

RFP – 2025 TRAFFIC COUNTS

Table of Contents

| | | |
|---|------|-----|
| Table of Contents | Page | 1 |
| Letter of Transmittal | Page | 2 |
| Qualifications. (Abilities, Experience and Expertise) | Page | 3 |
| Descriptions of firm’s traffic count capabilities | Page | 3 |
| Organization Chart | Page | 4 |
| Firms Relevant Experience/Available Staff Resources | Page | 5-6 |
| Proof of Insurance | Page | 7 |
| Confirmation of project understanding | Page | 8 |
| Fee/Cost proposal for itemized task (scope of work) | Page | 9 |



RFP – 2025 TRAFFIC COUNTS

City of Murrieta
1 Town Square
Murrieta, CA 92562

Attn: Anita I. Agyeman

Friday, September 26, 2025

Letter of Transmittal

Dear Anita Agyeman,

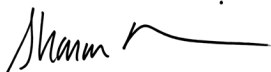
Field Data Services of Arizona, Inc. (FDS) is pleased to submit this proposal in response to RFP – 2025 Traffic Counts. Our proposal includes detailed costs and the requested information for your review. FDS' extensive experience and proven track record ensure our ability to successfully fulfill this contract.

With over 33 years of traffic data collection experience serving both government agencies and private firms, FDS has established a reputation for understanding and meeting our clients' specific needs and project requirements. Our fleet includes more than 200 Classification/Speed Traffic Counters and 50 Video Turning Movement Count units, allowing us to provide comprehensive and accurate traffic data collection services.

Sharon E. Morris will serve as the primary point of contact for the duration of this contract. Her resume, along with those of her support staff, is included for your reference.

We believe this proposal demonstrates FDS' thorough understanding of the City of Murrieta's project and our ability to complete it on time and on budget. Field Data Services of Arizona, Inc. looks forward to the opportunity to provide professional traffic data collection services and to further build our record of successful projects. *Field Data Services of Arizona, Inc is a "Company you can count on".* For more information about our firm, please go to: www.fdsaz.com

Sincerely,



Sharon Morris
President



FIELD DATA SERVICES OF ARIZONA, INC.
520.316.6745

Statement of Qualifications

Field Data Services of Arizona, Inc. (FDS) is pleased to submit our qualifications to provide professional traffic counting services for the City of Murrieta. With over 33 years of experience in traffic data collection for government agencies and private clients, FDS has successfully completed projects of similar scope and complexity throughout the Western United States. Our team combines extensive technical expertise with state-of-the-art equipment to deliver accurate, reliable, and timely traffic data.

Relevant Experience and Firms Traffic Count Capabilities:

1. **24-Hour Machine (Tube) Counts – Volume, Speed, and Classification**

FDS operates over 200 Classification/Speed Traffic Counters capable of capturing vehicle volume, speed, and classification for each direction and combined directions. We have successfully conducted continuous 24-hour counts in both urban and suburban environments, ensuring high-quality, verifiable data suitable for traffic analysis and planning.

2. **Turning Movement Counts (TMCs)**

FDS maintains a fleet of over 50 Video Turning Movement Count (VTMC) units, allowing precise collection of turning movement data for passenger vehicles, trucks, pedestrians, and bicyclists. Our team is experienced in performing peak-hour counts, including school zone surveys, and providing detailed reports with separate printouts for each category.

3. **Radar Speed Surveys**

FDS conducts radar surveys in accordance with the California Manual on Uniform Traffic Control Devices (MUTCD). Our surveys provide reliable speed data, including the 85th percentile speed, to support speed ordinance updates.

Key Personnel

Sharon E. Morris will serve as the primary point of contact and project manager for this contract. Mrs. Morris has extensive experience in traffic data collection, project oversight, and client communications. Her support staff is highly trained in all aspects of traffic data collection, processing, and reporting.

Technical Strengths and Advantages

- Ability to collect and report data accurately for each direction and combined directions.
- Advanced video and machine-count technology for efficient and reliable data collection.
- Proven ability to conduct counts during peak hours and school zone periods.
- Timely and detailed reporting with clear data categorization.

Field Data Services of Arizona Inc. is committed to providing the City of Murrieta with professional, dependable traffic data collection services. Our experience, personnel, and technology ensure that the city will receive the highest quality data delivered on time and on budget.

FIELD DATA SERVICES OF ARIZONA

Organization chart



Firm's Relevant Experience / Available Staff Resources

Field Data Services of Arizona, Inc. (FDS) has more than 33 years of experience providing professional traffic data collection and analysis services for municipalities, government agencies, and private engineering firms throughout the Western United States. Our firm has successfully completed hundreds of traffic count projects, including 24-hour machine counts, turning movement counts, classification and speed studies, and radar speed surveys in accordance with the California MUTCD requirements.

Relevant Experience

FDS has extensive experience conducting projects of similar scope and scale for clients including the City of San Diego, City of Chula Vista, City of El Cajon, City of Oceanside, and various local traffic engineering consultants. Our team is familiar with the scheduling, data collection standards, and reporting formats required by municipal and regional agencies.

City of San Diego

Contact: Philip Rust 619.533.3714 1200 3rd Ave., Suite 200, San Diego, CA 92101-4195

Work Performed: Conducted more than 500 Turning Movement Counts, 1,200 bi-directional volume counts, 400 bi-directional speed counts, more than 40 pedestrian gap counts and more than 10 parking duration studies per year.

City of El Cajon

Contact: Mario Sanchez 619.441.1651 200 Civic Center Way, El Cajon, CA 92020-3916

Work Performed: Conducted more than 121 bi-directional volume counts, 40 7-Day bi-directional volume counts, 30 Speed / Classification counts, 15 Turning Movement Counts

City of La Mesa

Contact: Brian Damiani 8130 Allison Ave., La Mesa, CA 91942

Work Performed: Turning Movement Counts, bi-directional volume counts, Classification/Speed counts

City of Chula Vista

Contact: Carlos Perez 619.476.2355 276 Fourth Ave, Chula Vista, CA 91910

Work Performed: Turning Movement Counts, bi-directional volume counts, Classification/Speed counts

Project Types Completed:

- 24-hour machine (tube) counts for volume, speed, and classification
- Peak-hour turning movement counts (TMCs) including vehicles, pedestrians, and bicyclists
- School-zone TMCs during multiple peak periods
- Radar speed surveys for ordinance updates
- Multi-day and seasonal traffic monitoring studies

FDS prides itself on the accuracy, reliability, and completeness of our data. We use state-of-the-art field and office technologies, maintain strict quality control procedures, and ensure every data set meets agency standards.

Available Staff Resources

FDS's in-house team, supported by a comprehensive equipment inventory, enables simultaneous management of multiple large-scale projects. We will dedicate 100% of our staff to this contract to ensure optimal performance and timely delivery.

RFP – 2025 TRAFFIC COUNTS



CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)
10/06/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

| PRODUCER Ideal Insurance Agency 14239 W Bell Rd Ste 205 Surprise AZ 85374 | | CONTACT NAME: Sarah Mitchell PHONE (A/C, No, Ext): (623) 933-8263 E-MAIL ADDRESS: Sarah@idealins.com FAX (A/C, No): (623) 209-5363 | | | | | | | | | | | | | | | |
|---|--------|---|--|---------|--------|-------------------------------|-------|------------------------|-------|----------------------------|-------|--|-------|--------------------------------|-------|------------|--|
| INSURED Field Data Services of Arizona Inc 31894 Whitetail Lane Temecula CA 92595 | | INSURER(S) AFFORDING COVERAGE <table border="1"> <tr> <th>INSURER</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A: James River Ins Co</td> <td>12203</td> </tr> <tr> <td>INSURER B: Auto-Owners</td> <td>18988</td> </tr> <tr> <td>INSURER C: Evanston Ins Co</td> <td>35378</td> </tr> <tr> <td>INSURER D: Travelers Property Casualty</td> <td>25658</td> </tr> <tr> <td>INSURER E: US Liability Ins Co</td> <td>25895</td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table> | | INSURER | NAIC # | INSURER A: James River Ins Co | 12203 | INSURER B: Auto-Owners | 18988 | INSURER C: Evanston Ins Co | 35378 | INSURER D: Travelers Property Casualty | 25658 | INSURER E: US Liability Ins Co | 25895 | INSURER F: | |
| INSURER | NAIC # | | | | | | | | | | | | | | | | |
| INSURER A: James River Ins Co | 12203 | | | | | | | | | | | | | | | | |
| INSURER B: Auto-Owners | 18988 | | | | | | | | | | | | | | | | |
| INSURER C: Evanston Ins Co | 35378 | | | | | | | | | | | | | | | | |
| INSURER D: Travelers Property Casualty | 25658 | | | | | | | | | | | | | | | | |
| INSURER E: US Liability Ins Co | 25895 | | | | | | | | | | | | | | | | |
| INSURER F: | | | | | | | | | | | | | | | | | |

COVERAGES CERTIFICATE NUMBER: CL2471008459

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

| INSTR | TYPE OF INSURANCE | ADDL | INSUR | WVD | POLICY NUMBER | POLICY EFF (MM/DD/YYYY) | POLICY EXP (MM/DD/YYYY) | LIMITS |
|-------|---|------|-------|-----|---------------|-------------------------|-------------------------|---|
| A | <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER: | Y | Y | | 00077715-7 | 06/03/2025 | 06/03/2026 | EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 50,000 MED EXP (Any one person) \$ 1,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPIOP AGG \$ 2,000,000 Per Project Aggregate \$ 2,000,000 |
| B | AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> 19 <input checked="" type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY | | | | 5535239600 | 06/13/2025 | 06/13/2026 | COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Underinsured motorist BI \$ 1,000,000 |
| C | <input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED \$ RETENTION \$ | | | | XOBW9700123 | 06/03/2025 | 06/03/2026 | split limit EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000 |
| D | WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below | Y/N | N/A | | 004Y680023 | 06/01/2025 | 06/01/2026 | PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000 |
| E | Professional Liability | | | | PL-SP1015584P | 05/30/2025 | 05/30/2026 | Professional Liability \$2,000,000 Each Occurrence \$2,000,000 |

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

RFP -- 2025 Traffic Counts

Additional Insured City of Murrieta, its elected officials, officers, employees, Agents and Representatives per Blanket Liability endorsement

CERTIFICATE HOLDER
CANCELLATION

| | |
|--|--|
| City of Murrieta 1 Town Square Murrieta CA 92562 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Sarah Mitchell</i> |
|--|--|

© 1988-2015 ACORD CORPORATION. All rights reserved.

ACORD 25 (2016/03)

The ACORD name and logo are registered marks of ACORD


FIELD DATA SERVICES OF ARIZONA, INC.
 520.316.6745

 31894 Whitetail Ln, Temecula, CA 92592 www.fdsaz.com Offices: San Diego, Ca -Maricopa, Az (Corp.HQ)

Confirmation of Project Understanding

Field Data Services of Arizona, Inc. (FDS) fully understands the City of Murrieta's objectives for this contract: to obtain accurate, comprehensive, and reliable traffic data that supports traffic engineering, planning, and operational decisions. Our firm recognizes the importance of performing all counts under typical weekday conditions (Tuesday, Wednesday, or Thursday) when local schools are in session to ensure representative data for analysis.

Scope Comprehension

FDS acknowledges that the work will include a combination of 24-hour machine (tube) counts, turning movement counts (TMCs), and radar speed surveys, each performed in accordance with the California Manual on Uniform Traffic Control Devices (MUTCD) and City standards.

We understand that the services will include:

- Conducting 24-hour tube counts to collect data on traffic volume, speed, and vehicle classification for each direction and combined directions.
- Performing turning movement counts during designated AM and PM peak hours (or any other stated timeframes given), including classification of passenger vehicles, trucks, pedestrians, and bicyclists, with clear separate reporting for each.
- Executing extended TMCs near school zones to accurately capture school-related traffic activity across multiple peak periods.
- Completing radar speed surveys to support speed ordinance updates, providing summarized data such as 85th percentile speeds and direction-specific results.

Approach to Project Execution

FDS will deploy our experienced field teams and calibrated equipment to each location following a structured schedule coordinated with City staff. Data will be reviewed and processed by our in-house analysts to ensure accuracy and consistency with MUTCD and City data requirements. All results will be formatted per City specifications and delivered electronically within the agreed timeline.

Our team's project manager, Sharon E. Morris, will serve as the single point of contact, responsible for project coordination, scheduling, communication, and final QA/QC review prior to submission.

Commitment

FDS is committed to providing the City of Murrieta with:

- Accurate, verifiable, and high-quality traffic data
- Timely completion of all assignments
- Professional communication and responsiveness
- A dependable partnership focused on the City's goals and data needs



Proposed Fee Schedule – City of Murrieta Traffic Count Services

| Item No. | Scope of Work Description | Unit | Unit Price (\$) |
|----------|--|------------------|-----------------|
| 1 | Conduct 24-hour machine (tube) counts for traffic volume, providing data for each direction and combined directions. | Per Location | <u>\$100.00</u> |
| 2 | Conduct 24-hour machine (tube) counts for traffic volume and speed, providing data for each direction and combined directions. | Per Location | <u>\$180.00</u> |
| 3 | Conduct 24-hour machine (tube) counts for traffic volume, speed, and vehicle classification, providing data for each direction and combined directions. | Per Location | <u>\$180.00</u> |
| 4 | Conduct turning movement counts from 7:00 a.m.–9:00 a.m. and 4:00 p.m.–6:00 p.m., including passenger vehicles, trucks, pedestrians, and bicyclists, with separate printouts for each category. | Per Intersection | <u>\$220.00</u> |
| 5 | Conduct school zone turning movement counts from 6:00 a.m.–9:00 a.m., 11:00 a.m.–1:00 p.m., and 2:00 p.m.–6:00 p.m., including passenger vehicles, trucks, pedestrians, and bicyclists, with separate printouts for each category. | Per Intersection | <u>\$495.00</u> |
| 6 | Conduct radar surveys for speed ordinance updates per California MUTCD, providing summary of surveyed speeds (including 85th percentile) for each direction and combined directions. | Per Location | <u>\$110.00</u> |

