



**REPORT TO THE CITY COUNCIL OF THE CITY OF GUADALUPE
Agenda of August 25, 2020**

Larry Appel

Todd Bodem

Prepared by:
Larry Appel, Planning Director

Approved by:
Todd Bodem, City Administrator

SUBJECT: General Plan Update Project Notice of Award

RECOMMENDATION:

1. It is recommended that the City Council adopt Resolution No. 2020-61 authorizing the Mayor to execute a professional services contract with Rincon Consultants, Inc. for preparation of the General Plan update and authorize the Mayor to sign on behalf of the City; or
2. Continue for discussion at a later date; or
3. Approve an alternative Resolution No. 2020-61 and direct staff to enter into a contract with EMC Planning Group substantially similar to the proposed contract with Rincon Consultants, Inc. and authorize the Mayor to sign on behalf of the City.

BACKGROUND:

A contract for professional services with Rincon Consultants, Inc. was on the consent agenda for July 28th. This contract recommendation followed weeks of reviewing the proposals from three firms by four staff members (Administrator, Public Works Director, Planning Director, and Planner). At the July 28th meeting, a Councilmember requested that this item be taken off the consent calendar so that it could be discussed. Following a discussion by the four members present that evening, along with input from a member of the public, the decision was made unanimously to request that staff provide copies of each of the proposals for review by Council and to bring the item back at the August 25th meeting. Hard copies of each of the three proposals were previously distributed to Councilmembers and made available online to provide sufficient time to evaluate them prior to this second meeting. **RICK Engineering has since requested that its proposal be withdrawn from further consideration.** For this reason, only the proposals from Rincon and EMC are attached hereto (as Attachments 3 and 4, respectively).

DISCUSSION:

In order to assist Council with the review process, staff has, below, provided short summaries of the three proposals and included relevant data that was used in part for the scoring of the proposals. Copies of the reviewing form and instructions were previously distributed to Councilmembers along with the proposals to provide the same information as the four city reviewers used. Copies of the reviewing form and instructions are attached hereto as Attachment 5. The three summaries are provided below in no particular order:

EMC (840 total hours budgeted, overall score 65%)

- Experience: **three** other General Plans/Local Coast Plans prepared
- No Spanish translation provided in the scope of work despite being requested in the RFP. With over 85% of Guadalupe residents being Hispanic, the document needs to be translated.
- No separate Environmental Justice Element as requested in the RFP
- To keep costs down, most text would be copied from other City documents, per the proposal
- Bid \$150,000

RICK Engineering (994 hours budgeted, overall score 69%)

- Experience: **Eight** General/Comprehensive plans or updates
- In order to stay within the \$150K budget for this project, the firm required that City staff (planning director) partner with them to provide research and assist in the writing of various portions of the draft General Plan.
- No Spanish translation was proposed despite the RFP specifically requesting that the document be translated.
- Bid \$150,000

Rincon Consultants (968 hours budgeted, overall score 69%)

- Experience: Most experienced with **24** General Plans or updates
- Included the Environmental Justice Element as a separate element, per RFP requirements
- Prepared full-sized display maps
- Full Spanish translation of Draft and Final General Plan document
- Extensive knowledge of Guadalupe (contract planners 2006-2017)
- Lowest bid at \$149,615

FISCAL IMPACT:

The entire General Plan update will be paid through funding from the SB 2 grant. Staff time to manage the contract will come from the contract planning budget. The project should be completed well before the end of the SB2 program, which ends on June 30, 2022. We have recently submitted a LEAP grant proposal that could potentially provide an additional \$65,000 to be used for the environmental review process of the draft General Plan update.

ATTACHMENTS:

1. Resolution No. 2020-61 entitled "A resolution of the City Council of the City of Guadalupe approving a contract with Rincon Consultants, Inc. for preparation of the General Plan update."
2. Agreement between the City and Rincon Consultants, Inc.
3. Proposal from Rincon Consultants, Inc.
4. Proposal from EMC Planning Group.
5. Reviewing form and instructions.
6. Alternative Resolution No. 2020-61 entitled "A resolution of the City Council of the City of Guadalupe approving a contract with EMC Planning Group for preparation of the General Plan update."

RESOLUTION NO. 2020-61

A RESOLUTION OF THE CITY COUNCIL OF THE CITY GUADALUPE APPROVING A CONTRACT WITH RINCON CONSULTANTS, INC. FOR THE PREPARATION OF THE GENERAL PLAN UPDATE

WHEREAS, the City of Guadalupe has received funding for an SB-2 grant for \$160,000 to cover the cost of certain planning activities; and

WHEREAS, the grant was funded for \$150,000 going to the General Plan update, which has not been updated since 2002, and the remaining \$10,000 to be used to reimburse the City for costs associated with various amendments to the Accessory Dwelling Unit ordinance; and

WHEREAS, the City of Guadalupe Issued a Request for Proposals (RFP) on April 10, 2020 to update the City's General Plan; and

WHEREAS, the City of Guadalupe received three proposals for updating the General Plan ranging in price from \$149,615 to \$150,000 by the proposal closing date of June 5, 2020 at 4:30 PM; and

WHEREAS Rincon Consultants, Inc. meets the qualifications for preparing the update, was the lowest bidder, and was ranked highest according to the staff approved selection criteria; and

WHEREAS, Staff recommends the award of the contract to Rincon Consultants, Inc.; and

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Guadalupe that an agreement to prepare the City's General Plan update with Rincon Consultants, Inc. for \$149,615, attached to the staff report as Attachment 2, is approved, and the Mayor is hereby authorized to sign the contract on behalf of the City.

PASSED, APPROVED AND ADOPTED at a regular meeting on the 25th day of August, 2020 by the following vote:

MOTION:

AYES:

NOES:

ABSENT:

ABSTAIN:

I, Joice Earleen Raguz, City Clerk of the City of Guadalupe, DO HEREBY CERTIFY that the foregoing Resolution, being **Resolution No. 2020-61** has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held August 25, 2020, and that same was approved and adopted.

ATTEST:

Joice Earleen Raguz, City Clerk

Ariston Julian, Mayor

APPROVED AS TO FORM:

Philip F. Sinco, City Attorney

**AGREEMENT FOR CONSULTANT SERVICES
BETWEEN
THE CITY OF GUADALUPE
AND RINCON CONSULTANTS, INC.**

THIS AGREEMENT FOR CONSULTANT SERVICES (the "**Agreement**") is made and entered into this 28th day of July 2020, by and between the CITY OF GUADALUPE, a municipal corporation ("**City**") and Rincon Consultants, Inc., a California Corporation ("**Consultant**").

In consideration of the mutual covenants and conditions set forth herein, the parties agree as follows:

Section 1. Term of Agreement. Subject to the provisions of Section 19 (Termination of Agreement) of this Agreement, the term of this Agreement shall be for a period of one (1) year from the date of execution of this Agreement, as first shown above. Such term may be extended upon written agreement of both parties to this Agreement.

Section 2. Scope of Services. Consultant agrees to perform the services set forth in Exhibit A (Scope of Services) and made a part of this Agreement.

Section 3. Additional Services. Consultant shall not be compensated for any services rendered in connection with its performance of this Agreement which are in addition to or outside of those set forth in this Agreement or listed in Exhibit A, unless such additional services are authorized in advance and in writing by the City Council or City Administrator of City. Consultant shall be compensated for any such additional services in the amounts and in the manner agreed to by the City Council or City Administrator.

Section 4. Compensation and Method of Payment.

(a) Subject to any limitations set forth in this Agreement, City agrees to pay Consultant the amounts specified in Exhibit B (Compensation) and made a part of this Agreement, although in no case shall such compensation exceed \$150,000 for the entire project.

(b) Each month Consultant shall furnish to City an original invoice for all work performed and expenses incurred during the preceding month. The invoice shall detail charges by the following categories: labor (by subcategory), travel, materials, equipment, supplies, sub-consultant contracts and miscellaneous expenses. City shall independently review each invoice submitted by Consultant to determine whether the work performed and expenses incurred are in compliance with the provisions of this Agreement and Scope of Services. In the event that no charges or expenses are disputed, the invoice shall be approved and paid according to the terms set forth in subsection (c). In the event City disputes any charges or expenses, City shall return the original invoice

to Consultant with specific items in dispute identified for correction and re-submission. All undisputed charges shall be paid in accordance with this Agreement and Scope of Services.

(c) Except as to any charges for work performed or expenses incurred by Consultant, which are disputed by City, City will cause Consultant to be paid within forty-five (45) days of receipt of Consultant's invoice.

(d) Payment to Consultant for work performed pursuant to this Agreement shall not be deemed to waive any defects in work performed by Consultant.

(e) Consultant shall have the right to suspend services if not paid in accordance with this Agreement.

Section 5. Inspection and Final Acceptance. City may inspect and accept or reject any of Consultant's work under this Agreement, either during performance or when completed, if the work is found to be defective or not in compliance with the defined Scope of Services. Acceptance of any of the Consultant's work by City shall not constitute a waiver of any of the provisions of this Agreement, including but not limited to, Sections 15 and 16, pertaining to indemnification and insurance, respectively. Consultant agrees to cooperate in any such inspection.

Section 6. Ownership of Documents. All original maps, models, designs, drawings, photographs, studies, surveys, reports, data, notes, computer files, files and other documents prepared, developed or discovered by Consultant in the course of providing any services pursuant to this Agreement shall become the sole property of City and may be used, reused or otherwise disposed of by City without the permission of the Consultant. Reuse of any materials outside the scope of this Agreement shall be at the sole risk of the City.

Section 7. Consultant's Books and Records.

(a) Consultant shall maintain any and all documents and records demonstrating or relating to Consultant's performance of services pursuant to this Agreement. Consultant shall maintain any and all ledgers, books of account, invoices, vouchers, canceled checks, or other documents or records evidencing or relating to work, services, expenditures and disbursements charged to City pursuant to this Agreement. Any and all such documents or records shall be maintained in accordance with generally accepted accounting principles and shall be sufficiently completed and detailed so as to permit an accurate evaluation of the services provided by Consultant pursuant to this Agreement. Any and all such documents or records shall be maintained for three (3) years from the date of execution of this Agreement and to the extent required by laws relating to the audits of public agencies and their expenditures.

(b) Any and all records or documents required to be maintained pursuant to this section shall be made available for inspection, audit and copying, upon reasonable notice during regular business hours, upon written request by City or its designated

representative. Copies of such documents or records shall be provided directly to the City for inspection, audit and copying when it is practical to do so; otherwise, unless an alternative is mutually agreed upon, such documents and records shall be made available at Consultant's address indicated for receipt of notices in this Agreement. The City shall compensate the Consultant for all costs associated with providing these materials to the City.

(c) Where City has reason to believe that any of the documents or records required to be maintained pursuant to this section may be lost or destroyed due to dissolution or termination of Consultant's business, City may, by written request, require that custody of such documents or records be given to the requesting party and that such documents and records be maintained by the requesting party. Access to such documents and records shall be granted to City, as well as to its successors-in-interest and authorized representatives.

Section 8. Status of Consultant.

(a) Consultant is and shall at all times during the terms of this Agreement remain a wholly independent Consultant and not an officer, employee or agent of City. Consultant shall have no authority to bind City in any manner, nor to incur any obligation, debt or liability of any kind on behalf of or against City, whether by contract or otherwise, unless such authority is expressly conferred under this Agreement or is otherwise expressly conferred in writing by City.

(b) The personnel performing the services under this Agreement on behalf of Consultant shall at all times be under Consultant's exclusive direction and control. Neither City nor any elected or appointed boards, officers, officials, employees or agents of City, shall have control over the conduct of Consultant or any of Consultant's officers, employees or agents, except as set forth in this Agreement. Consultant shall not at any time or in any manner represent that Consultant or any of Consultant's officers, employees or agents are in any manner officials, employees or agents of City.

(c) Neither Consultant nor any of Consultant's officers, employees or agents shall obtain any rights to retirement, health care or any other benefits which may otherwise accrue to City's employees. Consultant expressly waives any claim Consultant may have to any such rights.

Section 9. Standard of Performance. Consultant represents and warrants that it has the qualifications, experience and facilities necessary to properly perform the services required under this Agreement in a thorough, competent and professional manner. Consultant shall at all times faithfully, competently and to the best of its ability, experience and talent, perform all services described herein. In meeting its obligations under this Agreement, Consultant shall employ, at a minimum, generally accepted standards and practices utilized by persons engaged in providing services similar to those required of Consultant under this Agreement.

Section 10. Compliance With Applicable Laws, Permits and Licenses. Consultant shall keep itself informed of and comply with all applicable federal, state and local laws, statutes, codes, ordinances, regulations and rules in effect during the term of this Agreement applicable to Consultant. Consultant shall obtain any and all licenses, permits and authorizations necessary to perform the services set forth in this Agreement. Neither City, nor any elected or appointed boards, officers, officials, employees or agents of City, shall be liable at law or in equity as a result of any failure of Consultant to comply with this section.

Section 11. Nondiscrimination. Consultant shall not discriminate, in any way, against any person on the basis of race, color, religious creed, national origin, ancestry, sex, age, disability, marital status or sexual orientation in connection with or related to the performance of this Agreement.

Section 12. Unauthorized Aliens. Consultant hereby promises and agrees to comply with all of the provisions of the Federal Immigration and Nationality Act, 8 U.S.C.A. sections 1101, et seq., as amended, and in connection therewith, shall not employ unauthorized aliens for the performance of work and/or services covered by this Agreement, and should any liability or sanctions be imposed against City for such use of unauthorized aliens, Consultant hereby agrees to and shall reimburse City for the cost of all such liabilities or sanctions imposed, together with any and all costs, including attorney's fees, incurred by City.

Section 13. Conflicts of Interest. Consultant agrees to at all times avoid conflicts of interest with the interests of the City in the performance of this Agreement.

Section 14. Confidential Information; Release of Information.

(a) All information gained or work product produced by Consultant in performance of this Agreement shall be considered confidential, unless such information is in the public domain or already known to Consultant. Consultant shall not release or disclose any such information or work product to persons or entities other than City without prior written authorization from the City Administrator, except as may be required by law.

(b) Consultant, its officers, employees, agents or subconsultants, shall not, without prior written authorization from the City Administrator or unless requested by the City Attorney of City, voluntarily provide declarations, letters of support, testimony at depositions, responses to interrogatories or other information concerning the work performed under this Agreement. A response to a subpoena or court order shall not be considered "voluntary" provided Consultant gives City notice of such court order or subpoena.

(c) If Consultant, or any officer, employee, agent or subconsultant of Consultant, provides any information or work product in violation of this section, then City shall have the right to reimbursement and indemnity from Consultant for any damages, costs and fees, including attorney's fees, caused by or incurred as a result of Consultant's conduct.

(d) Consultant shall promptly notify City should Consultant, its officers, employees, agents or sub consultants be served with any summons, complaint, subpoena, notice of deposition, request for documents, interrogatories, request for admissions or other discovery request, court order or subpoena from any party regarding this Agreement and the work performed thereunder. City retains the right, but has no obligation, to represent Consultant or be present at any deposition, hearing or similar proceeding. Consultant agrees to cooperate fully with City and to provide City with the opportunity to review any response to discovery requests provided by Consultant. However, this right to review any such response does not imply or mean the right by City to control, direct, or rewrite said response. Consultant shall be compensated for all costs associated with complying with this section.

Section 15. Indemnification.

(a) City and its respective elected and appointed boards, officials, officers, agents, employees and volunteers (individually and collectively, "**Indemnitees**") shall have no liability to Consultant or any other person for, and Consultant shall indemnify, defend, protect and hold harmless Indemnitees from and against, any and all liabilities, claims, actions, causes of action, proceedings, suits, damages, judgments, liens, levies, costs and expenses of whatever nature, including reasonable attorney's fees and disbursements (collectively, "**Claims**") which Indemnitees may suffer or incur or to which Indemnitees may become subject by reason of any injury to or death of any person(s), damage to property, loss of use of property, economic loss or otherwise occurring as a result of the negligent or willfully wrongful acts or omissions of Consultant, its agents, officers, directors, sub consultants or employees, committed in performing any of the services under this Agreement.

(b) If any action or proceeding is brought against Indemnitees by reason of any of the matters against which Consultant has agreed to indemnify Indemnitees as provided above, Consultant, upon notice from City, shall defend Indemnitees at Consultant's expense by counsel acceptable to City, such acceptance not to be unreasonably withheld. Indemnitees need not have first paid for any of the matters to which Indemnitees are entitled to indemnification in order to be so indemnified. The insurance required to be maintained by Consultant under Section 16 shall ensure Consultant's obligations under this section, but the limits of such insurance shall not limit the liability of Consultant hereunder. The provisions of this section shall survive the expiration or earlier termination of this Agreement.

(c) The provisions of this section do not apply to Claims occurring as a result of the City's sole negligence or willfully wrongful acts or omissions.

(d) City agrees to indemnify Consultant for any such neglect or willfully wrongful acts committed by City or its officers, agents or employees.

Section 16. Insurance. Consultant agrees to obtain and maintain in full force and effect during the term of this Agreement, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work provided by Consultant, its agents, representatives or employees in performance of this Agreement. Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII. All insurance policies shall be subject to approval by City as to form and content. These requirements are subject to amendment or waiver, if so approved in writing by City Administrator. Consultant agrees to provide City with copies of required policies upon request.

Consultant shall provide the following scope and limits of insurance:

A. Minimum Scope of Insurance: Coverage shall be at least as broad as:

(1) Insurance Services Office Form Commercial General Liability coverage (Occurrence Form CG 0001).

(2) Insurance Services Office Form No. CA 0001 covering Automobile Liability, including code 1"any auto" and endorsement CA 0025, or equivalent forms subject to written approval of City.

(3) Workers' Compensation insurance as required by the Labor Code of the State of California and Employers' Liability insurance and covering all persons providing services on behalf of the Consultant and all risks to such persons under this Agreement.

(4) Errors and omission liability insurance appropriate to the Consultant's profession.

B. Minimum Limits of Insurance: Consultant shall maintain limits of insurance no less than:

(1) General Liability: \$1,000,000 general aggregate for bodily injury, personal injury and property damage.

(2) Automobile Liability: \$1,000,000 per accident for bodily injury and property damage.

(3) Workers' Compensation and Employer's Liability: Workers' Compensation as required by the Labor Code of the State of California and Employer's Liability limits of \$1,000,000 per accident.

(4) Errors and Omissions Liability \$1,000,000 per claim.

C. Other Provisions: Insurance policies required by this Agreement shall contain the following provisions:

(1) All Policies: Each insurance policy required by this Agreement shall be endorsed and state the coverage shall not be suspended, voided, canceled by the insurer or other party to this Agreement, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested has been given to City.

(2) General Liability and Automobile Liability Coverages.

(a) City and its respective elected and appointed officers, officials, employees and volunteers are to be covered as additional insureds as respects: liability arising out of activities Consultant performs; products and completed operations of Consultant; premises owned, occupied or used by Consultant; or automobiles owned, leased, hired or borrowed by Consultant. The coverage shall contain no special limitations on the scope of protection afforded to City, and its respective elected and appointed officers, officials or employees.

(b) Consultant's insurance coverage shall be primary insurance with respect to City, and its respective elected and appointed officers, officials, employees and volunteers. Any insurance or self insurance maintained by City, and its respective elected and appointed officers, officials, employees or volunteers, shall apply in excess of, and not contribute with, Consultant's insurance.

(c) Consultant's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

(d) Any failure to comply with the reporting or other provisions of the policies including breaches of warranties shall not affect coverage provided to City, and its respective elected and appointed officers, officials, employees or volunteers.

(3) Workers' Compensation and Employer's Liability Coverage. Unless the City Administrator otherwise agrees in writing, the insurer shall agree to waive all rights of subrogation against City, and its respective elected and appointed officers, officials, employees and agents for losses arising from work performed by Consultant.

D. Other Requirements: Consultant agrees to deposit with City, at or before the effective date of this Agreement, certificates of insurance necessary to satisfy City that the insurance provisions of this Agreement have been met. The City Attorney may require that Consultant furnish City with copies of original endorsements effecting coverage required by this section. The certificates and endorsements are to be signed by a person authorized by that insurer to bind coverage on its behalf. City reserves the right to inspect complete, certified copies of all required insurance policies at any time.

(1) Consultant shall furnish certificates and endorsements from each sub-consultant identical to those Consultant provides.

(2) Any deductibles or self-insured retentions must be declared to and approved by City. At the option of City, either the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects City or its respective elected or appointed officers, officials, employees and volunteers or the Consultant shall procure a bond guaranteeing payment of losses and related investigations, claim administration, defense expenses and claims.

(3) The procuring of such required policy or policies of insurance shall not be construed to limit Consultant's liability hereunder nor to fulfill the indemnification provisions and requirements of this Agreement.

Section 17. Assignment. The expertise and experience of Consultant are material considerations for this Agreement. City has an interest in the qualifications of and capability of the persons and entities who will fulfill the duties and obligations imposed upon Consultant under the Agreement. In recognition of that interest, Consultant shall not assign or transfer this Agreement or any portion of this Agreement or the performance of any of Consultant's duties or obligations under this Agreement without the prior written consent of the City Council. Any attempted assignment shall be ineffective, null and void, and shall constitute a material breach of this Agreement, entitling City to any and all remedies at law or in equity, including summary termination of this Agreement. City acknowledges, however, that Consultant, in the performance of its duties pursuant to this Agreement, may utilize sub consultants.

Section 18. Continuity of Personnel. Consultant shall make every reasonable effort to maintain the stability and continuity of Consultant's staff assigned to perform the services required under this Agreement. Consultant shall notify City of any changes in Consultant's staff assigned to perform the services required under this Agreement, prior to any such performance.

Section 19. Termination of Agreement.

(a) City may terminate this Agreement, with or without cause, at any time by giving thirty (30) days' written notice of termination to Consultant. In the event such notice is given, Consultant shall cease immediately all work in progress.

(b) Consultant may terminate this Agreement at any time upon thirty (30) days' written notice of termination to City.

(c) If either Consultant or City fail to perform any material obligation under this Agreement, then, in addition to any other remedies, either Consultant or City may terminate this Agreement immediately upon written notice.

(d) Upon termination of this Agreement by either Consultant or City, all property belonging exclusively to City which is in Consultant's possession shall be returned to City. Consultant shall furnish to City a final invoice for work performed and expenses incurred by Consultant, prepared as set forth in Section 4 of this Agreement. This final invoice shall be reviewed and paid in the same manner as set forth in Section 4 of this Agreement.

Section 20. Default. In the event that Consultant is in default under the terms of this Agreement, the City shall not have any obligation or duty to continue compensating Consultant for any work performed after the date of default and may terminate this Agreement immediately by written notice to Consultant.

Section 21. Excusable Delays. Consultant shall not be liable for damages, including liquidated damages, if any, caused by delay in performance or failure to perform due to causes beyond the control of Consultant. Such causes include, but are not limited to, acts of God, acts of the public enemy, acts of federal, state or local governments, acts of the City, court orders, fires, floods, epidemics, strikes, embargoes, and unusually severe weather. The term and price of this Agreement shall be equitably adjusted for any delays due to such causes.

Section 22. Cooperation by City. All public information, data, reports and maps as are existing and available to City as public records, and which are necessary for carrying out the work as outlined in Exhibit A, shall be furnished to Consultant in every reasonable way to facilitate, without undue delay, the work to be performed under this Agreement.

Section 23. Notices. All notices required or permitted to be given under this Agreement shall be in writing and shall be personally delivered, or sent by telecopier or United States mail, postage prepaid, addressed as follows:

To City: City Administrator
 City of Guadalupe
 918 Obispo Street
 Guadalupe, CA 93434

To Consultant: Richard Daulton, MURP, V.P./Principal
 Rincon Consultants, Inc.
 1530 Monterey Street, Ste. D
 San Luis Obispo, CA 93401

Notice shall be deemed effective on the date personally delivered or transmitted by facsimile or, if mailed, three (3) days after deposit of the same in the custody of the United States Postal Service.

Section 24. Authority to Execute. The person or persons executing this Agreement on behalf of the Consultant represents and warrants that they have the authority to so execute this Agreement and to bind Consultant to the performance of its obligations hereunder.

Section 25. Binding Effect. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

Section 26. Modification of Agreement. No amendment to or modification of this Agreement shall be valid unless made in writing and approved by the Consultant and by the City Council. The parties agree that this requirement for written modifications cannot be waived and that any attempted waiver shall be void.

Section 27. Waiver. Waiver by any party to this Agreement of any term, condition or covenant of this Agreement shall not constitute a waiver of any other term, condition or covenant. Waiver by any party of any breach of the provisions of this Agreement shall not constitute a waiver of any other provision, nor a waiver of any subsequent breach or violation of any provision of this Agreement. Acceptance by City of any work or services by Consultant shall not constitute a waiver of any provisions of this Agreement.

Section 28. Law to Govern; Venue. This Agreement shall be interpreted, construed and governed according to the laws of the State of California. In the event of litigation between the parties, venue in state trial courts shall lie exclusively in the County of Santa Barbara. In the event of litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in Los Angeles.

Section 29. Attorney's Fees, Costs and Expenses. In the event litigation or other proceeding is required to enforce or interpret any provision of this Agreement, the prevailing party in such litigation or other proceeding shall be entitled to any award of reasonable attorney's fees, costs and expenses, in addition to any other relief to which it may be entitled.

Section 30. Entire Agreement. This Agreement, including the attached exhibits, is the entire, complete, final and exclusive expression of the parties with respect to the matters addressed therein and supersedes all other agreements or understandings, whether oral or written, or entered into between Consultant and City prior to the execution of this Agreement. No statements, representations or other agreements, whether oral or written, made by any party which are not embodied herein shall be valid and binding. No amendment to this Agreement shall be valid and binding unless in writing duly executed by the parties or their authorized representatives.

Section 31. Severability. If a term, condition or covenant of this Agreement is declared or determined by any court of competent jurisdiction to be invalid, void or unenforceable, the remaining provisions of this Agreement shall not be affected thereby, and the Agreement shall be read and construed without the invalid, void or unenforceable provision(s).


Section 32. Preparation of Agreement. This Agreement is the product of negotiation and preparation by and among the parties and their respective attorneys. The parties, therefore, expressly acknowledge and agree that this Agreement shall not be deemed prepared or drafted by one party or another, or any party's attorney, and will be construed accordingly.

CITY:

CONSULTANT:

CITY OF GUADALUPE

By: _____
Ariston Julian, Mayor

By:  _____
Richard Daulton, MURP
Title: Vice President/Principal

APPROVED AS TO FORM:

Philip F. Sinco, City Attorney

Exhibit A - Proposal and Work Program
Exhibit B - Cost Proposal



RINCON CONSULTANTS, INC.

Guadalupe General Plan Update

Cost Estimate

Tasks	Rincon Labor Classification →		Principal II	Supervisor	Senior Professional I	Professional III	Professional I	GIS/CADD Specialist II	Clerical
	Labor Cost	Direct Expense							
Phase 1: Project Initiation									
Task 1: Kickoff Meeting and Virtual City Tour	\$1,335		2	4					1
Task 2: Develop Final Work Program	\$435		1	1					5
Task 3: Project Coordination / Project Management	\$18,475	\$340	16	60	16			1	1
Task 4: Evaluate and Review Existing Reports/Information	\$5,460		2	4	8				7
Task Subtotal	\$25,705	\$340	21	69	24	8	16	1	7
Phase 2: Existing Conditions Background Report									
Task 5: Administrative Draft Existing Conditions Background Report	\$9,270		2	6	10	20	24	6	2
Task 6: Final Background Report	\$2,980		1	2	2	6	10	1	1
Task Subtotal	\$12,250		3	8	12	26	34	7	3
Phase 3: Evaluating Alternatives									
Task 7: Alternative Land Use Scenario Report	\$9,135	\$85	2	8	12	16	24	4	1
Task 8: Preferred Land Use Scenario Alternative Memorandum	\$3,350		1	2	4	8	8	1	1
Task Subtotal	\$12,485	\$85	3	10	16	24	32	5	2
Phase 4: Preparing the Draft General Plan									
Task 9: General Plan Goals, Policies, and Objectives Development	\$30,760		8	32	50	60	60	4	4
Task 10: Land Use, Circulation Diagrams and Other Diagrams	\$6,495		1	5	8			32	
Task 11: Administrative Draft General Plan	\$17,760		6	16	32	24	32	8	8
Task 12: Draft General Plan (Including Spanish Language Edition)	\$16,330	\$2,500	4	12	50	16	20	2	8
Task 13: General Plan Consultation and Referrals	\$3,720		1	8	12				
Task Subtotal	\$75,065	\$2,500	20	73	152	100	112	46	16
Phase 5: Public Review and Final Documents									
Task 14: City Council Hearings (3 - one during Phase 3, two during Phase 5)	\$5,340	\$255	6	20	24	20	20	4	8
Task 15: Final Draft General Plan Documents (including Spanish Edition)	\$12,940	\$2,650	4	12	24	20	20	4	8
Task Subtotal	\$18,280	\$2,905	10	32	24	20	20	4	8
SUBTOTAL COST	\$143,785	\$5,830	968	\$37,440	\$36,480	\$23,140	\$22,470	\$7,875	\$2,700

Professional Services - are based on Rincon's standard fee schedule and labor classifications. The above is provided as an estimate of Rincon's effort per task. Rincon may reallocate budget between staff and tasks, as long as the total contract price is not exceeded.

Annual Escalation - Standard rates subject to 3% escalation annually.

Direct Cost Detail	
Vehicle Costs	\$ 680
Photocopies Double-Sided 8W	\$ 1,800
Reproduction CDs	\$ 150
Colored Copies including Poster Diagrams	\$ 3,200
Subtotal Additional Costs:	\$ 5,830

Summary	
Professional Fees Subtotal	\$143,785
Direct Costs Subtotal	\$5,830
TOTAL PROJECT BUDGET	\$149,615



City of Guadalupe
Professional Services for General Plan Update

Employee Classification	Direct Hourly Rate	Fringe Benefit Rate	Indirect Cost Rate	Fee	Total Billing Rate
Principal II	\$79.00	\$52.30	\$68.69	\$40.00	\$240.00
Supervisor I	\$64.19	\$42.49	\$55.81	\$32.50	\$195.00
Senior Professional I	\$52.67	\$34.87	\$45.80	\$26.67	\$160.00
Professional III	\$42.79	\$28.33	\$37.21	\$21.67	\$130.00
Professional I	\$34.56	\$22.88	\$30.05	\$17.50	\$105.00
GIS/CADD Specialist II	\$41.15	\$27.24	\$35.78	\$20.83	\$125.00
Clerical	\$24.69	\$16.34	\$21.47	\$12.50	\$75.00

rincon

RINCON CONSULTANTS, INC.

Environmental Scientists | Planners | Engineers



Proposal Submittal
for the City of Guadalupe

**PROFESSIONAL SERVICES -
CITY OF GUADALUPE
GENERAL PLAN UPDATE**

Revised June 24, 2020

Submitted to:

City of Guadalupe

Attn: Larry Appel, Contract Planning Director
P.O. Box 908
Guadalupe, California 93458

Submitted by:

Rincon Consultants, Inc.

1530 Monterey Street, Suite D
San Luis Obispo, California 93401
805-547-0900

www.rinconconsultants.com



Rincon Consultants, Inc.

1530 Monterey Street, Suite D
San Luis Obispo, California 93401

805 547 0900 OFFICE AND FAX

info@rinconconsultants.com
www.rinconconsultants.com

June 24, 2020

Project Number 20-09637

Attn: Larry Appel, Contract Planning Director
City of Guadalupe, Planning Department
P.O. Box 908
Guadalupe, California 93434

Subject: Proposal for Professional Services – City of Guadalupe General Plan Update

Dear Mr. Appel:

Rincon Consultants, Inc. (Rincon) is pleased to submit this proposal to assist the City of Guadalupe's (City's) Planning Department with the preparation of a General Plan Update. We are very enthusiastic about the opportunity to work with the City and have assembled a team of highly skilled planning professionals who combine extensive experience with both the technical and policy aspects of General Plan Updates, familiarity with the City of Guadalupe through 11 years of providing contract planning services, extensive knowledge of the California Environmental Quality Act (CEQA), and many years of experience preparing general plan updates for cities throughout the State.

At Rincon, we are proud of our team's ability to work effectively with City staff, decision-makers, and community groups to develop and implement innovative approaches and solutions to planning and environmental issues. We believe that our statewide experience with General Plans and CEQA, as well as our long-standing 10+-year relationship with City staff and local knowledge, are critical and give us a unique understanding of and sensitivity to the broad range of issues that will be important to the successful adoption and implementation of the General Plan Update.

Our planning group engages only a select number of General Plan assignments at a time, ensuring devoted focus on the details and issues relevant to those select projects. Within the region, our project team completed the **City of Lompoc General Plan and Environmental Impact Report (EIR)**, **City of Buellton General Plan and EIR**, and **City of Solvang Noise Element**, and is currently part of the team preparing the **City of Santa Maria General Plan EIR**. We are also adept at preparing streamlined General Plans for small cities, including the **City of Avalon** (population 3,700), and **City of Calipatria** (population 7,700). Our team also prepared the **Alhambra General Plan and EIR**, and the **City of Calabasas 2030 General Plan and EIR**, which received the Compass Blueprint Achievement in Sustainability award from the Southern California Association of Governments. In addition, this team executed the **City of Rancho Mirage General Plan and EIR Addendum**, which received a Best Practices award from the American Planning Association and an Outstanding Planning Document Merit award from the Association of Environmental Professionals.

Leading the team will be **Richard Daulton, MURP**. He has 24 years of experience in planning and has a strong background in policy development, and technical environmental and economic analysis. Mr. Daulton previously served as Rincon's principal-in-charge for contract planning services provided to the City. **Lilly Rudolph, AICP** will serve as Project Manager in charge of day-to-day oversight and will serve as the City's primary contact. She has 20 years of experience in land use planning and community development and has prepared and/or managed general plan updates, design guidelines, specific plans,



historic resource surveys, and ordinances and is experienced in the preparation and management of long-range planning documents for plan areas and development projects. The composition of our team and team member roles and responsibilities are described in the proposal.

Rincon has reviewed the City's sample contract. Rincon finds the sample contract generally acceptable, but requests the right to negotiate language related to the indemnification clause (Section 15).

Thank you for considering Rincon for this assignment. Please do not hesitate to contact us if you have questions about this proposal or need additional information.

Sincerely,
Rincon Consultants, Inc.

A handwritten signature in blue ink that reads "Lilly Rudolph".

Lilly Rudolph, AICP, MPA, Senior Program Manager
805-547-0900 x48; lrudolph@rinconconsultants.com
Contact for Clarification

A handwritten signature in black ink that reads "Richard Daulton".

Richard Daulton, MURP, Vice President/Principal
805-547-0900 x128; rdaulton@rinconconsultants.com
Authorized to contractually obligate and negotiate on behalf of Rincon Consultants, Inc.

Proposal

City of Guadalupe

Professional Services for General Plan Update

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1 Introduction

1.1 Project Understanding

From our review of the Request for Proposals (RFP), in addition to our previous experience working with the City of Guadalupe, we understand that the City's existing General Plan consists of nine elements: Land Use, Housing, Circulation, Conservation and Open Space, Safety, Noise, Community Design and Historic Preservation, Public Facilities, and the Economic Development Element. The elements were originally adopted in 1989 and subsequently updated in 2002. The Housing Element was updated and certified for eight years by the California Department of Housing and Community Development on March 15, 2019 (Housing Element 2019-2027) and is thus not a part of this update process. Currently, the City seeks an update to the General Plan to bring it into compliance with recent changes in state law and to update the vision and policy direction as the City embarks on a new phase over the next twenty years. Specific requirements needed as part of this update process include preparation of an Environmental Justice Element along with an Air Quality amendment that could be incorporated into any of the existing adopted elements, per state law, Section 65302.1(c). Further, the Draft General Plan update will need to satisfy the wide range of new state statutory requirements regarding the elements. This General Plan Update will comply with Senate Bill (SB) 2 grant requirements, including deadlines for fund expenditure. As such, we understand the need for an efficient and timely approach to completing this assignment.

The existing General Plan has served the City well by managing the growth of the City to this point, including ensuring that infrastructure and services are developed in a deliberate, guided, and intentional manner. However, the City is now in a position of preparing for the next generation of development and growth, including re-visioning underutilized and underdeveloped areas of the City.

In response to the City's request, Rincon Consultants, Inc. (Rincon), is particularly well suited to assist and is passionate about the opportunity to help guide Guadalupe through the next twenty years in the City's progression. As part of our services (as detailed in the Technical Approach in Section 2 and the summary of the Draft Work Plan in Section 6), Rincon will develop an internally consistent General Plan with Goals, Policies, and Objectives that advance the major policy directions of the City. Rincon will utilize the information collected during the previously conducted community and stakeholders meetings, as well as analyze current and future trends, including advancements in technology, changes in consumer and workplace behaviors, and other local and regional trends that affect local land use and the economy. This analysis will guide our development of goals, policies, and implementation measures that will best meet the future needs of the community. We will prepare a Draft General Plan that is reader friendly, can be accessed electronically as well as in print form, is easy to track and follow for planning staff and decision makers, and is available in Spanish as well as English, so that the document is transparent and accessible to all community members.

As described in the RFP, we will also ensure the updated General Plan: (1) incorporates a set of Guiding Principles, each with key strategies for achieving the community's vision; (2) is authentic to Guadalupe's identity and community assets; (3) contains strategies and implementation measures that are measurable and trackable over time to ensure the existing neighborhoods and community at large are enhanced over the coming 20 years; (4) provides a pathway for economic development and sustained success; (5) focuses anticipated growth, especially providing a variety of residential development and affordable housing options, within the existing City limits and the coinciding Sphere of Influence, by

stressing infill and redevelopment opportunities rather than expanding or sprawling onto adjacent active agricultural lands that surround the City.

1.2 Firm Description



Rincon is a multi-disciplinary planning, environmental science, and engineering consulting firm that provides quality professional services to government and industry. Rincon prides itself on the considerable depth of its staff, which includes certified urban planners, professional

geologists, including a certified engineering geologist and geochemists; biologists, including wildlife biologists, certified wetland specialists, arborists, and botanists; noise and air quality experts; and accredited LEED professionals. For this project, we have chosen professional staff who are experienced in urban land use planning, infrastructure, transportation/ circulation, noise, air quality/GHG, health risk, water quality, and related disciplines including problem-solving services in geology, hydrology, and waste management. Our approach to projects is centered upon the development of well-designed and creative solutions that respond to our clients' specific needs in a cost-effective manner.

1.2.1 Professional Expertise

Rincon has prepared general plans and general plan elements throughout California in various types of land use, environmental and socioeconomic settings. Our planning group is involved with only a select number of general plan assignments at a time, ensuring undistracted focus on the issues relevant to those select projects. In 2017, Rincon's **City of Rancho Mirage General Plan and EIR Addendum** received a Best Practices award from the American Planning Association and an Outstanding Planning Document Merit award from the Association of Environmental Professionals.

1.2.2 Local Expertise

At Rincon, we are proud of our team's ability to work effectively with City of Guadalupe staff, decision-makers, and community groups. **We have been providing environmental planning services to the City since 2006.** We believe that our statewide experience with General Plans, our long-standing relationship with City staff, and local and regional knowledge give us a unique understanding of and sensitivity to the broad range of issues that will be important to this project.

Legal Name:
Rincon Consultants, Inc.

Founded: 1994

Legal Form: California "S"
Corporation

Professional Staff: 285

California Offices: 12
San Luis Obispo, Santa Barbara, Ventura, Los Angeles, Redlands, Carlsbad, San Diego, Fresno, Monterey, Santa Cruz, Oakland, and Sacramento

Primary Office Location:
1530 Monterey Street, Suite D
San Luis Obispo, California
93401

Website:
www.rinconconsultants.com

Company Highlights:

- Received three AEP awards in 2019
- Received one APA award in 2019
- Named one of the "Best Places to Work" by Zweig-White (2019, 2017, 2015, and 2009)
- Named Hot 100 Firm list, recognizing revenue growth over time (2019, 2018, 2016, 2015, 2011, 2009, and 2004)
- Headquarters is LEED EBOM Certified Silver

1.2.3 Innovation and Commitment

At Rincon, we constantly strive to improve the efficiency of our work, effort, and the quality of our products by identifying and implementing innovative work methods and cutting-edge technology and techniques. We are also continuously identifying ways in which we can better serve our clients.

Updating the General Plan is a great opportunity for the City to cultivate a contemporary, innovative approach to addressing the planning issues that the community faces. The Rincon team will assist the City in developing the roadmap for such a plan for Guadalupe's future. To accomplish this, we will work closely with City staff, City Council, and the community to develop a strategy to update your General Plan consistent with state law, address all new state mandates, and implement the desired vision for the City over the next twenty years.

Rincon is comfortable working alongside City staff and has developed internal management and quality assurance/quality control measures to ensure compliance with the contract. Frequent and clear communication between Rincon team members and City personnel is a key component in avoiding delays and achieving the successful completion of this project. It will be imperative to establish protocols for communication with the City early on for project status updates, scope of work changes, or other concerns. Establishing an understanding of the roles and responsibilities of every team member and implementing a clear communication procedure will be one of the highest priorities. We work to ensure that progress is carefully tracked, attention is drawn to any difficulties encountered, and the project is conducted in a highly professional manner.

1.3 Rincon Growth in the Last Five Years

Year	Number of Employees	Number of Offices
2016	137	11
2017	186	11
2018	208	12
2019	284	12
2020	285	12

Services

Environmental and Land Use Planning

- Planning Services: General Plans, Specific Plans, and Neighborhood, Community, and Area Plans CEQA Compliance: EIRs, ISs, Categorical Exemptions, EIRs, Addendums, MMRPs
- NEPA Compliance: EISs, EAs, FONSI
- Community Involvement Programs
- Noise Studies, including Bio-Acoustic Evaluation
- Air Quality Analysis
- Recreation and Open Space Planning
- Grant Application Assistance

Biological Resources Assessment and Regulatory Compliance

- Biological Construction and Mitigation Monitoring
- Baseline Biological Resources Inventories and Vegetation Mapping
- Biological Resources Effects/Impacts Analyses: Biological Assessments, Biological Evaluations, Natural Environment Studies
- Rare, Threatened, and Endangered Plant and Wildlife Species Surveys
- Nesting Bird Surveys
- Jurisdictional Delineations: U.S. Army Corp of Engineers, Regional Water Quality Control Board, California Department of Fish and Wildlife, U.S. Fish and Wildlife Service, and California Coastal Commission Methodologies
- California Rapid Assessment Method for Wetlands
- Tree Inventory, Health Assessment, Risk Assessment, and Tree Protection Plans
- Certified Arborist Tree Surveys and Impacts Assessments
- Regulatory Permitting: USACE Clean Water Act Section 404, RWQCB CWA Section 401, CDFW Fish and Game Code Section 1602
- Federal Endangered Species Act Section 7 Consultations and Section 10 Habitat Conservation Plans
- California Endangered Species Act Section 2081 Permits/Memorandum of Understandings
- Wetland, Riparian, and Upland Habitat Revegetation and Restoration Planning

Cultural Resources

- Literature Reviews/Records Searches/Archival Research
- Native American Consultation
- Cultural Resource Surveys
- Paleontological Resource Surveys
- California Register of Historical Resources and National Register of Historic Places Eligibility Evaluations: Archaeological Site Testing, Historic Built Environment Resource Evaluation, Traditional Cultural Property Evaluation
- Archaeological Data Recovery Programs
- Paleontological Monitoring
- Native American Monitor Training Programs
- Section 106 Consultation
- Memoranda of Agreement
- Findings of Effects
- State Historic Preservation Officer Consultation
- Historic Preservation Plans
- Cultural Resources and Paleontological Management Plans
- Third Party Peer Review
- Phase I, II, and III Cultural Resources Analysis
- Archeological and Native American Monitoring

Environmental Site Assessment and Remediation

- Phase I and II Environmental Site Assessments
- Hazardous Waste Characterization
- Site Remediation: Planning, Design, and Construction
- Site Monitoring: Groundwater, Air, Soil, and Vapor
- Underground Storage Tank Removal and Investigation
- Health Risk Assessments
- Environmental Construction/Grading Monitoring
- Methane Soil Gas Testing
- Spill Prevention Control and Countermeasure Plan
- Transaction Screens
- Asbestos/Lead Based Paint Testing
- Geological and Seismic Studies

Water Resources

- Storm Water Pollution Prevention Plans
- Storm Water Management and Compliance Monitoring
- Water Supply Assessments
- Water Rights Permitting
- Watershed Management and Planning

Sustainability Services

- Climate Action Plans
- GHG Emissions (GHG) Inventories
- Assembly Bill (AB) 32 GHG/Gas Offset Verification
- Green Building Analysis – LEED® and Build It Green™
- Strategic Growth Council Prop 84 Sustainable Community Planning Grants Projects
- Energy Action Plans
- Grant Writing for Sustainability and Climate Action Planning
- Comprehensive Public Engagement and Outreach Programs
- ASHRAE Level 1 and 2 Energy Audit

1.4 Firm Experience with Similar Projects

The following projects highlight our relevant experience. Our team’s experience highlights the breadth and depth of knowledge our staff possess, demonstrating the strength we can bring to the City’s General Plan Update. Below is a summary of our General Plan experience. Select detailed descriptions of General Plans and local experience are provided on the following page.

General Plan Experience

Lompoc General Plan Update and EIR

Buellton General Plan Update and EIR

Santa Maria General Plan Update and EIR (in progress; subconsultant to Raimi & Associates)

Morro Bay General Plan/LCP Update EIR (subconsultant to Michael Baker)

Port Hueneme General Plan Update and EIR

Kerman General Plan Update and EIR (subconsultant to Mintier Harnish)

Calabasas 2030 General Plan and Development Code Update and EIR

Seaside General Plan Update EIR (subconsultant to Raimi & Associates)

Windsor General Plan Update and EIR (subconsultant to Mintier Harnish)

Rohnert Park General Plan, Climate Action Plan, and EIR (subconsultant to Mintier Harnish)

Pleasant Hill General Plan Update and EIR (subconsultant to Mintier Harnish)

Union City General Plan Update and EIR (subconsultant to Mintier Harnish)

Palmdale General Plan Update (subconsultant to Raimi & Associates)

Alhambra General Plan Update and EIR

Montclair General Plan Update (subconsultant to Rangwala Associates)

Novato General Plan EIR

Millbrae General Plan and EIR (subconsultant to Mintier Harnish)

Los Gatos General Plan Update and EIR (subconsultant to Mintier Harnish)

Ukiah General Plan Update and EIR (subconsultant to Mintier Harnish)

Thousand Oaks General Plan Update and EIR (subconsultant to Raimi & Associates)

San Jacinto General Plan Update (subconsultant to Raimi & Associates)

Avalon General Plan and EIR

Rancho Mirage General Plan and EIR

Calipatria General Plan and Zoning Plan Update

“We are very pleased with the performance of Rincon Consultants in preparing the City of Lompoc Comprehensive General Plan Update. Staff has been responsive to all requests and has done an excellent job of coordinating the work of sub consultants during the process. The work that has been presented has been professional and on-time. RRM Design Group played an important role during the initial "public participation" segment of the Update and was able to facilitate diverse opinions in an orderly manner. We look forward to completing this project and continuing the working relationship.”

– Lucille T. Breese, AICP, Planning Manager
City of Lompoc

1.4.1 General Plan Experience

Housing Element and CEQA Documentation City of Guadalupe

Reference Info:

Andrew Carter, Former City Administrator
City of Guadalupe
559-688-3035 | andrewc@cos.edu

Dates: 2014 to 2016

Staff: Richard Daulton



Rincon completed the 2007-2014 Housing Element for the City of Guadalupe, as well as the CEQA documentation for the project. Because the State HCD's Regional Housing Needs Allocation (RHNA) goals could be achieved without re-designating properties to higher densities, a Mitigated Negative Declaration was determined to be the appropriate approach to CEQA compliance. The process involved an extensive public outreach effort to reach a large Hispanic community, as the goals of the Housing Element were intended to be responsive to the diverse

needs of the community.

General Plan Update and EIR City of Port Hueneme

Reference Info:

Tony Stewart, AICP, Community Development Director
City of Port Hueneme
805-986-6520 | tstewart@cityofporthueneme.org

Dates: Present

Staff: Lexi Journey



Rincon is currently preparing the comprehensive update of the Port Hueneme General Plan and EIR program. While the City's Housing Element was updated in 2013, other General Plan elements have not been updated since the 1990s. The General Plan Update will incorporate work completed to date and address contemporary planning issues like housing and economic resilience. The plan will also address all new statutory State requirements such as: State housing law requirements and CEQA streamlining (SB 35), complete streets policies and programs (AB 1358), climate change, greenhouse gas emissions, and

sustainability (Executive Orders, AB 32, SB 375, SB 197, SB 32), climate adaptation and resiliency strategies (SB 379, AB 2140), vehicle miles travelled (VMT) analysis under CEQA (SB 743), and environmental justice (SB 1000). The General Plan Update will include two new chapters, Climate Action and Social Equity. The Rincon team will accomplish this in a way that works within the context of Port Hueneme's needs and environment while creating a modern, legally defensible document.

General Plan Update and EIR City of Lompoc

Reference Info:

Brian Halvorson, Planning Manager
City of Lompoc
805-875-8228 | b_halvorson@ci.lompoc.ca.us

Dates: 2007 to 2015

Staff: Richard Daulton
Greg Martin


Rincon prepared a comprehensive update of the City of Lompoc General Plan. The General Plan Update addresses the community's vision for development during the planning horizon and implemented the programmatic direction of the city's Housing Element at a policy level. The General Plan Land Use Element and Circulation Element Updates focused on the implementation of programs from the Housing Element Update to satisfy State affordable housing standards and on the potential physical expansion of the city in four locations. A Program

EIR was prepared to evaluate the intensification of residential development in the city as a result of implementation of these programs. Following completion of the Land Use Element, Circulation Element, and Housing Element Updates and Program EIR, Rincon updated the remaining General Plan Elements, including Conservation and Open Space, Noise, Safety, Parks and Recreation, Public Services, and Urban Design, and prepared a Supplemental EIR. Rincon, led by Project Manager Greg Martin, completed an update to the city's Housing Element in December 2015. The Housing Element Update contained an updated Housing Plan, Community Profile, Needs Assessment, and Housing Constraints Analysis.

2030 General Plan and EIR City of Calabasas

Reference Info:

Tom Bartlett, AICP, City Planner
City of Calabasas
818-224-1600 | tbartlett@ci.calabasas.ca.us

Dates: 2006 to 2009

Staff: Greg Martin


Rincon completed the 2030 General Plan Update and Environmental Impact Report (EIR) for the City of Calabasas, and is in the process of completing the subsequent Development Code Update. The 2030 General Plan update program was designed to build upon the vision and community values that have made Calabasas a special place to live, work, and visit and to address new issues that had emerged since the development of the previous long range planning program. Key issues in the environmentally-conscious community revolved around the preservation of open space, development of new

recreational opportunities, and incorporation of sustainability and green building concepts. GIS and graphics design capabilities were a very important component of the work program for this study as the environmental consultant needed to use, update, and create new layers within the City's existing GIS database. The database was used to identify constraints and opportunity areas, specifically identifying the opportunity to re-focus future development potential into newly created mixed use districts along the City's main commercial corridors. Rincon developed a four-phase work program to complete the General Plan update:

- Phase 1 – Public Outreach – Assessment and Land Use Alternative Development,
- Phase 2 – General Plan Policy and Element Development,
- Phase 3 – General Plan Update Completion, and
- Phase 4 – Land Use Development Code Preparation.

Rincon's responsibility for this General Plan Update was overall management, public outreach, and development of the updated General Plan Elements, including Land Use (with RRM Design Group), Conservation, Open Space, Noise, Safety, Parks and Recreation, Cultural Resources, and Communication, Technology, and Infrastructure. The comprehensive General Plan update and its associated EIR were completed (Phases 1-3) and adopted in less than two years and at 3% less than the City Council authorized expenditures. The accompanying Development Code update was completed in 2010. In 2010, Rincon's work on the project was recognized by the Southern California Association of Governments (SCAG) as the report received the **Compass Blueprint Achievement for Visionary Planning for Sustainability**.

"On behalf of the City of Calabasas, I want to thank you and the entire Rincon Consultants team for your outstanding performance on the City's 2030 General Plan update. While your firm has done excellent work on many projects in the City, your performance on this project was particularly impressive in light of its scale and complexity... In addition, I sincerely appreciate your efforts to carefully manage the project from both a budgetary and scheduling perspective. You did an excellent job keeping the project on schedule and on budget."

– Tom Bartlett, AICP, City Planner
City of Calabasas

Conservation and Open Space Element Update City of Grover Beach

Reference Info:

Bruce Buckingham, Community Development Director
City of Grover Beach
805-473-4520 | bbuckingham@groverbeach.org

Dates: 2017 to present

Staff: Richard Daulton
Lilly Rudolph



Rincon is currently preparing an update to the City of Grover Beach Conservation and Open Space Element and associated negative declaration. The Conservation and Open Space Element was last updated in 1973. The updated element, which is expected to be adopted in 2020, will address all the requirements of State law using the 2017 Office of Planning and Research (OPR) General Plan Guidelines as a guide and ensure that all Conservation and Open Space issues, including water, forests, soils, wildlife, outdoor recreational, tribal resources, and open space for natural resources, are addressed. This effort also involves updates to the City's 2010

Land Use Element to ensure internal consistency between the two elements, and the introduction of new goals, policies, and implementation measures relating to environmental justice.

1.4.2 Local Experience

Planning Services City of Guadalupe

Reference Info:

City of Guadalupe
805-356-3891

Dates: 2006 to 2017

Staff: Richard Daulton
Lilly Rudolph


Rincon provided full-service staffing to the Planning Department for the City of Guadalupe for 11 years. Rincon was responsible for all Planning Department functions and reported directly to the City Administrator. Tasks included processing of all development applications, long-range planning functions, presenting projects at public hearings, fielding development inquiries and pre-application meeting requests, identifying and implementing process improvements, and assisting the City with prioritizing planning resources and programs. Rincon also provided

CEQA compliance services for the City, including the preparation of CEQA exemptions, NDs, and EIRs or serving as the City contact for EIRs that are outsourced. Rincon has also assisted the City with updating planning application fees, implemented a Design Review process for certain applications, processed an amendment to the Zoning Code to include a Planned Development Overlay District, and helped establish the Development Review Committee to improve interdepartmental review of planning applications. Rincon has also assisted the City with an update to its Housing Element.

Wireless Facility Applications City of Guadalupe

Reference Info:

Cruz Ramos, City Administrator
City of Guadalupe

Dates: 2006 to 2017

Staff: Richard Daulton

Rincon, as a part of previous contract planning services to the City of Guadalupe, processed five Conditional Use Permit (CUP) applications for the installation of five wireless facilities on a new water tank built to replace an earthquake- damaged tank. The facilities are proposed on the legs of a new, 130-foot tall water tank in a visibly prominent location near the City's downtown. Four projects involved the relocation of existing facilities from a shorter, older water tank, which was damaged by the 2003 San Simeon earthquake. A fifth proposal consisted of a new wireless facility. In addition, ancillary on-ground equipment includes equipment shelters, emergency generators, and diesel storage tanks. Aesthetics, hazardous materials, and noise were key environmental issues. Photo simulations were produced to analyze potential visual impacts of the antennas on the legs of the water tank, as well as on ground ancillary equipment. The City's Planning Commission considered and acted upon Design Review Permits as well as the CUPs. A Phase I Environmental Site Assessment was performed to determine whether past tank maintenance activities resulted in actionable levels of lead contamination. The Phase I concluded that no actionable levels of lead were present on-site.

To provide for efficient review and improved aesthetics, Planning staff worked closely with other City staff and the carriers to develop a consolidated plan. This plan was brought to the Planning Commission for conceptual review to ensure that land use and aesthetic impacts were minimized and to provide guidance to the applicants on improvements to the overall plan. In addition, a Radio Frequency Emissions Study was performed to analyze potential frequency emissions hazards. The study concluded that all frequency emissions would be within the acceptable range of the Federal Communications Commission standards and presented no significant risks to the surrounding residences and businesses. The noise that would be generated from the back-up generators was determined to be below applicable noise-level compatibility thresholds defined in the City's General Plan. The project was determined to be exempt from CEQA.

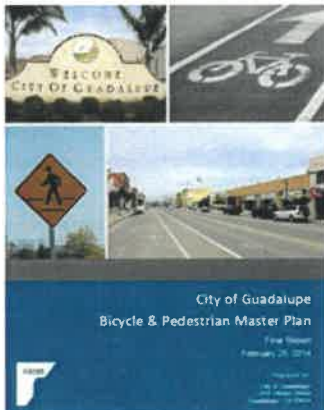
Bicycle and Pedestrian Master Plan City of Guadalupe

Reference Info:

Regan M. Candelario, ICMA-CM, City Manager
(formerly City Administrator of City of Guadalupe)

Dates: 2013 to 2014

Staff: Richard Daulton



Rincon prepared the City of Guadalupe Bicycle and Pedestrian Master Plan and associated Initial Study-Negative Declaration (IS-ND). Preparation of the plan was funded by a Caltrans Community-Based Planning Grant, which Rincon also prepared and submitted on behalf of the City. As part of the work program, Rincon conducted a baseline inventory and analysis of existing facilities, city-wide origins and destinations, safety constraints and accident occurrences, and the community's needs and desires for bicycle and pedestrian facilities. Rincon also developed goals and policies for the plan, a map and description of all existing and proposed bicycle and pedestrian facilities, a list of prioritized list of bicycle and pedestrian network improvements and programs, a cost analysis of proposed projects and programs, and an implementation plan and funding strategy. Rincon conducted public outreach for the project in both English and Spanish, and produced the Plan in both English and Spanish. The project also included development of an IS-ND pursuant to CEQA. In addition, Rincon administered the grant on behalf of the City.

State Route 166/Black Road & State Route 166/State Route 1 Intersection Improvement Projects Santa Barbara County Association of Governments and Caltrans District 5 (Subconsultant for Psomas)

Reference Info:

Fred Luna, Project Manager
Santa Barbara County Association of Governments
805-961-8926 | fluna@sbcag.org

Dates: 2013 to Present

Staff: Richard Daulton
Jon Montgomery



Rincon is providing environmental services for two projects along State Route 166 in Santa Barbara County. The first project includes intersection improvements at the existing intersection of SR 166/Black Road, including signalization or a roundabout, and associated roadway improvements. The second project includes intersection improvements at the existing intersection of SR 1/SR 166, such as signalization, channelization improvements, signage and striping, utility relocations, right-of-way acquisition, and a Union Pacific Railroad (UPRR) signal.

For each of the projects, Rincon completed an Initial Study-Mitigated Negative Declaration (IS-MND), and several Caltrans SER-compliant technical studies, including a Historic Properties Survey Report (HPSR), Visual Impact Assessment, Initial Site Assessment, Noise Study, Air Quality/GHG/Water Quality Technical Memorandum, Paleontological Impact Report, Natural Environment Study, Biological Assessment, and Jurisdictional Delineation.

2 Technical Approach

Updating a General Plan represents a unique opportunity for local governments to define or refine their vision for the future, update policy to meet community needs and State requirements, and create an easy-to-use and responsive General Plan that will help achieve that desired vision and goals for the community. The Rincon team will help the City develop a General Plan that capitalizes on its assets and address its challenges, while further developing and enhancing the community's character and identity.

For the City of Guadalupe General Plan Update, the Rincon team has developed a comprehensive project approach that includes strong project management; integrated planning and community design, while mitigating for environmental impacts; and effective implementation tools. Based on the City's needs detailed in the RFP, we have developed a work plan with the following components or phases that are generally consistent with the Scope of Work laid out in the RFP:

- Phase 1: Project Initiation
- Phase 2: Existing Conditions Background Report
- Phase 3: Evaluating Alternatives
- Phase 4: Preparing the Draft General Plan
- Phase 5: Public Review and Final Documents

A breakdown of each Phase is provided below in our detailed Scope of Work with specific tasks broken out within each phase. In addition, Section 6 provides a Work Plan Overview of the key tasks, length of time to complete tasks, when key meetings would occur, the deliverables/products, and the Development Services staff commitment needed. A detailed schedule is provided in Section 7. As requested, the Cost Proposal associated with our proposed scope of work is provided in a separate sealed envelope. In general, we can perform the majority of the requested items the City noted in the Tentative Scope of Work provided in the RFP for the allotted budget. However, we have made slight revisions where appropriate to individual tasks based on our experience and recommendations on how to achieve the overall goals of the General Plan Update process while being mindful of the budget constraints.

Phase 1: Project Initiation

Task 1 Kickoff Meeting and Virtual City Tour

Rincon will host a Kickoff Meeting via teleconference (via Zoom, GoToMeeting or Microsoft Teams) to review and confirm the overall project objectives and establish an operational protocol. Working schedules will be finalized and details for scheduled tasks will be discussed. The Rincon team will use this opportunity to collect any relevant studies and information not already transmitted. The kickoff meeting will also allow the City/Rincon team an opportunity review key community concerns that have surfaced to date as it relates to the General Plan. Key goals to accomplish at the kickoff meeting include:

- a. Review and discuss overall format and organization of the General Plan Update products;
- b. Establish the roles and responsibilities of City staff and the Rincon Team in preparing the General Plan; and
- c. Determine a schedule for work products and a method by which comments should be compiled.

As part of the Kickoff Meeting, we recommend City staff lead a virtual tour of the city to highlight areas of interest or places that are experiencing change or are expected to experience change and other geographic-based issues. This can be completed using GoogleEarth as well as the existing city Land Use and Zoning maps and by using a sharescreen function via one of the meeting platforms such as Zoom, GoToMeeting or Microsoft Teams. Rincon will set up a meeting platform to use at the Kickoff Meeting and Virtual Tour. At this time, in light of current restrictions related to COVID-19 and to streamline costs to focus budget on other more necessary tasks, we recommend a virtual tour instead of an in-person tour. Further, our experience working in and for the City in the past 15 years has provided our team a good understanding of the on-the-ground conditions throughout the City such that a virtual walkthrough via GoogleEarth can accomplish the same goals of completing an in person tour.

Task 2 Develop Final Work Program

Following the kick-off meeting, Rincon will update as needed the final overall work program and refine the schedule for the project. This will include refining the scope of work, updating a detailed project schedule with key dates and milestones, finalizing City staff and Rincon roles and responsibilities regarding each task, and developing a management structure that will ensure project deadlines are met and the update is completed on time (by May 2021) and within budget.

The work program will include a schedule of City Council meetings where the community and decision makers will have an opportunity to review and comment on key milestones in the update process, such as reviewing the draft General Plan Vision, the Alternatives Concept Report, draft goals, policies, and implementation programs.

Task 3 Project Coordination/Project Management

We anticipate working with City staff in a collaborative manner in the development of the General Plan Update. Our budget includes an allowance for up to four working meetings (in-person), 20 check in conference calls, and other forms of communications. Rincon's project manager will meet with the City staff every two weeks for the conference calls and at least every two months for the four in-person meetings throughout the 10-month duration of the project. In our experience, these routine check-in calls and in-person meetings are key to ensure good communication on upcoming tasks and to confirm the project deliverables are on schedule and within budget as we go through the update process. The Rincon team will also coordinate with state, county and local agencies as needed throughout the project.

Task 4 Evaluate and Review: Existing 2002 General Plan, 2018 Administrative Draft General Plan Report and Other Information collected from City Departments

Rincon will conduct an evaluation of the existing General Plan strengths and weaknesses and the efficiency and effectiveness of its policies and implementation programs. As noted in the RFP, planning staff anticipate all the elements in the existing General Plan will need updating and revision.

Environmental Justice will be a new element to be added and Air Quality will need to be added where appropriate to an updated element. Our review under this task will either confirm planning staff's expectation or offer a slightly modified approach if warranted. In addition to evaluating Goals, Policies and Objectives, the City's existing intensity/density of the land use categories, and the categories themselves will also be reviewed for possible reconsideration as part of the update process. Lastly, Rincon will evaluate the 2018 Administrative Draft General Plan report along with any information collected from City Departments to determine the most appropriate course of action to update the Draft General Plan. In a Memorandum to City Staff, Rincon will summarize the findings and identify any

additional research, data collection and growth and economic trend analysis tasks recommended to complete the Existing Conditions Background Report (Phase 2) and Draft General Plan (Phase 4).

Phase 2: Existing Conditions Background Report

Task 5 Administrative Draft Existing Conditions Background Report

Based on the knowledge gained in Phase 1, Rincon will prepare a general Existing Conditions Background Report assessing current conditions within the City. The topics to be studied will be developed in coordination with City staff and are expected to include examination of various land use, infrastructure, and environmental issues affecting the Guadalupe community. The Administrative Draft Existing Conditions Background Report that will be submitted for City staff review, besides serving as the Existing Setting section for the General Plan, will identify future opportunities and constraints, and where appropriate, lay the groundwork for policy development on the full range of environmental, land use and public service issues. The report will also evaluate the City's regional context and provide technical baseline information that will be used for analysis. It will also provide the important function of developing some of the setting information for the environmental review process, anticipated to be prepared under a separate contract. Rincon will submit the Administrative Draft Background Report for City staff review in MS Word and PDF format. The report will be approximately 30 pages in length in order to provide a general overview of the existing conditions in the City. It is our understanding that while departmental members will be free to review the entire Report, they will be principally responsible for reviewing sections of the Report for which they provided data to assure that the information is complete and accurate.

Task 6 Final Background Report

Based on departmental comments, Rincon will prepare the Final Background Report. Please note, that for schedule and budgetary purposes, we assume only one round of departmental review for the Draft Background Report. However, we will provide the City Planning Director a Screencheck version of the Final Report prior to the Final Report being posted for public review to ensure revisions incorporate the key recommendations and revisions that City staff provided on the Administrative Draft.

Phase 3: Evaluating Alternatives

The majority of land within the City is developed. Future growth would likely be accommodated through infill and redevelopment of underutilized land. The alternatives phase of the General Plan Update will develop and explore up to three land use alternative options for how the City of Guadalupe could grow in the future and how the general plan could address major policy issues.

The alternatives process will provide an opportunity to facilitate discussions with community members, stakeholders, and decision-makers about land use alternatives and policy options. This will provide the community with an opportunity to review and discuss pros and cons of different options, decide the best way to achieve the vision, and build consensus for preferred land use strategies. This phase would provide the framework for future growth and development and establish the basis for the updated goals, policies, and implementation programs contained in the updated General Plan with a goal to plan for growth and associated development efficiently while minimizing costs to the City and taxpayers.

Task 7 Alternative Land Use Scenario Report

Rincon will develop up to three Alternative Land Use Scenarios or Concepts incorporating existing trends in planning and including at least one land use alternative that focuses future growth and development to the existing undeveloped and/or underutilized areas within the City. Other land use concepts may

include variations of mixed-uses, shifts in preferred land use patterns (including infill development in the City's core and appropriate commercial and industrial zoning along major transportation corridors), and modifications in development intensity – depending on community preferences and current planning norms.

In addition to alternative land use concepts, Rincon will identify policy option topics to address key programmatic issues and opportunities. Rincon will then review existing land use designations and develop a set of updated land use designations on which to base the land use alternative concepts. The designations will be illustrated with graphics and images to show the intended development outcome.

Using the Alternative Scenarios and Concepts described above, Rincon will also develop population and employment projections based on buildout of each alternative. Rincon will provide a table that summarizes the general effects of each land use alternative scenario in terms of impacts on a selected set of prioritized topics to be developed with City staff, such as existing/programmed public facilities or networks, the natural environment, the economy, GHG emission reduction, and City finances. We assume that this analysis will be high-level, without the need for additional studies such as fiscal impact or economic analyses. Rather than five-year increments as noted in the RFP, Rincon will address the fiscal implications of each of the three alternatives at full buildout (in accordance with the 20-year planning horizon through the year 2040). Rincon will develop general policy options to address identified key assets, issues, and opportunities, but please note this would not be a comprehensive list of all the potential policies, rather a general list of the key issues addressed by each land use scenario alternative.

Rincon will compile the land use alternatives evaluation and policy options and key issues into a Draft Alternatives Report for staff review in MS Word and PDF format. Following the review, Rincon will revise the Alternatives Report to reflect changes directed by staff and produce the Alternatives Report and incorporate it into the Draft General Plan as an Appendices.

We recommend conducting one of the three City Council hearings (as noted in Task 14 below) at this stage in the process. For this meeting, Rincon will assist City staff at a public hearing before the City Council to present and review the findings within the Alternative Land Use Scenario Report. This meeting would be an opportunity to present to the City's decision makers the various land use scenarios and to receive feedback, direction, and public input from members of the community early in the process. It is also recommended that Alternatives Report be posted on the City's website for easy access for members of the community and for adjacent and nearby public agencies to review and comment.

Task 8 Preferred Land Use Scenario Alternative Memorandum

Based on direction from City Council, Rincon will prepare a Preferred Land Use Scenario Alternative description and land use diagram, as well as a set of preferred policy options to address identified assets, issues, and opportunities. These will be summarized in a Memorandum that will be provided to City staff for review prior to incorporating into Phase 4 of the update process.

Phase 4: Preparing the Draft General Plan

Task 9 General Plan Goals, Policies and Objectives Development

Rincon will comprehensively reorganize the existing General Plan to address the City's current priorities, provide consistency with current state law and industry standards, and improve the user-friendliness and functionality of the plan. The General Plan Update will be prepared using clear terms and concise language, and a greater emphasis on graphical, schematic, and photographic content.

The focus of this task will be the development of revised or new goals, policies and objectives for each of the elements, which will include new focus areas, e.g., complete streets, social justice, etc., based on the Community Vision and Guiding Principles developed in the previous draft General Plan study (2017-2018) and the Preferred Land Use Scenario Alternative (Task 8). Plan policies will be crafted with an intent that the City's General Plan will be a "self-mitigating" plan, so that the need for additional mitigation measures in the future CEQA document for the General Plan should be limited. Please note, that based on the budget and schedule constraints, Rincon's proposed scope is intended to utilize to the extent feasible and reasonable the existing goals, policies and objectives. We will update or revise where warranted and develop new goals, policies and objectives if necessary to ensure the Plan is consistent with State law and regulations and articulates the Community Vision and Guiding Principles.

The City of Guadalupe's existing General Plan consists of nine elements: Land Use, Circulation, Housing, Safety, Noise, Community Design and Historic Preservation, Public Facilities, Conservation and Open Space Element, and the Economic Development Element. Rincon anticipates that we will add a new stand-alone Environmental Justice Element as well as include an Air Quality amendment incorporating it into existing elements. The Housing Element was updated last year (2019), so as noted in the RFP, Rincon assumes that no work will be needed to update that element. Our scope of work assumes that the emphasis and majority of our hours will be devoted to the Land Use, Circulation, Safety, and Conservation and Open Space Elements. The Noise, Community Design and Historic Preservation, Public Facilities, and the Economic Development Elements will be updated for consistency with these elements. Further, we do not propose a comprehensive traffic analysis (i.e., new traffic counts or traffic modeling). Rather, we will utilize existing data from Caltrans to the extent feasible. Existing community noise data will also be based on Caltrans traffic data and other existing data sources and will not involve new noise measurements. The Rincon team proposes to focus on the land use plan, and policy development for the Land Use, Safety, and Conservation and Open Space Elements to meet the program objectives of the SB 2 Grant. Revisions to the remaining elements will focus on improvements to functionality and document accessibility and will carry through the policy guidance established in the Land Use, Safety, and Conservation and Open Space Elements. All of the elements will be edited as appropriate to incorporate new concepts into the existing General Plan framework and to update the look/format of the General Plan to improve its user-friendliness. In each of the elements, the Rincon team will identify possible funding sources and opportunities to fund the programs described in the General Plan, as appropriate.

In addition to developing and refining the goals, policies and objectives, Rincon will prepare an implementation strategy that includes specific, feasible actions the City will undertake to implement each of the goals, policies and objectives. We anticipate using implementation measures for the most part but the full strategy will be developed early in the update process and discussed during Phase 1 with City staff to determine the most productive approach for the City. In general, the implementation strategy will focus on creating a proactive action plan that engages all City departments in the efficient and cost-effective implementation of the General Plan. When complete, the implementation strategy will assist the city in developing future budget and work programs for infrastructure and services to high priority projects identified in the new General Plan.

In updating each individual General Plan element, the Rincon team will build on the work completed to date to address gaps in policy and vision, as well as to address contemporary planning issues like housing and economic resilience. Using this method of evaluation, we will provide the information the community and decision makers need to develop impactful and implementable goals, policies, and programs. Further, each element will be updated to ensure conformance with new guidance and legislation regarding General Plans. Additional legislation to address will include, but is not limited to:

- New State housing law requirements and CEQA streamlining (SB 35)
- Complete streets policies and programs (AB 1358)
- Climate change, greenhouse gas emissions, and sustainability (Executive Orders, AB 32, SB 375, SB 197, SB 32)
- Climate adaptation and resiliency strategies (SB 379, AB 2140)
- Cultural resources and consultation with Native Americans (SB 18, AB 52)
- Requirements to consult with nearby military agencies (SB 1468, SB 926)
- Vehicle miles travelled (VMT) analysis under CEQA (SB 743)
- Environmental justice (SB 1000)

A major component of the work program will be to ensure that the updated General Plan meets these new requirements. The Rincon team will accomplish this in a way that works within the context of Guadalupe's needs and environment while creating a modern, legally defensible document.

Task 10 Land Use, Circulation Diagrams and Other Diagrams

Utilizing Rincon's stellar GIS team, we will prepare the land use, circulation, and other key diagrams as part of the Administrative Draft General Plan. The Planning maps will be a turnkey finished product in PDF format as well as providing City staff full GIS files for easy updates in the future. Rincon's GIS team will work with City staff to ensure all mapping and diagrams are completed in a form compatible with the City's computer systems and website capabilities.

LAND USE DIAGRAM

Rincon will develop land use designations for all parcels in the City and prepare a corresponding Draft Land Use Diagram. To develop the land use designations and diagram, Rincon will review existing citywide land use designations and specific plan designations and determine a concise set of new or revised land use designations that fit the needs of all areas of the City. The designations and Diagram will indicate the distribution, location, and standards for the use of land for housing, commerce, industry, public facilities, recreation, agriculture, natural resources, and open space. The land use designations will broadly define the purpose of each land use category as well as allowed uses. Land use designations will also include standards of population density and building intensity.

CIRCULATION DIAGRAM

Rincon will utilize and incorporate the recently adopted Guadalupe Mobility Study to be the basis for updating the Circulation Diagram in the Circulation Element. Based on the distribution of land uses on the Land Use Diagram and findings incorporated in the Guadalupe Mobility Study, Rincon will then develop and prepare a Draft Circulation Diagram. Standard roadway classifications will be included within the diagram.

Task 11 Administrative Draft General Plan

Rincon will compile a full Administrative Draft General Plan, including those items in Tasks 9 and 10, for City staff review. As noted previously, the General Plan Update will be crafted to conform to all State, City, and other legal requirements and to the most current General Plan Guidelines prepared by OPR. Each draft Element will contain text, diagrams and documentation material sufficient to demonstrate its scope and intent and shall be internally consistent with the balance of the General Plan. A Table of Contents will be provided for the whole of the document and for each element that includes a list of

tables, figures, maps, etc. Technical appendices will be provided with clear references to supporting documentation, evidences for conclusions, policies or synopsis of data. All data sources utilized to prepare the Plan text and graphics will be documented, referenced and made available to the City in a usable electronic format. Further, because the majority of the community in Guadalupe speak Spanish in the home, Rincon will provide a Spanish language edition of the General Plan to ensure accessibility in addition to the English version. To save budget, for the Administrative Draft we suggest only providing electronic versions in MS Word and PDF format and one printed copy to City staff. In addition, all files related to maps and figures will be provided in an electronic format for future use by the City as needed.

Task 12 Draft General Plan

Following staff review of the Administrative Draft General Plan, Rincon will incorporate comments as appropriate and prepare a Screen Check Draft General Plan. The Screen Check version will be provided in digital format. Once the City approves the Screen Check Draft, Rincon will prepare the Draft General Plan including providing 10 hard copies (as opposed to 20 copies, as a cost saving measure), electronic versions in MS Word and PDF format, and all files related to maps and figures. Rincon will also produce up to 10 poster size exhibits of key maps and diagrams (i.e., Land Use Diagram, Circulation Diagram) of use at public hearings and community meetings.

Task 13 General Plan Consultation and Referrals

Rincon will engage and consult with appropriate Federal, State, regional, and local agencies, including Native American Tribes and Military Branches throughout the process beginning in Phase I and through Phase 5. Rincon will review key requirements in the State Government Code and will ensure that Code is strictly followed throughout the process in particular as it relates to requirements for when draft and final documents must be submitted for review and how long agencies have to review and provide comments.

Phase 5: Public Review and Final Documents

Task 14 City Council Hearings

Rincon will assist City planning staff to facilitate up to three public hearings with the City Council and the public to review the Draft General Plan. After the hearings, the Council will direct planning staff to incorporate its recommendations and prepare the Final Draft General Plan. Rincon will assist in the preparation of a Presentation summarizing the General Plan Update process, the key changes and findings of the updated Plan, and key considerations for the Council and members of the public to focus on as part of their review and potential suggestions, revisions or comments.

Task 15 Final Draft General Plan Documents

Based on direction from the City Council, planning staff will direct Rincon to make revisions to the administrative draft General Plan and submit the changes to planning staff as the final Draft General Plan document. Rincon will prepare 10 hardcopies in paper format (as opposed to 15 copies) as well as an electronic version in Microsoft Word and PDF file formats and 10 CD copies. Rincon will also prepare 10 copies of the Land Use Diagram(s).

3 Project Management

The consistent and effective application of robust quality assurance/quality control (QA/QC) procedures is central to our successful general plan update strategy. The following sections discuss the primary principles and practices Rincon routinely implements to ensure that our contractual obligations to the client are met; our work is conducted in an efficient manner; and that the final product of our efforts satisfy the needs of our clients. Our general approach to project management and task execution for projects is provided below.

3.1 Management and Quality Assurance/Quality Control

In every project Rincon conducts, we endeavor to provide our client with a high-quality product that meets or exceeds expectations, and for which all applicable professional standards and regulatory requirements are met. To meet this quality standard, QA/QC procedures are developed for each project at the planning stage, outlining the management techniques to be used. Consistency in project implementation provides clients with a level of confidence that the same quality and rigor of analysis will be delivered on each and every project regardless of the location, size, scope, or technical complexity. The Rincon Project Manager will be the primary point of contact for the City and will oversee the Rincon team to ensure consistency in plan development and effective communication with regulatory agency personnel and other stakeholders, as appropriate.

Rincon takes pride in our structured management of all projects. These management components are further discussed in the following sections.

3.2 Technical Direction and Control

Rincon employs our published Quality Assurance/Quality Control (QA/QC) guidelines and standard project management and quality control methods that include written project assignments, bi-weekly project progress meetings, project control using Microsoft® Excel and Microsoft® Project software, peer review of all technical sections, and principal review of all final products. The project manager and the team staff initiate the project by holding a briefing meeting whereby the work scope, expectations, costs, and timing (schedule) are determined.

Long, complex documents, such as general plan updates, go through a rigorous technical edit to ensure correct grammar, style guide compliance, clear language, and consistent voice throughout. Finally, the document production team performs a comprehensive formatting check before delivery to ensure that the final product meets client expectations.

Our technical editors have extensive experience with a range of technical documents, including General Plans, Specific Plans, CEQA and NEPA reports, permits, manuals, and whitepapers. With backgrounds as journalists, academics, and trainers, they also have skills in graphic design, web design, and visual arts. The Rincon graphics, technical editing, and production teams are skilled in the Microsoft Office suite of productivity software, Adobe Creative Suite, and web design software to produce visually attractive products.

3.3 Communication and Documentation Procedures

Clear, concise, and thorough communication among team members is a critical component in the successful implementation of every project, regardless of size. Rincon's project management communication procedures are designed to accomplish the following objectives:

- Specify the formal communication and documentation procedures to be used by the team
- Institute a uniform method of recording actions and maintaining reference files
- Assure appropriate data flow to and between team members

Rincon has a formal process for tracking and disseminating information and data for all of our projects. We employ an electronic, centralized recordkeeping system for all data relevant to the projects. The database is maintained by housing all the information in the central file dedicated to the project, with data back-up and security measures in place. Our method of electronic file organization allows team members to easily and remotely access the most up-to-date project information.

3.4 Cost Control and Budgeting Methodology

Rincon uses Deltek Ajera®, a project-based accounting system that controls all aspects of project management and accounting with real-time project information. It gives managers access to review budgets and expenses, track both monetary and labor resources, and see a snapshot of a project in real time. Ajera allows the creation of budgets and schedules to a level of complexity commensurate with the project and its budget. The software provides a graphic progress report that shows the relationship between the contract amount, time spent, expenses, and project percent complete that, when compared against the project timeline, allows the project manager to rapidly determine if the project is on time and on budget. Additionally, Rincon uses Microsoft Project to maintain a project specific management calendar that tracks project (i.e., deliverables) and program (i.e., invoicing) specific milestones.

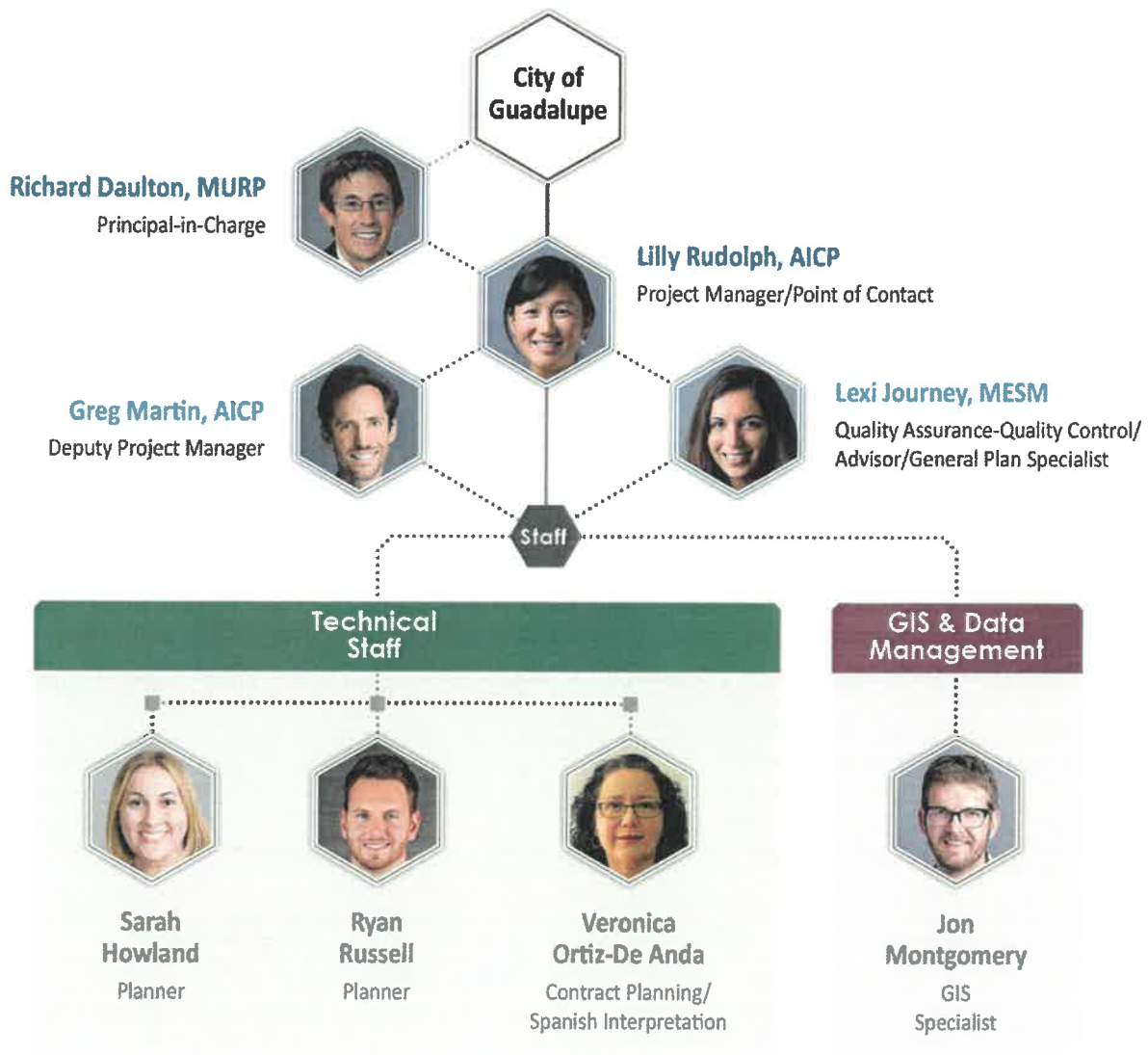
4 Consultant Staff

The Rincon team is composed of highly qualified individuals with extensive experience preparing General Plan Updates and related CEQA documentation.

4.1 Project Team

4.1.1 Organizational Chart

Illustrated below is the composition of our team.



4.1.2 Resumes

Richard Daulton, MURP | Vice President/Principal

Education: MURP, Urban and Regional Planning, University of California, Irvine
BA, Economics, University of California, San Diego

Role: Principal-in-Charge

Mr. Daulton oversees planning and environmental projects throughout California, with many projects in the San Joaquin Valley region, including Fresno County. He has 24 years of experience in the planning profession with an emphasis on environmental planning. His planning skills are supported by a strong background in technical environmental and economic analysis. Mr. Daulton manages a range of CEQA and NEPA documentation projects for transportation projects and has successfully combined environmental analysis and planning techniques to guide agencies through complex studies and controversial programs, entitlement, and planning projects. Select project experience is listed below.

- **General Plan Update and EIR, City of Lompoc.** Mr. Daulton served as the Principal-in-Charge of the City of Lompoc General Plan Update and EIR. The General Plan Update addresses the community's vision for development during the planning horizon and implemented the programmatic direction of the City's Housing Element at a policy level.
- **Bicycle Master Plan, City of Guadalupe.** Mr. Daulton served as the Principal-in-Charge of this project. Rincon prepared the City of Guadalupe Bicycle and Pedestrian Master Plan and associated IS-ND. Preparation of the plan was funded by a Caltrans Community-Based Planning Grant, which Rincon also prepared and submitted on behalf of the City. As part of the work program, Rincon conducted a baseline inventory and analysis of existing facilities, city-wide origins and destinations, safety constraints and accident occurrences, and the community's needs and desires for bicycle and pedestrian facilities.
- **City of Guadalupe Contract Planning Services, City of Guadalupe.** Mr. Daulton served as the Principal-in-Charge of this project for eight years. Rincon provided full-service staffing to the Planning Department for the City of Guadalupe for 11 years. Rincon was responsible for all Planning Department functions and reported directly to the City Administrator. Tasks included processing of all development applications, long-range planning functions, presenting projects at public hearings, fielding development inquiries and pre-application meeting requests, identifying and implementing process improvements, and assisting the City with prioritizing planning resources and programs. Rincon also provided CEQA compliance services for the City, including the preparation of CEQA exemptions, NDs, and EIRs or serving as the City contact for EIRs that are outsourced. Rincon has also assisted the City with updating planning application fees, implemented a Design Review process for certain applications, processed an amendment to the Zoning Code to include a Planned Development Overlay District, and helped establish the Development Review Committee to improve interdepartmental review of planning applications. Rincon also assisted the City with an update to its Housing Element.
- **Buellton General Plan Housing Element MND, City of Buellton.** Mr. Daulton served as Principal-in-Charge. Rincon prepared an MND for the City of Buellton's General Plan Housing Element. The MND evaluated the potential physical impacts associated with the policy guidance of the element, including policies designed to satisfy ambitious RHNA targets for affordable housing. The MND process was used as a tool to refine the policy framework of the Housing Element, which was subsequently adopted by the City and certified by the State of California Department of Housing and Community Development.

Lilly Rudolph, AICP | Senior Program Manager

Education: MPA, Baruch College, City University of New York
BA, International Relations, University of California, Davis

Role: Project Manager

Ms. Rudolph is responsible for managing current planning assignments for municipal planning agencies and long-range planning documents. Over her career in planning, community development, and economic development, Ms. Rudolph has developed a broad background of experience ranging from preparing community plans and form-based codes to overseeing civic engagement and outreach strategies. She has processed residential, commercial, agricultural, and industrial development applications for cities and counties and has prepared and/or managed general plan updates, design guidelines, specific plans, historic resource surveys, and ordinances and is experienced in the preparation and management of CEQA documents for plan areas and development projects. Select project experience is listed below.

- **City of Guadalupe Contract Planning Services, City of Guadalupe.** Rincon provided full-service staffing to the Planning Department for the City of Guadalupe for five years. Rincon was responsible for all Planning Department functions and reported directly to the City Administrator. Tasks included processing of all development applications, long-range planning functions, presenting projects at public hearings, fielding development inquiries and pre-application meeting requests, identifying and implementing process improvements, and assisting the City with prioritizing planning resources and programs. Rincon also provided CEQA compliance services for the City, including the preparation of CEQA exemptions, NDs, and EIRs or serving as the City contact for EIRs that are outsourced. Rincon has also assisted the City with updating planning application fees, implemented a Design Review process for certain applications, processed an amendment to the Zoning Code to include a Planned Development Overlay District, and helped establish the Development Review Committee to improve interdepartmental review of planning applications. Rincon also assisted the City with an update to its Housing Element.
- **City of Grover Beach Conservation and Open Space Element Update and ND, City of Grover Beach.** Ms. Rudolph is the project manager for the City of Grover Beach Conservation and Open Space Element Update. The Conservation and Open Space Elements were last updated in 1973. Ms. Rudolph is leading the Rincon team to update required topics, such as tribal resources and public health and safety, in the Conservation and Open Space Element, and update the Land Use Element to add new environmental justice policies.
- **Civic Center Way Improvements Coastal Development Permit, City of Malibu.** Ms. Rudolph is the case planner for the City of Malibu Civic Center Way improvements project. In this role, she coordinated with the project engineer and City Public Works staff to ensure that the project conforms with applicable provisions of the City Local Implementation Plan and Municipal Code. She presented the project before the Planning Commission and a subsequent appeal of the project to the City Council.
- **City of Grover Beach Contract Planning Services, City of Grover Beach.** Ms. Rudolph provided contract planning assistance to the City of Grover Beach for approximately one year. Ms. Rudolph served as an extension of City Staff to process complex land use permit applications. She coordinated with City staff for interdepartmental staff review and facilitated the collection of staff review comments, and corresponded with applicants, staff, and others to resolve outstanding issues. She also reviewed all technical documents and each project's development plans for consistency with the City of Grover Beach General Plan, Zoning Ordinance, and other applicable planning document, and prepared staff reports, resolutions, and conditions of approval and

presented staff reports and technical documents to the Planning Commission and City Council, and prepared final approval documents and complete planning department plan checks.

Greg Martin, AICP | Senior Planner/Program Manager

Education: MCRP, Master of City and Regional Planning, California Polytechnic State University, San Luis Obispo

BA, Pre-and Early Modern Literature, University of California, Santa Cruz

Role: Deputy Project Manager

Mr. Martin is responsible for management and preparation of planning and environmental documents and specialized technical studies. Mr. Martin has extensive experience in the planning field and has a background in preparation and project management of CEQA and NEPA documents such as Initial Studies and EIRs. His experience also includes work on General Plans (including Housing Elements), Zoning Ordinances, Redevelopment Plans, and municipal entitlement processing. Select project experience is listed below.

- **Rancho Mirage General Plan Update, City of Rancho Mirage.** Mr. Martin was a project manager for the City of Rancho Mirage General Plan Update. The General Plan Update was a “technical” update to ensure compliance with recently adopted State laws, and to modernize the look, organization and user friendliness of the General Plan. As part of this process, the General Plan Update’s goals, policies and programs were updated to coincide with the City Council’s current vision for the future of the City; maps and exhibits were updated to reflect the current makeup of the City; the Circulation Element was updated based on a new traffic model; a high quality graphically-designed General Plan document was created; and GIS maps were created for use in the General Plan Update document and to be used as an interactive online tool.
- **General Plan Update, City of Alhambra.** Mr. Martin was a project manager for the update of City of Alhambra’s General Plan titled, “Vision 2035 – A Community’s Mosaic”, especially focusing on managing the EIR for the General Plan Update. The General Plan Update includes a complete re-write and reorganization of the current plan to allow for ease of use for the community. The plan included the seven State required elements but is reorganized in six chapters titled: Land Use/Community Design, Quality of Life, Resources, Services and Infrastructure, Health and Safety, and Mobility.
- **General Plan Update and EIR, City of West Covina.** Mr. Martin was project manager and lead analyst for the EIR for the City of West Covina’s 2016 General Plan Update and Downtown Plan and Code. The project included two separate but closely related elements: an update of the City’s General Plan, and a new Downtown Plan and Code designed to implement the strategies, goals, and policies of the General Plan. The General Plan Update and Downtown Plan and Code reflect the community’s vision to direct the majority of new growth to the City’s downtown, where development pressures are greatest and change is desired. Housing and job growth is targeted to strategic areas along corridors and in neighborhood centers.
- **General Plan Refinement Project IS-MND, City of Ventura.** Mr. Martin helped the City of Ventura quantify and analyze the potential effects of the project, which involved actions to refine the City’s General Plan and Zoning Code to create a new Mixed-Use land use designation; restrict or eliminate residential use in existing Commerce and Industry designations; and create a new Optional Residential Mixed-Use overlay in the Zoning Code. Rincon also helped quantify and analyze the potential effects of these actions on the City’s Housing Element Land Inventory. This analysis led to production of a Final IS-MND in April 2018, including Responses to Comments on the Public Review Draft IS-MND.

Lexi Journey, MESM | Senior Environmental Planner

Education: MESM, Bren School of Environmental Science & Management, University of California, Santa Barbara

BS, Ecology, Evolution and Behavior, University of California, Los Angeles

Role: Advisor/General Plan Specialist/Quality Assurance-Quality Control

Ms. Journey's experience includes project management, planning policy analyses, technical analyses, and outreach for assignments such as General Plans, Coastal Land Use Plans, and Climate Action Plans, as well as CEQA environmental assessments. She uses her wide breadth of planning expertise to teach Principles and Practice of Environmental Planning at the Bren School of Environmental Science & Management during the fall quarter. She has managed various projects including the Port Hueneme General Plan Update, Avila Community Plan Update, Local Oxnard Coastal Plan Update, the County of Merced Climate Action Plan, and the City of Rancho Mirage General Plan Update. In addition to managing long-range plans, sustainability plans, and outreach programs, she also specializes in technical studies for long-range plans such as Vulnerability and Adaptation Assessments to analyze risk to climate change vulnerabilities. Select project experience is listed below.

- **Port Hueneme General Plan Update and EIR, City of Port Hueneme.** Ms. Journey is managing the Port Hueneme General Plan Update and EIR program. While the City's Housing Element was updated in 2013, other General Plan elements have not been updated since the 1990s. Ms. Journey is leading the Rincon team to build on the work completed to date to address gaps in policy and vision, as well as to address contemporary planning issues like housing and economic resilience. The plan will also address all new statutory State requirements such as: State housing law requirements and CEQA streamlining (SB 35), complete streets policies and programs (AB 1358), climate change, greenhouse gas emissions, and sustainability (Executive Orders, AB 32, SB 375, SB 197, SB 32), climate adaptation and resiliency strategies (SB 379, AB 2140), vehicle miles travelled (VMT) analysis under CEQA (SB 743), and environmental justice (SB 1000). The Rincon team will accomplish this in a way that works within the context of Port Hueneme's needs and environment while creating a modern, legally defensible document.
- **City of Rancho Mirage General Plan Update, City of Rancho Mirage.** Ms. Journey was assistant project manager for the City of Rancho Mirage General Plan Update. The General Plan Update was a "technical" update to ensure compliance with recently adopted State laws, and to modernize the look, organization and user friendliness of the General Plan. As part of this process, the General Plan Update's goals, policies and programs were updated to coincide with the City Council's current vision for the future of the City; maps and exhibits were updated to reflect the current makeup of the City; the Circulation Element was updated based on a new traffic model; a high quality graphically-designed General Plan document was created; and GIS maps were created for use in the General Plan Update document and to be used as an interactive online tool.
- **City of Alhambra General Plan Update, City of Alhambra.** Ms. Journey was an assistant project manager for the update of City of Alhambra's General Plan titled, "Vision 2035 – A Community's Mosaic." The General Plan Update includes a complete re-write and reorganization of the current plan to allow for ease of use for the community. The plan included the seven State required elements but is reorganized in six chapters titled: Land Use/Community Design, Quality of Life, Resources, Services and Infrastructure, Health and Safety, and Mobility.

Sarah Howland | Planner

Education: MS, City and Regional Planning, California Polytechnic State University, San Luis Obispo
BA, Political Science, Concentration in Pre-Law, California Polytechnic State University,
San Luis Obispo

Role: Planner

Ms. Howland is responsible for preparing and assisting with staff reports, CEQA and NEPA documentation, and technical impact analyses for a variety of projects. Her experience includes but is not limited to CEQA compliance for development and planning projects throughout San Luis Obispo County, as well as providing contract planning services for local agencies in the region. Select project experience is listed below.

- **Avila Community Plan Update, County of San Luis Obispo.** Ms. Howland prepares technical reports, maps, charts and graphic displays for a variety of Elements within the Community Plan Update. The Community Plan Update includes preparing and implementing a community outreach strategy, developing the land use scenario, local policies, and development standards, and resolving planning issues within the Avila community. Ms. Howland also coordinates and leads a variety of community outreach events and online surveying techniques during the COVID-19 Shelter-in-Place time period.
- **Morro Bay General Plan and LCP Update EIR, City of Morro Bay.** Ms. Howland provides professional environmental planning services to the City of Morro Bay for the Morro Bay General Plan and Local Coastal Program Update EIR. Her work consists of technical impact analyses and CEQA documentation. Rincon is part of the multidisciplinary consultant team hired to lead the City's General Plan, Local Coastal Program, and Zoning Ordinance Updates and associated EIR as an extension of City staff. In cooperation with Michael Baker International, Rincon evaluated the current extent and locations of Environmentally Sensitive Habitat Area resources within the City's Coastal Zone to assist the City in updating its Local Coastal Program, obtained mapping approval by the California Coastal Commission, and provided updated maps of potential Environmentally Sensitive Habitat Area under current conditions. Rincon also prepared Community Baseline Assessment Report analyses for noise, air quality, greenhouse gas emissions, and natural resources to identify the current environmental conditions in the City to inform the analysis of the General Plan, Local Coastal Program, and Zoning Ordinance Updates in the EIR, and prepared the Noise Element for the updated General Plan. Rincon prepared the public review draft of the Program EIR for the General Plan/Local Coastal Program Update.
- **City of Greenfield Current Development Permit Processing Assistance, City of Greenfield.** Ms. Howland provides professional planning services to the City of Greenfield in the form of permit processing for development projects. Her work involves application-completeness review as well as preparing staff reports.

Ryan Russell | Planner

Education: MS, City and Regional Planning, California Polytechnic State University, San Luis Obispo
 BS, Field and Wildlife: Biological Sciences, California Polytechnic State University,
 San Luis Obispo

Role: Planner

Mr. Russell is responsible for assisting with contract planning services and preparing environmental documents. Mr. Russell has experience with all stages of the development review and entitlement process, including coordinating with stakeholders, city staff, and developers to produce successful discretionary projects. He also has long-range planning experience, including general plans, specific plans, and preparing zoning ordinance updates. He has worked on preparing a number of environmental documents and analysis in accordance with CEQA. He is knowledgeable in land use planning, the Coastal Act, community outreach, CEQA regulations, and preparing long range planning documents. Select project experience is listed below.

- **Avila Community Plan Update, County of San Luis Obispo.** Mr. Russell is assisting with the update of Avila Community Plan for the County of San Luis Obispo. The Community Plan Update includes preparing and implementing a community outreach strategy, developing the land use scenario, local policies, and development standards, and resolving planning issues within the Avila community. Mr. Russell is responsible for community outreach, developing land use policies and regulations, coastal access improvements, and Coastal Act consistency, and assisting the project manager.
- **Goleta Train Depot Master Plan, City of Goleta.** Mr. Russell was the assistant project manager for developing the Goleta Train Depot Master Plan. The Master Plan was prepared to facilitate the development of a multi-modal train depot adjacent to the existing Amtrak station in the City of Goleta, with the goal of improving ridership, reducing regional traffic, and reducing greenhouse gas emissions. Mr. Russell assisted with community outreach to develop the goals and policies and analyzed the site characteristics and mobility network to prepare recommendations for on-site and off-site improvements. The Goleta Train Depot Master Plan received the Award of Merit from the APA Central Coast Section.
- **City of Morro Bay Sign Ordinance, City of Morro Bay.** Mr. Russell managed the comprehensive Sign Ordinance update for the City of Morro Bay. This included complying with new supreme court decisions and applicable federal laws, researching best practices, producing graphics, and presenting at Planning Commission meetings. He conducted extensive community outreach which included two community meetings, working closely with the Chamber of Commerce and local businesses, and creating and analyzing survey results.
- **City of Lemoore General Plan Update, City of Lemoore.** Mr. Russell helped prepare and update the City of Lemoore's General Plan to address gaps in policy and vision, as well as to address contemporary planning issues like housing and economic resilience. Mr. Russell was responsible for community outreach and preparing the land use and conservation elements. The General Plan also focused on compatibility with the nearby Lemoore Naval Air Station.

Veronica Ortiz-De Anda | Contract Planner

Education: BS, Environmental Policy Analysis and Planning, Concentration in City and Regional Planning and Transportation Planning, University of California, Davis

Role: Planning/Spanish Interpretation

Ms. Ortiz-De Anda is knowledgeable in development review of commercial and residential projects, building permit process/plan checking, implementation of housing programs, zoning, and CEQA requirements, including subdivisions, and long-range housing programs. She has experience in preparing staff reports and making presentations at public hearings. She is fluent in Spanish. Select project experience is listed below.

- **City of Oxnard Contract Planning Services, City of Oxnard.** Ms. Ortiz-De Anda reviews construction plans for a range of commercial and residential development. She processes and reviews development applications against city and state codes and prepares reports to present before the hearing body. She prepares CEQA documents as appropriate to the project. She also makes inspections of project sites and works with construction staff to address challenges that come up in the field and works together with other city staff to bring resolution. She also assists her colleagues as-needed to translate (English/Spanish).
- **City of Malibu Contract Planning Services, City of Malibu.** Ms. Ortiz-De Anda served as a contract planner for the City of Malibu, and reviewed applications for residential development for conformance with the Malibu Municipal Code and Local Coastal Plan and state codes.; She worked with homeowners and development professionals to facilitate efficient and accurate permit processing, performed field inspections, and attended and participated in staff meetings.
- **City of Fillmore Contract Planning Services, City of Fillmore.** Ms. Ortiz-De Anda processed development applications for commercial and residential development projects, including subdivisions. This role involved preparing staff reports for appropriate hearing bodies, preparing CEQA documentation and conducting oral and visual presentations at public workshops and public hearings. She also served as project manager for the City's Housing Element Update. In this capacity she worked closely with the City's HCD reviewer to address compliance with state housing requirements, updated the City's affordable housing inventory map list, managed the City's document and environmental consultant, attended meetings between the City and housing advocates, and prepared the draft document to the Planning Commission.
- **City of Santa Paula Contract Planning Services, City of Santa Paula.** Ms. Ortiz-De Anda attended to the general public at the front counter, processed administrative and discretionary planning permits, and reviewed development plans for compliance with city and state codes. She worked closely with other city staff to draft conditions of approval and prepare staff reports for public hearings including initial studies for CEQA documentation. In this role she assisted the code enforcement staff to rectify zoning violations, trained new planning staff, prepared planning literature for the general public reviewed construction plans, and translate (English/Spanish) as needed.

Jon Montgomery | GIS Analyst

Education: Masters of Environmental Science and Management, University of California, Santa Barbara

BA, Psychology, minor in Environmental Science, University of Wisconsin, Madison

Role: GIS

Mr. Montgomery has professional GIS, GPS, and graphics experience including work with local and regional government agencies, nonprofit organizations, and consulting firms. His expertise includes spatial analysis, cartography, model/tool development, web mapping and graphics production with extensive ESRI software experience. Mr. Montgomery's previous experience includes working for organizations including the City of Santa Barbara, University of California, Santa Barbara, Midpeninsula Regional Open Space District, Los Padres ForestWatch, and Good Oak Ecological Services. Select project experience is listed below.

- **Santa Barbara County Reliability Project, Santa Barbara and Ventura Counties.** Mr. Montgomery served as lead GIS Analyst for this Southern California Edison multi-year linear utility construction biological monitoring project spanning over 30 miles. He managed the data needs for a team of dozens of field monitors, providing daily data updates, field collection tools, and training. He created GIS and data collection workflows that helped to streamline and increase efficiency across the project and stay on track with the multitude of weekly and monthly deliverables. Mr. Montgomery managed the engineering, construction, civil design, biological, and cultural datasets for this project, keeping all data up to date within detailed schema and metadata requirements. He was in charge of creating all project deliverable graphics and developed customized templates to serve the project needs including several detailed mapbooks spanning the 30 miles of the project area.
- **SoCalGas Pipeline Safety Enhancement Plan, Santa Barbara, Ventura, and Los Angeles Counties.** Mr. Montgomery served as one of the lead GIS Analyst for this ongoing program since 2016, covering dozens of project sites across Southern California. Using Python and ModelBuilder, Mr. Montgomery developed several custom tools that have streamlined project workflows, including an initial project assessment tool that highlights all environmental concerns and hazards in a project's vicinity to help with the jump start a project's analysis. Mr. Montgomery created this program's figure templates and has created figures for dozens of the program's projects each year.
- **United Water Conservation District Multiple Species Habitat Conservation Plan, Ventura County.** Mr. Montgomery served as lead GIS Analyst for this project which entailed gathering and documenting data from a variety of sources, discussing data and graphical needs with the client, and producing the dozens of figures to accompany a reworked habitat conservation plan highlighting select species of concern.
- **Caltrans District 6 & 10 On-call, Various Counties.** Mr. Montgomery served as lead GIS Analyst for a multitude of on-call biology projects Rincon has provided services in support for. These projects range through central and eastern California and covered a variety of species. GIS responsibilities on these projects included data organization, documentation and delivery, figure production to accompany reports and permits, and spatial analysis.

5 Consultant Qualifications and References

5.1 References

Rincon is proud of its reputation as a leader in the environmental consulting industry. We invite you to contact any of the individuals listed below regarding our qualifications, skills, and project management.

City of Grover Beach

Contact: Bruce Buckingham, Community Development Director

Address 154 S 8th Street, Grover Beach, California 93433

Phone: 805-473-4520

Email: bbuckingham@groverbeach.org

Project: **Grover Beach Conservation and Open Space Element Update.** Rincon is currently preparing an update to the City of Grover Beach Conservation and Open Space Element and associated negative declaration. The Conservation and Open Space Element was last updated in 1973. The updated element, which is expected to be adopted in 2020, will address all the requirements of State law using the 2017 Office of Planning and Research General Plan Guidelines as a guide and ensure that all Conservation and Open Space issues, including water, forests, soils, wildlife, outdoor recreational, tribal resources, and open space for natural resources, are addressed. This effort also involves updates to the City's 2010 Land Use Element to ensure internal consistency between the two elements, and the introduction of new goals, policies, and implementation measures relating to environmental justice.
Dates: 2017 to Present. **Staff:** Richard Daulton, Lilly Rudolph

City of Rancho Mirage

Contact: Jeremy Gleim, AICP, Development Services Director

Address 69-825 Highway 111, Rancho Mirage, California 92270

Phone: 760-328-2266

Email: jeremyg@RanchoMirageCA.gov

Project: **Rancho Mirage General Plan Update and EIR.** Rincon completed the City of Rancho Mirage's General Plan Update. The General Plan Update was a "technical" update to ensure compliance with recently adopted State laws, and to modernize the look, organization, and user friendliness of the General Plan. As part of this process, the General Plan Update's goals, policies and programs were updated to coincide with the City Council's current vision for the future of the City; maps and exhibits were updated to reflect the current makeup of the City; the Circulation Element were updated based on a new traffic model; a high quality graphically-designed General Plan document was created; and GIS maps were created for use in the General Plan Update document and to be used as interactive online tool.
Dates: 2016 to 2017. **Staff:** Greg Martin, Lexi Journey

City of Calabasas

Contact:	Tom Bartlett, AICP, City Planner
Address	100 Civic Center Way, Calabasas, California 91302
Phone:	818-224-1702
Email:	tbartlett@ci.calabasas.ca.us
Project:	2030 General Plan and Development Code Update and EIR. The 2030 General Plan update program was designed to build upon the vision and community values that have made Calabasas a special place to live, work, and visit and to address new issues that had emerged since the development of the previous long range planning program. Key issues in the environmentally-conscious community revolved around the preservation of open space, development of new recreational opportunities, and incorporation of sustainability and green building concepts. GIS and graphics design capabilities were an important component of the work program for this study as the environmental consultant needed to use, update, and create new layers within the City’s existing GIS database. In 2010, Rincon’s work on the project was recognized by the Southern California Association of Governments as the report received the <i>Compass Blueprint Achievement for Visionary Planning for Sustainability</i>. Dates: 2006 to 2009. Staff: Greg Martin

City of Morro Bay

Contact:	Scot Graham, Community Development Director
Address:	955 Shasta Avenue, Morro Bay, California 9344
Phone:	805-772-6291
Email:	sgraham@morrobayca.gov
Projects:	General Plan/Local Coastal Program Update and EIR. Rincon is part of the multidisciplinary consultant team hired to lead the City’s General Plan, Local Coastal Program, and Zoning Ordinance Updates and associated EIR as an extension of City staff. In cooperation with Michael Baker International, Rincon evaluated the current extent and locations of Environmentally Sensitive Habitat Area resources within the City’s Coastal Zone to assist the City in updating its Local Coastal Program, obtained mapping approval by the California Coastal Commission, and provided updated maps of potential Environmentally Sensitive Habitat Area under current conditions. Rincon also prepared Community Baseline Assessment Report analyses for noise, air quality, greenhouse gas emissions, and natural resources to identify the current environmental conditions in the City to inform the analysis of the General Plan, Local Coastal Program, and Zoning Ordinance Updates in the EIR, and prepared the Noise Element for the updated General Plan. Rincon prepared the public review draft of the Program EIR for the General Plan/Local Coastal Program Update. Dates: 2016 to Present. Staff: Richard Daulton, Sarah Howland

5.2 Affirmative Action Policy

Rincon is an equal opportunity employer and makes employment decisions (e.g., recruiting, hiring, training and promotions) on the basis of merit. We want to have the best available persons in every job. Rincon policy prohibits unlawful discrimination based on race, color, creed, gender, religion, marital status, registered domestic partner status, age, national origin or ancestry, physical or mental disability, medical condition including genetic characteristics, sexual orientation, Vietnam era veteran status, other eligible veteran status or any other consideration made unlawful by federal, state, or local laws. It also includes a perception that anyone has any of those characteristics, or is associated with a person who has or is perceived as having any of those characteristics. All such discrimination is unlawful.

Rincon is committed to compliance with all applicable laws providing equal employment opportunities. This commitment applies to all persons involved in Rincon operations and prohibits unlawful discrimination by any employee of Rincon, including supervisors and coworkers.

To comply with applicable laws ensuring equal employment opportunities to qualified individuals with a disability, Rincon will make reasonable accommodations for the known physical or mental limitations of an otherwise qualified individual with a disability who is an applicant or an employee unless undue hardship would result.

A full copy of Rincon Consultant's Affirmative Action Policy is available upon request.

5.3 Use of Disadvantaged Business Enterprises

Rincon supports diversity with the vendors that it uses. We have business relationships with minority business enterprises, women-owned business enterprises, small business enterprises, and others. We routinely provide bidding opportunities and work in an equal opportunity manner. We acknowledge the DBE requirements and commit to fulfilling them whenever possible.

5.4 Conflict of Interest

Rincon does not have conflict of interest with the City.

6 Draft Work Plan

The following matrix provides an overview of our Draft Work Plan that corresponds to the Tentative Approach provided in Section 2. The Draft Work Plan identifies the main phases, tasks, anticipated length of time to complete tasks, key meetings, products/deliverables, and the Development Services staff commitment needed within each task. As requested, costs are provided in a separate Cost Proposal under a separate sealed envelope.

Key Task	Schedule/ Length of Time to Complete Task	Key Meetings with City Staff, Public, City Council or Other Public Agencies	Deliverables	Development Services Staff Commitment
Phase 1: Project Initiation				
Task 1 Kickoff Meeting and Virtual City Tour	1 week	X	Schedule for work products	Attendance at kickoff meeting, input on community concerns, virtual tour
Task 2 Develop Final Work Program	1 week after Kickoff		Final work program, including refined scope of work and detailed project schedule	Approval of deliverables, provision of City Council meeting schedule
Task 3 Project Coordination/ Project Management	Throughout Phase 1 through Phase 5	X	Rincon's project manager will meet with the City staff every other week via conference call and every two months in-person. The Rincon team will also coordinate with state, county and local agencies as needed throughout the project.	Every other week check-in calls with Rincon's Project Manager and every two month in-person meetings.
Task 4 Evaluate and Review Existing Reports/ Information	3 weeks after Kickoff Meeting		Memorandum to city staff summarizing findings	Review of deliverable
Phase 2: Existing Conditions Background Report				
Task 5 Administrative Draft Existing Conditions Background Report	3 weeks after staff review of Task 4		Admin Draft Existing Conditions Background Report	Coordination of topics to be studied
Task 6 Final Background Report	1 week after City Staff review of Task 5		Screencheck final report, Final background report	Review of deliverable for accuracy and completeness

City of Guadalupe
Professional Services for General Plan Update

Key Task	Schedule/ Length of Time to Complete Task	Key Meetings with City Staff, Public, City Council or Other Public Agencies	Deliverables	Development Services Staff Commitment
Phase 3: Evaluation Alternatives				
Task 7 Alternative Land Use Scenario Report	4 weeks after completion of Task 6: Final Background Report	X	Draft Alternatives Report	Staff review of deliverable
Task 8 Preferred Land Use Scenario Alternative Memorandum	2 weeks after City Council review/direction on the Task 7: Alternative Land Use Scenario Report		Memorandum	Obtain input from City Council
Phase 4: Preparing the Draft General Plan				
Task 9 General Plan Goals, Policies, and Objectives Development	6 weeks after completion of Task 8		Updated General Plan sections	Staff review of deliverable
Task 10 Land Use, Circulation Diagrams and Other Diagrams	6 weeks after completion of Task 8		Land use diagram, circulation diagram	Input on technological compatibility of deliverable format
Task 11 Administrative Draft General Plan	2 weeks after completion of Task 10		Admin Draft General Plan	Staff review of deliverable
Task 12 Draft General Plan	3 weeks after Staff review of Task 11		Screencheck Draft General Plan, Draft General Plan, exhibits	Staff review of deliverable
Task 13 General Plan Consultation and Referrals	Throughout Phase 1 through Phase 5	X	Rincon will engage and consult with appropriate Federal, State, regional, and local agencies, including Native American Tribes and Military Branches	Possible attendances at key meetings.
Phase 5: Public Review and Final Documents				
Task 14 City Council Hearings	2-4 weeks after completion of Task 12	X	Facilitation of staff report preparation, hearing attendance	Help drafting staff report
Task 15 Final Draft General Plan Documents	2 weeks after completion of Task 14		Final Draft General Plan, land use diagrams	Staff review of deliverable

7 Project Schedule

The Rincon team is prepared to begin the work program described in this proposal immediately upon authorization to proceed. As depicted on the following chart, Rincon proposes to adhere to an expedited schedule that aims for the General Plan Update process to be concluded within approximately 10 months.

City of Guadalupe
Professional Services for General Plan Update

Estimated Schedule

Phase	Task	August 2020	September 2020	October 2020	November 2020	December 2020	January 2021	February 2021	March 2021	April 2021	May 2021
1	Task 1. Kickoff Meeting and Virtual City Tour	Public Review									
	Task 2. Develop Final Work Program	Rincon Work in Progress									
	Task 3. Project Coordination/Project Management	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
	Task 4. Evaluate and Review Existing Reports/Information	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
2	Task 5. Administrative Draft Existing Conditions Background Report	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
	Task 6. Final Background Report	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
3	Task 7. Alternative Land Use Scenario Report	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
	Task 8. Preferred Land Use Scenario Alternative Memorandum	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
4	Task 9. General Plan Goals, Policies, and Objectives Development	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
	Task 10. Land Use, Circulation Diagrams and Other Diagrams	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
	Task 11. Administrative Draft General Plan	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
	Task 12. Draft General Plan	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
	Task 13. General Plan Consultation and Referrals	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review	City Review
5	Task 14. City Council Hearings										Hearing (Potential Dates)
	Task 15. Final Draft General Plan Documents										Hearing (Potential Dates)

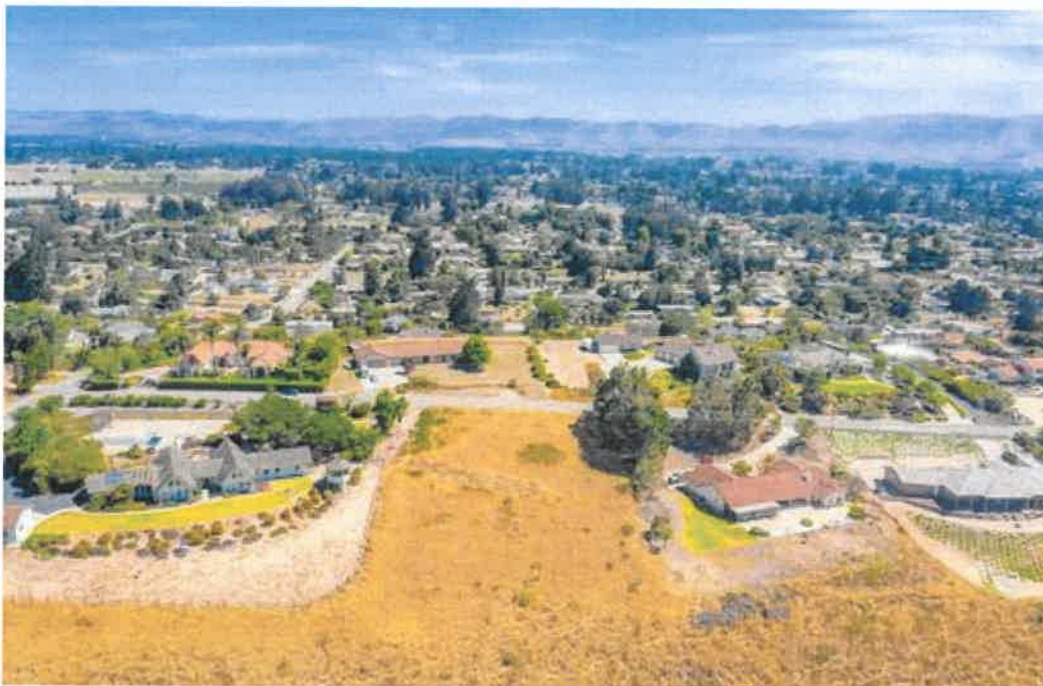


PROPOSAL

Professional Services – City of Guadalupe General Plan Update

June 4, 2020

Prepared for:



Prepared by
EMC Planning Group

CITY OF GUADALUPE

PROPOSAL for Professional Services – City of Guadalupe General Plan Update

Prepared for

CITY OF GUADALUPE

PLANNING DEPARTMENT

ATTN: LARRY APPEL, CONTRACT PLANNING DIRECTOR

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JUNE 2, 2020

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APPENDIX A	SAMPLE MATRICES
APPENDIX B	EMC STAFF RESUMES
APPENDIX C	WJV ACOUSTICS RESUME



Planning for Success.

1.0

TRANSMITTAL

City of Guadalupe
Planning Department
Attn: Larry Appel, Contract Planning Director
P.O. Box 908
Guadalupe, CA 93458

Re: Professional Services for Guadalupe General Plan Update

Dear Larry:

EMC Planning Group is pleased to submit this proposal for update of the City's General Plan. We recognize the limited funds available and have crafted a scope of work that will efficiently utilize the community outreach conducted by Cal Poly and achieve for the City an attractive and user-friendly General Plan, that meets State requirements, and will provide a planning vision for the City through the upcoming years. EMC prides itself on creative custom work and client satisfaction, and looks forward to the opportunity work with the City of Guadalupe.

EMC Planning Group has reviewed the sample professional services agreement and insurance requirements and is able to comply with those. As President of the corporation, I have authority to negotiate on behalf of and to contractually bind the firm. If you have questions about the proposal, please contact me or Richard James, AICP. Either of us may be reached through the office phone number below. My extension is 201 and Richard's is 206.

Sincerely,

Michael Groves, AICP, President

EMC PLANNING GROUP INC.
A LAND USE PLANNING & DESIGN FIRM

301 Lighthouse Avenue Suite C Monterey California 93940 Tel 831-649-1799 Fax 831-649-8399
www.emcplanning.com

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INTRODUCTION

2.1 Project Understanding

EMC Planning Group understands that the City seeks a consultant to update the City's General Plan, which dates from 2002. We will work as a partner with the City, and our proposal identifies those tasks we will complete and those for which we are relying on City staff. EMC Planning Group recognizes that the City has a limited budget to complete this work, and has proposed a very concise and efficient work plan. We propose the majority of meetings to be conducted via telephone or video conference, but think it is very important to see the City first-hand in a walking tour. The principal focus will be on bringing the General Plan into compliance with State Planning Law, especially in adding environmental justice and air quality policies. We have also included a community noise study to add quantified data to the noise element. Our schedule for completing this work is about ten months.

2.2 Firm Profile

EMC Planning Group is a full-service land use and environmental planning firm located in Monterey, California and was founded in 1978. Celebrating over 41 years in business, the firm is recognized as the area's oldest, established, leading provider of land use planning and environmental consulting services on the central coast of California. With a consistent staffing level of about 20 employees, the firm has earned the reputation of being responsive, committed to customer satisfaction, and producing quality products.

EMC Planning Group is a California S-Corporation and is a state-certified Small Business Enterprise (#15769), as well as a locally-certified Green Business. The firm distinguishes itself with its talented and highly trained, multi-disciplinary team of professionals and its ability to deliver insightful solutions to complex planning and environmental issues. The diverse range of professional experience and technical expertise of the staff provides clients with a practical and innovative approach to land use and environmental planning.

2.3 Firm Experience

EMC Planning Group has experience working on a variety of public and private projects including dozens of planning documents such as general plans, specific plans, design guidelines, and zoning ordinances. Our most recent general plan was completed for San Benito County a couple of years ago, and we've just recently completed a housing element for the City of San Juan Bautista. We've completed several other housing elements in the past two years and are currently working on a couple others. We have also completed two local coastal programs in recent years. A mixed-use district zoning

code we prepared for Monterey County is in the approval hearing stage. EMC Planning Group also provides contract planning services for agencies that need to supplement their planning staff. Section 6.0 Consultant Qualifications and References, provides summaries of several similar recent projects.

EMC Planning Group has the experience and the resources to provide a focused general plan update for the City of Guadalupe. In addition to our plan making experience, the firm also provides complete environmental review services in compliance with CEQA and NEPA. All of the items in the General Plan update scope of work, phases one through five, can be provided by the EMC Planning Group team.

2.4 WJV Acoustics Experience

WJV Acoustics, Inc. (“WJVA”) will prepare a community noise assessment to ensure the Noise Element meets State requirements. WJVA is an acoustical consulting firm based in Visalia offering comprehensive services in environmental noise assessment and control, and in architectural acoustics. The firm’s capabilities include a complete range of acoustical services, with special emphasis on community and environmental noise issues and project compliance. Founded in 1981 as Brown-Buntin Associates, and now operating as WJVA, the firm has worked on numerous noise assessments for city and county governments throughout the state of California and nationally.

TECHNICAL APPROACH

This section describes those parts of our approach that are key to accomplishing a timely and on-budget General Plan update. These are closely tied to the project management approach provided in Section 4.0 Project Management. The full step-by-step set of tasks is provided in Section 7.0, Work Plan.

3.1 Key Approach Overview

Because the budget is very limited for this work, EMC Planning Group proposes a very concise and efficient approach to completing the General Plan update. Key features of the approach are:

- Prepare a detailed project schedule at the outset, with critical milestones identified, and keep each process participant apprised of their timelines and deadlines.
- Track the most important project aspects using tables or matrices:
 - Community input;
 - Critical examination of the 2002 General Plan and 2018 administrative draft General Plan;
 - Office of Planning and Research General Plan Guidelines review, focusing on changes that have occurred since the last General Plan update in 2002; and
 - Comparison of current General Plan build-out against General Plan update build-out to provide a basis for future environmental analysis.
- Utilize existing material to the extent possible (i.e. 2002 General Plan or 2018 General Plan update policies), and focus creative efforts on filling holes or refining the existing material where most needed.
- Keep meetings short and focused, and keep other communications frequent and direct, utilizing on-line meetings rather than in-person meetings to the extent possible.

3.2 Key Approach Details

Schedule and Critical Milestones

At the beginning of the project, EMC Planning Group will prepare a detailed project timeline in Gantt chart format, indicating the timeframes during which each task will be completed. Where critical later tasks hinge on completion of prior tasks, those relationships will be shown. Task labels and task bars/milestone points will be color coded to provide easy visual reference and differentiation. A draft schedule is included in the proposal (Section 9.0), and will be refined as an initial project task.

The timeline will be distributed to project participants, and the project manager will alert participants to upcoming milestones and deliverables. The timeline will provide efficient order to project tasks and will be used to maintain on-time performance of tasks. The timeline will be reviewed each month in case adjustments are required during the process. In addition, the project manager will use the Outlook calendar features to provide alerts when key deadlines are approaching.

Project Tracking Matrices

We have identified three important inputs for the General Plan update: Community Input, Critical Review, and General Plan Guidelines. In order to catalog and track these efficiently, we propose to develop tracking tables or matrices for each input. These will serve to facilitate cost-efficient handling of the inputs, ensure all of the important information is considered and incorporated, and document how and where each input was used in the final product. This last part is invaluable in demonstrating to the community that what it took the time to convey during the public outreach effort has been heard and considered in development of the General Plan update. A summary table will also be used to document the development intensity changes attributable to the update. Appendix A, Sample Matrices, includes sample matrices from a past project.

Community Input

A public outreach effort was conducted by the City as part of Cal Poly's development of an administrative draft General Plan update. EMC Planning Group will review the results of those efforts and categorize the data in a matrix so that the General Plan policies and programs can be compared against them as the policies and programs are updated. This exercise will ensure that the community input is considered in the General Plan update. The matrix will also help to trace community inputs and show how and where those are reflected the General Plan update. As an adjunct to this task, we will solicit and compile City staff input on the General Plan update.

Critical Review

EMC Planning Group will review the 2002 General Plan with a critical eye towards deficiencies and extraneous or outdated content, and collect our findings in a table. We will also correlate the 2018 General Plan update policies with the 2002 policies. Each 2002 General Plan policy and each 2018 Draft General Plan update policy and implementation measure will be charted with summary columns indicating if these need consolidation with similar policies, elimination, refinement, or augmentation. An explanatory column will provide a brief note as to the purpose of the recommendation. For example, a recommendation to augment a policy may note that the current policy needs to be expanded or new policy established to better focus on the specifics of a particular neighborhood. There will be cross-referencing between the 2002 and 2018 sets, and cross-referencing to the public input table.

If greater explanation is required than can be conveyed in a table format, we will assign footnotes or codes and provide additional explanatory notes separate from the table. This table will be used to ensure that the text refinements are comprehensive and coordinated.

This review will include a review of the current Housing Element to determine if the Housing Element includes policy direction or programs that direct changes to other General Plan elements. The General Plan update will ensure that adequate sties to meet the City's Regional Housing Needs Assessment are accommodated in the land use map and land use policies.

The major focus of the policy and implementation refinement process will be on:

- Achieving State General Plan Guidelines consistency;
- Meeting the needs of the City's constituents as expressed in the community input efforts;
- Ensuring adequate housing and facilitating economic development; and
- Clarity and specificity in the vision, policies, and implementation.

General Plan Guidelines

EMC Planning Group will consult the latest version of the Office of Planning and Research General Plan Guidelines, as well as supplemental general plan guidance materials provided by the State. This review will focus on identifying deficiencies and conflicts with state law governing general plans. The 2002 General Plan will be compared against the state requirements and the result presented in a table format. As will be done for the prior task, explanations will be attached if they exceed the capacity of a table format.

The City has identified the need for environmental justice policies (or element) and updates to the air quality section. Guadalupe is not designated as a disadvantaged community by CalEPA for the purpose of SB 535. However, the City is considered a low-income Community under AB 1550 and the Centers for Disease Control ranks Guadalupe in its highest quartile for overall social vulnerability. Related parts of the General Plan that will need to be addressed are healthy communities and complete streets. The 2002 General Plan Noise Element does not appear to include the quantified data required for noise elements, so we have included a noise assessment in our proposal.

Comparison of Current General Plan to Update

This table will be a high-level summary of changes to policy or the land use map that indicate a different long-term intensity of development. This table would form the basis for the environmental review project description in terms of quantifying changes from the 2002 General Plan to the current General Plan update.

City Tour

We feel it is critically important to see the City in depth and in-person. If this can be accomplished as a City-guided tour, we will accompany City staff on the tour. In any case, we will conduct additional individual exploration and photo-documentation of the City to gain an understanding of the various neighborhoods. Details of the tour are provided in Section 7.0, Work Plan.

Meetings and Other Communications

Meetings often consume a significant amount of budget. While it is important to communicate, share thoughts, and make decisions, we propose to take steps that reduce the budget burden on this process. To save travel time, we propose that most meetings be conducted as telephone conferences or videoconferences. For formal meetings, an agenda will be prepared and distributed in advance and a meeting summary sent following the meeting. Agenda and meeting summary templates will be used for consistency and efficiency, and will always include a list of action items. For telephone calls between formal meetings, no agenda will be prepared and a follow-up email will be sent to document major points of discussion. It is anticipated that much of the communication will occur as informal calls or email.

Existing and New Material

We assume that editable electronic files will be available as a starting point in the General Plan update, be those from the 2002 General Plan or the 2018 administrative draft General Plan. We also assume that the update will focus on the elements themselves (Chapter IV and Chapter V in the 2002 General Plan); the budget does not allow for extensive updates to background and demographic information. We can start from either the 2002 General Plan or the 2018 administrative draft General Plan if editable files are available. In either case, we propose to focus on the most critical portions of the General Plan, and if other material is maintained, to severely limit edits to that material.

In addition to new material on environmental justice, air quality, and noise, it is our intent to put our efforts towards refining language, assuring consistency between elements, and ensuring that the General Plan adequately addresses those areas that are of greatest concern to the community vision and needs as expressed in the community outreach. New material will be added for those areas of the General Plan where holes are identified. Specific additions will be made to ensure consistency with State General Plan Guidelines, such as for environmental justice and air quality. We propose that the new environmental justice and air quality polices be integrated in existing elements. Unless directed by the housing element, or otherwise identified as critical to achieving policy direction, we do not anticipate significant changes to the land use map. Mapping changes are assumed to be minimal, if any, and some desired map changes may be reflected in policy. However, we do propose to create a new set of General Plan maps.

3.3 Deliverables and Critical Timepoints

Deliverables will be provided to the City throughout the process, and key timepoints have been identified to keep the process on track for timely completion. Most deliverables will be electronic to conserve printing and delivery budget. Table 3-1, Deliverables, presents the most important General Plan update deliverables.

Table 3-1 Deliverables

Item	Format and Print Quantity	Task Number(s)
Schedule (draft and final)	Electronic	1 and 2
Contact List	Electronic	1
Refined Work Plan and Budget	Electronic	1
Meeting agendas	Electronic	2, 6, 8, 10
Critical Review Matrix	Electronic	4
General Plan Guidelines Matrix	Electronic	4
Community Input Matrix	Electronic	5
Tour notes and memo	Electronic	6
Vision Statement (draft and final)	Electronic	7
Development Intensity Comparison Matrix	Electronic	7
Annotated General Plan Outline	Electronic	7
Administrative Draft General Plan	Electronic; 2 printed copies + CDs	8
Public Draft General Plan	Electronic; 30 printed copies + CDs	9
Changes and Additions Summary (draft and final)	Electronic	9, 10
Study Session Summary	Electronic	9
Public Draft Supplement	Electronic	10
Final Adopted General Plan	Electronic; 20 printed copies + CDs	10

Table 3-2, Critical Timepoints presents critical tasks in the General Plan update process and estimated timepoints for each. A preliminary Gantt chart is provided in Section 8.0, Schedule. The schedule assumes a start date at the beginning of August, 2020 and completion in April 2021.

Table 3-2 Critical Timepoints

Deliverable / Event	Approximate Date	Task Number
Receipt of Editable Files	Mid-August	2
Matrices	Early September	4, 5
City Tour	Early September	6
Background and Technical Reports	Mid-September, October	3
Vision and Outline	Late September	7
Administrative Draft General Plan	Late December	8
Draft General Plan	Early February	9
Study Session	Late February	9
City Council Hearings	April	10

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PROJECT MANAGEMENT

4.1 Management and Timelines

EMC Planning Group arranges project management in layers, with a Principal-in-Charge and a Project Manager designated for every project. On larger projects, an Assistant Project Manager is assigned. The Project Manager is the primary point of contact, and the Principal-in-Charge and Assistant Project Manager serve as back-up contacts in the event the Project Manager is not immediately available. As a general rule, EMC Planning Group strives to return voice messages the same business day and no later than the following business day. The City will be informed in advance if the primary contact will be out of the office more than a few business days.

As already noted, a detailed schedule will be developed to guide the process and ensure timely delivery at midpoints and at project completion. A preliminary schedule is provided in Section 8.0 Schedule, and key timepoints are listed in Section 3.0 Technical Approach. As necessary to achieve timelines, our Project Manager will drive the project. If a deadline is approaching, we will emphasize the importance of meeting that deadline. Since we will be working as part of a team with the City, we will emphasize that to the City as well, when the ball is in the City's court. We'll be polite about it, but we'll expect all the players on our team to be on time! The Project Manager assigned to this project abhors last-minute drama, so expect our deliverables to arrive on time or occasionally early. If by rare chance they are late, the Project Manager will have already identified a way to get back on schedule.

Because the budget is limited on this General Plan update, EMC Planning Group will limit the team size to focus the work effort. Refer to Section 5.0, Consultant Staff. The Project Manager will conduct much of the work directly, with portions of the work assigned to an assisting planner or to specialists (biology, archaeology, etc.). Refer to Section 7.3, Commitment of Personnel for hourly assignments. While we intend to limit staff assignments, we have enough staff available that we can pull additional personnel in if needed to meet timelines. EMC Planning Group holds a staff meeting each week in which we review the current deliverables on each project, and we use this meeting to assess overall office workload and make additional project assignments if needed to meet schedules.

4.2 Quality Assurance

We write our documents to be clear, concise, and consistent. We pay attention to nuances like uniform construction of sentences and bullet lists. For this project, we anticipate using material already written for the bulk of the document, and emphasis will be placed on ensuring that each goal, policy, or paragraph in the General Plan is reviewed and refined for similar wording and construct. We will

establish and use standard terms and terminology throughout. For example, if we refer to State Route 1 in one place, it won't be PCH in another place, so the entire General Plan will feel cohesive. We also try to stay away from acronyms to the extent we can; most people relate better to an air district than to an SBCAPCD.

In addition to achieving a uniform style, the Project Manager and Principal-in Charge will review for completeness and adequacy of the content, as well as for internal consistency and logical arrangement. It is important that the General Plan accurately reflect the community vision, and be adequate under State law. It is also important that the pieces all fit together to achieve a whole. Each policy will be reviewed to ensure that the underlying programs correctly correlate to it, and each program will be reviewed to ensure that the policy is fully implemented. While it is common to have similar policies in different elements of a General plan, we will work to slant each related policy to focus on the aspects relevant to the particular element. Content will be customized to match the needs of Guadalupe – we don't care for the one-size-fits-all boilerplate approach to planning.

Product quality is assured through multiple layers of review. After a document is written, it is reviewed by the Project Manager, and returned to the author for review. Then the document is reviewed by a Principal-in-Charge. After the administrative staff has produced the document, the Project Manager and Principal-in-Charge make a final review. Note that while the Principal-in-Charge for the General Plan update will do the initial review, he may assign the final quality control review to another Principal-in-Charge. Documents prepared by the Project Manager are typically reviewed by another staff member, to get a fresh set of eyes on the work prior to review by the Principal-in-Charge.

CONSULTANT STAFF

EMC Planning Group proposes to use a small and focused team to prepare the Guadalupe General Plan update. Following are short bios of those staff members we anticipate working on this project. Their resumes are attached to this proposal as Appendix B, EMC Staff Resumes. Additional staff will provide graphics and administrative support.

5.1 EMC Planning Group - Project Management Personnel

Michael Groves, AICP, President and Senior Principal

Michael J. Groves, AICP, Senior Principal, founder and President of the firm, will act as the Principal-in-charge. Michael is actively involved in the management of all the firm's largest planning efforts, including preparation of general plans, specific plans, master plans, etc. Michael will oversee the project work effort and ensure client satisfaction, as well as providing an alternate point of contact to the project manager.

Richard James, MUP, AICP, Principal

Richard James, AICP, will be the project manager and has significant experience with complex planning projects and EIRs. Richard has been with the firm since 1998 and has been a principal since 2016. He manages planning, design, and environmental projects. His experience includes preparation of general plan amendments, preparing zoning and coastal implementation codes, housing elements, policy documents, fee and economic development studies, and environmental documents, as well as municipal project management. Mr. James manages project budgets, work flow, schedules, and sub-consultants. He provides ongoing client and stakeholder contact as project manager, conducts research, writes and edits documents, and presents project reports at public hearings.

Richard's specific expertise includes air quality, housing, landscaping, alternative transportation, land use, water supply, and water quality. His environmental documents have analyzed a wide variety of projects and issues. Richard has represented private development projects and overseen the municipal end of processing land development projects. He has worked on many projects that are located in the Coastal Zone.

5.2 EMC Planning Group - Support Staff

Polaris Kinison Brown, MS, Principal Planner

Ms. Kinison Brown joined EMC Planning Group in 2012 and has been working in the environmental planning field since 1998. She has worked on a wide range of projects including the preparation of general plans, local coastal programs, specific plans, coastal permitting projects, climate change vulnerability assessment, environmental impact reports, initial studies, and environmental assessments. She specializes in coastal projects, and her responsibilities include preparing documents; preparing public presentations; conducting public workshops; presenting projects at public hearings; developing public works plans, budgets, and schedules; and establishing and supervising project teams. Due to Polaris' extensive experience with coastal projects, she is included as support staff in case an issue related to the coastal zone should arise.

Gail Bellenger, MS, RPA, Archaeologist

Gail joined the firm in 2018 and has been working in the field of archaeology and biology since 2004. She is responsible for conducting archaeological surveys, wetland delineations, biological resource surveys, and preparation of environmental documentation in compliance with the California Environmental Quality Act (CEQA), Section 106 of the National Historic Preservation Act, and the National Environmental Policy Act (NEPA).

As Principal Investigator, she has conducted several intensive-level archaeological surveys in Utah for roadway extensions for the Utah Department of Transportation and proposed trail construction clearances for the cities of Draper and Riverton. In Nevada, she conducted Trust land cultural resource investigations for the Indian Health Services in Elko and Ely, Nevada, and surveyed a proposed land development site in Monterey County, California.

Patrick Furtado, Associate Biologist/Regulatory Specialist

Mr. Furtado joined the firm in 2020 and has been working in the fields of biology and regulatory compliance since 2008. He has extensive experience conducting field surveys in central California, in particular with special-status species including burrowing owl, western snowy plover, bank swallow, Swainson's hawk, mission blue butterfly, San Joaquin kit fox, and Tidestrom's lupine.

He conducts nesting bird surveys, focused botanical inventories, and large-scale vegetation mapping. Mr. Furtado specializes in biological fieldwork, resource management, regulatory permitting, planning, and preparation of technical reports. His expertise extends across a wide range of California ecosystems including fresh and salt water marsh, riparian woodland, vernal pool, grassland, chaparral, oak woodland, coastal scrub, and coniferous forest.

Stuart Poulter, AICP, MCRP, Associate Planner

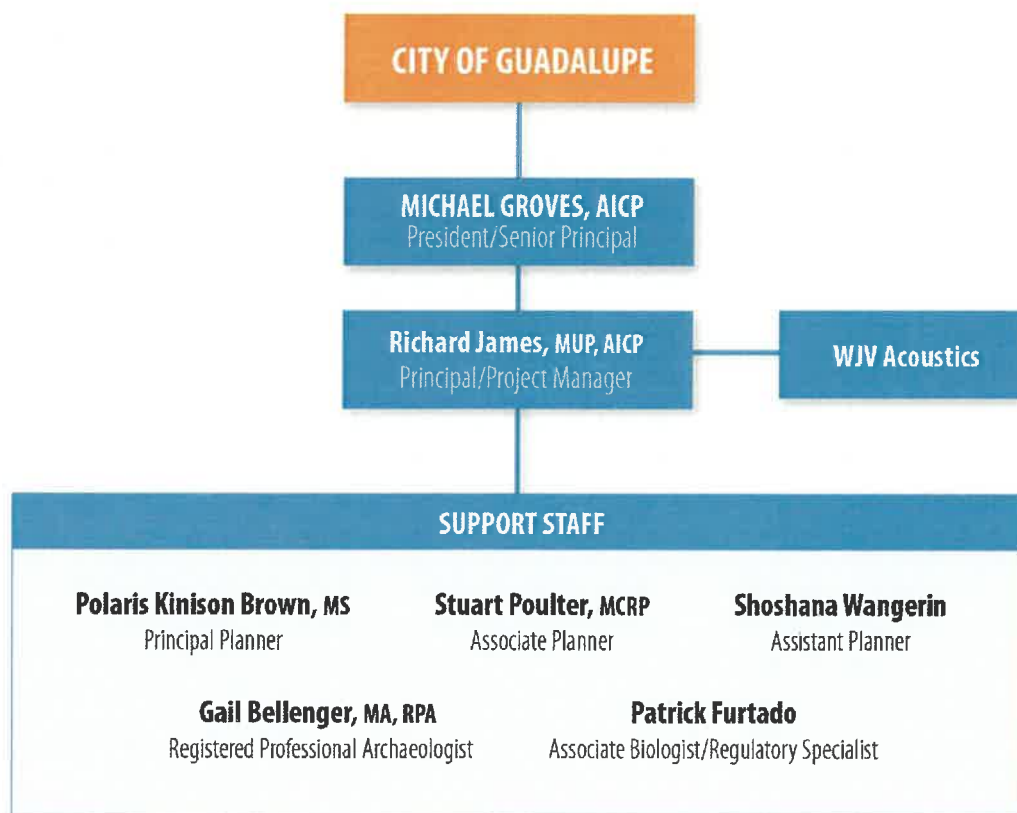
Stuart joined the firm in 2015. His responsibilities include preparation of initial studies and environmental impact reports in compliance with the California Environmental Quality Act (CEQA), and providing staff support services to various municipal planning departments, where he processes permit applications including: general plan, specific plan, and zoning amendments; tentative maps; urban service area amendments; staff-level historic evaluations; and architectural and site reviews.

Additionally, he provides private clients with permit processing and entitlement assistance, constraints analysis, land use assessments, and feasibility analyses.

Shoshana Wangerin, Assistant Planner

Shoshana joined the firm in 2017 and has helped with several general plan-related projects during her time with the firm. She helped prepare the Housing Element update for the City of San Juan Bautista General Plan and assists the City of Sand City with its annual progress reports as required by the Department of Housing and Community Development. She also provided a significant amount of the assistance in preparation of the Sand City Vibrancy Plan. Shoshana also has experience assisting with Plan-making and with the preparation of environmental documents in compliance with CEQA. Her prior experience is with the City of Carmel-by-the-Sea.

5.3 EMC Planning Group Organizational Chart



5.4 WJV Acoustics Staff

Mr. Van Groningen is the founding consultant of WJV Acoustics, Inc. His technical skills include the prediction and analysis of aircraft, traffic, railroad and construction noise and the evaluation of community noise problems and litigation support. He has prepared technical noise studies for a variety of projects requiring CEQA or NEPA documentation and has developed noise level criteria and implementation programs for addressing noise-related conflicts and long-range noise compatibility planning. Mr. Van Groningen has particular expertise in preparing traffic noise assessments for federally funded roadway improvement projects using the Caltrans Protocol. Mr. Van Groningen has also prepared general plan noise elements and noise element updates for several California jurisdictions. Mr. Van Groningen's resume is included in Appendix C, WJV Acoustics Resume.

CONSULTANT QUALIFICATIONS AND REFERENCES

6.1 EMC Planning Group General Qualifications

EMC Planning Group's success and longevity are due in large part to the diversity, talents, and creativity of its team members. Our land use planners, environmental planners, biologists, archaeologists, and land use designers are skilled professionals with the ability to deliver practical, yet innovative solutions to land use planning, development design, environmental review, and regulatory compliance challenges.

Long-Range Planning and Municipal Staff Support

EMC Planning Group prides itself on preparing land use plans and other planning products that are forward thinking, practical and implementable, sensitive to environmental sustainability, and meet the needs of the communities the plans are intended to benefit. These key elements are highly interrelated and achieving a balance between them is important and challenging. EMC Planning Group brings rich insight to the table in working with local, regional, and state governments, federal governmental agencies, special districts, and the private sector development community in facilitating plans that achieve such balance. The firm's expertise in natural environment and built environment analyses and urban design, pragmatic and functional understanding of development finance and challenges involved in plan implementation, and practical ability to identify and elicit input on needs and desires of communities and clients assures that we deliver products that meet the challenges of planning for the future in a currently complex environment. The following list provides an example of the types of plans we prepare:

- General plans;
- Economic development elements;
- Housing elements;
- Design guidelines;
- Area plans;
- Specific plans;
- Master plans; and
- Implementation strategies and zoning ordinances.

Agenda Packets

EMC Planning Group can prepare agenda packet materials including staff reports, resolutions, ordinances, findings, conditions of approval and exhibits, in support of projects for which the firm prepared the Plan or Environmental Review Document.

Staff Processing Assistance

EMC Planning group can act as an extension of staff, to assist the City with Permit Streamlining Act compliance, application review and processing, interdepartmental and agency coordination, applicant meetings, and conditions monitoring.

CEQA and NEPA Compliance

EMC Planning Group prepares initial studies, environmental assessments, environmental impact reports, environmental impact statements, exemptions, notices, mitigation monitoring and reporting programs, public notices, and CEQA findings as required under the California Environmental Quality Act and/or National Environmental Quality Act.

Biological Resources

EMC Planning Group's biological resources services include biological resources assessment, reconnaissance surveys, special-status species surveys, pre-construction surveys, wetland delineations, agency consultation, database searches, habitat conservation plans, construction monitoring, and compliance permitting under Regional Water Quality Control Board Section 401, California Department of Fish and Wildlife Section 1600, and U.S. Army Corps of Engineers Section 404.

Arboricultural Services

EMC Planning Group provides tree field surveys and tree/woodland health evaluations, construction monitoring for retained tree protection, tree removal permitting assistance, and tree replacement/mitigation planning and monitoring.

Archaeology

EMC Planning Group conducts archaeological reconnaissance surveys, excavation and testing, monitoring, National Register eligibility assessments, preparation of cultural resources report in compliance with CEQA, NEPA, and National Historic Preservation Act (NHPA) Section 106 NEPA compliance, and Tribal Consultation outreach in compliance with SB-18 and AB-52; and construction monitoring.

Air Quality Modeling and Analysis

EMC Planning Group utilizes the California Emissions Estimator Model (CalEEMod), Road Construction Emissions Model (ROADMOD), and Breeze Aermod, for modeling criteria air emissions, greenhouse gas emissions, and toxic air contaminant emissions.

Important Farmlands Assessment

EMC Planning Group uses information from the Important Farmlands Mapping Program to assess the significance of farmland conversion for non-agricultural uses. The Land Evaluation and Site Assessment methodology is used to factor in soil type, surrounding context, and water availability to assess farmland value.

Visual Impact Assessment

EMC Planning Group utilizes Illustrator and Sketchup to create visual simulations used to evaluate visual impacts. Federal scenic impact evaluation methods, such as reflected in the Guidelines for the Visual Impact Assessment of Highway Projects is used in evaluating scenic effects of proposed development.

Water Balances

EMC Planning Group uses standard water demand factors for a variety of uses, and site-specific or localized data when available, to establish water demand for a site under current conditions and project conditions. This data is also valuable in assessing greenhouse gas emissions and energy use.

6.2 EMC Planning Group References

Monterey County

Carl Holm, Director, Resource Management Agency
Mike Novo, Contract Planner, Former Planning Director
1441 Shilling Place
Salinas, CA 93901

Carl (831) 755-4879
Mike (831) 755-5176

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City of Gilroy

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Town of Los Gatos

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Los Gatos, CA 95030
(408) 354 6879
jpaulson@losgatosca.gov

City of Sand City

Charles Pooler, City Planner
1 Pendergrass Way
Sand City, CA 93955
(831) 394-6700
Chuck@SandCityCA.org

6.3 EMC Planning Group Project Experience

City of Gilroy 2040 General Plan and General Plan EIR

EMC Planning Group is under contract to Mintier Harnish as the deputy project director to assist with preparation of the new general plan and to prepare the general plan EIR. EMC Planning Group prepared sections of the General Plan Background Report, assisted with workshops and the general plan advisory committee, wrote and edited policy for the general plan and prepared an administrative draft EIR, prior to the project being put on hold in 2016 by the City of Gilroy in response to a voter-approved initiative. The city re-activated the project in 2017, and the team is working on a complete revision of the plan.

Completion: ongoing

Key Staff Involved

Richard James
Stuart Poulter

Client Contact:

Mintier Harnish
Jim Harnish, JD, Principal/Owner
(916) 446-0522
jim@mintierharnish.com

San Benito County 2035 General Plan and General Plan EIR

EMC Planning Group was hired to complete San Benito County's General Plan update and associated environmental review process. EMC Planning Group took over a partially completed General Plan and General Plan Draft EIR. Our role was to assist County staff and Board of Supervisors to wrap up the General Plan update process, which we completed in 2015. EMC Planning Group provided direction in response to public comments, worked with planning department staff and County Counsel, finalized

general plan policies and figures, and prepared the EIR. Issues with the most significant work included traffic, greenhouse gas emissions, noise, and population. EMC Planning Group prepared the Planning Commission and Board of Supervisors hearing packet materials. EMC Planning Group later prepared a creative C-3 zone district code to implement the General Plan's regional commercial nodes. The C-3 code included protections for views, trees, biological resources, and water supply, and established design parameters for each location at which the code would apply. However, the code was eliminated through a voter referendum sponsored by opponents of commercial development in the area.

To view a copy of the entire General Plan, inclusive of the Land Use Element, visit: <http://cosb.us/wp-content/uploads/Adopted-2035-GPU.pdf>.

Completion: General Plan August 2015; C-3 Zoning Code September 2019

Key Staff Involved

Michael Groves
Richard James (C-3 Zoning Code)

Client Contact

Planning staff with the San Benito County Resource Management Agency during preparation of the general plan and program EIR are no longer with the County. The following reference is provided.

Dan DeVries, Past San Benito County Planning Commissioner
Currently with:
City of San Juan Bautista City Council
(831) 623-4100 or 623-4111
djdv@devrieslawgroup.com

Miramonte Specific Plan

EMC Planning Group prepared a specific plan for the City of Soledad on a 634-acre property east of the city limits, to accommodate 2,767 residential units at varying densities, a commercial center, two school sites, a fire station, and park and open space areas. The plan was designed around a higher-density residential and commercial core, with an integrated pedestrian system utilizing parks and connecting paths. The specific plan included the following chapters/elements: introduction, land use, circulation, parks recreation and open space, public services and facilities, and implementation. EMC Planning Group is now assisting the City with LAFCO applications.

Completion: November 2018

Key Staff Involved

Michael Groves
Richard James
Shoshana Wangerin

Client Contact

Brent Slama, Community and Economic Development Director
brent.slama@cityofsoledad.com
(831) 223-5043

Pacific Grove Local Coastal Program

EMC Planning Group worked with the City of Pacific Grove and the California Coastal Commission on updating Pacific Grove's certified Local Coastal Program. The work included engaging with the Coastal Commission to obtain early review and acceptance of the Local Coastal Program update, preparing technical research and a background report to identify information that needed updating, and ensuring consistency with existing policy documents. EMC Planning Group prepared a focused coastal zone Land Use Plan update that reflects the City of Pacific Grove's land use goals and an Implementation Plan that serves as a Coastal Zoning Ordinance. In addition to allowable land uses and development standards, the implementation program focuses on issues specific to the City's coastal area, including protection from sea level rise and other coastal hazards, public access, preservation of views and trees, and protection of biological resources. The firm also engaged the community through one-on-one stakeholder interviews, three public workshops, and study sessions with the Planning Commission and City Council. Finally, the firm represented the City's effort at adoption and certification hearings before the Planning Commission, City Council, and Coastal Commission.

Completion: April 2016

Key Staff Involved

Michael Groves
Richard James
Polaris Kinison Brown

Client Contact

Anastazia Aziz, Community Development Director
aaziz@cityofpacificgrove.org
(831) 648-3192

Salinas Economic Development Element

EMC Planning Group, in coordination with Salinas Planning and Research Corporation and the City of Salinas, prepared an economic development element for integration into the City's general plan. EMC Planning Group led a team of interdisciplinary consultants including economic development, public outreach, and urban design specialists. The primary components of the process included economic development visioning, an extensive public outreach effort, analysis of existing and future development market conditions, evaluation of opportunities and constraints (planning, policy, natural resources, environmental), preparation of an economic development vision map, and preparation of the economic development element. The economic development vision focuses on safety, jobs, and health. The economic development strategy will guide the City's future economic development efforts and land

use decisions, with the end goal of promoting business retention and creation, generating employment opportunities, facilitating workforce development, and enhancing quality of life for the City's residents. EMC Planning Group also prepared the Program EIR.

You may view the Salinas EDE at: <https://www.cityofsalinas.org/our-city-services/city-manager/economic-development>.

Completion: December 2017

Key Staff Involved

Michael Groves

Client Contact

Lisa Brinton, Senior Planner
lisab@ci.salinas.ca.us
(831) 758-7381

Sand City Vibrancy Plan

EMC Planning Group prepared a vibrancy plan to investigate how the City of Sand City can encourage a transition in the City's West End District from warehouse and service commercial businesses to mixed use with restaurants and similar establishments that would provide a more vibrant street life, while showcasing the district's existing artist community. The plan looks at a large range of issues from parking, walkability, streetscape, building design, and affordability for artists. Issues will be addressed through zoning amendments, inclusion of residential units in mixed use buildings, street improvements, encouraging building upgrades or replacement, and catalyst projects. The plan studies land use, economic development, displacement and affordability, circulation and parking, streetscape and aesthetics, and how to attract visitors and new businesses. The plan sets forth a prioritized implementation strategy that includes short- and long-term projects and programs intended to guide a gradual transformation, with both public and private investment.

Preparation of the plan included an extensive outreach and community involvement effort. A technical advisory committee was assembled that included land and business owners, residents, artists, and two City Council members. For three years the City staffed a booth at the popular West End Celebration to publicize the effort and solicit public opinions. The City held a design workshop that drew 40 people (the City's population is about 350). A variety of hands-on activities were hosted at a series of design tables, including a design-a-street exercise, preference surveys, and a backdrop on which to visualize gateway signs. The public was kept informed with a dedicated web page and City newsletter articles.

Completion: June 2019

Key Staff Involved

Michael Groves
Richard James
Shoshana Wangerin

Client Contact

Charles Pooler, City Planner
chuck@sandcityca.org
831-394-6700 ext. 216

Los Banos General Plan Agricultural Amendments

EMC Planning Group prepared an amendment to the Parks, Open Space, and Resources element of the City of Los Banos 2030 General Plan Update to correct errors in the agricultural resources portion of the element prepared by another consultant. The project included a re-calculation of the extent of future loss of three types of important farmland from general plan buildout and preparation of revised maps. EMC Planning Group also prepared a supplemental EIR, which focused on agricultural resources and related growth issues.

Completion: August 2017

Key Staff Involved

Richard James

Client Contact

Stacy Souza Elms
stacy.elms@losbanos.org
(209) 827-7000

San Juan Bautista Housing Element

EMC Planning Group has just completed preparing the City of San Juan Bautista 5th cycle housing element update in compliance with all of the statutory requirements for housing elements, including public participation and adequate environmental review. The update process consisted of a community outreach program, consultation with the Department of Housing and Community Development, obtaining data from appropriate sources, mapping and quantifying appropriate housing sites, and establishing policies, programs, and quantified objectives to guide the City's housing development.

The housing element update accommodates the RHNA established by the San Benito Council of Governments in the context of the City's general plan land use designations and growth management ordinance. Department of Housing and Community Development staff will review the draft housing element and our team will make the recommended revisions prior to the City's adoption. The housing element was submitted to Department of Housing and Community Development and has been certified after City adoption.

When EMC Planning Group began work with the City, the due date for the City's 5th cycle housing element had passed without Department of Housing and Community Development certification. EMC Planning Group and the City staff engaged Department of Housing and Community Development in a conference call late in December of 2018, and it was determined that the second four-year housing element was due on December 31, 2019. With Department of Housing and Community Development's

approval, EMC Planning Group developed a schedule to complete the first four-year housing element in the summer of 2019, with concurrent City adoption of several critical implementation ordinances. EMC Planning Group then initiated the second four-year housing element, negotiated an expedited review by Department of Housing and Community Development, and brought the second four-year housing element to City Council for adoption at its December meeting. The second four-year housing element was certified by the State in January 2020, and the City is now in compliance.

Completion: December 2019

Key Staff Involved

Richard James
Shoshana Wangerin

Client Contact

Don Reynolds, City of San Juan Bautista City Manager
Citymanager@san-juan-bautista.ca.us
(831) 623-4661 ext. 14

Atwater Housing Element

EMC assumed responsibility for the Atwater Housing Element about a year ahead of the deadline for the fourth cycle housing element. We worked with HCD to understand the City's options, and elected to skip the fourth cycle housing element and go directly to the fifth cycle. Although there were shortfalls to carry forward, due to decreased Regional Housing Needs Assessment numbers, this option was advantageous to the City. The update included a significant effort to catalogue all of the vacant and underutilized sites, and recommended a re-zone of commercial land to high density housing to achieve the very low-income target. The Atwater Housing Element was certified by the State, but the City has not enacted its mandatory first year programs, and is not currently in compliance.

Completion: April 2017

Key Staff Involved

Michael Groves
Richard James

Client Contact

Planning staff with the Atwater Planning Department during preparation of the housing element are no longer with the City. The following reference is provided.

Scott McBride, previous Interim City Manager with City of Atwater, and currently with City of Merced as Director of Development Services.
mcbrides@cityofmerced.org
(209) 385-6818

6.4 WJV Acoustics General Qualifications

WJV Acoustics, Inc. (WJVA) is an acoustical consulting firm offering comprehensive services in environmental noise assessment and control, and in architectural acoustics. The firm's capabilities include a complete range of acoustical services, with special emphasis on community and environmental noise issues and project compliance. WJVA meets Caltrans standards by using the U.S. DOT Traffic Noise Model (TNM) Version 2.5 to describe traffic noise exposures. WJVA has worked throughout the state of California, as well as nationally.

6.5 WJV Acoustics Reference

Mr. Ryan Burnett, Associate Planner
City of Clovis Department of Planning and Development
(559) 324-2336
RyanB@ci.clovis.ca.us

6.6 WJV Acoustics Project Experience

City of Sanger General Plan Update

WJV prepared a technical noise study and drafted the Noise Element for the Sanger General Plan Update. WJV conducted a community noise survey which included an assessment of existing and future noise exposure resulting for transportation noise sources as well as an assessment of existing stationary noise sources throughout the City. WJV prepared noise contours for transportation noise sources throughout the City. WJV provided a review of existing General Plan goals, policies and implementation measures related to noise, and recommended modifications and additions necessary to update the General Plan Noise Element.

Completion: 2017

Client Contact

Mr. Karl Schoettler, Collins & Schoettler Planning Consultants
karl@weplancities.com
(559) 734-8737

Josh Rogers, City Engineer
jrogers@ci.sanger.ca.us
(559) 876-6300, ext. 1560

Lakeview Promenade Noise Study

WJVA prepared a technical noise study for a proposed mixed-use (retail and residential) development within the City of Santa Maria. WJVA prepared an acoustical analysis to determine project compliance with applicable City of Santa Maria noise level standards. WJVA conducted ambient noise monitoring, traffic noise modeling and modeled anticipated exterior and interior noise levels within the project site. WJVA prepared an Environmental Noise Assessment for the project and responded to all City of Santa Maria and project team comments.

Completion: 2018

Client Contact

Mr. Brian Schwartz, Urban Planning Concepts
brian@urbanplanningconcepts.com
(805) 934-5760

6.7 Policies and Conflicts

EMC Planning Group is an Equal Opportunity Employer and makes employment decisions on the basis of merit. Company policy prohibits unlawful discrimination based on race, color, creed, sex, gender identity, religion, veteran status, marital status, age, national origin or ancestry, physical or mental disability, medical condition including genetic characteristics, pregnancy, childbirth, sexual orientation, or any other consideration made unlawful by federal, state, or local laws.

EMC Planning Group is a California certified small business, and a locally certified green business. Neither EMC Planning Group nor WJVA is a Disadvantaged Business Enterprise.

EMC Planning Group and WVJA are not aware of any potential conflicts of interest.

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WORK PLAN

This section presents a task-by-task outline of the proposed update work. Please refer to the following Sections 8.0, Schedule, and 9.0, Budget for the schedule and budget for this work plan (the budget is in a sealed envelope). The schedule and budget together provide timelines on specific tasks and commitment of personnel to tasks. A summary of hours by position is provided at the end of this section.

7.1 Tasks

Task 1 Administration and Project Initiation

- Finalize scope of work and budget and execute contract (note: this task will be conducted in advance of contract execution, but included on the first invoice);
- Set up project files;
- Prepare invoices;
- Prepare draft schedule; and
- Prepare contact list.

Task 2 Project Kick-off Conference Call

- Prepare agenda and attend an online kick-off meeting with City staff;
- Meet key City staff;
- Discuss schedule details;
- Discuss SB-2 Grant compliance;
- Discuss approach to 2002 General Plan Chapters I through III;
- Discuss relationship to Coastal Land Use Plan;
- Discuss approach to integrating environmental justice and air quality polices;
- Discuss community characteristics and major stakeholders;
- Discuss issues of potential controversy;
- Obtain project resources from City staff; and
- Prepare final project schedule.

Task 3 Background Research

- Update demographic information specifically relating to the City's AB 1550 status;
- Request water supply assessment from water purveyor;
- Initiate tribal consultation;
- Following determination of growth potential, initiate acoustical study;
- Conduct archaeological resources records search and sacred lands search;
- Conduct biological resources records search;
- Review published agency information pertinent to the General Plan update; and
- As necessary to augment published materials, contact applicable agencies and organizations to discuss areas of concern and solicit input and cooperation. Agencies could include Caltrans District 5, Guadalupe Union School District, Santa Barbara County Agricultural Commissioner, Regional Water Quality Control Board, and Santa Barbara County Air Pollution Control District.

Task 4 Planning Inputs

- Obtain and review pertinent background documents (e.g. the existing 2002 Guadalupe City General Plan, the Administrative Draft General Plan prepared in 2018, the current Housing Element, mobility plan, water and sewer master plans, applicable regional plans, etc.);
- Review General Plan Guidelines published in 2017;
- Determine 2002 General Plan compliance or non-compliance with Guidelines;
- Prepare General Plan Guidelines matrix identifying areas of non-compliance by element;
- Compare 2002 General Plan and 2018 Administrative Draft General Plan and correlate similar policies;
- Conduct critical review of 2002 General Plan and identify deficiencies and other areas of refinement;
- Devise categories and compile and synthesize information; and
- Prepare Critical Review matrix.

Task 5 Community Input

- Review input documentation from 2018 Administrative Draft outreach efforts;
- Devise categories and compile and synthesize information;
- Prepare Community Input matrix; and
- Obtain input from key City staff.

Task 6 City Tour

- Tour the City with City staff guidance, if possible;
- Additionally, explore the city independently;
- Tour with a combination of driving and walking and prepare a tour itinerary to include specific areas to be visited on the tour or independently, including but not limited to:

- Civic area;
 - Commercial downtown area;
 - Eastern 11th Street;
 - Guadalupe Market commercial center;
 - Southern State Route 1 corridor/Amtrak station;
 - Industrial area;
 - Southern and Eastern residential areas;
 - Main Street Market commercial center;
 - Informal footpath in open space between Snowy Plover Lane and 3rd Street;
 - Wooded areas east and west of Obispo Street and north of Snowy Plover Lane;
 - Community Park/treatment plant/River View townhomes; and
 - Farmland within City limits;
- On the tour, note land uses, general conditions, vacant and underutilized land, opportunities and constraints;
 - Photograph representative locations and download and sort photographs; and
 - Compile notes, and prepare follow-up communication to City staff for clarifications and other additional information regarding observations during the tour.

Task 7 General Plan Framework

- Correlate community input and critical review input;
- Consulting the 2002 General Plan, 2018 Administrative Draft General Plan, and community/critical review input, draft a vision statement for City review;
- Discuss with City staff and prepare final vision statement;
- Discuss potential land use or density changes with City staff, and based on determinations, create a table showing probable build-out capacity;
- Draft an annotated element-by-element General Plan outline for City review; and
- Discuss with City staff and prepare final outline and summary of proposed changes.

Task 8 Administrative Draft General Plan

- In accordance with matrices, select and compile existing policies and programs from 2002 and/or 2018 General Plan, and organize and refine as needed;
- In accordance with matrices, draft new policy and program language, including language regarding environmental justice, air quality, noise, and other identified areas for new policy;
- Utilize results from the community noise study. The noise study will include four long-term measurements, six short-term measurements, on-the-ground assessment of noise levels near railroads and industrial facilities, and preparation of highway noise contour data;

- Create ten new General Plan maps, including planning boundaries, land use/circulation, public facilities/parks, biological resources, flood zones, seismic hazards, noise, major utilities, and others to be determined. Changes to the land use map designations is not anticipated unless directed by the housing element or City staff;
- In addition to informal discussions noted, conduct two formal conference calls during the process of preparing the administrative draft;
- Assemble administrative draft General Plan update for City review;
- Coordinate with CEQA review (administrative draft CEQA document) to identify new or revised policies necessary for mitigating environmental effects identified in the administrative CEQA document, and include these as a supplement to the administrative draft General Plan;
- Update community input matrix to reflect follow-through on and utilization of community comments;
- Provide City with two printed copies and Word and pdf formatted electronic copies by email (or file sharing system if files are to large); and
- Obtain City's written comments, and discuss in a formal conference call.

Task 9 Public Draft General Plan

- Incorporate CEQA measures and address City comments, and prepare a public draft General Plan;
- Provide an electronic proof draft to the City for final check before final printing;
- Make final edits, and deliver to the City 30 printed copies of the public draft General Plan Update (each with a CD, with pdf format electronic copy);
- Prepare a summary of proposed changes and additions in matrix format. This will provide a concise summary for public review and assist in future CEQA documentation;
- Develop agenda and work plan for public study session, to include attendance by two EMC Planning Group staff;
- Conduct one study session to review and take comment on the draft General Plan update from City representatives and the public; and
- Compile and evaluate study session comments and prepare a summary report.

Task 10 General Plan Adoption

- Conduct a formal meeting with City staff to discuss comments on the public review draft, formulate changes in conjunction with City staff, and incorporate policy or program revisions in a supplement to the Public Draft General Plan update;
- Update the matrix summary of changes and additions and attach to supplement;
- Present the Public Draft General Plan and supplement for adoption at two City Council hearings;

- Following adoption by the City Council, incorporate City Council-directed changes into a final adopted version of the General Plan update; and
- Deliver 20 printed copies with CDs, and Word and pdf formatted electronic copies to the City.

7.2 Assumptions

The following assumption are included with this scope of work and budget:

- This work plan assumes all necessary public outreach has already occurred;
- It is assumed that the consultant can sufficiently utilize the Administrative Draft General Plan prepared in 2018, or alternatively the current General Plan from 2002, and that editable electronic files are available; specifically, we assume the text is available in Word format;
- The water purveyor is assumed to prepare and adopt the water supply assessment at its cost within three months of request, and if a water supply assessment is not provided, that the urban water management plan will be used;
- The budget includes three hours for a follow-up Tribal meeting, but it is assumed City staff will take the lead if a Tribal consultation is requested;
- Compliance with CEQA will be under a separately funded scope of work;
- This scope of work assumes that if Coastal Commission consultation is required for the small portion of the City within the Coastal Zone, that City staff will conduct that interaction and report outcomes to EMC Planning Group;
- Preparation of a final approval draft assumes that changes made to the General Plan update following CEQA review are minor and are adequately covered by the CEQA review that was conducted under a separate scope of work;
- The majority of the General Plan will be prepared in black and white on standard letter paper. Up to 50 pages will be in color and up to ten new maps will be created; however; the scope assumes no other new graphics will be required. The budget allows for an 11 x 17-inch color combined land use/circulation diagram, but all other maps will be letter size;
- Each printed General Plan will include a CD, with a pdf formatted electronic copy of the General Plan;
- City staff will arrange all public venues, prepare staff reports and presentations, resolutions, findings, noticing, and other documentation not specifically listed in the scope of work;
- The study session and hearings are assumed to occur at City Hall;
- The City is assumed to provide Spanish language translation of materials and Spanish language interpretation at the study session and/or hearings; and
- A timeframe of greater than one year will require additional administrative budget.

7.3 Commitment of Personnel

EMC Planning Group is adequately staffed to provide the outlined services. EMC Planning Group project managers typically handle five or six active projects at a given time. The selected project manager will be available beginning in mid- to late-summer to take on management of this project. The budget provides the following hourly commitments for EMC Planning Group personnel:

Senior Principal (Principal-in-Charge):	40 hours
Principal (Project Manager):	228 hours
Planners:	415 hours
Specialized Support:	54 hours
Graphics and Administration:	61 hours

SCHEDULE

A schedule in Gantt chart format is presented on the following two pages. The schedule spans a period of about ten months. The assumed start date is in early August 2020, and completion of a final draft, ready for consideration by the City Council, is scheduled for April, 2021.

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Guadalupe General Plan Schedule

Task #	Activity Name	Start Date	Finish Date	2020								2021											
				Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May										
9	Public Review (coincides with CEQA Review)	2/1/21	3/18/21																				
9	Study Session	2/22/21	2/26/21																				
9	Study Session Summary Report	3/1/21	3/5/21																				
10	City Consultation Conference Call	3/22/21	3/26/21																				
10	Updated Summary and Supplement	3/29/21	4/2/21																				
10	City Council Hearing	4/13/21	4/13/21																				
10	City Council Hearing	4/27/21	4/27/21																				
10	Final Adopted General Plan	4/28/21	5/21/21																				

Guadalupe General Plan Update

Task	EMC Planning Group Inc.											Total Hours	Total Cost
	Senior Principal	Principal	Principal Planner	Associate Planner	Assistant Planner	Reg. Prof. Archaeologist	Associate Biologist	Desktop Publisher	Graphics	Admin./ Production	Total Hours		
Staff	\$250.00	\$225.00	\$200.00	\$150.00	\$125.00	\$155.00	\$130.00	\$150.00	\$125.00	\$115.00			
Billing Rate (Per Hour)	5.0	6.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	15.0	\$3,060.00	
Task 1 Administration and Project Initiation	3.0	6.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	12.0	\$2,475.00	
Task 2 Project Kick-off Conference Call	0.0	2.0	0.0	0.0	6.0	5.0	3.0	0.0	2.0	1.0	19.0	\$2,730.00	
Task 3 Background Research	2.0	12.0	0.0	0.0	20.0	0.0	0.0	0.0	0.0	1.0	35.0	\$5,815.00	
Task 4 Planning Inputs	0.0	8.0	0.0	0.0	10.0	0.0	0.0	0.0	0.0	1.0	19.0	\$3,165.00	
Task 5 Community Input	8.0	16.0	0.0	0.0	16.0	0.0	0.0	0.0	1.0	0.0	41.0	\$7,725.00	
Task 6 City Tour	2.0	8.0	0.0	0.0	10.0	0.0	0.0	0.0	1.0	1.0	22.0	\$3,780.00	
Task 7 General Plan Framework	8.0	110.0	10.0	75.0	200.0	8.0	20.0	22.0	36.0	4.0	493.0	\$77,100.00	
Task 8 Administrative Draft General Plan	4.0	40.0	0.0	3.0	60.0	0.0	5.0	12.0	4.0	2.0	133.0	\$21,595.00	
Task 9 Public Draft General Plan	8.0	20.0	0.0	0.0	12.0	0.0	0.0	8.0	2.0	1.0	51.0	\$9,565.00	
Task 10 General Plan Adoption	40.0	228.0	10.0	76.0	337.0	16.0	28.0	42.0	46.0	15.0	840.0	\$137,020.00	
Subtotal (Cost)	\$10,000.00	\$51,300.00	\$2,000.00	\$11,700.00	\$42,125.00	\$2,480.00	\$3,640.00	\$6,300.00	\$5,750.00	\$1,725.00	840.0	\$137,020.00	

Additional Costs	
Production Costs	\$2,400.00
Travel Costs	\$2,400.00
Postal/Deliverables	\$250.00
Miscellaneous	\$250.00
Administrative Overhead 10%	\$530.00
Total	\$5,830.00

Subconsultant Fees	
Noise Study - WJV Acoustics	\$6,500.00
Subconsultant Overhead 10%	\$650.00
Total	\$7,150.00

Total Costs	\$150,000.00
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Sample Matrices

A
APPENDIX

**ISSUES IDENTIFIED
IN THE SCOPING REPORT**
(see Table 3)

OTHER ISSUES IDENTIFIED
(see Table 4)

SORTED INTO FIVE CATEGORIES

CATEGORIES

CONTENTS

TIMING

CATEGORY I
BRP Corrections and Updates

- Strike through/ Underline text changes
- Notes on changes to BRP figures

FORA Board action possible early 2013

CATEGORY II
Prior Board Actions and Regional Plan Consistency

- Background
- Description and key issues
- Potential options
- Synopsis of public comments

FORA Board action possible 2013

CATEGORY III
Implementation of Policies and Programs

- Text of incomplete policies/programs
- Responsible agency
- Status

On-going FORA and jurisdiction implementation

CATEGORY IV
Policy and Program Modifications

- Background
- Description and key issues
- Potential options
- Synopsis of public comments

FORA Board consideration in 2013 onward as determined by the Board. May require public hearing and CEQA review

CATEGORY V
FORA Procedures and Operations

- Background
- Description and key issues
- Potential options
- Synopsis of public comments



Figure 2
Visual Key to Reassessment Report

Scoping Report Source	Topic	Category
Page 4-159 (table)	Mitigation Measure (hydrology/water quality) - Adopt and Enforce Storm Water Detention Plan. (Marina and County) incomplete	III
Page 4-160 (table)	Mitigation Measure (hydrology/water quality) – Master Drainage Plan to be Developed by FORA. Incomplete	III
Page 4-160 (table)	Mitigation Measure (hydrology/water quality) - Master Drainage Plan to be Developed by FORA. Typographical error	I
Page 4-163 (table)	Mitigation Measure (biological resources) – Use of Native Plants from On-Site for Landscaping. Typographical error	I
Page 4-163 (table)	Mitigation Measure (visual resources) – Policies to Implement Design Guidelines for Development on Bluffs to Avoid Visual Contrasts. Incomplete	III
Page 4-177	Del Rey Oaks General Plan – changes to the Land Use Concept	II
Page 4-178	Marina General Plan – changes to the Land Use Concept	II
Page 4-180	Seaside General Plan – changes to the Land Use Concept	II
Page 4-182	East Garrison Specific Plan – changes to the Land Use Concept	II
Page 4-183	Imjin Office Park General Plan Amendment – changes to the Land Use Concept	II
Page 4-183	Las Animas General Plan Amendment – changes to the Land Use Concept	II
Page 4-183	Cypress Knolls – changes to the Land Use Concept	II
Page 4-184	Imjin Road designation – change to the Circulation Concept	II
Page 4-198	Additional BRP Transportation Policies/Programs per Regional Transportation Plan	II
Page 4-204	Additional BRP Air Quality Policies/Programs per Air Quality Management Plan	II
Page 4-205	Additional BRP Water Quality Policies/Programs per Water Quality Control Plan	II
Page 4-222	Evaluation of Base Clean-up Efforts and Methods	IV
Page 4-224	Prioritization of Funding for and Removal of Blight	IV
Page 4-224	Prioritization of Development within Army Urbanized Areas	IV

	Seaside		Incomplete ●	The City has not adopted truck routes. General Plan Implementation Plan C-1.7.1: discourages truck routes in residential area.
	County		Incomplete ●	The County has not adopted truck routes.
Streets and Roads Policy C-2: Each jurisdiction shall provide improvements to the roadway network to address high accident locations.	Marina		See BRP Program below	
	Seaside		See BRP Program below	
	County		See BRP Program below	
Program C-2.1: Each jurisdiction shall collect accident data, identify and assess potential remedies at high accident locations and implement improvements to lower the identified high accident rates.	Marina		Ongoing ▲	Jurisdictions are required to implement this program under state law.
	Seaside		Ongoing ▲	See above
	County		Ongoing ▲	See above
Objective D: Provide an adequate supply of on-street parking.				
Streets and Roads Policy D-1: Each jurisdiction shall provide a program of on-street parking.	Marina		See BRP Programs below	
	Seaside		See BRP Programs below	
	County		See BRP Programs below	
Program D-1.1: Each jurisdiction shall provide on-street parking, as appropriate, with design and construction of all urban roadways.	Marina		Complete ■	General Plan Policy 3.19 encourages on-street parking on residential streets over wide travel lanes.
	Seaside		Complete ■	The typical street cross sections in the 2004 Seaside General Plan include room for parking on residential and collector streets.
	County		Complete ■	The County's Fort Ord Master Plan includes the on-street parking policy from the BRP.

<p>Recreation Policy D-4: The [jurisdiction] shall develop a plan for adequate and long-term maintenance for every public park prior to construction.</p>	<p>Marina</p>	<p>Incomplete ●</p>	<p>The parks identified in the BRP have not been constructed.</p>
<p></p>	<p>Seaside</p>	<p>Incomplete ●</p>	<p>The parks identified in the BRP have not been constructed.</p>
<p>Note: There are no associated Programs for these Policies.</p>			
<p>Objective E: Create opportunities for economic revitalization of the former Fort Ord through encouragement of commercial recreation opportunities in appropriate settings.</p>			
<p>Recreation Policy E-1: The City of Marina shall identify golf course opportunity sites where appropriate as long-term or interim use solutions within the Marina portion of the former Fort Ord</p>	<p>Marina</p>	<p>See BRP Programs below</p>	<p></p>
<p>Program E-1.1: The City of Marina shall promote the development of a private golf course as an interim land use within the North Airport Light Industrial/Technology District.</p>	<p>Marina</p>	<p>Ongoing ▲</p>	<p>The City is currently initiating a Master Plan for the Airport; all compatible recreational uses are being evaluated.</p>
<p>Program E-1.2: The City of Marina shall promote the development of a private golf course as an interim land use within the Planned Residential District in polygon 4.</p>	<p>Marina</p>	<p>Incomplete ●</p>	<p>Marina Heights Specific Plan was instead approved for that area. FORA Consistency Determinations with Marina Heights Specific Plan: 5/14/04</p>
<p>Recreation Policy E-1: The City of Seaside shall identify an appropriate amount of commercial recreation opportunity sites in compatible settings to ensure that these recreation opportunities are realized. These uses will be considered compatible land uses where identified.</p>	<p>Seaside</p>	<p>See BRP Program below</p>	<p></p>
<p></p>	<p>Seaside</p>	<p>Complete ■</p>	<p>The Seaside General Plan includes two large commercial recreation sites.</p>

Comments Received via Letter

Name	Date	BRP Reassessment Comments (Letter)													Project-Specific Comments								
		Input Process	FORA Procedures	Economic/ Jobs	Blight/Urban Footprint	Hazardous Materials	Housing	Transportation	Water	Trails/Access	Open Space	Habitat/ Wildlife	National Monument	Native Americans	CSUMB/ UC/MPC	Aesthetics	Other	Monterey Downs/ Horse Park	Veterans' Cemetery	Eastside Parkway	East Garrison	Other	
Mary Quirt	5/15/12	x	x		x													x					
Suzanne Roland	5/20/12																						
Efran D. Lopez	5/22/12	x	x	x	x	x	x																
Holly & Michael Yanez	5/22/12	x	x	x	x	x	x																
Jean Donnelly	5/22/12	x	x	x	x	x	x																
Linda O'Connell	5/22/12	x	x	x	x	x	x																
Ron Chesshire	5/22/12																						
Michael W. Stamp	5/24/12	x	x																				
Camille Stahi Penhoet	5/30/12	x	x	x																			
Connie Quinlan	5/30/12			x																			
Dawn Poston	5/30/12			x																			
Luana Conley, Keep Fort Ord Wild	5/30/12	x	x	x	x	x	x																
Friends of Fort Ord Open Space Solutions	5/31/12			x	x	x	x																
Tom Moore & Jane Haines, Sierra Club	6/1/12		x	x	x	x	x																
Amy L. White, LandWatch	6/4/12	x	x	x	x	x	x																
Judith Leavelle-King	6/5/12																						
Donyse Frischmuth	6/10/12	x	x	x																			
Cari Herthel	6/12/12																						
College Council of MPC	6/12/12																						

EMC Planning Group Staff Resumes

B

APPENDIX



Michael J. Groves, AICP
PRESIDENT/SENIOR PRINCIPAL

PROFESSIONAL EXPERIENCE

Mr. Groves founded EMC Planning Group in 1978. Through his leadership and commitment to excellence in client service and the hiring of highly qualified personnel, Mr. Groves has successfully established the firm as one of the leading land use and environmental planning firms in California.

Mr. Groves is involved in project management and coordination of a full range of planning projects completed by the firm. From 1995—1997, he served as project manager for the Fort Ord Reuse Plan, a national, award-winning policy document. His focus within the firm is on client representation for urban and regional planning projects; coastal planning efforts; conceptual design; real estate due diligence and site evaluation studies; land use planning and permitting efforts; and city, county, school district and special district planning and permitting. With his experience as a land use and policy planner, Mr. Groves has provided project management for over 750 planning projects, within more than 150 California cities, counties, and special districts.

EDUCATION

- B.A. University of California at Santa Barbara, Environmental Studies, 1977
- B.A. University of California at Santa Barbara, Geography, 1977

PROFESSIONAL CERTIFICATION

AICP - American Institute of Certified Planners, Professional Certification, 1990-Present

PROFESSIONAL ACHIEVEMENTS AND AWARDS

- Professional Certification, American Institute of Certified Planners, 1990-Present
- Initiative Author, Initiative Measure to Allow For a Recreational Vehicle Park and other Recreational Oriented Uses in the Vicinity of the Fort Ord National Monument, Laguna Seca Raceway and Recreation Area, and the Monterey Peninsula and Monterey Bay Region.
- Awards, *City of Salinas Economic Development Element*, 2014
 - Outstanding Planning Document-Association of Environmental Professional (2016)
 - Economic Planning and Development Award of Excellence-American Planning Association, California Chapter, Northern Section (2015)
 - Economic Planning and Development Award of Merit-American Planning Association California Chapter (2015)
- Award, *Fort Ord Reuse Plan Reassessment*, 2012
 - Best Practices Award of Merit-American Planning Association, California Chapter, Northern Section, 2013
- Award, *Fort Ord Reuse Plan and EIR*, 1997
 - Comprehensive Planning in a Small Jurisdiction - National Planning Award for Outstanding Planning, American Planning Association National Chapter

PROFESSIONAL ASSOCIATIONS AND COMMUNITY INVOLVEMENT

- Member, American Planning Association
- Former Member, Monterey Peninsula Water Management District, Policy and Technical Advisory Committees
- Former Member, Sand City Habitat Conservation Task Force
- Member, Ventana Chapter, Sierra Club
- Head Coach, Monterey High School Baseball Program, 1980-Present
- President, Save Our Sports (SOS), Local Non-profit Supporting High School Baseball and Softball
- President, Foster Parent Association, Santa Cruz County
- Member, Child Welfare Services Systems Improvement Steering Committee
- Community Leadership Council - Ending Oppression Worldwide



Richard K. James, MUP, AICP
PRINCIPAL

PROFESSIONAL EXPERIENCE

Mr. James has been with the firm since 1998 and has been a principal since 2016. He manages planning, design, and environmental projects. His experience includes preparation of zoning and coastal implementation codes, housing elements, environmental documents in compliance with the California Environmental Quality Act (CEQA), policy documents, fee and economic development studies, and community design standards, as well as municipal project management. Mr. James manages project budgets, work flow, schedules, and sub-consultants. He provides ongoing client and stakeholder contact as project manager, conducts research, writes and edits documents, and presents project reports at public hearings.

Mr. James's specific expertise includes air quality, housing, landscaping, alternative transportation, land use, water supply, and water quality. His environmental documents have analyzed a wide variety of projects and issues, including residential, commercial, and mixed use developments; annexations and area plans; golf courses; park and school facilities; and public works improvements, among others. Mr. James has represented private development projects and overseen the municipal end of processing land development projects.

EDUCATION

M.U.P. San Jose State University,
Urban Planning, 1997

B.S. California Polytechnic State University at
San Luis Obispo, Ornamental
Horticulture, 1980

PROFESSIONAL CERTIFICATION

AICP - American Institute of Certified Planners,
Professional Certification, 2002-Present

PROFESSIONAL ACHIEVEMENT AND AWARD

- Award, *Fort Ord Reuse Plan Reassessment*, 2012
 - Best Practices Award of Merit-American Planning Association, California Chapter, Northern Section, 2013

PROFESSIONAL ASSOCIATIONS

- Member, American Institute of Certified Planners
- Member, American Planning Association
- Member, Association of Pedestrian and Bicycle Professionals



Polaris Kinison Brown, MS

PRINCIPAL PLANNER

PROFESSIONAL EXPERIENCE

Ms. Kinison Brown joined EMC Planning Group in 2012 and has been working in the environmental planning field since 1998. She has worked on a wide range of projects including the preparation of general plans, local coastal programs, specific plans, coastal permitting projects, climate change vulnerability assessment, environmental impact reports, initial studies, and environmental assessments. She specializes in coastal projects, and her responsibilities include preparing documents; preparing public presentations; conducting public workshops; presenting projects at public hearings; developing public works plans, budgets, and schedules; and establishing and supervising project teams.

EDUCATION

- M.S. Humboldt State University at Arcata, Natural Resources Planning and Interpretation, 1997
- B.A. University of California at Irvine; Cum Laude, Environmental Analysis and Design, 1994

PROFESSIONAL ACHIEVEMENT

- Author, Using GIS to Model Northern Spotted Owl Habitat in Relation to Vegetation Patterns, 1998

PROFESSIONAL ASSOCIATION

- Former Member: American Planning Association
- Former Member: Association of Environmental Professionals



Gail Bellenger, M.A., RPA
REGISTERED PROFESSIONAL ARCHAEOLOGIST

PROFESSIONAL EXPERIENCE

Ms. Bellenger joined the firm in 2018 and has been working in the field of archaeology since 2004. She is responsible for conducting archaeological surveys, conducting database inquiries and Sacred Lands records searches, Native American consultation, archaeological testing, recommendations for listing through the California Register of Historical Resources and the National Register of Historic Places, and report preparation. She also prepares cultural resources sections of environmental documentation in compliance with the California Environmental Quality Act and the National Environmental Policy Act.

As Principal Investigator, she has conducted numerous intensive-level archaeological surveys for projects in California; for roadway extensions for the Utah Department of Transportation; and for proposed trail construction clearances for the cities of Draper and Riverton in Utah. Additionally, in Nevada, she conducted Trust land cultural resource investigations for the Indian Health Services in Elko and Ely.

In addition, Ms. Bellenger has previously worked as a curatorial assistant in the Anthropology Department of the Nevada State Museum, where she identified and sorted human from faunal bone fragments to prepare the human remains for reburial according to the Native American Graves Protection and Repatriation Act. She also examined and identified clothing and artifacts from a historic burial stored at the Museum. Additionally, in coordination with the Anthropology Department at the University of Nevada, Reno, she recorded and accessioned Native American cordage fragments from a private collection turned over to the university.

EDUCATION

- M.A. California State University, Northridge, Public Archaeology
- B.A. University of Nevada, Reno, Anthropology/Paleo-Archaeology
- B.S. University of Nevada, Reno, Environmental Resource Management/Conservation and Wildlife Biology

REGISTRATIONS

- The Register of Professional Archaeologists (RPA)

MEMBERSHIP

- Society of California Archaeology

CERTIFICATES AND TRAINING

- Construction Management/BMPs, Utah Department of Transportation, 2016
- Plant Taxonomy, Nevada Department of Transportation, 2002
- 20 Hour NEPA/Section 4(f) Practical Project Development and Environmental Documentation Course, Salem, Oregon, 2001
- 14-day Pre-Celtic Excavation in the Balbithan Forest in Aberdeenshire Scotland

PUBLICATIONS

- Master's Thesis: Analysis and Interpretation of The Van Norman Archaeological Complex Orphan Collection. 2016. California State University, Northridge, Department of Anthropology

Patrick Furtado

ASSOCIATE BIOLOGIST / REGULATORY SPECIALIST

PROFESSIONAL EXPERIENCE

Mr. Furtado joined the firm in 2020 and has been working in the fields of biology and regulatory compliance since 2008. He has extensive experience conducting field surveys in central California, in particular with special-status species such as burrowing owl, northern spotted owl, western snowy plover, bank swallow, Swainson's hawk, Ridgway's rail, coho salmon, mission blue butterfly, vernal pool branchiopods, giant garter snake, San Francisco garter snake, San Francisco dusky-footed woodrat, salt marsh harvest mouse, San Joaquin kit fox, and Tidestrom's lupine.

He has been approved by the U.S. Fish and Wildlife Service as a qualified biologist for several projects involving California red-legged frog and California tiger salamander. He conducts nesting bird surveys, focused botanical inventories, and large-scale vegetation mapping. He is a plant and wildlife biologist with experience across a wide diversity of California habitats.

He helped design, implement, and monitor a variety of wetland and riparian restoration projects. He has also conducted regulatory agency coordination for wetland issues with the U.S. Army Corps of Engineers, California Department of Fish and Wildlife, Regional Water Quality Control Board, and California Coastal Commission.

Mr. Furtado specializes in biological fieldwork, resource management, regulatory permitting, planning, and preparation of technical reports. His expertise extends across a wide range of California ecosystems including fresh and salt water marsh, riparian woodland, vernal pool, grassland, chaparral, oak woodland, coastal scrub, and coniferous forest. He integrates multiple disciplines including wildlife surveys, remote sensing and GIS analysis, riparian and wetland hydrology, plant systematics and taxonomy, vegetation mapping and classification, fluvial geomorphology, habitat assessment, soil classification, wetland delineation, historical ecology, and invasive species management.

EDUCATION

M.S. San Francisco State University; Conservation Biology, 2012

B.S. University of California, Berkeley; Forestry and Natural Resource Management, 2007

CERTIFICATES AND TRAINING

Society of Wetland Scientists – Certified as *Professional Wetland Scientist*, PWS #3041, 2018

Morphology and Identification of Flowering Plants Workshop, Jepson Herbarium, 2006

Rare Plants of Eastern San Luis Obispo County Workshop, California Native Plant Society, 2010

Basic Wetland Delineation, San Francisco State University, Romberg Tiburon Center's Wetland Science Series, 2010

Classification of Vernal Pool Plant Communities Workshop, California Native Plant Society, 2010

Plant Taxonomy Training, California Native Plant Society, 2010

Phylogeny, Taxonomy, and Name Changes in the California Flora Workshop, Jepson Herbarium, 2011

Measuring and Monitoring Plant Populations and Vegetation, California Native Plant Society, 2012

Wetland Hydrology Workshop, San Francisco State University, Romberg Tiburon Center's Wetland Science Series, 2012

Grassland Ecology, Identification, and Monitoring Workshop, California Native Grasslands Association, 2012

California Natural Diversity Database Training, California Department of Fish and Wildlife, 2013

Wetland Indicator Plants Workshop, San Francisco State University, Romberg Tiburon Center's Wetland Science Series, 2013

Amphibians of the San Francisco Bay Area Workshop, Laguna de Santa Rosa Foundation, 2014

Tidal Wetland Restoration and the Horizontal Levee Workshop, San Francisco Bay, National Estuarine Research Reserve, 2014

California Tiger Salamander Ecology Workshop, Laguna de Santa Rosa Foundation, 2015

Rare Pond Species Survey Techniques Workshop, Laguna de Santa Rosa Foundation, 2015

Field Practices: Hands-On Restoration Implementation and Maintenance, California Native Grasslands Association, 2015

PROFESSIONAL AND ACADEMIC ASSOCIATIONS

The Wildlife Society – Western Section

California Native Plant Society



Stuart Poulter, MCRP, AICP
ASSOCIATE PLANNER

PROFESSIONAL EXPERIENCE

Mr. Poulter joined the firm in 2015. His responsibilities include preparation of initial studies and environmental impact reports in compliance with the California Environmental Quality Act (CEQA), and providing staff support services to various municipal planning departments, where he processes permit applications including: general plan, specific plan, and zoning amendments; tentative maps; urban service area amendments; conditional use/coastal development permits; staff level historic evaluations; and architectural and site reviews. Processing development applications includes plan review and comments to the applicant, preparation of staff reports, findings, and resolutions, and presentations at planning commission, historic resources board, and city council meetings. Additionally, he provides private clients with permit processing and entitlement assistance, constraints analysis, land use assessments, and feasibility analyses.

Prior to joining the firm and while completing his graduate degree at Cal Poly-San Luis Obispo, Mr. Poulter worked as an environmental planning intern/technician in the private sector where he was responsible for the preparation of environmental documents in compliance with CEQA/NEPA and the preparation of permit application packages for various coastal and inland projects.

EDUCATION

M.C.R.P. California Polytechnic State University
at San Luis Obispo, City and Regional
Planning Program, Environmental
Planning Concentration, 2015

B.A. Santa Clara University, History, 2008

PROFESSIONAL CERTIFICATION

AICP – American Institute of Certified Planners,
2018-Present

PROFESSIONAL ASSOCIATIONS

- Secretary, Monterey Bay-Silicon Valley Chapter Board of Directors, Association of Environmental Professionals, 2017-Present
- Member, American Planning Association

PUBLICATIONS

- Master's Capstone Project: *Recreational Trail Signage Plan and Draft Trail Map for California Polytechnic State University, San Luis Obispo*. June 2015. California Polytechnic State University, San Luis Obispo.



Shoshana Wangerin

ASSISTANT PLANNER

PROFESSIONAL EXPERIENCE

Ms. Wangerin joined the firm in 2017. Her responsibilities include writing initial studies and environmental impact reports in compliance with the California Environmental Quality Act (CEQA), providing contract staff support to governmental agencies, assisting with public outreach programs, and providing private clients with permit processing and entitlement assistance, constraints analysis, land use assessments, and feasibility analyses.

Prior to joining EMC Planning Group, Ms. Wangerin worked for the City of Carmel-by-the-Sea in the Community Planning and Building Department. Her responsibilities included assisting with preliminary plan check review for building and planning applications, conducting preliminary site assessments on residential properties, and conducting preliminary design reviews in residential and commercial areas. Ms. Wangerin's experience also includes completing an internship with BuildingWise, LLC, a private consulting firm that assists organizations with commercial structures' LEED certification.

EDUCATION

B.S. California State University Monterey Bay, Environmental Science Technology and Policy, Emphasis in Ecology and Natural Resources, 2014

TRAINING

- ESRI ArcGIS Map Making and Spatial Analysis Course

PROFESSIONAL ASSOCIATION

- Member, Association of Environmental Professionals

WJV Acoustics Resume

C

APPENDIX

WALTER J. VAN GRONINGEN
President
WJV Acoustics, Inc.

Experience:

Mr. Van Groningen is the founding consultant of WJV Acoustics, Inc. His technical skills include the prediction and analysis of aircraft, traffic, railroad and construction noise and the evaluation of community noise problems and litigation support. He has prepared technical noise studies for a variety of projects requiring CEQA or NEPA documentation and has developed noise level criteria and implementation programs for addressing noise-related conflicts and long-range noise compatibility planning. Mr. Van Groningen has particular expertise in preparing traffic noise assessments for federally funded roadway improvement projects using the Caltrans Protocol. Mr. Van Groningen has also prepared general plan noise elements and noise element updates for several California jurisdictions.

Mr. Van Groningen became involved in community noise control in 2005, when he joined the consulting staff at Brown-Buntin Associates, Inc. Since that time he has conducted short- and long-term aircraft noise monitoring and acoustical testing for federally funded aircraft sound insulation programs and conducted and/or managed numerous environmental noise analyses, including the following:

- Environmental noise assessments addressing aircraft, traffic, rail, commercial, industrial and construction sources for projects requiring CEQA/NEPA documentation. Many of these studies have involved controversial projects and significant public interest in the agency review process.
- Aircraft noise analysis and preparation of noise exposure maps and summary reports for Las Vegas McCarran and Reno-Tahoe International Airports.
- Federally funded school and/or residential sound insulation programs for Los Angeles, Reno-Tahoe, Phoenix Sky Harbor and Anchorage Ted Stevens International Airports.
- General Plan Noise Elements for numerous California jurisdictions.
- Acoustical analyses and noise monitoring for numerous mining operations and construction projects.

Professional Affiliations:

- Member, Institute of Noise Control Engineering.
Member, Acoustical Society of America.

Software Skills and Certifications:

- FHWA Traffic Noise Model Certified
- FAA Integrated Noise Model (INM)
- Aviation Environmental Design Tool (AEDT2B)
- Larson Davis Laboratories, AutoCAD, Microsoft Word, Microsoft Excel, SoundPLAN

Education:

- B.A. Physical/Environmental Geography, Humboldt State University, 1999.
- Post Graduate studies in Hydrology, California State University Chico, 1999-2002.



City of Guadalupe General Plan Update
Proposal Evaluation Criteria

- 1. Understanding of Purpose and Objectives**
 - A. Understands the comprehensive nature of the General Plan update work.
 - B. Understands the quality level and detail expected for the General Plan we are requesting.
 - C. Understands the importance of the public outreach/engagement process.
 - D. Addressed the other needs outlined in the RFP.
- 2. Familiarity with the Intricacies of General Plans**
 - A. A clear, understandable, and organized proposal covering the issues to be addressed by the General Plan update.
 - B. Understanding of up to date regulatory requirements for each element of the General Plan.
- 3. Project Approach**
 - A. Emphasis on new comprehensive analysis as basis for General Plan development.
 - B. Mundane project aspects are balanced with appropriate and creative strategies and solutions.
- 4. Project Tasks (steps, required resources)**
 - A. Scope appropriately balances efforts meet State law mandates with efforts to ascertain, interpret and document the desires of the citizens for the future of Santa Maria.
- 5. Proposed Project Schedule**
 - A. Realistic estimates provided for each task.
 - B. Appropriate balance of work produced and the frequency and duration of staff review.
 - C. Demonstrated ability to complete projects within proposed time lines and cost.
- 6. Qualifications – Experience Drafting General Plans and with General Plan Law**
 - A. Consultants and sub consultants demonstrate experience with comprehensive general plan updates.
 - B. Experience involving California City's of similar size and or similar contexts to Santa Maria.

7. Experience in Community Outreach and Engagement

- A. Experience with formulating goals and consensus in multicultural environments and disadvantaged communities.
- B. Consultant team demonstrates strong abilities to interact with Spanish speaking community.

8. Project Team Skills and Experience

- A. The consultant team members should have degrees in related fields and among the team, have demonstrated expertise in planning, urban design, traffic engineering, public engagement, economic development, and CEQA documentation.
- B. Complementary and not overly redundant skill sets of Consultant and Sub-consultants.
- C. Clear management hierarchy among team is expressed.

GUADALUPE CITY GENERAL PLAN UPDATE PROPOSAL EVALUATION

FIRM: _____ **REVIEWER:** _____

	Score Unsatisfactory 0 pts	Score Satisfactory 1 pts	Score Good 2 pts	Score Very Good 3 pts	Score Excellent 4 pts	Score Outstanding 5 pts	Multiplier (Weight)	Sub totals
EVALUATION CRITERIA LISTING								
1. Understanding of Purpose and Objectives							25	
2. Familiarity with the Intricacies of General Plans							25	
3. Project Approach							7	
4. Project Tasks (steps, required resources)							7	
5. Proposed Project Schedule							6	
6. Experience Drafting General Plans and General Plan Law							8	
7. Experience in Community Outreach and Engagement							7	
8. Project Team Skills and Experience							15	
Overall Score							TOTAL P'CENTAGE (100%)	

INSTRUCTIONS:

1. Determine score of 0-5 for Criteria Listings 1-8 after reviewing the entire GP Update Proposal
2. Multiply line scores (from Criteria Listings 1-8) by Multiplier to obtain sub-totals
3. Add all subtotals and multiply by 2 and divide by 10 (or just multiply by 0.2) to obtain an overall percentage score.
4. Sign the form and prepare to meet and discuss your findings.

RESOLUTION NO. 2020-61

A RESOLUTION OF THE CITY COUNCIL OF THE CITY GUADALUPE APPROVING A CONTRACT WITH EMC PLANNING GROUP FOR THE PREPARATION OF THE GENERAL PLAN UPDATE

WHEREAS, the City of Guadalupe has received funding for an SB-2 grant for \$160,000 to cover the cost of certain planning activities; and

WHEREAS, the grant was funded for \$150,000 going to the General Plan update, which has not been updated since 2002, and the remaining \$10,000 to be used to reimburse the City for costs associated with various amendments to the Accessory Dwelling Unit ordinance; and

WHEREAS, the City of Guadalupe Issued a Request for Proposals (RFP) on April 10, 2020 to update the City's General Plan; and

WHEREAS, the City of Guadalupe received three proposals for updating the General Plan ranging in price from \$149,615 to \$150,000 by the proposal closing date of June 5, 2020 at 4:30 PM; and

WHEREAS, EMC Planning Group meets the qualifications for preparing the update and was specifically selected by the City Council which conducted its own review of the three proposals submitted.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Guadalupe that an agreement to prepare the City's General Plan update with EMC Planning Group for \$150,000 that is substantially similar to the agreement attached to the staff report as Attachment 2, is approved, and the Mayor is hereby authorized to sign the contract on behalf of the City.

PASSED, APPROVED AND ADOPTED at a regular meeting on the 25th day of August, 2020 by the following vote:

MOTION:

AYES:

NOES:

ABSENT:

ABSTAIN:

I, Joice Earleen Raguz, City Clerk of the City of Guadalupe, DO HEREBY CERTIFY that the foregoing Resolution, being **Resolution No. 2020-61** has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held August 25, 2020, and that same was approved and adopted.

ATTEST:

Joice Earleen Raguz, City Clerk

Ariston Julian, Mayor

APPROVED AS TO FORM:

Philip F. Sinco, City Attorney