

November 15, 2013

Kenny Voss, P.E., Local Program Administrator
 Missouri Department of Transportation
 105 West Capitol Avenue, P.O. Box 270
 Jefferson City, MO 65102

Re: Letter of Interest (LOI), LPA On-Call Services – Traffic Engineering and TEAP

Dear Mr. Voss and Selection Committee Members:

Iteris, Inc. is pleased to express our interest in providing traffic engineering services to Local Public Agencies (LPAs) and the Missouri Department of Transportation (MoDOT) through the TEAP program. Iteris is a national leader in traffic engineering. Iteris supports MoDOT efforts to encourage participation by DBE firms. We have established relationships with many MoDOT-certified DBE firms including EFK Moen, Trekk Design Group, Engineering Design Source, Inc., and TSi Engineering, Inc. and will use these firms to support various project activities, as needed, to meet or exceed established DBE goals. Iteris has provided similar traffic engineering services for agencies throughout the U.S. and we are confident we can bring solid technical solutions, cost-effectiveness and value to on-call assignments. Our LOI includes a brief discussion of the Iteris Team relative to each of the five primary consultant selection criteria, followed by a discussion of our project understanding and key issues that will ensure a success.

General Experience of the Team: Iteris specializes in the design, evaluation and operation of intersections and arterials to improve the efficiency and safety of vehicular traffic flow, pedestrian mobility, transit operations and bicycle traffic. Services range from intersection layout; traffic signal design for both new and upgrading existing facilities; signing and striping plans; lighting plans; pedestrian safety studies; pedestrian crosswalk enhancement design; traffic control plans; development of arterial traffic calming measures; on-street parking improvements; "before" and "after" evaluation studies; signal timing/coordination analysis; traffic modeling services (micro-simulation and travel demand forecasting).

Past Performance: Iteris prides itself on outstanding project performance including technical quality, budget and schedule adherence, and client satisfaction. Over 90% of the work conducted by Iteris and our team partners is based on repeat business. We encourage you to contact references provided in our submittal or our MoDOT Project Managers from recent work to confirm our performance on past projects.

Qualifications of Personnel: The Iteris Team is well-versed in all required traffic engineering disciplines. **Mike Malone** (27 years) will serve as overall **Contract Manager** as well as **Project Manager** on various on-call assignments. **Steve Garbe** (25 years) will also serve as a **Project Manager** or **Task Manager** for various on-call assignments. Steve and Mike will be supported by seasoned Iteris staff with diverse traffic engineering skills that can serve in other required project roles including Project Manager, Task Manager, Senior Advisor, Quality Control Manager or other necessary technical support roles (see bios on Page 2). The strong experience of the Iteris Team, along with local knowledge, project familiarity and relationships with MoDOT and LPA staff will ensure project success. Specific project qualifications are provided below.

Project Experience / Client Reference	Traffic and Parking Studies	Capacity/Operational Analysis	Signal Timing/Optimization	Simulation Modeling	Safety and Speed Studies	Inventory (Intersection/Sign/Signal)	Traffic Design	Geometric Design	Corridor Studies	Travel Demand Forecasting	Pedestrian/Bike Planning	Pedestrian/School Zones
	Operation Green Light Signal Timing, Kansas City (Ray Webb, Tel: 816-622-0731)	✓	✓	✓	✓	✓	✓		✓		✓	✓
US 24 Corridor Study, Topeka, KS (David Thurbon, Tel: 785-368-3728)	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓
South Area Transportation Study, Wichita, KS (Bill Christian, Tel: 316-268-4457)	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Lincoln Crash Study, Lincoln, NE (Randy Hoskins, Tel: 402-441-7711)	✓	✓	✓	✓	✓	✓	✓	✓				✓
NDOR On-Call Traffic Engineering and Planning (Dan Waddle, Tel: 402-479-4594)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
I-180 Interchange Justification Report, Lincoln, NE (Terry Gibson, Tel:402-479-4565)	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Citywide Signal Timing Optimization, Grand Rapids, MI (Chris Zull, Tel: 616-456-3066)	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
53rd Street Corridor Study, Wichita, KS (Bill Christian, Tel: 316-268-4457)	✓	✓		✓	✓	✓			✓		✓	✓
Hamilton Boulevard Improvements, Sioux City, IA (Mark Lutjeharms, Tel: 402-488-2500)	✓	✓	✓		✓	✓	✓		✓			✓
SE 14th Street Improvement Project, Des Moines, IA (Mike Ring, Tel: 515-283-4973)	✓	✓	✓		✓		✓		✓			✓
Antelope Valley MIS, Lincoln, NE (Roger Floard, Tel: 402-441-7567)	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
84th and West Center Improvements, Omaha, NE (Todd Pfizer, Tel: 402-444-5226)	✓	✓	✓	✓	✓	✓	✓	✓				✓
St. Ann Cypress / I-70 Corridor Study, St. Louis, MO (Rick Brown, Tel: 636-812-4211)	✓	✓				✓			✓	✓	✓	✓
Duello Road Corridor Study, St. Louis, MO (Rick Brown, Tel: 636-812-4211)	✓	✓				✓		✓	✓	✓	✓	✓
148th Street Viaduct Study, Waverly, NE (Doug Rix, Tel: 402-786-2312)	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓
Gothenburg Viaduct Study, Gothenburg, NE (Mark Lutjeharms, Tel: 402-488-2500)	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓
110th and Lamar Roundabout, Overland Park, KS (Bruce Wacker, Tel: 913-895-6027)	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓
40th and Sheridan Roundabout, Lincoln, NE (Randy Hoskins, Tel: 402-441-7711)	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓

Familiarity and Capability: Key Iteris Team members have successfully conducted past projects for MoDOT and LPAs across the country, including a wide range of traffic engineering activities. Our team is familiar with MoDOT contractual requirements, LPA procedures, the Engineering Policy Guide (EPG), project administration

and monitoring procedures. The Iteris Team also brings extensive, diverse traffic engineering experience from numerous agencies throughout the U.S. This experience will be used to facilitate innovation and idea exchange to enhance project success.



Mike Malone - Project Manager

Mr. Malone has 27 years of experience in traffic engineering, operations and design. Mr. Malone's recent experience includes the Route 141 ITS Expansion project in St. Louis, the Route 71 ITS Expansion Project in Kansas City, supporting the KC Scout Operations Support contract, and managing signal timing projects involving MoDOT staff in both St. Louis and Kansas City, as well as US 24 in Topeka, the South Area Transportation Study (SATS), 53rd Street North Corridor Study in Wichita, and the SW Connector Project in Des Moines. Mike is recognized for his technical and project management skills. This blend of project management, technical and public outreach skills is a perfect match for the needs of your project.



Steve Garbe - Project Manager / Task Manager

Steve Garbe has over 25 years of experience in transportation engineering, planning and design, traffic operations and corridor and freeway studies. He has extensive intersection analysis and evaluation experience and has conducted numerous safety and improvement projects to improve traffic flow. Steve has extensive experience using traffic data and travel demand forecasts to evaluate transportation improvement scenarios and develop recommended improvement strategies on both a system level and for specific intersection and roadway corridor locations. He has conducted numerous planning level cost estimating efforts for construction of transportation improvements. He is well-known for his background in roundabout evaluation and design.



Bryan Guy - Traffic Engineer

Mr. Guy has extensive experience including analysis, engineering, and design for traffic operations projects, transportation planning, and safety analysis. He specializes in transportation simulation modeling and optimization. Bryan has experience with Iowa DOT TEAP projects including US 30 in Denison and US 218 in Keokuk. He also has extensive safety analysis experience by working on the City of Lincoln Citywide Crash Study. Bryan also has extensive experience with cutting-edge, non-intrusive technology for data collection including machine vision for traffic counts, Bluetooth/ GPS for travel times, and radar-based segment counts.



Charles Thomas - Transportation Engineer

Mr. Thomas has six years of experience in traffic engineering and operations including several signal optimization projects for MoDOT, MARC, MDOT, City of Grand Rapids, City of Detroit. He has enhanced his skills in data collection, traffic analysis, and report preparation related to transportation engineering in the areas of intersection operations and analyses, traffic impact and corridor studies, and safety studies. Mr. Thomas has coordinated and lead multiple, large-scale data collection and field review efforts, in addition to the analyses work associated with the data for Iteris. These efforts have included three city-wide traffic count projects for the City of Lincoln, NE.



Derek Nieveen - ITS Engineer

Mr. Nieveen has five years of diverse traffic engineering, design, transportation planning, and ITS experience. He has been involved with numerous tasks for multiple intersection improvement projects, safety studies, and ITS design projects. His experience includes data collection/analysis, capacity analysis, safety analyses and design of traffic signal and intersection improvements. Derek has recently provided support for signal timing improvements in Grand Rapids, planning and design of numerous ITS devices on Interstate 15 in Nevada, and planning and design of a Bluetooth arterial travel time study in Minneapolis.



David McClintock - ITS Engineer

Mr. McClintock has 5 years of experience in traffic engineering and ITS design. David has been responsible for the preparation of PS&E packages for traffic design projects (signals, signing, marking and traffic control) in Lincoln, Hastings, and Kearney, NE; Kansas City, KS; and Independence, MO; as well as ITS design projects in Michigan (I-69 – Detroit), Iowa/Illinois (I-74 – Quad Cities), Kansas (I-435 – Kansas City) and as well as several ITS planning/design projects in Lincoln and Omaha, NE including an automated workzone deployment on I-80.



Ali Banava - Traffic Engineer and Travel Demand Modeler

Mr. Banava has 9 years of experience and has successfully managed regional and citywide travel demand model development projects. He has an extensive knowledge of four-step modeling, calibration and validation process. He is proficient in the use of a number of modeling, simulation, signal timing and design software packages including TransCAD, TRANPLAN, Cube/TP+, VISSIM, CORSIM, Synchro, and AutoCAD. In the Heartland Region, Ali has supported model development, model update, corridor analyses, interchange justification report (IJR) and long range transportation plans conducted in Des Moines, IA, Wichita and Topeka, KS and Alliance, Kearney, Fremont, Gothenburg, Lincoln and Waverly, NE.



Gary Hamrick - Multimodal Transportation Planner

Mr. Hamrick has 28 years of experience managing a wide range of transportation projects including city-wide and area-wide, freeway, arterial master plans; corridor studies; bicycle plans; other non-motorized transportation plans; traffic impact analyses; goods movement and trucking studies; port area planning and travel demand modeling studies. Mr. Hamrick has specialized in neighborhood traffic management projects to identify cut-through, excessive speed issues and formulate improvement plans and policies to address neighborhood issues. Another area he has specialized in is non-motorized transportation planning, including bicycle and pedestrian studies. He has managed numerous projects in downtown, village-oriented areas where the goal is to manage traffic in conjunction with pedestrian and community goals. Mr. Hamrick has overseen many community parking plans that resulted in comprehensive solutions to downtown parking problems and management of parking intrusion into residential neighborhoods.

Accessibility: The Iteris Team has established a strong record of responsiveness to clients including successful performance on past MoDOT projects. Iteris staff have conducted MoDOT work in the Kansas City, St. Louis and Springfield districts and can be on-site quickly and efficiently from our Kansas City or Lincoln, NE, Omaha, NE offices or other Iteris office locations as needed. Iteris has demonstrated our ability to conduct data collection or field review activities or strategically hold in-person or GoTo meetings, as necessary, to efficiently complete project work.

Diversity Statement: Iteris is committed to hiring, promoting and developing a diverse workforce. Our obligations in this area stem from not only adherence to various state and federal regulations, but also from our commitment as an employer to provide job opportunities to all regardless of

age, religion, gender, race, ethnicity, disability, sexual orientation, or any other consideration made unlawful by federal, state or local laws. We actively partner with academic institutions to promote technical disciplines and engage and recruit young engineers with diverse backgrounds.

Project Understanding and Approach: Iteris staff have a keen understanding of traffic operations and design. Our understanding and experience is based on lesson learned by being in the trenches in a wide range of traffic, planning, operations and design projects. Iteris has current on-call contracts for traffic engineering, transportation planning and ITS with agencies throughout the U.S. adding to the depth of knowledge, experience and resources our team brings to the project. Some specific knowledge of relevant standards and procedures that Iteris offers MoDOT on this project include: development and implementation of traffic counting programs for numerous agencies throughout the U.S.; road safety audits; trip generation studies; comprehensive safety evaluations; planning, evaluation, and design of roundabouts; and use of capacity analysis and simulation programs including the Highway Capacity Manual, Synchro/SimTraffic, and VISSIM; and training.

Iteris staff are intimately familiar with a wide range of traffic engineering standards, guidelines and publications and use them on a regular basis. Iteris staff have conducted specialized traffic engineering studies, such as spot speed studies, license plate surveys, OD studies, travel time and delay studies, saturation flow rate studies, parking studies, queue length studies, and warrant studies for various traffic control devices in accordance with ITE publications including the Manual of Transportation Engineering Studies. Other reference documents routinely used by Iteris staff include:

- ITE Trip Generation Manual
- ITE Traffic Safety Toolbox
- ITE Traffic Engineering Handbook
- ITE Transportation Planning Handbook
- Highway Capacity Manual (HCM)
- Highway Safety Manual (HSM)
- ITE Manual of Traffic Signal Design
- Manual on Uniform Traffic Control Devices (MUTCD)
- A Policy on Geometric Design of Streets and Highways
- FHWA Traffic Control Systems Handbook

We understand that on-call assignments can be planned well-ahead or may be required at a moment's notice based on unforeseen project needs. Whatever the need, Iteris is ready to help. Our approach is straightforward; our goal is to provide exceptional client service and outstanding technical quality - on time and within budget. These project types are not new to us, yet we approach each effort with a fresh perspective. Our process and approach can be tailored to specific requirements, but we have developed proven methods to streamline traffic operations and design. The following is a brief listing of key issues essential to the successful completion of this project.

Project Management: Project management means taking care of the client and ensuring that the appropriate staff are assigned; project deliverables are complete, accurate, on-time and within budget and that open lines of communications are maintained at all times.

Communication: Effective, open and honest communication is critical to project success. Frequency of communication can vary depending on specific project needs and individual styles. These projects will require coordination with MoDOT project managers and technical staff. Iteris staff are familiar with many MoDOT staff and have worked to develop strong relationships. This will facilitate and foster project success.

Technical Quality: Superior technical quality is initiated through sound analysis and design procedures along with appropriate quality control review to ensure compliance with applicable standards and accepted engineering practice. Iteris staff are familiar with MoDOT and national or industry standards and other technical guidance documents that can facilitate effective project delivery. Technical quality is impacted significantly by appropriate staffing and ensured through appropriate quality control reviews by experienced, but otherwise uninvolved staff.

Schedule and Cost Control: Schedule and cost control go hand in hand. Typically, when a project stays on schedule it also stays within budget. The Iteris Team will ensure schedule and cost control through frequent review of labor, cost and schedules issues, and adjustments, as needed.

Quality Control: The production of top quality products is Iteris' number one goal. As a firm and as individuals, we strive for excellence and follow the guidelines set forth within our corporate QA/QC program. No deliverable or work product goes out the door without proper review.

Task Order Process: Iteris understands the Master Agreement and MOU process for individual work assignments. Iteris will strive to develop scope, cost and schedule information in a timely manner, as some projects can be time-sensitive. Our familiarity with MoDOT contract process, as well as our familiarity and knowledge of traffic operations and design procedures will facilitate our timely response to MoDOT requests.

Practical Design: "Practical Design" principles, grounded in safety, communications and quality, are an integral component of all Iteris design projects. Iteris staff will strive to provide or develop the solution that best meets project needs considering innovation, value and life-cycle costs.

We are confident our team is a great fit for this project, and look forward to the opportunity to work with you on it. Please contact me at (402) 476-5101 or msm3@iteris.com if you have questions or need additional information. Thank you for considering the Iteris Team.

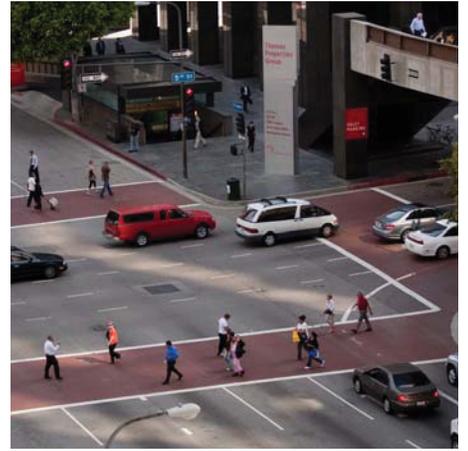
Sincerely,



Michael S. Malone, PE, PTOE, Vice President

SOLUTIONS

for COMPLETE STREETS



Innovation for better mobility



ABOUT ITERIS

Iteris, Inc. is a leader in providing intelligent information solutions to the traffic management market. The company is focused on the development and application of advanced technologies and software-based information systems that reduce traffic congestion, provide measurement, management, and predictive traffic analytics, and improve the safety of surface transportation systems. By combining its unique IP, products, decades of expertise in traffic management, and information technologies, Iteris offers a broad range of Intelligent Transportation System (ITS) solutions to customers worldwide. The firm is headquartered in Santa Ana, California, with offices nationwide and in the Middle East. For more information, please call 1-888-329-4483 or visit www.iteris.com. Also visit the company on Facebook, Twitter, and You Tube.

TRAFFIC & WEATHER SOLUTIONS

Iteris provides the most comprehensive, integrated traffic and weather solutions for public sector, media, automotive and consumer application markets. Iteris' analytics application solutions, real-time data, and professional services provide actionable information via 511, web, and mobile applications for the most current route-specific traffic and road weather conditions.

Iteris is the industry leader in innovation for enhanced cost efficiency and operational reliability for the traffic and weather information markets. Using proprietary advanced data ingestion and fusion technologies from years of applied research that integrate the vast diversity in traffic and weather data, Iteris has solved the critical technological issues permitting the generation of predictive traffic and road conditions that provide next generation solutions for both public and private transportation applications.



Real-time and predictive that provide actionable information

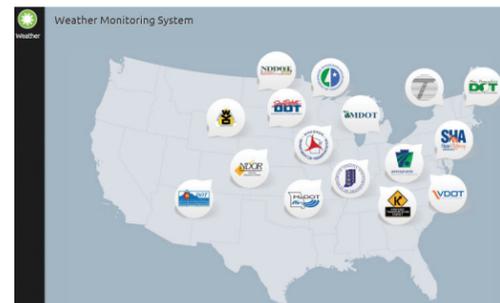
- Traveler Information/ 511 Systems
- Traffic and Weather Applications
- Mobile Apps



ANALYTICS

For more than 20 years, Iteris has provided market-leading analytics application services for traffic and weather information systems. Our analytics application solutions provide customers with application services at their fingertips that turn collected data into actionable information through complex algorithmic processing and state-of-the-art visualization tools, in both web and mobile environments.

Traveler Information/511 Systems



Visualize, predict and maximize your network

- Freeway, Arterial and Transit Performance
- Smart Work Zones
- Data Fusion and Visualization



Vehicle detection and discernment for all traffic applications

- Intersections
- Arterials and Highways
- Bicycle
- Management Software

DETECTION SOLUTIONS

Iteris is the global leader in video-based vehicle detection (Vantage®, VersiCam™), with over 100,000 video vehicle detection sensors deployed. As a technology innovator, the firm has achieved many industry "firsts": the first mouse/monitor programming capability; the first video/radar hybrid sensor (Vantage Vector®); the first and award winning video-based bicycle detection system (SmartCycle®) capable of differentiating between bicycles and vehicles to enhance bicyclist safety; and the first video system that performs both stop bar and advanced detection at span-wire configured intersections (SmartSpan®). Vantage Velocity™ is a market leading Bluetooth travel time solution for traffic management agencies of all sizes. Iteris is committed to being the leader in advanced sensor and detection technologies applied to Intelligent Transportation Systems (ITS).

Accurate and reliable detection is the foundation for safe and efficient management of signalized intersections and traffic data collection. Iteris' market leading video detection technologies assist traffic engineers and consultants in reducing traffic congestion, fuel consumption, air pollution, travel time, accidents and incidents through its field proven software and hardware. The firm's decades of research and development in specialized algorithms analyze real-time traffic and turn "big data" into actionable information. Visual verification of accurate detection and quality intersection surveillance is the desired choice by the traffic engineering community.

PLANNING & ENGINEERING



A well-planned, efficient transportation infrastructure is vital to a healthy economy and a high quality of life. Iteris is at the forefront of engineering surface transportation projects designed to meet today's needs while preparing to meet tomorrow's growth. Services in this category span the entire project life cycle from Planning to Engineering to Integration to ongoing Operations & Maintenance. Through our hands-on experience deploying ITS field devices nationwide, we have gathered numerous lessons learned that are fed into our engineering design practice. As a result, our design is more precise, and includes details to the construction contractor that help avoid schedule delays and cost overruns. A similar feedback loop exists between Engineering and Planning activities in that our detailed design experience allows our long-range planning activities to more accurately reflect what is constructible.

Combining the talents of transportation planners and engineers, systems engineers, system integrators, software engineers and staff members with strong construction/field experience, Iteris brings a unique and unmatched set of skills to each and every project.

Efficiency designed, from concept to completion

- Travel Demand Forecasting
- Micro-Simulation
- Corridor Studies
- ITS Design
- Traffic Engineering Design
- Remote Operations
- Field Verification
- Management of Traffic and Detours





DESIGN-BUILD & INTEGRATION

Disciplined approach to every system and software-based project

- Planning & Design
- System Integration/Construction
- Traffic Management Centers
- ITS Design
- Traffic Engineering Design
- Signal Operations
- Staged Construction Traffic Analysis
- Management of Traffic Plans

Iteris has outstanding credentials serving as part of design-build teams with a focus on the planning, design and deployment of real-time intelligent transportation system elements for arterials and freeways, the use of performance measures to improve workzone traffic management, and the provision for real-time traveler information. Iteris offers solutions that can enhance any project, ultimately resulting in innovative and cost saving project deployments. The Iteris performance measurement software, iPeMS™, is a focal part of Iteris' planning, design and deployment tool kit, providing multi-modal performance measurement analytics to increase safety and improve operations. Systems integration, which is the key to success in today's multi-modal, multi-jurisdictional environment, is a distinguishing factor when selecting your design-build partners and one in which Iteris staff members excel.

Whether expanding a legacy system or deploying a new one, Iteris integrates hardware, software and the user-interface into a fully functional system that delivers a cost-effective turnkey solution.

MULTI-MODAL

Multi-modal transportation systems are vital for the efficient movement of people and goods, and are increasingly necessary to serve the diverse needs of the traveling public in an economical and environmentally friendly manner. In fact, heightened use of multi-modal systems will be essential in the future given the level of congestion that exists in major urban areas and the reduced funding available for construction of new roadways. Iteris offers a broad range of multi-modal planning and design services including bus rapid transit (BRT), transit signal priority (TSP), and transit communications systems. Iteris is the leader in the transit technology field and has developed the TransitHelper® priority system to enable our clients to efficiently deploy transit technology solutions. Equally important are our services relating to Complete Street initiatives, which help plan and design roadway environments that support all transportation modes, including pedestrians, bicycles, transit and vehicular traffic. Iteris is also a nationally respected leader in the development and deployment of solutions that support goods movement and commercial vehicle operations.



Services for all surface modes of transportation

- Transit Planning & Design
- Bicycle & Pedestrian Planning and Design
- Goods Movement
- Transit Signal Priority



Innovation for better mobility