



CITY OF COSTA MESA

77 Fair Drive
Costa Mesa, CA 92626

Agenda Report

File #: 23-1441

Meeting Date: 11/7/2023

TITLE:

BICYCLE SAFETY EDUCATION PROGRAM FOR SCHOOLS

DEPARTMENT: PUBLIC WORKS DEPARTMENT/ TRANSPORTATION
SERVICES DIVISION

PRESENTED BY: RAJA SETHURAMAN, PUBLIC WORKS DIRECTOR

CONTACT INFORMATION: JENNIFER ROSALES, TRANSPORTATION SERVICES
MANAGER AND BRETT ATENCIO THOMAS, ACTIVE TRANSPORTATION COORDINATOR, (714)
754-5343

RECOMMENDATION:

Staff recommends the City Council:

1. Award a Professional Services Agreement (PSA) to Walk 'n Rollers, 8800 Venice Boulevard, Suite 301, Los Angeles, CA 90034 for the development of a Bicycle Safety Education Program for Schools in the amount of \$149,967 (Attachment 1).
2. Authorize a ten percent (10%) contingency in the amount of \$14,996 for unforeseen costs.
3. Authorize the City Manager and the City Clerk to execute the PSA and any future amendments to the agreement.

BACKGROUND:

The Bicycle Safety Education Program for Schools was funded as part of the Capital Improvement Program in Fiscal Year (FY) 2022-23. The project will be administered to high school, middle school, and elementary school students at sixteen (16) Newport-Mesa Unified School District schools located in the City of Costa Mesa and at four (4) Newport-Mesa Unified School District schools located outside of the City of Costa Mesa which have enrollment zones serving high school, middle school, and elementary school-aged Costa Mesa residents.

The program will provide training on general bicycle safety, riding, and maintenance and will include a focus on electric bicycle safety and operations. The program's goal is to encourage safe bicycle use throughout the community and promote bicycling to school.

The Bicycle Safety Education Program for Schools' scope of services is intended to develop a comprehensive bicycle safety education program including curriculum development and outreach materials to be used in the implementation of safety training at the twenty (20) aforementioned

schools. The scope of services consists of three program phases:

- Phase 1: Develop an educational curriculum geared toward a school-aged audience.
- Phase 2: Develop training materials including videos for bicycle safety education classes.
- Phase 3: Conduct bicycle safety education classes using trained instructors at twenty schools.

The three program phases will be coordinated to effectively develop interrelated program materials and the final product will be comprehensive and easily duplicated for future use in subsequent years beyond the proposed PSA. The educational services that will be provided and the material developed as part of this project will complement the Active Transportation Plan (ATP) adopted in 2018.

ANALYSIS:

On June 15, 2023, the City issued a Request for Proposals (RFP) for the development of a Bicycle Safety Education Program for Schools. Two (2) proposals were received to provide the requested educational support services. Proposals were reviewed by a selection panel which included staff from Public Works, Costa Mesa Police Department, and Newport Mesa Unified School District. Consultant proposals were evaluated based on project understanding, depth of experience, technical expertise, and associated evaluation criteria. Due to the similarity of proposal scoring, the consultant teams were interviewed for further evaluation.

After a careful review of all proposals and interview responses, the panel finds Walk 'n Rollers to be well qualified to perform the requested educational support services for the Bicycle Safety Education Program for Schools. The proposal submitted by Walk 'n Rollers represents a thorough understanding of the project, complies with City requirements, and documents Walk 'n Rollers' technical ability and experience with similar projects. The fees proposed by Walk 'n Rollers were determined to be competitive and commensurate with the requested services.

ALTERNATIVES:

One alternative would be to not approve the PSA and develop and implement the Bicycle Safety Education Program for Schools using in-house resources. However, the technical expertise and volume of the work associated with the program exceed the staff's available resources and time. This would result in delays in the completion of the program development and implementation, which is anticipated to proceed later this year.

FISCAL REVIEW:

Funding for the proposed PSA with Walk 'n Rollers is available in the existing Capital Improvement Project funds for Bicycle Safety Education for Schools approved in the Fiscal Year 2022-2023 budget. Contingency budget to be covered within the Capital Improvement Project funds.

LEGAL REVIEW:

The City Attorney's Office has reviewed this report, prepared the proposed PSA and approves them both as to form.

CITY COUNCIL GOALS AND PRIORITIES:

This item supports the following City Council Goals:

- Strengthen the Public's Safety and Improve the Quality of Life
- Advance Environmental Sustainability and Climate Resiliency

CONCLUSION:

Staff recommends the City Council:

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