



# Agenda Report

February 25, 2019

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: CONTRACT AWARD TO DAY ONE FOR CONSULTANT SERVICES TO IMPLEMENT A SAFE ROUTES TO SCHOOL EDUCATION AND ENCOURAGEMENT 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, as the result of a competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, with Day One for consultant services to conduct a Safe Routes to School Education and Encouragement Program in an amount not to exceed \$608,500 which includes the base contract amount of \$550,000 and a contingency of \$58,500 to provide for any necessary change orders.

## **BACKGROUND:**

The City applied for funds through the California Department of Transportation (Caltrans) Active Transportation Program (ATP) in August 2017 for a Safe Routes to School Education and Encouragement Program. As a result of this application and a subsequent Program Supplement Agreement fully executed in November 2018, the City was awarded \$780,000 in ATP Grant Funds for this proposed program for the period of December 2018 through February 15, 2022. Funding for this program was provided by a grant made possible by California Senate Bill 1, also known as the Road Repair and Accountability Act of 2017, through the Caltrans Division of Local Assistance's Active Transportation Program.

The program will provide comprehensive active transportation education and encouragement programming to Pasadena Unified School District students at six elementary schools, two middle schools, and one high school.

This program is scheduled to begin in March 2019, with completion by February 2022.

### **CONSULTANT SELECTION:**

The City released a Request for Proposal (RFP) for consultant services to develop and implement a Safe Routes to School Education and Encouragement Program on December 31, 2018. The scope of the project includes developing a data and feedback collection process, walking school bus and bike train program, and safe routes to school education programming and resources. The RFP was advertised through the City's bid notification system, Planet Bids. The solicitation was downloaded by 12 firms and on February 8, 2019, six firms submitted complete and responsive proposals.

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

The six proposing teams were experienced and qualified to perform this project. However, Day One scored highest in the RFP stated rating criteria of Project Understanding, Project Approach, Staffing and Ability to Perform, and Experience. Day One's experience with Pasadena Unified School District (PUSD) students, staff, and community was evident in their understanding and approach of the project. Their hiring of local PUSD graduates and inclusion of technical consultants that have experience in the City of Pasadena contributed to their ability to staff and perform the proposed scope of work. Day One is a local Pasadena firm that has worked with the PUSD youth that are the target audience of the proposed project and provides the best value for this RFP. In the past two years, Day One had one other contract with the City of Pasadena in the amount of \$99,962 for the implementation of a Bicycle Safety Outreach Campaign. They successfully completed this project in September 2018.

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 Division of Local Assistance Program Guidelines and Active Transportation Program: Non-Infrastructure Program Expenditure and Cost Guidance.

### **COUNCIL POLICY CONSIDERATION:**

The Safe Routes to School Education and Encouragement Program supports the General Plan guiding principle that Pasadena will be a city where people can circulate without cars. The program will directly assist the Department of Transportation in implementing the following objectives of the Mobility Element:

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

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

- Policy 1.8 Improve safety for all modes by developing and coordinating between the Police Department and the Transportation Department the implementation of traffic management, education, and enforcement initiatives. Increase options for walking and bicycling to recreate, shop and services while improving safety for all modes.
- 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 1.23 Improve public health by supporting walking and bicycling throughout the City.
- 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 \$608,500 corresponding to \$550,000 as base contract and \$58,500 set aside as a contingency (approximately 11 percent) for any unforeseen project costs. The contract administration and staff time project implementation cost is \$52,000 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 2019-2022.

The following table presents a contract summary.

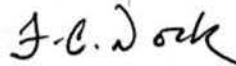
Base Contract Amount: FY 2019-2022	\$550,000
Contingency	\$ 58,500
<b>Subtotal</b>	<b>\$608,500</b>
Contract Administration Implementation	\$ 52,000
<b>Total Fiscal Impact</b>	<b>\$660,500</b>

Existing budget appropriation for this contract award is available in the Transportation Department’s operating budget, through a project supplement agreement as approved by the City Manager and executed on November 14, 2018 for the ATP grant award of

\$780,000. The grant award amount is reflected in the revenue account 10124003-649700-95089 and the expenditure account 10124003-811400-95089. 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:

ATP Grant	\$780,000
Transportation Department's Operating Budget	\$ 52,000
<b>Total Budget Available</b>	<b>\$832,000</b>

Respectfully submitted,



FREDERICK C. DOCK  
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Approved by:



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Attachment:

Attachment A – Proposal Evaluation Summary