

## **SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION**

### **ITEM 2603-09: Approving the Selection of Imperial Traffic & Data Collection as the Consultant for the Data Collection for SJTDM Recalibration and Validation effort**

#### **PROPOSAL**

At its March 9, 2026, meeting, the SJTPO Technical Advisory Committee (TAC) recommended that the Policy Board approve the selection of Imperial Traffic and Data Collection, LLC as the consultant for the Data Collection for SJTDM Recalibration and Validation effort.

#### **BACKGROUND**

The Data Collection for South Jersey Travel Demand Model (SJTDM) Recalibration and Validation effort is a major component in SJTPO's initiative to update, calibrate, and validate its four-step travel demand model to a more recent year. The SJTDM was last updated in 2015 and validated for 2013 traffic conditions. Data collection is an important component of any model calibration and validation effort.

On January 16, 2026, SJTPO released a Request for Proposal (RFP) seeking qualified firm(s) to complete the Data Collection for SJTDM Recalibration and Validation effort. The Notice of Availability was sent to the 284 subscribers on the RFPs mailing list.

Two (2) proposals were received through the open and competitive process. At their January 12, 2026, meeting, SJTPO's TAC designated members for a Consultant Selection Committee. The committee, consisting of representatives from SJTPO, Cape May, and Cumberland Counties, reviewed the proposals and interviewed both firms. The Consultant Selection Committee selected Imperial Traffic and Data Collection, LLC, as the consultant to advance this technical effort.

Members of the selection committee requested minor modifications to the technical proposal and scope of work, mostly for the purposes of clarification. A copy of the consultant scope, cost, and schedule is attached for reference.

The total cost of the effort is \$216,674.29, with no DBE participation required.

The consultant-led technical effort is included in SJTPO's FY 2026 UPWP as Task 26/403 Data Collection for SJTDM Recalibration and Validation with a budget of \$221,881 (FHWA-PL).

# Data Collection for SJTDM Recalibration and Validation

*Technical Proposal*

February 5, 2026

Submitted To:



South Jersey  
Transportation  
Planning Organization

**David Heller, P.P., AICP - Program Manager**  
South Jersey Transportation Planning Organization  
817 East Landis Avenue, 2nd Floor  
Vineland, New Jersey 08360



Submitted By:

Imperial Traffic & Data Collection, LLC  
1804 Haddonfield-Berlin Road, Cherry Hill, NJ 08003  
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February 5, 2026

David Heller, P.P., AICP - Program Manager  
South Jersey Transportation Planning Organization  
817 East Landis Avenue, 2nd Floor  
Vineland, New Jersey 08360

**Re: Data Collection for SJTDM Recalibration and Validation**

Dear Mr. Heller:

Imperial Traffic & Data Collection is pleased to provide comprehensive data collection services that are intended to support a future recalibration and validation of South Jersey Transportation Planning Organization's (SJTPO's) South Jersey Travel Demand Model.

Imperial has reviewed the SJTPO Standard Contract Agreement Boilerplate (Exhibit I) and accepts the agreement with no exceptions or requested changes.

Our team is committed to supporting SJTPO throughout this important project and brings extensive experience with regional traffic data collection programs, including planning, coordination, field deployment, quality control, and data delivery. We are confident in our ability to deliver the data collection program in accordance with the project schedule and budget.

Lindsey Klein, EI, will serve as Project Manager and primary point of contact, and Michael Klein, EI, will serve as Field Operations Manager. Both will be available throughout the project duration, supported by Imperial's experienced technical and field staff.

We appreciate your consideration and look forward to the opportunity to work with SJTPO.

Sincerely,



Lindsey Klein, President  
Imperial Traffic & Data Collection, LLC  
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## INTRODUCTION

Imperial Traffic & Data Collection (ITDC) is pleased to respond with this technical proposal to the South Jersey Transportation Planning Organization (SJTPO), for comprehensive traffic data collection intended to support the future South Jersey Travel Demand Model (SJTDM) recalibration and validation, as well as other regional transportation planning and analytical activities undertaken by SJTPO. This technical proposal includes a narrative addressing the Scope of Work, Staffing Plan with anticipated Project Schedule, detailed cost information, and all other firm-related documentation as outlined in the Request for Proposals (RFP).

## PROJECT UNDERSTANDING

ITDC understands that these data collection efforts are intended to support the future recalibration and validation of SJTDM, as well as other regional transportation planning and analytical activities undertaken by SJTPO. Traffic and related data collected for this project are to include the traffic counts, classification and speed data, location-based services (LBS) data, and/or other datasets identified as critical to perform anticipated tasks and activities. The SJTDM, which has been built out to encompass the larger SJTPO region of Atlantic, Cape May, Cumberland, and Salem Counties, was last updated in 2015 and validated to 2013 conditions, with traffic counts conducted in 2010 and 2011.

Based on its overall geographic location, the SJTPO region experiences unique travel patterns, particularly with increased traffic volumes during the summer months. Therefore, the data to be collected will consist of physical traffic counts throughout the region on county and municipal roadways during both seasonal (summer, generally defined as Memorial Day through Labor Day) and non-seasonal (spring or fall) periods. For the seasonal (summer) period, the traffic data collected will accurately reflect increased population levels, travel demand, and tourism activity associated with shore destinations, casinos, and camping areas. For the non-seasonal (spring or fall) period, the traffic data collected will accurately reflect travel conditions when local schools are in session. Furthermore, ITDC will be cognizant of major federal holiday periods and special events (e.g., parades, scheduled construction) that would skew traffic results and, therefore, will not perform data collection services during these times.



Source: Visit The USA (website: [visittheusa.com/destination/atlantic-city](https://www.visittheusa.com/destination/atlantic-city))

## PROJECT APPROACH

ITDC utilized the nine (9) screenlines previously developed for the SJTPO region as well as the list of traffic count locations where data was collected for initial SJTDM development and validation, provided in Appendix A of the RFP. Based on this information provided, ITDC completed reconnaissance to verify that current traffic counts from the list are not available through publicly accessible databases hosted by entities such as the New Jersey Department of Transportation (NJDOT), New Jersey Turnpike Authority (NJTA), or South Jersey Transportation Authority (SJTA). Given that travel behavior and temporal traffic patterns have shifted since the previous data collection effort, particularly following the COVID-19 pandemic, the collection of updated traffic data is critical to support a meaningful recalibration and validation of the SJTDM.

The following sections outline and describe ITDC's detailed approach to this project, including a comprehensive traffic count list with suitable locations from the provided information as well as additional proposed count locations selected based on their usefulness for screenline analysis. However, the finalized list of count locations will be finalized in close collaboration with SJTPO prior to data collection deployment.

### TASK1: COORDINATION AND ADMINISTRATIVE ACTIVITIES

This task includes the coordination and administration components of the project, including planning, scheduling, organizing, coordinating, and controlling all project activities in accordance with the SJTPO Scope of Work.



**Lindsey Klein** will serve as Project Manager and sole point of contact for ITDC under this agreement. Ms. Klein is President of Imperial Traffic & Data Collection and has nineteen (19) years of traffic engineering experience, including ten (10) years with a South Jersey consulting firm prior to forming ITDC. She has extensive experience managing large-scale traffic data collection programs, overseeing more than 400 projects annually.

**Michael Klein** will serve as Field Operations Manager. Mr. Klein oversees all field activities and has served in this role for at Imperial for more than 9 years. His responsibilities include field staff scheduling, safety training, equipment handling and installations, and fleet management to ensure efficient day-to-day operations. Mr. Klein oversees field activities for over 400 projects annually.

Additional key staff supporting this agreement will include Senior Field Technician **Antwyon Hodges**, who has been with Imperial for three (3) years and is experienced in safe work zones and traffic data collection equipment installation to ensure proper setup and data quality. **Heather Furey** will serve as Senior Data Collection Analyst and will be responsible for quality assurance and quality control (QA/QC) of incoming data, as well as formatting and delivering traffic count data in PDF and Microsoft Excel formats. **Lindsey Ulizio** will serve as ArcGIS Data Manager and will ensure all traffic count locations and datasets are accurately documented and delivered in GIS formats compatible with SJTPO requirements. Staff will be available on a 24/7 basis during active field efforts.

The ITDC Project Manager will maintain regular communication with the SJTPO Project Manager throughout the duration of the project. ITDC will provide brief status updates via email every two (2) weeks describing:

- tasks completed in the past two (2) weeks,
- upcoming tasks for the next four (4) weeks,
- any issues or delays affecting the project schedule, and
- any assistance required from SJTPO or other stakeholders.

ITDC will document all communications and deliver them to SJTPO. ITDC will develop formal meeting minutes for all meetings, which are assumed to take place virtually. ITDC will summarize talking points and decisions made from phone conversations in the form of follow-up emails. These documentation formats will be submitted to SJTPO within three (3) business days.

To ensure all participating parties are aligned, ITDC will produce, and update as needed, a detailed project schedule that includes:

- expected meeting dates,
- task completion dates and milestone,
- anticipated billing, and
- other key project activities and deliverables.

### TASK1: DELIVERABLES

**1.a Bi-weekly emails:** ITDC will provide an email to SJTPO's Project Manager on a bi-weekly basis as described above.

**1.b Meeting and discussion summaries:** ITDC will provide minutes of meetings and email summaries of all conversations, including the talking points and decisions made, within three (3) business days.

**1.c Project Schedule:** ITDC will provide a project schedule including expected meeting dates, task completion dates, and bi-weekly conference call schedule, to be updated as needed.



## TASK 2: TRAFFIC COUNT DATA COLLECTION

ITDC will consult with SJTPO to finalize the data collection efforts, including the traffic count location list, prior to field team mobilization. ITDC will also prepare a Data Collection Plan for SJTPO consultation that includes a detailed deployment schedule for traffic count data collection and equipment. The deployment schedule will ensure optimal yet efficient field operations for equipment deployment, recovery, redeployment, and data quality assurance.

As described above, ITDC will perform data collection to cover both the seasonal and non-seasonal periods, capturing:

- Weekday and weekend variation
- Daily and weekly traffic fluctuations
- Seasonal traffic variation between summer and off-season

ITDC will be cognizant of major federal holiday periods and special events (e.g., parades, scheduled construction) that would skew traffic results and, therefore, will not perform data collection services during these times.

### SAFETY CONSIDERATIONS

Our Project and Field Operations Managers will review the Data Collection Plan with our field technicians, making sure all parties understand the work. Deployments will be scheduled during favorable weather and during off-peak/late evening hours to ensure the safety of our field team.

Many of the ITDC employees are IMSA Work Zone Traffic Control Safety certified. Staff will wear ANSI/ISEA 107-1999 Class III retro-reflective safety apparel while on the job site. Vehicles used in the field will be equipped with flashing amber/white warning lights (SAE J8595, Class 1) that are visible from the front, rear, and sides of the vehicle (360-degree coverage). 28" traffic cones with reflective striping will be used to protect the work area. While working in the field, vehicles will never encroach on active lanes of traffic, nor will vehicles block pedestrian passageways. ITDC's field crew will install equipment away from handicap ramps, sidewalks, and vehicle paths. Traffic data collection equipment will never be installed to obstruct push buttons, signal heads or other signal equipment required for motorist and pedestrian safety. Units will be installed away from aerial utilities.



### DATA COLLECTION METHODOLOGY

ITDC will complete ATR counts at 75 locations in the Summer, and 75 locations in the off-season for seven (7) consecutive days with twenty-four (24) continuous hours per day and reported in 15-minute increments. These counts will be summarized by the four (4) time periods in the SJTDM:

- AM peak (6:00 AM to 9:00 AM)
- Midday (9:00 AM to 3:00 PM)
- PM peak (3:00 PM to 7:00 PM)
- Night (12:00 AM to 6:00 AM and 7:00 PM to 12:00 AM)



To ensure consistency with prior SJTDM practices, these counts will be collected during both the summer and off-season to capture seasonal fluctuations in travel patterns within the SJTPO region. Summer counts will be captured in early or mid-August (late summer) to follow suit with previous data collection efforts. The off-season counts will be collected in May (as previously done), with any remaining counts performed during the fall of 2026.

ITDC reviewed the NJDOT Traffic Count database ([https://njdot.public.ms2soft.com/TDMS.UI\\_Core/trafficviewer](https://njdot.public.ms2soft.com/TDMS.UI_Core/trafficviewer)) to verify potential existing available data usage for the locations provided in Appendix A of the RFP. The following criteria were used to determine reasonableness of available data.

- Relevancy
  - Year 2023 to Present – To capture appropriate post-pandemic travel patterns, behaviors, and seasonal fluctuations.
- Timeframe
  - Included both seasonal and off-season data within similar timeframes as previously collected data (i.e., mid-August and mid-May) and newly proposed collected data (i.e., early or mid-August and September/October).
  - Can conduct 24-hour check count to ensure reasonableness of available data.
- Duration and Interval
  - Included seven (7) consecutive days with twenty-four (24) continuous hours per day and reported in 15-minute increments.
- Proximity to Original RFP Count Location
  - Evaluated area and number of intersecting points between count locations. Assumed suitable for use if no or minimal points intersected segment between count locations.

Five (5) previous count locations were identified based on the reasonableness criteria. These locations, denoted in **Table 1** below, and their acceptable data from the NJDOT Traffic Count database should be incorporated into the SJTDM; no counts will be performed at these locations under this project.

ITDC then reviewed the areas around the provided screenlines and determined a list of additional proposed count locations based on their usefulness for screenline analysis. Proposed count location selection was based on expanding the data coverage around the defined screenlines and enhancing the broad perspective of regional roadway connections throughout and beyond the SJTPO area. The *2022 SJTPO Regional Freight Plan Data Collection and Analysis Final Report* was also used a resource for potential locations in relation to identified critical segments based on travel time reliability within the network and in proximity of the defined screenlines.

The potential benefits of these additional proposed count locations would be:

- Garner comprehensive representation of regional travel patterns for refined screenline analysis.
- Reduce over and/or underloading of traffic on roadway network from a TDM perspective.
- Additional data may be used for other regional transportation planning and analytical activities undertaken by SJTPO.

ITDC also further investigated the following two (2) previous count locations and suggested relocating these to nearby roadways, also denoted in **Table 1**.

- Hamburg Avenue – Appears to be a dead-end and further clarification would be needed. Therefore, relocate to Philadelphia Avenue to capture northern connections into and out of SJTPO area.
- Central Avenue – Appears to be a more localized connection, unless used as a cut-through. Therefore, relocate to Lincoln Avenue to capture regional connections.

ITDC will work together with SJTPO as a partnership to finalize the count locations prior to data collection deployment. Locations can be adjusted accordingly based on collaboration, potentially for broader balance of network coverage between county/local roadways and State highways. As part of our Cost Proposal, ITDC has also included an open-ended line item for “If and Where Directed, Count Processing” that allows for expanded analysis of existing and/or additional proposed count locations. This additional direct expense may be found in the **Cost Proposal** section of this document.

#### DATA COLLECTION EQUIPMENT AND TECHNOLOGIES

Traffic data will be collected at the locations using a combination of proven, industry-standard equipment selected based on roadway characteristics, safety considerations, and data needs. ITDC will deploy the following equipment types as appropriate for each location:

- **Jamar BlackCat II Radar Units**  
Used for traffic volume and speed data collection. Radar units allow for non-intrusive deployment and are well-suited for locations where pneumatic tubes are not feasible. Vehicle length data will also be recorded to support general classification analysis.
- **Jamar Pneumatic Tube Counters**  
Deployed at selected locations to collect traffic volume, speed, and FHWA 13-bin vehicle classification data. Pneumatic tube installations will follow established safety and installation protocols to ensure accurate and reliable data collection.
- **Miovision Scout Video Unit**  
Used at selected locations to collect video data for post-processing of vehicle volumes and classifications. Video analytics will be reduced to provide vehicle counts and classifications, including motorcycles, passenger vehicles, buses, single-unit trucks, articulated trucks, and bicycles operating within the roadway.

When initially selecting the data collection equipment type, ITDC maximized resources based on the following:

- site location,
- safety considerations,
- roadway characteristics,
- associated technology and functionality,
- efficient timeline for services and deliverables,
- cost-effectiveness, and
- alignment with two (2) previously collected vehicle classification counts, as specified in the RFP.

The selection of data collection equipment for each location will be finalized as part of the Traffic Count Location and Deployment Plan and coordinated with SJTPO prior to deployment. **Table 1** presents the recommended list of traffic count locations based on the nine (9) screenlines provided by SJTPO, as well as equipment type, units, and specified season to be counted per location. The 'Units' column specifies either count hours or number of installations, depending on equipment type, which can be associated with direct expense processing fees. Video processing fee is based on the number of count hours whereas Pneumatic Tube processing fee is based on the number of installations per site. Radar does not include a processing fee for its installations because the equipment is company-owned and does not require an additional direct expense to use or process this data. There are, however, labor fees associated with all equipment types. Details of the pricing breakdown may be found in the **Cost Proposal** section of this document.

Regardless of equipment type, both seasonal and off-season data collection will be processed for seven (7) consecutive days of 24-hour data, broken down into 15-minute intervals, which equates to:

- 1 seasonal/summer week (August) = 7 days x 24 hours/day = 168 hours
- 1 off-season week (May) = 7 days x 24 hours/day = 168 hours
- Total hours processed = 336 hours

Also, as noted above, there were two (2) locations that included vehicle classification counts during the previous 2011 data collection efforts. These locations are numbered 38 and 39 in **Table 1** and are identified with "FHWA Classification" because it was assumed that the data was previously broken down by FHWA vehicle classifications. Therefore, ITDC would follow suit by collecting FHWA vehicle classifications at these locations using Video equipment type. As per our Cost Proposal, this type of vehicle classification data collection requires additional cost, and is therefore, labeled as "FHWA Video" rather than "Video" in **Table 1** to denote cost and classification differentiation.

**Table 1: Automatic Traffic Recorder (ATR) Locations**

	Count Location	Number of Lanes	Equipment Type	Number of Unit Installations	Summer Counts	Off-Season Counts
1	CR 601, Avalon Boulevard, Between Old Avalon Boulevard & East of GSP	2	Video	1 Off-Season 1 Summer	X	X
2	CR 625, Sea Isle Boulevard, Between Old Sea Isle Boulevard & East of GSP	2	Radar	1 Off-Season 1 Summer	X	X
3	Margate Boulevard, Between Bay Drive & East of Shore Road	2	Radar	1 Off-Season 1 Summer	X	X
4	NJ 47 (Delsea Drive), Between Springer Mill Road & W Hand Avenue, Between Shawcrest Road & Lake Road	2	Tube	1 Off-Season 1 Summer	X	X
5	Delilah Road, Between Tilton Road & Lee Avenue	4	Tube	2 Off-Season 2 Summer	X	X
6	North Delsea Drive, Between Washington Avenue & E Creek Mill Road	2	Radar	1 Off-Season 1 Summer	X	X
7	Dehirsch Avenue, Between Linkon Avenue & Jackson Avenue Between Mackey Crossing Road & Grant Ave	2	Tube	1 Off-Season 1 Summer	X	X
8	CR 649, Aetna Drive, Between Davis Run Road & Head of River Road	2	Tube	1 Off-Season 1 Summer	X	X
9	CR 637, Cumberland Avenue, Between S. Jersey Avenue & Cape May Avenue Between RT 557 Tuckahoe Road & CR 666	2	Tube	1 Off-Season 1 Summer	X	X
10	11th Avenue, Between Burnett Ave & Hudson Avenue	2	Tube	1 Off-Season 1 Summer	X	X
11	US 322, Blackhorse Pike, Between Weymouth Road & NJ 50	4	Tube	2 Off-Season 2 Summer	X	X
12	Weekstown Road, Between Columbia Road & 8th Avenue	2	Tube	1 Off-Season 1 Summer	X	X
13	Mauricetown Crossway Road, Between R Buckshutem Road & S 2nd Street	2	Radar	1 Off-Season 1 Summer	X	X
14	Sharp Street, Between Columbia Avenue & Cooper Street	2	Radar	1 Off-Season 1 Summer	X	X
15	NJ 49, Between Sandy Ridge Road & ByPass Road	2	Radar	1 Off-Season 1 Summer	X	X
16	US 30, White Horse Pike, Between Highland Avenue & Pleasant Mill Road	4	Video	1 Off-Season 1 Summer	X	X
17	CR 623, Elwood Road, Between Moss Mill Road & Columbia Road	2	Tube	1 Off-Season 1 Summer	X	X
18	Columbia Road, Between Moss Mill Road & Weekstown Road	2	Tube	1 Off-Season 1 Summer	X	X
19	<b>*Relocate RFP Count at Hamburg Avenue to Philadelphia Avenue, Between Moss Mill Road &amp; Kant Street</b>	2	Tube	1 Off-Season 1 Summer	X	X
20	South Cologne Avenue, Between W Moss Mill Road & Herschel Street	2	Tube	1 Off-Season 1 Summer	X	X
21	NJ 40, Harding Highway, Between Mill Street & Somers Point Road	2	Radar	1 Off-Season 1 Summer	X	X
22	Route 55 (Existing Ct), Between Garden Road & Almond Road	4	Video	1 Off-Season 1 Summer	X	X
23	CR 615 N, Northeast Boulevard, Between Oak Road & Wheat Road	2	Radar	1 Off-Season 1 Summer	X	X
24	NJ 77, Pole Tavern-Bridgeton Road, Between Chestnut Street & Newkirk Station Road	2	Radar	1 Off-Season 1 Summer	X	X

Count Location		Number of Lanes	Equipment Type	Number of Unit Installations	Summer Counts	Off-Season Counts
25	Baltic Avenue, Between N Massachusetts Avenue & N Rhode Island Avenue	4	Tube	2 Off-Season 2 Summer	X	X
26	Arctic Avenue, Between N Massachusetts Avenue & N Rhode Island Avenue	4	Tube	2 Off-Season 2 Summer	X	X
27	Fairmount Avenue, Between N California Avenue & Maxwell Avenue	4	Video	1 Off-Season 1 Summer	X	X
28	Arctic Avenue, Between N California Avenue & Marshall Street	4	Video	1 Off-Season 1 Summer	X	X
29	Ventnor Avenue, Between S Albany Avenue & Trenton Avenue	4	Video	1 Off-Season 1 Summer	X	X
30	Atlantic Avenue, Between S Albany Avenue & Trenton Avenue	4	Video	1 Off-Season 1 Summer	X	X
31	Ocean Drive, Between East of GSP & Fish Dock Road	Use NJDOT Available Data (5/1–5/7/2025 and 8/7–8/13/2025) (NJDOT Location is between Fish Dock Road & Madison Avenue)				
32	NJ 47, Delsea Drive, East of GSP, Between East of GSP & Shaw crest Road	4	Video	1 Off-Season 1 Summer	X	X
33	NJ 147, North Wildwood Boulevard, Between East of GSP & W Ocean Drive	4	Video	1 Off-Season 1 Summer	X	X
34	CR 657, Stone Harbor Blvd, Between East of GSP & Anchorage Drive	Use NJDOT Available Data (5/1–5/7/2025 and 8/7–8/13/2025) (NJDOT Location is between 2nd Avenue & Bay Berry Drive)				
35	CR 623, Roosevelt Boulevard, Between East of GSP & Conch Drive	Use NJDOT Available Data (5/6–5/12/2025 and 8/4–8/10/2025) (NJDOT Location is between East of GSP & Waterview Boulevard)				
36	NJ 52, Howard South Stanton Memorial, Between Shore Road & Palen Avenue	4	Video	1 Off-Season 1 Summer	X	X
37	East Maryland Avenue, Between Shore Road & Point Drive	Use NJDOT Available Data (5/9–5/15/2025 and 8/1–8/7/2025) (NJDOT Location is between Anchorage Drive & Ocean City-Longport Boulevard)				
38	Route 40/322, Between Genoa Avenue & Lyons Court <b>FHWA Classification</b>	8	FHWA Video	1 Off-Season 1 Summer	X	X
39	US 30, Between Delilah Road & Murray Avenue <b>FHWA Classification</b>	4	FHWA Video	1 Off-Season 1 Summer	X	X
40	NJ 49, West Main Street, Between Riverside Drive & Cedar Street	2	Video	1 Off-Season 1 Summer	X	X
41	NJ 49, West Broad Street, Between Water Street & S Laurel Street	4	Video	1 Off-Season 1 Summer	X	X
42	NJ 47, Delsea Drive, west of GSP, Between 3rd Street & 5th Street	2	Radar	1 Off-Season 1 Summer	X	X
43	NJ 50, near Tuckhoe, Between School House Lane & NewYork Avenue	2	Radar	1 Off-Season 1 Summer	X	X
44	Ocean Drive Bridge, Between NJ 152 & Wesley Road	2	Video	1 Off-Season 1 Summer	X	X
45	CR 561 Alt, Moss Mill Road, Between Odessa Avenue & Mannheim Avenue	2	Tube	1 Off-Season 1 Summer	X	X
46	<b>*Relocate RFP Count at Central Avenue to Lincoln Avenue, Between Oak Road &amp; Vine Road</b>	2	Tube	1 Off-Season 1 Summer	X	X
47	CR 620, Kings Highway, Between CR 602, Auburn Road & Featherbed Lane	Use NJDOT Available Data (5/2–5/8/2025 and 8/19–8/25/2025)				
48	CR 601, Avalon Boulevard, Between Shore Road & West of GSP	2	Video	1 Off-Season 1 Summer	X	X
49	CR 625, Sea Isle Boulevard, Between Shore Road & West of GSP	2	Radar	1 Off-Season 1 Summer	X	X

Count Location		Number of Lanes	Equipment Type	Number of Unit Installations	Summer Counts	Off-Season Counts
50	CR 662, Mill Road, Between Burton Ave (East of GSP) & Route 9	2	Radar	1 Off-Season 1 Summer	X	X
51	NJ 347, E Creek Mill Road, West of NJ 47, North Delsea Drive	2	Radar	1 Off-Season 1 Summer	X	X
52	NJ 47, North Delsea Drive, Between Sutton Lane & NJ 347, E Creek Mill Road	2	Radar	1 Off-Season 1 Summer	X	X
53	NJ 40, West of Millville Avenue	2	Radar	1 Off-Season 1 Summer	X	X
54	Route 40/322, Between English Creek Avenue & Tremont Avenue	4	Video	1 Off-Season 1 Summer	X	X
55	Route 30, W White Horse Pike, Between S Pomona Road & Dante Avenue	4	Video	1 Off-Season 1 Summer	X	X
56	Route 30, S White Horse Pike, Between 5th Avenue & Darmstadt Avenue	4	Video	1 Off-Season 1 Summer	X	X
57	NJ 49, Between 1st Avenue & Head of River Road	2	Tube	1 Off-Season 1 Summer	X	X
58	Route 56, Landis Avenue, Between Alvine Road & Gershal Avenue	2	Radar	1 Off-Season 1 Summer	X	X
59	CR 552, Sherman Avenue, Between Carmel Road & Jesse Bridge Road	2	Radar	1 Off-Season 1 Summer	X	X
60	NJ 49, Between S Bethel Road & Center Grove Road	2	Radar	1 Off-Season 1 Summer	X	X
61	US 9, Between W California Avenue & Ohio Avenue	2	Radar	1 Off-Season 1 Summer	X	X
62	NJ 50, Between Atlantic Avenue & Fairmont Street	2	Radar	1 Off-Season 1 Summer	X	X
63	US 9, Between South of W Adams Avenue & Black Horse Pike	2	Radar	1 Off-Season 1 Summer	X	X
64	NJ 50, Between AC Expressway & Route 322	2	Radar	1 Off-Season 1 Summer	X	X
65	NJ 40, Between Babcock Road & Route 322	2	Radar	1 Off-Season 1 Summer	X	X
66	CR 555, Main Road, Between E Oak Road & E Wheat Road	2	Radar	1 Off-Season 1 Summer	X	X
67	NJ 45, Between Acton Station Road & Compromise Road	2	Tube	1 Off-Season 1 Summer	X	X
68	I-295, South of Carneys Point Weigh Station	4	Video	1 Off-Season 1 Summer	X	X
69	Route 130, South of Shell Road	2	Video	1 Off-Season 1 Summer	X	X
70	NJ 40, Between Route 581 & Pole Tavern Road	2	Radar	1 Off-Season 1 Summer	X	X
71	NJ 49, Between Barretts Run Road & Park Drive W	2	Radar	1 Off-Season 1 Summer	X	X
72	Route 9, Between S Delsea Drive & N Wildwood Boulevard	2	Radar	1 Off-Season 1 Summer	X	X
73	Route 9, Between Avalon Boulevard & Sea Isle Boulevard	2	Radar	1 Off-Season 1 Summer	X	X
74	NJ 47, Between Capy May 628 & Route 83	2	Radar	1 Off-Season 1 Summer	X	X

Count Location		Number of Lanes	Equipment Type	Number of Unit Installations	Summer Counts	Off-Season Counts
75	NJ 47, Between Front Street & Route 347	2	Radar	1 Off-Season 1 Summer	X	X
76	Black Horse Pike, Between Harding Highway and English Creek Avenue	4	Video	1 Off-Season 1 Summer	X	X
77	Wrangleboro Road, Between AC Expressway & Atlantic 563	2	Radar	1 Off-Season 1 Summer	X	X
78	Brigantine Boulevard, Between Brigantine Boulevard Bridge & Harbor Beach Boulevard	4	Video	1 Off-Season 1 Summer	X	X
79	JFK Memorial Bridge, Between Route 152 & Ventnor Avenue	2	Radar	1 Off-Season 1 Summer	X	X
80	NJ 109 Cape May Canal Bridge, Between Schellenger Street & Ocean Drive	4	Video	1 Off-Season 1 Summer	X	X
<b>Estimated ATR Installations</b>				<b>150</b>	<b>75</b>	<b>75</b>

**Table 2** provides a summary of the traffic data collection equipment proposed for this study, along with the number of locations assigned to each technology. This snapshot of anticipated equipment breakdown is a representation of the number of locations that will receive either Volume, Speed and/or Classification.

**Table 2: Proposed Data Collection Equipment Summary**

Item	Volume	Speed	Class	Summer Counts	Off-Season Counts	Total Count Locations
Radar ATRS – Summary 6-Bin Classification	✓	✓	± - 6 Bin	33	33	66
Pneumatic Tube ATRS	✓	✓	✓ - 13 Bin	18	18	36
Video ATRS – Miovision 3-Bin Standard Classification	✓	X	± - 3 Bin	22	22	44
Video ATRS – FHWA 13-Bin Classification	✓	X	✓ - 13 Bin	2	2	4
<b>ATR Counts by Equipment Type</b>				<b>75</b>	<b>75</b>	<b>150</b>

**QUALITY ASSURANCE/QUALITY CONTROL (QA/QC)**

ITDC will implement quality assurance and quality control procedures throughout all phases of data collection, processing, and delivery to ensure accurate, reliable, and complete datasets.

**Pre-Deployment and Field QA/QC** - Traffic count locations will be reviewed and confirmed prior to deployment using GIS and aerial imagery to verify suitability and placement. During field installation, equipment functionality will be verified to confirm correct recording times, location accuracy, data storage capacity, and operational status. For camera-based deployments, sample images will be reviewed in real time to confirm proper orientation, visibility, and image clarity.

Where applicable, remote system checks will be performed from the office to monitor equipment status, including image quality, battery life, and available storage capacity, allowing potential issues to be identified and addressed proactively.

**Post-Collection Data Review** - Upon retrieval, video and count data will be reviewed for completeness and continuity. A status tracking spreadsheet will be created within twenty-four (24) hours to document data completeness and identify any locations requiring resets or redeployment. All data files will be prepared for processing by a technician and finalized under management oversight to ensure proper file handling and documentation.

**Data Validation and Deliverable Review** - All traffic count data will undergo review prior to formatting and delivery. This review will confirm that all locations are properly captured, data orientation is correct, and labels

are accurate. Spot checks will be performed, as appropriate, to validate data consistency and accuracy. Final datasets will be reviewed to ensure they meet SJTPO reporting requirements prior to submission.

#### TRANSMITTAL OF RAW VIDEO DATA

ITDC will provide all raw video collected within twenty (20) working days after retrieval of the last collection unit on the roadway. The video will be placed on a portable hard drive and transmitted to SJTPO.

#### TASK 2: DELIVERABLES

- 2.a Data Collection Plan and Deployment Schedule:** ITDC will provide the Data Collection Plan and Deployment Schedule that contains proposed traffic count locations and screenlines in both tabular and mapped/GIS format. The Plan will also include a detailed traffic count collection schedule. GIS deliverables will include an ArcGIS Pro project file (.aprx) and a file geodatabase (.gdb) containing all traffic count locations and screenlines.
- 2.b Final Traffic Count Data Tables and Screenlines:** ITDC will submit the final traffic count data as one dataset of traffic counts from the summer season collection period and one dataset of traffic counts from the off-season (spring or fall alternative) collection period. A master list of all traffic count locations for both summer and off-season counts will also be submitted, like Appendix A in the RFP.
- 2.c Datasets for Vehicle Speed Data and Vehicle Classification Data:** ITDC will produce one dataset for vehicle speed data and one dataset for vehicle classification data for both summer and off-season collection periods.



All data collected and delivered under this contract will be provided in non-proprietary, open formats (including csv, Microsoft Excel, PDF and GIS formats) and will not require software for use, consistent with SJTPO requirements.

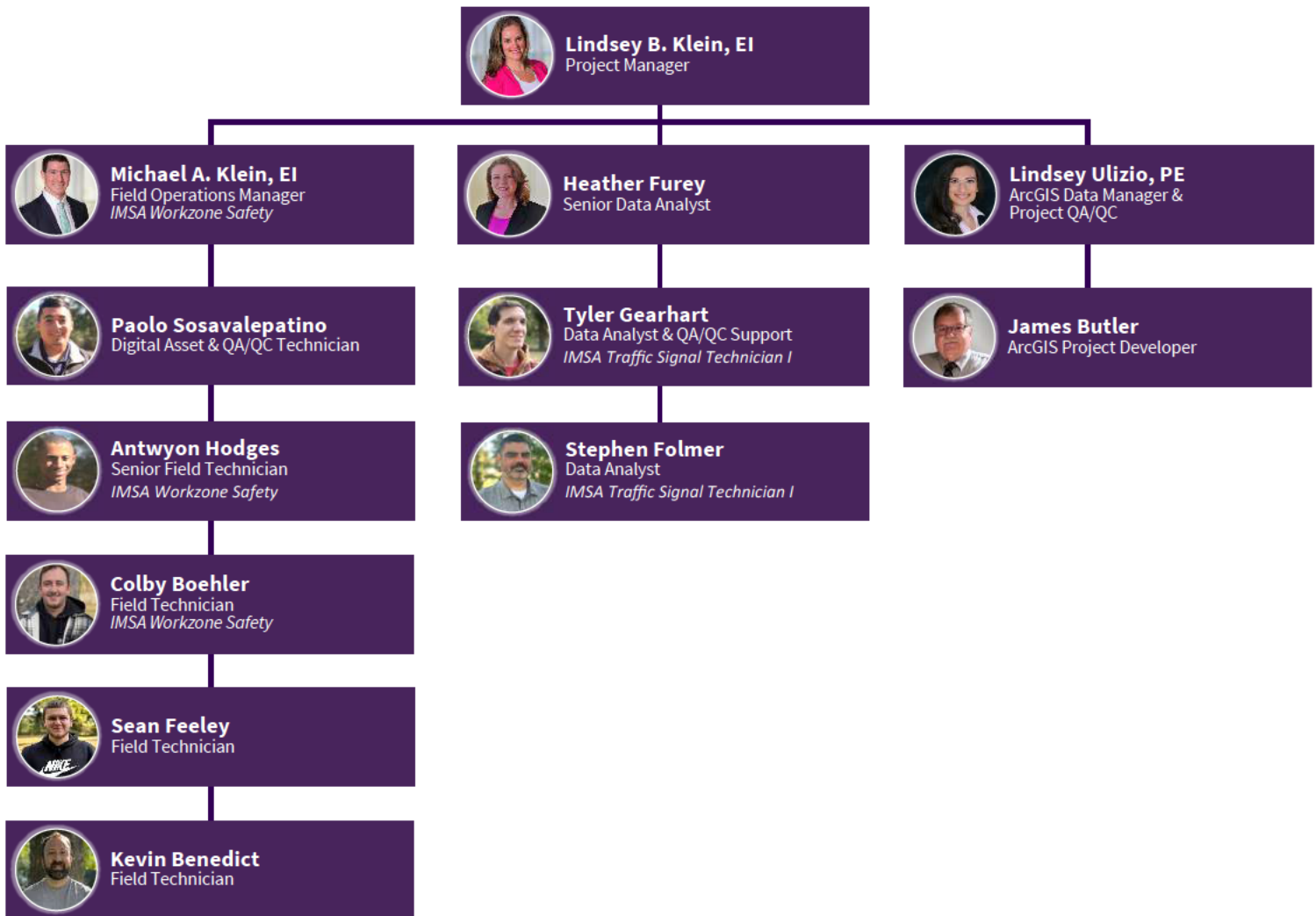






## Data Collection for South Jersey Travel Demand Model (SJTDM) Recalibration and Validation

### Project Organization Chart





**SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION  
DATA COLLECTION FOR SOUTH JERSEY TRAVEL DEMAND MODEL (SJTDM)  
RECALIBRATION AND VALIDATION**

**FEE PROPOSAL SUMMARY**

Total Direct Payroll Costs			\$	51,023.60
Overhead	@	180.00%	\$	91,842.48
Subtotal Direct/Indirect Payroll Costs			<b>\$</b>	<b>142,866.08</b>
Profit	@	10.00%	\$	14,286.61
Escalation	@	0.00%	\$	-
Direct Costs (Miovision, Supplies, Travel)			\$	59,521.60

**TOTAL FEE: \$ 216,674.29**

Total Estimated Manhours                      1,272.0 hours

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Engineer's Name:    Imperial Traffic & Data Collection, LLC  
                                 1804 Haddonfield-Berlin Road  
                                 Cherry Hill, New Jersey 08003

Federal I.D. No.:    81-4133555

Contact Person:    Lindsey Klein, EI  
                                 Phone: (856) 625-8599  
                                 [lklein@imperialtdc.com](mailto:lklein@imperialtdc.com)

Date prepared:    2/5/2026



**SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION  
DATA COLLECTION FOR SOUTH JERSEY TRAVEL DEMAND MODEL (SJTDM)  
RECALIBRATION AND VALIDATION**

**DIRECT LABOR SUMMARY**

WORK TASK / ACTIVITY	STAFF							TOTAL
	PRINCIPAL IN CHARGE	FIELD OPERATIONS MANAGER	PROJECT MANAGER	FIELD TECHNICIAN	DATA ANALYST	ARCGIS DEVELOPER	OFFICE MANAGER	
							\$	
<b>Project Management</b>								
1.1 Project Management, Invoicing, Scheduling	80						24	104
<b>Technical Scope of Work</b>								
2.1 Automatic Traffic Recorder Counts (Non-Seas	16	40	40	310	90	0		496
2.2 Automatic Traffic Recorder Counts (Seasonal)	16	40	40	310	90	0		496
2.3 ArcGIS Mapping and Deliverables	16	0	80	0	40	40		176
<b>Total Direct Labor Hours</b>	128	80	160	620	220	40	24	1272
								\$ 51,023.60

TOTAL DIRECT PAYROLL COSTS	-	\$	51,023.60
INDIRECT OVERHEAD	180.00%	\$	91,842.48
<hr/>			
DIRECT PAYROLL + INDIRECT OVERHEAD COSTS	-	\$	142,866.08
PROFIT	10.00%	\$	14,286.61
ESCALATION	0.00%	\$	-
TOTAL DIRECT AND INDIRECT COSTS	-	\$	157,152.69
TOTAL DIRECT EXPENSE COST (SEE EXPENSE SUMMARY)	-	\$	59,521.60
<hr/>			
<b>TOTAL FEE</b>	-	<b>\$</b>	<b>216,674.29</b>

## **SOUTH JERSEY TRANSPORTATION PLANNING ORGANIZATION**

**RESOLUTION 2603-09: Approving the Selection of Imperial Traffic & Data Collection as the Consultant for the Data Collection for SJTDM Recalibration and Validation effort**

**WHEREAS, the South Jersey Transportation Planning Organization (SJTPO) is the Metropolitan Planning Organization (MPO) designated under Federal law for the southern region of New Jersey including Atlantic, Cape May, Cumberland, and Salem Counties; and**

**WHEREAS, the Fiscal Year (FY) 2026 SJTPO Unified Planning Work Program includes Federal Highway Administration planning funds for this project through Task 26/403 Data Collection for SJTDM Recalibration and Validation, programmed as a two-year effort continuing through FY 2027; and**

**WHEREAS, the Notice of Availability of Requests was sent to 284 subscribers on the Requests for Proposals (RFPs) mailing list on January 16, 2026; and**

**WHEREAS, the Request for Proposal (RFP) announcement and supplementary materials were also posted on the publicly accessible SJTPO website; and**

**WHEREAS, two (2) proposals were received; and**

**WHEREAS, the SJTPO Technical Advisory Committee (TAC) at their January 12, 2026, meeting vested consultant selection authority in a committee consisting of representatives from SJTPO, Cape May, and Cumberland Counties, which reviewed the proposals and evaluated them according to SJTPO's published criteria; and**

**WHEREAS, the two (2) firms were interviewed; and**

**WHEREAS, the Consultant Selection Committee recommends Imperial Traffic & Data Collection, LLC as the consultant to advance this technical effort; and**

**WHEREAS, the SJTPO TAC, at their January 12, 2026, meeting, endorsed the recommendation of the Consultant Selection Committee and the selection of Imperial Traffic & Data Collection, LLC as the consultant for the Data Collection for the SJTDM Recalibration and Validation effort at a total project cost of \$216,674.29; and**

**WHEREAS, the scope of work was well aligned with the goals of the study, minor modifications were made to the initial scope of work were required, and**

**WHEREAS, this project will be funded through the FY 2026 UPWP Technical Program as Task 26/403 Data Collection for SJTDM Recalibration and Validation, with a total budget of \$221,881 and**

**NOW THEREFORE BE IT RESOLVED, that the Policy Board of the South Jersey Transportation Planning Organization hereby approves the above selection for the Data Collection for SJTDM Recalibration and Validation, with a maximum fee of \$216,674.29, with no DBE participation required.**

**BE IT FURTHER RESOLVED, that the Policy Board authorizes the Executive Director to execute scope of work and cost modifications to the original contract amount, provided that funding is available and such modifications have been approved by the NJDOT and the SJTPO.**

**BE IT FURTHER RESOLVED, that the Policy Board requests that the South Jersey Transportation Authority execute the appropriate contractual arrangements with the consultant on behalf of the SJTPO.**

**Certification**

**I hereby certify that the foregoing is a correct and true copy of a resolution adopted by the Policy Board of the South Jersey Transportation Planning Organization at its meeting of March 23, 2026**



3/23/26

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**Nancy Hammer,  
Designated Alternate Secretary for  
John W. Risley, Secretary/Treasurer**