



# Agenda Item

## Orange City Council

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**Item #:** 3.5.

10/14/2025

**File #:** 25-0502

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**TO:** Honorable Mayor and Members of the City Council

**THRU:** Jarad Hildenbrand, City Manager

**FROM:** Christopher Cash, Public Works Director

### 1. SUBJECT

Agreements with Transportation Studies, Inc., National Data and Surveying Services, Inc., and AimTD LLC for on-call traffic data collection services.

### 2. SUMMARY

These agreements will authorize Transportation Studies, Inc., National Data and Surveying Services, Inc., and AimTD LLC to provide traffic data collection services on an as-needed basis, each under an initial three-year contract.

### 3. RECOMMENDED ACTION

1. Approve the three agreements with Transportation Studies, Inc., National Data and Surveying Services, Inc., and AimTD LLC in the amount of \$50,000 per agreement, a combined total of \$150,000, for on-call traffic data collection services; and authorize the Mayor and City Clerk to execute on behalf of the City.
2. Authorize the City Manager to execute two optional one-year contract extensions in annual amounts not-to-exceed \$15,000 per agreement.

### 4. FISCAL IMPACT

The expense for these agreements is not-to-exceed \$50,000 per agreement, for a not-to-exceed combined total of \$150,000 over three years and will be funded through General Fund (100), Measure M - Traffic Improvement (263), and Transportation System (TSIP)(287). Actual costs will be assigned to one of three operating or project accounts:

100-5703-55999	Other Professional/Technical Services
263-5704-87101-255094	Biennial Traffic Signal Coordination
287-5704-87101-255701	Pavement Management Program Survey

These agreements are for three years each, for a not-to-exceed combined total of \$150,000. The budget for these agreements will be requested in conjunction with the annual operating budget.

### 5. STRATEGIC PLAN GOALS

Goal 5: Improve Infrastructure, Mobility, and Technology

## 6. DISCUSSION AND BACKGROUND

Traffic data, including vehicle, bicycle, and pedestrian counts, serve as the basis for the many engineering decisions made by Public Works staff each day. In addition, having accurate and up-to-date traffic data are critical for long-range planning, assessing infrastructure performance, establishing signal timing and speed limits, completing grant applications, and maintaining eligibility for OCTA M2 dollars, among other things.

On July 21, 2025, staff issued a Request for Proposals (RFPs) for on-call traffic data collection services. Seven consultants submitted proposals. These proposals were reviewed by a three-member committee composed of Public Works staff. The RFPs were reviewed based on the overall proposal, qualifications, experience, and understanding of project scope and methodology. As a result, three firms were selected by the committee for the City's "bench" of on-call traffic data collection consultants.

Whereas the city has utilized a single consultant for similar services in the past, staff recommends moving forward with three firms. Doing so provides greater capacity to quickly respond to traffic data needs, particularly in situations where one or two consultants has too many commitments to meet the city's scheduling requirements. Moreover, increasing the number of on-call firms does not affect the city's demand for such services but, rather, allows for spreading the work across various firms based on readiness. Staff recommends awarding agreements to the top three responding contractors listed below.

Rank	Firm
1	Transportation Studies, Inc.
2	National Data and Surveying Services, Inc.
3	AimTD LLC

All services under these agreements will be performed on an as-needed, task-by-task basis. Each of these agreements are not-to-exceed \$50,000 for an initial term of three years. The total contract amount is estimated based on the level of on-call services utilized in recent years and the contractors' cost proposals. Payment will be made according to the actual cost of services requested by the City. The costs for these contracts will be charged to various operating and project accounts, depending on the type of work performed. If desired by the City, the contracts also contain a provision for two one-year extensions, not-to-exceed \$15,000 per extension, contingent on each contractor's performance. Funding for the first year of these contracts is included in the adopted Fiscal Year 2025-26 Traffic Operations and Projects budget. Funding for subsequent years will be requested through the annual budget adoption process.

## 7. ATTACHMENTS

- Agreement with Transportation Studies, Inc.
- Agreement with National Data and Surveying Services, Inc.
- Agreement with AimTD LLC

