June 29, 2010

TO: Mayor and City Council

FROM: Robert Murdoch, Director
       Public Works Department

SUBJECT: SAFE ROUTES TO SCHOOL PILOT PROGRAM PROFESSIONAL SERVICES CONTRACT WITH SAFE MOVES, PROJECT NO. 09-10

RECOMMENDATION

It is recommended that the City Council adopt a resolution authorizing the City Manager to execute a Professional Services Contract with Safe Moves of Van Nuys, a non-profit organization, in the amount of $325,000 for educational, encouragement, and evaluation services for the Safe Routes to School Pilot Program. It is further recommended that the resolution authorize the City Manager to take whatever actions are appropriate to carry out its purpose and intent.

Summary

The City of Stockton was awarded $500,000 in Federal Cycle 2 Safe Routes to School grant funds for developing and implementing a Pilot Program project at ten public elementary schools throughout Stockton (Attachment A). The primary goal of this Pilot Program is to increase the number of students walking or bicycling to and from school using the endorsed five E’s of the Federal Safe Routes to School Program: Evaluation, Encouragement, Education, Engineering, and Enforcement.

Staff recommends approval of a contract with Safe Moves in the amount of $325,000 to provide educational, encouragement, and evaluation services. The federal grant will cover all costs, including city oversight. No General Fund dollars will be used.

DISCUSSION

Background

The City of Stockton was awarded $500,000 in Federal Cycle 2 Safe Routes to School grant funds for developing and implementing a Pilot Program project at ten public elementary schools throughout Stockton (Attachment A). The school sites were chosen by the School Districts, and the number of schools participating per School District is proportionate to student enrollment. The primary goal of this Pilot Program is to increase the number of students walking or bicycling to and from school. This goal will be accomplished by way of the endorsed five E’s of the Federal Safe Routes to School Program: Evaluation, Encouragement, Education, Engineering, and Enforcement.
On December 8, 2009, by Resolution No. 09-0394, City Council authorized a Request for Proposals process to find a consultant for this Program. A Consultant Selection Committee was formed and included Councilmember Susan Talamantes-Eggman and representatives from Public Works, Police, and four school districts (Stockton, Lodi, Lincoln and Manteca).

Present Situation

The Request for Proposals was issued January 4, 2010, and six proposals were received by February 9, 2010. The proposals were ranked by the Consultant Selection Committee with the two highest-ranking proposers being Alta Planning and Design, and Safe Moves. Both teams were invited for interviews held at Public Works on March 16, 2010.

Safe Moves was chosen unanimously by the Consultant Selection Committee as the proposer able to best serve the interests of the Pilot Program. Safe Moves stood ahead of Alta Planning and Design with their ability to provide a “turn-key” operation, having minimal sub-consultant oversight, numerous years of experience in doing this kind of program, and their flexibility with working with the school districts.

Staff negotiated a scope of services and fee with Safe Moves to provide educational, encouragement and evaluation services for the Safe Routes to School Pilot Program in the amount of $325,000.

The proposal generally includes, but is not limited to the following:

<table>
<thead>
<tr>
<th>Examples of Events</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Bicycle &amp; Pedestrian Safety Rodeos</td>
<td>55</td>
</tr>
<tr>
<td>Family/Community Bicycle &amp; Pedestrian Safety Rodeos</td>
<td>40</td>
</tr>
<tr>
<td>Student Safety Workshops</td>
<td>250</td>
</tr>
<tr>
<td>Parent/Community Based Organization Safety Workshops</td>
<td>40</td>
</tr>
<tr>
<td>Crossing Guard Training Sessions</td>
<td>20</td>
</tr>
<tr>
<td>Kick-off Presentations</td>
<td>30</td>
</tr>
<tr>
<td>International Walk &amp; Bike to School Day Events</td>
<td>20</td>
</tr>
</tbody>
</table>

In addition, Safe Moves will provide coordination of weekly Walking/Bicycling Trains, Satellite Drop-off/Pick-up Zones, and other various incentives and contests for the schools.
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As a federally-funded transportation contract, this project is also subject to Disadvantaged Business Enterprise requirements. On May 5, 2009, as required by Caltrans, the City Council adopted a new “race conscious” Disadvantaged Business Enterprise program. A primary feature of the new program is the requirement that a specific “Underutilized Disadvantaged Business Enterprise” goal be developed for each federally-funded transportation project administered by the City. By definition, a Disadvantaged Business Enterprise is a small business owned by a woman or by a specified ethnic group, which has been properly certified by Caltrans. To be considered “Underutilized,” a firm must qualify as a Disadvantaged Business Enterprise and be owned by one of the following groups:

- African American
- Asian Pacific American
- Native American
- Women

Properly certified small business firms owned by Hispanic males or by Asian Subcontinent males continue to qualify as Disadvantaged Business Enterprises, but not as Underutilized Disadvantaged Business Enterprises. Such firms will help the City to meet the overall Citywide annual Disadvantaged Business Enterprise goal of 14 percent; however, they do not count towards achieving the Underutilized Disadvantaged Business Enterprise contract-specific goals.

An Underutilized Disadvantaged Business Enterprise goal of 4.96% was established for the current project. This goal was established by examining the breakdown of the type of work to be done, and the availability of certified Underutilized Disadvantaged Business Enterprise firms in our local area to perform that type of work. Safe Moves is not a certified Disadvantaged Business Enterprise firm, however, they were able to exceed the goal through a subcontract with Mark Anthony Printing Services, which is an African-American owned firm. Safe Moves’ proposed Underutilized Disadvantaged Business Enterprise participation rate for the Safe Routes to School Pilot Program contract is 5.54% ($18,020.74 out of $325,000).

Safe Moves has experience working with other local agencies on federally-funded Safe Routes to School programs and they are familiar with the various requirements of Caltrans who administers the Federal funds. In addition, Public Works staff finds the proposal to be reasonable. Therefore, staff recommends that the City Council authorize a Professional Services Contract with Safe Moves in the amount of $325,000.
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FINANCIAL SUMMARY

The Federal grant will pay for one hundred percent of the total Pilot Program cost, not to exceed $325,000. Funds over and above the contract amount (up to the $500,000 grant total) will be used for City staff and materials and supplies costs. Account 038-6719-640 (Safe Routes to Schools – Pilot Program) has been set up for this project, and the $500,000 budget already appropriated. There are sufficient funds to cover the contract with Safe Moves.

There is no impact to the City’s General Fund by taking this action.

PREPARED BY: Jodi Almassy, Assistant Civil Engineer

Respectfully submitted,

ROBERT MURDOCH, DIRECTOR
PUBLIC WORKS DEPARTMENT

Attachment
RM:APM:JA:cr

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APPROVED
KEVIN O’ROURKE
INTERIM CITY MANAGER
Location Map
Safe Routes to School Pilot Program – Participating Schools

LEGEND:

Lincoln Unified School District:
1 Lincoln Elementary

Lodi Unified School District:
2 Ansel Adams Elementary
3 Clarmont Elementary

Manteca Unified School District:
4 George Y. Komure Elementary

Stockton Unified School District:
5 El Dorado Elementary
6 Fillmore Elementary
7 Harrison Elementary
8 Taft Elementary
9 Washington Elementary
10 Wilson Elementary
RESOLUTION AUTHORIZING A PROFESSIONAL SERVICES CONTRACT,
IN THE AMOUNT OF $325,000.00 WITH SAFE MOVES
FOR EDUCATIONAL, ENCOURAGEMENT, AND EVALUATION SERVICES FOR THE
SAFE ROUTES TO SCHOOL PILOT PROGRAM, PROJECT NO. 09-10

On December 8, 2009, by Resolution No. 09-0394, the City Council authorized the
issuance of a Request for Proposals to find a consultant for the Safe Routes to School Pilot
Program. The proposals were received on February 9, 2010, and reviewed by the selection
committee; now, therefore,

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF STOCKTON, AS FOLLOWS:

1. The Professional Services Contract between the City of Stockton and Safe
Moves, in an amount of Three Hundred Twenty-five Thousand and No/100 Dollars
($325,000.00) is hereby approved, and the City Manager is authorized to execute said
contract on behalf of the City of Stockton.

2. It is further recommended that this resolution authorize the City Manager to take
appropriate actions to carry out the purpose and intent of this resolution.

PASSED, APPROVED and ADOPTED ________________________.

______________________________
ANN JOHNSTON, Mayor
of the City of Stockton

ATTEST:

______________________________
KATHERINE GONG MEISSNER
City Clerk of the City of Stockton