



DATE: October 25, 2017

TO: Council Infrastructure Committee

FROM: Director of Public Works

SUBJECT Bicycle and Pedestrian Master Plan Update 2017

RECOMMENDATION

That the Committee reviews and provides feedback on the proposed scope of work for the 2017 Bicycle and Pedestrian Master Plan Update.

SUMMARY

The proposed Citywide Bicycle and Pedestrian Master Plan Update will replace the City's 2007 Bicycle Master Plan, include a pedestrian emphasis, and set forth detailed goals and objectives that provide a universally accessible, safe, convenient, and integrated system that promotes walking and biking. Staff is requesting that the Committee provides feedback on the proposed scope of work (Attachment II).

BACKGROUND

The City of Hayward's current Bicycle Master Plan was last updated in 2007. Most of the bicycle facility improvements identified in the prior plan have been completed. Accordingly, now is the appropriate time to plan for future bicycle facilities. Additionally, the City of Hayward lacks a pedestrian master plan. Although the City continues to implement multiple projects that enhance the pedestrian infrastructure, such as sidewalks and curb ramps, a pedestrian master plan will provide a blueprint for staff to implement projects as part of a coordinated strategy. The plan would also provide clear, implementable recommendations for development of safe and convenient transportation options that serve the needs of all residents and visitors to the City. The proposed plan will build upon the Complete Streets Policy adopted in 2013 and support the transportation and land use policies identified in the 2040 General Plan policy document. It will also recommend 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

Staff sent requests for proposals to three pre-qualified leading transportation consulting firms that are known to be at the forefront of critical areas, such as bicycle and pedestrian planning, engineering, and research, that will be essential to creating a successful plan. The three prequalified 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. The other firms indicated the reason for not submitting a proposal was that they did not have 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 transportation and land use context. As part of the Downtown Specific Plan team, Kittelson has the 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 overall approach and the proposed scope of work has been structured into four phases by grouping similarly oriented tasks. These phases include:

1. 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 the 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. Develop criterion to evaluate and prioritize the identified improvements and establish cost estimates.
4. 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 will 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 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.

At the direction of the Committee, staff will evaluate the establishment of a Technical Advisory Committee (TAC) for this project, 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 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 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 212 includes \$300,000 for this update. Kittelson's initial proposed project cost is \$290,000.

NEXT STEPS

With input from the Committee, staff will finalize negotiations with consultants and request Council authorization for an executed agreement by December 5, 2017.

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Approved by:



Kelly McAdoo, City Manager