

# Agenda Report

August 19, 2024

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: AUTHORIZE THE CITY MANAGER TO ENTER INTO A CONTRACT WITH ITERIS, INC. TO PROVIDE TRAFFIC MANAGEMENT CENTER (TMC) STAFFING FOR SPECIAL EVENTS IN AN AMOUNT NOT TO EXCEED \$349,876**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the action proposed herein is covered by the common sense exemption set forth in State CEQA Guidelines Section 15601(b)(3) that CEQA only applies to projects that may have a significant effect on the environment; and
2. Authorize the City Manager to enter into a contract, as the result of the competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, with Iteris Inc. for Traffic Management Center staffing for special events for three years or an amount not to exceed \$349,876, which includes the base contract amount of \$304,240 and a contingency of \$45,636 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 have been utilized at the Traffic Management Center (TMC) to manage special events that occur outside of regular operating hours or on weekends. The consultant staffing services have proven to be a cost-effective and efficient operation of the TMC during special events, which are recommended to continue.

On April 30, 2024, the Department of Transportation (DOT) posted a Request for Proposal (RFP) on OpenGov seeking Consultant Services to Staff the Transportation

Management Center for Special Events. Proposals were due on May 30, 2024. Twenty (20) vendors downloaded the RFP, and one proposal was submitted.

A three-person evaluation committee that included DOT staff reviewed the proposal. Scoring was based on the following criteria: project understanding/approach (25%), staffing of project (25%), experience (20%), cost proposal (20%), local preference (5%) and small/micro business preference (5%).

The table below shows the proposer and their average scoring across all criteria.

Proposer	Project Understanding /Approach (25)	Staffing of project (25)	Experience (20)	Cost Proposal (20)	Local Preference (5)	Small business preference (5)	Total (100)
Iteris, Inc.	24.7	24.3	20	20	0	0	89

The pricing proposed by Iteris, Inc. is consistent with engineering services solicited by the City. Because of the specialized nature of traffic control software, and the need to provide this service for special events outside normal work hours, there is a limited number of traffic engineering consulting firms that pursue this type of contract.

The proposed contract would have a three-year duration or an amount not to exceed \$349,876. As with previous contracts, the consultant is responsible for coordinating between City departments on special events. Events that the consultant would staff the TMC are the Rose Parade, Rose Bowl Game, major events at the Rose Bowl Stadium (such as UCLA football, international soccer games, and concerts), and other displacement events.

Based on the rating criteria results, it is recommended that Iteris, Inc. be awarded the contract for these staffing services. Iteris, Inc. is a transportation engineering firm that renders consulting services and support in different capacities for DOT. Iteris currently provides TMC staffing services for the City. Additionally, the City procures and operates video detection systems from Iteris, Inc. and provides consulting services on traffic engineering projects, such as Walnut Street Corridor Signal Improvements and Bus Signal Priority System on Pasadena Transit Buses.

**COUNCIL POLICY CONSIDERATION:**

The proposed contract with Iteris, Inc. for TMC staffing services for special events aligns with the Mobility Element of the General Plan Policy 1.4 - Policy Develop system management strategies that elevate accessibility, livability and a healthy community, and City Council Strategic Planning Goals - Support and promote the quality of life and the local economy.

TMC staffing for special events promotes safe and efficient mobility, facilitating well-run events that reduce impact to the adjacent neighborhood and traffic congestion.

**ENVIRONMENTAL ANALYSIS:**

CEQA excludes, from environmental review, actions that are not “projects” as defined by CEQA Guidelines Section 21065 and within the meaning of Section 15378(b). Sections 21065 and 15378(b) define a project as an action which may cause either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. Section 15378 excludes from the definition of “project” organizational or administrative activities of governments that will not result in direct or indirect physical changes in the environment. The actions proposed herein, authorizing the City Manager to execute an agreement with Iteris to staff the existing TMC, are organizational or administrative governmental activities that do not result in physical changes to the environment, and therefore is not a “project” as defined by CEQA. Since the action is not a project subject to CEQA, no environmental document is required.

**FISCAL IMPACT:**

The cost of the recommended action is \$349,876 over three years, as broken out in the following table.

Fiscal Year	2025	2026	2027	Contingency	Total
Amount	\$102,700	\$98,640	\$102,900	\$45,636	\$349,876


The Department will utilize existing budgeted appropriations in the General Fund (Fund 101), General Fund Projects Fund (Fund 105), and New Year's Day Fund (Fund 106) to support the first year of the contract. Future contract costs will be budgeted as part of the annual operating budget.

The Rose Bowl Operating Center and the Tournament of Roses will cover most of the contract costs. Following an event, the responsible party is issued an invoice/bill for TMC staffing services, which includes events sponsored by the Rose Bowl Operating Center, Tournament of Roses, and the City.

Respectfully submitted,

  
\_\_\_\_\_  
JOAQUIN T. SIQUES  
Director, Department of Transportation

Prepared by:

  
\_\_\_\_\_  
Hy Lao, T.E.  
Engineer

Approved by:

  
\_\_\_\_\_  
MIGUEL MÁRQUEZ  
City Manager