IDIQ CONTRACT FOR TRAFFIC DATA COLLECTION - STATEWIDE CONTRACT NO. 4400026335

DOTD FORM: 24-102 REVISED JANUARY 1, 2023

Louisiana Department of Transportation and Development (DOTD)

Marr Traffic DATA COLLECTION

Marr Traffic
DATA COLLECTION

Offices in Nashville, Atlanta, Raleigh, Louisville, Orlando, and Dallas

Louisiana Department of Transportation and Development

RE: ADVERTISEMENT FOR ENGINEERING AND RELATED SERVICES, FEBRUARY 2, 2023
CONTRACT NO. 4400026335 IDIQ FOR TRAFFIC DATA COLLECTION STATEWIDE

Dear DOTD:

Growing regions need a trusted partner to provide professional services to support traffic analysis. Marr Traffic realizes that traffic data is extremely important for the future development of the State of Louisiana and its transportation initiatives. By providing accurate data, within an efficient turnaround time and at a fair price, we can help you navigate your current challenges and help you achieve your future goals.

Over 150 clients across 15 states trust Marr Traffic as their traffic data collection partner. Marr Traffic currently provides AASHTO- and FHWA-compliant traffic data for many Departments of Transportation (DOTs), municipalities, and counties, and holds Statewide data collection contracts with DOTs in both North and South Carolina. Marr Traffic is registered to conduct business in states across the U.S.

We embrace technology, and we always test new equipment and software to help improve data collection accuracy, efficiency and safety. Our MarrCam traffic data collection cameras are some of the most technologically advanced in the industry. This **proprietary technology** allows us to provide in-depth data and analysis for almost any study type including traffic volume, classification, turn movement counts, queue length, roundabouts, pedestrian, cyclist, and parking lot studies.

In addition to standard data collection, Marr Traffic uses drone videography to obtain high-quality aerial footage to provide advanced analytics such as tracking vehicle movements, identifying near misses, and potential accidents. With software technology we can overlay the drone footage with heat maps to showcase these conflicts, as well as highlight vehicle frequencies, speeds, and trajectories.

With several offices, field technicians, and large equipment inventory, Marr Traffic can implement a successful data collection strategy. Our proposal outlines how we can collect all of the count data sites and return final reports containing data with a minimum accuracy of 98%. If any re-collections are required at any sites, these will be counted again at no additional cost.

We look forward to serving your traffic data collection needs!

Respectfully submitted,

Murray Allan

Murray Allan
President and Co-Founder, Marr Traffic

"Marr is a leader in the data collection industry, they are extremely flexible to work with and go above and beyond to create the specific data reports I need."

- Mark Lenters, Kimley-Horn

DOTD FORM: 24-102

(Revised January 1, 2023)

PROPOSAL TO PROVIDE CONSULTANT SERVICES

Prime consultant shall complete the DOTD Form 24-102 without altering the Form's text; however, the instruction and/or guidance for Sections 12 through 23 can be removed but do not remove Section title and number.

ANY CONSULTANT FAILING TO SUBMIT ANY OF THE INFORMATION REQUIRED ON THE DOTD FORM 24-102, OR PROVIDING INACCURATE INFORMATION ON THE DOTD FORM 24-102, MAY BE CONSIDERED NON-RESPONSIVE.

1. Contract Name as shown in the advertisement	IDIQ CONTRACT FOR TRAFFIC DATA COLLECTION STATEWIDE
2. Contract Number(s) as shown in the advertisement	4400026335
3. State Project Number(s), if shown in the advertisement	N/A
4. Prime consultant name **(name must match as registered with the Louisiana Secretary of State where such registration is required by law)**	Marr Traffic, Inc.
5. Prime consultant license number (as registered with the Louisiana Professional Engineering and Land Surveying Board (LAPELS) if registration is required under Louisiana law)	N/A
6. Prime consultant mailing address	41 Peabody Street, Nashville, Tennessee 37210
7. Prime consultant physical address (existing or to be established, if location is used as an evaluation criteria)	41 Peabody Street, Nashville, Tennessee 37210
8. Name, title, phone number, and email address of prime consultant's contract point of contact	Murray Allan, President and Co-Founder (615) 431-3750 murray@marrtraffic.com
9. Name, title, phone number, and email address of the official with signing authority for this proposal	Murray Allan, President and Co-Founder (615) 431-3750 murray@marrtraffic.com

Prime consultant should enter the firm name in the footer at the bottom of this page. (It will carry over to subsequent pages.)

10. This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. DOTD reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.	 Signature above shall be the same person listed in Section 9: Murray Allan, President and Co-Founder Date: February 22, 2023	
11. If a Disadvantaged Business Enterprise (DBE) goal has been set for this advertisement, indicate which firm(s) will be used to meet the DBE goal and each firm(s)' percentage.	Firm(s): Urban Systems inc.	Firm(s)' %: 3%

12. Past Performance Evaluation Discipline Table:

As indicated in the advertisement, insert the completed table here. The percentages for the prime and sub-consultants must total 100% for each past performance evaluation discipline, as well as the overall total percent of the contract.

The **only** past performance evaluation disciplines to be used are: Road, Bridge, Traffic, CE&I/OV, Geotech, Survey, Environmental, Data Collection, Planning, Right-of-Way, CPM, ITS, Appraiser and Other (please specify).

Past Performance Evaluation Discipline(s)	% of Overall Contract	Prime Marr Traffic, Inc.	Urban Systems inc.				Each Discipline must total to 100%
Data Collection	97%	100%	0%				**100%**
Other (Warrant Analysis)	1%	0%	100%				**100%**
Other (QA/QC)	1%	25%	75%				**100%**
Other (Speed Studies)	1%	25%	75%				**100%**
Identify the percentage of work for the **overall contract** to be performed by the prime consultant and each sub-consultant.							
Percent of Contract	**100%**	97%	3%				

13. Firm Size:

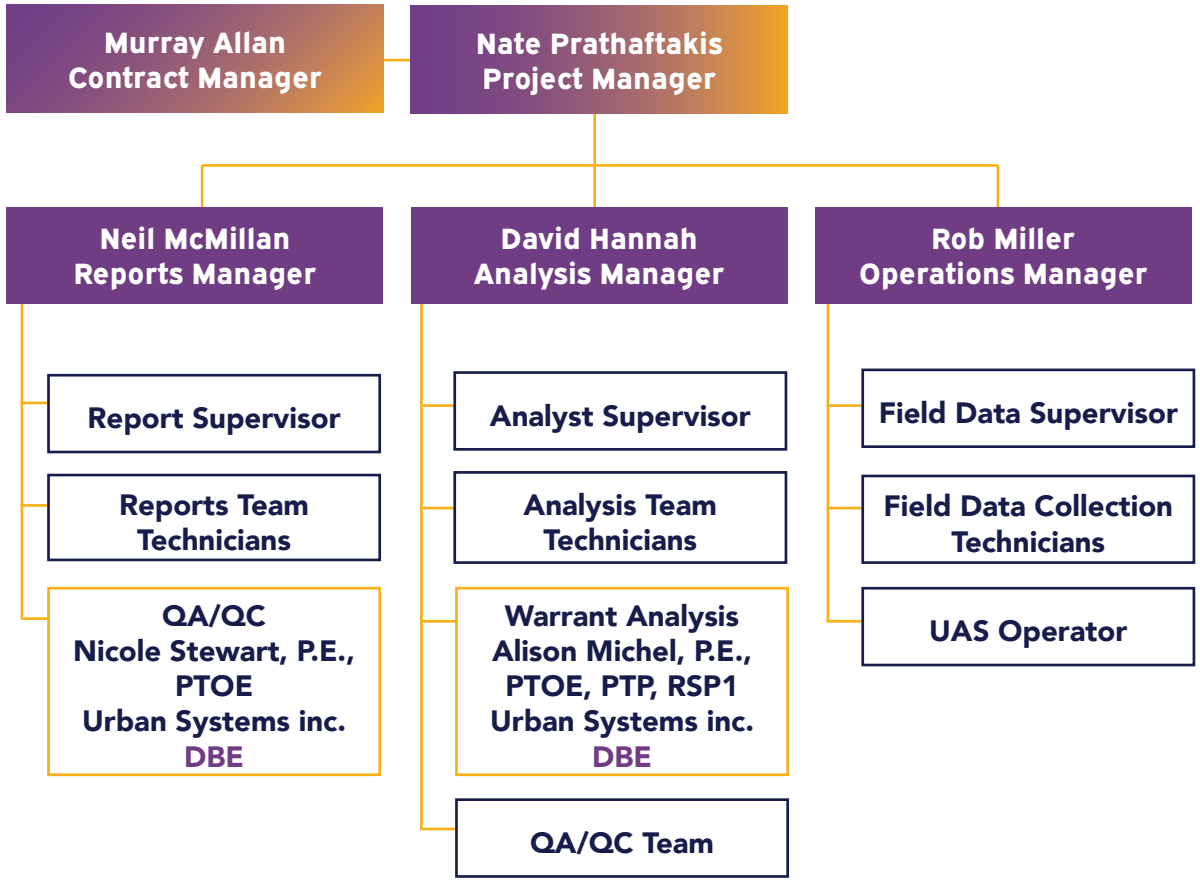
For all firms that are part of this team, indicate the approximate number of personnel to be committed to this contract, by DOTD Job Classification and the total number of personnel within the firm that could provide support, if needed. If a specialized job classification is required and not included on the DOTD job classification list, specify "Other (please specify)" and include the classification title inside the parentheses.
The DOTD Job Classification(s) to be used can be found at the following link:
http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Engineering/CCS/Job_Qualification/Job%20Classifications%20with%20Descriptions.pdf

Firm name	DOTD Job Classification	Number of personnel committed to this contract	Total number of personnel available in this DOTD Job Classification (if needed)
Marr Traffic	Principal	1	1
Marr Traffic	Other (Project Manager)	1	2
Marr Traffic	Other (Reports Manager)	1	2
Marr Traffic	Other (Analysis Manager)	1	2
Marr Traffic	Other (Operations Manager)	1	1
Marr Traffic	Administrative	1	2
Marr Traffic	Supervisor – Other	3	6
Marr Traffic	Technician	4	12
Marr Traffic	Other (Unmanned Aircraft System (UAS) Operator	1	3
Urban Systems inc.	Engineer	1	2
Urban Systems inc.	Other (Warrant Analysis)	1	2

(Add rows as needed)

14. <u>Organizational Chart</u>:

Provide an organizational chart showing ALL **relevant** prime consultant and sub-consultant (if applicable) personnel assigned to the contract, area of project responsibility for each, and reporting lines for the purposes of this contract. An individual's role does not necessarily have to match their DOTD job classification identified in Section 13. **If applicable, identify all personnel performing traffic engineering analysis and/or QC of traffic engineering analysis by placing an asterisk next to their name. Include the certificates required by the Traffic Engineering Process and Report Training Requirements article of the Advertisement in Section 20.** It is acceptable to use an 11x17 format for Section 14.



15. Minimum Personnel Requirements:

Use the table below to identify both prime consultant and sub-consultant staff designated to work on this contract meeting the Minimum Personnel Requirements (MPRs) specified in the advertisement. Ensure the résumé reflects the required experience stated in the MPR. Make sure the P.E. discipline is also listed (highlighted in table) that is meeting the MPR; e.g. professional civil engineer should show the discipline of the license as civil if meeting that MPR.

MPR No. Do not insert wording from ad	Personnel being used to meet the MPR (Individual(s) may not satisfy more than one MPR unless specifically allowed by Attachment B of the advertisement)	Firm employed by	Type of license and discipline meeting MPR/ certification & number (Ex: PE # - Civil)	State of license	License / certification expiration date
1	Murray Allan	Marr Traffic	N/A	N/A	N/A
2	Nate Prathaftakis	Marr Traffic	N/A	N/A	N/A

(Add rows as needed)

16. Staff Experience:

Name	Murray Allan	Years of experience with this firm/employer	7
Title	Principal	Years of experience with other firm(s)/employer(s)	20
Degree(s) / Years / Specialization		B.A. / 1998-2002 / Sports Studies	
Active registration number / state / expiration date		N/A	
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities		Principal in charge of contract negotiations and assisting the Project Manager	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
1/19 – 11/19	**NCDOT Seasonal Count Program** – 129 Count Locations (NCDOT On-Call). Principal for on-call contract for hundreds of counts annually across the State of North Carolina and all 14 NCDOT divisions. A variety of traffic count data is collected including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the NCDOT guidelines which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.
8/20	**City of College Station, TX**. Principal for 12-hour turn movement counts at 20 intersections. The project included 12 hour turn movement counts at twenty intersections from 7am to 7pm. Marr Traffic data collection cameras were installed to record video footage which was then analyzed to provide classified turn movement counts broken down into 15 minute intervals with hourly totals and peak hour data.
2/21 – 2/25	**SCDOT Traffic Data Collection On-Call** (5-year contract). Principal for an exclusive 5 year contract by the South Carolina Department of Transportation. Collect a variety of traffic count data across the State including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the SCDOT guidelines which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.
02/22 – 05/22	**Nashville Department of Transportation Traffic Calming Project** (sub to Kimley Horn). Contract Manager. On behalf of Nashville Dept. of Transportation, Marr Traffic acted as a sub-consultant for Kimley Horn to collect traffic data throughout the city of Nashville. The project included the collection of 24-hour volume and classification counts at approximately 350 locations. Marr Traffic installed tube counters at every location to gather the necessary data, utilizing their vast resources of equipment and staff, and extensive experience of large-scale projects to ensure that data was delivered on time and on budget.
11/21 – 1/22	**Shelby County, TN 24-hour Ramp Counts** (sub to The Corradino Group). Contract Manager. On behalf of The Corradino Group, Marr Traffic was selected to collect traffic data throughout Shelby County, TN. The project included the collection of 24-hour volume and classification counts at approximately 300 ramp count locations. Marr Traffic planned and coordinated all counts using their vast experience to install tube counters at every location. All requested data was gathered, providing all speed and volume counts in the requested speed categories and in 15 minute intervals. Marr Traffic ensured that all data was delivered on time and on budget.
7/17 – 9/17	**Mattern & Craig TDOT Safety Project** – 211 Count Locations. Contract Manager for partnership with Mattern & Craig to collect traffic data for a TDOT safety project. The project included 24-hour, directional volumes (to be collected on non-holiday Tuesdays, Wednesdays, or Thursdays) at a total of 211 locations across 22 counties in East Tennessee. The count locations were all on local, County-maintained routes, mostly 2-lane roadways with ADT's in the 1000 vpd range. Marr traffic data collection cameras were installed to record footage for 24 hours, midnight to midnight. The footage was then analyzed to provide classified vehicle turn movement counts at all locations broken down into 15-minute intervals with hourly totals and peak hour data.

16. **Staff Experience:**

Name	Nate Prathaftakis	Years of experience with this firm/employer	3
Title	Project Manager	Years of experience with other firm(s)/employer(s)	15
Degree(s) / Years / Specialization		Business Management	
Active registration number / state / expiration date		N/A	
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities		Project management to ensure all traffic collection tasks are done on time	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
4/14 – 4/14	**Denham Springs, LA** Project Manager as sub to Arcadis U.S., Inc. that consisted of collecting 20 hours of Travel Time Runs, and 17 Queuing studies for 17 total approaches, and 4 Spot Speed Radar studies for Louisiana municipality.
1/19 – 11/19	**NCDOT Seasonal Count Program** – 129 Count Locations (NCDOT On-Call). Project Manager for on-call contract with hundreds of counts annually across all 14 NCDOT divisions. A variety of traffic count data is collected including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts.
2/21 – 2/25	**SCDOT Traffic Data Collection On-Call** (5-year contract). Project Manager for an exclusive 5 year contract by the South Carolina DOT. Collect a variety of traffic count data across the State including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the SCDOT guidelines which includes the collection of photos of approaches and onsite info such as speed limits, road names, diagrams, adjacent land use info, lighting and weather conditions.
2/20 – 2/20	**Cherokee County Data Collection** for 35 turn movement counts (Canton and Woodstock, GA). Project Manager for thirty-five Turn Movement Counts with classification. The peak periods consisted of 4-hour, 7-hour and 12-hours. Marr Traffic data collection cameras were installed to record video footage which was then analyzed to provide classified vehicle turn movement counts at all locations broken down into 15-minute intervals. Also management installation of four 24-hour speed ADT tube locations for this project.
2/20 – 2/20	**Atlanta, GA** Counts for 27 4-hour turn movement counts and 14 24-hour bidirectional ADTs with classification. Project Manager for twenty-seven 4-hour Turn Movement Counts with classification and fourteen 24-hour bidirectional ADTs with classification. MarrCam data collection cameras were installed to record video footage analyzed to provide classified vehicle turn movement counts at all locations broken down into 15-minute intervals.
5/17 – 5/17	**Durham, NC** Project Manager as sub to Gannett Fleming on collection of 75 13-hour Pedestrian Counts, 300 48-hour bi-directional volume, class, and speed counts, and 10 13-hour Turning Movement counts.
4/19 – 4/19	**Cobb County, GA DOT** Project Manager for collecting 135 24-hr bi-directional volume counts within in a one week period.
2/13 – 2/13	**Douglas, GA** Project Manager as sub to Arcadis U.S,, Inc. that consisted of collecting 4 6-hr Turning Movement Counts that included pedestrian, bicycle, and heavy truck classification for a weekday and a Saturday, and 6 7-day Bi-directional class and speed counts.
5/12 – 5/12	**Cobb County DOT, GA** Project Manager as sub to Gresham Smith on collection of 23 6-hr Turning Movement Counts that included pedestrian, bicycle, and heavy truck classification, and 2 48-hour bi-directional classification counts.
9/12 – 9/12	**Hall County, GA** Project Manager as sub to Grice Consulting Group on collection of 6 6-hr Turning Movement Counts that included pedestrian, bicycle, and heavy truck classification, and 61 48-hr bi-directional classification counts.
9/12 – 9/12	**Richmond, GA** Project Manager as sub to Gresham Smith on collection of 7 6-hr Turning Movement Counts that included pedestrian, bicycle, and heavy truck classification, and 28 48-hr bi-directional classification counts.

16. Staff Experience:

Name	David Hannah	Years of experience with this firm/employer	6
Title	Analysis Manager	Years of experience with other firm(s)/employer(s)	20
Degree(s) / Years / Specialization		B.S. / 1998-2001 / Business Management and Mathematics	
Active registration number / state / expiration date		N/A	
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities		Analysis Manager in charge of ensuring accuracy of data and timely reporting of analysis	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
1/19 – 11/19	**NCDOT Seasonal Count Program** – 129 Count Locations (NCDOT On-Call). Analysis Manager for on-call contract for hundreds of counts annually across the State of North Carolina and all 14 NCDOT divisions. A variety of traffic count data is collected including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the NCDOT guidelines which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.
8/20	**City of College Station, TX**. Analysis Manager for 12-hour turn movement counts at 20 intersections. The project included 12 hour turn movement counts at twenty intersections from 7am to 7pm. Marr Traffic data collection cameras were installed to record video footage which was then analyzed to provide classified turn movement counts broken down into 15 minute intervals with hourly totals and peak hour data.
2/21 – 2/25	**SCDOT Traffic Data Collection On-Call** (5-year contract). Analysis Manager for an exclusive 5 year contract by the South Carolina Department of Transportation. Collect a variety of traffic count data across the State including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the SCDOT guidelines which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.
02/22 – 05/22	**Nashville Department of Transportation Traffic Calming Project** (sub to Kimley Horn). Analysis Manager. On behalf of Nashville Dept. of Transportation, Marr Traffic acted as a sub-consultant for Kimley Horn to collect traffic data throughout the city of Nashville. The project included the collection of 24-hour volume and classification counts at approximately 350 locations. Marr Traffic installed tube counters at every location to gather the necessary data, utilizing their vast resources of equipment and staff, and extensive experience of large-scale projects to ensure that data was delivered on time and on budget.
11/21 – 1/22	**Shelby County, TN 24-hour Ramp Counts** (sub to The Corradino Group). Analysis Manager. On behalf of The Corradino Group, Marr Traffic was selected to collect traffic data throughout Shelby County, TN. The project included the collection of 24-hour volume and classification counts at approximately 300 ramp count locations. Marr Traffic planned and coordinated all counts using their vast experience to install tube counters at every location. All requested data was gathered, providing all speed and volume counts in the requested speed categories and in 15 minute intervals. Marr Traffic ensured that all data was delivered on time and on budget.
7/17 – 9/17	**Mattern & Craig TDOT Safety Project** – 211 Count Locations. Analysis Manager for partnership with Mattern & Craig to collect traffic data for a TDOT safety project. The project included 24-hour, directional volumes (to be collected on non-holiday Tuesdays, Wednesdays, or Thursdays) at a total of 211 locations across 22 counties in East Tennessee. The count locations were all on local, County-maintained routes, mostly 2-lane roadways with ADT's in the 1000 vpd range. Marr traffic data collection cameras were installed to record footage for 24 hours, midnight to midnight. The footage was then analyzed to provide classified vehicle turn movement counts at all locations broken down into 15-minute intervals with hourly totals and peak hour data.

16. **Staff Experience:**

Name	Neil McMillan	Years of experience with this firm/employer	5
Title	Reports Manager	Years of experience with other firm(s)/employer(s)	20
Degree(s) / Years / Specialization		B.A / 1998-2001 / Psychology	
Active registration number / state / expiration date		N/A	
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities		Reports Manager ensuring accurate reports and clear presentation of data	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
1/19 – 11/19	**NCDOT Seasonal Count Program** – 129 Count Locations (NCDOT On-Call). Reports Manager for on-call contract for hundreds of counts annually across the State of North Carolina and all 14 NCDOT divisions. A variety of traffic count data is collected including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the NCDOT guidelines which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.
8/20	**City of College Station, TX**. Reports Manager for 12-hour turn movement counts at 20 intersections. The project included 12 hour turn movement counts at twenty intersections from 7am to 7pm. Marr Traffic data collection cameras were installed to record video footage which was then analyzed to provide classified turn movement counts broken down into 15 minute intervals with hourly totals and peak hour data.
2/21 – 2/25	**SCDOT Traffic Data Collection On-Call** (5-year contract). Reports Manager for an exclusive 5 year contract by the South Carolina Department of Transportation. Collect a variety of traffic count data across the State including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the SCDOT guidelines which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.
02/22 – 05/22	**Nashville Department of Transportation Traffic Calming Project** (sub to Kimley Horn). Reports Manager. On behalf of Nashville Dept. of Transportation, Marr Traffic acted as a sub-consultant for Kimley Horn to collect traffic data throughout the city of Nashville. The project included the collection of 24-hour volume and classification counts at approximately 350 locations. Marr Traffic installed tube counters at every location to gather the necessary data, utilizing their vast resources of equipment and staff, and extensive experience of large-scale projects to ensure that data was delivered on time and on budget.
11/21 – 1/22	**Shelby County, TN 24-hour Ramp Counts** (sub to The Corradino Group). Reports Manager. On behalf of The Corradino Group, Marr Traffic was selected to collect traffic data throughout Shelby County, TN. The project included the collection of 24-hour volume and classification counts at approximately 300 ramp count locations. Marr Traffic planned and coordinated all counts using their vast experience to install tube counters at every location. All requested data was gathered, providing all speed and volume counts in the requested speed categories and in 15 minute intervals. Marr Traffic ensured that all data was delivered on time and on budget.
7/17 – 9/17	**Mattern & Craig TDOT Safety Project** – 211 Count Locations. Reports Manager for partnership with Mattern & Craig to collect traffic data for a TDOT safety project. The project included 24-hour, directional volumes (to be collected on non-holiday Tuesdays, Wednesdays, or Thursdays) at a total of 211 locations across 22 counties in East Tennessee. The count locations were all on local, County-maintained routes, mostly 2-lane roadways with ADT's in the 1000 vpd range. Marr traffic data collection cameras were installed to record footage for 24 hours, midnight to midnight. The footage was then analyzed to provide classified vehicle turn movement counts at all locations broken down into 15-minute intervals with hourly totals and peak hour data.

16. **Staff Experience:**

Name	Rob Miller	Years of experience with this firm/employer	4
Title	Operations Manager	Years of experience with other firm(s)/employer(s)	10
Degree(s) / Years / Specialization		N/A	
Active registration number / state / expiration date		N/A	
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities		Operations Manager responsible for oversight and strategy for operational planning and support for Marr Traffic field data teams	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
1/19 – 11/19	**NCDOT Seasonal Count Program** – 129 Count Locations (NCDOT On-Call). Operations Manager for on-call contract for hundreds of counts annually across the State of North Carolina and all 14 NCDOT divisions. A variety of traffic count data is collected including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the NCDOT guidelines which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.
8/20	**City of College Station, TX**. Operations Manager for 12-hour turn movement counts at 20 intersections. The project included 12 hour turn movement counts at twenty intersections from 7am to 7pm. Marr Traffic data collection cameras were installed to record video footage which was then analyzed to provide classified turn movement counts broken down into 15 minute intervals with hourly totals and peak hour data.
2/21 – 2/25	**SCDOT Traffic Data Collection On-Call** (5-year contract). Operations Manager for an exclusive 5 year contract by the South Carolina Department of Transportation. Collect a variety of traffic count data across the State including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the SCDOT guidelines which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.
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11/21 – 1/22	**Shelby County, TN 24-hour Ramp Counts** (sub to The Corradino Group). Operations Manager. On behalf of The Corradino Group, Marr Traffic was selected to collect traffic data throughout Shelby County, TN. The project included the collection of 24-hour volume and classification counts at approximately 300 ramp count locations. Marr Traffic planned and coordinated all counts using their vast experience to install tube counters at every location. All requested data was gathered, providing all speed and volume counts in the requested speed categories and in 15 minute intervals. Marr Traffic ensured that all data was delivered on time and on budget.
7/17 – 9/17	**Mattern & Craig TDOT Safety Project** – 211 Count Locations. Operations Manager for partnership with Mattern & Craig to collect traffic data for a TDOT safety project. The project included 24-hour, directional volumes (to be collected on non-holiday Tuesdays, Wednesdays, or Thursdays) at a total of 211 locations across 22 counties in East Tennessee. The count locations were all on local, County-maintained routes, mostly 2-lane roadways with ADT's in the 1000 vpd range. Marr traffic data collection cameras were installed to record footage for 24 hours, midnight to midnight. The footage was then analyzed to provide classified vehicle turn movement counts at all locations broken down into 15-minute intervals with hourly totals and peak hour data.

16. **Staff Experience:**

Name	Alison C. Michel, P.E., PTOE, PTP, RSP1	Years of experience with this firm/employer	21
Title	President, Urban Systems, inc.	Years of experience with other firm(s)/employer(s)	3
Degree(s) / Years / Specialization		BS / 1997 / Civil Engineering	
Active registration number / state / expiration date		1023 / Louisiana / 11/06/2023	
Year registered	2002	Discipline	Professional Engineer, Civil Engineering
Contract role(s) / brief description of responsibilities		DBE support responsible for Warrant Analysis and QA/QC of reports	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
10/03-10/20	**EBR Signals – Phases 4a, 4b, 5a and 5b Baton Rouge, LA (LADOTD & EBR Parish)** Ms. Michel began as a design engineer for a project that included design for full upgrades to twenty-four (24) traffic signals along Choctaw Dr, S. Choctaw Dr and S. Foster Ave in Baton Rouge, LA in 2003. The signals were owned and operated by both LADOTD and EBR City-Parish which required close coordination on the different standards and equipment requirements. The project was split into multiple phases over the years for reasons such as funding, Right-Of-Way acquisition, geometric changes and railroad permitting. The design included full signal upgrades, ADA ramps, fiber interconnect, railroad preemption including pre-signals and striping. Standards and pay items changed over time and the final design plans were completed in late 2020 with Ms. Michel as Principal in Charge.
01/06-04/09	**LA 385 and (Ryan) Street at Prien Lake Road Intersection Improvements Lake Charles, LA (LADOTD)** Ms. Michel was the project manager responsible for the preparation of roadway widening and signal design plans for this LADOTD project. First a CORSIM analysis of various intersection improvement strategies was conducted to determine the optimum lane configuration and signal operations. Once the preferred conceptual layout was identified, construction documents based on LADOTD standards were prepared to add turn lanes to both Ryan Street and Prien Lake Road within limited Right of Way. In addition to the traffic signal modifications, the design included modification to drainage, reconfiguration of driveways, improving corner radii, widening concrete pavement and an asphalt overlay. Preliminary and Final plans, specifications and a cost estimate using LADOTD pay items were prepared under Ms. Michel's direction. The project was constructed successfully.
11/08-11/12	**Interstate 10 at LA 44 and LA 44 at Edenborne Pkwy Traffic Signal Design Gonzales, LA (LADOTD & RPCC)** Ms. Michel was the Principal in Charge responsible for the management and QA-QC of the design of the new traffic signals for the River Parish Community College (RPCC) based development. The design included interconnection between the signals and connected into LADOTD's mainline fiber network. She coordinated between the developer and the LADOTD District Traffic Engineer to obtain a permit for the construction. This included coordinating with both LADOTD Traffic Engineering Management on use of the latest TSI forms and with the LADOTD Intelligent Transportation System office regarding tying into the fiber optic communication lines along Interstate 10.
01/14 – 08/19	**US 90 (I-49 South) Albertson's Parkway to Ambassador Caffery Design-Build Project, Lafayette Parish, LA (LADOTD)** Ms. Michel was a member of the key personnel for this design-build project as the Traffic Engineer. The project included converting US 90 to a controlled access facility by converting at-grade intersections to an interchange. The bridge structure had to span the intersection and a railroad. She supervised the design and analysis and performed QA-QC for temporary and permanent signal plans, permanent signage plans, temporary traffic control plans and the Transportation Management Plan. Signal plans were prepared using the DOTDs latest TSI format. Analysis included developing design hour volumes for the design year and modeling signals in Synchro. Phasing and timing were developed for both permanent and temporary signal operation.

16. **Staff Experience:**

Name	Nicole H. Stewart, P.E., PTOE	Years of experience with this firm/employer	17
Title	Vice President and Transportation Engineer	Years of experience with other firm(s)/employer(s)	1.5
Degree(s) / Years / Specialization		BS / 2004 / Civil Engineering and Physics	
Active registration number / state / expiration date		34750 / Louisiana / 9/30/2023	
Year registered	2009	Discipline	Professional Engineer, Civil Engineering
Contract role(s) / brief description of responsibilities		DBE support responsible for Warrant Analysis and QA/QC of reports	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
05/09-07/12	**Lakefront/Holy Cross Traffic Signal / ITS Signal System New Orleans, LA (City of New Orleans & LADOTD) A** system engineering analyses was prepared by Ms. Stewart to determine the requirements for a self-healing fiber network between the traffic signals and video system detectors in the Lakefront and Holy Cross New Orleans neighborhoods. This project included forty-six (46) signalized intersections in two systems, Lakeview/Gentilly and the 9th Ward. Ms. Stewart prepared plans to provide connectivity to the City of New Orleans Department of Public Works (DPW) and the new Regional Traffic Management Center (RTMC). The communications system design included tie-ins to the city's Ethernet network allowing full operation of the system from City Hall. The plans and specs were designed for LADOTD who selected the contractor for the project. Ms. Stewart was also the engineer responsible for construction administration during the project. This included coordinating with the LADOTD District Construction Engineer and submitting the required reports in LADOTD format.
9/10 – 8/11 and 3/12 – 11/13	**MacArthur Interchange Signal Modification/ Signage & Striping / Traffic Control Devices Plans Harvey, LA (LADOTD)** The traffic study to evaluate the existing and projected operating conditions of the lower Westbank Expressway was prepared by Ms. Stewart. In the Design Phase, Ms. Stewart designed the new traffic signals for the interchange and neighboring intersections. She prepared the striping and signage plans to accommodate the ramp changes and prepared Traffic Control Devices Plans for the various stages of construction.
05/18-04/19	**TMP for I-10: West of 108 to I-210 Interchange: Rubblize and Overlay Lake Charles, LA (LADOTD)** As the lead engineer for this Traffic Management Plan, Ms. Stewart was responsible for the preparation of the safety analysis. She conducted the analysis per the guidelines set forth by LADOTD in Guidelines for Crash Data Analysis for this TMP in Lake Charles, LA. She conducted queue analysis to identify when lane closures would be permitted, identified the construction impact area and reviewed crash data for more than 350 collisions. Ms. Stewart identified trends and calculated crash rates and determined that the section of I-10 that was going to be rubblized had a crash rate that was higher than the statewide average and required mitigation.
01/14-08/19	**US 90 (I-49 South) Albertson's Parkway to Ambassador Caffery Design-Build Project Lafayette, LA (LADOTD and Design Builder)** Ms. Stewart prepared the Traffic Control Device Plans for all phases of construction. Ms. Stewart was responsible for the design of the permanent signage for the new portion of I-49 within the project limits. Traffic Control Devices and Signage plans were prepared to be in accordance with the Manual of Uniform Traffic Control Devices and the most current LADOTD standards. Throughout construction, Ms. Stewart was available to meet with contractor and visit the construction site on an as needed basis. Ms. Stewart provided timely responses to RFI's and prepared plan changes to address concerns raised in the field. She also prepared As-Built plans once the project was complete in August 2019.

17. Firm Experience:

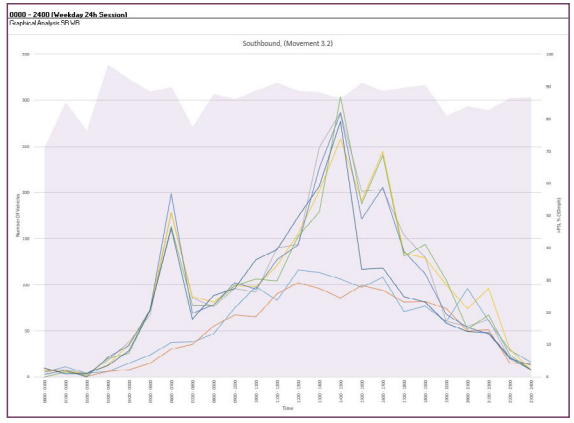
Identify the team's project experience **most relevant** to the scope in the advertisement. **The projects should be limited to a total of 20, with no more than 5 projects being represented by the prime consultant and with no more than 3 projects represented by each sub-consultant on the team. If more than 5 projects are identified for the prime consultant, all projects identified after the first 5 will not be evaluated. If more than 3 projects are identified for a single sub-consultant, all projects identified after the first 3 from that sub-consultant will not be evaluated.** Include no more than one page per project. Projects identified shall only include work performed by firms on the team. The projects identified do not necessarily need to have been DOTD projects.

Firm name	Marr Traffic	Past Performance Evaluation Discipline(s)*	Data Collection
Project name	NCDOT Seasonal Count Program – 129 Count Locations (NCDOT On-Call)	Firm responsibility (prime or sub?)	Prime
Project number	N/A	Owner's name	North Carolina Department of Transportation
Project location	State of North Carolina	Owner's Project Manager	Celeste M. Semanick, Traffic Safety Project Engineer
Owner's address, phone, email	NCDOT 750 North Greenfield Parkway, Garner, NC 27529, 919-814-5119, cmsemanick@ncdot.gov		
Services commenced by this firm (mm/yy)	1/19	Total consultant contract cost ($1,000's)	Not disclosed
Services completed by this firm (mm/yy)	11/19	Cost of consultant services provided by this firm ($1,000's)	$300

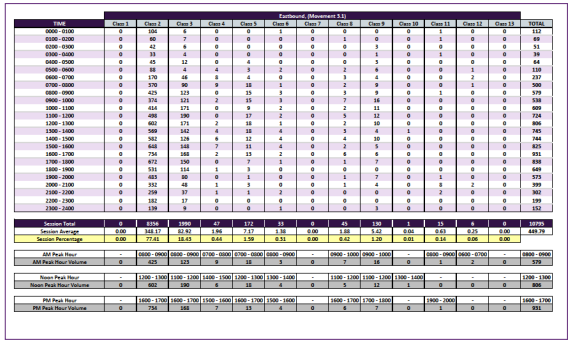
Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

As part of the NCDOT statewide traffic data collection on-call contract Marr Traffic collected traffic count data for the seasonal count program. The project included the collection of five day 24-hour Volume and Classification Count Data at 129 count locations across Durham, Hoke, Greene and Northampton counties. The data was collected Wednesday through Sunday during a scheduled period in all seasons – Winter, Spring, Summer, and Fall. Marr Traffic data collection cameras were installed to record video footage which was then analyzed to provide classified volume counts broken down into 15-minute intervals with hourly totals and peak hour data. Staff members: Nate Prathaftakis, Murray Allan, David Hannah, Neil McMillan, Rob Miller

MarrCam traffic camera photo



Speed Survey Data (Graph)



Classification Data Report

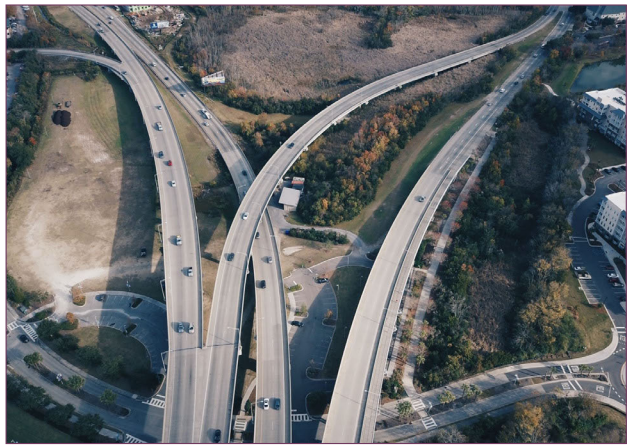
Marr Traffic, Inc.

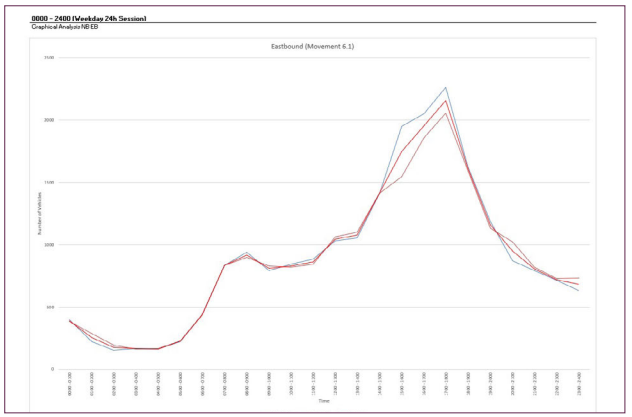
17. Firm Experience:

Firm name	Marr Traffic		Past Performance Evaluation Discipline(s)*	Data Collection	
Project name	SCDOT Statewide Services – 5 Year Exclusive Contract		Firm responsibility (prime or sub?)	Prime	
Project number	N/A	Owner's name	South Carolina Department of Transportation		
Project location	Across the state of South Carolina	Owner's Project Manager	Tammy O'Quinn, Procurement Manager		
Owner's address, phone, email	955 Park Street, Columbia SC 29201-3976, 803-737-3378, OQuinnTM@scdot.org				
Services commenced by this firm (mm/yy)	2/21	Total consultant contract cost ($1,000's)	Not disclosed		
Services completed by this firm (mm/yy)	2/25	Cost of consultant services provided by this firm ($1,000's)	$100		

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

Marr Traffic was selected ahead of nine other firms and awarded an exclusive five-year contract by the South Carolina Department of Transportation. Marr Traffic will collect a variety of traffic count data across the State, including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data is collected following the SCDOT guidelines, which includes the collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions. Staff members: Nate Prathaftakis, Murray Allan, David Hannah, Neil McMillan, Rob Miller





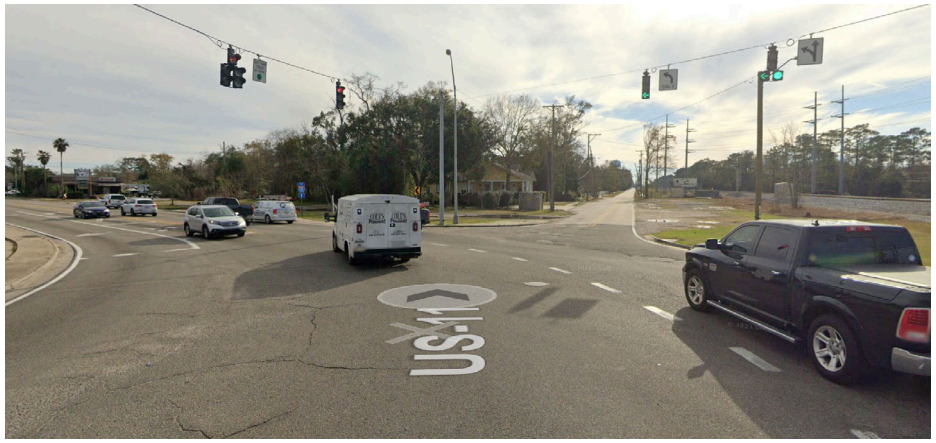
Bi Directional Graph

17. Firm Experience:

Firm name	Marr Traffic		Past Performance Evaluation Discipline(s)*	Data Collection	
Project name	Slidell, LA, Traffic Counts		Firm responsibility (prime or sub?)	Sub	
Project number	N/A	Owner's name	City of Slidell, LA		
Project location	Slidell, Louisiana	Owner's Project Manager	Jeremy Greer, P.E.		
Owner's address, phone, email	2 Perimeter Park South, Suite 500 East, Birmingham, AL 35243 (205) 940-6420, jgreer@sain.com				
Services commenced by this firm (mm/yy)	01/2022	Total consultant contract cost ($1,000's)	Not disclosed		
Services completed by this firm (mm/yy)	02/2022	Cost of consultant services provided by this firm ($1,000's)	$5.7		

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

Marr Traffic was selected to provide traffic data collection for the City of Slidell. The counts included 11 turn movement counts, three 24-hour bi-directional counts with classification and speed. Staff members: Nate Prathaftakis, Murray Allan, David Hannah, Neil McMillan, Rob Miller

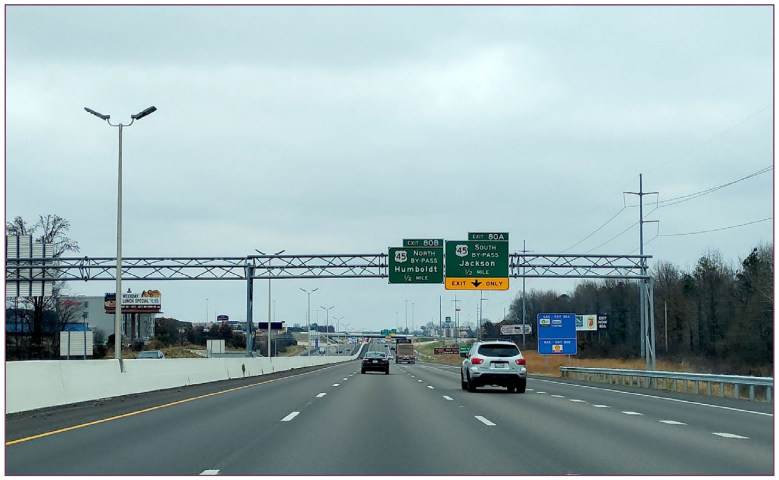


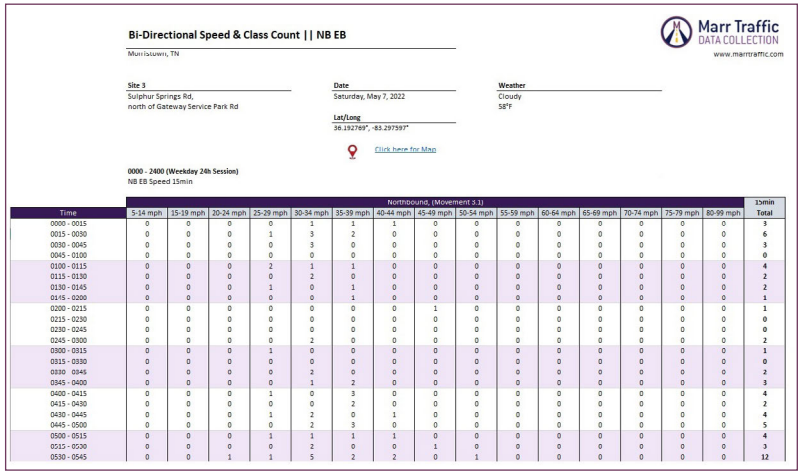
17. Firm Experience:

Firm name	Marr Traffic		Past Performance Evaluation Discipline(s)*	Data Collection	
Project name	TDOT Long Range Planning Division – Interstate Truck Data (sub to Ragan Smith)		Firm responsibility (prime or sub?)	Sub	
Project number	N/A	Owner's name	TDOT (prime was Ragan Smith Associates)		
Project location	Across the state of South Carolina	Owner's Project Manager	Tammy O'Quinn, Procurement Manager		
Owner's address, phone, email	315 Woodland Street, Nashville, TN37206, (615) 244-8591, bbaxter@ragansmith.com				
Services commenced by this firm (mm/yy)	10/20	Total consultant contract cost ($1,000's)	Not disclosed		
Services completed by this firm (mm/yy)	Ongoing	Cost of consultant services provided by this firm ($1,000's)	$285		

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

For Tennessee Dept. of Transportation Long Range Planning Division's Interstate Truck Data, Marr Traffic acted as a sub-consultant for Ragan Smith to collect all required traffic data. The project included the collection of 24-hour volume and classification counts at 19 locations throughout the state of Tennessee. Data was collected at these 19 locations at regular intervals throughout the year to provide the necessary baseline figures the DOT required from varying seasons and conditions. Staff members: Nate Prathaftakis, Murray Allan, David Hannah, Neil McMillan, Rob Miller





Bi-Directional Speed & Class Count || NB EB

Marr Traffic DATA COLLECTION www.marrtraffic.com

Site 3: Sulphur Springs Rd, north of Gateway Service Park Rd
Date: Saturday, May 7, 2022
Weather: Cloudy 58°F
Lat/Long: 36.192789°, -83.297597°
Click here for Map

0000 - 2400 (Weekday 24h Session)
NB EB Speed 15min

Northbound (Movement 3.1)

Time	5-14 mph	15-19 mph	20-24 mph	25-29 mph	30-34 mph	35-39 mph	40-44 mph	45-49 mph	50-54 mph	55-59 mph	60-64 mph	65-69 mph	70-74 mph	75-79 mph	80-99 mph	15min Total
0000 - 0015	0	0	0	0	1	1	1	0	0	0	0	0	0	0	0	3
0015 - 0030	0	0	0	1	3	2	0	0	0	0	0	0	0	0	0	6
0030 - 0045	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	3
0045 - 0100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0100 - 0115	0	0	0	2	1	1	0	0	0	0	0	0	0	0	0	4
0115 - 0130	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2
0130 - 0145	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	2
0145 - 0200	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
0200 - 0215	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
0215 - 0230	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0230 - 0245	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0245 - 0300	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2
0300 - 0315	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
0315 - 0330	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0330 - 0345	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2
0345 - 0400	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	3
0400 - 0415	0	0	0	1	0	3	0	0	0	0	0	0	0	0	0	4
0415 - 0430	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	2
0430 - 0445	0	0	0	1	2	0	1	0	0	0	0	0	0	0	0	4
0445 - 0500	0	0	0	0	2	3	0	0	0	0	0	0	0	0	0	5
0500 - 0515	0	0	0	1	1	1	1	0	0	0	0	0	0	0	0	4
0515 - 0530	0	0	0	0	2	0	0	1	0	0	0	0	0	0	0	3
0530 - 0545	0	0	1	1	5	2	2	0	1	0	0	0	0	0	0	12

Speed Survey Data

17. Firm Experience:

Firm name	Marr Traffic		Past Performance Evaluation Discipline(s)*	Data Collection	
Project name	I-285 Westside Express Lanes Project (sub to Arcadis)		Firm responsibility (prime or sub?)	Sub	
Project number	N/A	Owner's name	City of Atlanta, GA (Arcadis was prime)		
Project location	Atlanta, GA	Owner's Project Manager	Shuqi Xu		
Owner's address, phone, email	2839 Paces Ferry Road, Suite 900, Atlanta, GA, 30339, 404-692-6012, Shuqi.xu@arcadis.com				
Services commenced by this firm (mm/yy)	02/22	Total consultant contract cost ($1,000's)	Not disclosed		
Services completed by this firm (mm/yy)	04/22	Cost of consultant services provided by this firm ($1,000's)	$151		

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

Arcadis selected Marr Traffic to collect traffic data throughout the length of the I-285 Westside Express Lanes construction area. The project included the collection of the following sets of traffic data:

- TMC Class Counts: 150 Locations for 6 hours per day and for 2 Days.
- Arterial Class Counts: 350 Locations for 48 Hours.
- Ramp Class Counts: 150 Locations for 48 Hours.
- Interstate Video Class Counts: 30 Locations for 48 Hours.

Marr Traffic utilized all of its experience and resources to undertake a project of this size, installing tube counters where safe and appropriate to do so, and cameras at all remaining sites. The data was then analyzed to provide classified turn movement counts broken down into 15-minute intervals with hourly totals and peak hour data, as well as speed and volume data also in 15 minute intervals and segmented into speed intervals. All data was delivered on time and on budget. Staff members: Nate Prathaftakis, Murray Allan, David Hannah, Neil McMillan, Rob Miller

The I-285 Express Lanes project will increase capacity with two, new, barrier-separated, dedicated express lanes in each direction.

Marr Traffic collected traffic data throughout the construction area of the I-285 Westside project.

17. Firm Experience:

Firm name	Urban Systems, inc.		Past Performance Evaluation Discipline(s)*	Traffic	
Project name	LA 1 Connector		Firm responsibility (prime or sub?)	Prime	
Project number	19-043	Owner's name	Greater Lafourche Port Commission		
Project location	Lafourche Parish	Owner's Project Manager	Chett C. Chaisson, Executive Director Greater Lafourche Port Commission		
Owner's address, phone, email	16829 East Main St., Cutoff, LA 70345, 985.632.6701, chettc@portfourchon.com				
Services commenced by this firm (mm/yy)	08/19	Total consultant contract cost ($1,000's)	$146		
Services completed by this firm (mm/yy)	07/20	Cost of consultant services provided by this firm ($1,000's)	$146		

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

Urban Systems prepared a study per the LADOTD Traffic Engineering Process and Report to evaluate the traffic impacts of a new roadway and lift bridge connecting the exiting airport roadway from LA 308 to LA 3235 in Lafourche Parish, Louisiana. The objective of the study was to determine the impact of the proposed project and the potential intersection configurations at the new roadway tie-in points. Data collection included 7-day, 24-hour counts, peak period turning movement counts, 48-hour approach counts and queue counts every 15 minutes. Build and Build volumes for the project were estimated using CRPC TransCAD modeling data.

An iterative approach was used for the proposed tie-in intersections. Multiple types of intersection control including all-way STOP, signalized and J-turns were analyzed and compared. Estimating a typical daily distribution was required and utilized for conducting Traffic Signal Warrant analyses. Turn lanes were recommended for the intersections on both sides of the new left bridge.

Following the study, a final task order was issued to design a traffic signal flashing beacon for the LA 1 intersection with the proposed roadway. The plans were prepared in accordance with the latest LADOTD Traffic Signal Inventory (TSI) format.

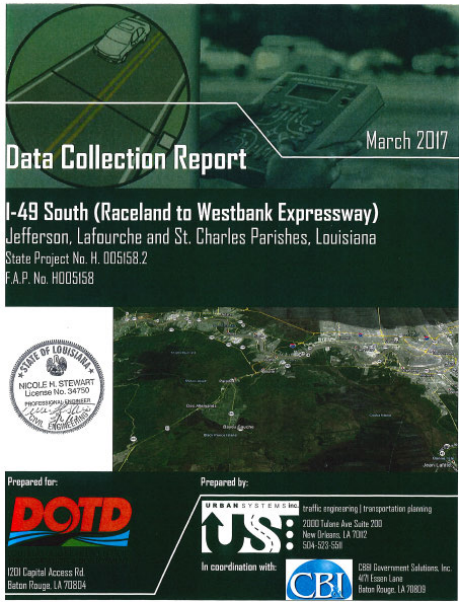
Staff: N. Stewart, A. Michel

17. Firm Experience:

Firm name	Urban Systems, inc.		Past Performance Evaluation Discipline(s)*	Traffic	
Project name	I-49 South (Raceland to Westbank Expressway		Firm responsibility (prime or sub?)	Sub	
Project number	15-027	Owner's name	DOTD		
Project location	Lafourche, St. Charles, and Jefferson Parishes		Owner's Project Manager	Jay Leblanc	
Owner's address, phone, email	4171 Essen Lane, Baton Rouge, LA, 70809				
Services commenced by this firm (mm/yy)	03/16		Total consultant contract cost ($1,000's)	Unknown	
Services completed by this firm (mm/yy)	01/19		Cost of consultant services provided by this firm ($1,000's)	$218.3	

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

The purpose of this project was to conduct a Line and Grade study and a Supplemental Environmental Impact Statement (SEIS), beginning at the interchange of US 90 with the LA 1/LA 308 Interchange in Lafourche Parish, and extending eastward to the elevated Westbank Expressway in Jefferson Parish. As a sub-consultant Urban Systems role included traffic data collection and assisting with a Tier 1 Interchange analysis for the thirteen (13) proposed interchanges.



The initial data collection efforts included 17 seven-day volume counts with classification and 191 48-hour volume counts. The data was reviewed to identify hours for the collection of peak period turning movement counts. Following the approval of the peak period times turning movement counts were collected at 67 locations and fifteen-minute spot counts were collected at 93 locations.

Speed data was collected at 18 locations. Speed data was reviewed and the 95th, 85th and 15th percentile speeds, and the 10 miles per hour pace speed range were determined. Figures presenting the traffic and speed data were prepared for inclusion in the Data Collection Report.

The rerouting of traffic volumes was estimated for modification of the existing US 90 corridor to the proposed access controlled I-49 S corridor based on the proposed interchange locations. The volumes were forecast to the design year. The growth rate was developed using LADOTD historical daily traffic volumes and the methodology outlined in the LADOTD Traffic Engineering Analysis Report Requirements for Growth Rate Forecasting without a Model. Traffic Signal Warrant analysis was conducted for the existing signalized intersections per the LADOTD EDSM. Various interchange configurations were evaluated based on design year traffic volumes using CAP-X software. Other factors considered included volume of critical movements, operation of critical movements and access to I-49 to determine a traffic operations ranking for inclusion in the Tier 1 Matrix.
Staff: N. Stewart, M. Morgan, A. Michel

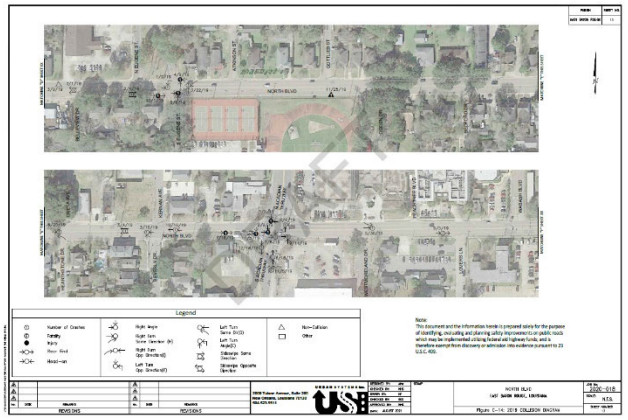
17. Firm Experience:

Firm name	Urban Systems, Inc.		Past Performance Evaluation Discipline(s)*	Traffic	
Project name	North Boulevard Corridor Enhancement (I-110 to Foster/Florida)		Firm responsibility (prime or sub?)	Sub	
Project number	20-EN-HC-0002	Owner's name	City of Baton Rouge and Parish of East Baton Rouge		
Project location	East Baton Rouge Parish, LA	Owner's Project Manager	Jolie Maberry		
Owner's address, phone, email	500 Main Street, Baton Rouge, LA 70801, 225-765-7400, jolie.maberry@stantec.com				
Services commenced by this firm (mm/yy)	03/21	Total consultant contract cost ($1,000's)	Unknown		
Services completed by this firm (mm/yy)	01/22	Cost of consultant services provided by this firm ($1,000's)	$136K		

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

This project was part of the MoveBR Transportation and Infrastructure Improvements Program which was one of the most significant transportation infrastructure investments in East Baton Rouge Parish in recent history. This project was proposed to enhance pedestrian and bicycle mobility for users traveling along North Blvd, a main corridor that provides direct access to several schools and medical facilities, including Baton Rouge Community College and Baton Rouge General Hospital- Mid City Campus.

Urban Systems was tasked with conducting the data collection and the safety analysis that was incorporated into the final traffic study that has been prepared by Evans-Graves. The data was collected in Fall of 2021 during the COVID-19 pandemic once data collection restrictions were lifted. To confirm the validity of data, the collected data was compared to historical data. Seven-day 24-hour counts were collected at 3 locations on North Boulevard and 1 location on Foster Drive. These counts were used to identify the peak periods for additional data collection. Peak period turning movement counts with approach counts were collected simultaneously with observations to ensure that queues and unmet demand would be captured at each signalized intersection.



Improving the safety along North Boulevard was the primary focus of Urban Systems. The safety analysis of the study area was conducted to identify existing safety issues along the North Blvd corridor that could be considered in the development and evaluation of potential improvements. Three (3) years of vehicular crash reports and five years of pedestrian and bicycle crash reports were reviewed. Data from the collision reports was put into the LADOTD Safety Triage spreadsheet and the Safety Performance Function (SP) was used to evaluate how each roadway segment and intersection was operating relative to safety. Collison diagrams were prepared, and crash trends were identified to assist with the development of safety countermeasures.

Staff: N. Stewart, M. Morgan, A. Weeks

18. Approach and Methodology:

INTRODUCTION

Accurate data delivered quickly has a direct impact on budgets, safety, and growth management. With traffic data from a trusted source, communities can make informed decisions as they manage traffic flow, plan future infrastructure needs, proscribe pavement markings and signage, set maintenance schedules, and prepare for future events.

In recent times the way in which schools, workforces, families and communities engage the transportation network has changed and will continue to evolve as we move towards the new normal. We realize now more than ever **accurate and actionable traffic data** is important to assist our partners at Cities, MPOs, Departments of Transportation, and Engineering firms as they coordinate and implement changes to enhance the mobility and transportation practices of the future.

Marr Traffic is your trusted source for accurate data. We have extensive experience in exactly the types of traffic counts you are requesting. Examples of our services include but are not limited to Turning Movement Counts, Speed/Volume and Class Surveys, Parking Studies, Pedestrian and Cyclist Counts, Origin-Destination Surveys, Travel-Time Studies, Roundabout Counts, Drone Surveys with artificial intelligence safety analysis, Queue Length Surveys, and Stop Line Delay Analysis. These services have been completed for cities, counties, Metropolitan Planning Organizations, and State Departments of Transportation throughout the U.S.

SUMMARY OF QUALIFICATIONS

Marr Traffic is a privately owned traffic data collection firm. Our leadership team has over 60 years of traffic data collection and project management experience combined, and has completed tens of thousands of data collection projects throughout the United States, United Kingdom, Ireland, Europe, the Middle East and Australia. Marr Traffic is headquartered in Nashville, Tennessee, with offices in several other states.

Marr Traffic specializes in advanced traffic data collection, with a particular focus on intersection and roundabout safety. Our MarrCam traffic data collection cameras are some of the **most technologically advanced in the industry**. This proprietary technology allows us to provide in-depth data and analysis for almost any study type, including traffic volume, classification, turn movement counts, queue length, roundabouts, pedestrian, cyclist, and parking lot studies.

In addition to standard data collection, Marr Traffic was an early adopter of using **drone technology** for enhanced data collection. The available 4K video, aerial views and high definition photography allow for excellent analysis of complex intersections, roundabouts and interchanges. Using AI software and drone videography, Marr Traffic can count and track vehicle movements, which allows us to identify near misses and potential accidents. This AI technology overlays the drone footage with heat maps to showcase these conflicts, as well as highlight vehicle frequencies, speeds, trajectories and any operational challenges. With the use of a tethered drone, continuous multi-hour data collection is now also available.

The large number of company-owned and proprietary data collection camera equipment and drones allows us to mobilize quickly and efficiently. Marr Traffic also has experience coordinating and managing staff and resources for large-scale projects that involve personnel from multiple office locations when required.

Marr Traffic has vast experience working with Cities, Counties, and Departments of Transportation. Currently we have a three-year statewide data collection contract with the North Carolina Department of Transportation. In February 2021 Marr was also awarded an **exclusive five-year statewide data collection contract** with the South Carolina Department of Transportation. Marr has also worked as a subconsultant with several engineering firms for on-call contracts with both the Tennessee Department of Transportation Long Range Planning and the Strategic Transportation Investment Divisions (STID). Similarly in Georgia Marr Traffic is part of several engineering teams for the Georgia Department of Transportation's Regional Traffic Operations Program (RTOP) and the Regional Traffic Signal Operations (RTSO) contracts.

18. Approach and Methodology:

> **"Marr Traffic has been assisting us with a majority of TDOT's required turning movement counts across the state....for the timely manner as well as the accuracy with which they are completed, I have received praises from TDOT staff."**
>
> - Brian Gaffney, PE, Alfred Benesch & Company

HOW WORK WILL BE PERFORMED

Marr Traffic follows a detailed four-phase process to successfully plan, execute, analyze and deliver all of our traffic data collection projects. At the earliest opportunity the Project Manager will have a detailed team meeting to ensure that all Marr Traffic team members assigned to the project have an excellent comprehension of all project requirements and expectations. Nate will oversee all phases of the project from planning to deliverables.

Four-Phase Strategy

- **Planning Phase** - Project launch, project scope and deliverables, establish project schedule, create supporting technology, QA/QC, safety and site plans, assign monitoring responsibility and create Master Project Plan.
- **Execution Phase** - Implement processes and procedures, execute project scope, assign clear responsibilities and accountabilities, direct required resources, monitor progress, and maintain timely communication with all stakeholders.
- **Analysis Phase** - Review field work, submit data for analysis, follow QA/QC plan, generate data reports.
- **Deliverables Phase** - Review and deliver final deliverables. Complete execution phase review.

A detailed schedule and a copy of the Master Project Plan will be distributed to all team members and submitted to our project management software Monday.com. One way Monday.com helps streamline our project management process is by making it easy to assign individual tasks to different members of our team. This creates a comprehensive "timeline" view of our various projects. At a glance, this feature allows all team members to see who is responsible for each part of a project, upcoming deadlines, when different tasks will be completed, as well as task reminders and notifications.

> **"RK&K has worked with Marr Traffic on multiple traffic data collection assignments across different regions in North Carolina. [They] performed assignments on-time and with excellent quality....Their responsiveness has been outstanding."**
>
> S. Bharadwaj, EI, RK&K

18. Approach and Methodology:

PROPRIETARY TECHNOLOGIES

Traffic Data Collection Cameras

Marr Traffic uses the most advanced traffic data collection cameras available.

Our MarrCam traffic data collection cameras are some of the most technologically advanced in the industry. This proprietary technology allows us to provide in-depth data and analysis for almost any study type including traffic volume, classification, turn movement counts, queue length, roundabouts, pedestrian, cyclist, and parking lot studies. Key advantages of the MarrCam system are:

- Installation only takes a few minutes and the MarrCam can be attached to existing street furniture.
- Rugged, all-weather design means MarrCam is capable of operating in even the most extreme environments.
- MarrCam can be programmed in advance in the comfort of the office, and then switched on once on site for installation.
- MarrCam has been designed with a built-in digital voltmeter and a 5-inch color monitor to allow technicians to verify battery life and display angle for recording.

Our camera equipment is unique and has been designed and built specifically for traffic data collection. They have been designed to be as light and compact as possible, and to have no pavement-based trip-hazards due to the fact that the entire unit is self-contained. They provide excellent image quality even in low light, and have battery power capable of lasting over 100 hours.

Marr Traffic will use our MarrCam camera technology for traffic data collection. Marr Traffic has invested in building our inventory to over 400 MarrCams that are readily available for numerous traffic counts. This gives us a weekly capacity to film and survey 800 different sites and perform turnarounds of the equipment twice per week when necessary. The use of multiple install technicians gives us the ability to undertake in excess of 100 intersections in the same area on the same day simultaneously if and when required.

This technology allows us to both increase safety and improve data accuracy. Safety is increased by reducing the number of field staff required to be at each count location and reducing the time spent onsite. The collected video footage is reviewed by our dedicated office-based analysis team which allows us to provide higher data accuracy by reducing potential field-based human errors. Footage can be paused during break periods, slowed down or rewatched to ensure a minimum of 98% data accuracy.

For advanced analytics and analysis of complicated intersections, Marr Traffic has a fleet of drones and licensed pilots (FAA Part 107) to collect aerial videography and photography. Via a tethered drone it is also now possible to collect multiple hours of continuous drone footage.

Prior to the installation date, all required technology will be checked to be operational and programmed for the specific job after receiving freshly charged batteries and newly formatted SD card. Cameras are programmed for the correct project hours and all equipment is time-synced to the atomic clock.

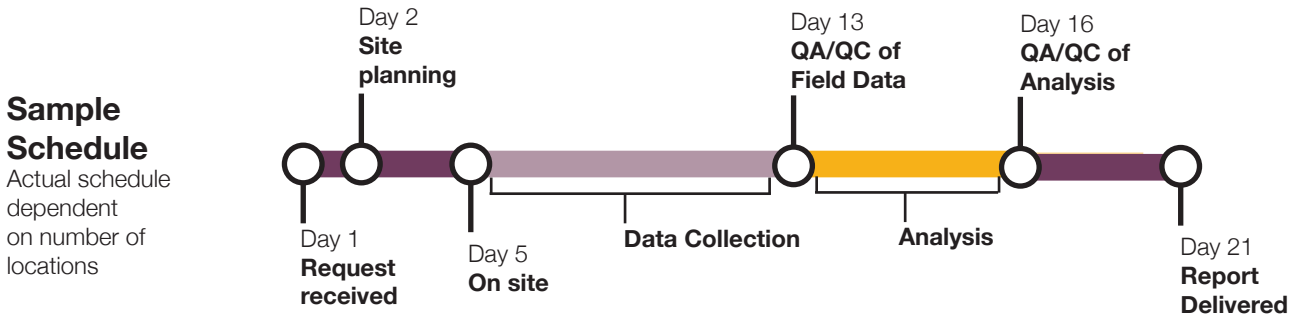
Automatic Traffic Recorders

Marr Traffic offers over 60 years of combined experience collecting bi-directional and directional speed counts using Automatic Traffic Recorders (ATR). Marr uses “countPULSE,” a modern cloud-based pneumatic tube counter. This streamlined counter system allows Marr to spot check count sites using its built-in GPS and cloud-based format during any point of the collection process. Technicians undergo rigorous safety training and the best installation practices for obtaining the most accurate data possible. All technicians must pass a mock schedule test before working out in the field. Additional learning sessions are held throughout the year, further focusing on safety, communication, and a better understanding of the different field conditions and variables that can arise.

18. Approach and Methodology:

SAMPLE PROJECT SCHEDULE

Marr is normally able to respond and deploy equipment on short notice, with the timeline from request to equipment being on site usually within a matter of a few days. Once a request is received, Marr's install team immediately maps all sites via Google Earth and Google Street View and prepares an install sheet with the exact coordinates for site placements and equipment anchoring. After data is collected, Marr's analysis team thoroughly reviews the data to ensure the collection was healthy for the whole duration. Once all sites have passed the QA/QC process, they are imported into our user-friendly spreadsheets. Reports are delivered in both Excel and PDF formats usually within a few days of the end of the surveys. Raw traffic data is compatible with the DOTD's version of MS2 Transportation Data Management System. The graphic below shows a typical project schedule.



QUALITY ASSURANCE/QUALITY CONTROL

The quality of data provided is of paramount importance to Marr Traffic. Without accurate and robust data, we cannot provide the reports and services that we do to our broad range of clients around the world. This accuracy in our reporting methods starts with the mapping of the project exactly and programming cameras in perfect synchronization, and continues through to the final delivery of the report to our Clients. The internal checks and reviews performed on every project were developed in 2001 and have been reviewed and updated continuously over the subsequent 20 years. Every improvement made during that time is born out of experience, as well as a high-level of engineer-led client input and feedback. This not only allows us to review the data from every member of our analysis team to ensure accuracy, but also allows us to provide this data to our Clients in the knowledge that they too will have confidence in the robustness of our product for their analysis and subsequent implementations. Our reliability and data accuracy is trusted by clients on over 800 individual projects per year, covering tens of thousands of intersections, hundreds of thousands of survey hours, across over a dozen states.

Our DBE subconsultant Urban Systems inc. is also available to perform QA/QC services.

> **"Mattern & Craig has used Marr Traffic on many projects. [Recently] we had a need for a large amount of traffic count data to be collected in a short time frame.... In less than two months' time, they provided us with traffic data in a 22-county area. I have been very pleased with their performance and responsiveness."**
>
> - Jason Carder, PE, Mattern & Craig

19. Workload:

For all contracts where a firm on the team is a prime consultant or sub-consultant and where **a)** the consultant selection was made by DOTD, and **b)** a contract was executed by the consultant and the contracting entity by the date the advertisement for this proposal was posted, list all work meeting the following criteria:

1) one of the team's firms is responsible for the performance of the work;
2) authorization to perform the work has been provided, as provided in the contract between the consultant and the contracting entity;
3) the work has not yet been performed and invoiced; and
4) the work is not currently suspended for an indefinite period of time.

For indefinite delivery/indefinite quantity (IDIQ) contracts, list open Task Orders individually.
List only the portion of the fees attributable to firms on the team.

Firm(s) ALL FIRMS MUST BE REPRESENTED IN THIS TABLE	Past Performance Evaluation Discipline(s) *	Contract Number and State Project Number	Project Name	Remaining Unpaid Balance**
Marr Traffic	Data Collection	N/A	N/A	N/A
Urban Systems inc.	Traffic	No. 440005142 H.011309.5	Mac Arthur Final Design	$30,687
Urban Systems inc.	Traffic	No. 4400017007 H.012812	US 190: Northshore and Camp Villere	$5,507
Urban Systems inc.	Traffic	No. PSLC-STJ-Supp-2 H.004891	Reserve to I-10 Connector	$21,561

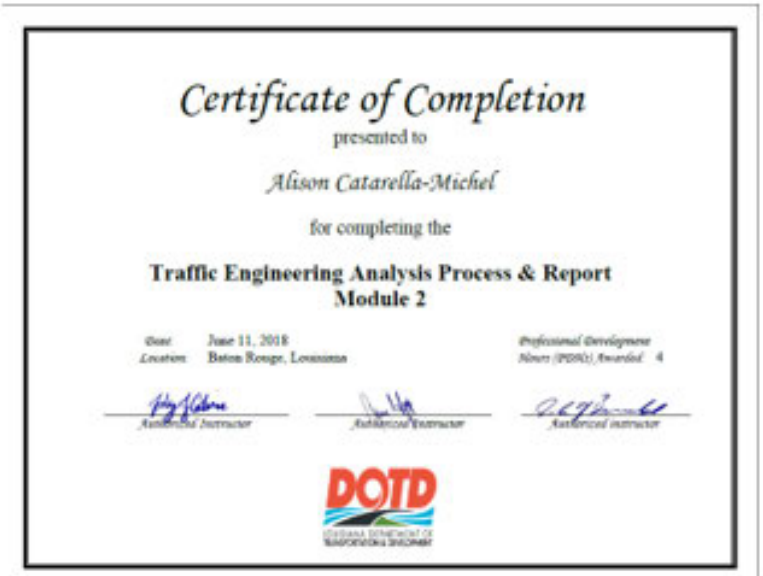
(Add rows as needed) DO NOT SUM

* The **only** past performance evaluation disciplines to be used are: Road, Bridge, Traffic, CE&I/OV, Geotech, Survey, Environmental, Data Collection, Planning, Right-of-Way, CPM, ITS, Appraiser and Other (please specify). If a firm has more than one past performance evaluation discipline for any single project, the firm can use multiple rows to express the remaining unpaid balance per evaluation discipline.

** Round to the nearest dollar. **Do not** round to the nearest thousands. If there are no active contracts with a remaining unpaid balance, place N/A in the Remaining Unpaid Balance column. NOTE: ALL FIRMS MUST BE REPRESENTED IN THIS TABLE. LEAVING THE "REMAINING UNPAID BALANCE" COLUMN BLANK IS NOT ACCEPTABLE.

20. Certifications/Licenses:

If the advertisement requires submission of licenses and/or certificates, include them here. **Otherwise, leave this section blank**.



Certificate of Completion

presented to

Alison Catarella-Michel

for completing the

Traffic Engineering Analysis Process & Report
Module 2

Date: June 11, 2018
Location: Baton Rouge, Louisiana

Professional Development Hours (PDH(s)) Awarded: 4

DOTD

Certificate of Completion

presented to

Alison Catarella-Michel

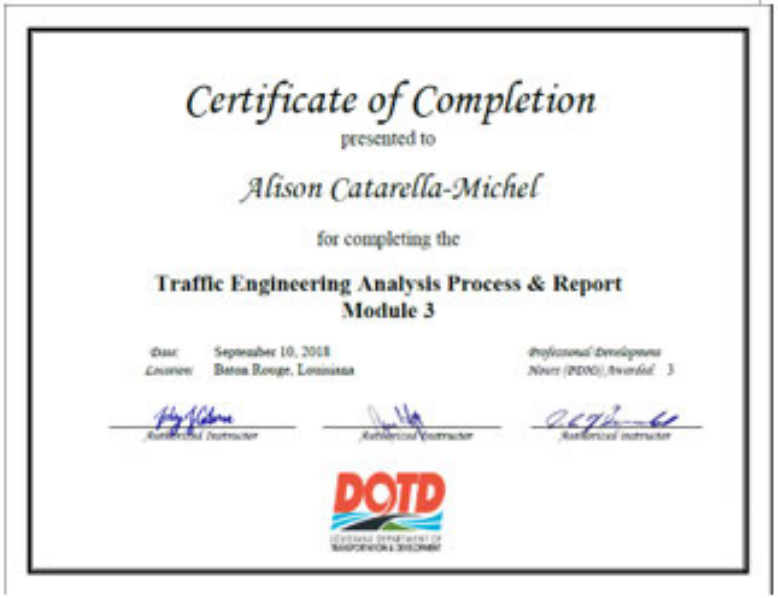
for completing the

Traffic Engineering Analysis Process & Report
Module 1

Date: June 4, 2018
Location: Baton Rouge, Louisiana

Professional Development Hours (PDH(s)) Awarded: 4

DOTD



Certificate of Completion

presented to

Alison Catarella-Michel

for completing the

Traffic Engineering Analysis Process & Report
Module 3

Date: September 10, 2018
Location: Baton Rouge, Louisiana

Professional Development Hours (PDH(s)) Awarded: 3

DOTD

LOUISIANA PROFESSIONAL ENGINEERING & LAND SURVEYING BOARD (LAPELS)
9643 Brookline Avenue, Suite 121
Baton Rouge, LA 70809
Phone (225) 925-6291
www.lapels.com

Ms. Alison Marie Catarella Michel

License/Certificate Type - Number
PE.0030261

Expiration Date
03/31/2023

Status: Active

21. QA/QC Plan:

If the advertisement requires submission of a QA/QC plan, include it here. **Otherwise, leave this section blank. If a QA/QC plan is included in this section and was not required by the advertisement, it will be redacted**.

N/A

22. Sub-consultant information:

If one or more sub-consultants will be used, provide the name, address, point of contact and phone number for each. Otherwise, leave this section blank.

Firm Name (Name must match as registered with Louisiana's Secretary of State)	**Address**	**Point of Contact and email address**	**Phone Number**
Urban Systems, inc.	2000 Tulane Ave. Suite 200	Alison Michel acmichel@urbansystems.com	(504) 569-3958

(Add rows as needed)

23. Location:

If location is an evaluation criterion for this advertisement and the prime consultant intends to establish a local presence, describe the plan for doing so. **Otherwise, leave this section blank. Any information included in this section will be redacted if not required by the advertisement**.

N/A

Marr Traffic
DATA COLLECTION