

# Agenda Report

November 19, 2018

**TO:** Honorable Mayor and City Council

**FROM:** Human Services and Recreation Department

**SUBJECT: CONTRACT AWARD TO ALL CITY MANAGEMENT SERVICES, INC.  
FOR CROSSING GUARD SERVICES AT SELECT PASADENA  
UNIFIED SCHOOL DISTRICT SITES**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15016(b)(3) the General Rule that CEQA only applies to projects that may have an effect on the environment; and
2. Authorize the City Manager to enter into a contract, based on a competitive selection process pursuant to Pasadena Municipal Code Section 4.08.047, with All City Management Services, Inc. for crossing guard services in an amount not to exceed \$244,124 for one year with the option of two additional one-year terms at \$269,821 annually at the discretion of the City Manager. If all options are exercised, the three year total is \$783,766. Competitive bidding is not required pursuant to City Charter Section 1002(F) for professional or unique services.

## **BACKGROUND:**

Since 1998, the City has funded crossing guard services for the Pasadena Unified School District (PUSD) at various sites to promote safety on streets near designated elementary schools throughout Pasadena. Crossing guard services are complemented by a comprehensive series of traffic measures designed to promote school area pedestrian safety. Measures used to address safety include warning signs and street markings, variable speed limit signs, flashing yellow beacons, stop signs, removing visibility obstructions, parking controls, and curb-use zones. Crossing guard locations are selected based on factors such as volume of traffic and pedestrians at times when children are coming to and from designated school sites.

On June 4, 2018, a Request for Proposal (RFP) for crossing guard services was published on Planet Bids and posted on the City of Pasadena website. The deadline to submit proposals was June 29, 2018. Notices were sent to 1,148 vendors and 19 downloaded the RFP. Four proposals were received; three were responsive.

The RFP requested proposals for crossing guard services at select PUSD sites. The scope of work included crossing guard recruitment, selection and employment, program management, field supervision, minimum standards, duties and training and materials to be supplied by the contractor. Proposals were evaluated based on experience, organizational capacity and program cost. Additional preference points were available to local and small or micro-businesses.

An internal review panel of three staff (Senior Planner with the Department of Transportation, Human Services and Recreation Supervisor, and a Recreation Coordinator, from the Human Services and Recreation Department) independently scored the proposals in accordance with the stated evaluation RFP criteria. The scores of each member of the review panel were arrived at individually and then combined onto a spread sheet which produced an overall score for each proposer. Results of the evaluation scores can be found in Attachment A.

All City Management Services, Inc. (ACMS) scored the highest with a score of 82.67 and staff recommends they be awarded the contract. With over 30 years of experience, ACMS exclusively provides crossing guard services and has demonstrated experience as well as a strong management structure and track record. ACMS's proposal establishes an understanding of the requirements of the scope of work as well as the capacity to implement the required work. The proposal also details a strong training program, high safety standards, and competitive program costs. ACMS provides services to over 150 cities, counties and school districts throughout California including the County of Los Angeles Office of Education and the Cities of San Marino and Beverly Hills.

ACMS has provided crossing guard services for the City of Pasadena since 2003. In 2003, the City took over the responsibilities from PUSD of administering the crossing guard contract. Previously, the contract was administered by PUSD and the City reimbursed the District for the expenses. ACMS was retained as the service provider for the duration of the contract which ended on June 30, 2005. The City then entered into a contract with ACMS which ended June 30, 2008 and was amended in its last year to extend to 2014. When the contract expired in July 2014, the City Council approved a retroactive agreement with ACMS through January 2015 to allow staff time to complete the competitive selection process. On January 12, 2015, the City Council authorized a contract for crossing guard services which were procured via a competitive selection process through June 30, 2019. In order to address additional crossing guard service needs at San Rafael Elementary School and cover increasing labor costs, the City Council approved a funding increase on July 17, 2017.

Staff finds ACMS responsive and in compliance with performance goals and milestones in the current contract. In advance of executing the contract, staff will meet with ACMS to review contract requirements, service expectations and reporting requirements.

The proposed contract provides crossing guard services at 12 PUSD school sites at a total of 17 intersections for 180 days when school is in session. Attachment B lists the schools and intersections identified for crossing guard services. City staff conferred with PUSD throughout the process to ensure mutual goals of school safety are advanced. Proposed service locations and hours match those provided since 2017. An initial contract period of one year, with two optional one-year terms, is recommended so as to ensure flexibility and responsiveness to any changes in PUSD's enrollment, operations and high-volume traffic and pedestrian sites. HSRD staff will continue to communicate with PUSD on satisfaction with service received and any needed changes in service sites or operations.

**COUNCIL POLICY CONSIDERATION:**

This action supports the City Council's strategic planning goals of ensuring public safety, promoting quality of life, and improving mobility and accessibility throughout the City of Pasadena.

**ENVIRONMENTAL ANALYSIS:**

The proposed contract with. for crossing guard services has been determined to be exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b)(3), the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment.


**FISCAL IMPACT:**

The cost of this action will be \$244,124 for the initial one-year term. With the two one-year optional extensions the cost totals \$783,766. Annual funding for this action will be addressed by using operating budget appropriations in account 10118001-811400.

The following table reflects the contract summary. Increased costs in years 2 and 3 reflect potential increased labor costs due to increased minimum wage and associated employer costs.

<b>Contract Summary</b>	
Base Contract Amount (1 year)	\$244,124
Optional Year 1	\$269,821
Optional Year 2	\$269,821
<b>TOTAL CONTRACT AMOUNT</b>	<b>\$783,766</b>

Respectfully submitted,

  
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Approved by:

  
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Attachments:  
Attachment A – RFP Evaluation Scores  
Attachment B – PUSD School Crossing Guard Sites  
Attachment C – All City Management Services, Inc. TPA