



COUNCIL REPORT

DATE: December 5, 2023

CATEGORY: Consent

DEPT.: Public Works

TITLE: **Vision Zero Outreach, Marketing, and Engagement, Project 20-99—Professional Services Agreement**

RECOMMENDATION

Authorize the City Manager or designee to execute a professional services agreement with Moore Iacofano Goltsman, Incorporated, to provide professional services for Vision Zero Outreach, Marketing, and Engagement, Project 20-99, in a not-to-exceed amount of \$255,000.

BACKGROUND

On [December 10, 2019](#), Council adopted a Vision Zero Policy, which established the goal of reaching zero fatal traffic collisions by 2030. Vision Zero efforts are spearheaded by the Public Works Transportation Team in collaboration with a Vision Zero Working Group that includes representatives from various departments, including Public Works, Community Development, City Manager’s Office, Police, Community Services, Library, Fire, and Information Technology.

In 2020, the City hired NN Engineering, Inc., to prepare an integrated Vision Zero Action Plan (VZAP) and Local Road Safety Plan (LRSP). These plans provide a framework for identifying, analyzing, and prioritizing roadway safety improvements along with other supportive actions covering the “7Es” of engineering, education, encouragement, equity, engagement, enforcement, and emergency response. This effort included limited outreach and engagement associated with developing the plans but did not include engagement, encouragement, or marketing to produce behavior change. Staff plans to bring the recommended VZAP/LRSP to Council for approval in spring 2024.

ANALYSIS

The City is making substantial investments and progress in infrastructure improvements that enhance bicycle and pedestrian safety, which is the engineering “E” of the 7Es. The Fiscal Year 2023-24 through 2027-28 Capital Improvement Program (CIP) adopted by Council in June 2023 includes 27 projects that enhance bicycle and pedestrian safety. These projects apply proven safety countermeasures at locations where collisions occurred, are on the high-injury network, and along routes to schools and senior centers.

In addition to the infrastructure improvements, the Vision Zero program requires concerted effort on the other Es, including education, encouragement, equity, and engagement. Similar efforts have been taken by other jurisdictions. For example, in 2021, the City of San Jose executed a three-year \$800,000 contract for a Vision Zero San Jose “Slow Down” Campaign. The deliverables from this campaign were leveraged and broadened by the Santa Clara Valley Transportation Authority (VTA), which executed a three-month \$185,000 campaign (in addition to approximately \$108,000 in VTA media buys) from August through October 2022 to encourage behaviors that support pedestrian and bicycle safety at a Countywide level. Staff recommends that the City conduct a similar campaign customized for Mountain View.

On August 2, 2023, the City issued a Request for Proposals (RFP) for professional services for Vision Zero outreach, marketing, and engagement. As part of the RFP, the City called for consultant firms or teams with strong capabilities and experience in marketing and engagement related to Vision Zero. The City also requested that proposers indicate their willingness to partner with one or more community-based organizations (CBOs) with strong connections to the local community who can assist with community engagement elements of the work.

Three firms responded to the RFP. A review panel comprised of Public Works, Communications, and Sustainability staff evaluated the proposals, interviewed two shortlisted proposals, and deemed that Moore Iacofano Goltsman, Incorporated (MIG), was the best-qualified firm based on their understanding of the project, the creativity and quality of their communication assets, experience completing similar projects, and demonstrated competence of key staff.

Project Scope

The scope of work for the project is summarized below:

- **Task 1: Project Management**—The consultant will prepare for and facilitate a kickoff meeting with City staff to refine the work plan and schedule. The consultant will also conduct biweekly project management meetings, attend Vision Zero Working Group meetings, and provide regular progress reports for City staff.
- **Task 2: Background Review**—The consultant will review and summarize relevant documents to establish a guiding framework for Vision Zero outreach, marketing, and engagement and identify the best practices and emerging strategies that have been successful in shifting mindsets and behavior around active transportation and safe driving. The consultant will also conduct a review of staff’s capacity to support Vision Zero outreach and engagement activities.

- **Task 3: Visioning and Creation of Vision Zero Brand Book**—The consultant will lead staff and the community in visioning workshops to understand shared City values, guiding principles, and envisioned obstacles in realizing the vision and goals. The consultant will also beta test key messages and outreach materials through focus groups. Information gathered in Task 2 and through visioning workshops will be used to develop a Vision Zero Brand Book that will include key messages, talking points, statistics, guidance on terminology and tone, as well as specifications for use of logos, fonts, colors, etc.
- **Task 4: Community Outreach Playbook**—The consultant will work with staff in applying a Vision Zero lens to create a standardized Community Outreach Playbook (Playbook) that will serve as a how-to guide to develop and implement engagement activities for behavior change marketing as well as City projects and activities. Guided by the Playbook, the consultant will also support multilingual community outreach and engagement for up to six capital projects.
- **Task 5: Vision Zero Messaging and Engagement**—The consultant will develop marketing campaigns for emphasis areas recommended in the VZAP/LRSP, including a focus on the high-injury network, school and senior center routes, pedestrian crossings, equity priority locations, bicyclist safety, driver behavior, and speed management. The consultant will plan, coordinate, design campaign artwork, and purchase out-of-home (e.g., bus stops), digital, and social media advertisements.
- **Task 6: Amplify Education Through Community-Based Strategies**—The consultant will prepare a memo outlining education strategies to be implemented in collaboration with community partners. The consultant will host a Vision Zero orientation meeting for CBOs or organizations that could assist in amplifying Vision Zero messaging through underrepresented communities in Mountain View. The consultant may enter into agreements with participating organizations highlighting the audiences they will target, identifying educational activities they will engage in, setting timelines, and providing compensation for any costs they will incur.
- **Task 7: Create Internal Collaboration and Synergies**—The consultant will facilitate two meetings with the Vision Zero Working Group to identify opportunities to leverage existing City events and owned media to educate and encourage active transportation and safe driving.
- **Task 8: Evaluate Effectiveness**—The consultant will work with staff to identify success metrics and recommend a plan for clearly delineating the activity and collecting data. At the end of the project, the consultant will gather all data and prepare a summary of evaluation findings.

The recommended not-to-exceed contract amount is \$255,000, which includes \$230,000 for basic services, including reimbursables, and \$25,000 for additional services. The recommended fees are below the ranges charged for such services in other cities, and staff considers this fee to be fair and reasonable for the scope of work required for a project scaled to fit Mountain View.

If the recommendation is approved, MIG can initiate the project in fall 2023 and complete it by December 31, 2024.

FISCAL IMPACT

Project 20-99, Sustainability Projects, in the CIP has a total budget of \$8.5 million and includes funding for Task T5.1 of the Sustainability Action Plan (SAP-4) to develop, adopt, and implement Vision Zero Policy and Action Plan. There is currently a balance of \$634,211 remaining for Task T5.1 in Project 20-99, which is sufficient for funding the recommended professional services agreement in the total not-to-exceed amount of \$255,000. No additional appropriations are required at this time.

ALTERNATIVES

1. Modify the recommended scope of work or do not proceed with the outreach, marketing, and engagement for Vision Zero.
2. Direct staff to reissue the RFP to select a different consultant.
3. Provide other direction.

PUBLIC NOTICING

Agenda posting, and a copy of report has been provided to the Bicycle/Pedestrian Advisory Committee (BPAC).

Prepared by:

Karen Gauss
Transportation Planner

Reviewed by:

Ria Hutabarat Lo
Transportation Manager

Damian Skinner
Assistant Public Works Director

Approved by:

Dawn S. Cameron
Public Works Director

Audrey Seymour Ramberg
Assistant City Manager

KG/LL/6/CAM
962-12-05-23CR
203434