



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 9, 2014

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works Department

SUBJECT: 2015 Bicycle Master Plan Award Of Contract

RECOMMENDATION: That Council:

- A. Authorize the Public Works Director to execute a City Professional Services contract with Melendrez, a California corporation, in the amount of \$218,961 for professional services to update the Bicycle Master Plan; and approve up to \$24,039 for contract contingencies that may result from necessary changes in the scope of work; and
- B. Approve a transfer of \$43,000 from Transportation Development Act Fund reserves to the Streets Grants Fund to fund a portion of the contract with Melendrez, and increase appropriations and estimated revenues in the Streets Grants Fund by \$43,000.

DISCUSSION:

On July 15, 2014, Council approved a community engagement process to update the 2015 Bicycle Master Plan (BMP), which will rely heavily upon gathering input from a diverse cross-section of Santa Barbara residents and business owners. Following this Council action, staff released a request for proposals that was finalized in October 2014. After reviewing all of the proposals submitted, four firms were selected to be interviewed by a panel of Public Works staff made up of managers, planners, and an engineer. The panelists received presentations from the four firms comprised of public engagement specialists, urban designers, transportation planners, and traffic engineers. Panelists were asked to independently score the proposals and presentations based upon a professional understanding of the BMP, qualifications, objectiveness and creativity of the public outreach strategy, and ability to represent the City in developing a community-based BMP.

Melendrez scored the highest among the four firms during the interview process and was asked to translate their proposal into a Scope of Work, which included detailed budget information, deliverables, tasks, personnel responsibilities, and a public engagement process to ensure that any final plan will contain the input and consensus of Santa Barbara residents. Specific attention will be placed on outreach to all residents

of the City, encompassing a broad spectrum of interests. While staff anticipates thorough participation from the biking community, Melendrez's public engagement strategy will reach businesses and residents who are not currently bicycling, such as those who primarily drive or walk for a majority of their trips.

Upon completion of the BMP in early 2016, staff will return to Council to approve the BMP and may request funding to implement any near-term, low-cost community proposed projects that emerge from the community process.

BUDGET/FINANCIAL INFORMATION:

The City was awarded a Measure A Grant from the Santa Barbara County Association of Governments (SBCAG) for \$130,000, and will be using \$70,000 from the Streets Capital Fund and \$43,000 from the Transportation Development Act (TDA) Fund reserves to match the grant. Both the SBCAG grant and the funding from the Streets Capital Fund are already appropriated in the Streets Grants Fund. Staff is recommending the transfer of \$43,000 from the TDA Fund to the Streets Grants Fund to cover the balance of the costs.

SUSTAINABILITY IMPACT:

The 2015 BMP will provide an opportunity for residents to discuss the multi-modal transportation in Santa Barbara. Outcomes of the BMP have the potential to reduce congestion and increase sustainable transportation by providing options for residents looking to conserve energy, reduce costs, improve personal health, and convert some of their driving trips to walking, biking, or transit trips.

PREPARED BY: Browning Allen, Transportation Manager/PB/kts

SUBMITTED BY: Rebecca J. Bjork, Public Works Director

APPROVED BY: City Administrator's Office