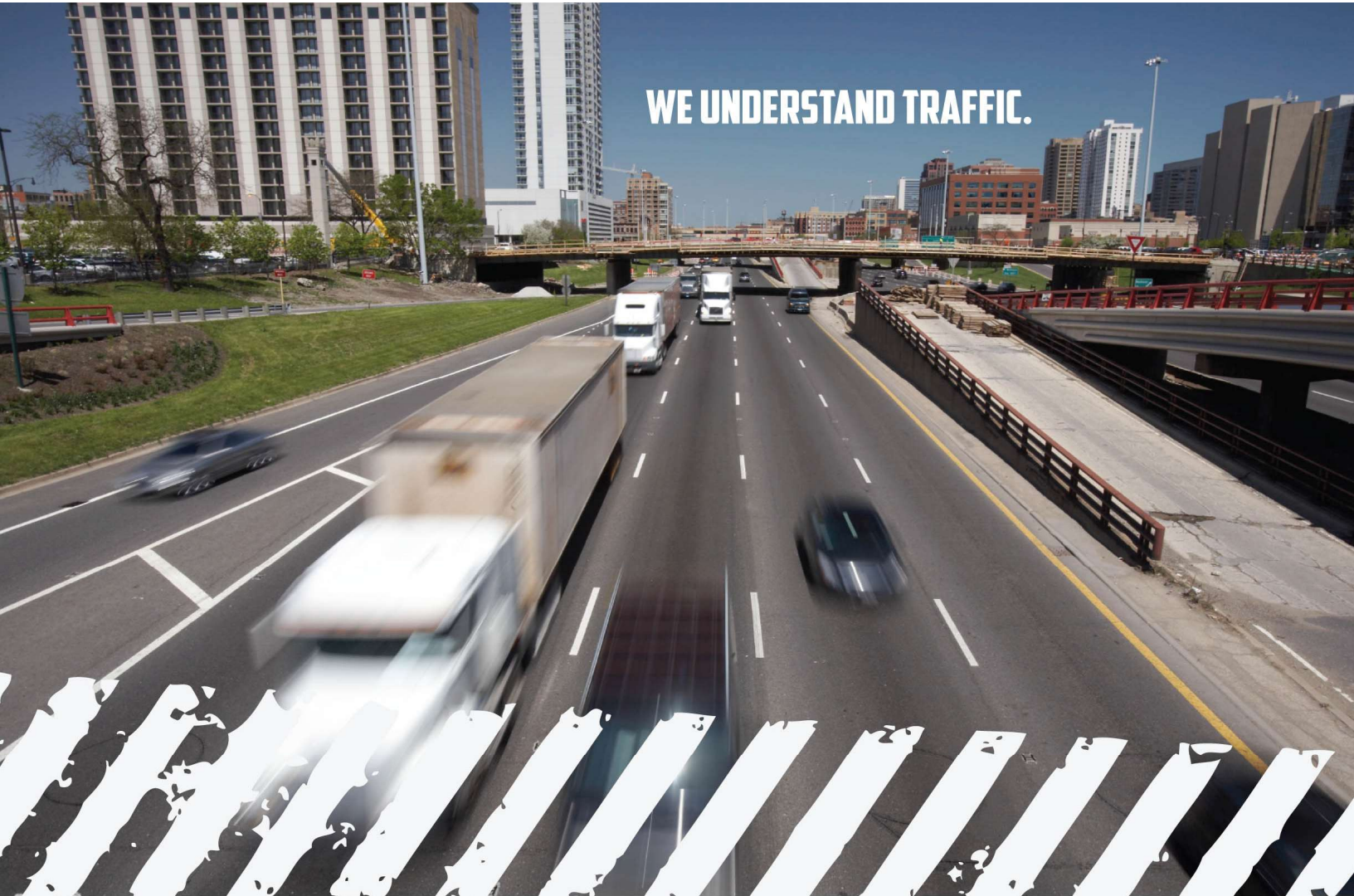




City of Murrieta

Proposal for

Traffic Counts for Public Works

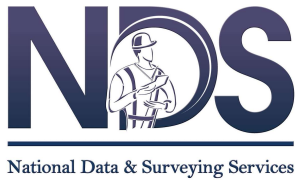


WE UNDERSTAND TRAFFIC.



National Data & Surveying Services

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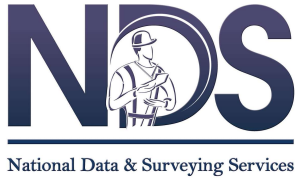
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T: (323) 782-0090

Corporate Office: 106 N Poinsettia Pl, Los Angeles, CA 90036
T: (323) 782-0090 | F: (323) 375-1666
info@ndsdata.com | www.ndsdata.com

Traffic Count Services

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Traffic Count Services

Cover Letter

Anita I. Agyeman, Brian Stephenson
Department of Public Works/Engineering
City of Murrieta
1 Town Square
Murrieta, CA 92562

October 15, 2025

Subject: Traffic Count Services (RFP and RFI Responses)

Dear Anita I. Agyeman, Brian Stephenson, and Members of the Selection Committee,

National Data & Surveying Services, Inc., (NDS) is pleased to submit a proposal for **Traffic Count Services (RFP and RFI Response)** in Murrieta, California. We understand that the City of Murrieta is looking for a qualified firm to provide traffic count services on an as-needed basis. NDS is able to conduct various traffic counts including volume/classification/speed counts, turning movement counts, and radar surveys. NDS understands the value of reliable, timely, and precise data collection, backed by a history of consistently meeting these expectations. NDS' local expertise paired with our national contract experience will result in the most accurate, on-schedule, and reliable data obtainable.

NDS is the **nation's largest provider of traffic, transit, and GIS data collection services**, with centralized offices across the country, including a **local office in Monterey Park, CA** and staff strategically located throughout the state. This office currently services the Los Angeles Department of Transportation (LADOT), Los Angeles World Airports (LAWA), Orange County Transportation Authority (OCTA), City of Glendale, City of Pasadena, City of Beverly Hills, City of Costa Mesa, City of Irvine, San Diego County, City of Vista, and private engineering firms throughout the Southwest. In the past year, NDS has conducted over 700 studies in Murrieta and surrounding areas. We have a wide breadth of industry experience and expertise to perform a variety of traffic data collection services in support of traffic safety, traffic operations, and transportation projects.

Kevin Deal will serve as the Project Manager and Ruben Gallegos will serve as the Project Coordinator for this contract. With a combined 30 years of traffic data collection experience, Kevin and Ruben will act as primary points of contact, working closely with the City to create a streamlined environment that promotes effective communication regarding count management and data delivery with meaningful progress reports along the way.

NDS is willing and able to perform the services described in the RFP. We have read, understood, and agree to all statements in this solicitation. NDS acknowledges the receipt of the RFI response issued on October 13, 2025. NDS is financially sound with the funding, equipment and personnel required to successfully complete this contract. This bid shall remain valid for a period of ninety (90) calendar days from the bid closing date. I, Abraham Tashman, contact information below, have authority to negotiate for and bind the company. I attest that NDS has the capacity to perform this scope of work throughout the contract period. Please contact me if you need any additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Abraham Tashman", is written over a large, faint, light blue background graphic of a person in a hard hat and safety vest.

Abraham (Avi) Tashman, President/CEO
National Data & Surveying Services
106 N Poinsettia Pl, Los Angeles, CA 90036
avi.tashman@ndsdata.com
T: (323) 782-0090 | F: (323) 375-1666

Statement of Qualifications

Founded in 1989, National Data & Surveying Services (NDS), a California S Corporation, was established to deliver accurate and cost-effective solutions to our client's traffic, transit, and GIS/GPS data collection needs. NDS is the **largest traffic data collection firm** in the nation with an outstanding team of **well over 100 professional full-time employees**.

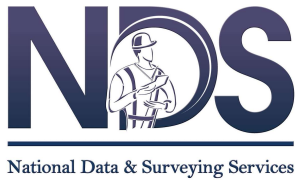
Over our **36-year** history, NDS has completed hundreds of thousands of multi-modal turning movement counts at various sized intersections and roundabouts requiring a variety of FHWA or observation-based classifications using both video and manual collection methodologies; hundreds of thousands of average daily traffic counts requiring volume, speed, and/or classification data using various technologies; and tens of thousands of other studies including GIS asset inventory, pedestrians, bicycles, school, non-motorized, micro-mobility, spot-speed, non-intrusive interstate radar, parking studies, vehicle occupancy, gap, queue, intersection delay, saturation flow rate, travel time, compliance, origin-destination with or without Bluetooth, ball-bank horizontal curve studies, drone surveillance, drone orthomosaics, big data gathering, near-miss studies, video recording, and video processing.

NDS SERVICES



NDS' Traffic Count Capabilities

NDS is available to commence data collection immediately upon contract approval. This contract will be supported by **over 20 full-time experienced staff** that have been trained thoroughly on all the studies described in the Scope of Work and on the numerous other services we offer. NDS regularly performs the data collection services listed under the Scope of Work on an annual basis, so **no additional training is needed**.



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Traffic Count Services

As the largest data collector in the U.S., NDS has the available personnel and capacity to complete hundreds of counts per week throughout Murrieta spanning the full spectrum of traffic data collection studies, providing us with the bandwidth to accommodate last minute projects within short timeframes. Our California offices and field staff are strategically located throughout the state, ensuring flexibility and the available capacity to accommodate sudden spikes in workload.

EXPERIENCE & REFERENCES

In 2024, NDS completed 5,900+ projects for over 1,000 clients within our active/repeat customer database. These clients include private engineering firms, public agencies, regional planning organizations, retail outlets, private companies, and private citizens. We pride ourselves on being able to communicate effectively to a wide range of clientele with varying degrees of industry knowledge. NDS has obtained and retained these clients and contracts through excellent customer service, effective quality control, and timely deliveries in the format of each client's choosing. In addition, NDS provides our clients ingenuity, flexibility and transparency at all steps of the process.

NDS currently holds data collection contracts as a prime or sub consultant with entities such as the Los Angeles Department of Transportation (DOT), Los Angeles World Airport (LAWA), Orange County Transportation Authority (OCTA), City of Dallas DOT, Louisiana DOT and Development, Georgia DOT, Florida DOT, Ohio DOT, Pennsylvania DOT, New York State DOT, New York City DOT, Vermont Agency of Transportation, Rhode Island DOT, and Maine DOT. In addition, NDS is the on-call traffic data collector for local cities throughout the nation. Our systems of management, staffing, training, and communication have been critical to the success and prosperity of each of our contracts.

City of Murrieta – Murrieta, CA: 2023 - 2025

Client City of Murrieta
Reference Brian Stephenson, Consulting Traffic Engineer
Phone 951.461.6001
Address 1 Town Square, Murrieta, CA 92562
Email bstephenson@murrietaca.gov



NDS was awarded the contract to provide on-call traffic data collection services for the City of Murrieta. NDS has collected approximately:

- 16: 8hr Turning movement counts with pedestrians and bicycles
- 4: 24hr Volume, classification, and speed counts

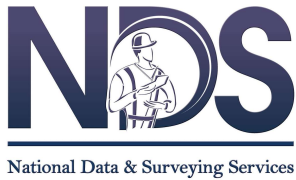
Los Angeles Department of Transportation – Los Angeles, CA: 2005 - Current

Client Los Angeles DOT
Reference Jaclyn Garcia, Acting Supervising Transportation Planner I
Phone 213.928.9606
Address 100 S. Main St., 10th Floor Los Angeles, CA 90012
Email jaclyn.garcia@lacity.org



NDS is the on-call traffic data collection company for LADOT. Over the past few years, NDS has conducted approximately:

- 427: Turning movement counts requiring heavy trucks, public transport buses, pedestrians (adults vs. school-aged), and bicycles
- 239: Volume, classification, and/or speed counts
- 71: Parking studies
- 47: Spot speed radar surveys
- 35: Pedestrian and bicycle counts
- 7: Travel time studies
- 4,248 hours of video surveillance



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Traffic Count Services

In addition to the CMP program, NDS was selected to complete the 2013 Congestion Management Program (CMP) Highway Monitoring Program for the City of Los Angeles.

OCTA CMP Traffic Counts & Corridor Travel Times Studies – Orange County, CA: 2025, 2021 (TMCs), 2015 (Travel Times), 2013, 2011, 2009, 2007 (Subcontract), 2005, 2003, 2001, and 1997 (Prime)

Client Orange County Transportation Authority
Reference Archie L. Tan, Principal Transportation Modeling Analyst
Phone 714.560.5845
Address 550 S Main Street, Orange, CA 92862
Email atan@octa.net



OCTA awarded the team consisting of Fehr & Peers & NDS the countywide Traffic Services contract for Intersection Turning Movement counts and GPS Travel Time runs. In 2021, NDS provided Big Data as an enhancement to this contract. Project requirements included over:

- 101: 3-Day Turning movement counts
- 50: 24hr Volume machine counts
- 20: 48hr Pedestrian/Bicycle/e-Scooter counts

NDS was awarded the contract for conducting the traffic data collection update for the 2025 CMP.

City of Glendale – Glendale, CA: 2019 - Current

Client City of Glendale
Reference Eleonora Derdzakyan, Civil Engineering Assistant
Phone 818.937.8245
Address 633 E Broadway, Room 205, Glendale, CA 91206
Email ederdzakyan@glendaleca.gov



NDS was awarded the contract to provide on-call traffic data collection services for the City of Glendale. NDS has collected approximately:

- 931: 24hr, 48hr, 120hr, or 168hr Volume, speed, and/or classification counts
- 109: Spot speed radar studies
- 69: 1-day, 2-day, 3-day, 5-day, or 7-day Pedestrian and/or bicycle counts
- 29: Turning movement counts
- 1: 6hr License plate study

County of San Diego – San Diego County, CA: 2013 - Current

Client County of San Diego
Reference Samuel Cecere, Engineering Technician III
Phone 619.361.4980
Address 5510 Overland Ave, Suite 410, San Diego, CA 92123
Email sam.cecere@sdcounty.ca.gov



NDS is the on-call traffic data collection company for the County of San Diego. In recent years, NDS has collected approximately:

- 683: 24hr, 48hr, 72hr, 96hr, or 168hr Volume, speed, and/or classification counts
- 174: Spot speed radar surveys
- 18: 1-day or 4-day Pedestrian and/or bicycle counts
- 16: Turning movement counts

Staffing

KEY PERSONNEL

NDS project teams will work under the direction of Key Personnel. Key Personnel will be available and dedicated for the duration of the contract to perform all required tasks and meet the program objectives. Staff will be available for meetings as requested by the City. All NDS personnel have worked together previously and successfully completed large traffic data collection projects for public sector clients. **Adjustments to Key Personnel are not expected and will only be made with advanced justification notice and prior written consent by the City.**

Kevin Deal – Chief Operations Officer – Project Manager 🔑

Kevin Deal has 21 years' experience in every aspect of the data collection industry and will serve as Project Manager. Kevin will oversee every aspect of the contract from request to delivery. Kevin will work closely with the Project Coordinator to ensure schedule adherence and monitor task lifecycles. Kevin has been the Project Manager for all major NDS contracts throughout the nation, providing him with unparalleled experience that will be used to support this contract from beginning to end.

Ruben Gallegos – Southwest Regional Manager – Project Coordinator 🔑

Ruben will serve as Project Coordinator for this project. Ruben oversees the annual data collection for nearly 8,000 counts throughout Southern California. Together with his Office Manager, Zac McDiarmid, he will work directly with City staff to coordinate all collection efforts. He will directly oversee field staffing, scheduling, data collection, data retrieval, and coordinate closely with the video department as well as the data processing and analysis department. Ruben will directly manage all aspects of this contract.

Anthony Truong – Senior Data Analyst – Lead Data Analyst 🔑

Anthony will serve as the Lead Data Analyst for this project, ensuring that the data quality and data delivery meet project expectations. Anthony is responsible for overseeing the processing and analysis department, which will perform the quality control, data preparation, and data delivery processes. Anthony has over seven years' experience and has managed the quality control and analysis of over 8,000 projects that consisted of over 50,000 turning movement counts, 45,000 automated traffic recorder counts, and over 4,000 other services that NDS offers.

STAFF QUALIFICATIONS & ROLES

Key Personnel	Title / Role	Years of Exp.	Job Duties
Kevin Deal 🔑	COO / Project Manager	21	Overall contract management
Ruben Gallegos 🔑	Southwest Regional Manager / Project Coordinator	7	Contract planning, execution, communication, and updates
Anthony Truong 🔑	Lead Data Analyst	7	Quality assurance, data preparation, and data delivery
Zac McDiarmid	Client Manager	1	Request management, estimation, permit acquisition, project documentation
Jackson Stump	Scheduling Manager	2	Scheduling, field data submission
Osvaldo Castro	Field Manager	8	Field data submission, field crew management
Fabio Leon	Field Technician	22	Data collection, field reports, field observations, and initial quality control
Chi Heralda	Field Technician	14	Data collection, field reports, field observations, and initial quality control



National Data & Surveying Services

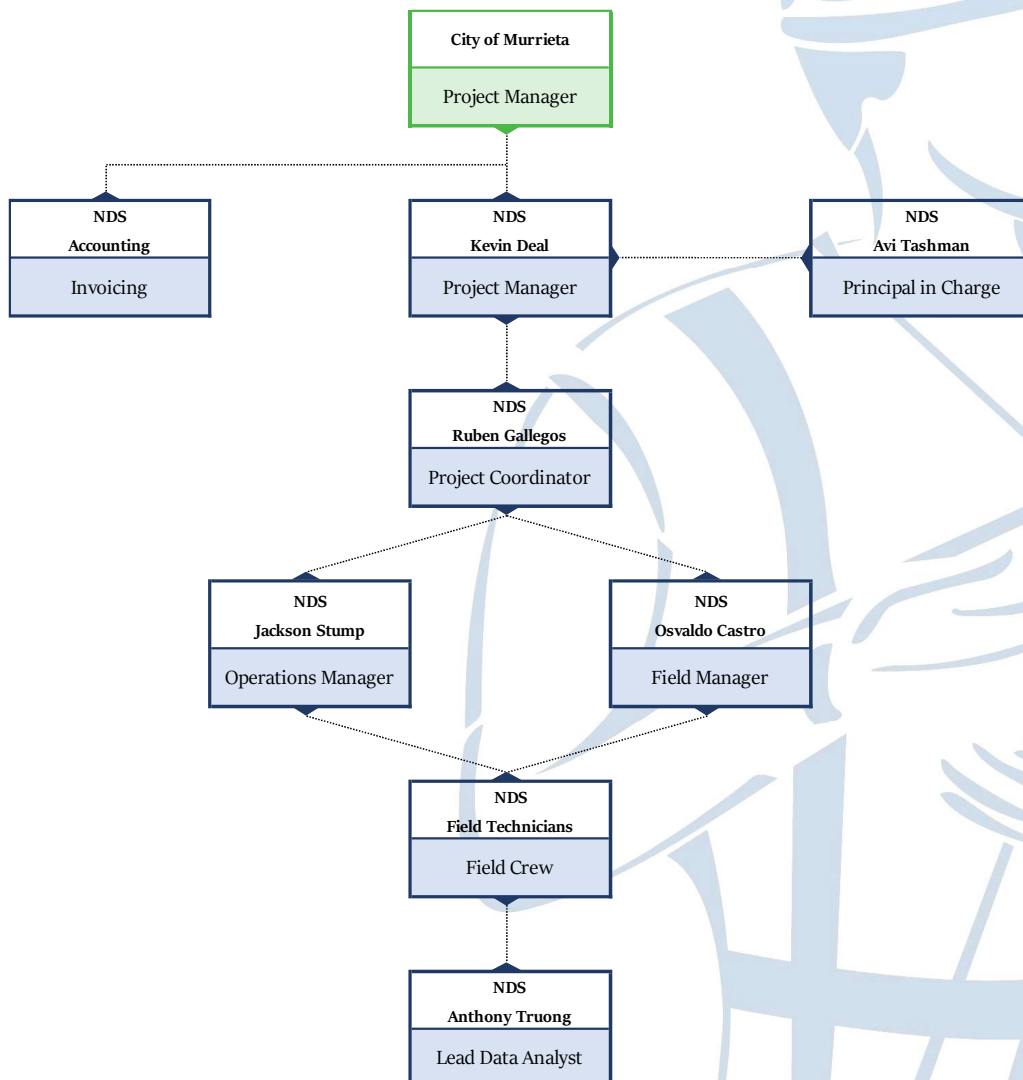
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Key Personnel	Title / Role	Years of Exp.	Job Duties
Amalia Leon	Field Technician	11	Data collection, field reports, field observations, and initial quality control
Justin Pina	Field Technician	11	Data collection, field reports, field observations, and initial quality control
David Huntsinger	Field Technician	2	Data collection, field reports, field observations, and initial quality control
Hugo Robles	Field Technician	2	Data collection, field reports, field observations, and initial quality control
Anthony Pineda	Field Technician	1	Data collection, field reports, field observations, and initial quality control
Jabari Dickson	Field Technician	1	Data collection, field reports, field observations, and initial quality control
Rafael Godoy	Field Technician	1	Data collection, field reports, field observations, and initial quality control

ORGANIZATION CHART





National Data & Surveying Services

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Traffic Count Services

Proof of Insurance

ACORD		NATIDAT-01		X00KSHIVASHANKAR															
CERTIFICATE OF LIABILITY INSURANCE				DATE (MM/DD/YYYY) 10/9/2025															
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 AssuredPartners of New Jersey, LLC dba AssuredPartners of Northeastern PA 1130 Highway 315 Wilkes Barre, PA 18702		CONTACT Ryan McCarthy PHONE (AC, No, Ext): (570) 277-1470 FAX (AC, No): (570) 277-1470 E-MAIL ADDRESS: Ryan.McCarthy@assuredpartners.com																	
INSURED National Data & Surveying Services, Inc 5967 W. 3rd Street Ste 206 Los Angeles, CA 90036		<table border="1"><thead><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr></thead><tbody><tr><td>INSURER A: Federal Insurance Company</td><td>20281</td></tr><tr><td>INSURER B: Starstone National Insurance Company</td><td>25496</td></tr><tr><td>INSURER C: Crum & Forster Insurance Company</td><td>42471</td></tr><tr><td>INSURER D: Coalition Insurance Solutions, Inc</td><td>29874</td></tr><tr><td>INSURER E:</td><td></td></tr><tr><td>INSURER F:</td><td></td></tr></tbody></table>				INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Federal Insurance Company	20281	INSURER B: Starstone National Insurance Company	25496	INSURER C: Crum & Forster Insurance Company	42471	INSURER D: Coalition Insurance Solutions, Inc	29874	INSURER E:		INSURER F:	
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COVERAGES		CERTIFICATE NUMBER:		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.																			
INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR 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 checked="" type="checkbox"/> PRO. JECT <input type="checkbox"/> LOC OTHER:	X	X	36069778	12/1/2024	12/1/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (EA occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/PO/ AGG \$ 2,000,000 EBLI AGGREGATE \$ 1,000,000 COMBINED SINGLE LIMIT (EA accident) \$ 1,000,000												
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY	X	X	73624017	12/1/2024	12/1/2025	BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$												
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 0	X	X	CSX00067891P-03	12/1/2024	12/1/2025	EACH OCCURRENCE \$ 2,000,000 AGGREGATE \$ 2,000,000 \$ PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/>												
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 <input type="checkbox"/> N/A					E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$												
C	Excess Umbrella			SEO-133533	12/1/2024	12/1/2025	Aggregate 3,000,000												
D	Cyber Risk/Internet			C-4MQ8-583607-CYBER-2025	4/2/2025	4/2/2026	Limit 1,000,000												
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)																			
Policy: #0313-2802; Carrier: Allied World Surplus Lines Insurance Company; Policy Effective Date: 12/1/2024 - 12/1/2025; Coverage: Professional Liability; Limits - Each Occurrence/Aggregate: \$2,000,000.																			
CERTIFICATE HOLDER				CANCELLATION															
				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 															

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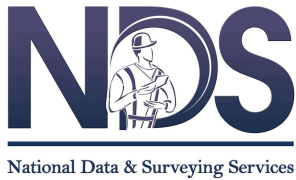
ACORD		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY)	
		Acc#: 3102122		6/12/2025	
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY 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.					
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PRODUCER USI Insurance Services, LLC 2502 N Rocky Point Drive Tampa, FL 33607		CONTACT NAME: PHONE (A/C, No, Ext): 844-290-4908 FAX (A/C, No): E-MAIL ADDRESS: BBSlcerts@locktonaffinity.com			
INSURED NATIONAL DATA & SURVEYING SERVICES, INC DBA: NATIONAL DATA 106 N Poinsettia Pl, Los Angeles, CA 90036		INSURER(S) AFFORDING COVERAGE		NAIC #	
		INSURER A: Indemnity Insurance Co. of North America		43575	
		INSURER B:			
		INSURER C:			
		INSURER D:			
		INSURER E:			
		INSURER F:			
COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:	
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INSR LIA	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)
	COMMERCIAL GENERAL LIABILITY				
	CLAIMS-MADE <input type="checkbox"/> OCCUR <input type="checkbox"/>				
	GEN'L AGGREGATE LIMIT APPLIES PER:				
	POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/>				
	OTHER:				
	AUTOMOBILE LIABILITY				
	ANY AUTO				
	OWNED AUTOS ONLY				
	HIRED AUTOS ONLY				
	SCHEDULED AUTOS ONLY				
	UMBRELLA LIAB				
	EXCESS LIAB				
	DED <input type="checkbox"/> RETENTION \$				
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY				
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N			
A	If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	X	C58871412	1/1/2025 1/1/2026
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)					
CERTIFICATE HOLDER			CANCELLATION		
			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		
			Lisa Abernathy		

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We hope that our umbrella liability and excess umbrella insurance policies will provide supplementary coverage to address any gaps in underlying insurance requirements.



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Traffic Count Services

Project Understanding & Approach

The City of Murrieta is seeking a qualified firm to conduct various traffic data collection services on an as-needed basis. Traffic data services include roadway volume, speed, and/or classification counts, turning movement counts (with passenger vehicles, trucks, pedestrians, and bicyclists), and radar surveys.

NDS will provide all materials and equipment necessary to perform traffic counts for the City. NDS will also provide the labor, supervision, technical expertise, documentation, transportation, and personal safety equipment necessary to safely collect and submit data per contract requirements.

Before the commencement of any work, an initial meeting can be scheduled between NDS and the City to define project guidelines and establish expectations.

Once a service is requested by the City, NDS will provide a Task Proposal, which will include a description of the requested task(s), the costs to perform the task, and task completion date. Upon Task Proposal approval and issuance of a Task Order by the City, NDS will schedule the data collection to be **collected on a typical weekday when area schools are in session** and in compliance with any restrictions or guidelines the City may have. All data collections will be conducted in a manner that upholds all laws and safety standards, minimizes disruption of traffic flow, and complies with contract requirements.

Upon completion of data collection, all submissions will undergo an initial quality review, followed by processing and formatting into the deliverable formats. The data will then undergo additional quality assurance checks to ensure accuracy and consistency before submission to the City.

DATA COLLECTION

NDS utilizes proprietary NDS Aura video camera systems for turning movement counts and volume/class/speed segment counts and uses Kustom Electronics Falcon hand-held radar guns for radar surveys. NDS offers a wide variety of other technologies—such as MetroCount machines, Wavetronix units, and more—to collect various studies.

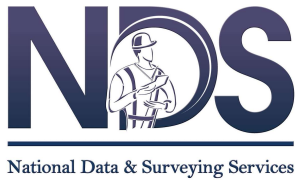
Prior to data collection, NDS maps and reviews each site for optimal placements. NDS schedules and conducts all data collection efforts in a manner that upholds all laws and safety standards, minimizes disruption of traffic flow, and complies with contract requirements and any collection guidelines or restrictions the client may have. After the collection period has ended, any installed equipment is completely and safely removed.

Upon completion of data collection, all submissions undergo an initial quality review, followed by processing and formatting into the deliverable formats. The data will then undergo additional quality assurance checks to ensure accuracy and consistency before submission to the client.

DATA REDUCTION

NDS utilizes **both proprietary machine learning and manual reduction methods** to capture, classify, and audit data by road user classification. The NDS machine learning algorithms are fine-tuned to capture vehicle volumes, axle-based classifications, several micromobility classifications, and speeds.

NDS has also spent well over a decade building a human driven video team with various levels of quality control to capture turning movement count data, some non-motorized classifications, and other unique observation-based classifications to overcome algorithmic limitations proven through numerous empirical studies conducted with a variety of well-known and lesser-known providers. In response to these deficiencies, NDS utilizes an in-house video reduction team along with a multi-stage QAQC process that consists of extremely detailed and tedious training protocols for all video watchers.



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Traffic Count Services

QUALITY CONTROL / PROCESSING

NDS leads the industry with the most detailed and sophisticated quality control processes nationwide. At the field level, all equipment undergoes regular maintenance and testing to ensure full functionality. Field personnel are specifically trained to conduct a preliminary inspection of the collected data, allowing for expedited communication surrounding possible disruptions to the data collection effort. Post data submission, NDS has four departments dedicated to quality control after data is submitted from the field: the Audit Department, the Video Department, the Processing Department, and the Analyst Department. These departments are centralized at NDS headquarters and are responsible for the quality control, processing, analysis, file preparation, and data delivery of all data collected by NDS throughout the nation. These departments have extensive experience working with all NDS services, data collection best practices, data collection formats, contracts, and data delivery formats.

The Audit Department is responsible for the timely submission and careful review of all field data throughout the company. This department tracks nationwide scheduling to prepare for video and data uploads.

The NDS Video Department is well-versed at performing counts with detailed vehicle, pedestrian, bicycle, and micro-mobility classifications throughout the nation. This team is also experienced at conducting a large variety of observational and custom-developed studies throughout the nation. It is divided into three teams: the video review team, which counts the details in the video per data collection task requirement; the video spot checking team, which spot-checks all classifications and data requirements present in video-related projects to ensure 98% accuracy; and the algorithm team, which is responsible for the initial software setup needed to accurately post-process video through our algorithm. This team is responsible for ensuring consistency in detection throughout the entire period of collection and making adjustments to the detection area as needed. In order to achieve best-in-class accuracy, the NDS algorithm separates images of vehicles where it lacks confidence for proper manual classification by the algorithm team. This team carefully reviews confidence ratings reported from our system to verify both volume and classification accuracy. Spot checks are performed for these videos to ensure accuracy and consistency in both daytime and nighttime conditions.

The Processing Department is responsible for scrutinizing client requests to ensure that all data collection requirements have been met and submitted for the project, as well as converting the data from its raw format to the deliverable format and performing a preliminary data integrity check.

The Analyst Department is responsible for conducting a secondary review of all data components, checking for data consistency throughout a corridor utilizing all available data resources, converting data into the contract specified deliverable, and preparing the delivery package as outlined in the contract.

DATA SUBMITTAL

For volume, speed, and/or classification counts, NDS will provide data for each direction as well as both directions combined. For turning movement counts, NDS will submit separate printouts for each mode. For radar surveys, NDS will provide a summary of surveyed speeds, including 85th percentile, for each direction as well as both directions combined.

NDS is able to provide the data in any format preferred by the City. NDS can further customize the deliverable at no cost to include additional statistics, modified layouts, or anything else that may streamline data handling and review times.

NDS will correct or revise any errors or deficiencies in the services provided at no additional cost.

RE-COLLECTION

NDS is responsible for the accurate, complete, and successful collection of data. NDS will perform a thorough quality control process of all counts. Should recollection be needed for any reason determined by NDS or the City, NDS will reschedule the counts promptly and at no additional cost.



National Data & Surveying Services

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Traffic Count Services

Fee Proposal

ITEM	UNIT	UNIT RATE
24-hour bi-directional roadway segment count – Volume	Per Location	\$80.00
24-hour bi-directional roadway segment count – Volume & Speed	Per Location	\$115.00
24-hour bi-directional roadway segment count – Volume, Speed, & Classification	Per Location	\$130.00
Turning movement count – 4 hours w/ passenger vehicles, trucks, pedestrians, and bicyclists 07:00-09:00 & 16:00-18:00	Per Location	\$170.00
Turning movement count – 9 hours w/ passenger vehicles, trucks, pedestrians, and bicyclists 06:00-09:00, 11:00-13:00, & 14:00-18:00	Per Location	\$380.00
Radar speed survey	Per Location	\$100.00

