

**CITY COUNCIL AGENDA TOPIC**

Resolution authorizing execution of an on-call contract with IDAX Traffic Data, LLC to conduct traffic studies not to exceed a total of \$500,000 plus all applicable taxes for a term of three years, with option to extend the contract up to two times for one year each.

Andrew Singelakis, Director

Chris Long, Assistant Director

John Murphy, Neighborhood Traffic Safety Services Manager

Rohit Ammanamanchi, Senior Transportation Planner

*Transportation Department*

**EXECUTIVE SUMMARY****ACTION**

Traffic studies are a critical part of transportation programs, resident request evaluations and making data-informed decisions. As such, the city seeks to have an on-call consultant to conduct traffic studies such as speed and volume counts, parking utilization and video analytics. After a request for proposals (RFP) process, staff recommends that IDAX Traffic Data, LLC be selected as the consultant for this on-call contract. The contract is a three-year term with the option to extend for two one-year terms, and up to a total amount of \$500,000 in studies conducted over the course of those 3-5 years.

**RECOMMENDATION**

Move to adopt Resolution No. 10651

**BACKGROUND/ANALYSIS**

Traffic studies are necessary for the city to take a data-driven approach to review, evaluate and prioritize a variety of transportation programs and projects. These studies provide support to the city's congestion reduction projects, regional traffic model, traffic signal system, evaluation of projects associated with the Neighborhood Traffic Safety and Neighborhood Sidewalk Programs, Speed Management and Vision Zero initiatives and aid in the review of transportation requirements for development projects. Examples of studies include pneumatic tube counts of speed and volume, camera video collection, parking utilization studies and more.

To solicit a consultant to conduct these professional services, a notice of the Request for Proposal (RFP No. 26048) was published in *The Seattle Times* and *The Seattle Daily Journal of Commerce* on April 23 and 30, 2026. Two firms submitted bids and of the proposals, staff recommends selecting IDAX Traffic Data, LLC (IDAX) to be awarded the contract. IDAX was selected based on their understanding of Bellevue needs, ability to operate large-volume traffic studies, cost competitiveness, professional experience and full response to all submittal requirements detailed in the request for proposal.

## **POLICY & FISCAL IMPACTS**

### **Policy Impact**

There are numerous policies in the Transportation Element of the Comprehensive Plan that support the monitoring and evaluation of traffic conditions on city streets, including but not limited to the following:

- **TR-27:** Monitor and document transportation system performance in accordance with the Mobility Implementation Plan.
- **TR-56:** Assess arterial speed limits and address concerns related to safety through appropriate speed limits, countermeasures and other techniques.
- **TR-138:** Monitor traffic volume and speed on residential streets and establish appropriate traffic control measures with residents' concurrence.

### **Fiscal Impact**

This action will obligate the city to an amount not to exceed \$500,000, plus all applicable taxes, with IDAX to provide traffic studies, analysis and evaluation. Staff estimates that expenditures in 2026 will not exceed \$100,000. Sufficient funds exist in the 2025-2032 General Capital Improvement Program (CIP) Plan through the currently funded Transportation CIP portfolio to support these anticipated costs. Funding for subsequent years will be included in the 2027-2032 General CIP Plan and will be contingent upon council's approved capital funding.

## **OPTIONS**

1. Adopt the Resolution authorizing execution of an on-call contract with IDAX Traffic Data, LLC to conduct traffic studies not to exceed a total of \$500,000 plus all applicable taxes for a term of three years, with option to extend the contract up to two times for one year each.
2. Do not adopt the Resolution and provide alternative direction to staff.

## **ATTACHMENTS**

Proposed Resolution No. 10651

## **AVAILABLE IN COUNCIL LIBRARY**

Professional Services Agreement Contract