

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

Meeting Date: 04/08/2013		Item Number: <u>C-2</u>	
CITY COUNCIL AGENDA ITEM: Authorization to Solicit Proposals for a Safe Routes to School Coordinator for the City's Federal Non-Infrastructure Safe Routes to School Grant Program.			
Contact Person/Dept.: John Rivera		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: (E-mail) Agenda and Meetings – City Council (04/02/2013); (E-mail) LA County and Culver City Bicycle Coalitions (04/03/2013); (E-mail) Bicycle and Pedestrian Listserv (04/03/2013)			
Department Approval: Charles D. Herbertson (03/27/13)		City Attorney Approval: Carol Schwab (by H. Baker) (04/01/13)	
Chief Financial Officer Approval: Jeff Muir (04/02/13)		City Manager Approval: John M. Nachbar (04/02/13)	

RECOMMENDATION:

Staff recommends that the City Council authorize the release of a Request for Proposals for a Safe Routes to School Coordinator to be hired as part of the City's Federal Non-Infrastructure Safe Routes to School grant program.

BACKGROUND:

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. Together, 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 and 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.

Since receiving the E-76, staff has been preparing a Request for Proposals (RFP) for the Safe Routes to School Coordinator. Staff is now seeking authorization to release the resulting RFP.

DISCUSSION:

The RFP will solicit proposals for the Safe Routes to School Coordinator position. The Coordinator will be charged with delivering the comprehensive Safe Routes to School program outlined in the grant application. He or she will undertake the day-to-day implementation of the program, under staff supervision. The Coordinator's activities will 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/submitting required reports, and encouraging/coordinating volunteerism to support the programs.

Staff envisions creating a committee made up of representatives from the Culver City Unified School District, other public agency staff, and City staff to review the proposals. The proposals are anticipated to be received and evaluated in late April or early May, and the award is anticipated to be brought to the City Council for consideration in late May. This proposed schedule will facilitate hiring the coordinator in advance of the 2013/2014 school year.

FISCAL ANALYSIS:

The grant is for \$500,000 over four years. Of this total, \$240,000 is set aside to fund the Safe Routes to School Coordinator, who will be hired through this RFP. The grant does not require a local matching contribution. There will be some

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staff time associated with overseeing the RFP process and the Safe Routes to School Coordinator, once hired. 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.

MOTIONS:

That the City Council

Authorize release of a Request for Proposals for a Safe Routes to School Coordinator to be hired as part of the City's Federal Non-Infrastructure Safe Routes to School grant program.