



# Agenda Report

February 26, 2018

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: CONTRACT AWARD TO DAY ONE INC. FOR CONSULTANT SERVICES TO IMPLEMENT BICYCLE SAFETY OUTREACH ASSOCIATED WITH THE SAFER STREETS PASADENA BICYCLE SAFETY CAMPAIGN**

## **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; and
2. Authorize the City Manager to enter into a contract, as the result of a competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, with Day One Inc. for consultant services to conduct Bicycle Safety Outreach Program as part of the Safer Streets Pasadena Safety Campaign in an amount not-to-exceed \$109,958, which includes a 10 percent contingency to provide for any necessary change orders.

## **BACKGROUND:**

Staff applied for funds through the California Office of Traffic Safety (OTS) in February 2017 for the Safer Streets Pasadena – Bicycle Safety Outreach Project. As a result of this application, the City was awarded \$112,000 in OTS Grant Funds for this proposed program for the period of October 1, 2017 through September 30, 2018. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

On August 28, 2017, City Council approved an amendment to the Department of Transportation's FY 2018 Operating Budget to recognize and appropriate \$112,000 in grant funds awarded by OTS for the Safer Streets Pasadena – Bike Safety Outreach Program.

The Safer Streets Pasadena – Bicycle Safety Campaign combines education and outreach. Activities include the expansion of the "Ride Right. Ride Bright" bicycle

campaign that was developed in 2015 by the City of Pasadena. This outreach project provides for the implementation of street teams targeting the central business districts and the areas adjacent to Pasadena City College and Caltech. Street Teams will coordinate with local bike shops and community groups for the distribution of safety information. The team will distribute educational material, 1,000 bicycle head lights and tail lights, and 300 bicycle helmets at various activities throughout the City.

This proposed Bicycle Safety Outreach program is currently scheduled for implementation in FY 2018, with completion in FY 2019.

### **CONSULTANT SELECTION:**

The City released a Request for Proposal (RFP) for Consultant Services to Implement a Bicycle Safety Outreach Program as part of the Safer Streets Pasadena Campaign on December 27, 2018. The scope of the project includes developing the outreach plan, expanding the existing "Ride Right. Ride Bright" campaign, procurement of public relations materials, deploying street teams to distribute bicycle lights, and distribution of bicycle helmets at up to 3 community events. The RFP was advertised through the City's bid notification system, Planet Bids. The solicitation was downloaded by 31 firms and on January 18, 2018, three agencies submitted complete and responsive proposals. Two of the three teams were led by local Pasadena entities.

The list of proposers who participated in 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, Day One Inc. scored higher in the areas of Project Understanding, Project Approach and Project Related Experience and thus rated the highest based on the rating criteria stated in the RFP. The Day One Inc. project approach provided the best outreach plan and fully utilizes the available on-hand staff to implement the "street teams" required for this project. Day One Inc. is a local Pasadena non-profit with knowledge of the target audience of the proposed project and provides the best value for this RFP.

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.

Proposals were evaluated in accordance with the evaluation criteria set forth in the RFP. The proposal evaluation panel included City staff from both the Department of Transportation and the Department of Human Services, as well as a panel member from another City. The list of proposers who participated in this RFP including their location and summary of evaluation scores can be found in Attachment A.

**COUNCIL POLICY CONSIDERATION:**

The Safer Streets Pasadena – Bicycle Safety Outreach Program supports the General Plan guiding principle that Pasadena will be a city where people can circulate without cars. The Safer Streets Pasadena – Bicycle Safety Outreach 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 1.23 Improve public health by supporting walking and bicycling throughout the City.
- Policy 2.11 Consider bicycle education safety programs for all skill levels to reduce bicycle crashes and conflicts.
- 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 \$109,958, which includes a 10 percent contingency for any unforeseen project costs. The contract administration and staff time project implementation cost, approximately five percent, is \$5,000 and has been programmed in the Department of Transportation's annual operating budget.

It is anticipated that the entire amount will be spent during FY 2018 and FY 2019.

The following table presents a contract summary and total fiscal impact.

Base Contract Amount: FY 2018/FY2019	\$99,962
Contingency	\$ 9,996
<b>Subtotal</b>	<b>\$109,958</b>
Contract Administration Implementation	\$ 5,000
<b>Total Fiscal Impact</b>	<b>\$114,958</b>

Existing budget appropriation for this contract award of \$109,958 is available in the Transportation Department's operating budget, as approved by the City Council on August 28, 2017 for the OTS grant award amount not-to-exceed \$112,000. The grant award amount is reflected in the revenue account 10124003-649700-95087 and the expenditure account 10124003-811400-95087. City staffing costs of \$5,000 to manage this program are minimal and will be absorbed within the Department of

Respectfully submitted,



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Approved by:



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STEVE MERMELL  
City Manager

Attachment: (1)

Attachment A – Proposal Evaluation Summary