

# Capitola City Council

## Agenda Report

**Meeting:** April 24, 2025

**From:** Public Works Department

**Subject:** Bay Avenue Corridor Public Outreach and Concept Refinement



**Recommended Action:** Authorize the City Manager to execute a professional services agreement with Kimley-Horn and Associates, Inc. in the amount of \$75,642 for public outreach and conceptual design refinement for the Bay Avenue Corridor Project; and adopt a resolution approving an amendment to the FY 2024-25 Budget.

**Background:** The Bay Avenue Corridor is a major arterial linking Highway 1 to Capitola Village and other key destinations. It serves high volumes of vehicle traffic, supports regional circulation, and accommodates multiple transportation modes, including pedestrians, bicyclists, and transit riders. However, the corridor faces longstanding challenges related to congestion, multimodal safety, and access at several key intersections.

In 2024, the City implemented a quick-build project at the intersection of Bay Avenue and Hill Street to evaluate a potential “road diet” and traffic calming measures. Feedback from that pilot project, combined with detailed engineering analysis, informed the Bay Avenue Corridor Study, completed by Kimley-Horn in early 2025.

At the February 13, 2025, City Council meeting, staff presented the final corridor study results and three long-term alternatives for corridor improvements. Following review of the alternatives, the Council selected the roundabout control alternative (Alternative 2) as the preferred long-term solution and directed staff to proceed with public outreach and conceptual design refinement as the next steps in project development.

Based on Council direction and PG&E's timeline for undergrounding utilities at the Bay Avenue and Capitola Avenue\* intersection, the project is prioritizing the Bay Avenue and Hill Street intersection for near-term design advancement. While the quick-build improvements at Bay Avenue and Hill Street have provided valuable insights, the goal is to transition the intersection to a construction-ready state ahead of the Bay Avenue and Capitola Avenue\* intersection.

In both locations, Staff is conducting early outreach with adjacent property owners to understand and mitigate potential impacts. This includes identifying easement needs and coordinating around loading zones, delivery operations, and general site access. These conversations will inform the design process and help ensure that the final improvements support both corridor function and adjacent land uses.

**Discussion:** To move the project forward, staff solicited a scope and fee proposal from Kimley-Horn and Associates, Inc., the firm responsible for the corridor study and already familiar with the corridor's unique transportation context, community feedback, and engineering constraints.

The proposed contract includes the following scope of services:

1. Traffic Data Collection – New data will be collected at seven intersections to capture weekday school drop-off/pick-up periods and a Saturday summer festival. This includes 24-hour traffic volume and speed counts and multimodal turning movement counts (vehicles, bikes, pedestrians).
2. Corridor Concept Refinement – CAD-based schematic plans will illustrate complete street improvements for all modes. A first round of concepts will support public outreach; a second round will reflect community feedback.
3. Initial Right-of-Way (ROW) Analysis – Preliminary exhibits will identify potential ROW impacts and easement needs at the Bay/Hill and Bay/Capitola roundabout locations.

4. Public Outreach and Stakeholder Coordination – Up to four meetings will be conducted:
  - a. Residents at the Bay Avenue Senior Apartments;
  - b. Businesses and property owners at Bay/Capitola and Bay/Hill; and
  - c. General public community meeting(s).
5. Online Community Survey – A digital survey will be available for up to three months, accessible via QR codes and direct links, to gather broader community input.
6. Technical Memorandum and City Council Presentation – A memo will summarize outreach results, and Kimley-Horn will present findings and refined concepts at one City Council meeting.

#### Optional Task

7. Online Outreach Map – An interactive map-based platform using PublicCoordinate™ is available as an optional tool to support public engagement. While not recommended for inclusion in the base scope, it may be added later if there is strong community interest or additional outreach needs. The map would allow public comment, alternative comparison, and integrated survey access.

Fiscal Impact: The base scope of work (Tasks 1–6) totals \$75,150. An optional task (Task 7: Online Outreach Map) is available for an additional \$7,560, bringing the potential total contract value to \$82,710 if later authorized. While not included in the base scope, the optional task has been included as a contingency should expanded outreach be desired.

Funds are available in FY 2024–25 due to the receipt of \$126,000 of unanticipated additional revenues during FY 2023-24 that were not included in the Adopted FY 2024-25 budget. If approved, a budget amendment in the amount of \$83,000 is attached to transfer the funding from the General Fund to the CIP.

Completing this work will position the City to pursue grants from the Active Transportation Program (ATP), Highway Safety Improvement Program (HSIP), and regional sources through the Santa Cruz County Regional Transportation Commission (SCCRTC). Advancing the project to a "shelf-ready" state will enhance future grant competitiveness.

#### Attachments:

1. Kimley-Horn Proposal
2. Resolution
3. Budget Amendment

Report Prepared By: Jessica Kahn, Public Works Director;

Reviewed By: Julia Gautho, City Clerk; Jim Malberg, Finance Director; Samantha Zutler, City Attorney

Approved By: Jamie Goldstein, City Manager

*\*This report was edited 4/21/2025 at 10:00 AM to correct Capitola Avenue from Capitola Road.*