

Agenda Report

TO: CITY COUNCIL **DATE:** March 21, 2005
FROM: CITY MANAGER
SUBJECT: CONTRACT AWARD TO PARISI ASSOCIATES TO PROVIDE PROFESSIONAL SERVICES TO DEVELOP A "SUGGESTED ROUTES TO SCHOOL PROGRAM"

RECOMMENDATION

It is recommended that the City Council authorize the City Manager to enter into a contract with Parisi Associates to provide professional services to develop a "Suggested Routes to School Program" in an amount not to exceed \$110,000 and find that competitive bidding is not required pursuant to City Charter Section 1002 (F) professional or unique services.

BACKGROUND

The University of California Berkeley Institute of Transportation Studies (ITS) Technology Transfer Program, with funding from the California Office of Traffic Safety (OTS), conducted a safety evaluation of the City of Pasadena. The July 2003 report recommended that the Department of Transportation consider developing pedestrian safety programs aimed at young schoolchildren and the elderly. The City does not currently have a Safe Routes to School program or Suggested Routes to School maps. Also in the report was a specific recommendation that the Transportation Department, Police Department, and school administrators work together to create Suggested Routes to School maps for each elementary and middle school.

The principal goal of this project is to identify possible routes to school to and from 18 elementary and middle schools located in the City of Pasadena and to develop Suggested Routes to School maps in a GIS format. Suggested routes will be identified through coordination with the Pasadena Unified School District, Pasadena Police Department, and other various stakeholders. Along with the

identification of routes, potential pedestrian safety and mobility enhancements to the suggested routes will be recommended in order to develop a list of near-term and long-range capital improvements along the routes. Recently, the City of Pasadena was successful in securing a Caltrans' Safe Routes to School (SR2S) capital grant in the amount of \$396,000 for the construction of identified enhancements around Pasadena schools, including sidewalk repairs, access ramps, lighted crosswalks, curb bulb-outs and signing upgrades.

A Request for Proposals (RFP) was issued on December 29, 2004 for consultant services to develop a "Suggested Routes to School Program". Two addenda were issued to this RFP providing additional information and further clarification to existing requirements in the RFP.

Proposals were received from three (3) consulting firms, listed below in alphabetical order:

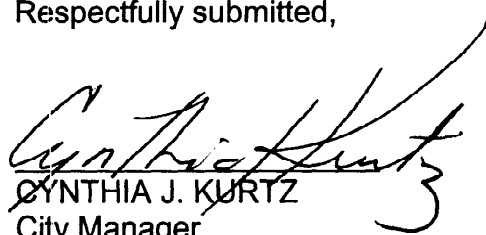
- 1) DKS Associates
- 2) Katz, Okitsu & Associates
- 3) Parisi Associates

Staff reviewed the proposals in accordance with the evaluation criteria set forth in the RFP. As a result of this competitive selection process, the proposers were ranked as shown in Attachment A. Based on their extensive qualifications, Parisi Associates was selected for the project. The total compensation under this contract will be an amount not to exceed \$110,000.

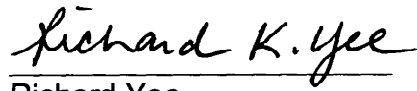
FISCAL IMPACT

There are sufficient funds available for this contract award in Budget Account 75501 (Suggested Routes to School Program).

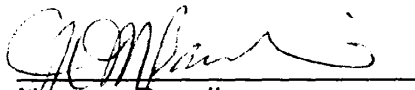
Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

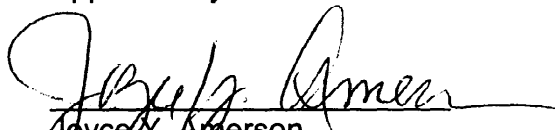
Prepared by:


Richard Yee
Engineer

Reviewed by:


Norman Baculinao
Traffic Engineering Manager

Approved by:


Joyce Y. Amerson
Director of Transportation

Name of Proposal: Suggested Routes to School

ATTACHMENT A

Summary prepared by: R.Yee

Date: 2/24/05

Rating Scale: (1-3=Poor), (4-6= Fair), (7-8=Good), (9-10=Excellent)

Categories	Proposing Consultants		
	DKS Associates	Katz, Okitsu & Associates	Parisi Associates
Project Understanding, Proposal Approach	25.2	29.96	32.2
Related Experience	16.5	21.5	23
Staffing of Project/Ability to Perform	13.6	16.4	16.6
Total Project Cost	10	8	9
Local Pasadena Business receive a 5% preference	0	1.5	1.5
Small/Microbusiness Preference entitlement	0	4	4
TOTAL	65.3	81.36	86.5