



Agenda Report

July 23, 2018

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: CONTRACT AWARD TO TOOLE DESIGN GROUP, LLC FOR THE PREPARATION OF A COMPLETE STREET BLUEPRINT, A FIVE-YEAR PROGRAMMING TOOL THAT IDENTIFIES AND PRIORITIZES CITY COMPLETE STREET DESIGN ELEMENTS BY LOCATION

RECOMMENDATION:

It is recommended that the City Council:

1. Find that this action is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3) (General Rule); and
2. Authorize the City Manager to enter into a contract, with Toole Design Group, LLC (Toole Design Group) for consultant services to provide a five-year programming tool that identifies and prioritizes Complete Street design elements by location in the City for an amount not to exceed \$153,205 which includes the base contract amount of \$122,706 and a contingency of \$30,499 to provide for any necessary change orders. Competitive bidding is not required pursuant to City Charter Section 1002(F) contracts for professional or unique services.
3. Grant the proposed contract an exemption from the Competitive Selection process pursuant to Pasadena Municipal Code Section 4.08.049(B) contracts for which the City's best interests are served.

BACKGROUND:

The Complete Streets Blueprint Project is intended to be a five-year programming tool that identifies and prioritizes Complete Street design elements by location in the City. As indicated in the City of Pasadena's General Plan's Mobility Element, the City of Pasadena strives to design/redesign streets to achieve safe interaction for all modes of travel and particularly for pedestrian and bicycle users. With that goal in mind, this project was proposed to optimize expenditures of City funds in the best possible manner while ensuring General Plan goals are addressed and met.

This project will help in determining areas that need pedestrian and vehicular safety enhancements. The project would integrate with the Pavement Management Program in development by Public Works to optimize the expenditure of street maintenance funds in the implementation of Pasadena's Compete Streets policies.

The Blueprint is anticipated to require both technical analysis and community engagement. The technical analysis would develop a reproducible, quantifiable approach to identifying which Complete Streets elements are needed by location and prioritizing when implementation is appropriate.

CONTRACTOR SELECTION:

On April 30th, 2018, the City released a Request for Proposal (RFP) for consultant services for the Complete Street Blueprint Project. The RFP was advertised through the City's bid notification system, Planet Bids; however, the City didn't receive any proposals for this RFP. As a result, Department of Transportation (DOT) reached out to Toole Design Group to submit a proposal. Toole Design Group was identified on the basis of the firm's superb knowledge and understanding of complete street issues and their development of an analytical platform for prioritizing active transportation improvements for the National Cooperative Highway Research Program.

Toole Design Group, LLC is a consulting firm with expertise to create dynamic communities where walking, biking and transit use is possible for people of all ages and abilities. As an expert in public outreach and engagement, the firm uses data-driven recommendations and ambitious implementation strategies that reflect a community's values and priorities. The firm has worked with numerous local, state and national agencies to address complete street projects and solutions. Toole Design Group has not previously contracted with the City but is currently a subcontractor to DKS Associates on the Union Street Protected Bicycle Lane CIP project.

After the review of the proposal, DOT determined that the proposal submitted by the firm addresses all requests in the RFP while serving City's best interest.

COUNCIL POLICY CONSIDERATION:

The Complete Street Blueprint Project is consistent with Mobility Element Policy 1.7 by designing streets to achieve safe interaction for all the modes of travel particularly for pedestrian and bicycle users. This project is also consistent with Policy 1.26 by continuing to coordinate with other governmental agencies in the area to address issues of mutual concern related to the transportation system; and Policy 2.3 by providing convenient, safe and accessible transit stops.

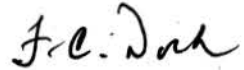
ENVIRONMENTAL ANALYSIS:

The proposed action is an authorization to contract with Toole Design Group for consultant services to provide a five-year programming tool that identifies and prioritizes Complete Street design elements by location in the City. This action is the preparation of a concept program only and is therefore exempt from CEQA per Section 15061(b) (3) (General Rule).

FISCAL IMPACT:

The cost of this action will be \$153,205. Funding for this action will be addressed by utilization of DOT operating budget, account number 10124002-811400.

Respectfully submitted,



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