

Attachment 2

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1. INTRODUCTION/SUMMARY OF WORK

The project site, called the Southeast Greenway (Greenway), is an approximately 57-acre corridor, which had been planned to be a highway connecting Route 12 with US Highway 101 until 2014 when Caltrans rescinded the plan. There had been voices from the community to keep the corridor from transforming into a major infrastructure project. Caltran's decision in 2014 finally freed the corridor to become an asset serving local needs, rather than regional traffic needs. The Southeast Greenway GPA, Rezoning, and EIR project is the first step for the City to implement the community's vision for the Greenway. Careful design and planning for the corridor will facilitate making the Southeast Santa Rosa area more pedestrian and bicycle-friendly, boosting tourism related to regional parks, attracting social, cultural, educational, and recreational activities to the community, and supporting the City's economic development.

This proposal provides an overview of our approach, followed by a detailed description of our proposed scope of services and schedule. As requested in the RFP, our team will closely work with the City to complete a sequence of milestone tasks and meetings, including land use concept planning, general plan amendment, zoning update, environmental review, and adoption, within 12 months. In a separate envelope, we have included a list of the proposed staff members and a summary of their roles and qualifications. A list of references is also included in Section 2 of Envelope 2. Section 3 in the second envelope shows our proposed cost to complete the proposed services. Our scope of services and estimated cost outlined in this proposal are carefully prepared to complete the project, while building off the previous work and outreach efforts. However, we are flexible regarding project scope and costs if the City sees the need.

PLACEWORKS' APPROACH AND STRENGTHS

Project Management and Coordination

PlaceWorks is known for its project management and coordination skills. We have built our "knowhow" on project management. We like to be in constant touch with our clients, keep written documentation of our decisions, and be flexible on staffing to respond to unexpected occurrences to keep the project on schedule and budget. We will set up a weekly schedule at the kick-off meeting that clearly defines milestones and deadlines. This schedule will give advance notice to all team members and prevent critical items from falling between the cracks. We will set up a time for bi-weekly calls in the beginning of the project, but we will also be available for calls at any time to ensure the project moves forward.

We have worked on projects involving many stakeholders and agencies. The key to creating an "implementable" plan is to balance the needs of all stakeholders, including residents. We propose maximizing the number of meetings even on a tight schedule to create a plan that is built from the bottom up by the community. For the Greenway project, at major milestones we propose three meetings with the Partnership, TAC, as well as two community workshops and several intercept surveys at local destinations. Each meeting will be structured differently to get the right input and insights from the stakeholders. Each meeting will have a unique list of questions, hands-on exercises, or background information to help the participants understand the goals of the meeting and the issues to be addressed. We will discuss with City staff how to set up the agenda and goals for each meeting in advance.

Our coordination strategy comes with a team of great facilitators. We will make sure each meeting ends with fruitful discussions and resolutions when needed.

Community Outreach

Santa Rosa's Southeast Greenway is a long-awaited opportunity to create a real asset for the community. Because of its history, a great amount of work and thought had already been put into the project. In this process, we should build off the previous work and streamline the process from developing concepts to finalizing CEQA review and adopting the General Plan Amendment and Zoning Update. Many community members have participated in previous outreach processes, and while they will be excited to tell us about what they are envisioning for the Greenway, it is also important to let them know that we are not starting from scratch. We will present a summary of previous work and input from the community at the first workshop.

During this process, we propose reaching out further to those who have not been involved, especially the minority, low-income, youth and non-English speaking populations. We propose setting up intercept survey tables at local schools in the vicinity of the corridor, including Montgomery High and Spring Creek Elementary to talk to parents and students during pick-up time. We would set up similar survey stations at other local destinations, such as the Whole Foods on Yulupa, the Montgomery Village Center, and the Golden Living Centers. We also learned from other communities that an effective way to reach out to Latino communities is through already-organized events at churches, schools, or local centers. We propose going to such events to solicit input on our land use and circulation proposals. At the same time, Santa Rosa has a growing population of tech savvy citizens. We will also conduct an online survey to get input from those who cannot physically come to meetings. All of these outreach efforts will be supplemented by traditional community workshops and small group interviews.

We recognize that many times the best way to communicate is with clear graphics. All of our outreach materials will be graphically rich and graphics will speak for itself. Our graphics team has a specialty in creating state-of-the-art outreach materials, and our successful outreach stories are attached (see Attachment A).

Familiarity of Local Issues

The long greenway is composed of diverse environments. No single solution can address the entire corridor. We will look at the corridor in three sections, but with a holistic vision. Based on our careful review of the RFP, our familiarity with the Santa Rosa area, and our experience with similar projects, we believe this project will need to address the following key issues at minimum:

- **Residents' support:** the Greenway runs through the back of single-family or low-density multi-family homes. The greenway has been viewed as "open space" for these residents. Any new land use or structure could interfere with their comfort level. Communicating with the residents to align their vision with others will be key.
- **Biological resources:** Three creeks run through the Greenway. Major drainage courses include: Matanzas Creek which crosses along Hoen Avenue near Montgomery High School, Sierra Park Creek which crosses between Yulupa Avenue and Summerfield Road, and Spring Creek at Summerfield Road. The Creeks not only serve as drainage but also as wildlife corridors. Land use should encourage preserving and enhancing these creeks, including consideration of daylighting them.
- **Connections:** The Greenway presents opportunities for improving both north-south and west-east connections. While there are some informal pedestrian paths, the lack of north-south connections along the 2-mile corridor adds a burden to the existing streets and increases the physical and psychological division in the area. Regarding west-east connections, because of the creeks and development patterns, there are not many streets connecting 101 to Spring Lake Park or 12. These streets are usually dominated by traffic, leaving bicyclists and pedestrians uncomfortable. The Greenway should focus on improving bike/ped connections. Adding one or two vehicle connections for local traffic should also be explored during the alternatives process.
- **Utilities:** Given the locations of existing sewer, water and storm drainage, emergency groundwater supply wells, and infrastructure in this project area, there appears to be abundant opportunities for potential connections. Sewer is somewhat limited east of Summerfield Road but there is some opportunity for potential connections along Sumner Lane and Slate Drive. Runoff from this project will, in general, be retained onsite to predevelopment flows and/or will be connected to a local storm drain system with a tributary to Matanzas Creek, Sierra Park Creek and or Spring Creek.

Streamlined Process

We understand the urgency to complete this planning process. As exciting as this opportunity is, it should be executed carefully. PlaceWorks' specialty is its comprehensive suite of in-house services: comprehensive planning, environmental review, urban design, landscape, outreach, and GIS. Our clients highly value our in-house services, especially when they have a fast tracked project. Our planning staff and environmental review staff constantly work together on fast tracked projects. We know what to look for and what to avoid. We advise our clients on the best way to untangle CEQA issues with self-mitigated planning documents, which in turn save money and time. Our staff is trained to work in a multidisciplinary way, and therefore address planning issues from a holistic perspective. In addition, over the years, we have built great work relationships with all of our subconsultants. We communicate effectively with our subconsultants, which streamlines all our projects.

2. SCOPE OF SERVICES

The following pages describe the scope of services to be completed by the PlaceWorks team for the Southeast Greenway GPA, Rezoning, and EIR.

Revised on 4/29/2016

Task A. Project Kick-Off

1. Kick-Off Meeting

PlaceWorks, W-Trans, Land Economics Consultants, and BKF will attend a kick-off meeting with City staff to initiate the project. We will identify project goals, refine the project schedule, and discuss key issues. We will also discuss the communication protocol, site access, and what site information is available from the State and the City.

2. TAC Meeting #1

On the same day, the PlaceWorks team will meet with members of the Technical Advisory Committee (TAC) to discuss project priorities, goals, and key issues. PlaceWorks will also discuss the outreach and coordination strategy with City staff and the TAC.

3. Partnership Meeting #1

The PlaceWorks team will meet with members of the Southeast Greenway Community Partnership (Partnership) immediately following the TAC Meeting #1 to discuss project priorities, goals, and key issues. PlaceWorks will also discuss the outreach and coordination strategy with City staff and the Partnership.

4. Outreach and Coordination Strategy Memo

PlaceWorks will prepare a memo outlining a framework for coordination between the City, Partnership, TAC and key stakeholders, as well as a broad public outreach and community engagement platform that aims to be as inclusive as possible to ensure maximum participation.

Our outreach and coordination strategy will include the following meetings:

- **Two Community Workshops.** These workshops are described in further tasks below.
- **Three Meetings with the Partnership.** The City will be responsible for scheduling these meetings and securing the room. PlaceWorks will prepare the meeting materials, including agenda and draft documents for the community workshops and will incorporate the Partnership's feedback into revised documents for public review. The City will be responsible for reconciling when the Partnership's feedback is not aligned with the TAC's feedback
- **Three Meetings with the TAC.** The committee will be comprised of the City's departments, the County's Water Agency and Regional Parks staff, and Sonoma Land Trust. The City will be responsible for scheduling these meetings and securing the room. PlaceWorks will prepare the meeting materials, including agenda and draft documents for the community workshops and will incorporate the TAC's feedback into revised documents for public review.
- **Interviews with Key Stakeholders.** These interviews are described in a further task below.

The memo will also address the other engagement strategies identified in the following task.

5. Website and Outreach

PlaceWorks will coordinate the following outreach efforts for the life of the project:

- **Project Website.** PlaceWorks will set up a project website with two pages including a project description page and map and project documents reference page. The website will allow people to sign up to receive emailed project updates. It will be linked by QR code to project flyers and mailers.
- **Mailer/Flyer.** PlaceWorks will prepare a 3-fold project flyer that describes the project and schedule, announces the community workshop dates and upcoming survey, and provides a link to the project website. Up to eight students from Sonoma State University will be trained by PlaceWorks staff and distribute the flyer to stakeholders via door-to-door noticing in the immediate neighborhood area surrounding the Greenway. The students will collect interested stakeholders' email addresses to be added to the distribution list. PlaceWorks will also send an e-blast with the flyer to the agreed upon email list. PlaceWorks will prepare an admin draft of the mailer/flyer, including dates for both community workshops. The City and partnership will provide one set of revisions. PlaceWorks will be responsible for one set of printing and mailing costs to do the initial outreach, up to 1000 addresses. Subsequent notifications will be by email and website postings.
- **Database.** PlaceWorks will be responsible for maintaining the project email list and updating it with additional contact information through the life of the project. The City will provide PlaceWorks with its community email list and the email list used by the Greenway Campaign. These email lists should be provided to PlaceWorks as Excel spreadsheets.

6. Background Document Review and Basemap

PlaceWorks will review all background documents provided by the City, including, but not limited to the following.

- Existing General Plan and Zoning Codes
- City of Santa Rosa, Southeast Greenway, Existing Conditions, Opportunities, and Constraints study
- AIA charrette report "Imagine a Greenway to Spring Lake and Beyond" and UC Berkeley Design Studio Report
- Existing record drawings, utility maps, previous studies, aerial mapping and parcel data for the storm, sanitary sewer and water systems.
- Citywide Creek Master Plan and Groundwater Master Plan
- Circulation-related data and plans affecting the Greenway project area, including the Bicycle and Pedestrian Master Plan and the 2014 Caltrans Route Concept Report for the SR 12 West corridor.

It is assumed that the City will provide the available documents, GIS data, and CAD files for our review and analysis. This scope assumes that we will not conduct subsurface utility exploration.

After reviewing all documents, the PlaceWorks team will prepare a summary of the documents. The main purpose of the summary is for the project team to refer to in the following tasks, including the first community workshop. We assume the summary will be map oriented illustrating existing systems and planned improvements in the area.

7. On-Going Project Management

An on-going project management task to coordinate this multi-faceted project is necessary. In addition to bi-weekly conference calls, PlaceWorks staff will be available for monthly team meetings or conference calls. This scope assumes up to four in-person meetings with City staff. As the Prime consultant, PlaceWorks will work with City staff to develop complete critical path schedules in the initial project stages, update and maintain the project schedule as necessary, maintains constant communication with our clients and subconsultants, and document decisions in writing to make certain they are clearly understood by all team members. We will also ensure each product we give the City is a press-ready document.

Task B. Land Use Concept Plan

1. Community Workshop #1

The first community workshop will encourage all Santa Rosa community members to share their visions for the Southeast Greenway.

The workshop will include interactive exercises that encourage participation, brainstorming, and meaningful dialogue about the future of the Southeast Greenway. Following introductions of and welcome by City and Partnership officials, PlaceWorks staff will provide a brief presentation about goals of the workshop, relevant background information, and a summary of previous design and visioning efforts for the Southeast Greenway. Many community members have participated in previous outreach processes, others will not have, so it will be important to let them know that we are not starting from scratch.

Participants will then assemble in small groups facilitated by PlaceWorks staff to participate in a hands-on exercise with maps, markers, scissors and land use pieces that they will use to suggest potential land uses and circulation concepts for the Greenway. Following this activity we will ask participants to discuss the “Guiding Principles” that they think should shape the Greenway; these principles will be refined and become part of the General Plan Amendment in later tasks.

This workshop should take place on a Saturday morning, ideally in a location close to the Greenway site. City staff will assist PlaceWorks in securing an appropriate location for the workshop (with tables and presentation space). PlaceWorks will coordinate timing and provide light refreshments. PlaceWorks will be responsible for the set up and take down of the room. PlaceWorks will provide an admin draft of the meeting materials, including a presentation, agenda, boards, and comment cards. The City and Partnership will provide one set of revisions. PlaceWorks will incorporate revisions and print the agenda and boards and other required meeting materials.

PlaceWorks will prepare an admin draft of the meeting summary. The City and Partnership will provide one set of revisions. PlaceWorks will incorporate revisions and upload the summary to the project website.

2. Stakeholder Interviews

Prior to the first Community Workshop, PlaceWorks will conduct up to six small roundtable interviews with like-minded groups of stakeholders over two days to gather information about key issues for the Southeast Greenway.

Each interview will be comprised of no more than 12 people. PlaceWorks will schedule each interview using a stakeholder contact list provided by the City. City staff will secure a City Hall location (or another accessible venue) for each interview. PlaceWorks will generate a list of questions to ask of the stakeholders. The City and Partnership will provide one set of revisions.

The interviews will include the following groups:

- **Stakeholder Interview #1:** Mayette Village Shopping Center, Friedman Center and other key business owners along with housing and commercial developers
- **Stakeholder Interview #2:** East of Summerfield resident association representatives and community leaders
- **Stakeholder Interview #3:** Representatives from agency partners, including Sonoma County Water Agency, Sonoma County Regional Parks Department, LandPaths, Greenway Campaign leadership team, and potentially both school districts
- **Stakeholder Interview #4:** Bike advocates and representatives from runners club, equestrian club and environmental organizations
- **Stakeholder Interview #5:** Residents and community members West of Summerfield
- **Stakeholder Interview #6:** Caltrans

3. Admin Draft Alternatives

Based on input received from the Partnership and TAC meetings, community workshops, stakeholder interviews, and considerations from background documents, and the Guiding Principles that emerge from the initial Community Workshop, the PlaceWorks team will work with City staff to prepare up to three conceptual land use and circulation alternatives for the Southeast Greenway Plan Area. During the development process, our economics consultant, Steven Spickard will review land use alternatives from economic

and fiscal perspectives and propose fiscally feasible options, as well as other uses that can be beneficial for the area. The alternatives will feature contrasting options for land use distribution, type and intensity of development, urban design, open space, streetscape design, and circulation (including pedestrian, bicycle, transit, and vehicle). The alternatives will be prepared as maps in plan view that can be easily compared and contrasted with one another and differentiated by their concepts. Visual illustrations and conceptual street sections and crossings will accompany the concepts, as necessary. The following describes what potentially constitutes each conceptual alternative.

- **Land Use Concept:** Identify potential land uses and their locations within the Plan Area. Potential land use alternatives may vary in terms of intensity (e.g. low, medium, and high density); public and institution opportunities; retail and employment potential; and/or housing supply.
- **Open Spaces & Recreational Use:** Identify protected open spaces and natural habitats in each alternative. Identify locations for new public parks and recreational spaces, as well as their proposed features.
- **Creek Enhancement & Restoration:** Outline strategies for the protection, restoration, and potential enhancement of the three existing creeks in the Plan Area. Address potential impacts to the creeks from new development based on hydrology.
- **Transportation & Circulation:** Explore strategies for building east-west and north-south connections, improving access to local destinations, and streetscape improvements in each alternative. PlaceWorks will propose circulation concepts for vehicles, pedestrians, bicyclists, and transit, and identify optimal routes for a Class I bicycle facility strengthening regional trails. Each strategy will consider emergency access.
- **Underground Utilities and Groundwater:** Drawing from concept plans for underground City utilities and the groundwater master plan, we will consider potential utility connections for each alternative, including water, sewage, and drainage, as well as fiber and cable. We will study potential locations for groundwater development and recharge, such as supply wells.

We will compile a set of maps and a memorandum describing key concepts of each alternative for the City's review.

4. Draft Alternatives and Comparison Chart

Based on City staff's comments, the PlaceWorks team will create Draft Alternatives. In this task, we will compare the alternatives to better understand the relative benefits of each with respect to economic impacts, environmental impacts, circulation, utilities, urban design, and the established Guiding Principles. PlaceWorks will prepare a set of metrics by which the alternatives can be ranked and compared to one another. We will prepare a comparison chart that will include qualitative discussions on the pros and cons of each alternative.

5. Partnership Meeting #2

On the same day as the Partnership meeting, PlaceWorks will present the alternatives and comparison chart to the Partnership and will receive comments for each alternative. Based on the feedback received from the Partnership, City Staff and TAC, we will revise the alternatives and comparison chart for public presentation at the second workshop.

6. TAC Meeting #2

PlaceWorks will present the alternatives and comparison chart to the TAC immediately following the Partnership Meeting #2 and will receive comments for each alternative. Based on the feedback received from the Partnership, City Staff and TAC, we will revise the alternatives and comparison chart for public presentation at the second workshop.

7. Community Workshop #2

At the second community workshop, the PlaceWorks team will present greenway alternatives and draft Guiding Principles developed from the first workshop to the community and solicit input. We will present the alternatives and the results of the comparison chart, followed by small group discussions to weigh the pros and cons of the three alternatives and to identify the "best components" of each. Following the small group discussions, the participants will regroup and summarize their group's findings.

City staff will assist PlaceWorks in securing an appropriate location for the workshop. PlaceWorks will coordinate timing and provide light refreshments. PlaceWorks will be responsible for the set up and take down of the room. PlaceWorks will provide an admin draft of the meeting materials, including a presentation, agenda, boards, meeting announcement, and comment cards. The City and Partnership will provide one set of revisions. PlaceWorks will incorporate revisions and print the agenda and boards. PlaceWorks will also send an e-blast with the flyer to the project email list.

PlaceWorks will prepare an admin draft of the meeting summary. The City and Partnership will provide one set of revisions. PlaceWorks will incorporate revisions and upload the summary to the project website.

8. Survey

Following the second workshop, PlaceWorks will prepare a survey to get additional feedback from the greater community on the best components of the alternatives and the Guiding Principles. This survey will be available in three formats (intercept, online, and hard copy) to generate the greatest number of responses.

PlaceWorks will prepare an admin draft of the survey. The City and Partnership will provide one set of revisions. PlaceWorks will revise and send to printer of City's choice and upload on the project website. The City will be responsible for printing costs for the intercept and hard copy surveys.

PlaceWorks will compile the results and prepare one admin draft of the summary of the results of all three survey formats. The City and Partnership will provide one set of revisions. PlaceWorks will revise and upload the survey summary to the project website. PlaceWorks will incorporate the results from the second workshop and the survey into the Preferred Alternative.

a. Intercept Surveys

PlaceWorks will perform an intercept survey on one weekday and one Saturday at up to seven local destinations, such as Montgomery High School and Spring Creek Elementary School (to talk to parents and students during pick-up time), Mayette Village Shopping Center, Montgomery Village Shopping Center, Friedman Center, the SAY Dream Center, and one of the local churches (e.g., Christ Church United Methodist).

PlaceWorks will prepare and print posters describing the Greenway alternatives (based on input from the workshop) and a survey to ask passersby which of the components they prefer. The posters will have a QR code so people who do not have time to stop and take the survey can take it later online. PlaceWorks will provide two staff members and up to eight Sonoma State University students to conduct the surveys and record responses on the survey forms.

b. Online Survey

In addition to the intercept survey, PlaceWorks will launch the survey online. The online version will present the same material as the posters at the intercept survey stations for online participants to provide feedback. We will work with the City to spread the word about the survey through local partners (e.g., Montgomery High School, Friedman Center, etc.), the survey QR code, and via the Partnership and Campaign's social media sites.

c. Hard Copy Survey

We will also make this survey available as a hard copy to be distributed to area residences by students from Sonoma State University. PlaceWorks staff will train up to eight students to conduct up to two days of door-to-door canvassing in the agreed upon study area.

9. City Council/Planning Commission Study Session #1

The PlaceWorks Team will facilitate a joint meeting of the City Council and Planning Commission on the land use and circulation alternatives and present input from the community workshops. The goal is to solicit feedback from the City Council and Planning Commission to create a Preferred Alternative.

Task C. Preferred Alternative

In Task C, PlaceWorks will prepare the Draft Preferred Alternative and solicit input from the Partnership, TAC, Planning Commission, and City Council. Based on feedback, we will prepare the Final Preferred Alternative.

1. Draft Preferred Alternative

Based on comments received at the meetings in the previous two tasks, the PlaceWorks Team will work with City staff to prepare an Admin Draft Preferred Alternative, which will include all necessary graphics to convey the vision for the future land uses, circulation system, streetscape improvements, open spaces, hydrology, utilities, Guiding Principles, and other necessary features. After City staff's review, we will create a Draft Preferred Alternative.

2. Partnership Meeting #3

PlaceWorks will present the Draft Preferred Alternative described above to the Partnership. The goal of this meeting is to have the Partnership review the key aspects of the Draft Preferred Alternative and identify any potentially fatal flaws prior to meeting with the TAC, Planning Commission and City Council.

3. TAC Meeting #3

PlaceWorks will present the Draft Preferred Alternative described above to the TAC immediately following the Partnership Meeting #3. The goal of this meeting is to have the TAC review the key aspects of the Draft Preferred Alternative and identify any potentially fatal flaws prior to meeting with the Planning Commission and City Council.

4. Planning Commission Meeting

The PlaceWorks Team will attend a meeting with the Planning Commission and present the Draft Preferred Alternative to solicit comments and feedback. The goal of this meeting is to receive guidance regarding refinement of the Draft Preferred Alternative prior to their presentation to City Council.

5. City Council Meeting

PlaceWorks will attend a meeting with the City Council and present the Draft Preferred Alternative to them, refined from above, to solicit their feedback. The goal of this meeting is to get the City Council's permission to move forward into further analysis, General Plan Amendment, and EIR preparation.

6. Final Preferred Alternative

The PlaceWorks Team will refine the Draft Preferred Alternative and accompanying Guiding Principles based on the City Council's and Planning Commission's comments, if any, to arrive at the Final Preferred Alternative. This Final Preferred Alternative will become the basis for the General Plan Amendment and EIR.

Task D. General Plan Amendment and Rezoning

1. Land Use Diagram and General Plan Amendment

Based on the Final Preferred Alternative, the PlaceWorks team will work with City staff to determine what updates are needed to the General Plan in order to incorporate and implement the proposed land use designations for the Southeast Greenway. PlaceWorks will update the City's existing combined Land Use and Zoning Map, prepare descriptions for new or revised land use designations, and develop goals and policies to support the new or revised land uses.

2. Rezoning

We will review existing Zoning Codes and recommend appropriate regulatory provisions to support implementation of the Preferred Alternative and to ensure the City's Zoning Code is consistent with the General Plan Amendment described above. We anticipate PlaceWorks will provide revised development standards that inform and regulate permitted land uses, vehicular access and parking, streetscape and landscaping, aesthetics and views, floor area ratio (FAR), and other regulating provisions of the zoning code.

3. City Council/Planning Commission Study Session #2

PlaceWorks will facilitate a second study session with the City Council and Planning Commission to present the Draft General Plan and Zoning Amendments. The goal of this meeting is to solicit comments and feedback from both City Council and the Planning Commission to give guidance and direction for preparation of the Final Draft General Plan and Zoning Amendments.

Task E. Technical Studies and EIR Process Initiation

Based on the RFP, technical studies are anticipated in order to prepare the EIR, which include a Phase I site investigation, cultural resources study, traffic study, and biological study. These studies will take place early in the process. The scope of work for preparation of these studies are provided below.

1. Phase 1 Study

PlaceWorks will prepare a Phase I Environmental Site Assessment (ESA) of the Southeast Greenway. Due to the size and length of the study area, it will be divided into three large subareas, as follows: West, approximately 18.3 acres from Farmers Lane to Wanda Way/Camden Court, Central, approximately 22.6 acres from Wanda Way/Camden Court to Summerfield Road, and East, approximately 16.3 acres from Summerfield Road to Spring Lake Regional Park.

The scope of the Phase I ESA will be in accordance with the United States Environmental Protection Agency (USEPA) Standards and Practices for All Appropriate Inquiries (40CFR 312), published November 2005, and the most recent version of the American Society for Testing and Materials (ASTM) Standard Practice for Environmental Site Assessments: Phase I Environmental Site Assessment Process (ASTM Designation E-1527-13). More specifically, PlaceWorks will review agency lists used to identify "hazardous waste" properties, contact regulatory agencies, research sources of historical information (e.g. fire insurance maps, city directories, etc.), procure and evaluate historical aerial photographs, and conduct an inspection of the site. PlaceWorks will obtain reports from Environmental Data Resources (EDR) for the site that will include governmentally-listed facilities in the vicinity of the site, Sanborn fire insurance maps (if available), historical aerial photographs, historical topographic maps, and City Directory searches.

The results of the Phase I ESA will be documented in a stand-alone report that will feature a site location map, site and surrounding land use map, site inspection photographs, regulatory records documentation, and appropriate conclusions and recommendations for additional investigation of any identified "recognized environmental conditions." The report will be signed and stamped by a state-certified Professional Engineer and/or Professional Geologist.

2. Cultural Resources Study

Tom Origer & Associates (TOA) will conduct archival research, including a record search of the files at the Northwest Information Center (NWIC), Sonoma State University and the library and files of TOA. TOA will also contact the Native American Heritage Commission (NAHC) to conduct a sacred lands file check, as well as contact local Native American persons and/or organizations in writing. TOA will also conduct a field survey of the Plan Area and document any cultural resources found within the Plan Area.

3. Biological Resources Study

Environmental Collaborative will perform the following tasks as part of the biological resources assessment: 1) initial review of existing information on resources occurring on the site; 2) preparation of a background report for use in refining the land use concept for the General Plan Amendment; 3) input into the creek restoration and enhancement plans; and 4) preparation of the Biological Resource section for the environmental document. Task 1 involves general-level analysis called a "preliminary wetland assessment" to look for indicators during the field reconnaissance and provide an indication on likelihood, or need for additional detailed assessment.

Optional Task – Formal Wetland Delineation (\$6,500)

As an optional task, Environmental Collaborative will conduct formal wetland delineation in accordance with methodology used by the U.S. Army Corps of Engineers (Corps).

Optional Task – Systematic Special-Status Plant Species Surveys (\$2,600)

As an optional task, Environmental Collaborative will conduct systematic surveys for special-status plant species for the site.

4. Traffic Study

W-Trans will prepare a draft traffic study to be used in preparation of the Draft EIR. The thresholds of significance for the circulation analysis will be determined based on CEQA guidelines together with criteria set by the City of Santa Rosa and Caltrans. It is assumed that corridor level of service (LOS) will be analyzed, in addition to a vehicle miles traveled (VMT) metric. Automobile corridor LOS will be assessed on Farmers Lane, the Fourth Street/Farmers Lane intersection, as well as at up to six individual intersections within or immediately adjacent to the Greenway that will be affected by modifications resulting from the Plan. W-Trans will evaluate and help define how the ped/bike crossings at these locations should look and function.

Vehicle LOS will be analyzed for Existing, Existing plus Project, Future (General Plan Buildout), and Future plus Project conditions. The travel demand model maintained by the Sonoma County Transportation Authority (SCTA) will be used to develop future traffic forecasts. Existing Synchro networks for the Farmers Lane corridor will be obtained from the City. The Synchro and SimTraffic software applications will be used to determine corridor and intersection LOS. The analysis of vehicular impacts will include exhibits showing corridor configurations and traffic volumes for various scenarios, tabular summaries of the LOS, and operational analyses using *Highway Capacity Manual* methodologies, plus a technical appendix. Recommended mitigation measures for identified traffic impacts will be indicated where appropriate. Vehicle Miles Traveled (VMT) will be analyzed using a metric and significance criteria to be specified by the City.

5. EIR Kick-Off Meeting

The PlaceWorks team will participate in one conference call to serve as the kick-off meeting with City staff to discuss expectations and concerns, and to review key issues, information needs, work products, and delivery schedule. The methodology to be used for traffic modeling and impact analysis will also be reviewed on this call to ensure it is fully aligned with that used on other ongoing projects in Santa Rosa.

6. Notice of Preparation

PlaceWorks will prepare a Draft Notice of Preparation (NOP) of an EIR pursuant to CEQA Section 15082 for City review. The NOP will include a brief project history and a description of the topics to be analyzed in the EIR. PlaceWorks will be responsible for publishing the notice for circulation to the State Clearinghouse. City Staff will be responsible for publishing the notice in a local publication, and for sending the notice to local property owners.

7. Public and Agency Scoping Meetings

During the 30-day comment period on the NOP, PlaceWorks will conduct one public scoping meeting in order to hear comments on the environmental issues to be addressed in the EIR. Steve Noack of PlaceWorks will prepare a presentation and will facilitate the

scoping meeting. PlaceWorks will prepare a written summary of the environmental issues raised at the scoping meeting for inclusion in the Draft EIR.

8. Project Description

PlaceWorks will draft a Project Description using graphics and textual information provided by the City. The Project Description will include detailed information on the City. Within two weeks of the kick-off meeting, PlaceWorks will submit one electronic copy of the Project Description to City staff for review and comment. Upon approval by City staff, the Project Description will be distributed to PlaceWorks team for reference.

Task F. Environmental Review

PlaceWorks will prepare an EIR that focuses on CEQA resource categories where substantial evidence of a potentially significant environmental impact exists, while scoping out environmental issues on which it can be seen with certainty that the project would have no significant negative impact on the basis of existing documentation and regulation. In keeping with the requirements of CEQA, environmental review of the Southeast Greenway General Plan Amendment, Rezoning, and EIR Project will include a detailed analysis to determine the environmental impacts for the following resource categories:

- Aesthetics
- Agriculture & Forestry Resources
- Air Quality
- Biological Resources
- Geology, Soils, & Seismicity
- Greenhouse Gas Emissions
- Hazards & Hazardous Materials
- Hydrology & Water Quality
- Land Use and Planning
- Mineral Resources
- Noise & Vibration
- Population & Housing
- Public Services & Recreation
- Transportation & Traffic
- Utilities & Services Systems

1. Administrative Draft EIR

PlaceWorks will prepare one Administrative Draft EIR (ADEIR) and submit to City staff for review and comment. The impact analysis will be comprehensive and cover all CEQA requirements. As part of this scope, PlaceWorks will complete and impact analysis for the CEQA-required No Project Alternative, and two other alternatives. The alternatives analysis will include a quantitative analysis of the environmental resources categories listed above. Impacts and mitigation measures will be organized and discussed by topic. For each identified environmental impact, a set of feasible mitigation measures will be recommended.

The ADEIR will cover the following topics:

- **Executive Summary.** PlaceWorks will create a summary in a form consistent with CEQA Guidelines, Section 15123. This summary will facilitate a quick understanding of environmental issues and the actions required to mitigate potential impacts. It will include a summary table of impacts, mitigation measures, and levels of significance before and after mitigation.
- **Project Description.** The ADEIR will include the project description drafted for the project as part of Task E.6, Project Description.
- **Setting, Impacts, and Mitigation Measures.** The existing setting information, impact analyses, and mitigation measures, will be combined to create chapters describing environmental consequences for each CEQA-required topic.
- **Alternatives Evaluation.** Up to three alternatives, including the CEQA-Required No Project Alternative and two other alternatives, will be incorporated into the EIR. This chapter will include a tabular comparison of the alternatives impacts.
- **CEQA Required Assessment Conclusions.** PlaceWorks will prepare assessment conclusions to meet CEQA Guidelines for the following mandatory findings:
 - Cumulative Impacts
 - Growth Inducement
 - Unavoidable Significant Effects
 - Significant Irreversible Changes
 - Impacts Found Not to be Significant
- **Report Preparers.** This chapter will identify the consultants and staff who prepared the EIR.

2. Screencheck Draft EIR

Following the receipt of one consolidated set of City comments on the Administrative Draft EIR, PlaceWorks will prepare a Screencheck Draft EIR for City staff review. This scope assumes that revisions to the Screencheck Draft EIR will focus on formatting and editing, not content changes.

3. Public Review Draft

PlaceWorks will incorporate one consolidated set of comments on the Screencheck Draft EIR from City staff to create the Public Review Draft EIR. PlaceWorks will also prepare the Notice of Completion (NOC) and a Notice of Availability (NOA), and will submit both to City staff for review. Following the City's review of the NOC and NOA, PlaceWorks will submit the Public Review Draft EIR and NOC to the State Clearinghouse. City Staff will be responsible for distributing the NOA to interested parties that will be identified with input from the City.

4. Administrative Draft Response to Comments

Following the mandatory CEQA 45-day review period, the PlaceWorks team will prepare one (1) Draft Response to Comments document in matrix format. We assume that City staff will forward public comments within five working days of the close of the public review period. The PlaceWorks team expects to work closely with the City during preparation of the Administrative Draft Response to Comments to ensure accurate responses and provision of new information.

5. Final EIR

Following receipt of one consolidated set of City comments on the Administrative Draft Response to Comments, an Administrative Draft Final EIR will be prepared. This will include both the Response to Comments document, additional analysis or revisions to the Draft EIR as necessary, and the Mitigation Monitoring and Reporting Program (MMRP). Following receipt of one consolidated set of City comments on the Administrative Draft Final EIR, PlaceWorks will prepare the Final EIR for publication.

6. Mitigation Monitoring and Reporting Program

A MMRP will be assembled by the PlaceWorks team working in close collaboration with the City, to ensure that procedures are put in place so that the EIR mitigation measures are carried out in an appropriate, timely, and verifiable manner. The MMRP will be submitted as a draft document to the City and revised for publication with the Final EIR.

7. Notice of Determination

PlaceWorks will prepare the Notice of Determination (NOD) and will submit a draft to the City. The City will file the Notice of Determination with the County Clerk's office and the State Clearinghouse.

Task G. Adoption

1. Public Hearings

The PlaceWorks team will attend up to two Planning Commission hearings and two Council hearings to present the Draft General Plan and Zoning Amendments and Final EIR. This scope of work assumes that at the second hearing the Planning Commission will recommend adoption of the General Plan and Zoning Amendments, and certification of the Final EIR to the City Council. It is also assumed that at the second Council hearing the City Council will adopt the Draft Specific Plan and General Plan and zoning amendments and certify the Final EIR. It is assumed that no significant changes to the presentation or new materials will be required after the first hearing.

2. Final GPA and Zoning

PlaceWorks will prepare the final General Plan and Zoning Amendments. The final General Plan and Zoning Amendments will include any changes requested by the Planning Commission and City Council during the adoption process.

DELIVERABLES

TASK A DELIVERABLES

- Detailed Project Schedule
- Kick-Off, Partnership and TAC meeting materials
- Outreach and Coordination Strategy Memorandum
- Website
- Mailer/Flyer
- Background Document Review Summary and Base map

TASK B DELIVERABLES

- Community Workshops #1 and #2 materials and meeting notes
- Administrative Draft and Draft Alternatives and Comparison Chart (including land use and circulation concepts, illustrations, and street sections)
- City Council/Planning Commission Study Session #1 materials and meeting notes
- Partnership and TAC meeting materials and meeting notes
- Survey materials and results
- Web postings, e-blasts, and online survey

TASK C DELIVERABLES

- Admin Draft and Draft Preferred Alternatives
- Partnership and TAC meeting materials and meeting notes
- Planning Commission and City Council meeting materials
- Final Preferred Alternative

TASK D DELIVERABLES

- Admin Draft and Draft General Plan and Zoning Amendments
- Draft Land Use and Zoning Map
- City Council/Planning Commission Study Session #2 materials and meeting notes

TASK E DELIVERABLES

- Draft and Final Cultural Resources Report
- Draft and Final Biological Resources Report
- Draft and Final Transportation Impact Analysis and Appendices
- Draft and Final NOP
- PowerPoint presentation for the scoping meeting
- Summary of Environmental Issues
- Draft Project Description

TASK F DELIVERABLES

- Admin Draft EIR (15 Hard Copies)
- Screencheck Draft EIR
- Draft and Final NOC
- Draft and Final NOA
- Administrative Draft Response to Comments in Matric Format (i.e. Excel Spreadsheet)
- Administrative Draft Final EIR (15 Hard Copies)
- Draft MMRP
- Final EIR (30 Hard Copies)
- Draft and Final NOD

TASK G DELIVERABLES

- Public Hearing presentations
- Final General Plan and Zoning Amendments (30 Hard Copies)

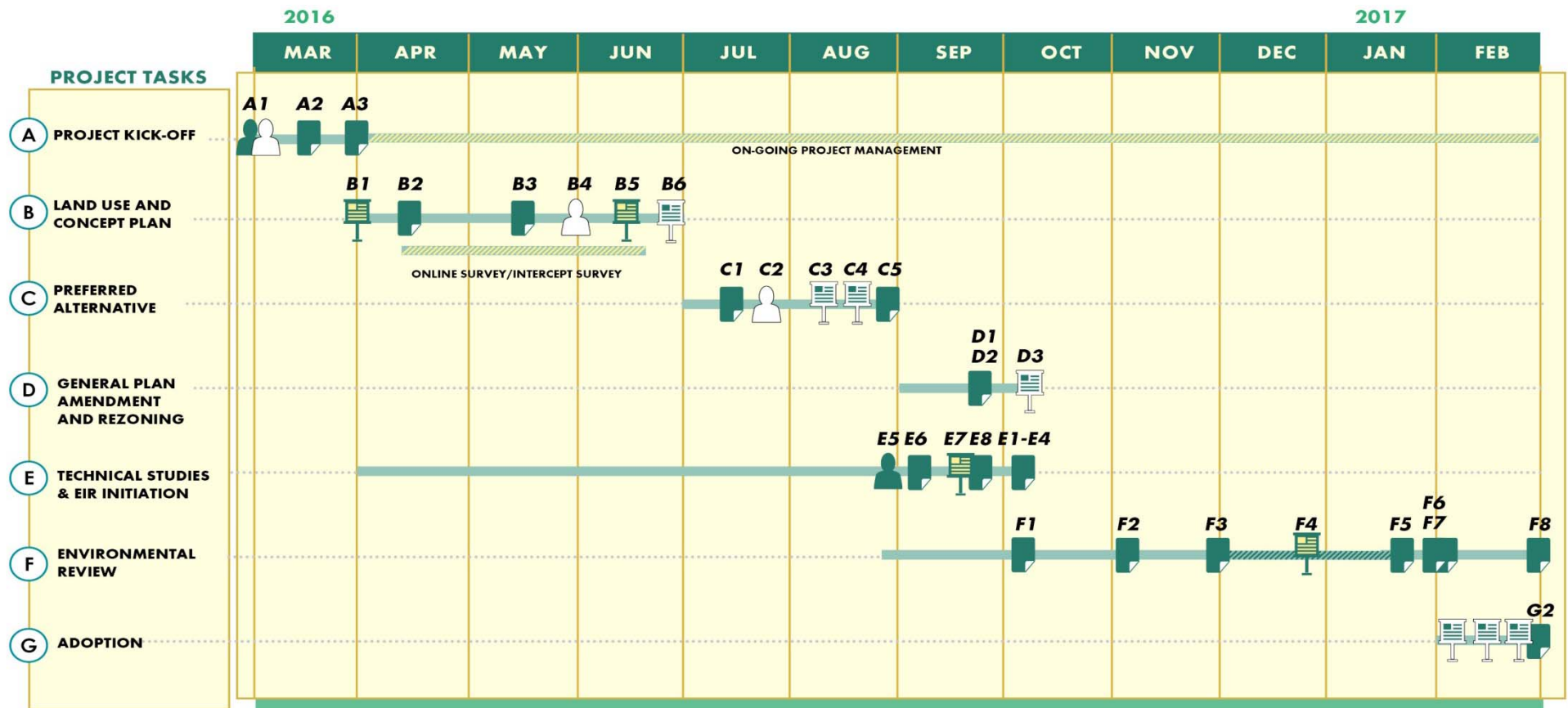
ASSUMPTIONS

This scope of work and cost estimate assumes that:

- PlaceWorks assumes a project duration of 12 months, from July 2016 to July 2017. Billing rates for this project are guaranteed through July 2017. Billing rates would be subject to an increase of up to 6 percent on August 1, 2017, and in each subsequent year thereafter. A budget increase would be necessary to cover costs incurred after August 1, 2017.
- Our cost estimate includes the meetings shown above. Additional meetings would be billed on a time-and-materials basis. TAC and Partnership meetings will be held on the same day; TAC Meeting #1 and Partnership Meeting #1 will be held on the same day as the Kick-off Meeting.
- City staff will act as a clearinghouse for comments on all administrative draft documents, and will provide PlaceWorks with a single, internally reconciled set of comments on each administrative draft. There will be a single round of intensive review and revision to each administrative draft product prior to the screencheck draft, unless additional reviews are needed to correct errors, inconsistencies, omissions, and/or formatting problems.
- No more than 40 hours of PlaceWorks staff time will be required to respond to comments on the Draft EIR. If additional labor is necessary, a contract amendment allowing additional work will be necessary.
- All products will be submitted to the City of Santa Rosa in electronic (PDF and/or Word) format, except for meeting, workshop, and survey materials and printed copies that are specifically identified in Deliverables above. This is an allowance only, based on the numbers of products and copies shown above. If this allowance is exceeded, additional printing costs will be billed at PlaceWorks' actual cost.
- PlaceWorks will be responsible for meeting logistics, including schedule coordination, mailing costs, room set-up and take down, and refreshments as described in previous tasks. PlaceWorks will distribute the flyer, survey, and e-blasts as described in previous tasks. The City will be responsible for securing rooms/venues.
- PlaceWorks will use Microsoft Word and/or Adobe InDesign for page layout of reports, plans and similar documents. Additional software such as Adobe Illustrator, Adobe Photoshop, ArcGIS and AutoCAD will be used to create illustrations, maps, diagrams and other graphics.
- PlaceWorks will provide up to two facilitators for each community workshop. Additional facilitators will be drawn from City of Santa Rosa staff or a local organization. PlaceWorks will provide training for facilitators immediately before each community meeting.
- Upon completion of the project, PlaceWorks will provide a CD containing all final work products, including the mailing list that will be developed over the course of the project and the contents of the web page, as well as GIS data produced as part of the project.

3. PROPOSED TIMETABLE AND PHASING

PlaceWorks proposed schedule for completion of the Southeast Greenway GPA, Rezoning, and EIR is shown below. As shown in the schedule, we anticipate that the project can be completed by May 2017. We believe this schedule is in keeping with your needs, but we are happy to revise this schedule if necessary. [\[We will update this schedule upon project initiation.\]](#)



- We maintain an up-to-date schedule throughout the project, to ensure that all team members are aware of upcoming meetings and product due dates.
- We stay in close, regular contact with staff and our subconsultants and document important decisions about the project in writing, which ensures that decisions are understood by all team members.
- We schedule project due dates for staff and subconsultants with adequate time for editing and formatting into finished reports.
- We limit subconsultants' payments to specific milestones, so as to ensure that progress on the project is commensurate with billings.

STAFF MEETING
PARTNERSHIP MEETING

WORKSHOP
CITY COUNCIL/
PLANNING
COMMISSIONING
MEETING

MAJOR DELIVERABLES
WORKING PERIOD
PUBLIC REVIEW PERIOD

4. COST TABLE

		PLACEWORKS																				SUBCONSULTANTS									
		Brubaker	Noack	Hykes	Dudley	Operton	Kam	Garcia	Lau	GRAPHICS	WP	Hass	Manthey	Rodendaugh	Bush	Michener	Fitzgerald	Sotelo	Vang	Foley											
		Principal- in-Charge \$180	Principal- in-Charge EIR \$215	Senior Associate \$165	Project Manager \$160	Project Manager \$135	Associate \$135	Planner \$105	Urban Designer \$105	\$85	\$100	Principal \$200	Senior Scientist \$180	Senior Scientist \$175	Associate Scientist \$135	Senior Scientist \$175	Senior Scientist \$180	Associate Principal \$195	Senior Planner \$150	Scientist \$105	Assistant Scientist \$85	Place/Works Hours	Place/Works Labor Total	W-Trans	BKF	Jim Martin	TOA	LEC	Subconsultant Labor Total	Total Task Budget	
TASK A. Project Kick-Off																															
1	Kick-Off Meeting	7			10				8														25	\$3,700	555	1,628	0	0	1,750	\$3,933	\$7,633
2	TAC Meeting #1	3			5																		8	\$1,340						\$0	\$1,340
3	Partnership Meeting #1	3			5																		8	\$1,340						\$0	\$1,340
4	Outreach and Coordination Strategy Memo	4			10																		40	\$5,090	0	0	0	0	0	\$0	\$5,090
5	Website and Outreach	4			20			4	2	16	4												64	\$9,320						\$0	\$9,320
6	Background Document Review and Basemap	4			8			12		24	12	2											62	\$7,360	5,545	5,676	0	0	700	\$11,921	\$19,281
7	On-going Project Management	30	4		40	12																	86	\$14,280	0	0	0	0	0	\$0	\$14,280
Task A. Subtotal		55	4	0	98	22	56	2	48	16	2	0	0	0	0	0	0	0	0	0	0	0	293	\$42,430	\$6,100	\$7,304	\$0	\$0	\$2,450	\$15,854	\$58,284
TASK B. Land Use Concept Plan																															
1	Workshop #1	12			26			6	9	26	12												91	\$11,825	0	0	0	0	1,400	\$1,400	\$13,225
2	Stakeholder Interviews	22			36																		58	\$9,720						\$0	\$9,720
3	Admin Draft Alternatives	6		2	16	2	4		36		2												68	\$8,760	7,975	1,918	0	0	0	\$0	\$9,893
4	Draft Alternatives and Comparison Chart	8	2	2	10	12	3		30		8												75	\$9,775	0	1,918	0	0	3,500	\$5,418	\$15,193
5	Partnership Meeting #2	3			5				4														12	\$1,760						\$0	\$1,760
6	TAC Meeting #2	7			10				8														25	\$3,700	0	0	0	0	1,050	\$1,050	\$4,750
7	Workshop #2	12		12	30	12	6	9	30	12													123	\$16,485	0	0	0	0	0	\$0	\$16,485
8	Survey	4			12	8	4	4	10	10	1												53	\$6,680						\$0	\$6,680
9	City Council/Planning Commission Study Session #1	2			8				8														23	\$3,380	0	0	0	0	1,050	\$1,050	\$4,430
Task B. Subtotal		81	2	16	153	34	23	22	152	34	11	0	0	0	0	0	0	0	0	0	0	0	528	\$72,085	\$7,975	\$3,836	\$0	\$0	\$7,000	\$18,811	\$90,896
TASK C. Preferred Alternative																															
1	Draft Preferred Alternative	6		2	16			6		28													58	\$7,720	0	3,836	0	0	0	\$3,836	\$11,556
2	Partnership Meeting #3	3			5					4													12	\$1,760						\$0	\$1,760
3	TAC Meeting #3	7			10					8													25	\$3,700	0	0	0	0	0	\$0	\$3,700
4	Planning Commission Meeting	7			4					6													17	\$2,530	0	0	0	0	0	\$0	\$2,530
5	City Council Meeting	7			4					6													17	\$2,530	0	0	0	0	0	\$0	\$2,530
6	Final Preferred Alternative	2			8					10													20	\$2,690	0	959	0	0	0	\$959	\$3,649
Task C. Subtotal		32	0	2	47	0	6	0	62	0	0	0	0	0	0	0	0	0	0	0	0	0	149	\$20,930	\$0	\$4,795	\$0	\$0	\$0	\$4,795	\$25,725
TASK D. General Plan Amendment and Rezoning																															
1	Land Use Diagram and GPA	6			12				12	12		3											45	\$5,820	0	0	0	0	0	\$0	\$5,820
2	Rezoning	6			16	18			20		3												63	\$8,470	0	0	0	0	0	\$0	\$8,470
3	City Council/Planning Commission Study Session #2	7			4				12														23	\$3,160	0	0	0	0	0	\$0	\$3,160
Task D. Subtotal		19	0	0	32	18	0	12	44	0	6	0	0	0	0	0	0	0	0	0	0	0	131	\$17,450	0	\$0	\$0	\$0	\$0	\$0	\$17,450
TASK E. Technical Studies and EIR Process Initiation																															
1	Phase 1 Study	1	1		2	2					22	14	18		45		40						145	\$21,130	0	0	0	0	0	\$0	\$21,130
2	Cultural Resources Report	1			2																		6	\$985	0	0	0	3,225	0	\$3,225	\$4,210
3	Biological Resources Assessment		1			2																	3	\$485	0	0	7,800	0	0	\$7,800	\$8,285
4	Traffic Analysis		1		2																		3	\$485	18,125	0	0	0	0	\$18,125	\$18,610
5	EIR Kick-Off Meeting		1		1			1															3	\$455	0	0	0	0	0	\$0	\$455
6	Notice of Preparation		1		1			1															3	\$455	0	0	0	0	0	\$0	\$455
7	Scoping Meeting		6		4			3		4				1	1	1	1	1	1	3			13	\$2,145	0	0	0	0	0	\$0	\$2,145
8	Project Description	1	1		8	12		4															26	\$3,715	0	0	0	0	0	\$0	\$3,715
Task E. Subtotal		3	13	0	12	26	0	9	0	22	14	18	0	0	45	0	40	0	0	0	0	0	202	\$29,855	\$18,125	\$0	\$7,800	\$3,225	\$0	\$29,150	\$59,005
TASK F. Environmental Review																															
1	Administrative Draft EIR		25			60		120		8	12	8	12	20		20	20	12	16	72	50		455	\$58,865	0	0	3,000	0	0	\$3,000	\$61,865
2	Screencheck Draft EIR		10			25		40		2	4	3	1	4		2	2	3	3	4	2		105	\$14,110	0	0	600	0	0	\$600	\$14,710
3	Public Review Draft		6			12		20		1	2	1	1	2		1	1	2	2	2	1		54	\$7,365	0	0	100	0	0	\$100	\$7,465
4	Response to Comments		4			16		20		2	2			1		1	1	1	1	3			52	\$6,680	0	0	1,200	0	0	\$1,200	\$7,880
5	Final EIR		4			16		24		1	4												49	\$6,025	0	1,550	0	0	0	\$1,550	\$7,575
6	MMRP		2			2		4															8	\$1,120	0	0	0	0	0	\$0	\$1,120
7	NOD		0.5		1			2															3.5	\$453	0	0	0	0	0	\$0	\$453
Task F. Subtotal		0	\$1.5	0	0	132	0	230	0	14	24	12	14	27	0	24	24	18	22	81	53	726.5	\$94,618	\$0	\$1,550	\$4,900	\$0	\$0	\$6,450	\$101,068	
TASK G. Adoption																															
1	Public Hearings	14	14		6	6			6														46	\$7,930	1,445	0	0	0	0	\$1,445	\$9,375
2	Final GPA and Zoning	6			9				12														76	\$3,620	0	0	0	0	0	\$0	\$3,620
Task G. Subtotal		20	14	0	14	6	0	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	72	\$11,550	\$1,445	\$0	\$0	\$0	\$0	\$1,445	\$12,995
Labor Hours Total		210	84.5	18	356	228	85	275	324	86	57	30	14	27	45	24	64	18	22	81	53	2101.5									
Labor Dollars Total		\$37,800	\$18,168	\$2,970	\$56,960	\$30,780	\$11,475	\$28,875	\$34,020	\$7,310	\$5,700	\$6,000	\$2,520	\$4,725	\$6,075	\$4,200	\$11,520	\$3,510	\$3,300	\$8,505	\$4,505		\$288,918	\$33,645	\$17,485	\$12,700	\$3,225	\$9,450	\$76,505	\$365,423	
Place/Works Percent of Total Labor		10%	4%	1%	17%	11%	4%	13%	15%	4%	3%	1%	1%	1%	2%	1%	3%	1%	1%	4%	3%										
EXPENSES																															
Place/Works Reimbursable Expenses																															
Subconsultants' Reimbursable Expenses																															