



# CITY COUNCIL AGENDA REPORT

---

MEETING DATE: JANUARY 20, 2004

ITEM NUMBER:

**SUBJECT:** AWARD PROFESSIONAL SERVICES CONTRACT FOR TRAFFIC VOLUME DATA COLLECTION

**DATE:** JANUARY 8, 2004

**FROM:** PUBLIC SERVICES DEPARTMENT - TRANSPORTATION SERVICES DIVISION

**PRESENTATION BY:** WILLIAM J. MORRIS, DIRECTOR OF PUBLIC SERVICES

**FOR FURTHER INFORMATION CONTACT:** PETER NAGHAVI, TRANSPORTATION SERVICES MANAGER, 714-754-5182

---

## **RECOMMENDATION:**

1. Award a Professional Services Contract (Attachment 1) for an amount not to exceed \$45,000 to Accutek Traffic Data, Inc., 21114 Trigger Lane, Diamond Bar, California 91765 for City's annual traffic volume survey.
2. Authorize the Mayor and the Deputy City Clerk to execute the professional services agreement.

## **BACKGROUND:**

The Development Phasing and Performance Monitoring Program (DPPMP), adopted by the City Council on May 3, 1993, requires an annual review of the cumulative impacts of developments on circulation system capacity. The program tracks current land use entitlements and construction activity, and monitors arterial highway Average Daily Traffic (ADT) volumes and intersection levels of service (LOS). The goal of the program is to ensure that the necessary infrastructure is added as development proceeds so that the minimum Council established level of service standard (LOS D) is maintained throughout the city. The program also serves to identify potential deficiencies and the measures necessary to correct these deficiencies.

As part of the DPPMP, Average Daily Traffic Volume (ADT) counts are conducted on a biennial basis, whereas an inventory of intersection counts is conducted annually. The 2004 DPPMP will document the peak period LOS at each signalized intersection and ADT volumes at approximately 250 locations throughout the City.

**ANALYSIS:**

The Transportation Services Division requested proposals from five (5) traffic data collection firms for the collection of peak period counts at approximately 150 intersections and 24 hour ADT counts at approximately 250 locations throughout the City.

Detailed Proposals specifying cost per intersection and per ADT location was required from the traffic data collection firms.

In response to the Request For Proposal (RFP), the City received three (3) proposals. The cost per location ranged from \$150.00 to \$175.00 for one-person intersection counts, and \$235.00 to \$325.00 for two-person intersection counts. The cost per location for ADT counts ranged from \$52.00 to \$80.00. Attachment 2 – Table 1 provides a summary of the proposals received.

Transportation Services staff has thoroughly reviewed all proposals and has determined that Accutek Traffic Data's proposal meets City's standards based on qualifications and relative experience. Their proposal of \$44,000 is the lowest among those submitted. A contract not to exceed \$45,000 will allow staff to conduct additional intersection and ADT counts on roadways as needed during the contract term.

Accutek Traffic Data, Inc., has been providing traffic counting services for over 8 years in Southern California. Accutek conducted similar services for the City for two consecutive years, 2000 and 2001 and have performed the work to City's satisfaction.

**ALTERNATIVES CONSIDERED:**

An alternative to this Council action would be to not award the contract to the above-named consultant and have City staff perform the required duties. However, staff does not have the manpower and equipment to complete the necessary traffic counts in a timely manner due in part to the large number of traffic counts required. A second alternative would be to not conduct the program. This alternative would be in contradiction with Council approved DPPMP Program requirements.

**FISCAL REVIEW:**

Funds for this project have been designated within the fiscal year 2003-2004 budget and have been encumbered through a purchase requisition (Attachment 3) for an amount not to exceed \$45,000.

**LEGAL REVIEW:**

The aforementioned consultant will furnish all of the necessary insurance documents for approval as to form by the City Attorney's Office prior to commencement of work. After the award of the contracts and the approval of the insurance documents, a "Notice to Proceed" will be issued to the consultant.

**CONCLUSION:**

In response to Request For Proposals for traffic data collection, three (3) firms responded. After a careful and thorough review of the proposals for qualifications and relative experience, Transportation Services staff recommends that the City Council award the contract to Accutek Traffic Data, Inc. in the amount of \$45,000, and authorize the Mayor and Deputy City Clerk to execute the professional services agreement.

---

PETER NAGHAVI, MANAGER  
Transportation Services Division

---

WILLIAM J. MORRIS  
Director of Public Services

---

MARC PUCKETT  
Director of Finance

DISTRIBUTION: City Manager  
Deputy City Clerk  
Deputy City Manager – Dev. Svcs.  
Director of Public Services  
Staff  
File

ATTACHMENTS: 1 [Professional Services Agreement](#)  
2 [Table 1 – Proposals Received](#)  
3 [Purchase Requisition](#)

File Name

Date

Time