

ITEM #:	28
DATE:	06-09-26
DEPT:	PW

COUNCIL ACTION FORM

SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH STRAND ASSOCIATES, INC. FOR SOUTH DAYTON AVENUE CORRIDOR STUDY

BACKGROUND:

The Ames Area MPO's (AAMPO's) 2050 Metropolitan Transportation Plan, *Ames Connect 2050*, identified the need to conduct a study of the South Dayton Avenue corridor from the U.S. Highway 30 interchange to SE 5th Street due to the corridor's importance as a regional transportation connection serving industrial, commercial, and developing areas in southeast Ames. **It should be noted that the northern terminus of the project extends to SE 5th Street to ensure future truck traffic impacts from the operations of the Resource Recovery and Recycling Campus (R3C) are considered during the study.**

South Dayton Avenue is also an important freight corridor and serves as a key regional detour route for both Interstate 35 and U.S. Highway 30 during incidents, closures, and construction activities. Existing congestion along the corridor, combined with anticipated future development in southeast Ames, is expected to further increase traffic volumes and multimodal transportation demand over the coming decades.

Funding available for the project is as follows:

Source	Amount
AAMPO Federal Planning Funds	\$96,000
City of Ames 2026/27 Traffic System Capacity Improvements Program (Road Use Tax Fund)	\$24,000
Total:	\$120,000

CONSULTANT SELECTION:

Consistent with federal and state procurement regulations governing the use of federal MPO planning funds, the City of Ames issued a Request for Proposals (RFP) on January 8, 2026. Per federal requirements, the RFP did not request fee information with submittals in order to ensure a qualifications-based selection process.

Proposals were evaluated by a selection team composed of City of Ames and AAMPO staff using the following weighted criteria:

RFP Scoring Criteria	Points
Project Understanding & Approach	45
Project Team & Key Personnel	20
Previous Experience	20
Understanding of Study Area/Ames	10
Ability to Perform Work	5
Total Possible Score:	100

A total of five proposals were received in response to the RFP. Their total scores as determined by the selection team using the above criteria is as follows:

Rank	Firm	Score
1	Strand Associates	94.7
2	HDR	92.3
3	Foth	92.0
4	JEO	81.0
5	Snyder & Associates	79.3

Based on the above scores, staff negotiated a professional services agreement (see attached) with Strand Associates, Inc. for completion of the study.

PROJECT SCOPE:

Under the proposed agreement, Strand will perform transportation planning and traffic engineering services for the study. The study area includes South Dayton Avenue from the U.S. Highway 30 interchange area to SE 5th Street, portions of SE 16th Street and Isaac Newton Drive, and includes 10 study intersections (**see attached study area map**).

Services will include:

- Evaluation of existing traffic operations, safety conditions, access management, freight movement, and bicycle/pedestrian infrastructure within the corridor.
- Forecasting future traffic volumes and evaluating the impacts of anticipated development in southeast Ames through interim year 2035 and future year 2050 conditions.
- Development of traffic models and operational analysis for existing, interim, and future conditions at study intersections.
- Development and evaluation of corridor and intersection improvement concepts, including roadway, intersection, and multimodal improvements.
- Public engagement activities including stakeholder coordination, surveys, public meetings, and project updates.
- Preparation of planning-level cost estimates, implementation strategies, and a final corridor study report identifying preferred improvements.

- Assistance with presenting the study's findings to the Ames City Council.

The completed study will help guide future transportation investments along the corridor and support future project development, potential grant applications, and coordination with anticipated growth in southeast Ames.

Services may begin no earlier than July 1, 2026, and the study is scheduled to conclude by June 2027.

ALTERNATIVES:

1. Approve the Professional Services Agreement with Strand Associates, Inc. of Madison, Wisconsin for the South Dayton Avenue Corridor Study in an amount not to exceed \$120,000.
2. Direct staff to negotiate an agreement with the next highest ranked firm.

CITY MANAGER'S RECOMMENDED ACTION:

South Dayton Avenue is a critical corridor serving industrial and commercial areas, future development in southeast Ames, regional freight movement, and detour traffic associated with Interstate 35 and U.S. Highway 30. **As development and traffic demand continue to increase, it is important to identify long-term transportation improvements that maintain safety, mobility, and corridor efficiency.**

The proposed study will evaluate future transportation needs along the corridor and identify preferred roadway, intersection, and multimodal improvements. The study will also provide planning-level cost and implementation information to help guide future capital planning and funding decisions.

Strand submitted the highest-ranked proposal through the qualifications-based consultant selection process, and staff successfully negotiated an agreement within the available project budget. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1.

ATTACHMENT(S):

[PSA - S Dayton Ave Study.pdf](#)
[Project Study Area Map.pdf](#)