



**TO:** Mayor and Councilmembers

**SUBMITTED BY:** Luz “Nina” Buelna, Public Works Director

**PREPARED BY:** Deanna Salas, Project Manager

**SUBJECT:** Award of Professional Design Services Agreement with TDG Engineering, Inc. for Professional Services for the Vision Zero Action Plan

**RECOMMENDATION:**

- A. Award and authorize the City Manager to execute a Professional Design Services Agreement with TDG Engineering, Inc. for Professional Design Services for the Vision Zero Action Plan in an amount not-to-exceed of \$449,989 with a termination date of June 30, 2028; and
- B. Authorize a budget appropriation in the amount of \$364,000 as identified in Table 2 of the Fiscal Impacts section of the staff report.

**BACKGROUND:**

On September 10, 2024, the City of Goleta (City) was awarded grant funding for Supplemental Planning and Demonstration Activities totaling \$364,000 from the United States Department of Transportation Federal Highway Administration’s (FHWA) Safe Streets and Roads for All (SS4A) grant funds. The SS4A grant requires a 20 percent local (non-Federal) match, totaling \$91,000 for this award. The City executed the SS4A grant agreement with FHWA on February 24, 2026, following the United States Department of Transportation (DOT) restructuring process.

On February 20, 2024, the City Council approved Resolution No. 24-07, adopting a Vision Zero approach in Goleta and making Goleta a Vision Zero City. The SS4A grant will support implementation of this Council-approved approach through supplemental planning, public outreach, and demonstration activities. The Vision Zero Action Plan (Project) will be a comprehensive planning initiative that combines public outreach, supplemental planning efforts, and demonstration activities to advance the City's Vision Zero approach to transportation safety. Vision Zero is founded on the principle that serious injury and fatal traffic collisions are preventable, and that no loss of life or serious injury on the transportation system is acceptable.

On January 9, 2025, Public Works staff published a Request for Proposals (RFP) on PlanetBids for Professional Services for the Vision Zero Action Plan. The RFP was advertised in the Santa Barbara Independent on January 9, 2025, and January 16, 2025. The City received a total of three proposals from Kimley-Horn and Associates, TDG Engineering, Inc., and Minagar and Associates. The Public Works review team reviewed the proposals using the ranking criteria outlined in the City-issued RFP. TDG Engineering Inc. was selected as the highest-ranked proposer based on the evaluation criteria established in the RFP.

## **DISCUSSION:**

The City has a Capital Improvement Program (CIP) Project to prepare and implement the Vision Zero Plan (CIP No. 9086). This Project is the first phase of the Vision Zero Plan. This Project's primary scope of work will include the development of the following:

**Vision Zero Safety Dashboard:** A proposed Public Safety Dashboard to track, monitor, and display safety projects within the City. This tool will have two components: an internal system for inter-departmental tracking and evaluation of safety projects, and an external platform to share safety outcomes and progress towards Vision Zero with the public.

**Vision Zero Public Safety Campaign:** A campaign aimed at raising community awareness regarding existing traffic safety issues and the collective effort required to improve road safety for all users.

**Neighborhood Traffic Calming Toolkit and Implementation Strategy:** A guide for the City to build upon existing traffic calming efforts to serve as a resource when implementing new and effective safety measures and strategies.

**Safe Routes to School Program:** A program that focuses on underserved communities in Goleta, aiming to enhance school connectivity and create safer non-motorized transportation options for students commuting from Old Town Goleta to schools north of US 101.

## **FISCAL IMPACTS:**

The Project is funded by the SS4A grant funds with a required \$91,000 local (non-Federal) match. Table 1 details the project cost estimates.

Table 1: Vision Zero Plan CIP No. 9086 Project Cost Estimates

<b>Project Components</b>	<b>Estimated Costs</b>	<b>Funding Source</b>	<b>Funding Amounts</b>
Conceptual Design	\$ 535,000.00	420-90-9086-57070*	\$364,000
Environmental	\$ 50,000.00	205-90-9086-57070	\$104,398
Design	\$ 451,098.00	Unfunded	\$2,426,000
Construction/CM	\$1,858,300		
<b>Total:</b>	<b>\$2,894,398</b>	<b>Total:</b>	<b>\$2,894,398</b>

\*Includes recommended budget appropriation as shown in Table 2

Table 2 – Recommended Budget Appropriations

<b>Fund Type</b>	<b>Account Type</b>	<b>Account To</b>	<b>Amount</b>
Safe Streets For All Grant	Revenue	420-90-9086-44600	\$364,000
Safe Streets For All Grant	Expense	420-90-9086-57070	\$364,000

**ALTERNATIVES:**

City Council may elect not to approve the Professional Design Services Agreement. Doing so would delay the Vision Zero Action Plan Project and could jeopardize the SS4A grant funding if the Project is not awarded by the SS4A grant.

**LEGAL REVIEW BY:** Isaac Rosen, City Attorney

**APPROVED BY:** Robert Nisbet, City Manager

**ATTACHMENTS:**

1. Professional Design Services Agreement with TDG Engineering Inc.
2. Vision Zero Action Plan PowerPoint Presentation

**ATTACHMENT 1**

Professional Design Services Agreement with TDG Engineering, Inc.

**DOCUMENT ROUTING AND APPROVAL FORM**

Requires Council Approval: <input type="checkbox"/> NO <input type="checkbox"/> YES Meeting Date/Item number: 06/02/2026	Requires Vendor Set-up: <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES If no, Vendor Number: 004860		
Director Level Approval: <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES Cite Authority: City Manager	Provide summary of agreement below: Professional Design Services Agreement for performing tasks related to the Vision Zero Action Plan		
Document Type (Ex: Professional Design Services): Agreement for Professional Design Services	Project Name (Should match agreement): Vision Zero Action Plan		
Vendor Name: TDG Engineering Inc. Contact Person: Erika Kulpa Address: 742 S Hill Street Los Angeles CA 90014 Phone Number: (213) 257 8680 Email Address: ekulpa@tooledesign.com Business License Number:	City Project Manager: Deanna Salas Contact Number: 805-562-5554 Email Address: dsalas@cityofgoleta.gov Staff Routing Agreement: Mike Calles Contact Number: TEAMS Email Address: mcalles@cityofgoleta.org		
<b>AMOUNT NOT TO EXCEED:</b> \$449,989	<b>ON CALL SERVICES? :</b> <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES* <small>*On call services require one spreadsheet to track multiple PO's</small> <b>COUNCIL APPROPRIATION NEEDED:</b> <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES* <small>*May require Purchasing Officer's override to input Requisition</small>		
<b>ROUTING PROCESS</b>	<b>DESCRIPTION</b>	<b>DATE</b>	<b>INITIAL</b>
Department Head Initiation	Authority to initiate agreement		
Risk Manager	Staff to initiate review of insurance provision in agreement		
City Attorney	Contract review/Approve as form	5/13/2026	<small>Initial</small> SS
Budget Analyst/Finance Dept	Funding Methods Approved/Authorized		
Purchasing Officer	Purchase Requisition reviewed Requisition Number: 26TD011		
Staff (docusign user)	Staff routes agreement to vendor via DocuSign for electronic signature and requests Insurance documents.		
Risk Manager	Risk Management shall rate Insurance		
City Manager	City Manager will approve and sign the agreement.		
City Clerk	City Clerk will approve and sign the agreement.		
Vendor	Staff will route a fully executed copy of the agreement to the vendor.		

Project Name: Vision Zero Action Plan

**AGREEMENT FOR PROFESSIONAL DESIGN SERVICES  
BETWEEN THE CITY OF GOLETA  
AND  
TDG ENGINEERING INC.**

This AGREEMENT FOR PROFESSIONAL DESIGN SERVICES (herein referred to as "AGREEMENT") is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2026, by and between the **CITY OF GOLETA**, a municipal corporation (herein referred to as "CITY"), and **TDG ENGINEERING, INC.**, a California Corporation (herein referred to as "CONSULTANT").

**SECTION A. RECITALS**

1. The CITY has a need for professional services for performing tasks related to the Vision Zero Action Plan; and
2. The CITY does not have the personnel able and/or available to perform the services required under this AGREEMENT, and therefore, the CITY desires to contract for professional services to accomplish this work; and
3. The CITY procured these services in compliance with Goleta Municipal Code Section 3.05.260; and
4. The City Council, on this \_\_\_\_ day of \_\_\_\_\_ 2026, approved this AGREEMENT and authorized the City Manager to execute the AGREEMENT.

**SECTION B. TERMS**

**1. RETENTION AS CONSULTANT**

CITY hereby retains CONSULTANT, and CONSULTANT hereby accepts such engagement, to perform the services described in Section 2. CONSULTANT represents it has the qualifications, experience, and facilities to properly and timely perform said services.

**2. DESCRIPTION OF SERVICES**

The services to be performed by CONSULTANT are as follows:

Professional Services in conjunction with the Vision Zero Action Plan. Services shall generally include Supplemental Planning Activities to work toward achieving the City's Vision Zero goals;

including development of a Public Safety Dashboard, launch of a Vision Zero Public Safety Campaign and Safe Routes to School Program, as more particularly set forth in the Scope of Work, attached as Exhibit "A," and incorporated herein.

CONSULTANT shall deliver to CITY the deliverables defined in Exhibit "A."

### **3. COMPENSATION AND PAYMENT**

**(a) Maximum and Rate.** The total compensation payable to CONSULTANT by CITY for the services under this AGREEMENT **SHALL NOT EXCEED** the sum of \$449,989 (herein "not to exceed amount"), and shall be earned as the work progresses on the following basis:

Hourly at the hourly rates and with reimbursement to CONSULTANT for those expenses set forth in CONSULTANT's Schedule of Fees marked Exhibit "B," attached and incorporated herein. The rates and expenses set forth in that exhibit shall be binding upon CONSULTANT until June 30, 2028, after which any change in said rates and expenses must be approved in writing by CITY's Project Manager as described in Section 5 (CITY is to be given 60 days notice of any rate increase request), provided the not to exceed amount is the total compensation due CONSULTANT for all work described under this AGREEMENT.

**(b) Payment.** CONSULTANT shall provide CITY with written verification of the actual compensation earned, which written verification shall be in a form satisfactory to CITY's Project Manager, as described in Section 5. Invoices shall be made no more frequently than on a monthly basis, and describe the work performed (including a list of hours worked by personnel classification). All payments shall be made within 30 days after CITY's approval of the invoice.

### **4. EXTRA SERVICES**

CITY shall pay CONSULTANT for those CITY authorized extra services, not reasonably included within the services described in Section 2, as mutually agreed to writing in advance of the incurrence of extra services by CONSULTANT. Unless CITY and CONSULTANT have agreed in writing before the performance of extra services, no liability and no right to claim compensation for such extra services or expenses shall exist. The applicable hourly rates for extra services shall be at the hourly rates set forth in Exhibit B, if one is included as part of this agreement. Any compensation for extra services shall be part of the total compensation and shall not increase the not to exceed amount identified in Section 3.

## **5. CITY PROJECT MANAGER AND SERVICES BY CITY**

The services to be performed by CONSULTANT shall be accomplished under the general direction of, and coordinate with, CITY's "Project Manager", as that staff person is designated by CITY from time to time, and who presently is Teresa Lopes. Project Manager shall have the authority to act on behalf of the CITY in administering this AGREEMENT but shall not be authorized to extend the term of the AGREEMENT or increase the not to exceed amount.

## **6. TERM, PROGRESS AND COMPLETION**

The term of this AGREEMENT is from the date first written above to June 30, 2028, unless term of this AGREEMENT is extended, or the AGREEMENT is terminated as provided for herein.

CONSULTANT shall not commence work on the services to be performed until (i) CONSULTANT furnishes proof of insurance as required by Section 10 below, and (ii) CITY gives written authorization to proceed with the work provided by CITY's Project Manager.

## **7. OWNERSHIP OF DOCUMENTS**

All drawings, designs, data, photographs, reports and other documentation (other than CONSULTANT's drafts, notes and internal memorandum), including duplication of same prepared by CONSULTANT in the performance of these services, are the property of CITY. Ownership shall not extend to Consultant's underlying means and methods used to create work product. Additionally, any preexisting intellectual property contained within Consultant's deliverables thereto belonging to Consultant shall remain the property of Consultant unless otherwise indicated in the scope of services. CITY shall be entitled to immediate possession of the same upon completion of the work under this AGREEMENT, or at any earlier or later time when requested by CITY. CITY agrees to hold CONSULTANT harmless from all damages, claims, expenses, and losses arising out of any reuse of the plans and specifications for purposes other than those described in this AGREEMENT, unless written authorization of CONSULTANT is first obtained.

## **8. PERSONAL SERVICES/NO ASSIGNMENT/SUBCONTRACTOR**

This AGREEMENT is for professional services which are personal to CITY. Erika Kulpa is deemed to be specially experienced and is a key member of CONSULTANT's firm, and shall be directly involved in the performance of this work. This key person shall communicate with, and periodically report to, CITY on the progress of the work. Should any such individual be removed from assisting in this contracted work for any reason, CITY may terminate this AGREEMENT. This AGREEMENT may not be assigned or subcontracted

without the City Manager's prior written consent. Consent shall not be unreasonably withheld.

## **9. HOLD HARMLESS AND INDEMNITY**

**(a) Indemnification and Defense for Professional Service.** To the fullest extent permitted by law, Consultant shall indemnify, defend and hold harmless the CITY and any and all of its officials, employees and agents ("Indemnified Parties") from and against any and all claims, losses, liabilities, damages, costs and expenses, including attorney's fees and costs, to the extent they arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the CONSULTANT. CONSULTANT's duty to defend shall consist of reimbursement of defense costs incurred by CITY in direct proportion to the CONSULTANT's proportionate percentage of fault. CONSULTANT's percentage of fault shall be determined, as applicable, by a court of law, jury or arbitrator. In the event any loss, liability or damage is incurred by way of settlement or resolution without a court, jury or arbitrator having made a determination of the CONSULTANT's percentage of fault, the parties agree to mediation with a third party neutral to determine the CONSULTANT's proportionate percentage of fault for purposes of determining the amount of indemnity and defense cost reimbursement owed to the CITY.

**(b) For All Other Liabilities.** Notwithstanding the foregoing and without diminishing any rights of CITY, for any liability, claim, demand, allegation against CITY arising out of, related to, or pertaining to any act or omission of CONSULTANT, but which is not a design professional service, CONSULTANT shall defend, indemnify, and hold harmless CITY, its officials, employees, and agents ("Indemnified Parties") from and against any and all damages, costs, expenses (including reasonable attorney fees and expert witness fees), judgments, settlements, and/or arbitration awards, whether for personal or bodily injury, property damage, or economic injury, and arising out of, related to, any concurrent or contributory negligence on the part of the CITY, except for the sole or active negligence of, or willful misconduct of the CITY.

**(c) No Waiver.** CITY does not waive, nor shall be deemed to have waived, any indemnity, defense or hold harmless rights under this section because of the acceptance by CITY, or the deposit with CITY, of any insurance certificates or policies described in Section 10.

## **10. INSURANCE**

CONSULTANT shall, at CONSULTANT's sole cost and expense, provide insurance as described herein. All insurance is to be placed with insurers authorized to do business in the State of California with an A.M. Best and

Company rating of A- or better, Class VII or better, or as otherwise approved by CITY.

Insurance shall include the following (or broader) coverage:

- a) Insurance Services Office Commercial Liability coverage "occurrence" form CG 00 01 or its exact equivalent with an edition date prior to 2004 and with minimum limits of \$1,000,000 per occurrence and \$2,000,000 general aggregate.
- b) Insurance Services Office form number CA 00 01 or equivalent covering Automobile Liability, including hired and non-owned automobile liability with a minimum limit of \$1,000,000 per accident. If the Service Provider owns no vehicles, this requirement may be satisfied by a non-owned and hired auto endorsement to Service Provider's commercial general liability policy.
- c) Workers' Compensation insurance complying with California worker's compensation laws, including statutory limits for workers' compensation and an Employer's Liability limit of \$1,000,000 per accident or disease.
- d) Professional liability insurance that covers the services to be performed in connection with this agreement, in the minimum amount of \$1,000,000 per claim.

Liability insurance policies required to be provided by CONSULTANT hereunder shall contain or be endorsed to contain the following provisions:

- a) Except for professional liability insurance, CITY, its employees, officials, agents and member agencies shall be covered as additional insureds. Coverage shall apply to any and all liability arising out of the work performed or related to the contract. Additional insured status under the general liability requirement shall be provided on Insurance Services Office Form CG 20 10, with an edition date prior to 2004, or its equivalent. Additional insured status for completed operations shall be provided either in the additional insured form or through another endorsement such as CG 20 37, or its equivalent.
- b) General and automobile liability insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability. Coverage will not be limited to CITY's vicarious liability.
- c) Professional liability insurance policies inception date, continuity date, or retroactive date must be before the effective date of this

agreement. CONSULTANT agrees to maintain continuous coverage through a period no less than three years after completion of the services required by this agreement.

- d) Except for professional liability insurance, liability coverage shall be primary and non-contributing with any insurance maintained by CITY.
- e) Evidence of coverage (including the workers' compensation and employer's liability policies) shall provide that coverage shall not be suspended, voided, canceled or reduced in coverage or in limits except after 30 days' prior written notice has been given to CITY. Such provision shall not include any limitation of liability of the insurer for failure to provide such notice.
- f) No liability insurance coverage provided to comply with this AGREEMENT shall prohibit CONSULTANT, or CONSULTANT's employees, or agents, from waiving the right of recovery prior to a loss. CONSULTANT waives its right of recovery against CITY.
- g) CONSULTANT agrees to deposit with CITY within fifteen days of Notice to Proceed of the Contract certificates of insurance and required endorsements.
- h) There shall be no recourse against CITY for payment of premiums or other amounts with respect to the insurance required to be provided by CONSULTANT hereunder. Any failure, actual or alleged, on the part of CITY to monitor compliance with these requirements will not be deemed as a waiver of any rights on the part of CITY. CITY has no additional obligations by virtue of requiring the insurance set forth herein. In the event any policy of insurance required under this AGREEMENT does not comply with these requirements or is canceled and not replaced, CITY has the right but not the duty to obtain the insurance it deems necessary and any premium paid by CITY will be promptly reimbursed by CONSULTANT or CITY will withhold amounts sufficient to pay premium from CONSULTANT payments.
- i) CONSULTANT agrees to provide immediate notice to CITY of any claim or loss against CONSULTANT arising out of the work performed under this AGREEMENT. CITY assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve CITY.

## **11. RELATIONSHIP OF CONSULTANT TO CITY**

The relationship of the CONSULTANT to CITY shall be that of an independent contractor and that in no event shall CONSULTANT be considered an officer, agent, servant or employee of CITY. CONSULTANT shall be solely responsible for any workers compensation insurance, withholding taxes, unemployment insurance, and any other employer obligations associated with the described work.

## **12. CORRECTIONS**

In addition to the above indemnification obligations, CONSULTANT shall correct, at its expense, all errors in the work that may be disclosed during CITY's review of CONSULTANT's report or plans. Should CONSULTANT fail to make such correction in a reasonably timely manner, such correction shall be made by CITY, and the cost thereof shall be charged to CONSULTANT or withheld from any funds due to CONSULTANT hereunder.

## **13. TERMINATION BY CITY**

CITY, by notifying CONSULTANT in writing, may upon 10 calendar days notice, terminate without cause any portion or all of the services agreed to be performed under this AGREEMENT. If termination is for cause, no notice period need be given. In the event of termination, CONSULTANT shall have the right and obligation to immediately assemble work in progress for the purpose of closing out the job. All compensation for actual work performed and charges outstanding at the time of termination shall be payable by CITY to CONSULTANT within 30 days following submission of a final statement by CONSULTANT unless termination is for cause. In such event, CONSULTANT shall be compensated only to the extent required by law.

## **14. ACCEPTANCE OF FINAL PAYMENT CONSTITUTES RELEASE**

The acceptance by CONSULTANT of the final payment made under this AGREEMENT shall operate as and be a release of CITY from all claims and liabilities for compensation to CONSULTANT for anything done, furnished, or relating to CONSULTANT'S work or services. Acceptance of payment shall be any negotiation of CITY's check or the failure to make a written extra compensation claim within 10 calendar days of the receipt of that check. However, approval or payment by CITY shall not constitute, nor be deemed, a release of the responsibility and liability of CONSULTANT, its employees, subcontractors, agents and CONSULTANTS for the accuracy and competency of the information provided and/or work performed; nor shall such approval or payment be deemed to be an assumption of such responsibility or liability by CITY for any defect or error in the work prepared by CONSULTANT, its employees, subcontractors, agents and consultants.

## **15. AUDIT OF RECORDS**

At any time during normal business hours, upon 24 hours prior notice to Consultant, and as often as City may deem necessary, CONSULTANT shall make available to a representative of CITY for examination of all its records with respect to all matters covered by this AGREEMENT and will permit CITY to audit, examine and/or reproduce such records. CONSULTANT will retain such financial records, time sheets, work progress reports, invoices, bills and project records for at least two years after termination or final payment under this AGREEMENT.

## **16. WAIVER; REMEDIES CUMULATIVE**

Failure by a party to insist upon the strict performance of any of the provisions of this AGREEMENT by the other party, irrespective of the length of time for which such failure continues, shall not constitute a waiver of such party's right to demand strict compliance by such other party in the future. No waiver by a party of a default or breach of the other party shall be effective or binding upon such party unless made in writing by such party, and no such waiver shall be implied from any omissions by a party to take any action with respect to such default or breach. No express written waiver of a specified default or breach shall affect any other default or breach, or cover any other period of time, other than any default or breach and/or period of time specified. All of the remedies permitted or available to a party under this AGREEMENT, or at law or in equity, shall be cumulative and alternative, and invocation of any such right or remedy shall not constitute a waiver or election of remedies with respect to any other permitted or available right of remedy.

## **17. CONFLICT OF INTEREST**

CONSULTANT is unaware of any CITY employee or official that has a financial interest in CONSULTANT'S business. During the term of this AGREEMENT and/or as a result of being awarded this AGREEMENT, CONSULTANT shall not offer, encourage or accept any financial interest in CONSULTANT'S business by any CITY employee or official.

## **18. CONSTRUCTION OF LANGUAGE OF AGREEMENT**

The provisions of this AGREEMENT shall be construed as a whole according to its common meaning of purpose of providing a public benefit and not strictly for or against any party. It shall be construed consistent with the provisions hereof, in order to achieve the objectives and purposes of the parties. Wherever required by the context, the singular shall include the plural and vice versa, and the masculine gender shall include the feminine or neutral genders or vice versa.

## **19. MITIGATION OF DAMAGES**

In all situations arising out of this AGREEMENT, the parties shall attempt to avoid and minimize the damages resulting from the conduct of the other party.

## **20. GOVERNING LAW**

This AGREEMENT, and the rights and obligations of the parties, shall be governed and interpreted in accordance with the laws of the State of California. Should litigation occur, venue shall be in Superior Court of Santa Barbara County.

## **21. NONDISCRIMINATION**

The City reaffirms its ongoing commitment to equality in the conduct of City business, and prohibits any policy, plan, program, custom or practice, including harassment, in the conduct of City business. No discrimination or discriminatory practice shall occur in either employment of persons for, or completion of, the work contemplated by this Agreement, when such discrimination is based on race, color, national origin, or ancestry; religion; sex; gender, gender identity, gender expression, or gender transitioning status; physical disability, mental disability, medical condition, or genetic information; marital or domestic partner status; citizenship status; age; sexual orientation; exercising a legally protected right to an employment leave of absence; status as a victim of domestic violence, sexual assault, or stalking; reproductive health decision-making, or any other classification protected under state or federal law. Among other possible violations of law, a violation of this section exposes CONSULTANT to the penalties provided for in Labor Code Section 1735.

## **22. TAXPAYER IDENTIFICATION NUMBER**

CONSULTANT shall provide CITY with a complete Request for Taxpayer Identification Number and Certification, Form W-9 (Rev. October 2018), as issued by the Internal Revenue Service.

## **23. NON-APPROPRIATION OF FUNDS**

Payments due and payable to CONSULTANT for current services are within the current budget and within an available, unexhausted and unencumbered appropriation of CITY funds. In the event CITY has not appropriated sufficient funds for payment of CONSULTANT services beyond the current fiscal year, this AGREEMENT shall cover only those costs incurred up to the conclusion of the current fiscal year.

## **24. MODIFICATION OF AGREEMENT**

The tasks described in this AGREEMENT and all other terms of this AGREEMENT may be modified only upon mutual written consent of CITY and CONSULTANT.

## **25. USE OF THE TERM "CITY"**

Reference to "CITY" in this AGREEMENT includes City Manager or any authorized representative acting on behalf of CITY.

## **26. PERMITS AND LICENSES**

CONSULTANT, at its sole expense, shall obtain and maintain during the term of this AGREEMENT, all appropriate permits, licenses, and certificates that may be required in connection with the performance of services under this AGREEMENT.

## **27. CAPTIONS**

The captions or headings in this AGREEMENT are for convenience only and in no other way define, limit or describe the scope or intent of any provision or section of the AGREEMENT.

## **28. AUTHORIZATION**

Each party has expressly authorized the execution of this AGREEMENT on its behalf and bind said party and its respective administrators, officers, directors, shareholders, divisions, subsidiaries, agents, employees, successors, assigns, principals, partners, joint venturers, insurance carriers and any others who may claim through it to this AGREEMENT.

## **29. ENTIRE AGREEMENT BETWEEN PARTIES**

Except for CONSULTANT'S proposals and submitted representations for obtaining this AGREEMENT, this AGREEMENT supersedes any other agreements, either oral or in writing, between the parties hereto with respect to the rendering of services, and contains all of the covenants and agreements between the parties with respect to said services.

## **30. PARTIAL INVALIDITY**

If any provision in this AGREEMENT is held by a court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

### **31. NOTICES**

Any notice required to be given hereunder shall be deemed to have been given by depositing said notice in the United States mail, postage prepaid, and addressed as follows:

TO CITY: Attention: Robert Nisbet, City Manager  
City of Goleta  
130 Cremona Drive, Suite B  
Goleta, CA 93117

TO CONSULTANT: Attention: Erika Kulpa  
TDG Engineering, Inc.  
742 South Hill Street, Suite 600  
Los Angeles, CA 90014

### **32. COUNTERPARTS AND ELECTRONIC/FACSIMILE SIGNATURES**

This Agreement may be executed in several counterparts, which may be facsimile or electronic copies. Each counterpart is fully effective as an original, and together constitutes one and the same instrument.

### **33. FEDERAL REQUIREMENTS**

Federal U.S. Department of Transportation Safe Streets and Roads for All grant program financial assistance will be used to fund all or a portion of this contract. The Consultant shall comply with all federal requirements including, but not limited to, the following:

1. 2 C.F.R. Part 200 and 1201, including 200.331 – 200.332 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, which is expressly incorporated herein by reference.
2. Federal Contract Provisions attached hereto as **Exhibit “C”** and incorporated herein by reference.

Subcontracts, if any, shall contain a provision making them subject to all of the provisions stipulated in the contract, including but not limited to, 2 C.F.R. Part 200 and 1201, and the Federal Contract Provisions.

With respect to any conflict between such federal requirements and the terms of this contract and/or the provisions of state law and except as otherwise required under federal law or regulation, the more stringent requirement shall control.

In concurrence and witness whereof, this AGREEMENT has been executed by the parties effective on the date and year first above written.

**CITY OF GOLETA**

**TDG ENGINEERING, INC.**

\_\_\_\_\_  
Robert Nisbet, City Manager

DocuSigned by:  
*Roswell Eldridge*  
\_\_\_\_\_  
Roswell Eldridge, Chief Operating Officer

**ATTEST**

\_\_\_\_\_  
Deborah Lopez, City Clerk

Signed by:  
*Jessica Fields*  
\_\_\_\_\_  
Jessica Fields, Regional Director of Operations West

**APPROVED AS TO FORM:**  
ISAAC ROSEN, CITY ATTORNEY

Signed by:  
*Scott Shapses*  
\_\_\_\_\_  
Scott Shapses, Deputy City Attorney

## EXHIBIT A

### SCOPE OF WORK

#### **TASK 0: PROJECT MANAGEMENT**

##### **TASK 0.1: KICKOFF MEETING, PROJECT COMMUNICATION, AND MANAGEMENT**

The Toole Design Team will hold monthly coordination meetings with the City throughout the project, preparing agendas, meeting minutes, and action item matrices. We will submit monthly invoices with detailed progress reports outlining completed work, upcoming tasks and milestones, and the status of scope and budget. Additionally, Toole Design will facilitate a kickoff call to discuss project objectives, data collection plans, go over our Quality Assurance/Quality Control (QA/QC) procedures, and key project milestones, ensuring a rigorous QA/QC process is applied to all deliverables.

#### **TASK 1: VISION ZERO PUBLIC SAFETY DASHBOARD**

##### **TASK 1.1: DATA REVIEW AND DATA FRAMEWORK**

###### **Data Collection and Assessment**

Toole Design will work closely with the City of Goleta and other agencies to gather the most relevant and up-to-date data from across the City. We anticipate the dataset will include police-reported crash data, community needs and concerns, and contextual data such as road network information and demographic data. Incorporating feedback from agency staff and other stakeholders will be important at this stage to ensure that no datasets are overlooked.

As Toole Design receives applicable datasets, we will review them for their completeness and assess their applicability to the data dashboard. We will work with agency staff and data providers to identify sensitive data and develop methods to securely share this data or apply data scrubbing so it can be more widely shared. Toole Design will work with the City of Goleta to identify a consistent set of crash data that will report aggregate traffic-related injury and fatality totals.

###### **Data Framework**

Based on the results of the data collection and assessment, we will develop a data framework that provides the following details about the data:

- Type of dataset (e.g., crash/injury, contextual, public feedback)
- Observed gaps in data

- Methods for incorporating into data dashboard, if relevant
- Whether a data sharing agreement may be required
- Methods to identify sensitive data and/or scrub received data
- Overlap with other datasets

The data framework will identify any gaps that limit the development of the public safety dashboard. We will work with the City to identify critical planning needs but anticipate that we will incorporate planning products from the BPMP and the Traffic Safety Study. These can include previously completed crash analyses and identified potential safety countermeasures.

## **TASK 1.2: DESIGN DATA DASHBOARD**

### **Developing a User Interface and Dashboard Platform**

Toole Design will work with City staff to identify technical requirements and an appropriate technology for the user interface. An effective interface will be simple and provide users control over the data that they see. The user interface will provide the user with essential information and instructions and will be intuitive to use.

We have extensive experience working with HTML, JavaScript, CSS, Tableau, and Bootstrap, and can tailor the solutions to the project needs. We will focus our technology recommendations on developing a dashboard that offers a user-friendly front-end experience with minimal ongoing maintenance needed by the City. We propose that the end-product includes interactive charts (e.g., using Chart.js or d3.js) in addition to a mapping interface (based on either leaflet.js or the ArcGIS JavaScript API).

### **Internal Facing Platform**

The internal facing platform will be developed to allow City staff of multiple departments to track and evaluate safety projects to help work towards Vision Zero. This platform will allow users to see and add previous and future safety projects to the dashboard, track their progress, and evaluate their impact. The impact evaluation will be done through a review of crash data before and after the project was completed. The development of the internal facing platform will leverage the City's existing software platforms (such as Microsoft Teams, PowerBI, and Sharepoint), which will allow users to collaborate on projects and document management.

### **Public Facing Platform**

For the public-facing platform, we propose developing an interactive website with a storytelling section that first presents high-level data in a simple and concise format and explains the Safe System Approach. Then, users will have an opportunity to explore the dashboard and understand safety data in more depth with elements such as:

1. **Cross-Tabulations** – The ability to generate cross-tabulations of multiple variables.
2. **Spatial Understanding** – The ability to spatially understand the data by various groupings, such as disadvantaged communities, jurisdictional boundaries, congressional districts, etc.
3. **Filters** – The ability to filter the dataset by time of day, time of year, injury type, speed limits, etc.
4. **Interactive Charts** – The ability to view the query results through a series of interactive charts.
5. **Reports** – The ability to generate simple reports.

### **Developing a Technical Architecture**

Toole Design will develop the backend architecture. We have experience working with ArcGIS Online and a combination of PostgreSQL and Geoserver programs. Toole Design will work with City staff to identify the most suitable backend solution for the dashboard. Wherever possible, we will suggest automating data interfaces through API calls to minimize the need for manual data loads. For continuous data streams, this will allow the dashboard to display up-to-date information. For data that is not available through an API, we recommend an annual update frequency to enable the dashboard to display progress on pursuing Vision Zero Strategies.

## **TASK 1.3: DEVELOP AND IMPLEMENT DATA DASHBOARD**

### **Developing the Data Dashboard**

Toole Design will develop both the internal-facing and public-facing sections of the public safety dashboard as outlined in Task 1.2. We will work with City staff to complete thorough quality assurance testing on the dashboard. Testing will include developing test cases and conducting the testing in various environments such as different browsers, different monitor sizes, and different operating systems. Any issues identified in the testing process will be addressed, and any feedback received from City staff or stakeholders will be incorporated into the final product.

### **Developing Technical Documentation and Training**

Toole Design will develop technical documentation for the data dashboard, including an initial review of documentation needed and how agency staff will use the dashboard. A user-training session for key agency staff maintaining the dashboard, a technical maintenance plan, and end-user documentation will be a part of this task.

### **TASK 1 DELIVERABLES:**

- Data request and gathering memo
- Draft and final data framework

- Prototype of the internal facing data platform and public facing data platform
- Draft and final public safety dashboard, including user documentation and quality assurance testing
- Staff training, including City IT and GIS staff, and a technical maintenance plan

## **TASK 2: VISION ZERO PUBLIC SAFETY CAMPAIGN**

### **TASK 2.1: RESEARCH TRAFFIC SAFETY ISSUES AND MEASURES**

Toole Design will review previous plans and projects to understand what progress the City of Goleta has made towards its Vision Zero goal. We will identify what has worked well and what could be improved in terms of education, engagement, and enforcement in Goleta. We'll also draw from our experience with Vision Zero campaigns nationwide to identify and summarize best practices from similar municipalities.

### **TASK 2.2: DEFINE CAMPAIGN GOALS, OBJECTIVES, AND STRATEGIES**

Toole Design will work with City staff and key stakeholders to define the goals of the Vision Zero program and public Safety Campaign. From these goals we can develop concrete objectives and strategies to guide the campaign and ways to measure success following the campaign's conclusion. Toole Design will summarize these goals, objectives, and strategies in a memorandum.

### **TASK 2.3: DEVELOP CAMPAIGN FRAMEWORK, THEMES, MESSAGING, AND VISUALS**

#### **Defining the Message and Tone**

Toole Design and Katherine Padilla Associates develop cohesive, compelling behavior change campaigns throughout the country. We have found people shift their behavior and commit to safety when the campaign:

- Is rooted in real-world safety data and trends
- Speaks to community values and priorities, and
- Is customized for different demographic groups or user types.

We will launch Task 2.3 with a presentation to City staff of best practices and success stories from similar communities. City staff will review the suite of examples and select campaign elements that will resonate with Goleta residents. We will work with City staff to develop messaging that will effectively reach appropriate target audiences in Goleta. Target groups may include residents who drive, bicycle, walk, and take transit in Goleta; visitors that drive to, and through, Goleta to reach retail and services; parents, youth, and/or seniors; UCSB students; and Spanish speakers. Messages will be woven into a logical storyline,

so the campaign remains new and interesting over the course of its life. The Toole Design Team will develop a memo that summarizes the key messages and data to review with Goleta staff to confirm accuracy and relevance.

### **Developing the Visuals**

The Toole Design Team will integrate City feedback and community input into a final set of Vision Zero messages. We will craft a branding toolkit that communicates these messages visually. The toolkit will include a campaign name, logo, tagline, and visual palette (colors, iconography, infographics, and/or photographs). The Toole Design Team will translate all materials into Spanish. The branding toolkit will serve as the foundation for the engagement effort, as well as designed for long-term City use. We will provide the City with all native graphic files so they can be customized, refined, and updated for years to come.

### **A Multi-Platform Outreach Strategy**

Once the key message and branding elements are established, the Toole Design Team will work closely with the City to prepare a detailed outreach strategy. We will work with City staff to select a set of techniques that are most likely to result in behavioral change, within the time and budget constraints. We will develop a strategy outlining a detailed budget, timeline, key events and locations, and a list of key stakeholders.

We will also develop evaluation metrics for the outreach campaign. Given the challenges of evaluating behavior change in response to safety messaging, we will focus on evaluating and documenting the extent of outreach conducted, and level of responsiveness received. We will also evaluate how well the program reaches vulnerable roadway users such as students, seniors, and community members that typically do not participate. Example metrics may include:

- Number of webpage visits and level of engagement with social media content
- Number of community members spoken to during pop-up events
- Number of outreach flyers, posters, signs, fact sheets, or other collateral distributed
- Qualitative feedback on campaign content and messaging from key community leaders

## **TASK 2.4: IMPLEMENT VISION ZERO PUBLIC SAFETY CAMPAIGN**

The Toole Design Team will work with City staff to implement the following Vision Zero campaign strategies:

### **Online Outreach**

- A webpage on the City's website that hosts campaign resources and safety planning documents.

- A social media campaign toolkit for Facebook, X (formerly Twitter), and Instagram that includes copy, graphics, and a campaign calendar.
- Up to three short (30 seconds to one minute) Vision Zero safety videos. Our in-house production provides different types of videos and animation, depending on the goals and audience. We will work with the City to determine the best use of project resources and finalize the number and format of videos.

### **Reaching Drivers with Yard Signs**

The emphasis areas of aggressive and distracted driving highlighted in the Traffic Safety Study suggest there is a critical need to affect behavioral change among drivers. Many safety campaigns focus heavily on vulnerable users, which ignores drivers as key decision-makers. As part of a driver-focused outreach strategy, the Toole Design Team will design a suite of materials to communicate with drivers while they are in their cars. These materials will consist of up to 100 yard signs to be distributed along key areas, such as near schools, activity centers, and near areas with high concentrations of crashes. The specific locations are to be determined in collaboration with City staff.

### **Workshop Events (up to three)**

We propose holding three workshops in the community. The first workshop will aim to understand the community's needs and priorities and gauge receptiveness to certain messaging. The second workshop will be an opportunity to present initial concepts on messaging, branding, and focus of the campaign. The third workshop will be where the project team shares the finalized campaign messaging and ask the community to spread the word about the public safety campaign. Based on previous experience in similar communities, we are recommending two in-person workshops, and one virtual workshop. This will ensure that the maximum number of community members can attend at least one workshop, regardless of location or time availability. The Toole Design Team has Spanish-speaking staff members and will aim for a bilingual workshop format.

### **Campaign Summary Memorandum**

After the campaign has concluded, the Toole Design Team will summarize the process, results and any lessons learned into a campaign summary memorandum. The memorandum will also identify recommendations for ongoing engagement, any improvements to the campaign, and future opportunities for engagement with the community on Vision Zero and public safety.

### **TASK 2 DELIVERABLES:**

- Memorandum summarizing traffic safety issues and past efforts in Goleta, and best practices
- Memorandum summarizing campaign goals, objectives, and strategies
- Draft and final messaging memorandum, including campaign name, logo, tagline, and graphics

- Up to 15 graphics for customization throughout the campaign and integration with social media materials, including native graphic design files
- Memorandum summarizing the outreach strategy
- Draft and final webpage and social media content
- Draft and final safety videos (up to three)
- Draft and final yard signs (up to 100)
- Three workshops (up to three; two in-person and one virtual), including meeting materials
- Draft and final campaign summary memorandum

## **TASK 3: NEIGHBORHOOD TRAFFIC CALMING TOOLKIT AND IMPLEMENTATION STRATEGY**

### **TASK 3.1: DATA COLLECTION AND RESEARCH TRAFFIC CALMING MEASURES**

#### **Review Current City Efforts**

Toole Design will meet with City engineering staff to understand where neighborhood traffic calming measures have been used in the past and how effective they have been. We will review crash data from before and after these neighborhood traffic calming measures have been implemented to understand their impact. We will also talk with City staff from different departments to gauge how these traffic calming measures have been used and how aware City staff and Goleta residents are of neighborhood traffic calming measures.

#### **Review Existing Neighborhood Traffic Calming Measures**

Toole Design will perform a literature and best practices review of neighborhood traffic calming measures. We will review regional, state, and federal guidelines on neighborhood traffic calming to obtain an understanding of which traffic calming measures to consider and how they can be best implemented.

We will perform a peer review of other similar municipalities to understand how other agencies have implemented traffic calming toolkits. We will identify success stories and toolkits that can be improved upon for this program.

### **TASK 3.2: IDENTIFY APPROPRIATE TRAFFIC CALMING MEASURES**

The Toole Design Team and City staff will identify a list of neighborhood traffic calming measures appropriate for use in Goleta, informed by known issues, previous resident feedback, and best practices. We will then identify detailed considerations for these measures, including level of effort, cost, engineering needs, as well as which roadways the measures are appropriate for (based on volumes, number of lanes, nearby land uses, etc.)

The appropriate traffic calming measures will be assigned to one of two tiers. The first tier will be lower-cost, lower-effort projects that can be implemented cheaply and quickly. These will be measures that can easily respond to community concerns. The second tier will be measures that require additional study, effort, and potential community outreach to implement.

### **TASK 3.3: DEVELOP TRAFFIC CALMING PROCESS FRAMEWORK AND IMPLEMENTATION STRATEGY**

Toole Design will develop a Neighborhood Traffic Calming Process framework to help the City understand how to implement traffic calming measures and how to respond to community requests for traffic calming.

The traffic calming process framework will identify the entire process from project initiation (either from City staff or community request) until project evaluation and close out. The framework will identify which input data is needed, how to identify the appropriate project and tier of project, how to implement the project, how to keep the public informed, and how to evaluate the project. This framework will be represented as a decision tree that City staff can follow throughout the traffic calming process. Input data and considerations into the traffic calming process will be data such as traffic, crash data, neighborhood demographics, proximity to schools and parks, and transportation links.

The evaluation of traffic calming measures is important to the success of the toolkit and a process for measuring and assessing the impacts of traffic calming measures will be developed for City staff to follow. Following project evaluation, the framework will guide City staff to either consider additional traffic calming measures or move focus to other areas.

The framework will include a process for community members to both request neighborhood traffic calming measures on their local streets and to provide input on proposed traffic calming measures. This will include a neighborhood traffic calming request form and a detailed process for neighborhood input.

The draft traffic calming process framework will be presented to City staff for input and comment, from which a final product will be developed.

### **TASK 3.4: DEVELOP NEIGHBORHOOD TRAFFIC CALMING TOOLKIT**

Based on the deliverables developed for the previous tasks, we will develop a neighborhood traffic calming toolkit. This toolkit will outline the appropriate traffic calming measures, how to determine which to use, how to implement, how to respond to community input, and how to evaluate the impact of the traffic calming measure. The decision tree developed in Task 3.3 will be a fundamental aspect of the traffic calming toolkit. We will present draft neighborhood traffic calming toolkit to City staff for input and comment and develop a final product.

### **TASK 3 DELIVERABLES:**

- Memorandum reviewing current city traffic calming efforts and summarizing literature, best practices, and peer review of traffic calming toolkits and measures
- Draft and final list of appropriate traffic calming measures
- Draft and final traffic calming process framework
- Draft and final neighborhood traffic calming toolkit

## **TASK 4: SAFE ROUTES TO SCHOOL PROGRAM**

### **TASK 4.1: DATA COLLECTION AND ANALYSIS**

#### **Preliminary Data Collection and Analysis**

This subtask will serve as the foundation for the success of the Safe Routes to School (SRTS) program. Toole Design will look at each school individually (La Patera Elementary School, Kellogg Elementary School, and Goleta Valley Junior High School) and as part of an interconnected system acknowledging that the three schools are within close proximity. We will conduct an analysis of existing safety conditions using the following datasets to identify trends in collision locations, types, and severity, and to identify existing safety gaps and opportunities for improvements:

- **Data from Schools or School Districts:** School enrollment and hours; school attendance boundaries and anonymized student addresses if available; crossing guard locations, student and family travel behaviors and modes, mode counts if available, site improvement plans, arrival and dismissal procedures or circulation plans, qualitative input about congestion
- **City Data:** Transit routes and stops; roadway speeds (posted and actual), volumes, number of lanes; existing bicycle and pedestrian infrastructure and traffic controls; planned infrastructure; parks and community spaces;
- **Public Data:** Collisions (TIMS/ SWITRS)
- **Big Data:** Roadways speed, modal volumes, and trip purpose from Replica

We will analyze this data and identify existing safety gaps. These gaps may include gaps in sidewalk or bicycle infrastructure, rivers, bridges, or highway underpasses.

These barriers pose challenges for students walking and biking to school and will be addressed in the SRTS program.

In this analysis task, we will also review previous plans, such as the BPMP and the Traffic Safety Study, for previously identified improvements and measures.

### **Field Data Collection and Analysis**

Toole Design will collect up-to-date data in the field. Based on our national experience with successful SRTS program, we recommend that we coordinate and lead Field Safety Assessments, or “walk audits” at the three schools. Walk audits will be conducted in partnership with stakeholders, as identified by City and school staff.

The focus area of the walk audit, and subsequent recommendations will be up to a half-mile around each school. Walk audits will be held during the morning drop-off and/or afternoon pick-up period, which will allow us to evaluate activities and conditions during times of peak school travel demand. To facilitate the walk audits, we will undertake the following tasks:

### **Walk Audit Preparation**

Our team will prepare a walk audit map for each school that will be provided to participants to facilitate discussion and identifying areas of concern for students walking, biking, and wheeling. The maps will include a half-mile radius around each school and will show an aerial view with labeled streets and the school site. For La Patera Elementary and Goleta Valley Junior High, these areas may overlap. Our team will identify any potential efficiencies that come with combining the walk audits for these schools.

### **Pre-Walk Prep Meeting**

The Toole Design Team will gather participants about 45 minutes prior to the school’s first or last bell so the Field Assessment Lead can respond to questions and describe the project purpose, provided maps and materials, and review any previously identified issues. We will encourage participants to focus on existing barriers and challenges, and to consider conditions from a child’s perspective (such as lower height, slower walking speed, and possible unfamiliarity with reading traffic control devices).

### **Conducting Walk Audits**

Our walk audits will cover pedestrian, bicycle, and vehicular routes to the school, as well as pick-up/drop-off areas. Our observations and analysis will focus on infrastructure conditions, street crossing conditions, and traffic circulation and behavior. Special attention will be given to commutes from Old Town Goleta and those that cross US-101, as well as students traveling from various areas within Goleta. We will also focus on where connections between schools can be improved.

### **Post-Walk Briefings**

After the audits, our Field Assessment Lead will hold a post-walk briefing to discuss the high-level findings, key observations, and initial impressions of

priority issues. They will also discuss next steps and respond to participant questions.

### **Conduct Bicycle and Pedestrian Counts**

To supplement the data collection and walk audit findings, our team will conduct strategic bicycle and pedestrian counts, at time(s) and location(s) to be determined in coordination with City staff. The count data will be folded into our recommendations. These counts will serve as a baseline to measure year-over-year walking and bicycling activity.

### **TASK 4.2: DEVELOP BASE MAPS**

Based on the data and information gathered in Task 4.1, Toole Design will develop base maps and exhibits for each of the three schools. These products will highlight the location of the school in relation to the rest of Goleta, show vehicular and pedestrian/bicycle access, and travel conditions, such as locations of traffic congestion and locations of crossing guards. These products will also include details on school enrollment, bus routes, and transit lines to the school. Any past site improvement plans will be highlighted on the basemap, which will help inform any recommendations going forward. Toole Design will present the draft base maps for City and stakeholder review, before updating them for final approval.

### **TASK 4.3: OUTREACH AND ENGAGEMENT PLAN**

Our team will prioritize identifying and engaging with the stakeholders from the beginning, which will be critical to the program's success. These stakeholders can include parents, teachers, members of the school community, and elected officials. We will leverage these relationships to build community support for this project and ongoing SRTS efforts. The Toole Design Team will work with the stakeholders and City staff to develop an outreach and engagement plan that is thoughtful, empathetic, contextually appropriate, and accessible. We will plan to solicit input from students, caregivers, and school staff about safety concerns around their schools, ideas for improvements, and their priorities.

We will design our engagement techniques to gather actionable information that will directly inform the recommendations. Our materials and techniques will be age-appropriate, accessible, and translated into Spanish. We will aim to hold both project-specific workshops, as well as pop-ups to meet the community where they are. Specific outreach and engagement strategies will be selected, and can include a social media campaign targeting schools or tailoring the public safety campaign messaging in Task 2 to be specific to safe travel around schools.

### **TASK 4.4: WEBPAGE**

The Toole Design Team will develop text and graphics for a dedicated SRTS webpage on the City's website. This webpage will contain materials developed

as part of the program and a calendar of upcoming events. The webpage will be used to disseminate information about the project and to keep the community informed about program development progress. Toole Design will provide up to three updates to the webpage.

#### **TASK 4.5: WORKSHOPS AND POP-UPS**

Our team will conduct three school workshops, one for each school, with the goal of informing the community on the purpose and goals of the SRTS program. The workshops will be held at or near the three target schools. At these workshops we will discuss the findings of our initial data collection and ask for feedback on issues and potential solutions. Our overall goal is for the community to feel ownership and buy-in to the SRTS program at their school.

In addition to project-specific workshops, we will also conduct three pop-up workshops to meet the community where they are. The Toole Design Team will set up a table at community events, such as festivals (such as the Goleta Lemon Festival), farmers' markets, or fairs. The Toole Design Team will prepare all presentations and outreach materials for these meetings and provide any necessary equipment.

#### **TASK 4.6: DEVELOP SUGGESTED ROUTE MAPS**

Toole Design will develop a suggested route map for each of the three schools, in English and Spanish. The suggested route maps will show the recommendation walking and biking routes to the schools for areas within a half-mile to one mile of the school. The draft route maps will be presented to City staff and stakeholders for feedback. The finalized route maps will be developed based on staff and stakeholder input. The Toole Design Team will provide digital versions for online distribution, as well as printed copies for distribution at the schools.

#### **TASK 4.7: IDENTIFY RECOMMENDATIONS AND DEVELOP SAFE ROUTES TO SCHOOL PLAN**

##### **Recommendations**

The Toole Design Team will develop a set of recommendations for each school site. The overarching set of recommendations will be informed by client and community input. The recommendations will also be informed by previous planning efforts, such as the BPMP or the Traffic Safety Study. The recommendations will focus on the key goals of the SRTS program:

- Improving access from underserved communities in Goleta
- Improving connectivity between the three schools
- Establishing safer non-motorized transportation options for students residing in Old Town Goleta

- Building on the proposed San Jose Creek multipurpose path, connecting this facility with the three schools

The final deliverable will be a set of recommendations that are right sized to the staff and funding resources will be available.

#### **Draft Safe Routes to School Plan**

The Toole Design Team will prepare a draft SRTS Plan for City review. The Draft Plan will include all previous deliverables. The document will be concise, visually appealing, and rich with photos and graphics, all the while effectively summarizing the work conducted during the planning process.

#### **Final Safe Routes to School Plan**

Our team will revise the draft SRTS plan based on staff and stakeholder feedback and will deliver the final SRTS plan in PDF format. At this point, all data, files, and documentation used and created in the development of the plan will be provided to the City.

#### **TASK 4 DELIVERABLES:**

- Memorandum summarizing preliminary data collection and analysis
- Facilitation of walk audits, materials, and summary for each school (up to three)
- Bicycle and pedestrian counts
- Draft and final base maps
- Draft and final outreach and engagement plan and webpage graphics and copy
- Project-specific workshops at schools (up to three) and pop-up workshops (up to three), including presentation and materials
- Memorandum summarizing outreach and feedback from workshops
- Draft and final suggested route maps
- Draft and final SRTS report document
- All project files in PDF format, including outreach materials, maps, and GIS files

**EXHIBIT B**

**SCHEDULE OF FEES**



March, 2026

**Rate Table**

<b>Employee</b>	<b>Category</b>	<b>Rate</b>
Roger Pelayo	Planning Lead III	314.0
Erika Kulpa	Senior Planner	216.0
Diane Lambert	Planning Lead	248.0
Kyle McGowan	Project Planner II	196.0
Joanna Wang	GIS Specialist	188.0
Teresa Chang	GIS Analyst	162.0
Hugh Kelley	GIS Analyst	162.0
Sara Schooley	Project Planner	192.0
Malia Schilling	Project Planner II	208.0
Lila Singer-Berk	Planning Lead	234.0
Adam Vest	Engineering Lead III	334.0
Daniel David Jr	Engineering Lead I	254.0
Sara Rauwolf	Senior Engineer	234.0
Mia Candy	Planning Lead II	260.0
Wendy Phelps	Project Planner II	202.0
Serena Mitchell	Planner II	146.0
Shannon Hake	Planning Lead III	360.0

## **EXHIBIT C**

### **FEDERAL CONTRACT PROVISIONS**

During the performance of this contract, TDG Engineering, Inc. (the "Consultant") shall comply with all applicable federal laws and regulations including but not limited to the federal contract provisions in this Exhibit. In this Exhibit, the term "Agency" shall mean the local agency entering into this contract with the Consultant.

#### **1. COST PRINCIPLES (2 C.F.R. PART 200, SUBPART E)**

- A. If any indirect costs will be charged to the Agency under this contract, such costs must conform to the cost principles set forth under the Uniform Rules at 2 C.F.R. Part 200, subpart E ("Cost Principles"). In general, costs must (i) be necessary and reasonable; (ii) allocable to the grant award; (iii) conform to any limitations or exclusions set forth in the Cost Principles; (iv) be adequately documented; and (v) be determined in accordance with generally accepted accounting principles ("GAAP"), except, for state and local governments and Indian tribes only, as otherwise provided for in 2 C.F.R. Part 200, subpart E. 2 C.F.R. § 200.403. Costs that are determined unallowable pursuant to a federal audit are subject to repayment by Consultant.

#### **2. ACCESS TO RECORDS & RECORD RETENTION (2 C.F.R. 200.336)**

- A. Consultant shall comply with 2 C.F.R. § 200.336 and provide the Federal Agency, Inspectors General, the Comptroller General of the United States, Agency, and the State of California or any of their authorized representatives access, during normal business hours, to documents, papers, books and records which are directly pertinent to this contract for the purposes of making and responding to audits, examinations, excerpts, and transcriptions. The right also includes timely and reasonable access to the Consultant personnel for the purpose of interview and discussion related to the books and records.
- B. The Consultant agrees to permit any of the foregoing parties to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed.

C. The Consultant agrees to provide the Federal Agency or its authorized representatives access to construction or other work sites pertaining to the work being completed under the contract.

**3. REQUIRED CONTRACT PROVISIONS IN ACCORDANCE WITH APPENDIX II TO PART 200 – CONTRACT PROVISIONS FOR NON-FEDERAL ENTITY CONTRACTS UNDER FEDERAL AWARDS (2 C.F.R. § 200.326)**

A. Appendix II to Part 200 (A); Appendix II to Part 200 (B): Remedies for Breach; Termination for Cause/Convenience. If the contract is in excess of \$10,000 and the contract does not include provisions for both termination for cause and termination for convenience by the Agency, including the manner by which it will be effected and the basis for settlement, then the following termination clauses shall apply. If the contract is for more than the simplified acquisition threshold (see 2 C.F.R. § 200.88) at the time the contract is executed and does not provide for administrative, contractual, or legal remedies in instances where Contractor violates or breaches the terms of the contract, then the following termination clauses shall apply and have precedence over the contract. Otherwise, the following termination clauses shall not be applicable to the contract.

i. Termination for Convenience. The Agency may, by written notice to Consultant, terminate this contract for convenience, in whole or in part, at any time by giving written notice to Consultant of such termination, and specifying the effective date thereof (“Notice of Termination for Convenience”). If the termination is for the convenience of the Agency, the Agency shall compensate Provider for work or materials fully and adequately provided through the effective date of termination. No amount shall be paid for unperformed work or materials not provided, including anticipated profit. Consultant shall provide documentation deemed adequate by the Agency to show the work actually completed or materials provided by Consultant prior to the effective date of termination. This contract shall terminate on the effective date of the Notice of Termination.

ii. Termination for Cause. If Consultant fails to perform pursuant to the terms of this contract, the Agency shall provide written notice to Consultant specifying the default (“Notice of Default”). If Consultant does not cure such

default within ten (10) calendar days of receipt of Notice of Default, the Agency may terminate this contract for cause. If Consultant fails to cure a default as set forth above, the Agency may, by written notice to Consultant, terminate this contract for cause, in whole or in part, and specifying the effective date thereof ("Notice of Termination for Cause"). If the termination is for cause, Consultant shall be compensated for that portion of the work or materials provided which has been fully and adequately completed and accepted by the Agency as of the date the Agency provides the Notice of Termination. In such case, the Agency shall have the right to take whatever steps it deems necessary to complete the project and correct Consultant's deficiencies and charge the cost thereof to Consultant, who shall be liable for the full cost of the Agency's corrective action, including reasonable overhead, profit and attorneys' fees.

- iii. Reimbursement; Damages. The Agency shall be entitled to reimbursement for any compensation paid in excess of work rendered or materials provided and shall be entitled to withhold compensation for defective work or other damages caused by Consultant performance of the work.
  
- iv. Additional Termination Provisions. Upon receipt of a Notice of Termination, either for cause or for convenience, Consultant shall promptly discontinue the work unless the Notice directs to the contrary. Consultant shall deliver to the Agency and transfer title (if necessary) to all provided materials and completed work, and work in progress including drafts, documents, plans, forms, maps, products, graphics, computer programs and reports. The rights and remedies of the parties provided in this Section are in addition to any other rights and remedies provided by law or under this contract. Consultant acknowledges the Agency's right to terminate this contract with or without cause as provided in this Section, and hereby waives any and all claims for damages that might arise from the Agency's termination of this contract. The Agency shall not be liable for any costs other than the charges or portions thereof which are specified herein. Consultant shall not be entitled to payment for unperformed work or materials not provided

and shall not be entitled to damages or compensation for termination of work or supply of materials. If Agency terminates this contract for cause, and it is later determined that the termination for cause was wrongful, the termination shall automatically be converted to and treated as a termination for convenience. In such event, Consultant shall be entitled to receive only the amounts payable under this Section, and Consultant specifically waives any claim for any other amounts or damages, including, but not limited to, any claim for consequential damages or lost profits. The rights and remedies of the Agency provided in this Section shall not be exclusive and are in addition to any other rights and remedies provided by law, equity or under this contract including, but not limited to, the right to specific performance.

B. Appendix II to Part 200 (C) – Equal Employment Opportunity:

Except as otherwise provided under 41 C.F.R. Part 60, Consultant shall comply with the following equal opportunity clause, in accordance with Executive Order 11246 of September 24, 1965 entitled “Equal Employment Opportunity,” as amended by Executive Order 11375 of October 13, 1967 and implementation regulations at 41 C.F.R. Chapter 60:

- i. Consultant will not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. Consultant will take affirmative action to insure that applicants are employed and that employees are treated equally during employment, without regard to race, color, religion, sex, or national origin. Such action shall include, but not be limited to, the following: employment upgrading, demotion, transfer, recruitment, or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training including apprenticeship. Consultant agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Agency setting forth the provisions of this nondiscrimination clause.
- ii. Consultant will, in all solicitations or advertisements for employees placed by or on behalf of Consultant, state that all qualified applicants will receive consideration for employment without regard to their race, color, religion, sex, or national origin.

- iii. Consultant will not discharge or in any other manner discriminate against any employee or applicant for employment because such employee or applicant has inquired about, discussed, or disclosed the compensation of the employee or applicant or another employee or applicant. This provision shall not apply to instances in which an employee who has access to the compensation information of other employees or applicants as a part of such employee's essential job functions discloses the compensation of such other employees or applicants to individuals who do not otherwise have access to such information, unless such disclosure is in response to a formal complaint or charge, in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or is consistent with Consultant's legal duty to furnish information.
- iv. Consultant will send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer, advising the labor union or workers' representative of the contractor's commitments under Section 202 of Executive Order No. 11246 of September 24, 1965, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
- v. Consultant will comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.
- vi. Consultant will furnish all information and reports required by Executive Order No. 11246 of September 24, 1965, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the contracting agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.
- vii. In the event of Consultant's noncompliance with the nondiscrimination clauses of this contract or with any of such rules, regulations, or orders, this contract may be cancelled,

terminated or suspended in whole or in part and the contractor may be declared ineligible for further Government contracts in accordance with procedures authorized in Executive Order No.11246 of Sept. 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order No.11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.

- viii. Consultant will include the provisions of paragraphs (i) through (viii) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order No. 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or Consultant. Consultant will take such action with respect to any subcontract or purchase order as may be directed by the Secretary of Labor as a means of enforcing such provisions including sanctions for noncompliance: Provided, however, that in the event Consultant becomes involved in, or is threatened with, litigation with a subcontractor or Consultant as a result of such direction, Consultant may request the United States to enter into such litigation to protect the interests of the United States.

C. Appendix II to Part 200 (D) – Davis-Bacon Act; Copeland Act: Not applicable to this contract.

D. Appendix II to Part 200 (E) – Contract Work Hours and Safety Standards Act:

- i. If this contract is in excess of \$100,000 and involves the employment of mechanics or laborers, Consultant shall comply with 40 U.S.C. 3702 and 3704, as supplemented by Department of Labor regulations (29 C.F.R. Part 5). Under 40 U.S.C. 3702, each contractor must be required to compute the wages of every mechanic and laborer on the basis of a standard work week of 40 hours. Work in excess of the standard work week is permissible provided that the worker is compensated at a rate of not less than one and a half times the basic rate of pay for all hours worked in excess of 40 hours in the work week. The requirements of 40 U.S.C. 3704 are applicable to construction work and

provide that no laborer or mechanic must be required to work in surroundings or under working conditions which are unsanitary, hazardous or dangerous. These requirements do not apply to the purchases of supplies or materials or articles ordinarily available on the open market, or contracts for transportation or transmission of intelligence.

- ii. No contractor or subcontractor contracting for any part of the contract work which may require or involve the employment of laborers or mechanics shall require or permit any such laborer or mechanic in any workweek in which he or she is employed on such work to work in excess of forty hours in such workweek unless such laborer or mechanic receives compensation at a rate not less than one and one-half times the basic rate of pay for all hours worked in excess of forty hours in such workweek.
- iii. In the event of any violation of the clause set forth in paragraph (ii) of this section the contractor and any subcontractor responsible therefore shall be liable for the unpaid wages. In addition, such contractor and subcontractor shall be liable to the United States (in the case of work done under contract for the District of Columbia or a territory, to such District or to such territory), for liquidated damages. Such liquidated damages shall be computed with respect to each individual laborer or mechanic, including watchmen and guards, employed in violation of the clause set forth in paragraph (ii) of this section, in the sum of \$10 for each calendar day on which such individual was required or permitted to work in excess of the standard workweek of forty hours without payment of the overtime wages required by the clause set forth in paragraph (ii) of this section.
- iv. The Agency shall upon its own action or upon written request of an authorized representative of the Department of Labor withhold or cause to be withheld, from any moneys payable on account of work performed by the Consultant or subcontractor under any such contract or any other Federal contract with the same prime contractor, or any other federally-assisted contract subject to the Contract Work Hours and Safety Standards Act, which is held by the same prime contractor, such sums as may be determined to be necessary to satisfy any liabilities of such contractor or

subcontractor for unpaid wages and liquidated damages as provided in the clause set forth in paragraph (iii) of this section.

- v. The Consultant or subcontractor shall insert in any subcontracts the clauses set forth in paragraph (ii) through (v) of this Section and also a clause requiring the subcontractors to include these clauses in any lower tier subcontracts. The Contractor shall be responsible for compliance by any subcontractor or lower tier subcontractor with the clauses set forth in paragraphs (ii) through (v) of this Section.

E. Appendix II to Part 200 (F) – Rights to Inventions Made Under a Contract or Agreement:

- i. If the Federal award meets the definition of “funding agreement” under 37 C.F.R. § 401.2(a) and the non-Federal entity wishes to enter into a contract with a small business firm or nonprofit organization regarding the substitution of parties, assignment or performance of experimental, developmental, or research work under that “funding agreement,” the non-Federal entity must comply with the requirements of 37 C.F.R. Part 401 (Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements), and any implementing regulations issued by the Agency.
- ii. The regulation at 37 C.F.R. § 401.2(a) currently defines “funding agreement” as any contract, grant, or cooperative agreement entered into between any Federal agency, other than the Tennessee Valley Authority, and any contractor for the performance of experimental, developmental, or research work funded in whole or in part by the Federal government. This term also includes any assignment, substitution of parties, or subcontract of any type entered into for the performance of experimental, developmental, or research work under a funding agreement as defined in the first sentence of this paragraph.
- iii. This requirement does not apply to the Public Assistance, Hazard Mitigation Grant Program, Fire Management

Assistance Grant Program, Crisis Counseling Assistance and Training Grant Program, Disaster Case Management Grant Program, and Federal Assistance to Individuals and Households – Other Needs Assistance Grant Program, as FEMA awards under these programs do not meet the definition of “funding agreement.”

F. Appendix II to Part 200 (G) – Clean Air Act and Federal Water Pollution Control Act: If this contract is in excess of \$150,000, Consultant shall comply with all applicable standards, orders, or requirements issued pursuant to the Clean Air Act (42 U.S.C. 7401-7671q) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251-1387).

- i. Pursuant to the Clean Air Act, (1) Consultant agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act, as amended, 42 U.S.C. § 7401 et seq., (2) Consultant agrees to report each violation to the Agency and understands and agrees that the Agency will, in turn, report each violation as required to assure notification to the Federal awarding agency and the appropriate Environmental Protection Agency Regional Office, and (3) Consultant agrees to include these requirements in each subcontract exceeding \$150,000.
- ii. Pursuant to the Federal Water Pollution Control Act, (1) Consultant agrees to comply with all applicable standards, orders or regulations issued pursuant to the Federal Water Pollution Control Act, as amended, 33 U.S.C. 1251 et seq., (2) Consultant agrees to report each violation to the Agency and understands and agrees that the Agency will, in turn, report each violation as required to assure notification to the Federal awarding agency and the appropriate Environmental Protection Agency Regional Office, and (3) Consultant agrees to include these requirements in each subcontract exceeding \$150,000.

G. Appendix II to Part 200 (H) – Debarment and Suspension: A contract award (see 2 C.F.R. § 180.220) must not be made to parties listed on the government wide exclusions in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 C.F.R. part 1986 Comp., p. 189) and 12689 (3 C.F.R. part 1989 Comp., p.

235), "Debarment and Suspension." SAM Exclusions contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

- i. This contract is a covered transaction for purposes of 2 C.F.R. pt. 180 and 2 C.F.R. pt. 3000. As such Consultant is required to verify that none of the Consultant, its principals (defined at 2 C.F.R. § 180.995), or its affiliates (defined at 2 C.F.R. § 180.905) are excluded (defined at 2 C.F.R. § 180.940) or disqualified (defined at 2 C.F.R. § 180.935).
  - ii. Consultant must comply with 2 C.F.R. pt. 180, subpart C and 2 C.F.R. pt. 3000, subpart C and must include a requirement to comply with these regulations in any lower tier covered transaction it enters into.
  - iii. This certification is a material representation of fact relied upon by Agency. If it is later determined that Consultant did not comply with 2 C.F.R. pt. 180, subpart C and 2 C.F.R. pt. 3000, subpart C, in addition to remedies available to the Agency, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment.
  - iv. Consultant warrants that it is not debarred, suspended, or otherwise excluded from or ineligible for participation in any federal programs. Consultant also agrees to verify that all subcontractors performing work under this contract are not debarred, disqualified, or otherwise prohibited from participation in accordance with the requirements above. Consultant further agrees to notify the Agency in writing immediately if Consultant or its subcontractors are not in compliance during the term of this contract.
- H. Appendix II to Part 200 (I) – Byrd Anti-Lobbying Act: If this contract is in excess of \$100,000, Consultant shall have submitted and filed the required certification pursuant to the Byrd Anti-Lobbying Amendment (31 U.S.C. § 1353). If at any time during the contract term funding exceeds \$100,000.00, Consultant shall file with the Agency the Federal Standard Form LLL titled "Disclosure Form to Report Lobbying." Consultants that apply or bid for an award exceeding \$100,000 must file the required certification. Each tier

certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier must also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award. Such disclosures are forwarded from tier to tier up to the recipient.

I. Appendix II to Part 200 (J) – Procurement of Recovered Materials:

- i. Consultant shall comply with section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act. The requirements of Section 6002 include procuring only items designated in guidelines of the Environmental Protection Agency (EPA) at 40 C.F.R. part 247 that contain the highest percentage of recovered materials practicable, consistent with maintaining a satisfactory level of competition, where the purchase price of the item exceeds \$10,000 or the value of the quantity acquired during the preceding fiscal year exceeded \$10,000; procuring solid waste management services in a manner that maximizes energy and resource recovery; and establishing an affirmative procurement.
- ii. In the performance of this contract, the Consultant shall make maximum use of products containing recovered materials that are EPA-designated items unless the product cannot be acquired: Competitively within a timeframe providing for compliance with the contract performance schedule; Meeting contract performance requirements; or at a reasonable price.
- iii. Information about this requirement, along with the list of EPA-designate items, is available at EPA's Comprehensive Procurement Guidelines web site, <https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program>.

**4. MISCELLANEOUS PROVISIONS**

- A. The Consultant shall not use the DHS seal(s), logos, crests, or reproductions of flags or likenesses of DHS agency officials without specific FEMA preapproval.
- B. This is an acknowledgement that FEMA financial assistance will be used to fund the contract only. The Consultant will comply with all applicable federal law, regulations, executive orders, FEMA policies, procedures, and directives.
- C. Consultant acknowledges that 31 U.S.C. Chapter 38 (Administrative Remedies for False Claims and Statements) applies to the Consultant's actions pertaining to this contract.
- D. The Federal Government is not a party to this contract and is not subject to any obligations or liabilities to the Agency, Consultant, any subcontractors or any other party pertaining to any matter resulting from the contract.
- E. General and Administrative Expenses And Profit For Time And Materials Contracts/Amendments.
  - i. General and administrative expenses shall be negotiated and must conform to the Cost Principles.
  - ii. Profit shall be negotiated as a separate element of the cost. To establish a fair and reasonable profit, consideration must be given to the complexity of the work to be performed, the risk borne by the Consultant, the Consultant's investment, the amount of subcontracting, the quality of its record of past performance, and industry profit rates in the surrounding geographical area for similar work.
  - iii. Any agreement, amendment or change order for work performed on a time and materials basis shall include a ceiling price that Consultant exceeds at its own risk.

## **ATTACHMENT 2**

Vision Zero Action Plan PowerPoint Presentation

# Vision Zero - Safe Streets and Roads for All Grant (SS4A)

June 2, 2026

City Council Meeting

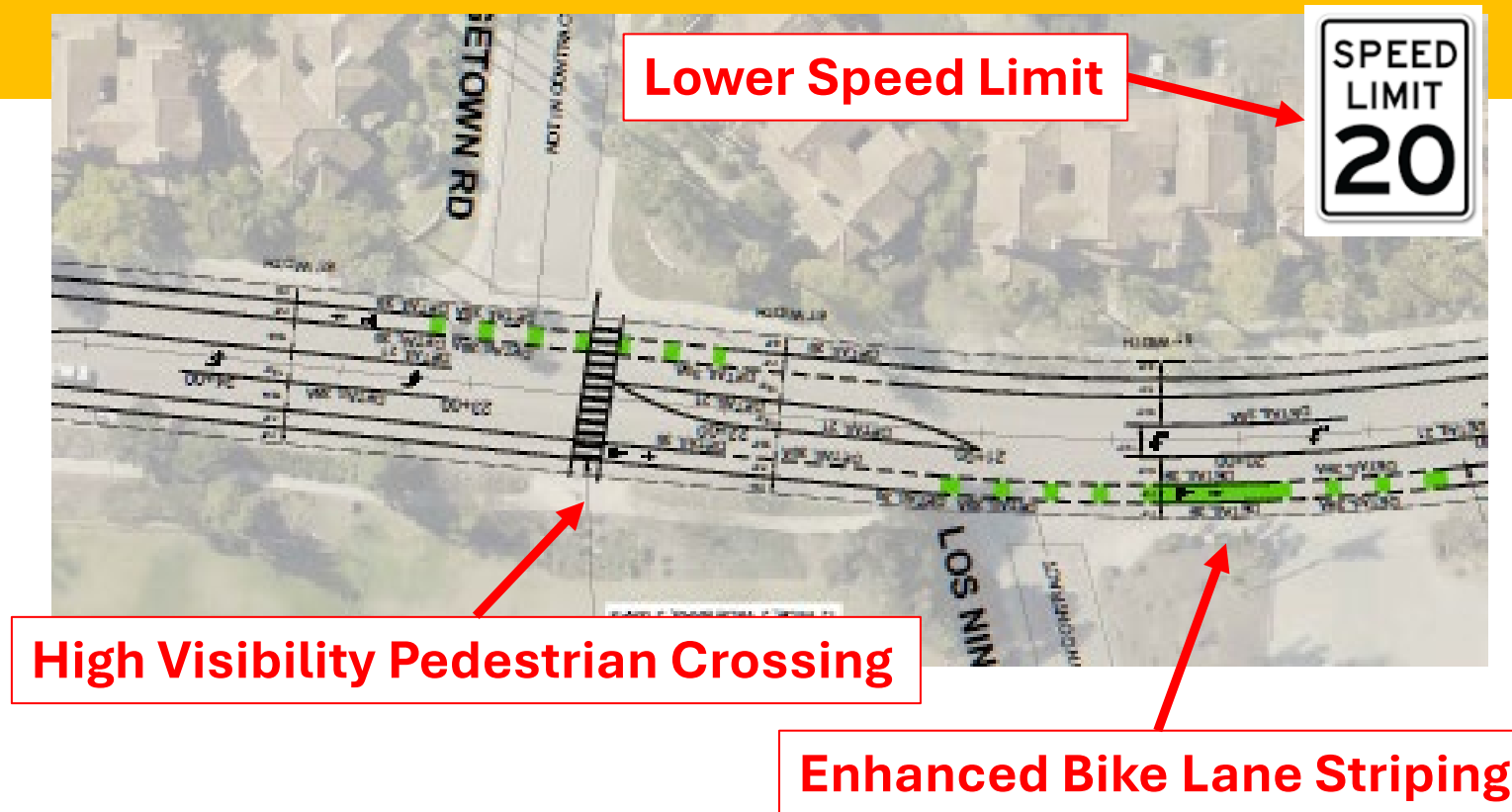


# What is Vision Zero?

City of Goleta Vision Zero Commitment:

- Eliminate traffic deaths and serious injuries
- Make streets safe for everyone

***Mistakes Happen – but they shouldn't be fatal***



*After Vision Zero Improvements:*



Pacific Oaks Road



# Safe Streets and Roads for All (SS4A)

- The SS4A is a federal grant program administered by the U.S. Department of Transportation to improve roadway safety and reduce traffic-related fatalities and serious injuries
- Program supports local agencies in developing and implementing strategies focused on creating safer streets for all roadway users
- City's primary focus:
  - Development of a Public Safety Dashboard
  - Launch of Vision Zero Public Safety Campaign
  - Safe Routes to School Program



# City of Goleta awarded SS4A Grant

- On September 10, 2024, the City was awarded \$364,000 in Federal SSFA grant funds with a required \$91,000 local non-federal match
- Staff released a Request for Proposals (RFP) to solicit proposals from consultants to develop Vision Zero plan tasks



# Vision Zero Action Plan



- TDG Engineering Inc. (TDG) was selected to prepare the action plan
- Action plan includes researching traffic safety issues and measures, developing public education and awareness campaigns
- Goals align with SS4A
- TDG's responsibilities include: Data collection and analysis, Dashboard development, Neighborhood Traffic Calming toolkit creation, Base map development, Outreach, and preparation of a Safe Routes to School Plan



# Recommendations

- Award and authorize the City Manager to execute a Professional Services Agreement with TDG Engineering, Inc. for Professional Design Services for the Vision Zero Action Plan in an amount not-to-exceed of \$449,989 with a termination date of June 30, 2028
- Authorize a budget appropriation in the amount of \$364,000



# Questions/Comments