

# 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 PEDESTRIAN AND BICYCLE SAFETY OUTREACH 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 Pedestrian and Bicycle Safety Outreach Campaign Targeted to Motorists in an amount not to exceed \$96,898 which includes the base contract amount of \$88,089 and a contingency of \$8,809 to provide for any necessary change orders.

## **BACKGROUND:**

The City applied for funds through the California Office of Traffic Safety (OTS) in January 2018 for a Pedestrian and Bicycle Safety Outreach Campaign Targeted to Motorists. As a result of this application, the City was awarded \$98,000 in OTS Grant Funds for this proposed program for the period of October 1, 2018 through September 30, 2019. Funding for this pedestrian safety program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

The program focuses on pedestrian safety outreach that will reach the target audience (drivers) at businesses in the central business district and new drivers at local high schools. Pedestrian safety tip cards will be distributed to motorists via valet operators. Also, outreach material will be created and distributed to five Pasadena high schools. This program is scheduled to begin in March 2019, with completion by September 2019.

### **CONSULTANT SELECTION:**

The City released a Request for Proposal (RFP) for consultant services to develop and implement a Pedestrian and Bicycle Safety Outreach Campaign Targeted to Motorists on December 6, 2018. The scope of the project includes developing the outreach plan, procurement of public relations materials, distributing safety tips through local businesses in the central business district, and education of new drivers at five Pasadena high schools. The RFP was advertised through the City's bid notification system, Planet Bids. The solicitation was downloaded by 41 agencies and on January 11, 2019, four submitted complete and responsive proposals. One of the four teams were led by a local Pasadena non-profit.

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

The four proposing teams were experienced and qualified to perform this project. However, Day One scored higher in every category and thus rated the highest based on the rating criteria stated in the RFP. The Day One project approach provided the best outreach plan, experience with local neighborhood groups, and fully utilizes available on-hand staff to implement the outreach required for this project. Day One is a local Pasadena non-profit with knowledge of 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 Office of Traffic Safety Grant Program Manual.

### **COUNCIL POLICY CONSIDERATION:**

The Pedestrian and Bicycle Safety Outreach Campaign Targeted to Motorists 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 1.23 Improve public health by supporting walking and bicycling throughout the City.

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 \$96,898 corresponding to \$88,089 as base contract and \$8,809 set aside as a contingency (approximately 10 percent) for any unforeseen project costs. The contract administration and staff time project implementation cost (approximately five percent) is \$5,000 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 2019-2020.

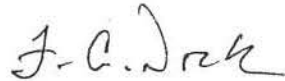
The following table presents a contract summary.

Base Contract Amount: FY 2019/FY2020	\$88,089
Contingency	\$ 8,809
<b>Subtotal</b>	<b>\$96,898</b>
Contract Administration Implementation	\$ 5,000
<b>Total Fiscal Impact</b>	<b>\$101,898</b>

Existing budget appropriation for this contract award is available in the Transportation Department's operating budget, as approved by the City Council on August 28, 2018 for the OTS grant award of \$175,000 (\$75,000 of the grant is to go toward a separate effort to improve the City's collision database system). The grant award amount is reflected in the revenue account 10124003-649700-95088 and the expenditure account 10124003-811400-95088. 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:

OTS Grant	\$98,000
Transportation Department's Operating Budget	\$ 5,000
<b>Total Fiscal Impact</b>	<b>\$103,000</b>

Respectfully submitted,



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Approved by:



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STEVE MERMELL  
City Manager

Attachment:

Attachment A – Proposal Evaluation Summary