



DATE: May 7, 2019

TO: Mayor and City Council

FROM: Director of Public Works

SUBJECT: Hayward Boulevard Safety Improvements Feasibility Study - Authorization for the City Manager to Execute a Professional Services Agreement with Kimley-Horn and Associates, Inc. and Appropriation of \$150,000 from the Measure BB, Fund 212

RECOMMENDATION

That the Council adopts the attached resolutions (Attachments II and III, respectively), authorizing the City Manager to execute a Professional Services Agreement (PSA) with Kimley-Horn and Associates, Inc., to undertake the Hayward Boulevard Safety Improvements Feasibility Study in an amount not-to-exceed \$135,000, and appropriate \$150,000 for this project from the Measure BB, Fund 212.

SUMMARY

The proposed Hayward Boulevard Feasibility Study is an evaluation and development of phased multi-modal safety and connectivity improvements along Hayward Boulevard from Campus Drive to Fairview Avenue. The final product will include a phased multi-modal conceptual design, traffic operations analyses, and preliminary cost estimates.

BACKGROUND

The City has a goal to improve multi-modal safety and connectivity along Hayward Boulevard from Campus Drive to Fairview Avenue. The Hayward Boulevard Feasibility Study will address public concerns that include but are not limited to speeding, safety, connectivity, vertical and horizontal curves, and steep grades at various locations along Hayward Boulevard. This Study will include conceptual design alternatives that address these concerns.

The proposed alternatives included in the Study will be developed using a three-phase approach with phases mostly determined by cost. Phase 1 will be non-intrusive, less costly remedies such as signing, striping, and flexible safe-hit posts that are easily implemented in the short-term. Phase 2 of the study will be somewhat intrusive and more costly than the Phase 1 improvements and will build upon those improvements. These are feasible for implementation in the mid-term range (three to five years) and may include but are not limited to bollards, minor signal equipment modifications, curb ramps, street lighting, and minor civil engineering work. Phase 3, the costliest of all three phases, may include but is not

limited to curb extensions, roundabouts, and curb or grade-separated bicycle facilities. All proposed improvements will be feasible with the hillside terrain, remain within the existing right-of-way, and will not cause significant traffic impact. Each design phase will include a conceptual rendering, preliminary traffic impact analyses, cost estimate, and estimated schedule.

The proposed plan will build upon the Complete Streets Policy adopted in 2013, support the transportation and land use policies identified in the 2040 General Plan policy document, and implement several traffic calming measures identified in the Neighborhood Traffic Calming Program adopted in July 2018.

DISCUSSION

Staff posted a Request for Proposals (RFP) on the City's website and sent notification emails to nine consultants known to be at the forefront of critical subject areas, such as bicycle and pedestrian planning, engineering, and research, which will be essential to creating a successful plan. The RFP was released on March 5, 2019 and a pre-proposal meeting was held on March 13, 2019 at City Hall. Inquiries regarding the RFP were due March 22, 2019 and proposals were due on April 2, 2019. The City received four proposals. Proposals were received from Kittelson & Associates, Inc., TJKM Transportation Consultants (TJKM), Kimley-Horn and Associates, Inc. (Kimley-Horn), and CSW/Stuber-Stroeh Engineering Group, Inc.

The method and criteria for consultant selection was identified in the RFP. A panel of four staff members, consisting of the Deputy Director of Public Works, the Development Services-Planning Division Manager, the Transportation Division Manager and a Senior Transportation Engineer independently scored each proposal. The City invited the top two ranked consultants, TJKM and Kimley-Horn, to an interview held on April 10, 2019. The interview panel unanimously determined Kimley-Horn to be the most suitable consultant to prepare the study.

Kimley-Horn is adept at balancing the detailed, technical aspects of the study with sensitive community elements, resulting in solutions that are effective and supported by the community. The Kimley-Horn team consists of planners, engineers, and community outreach experts that have successfully completed numerous multi-modal complete streets projects throughout the Bay Area.

Kimley-Horn's thorough understanding of all modes and how they interact with Complete Streets project elements has allowed them to be successful on several recent projects that are similar in nature. Kimley-Horn has completed several multi-modal corridor studies in similar environments with similar constraints to Hayward Boulevard, such as:

- Page Mill I-280 Interchange Improvements Study
- Alpine Road Corridor Study
- Wolfe Road Corridor Traffic Improvement Study
- Tasman Corridor Complete Streets Study

Kimley-Horn's solution-driven creativity and technical skills coupled with easy-to-understand graphics has led to successful projects that achieve community and stakeholder support. They are well-versed in the tools required to complete the analysis for this study, as well as the tools needed to effectively communicate findings to stakeholders and the community.

Staff is confident that Kimley-Horn will successfully deliver a study that meets the City's specific needs of developing a three-phase approach that improves multi-modal safety and connectivity on Hayward Boulevard.

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 traveled and greenhouse gases.

PUBLIC CONTACT

At the onset of the study, a community outreach and public engagement plan will be developed and initiated early in the development process that identifies key stakeholders, outlines the messaging of the study and meeting strategies, and lays out the schedule for outreach activities. This will create a community-driven approach to define the vision, goals, objectives, policies, and recommended changes to the Hayward Boulevard corridor.

The consultant will conduct two public workshops and host two pop-up events to gather information regarding specific traffic issues and concerns from the public. An online survey will be emailed to the City's distribution list of over 60,000 residents, and a project webpage will be available to receive comments via an interactive map or in text form. Throughout the project, the consultant team will help maintain the project webpage to keep interested parties informed of the study, such as a project summary, fact sheets, and graphics.

The consultant team will advertise the outreach activities through many communication channels. Collateral such as flyers or postcards, as well as digital graphics for social media postings and emails will be developed for advertisement of the meetings and the webpage.

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 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

ECONOMIC IMPACT

Improvement of safety and connectivity along Hayward Boulevard fosters economic health by creating dynamic, complete communities with a high quality of life that helps support small business development, decreases transportation and healthcare costs, and increases property values, employment, and tourism. Providing alternate modes of travel reduces single occupancy vehicles, congestion, and costs related to automobile-oriented infrastructure maintenance and construction. It also makes the overall transportation system more efficient.

FISCAL IMPACT

The adopted FY 2019 Capital Improvement Program's Measure BB (Local Transportation) Fund 212 includes \$150,000 for this study. Kimley Horn's initial proposed project cost is \$135,000, with \$15,000 allocated for staff time.

NEXT STEPS

Kick-Off Meeting	May 2019
Community Outreach Begins	June 2019
Presentation to CIC	July 2019
Final Report	December 2019

Prepared by: Fred Kelley, Transportation Division Manager

Recommended by: Alex Ameri, Director of Public Works

Approved by:



Kelly McAdoo, City Manager