



## Legislation Text

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**File #:** 23-1456, **Version:** 1

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**STRATEGIC PRIORITY:** Government Performance & Financial Management  
**AGENDA DATE:** June 14, 2023  
**COUNCIL DISTRICT(S):** All  
**DEPARTMENT:** Office of Procurement Services  
**EXECUTIVE:** Jack Ireland

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### **SUBJECT**

Authorize a three-year service contract in the amount of \$1,833,750, with two one-year renewal options in a total amount of \$1,302,995, as detailed in the Fiscal Information Section for traffic counting services for the Department of Transportation - National Data and Surveying Services, Inc., most advantageous proposer of five - Not to exceed \$3,136,745 - Financing: General Fund (subject to annual appropriations)

### **BACKGROUND**

This action does not encumber funds; the purpose of a service contract is to establish firm pricing for services, for a specific term, which are ordered on an as needed basis.

This service contract will provide for traffic counting services for the Department of Transportation. This contract will ensure reliable and efficient collection of traffic-related data and allow requests to be evaluated quickly with on demand services. The Department of Transportation, in alignment with the mission to provide a safe and inclusive transportation system, regularly require data collections of pedestrian and vehicular traffic volumes and speeds to administer various programs and initiatives.

Some of the initiatives that require this data include traffic signal warrants analyses and evaluations for school crossing guards along with Neighborhood Traffic Management Program (NTMP). The City established NTMP to provide a clear structure for addressing traffic calming concerns. The program is a joint effort between the residents and the City to improve safety in neighborhoods by selecting the appropriate method of traffic management. The NTMP addresses excessive speed, pedestrian and bicycle safety, cut-through traffic, crashes, and quality of life issues.

A six-member committee from the following departments reviewed and evaluated the qualifications:

- Department of Transportation (2)
- Park & Recreation Department (1)
- Small Business Center Department (1)
- Water Utilities Department (1)
- Office of Procurement Services (1)\*

\*The Office of Procurement Services evaluated cost and local preference, if applicable.

The committee selected the successful respondent on the basis of demonstrated competence and qualifications under the following criteria:

- Cost 30 points
- Experience 25 points
- Approach 25 points
- Business Inclusion and Development Plan 15 points
- Local Preference 5 points

As part of the solicitation process and in an effort to increase competition, the Office of Procurement Services used its procurement system to send out email notifications to vendors registered under relevant commodity codes. To further increase competition, the Office of Procurement Services uses historical solicitation information, the Internet, and vendor contact information obtained from user departments to contact additional vendors.

On November 10, 2015, the City Council authorized a living wage policy that requires contractors to pay their employees a “living wage” rate as established annually by the Massachusetts Institute of Technology Living Wage Calculator for Dallas County by Resolution No. 15-2141. The calculated living wage during the solicitation process of this contract is \$17.82; the selected vendor meets this requirement.

#### **PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)**

On April 27, 2016, the City Council authorized a three-year service contract for traffic counting services with Quality Traffic Data, LLC by Resolution No. 16-0614.

#### **FISCAL INFORMATION**

| Fund         | FY 2023      | FY 2024      | Future Years   |
|--------------|--------------|--------------|----------------|
| General Fund | \$313,675.00 | \$627,349.00 | \$2,195,721.00 |

|                        |                |
|------------------------|----------------|
| Initial Term:          | \$1,833,750.00 |
| Renewal Option: Year 1 | \$ 640,200.00  |
| Renewal Option: Year 2 | \$ 662,795.00  |
| Total                  | \$3,136,745.00 |

**M/WBE INFORMATION**

In accordance with the City's Business Inclusion and Development Policy adopted on September 23, 2020, by Resolution No. 20-1430, as amended, the M/WBE participation on this contract is as follows:

| Contract Amount   | Procurement Category | M/WBE Goal                     |
|---|----------------------|--------------------------------|
| \$3,136,745.00  | Other Services       | N/A                            |
| M/WBE Subcontracting %  | M/WBE Overall %      | M/WBE Overall Participation \$ |
| N/A   | N/A                  | N/A                            |
| • This item is Other Services which does not have an availability and disparity participation goal. |                      |                                |
| • National Data and Surveying Services, Inc. - Non-local; Workforce - 1.92% Local                   |                      |                                |

**PROCUREMENT INFORMATION**

Method of Evaluation for Award Type:

|   |   |
|---|---|
| Request for Competitive Sealed Proposal | <ul style="list-style-type: none"> <li>• Utilized for high technology procurements, insurance procurements, and other goods and services</li> <li>• Recommended offeror whose proposal is most advantageous to the City, considering the relative importance of price, and other evaluation factors stated in the specifications</li> <li>• Always involves a team evaluation</li> <li>• Allows for negotiation on contract terms, including price</li> </ul> |
|---|---|

The Office of Procurement Services received the following proposals from solicitation number BBZ23-00019934. We opened them on October 20, 2022. We recommend the City Council award this service contract in its entirety to the most advantageous proposer.

\*Denotes successful proposer

| <b><u>Proposers</u></b>                     | <b><u>Address</u></b>                                | <b><u>Score</u></b> |
|---|--|---------------------|
| *National Data and Surveying Services, Inc. | 1535 South La Cienega Blvd.<br>Los Angeles, CA 90035 | 76.25               |
| GRAM Traffic North Texas, Inc.              | 1120 West Lovers Ln.<br>Arlington, TX 76103          | 65.62               |
| C J Hensch & Associates, Inc.               | 5215 Sycamore Ave.<br>Pasadena, TX 7750              | 57.20               |
| Quality Traffic Data, LLC                   | 5315 Laurel Canyon Blvd.<br>Suite 201                | 43.38               |

Valley Village, CA 91607

Smith Engineering and  
Associates, LLC

354 Bartlett Circle NE  
Cleveland, TN 37312

34.50

**OWNER**

**National Data and Surveying Services, Inc.**

Abraham Tashman, President  
Kevin Deal, Chief Operating Officer