

SUBJECT: Regional Traffic Data Collection Contract

Meeting	Meeting Date	Agenda Category	Agenda Item #
Regional Council	May 25, 2017	Consent Action	4e

REQUESTED ACTION/SUGGESTED MOTION

That Regional Council authorizes the PAG Executive Director to negotiate and execute a contract for 2017-2019 Traffic Data Collection work under PAG’s Regional Modeling Program.

ASSOCIATED OWP WORK ELEMENT/GOAL

Work Element 63, Regional Modeling.

SUMMARY

Background:

PAG regularly collects traffic counts on major roads and intersections throughout the region. In addition to being a vital input to PAG’s transportation planning and travel forecasting, traffic count information is used by:

- transportation engineers and planners throughout the region to identify existing traffic issues and solutions
- federally mandated HPMS which informs the Arizona State Legislature and U.S. Congress to make decisions regarding the need for and allocation of state and federal funds
- regional, state and federal air quality experts to monitor traffic-related pollutants and conformance with air quality standards
- private sector marketing specialists as measures of accessibility and exposure

To maximize the value of this data, PAG annually compiles and distributes all of the traffic counts collected throughout eastern Pima County. These data are available in a number of formats, including:

- PAG’s annual traffic volumes map; and,
- PAG’s Interactive Traffic Database Application

PAG received one proposal in response to our advertised RFP. The proposal submittal cutoff date was April 17, 2017. PAG’s proposal evaluation committee recommended to award the contract to the only contractor that submitted a proposal, Traffic Research & Analysis (TRA), headquartered in Phoenix.

The proposals were required to address three years of PAG data collection needs. However, the contract will be conditioned upon an annual approval and notice to proceed based on satisfactory work of the previous year. The 2017-2019 traffic data collection will start with the estimated total cost between \$80,000 - \$90,000, allowing for collecting 300 street segment volume counts, 185 turning movement counts at intersections and some (numbers to be determined) bike counts and vehicle classification counts in 2017. The three-year (2017-2019) total cost is estimated to be \$243,435 that will cover the data collection needs of 900 street segment volume counts and 555 intersection turning movement counts.

PRIOR BOARD AND/OR COMMITTEE ACTION

None.

FINANCIAL CONSIDERATIONS

The PAG Regional Modeling program collects regional traffic and travel data through contracted services. The PAG Overall Work Program budget for traffic and travel data collection for FY 2018 is \$100,000 in total. This contract will fall within the budgeted amount. It is anticipated that the traffic data collection program will be budgeted similarly for the following two fiscal years.

TECHNICAL, POLICY, LEGAL OR OTHER CONSIDERATIONS

None.

ATTACHED ADDITIONAL BACKUP INFORMATION

The Scope of Work for the contracted services is attached.

**Staff
Contact/Phone**

Farhad Moghimi, 792-1093, ext. 4420
Cherie Campbell, 792-1093, ext. 4418
Dave Atler, 792-1093, ext. 4443
Aichong Sun, 792-1093, ext. 4453