

Agenda Report

August 9, 2021

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 Traffic Management Center (TMC) Staffing Services for Special Events in an amount not to exceed \$334,161 for three years, which includes the base contract of \$290,575 and a contingency of \$43,586 to provide for any necessary change orders. Competitive price bidding is not required pursuant to City Charter Section 1002(F)(contracts for professional or unique services).

BACKGROUND:

Since July 2015, consultant staffing services in the Traffic Management Center (TMC) have been used for special events which occur after normal staff operating hours and weekends. The consultant staffing services have provided cost-effective operations of the TMC during special events and are recommended to continue.

A Request for Proposal (RFP) for Consultant Services to Provide Traffic Management Center (TMC) Staffing Services for Special Events was released on June 3, 2021. Over 35 prospective bidders received the notification of the RFP through Planet Bids. The RFP was advertised for 21 days, which is typical for this type of service. Two proposals were received, only one firm submitted a complete and responsive proposal. The proposal received from firm Asian Star Contracting Services was deemed non-responsive as it did not meet the minimum requirements as specified in the RFP. The responding firm, Iteris, Inc., was still evaluated based on the rating criteria outlined in

the RFP. It is recommended that Iteris, Inc. be selected for these services. The pricing proposed by Iteris, Inc. for TMC Staffing services is in line with other engineering services solicited by the City. The City makes no guarantee of a minimum amount spent per year as the services are used on an as-needed basis.

Iteris, Inc. has provided this service to the City of Pasadena in the past, and is the incumbent TMC staffing services operator for special events. Based on the specialized nature of the traffic control software, and the need to provide this service for special events after hours and on weekends, there are a limited number of traffic engineering consulting firms that pursue this type of contract.

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 Mobility Planning, Engineering, and Operations Division and the Police Department's Special Events Division. The selected consultant would staff the TMC during the New Year's Parade and Rose Bowl Game, major events at the Rose Bowl Stadium (such as, UCLA football, international soccer games, concerts) and other displacement events such as Marathons and Half-marathons which have occurred in the City in past years.

As with the previous contract, the consultant is responsible for coordinating with staff 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 Event Staff 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 improve transportation mobility.

COUNCIL POLICY CONSIDERATION:

The proposed contract with Iteris, Inc. for TMC Staffing Services for Special Events 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. This service is consistent with the Transportation Department's goal of promoting multimodal transportation mobility citywide.

This effort 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 contract is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15061 (b) (3), Review for Exemption.

FISCAL IMPACT:

The cost for this action is \$334,161 for the three year contract term and will be addressed by the utilization of several operating accounts from the table below. Following a special event, the 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 2022	FY 2023	FY 2024	Contingency	Total
*Rose Bowl Operating Co. (Billable) 10524003-811400	\$84,524	\$80,023	\$82,441	\$37,048	\$284,036
Tournament of Roses NYD Event 10624003-811400	\$10,332	\$10,657	\$10,983	\$4,796	\$36,768
Traffic Operations 10124003-811400	\$4,584	\$3,465	\$3,566	\$1,742	\$13,357
Total	\$99,440	\$94,145	\$96,990	\$43,586	\$334,161

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

Respectfully submitted,



LAURA RUBIO-CORNEJO

Director

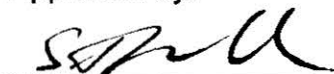
Department of Transportation

Prepared by:



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Approved by:



STEVE MERMELL
City Manager

Attachment:

Attachment A – Evaluation Guidelines