



City of Culver City

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Staff Report

File #: 22-1159, Version: 2

Item #: C-14.

CC - CONSENT ITEM: (1) Approval of a Two-Year Professional Services Agreement with Walk 'n Rollers, for Consulting Services in the Safe Routes to School Education Program (SRTS), a Joint Project of the Culver City Unified School District (CCUSD) and the City of Culver City (City), in an Amount Not-to-Exceed \$152,000; (2) Authorization to Accept Grant Funds from the Office of Traffic Safety Grant PS22004, in the Amount of \$75,000; (3) FOUR-FIFTHS VOTE REQUIREMENT: Approval of a Related Budget Amendment to Allocate the Grant Funds; (4) Approval of a Professional Services Agreement with Walk 'n Rollers, for Consulting Services in the Office of Traffic Safety Grant PS22004, in an Amount Not-to-Exceed \$25,000; and (5) Authorization to Staff to Purchase through Walk 'n Rollers, Bicycle and Pedestrian Safety Equipment and Educational Materials, in an Amount Not-to-Exceed \$21,500.

Meeting Date: June 27, 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 (06/22/2022); Culver City Unified School District's Assistant Superintendent of Business Services; and Walk 'n Rollers.

Department Approval: Yanni Demitri, Public Works Director/City Engineer (06/17/2022)

RECOMMENDATION

Staff recommends the City Council (1) approve a two-year professional services agreement with Walk 'n Rollers, for consulting services in the Safe Routes to School Education Program (SRTS), a joint project of the Culver City Unified School District (CCUSD) and the City of Culver City (City), in an amount not-to-exceed \$152,000; (2) authorize acceptance of grant funds from the Office of Traffic Safety grant PS22004, in the amount of \$75,000; (3) approve a related budget amendment to allocate the grant funds (**four-fifths vote required**); (4) approve a professional services agreement with Walk 'n Rollers, for consulting services in the Office of Traffic Safety Grant PS22004, in an amount not-to-exceed \$25,000; and (5) authorize staff to purchase through Walk 'n Rollers, bicycle and pedestrian safety equipment and educational materials, in an amount not-to-exceed \$21,500.

BACKGROUND/DISCUSSION

Request for Proposals (RFP) 2221 was released in January 2022, seeking proposals from consulting firms, for a five-year professional services agreement, to continue the SRTS education program. In February, two proposals were received, one from Safe Moves, and another from Walk 'n Rollers. On Monday, June 13, 2022, the City Council considered the award of a five-year professional services agreement for consulting services in the Safe Routes to School Education Program, a joint project of the City and CCUSD.

Safe Moves submitted a five-year cost proposal. Walk 'n Rollers submitted only a two-year cost proposal, due to concern about escalating costs of doing business in the current financial environment. The City Council received a staff report, and verbal review of the ratings were presented by staff.

Having considered the staff report and receiving public input, the City Council discussed its concern that qualitative components were missing from the rating rubrics in this case and that the objective selection criteria contained in the RFP were insufficient. Among the qualitative criteria, the City Council expressed that the strong relationships Walk 'n Rollers has formed in the past nine years with school-based organizations, parent champions, volunteers, and students and their parents, represent a value that goes beyond the standard metrics contained in the RFP. Additionally, the City Council stated the success of the SRTS program under Walk 'n Rollers' consulting role is foundational and represents the base upon which Walk 'n Rollers is most suited to continue building. The City Council determined these qualitative components should be considered and reflected in the ratings.

After further discussion and consultation with the City Attorney, the City Council decided to not move forward with staff's recommendation of award of a professional services agreement to Safe Moves. Instead, based on its discussion of additional qualitative value-added components by Walk 'n Rollers, the City Council made the determination to select Walk 'n Rollers in seeking the greatest benefit to the City and to CCUSD schools and their students/parents population.

The City Council unanimously voted to direct staff to return at the next regularly scheduled City Council meeting to consider the approval of a two-year professional services agreement with Walk 'n Rollers for consulting services to the SRTS program.

FISCAL ANALYSIS

Walk 'n Rollers' two-year cost proposal totals \$152,000, at the annual cost of \$76,000 for each of the two years. 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 FY 2022-2023 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 FY 2022-2023, as per the MOU between the City and CCUSD.

However, the anticipated available funding is insufficient to cover the cost of the two-year agreement with Walk 'n Rollers; therefore, the agreement has a \$12,000 shortfall over the course of the two-years. The Mobility & Traffic Engineering Division will absorb the \$6,000 additional required funding for the first year of the contract, and submit a request for a mid-year budget adjustment, if necessary. For year two of the contract, staff will include a request for additional funding beyond the annual \$40,000 in the FY 2023/2024 budget to cover the additional \$6,000.

The Office of Traffic Safety (OTS) awarded grant PS22004 to the City in the amount of \$75,000 for the federal fiscal year 2021-2022 which runs until September 30, 2022. The OTS grant funding is on a reimbursable basis, meaning the City will expend the funds and then submit for reimbursement of expenses. Staff is requesting the City Council accept the grant funds approve a related budget amendment to allocate the grant funds, which requires a four-fifths vote.

The OTS grant has \$25,000 in funding earmarked for additional scope of work for traffic safety education, thereby effectively extending and enhancing the SRTS education program, including also reaching adults, seniors, and the unhoused community. Staff recommends awarding a second professional services agreement to Walk 'n Rollers for consulting services for the OTS grant, through September 30, 2022.

Additionally, the OTS grant includes funding for the purchase and distribution of bicycle and pedestrian safety equipment, up to an amount not-to-exceed \$21,500. The safety equipment includes bicycle helmets, bicycle safety equipment, pedestrian safety equipment, the development and production of traffic safety educational material, and traffic signal cabinet wraps. Staff recommends that the City Council authorize staff to obtain the safety equipment and educational materials through Walk 'n Rollers.

ATTACHMENTS

None

MOTIONS

That the City Council:

1. Approve a two-year professional services agreement with Walk 'n Rollers, in an amount not-to-exceed \$152,000 (\$76,000 for each of the two years), for consulting services for the Safe Routes to School Education Program, from July 1, 2022 through June 30, 2024; and
2. Authorize acceptance of grant funds from the Office of Traffic Safety grant PS22004, in the amount of \$75,000;
3. Approve a related budget amendment to allocate the grant funds (**requires a four-fifths vote**);

4. Approve a professional services agreement to Walk 'n Rollers, in an amount not-to-exceed \$25,000 from the Office of Traffic Safety grant PS22004, for the duration of the grant period through September 30, 2022, to extend and enhance the SRTS education program, and include also reaching adults, seniors, and our unhoused community; and
5. Authorize staff to purchase grant-funded safety equipment and educational materials through Walk 'n Rollers, in an amount not-to-exceed \$21,500 from the Office of Traffic Safety grant PS22004; and
6. Authorize the City Attorney to review/prepare the necessary documents; and
7. Authorize the City Manager to execute such documents on behalf of the City.