



December 4, 2024

ITEM TITLE: RESOLUTION 2024-089 TO ACCEPT AND APPROPRIATE \$73,100 IN GRANT FUNDS FROM THE CALIFORNIA OFFICE OF TRAFFIC SAFETY FOR A PEDESTRIAN AND BICYCLE SAFETY PROGRAM AND APPROVE AN AGREEMENT WITH CIRCULATE SAN DIEGO TO ADMINISTER THE PROGRAM. (0390-86)

ORIGINATING DEPARTMENT:

Community Development

EXECUTIVE SUMMARY:

The California Office of Traffic Safety has awarded \$73,100 to the City of Imperial Beach for the Pedestrian and Bicycle Safety Program. The goal of this program is to reduce the number of fatalities and injuries resulting from crashes involving pedestrians and bicyclists.

RECOMMENDATION:

Adopt Resolution No. 2024-089 to approve the grant agreement between the City of Imperial Beach and the California Office of Traffic Safety, accept and appropriate \$73,100 in grant funds for the Pedestrian and Bicycle Safety Program, and approve an agreement with WalkSanDiego, doing business as Circulate San Diego, to administer the Pedestrian and Bicycle Safety Program.

OPTIONS:

- Adopt Resolution No. 2024-089; or
- Reject Resolution No. 2024-089; or
- Request additional information, changes and/or an additional report.

BACKGROUND/ANALYSIS:

The California Office of Traffic Safety's (OTS) mission is to effectively and efficiently administer traffic safety grant funds to reduce traffic-related fatalities, injuries, and associated economic impacts.

The City of Imperial Beach has received grant funding from OTS for the Pedestrian and Bicycle Safety Program. Throughout a one-year grant period of October 1, 2024, to September 30, 2025, the Community Development Department would coordinate with Circulate San Diego to assist with fulfilling the goals of the grant. Work rendered for the Pedestrian and Bicycle Safety Program would include the following expenses and activities: social media campaigns, create a safe bike infrastructure video highlighting the City of Imperial Beaches bikeways, create citywide safety and wayfinding messaging, host walking field trips, participating in bike anywhere day event, provide for a summer skate rink bike valet, and develop an intersection daylighting installation. The work would mainly be conducted by Circulate San Diego.

Request for Qualifications/Proposals (RFP/RFQ) Process

Following a Request for Qualifications/Proposals, advertised on November 7, 2024, and November 14, 2024, the City received a proposal from Circulate San Diego. The Service Provider Agreement was negotiated on the basis of Circulate San Diego’s demonstrated competence and qualifications for the services to be provided.

Circulate San Diego

Circulate San Diego is the fictitious business name of WalkSanDiego, a 501(c)(3) nonprofit organization created in 2014 by the merger of Walk San Diego and Move San Diego. While working in the same neighborhoods toward similar goals, the organizations saw an opportunity to better serve the San Diego region by coming together to advocate for better transportation and more sustainable land use choices in the communities. Circulate San Diego often partners with local governments, school districts, private planning firms, and other nonprofits to create planning and community engagement programs. Their work includes Safe Routes to School projects, community workshops, civic engagement activities, pedestrian safety training, and the development of transportation planning documents.

ENVIRONMENTAL DETERMINATION:

The activity is not a “Project” as defined under Section 15378 of the California Environmental Quality Act State Guidelines; therefore, pursuant to State Guidelines Section 15060(c)(3) no environmental review is required.

FISCAL IMPACT:

FISCAL YEAR:	2025/2026
BUDGETED:	No
BUDGET AMENDMENT	Yes
ACCOUNT NO(S):	214-0000-334.5003 (Federal Grants Revenue) 214-1230-413.2006 (Professional Services)
PROJECT NO(S):	GRT089
FISCAL ANALYSIS:	Accept and appropriate \$73,100 in expenditures and federal grant fund revenue for a “net zero” effect.
CURRENT BUDGET: \$0	
ANTICIPATED EXPENDITURE: \$73,100	

ATTACHMENTS:

- ATT 1 - Resolution No. 2024-089
- ATT 2 - OTS Grant Agreement PS25028
- ATT 3 - WalkSanDiego Services Provider Agreement