



Department of Transportation

ITEM 6: CONCEPTUAL DEVELOPMENT,
PRELIMINARY ENGINEERING & FINAL DESIGN
SERVICES FOR PASADENA GREENWAYS

ITEM 7: COMMUNICATIONS AND PUBLIC
ENGAGEMENT FOR SIX NEAR TERM SR 710
PROJECTS

City Council

October 6, 2025





Department of Transportation

AUTHORIZE THE CITY MANAGER TO ENTER INTO A
CONTRACT WITH TDG ENGINEERING, INC. TO
DELIVER CONCEPTUAL DEVELOPMENT,
PRELIMINARY ENGINEERING & FINAL DESIGN
SERVICES FOR PASADENA GREENWAYS FOR A
TOTAL AMOUNT NOT TO EXCEED \$1,092,594

City Council

October 6, 2025





Recommendations

Department of Transportation

It is recommended that the City Council:

1. Find that the action proposed herein is not a “project” subject to the California Environmental Quality Act.
2. Authorize City Manager to enter into a contract with TDG Engineering, Inc., as the result of a competitive selection process, for professional engineering services for Pasadena Greenways in the amount not to exceed \$1,092,594, which includes:
 - Base contract amount of \$586,313 to develop conceptual and preliminary design (Phase 1),
 - Option for additional services to deliver Final Design including Plans, Specifications and Estimates (PS&E) in the amount of \$406,281 (Phase 2), and
 - Contingency amount of \$100,000 for any necessary change orders subject to City Manager approval.



Greenways Background

Department of Transportation

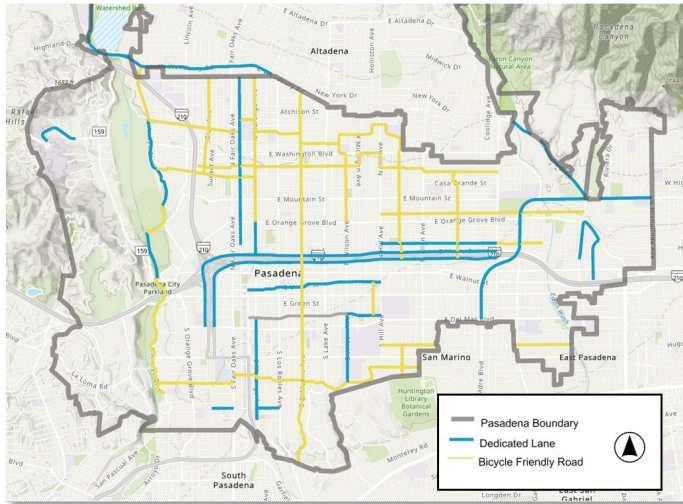
- 2015 –Bicycle Transportation Action Plan (BTAP) & North/South Greenways Adopted
- 2021 – Pasadena Greenways Feasibility Study analyzed traffic patterns, potential treatments & costs
- 2022 – Metro Measure R MIP funding secured to establish Greenways (Bike Boulevard) Implementation in the CIP (\$12.6M)
- 2024 – MIP Funding agreement with Metro executed
- 2025 – Professional services RFP released in April to select design consultant



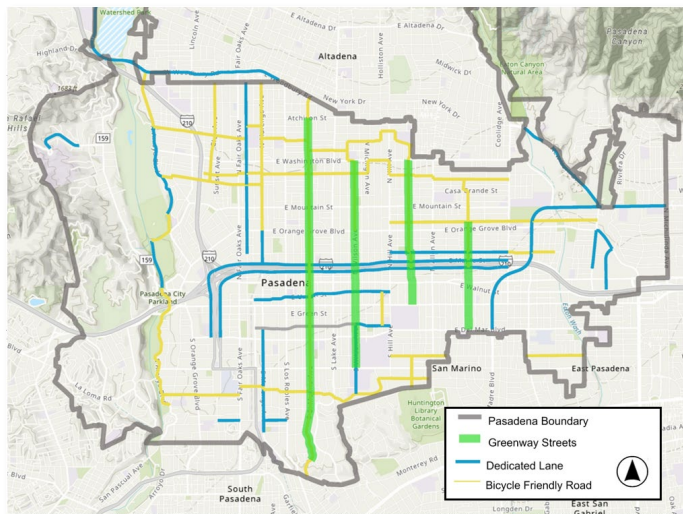
Greenways Design Scope of Work

Department of Transportation

Existing Bikeway Network



Addition of Greenways



- Design streets to reduce speeds, enhance safety, and expand the bikeway network
 - El Molino Ave
 - Wilson Ave
 - Sierra Bonita Ave
 - Craig Ave
- Traffic calming: raised medians, speed humps, intersection treatments, crossing enhancements, etc.
- **Phase 1** – Outreach, data-collection, conceptual design, preliminary engineering, and quick-build demonstration (Craig Ave)
- **Phase 2** – (Optional) final design, develop bid package to advertise construction



Greenways Outreach

Department of Transportation

- Phase 1 Outreach Highlights
 - > Coordinated through Multimodal Communication & Public Engagement Contract
 - > Community Advisory Committee (CAC)
 - > Up to 20 community meetings to target each corridor
 - > 12 coordination meetings with internal and external departments (Public Works, Fire, Caltrans, etc.)
 - > 10 stakeholder meetings (CD's, commissions, community organizations)
 - > Craig Ave quick-build demonstration will also host targeted meetings





Request for Proposals Process

Department of Transportation

- April 7, 2025 – RFP issued through OpenGov for professional engineering services
 - 83 downloads and 6 firms identified as local
- April 14, 2025 – Pre-proposal meeting (virtual)
- May 7, 2025 – 4 proposals submitted
- Evaluation Committee
 - Staff from Departments of Transportation and Public Works



Proposal Evaluation

Department of Transportation

- Evaluation Criteria and Weighted Scoring
 - > Project Understanding 10 points
 - > Experience and References 20 points
 - > Project Approach 20 points
 - > Staffing of Project/Ability to Perform 20 points
 - > Cost Proposal* 20 points
 - > Local Pasadena Business (pass/fail) 5 points
 - > Small or Micro-Business (pass/fail) 5 points
 - TOTAL 100 points

* Cost separately scored after technical evaluation completed



Evaluation and Scoring

Department of Transportation

- Proposals scoring

Firm	City	Total Score
TDG Engineering, Inc.	Los Angeles, CA	84
Kimley-Horn	Los Angeles, CA	77
AtkinsRéalis USA, Inc.	Los Angeles, CA	67
H.W. Lochner, Inc.	Monterey Park, CA	60



Consultant Selection

Department of Transportation



- TDG Engineering, Inc demonstrated the highest score overall and have extensive industry experience in active transportation design and implementation

Experience:

- > Pasadena Complete Streets Planning Tool
- > Pasadena Pedestrian Action Plan
- > Redwood City, CA: Bicycle facility design services
- > Seattle, WA: Planning, design, and construction for Seattle Neighborhood Greenways

All Photos Above Credit: TDG Engineering, inc.



Consultant Selection

Department of Transportation

- Subconsultant Team include: Craftwater Engineering (Pasadena), Here LA (Los Angeles), PSOMAS (Los Angeles), and Geo-Advantec (San Dimas)

Pasadena Experience

- Craftwater Engineering
 - > Eaton Wash Project
- Here LA
 - > Allen Avenue Quick-Build Demonstration Project
- PSOMAS
 - > Cordova Street Complete Streets Project
- Geo-Advantec, Inc.
 - > Ongoing: On-call contract with Public Works



Photo Credit: Here LA



Fiscal Impact

Department of Transportation

- Contract Structure and Period of Performance
 - > Phase 1, (base) effort with 24-month period \$ 586,313
 - > Phase 2, (optional) additional 18-month period \$ 406,281
 - > Contingency (approximately 10%) \$ 100,000
 - > Contract “Not to Exceed” Amount \$ 1,092,594
- Measure R MIP funding previously appropriated in Greenway (Bike Boulevard) Implementation Project (CIP 75126)
- There is no impact to the General Fund



Department of Transportation

AUTHORIZE THE CITY MANAGER TO ENTER INTO A
CONTRACT AGREEMENT WITH ARELLANO
ASSOCIATES TO PROVIDE COMMUNICATIONS
AND PUBLIC ENGAGEMENT FOR SIX NEAR TERM
SR 710 PROJECTS FUNDED THROUGH MEASURE R
MOBILITY IMPROVEMENT PROJECT (MIP) FUNDS
FOR A TOTAL AMOUNT NOT TO EXCEED \$970,000

City Council

October 6, 2025





Recommendations

Department of Transportation

It is recommended that the City Council:

1. Find that the action proposed herein is not a "project" subject to the California Environmental Quality Act.
2. Authorize City Manager to enter into a contract with Arellano Associates, as the result of a competitive selection process for professional communication and public engagement services for six near term SR 710 Projects funded through Measure R MIP funds in the amount not to exceed \$970,000 which includes:
 - Base contract amount of \$929,964 and
 - Contingency amount of \$40,036 for any necessary change orders subject to City Manager approval.



Project Background

Department of Transportation

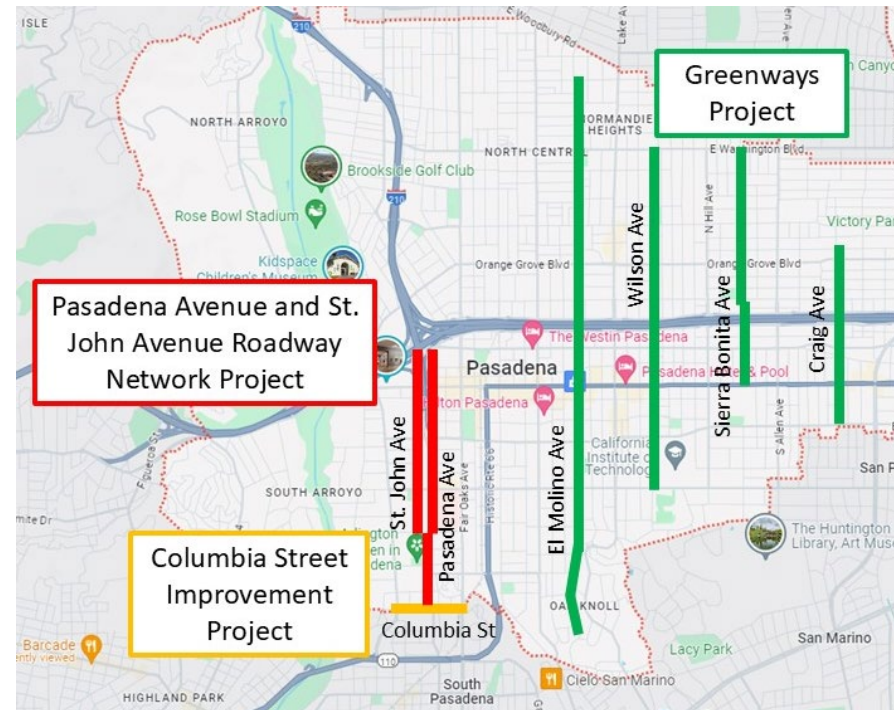
- 2022 - Metro Measure R MIP funding secured for City Council-approved SR 710 near-term projects
- The Department of Transportation is initiating the design of these large-scale, multi-year, multimodal infrastructure projects
 - These projects require significant, sustained public outreach across conceptual design, preliminary engineering, final design, and construction phases
- Due to the volume and specialized nature of public engagement for these projects, the services cannot be effectively performed in-house
- 2025 – Professional services RFP released for a qualified communications and engagement firm to perform Multimodal Communication and Public Engagement (MCPE) support services



Scope of Work (SOW)

Department of Transportation

- MCPE support services for six major upcoming transportation projects that represent more than \$100,000,000 in project work
 - Columbia St Project
 - Greenways Project
 - Pasadena Ave and St. John Ave Project
 - Traffic Signal Improvements at Orange Grove Blvd and Holly St, and at Orange Grove Blvd and Colorado Blvd
 - Multimodal Improvements on San Rafael Ave at Linda Vista Ave and at Colorado Blvd
 - Orange Grove Mobility Improvement Program



Map of Three Largest MCPE Projects

PASADENA



SOW (continued)

Department of Transportation

- Provide centralized staff support for public engagement for major upcoming Department of Transportation projects
- Speak with a single City 'voice' to enable consistency in branding and engagement approach for all projects
- Provide robust and effective community engagement services that will include:
 - Forming and facilitating Community Advisory Committees,
 - Conducting up to forty-five public and community stakeholder meetings,
 - Door-to-door canvassing,
 - Administering community surveys, and
 - Creating website, marketing, and engagement materials



RFP Process and Selection

Department of Transportation

- May 20, 2025 – RFP issued through OpenGov for communication and public engagement services
 - Sixty-four (64) firms downloaded the RFP
- June 30, 2025 – Eight (8) proposals submitted
 - Four (4) prime consultants identified as a local firm
 - Five (5) prime consultants identified as a small or micro business
- Evaluation Committee
 - Staff from the Department of Transportation and Office of the City Manager Communications and Marketing Section



RFP Process and Selection

Department of Transportation

- Evaluation Criteria and Weighted Scoring
 - Project Understanding 20 points
 - Experience and References 20 points
 - Project Approach 15 points
 - Staffing of Project/Ability to Perform 15 points
 - Cost Proposal 20 points
 - Local Pasadena Business (pass/fail) 5 points
 - Small or Micro-Business (pass/fail) 5 points
- TOTAL 100 points



RFP Process and Selection

Department of Transportation

- Proposals scoring

Firm*	City	Total Score**
Arellano Associates	Chino Hills, CA	92
Allegra Consulting, Inc.	Pasadena, CA	87
Communications LAB	Pasadena, CA	82
VMA Communications	Claremont, CA	79
Public Works Partners	Pasadena, CA	63
360 Total Concept Consulting	Oakland, CA	55

*Ngozichukwu Mordi and the Social Impact Firm were not scored as their proposals did not meet the minimum requirements to perform the MCPE services

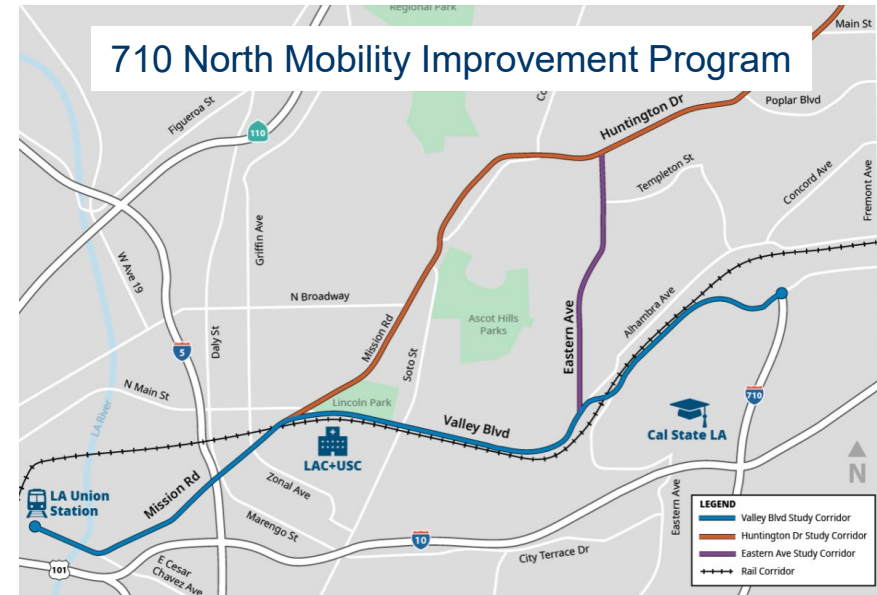
**Scores are rounded to nearest whole number



Consultant Selection

Department of Transportation

- Arrellano Associates a women and minority owned certified small business demonstrated the highest score overall
- Thirty years of experience providing community engagement and communication services for transportation projects in Southern California
- Notable Project Experience
 - City of Los Angeles' 710 North Mobility Improvement Program
 - City of Glendale's San Fernando Road Multimodal Improvements Project
 - Pasadena Union Street Protected Bike Lane Project



Arrellano Associates has successfully provided engagement support for large multi-million-dollar transportation projects



Fiscal Impact

Department of Transportation

- Proposed Contract Amount and Structure
 - MCPE Services \$929,964
 - Contingency (approximately 10%) \$40,036
 - Contract “Not to Exceed” Amount \$970,000
- Measure R Mobility Improvement Project funding previously appropriated into the following CIP projects:
 - > Greenway (Bike Boulevard) Implementation Project
 - > Pasadena Ave and St John Ave Street Improvements
 - > Columbia Street Multimodal Improvements
 - > Orange Grove Blvd Mobility Improvement Program
 - > Traffic Signal Improvements at Orange Grove Blvd and Holly St, and at Orange Grove Blvd and Colorado Blvd
 - > Multimodal Improvements on San Rafael Ave at Linda Vista Ave and at Colorado Blvd
- There is no impact to the General Fund



Next Steps

Department of Transportation

- Project kick-off with consultant team
- Develop engagement plan and schedule outreach activities
- Anticipated community engagement early 2026
- Continue Collaboration with the Office of the City Manager Communications and Marketing Section to ensure all communication and engagement materials have a consistent tone and City 'voice'



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Council Policy Consideration

Department of Transportation

- Consistent with Mobility Element Policies:
 - > 1.2 Promote greater linkages between land uses and transit, as well as non-vehicular modes of transportation to reduce vehicular trip related emissions.
 - > 1.7 Design streets to achieve safe interaction for all modes of travel particularly for pedestrians and bicycle users.
 - > 1.11 Design streets to reflect the mobility needs of the adjacent land use context to support healthy activities such as walking and bicycling.
 - > 1.12 Apply traffic management measures to manage vehicular speeds as a function of designated street type to ensure safe and orderly movement of all modes of travel.



Council Policy Consideration

Department of Transportation

- Consistent with Mobility Element Policies (continued):
 - > 1.17 Design streets to improve access to destinations by transit, bicycle and walking.
 - > 1.23 Improve public health by supporting walking and bicycling throughout the city.
 - > 2.5 Develop and maintain a comprehensive and integrated system of reduced stress bikeways and increase bicycle parking at destinations to promote bicycle riding as a mode of transportation.
 - > 2.8 Maintain existing and identify new opportunities for bicycle infrastructure.