



Agenda Report

November 17, 2025

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: **AUTHORIZE THE CITY MANAGER TO ENTER INTO A CONTRACT WITH BBB-CA, INC. DBA BLOCK BY BLOCK IN AN AMOUNT NOT TO EXCEED \$11,000,000 FOR FIVE YEARS FOR A PARKING FACILITIES SECURITY PROGRAM IN THE EIGHT CITY-OWNED AND MANAGED PARKING GARAGES FOR A THREE-YEAR TERM PLUS TWO OPTIONAL ONE-YEAR EXTENSIONS**

RECOMMENDATION:

It is recommended that the City Council:

1. Find that this action proposed herein is not a "project" subject to the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 21065 and within the meaning of Section 15378(b); and
2. Authorize the City Manager to enter into a contract, as a result of the competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, with BBB-CA, INC. dba Block by Block for security in the eight City-owned and managed parking garages for an amount not to exceed \$11,000,000 for five years, with a three year initial term and the option for two one-year extension periods, as outlined in the fiscal impact section of this report, at the discretion of the City Manager. Competitive price bidding is not required pursuant to City Charter Section 1002(F) contracts for professional or unique services.

BACKGROUND:

The City owns and the Department of Transportation (DOT) manages eight parking garages, which are currently secured by three separate private security vendors. In 2021, after an audit was conducted of the parking operations, it was recommended that the City establish long-term goals and implement strategies to enhance the parking garage program. A thorough review of the security services across the facilities revealed inconsistencies in the reliability, reporting standards, and overall quality of services provided by multiple vendors.

The City's eight parking garages are currently serviced by three separate security vendors, each assigned to specific facilities. Block by Block provides security at the Delacey, Marriott, and Schoolhouse garages; Professional Security Consultants at the Los Robles, Marengo, and Paseo Subterranean garages; and Select Patrol at Del Mar and Plaza Las Fuentes garages. These providers, individually or combined, do not currently provide dedicated security patrols and this fragmented approach has led to variations in service quality, prompting staff to evaluate a more unified and consistent security model.

In response, City staff is proposing the implementation of a unified security program across all City-owned parking garages. This consolidated approach aims to enhance operational efficiency, improve service consistency, and strengthen oversight of security operations.

City-owned parking garages serve a wide range of users, including residents, employees, visitors, and business patrons. These facilities operate 24/7 and are located in high-traffic areas, making them vulnerable to a variety of safety and security concerns. The presence of dedicated security services is essential for the following reasons:

1. **Public Safety:** Security personnel, with the physical presence, help deter criminal activity such as theft, vandalism, and loitering, thereby enhancing the safety of people and their property.
2. **Emergency Response:** Trained security staff can respond quickly to incidents and coordinate with law enforcement or emergency services when needed.
3. **Customer Confidence:** A visible security presence improves the perception of safety, encouraging greater use of City parking facilities and supporting local businesses.
4. **Asset Protection:** Security helps safeguard City infrastructure and equipment, reducing costs associated with repairs, vandalism, and liability.
5. **Operational Oversight:** Security personnel assist with educating the public about parking regulations, monitoring facility conditions, and reporting maintenance issues, contributing to overall operational efficiency.

In recognition of existing contractual obligations with certain parking garage stakeholders, City staff proactively engaged these partners to discuss the proposed consolidation of parking garage security services. Outreach efforts included direct communication and opportunities for feedback to ensure transparency and alignment with stakeholder interests. The City's partners expressed support for the unified security approach, acknowledging the benefits of improved consistency, accountability, and service quality across all City-owned parking facilities.

On April 8, 2025, DOT posted on OpenGov a Request for Proposals (RFP) No. 2025-RFP-0022 inviting vendors to submit proposals to provide security and safety services at the eight City-owned parking facilities (Paseo Subterranean, Marengo, Los Robles, Del

Mar Station, Schoolhouse, DeLacey, Marriott, and Plaza las Fuentes garages) with a closing date of May 8, 2025.

The OpenGov system auto-generated notices to all vendors previously registered under the relevant service category, reaching a total of 4,110 vendors. Of the 71 vendors who downloaded the RFP specifications, five are based locally. A non-mandatory Pre-Proposal Meeting was held on April 16, 2025, with 16 interested parties in attendance. By the submission deadline of May 8, 2025, the City received 21 electronic proposals, which are listed by vendor name in Attachment A.

A three-member evaluation panel conducted a comprehensive review of all responsive proposals. To ensure a well-rounded assessment, after the initial panel review, the top three proposals were also subjected to a blind review by our partners and parking garage stakeholders, who provided subject matter expert (SME) feedback. This input was shared with the panel to inform their final scoring and recommendation process.

The proposals were evaluated based on pre-established criteria outlined in the RFP, weighted as follows:

Criteria	Weight
Technical Approach	40%
Experience, Credentials, References	20%
Reporting and Software Programs	10%
Local Pasadena Business	5%
Small or Micro-Business	5%
Cost Proposal - "Ratio Method" Lowest Cost Received Max Points	Up to 20 Points
Total	100%

In September 2025, based on the cumulative score, BBB-CA, INC. dba Block by Block (BBB) a local Pasadena business, ranked as the best qualified proposer to meet the City's parking facilities security program requirements. The top three ranked vendors and their scores are listed below.

Vendor	Total Score
BBB-CA, INC. dba Block by Block (BBB)	82.58
Inter-Con Security Systems, Inc.	81.78
Marina Security Services, Inc.	81.42

BBB is the nation's leading provider of Ambassador Programs that not only provide security services but also serve as approachable trained individuals that proactively address concerns while remaining visible, vigilant, and reassuring. With over 170 active programs and a strong presence in California, including 15 programs in Southern California. In addition, BBB has demonstrated success with municipal partnerships, including with the cities of West Hollywood, Santa Monica, and Long Beach where BBB provides safety patrols on foot, bikes, and in vehicles. In the reference check process, BBB was given 100% score in the areas of Professionalism, Reliable, Incident Reporting,

Communication with Client, Visibility, and Compliance with Site-Specific protocols. BBB was reported to have built a great rapport with residents, businesses, and the Police Department as well as a visible positive impact in the community. BBB's familiarity with the region, combined with their scalable infrastructure and data-driven operations, positions them as a trusted and capable partner for the City's evolving needs.

Following the selection process, staff negotiated the contract value with BBB to allow for services to align with the available budget in the Off-Street Parking Facilities Fund. This contract, in an amount not-to-exceed \$11,000,000, is for the procurement and phased-in implementation of a comprehensive security program that will include seasonality responsiveness. Seasonality responsiveness refers to the ability of parking garage security operations to adapt to predictable fluctuations in activity and risk throughout the year. This may mean adjusting staffing levels, patrol schedules, and other security strategies based on seasonal patterns such as, high traffic during the holidays, special events, weather related changes, and daylight hours. This will allow BBB to partner with the City to proactively deter vandalism and loitering during high-traffic periods, optimize resource allocation, and improve customer experience and sense of safety.

The contract also includes essential equipment and resources necessary to meet the City's operational expectations. The security program will include a touchpoint system designed to ensure full monitoring coverage across all facility areas and includes, but is not limited to, two-way radios, bicycles, in-person security patrols, and a dispatch center to support continuous service delivery. As a result of implementing this comprehensive security program, security costs will increase by \$250,000 each year to add overnight patrol hours, which reflects an annual increase of the same amount compared to our current security arrangements. Currently overnight garage security is conducted through roving patrols at many garages, while others do not have 24/7 coverage. The additional \$250,000 per year allows for the City to transition into dedicated 24/7 security in a majority of City garages, with roving 24/7 patrols at the remaining garages. Staff have found that a high number of graffiti and vandalism incidents in the garages occur during the overnight hours.

The agreement provides the City with flexibility to monitor operational efficiencies, respond to wage fluctuations, and make necessary budgetary adjustments through the contract term. Should fiscal constraints arise, the City retains the ability to scale back services or reduce expenditures accordingly.

DOT staff will conduct regular performance evaluations based on key performance indicators established in the contract. These include and are not limited to timeliness and quality of deliverables, responsiveness to City requests and communications, and customer service. Regular check-in meetings will be scheduled to review progress, address any issues, and ensure alignment with departmental goals. At the end of each contract year, BBB will be required to submit an annual performance report summarizing activities, outcomes, and challenges encountered.

The initial contract term specified in the RFP is for three years with an option for two additional one-year terms at the discretion of the City Manager based upon performance and availability of City funds.

COUNCIL POLICY CONSIDERATION:

This project is consistent with the City Council's goal to improve, maintain, ensure public safety, and enhance public facilities and infrastructure. It also supports and promotes the quality of life and the local economy. The project is consistent the Mobility Element of the General Plan objective to create a supportive climate for economic viability by working with existing businesses to assess parking needs and requirements.

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 governmental activities that do not result in physical changes to the environment. The actions proposed herein, authorizing the City Manager to enter into a contract for parking garage security services, is an organizational or administrative governmental activity that does 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:

This contract will be funded by the Off-Street Parking Facilities Fund (407). The cost of the initial three-year term is \$5,775,000 and, if the City exercises the two optional one-year extensions, the total recommended action is \$11,000,000.

The below table represents the contract summary.

Contract Term by Years				Optional Years		Grand Total
	Year 1	Year 2	Year 3	Year 4	Year 5	
Base Contract	\$1,498,744	\$1,750,000	\$2,000,000	\$2,250,000	\$2,500,000	\$10,000,000
Contingency	\$ 151,256	\$ 175,000	\$ 200,000	\$ 225,000	\$ 250,000	\$ 1,000,000
Total	\$1,650,000	\$1,925,000	\$2,200,000	\$2,475,000	\$2,750,000	\$11,000,000

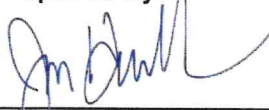
The Department will utilize existing budgeted appropriations in the Off-Street Parking Facilities Fund (407) to support FY 2026 contract costs. Future contract costs will be budgeted as part of the department's annual operating budget process. There is no impact to the General Fund (101).

Respectfully submitted,



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Approved by:



MIGUEL MÁRQUEZ
City Manager

Attachment:

Attachment A – List of Vendor Responses Submitted