety (TOPS) Laboratory at the University of Wisconsin-Madison, in form to be approved by the City Attorney, which may be renewed until the end of 2030.

BE IT FINALLY RESOLVED that the Director of Traffic Engineering is authorized to decline renewal of the contract(s) at any time before the end of 2030 in their sole discretion.