
File ID: 2025-00680

3/25/2025

Discussion Item 21.

Transportation Safety Initiative: Establish Positions, Establish Quick Build Capital Improvement Project, and Suspend Competitive Bidding and Approve an Alternative Procurement Process to Install Signing and Striping and Quick Build Improvements (Two-Thirds Vote Required)

File ID: 2025-00680

Location: Citywide

Recommendation: Adopt a **Resolution** authorizing the Interim City Manager or designee to: 1) establish a Transportation Safety Team by adding the following staff positions to the Transportation Division of the Public Works Department: a) 1.0 FTE Supervising Engineer position, b) 1.0 FTE Senior Engineer position, c) 2.0 FTE Assistant Engineer positions, d) 1.0 FTE Traffic Investigator III position, and e) 1.0 FTE Administrative Analyst position; 2) make the necessary adjustments within the Public Works Department's labor and services/supplies budgets as part of the FY25/26 operating budget; 3) establish a Quick-Build Safety Program (T15255300) by transferring \$1,000,000 (Fund 2036, Road Maintenance and Rehabilitation) and \$1,000,000 (Fund 2007, Major Street Construction) from the Transportation Corridor Program (R15200000); and 4) suspend competitive bidding on construction-related agreements to be utilized by the Transportation Safety Team because it is in the best interests of the City to utilize an alternative method of procurement - Request for Proposals (RFP) and/or Request for Qualifications (RFQ)

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Attachments:

- 1-Description/Analysis
- 2-Resolution
- 3-Attachment A

Description/Analysis

Issue Detail: In response to concerns about transportation safety, this item proposes several new actions to increase the City's ability to install improvements to the transportation network more rapidly, including new staff positions, new programs, and ability to procure sufficient qualified contractors in advance to complete projects as they are identified through on-call contracts or master services agreements.

Enhancing Traffic Safety Through a Transportation Safety Team: Sacramento's transportation network is highly complex, having evolved over more than 150 years under varying design standards. The City manages over 850 signalized intersections, and the network continues to grow. Unfortunately, Sacramento also has one of the highest rates of traffic-related fatalities and serious injuries among California cities. While impaired driving, excessive speed, and other unsafe driver behaviors are the primary causes of crashes, infrastructure improvements can play a critical role in protecting pedestrians and cyclists, reducing vehicle speeds, and enhancing the visibility of safety features.

Vision Zero & the Need for Additional Action: In 2017, the City of Sacramento adopted a Vision Zero goal to eliminate traffic-related serious injuries and fatalities. Despite significant investments—totaling tens of millions of dollars—in traffic calming measures and active transportation infrastructure, severe crashes remain a major concern. In response, elected officials and community advocates have called for faster, more effective safety interventions.

Proposed Transportation Safety Team for Rapid Safety Interventions: Currently, the Public Works Department installs safety improvements through its Capital Improvement Program (CIP), primarily funded by grants, as well as through ongoing operational enhancements. To respond more quickly to urgent safety concerns; however, additional staffing and external contracting resources are needed.

To address this, a new Transportation Safety Team is proposed within the Transportation Division. This specialized team would focus on rapid-response traffic safety improvements at intersections, pedestrian crossings, and high-risk roadway locations. The team would:

- Implement quick, cost-effective solutions that can be deployed within months, rather than years
- Use real-time crash data to identify high-risk areas in collaboration with the Police Department's Traffic/Major Collision Investigation Unit (MCIU)
- Address community-reported safety concerns with targeted infrastructure changes

Transportation Safety Team Structure: The new team would be led by a Supervising Engineer and include the following staff positions:

- Senior Engineer
- Two Assistant Engineers
- Traffic Investigator
- Administrative Analyst

Expanding Quick-Build Safety Projects: In addition to the Transportation Safety Team's rapid interventions, the City will continue addressing safety issues through corridor-wide improvements along high-injury corridors. While long-term comprehensive solutions are developed, the City will implement interim quick-build safety measures that can be deployed within one year to mitigate risks in complex, high-priority locations. These will be implemented by the existing staff in the Engineering Services Division and funded through the new program to be established with this report.

Further program details are outlined in Attachment A.

Contracting Readiness: To avoid having to procure each improvement separately through a low bid process and slow responsiveness, this request would suspend competitive bidding and allow an alternative Request for Proposals (RFP) or Request for Qualifications (RFQ) process to select contractors that can be called on to construct the necessary improvements. The City will request qualifications or proposals from contractors to provide services such as the installation and removal of roadway signs, including posts and strap-and-staddle installation; installation and removal of roadway lane striping; installation and maintenance of green bike lane pavement treatment; installation, removal, and maintenance of pavement markings, including crosswalks, word and arrow markings, railroad crossing markings, and bike lane legends; removal of pavement markings by approved grinding method; pavement repair necessary to cover pavement markings removals with approved surface treatment; installation of barrier elements and delineation devices such as K71s, City posts of all heights, tough-curb with or without vertical delineators, and other similar barrier elements.

Through this process, the City will be able to utilize contractors to provide the needed services within short notice through an on-call agreement or Master Services Agreement. This process will allow the City to select qualified contractors providing various services, providing more options to complete projects quickly within established scope, schedule, and budget. Consistent with City Code requirements, approval of master services agreements and any agreements that exceed \$250,000 per contract will return to City Council for approval.

Policy Considerations: The recommendations in this report are in accordance with the following specific policies from the Sacramento 2040 General Plan:

M-1: An equitable, sustainable multimodal system that provides a range of viable and healthy travel choices for users of all ages, backgrounds, and abilities.

M-1.2 User Prioritization. The City shall prioritize mobility, comfort, health, safety, and convenience for those walking, followed by those bicycling and riding transit, ahead of design and operations for those driving.

M-1.9 Equitable Processes and Outcomes. The City shall ensure that the transportation system is planned and implemented with an equitable process to achieve equitable outcomes and investments so that all neighborhoods one day will have similar levels of transportation infrastructure such as sidewalks, marked low stress crossings, and bikeways.

M-4.1 Application of Safety. The City shall design, plan, and operate streets using complete streets principles to ensure the safety and mobility of all users.

M-4.2 Safer Driving Speeds. The City shall work to maximize the safety of the transportation network by designing streets for lower driving speeds and enforcing speed limits in an unbiased manner as well as promoting safer driving behavior.

M-4.3 Vision Zero. The City shall utilize a data driven, “vision zero” approach to eliminate all traffic fatalities and severe injuries by 2027, while increasing safety, health, and equitable mobility for all.

M-4.4 Collaborative Safety Solutions. The City shall collaborate with educational institutions, senior living facilities, community organizations, and other interested parties when developing and implementing programs and improvements that increase safety and encourage the use of active transportation and transit modes.

On January 19, 2017, the City Council adopted a Vision Zero goal to work collaboratively in a data-driven effort to eliminate traffic-related serious injuries and fatalities by 2027. (Resolution No. 2017-0032.)

On March 15, 2022, the City Council adopted the following transportation prioritization criteria and metrics related to transportation investments and funding: a. improving air quality and health; b. providing equitable investment; c. providing access to destinations (jobs, parks, schools); d. improving transportation safety; and e. fixing and maintaining the transportation system. (Resolution 2022-0079.)

City staff are proposing the use of an alternative competitive procurement process for the construction work required for the program. Using the proposed alternative process will allow the City to evaluate and retain the most qualified contractors based on a combination of experience, past performance, safety, project schedule delivery, availability, and other important factors as well as price. Sacramento City Code Section 3.56.230 allows the City Council to suspend competitive bidding for a public project upon a two-thirds vote, if City Council determines that it is in the best interest of the City to utilize an alternative method of procurement for any contract.

Economic Impacts: None.

Environmental Considerations: This action is not a project that is subject to the California

Environmental Quality Act (CEQA) because it is an administrative activity, and it relates to government fiscal activities that do not involve any commitment to any specific project that may result in a potentially significant physical impact on the environment. (CEQA Guidelines § 15378(b)(2) and (b)(4).) Any projects implemented through these actions will be required to undergo appropriate CEQA review; however, the expectation is that quick-build projects would be exempt from CEQA and could be implemented without extensive analysis to meet the expedited schedule.

Sustainability: These actions will help support increased active transportation for various modes of transportation.

Commission/Committee Action: On November 12, 2024, the Law and Legislation Committee reviewed the councilmember proposal to declare a state of emergency regarding traffic deaths and passed a motion directing the appropriate council appointive officer to commence work on the proposal with committee members and forwarding the item to the city council for consideration without further review by the Law and Legislation Committee. The Budget and Audit Committee discussed this program at its February 25, 2025, meeting, and passed a motion to forward the proposal outlined in this report to the full City Council for consideration.

Rationale for Recommendation: Additional staff resources, realignment of funding to create new programs, and readily available qualified contractors to install desired improvements on demand will allow the City to implement safety improvements more quickly, while continuing to pursue corridor-wide improvements through the standard processes.

An RFQ or RFP process is more appropriate to establish on-call contracts or master services agreements for public project work than a typical Request for Bid (RFB) process because: 1) the RFB process is not practicable when there is no specific project on which to bid; and 2) the RFP and RFQ processes allow for contractor selection based on qualifications in addition to price.

Suspending competitive bidding is required because the RFP or RFQ process is an alternative to the typical RFB method in which contractors are selected based on low bid.

Financial Considerations: If approved, the Department would begin recruitment for the new positions as soon as possible, with the expectation that given the time required to recruit and fill the positions, funding for these positions will be needed and therefore included as part of the FY25/26 budget. Understanding that the City has a structural budget deficit, these new positions and programs have been structured to rely on redistribution and cash flow opportunities of existing dedicated local and state transportation funding sources.

The cost of these new positions and related consultants and construction costs to implement improvements will be fully offset through gas tax and by various Capital Improvement Projects (CIPs), including some new dedicated safety programs. These CIPs will be funded from dedicated

transportation funding sources, including Measure A countywide sales taxes and the City's apportionment of gas tax funding.

A five-year funding analysis based on anticipated Measure A sales tax revenues as provided by the Sacramento Transportation Authority and state gas tax apportionments, as identified from the California League of Cities, concludes that there will be adequate funding available to support these ongoing programs and staff positions.

As part of the proposed FY25/26 Capital Improvement Program, a new Safety CIP will be established with \$2.6 million annual ongoing funding. In addition, it is anticipated that this team will also rely on funding in the following programs: City Railway Quiet Zones (S15245700) with \$250,000 in annual ongoing funding, Active Transportation Pedestrian Safety Program (S15120500), with \$300,000 in annual ongoing funding, and Vision Zero Safety Program (S15184100) with \$1.27 million in annual ongoing funding. The Supervising Engineer is expected to be 20% cost recovery from project charges, with the balance covered with increased gas tax offsets.

City staff has been identifying potential quick-build options as interim solutions for major corridor improvements that will take years to fund and implement. Establishing a new Quick-Build CIP (T15255300) by transferring \$2 million (\$1,000,000 in Fund 2036, Road Maintenance and Rehabilitation and \$1,000,000 in Fund 2007, Major Street Construction) will allow staff to begin steps for implementation of these actions. There is available funding in the Transportation Corridor Program (R15200000) to support the transfer.

Local Business Enterprise (LBE): Not applicable.

Background:

Vision Zero and Traffic Safety Initiatives: The City of Sacramento remains committed to its Vision Zero goal of eliminating traffic fatalities by 2027, as adopted by City Council in 2017 (Resolution 2017-0032) and further reinforced with the Vision Zero Action Plan in 2018 (Resolution 2018-0342). The City has made significant progress by securing tens of millions of dollars in grant funding to support critical safety improvements and implementing major improvements throughout the City. Additionally, traffic calming measures such as speed lumps, roadway modifications, and pedestrian safety enhancements are implemented whenever feasible. Safety remains a core priority within the City's Transportation Priorities Plan, guiding investment decisions.

Challenges & Need for Continued Investment: Sacramento's transportation network spans over 3,100 lane-miles, built across different decades under varying design standards. The need for safety improvements is extensive, as traffic-related fatalities and serious injuries continue to rise, mirroring trends in major cities across the country. Excessive speeding and impaired driving remain the leading causes of severe crashes, posing ongoing challenges for traffic safety.

Vision Zero Action Plan Update: To strengthen its approach, the City is updating the Vision Zero Action Plan to integrate new traffic safety data and ensure continued eligibility for competitive grant funding. The updated plan will:

- Designate “safety corridors” as defined by the State of California.
- Align with the Safe Streets and Roads for All (SS4A) discretionary federal program
- Identify high-priority areas for targeted infrastructure and policy interventions

These efforts will advance the City’s commitment to safer streets and help accelerate progress toward eliminating traffic fatalities through strategic investments, data-driven solutions, and policy updates.

RESOLUTION NO.

Adopted by the Sacramento City Council

RESOLUTION RECOGNIZING THAT TRANSPORTION-RELATED DEATHS AND INJURIES ARE AN ONGOING EMERGENCY AND IMPLEMENTING ACTIONS TO ADDRESS TRANSPORTATION SAFETY

BACKGROUND

- A. On January 19, 2017, the City Council adopted a Vision Zero goal to work collaboratively in a data-driven effort to eliminate traffic-related serious injuries and fatalities by 2027 (Resolution No. 2017-0032)
- B. On August 14, 2018, the City Council adopted the Vision Zero Action Plan that provided a framework for reducing traffic deaths and serious injuries through a comprehensive approach involving a team of City departments. (Resolution No. 2018-0342) The City is currently in the process of updating the plan to reflect new data and conditions.
- C. The City has invested tens of millions of dollars in transportation improvements to implement safety improvements. Despite these investments, the City continues to experience serious injuries and deaths caused by vehicle crashes.
- D. On March 15, 2022, the City Council adopted the following transportation prioritization criteria and metrics related to transportation investments and funding: a. improving air quality and health; b. providing equitable investment; c. providing access to destinations (jobs, parks, schools); d. improving transportation safety; and e. fixing and maintaining the transportation system. (Resolution 2022-0079)
- E. In order to respond quickly and effectively to traffic safety issues with improvements to intersections, pedestrian crossings, signals, or other parts of the roadway, the City will create a new Transportation Safety Team. This team will implement quick, cost-effective solutions that can be implemented within months to address high-risk areas identified through real-time crash data, in collaboration with the Police Department's Traffic/Major Collision Investigation Unit (MCIU) and the community.
- F. In addition to these efforts, the City will pursue and implement additional strategies to address safety issues on high injury corridors while the ultimate corridor-wide solutions are developed, funded, and implemented. This includes quick-build efforts that can be implemented within one year.

- G. Establishing on-call contracts and master services agreements is a best management practice to provide timely and efficient services to install improvements more quickly and with greater flexibility. However, the typical Request for Bid (RFB) process is not practicable since there is no specific project on which to bid. Instead, awarding on-call contracts and master services agreements through a Request for Proposals (RFP) or Request for Qualifications process allows for contractor selection based on qualifications in addition to price, on an as-needed basis.
- H. Sacramento City Code section 3.56.230 allows the City to award a contract without competitive bidding when the city council determines, upon a two-thirds vote, that it is in the best interests of the City to suspend competitive bidding or utilize an alternative method of procurement.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. The facts stated in the background, above, are true.
- Section 2. The City of Sacramento continues to recognize that safety of human life is our highest priority and that traffic deaths and serious injuries are preventable a public health issues that must be addressed.
- Section 3. No fatality or serious injury is acceptable on our streets because crashes are preventable incidents that can be addressed through engineering, enforcement and education.
- Section 4. The City reaffirms its commitment to Vision Zero and the continued implementation of safety improvements and complete-streets programs.
- Section 5. The City will continue to ensure an equitable approach to public safety by engaging with community organizations and partners to ensure that all neighborhoods, particularly those most affected by pedestrian fatalities, are part of the planning and implementation of safety solutions. To this end, the City will keep the public informed related to safety education opportunities, crash data, and status of City transportation safety planning, programs, and improvements.
- Section 6. The City Manager or designee is directed to establish a Transportation Safety Team and pursue other transportation safety actions and programs as outlined in Attachment A. The following staff positions will be added in the Transportation Division of the Public Works Department in FY2024/25 so that

the department can start recruitment; however, positions won't be filled before FY2025/26:

- 1) 1.0 FTE Supervising Engineer position;
- 2) 1.0 FTE Senior Engineer position;
- 3) 2.0 FTE Assistant Engineer positions;
- 4) 1.0 FTE Traffic Investigator III position;
- 5) 1.0 FTE Administrative Analyst position

All necessary funding for labor and services and supplies for these positions will be incorporated into the FY25/26 budget.

Section 7. The FY24/25 Capital Improvement Program is amended to establish a Quick-Build Safety Program (T15255300) and transferring into it a total of \$2,000,000 from the Transportation Corridor Program (R15200000), specifically \$1,000,000 from the Road Maintenance and Rehabilitation account (Fund 2036) and \$1,000,000 from the Major Street Construction account (Fund 2007).

Section 8. The City shall investigate and, as appropriate, pursue automated solutions for the enforcement of traffic laws to address unsafe automobile speeds and other critical safety concerns.

Section 9. Competitive bidding is hereby suspended on all agreements needed for this program to provide construction and other services to support quick-build installations in public roadways, including the following services: installation and removal of roadway signs, including posts and strap-and-staddle installation; installation and removal of roadway lane striping; installation and maintenance of green bike lane pavement treatment; installation, removal, and maintenance of pavement markings, including crosswalks, word and arrow markings, railroad crossing markings, and bike lane legends; removal of pavement markings by approved grinding method; pavement repair necessary to cover pavement markings removals with approved surface treatment; installation of barrier elements and delineation devices such as K71s, City Posts of all heights, tough-curb with or without vertical delineators, and other similar barrier elements.

Section 10. For the contracts specified above in Section 9, it is in the best interest of the City to utilize an alternative method of procurement, such as Requests for Proposals or Requests for Qualifications, because those processes allow for contractor selection based on qualifications in addition to price, providing more flexibility to quickly install multiple improvements as needed, based on availability and ability in specific service delivery.

Attachment A

Vision Zero Sacramento Transportation Safety Team Plan and Quick Build Concept

Goal

Reorganize the City's Vision Zero efforts to include quick builds and rapid response efforts

The City's current safety response efforts within Public Works reside in three Divisions: Mobility and Sustainability (MaS), Transportation, and Engineering Services. MaS manages the planning, program and policy support. Transportation and Engineering Services implement infrastructure components within staffing and funding capacities.

This proposal would establish the Vision Zero Sacramento Transportation Safety Team to lead and implement swift, data-driven safety improvements across Sacramento's High Injury Network (HIN) that are integrated with other Public Works transportation safety planning, programs and initiatives. The Transportation Safety Team's mission is to reduce traffic fatalities and serious injuries through quick proactive interventions, aligned with the city's Vision Zero goals. In addition, resources would be redirected to deliver interim, quick-build improvements on critical corridors, where feasible. The FY25/26 budget will include the funding framework to implement these new initiatives.

Vision Zero: Our Responsibility to Act

The Transportation Safety Team is Sacramento's commitment to creating a city where every resident feels safe on our streets. Together, we can ensure that Sacramento's streets are safer for everyone.

Concept Overview

As defined in the Vision Zero Action Plan, significant corridor improvements are needed to make major transformation improvements along the high injury network. The Public Works Department will continue to pursue and implement grant-funded comprehensive safety and complete street projects. With the addition of new staffing and the use of outside contracts, the City will also address urgent safety issues citywide through a two-tiered approach:

Tier 1 Projects: With new dedicated staffing and resources, the City will implement quick, cost-effective solutions that can be implemented within months to address high-risk areas identified through real-time crash data, in collaboration with the Police Department's Traffic/Major Collision Investigation Unit (MCIU).

Tier 2 Projects: The City will implement one to three projects that are interim or quick-build solutions to situations that may later require a more engineering-design-intensive solution. These tier 2 projects are solutions that can be completed within a year, focusing on major HIN corridors and Vision Zero priorities. Many of these will be interim solutions while staff pursues grant funding for full complete-streets investments.

This proposal includes the Vision Zero Sacramento Transportation Safety Team concept, additional staff resources, and the use of on-call contracts and Master Services Agreements. This proposal will be primarily funded by repurposing existing transportation-dedicated funding in local programs and taking advantage of cash flow opportunities.

Quick Build Implementation Strategy

Tier 1: Quick-Build Safety Interventions (Delivered by Transportation Division)

Scope: Immediately target high-risk areas based on crash data.

Activities:

1. Collaborate with Police Department Traffic/MCIU for crash assessments.
2. Deploy interventions: signage, lane markings, speed humps, traffic calming, minor concrete islands and curb extensions, and other actions that can be implemented with minor engineering-design efforts.
3. Manage the City's three Railway Quiet Zones.
4. Manage traffic calming in high-need areas.

Resources Needed:

1. Supervising Engineer: Oversees the Transportation Safety Team and Traffic Investigation Team, provides high-level overview, engagement, technical expertise and approval, and establishes program direction.
2. Senior Engineer: Manages team coordination, contract management, progress reports.
3. Assistant Engineers (2): Handle project scoping, drafting, and engagement.
4. Traffic Investigator: Provides field measurements, insights, and customer support.
5. Administrative Analyst: Manages purchase orders, budget, dashboard management, and outreach support.

Tier 2: Quick-Build, Interim Projects on Current Vision Zero CIPs (Delivered by Engineering Services Division)

Scope: Interim improvements for major HIN corridors where comprehensive improvements are being pursued that will involve extensive time and funding.

Activities:

1. Design improvements: lane reductions, pedestrian islands, medians, and enhanced crossings consistent with future capital project improvements that can be installed near-term using temporary treatments (striping/temporary barriers).
2. Coordinate with Transportation Safety Team for review and coordination with City traffic standards and operations.

Resources Needed:

1. Relies on existing Senior Engineers in Division to lead staff in one to three identified projects annually.
2. Relies on new Transportation Safety Team to review traffic operations and safety requirements.
3. Uses in-house staff or contractors to install improvements, depending on circumstances.

Implementation Framework

Team Structure and Development

- Establish the new Transportation Safety Team within the Transportation Division, with new positions for engineers, investigators, and analysts.
- Develop a specialized safety training and education program for Team members, ensuring they are equipped to implement best practices in road safety and community engagement.

District-Based Deployment

- City Council Office Collaboration: Partner with council members to address district-specific needs, focusing on the most vulnerable populations.
- Community Engagement: Work with stakeholders to align projects with local goals.
- Coordination with PD Traffic/MCIU: React to current crash trends and recent fatal/serious injury crash locations.
- Data-Driven Focus: Use real-time crash data to direct interventions.

Project Selection Criteria

Project Rollout Guidance:

- Avoid projects that affect at-grade railroad crossings and would require approval by railroad owner and California Public Utilities Commission (CPUC) to minimize delays (Note Railroad Quiet Zone maintenance is exempt)
- Ensure projects have CEQA categorical exemptions.
- Ensure that no additional right-of-way acquisition is required

- Implement one to four projects annually.
- **Data Dashboard:** Launch a dashboard for tracking and transparency.

Branding, Messaging, and Marketing

Team Name: The Vision Zero Transportation Safety Team

Messaging: Highlight Sacramento's commitment to Vision Zero with proactive safety measures, promoting the Transportation Safety Team as a dedicated team for rapid, community-centered safety interventions.

Marketing and Public Awareness:

- **Public Awareness Campaigns:** Develop campaigns to educate the public on the Team's work, project goals, and safety outcomes.
- **Digital and Social Media Outreach:** Use city social media, website, and newsletters to inform residents about ongoing projects and their benefits.
- **Press Releases and Media Engagement:** Partner with local media to share success stories and project milestones.
- **Engagement Materials:** Prepare informational materials for community meetings, council briefings, and public workshops to ensure transparent communication.

Funding Scope and Allocation

1. Personnel Costs

- **Staffing and Support:** Salaries and benefits for engineers, traffic investigators, and administrative analysts are anticipated to be fully offset by charging to projects and by allocating additional gas tax offsets to the Transportation Division operating budget.
- **Consultant and Contractor Fees:** Engage specialized consultants for assessments, designs, and project management. Contract costs would be covered by funding in CIPs

2. On-Call Contracts and Master Services Agreements for Quick-Build Interventions

- **Design and Engineering Services:** Identify and seek Council approval of on-call contracts and Master Services Agreements for rapid design and engineering planning.
- **Striping, Signage, and Pavement Markings:** High-visibility signage, crosswalks, and critical markings.
- **Traffic Calming:** Implement speed lumps, curb extensions, and other measures in high-risk areas.

3. Investment in Infrastructure, Equipment and Technology

- **Pedestrian and Traffic Safety Enhancements:** Funding for pedestrian islands, lighting, extended medians, equipment upgrades and temporary barriers.
- **Portable Speed Feedback Signs:** Address speeding concerns with deployable speed feedback signs.
- **Temporary Barriers and Bollards:** Install protective barriers in pedestrian areas.

4. Data-Driven Safety Initiatives

- **Real-Time Data Dashboard:** Develop and maintain a dashboard to track crashes and project impacts.
- **Data Collection Tools:** Fund sensors and cameras to capture real-time traffic, pedestrian, and bicyclist data.

5. Community Engagement, Safety Training, and Outreach

- **Educational and Training Materials:** Develop resources to communicate safety goals and project impacts, as well as conduct training for Transportation Safety Team staff on road safety best practices.
- **Stakeholder Meetings and Workshops:** Host sessions with community members and associations to align projects with district needs.

6. Messaging and Marketing

- **Public Awareness Campaigns:** Build campaigns to inform residents about the Team's ongoing and completed projects.

Reporting and Accountability Plan

To ensure transparency and demonstrate the impact of the team's work, a structured reporting plan will be established. This will involve:

1. Quarterly Progress Reports

Reports provided to the City Council and made publicly available, detailing:

- Project status and completion rates for Tier 1 and Tier 2 projects.
- Budget expenditure breakdowns and fund reallocation as needed.
- Performance metrics, such as reductions in crash rates at intervention sites and project completion timelines.

2. Annual Performance Review

A comprehensive review each year, summarizing key achievements, challenges, and lessons learned.

Performance metrics will include:

- Reduction in traffic fatalities and injuries in treated areas.
- Community satisfaction surveys to gauge the public's perception of safety improvements.
- Cost-benefit analysis of completed projects.

3. Public Dashboard:

Make available a live, accessible dashboard to track:

- Project locations, progress, and impacts.
- Real-time data from the safety initiatives, including crash data trends and improvements.
- Community feedback gathered from surveys and engagement sessions.

4. Community Feedback Loop:

- Semi-annual meetings with council members, neighborhood associations, and key stakeholders to gather feedback on completed projects and adjust future plans as necessary.

Timeline and Next Steps

1. **City Council Approval:** Present the concept to City Council, requesting approval of the proposal and authorizing the City Manager to begin recruitment process for new staff immediately, with the expectation that staff positions would be filled and that the necessary budget structure will be included as part of the FY/2526 budget. Approval to begin recruitments of staff immediately would ensure that resources are available to begin implementing program in FY26. In addition, Public Works would begin the process to procure necessary on-call contracts and Master Services Agreements.

Conclusion

This plan provides additional resources and focused efforts to more quickly implement improvements to address safety concerns. With targeted staffing and programs, the Team is positioned to deliver responsive, community-centered interventions, advancing Sacramento's Vision Zero goals and improving safety outcomes citywide.