

Citywide Bicycle and Pedestrian Plan: Scope of Work

The City of Hayward's Bicycle and Pedestrian Master Plan will provide the background, direction, and tools needed to increase the number of biking and walking trips while improving safety for bicyclists and pedestrians. The plan serves many functions including:

- Incorporating committee and community input in a meaningful, cost-effective way to create a final updated plan(s)
- Integrating advancements and best practices made since 2007 in bicycle planning, design, and implementation
- Building upon the Complete Streets policy adopted in 2013 and supporting the transportation and land use policies identified in the 2040 General Plan policy document (2014)
- Accurately reflecting the updated (or ongoing updates) of the bicycle and pedestrian network, which have largely been completed incrementally as part of repaving or sidewalk repairs
- Identifying strategic areas where the City can advance bicycling and walking
- Creating a document(s) that:
 - Provide coordinated strategy and serves as a blueprint for staff to implement projects
 - Support land use and redevelopment goals in the Downtown area

TASK 1 PROJECT MANAGEMENT

The purpose of this task is to refine project work plan and schedule at the project onset and maintain the project schedule throughout the duration of work activities. kick-off and bi-weekly project management meetings will be conducted.

Agendas, minutes, and action items for each meeting will be provided.

TASK 2 BASELINE MAPPING AND EXISTING CONDITIONS ANALYSIS

The purpose of this task is to understand the existing conditions that will support overall development of the plan, and inform network recommendations (Task 5 & 6) and prioritization of projects for funding (Task 7).

Consultant will collect and process Geographic Information System (GIS) Data to identify data gaps. Data will be formatted and coded for consistency and use in the network mapping. As part of this analysis, existing bicycle and pedestrian counts will be analyzed to identify the relative activity levels for bicycling and walking throughout the City. Level of traffic stress and crash data will also be analyzed to identify 'High Injury Corridors' and additional bikeways that should be added to the network and to inform subsequent prioritization work (Task 7).

A draft existing conditions memo with maps, infographics, and concise text to capture the state of walking and biking in the City will be prepared.

TASK 3 PROGRAM AND POLICY RECOMMENDATIONS

The purpose of this task is to review current programs and policies identified in the Hayward 2040 General Plan, 2007 Bicycle Master Plan, Complete Streets Policy, and other relevant documents to develop an

inventory of existing bike- and pedestrian-related programs and policies, assess existing program status, and conduct literature review of best practices. This information will be used to provide program and policy recommendations and develop targeted actions for implementing the plan and achieving project goals. This task will also recommend best ways to seamlessly incorporate and integrate the existing City of Hayward's sidewalk, curb ramp and pavement rehabilitation/reconstruction programs into the proposed Bicycle and Pedestrian Master Plan.

TASK 4 VISION AND GOALS & PUBLIC ENGAGEMENT

The purpose of this task is to establish a long-range vision and goal statement for the pedestrian and bicycle plan. The project's communications and public engagement strategy is central to ensuring broad community participation and establishing a community-driven approach to define the plan's vision, goals, objectives, policies, and recommended changes to the bicycle and pedestrian networks.

Up to five in-person meetings/events are proposed and are also supplemented by online, web-based opportunities for the community to provide input. Specific engagement approach (e.g., location, format, timing) for meetings and events will be defined as part of this task. A key theme will be making walking and biking a safe and viable transportation option in areas of high activity and demand, such as the downtown, industrial areas with high concentrations of employment, and near schools.

This information will be used to identify performance measures and feasible ways for the City to track their progress towards the established vision and goals set.

TASK 5 & 6 BIKEWAY AND PEDESTRIAN NETWORK RECOMMENDATIONS

The objective of this task is to develop recommendations to address gaps or needs in the bikeway and pedestrian network. This task will review the High Injury Network data from Task 2 and develop specific collision profiles to inform projects, programs, and policies. As part of the task agency and public feedback will be collected on the draft network recommendations.

A final proposed bikeways map and a set of pedestrian network recommendations along with a summary of feedback will be prepared.

TASK 7 BICYCLE AND PEDESTRIAN NETWORK PRIORITIZATION

The purpose of this task is to identify evaluation criteria and develop a prioritized list of improvements. The evaluation criteria will be based on the performance categories such as safety, demand connectivity, stakeholder input, existing conditions, opportunities, constraints, and compliance. A technical memorandum documenting the prioritization methodology and results will also be prepared.

TASK 8 ENGINEERING AND DESIGN GUIDANCE

The objective of this task is to review and update the City's current design guidelines and prepare supplemental design guidance and material for pedestrian and bicycle facilities. This task will also develop guidance for accommodating bicycles and pedestrians through construction zones.

TASK 9 COST AND REVENUE ESTIMATES

The purpose of this task is to develop conceptual cost estimates for the improvements and produce a technical memo that will provide the City with options to fund the projects and programs identified in the plan.

TASK 10 FINAL PLAN DOCUMENTS

This task will help develop a concise, graphically rich, and user-friendly document(s) to summarize the relevant results of the preceding tasks.

These documents will be circulated to Council for their feedback. Plan document(s) will be finalized based on feedback received.

TASK 11 OPTIONAL TASKS

- Additional Data Collection - Conduct additional data collection to support GIS mapping/analysis.
- Web-Based Programming - Develop an interactive project website.
- Additional Public Engagement Efforts - Support enhanced/expanded public engagement efforts. Sample events are detailed in the Public Outreach section of our proposal.
- Community Survey - Prepare and execute a citywide survey on walking and biking.
- Concept Designs for Network Improvements - Expedite plan implementation by completing the evaluation and design of priority projects.
- Support for Grant Applications, Project Funding, and Implementation - Expedite plan implementation by completing grant applications for priority projects.
- Environmental Documentation Support - Provide guidance on strategies for CEQA compliance for both adoption and implementation of the Citywide Bicycle and Pedestrian Plan.