



**Northeast Ohio Areawide Coordinating Agency**  
NOACA

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[www.noaca.org](http://www.noaca.org)

**Request for Proposals (RFP) for a Traffic Count Program**

**Issue Date: December 9, 2015**

**Closing Date: January 11th, 2016**

NOACA is seeking a qualified person or firm to contract for consulting services to conduct a traffic count program. The deadline for submittals is 12:00 NOON ET on January 11th, 2016. Please read entire RFP for specific information and requirements.

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## 1. THE NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

The Northeast Ohio Areawide Coordinating Agency (NOACA) is a Cleveland-based transportation and environmental planning organization that serves as the metropolitan planning organization (MPO) and designated areawide water quality management agency for the counties of Cuyahoga, Geauga, Lake, Lorain, and Medina in Ohio.

In these capacities it:

- Works with other organizations to help address northeast Ohio's transportation, air quality and water quality needs.
- Conducts metropolitan planning for various modes of transportation, including vehicles, freight, transit, bicycle, pedestrian, etc., while considering the transportation system's impact on the environment and land use.
- Prepares the region's long-range transportation plan and short-range transportation improvement program, which is the region's capital budget for federally funded transportation projects.
- Conducts studies that address congestion, improve safety and strengthen community livability.

The vision of NOACA is as follows: NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

NOACA is directed by a 45-member Board of Directors that represent the City of Cleveland and all five NOACA counties and their communities, plus transit agencies, the Northeast Ohio Regional Sewer District (NEORS), the Cleveland-Cuyahoga County Port Authority, the Ohio Environmental Protection Agency (Ohio EPA) and the Ohio Department of Transportation (ODOT).

The NOACA region is home to 2.1 million people and more than 150 units of government. The region is anchored by several urban core cities, with the largest being Cleveland.

More information about NOACA is available on its website at [www.noaca.org](http://www.noaca.org)

## 2. BACKGROUND

In 2012 NOACA initiated a traffic count program focused on the local federal-aid system. In addition to being a vital input into the transportation planning process, traffic count information is used by transportation engineers and planners at NOACA and throughout the region.

## 3. SCOPE & PROJECT DETAILS

NOACA is seeking proposals from qualified persons or firms to contract for consulting services to collect volume counts and intersection turning-movement counts around Northeast Ohio for a three-year period from July 1, 2016, through June 30, 2019. The count locations are spread throughout NOACA's planning area, which includes Cuyahoga, Geauga, Lake, Lorain and Medina counties.

The proposal shall include pricing information for Part I and Part II. Part I consists of 300 to 350 volume, classification and speed counts. These counts shall be bidirectional and cover a 24-hour (midnight to midnight) daily period, and be recorded in hourly and directional detail. Part II consists of up to 30 intersection turning-movement counts using video technology. Consultants are invited to submit a proposal that includes an outline of their experience and qualifications in performing work directly related to the services required.

### **3.1 Kickoff Meeting**

The successful consultant shall hold the meeting within twenty (20) working days of the effective date of the agreement at 1299 Superior Avenue, Cleveland, Ohio 44114. Minutes of the meeting shall be submitted to NOACA for approval within five (5) working days. The kickoff meeting will include a discussion of expectations for the project. The agenda for the meeting will be developed by the NOACA project manager.

### **3.2 Part I - Traffic/Volume Counts**

There are between 300 and 350 volume-count locations to be counted in the first year of the contract and a similar number to be counted in subsequent years. A list and map of the count locations will be provided by June 1, 2016. These count locations will vary in the number of lanes to be counted by direction.

NOACA reserves the right to increase or decrease the counts each year depending on need and/or funding availability.

The contractor must be able to deploy resources (physical or mechanical) and collect vehicle volume, classification and speed data. These counts shall be bidirectional (except for one-way roads), cover a 24-hour (midnight to midnight) daily period and be recorded in hourly and directional detail. The vehicle classification data shall be collected in two categories: 1. P&A (FHWA classification 1- 3, passenger vehicles), and 2. B&C (FHWA classification 4-13, commercial vehicles).

The traffic counts should be collected only on a typical weekday (Tuesday through Thursday), excluding days around holidays, days with inclement weather and days with special events in the neighborhood around the counting locations. The contractor is required to submit the raw data from the counter and also submit data in a standard format as prescribed in Appendix A.

Also, every count should be submitted electronically in a Microsoft Excel format report with hourly and directional details, vehicle type, date and weather, as well as latitude/longitude information from the count locations.

Completed counts are to be submitted to NOACA electronically on a weekly basis.

### **3.3 Part II - Intersection Counts**

Up to 30 intersection turning-movement counts are to be counted in the first year of the contract and a similar number to be counted in subsequent years, on an as-needed basis. This does not guarantee that intersection counts will be needed each year; it is possible that no intersection counts will be needed for a given fiscal year.

Typically, a count request will consist of between one (1) and 10 intersections within a small geographic scope (two-mile radius). Typically, eight-hour counts are needed (morning, midday and evening).

These counts shall be Miovision or equivalent video counts that can be classified by vehicle type, including light trucks, heavy trucks, buses, bicycles and pedestrians. The processed count data and video should be accessible online within a week of performing the counts. Miovision, or equivalent, video counts shall consist of video-recording an intersection and processing the video afterward to extract turning-movement counts and detailed vehicle classification to a minimum 95% accuracy. The video footage can also be used to observe traffic patterns and gain insight that can be useful during analysis and design.

The counts should be conducted within 3 weeks of the count request. These intersection counts shall be collected only on a typical weekday (Tuesday through Thursday), excluding days around holidays, days with inclement weather and days with special events in the neighborhood around the counting locations, unless specified otherwise for a given request.

#### **4. METHODOLOGY, DELIVERABLES, AND PROJECT SCHEDULE**

The contractor shall include, in the proposal, a description of the methodology to be used, a project schedule and a description of the final product(s). The proposal will also list and describe the deliverables that result from each step of the methodology. One electronic copy of the final product(s) and each deliverable shall be submitted. These materials shall become the property of NOACA, which may make them available to other public/private agencies in Ohio or elsewhere.

Administrative information such as the contractor's status, reporting procedures and the contractor's approach to effective communication with NOACA personnel shall also be included.

Please provide manufacturer, model number and technical specifications of all mechanical equipment proposed to be used by contractor in this effort.

Elements that Apply to the Project Schedule:

1. The counting period for the first year shall be from July 1, 2016 (or upon receipt of written notice to proceed) to December 15, 2016.
2. All count data converted in the standard format as specified in Appendix A shall be submitted electronically to NOACA on a weekly basis to be completed by December 15 of each year.
3. The counts for the second year of the contract may begin in spring 2017 upon notice to proceed and shall be completed by December 15, 2017.
4. The counts for the third year of the contract may begin in spring 2018 upon notice to proceed and shall be completed by December 15, 2018.
5. The parties may agree to modifications to these schedules if counts are increased or decreased, or for other reasons.
6. The contract may contain a penalty clause for failure to complete annual counts on time as agreed.

## 5. COST

### 5.1 Part I - Traffic/Volume Counts

The proposal shall include the total cost of the service, calculated by multiplying the number of count locations by a per-count cost, which shall become the operative figure for billing purposes. The per-count cost shall include all direct labor costs, overhead costs and non-salary direct costs including travel time, equipment costs, per diem, any traffic control required, equipment purchase or rental, any set-up or removal of road sensors, collection, processing, formatting, printing costs, conversion of data, and delivery of the data to NOACA.

All proposals shall include a firm fixed price for each of the three years of the three-year contract. In the cost estimates, please be sure to include the following costs as separate line items:

- Labor costs for installers of the equipment (hourly rate and cost assigned for each count)
- Labor costs for data processors
- Travel/Expenses
- Margin (profit) per location
- Any other miscellaneous cost information used to arrive at unit cost per location

The proposal must identify:

- Unit cost for one 24-hour Average Daily Traffic (ADT) count in one direction (Unit Cost A)
- Unit cost for one 24-hour (ADT) count in both directions (Unit Cost B)
- Unit cost for one 24-hour ADT count in one direction with vehicle type and speed data for roadways up to two lanes per direction (Unit Cost C)
- Unit cost for one 24-hour ADT count in both directions with vehicle type and speed data for roadways up to two lanes per direction (Unit Cost D)
- Unit cost for one 24- ADT count in one direction with vehicle type and speed data for roadways greater than two lanes per direction (Unit Cost E)
- Unit cost for one 24-hour ADT count in both directions with vehicle type and speed data for roadways greater than two lanes per direction, not counting center-turn lanes (Unit Cost F)

The cost per count shall be guaranteed by the contractor for each of the three years of the three-year contract. NOACA will make no changes as to price during the life of this contract (July 1, 2016, through June 30, 2019). Additional counts may be performed for the same cost-per-count price if more counts are needed.

## 5.2 Part II - Intersection Counts

The per-count cost shall include all direct labor costs, overhead costs and non-salary direct costs including travel time, equipment costs, per diem, any traffic control required, equipment purchase or rental, any set-up or removal of equipment, collection, processing, formatting, printing costs, conversion of data, and delivery of the data to NOACA. The cost per count shall be guaranteed by the contractor for each of the three years of the three-year contract. NOACA will make no changes as to price during the life of this contract (July 1, 2016, through June 30, 2019).

The proposal must identify:

- Unit cost for intersections within a typical project area (five-mile radius or less)
  - First intersection
  - Additional intersections
  - Large intersections that would require two cameras
  
- Unit cost for individual intersections that are not within the bounds of a typical project area (greater than a five-mile radius)

## 6.0 QUALIFICATIONS

Any combination of skills and experience that can successfully and effectively address the scope of services will be considered.

## 7.0 PROCUREMENT TIMELINE

NOACA's process and timeline for the selection of a consultant are as follows:

### **Jan.11th, 2016. 12:00 noon - Deadline for RFP Submittals**

Submittals must be received at NOACA by the above deadline. Digital proposals are to be submitted via email to [procurement@mpo.noaca.org](mailto:procurement@mpo.noaca.org), but NOACA assumes no responsibility for formatting or transmission errors. Submittals received after the deadline will not be considered. Please reference "Traffic Count RFP" in the email subject line.

### **Jan. 11-15, 2015. Consideration of Submittals and Selection of Interview Candidates**

An evaluation team will select candidate(s) from submittals received for interview(s). This process will include review of submittals, references and other information as necessary, as well as the rating of submittals.

### **Jan. 19-20, 2015. Interviews with Selected Candidates (If Needed)**

Interviews will provide an opportunity for NOACA and selected candidates further to gauge their fit and ability to work with each other.

Please ensure that the appropriate representative, including the designated project manager, will be available to attend an interview if your organization is selected as a finalist.

### **Jan. through March, 2016. NOACA Committee Review Process**

### **March 11, 2016. Approval of Contract by NOACA Board of Directors**

## 8.0 EVALUATION CRITERIA:

CRITERIA	Weight %
Project Approach: Exhibit 1. Note 1	40
Demonstrated experience with similar projects: Exhibit 1. Note 2	20
Qualifications of the organization(s) & project team: Exhibit 1. Note 3	20
Cost: Exhibit 1. Note 4	20
<b>Total</b>	<b>100</b>

### Exhibit 1 - Consultant Selection Rating Form Notes

**1. Project Approach:** Each consultant shall be evaluated based on the approach presented in the proposal to complete the project. Factors for evaluation shall include project schedules, demonstration of understanding for the project, methods and strategies to best accomplish the project, creativity, viability and implementation. Proposals should clearly describe how each task or deliverable will be completed

**2. Demonstrated Experience with Similar Projects:** The proposal must demonstrate each consultant's experience and established competence related to this procurement. Each consultant shall be ranked, with the highest-ranked consultant and proposed subconsultants receiving the greatest number of points, and lowest-ranked consultant and proposed subconsultants receiving commensurately lower scores. The rankings and scores will be based on each firm's experience on similar projects and past performance for NOACA and other appropriate agencies. The selection team will consider documented performance ratings, if available, and consult other agencies as appropriate. The use of documented ratings shall place emphasis on the specific type of services requested.

**3. Qualification of Staff:** The Proposal must demonstrate that the consultant has the organizational capability and experience to complete the project. Identify the project team members, the role of the prime consultant and any subconsultant(s). The rankings and scores will be based on the staff's experience on similar projects and past performance for other agencies.

Differential scoring will consider the relative importance of the project manager's role in the success of a given project. The project manager's role in a simple project may be less important than for a complex project, and differential scoring will reflect this, with higher differentials assigned to projects that require a larger role for the project manager.

**4. Cost:** Total cost will be evaluated on a scale relative to the cost of all proposals received. The lowest-cost proposal shall receive the highest points possible, and each proposal thereafter will be weighted in comparison. The selection team shall review cost factors, such as billable hours, rates of pay and appropriate staff assignment relative to the complexity of each task.



## 9. SUBMITTALS

### 9.1 Instructions for Submission of Responses

All responses to this RFP shall contain the following sections in the following order:

1. Letter of interest
2. Abstract
3. Background and Experience
4. Project Staffing and Organization
5. Project Approach
6. References
7. Cost Proposal

And, optionally:

8. Supplementary and/or reference material

Submissions for items 1-6 must be made electronically by **12:00 noon on Monday, January 11th, 2016**, using a PDF or Microsoft Office format. Proposals must be sent to [procurement@mpo.noaca.org](mailto:procurement@mpo.noaca.org) with "Traffic Count" in the subject line. For items 1-6, the number of pages per section must not exceed the number detailed below. The largest file size attachment that may be emailed is 65mb. For file sizes larger than that, respondents must provide an FTP link with the file, including any necessary logins and passwords before the procurement deadline. Paper submissions will not be accepted.

Supplementary and/or reference material, may be submitted or referenced as a DVD, website, via FTP, or other media or means. Accessibility to any website or platform, including any login information and passwords must be provided. Such material or references, including authority to review such information (if client-proprietary, for example) must be made available by the procurement deadline indicated above. Any media that must be mailed shall be sent to the address below and shall be referenced in the pdf document containing Sections 1-6. (Any items mailed or sent via courier services must arrive before the procurement deadline to be considered as submission supplementary material.)

Submittals received for items 1-6, above, will be confirmed via email. Please call (216) 241-2414 if you do not receive an email response within 48 hours indicating that your submittal was received.

### 9.2 Submittal Details

Proposal package should include the following:

1. **Letter of interest** – Must be no more than 2 pages and include contact information and authorizing signature.
2. **Abstract** – The abstract will consist of a summary of the highlights contained in the proposal and will be a maximum of one page.
3. **Background and Experience** – This section will include background information on the applicant's organization and shall give details of experience with similar projects, placing a particular emphasis on map-based big data platforms. This may not be more than 5 pages. Samples of work performed by the applicant related to previously implemented projects must be submitted (either a website or other media, or as supplementary material discussed above).
4. **Project Staffing and Organization** – Must be no more than 10 pages in length. This section should outline the qualifications and relevant experience of key staff members proposed to work on this project. It should identify these staff members' experience with similar projects,

with a particular emphasis on big data and/ or map-based software query applications and these staff members' proposed roles on the project. Staff bios should be included in this section. After contract award, project staff changes must be approved by NOACA.

5. **Project Approach** – No more than 12 pages. This section shall discuss the vendor's proposed project plan and approach that will be utilized to implement the scope of work outlined in this RFP, and include specific outputs and milestones.
6. **References** – No more than 1 page listing the most recent references from similar projects that include contact information.
7. **Cost Proposal** - The cost proposal must adhere to the requirements stated in Section 8, Exhibit 1, Note 4.
8. **Supplementary and/or reference material** - Examples of past work performed for other clients that demonstrate the capability to perform a Traffic Count Program.

## 10. ADMINISTRATIVE PROCEDURES AND CONDITIONS

- A. It is the policy of NOACA, as required by the Federal Highway Administration (FHWA), that Disadvantaged Business Enterprises (DBEs) shall have equal opportunity to compete for contracts and/or subcontract with another consultant to perform the requested services. The consultant must use its best efforts to solicit from and to use DBE subcontractors with meaningful minority groups and female representation among their employees. The consultant must ensure that the DBE subconsultant(s) is(are) performing a "commercially useful function" as defined in CFR 26.55. This agreement includes a DBE Goal of 12.1%. At least this percent of the agreement shall be subcontracted to certified DBE firms. In the event the consultant is unable to meet the DBE goal placed on this project, a good-faith effort must be demonstrated. This documentation must be included with the proposer's submittal. The percentage goal may be met if the awarded consultant is DBE certified. Consultant proposals that do not include the minimum percentage of DBE participation noted above or that cannot demonstrate good-faith efforts to include a DBE may be rejected. If selected, the consultant's price proposal shall reflect the required level of DBE participation or provide an explanation of how the requirement will be met in later phases of the work.
- B. Consultants agree not to discriminate against any employee or applicant for employment because of race, color, religion, age, creed, sex, sexual orientation or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Consultants further agree to comply with all requirements of Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000d et seq., 49 C.F.R. Part 21.
- C. The proposal, including price, shall be valid for at least nine months from the date of submission.

- D. An RFP does not constitute an offer or a contract. No contract may be awarded without a resolution by the NOACA Board of Directors.
- E. NOACA reserves the right to cancel or reissue the RFP or to revise the timeline at anytime. NOACA reserves the right to reject any and all proposals and to waive minor irregularities in the proposal process. NOACA may accept any proposal if such action is believed to be in the best interest of the agency.
- F. NOACA is not liable for any cost incurred by the proposer prior to execution of a contract.
- G. The contract between the successful proposer and NOACA shall include all documents mutually entered into specifically, including the contract instrument, the RFP and the response to the RFP. The contract must include, and be consistent with, the provisions stated in the RFP.
- H. The prime consultant or system provider will be required to assume the responsibility for all services offered in the proposal regardless of whether directly performed by the prime consultant. Further, the prime consultant will be the sole point of contact for NOACA with regard to contractual matters.
- I. The consultant project team shall be approved by NOACA. NOACA must approve any changes in the project team.
- J. Any award of contract will be to the consultant or contractor that provides the highest value relative to costs.
- K. Consultants must show proof of liability insurance.

## 11. QUESTIONS

For questions regarding the RFP, please contact [procurement@mpo.noaca.org](mailto:procurement@mpo.noaca.org). All questions must be submitted by email by noon on December 31<sup>st</sup>, 2015. All answers will be publicly posted on [www.NOACA.org](http://www.NOACA.org).

**PROPOSAL FORM**

I/we hereby propose to supply Traffic Count Services to the Northeast Ohio Areawide Coordinating Agency in full compliance with the Request-for-Proposals that is attached hereto and made a part hereof as follows:

Name of Firm:

Name of Authorized

Individual: Title:

Address:

City, State,

Zip: Phone:

Fax:

**Price  
Proposed**

Unit Cost A:

Total Cost:

Unit Cost B:

Total Cost:

Unit Cost C:

Total Cost:

Unit Cost D:

Total Cost:

Unit Cost E:

Total Cost: \_\_\_\_\_

Unit Cost F:

Total Cost: \_\_\_\_\_

Proposal shall be good for 180 days after receipt.

The undersigned understands the terms and conditions outlined in this RFP, incomplete proposals will be deemed unresponsive.

Signature:

Date:

# **APPENDIX A**

## **Data Reporting Format**

All traffic counts are to be submitted to NOACA in their “raw” format from the traffic counters, along with information on how to interpret and manipulate the raw data. All raw traffic counts shall be converted to an Excel spreadsheet. The spreadsheet shall contain one separate row of a 24-hour volume count for each direction, and one separate row of a 24-hour classification volume count for each classification category and each direction. Hourly details are stored in the record in the columns specified below. All numeric fields should be right-justified and zero-filled. The fields of each record are described one by one as follows:

1. **One or two way count:** (Column 1)  
1 = One way count  
2 = Two way count
2. **AB link:** This is the location identification number used by NOACA, to specify the general count location. The AB link refers to a NOACA highway network link used in NOACA’s Travel Demand Model. (Column 2)
3. **General Description of the Location:** (Column 3)
4. **Direction:** This is the code of traffic direction. There should be a separate record for each direction. (Column 4)

<b>Code</b>	<b>Direction</b>
1	North
3	East
5	South
7	West

5. **City:** (Column 5)
6. **Latitude** of the count location (Column 6)
7. **Longitude** of the count location (Column 7)
8. **Record Type:** (Column 8)  
Volume Only = Traffic volume record  
Classified = Classification data record
9. **Code:** This is the code for classification data. (Column 9)  
ALL = Volume data only  
PA = Passenger & A Commercial (FHWA classification 1-3)  
BC = B & C Commercial (FHWA classification 4-13)
10. **Year:** The year in which the data was collected. (Column 10)

11. **Month** (Column 11)

- 01 = January
- 02 = February
- 03 = March
- 04 = April
- 05 = May
- 06 = June
- 07 = July
- 08 = August
- 09 = September
- 10 = October
- 11 = November
- 12 = December

12. **Day**: Code for the day of the month of data, 01-31. (Column 12)

13. **Day of Week** (Column 13)

- 1 = Sunday
- 2 = Monday
- 3 = Tuesday
- 4 = Wednesday
- 5 = Thursday
- 6 = Friday
- 7 = Saturday

14. **AADT** – Annual Average Daily Traffic (Column 15)

15.-38. **HR1, HR2 ... HR24** Enter traffic volume counted during that hour. (Columns 15-38)

<b>Column</b>	<b>Hour Covered</b>
15	00:00 am to 01:00 am
16	01:00 am to 02:00 am
17	02:00 am to 03:00 am
18	03:00 am to 04:00 am
19	04:00 am to 05:00 am
20	05:00 am to 06:00 am
21	06:00 am to 07:00 am
22	07:00 am to 08:00 am
23	08:00 am to 09:00 am
24	09:00 pm to 10:00 am
25	10:00 am to 11:00 am
26	11:00 am to 12:00 noon
27	12:00 pm to 01:00 pm
28	01:00 pm to 02:00 pm
29	02:00 pm to 03:00 pm
30	03:00 pm to 04:00 pm
31	04:00 pm to 05:00 pm
32	05:00 pm to 06:00 pm
33	06:00 pm to 07:00 pm
34	07:00 pm to 08:00 pm
35	08:00 pm to 09:00 pm
36	09:00 pm to 10:00 pm
37	10:00 pm to 11:00 pm
38	11:00 pm to 12:00 am

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