



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

DIVISION OF PROCUREMENT SERVICES

STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW

Department Office/Division/Program:		Maine Dept. Of Transportation	
Department Contract Administrator or Grant Coordinator:		Jennifer Chisum	
(If applicable) Department Reference #:		46491	
Amount: (Contract/Amendment/Grant)	\$ 500,390.00	Advantage CT / RQS #:	CT20240328000000002638
CONTRACT	Proposed Start Date:	3/12/2024	Proposed End Date: 3/11/2025
AMENDMENT	Original Start Date:		Effective Date:
	Previous End Date:		New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		StreetLight Data, Inc. VC0000225285 San Francisco, CA	
Brief Description of Goods/Services/Grant:		"Big Data" Transportation Data and Analytics Solution Platform with User Training/Support.	

PART II: JUSTIFICATION FOR VENDOR SELECTION

Check the box below for the justification(s) that applies to this request. (Check all that apply.)

<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. University Cooperative Project	<input type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

The analysis of “big data” in the transportation industry enables a more in-depth understanding of highway safety issues, travel behavior, and mobility issues. Traditional transportation data collection methods are expensive and use small data sets that may not accurately reflect actual traffic conditions that take significant time to compile and process for analysis. Big data allows MaineDOT to fill gaps in these traditional data sources and to respond quickly to requests for information from our customers and adapt to the rapidly changing demands of our dynamic transportation environment. Big data for transportation is compiled from a variety of sources including connected vehicles, traffic sensors and other connected devices and provides data that is far more granular both spatially and temporally than traditional sources, allowing us to gain greater insights into travel patterns and modal usage of Maine’s transportation system.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

StreetLight InSight® is the leading transportation analytics tool on the market today. Below is a summary of the UNIQUE capabilities that differentiate StreetLight InSight® from any other transportation analytics solution we have seen in the market.

- **Run and interactively visualize unique customized projects in StreetLight InSight® and measure transportation at any level of spatial or temporal granularity.** StreetLight is the only transportation analytics company to provide both Big Data analytics and a self-serve cloud-based, interactive, and highly customizable web platform that allows you to zoom in and out to meet project needs, isolate any day of week or time of day, any zone type (including custom zones), 15-minute granularity, run analyses for "specific days", and conflate metrics to MaineDOT's LRS
- **A 10+ year history of mobility patterns – and new data sources as they emerge.** The repository is an independent, industry-trusted data source with a long history of routinely evaluating, benchmarking, and picking the most reliable data sources, having built a repository of several hundred sources that contribute to their Route Science® engine. At this moment, major sources include Connected Vehicle Data, GPS data, Commercial truck data for a range of weight classes, LBS mobility data, thousands of vehicular, bicycle and pedestrian sensors, land use data, parcel data, and census characteristics (e.g., vehicle ownership, housing density).
- **A proprietary analytic processing engine for multiple modes of travel all in one platform.** Access these travel patterns as standard transportation metrics for vehicle, medium, and/or heavy-duty trucks, bicycles, pedestrians, bus, and rail, available 24/7 all in one interactive platform.
- **AADT derived from 365 days of 24-hour data in the U.S. for 2019 – 2022 for all roads.** StreetLight is the only company that provides validated estimated AADT counts for 97% of the roadways in the U.S. by algorithmically combining data sources: GPS, CVD, two types of LBS data, Census data, and thousands of validated continuous count stations (used for calibration & machine learning). StreetLight uses propriety data science and technology to provide the most comprehensive Big Data-based AADT solution in the industry.

PART III: SUPPLEMENTAL INFORMATION

- **Validated turning movement counts for all intersections, signalized or not.** Includes metrics for any hour of day with 15-minute granularity and peak hour factor for both signalized and non-signalized intersections. Includes visualizations and charts in the platform and exportable outputs aligned with industry standards that don't require post-processing.
- **Unique use-case focused products, purpose-built by transportation experts and tested by agency peers.** Customize parameters in the platform to get the right set of data analytics for many different use cases. From congestion to corridor studies to intersection studies, access immediate analytics with unique capabilities including Segment Analysis, Top Routes, Origin-Destination (O-D), Origin-Destination through Middle Filters (Select Link), Turning Movement Counts (TMC), and many more.
- **Access analytics, charts and visualizations in various formats.** Includes API, CSV downloads (metrics downloads, O-D matrixes, industry-standard TMC tables), Esri ArcGIS integration, 3D visualizations, custom dashboards, and more. StreetLight uniquely offers all those ways to access key metrics, while some software providers only offer some.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

The Department participated in an RFP for big data related to transportation as a member of The Eastern Transportation Coalition (TET Coalition) in 2022. Streetlight Data responded to that contract offering coalition members access to some specific data sets through their Data Marketplace at a comparable price to the Enterprise Solution proposed in this sole-source justification. A comparison of the data/metrics/features included in both are shown in the table below:

The Eastern Transp. Coalition RFP 2022	2023 Streetlight Proposal - MaineDOT
<i>Metrics Included</i>	<i>Metrics Included</i>
Volumes	Volumes
OD Data (all modes)	O-D Data (all modes)
Freight	Zone Activity
	Segment Analyses
	Turning Movement Counts
	Top Routes (all modes)
	Home/Work Locations
	StreetLight API Access
Basic Support	Premium Support
On-Demand E-Learning	On-Demand E-Learning
Not Included - \$350/hr + T&E	2 Custom Virtual Training Classes/Yr
Data Flat File Only	Access To the Web-Based Platform/Interface
	New Functionality As Released
	Custom Exports/Graphics, etc.

While these two product offerings were not exactly equivalent, the 2023 Streetlight Insight Enterprise Solution proposal costs less and provides far more functionality with both a web-based platform interface and API access as well as many highly desirable metrics not included in the TET Coalition offering.

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4. Describe the plan for future competition for the goods or services.

The big data transportation sector is a relatively young but rapidly growing area with new data sources frequently emerging. There are relatively few "providers" that offer pertinent tools to consume or analyze this data efficiently for MaineDOT relevant purposes. The Department of Transportation actively monitors this sector for a variety of purposes related to current and future transportation systems operation and planning and will continue to look for opportunities to acquire the right data sources to meet our needs, specifically through competitive bidding whether participating in a multi-state or the State of Maine RFP process.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

Does this request utilize ARPA/MJRP funds?

 Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).


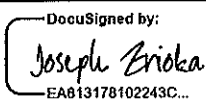
 Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.

 No – If No, proceed to Part V.
PART V: CONFLICTS OF INTEREST (COI); PURCHASES BY THE STATE

Does the requesting Department signatory understand and acknowledge Maine's COI Statute?

 Yes, the requesting Department signatory understands and acknowledges Title 17, Chapter 101, §3104.
PART VI: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Bruce A. Van Note	Date:	4/5/24
Signature of DAFS Procurement Official:			
Typed Name:	Joseph Zrioka Director of IT Procurement	Date:	3/28/2024