

AGENDA



Thursday, August 26, 2010

Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION

Item No. 36

Subject: Authorize award and execution of a 12-month professional services contract with MORNINGSIDE RESEARCH & CONSULTING, INC., Austin, TX for evaluation services of the Safe Routes to School program in an estimated amount not to exceed \$129,000.

Amount and Source of Funding: Funding is available in the Fiscal Year 2009 Special Revenue Fund through the Texas Department of Transportation, Austin Safe Routes to School Non-Infrastructure Grant.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Wilbur Jones, Buyer I, 972-4013

Purchasing Language: Professional Services.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9B of the City Code (Minority Owned and Women Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

This contract will provide for the continuation of services to evaluate the expansion of the Austin Safe Routes to School (SRTS) Project's outreach and educational efforts. The Austin SRTS project began in March 2008. It is a grant-funded initiative intended to encourage children to walk or bicycle to school. For the SRTS initiative, Morningside Research & Consulting, Inc. will use existing tools and strategies created under a previous two-year contract.

Evaluation of the project will target parents of young children, school staff and administrators, parents, drivers, and other community members in and around school zones. Morningside Research & Consulting, Inc. will evaluate the extent to which the project meets the goals of increasing the number of children who walk or ride their bike to school through evaluation of the following key objectives:

- Establish baseline data through completing a Traffic Data Report and a Student Tally Report
- Evaluate SRTS initiatives and offer technical assistance through administering the National SRTS parent survey, a SRTS coalition survey, as well as a focused Promotional Efforts survey.
- Collect and compile post-implementation data through completing another round of Traffic Data and Student Tally Reports.
- Conduct project-end report which includes all evaluation-measured outcomes.

The school neighborhoods targeted by the SRTS initiative are Houston Elementary, Langford Elementary, Palm Elementary, Widen Elementary, Blackshear Elementary, Oak Springs Elementary, Wooten Elementary, Andrews Elementary, Zavala Elementary, Martin Middle, Kealing Middle, Bedichek Middle, Odom Elementary, St. Elmo Elementary, Pickle Elementary, and Wooldridge Elementary.