



Request for Proposal for Annual Citywide Intersection Counts

PROPOSALS DUE October 22nd, 2026 AT 2:00 PM

City of Pleasanton
Traffic Engineering Count Proposal
PO BOX 520
200 Old Bernal Ave
Pleasanton, CA 94566

This Request for Proposals (RFP) solicits proposals from interested companies to perform annual citywide intersection counts in the City of Pleasanton.

Scope of Services

The City of Pleasanton conducts citywide intersection counts every year to update our traffic modeling software. We are pleased to issue a Request for Proposals (RFP) to interested firms for the collection of turning movement counts at various intersections in Pleasanton in early spring 2027 and early spring 2028. This will be a two-year agreement with the option of three one-year extensions for 2029, 2030, and 2031). Interested firms must be able to execute the Service Agreement attached.

The City requests AM (7 - 9) and PM (4:30 - 6:30) traffic counts at 174 intersections and additional mid-day counts (2 – 4 PM) at 55 of the intersections. The list of intersections is included as an appendix to this RFP. All approaches at the listed intersections should be counted. Also note the City has identified 3 intersections with unusual conditions (i.e. more than 4 approaches) that may require additional traffic counting efforts. Proposals should identify and include these, or other intersections, that need additional efforts and costs to count. Previously collected 2025 traffic count data is available for review on request.

Traffic counts must be scheduled for March or April. All traffic counts must be collected before April 30, 2027 and final data delivered to City of Pleasanton by May 31, 2027. Subsequent annual counts would have similar time frames.

The City requires remote review (fixed camera) data collection. Video files collected shall be provided to City of Pleasanton after counting is completed.

Proposals should provide succinct explanation of video collection process, data processing, and data delivery for this project (including products and any subcontractors used).

The following is a list of requirements for the turning movement counts:

Restrictions

- No counts will be collected during adverse weather conditions
- No traffic counts will be used on days with traffic incidents that would significantly alter traffic patterns/volumes (Vendor shall monitor 511 and also verify with Traffic Engineering no incidents occurred on scheduled count days)
- No traffic counts will be conducted on City or School holidays (Vendor shall check with the Pleasanton Unified School District before scheduling counts)
- Firm to coordinate with Traffic Engineering on scheduling count days
- Firm to obtain City of Pleasanton Business License
- Firm to apply for a no-fee encroachment permit with the City's Engineering Department.
- Morning count period: 7 - 9 AM
 - All AM counts must be collected on a Tuesday or Thursday morning only (alternate school start times on Wednesday mornings invalidate morning counts on this day)
 - All AM counts near Amador Valley High School will need to be collected on a Tuesday
- Evening count period: 4:30 - 6:30 PM

- All PM counts must be collected on a Tuesday, Wednesday or Thursday afternoon/evening only
- School mid-day count period: 2 - 4 PM
 - School counts must be collected on a Tuesday or Thursday

Reporting (See examples provided, final report format will be finalized with proposer after agreement is awarded)

- Count data shall be stored in 5-minute intervals
- Lane configuration and aerial photography showing turning movements shall be included and diagrammed
- Pedestrian counts per crosswalk shall be included and diagrammed
- Bicycle counts per on-street movement shall be included and diagrammed
- Bicycle counts per crosswalk shall be included and diagrammed
- Individual intersection count reports shall be provided electronically in PDF and Microsoft Excel formats
- A summary report of the peak-hour traffic counts for all locations shall be provided electronically in a Microsoft Excel workbook, using the format shown in the provided example. The workbook shall include separate worksheets for the AM, PM, and school mid-day count periods. Summary report shall include turning movements for each vehicle type, total vehicles, and bicyclists in street. Peak hour means the highest consecutive 60-minute period within the applicable two-hour count period.
- Summary report shall also include pedestrian and bicyclist volumes in each crosswalk
- File names for associated files shall be listed in the summary report of all counts.
- Count data reports shall be clearly legible and easy to read and include (at a minimum) location with GIS coordinates in decimal degrees format, date, peak hour, peak 15 minutes, vehicle, pedestrian, and bicycle volumes, peak hour rates (per approach and overall intersection) etc.
- Orientation shall use north facing up and City will specify the north/south roadway
- Intersection naming convention to be used for file names is shown in list of locations
- Count data sheets shall present vehicle turning-movement data in the following order:

EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR

Evaluation

Proposals received after the submission deadline will not be considered. No Proposer may withdraw a proposal after the submission deadline or before the award and execution of the agreement, unless the award is delayed for a period of ninety (90) calendar days after the City's opening of proposals.

The City reserves the right to reject any and all proposals and to determine which proposal is, in the City's judgment, the lowest responsive and responsible proposal. The City also reserves the right to waive any informality in any proposal and to delete certain items listed in the proposal as set forth therein.

Proposals will be evaluated on a "best value" basis. An example of a previous scoring sheet is attached (actual sheet utilized this year may be different). While cost is an important criteria, other proposal elements may be considered. These may include:

- Data/Video collection, validation, and quality assurance process explained

- Timeframe/schedule of data collection and report delivery
- Example of data provided
- Staff identified to complete the counts (i.e. interns, temp agency, permanent staff)
- Staff identified to oversee data collection and validation
- Efforts to provide quality assurance/quality control that may minimize the occurrence of invalid or incorrect count data
- Data collection methods and presentation features (hard copy / electronic)
- Previous count experience/references
- Inclusion of bus and heavy truck volumes and percentages at no cost
- Overall quality of data provided
- Costs associated with year one, and subsequent counting years
- Cost for additional count locations

If you are interested in performing this work, please submit three (3) copies of a proposal (not to exceed 25 pages) by Thursday, October 22nd, 2026, at 2:00 pm.

City of Pleasanton
Traffic Engineering Count Proposal
PO BOX 520
200 Old Bernal Ave
Pleasanton, CA 94566

An electronic copy of the proposal in pdf format can be submitted in lieu of printed proposals to the following email address and subject line listed below:

Email - mcandland@cityofpleasantonca.gov
Subject Line - Traffic Engineering Count Proposal

Staff anticipates awarding the contract and entering into an agreement sometime in December 2026.

Thank you for your interest in this opportunity with the City of Pleasanton.

Sincerely,

Mark Candland

Mark Candland
Engineering Technician III
Traffic Engineering
City of Pleasanton
925-931-5669
mcandland@CityofPleasantonCA.gov