

PURCHASING VIEW



CITY OF MADISON • FINANCE DEPARTMENT • PURCHASING SERVICES

## Non-Competitive Selection Request

Date: 07/01/2021

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: \$125,000.00

Vendor Name: StreetLight Data, Inc.

Product/Service Description: StreetLight InSight, an online transportation data analytics software platfor...

- \$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 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 derived 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, 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, public transit buses, bicycles, and pedestrians;
- Availability of estimated average annual, monthly, and hourly travel volume (AADT) counts for almost all roadways in the U.S. by algorithmically combining five data sources (GPS, two sets of LBS data, Census data, and continuous traffic count stations);
- Ability to estimate daily vehicle miles of travel (VMT) for different areas or roadway networks; and
- Ability to customize parameters in the platform to get data on unique analysis zones customizable by time of day, day-part, specific dates, circuitry, trip length, speed, duration, demographics, and general trip purpose.

StreetLight also provides additional, regular enhancements to the platform, including new features and functionality, at no additional cost to the subscriber. For instance, they added the transit (bus, rail) mode this year and also availability of speed and traffic data at 15-minute intervals.

MPO staff has been using the StreetLight platform for two years to support numerous MPO planning work, including the regional travel model project, regional transportation plan update, safety studies, equity analysis, and support Madison and other local community planning initiatives. Staff has acquired considerable expertise in use of the platform and the nuances of the data. This experience gained with the platform will result in efficiencies from contained use rather than switching to a different platform, which wouldn't offer the unique capabilities of StreetLight anyway.

## COMMENTS REGARDING PURCHASES OVER \$50,000

The City of Madison has purchased this tool one time before, in 2020. That purchase was the same amount (\$125,000) and was approved by the Common Council as a non-competitively selected purchase.

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