



AGENDA REPORT

March 2, 2015

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: AUTHORIZE THE CITY MANAGER TO EXECUTE ALL AGREEMENTS WITH THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY AND CICLAVIA ASSOCIATED WITH THE RECEIPT OF GRANT FUNDING FOR AN OPEN STREETS EVENT

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review pursuant to the California Environmental Quality Act ("CEQA"), pursuant to State CEQA Guidelines Section 15061 (b) (3);
2. Authorize the City Manager to execute all agreements with the Los Angeles County Metropolitan Transit Authority (Metro) associated with the receipt of grant funding and the implementation and management of the program;
3. Authorize a contract, without competitive bidding pursuant to City Charter Section 1002(F), contracts for Professional or Unique Services, with CicLAvia for the implementation and management of the program (\$341,000);
4. Grant the proposed contract with CicLAvia an exemption from the Competitive Selection process pursuant to Pasadena Municipal Code Section 4.08.049(B) contracts for which the City's best interests are served;
5. Amend the Department of Transportation's Fiscal Year 2015 Operating Budget to recognize \$424,000 in reimbursable grant funds awarded by the Metro Board of Directors for the Open Streets Event to account 6546-101-771100-95083 and appropriate the same budget amount to 8114-101-771100-95083 as detailed in the Fiscal Impact section of the agenda report; and
6. Appropriate \$5,000 from the unappropriated AB 2766 Local Return fund balance to the Transportations FY15 operating budget in account 8114-216-775510-95083 for the hard match requirement.

BACKGROUND:

The Metro Board of Directors awarded the City of Pasadena a \$530,000 grant to host an Open Streets event. Open Streets are events which temporarily close the streets to automobiles and open them up to people to re-imagine their streets while walking, biking, in-line skating or pushing a stroller in a car-free environment. The grant award was part of a competitive grant application process Metro developed to allocate up to \$2 million annually for open streets events in Los Angeles County. The goals of the program is to encourage sustainable modes of transportation (biking, walking and transit), and provide an opportunity for civic engagement that can foster the development of multi-modal policies in cities.

Open streets or Ciclovía (Spanish for "bicycle path") initiatives are much more than one day events that invite residents to reclaim their roadways. Even temporarily closing streets to automobiles encourages walking, bicycling and allows citizens to re-imagine their streets and how they travel through communities. Due to their car-free nature, the success of open street events is largely dependent on access to public transportation. These events not only encourage walking and biking, but they also serve as an opportunity for many to use the Metro system for the first time. These initiatives are also opportunities for economic development and the improvement of public health, since they get people out onto the street patronizing local businesses - all while exercising and interacting with their community.

The event is tentatively scheduled for Sunday, May 31, 2015 from 9:00 am to 4:00 pm. The route will include Colorado Blvd. between Pasadena Ave. and Bonnie Ave., Raymond Ave. between Holly St and Del Mar Blvd. and Lake St between Colorado Blvd and San Pasqual St. (Proposed Route Map Attached).

Pasadena DOT staff will coordinate the implementation of the event with close coordination with the following Departments: Police, Fire, Public Works, Public Health, Human Services and Recreation and the events office in the City Manager's Office. The City will initiate a Memorandum of Understanding (MOU) with Metro to secure the grant for this event. The Department of Transportation will coordinate with the various City departments for street closures and will contract with CicLAvia to produce the event which includes every element of advance planning, marketing, programming, working with individual neighborhood associations and directing all day-of-event logistics. CicLAvia's responsibilities include setting up activity hubs, volunteer management and all necessary signage.

The CicLAvia Pasadena will be funded through a \$424,000 grant from the Metro and a local match consisting of \$106,000. The City has committed to \$23,000 local match (\$18,000 in-kind staff time and \$5,000 hard match). CicLAvia has committed to \$83,000 local match.

	Expenses	Grant	Match
Pasadena	\$106,000	\$83,000	\$23,000
CicLAvia	\$424,000	\$341,000	\$83,000
Totals:	\$530,000	\$424,000	\$106,000

Justification for Exemption from Competitive Bidding for Event Management

As proposed in the Metro grant application, the event will be hosted in partnership with CicLAvia, the non-profit organization who has staged 12 successful large scale open street events in the City of Los Angeles over the last four years. CicLAvia has the staffing and volunteer resources to effectively facilitate outreach and coordination with all businesses, churches and residents along the route. CicLAvia is uniquely qualified to be responsible for the production of the event, which includes every element of advance planning, marketing, programming, working with individual neighborhood associations and directing all day-of-event logistics. CicLAvia will be responsible for complete event planning, marketing and management, including setting up and activating four activity hubs, securing, training and managing approximately 400 volunteers and providing all necessary traffic control signage.

CicLAvia will work closely with all City departments to create a strategic route plan and develop programming elements. CicLAvia will conduct all necessary outreach along the 3.5 mile route and encourage stakeholder participation and support. CicLAvia has planned and produced all 12 open street events held in Los Angeles since 2010. CicLAvia is contributing \$83,000 towards the local match of the Metro grant. To the extent the partnership between the City and CicLAvia could be considered subject to the requirements of the City's Competitive Bidding and Purchasing Ordinance, specifically the Competitive Selection process, for the reasons stated above, it is in the best interests of the City to exempt the proposed agreement from those requirements.

COUNCIL POLICY CONSIDERATION:

The CicLAvia Pasadena supports the General Plan guiding principle, "Pasadena will be a city where people can circulate without a car." The Open Streets Event will directly assist the Department of Transportation in implementing the three major objectives of the Mobility Element:

- Enhance Livability.
- Encourage walking, biking, transit and other alternatives to motor vehicles.
- Create a supportive climate for economic vitality.

ENVIRONMENTAL ANALYSIS:

The Open Streets Event is exempt from CEQA per section 15061 (b) (3), the General Rule. The General Rule can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment.

FISCAL IMPACT:

The expenses for the event are estimated to be \$530,000. Project number 95083 (Transportation – Open Street Event 2015) has been established to track revenue and expenditures associated with this event. The majority of the cost for CicLAvia Pasadena will be funded through a \$424,000 grant from Metro. The grant award of \$424,000 will be reflected in the revenue account 6546-101-771100-95083 and will be appropriated in

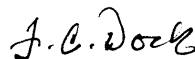
CicLAvia Pasadena Open Streets Event Grant Authorization

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the expenditure account 8114-101-771100-95083, Other Contract Services. The City's required match of \$23,000 is comprised of \$18,000 in-kind (staff time from various City departments for planning the event) and \$5,000 hard match. The \$5,000 of hard match is available in the FY 2015 AB 2766 Local Return Fund (Fund 216 with current fund balance of \$20,776) and will be reflected in account 8114-216-775510-95083. CicLAvia has also committed to \$83,000 local match, which they will apply to their costs for staging and operating the event.

Respectfully submitted,

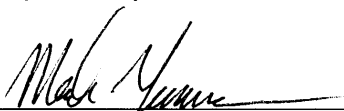


FREDERICK C. DOCK

Director

Department of Transportation

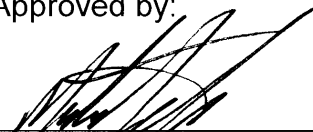
Prepared by:



Mark Yamarone

Transportation Administrator

Approved by:



MICHAEL J. BECK

City Manager

Attachment: (1)

Attachment A – Proposed CicLAvia Pasadena Route Map