

**Board Report**

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**File #:** 2016-0997, **File Type:** Program**Agenda Number:** 11.

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**REVISED**  
**PLANNING AND PROGRAMMING COMMITTEE**  
**MARCH 15, 2017**

**SUBJECT: BICYCLE EDUCATION SAFETY TEAM****ACTION: AWARD CONTRACT****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer, in accordance with the 2006 Board adopted Bicycle Transportation Strategic Plan (Attachment C), to award a Contract No. PS67785000 (Contract) to Estolano LeSar Perez Advisors for a three-year period of performance for the **Bicycle Education Safety Team (BEST)** program in the amount of \$2,308,001.01, subject to resolution of protest(s), if any.

**ISSUE**

Bicycle skills classes and community rides were first developed in response to the 2006 Board adopted Bicycle Transportation Strategic Plan. The Plan identified promotion of “youth and adult bicycle education and safety programs” as a key strategy. More recently, the May 26, 2016 Board-approved Active Transportation Strategic Plan (Attachment D) identifies skills classes and community rides as part of the implementation plan. Specifically, Metro’s role is “launching education and encouragement campaigns, events and classes to raise awareness, improve safety, and encourage a shift from driving to more walking, bicycling, and the use of public transit.” Education and encouragement programs are supported by the Board-approved Implementation Steps including Step 2.2 - Continue to promote safe travel to schools in Los Angeles County; Step 2.3 - Continued collaboration with key stakeholders and other Metro departments in the development of campaigns and printed materials; Step 2.4 - Continue to enhance education and training for bicyclists, pedestrians, bus operators, and other roadway users to improve awareness and safer interaction between these users of the roadway; and Step 2.7 - Continue bicycle traffic safety classes, community bicycle rides and explore other education and safety programs to promote bicycle and mode shift. Efforts include evaluating the effectiveness of these projects.

In the past, skills classes and community rides were approached as distinct efforts, with separate contracts carrying out the activities of each. This approach required significant staff resources to manage multiple contracts, coordinate across different programs and schedules and manage community based organizations and not for profits who are integral to this type of work, but often lack the resources to navigate Metro’s processes.

Funding sources also differed, with the State Office of Traffic Safety (OTS) grant funding two cycles of skills classes while community rides were supported through our budget process. Due to reduced grant funding and increased administrative and reporting requirements, it was decided to not pursue additional OTS grant funding.

In addition, due to the growing number of bike program activities, including Bike Month, Open Streets, Safe Routes to School, and Bike Share, it was determined that a more coordinated approach was warranted, wherein the BEST program could leverage and reinforce related efforts would result in cost efficiencies and reduce administrative redundancies.

The proposed consolidated BEST program would result in annual expenditures over the next 3 fiscal years averaging \$769,000. The following table summarizes the various tasks and deliverables that are part of the BEST Contract and associated cost.

<b>BEST Contract Tasks</b>	<b>Total</b>	<b>Deliverables</b>
Project Management & Administration	\$295,130.00	Project Management
Curriculum Development & Refinement	\$65,373.85	Develop an LA County-specific curriculum reflecting 8-80 principles
Scheduling	\$54,591.85	Identify class locations, partners and develop schedules
Execute Schedule of Activities	\$96,871.57	Fifteen (15) quarterly promotional plans developed and executed
		Video and photo content for up to 450 classes and 45 rides
		Develop and maintain electronic registration database
Bicycle Skills Classes Hosted	\$378,282.93	Four hundred fifty (450) classes hosted ranging from 90 minutes to 8 hours
		Eight (8) (minimum) instructor trainings
Community Rides	\$31,739.28	Forty-five (45) community rides held
Materials	\$806,307.13	Route maps and waivers for all rides
		Skills class and ride survey development and execution
		Safe riding kits for class participants
<b>Subtotal</b>	<b>\$1,728,296.61</b>	

On-Call Tasks	Total	Deliverables
Additional Events Coordination	\$96,997.84	Coordination with Bike Month, Walktober, Walk to School Day, Open Streets and Bike Share as needed
Community Ambassadors	\$137,012.84	Up to nine (9) community ambassadors
Promotional Items	\$20,500.00	Promotional materials as needed for events
Safe Routes to Schools Rides	\$325,193.72	One hundred seventeen (117) community rides for school-aged children
Subtotal	<b>\$579,704.40</b>	
<b>Total</b>	<b>\$2,308,001.01</b>	

Not including staff time, the following reflects cost per event for previously held classes and rides compared to the BEST Contract. As shown below, the per event cost under the BEST Contract averages lower than carrying out the same efforts under separate contracts.

Task	Previous Educational Efforts (2013-2016)			BEST Contract		
	# of Events	Total Cost	Cost per Event	# of Events	Total Cost	Cost per Event
Skill Classes	242	\$255,271	\$1,055	458	\$378,283	\$826
Community Rides	19	\$85,646	\$4,508	45	\$31,739	\$705
SRTS Rides and Classes	18	\$85,441	\$4,747	117	\$325,194	\$2,779
<b>Total</b>	<b>279</b>	<b>\$426,358</b>	<b>\$1,528</b>	<b>620</b>	<b>\$735,216</b>	<b>\$1,186</b>

Metro issued Request for Proposal (RFP) No. PS17071 for the BEST program effort on April 27, 2016. It was posted on the Metro Vendor Portal as a Small Business Set-Aside and advertised in the Los Angeles Daily News, Rafu Shimpo and Southwest Wave circulars. This initial RFP resulted in zero proposals received. The RFP was re-released on June 24, 2016 on Metro’s Vendor Portal and was open to all interested firms, and was again advertised in the Los Angeles Daily News, Rafu Shimpo and Southwest Wave circulars. Metro received only one proposal from the second RFP. The proposer is compliant with the DEOD goals set forth in the RFP. The technical evaluation completed by the PM, shows that this company has the experience and expertise to be able to execute the scope of work for this effort. Board authorization to award the Contract is being requested.

**DISCUSSION**

Since 2013, Metro has offered bicycle safety classes and guided community bicycle rides at no cost

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to the residents of Los Angeles County. This Contract will continue these efforts in a single, coordinated effort. Beginning with the 2017 class season, Metro will tailor bicycle safety education material to the demographics of the Los Angeles County target audiences. Skills classes and community rides shall be produced in concert with other supporting programs such as Countywide Bike Share and Open Streets. The BEST program will also support policies, including Metro's Sustainability, First Last Mile, Complete Streets policies and the Active Transportation Strategic Plan.

Community rides will complement and enhance the bicycle safety education courses with the goal of reducing bicycle-related crashes throughout Los Angeles County. Additionally, this effort is designed to introduce the public to the bicycle as a transportation mode by giving participants the tools to ride comfortably with traffic, educating participants about bicycle safety on roadways and in and around Metro stations and bus facilities, providing multi-modal transportation options. Countywide transportation goals of the program include building bicycle mode share, and collecting data about travel behavior and mode choice.

### **DETERMINATION OF SAFETY IMPACT**

Awarding this Contract for professional services will not have any adverse safety impacts on Metro employees and patrons.

### **FINANCIAL IMPACT**

The FY17 budget includes \$179,000 for this Contract in Cost Center 4320, Bike Programs, under Project Number 405301, Bicycle Program.

Since this is a multi-year project, the cost center manager and Chief Planning Officer will be responsible for budgeting costs in future years.

#### **Impact to Budget**

The source of funds for the BEST Contract is General Funds, which are eligible for bus and rail operating or capital expense.

### **ALTERNATIVES CONSIDERED**

The Board may choose not to award this Contract to provide Bicycle Education Safety Team program elements. This choice is not recommended as it would slow implementation of directed actions included in prior Board adopted policies. Should a reassessment of the viability of those actions be timely, staff would seek direction to perform such assessment.

### **NEXT STEPS**

Upon Board approval, staff will execute Contract No. PS67785000 with Estolano LeSar Perez Advisors for the BEST program.

**ATTACHMENTS**

Attachment A - Procurement Summary

Attachment B - DEOD Summary

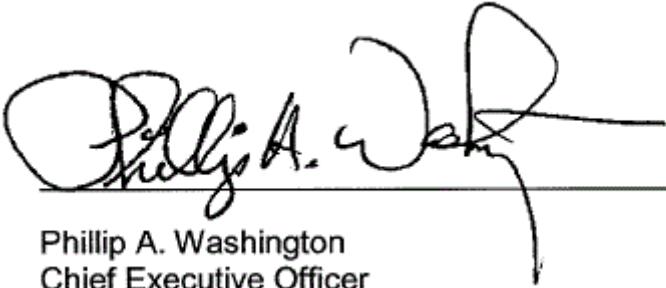
Attachment C - 2006 Bicycle Transportation Strategic Plan

Attachment D - Active Transportation Strategic Plan - April 2016, Volume 1

Attachment E - PowerPoint Presentation

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