



Office of the City Manager

CONSENT CALENDAR
September 29, 2026

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Jamie Parks, Director, Public Works

Subject: Contract: IDAX Traffic Data, LLC for On-call Traffic Survey Consulting Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with IDAX Traffic Data, LLC, for on-call traffic survey consulting services for an initial three-year period in the amount not to exceed \$240,000, with an option of up to two, one-year extensions.

FISCAL IMPACTS OF RECOMMENDATION

Funding for this on-call contract will be identified and expended only for actual data collection services required. Therefore, funding will be subject to appropriation in the specific fiscal year (covered in the contract term) in which the services are needed. Initial funding is available in the FY 2027 budget from the Capital Improvement Fund (Fund 501) for the on-call traffic survey consulting service. Additional funding sources may be requested for appropriation as projects arise. The total not-to-exceed contract amount is \$240,000.

CURRENT SITUATION AND ITS EFFECTS

The Public Works Department issued a Request for Proposals (RFP), Specification No. 1 26-11789-C, on May 5, 2026. The City posted online for six weeks, answered submitted questions, and sent e-mail invitations to several traffic survey consulting firms. Five proposals were received (IDAX Traffic Data Inc., Metro Traffic Data, Inc., National Data & Surveying Services, Inc. (NDS), Quality Counts, LLC (QC), and Traffic Data Service LLC) on June 16, 2026, meeting all requirements and specifications. After evaluating all proposals, the highest score was awarded to IDAX Traffic Data, LLC. The selection criteria established in the RFP were:

- Project Approach
- Expertise & References
- Costs
- Related Experience of Personnel
- Resource Capability

Currently, the City does not maintain in-house traffic data-collection capabilities and the City relies on on-call consulting vendors to perform this work. The most recent on-call contract, with National Data and Surveying Services (NDS) Inc., expired on May 14, 2026. On-call traffic survey consulting services are critical to maintaining continuity of transportation engineering operations and ensuring the City can respond to traffic safety concerns, community requests, and Capital Improvement Project-related transportation data collection needs.

Effective January 1, 2026, local agencies are required to satisfy noticing requirements for certain contracts for services that meet the criteria outlined in Government Code Section 3504.1 as amended by AB 339. This project does not meet the criteria in Government Code Section 3504.1 and is exempt from the noticing requirement.

On-call Traffic Survey Consulting Services advances the Strategic Plan goal to provide state-of-the-art, well-maintained infrastructure, amenities, and facilities.

BACKGROUND

The City has consistently hired outside firms to conduct transportation surveys due to insufficient staff resources and a lack of necessary data-collection equipment. Requests for traffic surveys occur intermittently throughout the year and vary seasonally depending on project phases, community inquiries, and operational needs. While the timing and volume of requests are sporadic, the demand for these services is ongoing and largely driven by public requests and project needs.

This contract enables the Public Works department to be a community-focused organization that provides excellent, timely transportation safety improvements. This data is routinely used to support traffic calming evaluations, intersection control assessments, and other transportation engineering analyses. Without an active on-call consultant contract, the City's ability to respond to community concerns, complete traffic analyses, and advance Capital Improvement Project-related transportation projects would be significantly impacted.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

Selection of this consultant is consistent with the City's efforts to improve the efficiency of the movement of people and goods throughout the City's roadway network. Data collected through the on-call contract informs decisions that make the City a more pedestrian, bicycle, and transit friendly community, thus working to reduce greenhouse gases and pollutants that impact air quality.

RATIONALE FOR RECOMMENDATION

The factors considered during the selection process included project approach, expertise, references, costs, personnel experience, resource capability, and conformance with the RFP requirements.

The selection committee conducted an independent review and assessment of the five submitted proposals and used the agreed upon scoring criteria to evaluate the proposals. The submitted score sheets were independently assessed, and those scores determined that IDAX Traffic Data, LLC was the highest-ranked respondent.

ALTERNATIVE ACTIONS CONSIDERED

There are insufficient in-house staff resources for the City to conduct the required data collection. The City also lacks the equipment necessary to perform traffic speed surveys, volume counts, and other traffic engineering data collection.

CONTACT PERSON

Mark Helmbrecht, Transportation Manager, Public Works, 510-981-6403
Areli Balderrama, Associate Planner, Public Works, 510-981-5214

Attachments:

- 1: Resolution
2. Signed Bid Abstract

RESOLUTION NO. ##,### - N.S.

CONTRACT: IDAX TRAFFIC DATA, LLC FOR ON-CALL TRAFFIC SURVEY
CONSULTING SERVICES

WHEREAS, outside traffic data collection services are needed for speed surveys, and volume counts are essential to traffic engineering for evaluating streets and intersections for designing traffic control devices and traffic calming measures; and

WHEREAS, a Request for Proposals (Specification No. 26-11789-C) was issued, and IDAX Traffic Data, LLC was selected from five respondents as the most qualified; and

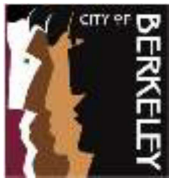
WHEREAS, initial funding is available in the FY 2027 budget in the Capital Improvement Fund 501 and additional funding will be subject to appropriation in the specific fiscal year (covered in the contract term) in which the data collection services services are needed; and

WHEREAS, this contract is exempt from the noticing requirements set forth in Government Code Section 3504.1; and

WHEREAS, the City lacks both human resources and the equipment necessary to carry out all the traffic studies the vendor can provide; and

WHEREAS, the Public Works Department Transportation Division must conduct studies that require these services in order to proceed with crucial transportation tasks.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract with any amendments with IDAX Traffic Data, LLC for On-call Traffic Survey Consulting Services in an amount not to exceed \$240,000 for a three-year term of with an option to make two one-year extensions.



City of Berkeley

Finance Department

General Services Division

FOR: On-Call Transportation and Parking Survey

[SPEC# 26-11789-C](#)

Bid Date: 06/16/2026

	Bidders		Local Vendor	WC	NF	OS	SC	LW	EBO
1	IDAX Traffic Data			X	X	X	X	X	X
2	Metro Traffic Data Inc.			X	X	X	X	X	X
3	NDS			X	X	X	X	X	X
4	Quality Counts LLC			X	X	X	X	X	X
5	Traffic Data Service LLC			X	X	X	X	X	X
6									
7									
8									
9									
10									

Bid Recorder:

Roop Soorma

DATE 06/16/2026

Bid Opener:

Sherri Degnan

Sherri Degnan (Jun 16, 2026 14:58:44 PDT)

DATE 06/16/2026

Project Manager:

Areli Balderrama

Areli Balderrama (Jun 16, 2026 14:37:29 PDT)

DATE 06/16/2026

26-11789-C ABSTRACT

Final Audit Report

2026-06-16

Created:	2026-06-16
By:	Roopreet Soorma (RSoorma@berkeleyca.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAvoaUcBOhFIHoklr3ljqPonaFuoSi9Ym5

"26-11789-C ABSTRACT" History

-  Document created by Roopreet Soorma (RSoorma@berkeleyca.gov)
2026-06-16 - 9:33:03 PM GMT
-  Document emailed to Areli Balderrama (ABalderrama@berkeleyca.gov) for signature
2026-06-16 - 9:33:06 PM GMT
-  Document emailed to Sherri Degnan (SDegnan@berkeleyca.gov) for signature
2026-06-16 - 9:33:07 PM GMT
-  Document emailed to Roopreet Soorma (RSoorma@berkeleyca.gov) for signature
2026-06-16 - 9:33:07 PM GMT
-  Email viewed by Areli Balderrama (ABalderrama@berkeleyca.gov)
2026-06-16 - 9:33:28 PM GMT
-  Document e-signed by Areli Balderrama (ABalderrama@berkeleyca.gov)
Signature Date: 2026-06-16 - 9:37:29 PM GMT - Time Source: server - Signature Appearance Selected: DRAW
-  Email viewed by Roopreet Soorma (RSoorma@berkeleyca.gov)
2026-06-16 - 9:40:13 PM GMT
-  Document e-signed by Roopreet Soorma (RSoorma@berkeleyca.gov)
Signature Date: 2026-06-16 - 9:40:27 PM GMT - Time Source: server - Signature Appearance Selected: IMAGE
-  Email viewed by Sherri Degnan (SDegnan@berkeleyca.gov)
2026-06-16 - 9:58:14 PM GMT
-  Document e-signed by Sherri Degnan (SDegnan@berkeleyca.gov)
Signature Date: 2026-06-16 - 9:58:44 PM GMT - Time Source: server - Signature Appearance Selected: TYPE
-  Agreement completed.
2026-06-16 - 9:58:44 PM GMT

