



**DATE:** September 26, 2017

**TO:** Mayor and City Council

**FROM:** Director of Public Works

**SUBJECT** Amendment of Professional Services Agreement with TJKM, Inc. for Neighborhood Traffic Calming Program (NTCP)

### **RECOMMENDATION**

That Council adopts the attached resolution (Attachment II), authorizing the City Manager to execute an amendment in an amount not-to-exceed \$25,000 to the professional services agreement with TJKM, Inc. for costs associated with the development of a project summary report that will be uploaded to the City's website and traffic calming strategies/policies for arterial corridors (i.e., Hayward Boulevard and D Street).

### **BACKGROUND**

In the fall of 2015, Council authorized execution of a professional services agreement with consultant group, TJKM, Inc., in an amount not-to-exceed \$95,000 to develop a Neighborhood Traffic Calming Program (NTCP) to address frequently voiced neighborhood traffic safety concerns such as speeding, cut-through traffic, and bicycle and pedestrian safety. In the absence of a NTCP and broad range of solutions, residents have typically requested the installation of speed lumps, STOP signs or police enforcement, some of which are not necessarily warranted, practical or cost effective.

City staff subsequently worked with TJKM and developed a comprehensive toolbox to effectively utilize the most appropriate solutions, flexible policies, and implementation procedures to better address neighborhood traffic calming concerns. Through this effort, a systematic prioritization process was developed to allocate limited City resources to traffic calming improvements. The NTCP was developed based on a collaborative approach of extensive public outreach and benchmarking (i.e., a comparative assessment of other cities in the Bay Area with similar programs).

### **DISCUSSION**

The proposed contract amendment would cover the costs associated with development of a comprehensive on-line summary and traffic calming strategies for collector and arterial streets. Staff modified the original scope of work based on community and stakeholder feedback to include the following:

1. Develop a comprehensive summary of the NTCP that can be published online and made available to the public once adopted by Council. This document would provide the community with information about key policies, procedures, implementation processes, and the types of measures considered to address various issues.
2. Develop policies to address speeding and traffic safety concerns on collector and arterial streets. Ideally, NTCP's focus would be on neighborhood and residential streets; however, there was a need to address the frequent complaints received about speeding and traffic safety on collector and arterial streets throughout the city. Staff selected Hayward Boulevard and D Street as representative arterial streets to develop design concepts that could be used throughout the city when appropriate.

These concepts along with the comprehensive report was presented to Council for their review and input in fall of 2016.

## **STRATEGIC PRIORITIES**

This agenda item supports the Complete Streets strategic initiative. The purpose of the Complete Streets strategy is to build streets that are safe, comfortable, and convenient for travel for everyone, regardless of age or ability, including motorists, pedestrians, bicyclists, and public transportation riders. This item supports the following goal and objectives:

Goal 1: Prioritize safety for all modes of travel.

Objective 2: Reduce speeding and aggressive driving behavior through 4Es: Education, Enforcement, Empowerment, and Engineering.

## **SUSTAINABILITY FEATURES**

The action taken for this agenda report will not result in physical development, purchase or service or a new policy or legislation. Any physical work will depend upon future Council action.

## **FISCAL IMPACT**

The amendment would allocate an additional \$25,000 to the existing professional services agreement that originally allocated \$95,000 for NTCP approved by Council on July 21, 2015. There is sufficient funding in the Transportation System Improvement Fund 460, Project 05734 to increase the contract amount.

## **PUBLIC CONTACT**

Active engagement of the community was deemed to be an invaluable component in the overall development of the NTCP. In addition to the ongoing feedback received through the City's existing community involvement mechanisms, staff held two well-attended community workshops in October (at City Hall) and November (at Matt Jimenez Community Center) of

2015. Staff also presented draft NTCP strategies/policies to Council and the public attended the Council work session in September 2016. In these meetings, Council provided recommendations and residents reiterated their concerns regarding speeding and pedestrian safety, while expressing their appreciation for the City's efforts.

Once the NTCP comprehensive summary is published online, the public will be notified of the advantages and disadvantages of various traffic calming devices, their applicability, and associated costs. Online brochures will also be provided to educate the community on how to safely use public streets and enjoy their travel experience.

### **NEXT STEPS**

Following the approval of this amendment, staff will present the information to the Council Infrastructure Committee during the October 2017 meeting and return in fall of 2017 with a final draft NTCP for Council adoption.

*Prepared by:* Fred Kelley, Transportation Manager

*Recommended by:* Morad Fakhrai, Director of Public Works

Approved by:



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Kelly McAdoo, City Manager