



CITY OF MADISON • FINANCE DEPARTMENT • PURCHASING SERVICES

Non-Competitive Selection Request

Date: 04/19/2024

Requisition Number: TBD (8 characters)

Requestor Name: Alexandra Andros

Requestor Phone Number: 608-266-9115

Requestor Email: pandros@cityofmadison.com

Fund: 3100 AGENCY FUND

Agency: 65 PLANNING

- Major:
- 53*** Supplies/Goods
 - 541** Utilities
 - 542** Building/Facility Maintenance/Repair
 - 543** Software/Equipment Maintenance/Repair
 - 544** Public Works Maintenance/Repair
 - 545** Training/HR-Related Services
 - 546** Consulting/Professional Services
 - 548** Grants/Loans/Insurance/Other Services

Total Purchase Amount: \$75,000.00

Vendor Name: Cambridge Systematics

Product/Service Description: Update of the Travel Demand Model

\$50,000 and UNDER
This form will be sent to the Purchasing Supervisor for review.

OVER \$50,000
Complete this form and draft a resolution using the sample resolutions provided by the City Attorney to your Budget Analyst. **Your resolution will not be added to the Finance Committee agenda without this form.**

Check the box(es) for the exception criteria you feel are applicable:

- 1. Public exigency (emergency) will not permit the delay incident to advertising or other competitive processes.
- 2. The services or goods required are available from only one person or firm (i.e., **true** sole source).
- 3. The services are for professional services to be provided by attorneys.
- 4. The services are to be rendered by a university, college, or other educational institution.
- 5. No acceptable bids have been received after formal advertising.
- 6. Service fees are established by law or professional code.

- 7. A particular consultant has provided services to the City on a similar or continuing project in the recent past, and it would be economical to the City on the basis of time and money to retain the same consultant.
- 8. Otherwise authorized by law, rule, resolution, or regulation. Explain:
- If procurement is being paid with Federal or State grant funds, the vendor was identified by name in the approved Grant Application. (OPTIONAL)

REASON FOR REQUEST

WHY A COMPETITIVE SELECTION PROCESS CANNOT BE USED:

Provide **detailed** explanation below. For a true sole source, provide all information to explain why this product or service can only be purchased from this vendor. For one-of-a-kind items not sold through distributors, explain the unique performance features of the product requested that are not available from any other product. For services, detail the unique qualifications this vendor possesses, or other reason(s) that meet the criteria selected above. Identify specific, measurable factors and qualifications.

The MPO is responsible for traffic modeling for Madison region. It is a critical part of what we do for our own planning as well as planning and transportation planning in individual cities and villages as well as the county.

Cambridge Systematics updated the Dane County Travel Demand Model (DCTDM) for the Madison MPO as part of a contract awarded in 2019. The model update uses household survey data from the National Household Travel Survey (NHTS) add-on sample and similarly structured household survey data collected by the University of Wisconsin. These data were used to expand the number of trip purposes from six to eight and estimate the trip generation rates. A destination choice trip distribution model was also estimated from the survey data to replace the existing gravity model. The updated models used the available UrbanFootprint data, but these data are no longer available to the MPO. Cambridge Systematics is uniquely positioned to re-estimate these models without including the UrbanFootprint data efficiently as it has already worked with these data. Cambridge Systematics familiarity with these data will allow them to proceed immediately with the scoped project tasks.

COMMENTS REGARDING PURCHASES OVER \$50,000

The City of Madison has paid Cambridge Systematics a total of \$752,419 since 2015, all of which was competitively selected. Additionally, the City and Cambridge have an open contract with a balance of \$283,801 remaining, also competitively selected.

Date:

Submit