



DATE: January 21, 2025

TO: Mayor and City Council

FROM: Director of Public Works

SUBJECT: Adopt a Resolution Authorizing the City Manager to Execute a Professional Services Agreement with Kimley-Horn in the Amount Not-to-Exceed \$1,600,000 and Fehr & Peers in the Amount Not-to-Exceed \$950,000 for Consulting Services for Phase 1 of the High Injury Network Safety Plan, Project No. 06942

RECOMMENDATION

That Council adopts a resolution (Attachment II) authorizing the City Manager to execute a professional service agreement with Kimley-Horn, Inc. in the amount of \$1,600,000 and Fehr & Peers in the amount of \$ 950,000 for the High Injury Network Safety Plan, Project No. 06942.

SUMMARY

On July 7, 2023, Staff applied to the U.S. Department of Transportation Safe Streets for All (SS4A) grant program to develop a Speed Management Plan and a High Injury Network Safety Plan, to help advance implementation of the City's Local Road Safety Plan. On October 27, 2023, the City was awarded \$3,252,000 in funding for these two projects, including \$3,065,000 for the High Injury Network Safety Plan, which Council accepted on February 6, 2024 and allocated \$813,000 in City matching funds to complete the two projects. On October 18, 2024, Staff published a request for proposal for Phase 1 of the High Injury Network Plan and received four proposals. The staff review panel ranked the Kimley-Horn Inc. proposal the highest and recommend awarding a contract for \$1,600,000 to Kimley-Horn, Inc. and Fehr & Peers for \$950,000 to prepare Phase 1 of the High Injury Network Safety Plan. The execution of this contract will allow the City to proceed with the development of the High Injury Network Safety Plan. The anticipated completion of Phase I of the plan is December 2026.

BACKGROUND

Launched in 2022, 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 and refinement and implementation focused on all users. The program provides funding to develop the tools to help strengthen a community's approach to roadway safety and save lives while meeting the needs of diverse local, Tribal, and regional communities.

Council adopted the Local Road Safety Plan (LRSP) on June 27, 2023¹, which assesses and identifies locations and strategies to improve road safety throughout the City. Along with identifying the City's High Injury Network, the LRSP recommends a set of strategies and countermeasures to address and prevent severe injury and fatal collisions. Council also committed to Vision Zero, a goal to eliminate fatalities and severe injuries on the City's roadways by 2050.

Action Item 2 of the LRSP recommends the near-term action of pursuing SS4A grant funding. Recognizing the effort needed to achieve Vision Zero by 2050, the City applied for supplemental planning funds from SS4A to develop a comprehensive approach to reduce speeds (Speed Management Plan) and conduct a set of corridor-specific safety plans focused on the City's high injury network. The Speed Management Plan will help address the LRSP focus area of unsafe speeding and aggressive driving, addressing the significant role that vehicle speed plays in generating serious injuries and fatalities.

On October 27, 2023, the City was awarded the full amount of the \$3,252,000 requested in its application to the SS4A grant program. On February 6, 2024², Council adopted a resolution accepting the funding and allocating \$813,000 in City matching funds.

The High Injury Network Safety Plan will consist of seven study locations. These locations are as follows: 1) Downtown Area, consisting of A Street from Foothill Boulevard, Mission Boulevard from A Street to Foothill Boulevard, and Foothill Boulevard from Mission Boulevard to A Street 2) A Street from Mission Boulevard to Hesperian Boulevard 3) B Street from Martin Luther King Drive to 4th Street, and 4) Tennyson Road from Hesperian Boulevard to Mission Boulevard 5) Hesperian Boulevard from A Street to City Limits, 6) Jackson Street from Santa Clara Street to Mission Boulevard 7) Mission Boulevard from Industrial Parkway W to Foothill Boulevard. The Downtown Area, A Street, B Street, and Tennyson Road will be completed as Phase 1 of the plan. Hesperian Boulevard, Jackson Street, and Mission Boulevard will be completed as Phase 2 of the plan and will be released as a separate RFP in the future.

DISCUSSION

Staff released an RFP for Phase 1 of the High Injury Network Safety Plan on October 18, 2024, and received proposals from four firms: Fehr & Peers, Kimley-Horn, DKS Associates & Associates, and Kittleson & Associates. The staff evaluation team reviewed and scored the proposals on project management & team leads, project understanding & approach, work plan & fee, qualification of firm/team. The two top-ranked firms had similar average

¹ <https://hayward.legistar.com/LegislationDetail.aspx?ID=6271751&GUID=D83F21F7-16CB-46E5-A249-672EAD37C991&Options=&Search=>

² <https://hayward.legistar.com/LegislationDetail.aspx?ID=6504747&GUID=E1C46D84-F953-4AAA-BB3F-E51DB7873759&Options=&Search=>

ratings and staff invited both firms in for interviews. After conducting those interviews, the staff evaluation team reviewed and finalized their scores, with Kimley-Horn receiving the highest ranking of all firms followed by Fehr & Peers as second-highest. The table below provides the average score for each of the firms.

Firm	Average Score
Kimley-Horn	86.00
Fehr & Peers	83.00
Kittleson & Associates	77.33
DKS Associates	66.00

After consideration of the project scope, submitted proposals, and interview performance, staff recommended that both Kimley-Horn and Fehr & Peers to be selected to deliver components of the Phase 1 project scope. Kimley-Horn’s scope would cover the A Street (from Hesperian Boulevard to Mission Boulevard), B Street (from Martin Luther King Drive to Watkins Street), and Tennyson Road portions of the plan, while Fehr & Peers would cover the Downtown Area.

Selecting both Kimley-Horn and Fehr & Peers for the project provides several advantages to the City, including increased staff capacity, significant experience working at Federal, State, and local levels to develop and implement best practices in developing and designing multimodal corridor safety plans, and direct experience conducting outreach and engagement on transportation safety issues in the City. Staff also recommend separating out the Downtown area due to the significant resident focus on this area due to the impact of regional traffic on businesses and the more detailed analysis required to evaluate potential modifications to the Loop. Staff recommends expanding the scope of the Downtown project to include surrounding streets (such as Foothill Blvd, B St, and C St) that will also be impacted by changes to the Loop.

The execution of this contract will allow the City to proceed with the development of the High Injury Network Safety Plan. The anticipated completion of Phase I of the plan is December 2026.

ECONOMIC IMPACT

The High Injury Network Safety Plan will develop comprehensive design concepts for the Downtown Area, A Street, B Street, and Tennyson Road, which when implemented, will help reduce the likelihood of serious injuries and fatalities. Vehicle crashes have a significant economic cost, both to those directly impacted and to other users of the transportation system. By helping to avoid these impacts, the High Injury Network Plan will have a significant economic benefit for Hayward residents and visitors.

FISCAL IMPACT

The High Injury Network Safety Plan is primarily funded by a grant from the USDOT SS4A program (\$3,252,000). Staff negotiated a cost with Kimley-Horn of \$1,600,000, including contingency for additional potential data collection, analysis, and outreach, for the A St, B St, and Tennyson Rd corridors studies. Staff negotiated a cost with Fehr & Peers of \$950,000, including contingency for additional potential data collection, analysis, and outreach, to develop the Downtown area study.

Council has previously authorized allocation of a total of \$3,330,000 from Fund 460, Transportation System Improvement, to complete this portion of the Plan, including \$765,000 in City matching funds for FY25 through FY28. In addition to the High injury Network Safety Plan, Council previously approved \$480,000 for Project no. 05237 Downtown Specific Plan Implementation Project in Fund 215, Measure B (Local Transportation) Fund. The City will utilize both Fund 460 and \$300,000 of Project no. 05237 in Fund 215 to complete the Downtown area scope of work.

STRATEGIC ROADMAP

This agenda item supports the Strategic Priority to Enhance Community Safety & Quality of Life and the Strategic Priority to Invest in Infrastructure. This item is not specifically related to a project identified in the Strategic Roadmap. Staff is bringing forward this new item to advance implementation of the Council adopted Local Road Safety Plan.

SUSTAINABILITY FEATURES

The High Injury Network Safety Plan will help the City implement strategies to increase traffic safety in the City which will reduce the incidence and severity of vehicle crashes.

PUBLIC CONTACT

The Local Road Safety Plan included community engagement, including Council review and acceptance of the strategy to reduce speeds as a core strategy to improve roadway safety in Hayward. The Speed Management Plan will include coordination with internal and external stakeholders and work session and ultimate Council consideration of the plan's approval.

NEXT STEPS

If Council approves this request, the City Manager will execute two separate professional service agreements with Kimley-Horn and Fehr & Peers for Phase 1 of the High Injury Network Safety Plan in a not-to-exceed amount of \$1,600,000 and \$ 950,000, respectively.

Prepared by: Byron Tang, Senior Transportation Engineer
Hugh Louch, Deputy Public Works Director – Transportation

Recommended by: Alex Ameri, Director of Public Works

Approved by:

A handwritten signature in black ink, appearing to read "Dr. Alvarez". The signature is written in a cursive style with a large initial "D".

Dr. Ana M. Alvarez, City Manager