



City of South
San Francisco

Consulting Services Agreement Authorization



Safer Streets for All

Vision Zero Action Plan (TR2405)

March 11, 2026, Engineering Division

City of South San Francisco

PUBLIC WORKS



The Industrial City

Background & Vision Zero Policy Context



February 24, 2021

Res. 40-2021

Vision Zero Goal Established

City Council adopted resolution establishing the goal of eliminating traffic deaths and severe injuries and directing staff to prepare a Vision Zero Action Plan.



May 8, 2024

Res. 64-2024

Grant Application Authorized

Council authorized submittal of grant application to the federal Safe Streets and Roads for All (SS4A) program.



October 22, 2025

Res. 154-2025

Grant Award Accepted

Accepted \$400,000 SS4A grant award from USDOT/FHWA and updated Capital Improvement Project TR2501 budget.

The Safe System Approach



Holistic Safety Strategy: Addressing all five elements to create layers of protection that prevent severe crashes and minimize the likelihood of serious injury.



Current Safety Conditions

The Human Cost (Since 2021)

10



LIVES LOST

Families forever changed on our streets

86



SEVERE INJURIES

Life-altering trauma and recovery

~30%

Involve Pedestrians

Critical Insight: Nearly 1 in 3 severe crashes involves someone walking, often in crosswalks.



Crash Severity Context



- Fatal (10)
- Severe (86)
- Other/Minor



New Approach: Systemic Risk Analysis

Shifting from reactive fixes to proactive prevention

Traditional Method



Reactive: Chasing historical "hotspots"



Vision Zero Method

NEW



Proactive: Addressing systemic risk factors

- ✓ Roadway Design
- ✓ Operating Speeds
- ✓ High Activity Areas

Consultant Selection and Qualifications

Selection Process

- 1 Proposal Submission**
7 proposals received (Dec 12, 2025)
- 2 Panel Review**
Interdisciplinary team (Planning, Engineering, Police, Admin)
- 3 Evaluation**
Technical approach, team capacity, similar experience
- 4 Interview**
Top firms interviewed; final ranking determined

Evaluation Criteria Weights:

Technical Approach
(55%)

Team Qualifications
(40%)

Experience
(5%)

Final Scoring Results

 **TDG Engineering, Inc. (Toole Design)**

Selected Consultant

97.18

2. Fehr & Peers

93.21

3. DKS Associates

83.25



TDG Engineering received the highest overall score based on technical approach and team qualifications.

Scope of Work: Safe System Approach

Comprehensive evaluation and planning across five key areas



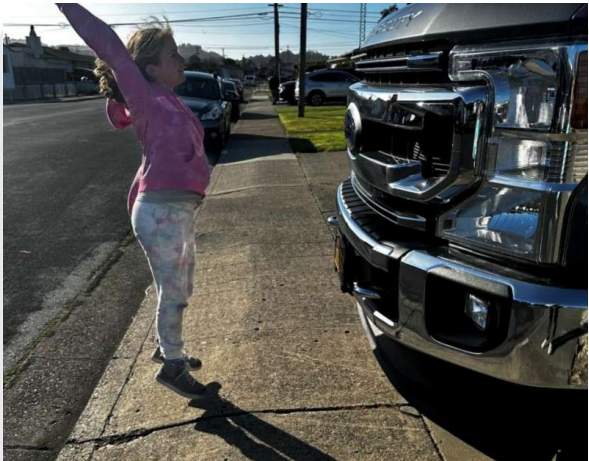
🏠 Safer Roads

- Analyze crash data for High Injury Network (HIN)
- Prioritize safety projects at high-risk locations



🚗 Safer Speeds

- Context-sensitive speed limit setting strategies
- Traffic calming design & policy evaluation



🚗 Safer Vehicles

- Evaluate vehicle safety technologies
- Fleet pilot programs (e.g., Intelligent Speed Assistance)



👥 Safer People

- Community engagement & education campaigns
- Policies supporting safe travel behaviors



🚑 Post-Crash Care

- Coordinate with emergency response partners
- Improve injury outcomes & data sharing

📁 Cross-Cutting Project Deliverables



Data Dashboard

Public-facing tool to track trends



Evaluation Framework

Metrics to track Vision Zero progress



Funding Strategy

Roadmap for implementation grants

Budget and Funding Breakdown

Contract Structure

Base Contract Amount

\$500,000

Funded by: **\$400k** SS4A Grant + **\$100k** Impact Fees

Contingency (20%)

\$100,000

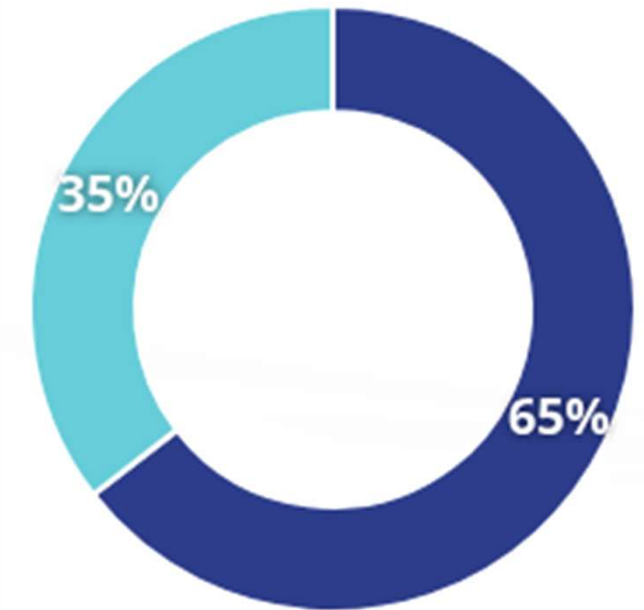
Funded entirely by Traffic Impact Fees

Total Contract Authority

\$600,000

Consultant Services + Contingency

Project Funding Sources (TR2501)



SS4A Federal Grant	\$400,000
Traffic Impact Fees <ul style="list-style-type: none">• Base Contract: \$100,000• Contingency: \$100,000• Staff Participation: \$20,000	\$220,000
Total Project Budget	\$620,000

Timeline and Next Steps

Implementation Roadmap 2026-2028

Target Completion: **April 2028**



Q2 2026

Project Kickoff & Data

Contract execution & kickoff
Data collection & needs assessment



2026 - 2027

Analysis & Outreach

HIN identification & analysis
Community engagement events



Late 2027

Plan Development

Draft Action Plan & recommendations
Priority projects, policies & programs



By April 2028

Adoption

Final Vision Zero Action Plan
City Council Adoption



Immediate Recommendation

Adopt resolution authorizing the City Manager to execute the Professional Services Agreement with Toole Design Group, LLC (\$500,000).

Current Status

Ready

THANK YOU

Vision Zero Action Plan (TR2405)
Consultant Services Agreement

City of South San Francisco



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**PUBLIC
WORKS**



The Industrial City