



## **CITY COUNCIL STAFF REPORT**

**ITEM NO. 6.9**

**DATE:** October 13, 2025

**TO:** Honorable Mayor and City Council

**FROM:** Jeramy Young, Police Chief

**SUBJECT:** Resolution authorizing execution of an agreement with National Trench Safety, Inc. for traffic control services at the San Francisco Premium Outlets and other sites as needed throughout the city, in an amount not-to-exceed \$1,700,000, from November 1, 2025, through October 31, 2030.

### **RECOMMENDED ACTION**

Staff recommends that the City Council adopt a resolution authorizing the City Manager to execute an agreement with National Trench Safety, Inc. for traffic control services at the San Francisco Premium Outlets and other sites as needed throughout the city, in an amount not-to-exceed \$1,700,000, from November 1, 2025, through October 31, 2030.

### **DECISION TYPE**

Administrative

### **SUMMARY**

With the expansion of the shopping and dining opportunities at and around the San Francisco Premium Outlets, the need for traffic control services to protect pedestrians and allow for a smooth traffic flow has increased. The City currently contracts for traffic control at three intersections at the outlets. The contract is meant to provide services on an on-call basis and allow flexibility to meet the needs of other locations, if necessary, in the City. The current contract is due to expire on October 31, 2025.

### **DISCUSSION**

The number of customers visiting the San Francisco Premium Outlets continues to be significant during the holidays. During the Thanksgiving holiday shopping weekend (Black Friday), approximately 115,000 vehicles entered the outlet property. Additionally, three-day holiday shopping weekends such as Memorial Day, Labor Day, and weekends between Thanksgiving and Christmas have increased vehicle traffic flow into the outlets.

In addition to the large number of customers visiting the outlets, four smaller retail developments (Republic Square, The Shops, Pacific Pearl, and Fallon Gateway) operate within close proximity during the same high-volume shopping periods. The increased business activity in the vicinity of the outlets, coupled with Republic Square and The Shops, has created a regional draw to the area, creating a necessity for increased traffic and pedestrian management.

Due to the volume of shoppers visiting the area, vehicle traffic often becomes gridlocked during holiday periods. Vehicle traffic backs up into Pleasanton and Dublin and causes congestion on the I-580 freeway and all roadways leading towards the San Francisco Premium Outlets. Traffic management can reduce the negative impacts of vehicle congestion and increase the safety of pedestrians coming/going from adjacent shopping centers, parking lots, and rideshare drop-offs.

In 2017, an RFP was sent out to 6 Bay Area and Central Valley traffic control companies. TPR Traffic Solutions (now National Trench Safety, Inc.) was the only respondent. The remaining companies declined to respond based on the City's requirement to implement temporary traffic control while the signal at the intersection is still fully operational. The other companies would only control traffic if the signal was set to flash. Setting the lights to flash mode did not mitigate the issues. It caused an exponential increase in traffic congestion on the roadways, further delays in the surrounding area, and additional congestion in the turn pockets. The City then entered into a contract with TPR Traffic Solutions (now National Trench Safety, Inc.), which expired in 2021. The City's Purchasing Section inquired with the professional purchasing community of California Association for Public Procurement Officials to determine if other agencies could provide resources for the City's particular needs. No other agencies could provide a company that could meet the requirements. The same process was followed again in August 2025, which yielded the same results.

In light of this fact, the City will rely upon section 2.68.370 (B) 2 (as below) of the City's Contracts and Purchasing Ordinance to eliminate the RFP requirement for this contract.

*Contracts and Purchasing Ordinance Section 2.68.370(B) 2*

*2. Where it is determined that supplies and equipment are unique or available only from one source, so that the quotation procedure required by this section would be meaningless. The basis upon which this determination is made shall be in writing.*

## **FISCAL AND ADMINISTRATIVE IMPACTS**

The total contract amount is not-to-exceed \$1,700,000 from November 1, 2025, through October 31, 2030. The FY 2025-27 approved Police Department budget has sufficient funding for the contract's first two years; therefore, no additional appropriation is necessary. Future years' costs will be included in the normal Police Department budget cycle. The City's current Public Safety Agreement with the San Francisco Premium Outlets, LLC, provides for an annual contribution of \$307,077 for public safety services at the mall, and 53% of the City's documented cost for traffic management services provided at the outlets for each event. This contract includes a 7.7% increase in hourly labor rates for years four and five.

## **COMMUNITY PILLAR**

1: A Safe Community That Thrives

## **GOAL**

2: Provide proactive and effective public safety and crime prevention through direct enforcement, education and partnerships

## **ATTACHMENTS**

1. Resolution

2. Exhibit A - Agreement

Prepared by: Deirdre Ramsey  
Business Manager

Approved by:



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Marianna A. Burch  
City Manager

Fiscal Review by:



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Tina Olson  
Administrative Services Director