

Agenda Report

April 24, 2023

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: CONTRACT AWARD TO MOORE IACOFANO GOLSTMAN, INC TO FURNISH AND DELIVER A SAFE SPEED MEDIA AND OUTREACH CAMPAIGN FOR A TOTAL NOT TO EXCEED \$85,000

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the actions proposed herein are exempt from the California Environmental Quality Act (CEQA) in accordance with Section 15061 (b)(3) the General Rule that CEQA only applies to projects that may have an effect on the environment; 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 Moore Iacofano Goltsman, Inc (MIG) for a Safe Speed Media and Outreach Campaign in an amount not to exceed \$85,000. Competitive price bidding is not required pursuant to City Charter Section 1002(F) contracts for professional or unique services.

BACKGROUND:

The Department of Transportation (DOT) applied for funds through the California Office of Traffic Safety (OTS) in January 2022 for a Pedestrian and Bicycle Safety Outreach Program. As a result of this application, the City was awarded \$187,000 in OTS Grant Funds for this proposed program for the period from October 1, 2022, to September 30, 2023.

As part of this grant, \$85,000 was reserved for a Pedestrian and Bicycle Safety Outreach Program focused on motorist behavior through a campaign that will reach residents and visitors throughout the city and raise awareness to the dangers and consequences of vehicular speeding. Street teams will distribute safety information to Pasadenans at high traffic locations in the City while a social media campaign will be

initiated and traditional media such as posters in store windows, buses/bus shelters, and safety pamphlets utilized. The campaign consultant will distribute safety information and facilitate educational activities at up to three community events throughout the City. As a separate effort, but also funded through this grant, the City will upgrade the City's traffic camera data collection capabilities to detect, collect, and store pedestrian, bicycle, and motorist traffic count data citywide.

At the start of the pandemic in spring 2020, Pasadenans briefly experienced a car-light environment. This experience brought new attention to street safety as pre-pandemic street congestion gave way to neighborhood walks and faster, free-flowing vehicle speeds. An analysis of citywide travel trends tracking global positioning system (GPS) smartphone data, as provided by Streetlight, found that average speeds were at least one to two miles per hour faster in post 'Safer at Home' order months compared to the same months in 2019.

Although the *average* speeds only increased 1-2 mph, analysis of crash data from 2019 to 2021 revealed that speeding is a growing factor in pedestrian- and bicyclist-involved crashes. This is an alarming trend as the City of Pasadena has consistently experienced more pedestrian crashes resulting in death or injury compared to similarly sized cities statewide. The City of Pasadena has ranked in the top six worst cities for pedestrian involved fatal and injury resulting crashes out of approximately 60 similarly sized California cities since the state Office of Traffic Safety started ranking cities by traffic safety metrics in 2017.

The campaign will reach drivers through posters, bus stop ads, and print and online news sources. In-person outreach and distribution of safety information and materials such as reflective accessories will occur at community events such as local farmer's markets, resource fairs, high foot traffic commercial areas, and parks. The OTS funded campaign is scheduled to begin in June 2023 and end by September 30, 2023.

SELECTION PROCESS

The Request for Proposals (RFP) for this scope of work was posted to OpenGov on December 20, 2022. Twenty-one prospective businesses followed the RFP, five of which were local. Questions were to be submitted virtually no later than December 30, 2022. No questions were received. Proposals were due on January 13, 2023.

Three proposals were received as shown below:

	<u>Proposal By:</u>	<u>Amount</u>
1.	Community Connections, LLC, Pasadena, Ca	\$ 67,063.86
2.	Day One, Pasadena, Ca	\$102,290.00
3.	Moore Iacofano Goltsman, Inc (MIG), Pasadena, Ca	\$ 79,520.06

The proposals were reviewed by a panel of three City employees. Reviewers were chosen as they had the best familiarity and expertise with public service campaigns and

traffic safety issues in the City of Pasadena. Reviewers came from the City's Police Department and Department of Transportation.

Scoring was based on the following criteria [proposed solution; experience; staffing availability; cost proposal; local business; and small/micro business]. Scoring for cost was automatically awarded in a proportional fashion, and points awarded automatically for local and small business. All three proposers were awarded points for being local businesses.

Attachment A is a chart denoting total average scoring across all categories for all proposals. Given the results, it is recommended the proposal by MIG, Inc. be utilized for this effort. Also, the proposal by MIG, Inc. complies with all Competitive Selection Solicitation and Living Wage Ordinance requirements.

MIG, Inc. is a full-service planning firm with demonstrated experience providing marketing and outreach campaigns for municipal clients such as the Cities of San Francisco, San Jose, Santa Clara, Los Angeles, and Pasadena. The recommended contract with MIG, Inc. is for a total cost of \$85,000, the full amount allocated by the OTS grant to this outreach campaign.

SAFE SYSTEM APPROACH:

DOT has adopted a Safe System Approach to traffic safety, based on national guidance from the Federal Highway Administration. The Safe System Approach to traffic safety consists of six basic principles: death and serious injuries are unacceptable; humans make mistakes; humans are vulnerable; responsibility is shared; safety is proactive; and redundancy is crucial. The principles and elements of the Safe System Approach were adhered to in developing the RFP for the Safe Speed Campaign.

A key safe system principle is that safety is proactive. This effort represents a proactive approach to improving roadway safety. This effort will increase awareness of traffic safety to proactively reduce the incidence of traffic collisions. Additionally, this safety campaign attempts to address the element of the Safe System Approach relating to safe road users through outreach and education. The City is raising awareness in all roads of the benefits of safe driving, walking, and bicycling.

COUNCIL POLICY CONSIDERATION:

This project is consistent with the City Council's goals to: (i) improve mobility and accessibility in the City; and (ii) support and promote the quality of life and local economy. This project is also consistent with Mobility Element Policy 2.12 to continue to develop specialized educational campaigns and informational materials to improve safety for pedestrians and bicyclists.


ENVIRONMENTAL ANALYSIS:

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA) and is exempt per Section 15061 (b) (3). The project is covered by the general rule that CEQA only applies to projects that have the potential for causing a significant effect on the environment. The Traffic Safety Media and Outreach Campaign is a public service campaign and will not add or implement materials in a way that would result in any significant effect on the environment.

FISCAL IMPACT:

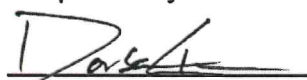
Funding for this program was provided by a grant from the OTS, through the National Highway Traffic Safety Administration (NHTSA). This OTS grant award is a non-matching grant and will have minimal to no financial impact to the City. There are no anticipated on-going staff costs after the program completion. The grant award of \$187,000 is reflected in revenue account 10124003-649700-95093 and costs for the programs have been appropriated in expenditure account 10124003-811400-95093. City staffing costs to manage this program are minimal and will be absorbed within the Department of Transportation's existing general fund operating budget. It is anticipated that the entire grant award amount of \$187,000 will be expended by the end of September 2023 when the program is complete.

Respectfully submitted,



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Director
Department of Transportation

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MIGUEL MÁRQUEZ
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Attachment:

Attachment A – Safe Speed Media and Outreach Campaign Proposal Scoring Summary