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Town of Morrisville Tackles New Federal Street Sign Retroreflectivity Requirements with Elumena's Street Signs

Cary, North Carolina, June 24, 2009 -- The Town of Morrisville has selected Elumena's Street Signs to help them better manage their inventory of street signs and meet new federal retroreflectivity standards.

The Town of Morrisville, a fast growing town located in Wake County, North Carolina, is one of 39,044 local governments in the United States who are responsible for maintaining street signs to state and federal standards. In response to the new MUTCD requirements, the Town of Morrisville wanted a better way to track the condition of their street sign inventory over time to comply with these new minimum retroreflectivity standards. Also, as a rapidly growing town, the Town of Morrisville wanted to have better data in order to perform annual budgeting for additional signs based on anticipated growth. "Historically, we had limited data available regarding the location, condition and number of street signs that we had deployed," explains Blake Mills, Director of Public Works, Town of Morrisville. "This made annual planning and budgeting very difficult for the streets department which was responsible for preparing a sign budget."

To solve their street sign management challenge, The Town of Morrisville decided to partner with ElumenaSM, a provider of on-demand street sign management. As part of the implementation of the Elumena Street Sign solution, members of the streets department inspected and recorded key data about each sign including, location, condition, sign type, ownership, and install date. Data is entered directly into the web-based, Elumena street sign management application via a PC tablet. After entering condition information, inspectors take pictures of the signs using the F5's integrated 2MB camera and upload the photos over the Internet. Once completed, the information is available immediately to other users and requires no end of day syncing. Additionally, Elumena Street Signs makes extensive use of Google MapsTM and sign images to expedite user data entry.

To date, the Town of Morrisville has entered over 800 signs into the Elumena Street Signs application, providing the data they need to make better decisions regarding their street sign inventory. As part of the reporting functionality of Elumena Street Signs, the Town of Morrisville can now answer questions such as: How much should I budget for street sign replacement next year? Which signs need to be replaced due to sign condition? "We are very happy with the results we have seen through our partnership



with Elumena. We are now well on our way to complying with the new retroreflectivity requirements and have the information we need to make better decisions regarding our Street Sign population,” says Mills. In addition to meeting the new MUTCD requirements, by better tracking the conditions of their sign inventories and complying with financial standards, such as GASB 34, Elumena can also help local governments reduce their liability insurance costs and achieve “clean” audits which will improve their credit rating and lower their borrowing costs.

By getting out ahead of the MUTCD’s initial compliance deadline (January 2012), the Town of Morrisville has become an early leader in implementing a street sign management system, providing town leaders the confidence in knowing that they are not only complying with new federal requirements, but taking a strong step to ensure that their signs are helping to provide safe night time driving conditions for their residents.

About Elumena

Elumena is the first on-demand, street sign management system specifically designed to meet the needs of local governments. Deployed over the web using a Software as a Service (SaaS) model, Elumena’s applications do not require the deployment of a large IT infrastructure at the client’s location, which eliminates or drastically reduces customers’ upfront investments in software licenses, software upgrades, hardware, and IT support. Elumena’s solutions improve the operational efficiency of our customers’ people and assets, resulting in lower costs and better decision making within their organizations. For more information, please visit www.elumena.com.

About Town of Morrisville

Morrisville is located in Wake County, in central North Carolina, equal distance from Raleigh and Durham. We have a population of about 15,000, easy access to I-40, I-540, US-1 and are adjacent to Raleigh-Durham International Airport and Research Triangle Park, putting us in a prime location for doing business. For more information, please visit www.townofmorrisville.org.

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