

**City of Culver City, California
Agenda Item Report**

Meeting Date: 10/28/13		Item Number: <u>C-10</u>	
CITY COUNCIL AGENDA ITEM: Approval of a Professional Services Agreement with Walk 'n Rollers to Develop and Implement the Citywide Non-Infrastructure Safe Route To School (SRTS) Program and to Serve as the Limited-Term SRTS Coordinator in an Amount Not-to-Exceed \$440,000.			
Contact Person/Dept.: John Rivera/PW		Phone Number: 310-253-5616	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☐ Attachments: ☐	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: Meetings and Agendas – City Council (10/22/2013); (E-mail) LA County and Culver City Bicycle Coalitions (10/23/2013); (E-mail) Bicycle and Pedestrian Listserv (10/23/2013)			
Department Approval: Charles D. Herbertson (10/16/13)		City Attorney Approval: Carol Schwab (by H. Baker) (10/21/13)	
Chief Financial Officer Approval: Jeff Muir (by M. Noller) (10/22/13)		City Manager Approval: John M. Nachbar (10/22/13)	
<u>RECOMMENDATION:</u> Staff recommends the City Council approve a professional services agreement with Walk 'n Rollers to develop and implement the Citywide Non-Infrastructure Safe Route to School Program and to serve as the limited term Safe Routes to School Coordinator. <u>BACKGROUND:</u> In November 2010, the City Council adopted the City's first Bicycle and Pedestrian Master Plan (BPMP). The BPMP recommended a variety of physical projects as well as education, encouragement, enforcement, and evaluation programs to make the City more bicycle and pedestrian-friendly. Specifically, the BPMP recommended implementing child/school based education programs and pursuing Safe Routes to School grants to implement those programs. On July 11, 2011, the City Council approved the submission of an application requesting \$500,000 for a citywide non-infrastructure Safe Routes to School project under Cycle 3 of the federal Safe Routes to School (SRTS) grant program. This grant application did not propose any physical changes to the street. Instead, it proposed a comprehensive, four-year program covering the City's K-8 schools and focusing on the "Four E's": 1) Education; 2) Enforcement; 3) Encouragement; and 4) Evaluation. Through these elements, the program was designed to promote walking and biking to school and thereby address issues such as childhood obesity, traffic congestion, and air quality.			

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The grant application included funding for additional traffic enforcement, safety assemblies, events, workshops (including promotion of those events), prizes and giveaways, equipment, and before and after evaluation. The grant also included \$240,000 to hire a consulting Safe Routes to School Coordinator and \$20,000 to pay for City staff time to oversee the project.

The City was notified that it received the grant in October 2011. Prior to moving forward, the City had to wait until the California Department of Transportation (Caltrans) amended the project into the Federal Statewide Transportation Improvement Program (FSTIP), which occurred in July 2012. At that point, the City was able to request authorization to proceed, which it did in November 2012. Caltrans reviewed the City's request and provided it with a formal clearance to proceed with work documentation ("E-76" Document) in late December 2012.

On April 8, 2013, the City Council authorized release of a Request for Proposals (RFP) for the Safe Routes to School Coordinator.

DISCUSSION:

In July 2013, the RFP was released following the City's standard bidding procedures and sending direct e-mail notices to approximately twenty (20) professionals, firms and advocacy organizations involved in bicycle, walking, and Safe Routes to School activities. The RFP solicited proposals for the SRTS Coordinator position. The SRTS Coordinator will be charged with delivering the comprehensive SRTS program outlined in the City's original grant application. The SRTS Coordinator is also responsible for undertaking the day-to-day implementation of the program, under staff supervision. The SRTS Coordinator's activities include: assisting the City and the schools in coordinating programs and events, both at the local school level and on a district-wide level, collecting data, preparing/submitted required reports, and encouraging/coordinating volunteerism to support the programs.

Staff created a review committee made up of representatives from the Culver City Unified School District, the Los Angeles County Metropolitan Transportation Authority, the City of West Hollywood and Culver City's Public Works Department to review and evaluate each proposal and function as the interview panel. Four (4) proposals were received, and all four proposing teams were interviewed and evaluated using the following criteria:

- *Responsiveness to the RFP and the completeness of the information provided; understanding of the approach, activities, and methodology necessary to complete the required services.*
- *Extent and quality of the proposer's experience and accomplishments in similar programs; familiarity with Federal Safe Routes to School Program*

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procedures; ability to lead a multi-disciplinary program team, and the proposed Program Team's specific knowledge and experience in managing and coordinating successful community-based and school-based programs, and working with government agencies and coordinating entities.

- *Quality of staff for work to be done, and capability of developing innovative or advanced programs.*
- *Familiarity with state and federal procedures, and capacity to meet the federal and state requirements for financial management and accounting required for a federal project.*

After the evaluation of each proposal and interviewing the proposers, and in consultation with the review committee, staff is recommending awarding the professional services agreement to the Walk 'n Rollers team. Walk 'n Rollers proposal was responsive to all aspects of the RFP and demonstrated an understanding of the approach, activities, and methodology necessary to provide all the required services. Walk 'n Rollers is currently working with the six targeted schools and/or parents of students at these schools, to develop similar grass-root SRTS programs. They have demonstrated the experience and successful accomplishments in similar programs. Walk 'n Roller team's possesses specific knowledge and experience in managing and coordinating successful multi-discipline, community-based and school-based programs, and working with government agencies and coordinating entities. The Walk 'n Rollers team has familiarity with SRTS procedures, as well as the successful securing of other grant funding to provide complimentary bicycle and pedestrian safety education and encouragement. Their proposal clearly contains the understanding that this is a limited-term agreement and embraced the concept that sustainability after the cessation of grant funding was an ultimate program goal.

In addition to the above, the Walk 'n Roller proposal provided for delivering all the required services at the lowest rate of the four proposers, with the highest number of hours devoted to the project.

FISCAL ANALYSIS:

The SRTS Non-Infrastructure grant is for \$500,000 over four years. Of this total, \$240,000 are set aside to fund the SRTS Coordinator activities, and \$200,000 have been designated to pay for services, materials and equipment to accomplish the grant program "Four-E's" goals. The grant does not require a local matching contribution. There will be some staff time associated with overseeing the SRTS Coordinator and the development and implementation of the Citywide SRTS program. The grant will reimburse up to \$20,000 of staff time spent on the project, but additional staff time beyond this amount, if any, is not reimbursable. Finally,

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there is also \$40,000 in the grant budget to cover the costs of additional traffic enforcement to support the SRTS program.

MOTIONS:

That the City Council:

- 1) Approve a professional services agreement with Walk 'n Rollers for an amount not-to-exceed \$440,000; and
- 2) Authorize the City Attorney to review/prepare the necessary documents; and,
- 3) Authorize the City Manager to execute such documents on behalf of the City.