



Office of the City Manager

CONSENT CALENDAR  
October 23, 2007

To: PK Honorable Mayor and Members of the City Council

From: PK Phil Kamlarz, City Manager

Submitted by: Claudette Ford, Public Works Director

Subject: Contract: Marks Traffic Data, Inc. for On-Call Traffic Consulting Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with Marks Traffic Data, Inc., for on-call traffic consulting service in an amount not to exceed \$50,000 for the period December 15, 2007 through December 14, 2009 with an option for a one-year extension.

FISCAL IMPACTS OF RECOMMENDATION

The contract amount of \$50,000 is available in FY 2008 in budget code 610-4950-431-3035. The CMS number is JK3UM.

CURRENT SITUATION AND ITS EFFECTS

The existing on-call contract with Multitrans Transportation Consultants, Inc., will expire on December 14, 2007. It is necessary to execute a new contract without delay due to the high demand for traffic data for various traffic programs and projects.

BACKGROUND

Speed surveys and volume counts are essential to traffic engineering for evaluating streets and intersections for designing traffic control devices and traffic calming measures, and for installing speed feedback signs. The Berkeley Police Department also depends on these surveys for assessing streets and intersections for enforcement programs. The Public Works Department, Transportation Division, issued a request for proposals (RFPs), Specification No. 07-10233-C, to ten potential bidders on August 6, 2007. Staff selected Marks Traffic Data, Inc., out of seven companies responding to the RFP. Neighborhood complaints and requests for safety studies, as well as Police Department requests for assessments of various streets and intersections needing enforcement, have added significantly to our need for traffic surveys.

RATIONALE FOR RECOMMENDATION

Marks was selected on the basis of selection criteria as follows: understanding and general approach to the program; experience with similar projects and experience with municipalities; qualification of key personnel assigned to the project; schedule of work; and bid amount. Marks has performed traffic related tasks very satisfactorily for the City

of Berkeley in the past. Their familiarity with City streets is excellent, as well as their knowledge of traffic patterns.

ALTERNATIVE ACTIONS CONSIDERED

There are insufficient staff resources available in-house for the Transportation Division to conduct the required traffic speed and volume data collection. We also lack the equipments necessary to conduct traffic surveys. The only alternative would be to postpone indefinitely the execution of certain assignments and responses to inquiries and complaints.

CONTACT PERSON

Ahsan Kazmi, Assistant Traffic Engineer, 781-7010

Attachment:

1: Resolution

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

CONTRACT: MARKS TRAFFIC DATA, INC. FOR ON-CALL TRAFFIC  
CONSULTING SERVICES

WHEREAS, outside traffic data collection services are needed for speed surveys and volume counts essential to traffic engineering for evaluating streets and intersections for designing traffic control devices and traffic calming measures, and for installing speed feedback signs; and

WHEREAS, a Request for Proposal (Specification No. 07-10233-C) was issued and Marks Traffic Data, Inc., was selected from seven respondents as the most qualified and providing the cost-effective service; and

WHEREAS, the City lacks both human resources and the equipment necessary to carry out all the traffic studies the vendor is capable of providing; and

WHEREAS, the Public Works Department, Transportation Division, must conduct studies requiring these services to respond timely to citizen concerns and Police Department requests; and

WHEREAS, funds in an amount not to exceed \$50,000 for these services are available in FY 2008 in budget code 610-4950-431-3035; CMS No. JK3UM.

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 Marks Traffic Data, Inc., for on-call traffic consulting services in an amount not to exceed \$50,000 for the period December 15, 2007 through December 14, 2009 with an option for a one-year extension. A record signature copy of said contract and any amendments to be on file in the Office of the City Clerk.

