

PURCHASING VIEW



CITY OF MADISON • FINANCE DEPARTMENT • PURCHASING SERVICES

Non-Competitive Selection Request

Date: 05/19/2020

Requisition Number: 60606 (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: \$125,000.00

Vendor Name: Streetlight Data, Inc.

Product/Service Description: Streetlight Insight/Online, on-demand transportation data analytics softwa...

- \$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 data analytics platform offers many unique capabilities that combined differentiate it from competing Big Data vendors, including:

- Ability to run and interactively visualize unique customized projects 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 derived from both location-based services and navigation-GPS data sources;
- Use of an analytic data processing engine that algorithmically integrates spatial data points from multiple types of devices into trips and activities, and also contextualizes the Big Data with conventional data, including Census data and traffic counters;
- Availability of data on multiple modes of travel in the platform, including motor vehicle, medium and heavy duty trucks, bicycles, and pedestrians with plans to add public transit later this year;
- Availability of estimated average annual travel volume (AADT) counts for almost all roadways in the U.S. by algorithmically combining five data sources;
- Ability to estimate vehicle miles of travel (VMT) for different areas or roadway networks; and
- Provision of additional, regular enhancements to the platform at no additional cost to the subscriber.

In addition to the fact that the product is unique and without peers, City/MPO staff have been using the platform for the past 9 months, gaining knowledge and experience with it resulting in efficiencies from continued use rather than switching to another tool. The requested subscription is a renewal of a subscription acquired by a consultant on behalf of the City/MPO as part of a separate consulting project. The City/MPO hired the consultant, Cambridge Systematics, in 2019 to develop a new, improved regional travel forecast model to support MPO transportation plans, studies and project level forecasts provided for state and local projects. City/MPO staff built into the travel model project budget funding for Big Data to support the calibration and validation of the model, including origin/destination data, estimated daily travel volumes on roadways, and travel speed data. After conducting extensive research with the travel model consultant on Big Data vendors, it was decided to purchase the Streetlight Data tool to support the project. MPO staff has been using it to support that project as well as other planning activities. The data platform has proved so good and useful in supporting both MPO and city planning projects that the MPO decided it would be important and worth the expensive price tag to continue the subscription for at least another year. Primarily because of the unique nature of the data platform, but also because of the fact that continued use of it would be economical vs. trying to learn a different tool, a noncompetitive sole source contract to renew the subscription is being sought.

COMMENTS REGARDING PURCHASES OVER \$50,000

This is a vendor that City has never purchased directly from before, so there is no Purchase history.

Date:

