

Agenda Report

TO: CITY COUNCIL **DATE:** DECEMBER 12, 2005
THROUGH: FINANCE COMMITTEE
FROM: CITY MANAGER
SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH NELSON/NYGAARD CONSULTING ASSOCIATES TO PERFORM TRAFFIC REDUCTION STRATEGIES STUDY FOR A NOT TO EXCEED AMOUNT OF \$99,597 AND APPROPRIATION OF FUNDS FOR SAID CONTRACT

RECOMMENDATION

It is recommended that, if the City Council wants to proceed with this contract:

1. Authorize the City Manager to enter into a contract with Nelson/Nygaard Consulting Associates (Nelson/Nygaard) to perform a study identifying strategies to reduce traffic congestion in Pasadena by ten percent and 25 percent, in an amount not to exceed \$99,597; and
2. Approve a journal voucher amending the Fiscal Year 2006 Operating Budget by recognizing and appropriating \$49,597 from the City's General Fund unappropriated Fund Balance to account 8114-101-771100.
3. Approve a journal voucher amending the Fiscal Year 2006 Operating Budget by recognizing and appropriating \$50,000 from the unappropriated Prop C Fund 209 to budget account number 811-4-101-771100.

BACKGROUND

At the June 20, 2005 Council Meeting as part of the adoption of the Fiscal Year 2006 Operating Budget Council proposed that the City conduct a study to identify strategies that could reduce P.M. peak hour traffic congestion by ten percent and 25 percent. The Council discussed the various traffic reduction strategies that the study would address including;

- Strategies to get people out of cars and into transit and/or other modes of transportation (rail, bicycle, walking), including significant increases to local transit service.

- Strategies to reduce regional trips passing through Pasadena on City streets, including diverting traffic around the city on existing highways.
- Strategies to reduce the demand for Pasadena to be a destination of new traffic.

Council also requested that the study include an analysis and discussion of the potential economic impacts to the City that would result in implementing such traffic reduction measures. Funds were not appropriated for the study at the June 20 meeting.

Following the discussion on the scope of the proposed study the City Council directed staff to solicit proposals for the preparation of a study that would develop and analyze strategies that would reduce P.M. Peak Period traffic on Pasadena streets by 10 percent or 25 percent and to return to Council with a preferred consultant and cost to prepare the study.

Staff prepared and circulated the attached Request for Proposals for Consultant Services to Prepare a Study and Analysis Report for Strategies to Reduce Traffic Congestion in Pasadena. Thirteen firms received the RFP.

Six firms responded and were evaluated based on the criteria set forth in the RFP. The evaluation committee consisted of five staff members, two each from the Departments of Planning and Development and Transportation and one from the Department of Public Works. Based on the evaluation, which is summarized in Attachment B, Nelson/Nygaard was determined to be best qualified to perform the needed services. The study will take approximately five months to complete.

Based on evaluation committee's initial review and ranking of the six proposals, three firms: Katz, Okitsu and Associates, Meyer, Mohaddes Associates and Nelson/Nygaard Consulting Associates were invited to interviews with the evaluation committee. The interviews focused on each team's qualifications, relevant prior experience in preparing transportation management and traffic reduction studies as well as their expertise in analyzing the economic impact of traffic reduction strategies. The ranking criteria and evaluation committee scores are attached.

The following are the significant points that caused Nelson/Nygaard to be ranked highest:

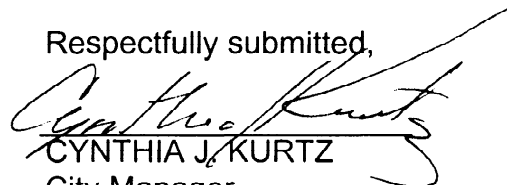
- Nelson/Nygaard has significantly more experience in preparing large-scale traffic reduction plans.
- Nelson/Nygaard had recently completed a trip reduction plan for 3.5 million square foot Research Park in San Francisco Bay area that aimed at reducing peak hour vehicle trips by 40 percent below countywide trip generation rates.

- The work plan and methodology proposed by Nelson/Nygaard to prepare the trip reduction strategies and economic impact analysis was judged by the evaluation team to be superior to the other proposals.
- The key staff proposed by Nelson/Nygaard and their sub-consultant to prepare the study had more direct experience in preparing similar transportation reduction studies.

FISCAL IMPACT

The approval of the journal vouchers will impact the unappropriated General Fund by \$49,597 and the unappropriated Prop C Fund by \$50,0000. The total project budget is \$99,597. With the approval of the journal vouchers sufficient funds in account 8114-101-771100 will be available to conduct this study.

Respectfully submitted,



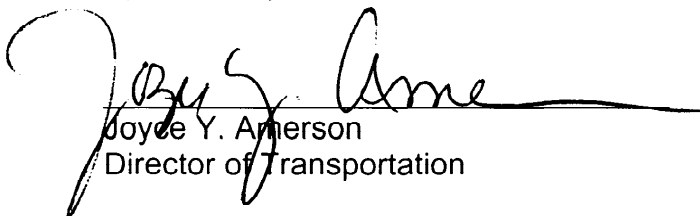
CYNTHIA J. KURTZ
City Manager

Prepared by:



Mark Yamarone
Principal Transportation Planner

Approved by:



Joyce Y. Amerson
Director of Transportation

- Attachments:
- A Proposer Ranking Summary
 - B Request for Proposal – w/o Appendix
 - C Nelson/Nygaard Proposal w/o Appendix
 - D Nelson/Nygaard Measure B Form