RPC TRAFFIC COUNTING PROGRAM UPDATE 2025-2026
TRANSPORTATION SYSTEM SURVEILLANCE
RPC TASK A-1.26TC; FY-26 UPWP

DOTD FORM: 24-102 REVISED DECEMBER 12, 2024

New Orleans
Regional Planning Commission

Marr Traffic
DATA COLLECTION

Marr Traffic
DATA COLLECTION
Offices in Nashville, Atlanta, Raleigh, Louisville, Orlando, and Dallas

New Orleans Regional Planning Commission

RE: RPC Traffic Counting Program Update 2025-2026
Transportation System Surveillance
Regional Planning Commission RPC Task A-1.26TC; FY-26 UPWP

To the Regional Planning Commission:

Growing regions need a trusted partner to provide professional services to support traffic analysis. Marr Traffic realizes that traffic data is extremely important for the future development of a community and its transportation initiatives. By providing accurate data, within an efficient turnaround time and at a fair price, we can help you navigate your current challenges and help you achieve your future goals.

In response to your advertisement, we have included the requested forms and qualifications on the following pages.

Over 150 clients across 15 states, including Louisiana, trust Marr Traffic as their traffic data collection partner. Marr Traffic currently provides AASHTO- and FHWA-compliant traffic data for many municipalities, counties, and Departments of Transportation (DOTs), and holds Statewide data collection contracts with DOTs in Georgia and both North and South Carolina. Marr Traffic is registered to conduct business in states across the U.S.

We embrace technology, and we always test new equipment and software to help improve data collection accuracy, efficiency and safety. Our MarrCam traffic data collection cameras are some of the most technologically advanced in the industry. This proprietary technology allows us to safely collect traffic counts and provide in-depth data and analysis for almost any study type including traffic volume, classification, turn movement counts, queue length, roundabouts, pedestrian, cyclist, and parking lot studies.

In addition to standard data collection, Marr Traffic uses drone videography to obtain high-quality aerial footage via AI software, and to provide advanced analytics such as tracking vehicle movements, identifying near misses, and potential accidents. The AI technology allows us to overlay the drone footage with heat maps to showcase these conflicts, as well as highlight vehicle frequencies, speeds, and trajectories.

With numerous offices, a large team of client relationship managers and operations managers, a vast array of field technicians, and an expansive equipment inventory, Marr Traffic can implement a successful data collection strategy. Our proposal outlines how we can collect the required traffic data at as many locations as is necessary (simultaneously where requested), and can return final report deliverables containing highly accurate and detailed data, within the requested timescales. If any recollections are required at any sites, these will be counted again at no additional cost to the RPC.

We look forward to serving your traffic analysis needs!

Respectfully submitted,

Murray Allan
President and Co-Founder, Marr Traffic

"Marr is a leader in the data collection industry, they are extremely flexible to work with and go above and beyond to create the specific data reports I need."

- Mark Lenters, Kimley-Horn

DOTD FORM: 24-102

(Revised December 12, 2024)

PROPOSAL TO PROVIDE CONSULTANT SERVICES

Prime consultant shall complete the DOTD Form 24-102 without altering the Form's text; however, the instruction and/or guidance for Sections 12 through 23 can be removed but do not remove Section title and number.

ANY CONSULTANT FAILING TO SUBMIT ANY OF THE INFORMATION REQUIRED ON THE DOTD FORM 24-102, OR PROVIDING INACCURATE INFORMATION ON THE DOTD FORM 24-102, MAY BE CONSIDERED NON-RESPONSIVE.

1. Contract Name as shown in the advertisement	RPC Traffic Counting Program Update 2025-2026 Transportation System Surveillance (RPC Task A-1.26TC; FY-26 UPWP)
2. Contract Number(s) as shown in the advertisement	N/A
3. State Project Number(s), if shown in the advertisement	RPC Task A-1.26TC
4. Prime consultant name **(name must match exactly as registered with the Louisiana Secretary of State (SOS) where such registration is required by law; including punctuation; include screenshot from SOS at the end of Section 20)**	Marr Traffic, Inc.
5. Prime consultant license number (as registered with the Louisiana Professional Engineering and Land Surveying Board (LAPELS) if registration is required under Louisiana law)	N/A
6. Prime consultant mailing address	41 Peabody Street, Nashville, Tennessee 37210
7. Prime consultant physical address (existing or to be established, if location is used as an evaluation criteria)	41 Peabody Street, Nashville, Tennessee 37210
8. Name, title, phone number, and email address of prime consultant's contract point of contact	Murray Allan, President and Co-Founder (615) 431-3750 murray@marrtraffic.com
9. Name, title, phone number, and email address of the official with signing authority for this proposal	Murray Allan, President and Co-Founder (615) 431-3750 murray@marrtraffic.com

Prime consultant should enter the firm name in the footer at the bottom of this page. (It will carry over to subsequent pages.)

10. This is to certify that all information contained herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. DOTD reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.

Pursuant to Act No. 581 of the 2024 Louisiana Legislature Regular Session, proposer further certifies that it does not have a practice, policy, guidance, or directive that discriminates against a firearm entity or firearm trade association based solely on the entity's or association's status as a firearm entity or firearm trade association. In addition, proposer certifies it will not discriminate against a firearm entity or firearm trade association during the term of the contract based solely on the entity's or association's status as a firearm entity or firearm trade association.

Signature above shall be the same person listed in Section 9:
Murray Allan, President and Co-Founder

Date:
August 5, 2025

11. If a Disadvantaged Business Enterprise (DBE) goal has been set for this advertisement, indicate which firm(s) will be used to meet the DBE goal and each firm(s)' percentage.	Firm(s):	Firm(s)' %:
	N/A	

12. Discipline Table:

As indicated in the advertisement, insert a completed table here. The percentages for the prime and sub-consultants must total 100% for each discipline, as well as the overall total percent of the contract.

The **only** disciplines to be used are listed in the drop down in each row (Appraiser, Bridge, CE&I/OV, CPM, Data Collection, Environmental, Geotech, ITS, Other (must specify), Planning, Right-of-Way, Road, Survey, and Traffic). **Remove rows as needed.**

Discipline(s)	% of Overall Contract	Prime	Firm B	Firm C	Firm D	Firm E	Each Discipline must total to 100%
Data Collection	100%	100%	N/A	N/A	N/A	N/A	**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Choose an item.							**100%**
Identify the percentage of work for the **overall contract** to be performed by the prime consultant and each sub-consultant.							
Percent of Contract	**100%**	100%					

13. Firm Size:

For all firms that are part of this team, indicate the approximate number of personnel to be committed to this contract, by DOTD Job Classification and the total number of personnel within the firm that could provide support, if needed. If a specialized job classification is required and not included on the DOTD job classification list, specify "Other (must specify)" and include the classification title inside the parentheses.

The DOTD Job Classification(s) to be used can be found at the following link:

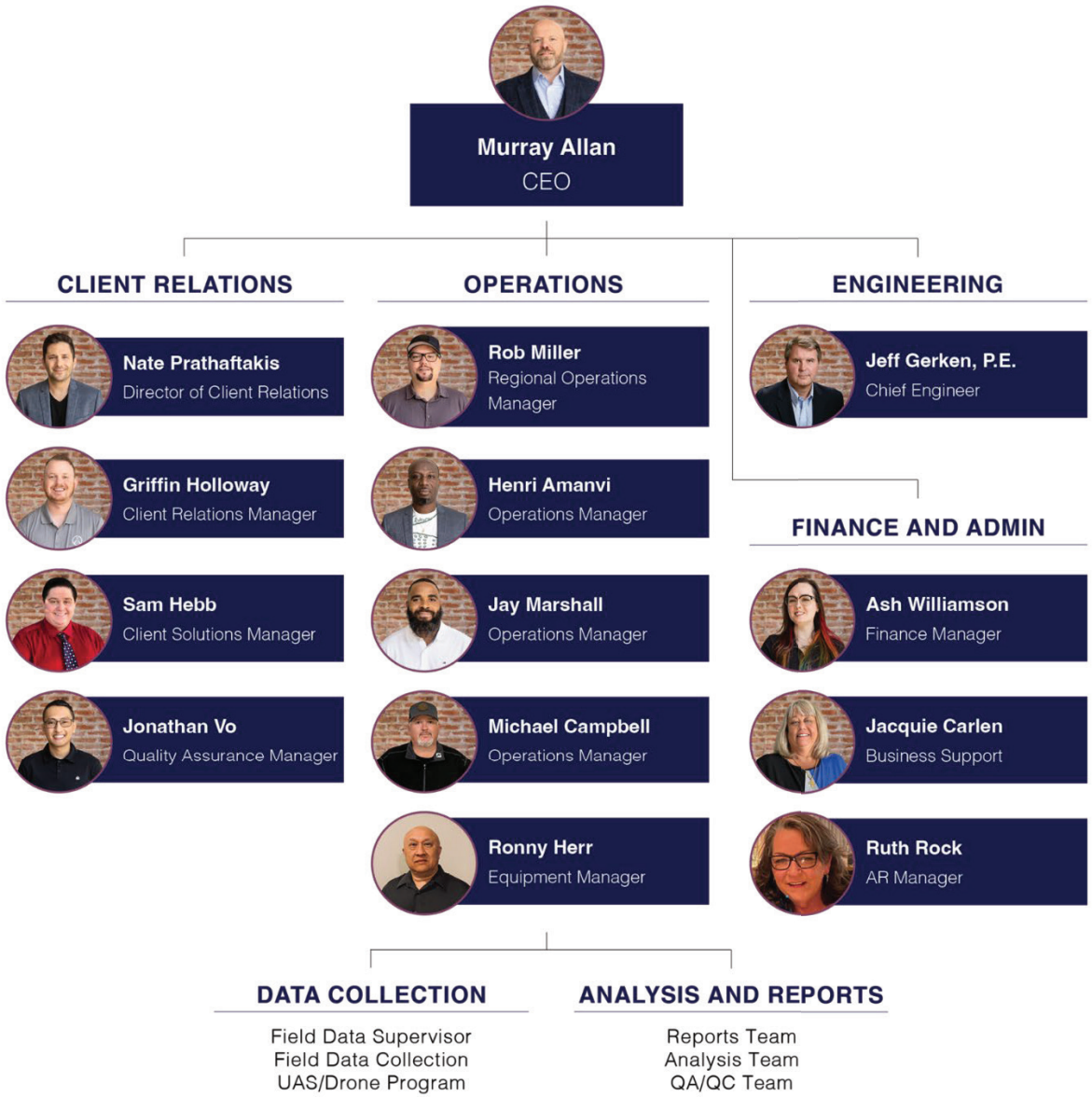
http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Engineering/CCS/Job_Qualification/Job%20Classifications%20with%20Descriptions.pdf

Firm name	DOTD Job Classification	**Number of personnel committed to this contract**	Total number of personnel available in this DOTD Job Classification (if needed)
Marr Traffic	Principal	1	1
Marr Traffic	Other (Project Manager)	2	4
Marr Traffic	Other (Quality Manager)	1	2
Marr Traffic	Other (Operations Manager)	1	3
Marr Traffic	Administrative	1	4
Marr Traffic	Supervisor - Other	2	4
Marr Traffic	Technician	3	20
Marr Traffic	Other (Unmanned Aircraft System (UAS) Operator)	1	2
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		
	Choose an item.		

(Add rows as needed)

14. <u>Organizational Chart</u>:

Provide an organizational chart showing ALL **relevant** prime consultant and sub-consultant (if applicable) personnel assigned to the contract, area of project responsibility for each, and reporting lines for the purposes of this contract. An individual's role does not necessarily have to match their DOTD job classification identified in Section 13. **If applicable, identify all personnel performing traffic engineering analysis and/or QC of traffic engineering analysis by placing an asterisk next to their name. Include the certificates required by the Traffic Engineering Process and Report Training Requirements article of the Advertisement in Section 20.** It is acceptable to use an 11x17 format for Section 14.



Marr Traffic, Inc.

15. Minimum Personnel Requirements:

Use the table below to identify both prime consultant and sub-consultant staff designated to work on this contract meeting the Minimum Personnel Requirements (MPRs) specified in the advertisement. Ensure the résumé reflects the required experience stated in the MPR. Make sure the P.E. discipline is also listed (highlighted in table) that is meeting the MPR; e.g. professional civil engineer should show the discipline of the license as civil if meeting that MPR.

MPR No. Do not insert wording from ad	Personnel being used to meet the MPR (Individual(s) may not satisfy more than one MPR unless specifically allowed by Attachment B of the advertisement)	Firm employed by	Type of license and discipline meeting MPR/ certification & number (Ex: PE # - Civil)	State of license	License / certification expiration date
1	Murray Allan	Marr Traffic	N/A	N/A	N/A
2	Nate Prathaftakis	Marr Traffic	N/A	N/A	N/A
3	Rob Miller	Marr Traffic	N/A	N/A	N/A
4	Jonathan Vo	Marr Traffic	N/A	N/A	N/A

(Add rows as needed)

16. Staff Experience:

Résumés shall be provided for all prime and sub-consultant personnel listed in Sections 14 and/or 15 of the proposal. Résumés of personnel not identified in Section 14 or Section 15 of the proposal should not be included and will not be evaluated. Résumés are **limited to 2 pages per person**. Any certificates required by the advertisement are to be placed in Section 20.

Firm employed by	Marr Traffic				
Name	Murray Allan		Years of relevant experience with this employer	6	
Title	Principal		Years of relevant experience with other employer(s)	18	
Degree(s) / Years / Specialization			Business Management		
Active registration number / state / expiration date			N/A		
Year registered	N/A	Discipline	N/A		
Contract role(s) / brief description of responsibilities			Project management to ensure all traffic collection tasks are done on time.		

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
5/25 – 6/30	**LADOTD Traffic Data Collection On-Call** – 5-year, $2 million state-wide data collection contract with the Louisiana Department of Transportation.
5/5 – 6/25	**LADOTD 1000 48-Hour Bi-Directional Counts** – As part of a 5-year, $2 million statewide data collection contract with the Louisiana Department of Transportation, completed 1,000 48-hour bi-directional counts in Caddo Parish.
1/19 – ongoing	**NCDOT Traffic Data Collection On-Call** – ongoing on-call contract for traffic data collection for the North Carolina Department of Transportation.
2/21 – 2/26	**SCDOT Traffic Data Collection On-Call** (5-year contract) – exclusive 5-year contract by the South Carolina DOT. Collection of a variety of traffic count data across the state including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data was collected following the SCDOT guidelines which includes the collection of photos of approaches and onsite info such as speed limits, road names, diagrams, adjacent land use info, lighting and weather conditions.
2/25 – 10/25	**TDOT Planning Division Data Management Contract** – statewide data management contract for data collection with Tennessee Department of Transportation.
10/24 – 12/24	**TDOT Project Management, I-40 Knoxville** – collected 49 x 48-hour ramp counts (volume and classification) 10 x 8 day interstate bi-directional counts (volume and classification), 25 x 48-hour interstate bi-directional counts (volume and classification), 24 x 48 hour Turn movement counts and 73 x 48-hour bi-directional counts (volume and classification).
2/24 – 4/24	**GDOT I-285 Westside Express Lanes Project –** collected traffic data throughout the length of the I-285 Westside Express Lanes construction area, including TMC Class Counts, 150 locations; Arterial Class Counts, 350 locations; Ramp Class Counts, 150 locations; Interstate Video Class Counts, 30 locations.
1/24 – 3/24	**TDOT STID, MT-22114, I-24 Choice Lanes** – collection of 48-hour volume and classification counts at 820 count locations and 137 two-day 6-hour turn movement counts at 137 locations. Data reports were successfully delivered prior to the deadlines despite 10 days of extreme weather conditions.
9/22 – 2/23	**TDOT Long Range Planning, Traffic Data Collection** –collection of 24-hour volume and classification counts at approximately 300 ramp count locations. Marr Traffic planned and coordinated all counts using our experience to install tube counters at every location, on time and within budget.
9/22 – 1/23	**TDOT Long Range Planning, MT-20015, Traffic Data Collection** – collection of traffic data throughout Southeastern Tennessee. Included the collection of 24-hour volume and classification counts at 784 count locations. Data was subsequently analyzed to provide volume and classification counts broken down into 15-minute intervals, with hourly totals and peak hour data. All data was verified and provided within budget and schedule.
1/22 – 2/22	**City of Slidell Traffic Counts** – selected to provide traffic data collection for the City of Slidell. The counts included 11 turn movement counts, three 24-hour bi-directional counts with classification and speed.
10/20 – 2/22	**TDOT Long Range Planning, Interstate Truck Data** – collection of 24-hour volume and classification counts at 19 locations throughout the state. Data was collected at regular intervals to provide necessary baseline figures required from varying seasons and conditions. Data analysis was conducted.

16. Staff Experience:

Firm employed by	Marr Traffic		
Name	Nate Prathaftakis	Years of relevant experience with this employer	6
Title	Project Manager	Years of relevant experience with other employer(s)	18
Degree(s) / Years / Specialization		Business Management	
Active registration number / state / expiration date		N/A	
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities		Project management to ensure all traffic collection tasks are done on time.	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
5/25 – 6/30	**LADOTD Traffic Data Collection On-Call** – 5-year, $2 million state-wide data collection contract with the Louisiana Department of Transportation.
5/5 – 6/25	**LADOTD 1000 48-Hour Bi-Directional Counts** – As part of a 5-year, $2 million statewide data collection contract with the Louisiana Department of Transportation, completed 1,000 48-hour bi-directional counts in Caddo Parish.
1/19 – ongoing	**NCDOT Traffic Data Collection On-Call** – ongoing on-call contract for traffic data collection for the North Carolina Department of Transportation.
2/21 – 2/26	**SCDOT Traffic Data Collection On-Call** (5-year contract) – exclusive 5-year contract by the South Carolina DOT. Collection of a variety of traffic count data across the state including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data was collected following the SCDOT guidelines which includes the collection of photos of approaches and onsite info such as speed limits, road names, diagrams, adjacent land use info, lighting and weather conditions.
2/25 – 10/25	**TDOT Planning Division Data Management Contract** – statewide data management contract for data collection with Tennessee Department of Transportation.
10/24 – 12/24	**TDOT Project Management, I-40 Knoxville** – collected 49 x 48-hour ramp counts (volume and classification) 10 x 8 day interstate bi-directional counts (volume and classification), 25 x 48-hour interstate bi-directional counts (volume and classification), 24 x 48 hour Turn movement counts and 73 x 48-hour bi-directional counts (volume and classification).
2/24 – 4/24	**GDOT I-285 Westside Express Lanes Project –** collected traffic data throughout the length of the I-285 Westside Express Lanes construction area, including: TMC Class Counts, 150 locations; Arterial Class Counts, 350 locations; Ramp Class Counts, 150 locations; Interstate Video Class Counts, 30 locations.
1/24 – 3/24	**TDOT STID, MT-22114, I-24 Choice Lanes** – collection of 48-hour volume and classification counts at 820 count locations and 137 two-day 6-hour turn movement counts at 137 locations. Data reports were successfully delivered prior to the deadlines despite 10 days of extreme weather conditions.
9/22 – 2/23	**TDOT Long Range Planning, Traffic Data Collection** –collection of 24-hour volume and classification counts at approximately 300 ramp count locations. Marr Traffic planned and coordinated all counts using our experience to install tube counters at every location, on time and within budget.
9/22 – 1/23	**TDOT Long Range Planning, MT-20015, Traffic Data Collection** – collection of traffic data throughout Southeastern Tennessee. Included the collection of 24-hour volume and classification counts at 784 count locations. Data was subsequently analyzed to provide volume and classification counts broken down into 15-minute intervals, with hourly totals and peak hour data. All data was verified and provided within budget and schedule.
1/22 – 2/22	**City of Slidell Traffic Counts –** selected to provide traffic data collection for the City of Slidell. The counts included 11 turn movement counts, three 24-hour bi-directional counts with classification and speed.
10/20 – 2/22	**TDOT Long Range Planning, Interstate Truck Data –** collection of 24-hour volume and classification counts at 19 locations throughout the state of Tennessee. Data was collected at regular intervals throughout the year to provide the necessary baseline figures TDOT required from varying seasons and conditions. Data analysis was conducted, showcasing comparisons to historical data, and the findings were circulated among key stakeholders throughout the state to inform and guide strategic decisions.

16. Staff Experience:

Firm employed by	Marr Traffic		
Name	Rob Miller	Years of experience with this firm/employer	9
Title	Operations Manager	Years of experience with other firm(s)/employer(s)	12
Degree(s) / Years / Specialization		N/A	
Active registration number / state / expiration date		N/A	
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities		Operations Manager responsible for oversight and strategy for operational planning and support for Marr Traffic field data teams.	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
5/25 – 6/30	**LADOTD Traffic Data Collection On-Call** – 5-year, $2 million state-wide data collection contract with the Louisiana Department of Transportation.
5/5 – 6/25	**LADOTD 1000 48-Hour Bi-Directional Counts** – As part of a 5-year, $2 million statewide data collection contract with the Louisiana Department of Transportation, completed 1,000 48-hour bi-directional counts in Caddo Parish.
1/19 – ongoing	**NCDOT Traffic Data Collection On-Call** – ongoing on-call contract for traffic data collection for the North Carolina Department of Transportation.
2/21 – 2/26	**SCDOT Traffic Data Collection On-Call** (5-year contract) – exclusive 5-year contract by the South Carolina DOT. Collection of a variety of traffic count data across the state including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data was collected following the SCDOT guidelines which includes the collection of photos of approaches and onsite info such as speed limits, road names, diagrams, adjacent land use info, lighting and weather conditions.
2/25 – 10/25	**TDOT Planning Division Data Management Contract** – statewide data management contract for data collection with Tennessee Department of Transportation.
10/24 – 12/24	**TDOT Project Management, I-40 Knoxville** – collected 49 x 48-hour ramp counts (volume and classification) 10 x 8 day interstate bi-directional counts (volume and classification), 25 x 48-hour interstate bi-directional counts (volume and classification), 24 x 48 hour Turn movement counts and 73 x 48-hour bi-directional counts (volume and classification).
2/24 – 4/24	**GDOT I-285 Westside Express Lanes Project –** collected traffic data throughout the length of the I-285 Westside Express Lanes construction area, including: TMC Class Counts, 150 locations; Arterial Class Counts, 350 locations; Ramp Class Counts, 150 locations; Interstate Video Class Counts, 30 locations.
1/24 – 3/24	**TDOT STID, MT-22114, I-24 Choice Lanes** – collection of 48-hour volume and classification counts at 820 count locations and 137 two-day 6-hour turn movement counts at 137 locations. Data reports were successfully delivered prior to the deadlines despite 10 days of extreme weather conditions.
9/22 – 2/23	**TDOT Long Range Planning, Traffic Data Collection** –collection of 24-hour volume and classification counts at approximately 300 ramp count locations. Marr Traffic planned and coordinated all counts using our experience to install tube counters at every location, on time and within budget.
9/22 – 1/23	**TDOT Long Range Planning, MT-20015, Traffic Data Collection** – collection of traffic data throughout Southeastern Tennessee. Included the collection of 24-hour volume and classification counts at 784 count locations. Data was subsequently analyzed to provide volume and classification counts broken down into 15-minute intervals, with hourly totals and peak hour data. All data was verified and provided within budget and schedule.
1/22 – 2/22	**City of Slidell Traffic Counts –** selected to provide traffic data collection for the City of Slidell. The counts included 11 turn movement counts, three 24-hour bi-directional counts with classification and speed.
10/20 – 2/22	**TDOT Long Range Planning, Interstate Truck Data –** collection of 24-hour volume and classification counts at 19 locations throughout the state of Tennessee. Data was collected at regular intervals throughout the year to provide the necessary baseline figures TDOT required from varying seasons and conditions. Data analysis was conducted, showcasing comparisons to historical data, and the findings were circulated among key stakeholders throughout the state to inform and guide strategic decisions.

16. Staff Experience:

Firm employed by	Marr Traffic		
Name	Jonathan Vo	Years of experience with this firm/employer	2
Title	Operations Manager	Years of experience with other firm(s)/employer(s)	2
Degree(s) / Years / Specialization		B.S. / 2021 / Computer Science	
Active registration number / state / expiration date		N/A	
Year registered	N/A	Discipline	N/A
Contract role(s) / brief description of responsibilities		Transportation Data Analyst responsible for analyzing, uploading, and transferring data, and assisting with data QA/QC and report delivery.	

Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to the proposed contract; *i.e.*, "designed drainage", "designed girders", "designed intersection", etc. Experience dates should cover the years of experience specified in the applicable MPR(s).
5/25 – 6/30	**LADOTD Traffic Data Collection On-Call** – 5-year, $2 million state-wide data collection contract with the Louisiana Department of Transportation.
5/5 – 6/25	**LADOTD 1000 48-Hour Bi-Directional Counts** – As part of a 5-year, $2 million statewide data collection contract with the Louisiana Department of Transportation, completed 1,000 48-hour bi-directional counts in Caddo Parish.
1/23 – ongoing	**NCDOT Traffic Data Collection On-Call** – ongoing on-call contract for traffic data collection for the North Carolina Department of Transportation.
1/23 – 2/26	**SCDOT Traffic Data Collection On-Call** (5-year contract) – exclusive 5-year contract by the South Carolina DOT. Collection of a variety of traffic count data across the state including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data was collected following the SCDOT guidelines which includes the collection of photos of approaches and onsite info such as speed limits, road names, diagrams, adjacent land use info, lighting and weather conditions.
2/25 – 10/25	**TDOT Planning Division Data Management Contract** – statewide data management contract for data collection with Tennessee Department of Transportation.
10/24 – 12/24	**TDOT Project Management, I-40 Knoxville** – collected 49 x 48-hour ramp counts (volume and classification) 10 x 8 day interstate bi-directional counts (volume and classification), 25 x 48-hour interstate bi-directional counts (volume and classification), 24 x 48 hour Turn movement counts and 73 x 48-hour bi-directional counts (volume and classification).
2/24 – 4/24	**GDOT I-285 Westside Express Lanes Project –** collected traffic data throughout the length of the I-285 Westside Express Lanes construction area, including: TMC Class Counts, 150 locations; Arterial Class Counts, 350 locations; Ramp Class Counts, 150 locations; Interstate Video Class Counts, 30 locations.
1/24 – 3/24	**TDOT STID, MT-22114, I-24 Choice Lanes** – collection of 48-hour volume and classification counts at 820 count locations and 137 two-day 6-hour turn movement counts at 137 locations. Data reports were successfully delivered prior to the deadlines despite 10 days of extreme weather conditions.
1/23 – 2/23	**TDOT Long Range Planning, Traffic Data Collection** –collection of 24-hour volume and classification counts at approximately 300 ramp count locations. Marr Traffic planned and coordinated all counts using our experience to install tube counters at every location, on time and within budget.
1/23 – 1/23	**TDOT Long Range Planning, MT-20015, Traffic Data Collection** – collection of traffic data throughout Southeastern Tennessee. Included the collection of 24-hour volume and classification counts at 784 count locations. Data was subsequently analyzed to provide volume and classification counts broken down into 15-minute intervals, with hourly totals and peak hour data. All data was verified and provided within budget and schedule.

17. Firm Experience:

Identify the team's project experience **most relevant** to the scope in the advertisement. **The projects*** should be limited to a total of 20, with no more than 5 projects being represented by the prime consultant and with no more than 3 projects represented by each sub-consultant on the team. If more than 5 projects are identified for the prime consultant, all projects identified after the first 5 will not be evaluated. If more than 3 projects are identified for a single sub-consultant, all projects identified after the first 3 from that sub-consultant will not be evaluated.** Include no more than one page per project. Projects identified shall only include work performed by firms on the team. The projects identified do not necessarily need to have been DOTD projects.

Firm name	Marr Traffic		Discipline(s)*	Data Collection	
Project name	TDOT STID, MT-22114, I-24 Choice Lanes (sub to HDR)			Firm responsibility (prime or sub?)	Sub
Project number	N/A	Owner's name	Tennessee Department of Transportation (HDR was prime)		
Project location	Various locations, TN		Owner's Project Manager	Stan King, PE, PLS	
Owner's address, phone, email	750 Old Hickory Blvd, Building One, Suite 200, Brentwood, TN 37027 / 615-690-7101 / stan.king@hdrinc.com				
Services commenced by this firm (mm/yy)	01/24	Total consultant contract cost ($1,000's)		Not disclosed	
Services completed by this firm (mm/yy)	03/24	Cost of consultant services provided by this firm ($1,000's)		$879	

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

On behalf of HDR, Marr Traffic was selected to collect traffic data for the TDOT I-24 Choice Lanes project. This included the collection of 48-hour volume and classification counts at 820 count locations and 137 two-day 6-hour turn movement counts at 137 locations. Marr Traffic planned and coordinated all data collection that was to be delivered on an expedited schedule. The data reports for the first 350 locations were successfully delivered prior to the February deadline and the remaining locations were delivered ahead of the March deadline. This was despite facing 10 days of extreme weather conditions during the project.

Staff members: Murray Allan, Nate Prathaftakis, Rob Miller, Jonathan Vo

17. Firm Experience:

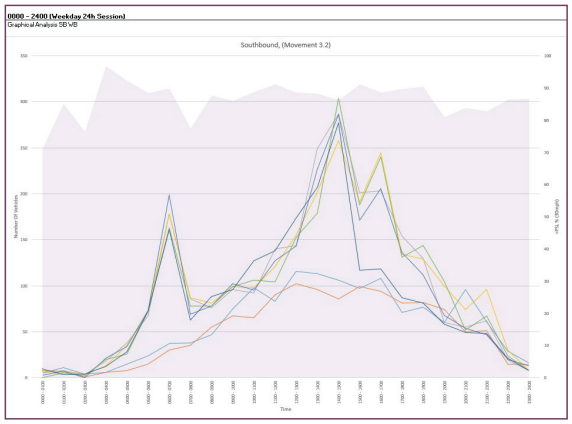
Firm name	Marr Traffic		Discipline(s)*	Data Collection	
Project name	NCDOT Seasonal Count Program – 129 Count Locations (NCDOT On-Call)			Firm responsibility (prime or sub?)	Prime
Project number	N/A	Owner's name	North Carolina Department of Transportation		
Project location	Various locations, State of North Carolina		Owner's Project Manager	Celeste M. Semanick, Traffic Safety Project Engineer	
Owner's address, phone, email	NCDOT 750 North Greenfield Parkway, Garner, NC 27529 / 919-814-511 / cmsemanick@ncdot.gov				
Services commenced by this firm (mm/yy)	01/19	Total consultant contract cost ($1,000's)		Not disclosed	
Services completed by this firm (mm/yy)	11/19	Cost of consultant services provided by this firm ($1,000's)		$300	

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

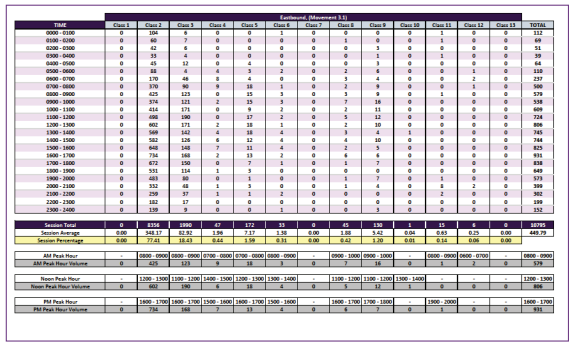
As part of the NCDOT statewide traffic data collection on-call contract Marr Traffic collected traffic count data for the seasonal count program. The project included the collection of five day 24-hour Volume and Classification Count Data at 129 count locations across Durham, Hoke, Greene and Northampton counties. The data was collected Wednesday through Sunday during a scheduled period in all seasons – Winter, Spring, Summer, and Fall. Marr Traffic data collection cameras were installed to record video footage which was then analyzed to provide classified volume counts broken down into 15-minute intervals with hourly totals and peak hour data.

Staff members: Murray Allan, Nate Prathaftakis, Rob Miller

MarrCam traffic camera photo



Speed Survey Data (Graph)



Classification Data Report

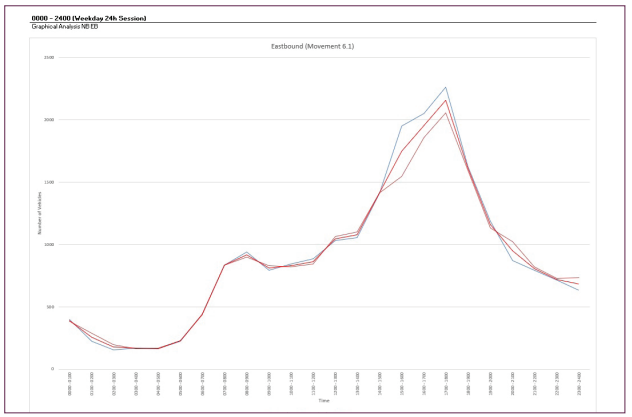
17. Firm Experience:

Firm name	Marr Traffic		Discipline(s)*	Data Collection	
Project name	SCDOT Statewide Services – 5-Year Exclusive Contract			Firm responsibility (prime or sub?)	Prime
Project number	N/A	Owner's name	South Carolina Department of Transportation		
Project location	Various locations, State of South Carolina		Owner's Project Manager	Stan King, PE, PLS	
Owner's address, phone, email	750 Old Hickory Blvd, Building One, Suite 200, Brentwood, TN 37027 / 615-690-7101 / stan.king@hdrinc.com				
Services commenced by this firm (mm/yy)	01/24		Total consultant contract cost ($1,000's)	Not disclosed	
Services completed by this firm (mm/yy)	03/24		Cost of consultant services provided by this firm ($1,000's)	$879	

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

Marr Traffic was selected ahead of nine other firms and awarded an exclusive five-year contract by the South Carolina Department of Transportation. Marr Traffic collected a variety of traffic count data across the state, including turn movement counts, volume and classification counts, school operations, speed data and pedestrian counts. Data was collected following SCDOT guidelines, including collection of photos of each approach and additional onsite information such as speed limits, road names, diagrams, adjacent land use information, lighting and weather conditions.

Staff members: Murray Allan, Nate Prathaftakis, Rob Miller, Jonathan Vo



Bi Directional Graph

17. Firm Experience:

Firm name	Marr Traffic		Discipline(s)*	Data Collection	
Project name	LADOT – 1000 48-Hr Bi-Directional Counts			Firm responsibility (prime or sub?)	Prime
Project number	N/A	Owner's name	Louisiana Department of Transportation & Development		
Project location	Caddo Parish, Louisiana		Owner's Project Manager	Candis Washington, P.E., Manager, Traffic Monitoring/Data Collection	
Owner's address, phone, email	1201 Capitol Access Rd, Baton Rouge, LA 70802 / 225-242-4556 / candis.washington@la.gov				
Services commenced by this firm (mm/yy)	05/25	Total consultant contract cost ($1,000's)		$2,000	
Services completed by this firm (mm/yy)	06/25	Cost of consultant services provided by this firm ($1,000's)		$275	

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

As part of a 5-year, $2 million state-wide data collection contract with the Louisiana Department of Transportation, Marr Traffic collected 1,000 48-hour bi-directional counts in Caddo Parish. Data was collected and delivered within a 6-week period.

Staff members: Murray Allan, Nate Prathaftakis, Rob Miller, Jonathan Vo

17. Firm Experience:

Firm name	Marr Traffic		Discipline(s)*	Data Collection	
Project name	I-285 Westside Express Lanes Project (sub to Arcadis)			Firm responsibility (prime or sub?)	Sub
Project number	N/A	Owner's name	City of Atlanta, Georgia (Arcadis was prime)		
Project location	Atlanta, Georgia		Owner's Project Manager	Shuqi Xu	
Owner's address, phone, email	2839 Paces Ferry Rd, Suite 900, Atlanta, GA 30339 / 404-692-6012 / shuqi.xu@arcadis.com				
Services commenced by this firm (mm/yy)	02/22	Total consultant contract cost ($1,000's)		Not disclosed	
Services completed by this firm (mm/yy)	04/22	Cost of consultant services provided by this firm ($1,000's)		$151	

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

Arcadis selected Marr Traffic to collect traffic data throughout the length of the I-285 Westside Express Lanes construction area. The project included the collection of the following sets of traffic data:

- TMC Class Counts: 150 Locations for 6 hours per day and for 2 Days.
- Arterial Class Counts: 350 Locations for 48 Hours.
- Ramp Class Counts: 150 Locations for 48 Hours.
- Interstate Video Class Counts: 30 Locations for 48 Hours.

Marr Traffic utilized all of its experience and resources to undertake a project of this size, installing tube counters where safe and appropriate to do so, and cameras at all remaining sites. The data was then analyzed to provide classified turn movement counts broken down into 15-minute intervals with hourly totals and peak hour data, as well as speed and volume data also in 15 minute intervals and segmented into speed intervals. All data was delivered on time and on budget.

Staff members: Murray Allan, Nate Prathaftakis, Rob Miller

Marr Traffic collected traffic data throughout the construction area of the I-285 Westside

18. Approach and Methodology:

SPECIALIZED EXPERIENCE, COMPETENCE, AND QUALIFICATIONS PERTINENT TO TRAFFIC MONITORING

Accurate data delivered quickly has a direct impact on budgets, safety, and growth management. With traffic data from a trusted source, communities can make informed decisions as they manage traffic flow, plan future infrastructure needs, proscribe pavement markings and signage, set maintenance schedules, and prepare for future events. In recent times the way in which schools, workforces, families and communities engage the transportation network has changed and will continue to evolve as we move towards the new normal. We realize now more than ever **accurate and actionable traffic data** is important to assist our partners at Cities, MPOs, Departments of Transportation, and Engineering firms as they coordinate and implement changes to enhance the mobility and transportation practices of the future.

Marr Traffic is your trusted source for accurate data. We have extensive experience in exactly the types of traffic counts you are requesting. Examples of our services include but are not limited to Turning Movement Counts, Speed/Volume and Class Surveys, Parking Studies, Pedestrian and Cyclist Counts, Origin-Destination Surveys, Travel-Time Studies, Roundabout Counts, Drone Surveys with artificial intelligence safety analysis, Queue Length Surveys, and Stop Line Delay Analysis. These services have been completed for cities, counties, Metropolitan Planning Organizations, and State Departments of Transportation throughout the U.S.

Marr Traffic specializes in advanced traffic data collection, with a particular focus on intersection and roundabout safety. Our MarrCam traffic data collection cameras are some of the **most technologically advanced in the industry**. In addition to standard data collection, Marr Traffic was an early adopter of using **drone technology** for enhanced data collection. The available 4K video, aerial views and high definition photography allow for excellent analysis of complex intersections, roundabouts and interchanges.

Marr Traffic has vast experience working with Cities, Counties, and Departments of Transportation. Currently we have a three-year statewide data collection contract with the North Carolina Department of Transportation. In February 2021 Marr was also awarded an **exclusive five-year statewide data collection contract** with the South Carolina Department of Transportation. Marr has also worked as a subconsultant with several engineering firms for on-call contracts with both the Tennessee Department of Transportation Long Range Planning and the Strategic Transportation Investment Divisions (STID). Similarly in Georgia Marr Traffic is part of several engineering teams for the Georgia Department of Transportation's Regional Traffic Operations Program (RTOP) and the Regional Traffic Signal Operations (RTSO) contracts.

PROJECT MANAGEMENT

Marr Traffic follows a detailed four-phase process to successfully plan, execute, analyze and deliver all of our traffic data collection projects. At the earliest opportunity the Project Manager will have a detailed team meeting to ensure that all Marr Traffic team members assigned to the project have an excellent comprehension of all project requirements and expectations. Nate will oversee all phases of the project from planning to deliverables.

Four-Phase Strategy

1. **Planning Phase** - This step is crucial to the successful completion of the RPC count request. It involves these steps:

- Review RPC request and review location list using Google Earth and Street View to assess each count location.
- Choose most efficient and effective collection methodology, technology, safety plan, and installation protocol for each location.
- Identify and summarize location details affecting schedule, safety, and accuracy in a Master Project Plan.
- Respond to RPC request within 24 hours to address any potential issues, review plan, modify as needed, and get RPC approval.
- Obtain any necessary permits and notify RPC personnel and local agencies, if applicable.
- Create final project documentation for use throughout the request life cycle, containing the specific details previously discussed.

> **"Marr Traffic has been assisting us with a majority of TDOT's required turning movement counts across the state....for the timely manner as well as the accuracy with which they are completed, I have received praises from TDOT staff."**
>
> - Brian Gaffney, PE, Alfred Benesch & Company

2. **Execution Phase** - Implement processes and procedures, execute project scope, assign clear responsibilities and accountabilities, direct required resources, monitor progress, and maintain timely communication with all stakeholders.
3. **Analysis Phase** - Review field work, submit data for analysis, follow QA/QC plan, generate data reports.
4. **Deliverables Phase** - Review and deliver final deliverables. Complete execution phase review.

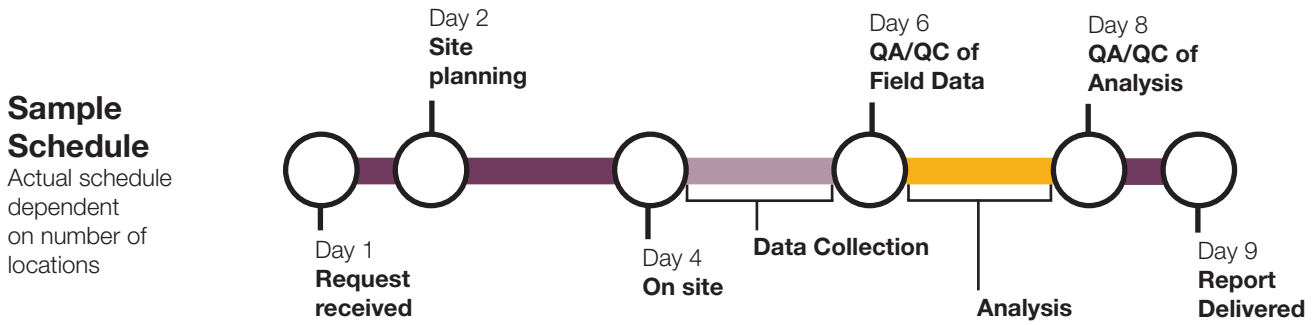
Schedule Management

A detailed schedule and a copy of the Master Project Plan will be distributed to all team members and submitted to our project management software Monday.com. One way Monday.com helps streamline our project management process is by making it easy to assign individual tasks to different members of our team. This creates a comprehensive "timeline" view of our various projects. At a glance, this feature allows all team members to see who is responsible for each part of a project, upcoming deadlines, when different tasks will be completed, as well as task reminders and notifications.

We monitor factors affecting schedule, including school calendars, major events, construction, and weather (current and forecasted) and address any risks to the schedule. We will communicate to RPC any issues that potentially could affect our ability to obtain quality data.

SAMPLE PROJECT SCHEDULE

Marr is normally able to respond and deploy equipment on short notice, with the timeline from request to equipment being on site usually within a matter of a few days. Once a request is received, Marr's install team immediately maps all sites via Google Earth and Google Street View and prepares an install sheet with the exact coordinates for site placements and equipment anchoring. After data is collected, Marr's analysis team thoroughly reviews the data to ensure the collection was healthy for the whole duration. Once all sites have passed the QA/QC process, they are imported into our user-friendly spreadsheets. Reports are delivered in both Excel and PDF formats usually within a few days of the end of the surveys. Raw traffic data will be compatible with RPC's transportation data management system. The graphic below shows a typical project schedule.



ESTIMATED PROJECT SCHEDULE

For RPC Task A-1.26TC, Marr Traffic estimates 45 days for data collection + 45 days for data processing = 90 days total.

TRAFFIC MONITORING METHODOLOGY

Marr Traffic will use our MarrCam camera technology for traffic data collection. Marr Traffic has invested in building our inventory to over 800 MarrCams that are readily available for numerous traffic counts. This gives us a weekly capacity to film and survey 1600 different sites and perform turnarounds of the equipment twice per week when necessary. The use of multiple install technicians gives us the ability to undertake in excess of 100 intersections in the same area on the same day simultaneously if and when required. Key advantages of the MarrCam system are:

- Installation only takes a few minutes and the MarrCam can be attached to existing street furniture.
- Rugged, all-weather design means MarrCam is capable of operating in even the most extreme environments.
- MarrCam can be programmed in advance in the comfort of the office, and then switched on once on site for installation.
- MarrCam has been designed with a built-in digital voltmeter and a 5-inch color monitor to allow technicians to verify battery life and display angle for recording.
- Drastically increased safety aspects for all on site installations and equipment removal. Whereas the use of pneumatic tubes requires our technicians to enter the live roadway and have equipment left in situ there for a number of days, our MarrCam cameras are all installed from the safety of the roadside, thus reducing all health and safety issues for both our install team and all road users to an absolute minimum.

Marr Traffic uses the most advanced traffic data collection cameras available.

This technology allows us to both increase safety and improve data accuracy. Safety is increased by reducing the number of field staff required to be at each count location and reducing the time spent onsite. The collected video footage is reviewed by our dedicated office-based analysis team which allows us to provide higher data accuracy by reducing potential field-based human errors. Footage can be paused during break periods, slowed down or rewatched to ensure a minimum of 98% data accuracy.

For advanced analytics and analysis of complicated intersections, Marr Traffic has a fleet of drones and licensed pilots (FAA Part 107) to collect aerial videography and photography. Via a tethered drone it is also now possible to collect multiple hours of continuous drone footage.

"Marr Traffic has performed multiple data collections for us on projects all over North Carolina....We have continued to be impressed with the timeliness and quality of their data collection efforts. I highly recommend Marr Traffic for any data collection services you may need."

- Taylor Honeycutt, PE, Exult

19. Workload:

For all contracts where a firm on the team is a prime consultant or sub-consultant and where **a)** the consultant selection was made by DOTD, and **b)** a contract was executed by the consultant and the contracting entity by the date the advertisement for this proposal was posted, list all work meeting the following criteria:

1) one of the team's firms is responsible for the performance of the work;
2) authorization to perform the work has been provided, as provided in the contract between the consultant and the contracting entity;
3) the work has not yet been performed and invoiced; and
4) the work is not currently suspended for an indefinite period of time.

For indefinite delivery/indefinite quantity (IDIQ) contracts, list open Task Orders individually.
List only the portion of the fees attributable to firms on the team.

Firm(s) **ALL FIRMS** MUST BE REPRESENTED IN THIS TABLE	Discipline(s) *	Contract Number and State Project Number	Project Name	Remaining Unpaid Balance**
Marr Traffic	Data Collection	4400028302	Traffic Data Collection and Monitoring Services Statewide	0
	Choose an item.			
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(Add rows as needed) DO NOT SUM

*** The only disciplines to be used are: Appraiser, Bridge, CE&I/OV, CPM, Data Collection, Environmental, Geotech, ITS, Other (must specify), Planning, Right-of-Way, Road, Survey, and Traffic.** If a firm has more than one discipline for any single project, the firm can use multiple rows to express the remaining unpaid balance per discipline.

** Round to the nearest dollar. **Do not** round to the nearest thousands. If there are no active contracts with a remaining unpaid balance, place N/A in the Remaining Unpaid Balance column. NOTE: **ALL** FIRMS MUST BE REPRESENTED IN THIS TABLE. LEAVING THE "REMAINING UNPAID BALANCE" COLUMN BLANK IS NOT ACCEPTABLE.

20. Certifications/Licenses:

If the advertisement requires submission of licenses and/or certificates, include them here. **Otherwise, leave this section blank**.

N/A

Marr Traffic, Inc.

21. <u>QA/QC Plan:</u>

If the advertisement requires submission of a QA/QC plan, include it here. **Otherwise, leave this section blank. If a QA/QC plan is included in this section and was not required by the advertisement, it will be redacted**.

N/A

22. Sub-consultant information:

If one or more sub-consultants will be used, provide the name, address, point of contact and phone number for each. Otherwise, leave this section blank.

Firm Name (Name must match exactly as registered with Louisiana's Secretary of State (SOS): including punctuation, include screenshot(s) from SOS at the end of Section 20)	**Address**	**Point of Contact and email address**	**Phone Number**
N/A			

(Add rows as needed)

23. Location:

If location is an evaluation criterion for this advertisement (see page 2) and the prime consultant intends to establish a local presence, describe the plan for doing so. **Otherwise, leave this section blank. Any information included in this section will be redacted if not required by the Evaluation Criteria section of the advertisement**.

N/A

Marr Traffic
DATA COLLECTION