



Office of the City Manager

CONSENT CALENDAR  
April 14, 2020

To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: Phil Harrington, Director, Public Works  
Subject: Contract: National Data & Surveying Services, for On-Call Transportation and Parking Survey Consulting Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with National Data & Surveying Services for on-call transportation and parking survey consulting services for the period May 15, 2020 to May 14, 2023 with an option of up to two one-year extensions in the amount not-to-exceed \$240,000.

FISCAL IMPACTS OF RECOMMENDATION

Funding for this on-call contract will be identified and expended only for actual data collection services required. Therefore, funding will be subject to appropriation in the specific fiscal year (covered in the contract term) that the services are needed. Some of the funding sources that are available for use are the Capital Improvement Fund (Fund 501), Measure B Bike and Pedestrian Fund (131), Measure F Alameda County VRF Street & Road Fund (133), and the Parking Meter Fund (631).

The total not-to-exceed contract amount is \$240,000 during the term of the contract.

CURRENT SITUATION AND ITS EFFECTS

The Public Works Department, Transportation Division, issued a request for qualifications (RFQ), Specification No. 19-11282-C on November 30, 2018, with invitations sent to several companies serving the Bay Area. Three proposals were received (IDAX Data Solutions, National Data & Surveying Services (NDS), and TJKM Transportation Consultants) on January 8, 2019 meeting all requirements and specifications.

Due to staff vacancies following the release of the RFQ, the Transportation Division was not able to immediately review the proposals. Staff resources have since become available for RFQ review and after evaluations of these proposals the highest score was given to NDS. This contract will provide on-call services to continue providing valuable data that informs the engineering decisions of several transportation programs and projects including the Traffic Calming Program.

### BACKGROUND

The City has consistently hired outside firms to perform transportation surveys due to insufficient staff resources and the lack of necessary data collection equipment. The existing on-call contract with Traffic Counts Plus will expire on March 31, 2020. It is necessary to execute a new contract due to the high demand for traffic data for various transportation programs and projects. Traffic and parking data collection is essential for evaluating streets and intersections and has an integral role in the City's traffic calming program.

Selecting an On-Call Transportation and Parking Survey Consultant is a Strategic Plan Priority Project, advancing our goal to provide state-of-the-art, well-maintained infrastructure, amenities, and facilities.

### ENVIRONMENTAL SUSTAINABILITY

The awarding of this contract is consistent with the City's efforts to improve efficiency of movement of people and vehicles throughout the City's roadway network. Data collected through the on-call contract will help inform decisions that make the City of Berkeley a more pedestrian, bicycle, and transit friendly community thus working to reduce greenhouse gases and pollutants that impact air quality.

### RATIONALE FOR RECOMMENDATION

The factors considered during the selection process included firm experience, client references, work understanding, work samples, and conformance with RFQ requirements. NDS was the highest ranked respondent based on their comprehensive quality control and data collection approach, extensive experience, and quality work samples. Additionally, all references that were contacted for NDS provided very positive feedback.

### ALTERNATIVE ACTIONS CONSIDERED

The only alternative would be to postpone indefinitely the execution of certain assignments, including the traffic calming program.

### CONTACT PERSON

Farid Javandel, Transportation Manager, Public Works, 510-981-7061  
Jesse Peoples, Assistant Traffic Engineer, Public Works, 510-981-6416

Attachments:  
1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: NATIONAL DATA & SURVEYING SERVICES (NDS) FOR ON-CALL  
TRANSPORTATION AND PARKING SURVEY CONSULTING SERVICES

WHEREAS, outside traffic and parking data collection services are needed for traffic calming, speed surveys, parking studies, intersection evaluation, and other essential tasks; and

WHEREAS, a Request for Qualifications (Specification No. 19-11282-C) was issued and National Data & Surveying Services (NDS) was selected from three respondents as the most qualified; and

WHEREAS, the City lacks both human resources and the equipment necessary to carry out all the traffic and parking data collection the consultant is capable of providing; and

WHEREAS, the Public Works Department, Transportation Division, must conduct studies requiring these services to proceed with crucial transportation tasks; and

WHEREAS, funding is subject to appropriation in the FY 2020 and future fiscal year budgets in various Funds.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with NDS for On-Call Transportation and Parking Survey Consulting Services in an amount not to exceed \$240,000 for the period of May 15, 2020 through May 14, 2023 with an option for two one-year extensions. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.

