



DATE: January 27, 2026

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 Kittelson & Associates, Inc., in a Not-to-Exceed Amount of \$1,200,000 for Consulting Services for Phase 2 of the High Injury Network Safety Plan, Project No. 06942

RECOMMENDATION

That City Council adopts a resolution (Attachment II) authorizing the City Manager to execute a professional service agreement with Kittelson & Associates, Inc., (Kittelson) in an amount not to exceed \$1,200,000 for preparation of 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 grant funding for these two projects, which City Council accepted on February 6, 2024, and allocated \$813,000 in City matching funds for the grant.

In January 2025, staff awarded contracts with not-to-exceed amounts of \$1,600,000 to Kimley-Horn, Inc. and \$950,000 to Fehr & Peers to prepare Phase 1 of the High Injury Network Safety Plan, including the Downtown Loop, and \$210,000 to Fehr & Peers for a Speed Management Plan. On October 17, 2025, staff published a request for proposals for Phase 2 of the High Injury Network Plan and received four proposals. Staff recommends awarding the contract in an amount not-to-exceed \$1,200,000 to Kittelson to prepare Phase 2 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 2 of the plan is November 2027.

FISCAL IMPACT

There is no impact to the General Fund or Measure C from this project.

The High Injury Network Safety Plan is primarily funded by a \$3,252,000 grant from the USDOT SS4A program. These grant funds are applied across three Capital Improvement Program projects: 06942 – High Injury Network, 06943 – Speed Management Plan, and 06945 – Evaluate Alternatives to Downtown Loop.

The matching funds for the grant are paid from Fund 213 (Measure BB Pedestrian & Bicycle), Fund 215 (Measure B Local Transportation), and Fund 410 (Route 238 Corridor Improvement), and are not from the General Fund.

| Project | Total |
|---|--------------------|
| 06943 Speed Management Plan | \$210,000 |
| 06945 Evaluate Alternatives to Downtown Loop (HIN Phase 1 – Loop Segments of Foothill Blvd, Mission Blvd, and A St) | \$950,000 |
| 06942 High Injury Network Safety Plan (HIN Phase 1 – Tennyson Rd, A St, and B St) | \$1,600,000 |
| <i>06942 High Injury Network Safety Plan (HIN Phase 2 – Hesperian Blvd, Jackson St, and Mission Blvd)</i> | <i>\$1,200,000</i> |
| Total | \$3,960,000 |

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.

City 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. City Council also adopted Vision Zero by 2050, 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

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

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 \$3,252,000 requested in its application to the SS4A grant program. On February 6, 2024², City Council adopted a resolution accepting the funding and allocating \$813,000 in City matching funds from Measure BB Pedestrian & Bicycle, Measure B Local Transportation, and Route 238 Corridor Improvement.

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, 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 and 7) Mission Boulevard from Industrial Parkway W to Foothill Boulevard. The development of the plan is broken down in two phases: The Downtown Area, A Street, B Street, and Tennyson Road are being completed as Phase 1 of the plan and have been progressing with anticipated completion in 2026. Hesperian Boulevard, Jackson Street, and Mission Boulevard depicted in Attachment III – HIN Phase 2 Corridor Map will be completed as Phase 2 of the plan.

DISCUSSION

Staff released an RFP for Phase 2 of the High Injury Network Safety Plan on October 17, 2025, and received proposals from four firms: Fehr & Peers, Kimley-Horn, Kittleson & Associates, and TJKM. The staff evaluation team, which consisted of five Department of Public Works engineers and planners, reviewed and scored the proposals based on their project management & team leads, project understanding & approach, work plan & fee, and qualification of firm/team. The three top-ranked firms had similar average ratings and were invited for interviews, which consisted of an identical set of predetermined questions regarding scenario planning and proposal clarification. With a first round score of 58.0, TJKM did not advance. After conducting those interviews, staff reviewed and finalized their scores, with Kittleson receiving the highest ranking of all firms. The table below provides the average final score for each of the firms after interviews were held.

| Kittleson & Associates | 89.0 |
|------------------------|------|
| Kimley-Horn | 88.8 |
| Fehr & Peers | 85.1 |

After consideration of the project scope, submitted proposals, and interview performance, staff recommended that Kittleson be selected to deliver components of the Phase 2 project

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

scope. Their proposed fee was within the expected range, given proposed task work, and was competitive compared to other submissions. Staff negotiated scope down to the proposed maximum compensation of \$1,200,000. The Kittelson proposal included a strong team of partners with extensive outreach, planning, and construction experience, and they proposed creative and insightful ideas that were unique to each corridor. During the interview, they showed a strong understanding of the community and were able to showcase nuanced opportunities for the City in their responses. Their scope would cover Hesperian Boulevard from A Street to City Limits, Jackson Street from Santa Clara Street to Mission Boulevard, and Mission Boulevard from Industrial Parkway W to Foothill Boulevard.

Selecting Kittelson 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.

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 2 of the plan is November 2027.

ECONOMIC IMPACT

The High Injury Network Safety Plan will develop comprehensive design concepts for Hesperian Boulevard, Jackson Street, and Mission Boulevard, 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.

STRATEGIC ROADMAP

This agenda item supports the Strategic Priority to Invest in Infrastructure. Specifically, this item relates to the implementation of the following project:

Project 1, Part N1: Continue to implement major corridor traffic calming initiatives.

This item will advance implementation of the City Council adopted Local Road Safety Plan.

SUSTAINABILITY FEATURES

The High Injury Network Safety Plan will help the City implement strategies to reduce greenhouse gas emissions and aligns with the City's Climate Action Plan by promoting sustainable local and regional travel options to reduce VMT (vehicle miles traveled). Walking, biking, and rolling are all sustainable ways to travel locally, and improving safety and comfort for users can have substantial impacts on decisions around using these modes. Additionally, two of the corridors, Mission Blvd and Hesperian Blvd, host two of the highest

ridership bus routes for AC Transit. Ensuring quality transit routes will support a sustainable future for the broader region.

PUBLIC CONTACT

The Local Road Safety Plan included community engagement, including City Council review and acceptance of the strategy to reduce speeds as a core strategy to improve roadway safety in Hayward. The High Injury Network Safety Plan Phase 2 will include coordination with internal and external stakeholders and work session and ultimate City Council consideration of the plan's approval. This will include online engagement, with surveys and maps, in-person engagement with pop-ups and activities, and creative options such as a design charrette. The process will be iterative and clearly communicate the ways public input will be incorporated into final decisions and designs.

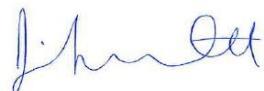
NEXT STEPS

If City Council approves this request, the City Manager will execute a professional service agreement with Kittelson & Associates, Inc., for Phase 2 of the High Injury Network Safety Plan in a not-to-exceed amount of \$1,200,000.

Prepared by: George Foster, Senior Transportation Planner
Byron Tang, Principal Transportation Engineer

Recommended by: Alex Ameri, Director of Public Works

Approved by:



Jennifer Ott, City Manager