



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

Revised 03/12/24

**Issue Date: February 23, 2024
Deadline to Submit: March 22, 2024**

1299 Superior Avenue
Cleveland, Ohio 44114-3204
(216) 241-2414. Ext. 108

www.noaca.org

Table of Contents

1. NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)	3
2. INTRODUCTION AND BACKGROUND	4
3. SCOPE OF WORK	4
4. QUALIFICATIONS	5
5. PROCUREMENT TIMELINE	6
6. REQUIREMENTS FOR PROPOSALS.....	6
7. EVALUATION CRITERIA AND PROCEDURES.....	9
8. ADMINISTRATIVE PROCEDURES AND CONDITIONS.....	11
9. QUESTIONS	12
Exhibit A – Data Reporting Format	13
Exhibit B - Example Table of Deliverables.....	14
Exhibit C – Illustration: Pricing Proposal	15
Exhibit D – Certification Regarding Debarment, Suspension & Other Responsibility Matters	16

1. 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, water quality, and economic development needs
- Conducts metropolitan planning for various modes of transportation, including auto, transit, bicycle, pedestrian, and freight, while considering the transportation system's impact on the environment and land use
- Prepares and administers the region's long-range plan and short-range transportation improvement program, which is the region's capital budget for federally funded transportation projects
- Conducts transportation studies that address congestion, improve safety and strengthen community livability

NOACA's vision is to **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 48-member Board of Directors, representing 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), the Ohio Department of Transportation (ODOT), and the Ohio Turnpike Infrastructure Commission.

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

More information about NOACA is available on our website at www.noaca.org.

2. INTRODUCTION AND 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 modelers, engineers, and planners at NOACA and throughout the region.

3. SCOPE OF WORK

3.1 Overview

NOACA is seeking proposals from qualified firms to provide services that include the installation of equipment, collection of traffic counts, and relay of traffic count data for identified road segments and intersections in Northeast Ohio over a 34-month period that runs from September 1, 2024, through June 30, 2027. The count sites are located throughout NOACA's five-county planning area.

This project consists of two categories of traffic counts. Type I includes between 100 and 200 road-segment locations requiring traffic counts on an annual basis using video technology and road tube equipment. Type II includes between 50 to 150 intersection locations requiring turning-movement counts on an annual basis using video technology and road tube equipment.

Counts shall be conducted during three consecutive periods occurring during the month of October in 2024, 2025 and 2026. NOACA may request the firm to conduct additional counts outside of this timeframe, subject to the consultant's availability and terms mutually agreeable to both parties.

During the course of the project, in advance of each week's counting activity, the Consultant shall provide NOACA with a weekly plan identifying the intended count locations and dates. NOACA should be informed of any changes to count locations or dates in the weekly plan as they become known by the Consultant. The parties may mutually agree to modifications to these schedules if counts are increased or decreased, or for other reasons.

3.2 Type I – Road Segment Traffic Counts

Under this project, there will be an estimated 100 to 200 road-segment locations to be counted during each year of the contract. A list and map of the Type I locations will be provided by NOACA to the Consultant no later than August 30th of each year of the project. These 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.

For Type I locations, the contractor shall deploy resources to each location and collect vehicle volume counts, along with classification and speed data for each vehicle. These counts shall be bi-directional (except for one-way roads), cover a 24-hour daily period that runs from 12:00 a.m. to 11:59 p.m., and be recorded in hourly and directional detail.

The vehicle classification data for Type I counts shall be collected according to two categories:

1. Passenger Vehicles (FHWA classification 1- 3)
2. Buses and Commercial Vehicles (FHWA classification 4-13).

The traffic counts shall be collected on a typical weekday¹, Tuesday through Thursday, during the month of October.

The consultant shall submit all count data to NOACA on a weekly basis in raw format and in a format that complies with the standards prescribed in Exhibit A of this RFP.

3.3 Type II - Intersection Counts

Under the project, there will be an estimated 50 to 150 locations for which intersection turning-movements counts shall be collected during each year of the contract. A list and map of the Type II locations will be provided by NOACA to the Consultant no later than August 30th of each year of the project.

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

Counts for Type II locations shall be collected using video technology or road tube, as appropriate, and classified by mode of transportation, including car, light truck, heavy truck, bus, bicycle and pedestrian. The Type II intersection counts are to be collected during a combination of 13-hour periods that run from 6 AM to 7 PM and 24-hour periods that run from 12:00 AM to 11:59 PM, depending on the needs of the location.

The count data and video footage collected by the consultant shall be accessible online within a week of collection. Video recording of each intersection shall yield turning-movement counts and detailed vehicle classification to a minimum 95% accuracy. The video footage should be of such visual quality that it can be utilized in the future to show traffic patterns which will provide insights into system planning, analysis and design.

Type II traffic counts shall also be collected on a typical weekday¹, Tuesday through Thursday, during the month of October.

The consultant shall submit all count data to NOACA on a weekly basis in raw format and in a format that complies with the standards prescribed in Exhibit A of this RFP.

4. QUALIFICATIONS

Qualified vendors shall have substantial experience implementing multi-year projects in locations comparable to NOACA's service area focused on traffic counting; experience with collection, formatting and relay of big data; and familiarity with map-based query applications. They should own or have ready and consistent access to all equipment required for this work.

¹ A "typical weekday" is defined as a day that does not experience special circumstances which can have an impact on traffic volume. Special circumstances include, among other situations: holidays, days of inclement weather, or days when there are special events occurring near the counting location.

5. PROCUREMENT TIMELINE

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

March 22, 2024, 5:00 p.m. - Deadline for RFP Submittals

Proposals shall be submitted in PDF via email to procurement@mpo.noaca.org. NOACA assumes no responsibility for formatting or transmission errors. Submittals received after the deadline will not be considered. Please reference "Traffic Count Project" in the email subject line.

March - April 2024 - Consideration of Proposals

An evaluation team will select candidate Vendor(s) from proposals received. This process will include review and scoring of proposals, and review of references and may include vendor interviews and requests for other information, as necessary. At the end of this process, NOACA will select the proposal it considers the most highly qualified, price and all other factors considered.

May 2024 – Recommendation of award reviewed by NOACA Finance & Audit Committee

June 2024 – Recommendation of award reviewed by NOACA Board of Directors

June - July 2024 – Execution of contract between NOACA and Vendor

July 2024 – commence work

6. REQUIREMENTS FOR PROPOSALS

A. General Instructions

NOACA will not reimburse proposers for any costs incurred prior to execution of a contract, including, but not limited, to the preparation and submittal of proposals or participation in the evaluation and negotiation process.

Proposals shall clearly address the evaluation criteria and information requested herein. Overly elaborate proposals and proposals containing only generalized marketing information are discouraged and may result in a lower evaluation score.

Firms included on the current Excluded Parties List System maintained within the System for Award Management by the United States General Services Administration, or on comparable lists of suspended or debarred firms maintained by the State of Ohio or jurisdictions within NOACA's service area, are not eligible for selection.

B. Requirements for Proposal

The Proposal shall include the following components:

1. Provide a cover letter that identifies the prime consultant and any subcontractors known at the time of submittal. The cover letter shall identify the officer or other responsible executive of the organization authorized to negotiate and agree to a contract by name, title, address, telephone, and email. This individual, or a designee, shall serve as

NOACA's point of contact for all communications regarding this solicitation. The letter should also contain a commitment that the proposal, including pricing, will be valid for not less than 120 days.

2. Provide general information about the organization including location of office(s), number of years in operation and areas of service expertise.
3. Describe approach to the project, including a detailed scope of services that reflects understanding of the objectives of the Traffic Count Project. If appropriate, the proposer shall expand on the scope of work and provide suggestions that will enhance the outcomes of the project. The project approach should highlight innovation and creativity, as appropriate.
 - a. Provide a table, attached to this RFP as Exhibit B, that summarizes and breaks down the project's deliverables, percentage of work, and estimated time to complete.
 - b. Provide a timeline, in terms of weeks from contract execution, tied to the tasks and deliverables that comprise the scope of work.
 - c. Provide the manufacturer, model number and technical specifications of all equipment proposed for use by the consultant in this effort.
4. Identify the key staff to be assigned to this project and the functions and deliverables for which each individual will be responsible. Attach resumes that describe the education, experience and any professional certifications for each key staff person. Highlight experience and education that is relevant to the project. NOACA reserves the right to approve or reject any personnel assigned by the Vendor or subcontractors to this project.
5. Describe the capacity of the firm to perform the work in a timely manner, relative to the organization's present workload and the availability of the assigned staff.
6. Provide a list of prior work on other projects that are similar in scope and service environment to NOACA's Traffic Count project. Examples should describe the scope of work undertaken and demonstrate successful performance in project completion. The list of prior projects should include assignments undertaken in the past five (5) years and identify the duration of the project and the client. Provide contact information (name, title, organization, email, and telephone) for each client on prior work examples. NOACA may contact references as well as other resources to verify an organization's qualifications, experience, professionalism, and ability to perform the work. If any such projects were not satisfactorily completed, provide an explanation of the circumstances.
7. Provide a list of all known subcontractors, identifying those that are certified as Disadvantaged Business Enterprises (DBE) by the State of Ohio or another relevant agency with the authority to make such certification, along with the type and percentage of work to be performed by each subcontractor. Include description(s) of subcontractor(s) qualifications, identify key personnel, and provide contact person with respective email and telephone number for any subcontractor(s). NOACA reserves the right to approve or reject any subcontractors proposed by Vendor for this project.
8. Complete and attach the pricing proposal, attached to this RFP *for illustration* as Exhibit C. An editable version of the form is available for download [at this link](#). The cost per count

location ("unit cost") shall serve as the operative cost for billing purposes and be all-inclusive. The cost per count location shall be guaranteed for all three years of the contract.

In calculating the unit cost, consider direct labor costs, overhead costs and non-salary direct costs including but not limited to: equipment owned or rented by vendor; equipment installation, set-up and removal; travel time; per diem; equipment maintenance and replacement; collection, processing, formatting, and delivery of data to NOACA; printing costs; and profit.

9. Attach copies of the proposer's worker's compensation certificate for the jurisdiction where work will be performed and general liability, professional liability and automobile insurance certificate(s).
10. ~~Attach a copy of the proposer's railway liability insurance, if any project sites are near railroad or transit at-grade crossings.~~ If any traffic counting sites are located near railroad or transit at-grade crossings, the contracted consultant will need to provide proof of railway liability insurance. The need for railway liability insurance will be determined by NOACA and the awarded vendor when NOACA presents the contracted consultant with the list of counting locations in August 2024, August 2025, and August 2026.²
11. Attach completed form "Certification Regarding Debarment, Suspension & Other Responsibility Matters," attached to this RFP as Exhibit D.

The proposer may identify any proposed exceptions to the information contained in this RFP or propose any additional terms it considers appropriate. Such proposed exceptions or additional terms must be specific and include a clear explanation of the reasons for the exception or addition. Please note that certain terms contained herein are required by law or regulation and cannot be modified.

² Revision implemented 3/12/24

7. EVALUATION CRITERIA AND PROCEDURES

A. Evaluation Criteria

1. Experience/Qualifications (up to 40 points)

Each proposer will be evaluated regarding their experience and qualifications appropriate to the proposed project. Factors to consider include:

- i. Experience implementing multi-year projects focused on traffic counting in environments similar to NOACA's service area.
- ii. Experience collecting, formatting and relaying big data
- iii. Familiarity and experience working with map-based query applications (i.e. geographic information systems)

2. Project Approach (up to 15 points)

Each consultant will be evaluated based on the approach presented in the Proposal to complete the project. Factors to consider include:

- i. Demonstration of understanding the goals and objectives of the proposed project
- ii. Quality and completeness of a projected table of deliverables included in the Technical Proposal, including identification of project components that will achieve the objectives of the project
- iii. Methods and strategies to best accomplish all deliverables of the project, including the proposed schedule.
- iv. Creativity and innovation

3. Project Management (up to 45 points)

Each consultant will be evaluated based on the presentation of a management plan that ensures services are successfully completed. Factors to consider include:

- i. Demonstration of effective past project management, resulting in the delivery of a high-quality work product
- ii. Capacity to manage the project meet deliverables according to defined timeline
- iii. Description of performance evaluation methodology that monitors for achievement of project goals and objectives throughout the duration of the project
- iv. Description of status reporting methodology, including details of both written and oral reporting
- v. Project approach that demonstrates how tasks or parts are coordinated, staffed, and completed
- vi. Identification of potential risks, and steps that can be taken to prevent or mitigate those risks

4. Pricing (not scored)

Points are not awarded for this category, but NOACA may consider cost reasonableness during the evaluation process.

B. Evaluation Procedures

NOACA intends to award a contract to the Vendor whose proposal, including negotiated modifications, is considered to provide the best combination of technical quality and cost. A team comprised of NOACA staff will evaluate any proposals received by the deadline. The evaluation team will first evaluate the proposals according to the technical criteria stated above. NOACA may ask Vendors for clarification of their proposals; conduct interviews; or request that proposers give presentations. Such interviews may be conducted in person, by telephone or through video conference. If such interviews are held, the evaluation team will re-evaluate the proposals, at which time they may eliminate some Vendors from further consideration.

NOACA may negotiate with proposers that remain in the competitive range. Following such negotiations, NOACA may request that the remaining firms submit a Best and Final Offer, which the team will evaluate. The team may then recommend that firm for award. Depending on Vendor's proposed cost, recommendation of award may be subject to final approval by the NOACA Board of Directors. Any contract that exceeds \$50,000 in cost is subject to Board approval.

NOACA reserves the right to accept proposals other than the lowest cost offered, reject all proposals, or to negotiate separately with any proposer or proposers as deemed to be in NOACA's best interest. NOACA also reserves the right to waive minor informalities, irregularities or errors which do not affect the substance of the proposal or may award on the basis of initial proposals received without discussions or negotiations with proposers. The original proposal, therefore, should represent the Vendor's best effort to meet NOACA's needs at a reasonable price.

8. ADMINISTRATIVE PROCEDURES AND CONDITIONS

- A. NOACA is currently evaluating the Disadvantaged Business Enterprise (DBE) goal for this contract. Any DBE goal assigned to this procurement will be incorporated into this RFP by Addendum, posted on the NOACA website [at this link](#). Whether or not a goal is established, DBE-certified entities are encouraged to apply, and non-DBE entities are encouraged to subcontract a portion of work to certified DBE firms.
- 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 pricing, shall be valid for at least 120 days 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 amend, cancel or reissue the RFP or to revise the timeline at any time.
- F. 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.
- G. NOACA is not liable for any cost incurred by the proposer prior to execution of a contract.
- H. The contract between the successful proposer and NOACA shall include all documents mutually entered into including the contract instrument, relevant portions of the RFP and the response to the RFP. The contract must include and be consistent with the provisions stated in the RFP, as may be modified by negotiations.
- I. The prime Vendor will assume the responsibility for all services offered in the proposal regardless of whether directly performed by the prime Vendor. The prime Vendor shall employ only fully qualified and responsible personnel on this project. Further, the prime Vendor will be the sole point of contact for NOACA with regard to contractual matters.
- J. The consultant project team shall be approved by NOACA. NOACA must approve any changes in the project team.

K. Any award of contract will be to the Vendor that provides the highest value relative to costs.

9. QUESTIONS

For questions regarding the RFP, please contact procurement@mpo.noaca.org. Submitting questions early in the process provides NOACA the opportunity to respond. Questions received near the deadline may not receive a response. All answers will be publicly posted on NOACA's website [at this link](#).

Exhibit A – Data Reporting Format

All traffic count data is to be submitted to NOACA in both “raw” format and in a format specified by NOACA. The specified format can be viewed in an excel table that is available for download [at this link](#). The vendor shall provide NOACA with instructions on how to interpret and manipulate the raw data. All raw traffic count data shall be exportable to Microsoft Excel format. The format to be utilized by NOACA for raw data it exports will contain one row of hourly volume counts for each direction, and one row of hourly volume counts for each classification category for each direction.

Exhibit B - Example Table of Deliverables

Deliverable	Description	% Work	Time to complete (weeks)
Total		100%	

Exhibit C – Illustration: Pricing Proposal

UNIT COST - TRAFFIC COUNTING			
TYPE	DESCRIPTION		COST PER COUNT LOCATION
TYPE I Road Segments	A	24-hour volume count in one direction	
	B	24-hour volume count in both directions	
	C	24-hour volume count in one direction with vehicle type and speed data for roadways up to two lanes per direction	
	D	24-hour volume count in both directions with vehicle type and speed data for roadways up to two lanes per direction	
	E	24-hour volume count in one direction with vehicle type and speed data for roadways greater than two lanes per direction	
	F	24-hour volume count in both directions with vehicle type and speed data for roadways greater than two lanes per direction, not counting center-turn lanes	
TYPE II Intersections	G	Typical intersection for 13-Hour count	
	H	Large intersections that would require two cameras for 13-Hour count	
	I	Typical intersection for 24-Hour count	
	J	Large intersections that would require two cameras for 24-Hour count	

**The cost per count location ("unit cost") shall serve as the operative cost for billing purposes and be all-inclusive. In calculating the unit cost, consider direct labor costs, overhead costs and non-salary direct costs including but not limited to: equipment owned or rented by vendor; equipment installation, set-up and removal; travel time; per diem; equipment maintenance and replacement; collection, processing, formatting, and delivery of data to NOACA; printing costs; and profit. The cost per count shall be guaranteed for all three years of the contract.*

Exhibit D – Certification Regarding Debarment, Suspension & Other Responsibility Matters

This Certification is required to be submitted to NOACA on behalf of the principal bidder/proposer and all subcontractors whose subcontracts are reasonably anticipated to exceed \$25,000 in value.

- A. The undersigned Bidder/Proposer/Subcontractor ("Attester") certifies to the best of its knowledge and belief that the Attester and/or any of its principals or subcontractors:
1. Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal department or agency;
 2. Have not, within a three-year period preceding this bid/proposal, been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain or performing a public (Federal, State or Local) transaction or contract or subcontract; violation of Federal or State antitrust statutes, or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property; and
 3. Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in Paragraph 2 above; and
 4. Have not, within a three-year period preceding this bid/proposal, had one or more public transactions (Federal, State or local) terminated for cause or default by any federal, state or local agency.

"Principals" for the purposes of this certification, means officers, directors, owners, partners, and persons having primary management or supervisory responsibilities within a business entity (e.g., general manager, plant manager, head of a subsidiary, division, or business segment, and similar positions).

This certification concerns a matter which may be within the jurisdiction of an agency of the United States and the making of a false, fictitious, or fraudulent certification may render the maker subject to prosecution under Section 1001, Title 18, United States Code.

- B. The Attester shall provide immediate written notice to NOACA's Procurement Officer if, at any time, the Attester learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- C. A certification that any of the items in Paragraph A exists will not necessarily result in withholding of an award under this solicitation. However, the certification will be considered in connection with a determination of the Attester's responsibility. Failure of the Attester to furnish a certification or provide such additional information as requested by NOACA may render the Attester non-responsible, and the Attester shall not be considered for award.
- D. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render, in good faith, the certification required by Paragraph A. The

knowledge and information of an Attester is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

- E. The certification in Paragraph A is a material representation of fact upon which reliance was placed when making award. If it is later determined that the Attester rendered an erroneous certification, in addition to other remedies available to NOACA, NOACA may terminate the contract resulting from this solicitation for default.

If the Attester is unable to attest to any of the statements in this certification, it shall attach an explanation.

THE UNDERSIGNED CERTIFIES OR AFFIRMS THE TRUTHFULNESS AND ACCURACY OF THE CONTENTS OF THE STATEMENTS SUBMITTED ON OR WITH THIS CERTIFICATION AND UNDERSTANDS THAT THE PROVISIONS OF 31 U.S.C. SECTIONS 3801 ET. SEQ. ARE APPLICABLE THERETO.

Executed this ____ day of _____, 20__.

Name of Bidder/Proposer: _____

Address: _____

City, State, Zip: _____

Signature of Authorized Official: _____

Printed Name of Official _____ Title of Official _____

Telephone _____ Fax _____ E-Mail _____