

# Agenda Report

April 25, 2016

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: CONTRACT AWARD TO ITERIS, INC. FOR CONSULTANT SERVICES TO PROVIDE TRAFFIC MANAGEMENT CENTER (TMC) STAFFING SERVICES FOR SPECIAL EVENTS**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review pursuant to the California Environmental Quality Act ("CEQA"), pursuant to State CEQA Guidelines Section 15061 (b) (3) (General Rule);
2. Authorize the Interim City Manager to increase the not to exceed amount of purchase order contract 1160125 with Iteris, Inc. by \$168,246, thereby increasing the not to exceed amount from \$72,138 to \$240,384 for consultant services to provide Traffic Management Center (TMC) staffing services for special events; and
3. To the extent this could be considered a separate transaction subject to Competitive Selection, grant the proposed increase an exemption from the Competitive Selection process pursuant to Municipal Code Section 4.08.049B, contracts for which the City's best interests are served.

## **BACKGROUND:**

The Pasadena Traffic Management Center (TMC) is staffed during normal operating hours by Engineering staff from the Department of Transportation to enhance mobility and safety at signalized intersections and to respond to delays in traffic caused by construction activity, surges in traffic, incidents and planned events. To accommodate for planned special events that occur on weekends, holidays and after hours, TMC staffing is supplemented through consultant services.

In July 2015, Iteris, Inc. was selected through a competitive selection process to provide Traffic Management Center (TMC) staffing services for special events for one fiscal year, with an option for up to two additional one-year periods. Purchase order contract

1160125 was issued for the first year of services in the amount of \$72,138. The purchase order accounted for 14 events in FY 2016, with enough contingency to cover three additional events. Through this purchase order, Iteris, Inc. provided TMC staffing services for 12 events at the Rose Bowl and four shifts associated with the Rose Parade and Post Parade Float viewing.

Since the number of annual special events has increased it is necessary to increase the level of service being provided by Iteris. Events for which it is expected Iteris' services will be needed include: six UCLA football games, four soccer matches, three concerts, the Rose Bowl Game, the Rose Parade, Post Parade float viewing, Americafest, Make Music Pasadena and the Pasadena Half Marathon. As such, the Transportation Department is requesting Council authorization to increase the not to exceed amount of the existing purchase order to \$240,384. This contract would cover the four additional events in FY 2016, 18 events scheduled for FY 2017 and 17 events scheduled FY 2018. A 20 percent contingency has been added to the contract for unanticipated special events throughout the City which may require TMC staffing. Staff is also requesting that the Council authorize the City Manager to extend the purchase order contract for up to two additional one-year periods, as originally established through the competitive selection process.

Further, to the extent this action could be considered a separate transaction subject to the competitive selection process, staff is requesting that the City Council grant the proposed increase an exemption from the Competitive Selection process pursuant to Municipal Code Section 4.08.049B, contracts for which the City's best interests are served. It is in the best interests of the City to maintain the continuity of these services, furthermore Iteris was selected through a competitive selection process in the first instance, as described below.

### **CONSULTANT SELECTION**

The City released a Request for Proposal (RFP) for Consultant Services to staff the Transportation Management Center for Special Events on April 23, 2015. Three firms submitted complete and responsive proposals. Iteris, Inc. was rated the highest based on the rating criteria stated in the RFP and was selected for this project.

The list of consultants who participated in this RFP process including their location can be found as Attachment A.

Iteris, Inc. scored higher in the areas of Project Understanding, Project Approach, Staffing of Project/Ability to Perform and Experience. Iteris, Inc. demonstrated a thorough understanding of the complexities of managing the central traffic control systems for special events, balancing the needs of event traffic with non-event traffic, and demonstrated experience through similar staffing responsibilities with other local agencies.

**COUNCIL POLICY CONSIDERATION:**

This project supports a guiding principle of the General Plan, “Pasadena will be promoted as a cultural, scientific, corporate, entertainment and educational center for the region.” The ability to monitor and adjust traffic signal operations during special events is a key component to promoting the cultural and entertainment facets of this goal. This project is also consistent with General Plan Mobility Element Policy 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. Further, the benefits rendered by successful completion of this project are consistent with goals set forth in the Mobility Element of the General Plan and the Department’s mission statement.

**ENVIRONMENTAL ANALYSIS:**

The City’s Environmental Administrator has determined the project is categorically exempt under the California Environmental Quality Act (“CEQA”) Guidelines in Section 15061 (b) (3), the General Rule. The proposed action is to provide staffing of the Traffic Management Center during special events. The activity is covered by the general rule that CEQA only applies to projects that have a potential for causing a significant effect on the environment. A Notice of Exemption for the project will be filed with the Los Angeles County Clerk before the end of this month, as required. In addition, there are no changed circumstances or new information which would require further environmental review.

**FISCAL IMPACT:**

The total compensation under this contract will be an amount not to exceed \$168,246 corresponding to \$13,160 for additional events in FY 2016; \$67,400 for scheduled events in FY 2017; \$59,645 for scheduled events in FY 2018 and a contingency of 20 percent for years FY2017 and FY2018, to account for future events that have not been programmed.

Funding for this action will be addressed by the utilization of existing FY 2016 budget appropriations, FY 2017 recommended budget, FY 2018 planned budget in the following accounts by fiscal year:

<b>Account Description and No.</b>	<b>FY 2016</b>	<b>FY 2017</b>	<b>FY 2018</b>	<b>20% Contingency</b>	<b>Total</b>
Traffic Operations 10124003-811400	\$0	\$6,710	\$0	\$1,342	\$8,052
*Rose Bowl Operating Co. (Billable) 10524003-811400	\$9,570	\$46,310	\$44,855	\$20,147	\$120,882
*Other Third Party (Billable) 10524003-811400	\$3,590	\$6,940	\$7,200	\$3,546	\$21,276
Tournament of Roses NYD Event 10624003-811400	\$0	\$7,440	\$7,590	\$3,006	\$18,036
<b>Total</b>	<b>\$13,160</b>	<b>\$67,400</b>	<b>\$59,645</b>	<b>\$28,041</b>	<b>\$168,246</b>

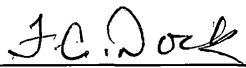
\* Funds are budgeted in Fund 105. Following an event, the event organizer or responsible party is issued an invoice/bill for the event.

The following table presents a summary by fiscal year.


FY 2016 Additional Events Amount: June 2016	\$13,160
FY 2017 Base Amount: July 2016 – June 2017	\$67,400
FY 2018 Base Amount: June 2017 – July 2018	\$59,645
Contingency (20% of FY2017 and FY2018 Base)	\$28,041
<b>Subtotal</b>	<b>\$168,246</b>
Administration	\$5,000
<b>Total Fiscal Impact</b>	<b>\$173,246</b>

The cost of managing this project, identified as administration, has been programmed in the Department of Transportation's annual operating budget.

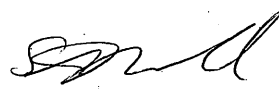
Respectfully submitted;

  
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Attachment: (1)

Attachment A – Consultants Evaluation Criteria and Scores