

COUNCIL ACTION FORM

SUBJECT: 2020/21 REGIONAL TRANSPORTATION COUNT PROGRAM (TRAFFIC DATA SERVICE & ANALYTICAL PLATFORM)

BACKGROUND:

This program provides transportation-related data in the Ames regional area. Data from this program will be used to track critical transportation system performance measures which are used to analyze and forecast transportation system needs and priorities. This traffic data service and analytical platform includes providing transportation data and analytic capabilities across the Ames regional area.

This contract involves providing a traffic data and analytics platform. This cloud-based platform will provide access to transportation data and analytics for a variety of data types including: Origin/Destination, Trip Attributes, Segment Travel Times and Speeds, Segment Traffic Volumes, Intersection Traffic Volumes, Truck/Commercial Truck Data, and Vehicle Route Choices. The source of the data is primarily from mobile devices and fleet/navigational devices. This data is completely anonymized and covers both historical and current time periods.

Proposals for this data and analytics platform were received from two providers and were evaluated according to the following criteria: Data Coverage, Anonymized Data, Interactive Interface, Multiple Traffic Data Types, and Estimated Cost. Listed below is the ranking information based on this evaluation:

Provider	Criteria Met	Fee For FY 2020/21
StreetLight Data	10/10	\$ 64,900
INRIX	7/10	\$ 70,000

Given the above rankings, Staff has negotiated a contract with the highest-ranked provider, StreetLight Data, Inc., of San Francisco, California.

The budget for this project is programmed in the Capital Improvement Plan with \$70,000 in Road Use Tax funds. Ongoing licensing costs in future years will be included in the Ames MPO's Transportation Planning Work Program, which allows 80% of the costs to be reimbursed through the State (MPO = \$47,200; Local = \$11,800). The local match will be budgeted for in the annual Regional Transportation Count Program.

ALTERNATIVES:

1. Approve the agreement for the 2020/21 Regional Count Program (Traffic Data Service and Analytical Platform) with StreetLight Data, Inc., of San Francisco, California, in an amount of \$64,900.
2. Direct staff to negotiate an agreement with another provider.

CITY MANAGER'S RECOMMENDED ACTION:

Based on staff's evaluation using the above criteria, StreetLight Data, Inc. will provide the best value to the City in providing this traffic data service and analytical platform. Therefore, the City Manager recommends that the City Council adopt Alternative No. 1 as noted above.