



HISTORIC  
FRANKLIN  
TENNESSEE

ITEM #14  
WRKS 09/28/2010

## MEMORANDUM

September 20, 2010

**TO:** Board of Mayor and Aldermen

**FROM:** Eric S. Stuckey, City Administrator *E.S.*  
Russell Truell, Assistant City Administrator / CFO  
Eric Gardner, Director of Engineering  
Kevin Comstock, ITS Project Manager  
Brian Wilcox, Purchasing Manager

**SUBJECT:** Consideration of bid award to National Data & Surveying Services, Inc. of Beverly Hills, CA, in the amount of \$14,650 for purchase of vehicular traffic data collection contract services for the Traffic Operations Division of the Engineering Department (Purchasing Office Procurement Solicitation No. 2011-003; \$20,000.00 budgeted in 110-82560-41610 for FY 2011)

### Purpose

The purpose of this procurement is to purchase vehicular traffic annual data collection contract services for fiscal year 2011. Each year, the City's Traffic Operations Center collects peak hour turning movement counts for about one-third of the City's signalized intersections plus bi-directional average daily totals (ADT) counts at various locations. This data is used to adjust traffic signal timing.

### Background

The Engineering Department Traffic Operations Division budget for fiscal year 2011 allocates \$20,000 out of the General Fund for the purchase of traffic data collection contract services. The specified scope of work this fiscal year includes peak hour turning movement counts for thirty-one (31) signalized intersections and 24-hour bi-directional ADT (tube) counts at five (5) locations.

### Financial Impact

The City published on September 2, 2010 a Notice to Bidders in the *Williamson Herald* for vehicular traffic data collection contract services. In addition, bid documents were sent on or about the same date directly to fifteen (15) potential bidders known or thought to be interested in this solicitation. Bids from eight (8) vendors were publicly opened at the bid opening held on September 16, 2010. A tabulation of the bids received for this solicitation is attached. The apparent lowest, most responsive and responsible bid, from National Data & Surveying Services, Inc. of Beverly Hills, CA, is in the amount of \$14,650, for the specified scope of work. This bid was identified because it is the lowest bid that meets or exceeds the City's intention as expressed and implied by the City's specifications as well as the instructions, terms and conditions pertaining to this procurement solicitation. The apparent lowest best bid amount is \$5,350 (27%) under budget.

It is worth noting that one bid, from Tennessee Traffic, LLC of Brentwood, was submitted for \$14,205.00 which is \$445.00 less than the bid referenced above. However, as the bidder noted, it is unable to provide required three (3) references for similar work completed within the last twelve months. Instead, since "Tennessee Traffic, LLC was founded in 2009 and does not yet have the references requested by the City of Franklin for this solicitation," she provides "both professional and personal references that can attest to my ability to complete this project in a timely and professional manner." Because the City's instructions as to references were firm rather than optional ("Bidders must provide three references for similar work completed within the last twelve months"), staff recommends this bid be considered deficient in this regard.



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### **Options**

In accordance with the bid documents, the City reserves the right to reject any and all bids.

### **Recommendation**

Staff recommends that the City accept the apparent lowest best bid, from National Data & Surveying Services, Inc. of Beverly Hills, CA, in the amount of \$14,650, for the specified scope of work. Purchasing Manager Brian Wilcox is of the opinion that the prepared specifications as distributed allowed for competition among multiple vendors, and that the staff recommendation appears to be made in a fair and impartial manner based upon the bids received.

**Tabulation of Bids\***

<b>Purchasing Office Solicitation No.:</b> 2011-003 (Vehicular Traffic Data Collection Contract Services)						
<b>Notice to Bidders published in the <i>Williamson Herald</i> on:</b> 9/2/10						
<b>Number of vendors that were notified of / that responded to this solicitation for bids:</b> 15 / 8						
<b>Date and time bids due and publicly opened:</b> 9/16/10 2:00 PM						
<b>Present at opening of bids:</b> Sarah Roop of the City of Franklin Engineering Department; and Brian Wilcox of the City of Franklin Purchasing Office						
<b>Target meeting of BOMA at which recommendation will be considered:</b> 10/12/10						
<b>Bids received from:</b>	<b>Bid No.:</b>	<b>Does the bid MOES<sup>1</sup>? / If not, how many exceptions do not MOES<sup>1</sup>?</b>	<b>Total value of bid for delivery of all specified services:</b>	<b>Payment terms:</b>	<b>Estimated time of completion of project after receipt of order:</b>	<b>Bid and associated pricing is valid and may be accepted through:</b>
Fischbach Transportation Group, Inc. 3326 Aspen Grove Dr., Suite 130 P.O. Box 682736 Franklin, TN 37068 Ms. Gillian L. Fischbach, P.E., PTOE, President 615/771-8022	1 of 1	Bidder takes no exceptions	\$14,800.00	net 30 days from date of invoice	90 calendar days	12/31/10
National Data & Surveying Services, Inc. 8370 Wilshire Blvd., Suite 205 Beverly Hills, CA 90211 Mr. Michael Blitz, Vice President 323/782-0090	1 of 1	Bidder takes no exceptions	\$14,650.00	net 30 days from date of invoice	21 calendar days	12/31/10
PDC Services 3935 W. Union Rd. Millington, TN 38053 Ms. Donna Emery, Vice President 901/873-2297	1 of 1	Bidder takes no exceptions	\$16,425.00	net 30 days from date of invoice	45 calendar days	01/31/11
Quality Counts, LLC 14250 Richmond Park Ave. Charlotte, NC 28277 Mr. Peter Kurtz, Charlotte Office Manager 704/215-4616	1 of 1	Bidder takes no exceptions	\$15,660.00	net 30 days from date of invoice	30 calendar days	01/01/11
Quality Traffic Data 9701 W. Pico Blvd., Suite 205 Los Angeles, CA 90035 Mr. Danny Gouhari, President 310/341-0019	1 of 1	Bidder takes no exceptions	\$16,518.00	net 30 days from date of invoice	25 calendar days	12/03/10
Southern Traffic Services 2911 Westfield Rd. Gulf Breeze, FL 32563 Ms. Sheila R. Knowles, President 800/786-3374, ext. 107	1 of 1	Bidder takes no exceptions	\$22,150.00	net 30 days from date of invoice	30 calendar days	11/30/10

<sup>1</sup>MOES indicates "meet(s) or exceed(s) specifications"

\*Shaded bid is apparent lowest best bid

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Tennessee Traffic, LLC 6916 Southern Woods Dr. Brentwood, TN 37027 Ms. Elisabeth Winkler, Owner 615/837-8284 or 615/579-7173	1 of 1	Bidder takes no exceptions but is unable to provide required references for similar work	\$14,205.00	net 30 days from date of invoice	60 calendar days	01/14/11
The Traffic Group, Inc. 9900 Franklin Square Dr., Suite H Baltimore, MD 21236 Mr. John W. Guckert, President 410/931-6600	1 of 1	Bidder takes no exceptions	\$26,000.00	net 30 days from date of invoice	62 calendar days	03/30/11

<sup>1</sup>MOES indicates "meet(s) or exceed(s) specifications"

\*Shaded bid is apparent lowest best bid