

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 2025-2206 Transportation System Surveillance
2. Contract Number(s) as shown in the advertisement	Regional Planning Commission
3. State Project Number(s), if shown in the advertisement	RPC Task A-1.26TC; FY-26 UPWP
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)	Quality Traffic Data, LLC (Quality Traffic Data, LLC will complete registration with the Louisiana Secretary of State upon notification award.)
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	Quality Traffic Data, LLC 4605 Lankershim Blvd Suite 720 North Hollywood, CA 91602
7. Prime consultant physical address (existing or to be established, if location is used as an evaluation criteria)	Quality Traffic Data, LLC 4605 Lankershim Blvd Suite 720 North Hollywood, CA 91602
8. Name, title, phone number, and email address of prime consultant's contract point of contact	Danny Gouhari VP 877-852-4355 danny.g@qualitytrafficdata.com
9. Name, title, phone number, and email address of the official with signing authority for this proposal	Danny Gouhari VP 877-852-4355 danny.g@qualitytrafficdata.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:

Danny Gouhari

Date: 8/6/2025

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): N/A

Firm(s)' %:

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%					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%						

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:

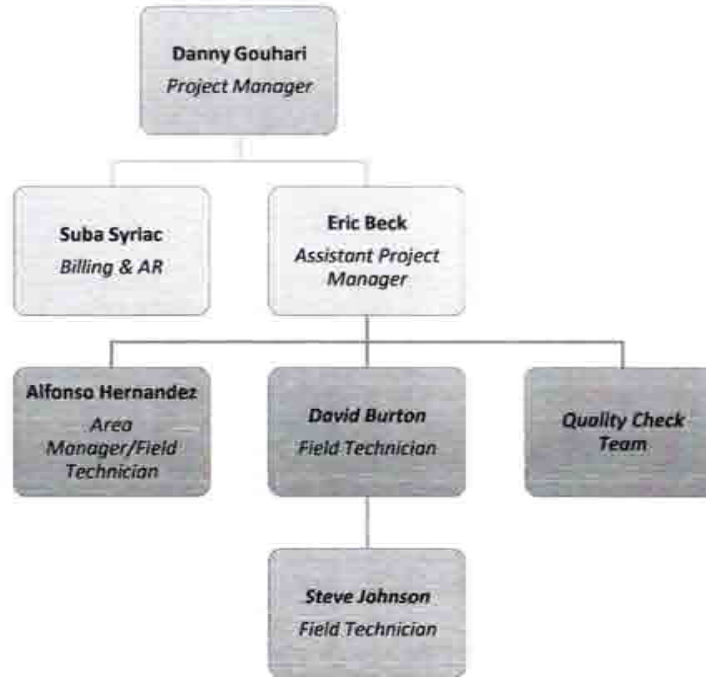
http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Engineering/CCS/Job_Qualification/Job%20Classifications%20with%20Descriptions.pdf

Firm name	DOTD Job Classification	Number of personnel committed to this contract	Total number of personnel available in this DOTD Job Classification (if needed)
Quality Traffic Data, LLC	Professional	5	5
	Choose an item.		
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	Choose an item.		

(Add rows as needed)

14. Organizational Chart:

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.



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	Danny Gouhari	Quality Traffic Data, LLC			
2	Eric Beck	Quality Traffic Data, LLC			
3	David Burton	Quality Traffic Data, LLC			
4	Lauren Agnick	Quality Traffic Data, LLC			
5	Alfonso Hernandez	Quality Traffic Data, LLC			

(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 Quality Traffic Data, LLC			
Name	Danny Gouhari	10+ years	
Title	VP		
Degree(s) / Years / Specialization		B.S., Long Island University Finance and Economics	
Active registration number / state / expiration date			
Year registered		Discipline	Data Collection
Contract role(s) / brief description of responsibilities		Client services, product development, new business development, marketing, recruitment and training.	
Experience dates (mm/yy–mm/yy)	Over a decade of experience in data collection services.		

(Add rows as needed)

Firm employed by Quality Traffic Data, LLC			
Name	Eric Beck	10+ years	
Title	Assistant Project Manager		
Degree(s) / Years / Specialization			
Active registration number / state / expiration date			
Year registered		Discipline	Data Collection
Contract role(s) / brief description of responsibilities		Quality Assurance procedures, data entry, and reporting.	
Experience dates (mm/yy–mm/yy)	Over a decade of experience in data collection services.		

Firm employed by Quality Traffic Data, LLC			
Name	David Burton	10+ years	
Title	Area Manager/Field Technician		
Degree(s) / Years / Specialization			
Active registration number / state / expiration date			
Year registered		Discipline	Data Collection
Contract role(s) / brief description of responsibilities		Area Manager, data collection	
Experience dates (mm/yy–mm/yy)	Over a decade of experience in data collection services.		
Firm employed by Quality Traffic Data, LLC			
Name	Alfonso Hernandez	10+ years	
Title	Field Technician		
Degree(s) / Years / Specialization			
Active registration number / state / expiration date			
Year registered		Discipline	Data Collection
Contract role(s) / brief description of responsibilities			
Experience dates (mm/yy–mm/yy)	Over a decade of experience in data collection services.		
Firm employed by Quality Traffic Data, LLC			
Name	Lauren Agnick	5+ years	
Title	Data Technician / QC Team		
Degree(s) / Years / Specialization			
Active registration number / state / expiration date			
Year registered		Discipline	Data Collection

Contract role(s) / brief description of responsibilities	Reporting, QA
Experience dates (mm/yy–mm/yy)	Over a decade of experience in data collection services.

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	Quality Traffic Data, LLC	Data Collection	**copy disciplines as listed below**	
Project name	Traffic Data Collection	Firm responsibility (prime or sub?)		Prime
Project number		Owner's name	City of Keller	
Project location	Keller, TX	Owner's Project Manager	Kenny Pfahning	
Owner's address, phone, email	1100 Bear Creek Parkway, Keller, TX 76248 Phone: 817-743-4087 Email: kpfahning@cityofkeller.com			
Services commenced by this firm (mm/yy)	1/2022	Total consultant contract cost (\$1,000's)		
Services completed by this firm (mm/yy)	12/2022	Cost of consultant services provided by this firm (\$1,000's)		\$50,000.00+

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

* If there is more than one discipline included in the proposal, then indicate which discipline(s) this project is being used to represent.

**This field cannot be left blank and N/A is not acceptable.

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.

~~~~Copy these disciplines exactly as they are listed above.~~~~

\*\*\* Consultants have the flexibility to determine what a project is though **still limited to one project per sheet**. For example, an IDIQ or other retainer-type contract can be considered a project for the purpose of this section.

|                                         |                                                                                               |                                                               |                                             |              |
|-----------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------|--------------|
| Firm name                               | Quality Traffic Data, LLC                                                                     | <b>Data Collection</b>                                        | <b>**copy disciplines as listed below**</b> |              |
| Project name                            | Traffic Data Collection                                                                       | Firm responsibility (prime or sub?)                           |                                             | Prime        |
| Project number                          |                                                                                               | Owner's name                                                  | San Joaquin County                          |              |
| Project location                        | San Joaquin County, CA                                                                        | Owner's Project Manager                                       | Rafael Beltran                              |              |
| Owner's address, phone, email           | 45 South Washington Street, Stockton, CA 95202 Phone: (209)953-7979 Email: rbeltran@sjgov.org |                                                               |                                             |              |
| Services commenced by this firm (mm/yy) | 2010                                                                                          | Total consultant contract cost (\$1,000's)                    |                                             |              |
| Services completed by this firm (mm/yy) | Present                                                                                       | Cost of consultant services provided by this firm (\$1,000's) |                                             | \$50,000.00+ |

|                                         |                                                                                           |                                                               |                                             |              |
|-----------------------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------|--------------|
| Firm name                               | Quality Traffic Data, LLC                                                                 | <b>Data Collection</b>                                        | <b>**copy disciplines as listed below**</b> |              |
| Project name                            | Traffic Data Collection                                                                   |                                                               | Firm responsibility (prime or sub?)         | Prime        |
| Project number                          |                                                                                           | Owner's name                                                  | Placer County                               |              |
| Project location                        | Placer County, CA                                                                         |                                                               | Owner's Project Manager                     | Phil Vassion |
| Owner's address, phone, email           | 3091 County Center Dr, Auburn, CA 95603 Phone: 530-745-7581 Email: pvassion@placer.ca.gov |                                                               |                                             |              |
| Services commenced by this firm (mm/yy) | 2010                                                                                      | Total consultant contract cost (\$1,000's)                    |                                             |              |
| Services completed by this firm (mm/yy) | Present                                                                                   | Cost of consultant services provided by this firm (\$1,000's) |                                             | \$50,000.00+ |

**18. Approach and Methodology:**

Provide a description of how the work will be performed and **provide the proposed project schedule**. Include any additional information or description of unique resources that are planned to be used to produce the deliverables. Include any proprietary technologies, methods or approaches that will be used on this project to improve quality or efficiency. If the proposal is for an IDIQ contract, the consultant should review the scope of services in Attachment A to the advertisement to obtain a general understanding of what a typical task order would entail. Based upon that understanding, the consultant should provide a sample schedule that identifies the major milestones, deliverables, tasks, etc., to demonstrate sufficient understanding of a typical task order. The duration of the task order is not required. This section shall be limited to four pages. **If more than four pages are included, all pages after the fourth page will not be evaluated.**

**If the consultant has information it believes is proprietary, label it accordingly.**

**Project Approach:**

The first step is to confirm receipt of any task order that we receive. Immediately following that confirmation, we assign the task order to our mapping team to map every location in the task order on Google Maps. Following this, we send our technician to the field to verify the accuracy of the Google Map locations as well as their viability for counting. If there is anything which precludes the viability and accuracy of the count such as construction, the Client's project manager is informed immediately. If there are no issues, QTD will furnish your offices with a count schedule of the locations in the task order, and then perform data collections according to that schedule.

Once our technicians are given our notice to proceed, two technicians attend every location to ensure the safety of all staff and the completeness and accuracy of all procedures. One technician keeps a steady watch on traffic to ensure the safety of the other. The other technician affixes the ATR machine or Camera to a viable pole or sign post which has been decided ahead of time, making sure to secure the installation, pneumatic tubes, locks, figure 8s, et cetera, so that the count will occur accurately, without interruption, and without danger or intrusion to pedestrians or traffic. Once installed, the technician performs tests to ensure that the machine is recording accurately with a live data-viewing accessory. The technician records a detailed log of the count site, with the serial number of the machine, the location, the direction, and channel of each tube, et cetera. The technician also takes photographs for our review to ensure that the set up has been done in accordance with our procedures. If the count is more than 24-Hours in duration, the technicians will return to the site each day throughout the study in order to confirm that no tampering or damage has occurred to the installation. After the duration of the study has passed, the technician retrieves the machine and all other materials used for installation. They then extract the data into .CSV files, which are then sent to the project manager for review, examination, and quality assurance. If a calibration issue is found or the data does not pass our quality assurance procedures, a recount will be ordered. If the data is found to be accurate, it is then entered into our study report templates, finalized, and delivered to the Client's offices by whatever means is desired.



\*\* 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:**

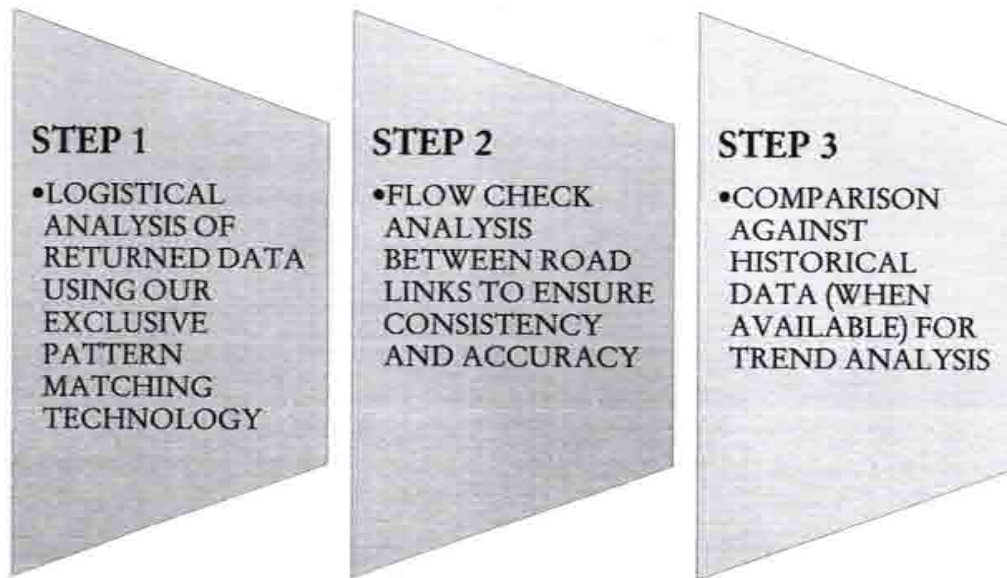
If the advertisement requires submission of licenses and/or certificates, include them here. **Otherwise, leave this section blank.**

**21. QA/QC Plan:**

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.**

QTD is well known for its exhaustive 3-Step QA process to insure the accuracy and dependability of data provided. Upon completion of the requested counts, the following events occur:

1. Data is downloaded by field crew and submitted to our office.
2. QTD begins immediate processing of the data by performing our exclusive 3-step QA process.
3. If a recount is necessary, both the Client and the field manager are notified immediately.
4. The counts are then delivered to the Client as specified in the solicitation.

**The 3-Step QA Process:**

1. Field data undergoes a systematic check using our proprietary software to evaluate problematic entries and patterns (e.g. missing or inconsistent data.)
2. Each data report is then inspected manually against other nearby locations for comparison. The data is also compared with the size and layout of the count location.
3. As a final step, QTD will compare the collected data against historical data (if available in our system – or if provided by the client) for validation of change factor.

**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.

| <b>Firm Name</b><br><b>(Name must match <u>exactly</u> as registered with Louisiana's Secretary of State (SOS): <u>including punctuation, include screenshot(s) from SOS at the end of Section 20</u>)</b> | <b>Address</b> | <b>Point of Contact and email address</b> | <b>Phone Number</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------------------------------------------|---------------------|
|                                                                                                                                                                                                            |                |                                           |                     |
|                                                                                                                                                                                                            |                |                                           |                     |
|                                                                                                                                                                                                            |                |                                           |                     |

(Add rows as needed)

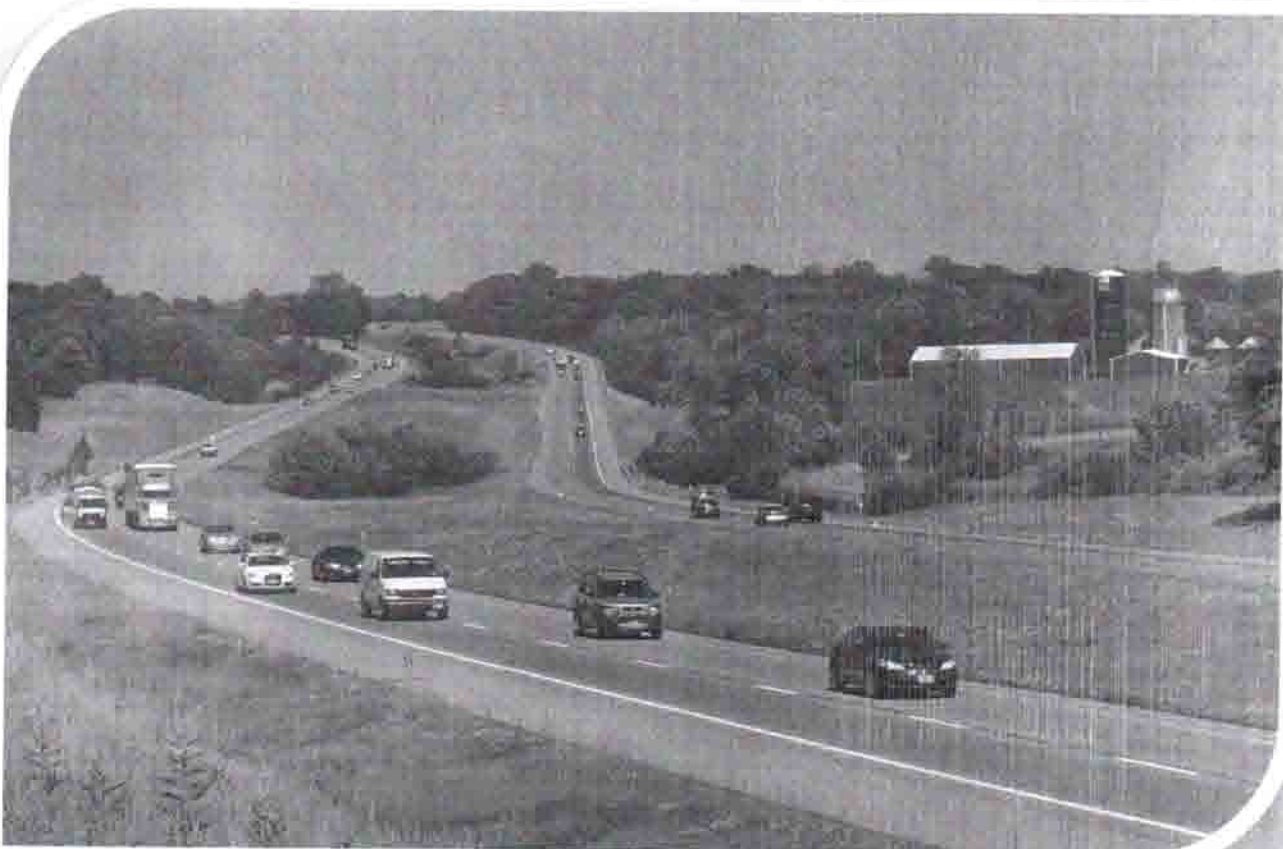
**23. Location:**

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.**

# 2025

Quality Traffic Data, LLC  
4605 Lankershim Blvd Suite 720  
North Hollywood, CA 91602

RPC TRAFFIC COUNTING PROGRAM UPDATE 2025-2206 TRANSPORTATION SYSTEM  
SURVEILLANCE REGIONAL PLANNING COMMISSION RPC TASK A-1.26TC; FY-26 UPWP



Prepared for  
Regional Planning Commission  
New Orleans, LA



## Quality Traffic Data

*Traffic Data On Demand*

4605 Lankershim Blvd Suite 720  
North Hollywood, CA 91602  
Phone: 877- 852-4355  
Fax: 877-877-3698  
Info@QualityTrafficData.com

August 6th, 2025

Ms. Joan Rupp  
Regional Planning Commission  
10 Veterans Blvd.  
New Orleans, LA 70124

Re: RPC Traffic Counting Program Update 2025-2206 Transportation System Surveillance Regional Planning Commission RPC Task A-1.26TC; FY-26 UPWP

To whom it may concern,

We have carefully reviewed the project requirements for this project. We are pleased to inform you that our firm is qualified, ready, and able to service your traffic data collection needs for this project.

Quality Traffic Data (QTD) has many years of experience providing local, City, and Federal agencies with professional data collection services. At QTD, we pride ourselves on a long history of client satisfaction. We work closely with our clients at every stage of active projects to ensure that every specification is met. In addition, we use the latest equipment, tools, and software to improve accuracy and productivity. QTD is also well known for its high regard to safety throughout each step of every project.

The attached proposal complies with the applicable requirements as indicated in your solicitation. Please contact us directly if you wish to discuss the particulars of this proposal, or to bind or negotiate its terms.

Sincerely,

Danny Gouhari



# Quality Traffic Data

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North Hollywood, CA 91602  
Phone: 877-852-4355  
Fax: 877-877-3698  
Info@QualityTrafficData.com

## Executive Summary

Quality Traffic Data, LLC (QTD) has extensive experience in traffic data collection with private engineering firms and government agencies at the local, city, and federal levels. Having successfully conducted projects throughout the United States, including California, Georgia, Florida, Texas, Rhode Island, Massachusetts, and more, our ability to handle several contracts simultaneously throughout the U.S. establishes our capability to successfully conduct the project.

Our experience, along with our staff's high level of motivation and drive for excellence, is what has maintained our reputation as a leader in the industry.

QTD values continued training and education of our staff, which allows us to remain up-to-date on new or developing standards, regulations, and technology that affect our industry. This investment allows us to continue to provide the high quality service that our clients have come to expect in a more productive manner.

Our expertise in traffic data collection services included:

- ADT (24 hour, 48 hour, 72 hour)
- Seven (7) day Machine Counts
- Axel/Classification Studies (24 hr. and Manual)
- Turning Movement Counts
- Pedestrian and Bicycle Studies
- Gap Studies
- Intersection Delay Studies
- Spot Speed Survey
- Travel Time Studies
- Saturation Flow Rate Studies
- Occupancy Counts
- Origin-Destination Studies
- Pedestrian Counts
- License Plate Studies
- Parking Studies
- GIS/GPS Studies
- Bluetooth Studies



## **Danny Gouhari**

### *Project Manager*

#### **Education**

B.S., Long Island  
University

Finance and Economics

Mr. Danny Gouhari is a principal with over a decade of experience in data collection services, including machine counts for volume, class, and speed, transit passenger Surveys, Origin & Destination Studies, turning movement counts of many survey lengths, 48-hour Bicycle and Pedestrian counts, and more. His data collection experience includes many traffic studies, surveys and counts for various agencies and governments, as well as engineering firms.

Danny takes the lead in client services, the firm's product development, new business development, marketing, recruitment and training. He has been with the company since its inception.

All of Danny's previous professional experiences have laid the foundation for his leadership at QTD. During his extensive career with QTD, Danny has served as manager for various projects. Danny is extremely results oriented, and he expects no less than near perfect performance from his company.

Danny has successfully managed many of QTD's projects, including manual traffic counts, machine counts, radar studies, and parking studies in PA, CA, FL, TX, NY, SC, NC, AZ, MA, and GA.



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### Education

B.S.

### **Eric Beck**

*Assistant Project Manager*

Mr. Eric Beck has been the Assistant Project Manager to all of QTD's projects for more than five years. Consequently, he has experience in the management of Quality Assurance procedures, data entry, and reporting that encompass the entire gambit of traffic data collections study types. He is a diligent worker and always produces results on schedule.

Eric is the in-house authority on our study templates. He is a powerhouse in the production of reliable and complex computations in Microsoft Excel. When clients require alterations to our study templates, Eric sees to it that client needs are met on schedule, on budget and on specification. He is essential to our assurance process, which has made QTD an industry leader on various traffic data collection needs nationwide.

### **David Burton**

*Area Manager/Field Technician*

Mr. David Burton will serve as Area Manager, and oversee all field crews working on this project. He will see to it that all employees report to work in a timely manner and that the entire project is executed properly. He will also be assisting with the data collection production and the data reduction. David's participation will help ensure that the schedule is met on time.

His areas of expertise include Approach Counts, Intersection Turning Movement Counts, 48-Hour Bicycle and Classification studies, ADT, Classification, Speed, Spot Speed, Vehicle Gap Studies, Pedestrian Group Size Studies, Origin & Destination Studies, Travel Time Studies, Bluetooth Studies, Intersection Delay Studies, et cetera. He has been versed in any of the study types appearing in the Manual of Uniform Traffic Control Devices for many years. He also has a great deal of experience with coordinating field crews for traffic data collection. He is an excellent team leader, with great organizational skills.



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## References

### City of Keller

Contact: Kenny Pfahning  
Phone: 817-743-4087  
Email: [kpahning@cityofkeller.com](mailto:kpahning@cityofkeller.com)

In 2022 Quality Traffic Data provided traffic data collections including TMC, Pedestrian Counts, and Bike Counts, for the city of Keller, TX

### San Joaquin County

Rafael Beltran  
Engineer II  
Transportation Engineering  
San Joaquin County, Public Works  
(209)953-7979  
[rbeltran@sjgov.org](mailto:rbeltran@sjgov.org)

2010 to Present : Quality Traffic Data has provided numerous traffic data collections including 7 day TMC, Volume, Class, and Speed, Pedestrian Counts, Bike Counts, and Radar Counts.

### Placer County

Phil Vassion  
Address: 3091 County Center Dr, Auburn, CA 95603  
Phone: 530-745-7581  
Email: [pvassion@placer.ca.gov](mailto:pvassion@placer.ca.gov)

2010 to Present: Quality Traffic Data, LLC provided various traffic data collections to the county of Placer including seven (7) day Volume, Class, Speed Counts, TMC, Pedestrian Counts, Bike Counts, and Radar counts.

### RTC of Washoe County

Contact: Alex Wolfson, P.E., PTOE, RSP1  
Address: 1105 Terminal Way, Suite #214 Reno, NV 89502  
Phone: (775) 531-6676  
Email: [awolfson@rtcwashoe.com](mailto:awolfson@rtcwashoe.com)

Since 2021 Quality Traffic Data, LLC has provided traffic data collections to the city including TMC, Pedestrian Counts, Bike Counts.



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### **Project Approach:**

The first step is to confirm receipt of any task order that we receive. Immediately following that confirmation, we assign the task order to our mapping team to map every location in the task order on Google Maps. Following this, we send our technician to the field to verify the accuracy of the Google Map locations as well as their viability for counting. If there is anything which precludes the viability and accuracy of the count such as construction, the City's project manager is informed immediately. If there are no issues, QTD will furnish your offices with a count schedule of the locations in the task order, and then perform data collections according to that schedule.

Once our technicians are given our notice to proceed, two technicians attend every location to ensure the safety of all staff and the completeness and accuracy of all procedures. One technician keeps a steady watch on traffic to ensure the safety of the other. The other technician affixes the ATR machine or Camera to a viable pole or sign post which has been decided ahead of time, making sure to secure the installation, pneumatic tubes, locks, figure 8s, et cetera, so that the count will occur accurately, without interruption, and without danger or intrusion to pedestrians or traffic. Once installed, the technician performs tests to ensure that the machine is recording accurately with a live data-viewing accessory. The technician records a detailed log of the count site, with the serial number of the machine, the location, the direction, and channel of each tube, et cetera. The technician also takes photographs for our review to ensure that the set up has been done in accordance with our procedures. If the count is more than 24-Hours in duration, the technicians will return to the site each day throughout the study in order to confirm that no tampering or damage has occurred to the installation. After the duration of the study has passed, the technician retrieves the machine and all other materials used for installation. They then extract the data into .CSV files, which are then sent to the project manager for review, examination, and quality assurance. If a calibration issue is found or the data does not pass our quality assurance procedures, a recount will be ordered. If the data is found to be accurate, it is then entered into our study report templates, finalized, and delivered to the City's offices by whatever means is desired.



## Account Management and Quality Assurance Information

At QTD we work hard to expose all potential issues before the data collection actually begins. Once all guidelines have been set and a clear understanding of the City's needs has been assessed, QTD will begin the second stage of the project preparation by mapping and visually inspecting all locations that require counts and surveys. This field survey will help us prepare for special concerns such as extremely high volume count locations, construction, etc. If any issue is discovered in this phase, it will be brought to the attention of the City's project manager for a suggested workaround. Data collection will only begin when all concerns or potential concerns have been completely addressed and authorization from the City is given to start data collections.

Based on the research collected during these field surveys, QTD will coordinate a plan for the best efficiency, accuracy, and time management. Locations or intersections noted as having high volume counts will be considered when planning how many field crew members to send to conduct the surveys and counts.

Once all details have been coordinated and approved by both the City and QTD, and all research has been conducted, QTD will send its Field Crew members to the locations specified by the City.

•NOTICE TO PROCEED.

•SUBMITTAL OF COUNT REQUESTS.

•LOCATIONS ARE MAPPED AND VERIFIED WITH CITY.

•AREA MANAGERS BEGIN FIELD INSPECTIONS.

•DATA COLLECTION BEGINS.

•DATA UNDERGOES OUR EXCLUSIVE 3-STEP QA PROCESS.

•FINAL REVIEW OF DATA COLLECTED.

•SUBMISSION OF FINAL REPORTS TO THE CITY.

# Quality Traffic Data

Traffic Data On Demand

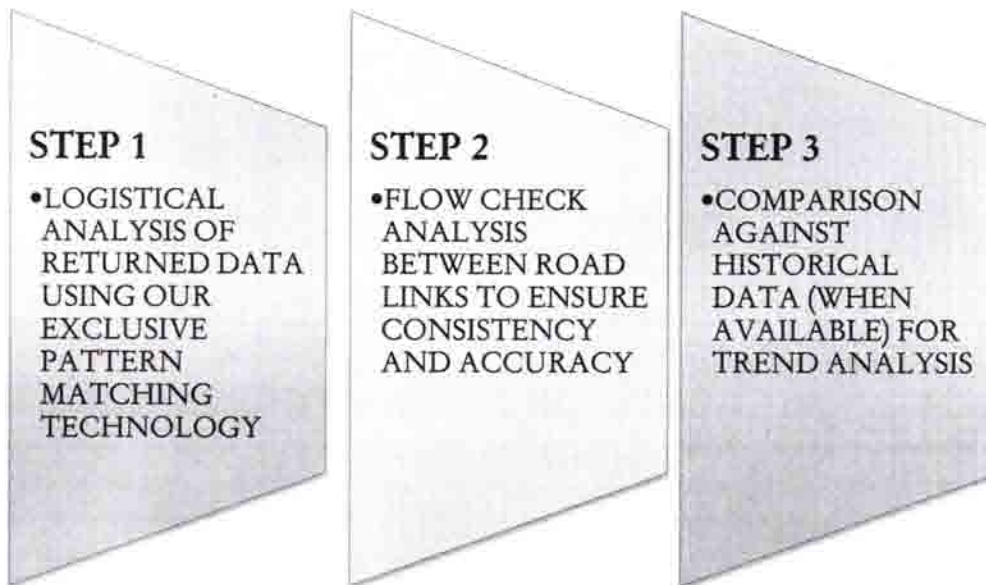
4605 Lankershim Blvd Suite 720  
North Hollywood, CA 91602  
Phone: 877- 852-4355  
Fax: 877-877-3698  
Info@QualityTrafficData.com

## Quality Assurance

QTD is well known for its exhaustive 3-Step QA process to insure the accuracy and dependability of data provided. Upon completion of the requested counts, the following events occur:

1. Data is downloaded by field crew and submitted to our office.
2. QTD begins immediate processing of the data by performing our exclusive 3-step QA process.
3. If a recount is necessary, both the City and the field manager are notified immediately.
4. The counts are then delivered to the City as specified in the IFB.

## The 3-Step QA Process:



1. Field data undergoes a systematic check using our proprietary software to evaluate problematic entries and patterns (e.g. missing or inconsistent data.)
2. Each data report is then inspected manually against other nearby locations for comparison. The data is also compared with the size and layout of the count location.
3. As a final step, QTD will compare the collected data against historical data (if available in our system – or if provided by the client) for validation of change factor.



Attention:  
Ms. Joan Rupp  
Regional Planning Commission  
10 Veterans Blvd.  
New Orleans, LA 70124

**RUSH**

RPC TRAFFIC COUNTING PROGRAM UPDATE 2025-  
2206 TRANSPORTATION SYSTEM SURVEILLANCE  
REGIONAL PLANNING COMMISSION RPC TASK A-  
1.26TC; FY-26 UPWP

12:00 p.m.Friday, August 8, 2025