Approve Contract Award to Eco-Counter for Bicycle and Pedestrian Data Collection Project

Consent

Prepared by: Victoria Cacciatore   **Approved by:** Matt Carpenter

Attachments: No

1. Issue:

SACOG is finalizing a contract with Eco-Counter to purchase equipment and training to launch a regional bicycle and pedestrian counting equipment loan program in April. Accurate data about the volume of people biking and walking helps improve local and regional plans, projects, and models.

2. Recommendation:

That the Transportation Committee recommend that the board authorize a contract not to exceed $300,000 to launch the bicycle and pedestrian equipment loan pilot program.

3. Background/Analysis:

Active transportation counts are an essential tool for capturing the current and potential contribution of bikeways and walkways toward achieving congestion reduction, air quality, safety, and public health objectives. There is also a growing expectation that cities and counties provide quantitative information about people biking and walking when they apply for transportation funding. SACOG, in partnership with Sacramento County Regional Parks, received a grant previously to increase the quality and quantity of bicycle and pedestrian data used for transportation planning. The grant scope includes the development and launch of a regional bicycle and pedestrian counts program in Sacramento, Sutter, Yolo, and Yuba counties, the four-county area for which SACOG serves as the regional transportation planning agency.

The data collected through the counts program can be used to inform local plans and projects, and to validate other transportation data at the local and regional level. Short-term counts also support applications to state and regional funding programs, some of which require bike and pedestrian counts before and after a project's implementation as a performance benefit metric.

4. Discussion/Analysis:

In 2018 the board authorized the release of a request for proposals (RFP) to purchase bicycle and pedestrian counting equipment or technology with associated training and support and for the SACOG Executive Director to negotiate a contract with the selected vendor. SACOG conducted a competitive procurement consistent with federal funding requirements to select a contractor and received three proposals. The RFP evaluation panel recommended awarding the full amount of funding available to the Eco-Counter based on its potential to provide quantitative information about the region's diverse active transportation facilities, the primary goal of bicycle and pedestrian data collection program.

SACOG is purchasing a small number of permanent counting equipment pieces to provide consistent, long-term active transportation counts data. The majority of the $300,000 will go towards short-duration counting equipment that can be rotated throughout the region to support local data needs. SACOG and Eco-Counter are also discussing a cooperative purchasing agreement that will enable participating agencies to legally use the contract procured by SACOG to purchase their own active transportation counting equipment at the price negotiated by SACOG.

5. Fiscal Impact/Grant Information:

SACOG was awarded competitive funding for the Regional Bike/Ped Data Collection project from a prior Bike/Ped Funding Program. Funding for the equipment loan pilot program and the staff needed to manage the project is included in the adopted SACOG operating budget.

6. This staff report aligns with the following SACOG Work Plan Objectives:

Goal 1 : Advance Economic Prosperity

Objective 1: Invest in and protect the transportation infrastructure needed to implement the region's economic prosperity plan.

Goal 2 : Connected Communities

Objective 3: Prioritize cost-effective transportation investments that enhance mobility while improving safety, air quality, and the condition of transportation infrastructure and assets.