



City Council Staff Report

From: City Manager

Report Type: CONSENT CALENDAR

Lead Department: Transportation

Meeting Date: February 26, 2024

Report #:2402-2625

TITLE

Approval of Professional Services Contract with Ecology Action for a Not-to-Exceed Amount of \$139,968 for City of Palo Alto Safe Routes to School Spring/Fall Programming; CEQA status – categorically exempt (educational program).

RECOMMENDATION

Approve and authorize the City Manager to execute a Professional Services Contract with Ecology Action for a Not-to-Exceed Amount of \$139,968 for City of Palo Alto Safe Routes to School Spring/Fall Programming.

EXECUTIVE SUMMARY

The vendor will provide comprehensive pedestrian and bicycle safety education to approximately 3,400 Palo Alto Unified School District (PAUSD) students utilizing best practices in terms of age of students, diversity of teaching methods, and course content. The vendor will be responsible for modifying curriculum and teaching techniques to meet the needs of 12 elementary schools. Activities include:

- Kindergarten, First Grade, & Fifth Grade Safety Education Grade Level Assemblies
- Second Grade Pedestrian Education Walking Field Trips
- Third Grade Bicycle Rodeo Support

BACKGROUND

Every year, the Safe Routes to School program contracts with several vendors who use largely City-developed curriculum to provide pedestrian and bicycle safety education in the Palo Alto Unified School District. This one-year trial of a single-vendor procurement for Safe Routes education services will allow City staff to reduce the amount of time spent procuring and managing multiple contracts so that staff resources can be spent more efficiently to improve locally-developed curriculum, program quality, and reach.

ANALYSIS

The City published the Request for Proposals (RFP) on January 23, 2024. The City received one responsive proposal from Ecology Action.

Table #1: Summary of RFP Process	
RFP Name/Number	Safe Routes to School Programming RFP No. 189849
Request for Proposals Issued	December 29, 2023
Proposals Due	January 23, 2024
Number of Firms Notified	175
Number of Firms Notified Directly	3
Number of RFP Downloads	11
Total Days to Respond to RFP	25
Number of Proposals Received	1
Public Link to Solicitation	https://procurement.opengov.com/portal/palo-alto-ca/projects/73897
Proposal Price Range	\$139,968

An evaluation committee comprised of three Office of Transportation City Staff that carefully reviewed firm qualifications and submittals in response to the criteria identified in the RFP. The City's RFP criteria focused on the quality of the proposal; the quality, performance and effectiveness of the services to be provided by the contractor; and the contractor's experience, including the experience of staff to be assigned to the project, with engagements of similar scope and complexity.

The City received one bid under the proposed budget, and the evaluation committee identified that the preferred service provider was sufficiently qualified to conduct the work. Based on this approach, staff recommends contracting with Ecology Action, who provided a comprehensive approach to the scope of work, demonstrated a clear understanding of Palo Alto and its needs, has extensive experience working with Bay Area communities on developing Safe Routes to School Programs, is under budget, and provides exceptional project management.

The scope of work of Ecology Action includes the following tasks, to be completed within 5-months, beginning when the contract is executed, anticipated for February 2024:

Table # 2: Scope of Work Summary

Program	Description	2024 Season	Quantity Requested	Minutes per Class/ Assembly
Kindergarten Pedestrian Education Assembly	30-minute gradewide assembly teaching pedestrian safety skills	Spring	12	30
First Grade Pedestrian Education Assembly	30-minute gradewide assembly teaching pedestrian safety skills	Spring	12	30
Second Grade Pedestrian Education Walking Field Trip	Create & conduct a 60-minute classroom-based Walking Field Trip activity to give students a real-world exercise in street crossing safety	Spring	36	45
Third Grade Bike Rodeo Scanning and Intersection Station Leadership	3 staff manage both student and volunteer participation for Scanning & Intersection Stations 1 & 2	Fall	12	120
Fifth Grade Bike Safety Education	Assembly-style PowerPoint for 45-70 students	Spring	12	60

POLICY IMPLICATIONS

Safe Routes to School Educational Programming improves the quality of active transportation options, takes into consideration important community feedback about the safety of student cyclists, is part of a key City program supporting Comprehensive Plan and Sustainability and Climate Action Plan goals, and is the foundation of more than 30 years of increasing student walking and bicycling to school.

This program is consistent with key transportation goals in the City’s Comprehensive Plan 2030, including creating a sustainable transportation system, reducing congestion, and providing a safe environment for all road users. Specific policies and programs include:

- Policy T-1.16: Promote personal transportation vehicles as an alternative to cars (e.g. bicycles, skateboards, roller blades) to get to work, school, shopping, recreational facilities and transit stops.
- Program T6.1.2: Develop, distribute, and aggressively promote maps and apps showing safe routes to work, shopping, community services, parks and schools within Palo Alto in

collaboration with stakeholders, including PAUSD, major employers, TMA's, local businesses and community organizations.

- Policy T-6.2: Pursue the goal of zero severe injuries and roadway fatalities on Palo Alto city streets.
- Policy T-6.4: Continue the Safe Routes to School partnership with PAUSD and the Palo Alto Council of PTAs.
- Policy T-6.5: Support PAUSD adoption of standard Safe Routes to School policies and regulations that address the five E's of education, encouragement, enforcement, engineering and evaluation.
- Program T6.6.2: Continue to provide educational programs for children and adults, in partnership with community-based educational organizations, to promote safe walking and the safe use of bicycles, including the City-sponsored bicycle education programs in the public schools and the bicycle traffic school program for juveniles.
- Program T6.6.3: Work with PAUSD and employers to promote roadway safety for all users, including motorized alternatives to cars and bikes such as mopeds and ebikes, through educational programs for children and adults.

FISCAL/RESOURCE IMPACT

This agreement with Ecology Action is in the amount of \$139,968. The FY 2024 Amended Operating Budget has sufficient funding to cover the cost of this contract with no additional budgetary action required.

STAKEHOLDER ENGAGEMENT

The City provided the public procurement process through its eProcurement platform and notified 175 firms to encourage participation. Of those notified, 11 downloaded the proposal documents and three were notified directly.

Safe Routes to School programming events will be organized with Ecology Action acting as a scheduling liaison with the PAUSD site administrators, secretaries, teachers, District staff, and parents. Once scheduled, Ecology Action staff will be deployed to conduct in-school educational programming. Teacher evaluations will be completed on-site for each lesson.

ENVIRONMENTAL REVIEW

This program is exempted under California Environmental Quality Act (CEQA) regulation 15322 (Educational or Training Programs Involving No Physical Changes).

ATTACHMENTS

Attachment A: Contract with Ecology Action; Contract C24189849

APPROVED BY:

Philip Kamhi, Chief Transportation Official