

Agenda Report

May 21, 2018

TO: Honorable Mayor and City Council
FROM: Department of Transportation
SUBJECT: CONTRACT AWARD TO ITERIS, INC. FOR CONSULTANT SERVICES TO PROVIDE TRAFFIC MANAGEMENT CENTER (TMC) STAFFING SERVICES FOR SPECIAL EVENTS

RECOMMENDATION:

It is recommended that the City Council:

1. Find this action is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15061 (b) (3), Review for Exemption; and
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 Iteris, Inc. for consultant services to provide Traffic Management Center staffing services for special events in the City in an amount not to exceed \$400,292 for three years, which includes the base contract amount of \$333,576 and a contingency of \$66,716 to provide for any necessary change orders. Competitive price bidding is not required pursuant to City Charter Section 1002(F).

BACKGROUND:

Since July 2015, consultant staffing services in the Traffic Management Center (TMC) have been used for special events. The current contract, approved by the City Council on April 25, 2016, will expire in July 2018. The consultant staffing services have provided cost-effective operation of the TMC during special events and are recommended to continue.

Accordingly, a Request for Proposal (RFP) for Consultant Services to Staff the Transportation Management Center for Special Events was released on February 28, 2018. Only one firm submitted a complete and responsive proposal. The responding firm, Iteris, Inc., was nonetheless evaluated based on the rating criteria stated in the RFP and shown in the following table:

Proposer	Project Understanding	Project Approach	Staffing of Project/ Ability to Perform	Experience	Best Value/ Cost Effectiveness	Local Pasadena Business	Small/ Micro Business	Total Score
Iteris, Inc	9.7	18.6	21.7	15	19	0	0	84

The evaluation panel, consisting of a member from the Police Department's Special Events Division, a Special Event Coordinator from the City Manager's Office and a Transportation Department's operations staff fully reviewed the proposal submitted by Iteris, Inc. The proposal was deemed responsive and in full compliance with the evaluation criteria outlined in the RFP. Iteris, Inc. is recommended for selection for this project.

Over 40 prospective bidders received the notification of the RFP through Planet Bids. Thirty-six bidders downloaded the RFP. The project was advertised for 21-days, which is typical for this type of project. The project requires staffing of the TMC during nights and weekends, and requires knowledge of specialized traffic control software, which may have resulted in the low number of proposals submitted.

The proposed contract would have a three-year duration with a yearly review process to ensure services are performed according to terms and to the satisfaction of the Transportation Department's Traffic Operations Division and the Police Department's Special Events Division.

As with the current contract, the consultant is responsible for coordinating with staff persons associated with a special event plan from the Transportation, Police, and Public Works Departments. Consultant staff at the TMC will respond to field conditions monitored through CCTV cameras and as requested by the Police Department to improve traffic circulation before, during and after special events and will make sound traffic engineering decisions in real-time based on traffic and parking conditions to ensure acceptable transportation mobility as necessary.

Iteris, Inc. is the contractor currently providing TMC staffing services and also has a current purchase order contract in the amount of \$36,200 to provide data services for travel time monitoring utilizing the Iteris Performance Measurement System software (iPeMS).

COUNCIL POLICY CONSIDERATION:

The "Traffic Management Center (TMC) Staffing Services for Special Events" agreement supports the Mobility Element of the General Plan by promoting safe and efficient mobility through main City arterial streets while flexibly promoting various modes of transportation. As well, this project is consistent with the Transportation Department for promoting multimodal transportation mobility citywide.

This project is consistent with the following policies in the City's Mobility Element Policy:

Policy 1.10 Continuously evaluate the operation of the City's transportation system to manage the speed of travel at or below the speed limit, manage queues at intersections and develop improvements to increase safety of all transportation services.

Policy 1.13 Apply traffic management measures to manage vehicular speeds as a function of designated street type to ensure safe and orderly movement of all modes of travel.

ENVIRONMENTAL ANALYSIS:

The "Traffic Management Center (TMC) Staffing Services for Special Events" agreement is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15061 (b) (3), Review for Exemption.

FISCAL IMPACT:

Approval of funding for this action will be addressed by the utilization of the following operating accounts from the table below. Following the events, the certain event organizer or responsible party is issued an invoice for the event. The following table presents a summary of the sources of funds that will be used, by fiscal year:

	FY 2019	FY 2020	FY 2021	Contingency	Total
*Rose Bowl Operating Co. (Billable) 10524003-811400	\$81,891	\$84,124	\$86,627	\$50,529	\$303,171
*Other Third Party (Billable) 10524003-811400	\$13,170	\$13,527	\$13,929	\$8,125	\$48,751
Tournament of Roses NYD Event 10624003-811400	\$8,456	\$8,701	\$8,961	\$5,224	\$31,342
Traffic Operations 10124003-811400	\$9,615	\$2,250	\$2,325	\$2,838	\$17,028
Total	\$113,132	\$108,602	\$111,842	\$66,716	\$400,292

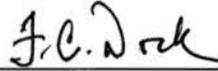
* Funds are budgeted in Fund 105 Following an event, the event organizer or responsible party is issued an invoice/bill for the event

The following table presents a contract summary by fiscal year.

FY 2019 Base Contract Amount: Year 1	\$113,132
FY 2020 Base Contract Amount: Year 2	\$108,602
FY 2021 Base Contract Amount: Year 3	\$111,842
Contingency (20 percent of Total Base Contract)	\$66,716
Subtotal	\$400,292
Contract Administration	\$5,000
Total Fiscal Impact	\$405,292

The cost of managing this project, identified as contract administration, has been programmed in the Department of Transportation's annual operating budget.

Respectfully submitted,



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