



DATE: August 19, 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 Eden Youth and Family Center in a Not-to-Exceed Amount of \$345,000 for Hayward Rides Program Support Services, Active Transportation Incentive and Promotion Program, Project No. 06937

RECOMMENDATION

That the City Council adopts a resolution (Attachment II) authorizing the City Manager to execute a professional services agreement (PSA) with Eden Youth and Family Center in the amount of \$345,000 for Hayward Rides Program Support Services, as part of the Active Transportation Incentive and Promotion Program, Project No. 06937. Support services under this agreement will include bicycle procurement, outreach coordination, distribution, and data collection.

SUMMARY

The City has been awarded funding from the California Air Resource Board's (CARB) Clean Mobility in Schools (CMIS) and Sustainable Transportation Equity Project (STEP) Grant Programs to implement Safe Routes and Active Transportation for Schools and Underserved Communities in Hayward (Project). A core component of this effort is Hayward Rides, a program to distribute free bicycles to residents, with an emphasis on high school students and low-income families identified through community-based organizations, or by using other available data, to promote safe, affordable active transportation. Following a competitive procurement process, staff recommends awarding a professional services agreement to Eden Youth and Family to support the Hayward Rides program.

The inaugural bike distribution event will be scheduled at a suitable City facility and coordinated with and through the City Manager's office.

BACKGROUND

On April 23, 2024¹, Council accepted a grant award from CARB's CMIS and STEP programs to support Project Nos. 06937, Active Transportation Incentive and Promotion Program, and 06941, Safe Routes to School Implementation Project. The Active Transportation Incentive and Promotion Program includes funding for a large-scale bicycle distribution program named Hayward Rides, which will provide bicycles, bike locks, bike helmets, and bike lights to residents free of charge to promote sustainable transportation.

On April 1, 2025, Council approved the selection of Trek Bike Castro Valley and Specialized Bicycle Components as the bicycle and bicycle safety equipment vendors.

DISCUSSION

Administering a large-scale bicycle distribution program requires substantial logistical coordination, outreach, and planning. While the staff has successfully led planning and procurement efforts to date, the complexity and scale of distributing approximately 2,000 bicycles requires dedicated staffing and community-based expertise. Most successful bike vouchers or giveaway programs are smaller or have relied on organizations to manage these efforts. Given the City's limited in-house capacity and the need for cultural and linguistic accessibility, partnering with a trusted community organization is critical to ensuring program success and sustainability. In the CARB grant application staff budgeted \$360,000 for a consultant to manage the administration of the bike program.

On May 20, 2025, staff published a Request for Qualifications (RFQ) for support and management of parts of the Hayward Rides Program to provide logistics necessary for the scale of the program. Evaluation criteria for the qualifications included:

- Organization is a community serving nonprofit (501(c)(3)) or similar organization
- Organizational experience and capacity
- Project understanding

Staff received one proposal, from Eden Youth and Family Center. In partnership with Bike East Bay, Eden Youth and Family Center proposes a comprehensive, community-driven model to implement the Hayward Rides program. Their approach integrates youth leadership, bilingual outreach, and systems-level thinking to advance safer streets, reduce emissions, and support healthy, active lifestyles. Their scope includes coordinating bike distribution events, managing outreach and data collection, supporting bike procurement and logistics, and hosting ongoing bicycle maintenance clinics. Events will be multilingual and strategically located in priority neighborhoods to reduce barriers to access.

EYFC will also embed biking into broader youth wellness and community engagement efforts by co-hosting rides, facilitating culturally relevant bike culture events, and leveraging existing partnerships with local schools and community institutions. Maintenance activities

¹ <https://hayward.legistar.com/LegislationDetail.aspx?ID=6642374&GUID=011AC041-028D-4871-BBEC-5F6C655F83C6&Options=&Search=>

will be integrated into youth workforce programs, and surveys will be conducted at regular intervals to assess transportation behavior, safety perceptions, and long-term impact.

As a subconsultant to EYFC, Bike East Bay's role includes leading guided rides and maintenance workshops, launching a youth-focused "bike bus" program which will provide organized group bike rides to school for students and their families, supporting outreach for regional events like Bike to Wherever Day, and providing bike valet services at community gatherings which will give attendees a safe and convenient place to store their bike. Bike East Bay will co-create curriculum, train local volunteers, and coordinate special events.

EYFC's original proposal was for \$350,000 but was reduced to \$345,000 to address an expense that would not be covered under the terms of the grant.

Due to their community relations in Hayward, proven capacity to engage priority communities, and their comprehensive, culturally responsive approach to program delivery, staff recommends awarding the contract to Eden Youth and Family Center and their subconsultant Bike East Bay.

ECONOMIC IMPACT

Hayward residents, including students and families, will benefit from receiving free bicycles as a cost-effective and sustainable alternative to traditional transportation options. Transportation costs are a significant portion of expenses for many households and reducing these costs can free up resources for other, more productive expenditures.

FISCAL IMPACT

This item has no impact on the General Fund. The Active Transportation Incentive and Promotion Program Project 06937 is budgeted in Fund 460, Transportation System Improvement. The project was previously approved and allocated funding by Council, with only \$3,500 in City funding included in the project to cover outreach and follow-up survey incentives for recipients that are not allowable under the CARB grant.

STRATEGIC ROADMAP

This agenda item supports the Strategic Priority of Confront Climate Crisis & Champion Environmental Justice and Invest in Infrastructure. Specifically, this project relates to the implementation of the following projects:

Confront Climate Crisis & Champion Environmental Justice

Project C6: Improve e-bike adoption through the creation of an e-bike rebate program and ensuring that electric transit infrastructure such as EV chargers also serve e-bike and not just electric cars.

SUSTAINABILITY FEATURES

The implementation of the project would encourage and incentivize walking and biking for the residents thereby contributing to the residents' health and reducing automobile dependency and greenhouse gas emissions over time.

PUBLIC CONTACT

This project has included significant community outreach, being led by Teach Earth Action (TEA) and TransForm. TEA and Chabot College students have conducted over 1,000 interviews and surveys over the summer and fall semesters. TransForm is in the process of conducting outreach to students and families through the Hayward Unified School District.

The City is also conducting direct outreach to community organizations to help inform the design of the program, including the grant sub-recipients and other organizations that may be able to help implement the program. The City also presented findings to the Hayward Youth Commission and to the Neighborhood Health Empowerment Network of the Hayward Promise Neighborhoods initiative.

Robust public outreach and engagement will continue as the project moves forward. All necessary stakeholders and affected neighborhoods, agencies, community-based organizations and businesses will have opportunities for input and be done in a way that is equitable.

NEXT STEPS

If Council approves this request, the City Manager will award a professional services agreement with Eden Youth and Family Center for bicycle procurement, outreach coordination, distribution, and data collection in the amount not-to-exceed \$345,000 for Hayward Rides Program Support Services as part of the Active Transportation Incentive and Promotion Program.

The inaugural bike distribution event will be scheduled at a suitable City facility and coordinated with and through the City Manager's office.

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Recommended by: Alex Ameri, Director of Public Works

Approved by:



Jayanti Addleman, Interim City Manager