



Building A Better Long Beach

July 19, 2010

REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:

Approve and authorize the Executive Director to enter into a Memorandum of Understanding with Long Beach Public Transportation Company for Installation of TranSmart electronic message signs as part of the streetscape improvements on Long Beach Boulevard from Del Amo Boulevard to 56th Street. (North – District 8)

DISCUSSION

The proposed streetscape improvements on Long Beach Boulevard from Del Amo Boulevard to 56th Street will restore the unique pedestrian-oriented experience in the historic core of North Long Beach known today as Virginia Village. These improvements include new enhanced bus shelters that will incorporate TranSmart electronic message signs. TranSmart signs will be located at three bus stops that service critical bus routes along Long Beach Boulevard and Market Street (Exhibit A – Site Map).

The Long Beach Public Transportation Company, also known as Long Beach Transit (LBT), will install, operate and maintain three TranSmart electronic message signs. TranSmart signs utilize a satellite-controlled, computerized bus system to display current time, route number, destination and the current arrival time of the next bus serving that location (Exhibit B – Typical TranSmart Sign Layout).

Staff recommends entering into a Memorandum of Understanding (MOU) with LBT to establish a partnership for the estimated total cost for the project of \$66,610.08. The Redevelopment Agency (Agency) will reimburse LBT for equipment and installation costs. The TranSmart signs will be purchased, owned, operated and maintained by LBT.

The Agency and City Council made the necessary findings of benefit for the Long Beach Boulevard streetscape improvement project, as required by California Redevelopment Law, on June 4, 2007, and June 12, 2007, respectively. Construction of this proposed streetscape improvement project is scheduled to begin in September 2010.

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Ass.

AMY J. BODEK
EXECUTIVE DIRECTOR

AJB:LAF:TF:th

Attachments: Exhibit A – Site Map
Exhibit B – Typical TranSmart Sign Layout

Exhibit A – Site Map

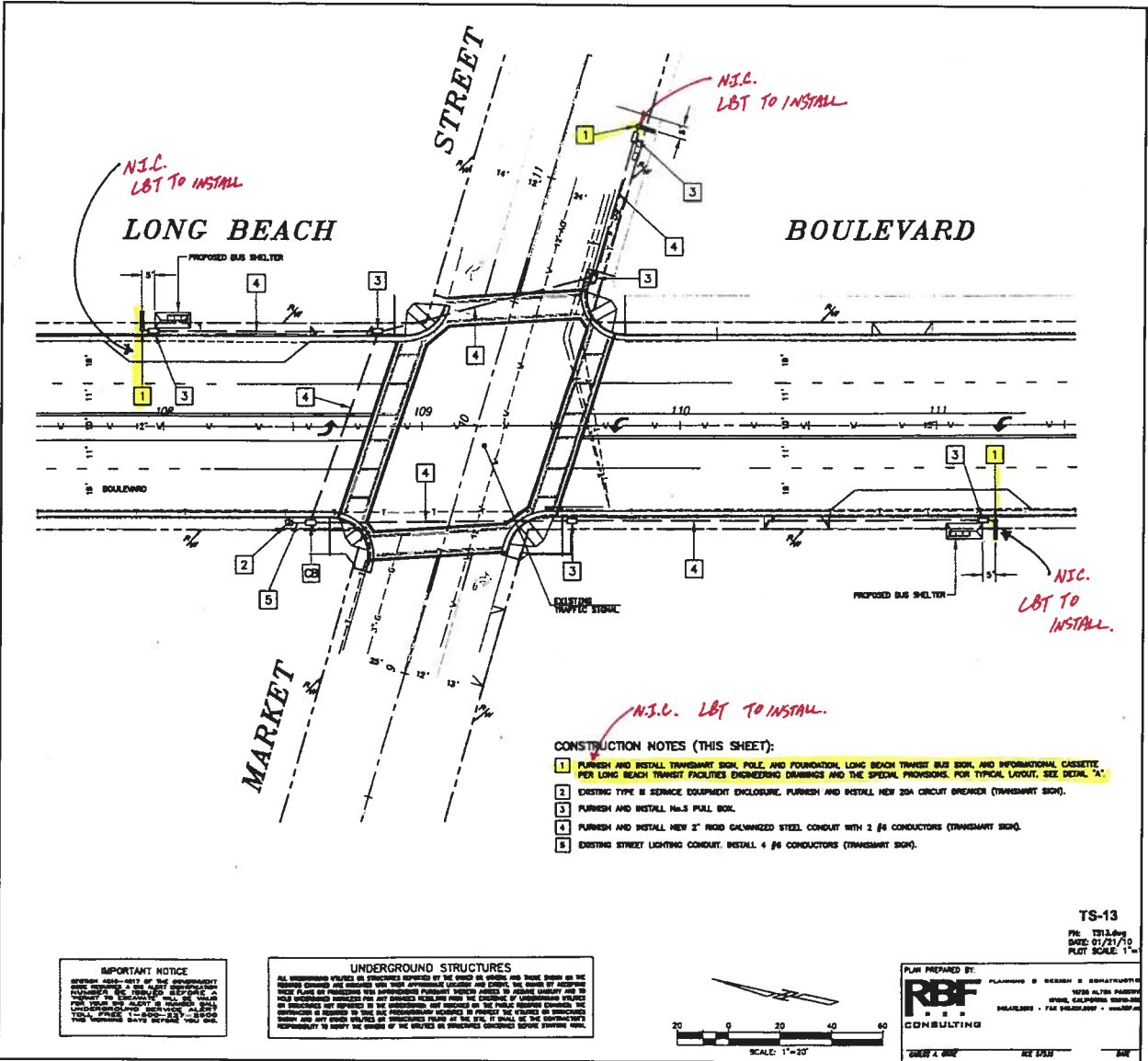
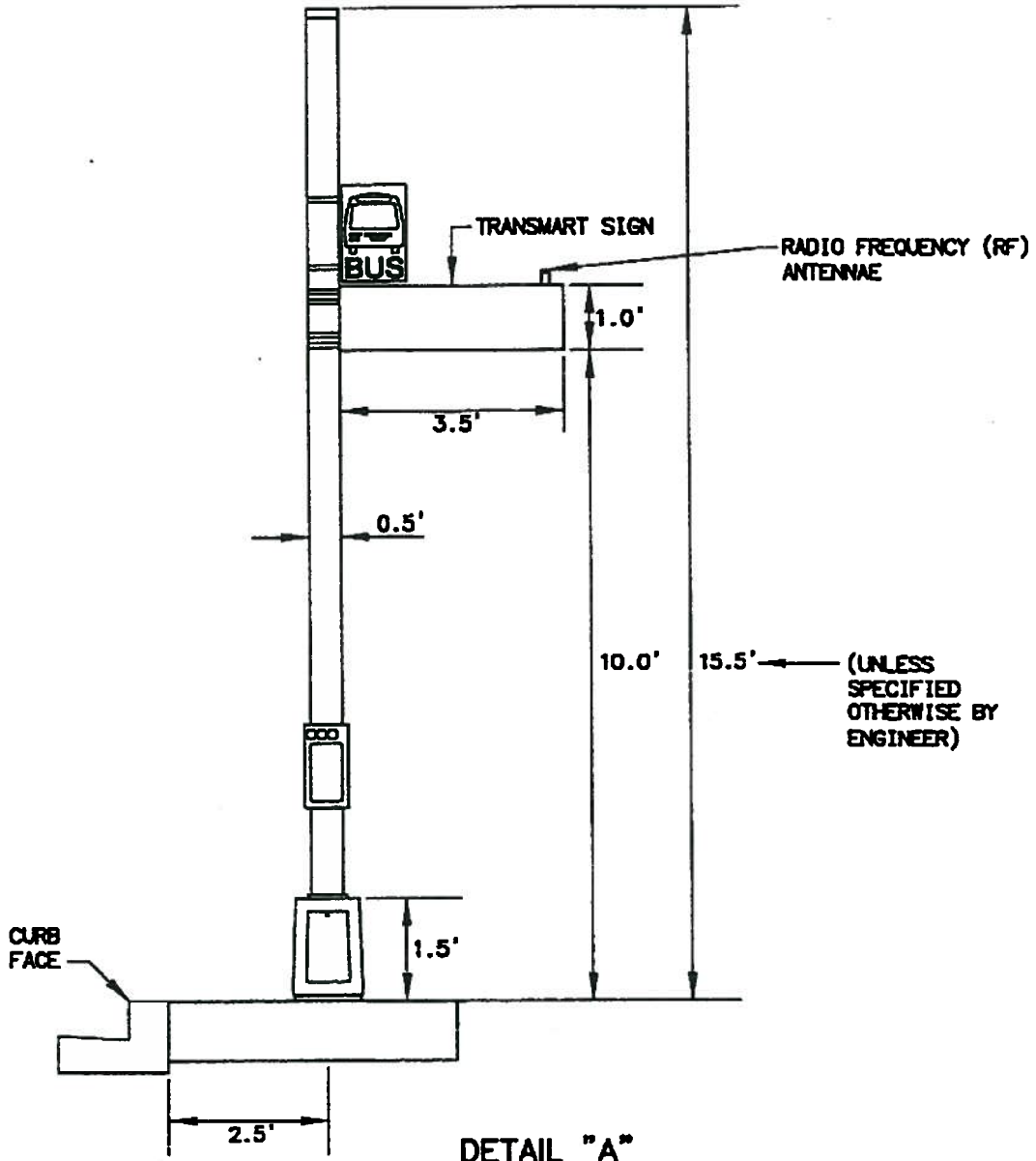


Exhibit B – Typical TranSmart Sign Layout



DETAIL "A"
TYPICAL TRANSMART SIGN
AND POLE LAYOUT