PURCHASING VIEW

CITY OF MADISON • FINANCE DEPARTMENT • PURCHASING SERVICES

Non-Competitive Selection Request

Date: 09/08/2022

Requisition Number: [ ] (8 characters)

Requestor Name: William Schaefer

Requestor Phone Number: (608) 266-9115

Requestor Email: wschaefer@cityofmadison.com

Fund: 1220 OTHER GRANTS

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: $131,456.00

Vendor Name: StreetLight Data, Inc.

Product/Service Description: StreetLight Insight, an online transportation data analytics platform

☐ **$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.

Streetlight Data's StreetLight Insight transportation analysis tool offers many unique capabilities that differentiate it from the few competing vendors, including:

- Ability to run and interactively visualize unique customized projects for areas in a cloud-based web platform to understand travel patterns, traffic behavior, and demographic information about the composite group of travelers being analyzed;
- Use of data dervied from two location-based services (LBS) data sources and navigation-GPS data sources, as well as many contextual data sets to enrich the metric output;
- Use of an analytic data processing engine, Route Science, that algorithmically integrates spatial data points from multiple types of devices (cell phones, connected cars, fleet management systems, smart phone applications, etc) into trips and activities, and also contextualizes this "big data" with conventional data, using Census data and traffic counters;
- Availability of data on multiple modes of travel in the platform, including motor vehicles, trucks, public transit buses, bicycles, and pedestrians;
- Availability of estimated average annual, monthly, and hourly traffic volume counts for almost all U.S. roadways by algorithmically combining five different data sources (GPS, two sets of LBS data, Census data, and continuous count stations);
- Ability to estimate daily vehicle miles of travel (VMT) for different areas or roadway networks;
- Ability to customize parameters in the platform to get data on unique analysis zones customizable by time of day, day-part, specific dates, circuity, trip length, speed, duration, demographics, and general trip purpose; and
- Provision of additional, regular enhancements to the platform, including new features and functionality at no additional cost to the subscriber.

MPO staff and now other city of Madison staff (Traffic Engineering, Metro Transit, Parks) have been using the StreetLight Insight platform for three years to support its planning work, including the MPO's regional transportation plan update, safety studies, equity analyses, Metro's network redesign, the city's Vision Zero Initiative, roadway design studies, and analysis of the use of city parks. Staff has developed considerable expertise with the platform, including nuances about the data and the best way to run analyses. Staff has also found the data to be very accurate, the platform easy to use, and the customer service and training opportunities excellent. The extensive experience with the platform will result in efficiencies from continued use rather than switching to a different platform, which wouldn't offer many of the capabilities anyway.

The request is for renewal of the subscription for an additional year with the option to renew again for two additional years at the same price. The MPO is ready to make a longer term commitment to the platform as (a) the MPO is confident in the ability to cover the cost and meet other needs due to increased federal funding starting next year; and (b) MPO and city staff continue to use the data platform regularly and the data provided is extremely valuable to our planning work.

COMMENTS REGARDING PURCHASES OVER $50,000

The City of Madison has purchased this software since 2020, spending a total of $270,833, all of which was non-competitively selected.

Date: 09/09/2022

Submit