



Legislation Details (With Text)

<b>File #:</b>	15-8451	<b>Version:</b>	1	<b>Name:</b>	
<b>Type:</b>	Consent Item	<b>Status:</b>		Approved	
<b>File created:</b>	5/31/2018	<b>In control:</b>		City Council Business Meeting	
<b>On agenda:</b>	7/23/2018	<b>Final action:</b>		7/23/2018	
<b>Title:</b>	Traffic Data Collection and Processing Services				

**Attachments:**

Date	Ver.	Action By	Action	Result
7/23/2018	1	City Council Business Meeting	Approve	Pass

**Traffic Data Collection and Processing Services**

**Action:**

**Approve a contract for up to \$475,000 over five years with Quality Counts, LLC for traffic data collection and processing services.**

**Staff Resource(s):**

Liz Babson, Transportation  
Ashley Landis, Transportation  
Keith Bryant, Transportation

**Explanation**

- The City seeks to make data-driven decisions to best serve the mobility needs of the public in a rapidly growing and changing City.
- Data collection is important to inform engineering and planning decisions, collect and assess traffic safety data, track changes over time, rank priorities, and assess project success.
- Accurate counts at intersections (turning movement counts) and mid-block locations are also critical because this data is shared with the Charlotte Regional Transportation Planning Organization (CRTPO) and the Metropolitan Planning Organization (MPO).
- Accurate and recent traffic data collection is critical to the CRTPO and the MPO organizations for the following reasons:
  - Validating the region’s travel demand model, the tool used for local and regional transportation planning and air quality conformity,
  - Implementing federal and state transportation planning requirements, and
  - Aiding CRTPO in the monitoring of performance measures as federally mandated by the Fixing America’s Surface Transportation Act.
- Other necessary uses of this data collection include:
  - Providing average annual daily traffic data used to design Community Investment Plan projects,
  - Providing data to assist the City when responding to residents’ requests such as traffic calming measures, and
  - Analyzing motor vehicle, pedestrian, and bicycle count data in conjunction with crash statistics to support the City’s Vision Zero initiative.
- On October 4, 2017, the City issued a Request for Proposals (RFP); three proposals were received.
- Quality Counts, LLC best meets the City’s needs in terms of qualifications, experience, cost, and responsiveness to the RFP requirements.
- The estimated contract expenditure is \$95,000 per year over a five-year term.

**Charlotte Business INclusion**

No subcontracting goals were established because there are no subcontracting opportunities (Part C: Section 2.1(a) of the Charlotte Business INclusion Policy).

**Fiscal Note**

Funding: General Community Investment Plan