

# Agenda Report

June 13, 2022

**TO:** Honorable Mayor and City Council

**FROM:** Parks, Recreation, and Community Services Department

**SUBJECT: CONTRACT AWARD TO ALL CITY MANAGEMENT SERVICES, INC.  
FOR CROSSING GUARD SERVICES AT SELECT PASADENA  
UNIFIED SCHOOL DISTRICT SITES**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15016(b)(3) the General Rule that CEQA only applies to projects that may have an effect on the environment; and
2. Authorize the interim City Manager to enter into a contract, based on a competitive selection process pursuant to Pasadena Municipal Code Section 4.08.047, with All City Management Services, Inc. for crossing guard services from the period of August 2022 through June 2025 in an amount not to exceed \$284,518 per year or a grand total of \$ 853,554 for the first three years of the contract, with the option of two additional one-year terms valued at \$304,114 annually at the discretion of the City Manager. If all options are exercised, the five year grand total not to exceed amount is \$1,461,782. Competitive bidding is not required pursuant to City Charter Section 1002(F) for professional or unique services.

## **BACKGROUND:**

Since 1998, the City has funded crossing guard services for the Pasadena Unified School District (PUSD) to promote safety on streets near designated elementary, middle, and high schools throughout Pasadena. Crossing guard services are complemented by a comprehensive series of traffic measures designed to promote school area pedestrian safety which include: warning signs and street markings; variable speed limit signs; flashing yellow beacons; stop signs; removing visibility obstructions; parking controls; and curb-use zones. Crossing guard locations are

selected based on factors such as volume of traffic and pedestrians at times when children are coming to and from designated school sites.

On December 29, 2021, a Request for Proposal (RFP) for crossing guard services was published on Planet Bids and posted on the City of Pasadena website. The deadline to submit proposals was January 31, 2022. Notices were sent to 1,585 vendors; 23 downloaded the RFP and a total of four responsive proposals were received.

The scope of work included crossing guard recruitment, selection and employment, program management, field supervision, minimum standards, duties and training, and materials to be supplied by the contractor. Proposals were evaluated based on experience, organizational capacity and program cost. Additional preference points were available to local and small or micro-businesses.

An internal review panel of three staff independently scored the proposals in accordance with the stated evaluation criteria. The scores of each member of the review panel were arrived at individually and then combined which produced an overall score for each proposer. Results of the evaluation scores can be found in Attachment A.

All City Management Services, Inc. (ACMS) scored the highest with an average score of 87.66, and staff recommends they be awarded the contract. With over 30 years of experience, ACMS exclusively provides crossing guard services and has demonstrated experience as well as a strong management structure and track record. ACMS's proposal establishes an understanding of the requirements of the scope of work, as well as the capacity to implement the required work. The proposal also details a strong training program, high safety standards, and competitive program costs. ACMS provides crossing guard services to over 150 cities, counties and school districts throughout California including the County of Los Angeles Office of Education and the Cities of San Marino and Beverly Hills.

ACMS has provided crossing guard services for the City of Pasadena since 2003 when the City took over administering the contract from PUSD. In 2005, the City entered an agreement with ACMS which had an original end date of June 30, 2008, but was amended and extended until June 30, 2014. In 2015 ACMS was awarded a contract through June 30, 2019. On November 19, 2018, City Council authorized a contract with ACMS crossing guard services through June 30, 2022.

Staff finds ACMS responsive and in compliance with performance goals and milestones in the current contract. In advance of executing the contract, staff will meet with ACMS to review contract requirements, service expectations and reporting requirements.

The proposed contract provides crossing guard services at 10 PUSD school sites at a total of 14 intersections for 180 days when school is in session. The contract allows for the addition or removal of service sites as needed. Attachment B lists the schools and intersections identified for crossing guard services. An initial contract period of three

years is recommended to ensure continuity of service and responsiveness to any changes in PUSD's enrollment, operations and high-volume traffic and pedestrian sites.

**COUNCIL POLICY CONSIDERATION:**

This action supports the City Council's strategic planning goals of ensuring public safety, promoting quality of life, and improving mobility and accessibility throughout the City of Pasadena.

**ENVIRONMENTAL ANALYSIS:**

The proposed contract with ACMS for crossing guard services has been determined to be exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b)(3), the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment.


**FISCAL IMPACT:**

The cost of this action will be \$853,554 for the initial three year term. With the two one-year optional extensions the cost totals \$1,461,782. Annual funding for this action will be addressed by using operating budget appropriations in the PRCS Administration budget account (10118001-811400).

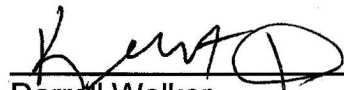
The following table reflects the contract summary.

Contract Summary	
Base Contract Amount (3 years)	\$ 853,554
Optional Year 1	\$ 304,114
Optional Year 2	\$ 304,114
<b>TOTAL CONTRACT AMOUNT</b>	<b>\$1,461,782</b>

Respectfully submitted,

  
BRENDA HARVEY-WILLIAMS, Director  
Parks, Recreation & Community Services

Prepared by:

  
for Darrell Walker  
Recreation and Community Services  
Superintendent

Approved by:

  
CYNTHIA J. KURTZ  
Interim City Manager

Attachments:

Attachment A – RFP Evaluation Scores  
Attachment B – PUSD School Crossing Guard Sites  
Attachment C – All City Management Services, Inc. TPA