



DATE: December 5, 2017

TO: Mayor and City Council

FROM: Director of Public Works

SUBJECT Authorization for the City Manager to Execute a Professional Services Agreement for Bicycle and Pedestrian Master Plan Update 2017

RECOMMENDATION

That the Council:

- (1) adopts a resolution authorizing the City Manager to execute a Professional Services Agreement with Kittelson & Associates, Inc. in an amount not-to-exceed \$300,000 to complete the 2017 Bicycle and Pedestrian Master Plan Update; and
- (2) appropriates an additional \$40,000 to this project from Measure B Fund 216.

SUMMARY

The proposed Citywide Bicycle and Pedestrian Master Plan Update will replace the City's 2007 Bicycle Master Plan. It includes a pedestrian emphasis and sets forth detailed goals and objectives to provide a universally accessible, safe, convenient, and integrated system that promotes walking and biking.

BACKGROUND

The City of Hayward's current Bicycle Master Plan was last updated in 2007. Most of the bicycle facility improvements identified in that plan are complete. Staff recommends that now is an appropriate time to establish a plan for future bicycle facilities. Although the City does not have a pedestrian master plan, multiple projects that enhance the pedestrian infrastructure, such as sidewalks and curb ramps have been completed over the years. A pedestrian master plan provides a blueprint with recommendations for the development of safe and convenient transportation options to serve the needs of residents and visitors. This proposed bicycle and pedestrian master plan will build upon the Complete Streets Policy adopted in 2013 and will support the transportation and land use policies identified in the 2040 General Plan. It will also recommend the best ways to seamlessly incorporate and integrate the City's recent efforts, such as the Downtown Specific Plan and Alameda County Transportation Commission's Multimodal Arterial Plan.

DISCUSSION

Requests for proposals were sent to three pre-qualified leading transportation consulting firms known to be at the forefront of critical areas essential for a successful plan. These areas include: bicycle and pedestrian planning, engineering, and research. The three pre-qualified firms are: Alta Planning & Design (Alta Planning); Kittelson & Associates, Inc. (Kittelson); and Nelson\Nygaard Consulting Associates (Nelson\Nygaard). These firms have done similar work for the City of Hayward and other public agencies of comparable sizes. Alta Planning prepared the City's 2007 bicycle master plan update and Kittelson and Nelson\Nygaard are currently working together on Hayward's Downtown Specific Plan. Kittelson also prepared the transportation studies for the Hayward General Plan update. Kittelson submitted the sole proposal for this project. The other firms indicated that their reason for not submitting a proposal was due to a lack of resources to undertake this work at the present time.

Kittelson brings significant experience and is at the forefront of applying state-of-the-art concepts in their work products. Kittelson's experience is set in a broader framework of multimodal transportation planning and engineering practice. With a long history of working with the City, Kittelson brings in-depth knowledge and understanding of the City's transportation and land use environment. As part of the Downtown Specific Plan team, Kittelson possesses knowledge of Hayward's needs and is well positioned to collaborate closely and help refine strategies and integrate concepts to improve the bicycle and pedestrian infrastructure in the downtown area. Within Alameda County, the team of Kittelson and TDG have authored multiple active transportation plans, including:

- Alameda Countywide Bicycle and Pedestrian Plans
- Alameda Unincorporated County Active Transportation Plan
- Pleasanton Bicycle and Pedestrian Master Plan
- Emeryville Bicycle and Pedestrian Master Plan
- Oakland Pedestrian Safety Strategy and Pedestrian Master Plan
- Oakland Bicyclist Level of Traffic Stress Analysis

Staff believes that Kittelson can successfully deliver a plan that meets the City's specific needs of integrating new practices, establishing a coordinated citywide network and program of improvements, and creating sound and relevant technical resources.

The proposed scope of work is divided into four phases which include the following:

1. Analyze Current Conditions: Create a foundation for the plan by understanding the existing conditions. As part of this process, existing bicycle and pedestrian counts, accident data, and facilities will be analyzed to identify gaps in the network. This phase will also establish a vision and goal statement for the plan update and initiate a public engagement process that will provide an effective and efficient way of gathering community input. Additional information about the public engagement strategy can be found under the Public Contact section.

2. Establish a bicycle/pedestrian network based on the analysis: Establish an updated bicycle/pedestrian network by building upon the existing condition and collision analysis and develop recommendations to address goals and needs of the existing network.
3. Prioritize improvements and establish cost estimates: Develop criterion to evaluate and prioritize the identified improvements and establish cost estimates.
4. Develop summary document: Develop a concise, graphically rich, and user-friendly summary document for formal City approval.

SUSTAINABILITY FEATURES

The plan will be a comprehensive effort that will guide, prioritize, and implement a network of quality bicycle and pedestrian facilities to improve mobility, connectivity, public health, physical activity, and recreational opportunities. By applying best practices, the plan aims to increase transportation options, reduce environmental impacts of the transportation system, and enhance the overall quality of life for residents. Overall, the goal of the project is to develop convenient transportation alternatives to motor vehicles for residents, visitors, shoppers and commuters. The resulting reduction in single occupancy vehicles will reduce vehicle miles of travel and greenhouse gases.

PUBLIC CONTACT

A public engagement plan will be developed and initiated early in the plan development process. This will create a community driven approach to define the vision, goals, objectives, policies and recommended changes to the bicycle and pedestrian networks. The current consultant scope proposes five in-person meetings or events that are supplemented by web based opportunities for the community to provide input.

Staff requested that the Council Infrastructure Committee (CIC) review and provide feedback on the proposed scope of work during the October 25, 2017 meeting. Per the recommendations of the Committee, staff modified the scope of work to include the following: development of an interactive project website that will enable staff to provide periodic updates and allow the public to comment on specific locations/areas; up to four walk/bike tours to gather specific input; and establishment of a Technical Advisory Committee (TAC), comprised of key stakeholders and members of the community.

STRATEGIC INITIATIVES

This agenda item supports the Complete Streets Strategic Initiative. The purpose of the Complete Streets initiative 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 objective:

Goal 2: Balance the diverse needs of users of the public right-of-way.

Objective 1: Increase walking, biking, transit usage, carpooling, and other sustainable modes of transportation by designing and retrofitting streets to accommodate all modes.

FISCAL IMPACT

The adopted FY 2017 Capital Improvement Program's Measure B (Pedestrian – Bicycle) Fund 216 includes a \$300,000 allocation for a Pedestrian/Bicycle Master Plan. Kittelson's initial proposed project cost is \$290,000, which falls within the current budget.

However, in order to accommodate the modified scope of work recommended by the Council Infrastructure Committee, an additional \$40,000 is needed. Staff recommends that the \$40,000 be appropriated to this project from Measure B Fund 216.

NEXT STEPS

Project Kick-off Meeting	January 2018
Community Outreach	August 2018
Draft Plan	January 2019

Prepared by: Fred Kelley, Transportation Manager

Recommended by: Morad Fakhrai, Director of Public Works

Approved by:



Kelly McAdoo, City Manager