



## Agenda Report

21-1241

Agenda Date: 4/6/2021

### REPORT TO COUNCIL

#### SUBJECT

Action of the Award of Purchase Orders with Quality Traffic Data, LLC and Traffic Data Service CA, LLC for Traffic Data Collection Services

#### COUNCIL PILLAR

Deliver and Enhance High Quality Efficient Services and Infrastructure

#### BACKGROUND

The Department of Public Works (DPW) is responsible for investigating traffic and transportation related requests from the public, performing roadway speed limit surveys and traffic data analysis at signalized intersections. The number of public requests has been increasing over time with DPW typically receiving an average of approximately 60 per year, which require engineering studies and data collection. Besides responding to the public requests, it is also necessary for the Traffic Division to annually perform approximately 25 speed surveys on various streets and traffic data analysis at approximately 50 signalized intersections. This effort allows the Traffic Division to respond to the public inquiries and also take a proactive approach to operating the City's roadways and signalized intersections.

Based on staffing resources and to keep up with the workload, it is necessary for the Traffic Division to hire a contractor who specializes in traffic data collection, which includes the installation, setup, and removal of traffic monitoring equipment. The data that is received from the contractor is then reviewed and analyzed by the Traffic Division to determine if improvements or modifications are necessary. In order to meet the current and ongoing need for data collection, staff recommends contracting with specialty firms to collect traffic data, which enhances the efficiency and increases the quantity of studies completed by staff. The use of these firms allows traffic data to be collected simultaneously for multiple requests and allows City staff more time to focus on and complete the required engineering studies.

#### DISCUSSION

In October 2020, staff issued a Request for Bid (RFB) for as-needed traffic data collection services using the City's e-procurement system, BidSync. The RFB was set up to allow for multiple awards and contractors provided unit pricing for various services requested by the City. A total of 42 companies viewed the RFB, and six bids were received for the services described above. Results are as follows:

Vendor Name	Bid Price
Traffic Data Service CA, LLC	\$56,400
Quality Traffic Data, LLC	\$61,200

All Traffic Data Services, LLC	\$68,000
Metro Traffic Data, Inc.	\$87,800
Innovative Data Acquisitions, LLC	\$100,850
Quality Counts, LLC	\$107,150

Staff recommends awarding Purchase Orders to Traffic Data Service CA, LLC and Quality Traffic Data, LLC who submitted the two lowest responsive and responsible bids. Issuing purchase orders to two firms is beneficial for the City in case one firm is not available to collect data or a large quantity of data needs to be collected at one time. The initial term of the purchase orders is approximately 12 months starting on or about April 6, 2021 and ending on or about April 6, 2022, with four one-year options to extend the purchase orders.

Traffic Data Service CA, LLC and Quality Traffic Data, LLC may request annual adjustments to the compensation after the initial 12-month term based on the Consumer Price Index or Construction Cost Index, subject to the vendors demonstrating the requested increases are justified. Price adjustments are subject to the City's approval.

### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

### **FISCAL IMPACT**

The proposed purchase orders are being established for a total aggregate not-to-exceed amount of \$120,000. There is adequate funding available in the existing capital projects, Neighborhood Traffic Calming (1211) and Traffic Studies and Needs Assessment/Upgrade (1216) in the Streets and Highways Capital Fund for FY 2020/21 and FY 2021/22. In addition, it is anticipated that future planned appropriations for these projects as reflected in the Five-Year Capital Improvement Program would provide adequate funding for potential one-year extension options.

### **COORDINATION**

This report has been coordinated with the Finance Department and the City Attorney's Office.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>>.

### **RECOMMENDATION**

1. Authorize the City Manager to execute a purchase order with Quality Traffic Data, LLC for traffic data collection services, for a term ending on or about April 6, 2022 for a total amount not-to-exceed \$60,000, subject to the appropriation of funds;
2. Authorize the City Manager to execute a purchase order with Traffic Data Service CA, LLC for

traffic data collection services, for a term ending on or about April 6, 2022 for a total amount not-to-exceed \$60,000, subject to the appropriation of funds; and

3. Authorize the City Manager to exercise up to four one-year options to extend the term of both purchase orders after the initial term through April 6, 2026 for ongoing traffic data collection services, subject to the appropriation of funds.

Reviewed by: Craig Mobeck, Director of Public Works

Approved by: Deanna J. Santana, City Manager