

Agenda Report

January 9, 2023

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: **CONTRACT AWARD TO BC DESIGN HAUS FOR THE DESIGN AND IMPLEMENTATION OF A CITYWIDE TRAFFIC SAFETY MEDIA AND OUTREACH CAMPAIGN FOR A TOTAL NOT TO EXCEED \$182,700**

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 BC Design Haus, for a Citywide Traffic Safety Media and Outreach Campaign in an amount not to exceed \$182,700, which includes the base contract amount of \$147,700 and a contingency of \$35,000 to provide for any necessary direct costs and/or change orders. Competitive price bidding is not required pursuant to City Charter Section 1002(F) contracts for professional or unique services.

BACKGROUND:

The City of Pasadena has seen a rise in traffic collisions and pedestrian fatalities over the last several years, mirroring national trends. In 2019, the last pre-COVID traffic year, 946 people were injured in 674 crashes in the City of Pasadena. 2020 saw a drop in traffic and saw 658 injured people in 468 crashes. As traffic volumes returned to pre-pandemic levels, so have crashes and injuries, with 789 people injured in 558 crashes in 2021 and 861 people injured in 608 crashes in 2022. This trend is consistent with published crash data from the National Highway Traffic Safety Administration showing that approximately 6,000 to 6,500 pedestrians are killed annually from 2016 to 2022

nationwide, a noticeable increase from the approximately 4,300 to 5,000 pedestrians killed annually from 2010 to 2015.

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. The City Department of Transportation attempted to accommodate to these changing needs through a citywide Slow Streets program that installed physical impediments at the entrances of every residential neighborhood in the City to slow traffic down. With fewer cars on the roads, the Department of Transportation reigned in excessive speeding on ten major corridors by introducing breaks through more frequent red lights. As 2020 continued and residents went back to school and work, the effectiveness of the programs waned. An analysis of citywide travel trends tracking global positioning system (GPS) smartphone data, as provided by Streetlight, found that average speeds were at least 1 to 2 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 not ranked better than 6th worst 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.

In response, a twelve-month long Traffic Safety Media and Outreach campaign was conceived to remind Pasadenans of the need to use diligence when moving through the City and to be mindful of other road users, particularly more vulnerable users such as persons walking and biking.

This safety campaign will include both multimedia and physical in-person components with season-specific messaging for holidays, school breaks, and large events such as the Rose Parade and Rose Bowl game. This campaign will be designed by BC Design Haus in a way that is both appealing and can be meaningfully received by all Pasadenans. 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 bike lights, flashlights, and reflective accessories will occur at community events such as local farmer's markets, resource fairs, high foot traffic commercial areas, and parks.

SELECTION PROCESS

The Request for Proposals (RFP) for this scope of work was posted to Planet Bids on September 6, 2022. Fifty-two prospective businesses downloaded the RFP, 12 of which

were local. Questions were to be submitted virtually no later than September 13, 2022. No questions were received. Proposals were due on September 23, 2022.

Two proposals were received as shown below:

	Proposal By:	Amount
1.	BC Design Haus, Pasadena, Ca	\$147,700
2.	Redwood Resources, Marina Del Rey, Ca	\$175,060

The proposals were reviewed by a panel of three (3) City employees that regularly manage or are familiar with Pasadena public information campaigns. Two (2) reviewers were from the City Manager's Office while the third reviewer was from the Planning and Community Development Department. These reviewers were chosen as they had the best familiarity and expertise with developing and managing public service campaigns for the City of Pasadena.

Scoring was based on the following criteria: Proposed Solution, Cost Proposal, Experience, 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. BC Design Haus is based in Pasadena and was awarded local business points while Redwood Resources is based in Marina Del Rey.

Attachment A is a chart denoting total average scoring across all categories for all proposals. Given the results, it is recommended the proposal by BC Design Haus be utilized for this effort. Also, the proposal by BC Design Haus complies with all Competitive Selection Solicitation and Living Wage Ordinance requirements. Taxpayer Protection Act disclosure forms were submitted by each proposer and included in Attachment B.

BC Design Haus is a local full-service marketing agency with demonstrated experience providing marketing campaigns for municipal clients such as the City of Culver City and locally for the Pasadena Center Operating Company and Pasadena City College. The recommended contract with BC Design Haus is for a base cost of \$147,700 and contingency of \$35,000 for any necessary change orders. This brings a total fiscal recommendation of \$182,700 for the year-long Citywide Traffic Safety Media and Outreach campaign.

SAFE SYSTEM APPROACH:

DOT has recently 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 have been adhered to in developing the RFP for the Safer Streets 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 in order 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:

The total cost of this contract is \$182,700. Funding for this action has been included in the FY 2023 Department of Transportation Adopted Operating Budget (10124001-811400-56912 ARPA funding). The cost of managing this project, identified as contract administration, has also been programmed in the Department of Transportation's annual operating budget.

Respectfully submitted,



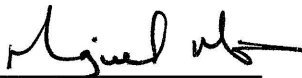
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Attachment A – Citywide Traffic Safety Media and Outreach Proposal Scoring Summary
Attachment B – Proposal Taxpayer Protection Act Disclosures