

# Agenda Report

June 8, 2026

**TO:** Honorable Mayor and City Council

**FROM:** Parks, Recreation and Community Services Department

**SUBJECT:** **AUTHORIZE THE CITY MANAGER TO ENTER INTO A CONTRACT WITH ALL CITY MANAGEMENT SERVICES, INC. FOR CROSSING GUARD SERVICES AT SELECT PASADENA UNIFIED SCHOOL DISTRICT SITES FOR FIVE YEARS FOR AN AMOUNT NOT-TO-EXCEED \$2,138,187**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the proposed contract is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15016(b)(3), the "Common Sense" exemption 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, based on a competitive selection process pursuant to Pasadena Municipal Code Section 4.08.047, with All City Management Services, Inc. for crossing guard services in an amount not-to-exceed \$2,138,187 for five (5) years. Competitive bidding is not required pursuant to City Charter Section 1002(F) for professional or unique services.

## **BACKGROUND:**

Since 2003, the City has funded crossing guard services for the Pasadena Unified School District (PUSD) at various sites to promote safety on streets near designated elementary schools throughout Pasadena. Crossing guard services are complemented by a comprehensive series of traffic measures designed to promote school area pedestrian safety. Measures used to address safety include warning signs and street markings, variable speed limit signs, flashing yellow beacons, stop signs, removing visibility obstructions, parking controls, and curb-use zones. Crossing guard locations are chosen based on traffic and pedestrian volumes during school times.

This program provides crossing guard services at 12 PUSD school sites at a total of 17 intersections for 180 days when school is in session. New site requests are evaluated and approved by the Department of Transportation. PRCS staff will continue to communicate with PUSD on satisfaction with service and any needed changes in service sites or operations.

School Site	Intersection
Allendale Elementary	Wallis Ave and S. Euclid Ave
Blair Middle	Allendale Rd and S. Marengo Ave S. Marengo Ave and Wallis St
Hamilton Elementary	S. Craig Ave and E. Del Mar Blvd
Longfellow Elementary	N. Catalina Ave and E. Washington Blvd N. Lake Ave and E. Rio Grande St
Madison Elementary	N. Los Robles and Buckeye St Orange Grove Blvd and N. Madison Ave
McKinley Elementary	Front of School E. Del Mar Blvd and S. Oak Knoll Ave
Norma Coombs Elementary	Front of School
Octavia E Butler Middle	N. Marengo Ave and Grandview St
San Rafael Elementary	San Miguel Rd and Nithsdale Rd
Thurgood Marshall Elementary	Allen Ave and Casa Grande St
Washington Elementary	E. Howard St and N. Raymond Ave
Willard Elementary	Front of School E. Del Mar Blvd and Madre St

On April 2, 2026, a Request for Proposal (RFP) for crossing guard services was published on OpenGov and posted on the City of Pasadena’s website. Notices were sent to 337 vendors and 23 downloaded the RFP. The City received five proposals on April 20, 2026, in response to the RFP. No Pasadena companies submitted a proposal.

Based on the evaluation procedures and criteria specified in the RFP, the proposals were evaluated, scored, and ranked by a selection committee comprised of staff from the Parks, Recreation and Community Services, Public Works, and Transportation departments.

Vendor	City	Score
All City Management Services, Inc.	Santa Fe Springs, CA	84.88
Sunshine Enterprise USA LLC	Maitland, FL	73.33
A James Consulting Group	Altadena, CA	69.45
LAZ Parking California, LLC	Hartford, CA	65.87
Crossing Guard Services LLC	Stamford, CT	60.13

All City Management Services, Inc. (ACMS) demonstrated the highest competencies in providing safe and quality school crossing guard services, earning the highest score of

84.88. Attachment A provides the selection committee's detailed scoring for all proposing companies based on the established evaluation criteria.

With more than 30 years of experience dedicated exclusively to crossing guard services, ACMS brings a proven management structure, strong performance history, and a clear understanding of the project requirements. Their proposal outlines robust training, high safety standards, and competitive program costs. Currently, 76% of the crossing guards who serve this contract are Pasadena residents, which will remain at the current level throughout the length of this contract thus supporting local workforce development. ACMS currently serves over 150 cities, counties, and school districts across California, including the Los Angeles County Office of Education and the cities of San Marino and Beverly Hills.

Staff recommends the City enter into a contract with ACMS for a not-to-exceed amount of \$388,130 in the first year, with annual increases of 5.8% for each of the first three years and 3% increases in years four and five for a grand total not-to-exceed amount of \$2,138,187 over five years including a five percent contingency to satisfy future requests for additional school crossing guard sites. ACMS is the current service provider and has served the City for 23 years under a series of contracts awarded through multiple RFPs. The current agreement was approved by the City Council on June 13, 2022, and will expire on June 30, 2026.

**COUNCIL POLICY CONSIDERATION:**

This action supports the City Council's strategic planning goals of ensuring public safety, promoting quality of life, and improving mobility and accessibility throughout the City of Pasadena.

**ENVIRONMENTAL ANALYSIS:**

The proposed contract with ACMS for crossing guard services has been determined to be exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b)(3), the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment.

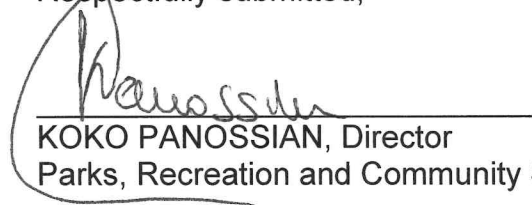
**FISCAL IMPACT:**

The annual cost of this action is based on an initial amount of \$388,130 with annual increases of 5.8% in each of the first three years and 3% increases in years four and five. PRCS will utilize existing budgeted appropriations in the General Fund (Fund 101) to support the first year of contract costs. Future contract costs will be budgeted as part of the department's annual operating budget.

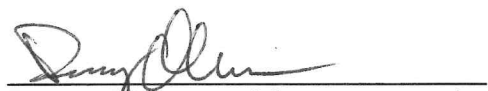
The following table reflects the contract summary. A five percent contingency is included to satisfy future requests for additional school crossing guard sites.

Description	Cost
Contract amount (5 years)	\$2,036,369
5% Contingency	\$101,818
<b>TOTAL CONTRACT AMOUNT</b>	<b>\$2,138,187</b>

Respectfully submitted,

  
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Parks, Recreation and Community Services

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Approved by:

  
MATTHEW E. HAWKESWORTH  
Interim City Manager

Attachments:  
Attachment A – RFP Evaluation Scores  
Attachment B – TPAs