



DATE: February 10, 2015

CATEGORY: Consent

DEPT.: Public Works

TITLE: **Safe Routes to Schools Education Program, Project 14-35 – Authorize Professional Services Agreement**

RECOMMENDATION

Authorize the City Manager to execute a professional services agreement with Safe Moves for an amount not to exceed \$500,000 to provide bicycle and pedestrian education programs in support of the Safe Routes to Schools Education Program, Project 14-35.

BACKGROUND

The Vehicle Emissions Reductions Based at Schools (VERBS) Program is a Federally funded, competitive grant program administered through the Metropolitan Transportation Commission (MTC) and Santa Clara Valley Transportation Authority (VTA). The purpose of the program is to:

- Facilitate the planning, development, and implementation of a project or activity to reduce traffic, fuel consumption, and air pollution in the vicinity of schools.
- Reduce traffic-related injuries and fatalities to school children.
- Enable and encourage children, including those with disabilities, to walk and bicycle to school.
- Make bicycling and walking to school a safer and more appealing transportation alternative.

The City was awarded a \$500,000 VERBS grant in 2010 and contracted with Safe Moves in 2011, after a competitive bid process, to conduct VERBS Program activities from November 2011 through October 2014. Age-appropriate educational programs were provided to Grade K to 12 students in all public and private schools in the City, as well

as Los Altos High School. During the three-year program period, Safe Moves satisfactorily conducted VERBS program activities, including:

- Conducting 800 programs and events for students and parents (e.g., workshops, bicycle and pedestrian rodeos, cyclist skills classes, Walk and Bike to School Days, Carbon-Free Commute Challenges, PTA/Site Council meetings, etc.). There were more than 45,300 student and parent participants (includes participation in multiple events).
- Development and distribution of Suggested Routes to School maps to identify recommended walking and biking routes to each school. The maps are available online on each school's website and banner-sized maps are on display at school sites.

In 2013, the City was awarded a second three-year \$500,000 VERBS grant (Fiscal Years 2014-15 through 2016-17) to continue and build on existing VERBS program activities.

ANALYSIS

Staff issued a Request for Proposals (RFP) to select a highly qualified and experienced professional to carry out VERBS program activities. In response to the RFP, only one firm, Safe Moves, submitted a proposal. Alta Planning + Design, Inc., which submitted a proposal during the previous RFP process, notified staff they would not be submitting a proposal for this second VERBS program because of existing workload.

Staff recommends the award of a contract to Safe Moves based on the following factors:

- Safe Moves is a nationally recognized authority on traffic safety education for children.
- Safe Moves recently completed a very successful three-year VERBS program for Mountain View schools, Grades K to 12, and has both the capability and capacity to build upon that successful program.

Staff requests authorization to enter into an agreement with Safe Moves to provide bicycle and pedestrian education programs in support of the VERBS program (Attachment 1 – Proposed Scope of Work). If approved, staff anticipates issuing the Notice to Proceed on or about March 1, 2015 and to begin scheduling program activities in April 2015.

FISCAL IMPACT

Safe Routes to Schools Education Program, Project 14-35, is funded with a \$500,000 allocation of Federal Congestion Mitigation and Air Quality (CMAQ) grant funds and \$65,000 in required local matching funds from the General Fund Reserve for total funding of \$565,000. Thus, the project budget is sufficient to fund the recommended actions.

ALTERNATIVES

1. Direct staff not to move forward with additional VERBS program activities.
2. Approve a modified scope of work.
3. Direct staff to not award the contract to Safe Moves and resolicit proposals from other firms.
4. Provide other direction to staff.

PUBLIC NOTICING – Agenda posting.

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Attachment: 1. Safe Moves Proposed Scope of Work