



# CITY OF LONG BEACH

# R-29

## DEPARTMENT OF PUBLIC WORKS

333 WEST OCEAN BOULEVARD • LONG BEACH, CA 90802 • (562) 570-6383 • FAX (562) 570-6012

March 13, 2018

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

Adopt Specifications No. RFP PW17-131 and award a contract to Toole Design Group, LLC, of Silver Spring, MD, for preparation of a Systemic Safety Analysis Report Program and a Vision Zero Action Plan, in an amount not to exceed \$199,817, for a period of one year, with the option to renew for one additional one-year period, at the discretion of the City Manager; authorize the City Manager, or designee, to execute all documents and any necessary amendments, including adjusting the fee schedule for inflation; and,

Increase appropriations in the Capital Projects Fund (CP) in the Public Works Department (PW) by \$225,000, offset by grant funds. (Citywide)

### DISCUSSION

On May 24, 2016, the City Council requested the City Manager to prepare a Vision Zero Action Plan and other analyses to better understand traffic safety issues and to help prioritize resources based on geographic areas and issues of the greatest need. Staff have been diligently working on this request and provided status updates to the City Council on October 3, 2016 and February 9, 2017.

City Council approval is requested to enter into a contract with Toole Design Group, LLC (Toole), to provide professional engineering services for the preparation of a Systemic Safety Analysis Report Program (SSARP) and a Vision Zero Action Plan for the City of Long Beach (City). The SSARP would provide an analysis of traffic safety in the City and would directly correlate with the Vision Zero Action Plan. Last year, Public Works secured a grant for \$250,000 from the California Department of Transportation (Caltrans) to prepare a SSARP.

A Request for Proposals (RFP) was advertised in the Long Beach Press-Telegram on August 3, 2017, and 6,177 firms specializing in civil engineering were notified of the RFP opportunity. Of those firms, 53 downloaded the RFP via the City's electronic bid system. The RFP document was also made available from the Purchasing Division, located on the

## HONORABLE MAYOR AND CITY COUNCIL

March 13, 2018

Page 2

seventh floor of City Hall, and on the Division's website at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). The RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 22 local, minority, and women-owned business groups. Four proposals were received on September 8, 2017. Of those four firms, none were Minority-owned Business Enterprises (MBEs), one was a Disadvantaged Business Enterprise (DBE), one was a Women-owned Business Enterprise (WBEs), two were certified Small Business Enterprises (SBEs), and none were Long Beach businesses (Local). Toole Design Group, LLC, of Silver Spring, MD (a DBE and WBE), was selected for their demonstrated strong understanding of the project and tasks, and their ample experience in using analytics and data to provide innovative documents and community outreach strategies.

### **Local Business Outreach**

To align with the City's outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the PlanetBids database to download RFP specifications. Through outreach, 652 Long Beach vendors were notified to submit proposals, of which four downloaded, but none submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the proposer pool.

This matter was reviewed by Deputy City Attorney Amy R. Webber on February 5, 2018 and by Budget Analysis Officer Julissa Jose-Murray on February 26, 2018.

### **TIMING CONSIDERATIONS**

City Council action is requested on March 13, 2018, to facilitate processing of the agreement and start the SSARP and Vision Zero Action Plan.

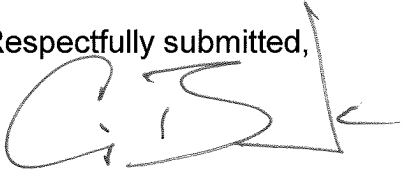
### **FISCAL IMPACT**

The total project cost for the SSARP and Vision Zero Action Plan, including project management and staff review, is estimated to be \$250,000. An appropriation increase in the Capital Projects Fund (CP) in the Public Works Department (PW) in the amount of \$225,000 is requested, offset by grant funds. The grant requires a 10 percent local match in the amount of \$25,000, which will be funded by Proposition C funds. The match funds are already appropriated in the Transportation Fund (SR 182) in the Public Works Department (PW). There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'C. Beck', with a long horizontal stroke extending to the right.

CRAIG A. BECK  
DIRECTOR OF PUBLIC WORKS

APPROVED:

A handwritten signature in black ink, appearing to read 'P. West', with a long horizontal line underneath it.

PATRICK H. WEST  
CITY MANAGER