



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: APRIL 14, 2026

FROM: PUBLIC WORKS DEPARTMENT WARD: ALL

SUBJECT: APPROVE A PROFESSIONAL CONSULTANT SERVICES AGREEMENT FOR REQUEST FOR PROPOSAL NO. 2525 FOR THE ESTABLISHMENT OF AN INTELLIGENT TRANSPORTATION SYSTEMS MASTER PLAN, TO ITERIS, INC., OF SANTA ANA, CALIFORNIA, FOR A THREE (3) YEAR TERM THROUGH JUNE 30, 2029 IN THE AMOUNT OF \$235,240

ISSUE:

Approve a Professional Consultant Services Agreement for Request for Proposal No. 2525, for the establishment of the Intelligent Transportation Systems Master Plan with Iteris, Inc., of Santa Ana, California, for a three (3) year term through June 30, 2029 with the option to extend for two (2) additional one (1)-year periods, in the amount of \$235,240.

RECOMMENDATIONS:

That the City Council:

1. Approve a Professional Consultant Services Agreement for Request for Proposal No. 2525, for the development of the Intelligent Transportation Systems Master Plan Project with Iteris, Inc., of Santa Ana, California, for a three (3) year term through June 30, 2029 with the option to extend for two (2) additional one (1)-year periods, in the amount of \$235,240; and
2. Authorize the City Manager, or designee, to execute the Professional Consultant Services Agreement with Iteris, Inc., including making minor non-substantial changes, subject to availability of budgeted funds.

BACKGROUND:

On November 15, 2021, the Federal Infrastructure Investment and Jobs Act (IIJA) was signed into law. Section 24112 of the IIJA) established \$5 billion of discretionary funds for the United States Department of Transportation to appropriate over a five-year period from 2022 through 2026 under the Safe Streets for All (SS4A) Grant Program.

The purpose of the SS4A Grant Program is to improve roadway safety by significantly reducing or eliminating roadway fatalities and serious injuries through safety action plan development, refinement and implementation, focused on all users, including pedestrians, bicyclists, public

transportation users, motorists, personal conveyance and micromobility users, and commercial vehicle operators.

On May 21, 2024, the City Council authorized staff to submit a grant application under the 2024 SS4A Grant Program.

On May 16, 2024, the Public Works Department submitted the highly competitive implementation grant application for the Riverside Neighborhood Safety Investment Project and Citywide safety action plans including the Intelligent Transportation Systems Master Plan.

On September 9, 2024, the City received the official 2024 SS4A Grant Award notification.

On January 28, 2025, the City accepted the 2024 SS4A Grant Program Award in the amount of \$7,448,000.

DISCUSSION:

On December 4, 2025, Request for Proposal No. 2525 (RFP 2525) was posted on PlanetBids seeking qualified consultants to provide planning services for the Intelligent Transportation Systems Master Plan Project (Project). The Project is a citywide effort and consists of all seven (7) Wards.

The Citywide Intelligent Transportation Systems (ITS) Master Plan project aims to develop a plan for traffic signals to improve safety, reduce congestion, and enhance system efficiency, reliability, performance, and resiliency. Approximately 55% of the City's signals are interconnected, but broader signal communications and further exploration of ITS-focused activities would allow for more efficient, safer roads for all users. A recent study found that signal timing improvements can result in an 8-18% reduction in all types of intersection crashes. The City has over 500 signal systems citywide, thus the development of the ITS Master Plan is of high importance to improve road safety and help the City meet the goals of its anticipated Vision Zero Action Plan (development of the Plan is underway and it will serve as the City's updated Safety Action Plan, replacing the Local Roadway Safety Plan (LRSP) and other documents that currently serve this purpose).

ITS planning activities will include traffic conflict analysis, examination of connected and automated vehicle data, automated incident detection using closed-circuit television and analytics, examination of intelligent infrastructure such as thermal cameras to detect the presence of vulnerable road users in crosswalks and adjust signal timing, piloting a conflict prediction and warning system that issues safety warnings if vehicles are on a crash trajectory, assessment of intelligent speed management technologies, wrong-way driving warning systems and more.

At the same time, the City will implement and pilot several of the Federal Highway Administration's (FHWA) proven countermeasures related to ITS in the development of the ITS Master Plan, including speed safety cameras, appropriately timed yellow clearance intervals, and leading pedestrian intervals. As part of the scope of work, construction plans, specifications, and estimates for traffic signal communications will be prepared for the University Avenue corridor starting from City Hall (Traffic Management Center) to the intersection of University Avenue and Kim Wilcox Drive (formerly West Campus Drive).

The proposed supplemental safety action planning component is consistent with the National Roadway Safety Strategies (NRSS) and aligns with the SS4A Grant Program Initiatives for Safer People, Safer Vehicles, Safer Speeds, Safer Roads and Post-Crash Care.

Public Works is pursuing a Professional Consultant Services Agreement for a three (3) year term with the option to extend for two (2) additional one (1)-year periods to complete the scope of services described herein. If the Project experiences any unforeseen delays, Public Works will return to City Council to request a contract extension with the selected consultant as identified in RFP 2525. The actual project schedule is anticipated to be completed within 18 months and the initial contract term of 36 months is to account for any unforeseen amendments and/or delays.

Upon releasing RFP 2525, a total of 832 City of Riverside vendors were notified. There were a total of two (2) questions that were responded to. No addenda were released, and the City did not host a pre-proposal meeting. On January 13, 2026, four (4) proposals were submitted in response to RFP 2525. One (1) proposal was deemed non-responsive due to the proposer’s failure to maintain an active SAM.gov registration. An evaluation committee comprised of three City staff members was assigned to evaluate all responsive proposals. Upon review of the cumulative evaluation results (Attachment 1), Iteris, Inc. was deemed the most qualified firm to provide the services requested for the Project. The evaluation results are summarized in Table 1.

Table 1 – Consultant Evaluation Summary

Rank	Proposer Name	Eval Score	Cost (Base Bid)
1	Iteris, Inc.*	893.33	\$235,240.00
2	Kimley-Horn and Associates, Inc.	846.25	\$224,586.66
3	System Metrics Group	845.42	\$224,903.00
NR	Advantec Consulting Engineers, Inc.	Non-Responsive	Non-Responsive

* Iteris, Inc. Total Cost (Base Bid + Additive Bid) = \$224,390 + \$7,795 + \$3,055 = \$235,240

The Request for Proposal (RFP) and the highest rated proposal included a base bid and additive bid component. The award of the contract includes the combined base bid and additive bid amount of \$235,240 and there are sufficient funds available for this expenditure.

Purchasing Resolution 24101 Section 508 states, “Contracts procured through Formal Procurement shall be awarded by the Awarding Entity to the Lowest Responsive and Responsible Bidder, except that...(c) Contracts procured through Formal Procurement for Services or Professional Services, where a Request for Proposals or Request for Qualifications was used to solicit Bids, shall be awarded by the Awarding Entity in accordance with the evaluation criteria set forth in the Request for Proposals or Request for Qualifications...”

The Purchasing Manager concurs that the recommended action to award complies with Purchasing Resolution 24101.

FISCAL IMPACT:

The total fiscal impact of this action is \$235,240. The estimated total project cost including the Professional Consultant Services Agreement (Agreement) and contingencies is itemized in Table 2. Sufficient funds are available in the expenditure accounts shown in Table 3 to award the Agreement and complete the Project.

Table 3. Project Costs

Task	Amount
Professional Consultant Services Agreement (Iteris, Inc.)	\$235,240
Contingencies	\$23,524
Total	\$258,764

Table 3. Project Funds

Fund	Project/Program	Account	Amount
Capital Outlay- Grants	Citywide Intelligent Transportation System (ITS) Master Plan	9282327-440127	\$207,011
Measure A	Citywide Intelligent Transportation System (ITS) Master Plan	9282330-440313	\$51,753
Total			\$258,764

Prepared by: Philip Nitollama, City Traffic Engineer
 Prepared by: Nathan Mustafa, Interim Public Works Director
 Certified as to
 Availability of funds: Julie Nemes, Interim Finance Director
 Approved by: Kris Martinez, Assistant City Manager
 Approved as to form: Rebecca McKee-Reimbold, Interim City Attorney

- Attachments:
1. RFP Award Recommendation
 2. Professional Consultant Services Agreement
 3. Presentation