



# Agenda Report

April 3, 2017

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: CONTRACT AWARD TO ALTA PLANNING AND DESIGN FOR CONSULTANT SERVICES TO CONDUCT SAFETY OUTREACH AND UPDATE THE SUGGESTED ROUTES TO SCHOOL MAPS FOR THE SAFER STREETS PASADENA – SCHOOL AREA SAFETY PROGRAM**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that acceptance of this grant is exempt from the California Environmental Quality Act (CEQA), Section 15061 (b) (3) of the State CEQA Guidelines;
2. Authorize the City Manager to enter into a contract, without competitive bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services, with Alta Planning and Design for an amount not to exceed \$143,000 for consultant services to conduct safety outreach and update the Suggested Routes to School Maps for the Safer Streets Pasadena – School Area Safety Program.

## **BACKGROUND:**

The City applied for funds through the California Office of Traffic Safety (OTS) in February 2016 for the Safer Streets Pasadena – School Area Safety Program. As a result of this application, the City was awarded \$145,000 in OTS Grant Funds for this proposed program for the period of October 1, 2016 through September 30, 2017. This grant is part of the California Traffic Safety Program and was made possible through the support of OTS and the National Highway Traffic Safety Administration (NHTSA).

The Safer Streets Pasadena - School Area Safety Program combines education and outreach. Activities include the expansion of the "We Make Time" pedestrian safety campaign that was developed in 2014 by the City of Pasadena. This campaign includes a youth education program designed to teach third grade students about safe walking skills (such as sign recognition, where to cross the street, communicating with drivers, etc.). The program also includes outreach to parents through the tagline "We Make

Time ....” to instill a sense of personal responsibility in parent drivers about their role in making streets safer for child pedestrians. Workshops will take place at ten elementary schools in Pasadena, both at public schools and independent schools. In addition, the City will update the Suggested Routes to School Maps for each of the 17 public elementary and middle schools in Pasadena and survey students to determine what routes they take to school and what factors contribute to their decision whether or not to walk to school.

This program is currently scheduled for implementation in FY 2017, with completion in FY 2018.

### **CONSULTANT SELECTION:**

The City released a Request for Proposal (RFP) for Consultant Services to Conduct Safety Outreach and Update the Suggested Routes to School Maps for the Safer Streets Pasadena – School Area Safety Program on January 31, 2017. The RFP was advertised through the City’s bid notification system, Planet Bids. The solicitation was downloaded by 41 firms. Six of those 41 firms were local firms. On February 28, 2017, three firms submitted complete and responsive proposals. Two of the three teams were led by a local Pasadena firm and the third team had a local Pasadena sub-consultant.

The list of proposers who participated in this this RFP including their location and summary of evaluation scores can be found in Attachment A.

The three proposing teams were experienced and qualified to perform this project. However, Alta Planning and Design scored higher in the areas of Project Understanding and Project Approach and thus rated the highest based on the rating criteria stated in the RFP. The Alta Planning and Design Team project approach best utilized the project schedule to commence the school interface and conduct initial school surveys by the end of this school year. The schedule is a key component of this project due to the short timeline for utilization of these OTS grant funds. All work must be completed by September 2017. The Alta Planning and Design Team includes the firm of Linscott, Law and Greenspan, Engineers (LLG), a local Pasadena business, as a sub-consultant.

In 2014, Alta Planning and Design successfully developed and implemented a Safe Routes to School Outreach Program for the City of Pasadena for \$141,835. That was the last project Alta Planning and Design completed for the City of Pasadena.

The proposed contract fully complies with the City’s Competitive Selection process as well as the federal requirements for procurement, as identified in the Office of Management and Budget (OMB) 2 CFR Part 200 and 1201. In addition, the proposed contract complies with the terms identified in California Office of Traffic Safety Grant Program Manual.

### **COUNCIL POLICY CONSIDERATION:**

The Safer Streets Pasadena - School Area Safety Program supports the General Plan guiding principle that Pasadena will be a city where people can circulate without cars.

The Safer Streets Pasadena – School Area Safety Program will directly assist the Department of Transportation in implementing the following objectives of the Mobility Element:

- Enhance Livability
- Encourage walking, biking and other alternatives to motor vehicles.

Specifically, this project addresses three policies of the Mobility Element:

Policy 1.21 Inform and involve neighborhood residents in transportation programs such as the Suggested Safe Routes to School Program to help ensure that students can safely walk or bicycle to and from school

Policy 2.7 Support neighborhood walk-to-school efforts

Policy 2.12 Continue to develop specialized educational campaigns and informational materials to improve safety for pedestrians and bicyclists.

### **ENVIRONMENTAL ANALYSIS:**

The City's Environmental Administrator has determined the program is categorically exempt under the California Environmental Quality Act ("CEQA") Guidelines in Section 15061 (b) (3), the General Rule. The proposed action is to implement an education and outreach campaign. The activity is covered by the general rule that CEQA only applies to programs that have a potential for causing a significant effect on the environment. A Notice of Exemption for the program will be filed with the Los Angeles County Clerk before the end of this month, as required. In addition, there are no changed circumstances or new information which would require further environmental review.

### **FISCAL IMPACT:**

The total compensation under this contract will be an amount not to exceed \$143,000 corresponding to \$134,651 as base contract and \$8,349 set aside as a contingency (approximately six percent) for any unforeseen project costs. The contract administration and staff time project implementation cost (approximately five percent) is \$7,000 and has been programmed in the Department of Transportation's annual operating budget.

It is anticipated that the entire amount will be spent during fiscal years 2017-2018.

The following table presents a contract summary.

Base Contract Amount: FY 2017/FY2018	\$134,651
Contingency	\$ 8,349
<b>Subtotal</b>	<b>\$143,000</b>
Contract Administration Implementation	\$ 7,000
<b>Total Fiscal Impact</b>	<b>\$150,000</b>

Existing budget appropriation for this contract award is available in the Transportation Department's operating budget, as approved by the City Council on August 8, 2016 for the OTS grant award of \$145,000. The grant award amount is reflected in the revenue account 10124003-649700-95084 and the expenditure account 10124003-811400-95084, Other Contract Services. City staffing costs to manage this program are minimal and will be absorbed within the Department of Transportation's operating budget. The following table provides existing budget appropriation available for this project:

OTS Grant	\$143,000
Transportation Department's Operating Budget	\$ 7,000
<b>Total Fiscal Impact</b>	<b>\$150,000</b>

Respectfully submitted,



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Approved by:



STEVE MERMELL  
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Attachment:

Attachment A – Proposal Evaluation Summary