



City of Culver City

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Staff Report

File #: 22-1120, **Version:** 2

Item #: C-10.

CC - CONSENT ITEM: (1) Approval of a Five-Year (5) Professional Services Agreement with Safe Moves, a California Non-Profit Corporation, for Consulting Services in the Safe Routes to School Education Program, a Joint Project of the Culver City Unified School District (CCUSD) and the City of Culver City, in an Amount Not-to-Exceed \$349,600; and (2) Approval of a Professional Services Agreement with Safe Moves, a California Non-Profit Corporation, for Consulting Services in the Office of Traffic Safety Grant PS22004, in an Amount Not-to-Exceed \$25,000.

Meeting Date: June 13, 2022

Contact Person/Dept.: Andrew Maximous/Public Works Department
Phone Number: (310) 253-5628

Fiscal Impact: Yes ☒ No ☐ **General Fund:** Yes ☒ No ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (06/08/2022); Culver City Unified School District's Assistant Superintendent of Business Services; and Safe Moves and Walk 'n Rollers.

Department Approval: Yanni Demitri, Public Works Director/City Engineer (06/06/2022)

RECOMMENDATION

Staff recommends the City Council (1) approve a five-year professional services agreement with Safe Moves, a California Non-Profit Corporation, for consulting services in the Safe Routes to School Education Program, a joint project of the Culver City Unified School District (CCUSD) and the City of Culver City, in an amount not-to-exceed \$349,600; and (2) approve a professional services agreement with Safe Moves, a California Non-Profit Corporation, for consulting services in the Office of Traffic Safety grant PS22004, in an amount not-to-exceed \$25,000.

BACKGROUND

The Safe Routes to School (SRTS) education program jointly funded by CCUSD and the City, focuses on improving safety for school children in all public schools when walking or biking to or from

schools. Traditionally, SRTS programs accomplish this by using the five E's: Education, Encouragement, Evaluation, Enforcement, and Engineering. The SRTS agreement proposed by this staff report will be responsible for the first three E's, while the Police Department and the Public Works Department are responsible for the latter two, respectively.

The SRTS program was started in 2013 and was grant-funded through June of 2017. During this time, the City and CCUSD found the program to be a valuable community asset and determined to continue the program beyond the grant funding period. In July of 2017, the City released a Request for Proposals (RFP) seeking a consulting firm to continue the SRTS education work, and in September 2017, the City and CCUSD signed a memorandum of understanding, agreeing to jointly fund the program on an ongoing basis, in the annual amount of \$70,000 (\$30,000 from CCUSD and \$40,000 from the City). In response to the 2017 RFP, only one proposal was received. The firm, Walk 'n Rollers, Inc., was awarded the SRTS contract from May 2018 through September 2021, when the contract expired.

DISCUSSION

In compliance with City finance policies, RFP #2221 was released in January 2022, seeking proposals from consulting firms, for a five-year contract, to continue the SRTS education program, in accordance with the scope of services outlined in the RFP (attached). The five-year budget is \$350,000 (\$70,000 each of the five years).

Representatives from CCUSD, the Police Department's Traffic Bureau, and Public Works' Mobility & Traffic Engineering Division, formed the rating team to evaluate the proposals.

Two proposals were received in February 2022:

| <u>Firm</u> | <u>Cost Proposal</u> |
|--------------------|-------------------------------------|
| 1. Safe Moves | \$349,600 (five-year cost proposal) |
| 2. Walk 'n Rollers | \$152,000* (two-year cost proposal) |

* To clarify the reason for the difference between the two cost proposals, Walk 'n Rollers submitted a two-year cost proposal, and in their RFP response, indicated that because this is a five-year contract, they reserved the right to annually adjust their budget recommendation to account for higher wages, printing or marketing costs. Safe Moves submitted a five-year cost proposal.

Safe Moves' annual cost proposal is \$69,940 for the first year, and \$69,915 for each of the remaining four years of the proposed contract. The total cost proposal from Safe Moves for the proposed five-year contract is \$349,600. Walk 'n Rollers' annual cost proposal is \$76,000 for each of years one and two; no cost proposal was submitted for years three through five. Notwithstanding Walk 'n Rollers expressed reservation, for purposes of staff comparing the two firms' fees, if staff makes the assumption that the annual cost proposal from Walk 'n Rollers were to remain consistent at \$76,000 annually for years three through five, the cost proposal would have been \$380,000. However, to be clear, Walk 'n Rollers did not submit a five-year cost proposal.

The rating team evaluated the RFP proposals for qualifications and experience, response to the scope of work, fees, references, proposed project schedule, and completeness of all required submittals. Based on these criteria, the rating team unanimously recommends the City Council award the five-year professional services agreement to Safe Moves, in an amount not-to-exceed \$349,600.

In addition to the local funding from CCUSD and the City for the SRTS program, the City was awarded an Office of Traffic Safety (OTS) grant PS22004, in the amount of \$75,000 for the period of October 2021 through September 2022; \$25,000 of this grant is earmarked for additional traffic safety education, outreach, and activities, thereby extending and enhancing the SRTS education program and also to reach adults and seniors. This additional scope was indicated in the RFP as a task in the Scope of Services. Staff recommends that the City Council award a second contract for the period of the OTS grant PS22004, to Safe Moves, in an amount not-to-exceed \$25,000.

FISCAL ANALYSIS

Funding for the SRTS education program is provided jointly by CCUSD, in the amount of \$30,000 annually; and by the City, in the amount of \$40,000 annually. The City's share of the funding is contained in the FY2022-2023 Proposed Budget in account 10160170.619800 (Mobility & Traffic Engineering - Other Contractual Services). The CCUSD share of funding, in the amount of \$30,000, will be invoiced to CCUSD during Q1 of FY2022-2023, as per the MOU. There is adequate funding for this five-year agreement, and future allocations will be included in future fiscal year budgets.

Additionally, the Office of Traffic Safety grant PS22004, awarded to the City in the amount of \$75,000, has \$25,000 in funding earmarked for additional scope of work. The grant funding is on a reimbursement basis; the City will front the funding through an account structure to be setup by the Finance Department and will include revenue and expense accounts.

ATTACHMENTS

1. RFP #2221

MOTIONS

That the City Council:

1. Award a five-year professional services agreement to Safe Moves, in the amount not-to-exceed \$69,490 for year one, and \$69,915 for years two through five, in a total amount not-to-exceed \$349,600, for the Safe Routes to School Education Program, from July 1st, 2022 through June 30th, 2027; and
2. Award a professional services agreement to Safe Moves, in the amount not-to-exceed \$25,000 from the Office of Traffic Safety grant PS22004, for the duration of the grant period; and

3. Approve the setup of the grant accounting structure for revenue and expense accounts for the Office of Traffic Safety grant PS22004, including the \$25,000 funding for the second agreement in #2, above; and
4. Authorize the City Attorney to review/prepare the necessary documents; and
5. Authorize the City Manager to execute such documents on behalf of the City.