

Agenda Report

May 20, 2013

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: CONTRACT AWARD TO ALTA PLANNING + DESIGN FOR CONSULTANT SERVICES TO DEVELOP AND IMPLEMENT A SAFE ROUTES TO SCHOOL EDUCATIONAL PROGRAM IN THE CITY OF PASADENA

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review pursuant to the California Environmental Quality Act ("CEQA"), pursuant to State CEQA Guidelines Section 15061 (b) (3); and
2. Authorize the City Manager to enter into a contract with Alta Planning + Design for consultant services to develop and implement a Safe Routes to School educational program in the City of Pasadena in an amount not to exceed \$156,000.

BACKGROUND:

The City applied for Federal funds through the Safe Routes to School (SRTS) Grant – Cycle 2 in early 2009. The SRTS is a federally funded program intended to achieve the goal of increasing the number of children walking and bicycling to school (grades K through 8th) by making it safer for them to do so. The goal of the project is to promote pedestrian safety in school zones by utilizing education, encouragement, and enforcement.

The project is separated into three components aimed at modifying behavior of both pedestrians and motorists in school zones. One component is a citywide school zone safety outreach campaign that will target motorists. The campaign will include the development of a slogan and banners and outreach activities. The second

component is to develop an on-site workshop for students to educate on pedestrian safety. An outside consultant will create the workshop which will expand our current involvement with public schools to encourage walking and bicycling to school. The third component will be enforcement by Police Department of the 25 mph school zone speed limit, jaywalking, red light running, distracted driving, seatbelts, and other traffic infractions that could affect traffic and pedestrian safety around schools. A total of \$250,000 was awarded to the City of Pasadena for this SRTS Grant, of which \$156,000 has been allocated to the Department of Transportation. The remainder of the grant will be available to fund the school area enforcement program by the Pasadena Police Department.

The scope of this project being awarded includes components one and two as proposed in the SRTS Grant. The chosen consultant will develop a campaign slogan, provide slogan graphic/print layout, campaign materials/banners, media outreach as part of the first component. The second component is to develop a safety workshop for the elementary aged children.

On February 15, 2013, a Request for Proposal (RFP) for this project was advertised. During this process, two addendums were issued to this RFP providing additional information and further clarification to existing requirements in the RFP.

Proposals were received from nine consulting firms, listed below:

Firm Name	Location	Score
Alta Planning + Design	Los Angeles, CA	82
Allegra Consulting	Pasadena, CA	75
BASE Architecture, Planning and Engineering	Los Angeles, CA	71
Maricich Healthcare Communications	Irvine, CA	67
Green Street Ads, Inc.	Altadena, CA	64
iPOTrex Infrastructure, Inc.	Glendora, CA	65
Nakatomi & Associates	Santa Monica, CA	60
Urban Strategy Group, LLC	Los Angeles, CA	52
Green Media Creations	Glendora, CA	47

The Department of Transportation (DOT) reviewed the proposals in accordance with the evaluation criteria set forth in the RFP. Three firms were selected to participate in oral interviews on April 11, 2013. The final result of this competitive selection process culminated with the selection of Alta Planning + Design receiving the highest score. Based on this evaluation process, Alta Planning + Design is recommended for this project.

COUNCIL POLICY CONSIDERATION:

This project supports the City Council strategic goal to maintain and enhance mobility by promoting non-auto travel including bicycle and pedestrian facilities. The project protects neighborhoods by discouraging traffic from intruding into community neighborhoods. Further, the benefits rendered by successful completion of this project are consistent with goals set forth in the Mobility Element of the General Plan and the Department's mission statement.

ENVIRONMENTAL ANALYSIS:

The City's Environmental Administrator has determined the project is categorically exempt under the California Environmental Quality Act ("CEQA") Guidelines in Section 15061 (b) (3), the General Rule. The proposed action is to develop a campaign slogan/media and develop a workshop for school aged children on safe ways to walk/bike to school. The activity is covered by the general rule that CEQA only applies to projects that have a potential for causing a significant effect on the environment. A Notice of Exemption for the project 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 \$156,000 corresponding to \$141,835 as base contract and \$14,165 set aside for contingencies (approximately 10%). Funding for this action will be addressed by the utilization of existing budgeted appropriations in account 8114-101-773100-95080 – Safe Routes to School Grant. It is anticipated that the entire amount will be spent during fiscal year 2014.

The following table presents a summary of the sources of funds that will be used.

Safe Routes to School Grant	\$156,000
General Fund	\$ 25,000
Total Sources	\$181,000

The following table presents a contract summary.

Base Contract Amount	\$141,835
Contingency	\$ 14,165
Subtotal	\$156,000
Contract Administration	\$ 25,000
Total Fiscal Impact	\$181,000

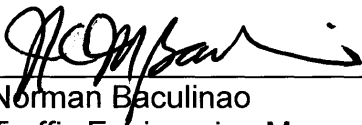
The cost of managing this project is not an eligible grant expense and will be absorbed within the operating budget account number 8114-101-773100 of the Department of Transportation.

Respectfully submitted,



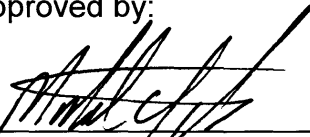
FREDERICK C. DOCK
Director
Department of Transportation

Prepared by:



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Approved by:



MICHAEL J. BECK
City Manager

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name: Alta Planning + Design
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2. Type of Entity: <input checked="" type="checkbox"/> non-government <input type="checkbox"/> nonprofit 501(c)(3), (4), or (6)

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:
Michael Jones
Mia Birk
George Hudson
Jeff Olson
Brett Hondorp
Steve Durrant
Joe Gilpin
John Cock

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:
Michael Jones
Mia Birk
George Hudson

Prepared by: Brett Hondorp

Title: Principal-in-Charge