



CITY COUNCIL AGENDA REPORT

MEETING DATE: OCTOBER 21, 2014

ITEM NUMBER: _____

SUBJECT: PROFESSIONAL SERVICES FOR BICYCLE EDUCATION AT ELEMENTARY SCHOOLS

DATE: OCTOBER 6, 2014

FROM: PUBLIC SERVICES DEPARTMENT - TRANSPORTATION SERVICES DIVISION

PRESENTATION BY: ERNESTO MUNOZ, PUBLIC SERVICES DIRECTOR

**FOR FURTHER INFORMATION CONTACT: RAJA SETHURAMAN, MANAGER,
TRANSPORTATION SERVICES DIVISION, (714) 754-5343**

RECOMMENDATIONS:

- 1) Award a Professional Services Agreement (Attachment 1) to Safe Moves, 15500 Erwin Street #2451, Van Nuys, CA 91411, in the amount of \$130,030.
- 2) Authorize the Mayor and the City Clerk to execute the Professional Services Agreement.

BACKGROUND:

In 2012, the Orange County Transportation Authority (OCTA) released a call for projects for the Bicycle Corridor Improvement (BCI) Program making approximately \$9 million available for bicycle projects throughout Orange County. This program utilizes federal Congestion Mitigation and Air Quality (CMAQ) grant funds for bicycle facilities and bicycle safety/outreach projects.

Public Services staff captured \$120,582 of the BCIP funds for implementation of a Bicycle Safety Education Program at elementary schools. The goal of this project is to promote bicycle safety and usage by providing bicycle education at sixteen (16) elementary schools within the City and conducting five (5) community workshops, also known as bicycle rodeos. Bicycle safety education at each school will consist of several sessions of focused teaching with hands-on training.

ANALYSIS:

In August 2014, the City issued a Request for Proposals (RFP) to several consulting firms for professional services to provide bicycle safety education. Two (2) proposals were received to provide the intended educational services. The proposals were reviewed for compliance with the City's RFP, and the consultants were evaluated based on project understanding, depth of experience, technical expertise, and associated factors. After careful review of the proposals, staff finds Safe Moves well qualified to perform the requested bicycle educational services. The proposal submitted by Safe Moves represents a thorough understanding of the project, complies with the project requirements, and documents proficiency and experience with similar projects.

ALTERNATIVES CONSIDERED:

One alternative would be to perform the design work in-house. However, the scope of work and demands of the project exceed staff's resources and time.

A second alternative would be not to undertake this project. However, this will result in relinquishing federal grant funds captured for this project and not providing the intended bicycle safety education.

FISCAL REVIEW:

Public Services staff has secured a federal grant in the amount of \$120,582 towards the implementation of a Bicycle Safety Education Program at elementary schools as part of the 2012 BCI Program. The grant amount will fund eighty-seven (87) percent of project costs and the remaining funds will be derived from Air Quality Management District (AQMD) funds. Funding for this project was included in Fiscal Year 2013-14's budget.

LEGAL REVIEW:

The City Attorney's office has prepared the attached Professional Services Agreement and has approved the document relative to form.

CONCLUSION:

After careful review of the proposals submitted for professional services for the Bicycle Safety Education Program, it is recommended that the City Council award the Professional Services Agreement to Safe Moves in the amount of \$130,030. Further, staff requests that the City Council authorize the Mayor and the City Clerk to execute the attached Professional Services Agreement (Attachment 1).

RAJA SETHURAMAN
Manager, Transportation Services Division

ERNESTO MUNOZ
Public Services Director

ATTACHMENT: 1 - [Professional Services Agreement](#)

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