

Agenda Report

January 28, 2019

TO: Honorable Mayor and City Council

FROM: Planning & Community Development Department

SUBJECT: **AUTHORIZATION TO ENTER INTO A CONTRACT WITH TRANSPORTATION USA FOR AN AMOUNT NOT TO EXCEED \$250,000 TO PROVIDE TRANSPORTATION BUS SHUTTLE SERVICES FOR ARTNIGHT PASADENA EVENTS FOR A FIVE-YEAR PERIOD (\$25,000 PER EVENT)**

RECOMMENDATION:

It is recommended that the City Council:

1. Find that actions proposed herein are exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) (General Rule/Common Rule); 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 for ArtNight Pasadena transportation services with Transportation USA in an amount not-to-exceed \$250,000 or five years, whichever occurs first.

BACKGROUND:

October 12, 2018 marked the 39th ArtNight Pasadena event. Produced by the Cultural Affairs Division in collaboration with the established ArtNight arts and cultural partner organizations, ArtNight is a major cultural draw to the City and is an important economic stimulant as well. A multiple recipient of the Pasadena Weekly's "Best Cultural Festival" award, ArtNight Pasadena has expanded significantly since 2007 to include diverse art forms, twice as many organizational partners and an audience attendance that typically ranges between 22,000 and 32,000 per ArtNight. Held in both Spring and Fall of each year, ArtNight accounts for the largest attendance of any City produced event.

ArtNight Pasadena is distinguished from other arts open house events in several important ways. The event is not limited to a specific geographic area—ArtNight venues traverse the City. Unlike traditional art walks, patrons are not only able to walk

among several venues that are in close proximity, but transportation in the form of shuttle buses allows for an expanded experience to reach venues across the City. Accessible shuttle buses are employed to allow for increased accessibility for those patrons with physical constraints.

Transportation planning to establish bus routes and "hubs" begins months before each ArtNight and is specifically tailored to the particular ArtNight venues for that event. Buses are expected to arrive before the 6:00 p.m. official start time at each venue, and many more are assigned to the City Hall Hub to facilitate both patron and Docent transportation to each venue. Routes are mapped out to reduce travel and wait times. Site managers at each venue oversee patrons as they enter and exit the buses.

Docents are an integral part of ArtNight and provide important services at all ArtNight venues as well as on the shuttle buses during the event. They are required to attend advance training, be familiar with the particular route to which they are assigned, and be knowledgeable about each performance, exhibition, installation, etc. at each venue along their route.

Vendor Selection

On November 8, 2018, the City released a Request for Proposals (RFP) to provide patron transportation during ArtNight. The RFP was posted on Planet Bids, the City's online procurement hub. The RFP was downloaded by over twenty-two firms. Only one firm submitted a proposal: Transportation USA, which has provided bus shuttle services for ArtNight Pasadena for the past several years. The respondent meets the published criteria to provide transportation services during ArtNight based on the ability to provide the required number of shuttle buses with seating (for at least 24 passengers each) at City Hall and the ArtNight venues by the required set times and to provide transportation among the venues per the established routes during the event. The proposed Vendor meets the required job knowledge and skills, has multiple years' experience providing transportation for large-scale public events in general and has provided transportation services for multiple ArtNight events in particular, and meets both work availability and cost as outlined in the RFP.

The proposed contract with Transportation USA is for a not-to-exceed amount of \$250,000 for services to begin with the Spring 2019 ArtNight event based on \$25,000 for each ArtNight event for a 5-year period.

ENVIRONMENTAL REVIEW:

The proposed action 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 (or "common rule") that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Such is the case with the proposed contract with Transportation USA for ArtNight Pasadena

transportation services. No direct physical changes to the environment are proposed. The shuttle busses would generate greenhouse gas (GHG) and air pollutant emissions at a level equivalent to standard shuttle busses meeting California emissions requirements and federal Corporate Average Fuel Economy (CAFE) standards. Such emissions would be negligible and well below air quality and GHG significance thresholds due to the limited vehicle miles traveled (VMT) associated with the ArtNight shuttle services and the reduction in personal vehicle use that would result from the shuttle service. Also given the limited VMT, the proposed expansion would result in negligible adverse transportation impacts, which would be far below the City's significance thresholds. Finally, while typical vehicle noise would result from operation of the shuttle service (e.g., engine/motor humming, occasional squealing tires, reverse warning tones, etc.), such noise would be well below the noise standards of the City's Noise Ordinance and General Plan Noise Element and, in the case of warning tones, would provide for enhanced safety.

FISCAL IMPACT:

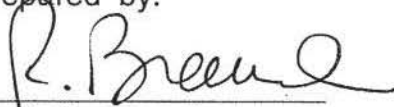
There is no impact to the City's General Fund associated with this action. The proposed contract award has a fiscal impact up to \$250,000. Funds are available and will be budgeted in the Planning Department's operating budget for Fiscal Years 2019-2023 in the Cultural Trust Fund 61321002-811400.

Respectfully submitted,



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STEVE MERMELL
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