



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 55038**

**File ID:** 55038

**File Type:** Resolution

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** FINANCE  
COMMITTEE

**File Created Date :** 03/12/2019

**File Name:** contract with Cambridge Systematics

**Final Action:**

**Title:** Authorizing the Mayor and City Clerk, on behalf of the Madison Area Transportation Planning Board - An MPO, to enter into a contract with Cambridge Systematics for consultant services to update and make enhancements to the regional travel demand forecasting model.

### Notes:

**Sponsors:** Larry Palm, Allen A. Arntsen, Paul E. Skidmore and Zach Wood

**Effective Date:**

**Attachments:** Cambridge Systematics Contract.pdf

**Enactment Number:**

**Author:** William Schaefer, Transportation Planning Manager

**Hearing Date:**

**Entered by:** WSchaefer@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Department of Planning and Community and Economic Development	03/12/2019	Referred for Introduction				
	<b>Action Text:</b> This Resolution was Referred for Introduction						
	<b>Notes:</b> Finance Committee						
1	COMMON COUNCIL	03/19/2019	Refer	FINANCE COMMITTEE			Pass
	<b>Action Text:</b> A motion was made by Baldeh, seconded by Carter, to Refer to the FINANCE COMMITTEE. The motion passed by voice vote/other.						
	<b>Notes:</b>						
1	FINANCE COMMITTEE	03/25/2019					

### Text of Legislative File 55038

#### Fiscal Note

The proposed resolution authorizes the City of Madison to enter into a contract with Cambridge Systematics for consultant services to update and make enhancements to the regional travel demand forecasting model. The contracted amount, as shown in the attachment, is not to exceed \$309,977. An optional task (Task 14) has been added to the contract, which would add \$19,221 to the contracted amount for a total of \$329,198. The Planning Division's 2019 Adopted

Operating Budget for the Metropolitan Planning Organization (MATPB) includes funding for the proposed contract. No additional City appropriation is required.

**Title**

Authorizing the Mayor and City Clerk, on behalf of the Madison Area Transportation Planning Board - An MPO, to enter into a contract with Cambridge Systematics for consultant services to update and make enhancements to the regional travel demand forecasting model.

**Body**

WHEREAS, the City of Madison is responsible for providing professional staff services to the Madison Area Transportation Planning Board ("MATPB"), the designated metropolitan planning organization ("MPO") for the Madison area, as provided for in the 2007 MPO designation agreement; and

WHEREAS, the City of Madison is the administrative and fiscal agent for MATPB and is a legally constituted entity under the laws of the State of Wisconsin and able to receive the federal and state funding, which covers 85% of the MATPB budget; and

WHEREAS, as the designated MPO for the Madison area MATPB has responsibilities to perform metropolitan transportation planning and programming activities, including development of a long-range multi-modal regional transportation plan; and

WHEREAS, MATPB staff recently completed a project with the assistance of a consultant, Fehr & Peers, to develop a multi-year strategic work plan to improve the agency's planning analysis tools, including the agency's regional travel forecast model, and the data needed to support those tools, which was approved by MATPB at its December 5, 2018 meeting; and

WHEREAS, the first major project to be implemented from the strategic work plan is to hire a consultant to work with MATPB staff to update, recalibrate, and enhance the regional travel model in accordance with the recommendations outlined in the work plan; and

WHEREAS, the travel model is an essential tool for MATPB's planning activities and the updated model will be used to support the next update to the Regional Transportation Plan, support other future corridor or area studies in the region, provide travel forecasts for project sponsors, and for other planning efforts; and

WHEREAS, the purchase of travel speed data and origin/destination (O/D) travel data, which will be used along with other data for development of the model, is included as part of the project; and

WHEREAS, at its January 9, 2019 meeting MATPB approved the issuance of a Request for Proposals to hire a consultant for the travel model update project; and

WHEREAS, the proposal by Cambridge Systematics scored the highest and the firm and MATPB staff have worked out some minor revisions to the scope of services and budget compared to what was included in their proposal.

NOW, THEREFORE BE IT RESOLVED that the Common Council hereby authorizes the Mayor and City Clerk to enter into a contract with Cambridge Systematics for consultant services to MATPB to update and make enhancements to the regional travel demand forecasting model for an amount not to exceed \$309,977, including data to be purchased for the project.