



ARLINGTON COUNTY, VIRGINIA

<p>County Board Agenda Item Meeting of September 13, 2008</p>
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DATE: September 2, 2008

SUBJECT: Approval of an Agreement between the County Board and TrafficLand, Inc. Permitting the Reformulation of County's Streaming Video of Traffic Conditions into Still ("JPEG") Images.

C. M. RECOMMENDATION:

1. Approve the attached Agreement ("Agreement") between the County Board of Arlington County, Virginia and TrafficLand, Inc. ("TrafficLand") permitting TrafficLand to obtain and reformulate streaming video of traffic conditions into still images from the County's real-time traffic surveillance systems ("JPEG") ("Data") and to publish such Data on the TrafficLand public website to provide traffic information to the public.
2. Authorize the County Manager or his designee on behalf of the County Board to execute the Agreement, subject to approval as to form by the County Attorney.

ISSUES: County Board approval is required for an Agreement to provide free public access to live traffic condition information and images from Arlington County traffic cameras through the TrafficLand website. No issues have been identified.

SUMMARY: By this Agreement, TrafficLand will be permitted to obtain and reformulate streaming video of traffic conditions into still images from the County's real-time traffic surveillance systems ("JPEG") ("Data"). At no cost to the County, TrafficLand, upon the effective date of this Agreement, will give free public access to live traffic condition information and images from Arlington County traffic cameras through the TrafficLand website (www.trafficland.com) to improve regional mobility.

BACKGROUND: In the interest of public safety, comfort and convenience, the County desires to provide the public at large in the Washington, D.C. metropolitan area with pertinent data concerning traffic conditions on various roads in Arlington County.

DISCUSSION: TrafficLand, a Delaware corporation authorized to do business in the Commonwealth of Virginia, is the market leader in aggregating and delivering live traffic video

<p>County Manager: _____</p>

<p>County Attorney: _____</p>

<p>Staff: A. Wasim Raja, Department of Environmental Services</p>

over the internet and on TV. TrafficLand has developed patent-pending technology to allow it to aggregate thousands of CCTV (closed circuit television) video feeds from multiple Departments of Transportation (DOTs) traffic camera networks. VDOT, DCDOT and Montgomery County within the Washington, D.C. metropolitan area have entered into similar Agreements with Trafficland in an effort to provide the public with live traffic conditions on various roads within their jurisdictions.

The County owns and operates a real-time, computerized traffic surveillance system presently consisting of twenty four (24) CCTV cameras that monitor traffic conditions on various roads in Arlington County. By this Agreement, TrafficLand will be permitted to obtain and reformulate County's streaming video of traffic conditions into still ("JPEG") images.

Some pertinent provisions of the Agreement are described below:

- At no cost to the County, TrafficLand, upon the effective date of the Agreement, will give free public access to live traffic condition information and images from Arlington County traffic cameras through the TrafficLand website (www.trafficland.com).
- At no cost to the County, TrafficLand also will provide all video images from all jurisdictions in the Washington, D.C. metropolitan area to the County through (i) a new embedded webpage to the existing County website (www.arlingtonva.us) and (ii) (if the County chooses to do so), a co-branded webpage on the County sponsored CommuterPage website (www.commuterpage.com).
- The County will grant to TrafficLand a limited, non-exclusive license (i.e., permission) to use and distribute the data for limited purposes.
- TrafficLand will provide and maintain the equipment necessary to perform its obligations under the Agreement.
- The initial term of the Agreement is three years. Either party can renew the Agreement for one additional year.
- Either party can terminate the Agreement upon breach or default which remains uncured for sixty (60) days. However, the County Purchasing Agent can terminate the Agreement if he determines that it is in the best interests of the County to do so.

Attached is the Agreement between the County and TrafficLand signed by TrafficLand.

FISCAL IMPACT: None.