

ITEM #:	11
DATE:	06-10-25
DEPT:	PW

COUNCIL ACTION FORM

SUBJECT: **PROFESSIONAL SERVICES AGREEMENT WITH OLSSON, INC. FOR
TRAFFIC SYSTEMS MANAGEMENT AND OPERATIONS PLAN**

BACKGROUND:

As the City of Ames continues to build out its new traffic fiber network, the Ames Area Metropolitan Planning Organization (AAMPO) is initiating the development of its first formal Traffic Systems Management and Operations (TSMO) Plan.

The TSMO plan is a strategic approach to optimizing the performance of the existing transportation network through enhanced operational practices, rather than through infrastructure expansion. Common strategies include traffic signal coordination and timing improvements, incident and special event management, traveler information systems, and real-time data sharing.

Intelligent Transportation Systems (ITS) refer to the technology and communication infrastructure that enables these strategies to function effectively—such as traffic sensors, cameras, fiber optic networks, and transportation management software.

Together, the TSMO Plan and ITS architecture aim to improve the efficiency, safety, and reliability of the regional transportation system by leveraging operational strategies and technology integration.

The project will culminate in the creation of a TSMO Plan that will:

- Inventory existing ITS infrastructure and architecture
- Guide long-term traffic operational strategies and priorities
- Support future ITS investment decisions
- Provide a framework for inter-agency coordination and system maintenance

This project is included in the AAMPO's Federal Fiscal Year (FFY) 2026 Transportation Planning Work Program (TPWP) and the City of Ames' 2024-2029 Capital Improvements Program (CIP). A total of \$150,000 is budgeted, with \$120,000 from federal MPO planning funds and \$30,000 as a local match from the City of Ames Road Use Tax Fund. The project is anticipated to be completed by the end of May 2026.

CONSULTANT SELECTION:

Consistent with federal and state procurement regulations governing the use of federal planning funds, AAMPO issued a Request for Proposals (RFP) on March 3, 2025. Per federal requirements, the RFP did not request fee information to ensure a qualifications-based selection process. Proposals were evaluated by a selection team composed of AAMPO and City of Ames staff using the following weighted criteria:

<u>RFP Scoring Criteria:</u>	<u>Points</u>
Project Understanding & Approach:	50
Project Team & Key Personnel:	20
Previous Experience:	20
Understanding of the AAMPO:	5
Project Management & Schedule:	5

Proposals were due on March 31, 2025, and four were received. The scores, using the aforementioned weighted criteria, were as follows:

Rank	Firm(s)	Score
1	Olsson (<i>Prime</i>), Bolton & Menk	93
2	Strand Associates	90
T3	HR Green (<i>Prime</i>), Tenkniam	78
T3	JEO Consulting	78

Given the above rankings, staff negotiated a contract (see Attachment A) with the highest ranked firm, Olsson, Inc. of Des Moines, Iowa.

PROJECT SCOPE:

Under the agreement, the consultant will lead the development of the AAMPO's TSMO Plan and Regional ITS Architecture Document, structured around the eight key components outlined in the RFP:

1. **Introduction** – Define the purpose and importance of TSMO in the Ames region and identify relevant regional stakeholders.
2. **Existing Conditions & ITS Architecture** – Document the current state of the transportation network, including ITS infrastructure (e.g., fiber, traffic signals, field devices), current signal operations, and congestion patterns using existing models and data.
3. **Needs Assessment** – Identify system needs and gaps in infrastructure, technology, and operations based on data analysis and stakeholder feedback.
4. **Strategic Goals & Objectives** – Establish a vision, goals, and measurable objectives aligned with regional priorities and national best practices.
5. **Operations & Implementation Plan** – Provide a detailed roadmap for implementing TSMO strategies, including operational procedures, stakeholder roles, inter-agency coordination, performance metrics, timelines, and resource needs.
6. **Maintenance Plan** – Outline strategies and cost considerations for long-term ITS and TSMO system maintenance. This will be delivered as a stand-alone internal-facing document.
7. **Emerging Technology & Trends** – Highlight relevant national and regional trends, including opportunities for integrating new technologies such as connected vehicle infrastructure.
8. **Risk Mitigation & Limitations** – Identify potential barriers (e.g., funding, institutional, or

technical) and propose mitigation strategies.

The final deliverables will include the main document, a separate internal-facing maintenance plan, and all supporting source files. The consultant will also deliver presentations to stakeholder groups and the AAMPO committees at key milestones throughout the plan's development.

ALTERNATIVES:

1. Approve the professional services agreement with Olsson, Inc. of Des Moines, Iowa for the creation of a Traffic Systems Management and Operations (TSMO) Plan in an amount not to exceed \$149,950.
2. Direct staff to negotiate an agreement with another firm.

CITY MANAGER'S RECOMMENDED ACTION:

Based on staff's evaluation of proposals, Olsson, Inc. is the most qualified firm to lead the creation of the AAMPO's first TSMO Plan. The AAMPO Transportation Policy Committee also unanimously recommended approval of this agreement on May 27, 2025. Therefore, it is the recommendation of the City Manager that City Council adopt Alternative No. 1, as described above.

ATTACHMENT(S):

[Attachment A - TSMO Plan PSA](#)