

Metropolitan Transportation Commission
Regional Network Management Committee

March 8, 2024

Agenda Item 3b

Contract Amendment - Traffic Incident Management Dashboard: mySidewalk, Inc.
(\$350,000)

Subject:

Request for authorization to negotiate and enter into a contract amendment with mySidewalk, Inc. (mySidewalk) in an amount not to exceed \$350,000 for a period of four years, to maintain and enhance the Bay Area Traffic Incident Management Dashboard.

Background:

The Bay Area Traffic Incident Management (TIM) Dashboard is a comprehensive website that features crash statistics visualized for operational insight. These traffic incident insights provide key support for MTC's Bay Area Incident Management Task Force (IMTF), which is an active multi-agency partnership that includes MTC, the California Department of Transportation (Caltrans), the California Highway Patrol (CHP), the Federal Highway Administration, local law enforcement and fire departments, emergency medical services, county coroners, tow truck companies, and others who are focused on the safe and quick clearance of freeway traffic incidents. Dashboard insights also support complementary roadway safety programs at MTC, including the Bay Area Freeway Service Patrol, MTC Service Authority for Freeways and Expressways (SAFE) and Vision Zero.

The dashboard uses incident details recorded in real-time from the CHP's public-facing incident feed and historical data from the Caltrans Performance Management System. The dashboard website includes incident trends by corridor, pedestrian and bicycle trip counts on Transbay toll bridges, a unique Freeway Service Patrol page, a transit route visualization layer, and more. Equity information is curated and shared by Vision Zero via the BayViz platform reflecting demographics for crash victims.

The dashboard vendor, mySidewalk, was procured through MTC's participation in the national Startup in-Residence (STIR) program in 2019. MTC and mySidewalk went live with the dashboard in 2020 and mySidewalk has been developing and maintaining the dashboard since. The current contract ends in June 2024, and staff seek to extend the contract on a sole source

basis for four years through June 2028. mySidewalk is neither a small business nor a disadvantaged business enterprise and has no subcontractors.

The dashboard is a key part of keeping the MTC Traffic Incident Management program successful. The continuity of the dashboard was included in the Traffic Incident Management Strategic Plan and has programmed SAFE funding. Maintaining the same vendor is necessary to preserve the continuity of operational insights as mySidewalk has the background and development knowledge necessary for a seamless term transition. Additionally, mySidewalk is rolling out a new feature for their software that leverages artificial intelligence to make it easier for users to find information on the dashboard and create visualizations. We expect that this will allow our in-house team to do more dashboard refinement work with a faster turnaround.

Issues:

None identified.

Recommendations:

Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a sole source contract amendment with mySidewalk in an amount not to exceed \$350,000 over four years, subject to the annual budget approval process, in order to maintain the Traffic Incident Management dashboard.

Attachments:

- Request for Committee Approval – Summary of Proposed Contract Amendment



Andrew B. Fremier

Request for Committee Approval

Summary of Proposed Contract Amendment

Work Item No.: 6031

Consultant: mySidewalk Inc.
Kansas City, MO

Work Project Title: Traffic Incident Management Dashboard

Purpose of Project: Maintenance of traffic incident management dashboard.

Brief Scope of Work: Provide maintenance and development support of Traffic Incident Management dashboard.

Project Cost Not to Exceed: \$350,000 (this amendment)
Total contract before this amendment: \$300,000
Total authorized contract after this amendment: \$650,000

Funding Source: SAFE 3220

Fiscal Impact: \$85,000 is included in the MTC FY 2024-25 budget.
\$85,000 is subject to the approval of the MTC FY 2025-26 budget.
\$85,000 is subject to the approval of the MTC FY 2026-27 budget.
\$85,000 is subject to the approval of the MTC FY 2027-28 budget.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with mySidewalk, Inc. for the consulting services described above and in the Regional Network Management Committee Summary Sheet dated March 8, 2024 and that the Chief Financial Officer is authorized to set aside \$350,000 for such amendment, subject to necessary budget approvals.

Regional Network
Management Committee:

David Rabbitt, Chair

Approved: March 8, 2024