

Legislation Details (With Text)

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On agenda: 7/23/2018 **Final action:** 7/23/2018

Title: 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