

**CITY OF SANTA ROSA  
PROFESSIONAL SERVICES AGREEMENT  
WITH 4LEAF, INC.  
AGREEMENT NUMBER \_\_\_\_\_**

This "Agreement" is made as of this \_\_\_\_ day of \_\_\_\_\_, 2024, by and between the City of Santa Rosa, a municipal corporation ("City"), and 4Leaf, Inc., a California Stock Corporation ("Consultant").

**R E C I T A L S**

A. City desires to retain public engagement, planning, and environmental review consultant services for a two-year period to assist with the preparation of a South Santa Rosa Specific Plan and Environmental Impact Report.

B. City desires to retain a qualified firm to conduct the services described above in accordance with the Scope of Services as more particularly set forth in Exhibit A to the Agreement.

C. Consultant represents to City that it is a firm composed of highly trained professionals and is fully qualified to conduct the services described above and render advice to City in connection with said services.

D. The parties have negotiated upon the terms pursuant to which Consultant will provide such services and have reduced such terms to writing.

**AGREEMENT**

**NOW, THEREFORE**, City and Consultant agree as follows:

**1. SCOPE OF SERVICES**

Consultant shall provide to City the services described in Exhibit A ("Scope of Services"). Consultant shall provide these services at the time, place, and in the manner specified in Exhibit A. Exhibit A is attached hereto for the purpose of defining the manner and scope of services to be provided by Consultant and is not intended to, and shall not be construed so as to, modify or expand the terms, conditions or provisions contained in this Agreement. In the event of any conflict between this Agreement and any terms or conditions of any document prepared or provided by Consultant and made a part of this Agreement, including without limitation any document relating to the scope of services or payment therefor, the terms of this Agreement shall control and prevail.

**2. COMPENSATION**

a. City shall pay Consultant for services rendered pursuant to this Agreement at the rates, times and in the manner set forth in Exhibit A. Consultant shall submit monthly statements to City which shall itemize the services performed as of the date of the statement and set forth a progress report, including work accomplished during the period, percent of each task completed, and planned effort for

the next period. Invoices shall identify personnel who have worked on the services provided, the number of hours each worked during the period covered by the invoice, the hourly rate for each person, and the percent of the total project completed, consistent with the rates and amounts shown in Exhibit A.

b. The payments prescribed herein shall constitute all compensation to Consultant for all costs of services, including, but not limited to, direct costs of labor of employees engaged by Consultant, travel expenses, telephone charges, copying and reproduction, computer time, and any and all other costs, expenses and charges of Consultant, its agents and employees. In no event shall City be obligated to pay late fees or interest, whether or not such requirements are contained in Consultant's invoice.

c. Notwithstanding any other provision in this Agreement to the contrary, the total maximum compensation to be paid for the satisfactory accomplishment and completion of all services to be performed hereunder shall in no event exceed the sum of one-million dollars and no cents (\$1,000,000.00). The City's Chief Financial Officer is authorized to pay all proper claims from Charge Number 08070.

### **3. DOCUMENTATION; RETENTION OF MATERIALS**

a. Consultant shall maintain adequate documentation to substantiate all charges as required under Section 2 of this Agreement.

b. Consultant shall keep and maintain full and complete documentation and accounting records concerning all extra or special services performed by it that are compensable by other than an hourly or flat rate and shall make such documents and records available to authorized representatives of City for inspection at any reasonable time.

c. Consultant shall maintain the records and any other records related to the performance of this Agreement and shall allow City access to such records during the performance of this Agreement and for a period of four (4) years after completion of all services hereunder.

### **4. INDEMNITY**

a. Consultant shall, to the fullest extent permitted by law, indemnify, protect, defend and hold harmless City, and its employees, officials and agents ("Indemnified Parties") from all claims, demands, costs or liability (including liability for claims, suits, actions, arbitration proceedings, administrative proceedings, regulatory proceedings, losses, expenses or costs of any kind, interest, defense costs, and expert witness fees), that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of Consultant, its officers, employees, or agents, in said performance of professional services under this Agreement, excepting only liability arising from the sole negligence, active negligence or intentional misconduct of City.

b. The existence or acceptance by City of any of the insurance policies or coverages described in this Agreement shall not affect or limit any of City's rights under this Section 4, nor shall the limits of such insurance limit the liability of Consultant hereunder. This Section 4 shall not apply to any intellectual property claims, actions, lawsuits or other proceedings subject to the provisions of Section

17(b), below. The provisions of this Section 4 shall survive any expiration or termination of this Agreement.

## **5. INSURANCE**

a. Consultant shall maintain in full force and effect all of the insurance coverage described in, and in accordance with, Attachment One, "Insurance Requirements." Maintenance of the insurance coverage set forth in Attachment One is a material element of this Agreement and a material part of the consideration provided by Consultant in exchange for City's agreement to make the payments prescribed hereunder. Failure by Consultant to (i) maintain or renew coverage, (ii) provide City notice of any changes, modifications, or reductions in coverage, or (iii) provide evidence of renewal, may be treated by City as a material breach of this Agreement by Consultant, whereupon City shall be entitled to all rights and remedies at law or in equity, including but not limited to immediate termination of this Agreement. Notwithstanding the foregoing, any failure by Consultant to maintain required insurance coverage shall not excuse or alleviate Consultant from any of its other duties or obligations under this Agreement. In the event Consultant, with approval of City pursuant to Section 6 below, retains or utilizes any subcontractors or subconsultants in the provision of any services to City under this Agreement, Consultant shall assure that any such subcontractor has first obtained, and shall maintain, all of the insurance coverages set forth in the Insurance Requirements in Attachment One.

b. Consultant agrees that any available insurance proceeds broader than or in excess of the coverages set forth in the Insurance Requirements in Attachment One shall be available to the additional insureds identified therein.

c. Consultant agrees that the insurance coverages and limits provided under this Agreement are the greater of: (i) the coverages and limits specified in Attachment One, or (ii) the broader coverages and maximum limits of coverage of any insurance policy or proceeds available to the name insureds.

## **6. ASSIGNMENT**

Consultant shall not assign any rights or duties under this Agreement to a third party without the express prior written consent of City, in City's sole and absolute discretion. Consultant agrees that the City shall have the right to approve any and all subcontractors and subconsultants to be used by Consultant in the performance of this Agreement before Consultant contracts with or otherwise engages any such subcontractors or subconsultants.

## **7. NOTICES**

Except as otherwise provided in this Agreement, any notice, submittal or communication required or permitted to be served on a party, shall be in writing and may be served by personal delivery to the person or the office of the person identified below. Service may also be made by mail, by placing first-class postage, and addressed as indicated below, and depositing in the United States mail to:

City Representative:

Conor McKay, Senior Planner  
100 Santa Rosa Avenue, Room 3  
Santa Rosa, CA 95404  
707.543.4351

Consultant Representative:

Jonathan Bell, Project Manager and Senior Planner  
2126 Rheem Drive  
Pleasanton, CA 94588  
925.462.5959

## **8. INDEPENDENT CONTRACTOR**

a. It is understood and agreed that Consultant (including Consultant's employees) is an independent contractor and that no relationship of employer-employee exists between the parties hereto for any purpose whatsoever. Neither Consultant nor Consultant's assigned personnel shall be entitled to any benefits payable to employees of City. City is not required to make any deductions or withholdings from the compensation payable to Consultant under the provisions of this Agreement, and Consultant shall be issued a Form 1099 for its services hereunder. As an independent contractor, Consultant hereby agrees to indemnify and hold City harmless from any and all claims that may be made against City based upon any contention by any of Consultant's employees or by any third party, including but not limited to any state or federal agency, that an employer-employee relationship or a substitute therefor exists for any purpose whatsoever by reason of this Agreement or by reason of the nature and/or performance of any services under this Agreement.

b. It is further understood and agreed by the parties hereto that Consultant, in the performance of Consultant's obligations hereunder, is subject to the control and direction of City as to the designation of tasks to be performed and the results to be accomplished under this Agreement, but not as to the means, methods, or sequence used by Consultant for accomplishing such results. To the extent that Consultant obtains permission to, and does, use City facilities, space, equipment or support services in the performance of this Agreement, this use shall be at the Consultant's sole discretion based on the Consultant's determination that such use will promote Consultant's efficiency and effectiveness. Except as may be specifically provided elsewhere in this Agreement, the City does not require that Consultant use City facilities, equipment or support services or work in City locations in the performance of this Agreement.

c. If, in the performance of this Agreement, any third persons are employed by Consultant, such persons shall be entirely and exclusively under the direction, supervision, and control of Consultant. Except as may be specifically provided elsewhere in this Agreement, all terms of employment, including hours, wages, working conditions, discipline, hiring, and discharging, or any other terms of employment or requirements of law, shall be determined by Consultant. It is further understood and agreed that Consultant shall issue W-2 or 1099 Forms for income and employment tax purposes, for all of Consultant's assigned personnel and subcontractors.

d. The provisions of this Section 8 shall survive any expiration or termination of this Agreement. Nothing in this Agreement shall be construed to create an exclusive relationship between City and Consultant. Consultant may represent, perform services for, or be employed by such additional persons or companies as Consultant sees fit.

## **9. ADDITIONAL SERVICES**

Changes to the Scope of Services shall be by written amendment to this Agreement and shall be paid on an hourly basis at the rates set forth in Exhibit A, or paid as otherwise agreed upon by the parties in writing prior to the provision of any such additional services.

## **10. SUCCESSORS AND ASSIGNS**

City and Consultant each binds itself, its partners, successors, legal representatives and assigns to the other party to this Agreement and to the partners, successors, legal representatives and assigns of such other party in respect of all promises and agreements contained herein.

## **11. TERM, SUSPENSION, TERMINATION**

a. This Agreement shall become effective on the date that it is made, set forth on the first page of the Agreement, and shall continue in effect until both parties have fully performed their respective obligations under this Agreement, unless sooner terminated as provided herein.

b. City shall have the right at any time to temporarily suspend Consultant's performance hereunder, in whole or in part, by giving a written notice of suspension to Consultant. If City gives such notice of suspension, Consultant shall immediately suspend its activities under this Agreement, as specified in such notice.

c. City shall have the right to terminate this Agreement for convenience at any time by giving a written notice of termination to Consultant. Upon such termination, Consultant shall submit to City an itemized statement of services performed as of the date of termination in accordance with Section 2 of this Agreement. These services may include both completed work and work in progress at the time of termination. City shall pay Consultant for any services for which compensation is owed; provided, however, City shall not in any manner be liable for lost profits that might have been made by Consultant had the Agreement not been terminated or had Consultant completed the services required by this Agreement. Consultant shall promptly deliver to City all documents related to the performance of this Agreement in its possession or control. All such documents shall be the property of City without additional compensation to Consultant.

## **12. TIME OF PERFORMANCE**

The services described herein shall be provided during the period, or in accordance with the schedule, set forth in Exhibit A. Consultant shall complete all the required services and tasks and complete and tender all deliverables to the reasonable satisfaction of City, not later than January 31, 2026.

## **13. STANDARD OF PERFORMANCE**

Consultant shall perform all services performed under this Agreement in the manner and according to the standards currently observed by a competent practitioner of Consultant's profession in

California. All products of whatsoever nature that Consultant delivers to City shall be prepared in a professional manner and conform to the standards of quality normally observed by a person currently practicing in Consultant's profession, and shall be provided in accordance with any schedule of performance. Consultant shall assign only competent personnel to perform services under this Agreement. Consultant shall notify City in writing of any changes in Consultant's staff assigned to perform the services under this Agreement prior to any such performance. In the event that City, at any time, desires the removal of any person assigned by Consultant to perform services under this Agreement, because City, in its sole discretion, determines that such person is not performing in accordance with the standards required herein, Consultant shall remove such person immediately upon receiving notice from City of the desire of City for the removal of such person.

#### **14. CONFLICTS OF INTEREST**

Consultant covenants that neither it, nor any officer or principal of its firm, has or shall acquire any interest, directly or indirectly, that would conflict in any manner with the interests of City or that would in any way hinder Consultant's performance of services under this Agreement. Consultant further covenants that in the performance of this Agreement, no person having any such interest shall be employed by it as an officer, employee, agent or subcontractor, without the written consent of City. Consultant agrees to avoid conflicts of interest or the appearance of any conflicts of interest with the interests of City at all times during the performance of this Agreement.

#### **15. CONFLICT OF INTEREST REQUIREMENTS**

a. **Generally.** The City's Conflict of Interest Code requires that individuals who qualify as "consultants" under the Political Reform Act, California Government Code sections 87200 *et seq.*, comply with the conflict of interest provisions of the Political Reform Act and the City's Conflict of Interest Code, which generally prohibit individuals from making or participating in the making of decisions that will have a material financial effect on their economic interests. The term "consultant" generally includes individuals who make governmental decisions or who serve in a staff capacity.

b. **Conflict of Interest Statements.** The individual(s) who will provide services or perform work pursuant to this Agreement are "consultants" within the meaning of the Political Reform Act and the City's Conflict of Interest Code:

  **x**   yes        no (*check one*)

If "yes" is checked by the City, Consultant shall cause the following to occur within 30 days after execution of this Agreement:

- (1) Identify the individuals who will provide services or perform work under this Agreement as "consultants"; and
- (2) Cause these individuals to file with the City Clerk the assuming office statements of economic interests required by the City's Conflict of Interest Code.

Thereafter, throughout the term of the Agreement, Consultant shall cause these

individuals to file with the City Clerk annual statements of economic interests, and "leaving office" statements of economic interests, as required by the City's Conflict of Interest Code.

The above statements of economic interests are public records subject to public disclosure under the California Public Records Act. The City may withhold all or a portion of any payment due under this Agreement until all required statements are filed.

## **16. CONFIDENTIALITY OF CITY INFORMATION**

During performance of this Agreement, Consultant may gain access to and use City information regarding inventions, machinery, products, prices, apparatus, costs, discounts, future plans, business affairs, governmental affairs, processes, trade secrets, technical matters, systems, facilities, customer lists, product design, copyright, data, and other vital information (hereafter collectively referred to as "City Information") that are valuable, special and unique assets of the City. Consultant agrees to protect all City Information and treat it as strictly confidential, and further agrees that Consultant shall not at any time, either directly or indirectly, divulge, disclose or communicate in any manner any City Information to any third party without the prior written consent of City. In addition, Consultant shall comply with all City policies governing the use of the City network and technology systems. A violation by Consultant of this Section 16 shall be a material violation of this Agreement and shall justify legal and/or equitable relief.

## **17. CONSULTANT INFORMATION**

a. City shall have full ownership and control, including ownership of any copyrights, of all information prepared, produced, or provided by Consultant pursuant to this Agreement. In this Agreement, the term "information" shall be construed to mean and include: any and all work product, submittals, reports, plans, specifications, and other deliverables consisting of documents, writings, handwritings, typewriting, printing, photostatting, photographing, computer models, and any other computerized data and every other means of recording any form of information, communications, or representation, including letters, works, pictures, drawings, sounds, or symbols, or any combination thereof. Consultant shall not be responsible for any unauthorized modification or use of such information for other than its intended purpose by City.

b. Consultant shall fully defend, indemnify and hold harmless City, its officers and employees, and each and every one of them, from and against any and all claims, actions, lawsuits or other proceedings alleging that all or any part of the information prepared, produced, or provided by Consultant pursuant to this Agreement infringes upon any third party's trademark, trade name, copyright, patent or other intellectual property rights. City shall make reasonable efforts to notify Consultant not later than ten (10) days after City is served with any such claim, action, lawsuit or other proceeding, provided that City's failure to provide such notice within such time period shall not relieve Consultant of its obligations hereunder, which shall survive any termination or expiration of this Agreement.

c. All proprietary and other information received from Consultant by City, whether received in connection with Consultant's proposal, will be disclosed upon receipt of a request for disclosure, pursuant to the California Public Records Act; provided, however, that, if any information is

set apart and clearly marked "trade secret" when it is provided to City, City shall give notice to Consultant of any request for the disclosure of such information. Consultant shall then have five (5) days from the date it receives such notice to enter into an agreement with the City, satisfactory to the City Attorney, providing for the defense of, and complete indemnification and reimbursement for all costs (including plaintiff's attorneys' fees) incurred by City in any legal action to compel the disclosure of such information under the California Public Records Act. Consultant shall have sole responsibility for defense of the actual "trade secret" designation of such information.

d. The parties understand and agree that any failure by Consultant to respond to the notice provided by City and/or to enter into an agreement with City, in accordance with the provisions of subsection c, above, shall constitute a complete waiver by Consultant of any rights regarding the information designated "trade secret" by Consultant, and such information shall be disclosed by City pursuant to applicable procedures required by the Public Records Act.

## **18. MISCELLANEOUS**

a. Entire Agreement. This Agreement contains the entire agreement between the parties. Any and all verbal or written agreements made prior to the date of this Agreement are superseded by this Agreement and shall have no further effect.

b. Modification. No modification or change to the terms of this Agreement will be binding on a party unless in writing and signed by an authorized representative of that party.

c. Compliance with Laws. Consultant shall perform all services described herein in compliance with all applicable federal, state and local laws, rules, regulations, and ordinances, including but not limited to, (i) the Americans with Disabilities Act of 1990 (42 U.S.C. 12101, et seq.) ("ADA"), and any regulations and guidelines issued pursuant to the ADA; and (ii) Labor Code sections 1720, *et seq.*, which require prevailing wages (in accordance with DIR determinations at [www.dir.ca.gov](http://www.dir.ca.gov)) be paid to any employee performing work covered by Labor Code sections 1720 *et seq.* Consultant shall pay to the City when due all business taxes payable by Consultant under the provisions of Chapter 6-04 of the Santa Rosa City Code. The City may deduct any delinquent business taxes, and any penalties and interest added to the delinquent taxes, from its payments to Consultant.

d. Discrimination Prohibited. With respect to the provision of services under this Agreement, Consultant agrees not to discriminate against any person because of the race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or military and veteran status of that person.

e. Governing Law; Venue. This Agreement shall be governed, construed and enforced in accordance with the laws of the State of California. Venue of any litigation arising out of or connected with this Agreement shall lie exclusively in the state trial court in Sonoma County in the State of California, and the parties consent to jurisdiction over their persons and over the subject matter of any such litigation in such court, and consent to service of process issued by such court.

f. Waiver of Rights. Neither City acceptance of, or payment for, any service or performed by Consultant, nor any waiver by either party of any default, breach or condition precedent, shall be construed as a waiver of any provision of this Agreement, nor as a waiver of any other default, breach or condition precedent or any other right hereunder.

g. Incorporation of Attachments and Exhibits. The attachments and exhibits to this Agreement are incorporated and made part of this Agreement, subject to terms and provisions herein contained.

## **19. AUTHORITY; SIGNATURES REQUIRED FOR CORPORATIONS**

Consultant hereby represents and warrants to City that it is (a) a duly organized and validly existing Stock Corporation, formed and in good standing under the laws of the State of California, (b) has the power and authority and the legal right to conduct the business in which it is currently engaged, and (c) has all requisite power and authority and the legal right to consummate the transactions contemplated in this Agreement. Consultant hereby further represents and warrants that this Agreement has been duly authorized, and when executed by the signatory or signatories listed below, shall constitute a valid agreement binding on Consultant in accordance with the terms hereof.

If this Agreement is entered into by a corporation, it shall be signed by two corporate officers, one from each of the following two groups: a) the chairman of the board, president or any vice-president; b) the secretary, any assistant secretary, chief financial officer, or any assistant treasurer. The title of the corporate officer shall be listed under the signature.

## **20. COUNTERPARTS AND ELECTRONIC SIGNATURES**

This Agreement and future documents relating thereto may be executed in two or more counterparts, each of which will be deemed an original and all of which together constitute one Agreement. Counterparts and/or signatures delivered by facsimile, pdf or City-approved electronic means have the same force and effect as the use of a manual signature. Both City and Consultant wish to permit this Agreement and future documents relating thereto to be electronically signed in accordance with applicable federal and California law. Either Party to this Agreement may revoke its permission to use electronic signatures at any time for future documents by providing notice pursuant to the Agreement. The Parties agree that electronic signatures, by their respective signatories are intended to authenticate such signatures and to give rise to a valid, enforceable, and fully effective Agreement. The City reserves the right to reject any signature that cannot be positively verified by the City as an authentic electronic signature.

Executed as of the day and year first above stated.

**CONSULTANT:**

Name of Firm: 4Leaf, Inc.

TYPE OF BUSINESS ENTITY (*check one*):

☐ Individual/Sole Proprietor  
☐ Partnership  
☐ Corporation  
☐ Limited Liability Company  
☒ Other (please specify: Stock Corporation)

*Signatures of Authorized Persons:*

By: \_\_\_\_\_

Print Name: Kevin Duggan

Title: Secretary

By: \_\_\_\_\_

Print Name: Gene Barry

Title: Vice-President

**CITY OF SANTA ROSA**

a Municipal Corporation

By: \_\_\_\_\_

Print Name: Natalie Rogers

Title: Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
Office of the City Attorney

ATTEST:

\_\_\_\_\_  
City Clerk

City of Santa Rosa Business Tax Cert. No.  
**06518821**

Attachments:

Attachment One - Insurance Requirements

Exhibit A - Scope of Services and Compensation

# ATTACHMENT ONE INSURANCE REQUIREMENTS FOR PROFESSIONAL SERVICES AGREEMENTS

**A. Insurance Policies:** Consultant shall, at all times during the terms of this Agreement, maintain and keep in full force and effect, the following policies of insurance with minimum coverage as indicated below and issued by insurers with AM Best ratings of no less than A-:VI or otherwise acceptable to the City.

Insurance	Minimum Coverage Limits	Additional Coverage Requirements
1. Commercial general liability	\$ 1 million per occurrence \$ 2 million aggregate	Coverage must be at least as broad as ISO CG 00 01 and must include completed operations coverage. If insurance applies separately to a project/location, aggregate may be equal to per occurrence amount. <b>Coverage may be met by a combination of primary and umbrella or excess insurance but umbrella and excess shall provide coverage at least as broad as specified for underlying coverage. Coverage shall not exclude subsidence.</b>
2. Business auto coverage	\$ 1 million	ISO Form Number CA 00 01 covering any auto (Code 1), or if Consultant has no owned autos, hired, (Code 8) and non-owned autos (Code 9), with limit no less than \$ 1 million per accident for bodily injury and property damage.
3. Professional liability (E&O)	\$ 1 million per claim \$ 1 million aggregate	Consultant shall provide on a policy form appropriate to profession. If on a claims made basis, Insurance must show coverage date prior to start of work and it must be maintained for three years after completion of work.
4. Workers' compensation and employer's liability	\$ 1 million	As required by the State of California, with Statutory Limits and Employer's Liability Insurance with limit of no less than \$ 1 million per accident for bodily injury or disease. The Workers' Compensation policy shall be endorsed with a waiver of subrogation in favor of the City for all work performed by the Consultant, its employees, agents and subcontractors.

**B. Endorsements:**

1. All policies shall provide or be endorsed to provide that coverage shall not be canceled, except after prior written notice has been provided to the City in accordance with the policy provisions.

2. Liability, umbrella and excess policies shall provide or be endorsed to provide the following:
  - a. For any claims related to this project, Consultant's insurance coverage shall be primary and any insurance or self-insurance maintained by City shall be excess of the Consultant's insurance and shall not contribute with it; and,
  - b. **The City of Santa Rosa, its officers, agents, employees and volunteers are to be covered as additional insureds on the CGL policy.** General liability coverage can be provided in the form of an endorsement to Consultant's insurance at least as broad as ISO Form CG 20 10 11 85 or if not available, through the addition of both CG 20 10 and CG 20 37 if a later edition is used.

**C. Verification of Coverage and Certificates of Insurance:** Consultant shall furnish City with original certificates and endorsements effecting coverage required above. Certificates and endorsements shall make reference to policy numbers. All certificates and endorsements are to be received and approved by the City before work commences and must be in effect for the duration of the Agreement. The City reserves the right to require complete copies of all required policies and endorsements.

**D. Other Insurance Provisions:**

1. No policy required by this Agreement shall prohibit Consultant from waiving any right of recovery prior to loss. Consultant hereby waives such right with regard to the indemnitees.
2. All insurance coverage amounts provided by Consultant and available or applicable to this Agreement are intended to apply to the full extent of the policies. Nothing contained in this Agreement limits the application of such insurance coverage. Defense costs must be paid in addition to coverage amounts.
3. Policies containing any self-insured retention (SIR) provision shall provide or be endorsed to provide that the SIR may be satisfied by either Consultant or City. Self-insured retentions above \$10,000 must be approved by City. At City's option, Consultant may be required to provide financial guarantees.
4. Sole Proprietors must provide a representation of their Workers' Compensation Insurance exempt status.
5. City reserves the right to modify these insurance requirements while this Agreement is in effect, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

PROPOSAL FOR THE  
SOUTH SANTA ROSA  
SPECIFIC PLAN,  
BID #R163629

TO THE  
CITY OF SANTA ROSA



4LEAF, INC.

2126 RHEEM DRIVE  
PLEASANTON, CA 94588  
(925) 462-5959

SEPTEMBER 11, 2023

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4LEAF, INC.

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PROPOSAL FOR THE

SOUTH SANTA ROSA SPECIFIC PLAN

TO THE

CITY OF SANTA ROSA

SECTION 0

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COVER LETTER



4LEAF, INC.

City of Santa Rosa  
Planning & Economic Development Department  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404  
Attn: Jessica Jones,  
Deputy Director of Planning

September 11, 2023

**RE: Proposal for the South Santa Rosa Specific Plan, Bid #R163629.**

Dear Ms. Hartman,

4LEAF, Inc. (4LEAF) is pleased to present our proposal for the South Santa Rosa Specific Plan to the City of Santa Rosa, per Bid #R163629. We are a full-service firm with over 22 years of professional experience. We expand our services organically as client needs dictate and have been intentionally bolstering our Planning division over the past few years. As such, our Planning team has quickly become a leading provider in the scope of services requested by the City, and we look forward to adding the South Santa Rosa Specific Plan to our growing experience.

☒ **Local Consultant**

4LEAF has recently provided long-range planning consulting services to jurisdictions in Sonoma County, including the preparation of Housing Element Updates, Specific Plan Updates, and ongoing management of the regional Napa Sonoma Planning Collaborative. The consultant team has extensive experience in delivering exemplary plans throughout the North Bay, with key staff on the 4LEAF and subconsultant team comprised of Sonoma County residents and graduates of Sonoma State University. 4LEAF is familiar with the City's departmental procedures and staff and we look forward to the opportunity to expand our services to include the South Santa Rosa Specific Plan.

☒ **Strong, Proven Partnerships**

4LEAF is proposing a team effort with Rincon Consultants, Fehr & Peers, Economic & Planning Systems (EPS), and Watearth to carry out the Specific Plan. 4LEAF and each of our subconsultants have strong and proven relationships and enjoy collaborating to find innovative solutions. 4LEAF, Inc. will serve as the primary consultant and will provide most of the Specific Plan services, including community engagement. Rincon Consultants will be responsible for preparation of the EIR and related tasks, while Fehr & Peers will provide the VMT analysis, transportation alternatives, and an evacuation study (optional but recommended). Economic & Planning Systems (EPS) will provide portions of the PDA profile and will assist in formation of the land use alternatives, as well as conducting the market demand analysis and the infrastructure & financing strategy report. Watearth will lead the civil planning and analysis of water, stormwater, and wastewater infrastructure.

☒ **Bilingual & Bicultural Team**

At 4LEAF, our team is unwaveringly dedicated to promoting diversity, equity, and inclusion, not only within the scope of our planning practice but also deeply integrated within our internal organizational culture. Our commitment to these principles in the proposed team is exemplified by our selection of dedicated planners who are passionate about inclusivity, particularly in serving the Spanish-speaking population within the realm of urban planning. Our selected staff members possess invaluable experience in providing Spanish

translation and interpretation services for planning processes. This expertise ensures that we can effectively bridge language gaps, facilitate communication, and ensure that all voices are heard and understood, regardless of linguistic backgrounds.

☑ **Extensive Experience with Equitable Community Engagement**

4LEAF's community engagement experience includes a broad spectrum of innovative techniques used to engage communities on Housing Element Updates, General Plans, Specific Plans, and other projects. We use in-person, on the ground, and online approaches to ensure residents, business owners, property owners, community- and faith-based organizations, schools, youth, seniors, people of color, low-income families, individuals with limited English proficiency, people with disabilities, LGBTQ+ communities, and farmworkers, among others, have a seat at the table. Our team is adept in creative, interactive methods to engage communities not often involved in public planning processes to ensure meaningful participation.

☑ **Local and Statewide Experience**

Over the past few years, our Planning team has taken on advanced Planning projects with 20+ clients to work on general plans, specific plans, housing elements, safety elements, CEQA, and community outreach efforts. Recent clients include:

- |                      |                        |                               |
|----------------------|------------------------|-------------------------------|
| ❖ County of Sonoma   | ❖ City of Escalon      | ❖ City of Santa Clarita       |
| ❖ County of Lassen   | ❖ City of Gonzales     | ❖ City of Sebastopol          |
| ❖ City of Cloverdale | ❖ City of Healdsburg   | ❖ Napa Sonoma Collaborative – |
| ❖ City of Cotati     | ❖ City of Rohnert Park | Regional Planning Policy      |

☑ **Budget**

Our team has strategized how best to provide our services to assist the City. **The total cost for our firm to complete all tasks outlined in our Scope of Services is \$987,113.**

☑ **Leadership**

Jane Riley, AICP will oversee the planning team. Key staff for all aspects of the project are listed in Section 2. The project with the City of Santa Rosa will be managed by Jonathan Pacheco Bell and the contact who will handle contractual details will be Michael Renner, CBO. Both Jonathan and Michael have worked successfully with many cities and counties throughout California.

Executive Project Manager	Project Manager/ Senior Planner	4LEAF Headquarters
Michael Renner, CBO Office: (925) 462-5959 Cell: (925) 785-3581 Email: <a href="mailto:MRenner@4leafinc.com">MRenner@4leafinc.com</a>	Jonathan Pacheco Bell Office: (925) 462-5959 Cell: (213) 589-4261 Email: <a href="mailto:JBell@4Leafinc.com">JBell@4Leafinc.com</a>	2126 Rheem Drive Pleasanton, CA 94588 Office: (925) 462-5959 Website: <a href="http://4LEAFINC.COM">4LEAFINC.COM</a>

As President of 4LEAF, I am authorized to bind the firm. We appreciate the opportunity to submit our proposal to the City and can commit to the availability of the proposed staff to work on this project throughout its duration. Should the City have any questions or concerns, please do not hesitate to contact us. Additionally, we have reviewed the City's Professional Services Agreement and agree to the terms with no exceptions.

Respectfully submitted,



Kevin J. Duggan, President

PROPOSAL FOR THE

SOUTH SANTA ROSA SPECIFIC PLAN

TO THE

CITY OF SANTA ROSA

SECTION 1

QUALIFICATIONS & INTEREST -  
ENGLISH/SPANISH TRANSLATION



4LEAF, INC.



## **SECTION 1: QUALIFICATIONS AND INTEREST**

### **ABOUT THE FIRM**

4LEAF, Inc. (4LEAF) is a California “C” Corporation that was established in 1999 and incorporated in 2001. Our extensive team of professionals are fully equipped with the training and experience required to provide complete services including planning, code enforcement, plan check, inspection, permit technician assistance, professional development training, and other related professional and technical services to the city. Our goal is to set the industry standard for excellent customer service, and over the past 22 years of business, we have grown to more than 400 personnel throughout the Western United States.

4LEAF was founded and built to serve the varied needs of public agencies. We understand public service because we come from public service. We realize that budgets and staffing are a challenge—this is why 4LEAF is so willing to explore cost-saving opportunities for our clients. Our flexibility is key to our ability to provide our public agency clients with services that are truly responsive to their needs.

4LEAF employs 40+ professional planners with a variety of skills and experience necessary to meet the City’s needs. 4LEAF approaches client relationships differently than what you might encounter with a large corporation. **The 4LEAF philosophy is to be the best firm by providing our clients with outstanding customer care and first-rate customer service**—we put our philosophy into action by building relationships and prioritizing the needs of our clients. This has led us to become the industry leader in providing planners and planning services to public agencies.

4LEAF has successfully provided a variety of skilled staff to agencies for over 22 years. Since establishing our Planning Division in 2018, 4LEAF has worked with numerous clients, providing Specific Plans, General Plan Amendments, Housing and Safety Element Updates, and long-range policy initiatives related to fire resiliency and disaster recovery. Within the past 12 months, 4LEAF has added 25+ new municipalities to our planning service contracts.

In addition to providing on-call planning services, 4LEAF is currently managing the Napa-Sonoma Collaborative, an ABAG subregional planning effort for the 16 jurisdictions of Napa and Sonoma Counties. Our collaborative work addresses the many planning challenges facing the region including housing, equity, infill, and VMT reduction. As a part of this work, 4LEAF staff provide professional planning TA (Technical Assistance) on an as-needed basis to each of our 16 jurisdiction members. 4LEAF has also prepared 6th Cycle Housing Elements both locally (County of Sonoma and the cities of Cotati, Cloverdale, Healdsburg, Rohnert Park, and Sebastopol) and across the state (County of Lassen 7<sup>th</sup> Cycle and the cities of Santa Clarita, Escalon, and Gonzales).

### **OUR PROPOSED TEAM**

The South Santa Rosa Specific Plan project will be overseen by **Jane Riley, AICP** and managed by **Jonathan Pacheco Bell**. Jane is a Santa Rosa resident and has 30 years of local planning experience, including 20 years with the County of Sonoma's Comprehensive Planning Division. This gives our team unique and important insight into the issues within the entire project boundary. **Jonathan** has significant experience in both Specific Plans and in collaborative planning efforts, having served for the last 2 years as a Senior Project Manager in a council of governments. He



has led major planning efforts in priority communities for over 20 years and is the creator of Embedded Planning, which situates planning work on the street-level to increase equity and participation for historically marginalized populations. **Marisela Martínez**, a native Spanish speaker and experienced land use planner, will lead the Equity-focused Community Outreach with a commitment to demystifying planning and elevating the voices of historically marginalized communities through tailored outreach strategies. **Luke Lindenbusch** will provide local project management support, leveraging trusted relationships with City stakeholders and mobilizing a strong team of planners in the preparation of a reflective and exemplary Specific Plan.

4LEAF has strategically selected partnerships with **Rincon Consulting Inc., Fehr & Peers, Economic Planning Systems (EPS), and Watearth** due to our proven track record of collaboration with their dedicated teams and excellent results. This strategic alliance forms a formidable powerhouse of expertise and experience, driven by our shared passion for excellence. Moreover, a significant majority of our team members have strong connections to the area, further solidifying our commitment to and understanding of the local community.

Rincon Consulting Inc., known for their environmental expertise, will bring their invaluable insights and proven solutions to our partnership, enhancing our ability to address complex environmental challenges. With **Matt Maddox** and **Katherine Green, AICP** at the helm of the environmental impact report (EIR), the City can expect to receive top-tier expertise, exceptional project management, clear communication, and a wealth of experience that will ensure the highest level of quality and efficiency throughout the EIR process. The Rincon team is rounded out by experts in each of the respective environmental specialties.

Fehr & Peers is another trusted partner of 4LEAF. The Fehr & Peers team is committed to approaching the field of transportation consulting with an innovative and creative lens. Led by **Ian Barnes, PE** and **Geoff Rubendall, PE, TE**, the team brings a wealth of expertise to the table. With Ian's leadership in CEQA multimodal transportation analysis and a deep understanding of the area, complemented by Geoff's planning and engineering capabilities, the City can anticipate receiving exceptional deliverables from the team.

EPS is a well-regarded land economics consulting firm, renowned for their extensive expertise in real estate development, public infrastructure financing, land use and conservation planning, and government services. Drawing from our successful collaboration with them on previous projects, we have full confidence that **Jason Moody** and **Ryan Martinez** with the EPS team will offer exceptional economic knowledge, expertise, and guidance throughout the planning process.

Watearth, Inc. brings their expertise in providing the best resource for planning, master plans, modeling, design, and construction support services in disciplines such as Water Resources, Environmental, Green Infrastructure, Hydrology & Hydraulics, Design, Stormwater, and Communications in the Federal Government, Industrial, Litigation/Expert Witness, Local and State Government, Private Development, Transportation, Utilities, and Water Districts sectors. Led by **Jennifer J. Walker**, the Watearth team will lead the civil planning and analysis of water, stormwater, and wastewater infrastructure.



## **4LEAF'S COMMITMENT**

4LEAF's enthusiasm for this project is driven by a team with a wealth of experience in planning in the area. Our team members have collectively spent decades working on a wide range of urban development and community-focused projects. A significant portion of our team has deep-rooted local ties, which allows us to connect with the community on a personal level. We believe that understanding the intricacies of the local culture and dynamics is pivotal in creating effective and inclusive plans.

At 4LEAF, we genuinely care about the communities we work with. Our team is passionate about making a difference and believes wholeheartedly in our ability to provide top-tier services and a comprehensive plan that will shape the future of the planning area hand in hand with the community and the City. Our practice is driven by key values and vision for housing for all, complete neighborhoods that serve the diverse needs of the community, and economic and environmental sustainability.

We are not just passionate about our work; we are equally passionate about forming partnerships with forward-thinking jurisdictions that share our commitment to inclusive planning processes. The planning area is characterized by its cultural diversity, with over 60% of its residents being BIPOC (Black, Indigenous, People of Color), many of whom are low-income and reliant on public transit. We believe in the power of collaboration and the potential to create a brighter future for all residents, transcending socio-economic barriers. Our enthusiasm for this project stems from a deep-seated belief in the transformative impact of thoughtful, inclusive planning on the lives of those we aim to serve. We look forward to assisting the City with this important venture.

## **SECCIÓN 1: CALIDADES E INTERÉS**

### **ACERCA DE LA EMPRESA**

4LEAF, Inc. (4LEAF) es una Corporación "C" de California que se estableció en 1999 y se constituyó en 2001. Nuestro amplio equipo de profesionales está totalmente equipado con la capacitación y la experiencia necesaria para brindar servicios completos que incluyen planificación, aplicación del código municipal, revisión de planos, inspección, asistencia de técnicos, capacitación para el desarrollo profesional y otros servicios profesionales y técnicos relacionados para la Ciudad. Nuestro objetivo es establecer el estándar de la industria para un excelente servicio al cliente y, durante los últimos 22 años de experiencia empresarial, hemos crecido y contamos con más de 400 empleados en todo el oeste de los Estados Unidos.

4LEAF fue fundado para satisfacer las diversas necesidades de las agencias públicas. Entendemos el servicio público porque venimos del servicio público. Sabemos que los presupuestos y la dotación de personal son un desafío; por lo tanto, 4LEAF está dispuesto a explorar oportunidades de ahorro de costos para nuestros clientes. Nuestra flexibilidad es clave para nuestra capacidad de brindar servicios a nuestros clientes de agencias públicas servicios que respondan a sus necesidades.

4LEAF emplea a más de 40 planificadores profesionales con una variedad de habilidades y experiencia necesarias para satisfacer las necesidades de la Ciudad. 4LEAF aborda las relaciones con los clientes de manera diferente a lo que podría encontrar en una gran corporación. **La filosofía de 4LEAF es ser la mejor empresa brindando a nuestros clientes una atención al cliente excepcional y un servicio al cliente de nivel superior;** ponemos nuestra



filosofía en acción construyendo relaciones y priorizando las necesidades de nuestros clientes. Esto nos ha llevado a ser el líder de la industria en la provisión de planificadores y servicios de planificación a agencias públicas.

4LEAF ha proporcionado una variedad de personal calificado a agencias con éxito durante más de 22 años. Desde que establecimos nuestra División de Planificación en el 2018, 4LEAF ha trabajado con múltiples clientes, proporcionando servicios de planes específicos, enmiendas al plan general, actualizaciones de elementos de vivienda y seguridad, y diversas iniciativas sobre políticas relacionadas con la resistencia al fuego y recuperación de desastres. En los últimos 12 meses, 4LEAF ha agregado más de 25 municipios nuevos a nuestros contratos de servicios de planificación.

Además de brindar servicios de planificación contratistas actualmente, 4LEAF administra la Colaboración Napa-Sonoma, un esfuerzo de planificación subregional de la Asociación de Gobiernos del Área de la Bahía (ABAG, por sus siglas en inglés) para las 16 jurisdicciones gubernamentales de los condados de Napa y Sonoma. Nuestra colaboración aborda los numerosos desafíos de planificación que enfrenta la región, incluidos los temas de vivienda, equidad, relleno (la inserción de unidades de vivienda adicionales) y reducción de millas vehiculares recorridas (VMT, por sus siglas en inglés). Como parte de este trabajo, el personal de 4LEAF brinda asistencia técnica de planificación profesional según sea necesario a cada uno de nuestros 16 miembros. 4LEAF también ha preparado elementos de vivienda del sexto ciclo localmente (el condado de Sonoma y las ciudades de Cotati, Cloverdale, Healdsburg, Rohnert Park y Sebastopol) y en otras regiones del estado (el séptimo ciclo del condado de Lassen y las ciudades de Santa Clarita, Escalón y Gonzales).

## **NUESTRO EQUIPO PROPUESTO**

El proyecto del Plan Específico del Sur de Santa Rosa será supervisado por **Jane Riley, AICP** y administrado por **Jonathan Pacheco Bell**. Jane es residente de Santa Rosa y tiene 30 años de experiencia en planificación en el área, incluidos 20 años en la División de Planificación del Condado de Sonoma. Esto le brinda a nuestro equipo una visión única e importante de los problemas dentro de todos los límites del proyecto. Jonathan tiene una experiencia significativa tanto en planes específicos como en esfuerzos de planificación colaborativa, habiendo trabajado durante los últimos dos años como gerente principal de proyectos en un consejo de gobiernos. Ha dirigido esfuerzos importantes de planificación en comunidades prioritarias durante más de 20 años y es el creador de “Embedded Planning”, un enfoque que sitúa el trabajo de planificación a nivel de la calle para aumentar la equidad y la participación de poblaciones históricamente marginadas. **Marisela Martínez**, cuya lengua materna es español y una planificadora experimentada en el uso del suelo, encabezará el programa de alcance comunitario centrado en la equidad con el compromiso de decodificar la planificación y elevar las voces de las comunidades históricamente marginadas a través de estrategias de alcance personalizadas. **Luke Lindenbusch** brindará apoyo a la administración del proyecto, aprovechando de sus relaciones de confianza con actores locales y movilizándolo un gran equipo de planificadores en la preparación de plan específico ejemplar.

4LEAF ha seleccionado estratégicamente asociaciones con **Rincon Consulting Inc., Fehr & Peers y Economic Planning Systems (EPS)** debido a nuestro historial comprobado de colaboración con sus equipos dedicados y los excelentes resultados de aquella colaboración. Esta alianza estratégica forma una formidable fuente de conocimientos y experiencia, impulsada por nuestra pasión compartida por la excelencia. Además, la mayoría de



los miembros de nuestro equipo tienen fuertes conexiones con el área, lo que solidifica aún más nuestro compromiso y comprensión de la comunidad local.

Rincon Consulting Inc., conocido por su experiencia ambiental, aportará sus valiosos conocimientos y soluciones comprobadas a nuestra asociación, mejorando nuestra capacidad para abordar desafíos ambientales complejos. Con **Matt Maddox** y **Katherine Green, AICP** al frente del informe de impacto ambiental (EIR, por sus siglas en inglés), la Ciudad puede contar con unas habilidades de primer nivel, una administración de proyectos excepcional, una comunicación clara y una gran experiencia que garantizará el más alto nivel de calidad y eficiencia en todo el proceso del EIR. El equipo de Rincón se completa con expertos en cada una de las respectivas especialidades medioambientales.

Fehr & Peers es otro socio de confianza de 4LEAF. El equipo de Fehr & Peers se compromete a abordar el área de la consultoría de transporte bajo el prisma de la innovación y la creación. Dirigido por **Ian Barnes, PE** y **Geoff Rubendall, PE, TE**, el equipo aporta una gran experiencia. Con el liderazgo de Ian en el análisis de transporte multimodal de la Ley de Calidad Ambiental de California (CEQA, por sus siglas en inglés) y un profundo conocimiento del área, complementados con las capacidades de planificación e ingeniería de Geoff, la Ciudad puede anticipar recibir resultados excepcionales del equipo.

EPS es una empresa de consultoría en economía del uso del suelo, reconocida por su amplia experiencia en desarrollo inmobiliario, financiamiento de infraestructura pública, planificación del uso y conservación del suelo, y servicios gubernamentales. Aprovechando nuestra exitosa colaboración con ellos en proyectos anteriores, tenemos plena confianza en que **Jason Moody** y **Ryan Martinez** del equipo de EPS ofrecerán conocimiento económico, experiencia y orientación excepcionales durante todo el proceso.

Watearth, Inc. aporta su experiencia en proporcionar los mejores recursos para la planificación, planes maestros, modelado, diseño y servicios de apoyo a la construcción en disciplinas como Recursos Hídricos, Medio Ambiente, Infraestructura Verde, Hidrología e Hidráulica, Diseño, Aguas Pluviales y Comunicaciones en los sectores del Gobierno Federal, Industrial, Litigación/Testigo Experto, Gobierno Local y Estatal, Desarrollo Privado, Transporte, Utilidades y sectores de Distritos de Agua. Bajo la dirección de **Jennifer J. Walker**, el equipo de Watearth liderará la planificación civil y el análisis de la infraestructura de agua, aguas pluviales y aguas residuales.

## **EL COMPROMISO DE 4LEAF**

El entusiasmo de 4LEAF por este proyecto está impulsado por un equipo con una gran experiencia en planificación en el área. Colectivamente, los miembros de nuestro equipo han pasado décadas trabajando en una amplia gama de proyectos de desarrollo urbano y proyectos centrados en la comunidad. Una gran parte de nuestro equipo tiene raíces locales, lo que nos permite conectarnos con la comunidad a nivel personal. Creemos que el conocimiento de las complejidades de la cultura y la dinámica local es fundamental para crear planes eficaces e inclusivos.

En 4LEAF, sentimos un genuino interés por las comunidades con las que trabajamos. A nuestro equipo le apasiona marcar una diferencia y creemos incondicionalmente en nuestra capacidad para brindar servicios de alta calidad y un plan que dará forma al futuro del área mano a mano con la comunidad y la Ciudad. Nuestra práctica está



impulsada por nuestros valores y visión de viviendas para todos, vecindarios completos que satisfacen las diversas necesidades de la comunidad y la sostenibilidad económica y ambiental.

No sólo nos apasiona nuestro trabajo; nos apasiona igualmente formar asociaciones con jurisdicciones gubernamentales progresistas que comparten nuestro compromiso con los procesos de planificación inclusivos. El área de planificación se caracteriza por su diversidad cultural, con más del 60% de sus residentes siendo personas negras, indígenas y de color (BIPOC, por sus siglas en inglés), muchos de los cuales son de bajos ingresos y dependen del transporte público. Creemos en el poder de la colaboración y el potencial de crear un futuro mejor para todos los residentes, trascendiendo las barreras socioeconómicas. Nuestro entusiasmo por este proyecto surge de una creencia profundamente arraigada en el impacto transformador de una planificación inclusiva de las vidas de aquellos a quienes pretendemos servir. Esperamos ayudar al equipo de la Ciudad con este importante proyecto.

PROPOSAL FOR THE  
SOUTH SANTA ROSA SPECIFIC PLAN  
TO THE  
CITY OF SANTA ROSA

SECTION 2  
PROPOSED TEAM



4LEAF, INC.



## **SECTION 2: PROPOSED TEAM**

The 4LEAF team comprises municipal planning experts with wide experience assisting City and County governments in preparing updates to Housing Elements, General Plans, Community Plans, and Specific Plans. Our goal is to provide a high-quality specific plan and EIR shaped by substantial community outreach. The proposed team has been selected for their extensive experience and their unwavering commitment to equitable and inclusive outreach.

### **4LEAF TEAM**

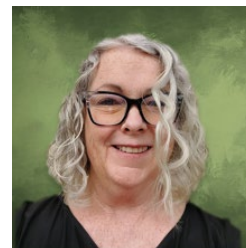
#### **Jonathan Pacheco Bell | Project Manager and Senior Planner**

Jonathan Pacheco Bell is an urban planner with 20 years of professional experience in the public, private, and nonprofit sectors. His range of expertise includes community engagement, participatory planning and design, inclusive public space, General, Specific, Community and Vision Plans, code enforcement, zoning ordinances, planning studies, policy writing, and project management. He is known for the development of Embedded Planning, a practice to situate planning work on the street-level to increase equity and participation for historically marginalized populations harmed by inequitable planning.



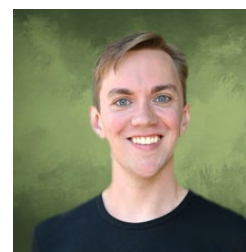
#### **Jane Riley, AICP | Director of Housing Policy**

Jane is an experienced AICP-certified planning manager with a proven history of advancing successful planning and housing policy initiatives. She served as Sonoma County's Comprehensive Planning Manager and is adept at leading diverse teams through the preparation of General Plan Updates, Code Changes, and other significant policy initiatives. Jane is a Santa Rosa resident and is currently overseeing the preparation of different General Plan Elements in jurisdictions across California.



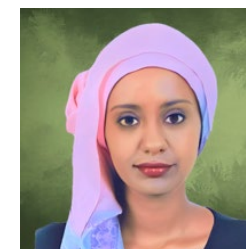
#### **Luke Lindenbusch | Senior Planner**

Luke leads a team of planners in the development of long-range plans and provides strategic insight on regulatory requirements to inform effective local policies. Luke is a public communications practitioner adept at conveying the implications of planning decisions to a wide audience. With a degree in Global Public Health & Community Development from New York University, Luke is passionate about planning to promote environmental resilience and improve community health outcomes. Luke's service on the CAC for the City of Santa Rosa's Downtown Plan sparked a lasting commitment to dynamic urban planning in his home community.



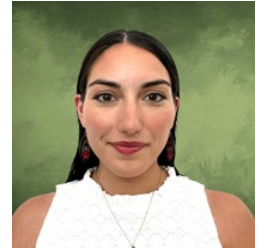
#### **Nejat Kedir | Associate Planner**

As a trained and experienced researcher, Nejat has experience with housing, land use and transportation data and GIS analysis. Her excellent written and communication skills and affinity for detail has helped her become a talented planner. Nejat thrives in a collaborative team setting, making her a key member of 4LEAF's project team. She has a growing range of planning experience including work on five 6<sup>th</sup> Cycle Housing Elements and is a dedicated community volunteer for organizations such as Green2Gold, the American Red Cross, and the Women Transportation Seminar (WTS).



**Marisela Martínez | Senior Planner**

Marisela is a highly skilled planner known for her unwavering dedication to culturally responsive community engagement and planning with, not for, marginalized communities. With a background in both long-range and current planning, she excels in facilitating meaningful community involvement in various planning initiatives such as for the preparation of specific plans, housing elements, special studies, and zoning text amendments. Marisela's commitment to demystifying planning led her to create a multilingual comic book on transit-oriented development. A Brown University graduate, she also conducted data analysis for land use and transportation projects in Granada, Spain. Marisela's native languages are English and Spanish.

**Juliette Avila | Assistant Planner**

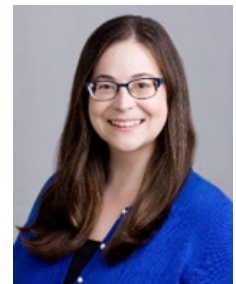
Juliette is a recent graduate of Sonoma State, where she earned her degree in Environmental Studies. As a native Spanish speaker, her bilingual proficiency equips her with a unique ability to bridge cultural divides and foster inclusivity in planning processes. With her knowledge of the area, linguistic skills, and proven passion for community, Juliette is an invaluable asset poised to make significant contributions to this project.

**RINCON CONSULTANTS TEAM**

4LEAF is pleased to partner with Rincon Consultants Inc. (Rincon), a reputable multi-disciplinary planning and environmental consulting firm. Rincon specializes in providing professional services for government and industry, focusing on creating sustainable solutions to social, sustainability, and environmental challenges. Their expert team includes certified urban planners, sustainability specialists, environmental scientists and engineers, accredited LEED professionals, and experts in areas like housing, cultural resources, climate change, noise, and air quality. Rincon is known for its responsiveness and ability to handle tasks promptly while addressing planning, environmental, and technical requirements. They prioritize cost-effective, client-specific innovative solutions for every project.

**Katherine Green, AICP | Senior Planner, Rincon Project Manager**

Katherine is an experienced environmental analyst and project manager who has worked with a wide array of private, public, and tribal clients throughout California and seven other states across the U.S. She is skilled in the preparation of CEQA and NEPA documents of all kinds, as well as Phase I ESAs for projects ranging from small urban parcels to tens of thousands of acres of rangeland. Her areas of specialization include urban re-development projects and mixed-use infill. She is adept at coordinating multi-disciplinary teams including lead agencies, clients, sub-consultants, technical experts, and analysts to complete projects. She is also experienced in organizing hearings, arranging for published notices, and managing project website content to meet public noticing requirements.





### **Matt Maddox, AICP | Principal**

Matt is involved in a wide range of urban planning and land use studies, sustainable design review, air quality and greenhouse gas analysis, CEQA/NEPA environmental documentation, as well as community involvement and permitting activities. Matt has a strong background in environmental management, policy, and environmental planning. He has contributed to successful environmental and planning projects ranging from general plans to focused inner city redevelopment studies, to sustainable design review and documentation for compliance with environmental regulations, to climate action plans. Matt has developed a focus in the area of urban planning, sustainable design, and greenhouse gas analysis. He has worked on a variety of CEQA and environmental review projects throughout California.



### **Josh Carman, INCE-USA | Director – Noise, Air Quality & GHG**

Josh has over 20 years of experience in the field of acoustics and air quality and has participated in the environmental review and monitoring process for a wide variety of projects in California, Washington, Nevada, and New York. Josh prepares noise, air quality, greenhouse gas, and community health risk assessments for environmental impact studies (CEQA/NEPA) and technical studies using federal, state, and local guidelines and methodology. His experience includes complex project- and program-level analyses of general plan updates; specific plans; mixed-use development; traffic, transit and rail; vibration-sensitive; industrial; infrastructure, utilities, and telecommunications; long-term and remote construction noise and vibration monitoring; and underwater construction (e.g., pile driving) projects.



### **Owen Routt | Senior Biologist**

Owen has over 10 years of experience as a wildlife biologist focused on the conservation of state and federally listed wildlife species and their habitats. His field experience includes surveys and handling of California tiger salamander, San Francisco garter snake, California red-legged frog, and western pond turtle. He has created and presented environmental awareness training to a variety of public agencies and private enterprise clients and provided environmental compliance support and construction monitoring services. Mr. Routt has over 100 hours of protocol survey and handling experience with California tiger salamander and California red-legged frog; 40 hours survey and handling with San Francisco garter snake; and 60 hours survey and handling with foothill yellow-legged frog.



### **FEHR & PEERS TEAM**

4LEAF is pleased to partner with Fehr & Peers, an innovative transportation consulting firm known for data-driven solutions and a commitment to community values. Their clients trust them to help them overcome barriers and uncertainty by combining our advanced expertise with curiosity, humility, and initiative to deliver implementable, data-driven solutions that reinforce community values. From the most straightforward to the most complex, their staff actively listens to client and community needs and handle every project with diligence and focus.

**Ian Barnes, PE | Principal**

Ian is an award-winning Principal in Fehr & Peers's Petaluma office. Mr. Barnes has over a decade of experience in transportation planning/engineering covering a broad spectrum of project types – including educational, infrastructure and residential programs and projects. Ian is a leader in the field of CEQA multimodal transportation analysis, with expertise in the Synchro, SimTraffic, VISSIM and Traffix/Vistro operations analysis programs. He serves as a firm-wide leader on VMT analysis and mitigation for CEQA purposes. Mr. Barnes is a member of the San Francisco Bay Area Section of the Institute of Transportation Engineers and a founding officer of the San Francisco Bay Area chapter of the Young Professionals in Transportation professional society.

**Geoff Rubendall, PE, TE | Principal**

Geoff has over 16 years of experience spanning the spectrum of Fehr & Peers' planning and engineering capabilities — from traffic operations and safety analyses to multimodal/complete streets design to preparation of construction documents. Geoff believes that considering a combination of safety, equity, and local context for every project is critical to improving access and circulation for all travelers within a community. Geoff currently leads Fehr & Peers' Engineering Discipline Group, a group of internal staff passionate about expanding engineering knowledge and expertise and evolving the state-of-the-practice.

**ECONOMIC & PLANNING SYSTEMS TEAM**

4LEAF is pleased to partner with Economic & Planning Systems, Inc (EPS), a distinguished land economics consulting firm known for its extensive expertise in real estate development, public infrastructure financing, land use and conservation planning, and government services. EPS recognizes the importance of a balanced and healthy housing sector to sustaining the vitality of a local economy.

**Jason Moody | Managing Principal**

As a Managing Principal at EPS, Jason has worked at the firm for over 25 years and has been instrumental in building the firms' Specific Plan practice. He has extensive experience in the areas of real estate market and financial analysis, socio-economic forecasting, regional economics, and corridor revitalization. He regularly works for both public and private sector clients, focusing on the feasibility and economic implications of individual projects as well as larger areas, including mixed-use districts, corridors, and entire cities. Jason has applied this expertise in numerous land use planning and policy efforts, including General Plans, Specific Plans, and Master Plans, often as part of multidisciplinary teams.

**Ryan Martinez | Senior Associate**

Ryan is an EPS Senior Associate with over four years of consulting experience in real estate and public finance. His portfolio at EPS includes housing feasibility and policy analysis, budget forecasting, and socio-economic data analytics. Prior to EPS, Ryan worked at Beacon Economics LLC, an economic research firm, where he led their Economic and Revenue Forecasting practice area.





## **WATEARTH, INC. TEAM**

### **Jennifer J. Walker, PE, DWRE, Env SP, CFM, QSD. LEED AP BD+C | Principal Water Resource Engineer**

Jennifer has over 30 years of experience and is an expert in stormwater, water quality, flood control, green infrastructure, hydrology and hydraulics, water resources, and complex projects with multiple stakeholders. As President of Watearth, Inc. she has earned a reputation for bringing unique insights to projects, whether the focus is green infrastructure or gray. As a water resource engineer chiefly concerned with developing sustainable and resilient solutions producing foundational environmental documentation and master plans, nuanced and complex hydraulic and hydrologic models, and civil designs, Jennifer has the expertise and knowledge to work on a variety of project types.



### **Carlos Quispe, MS | Water Resources Engineer**

Carlos is a talented Hydraulic Engineer with over 17+ years of experience in hydrology, hydraulics, GIS, data collection and analysis, and QA/QC. He has experience in data quality assurance best practices and mapping experience, including applying cartographic principles. Carlos is CAD-proficient and generates civil work plans and inspects in-situ during construction. He has developed, maintained, and updated GIS systems and used them to develop hydraulic and hydrologic analysis modeling. In addition, he has field experience including gathering data from GPS and other survey devices and has updated GIS pipeline network data by importing from hydraulic models and updating databases to ensure maps are up to date in reports.



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# Jonathan Pacheco Bell

## Senior Embedded Planner

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### Experience

20+ years

### Education

M.A. Urban Planning

UCLA Luskin School of Public Affairs

Master of Library and Info Science

SJSU School of Information

B.A. Political Science

CSU Los Angeles

A.A. Architecture

East Los Angeles College

### Affiliations

APA, Los Angeles Section

Planners Network

UCLA Latino Alumni Association

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### Experience Summary

Jonathan Pacheco Bell is an urban planner with 20 years of professional experience in the public, private, and nonprofit sectors. His range of expertise includes community engagement, participatory planning and design, inclusive public space, General, Specific, Community and Vision Plans, zoning ordinances, code enforcement, planning studies, policy writing, and project management. Jonathan is skilled at building meaningful partnerships with disadvantaged communities and other hard to reach populations. He is known for the creation of Embedded Planning, a practice to situate the work of planners on the street-level to increase equity and participation for historically marginalized communities harmed by inequitable planning.

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### Select Professional Experience

#### 4LEAF, Inc. – Pleasanton, CA

#### Senior Embedded Planner

#### August 2023 - Present

Jonathan contributes to the productivity of 4LEAF's Planning Department by:

- Preparing Embedded Planning community engagement plans for housing studies, Housing Elements, Specific Plans, and other municipal projects.
- Developing Housing Elements, Specific Plans, and General Plan and Zoning amendments.
- Supervising project needs in response to requests from Community Development Directors and City Councils.
- Preparing staff reports, resolutions, and ordinances for recommendations for Design Review, Planning Commission, City Council, and Director Hearings.
- Evaluating and improving the City of Glendale Development Review Process and Zoning Code. Duties include: develop survey instrument, conduct stakeholder interviews with developers and staff, evaluate city review and public hearing processes, evaluate workplace culture, assess permit center counter and online portal including processes and public resources, assess zoning code for redundant or onerous code sections, identify themes and challenges, recommend streamlining and improvements to improve workplace culture and customer experience.
- Serving as invited speaker and Subject Matter Expert on Embedded Planning, community engagement, community planning, housing, community land trusts, environmental justice. Presenting on Embedded Planning at APA CA Fresno Conference 2023 session, "A Community Driven Vision and Plan."



4LEAF, INC.

**Cal Poly Pomona Department of Urban and Regional Planning – Pomona, CA**

**Lecturer / Adjunct Professor**

**August 2021 - Present**

Teach graduate and undergraduate courses in the Department of Urban and Regional Planning.

Enrollment ranges from 6 to 60 students. Courses:

- URP 5120: Planning Ideas and Action.
- URP 6901: MURP Client Project Capstone Preparation.
- URP 4200: Methods of Participation; Engagement, Negotiation, Mediation.
- URP 4210: Advocacy Planning, Community Organizing, & Social Change.
- URP 4620: Senior Project.
- URP 1051: Ethnic Communities, Places, & Urban Planning.

**South Bay Cities Council of Governments – Torrance, CA**

**Senior Project Manager, Land Use & Housing**

**February 2022 - August 2023**

- Manage four Regional Early Action Planning (REAP 1.0) housing acceleration projects with a combined \$634,000 budget: ADU Acceleration, Commercial Redevelopment into Housing, South Bay Housing Education Forum, and subregional SB 330 Protected Unit Form.
- Develop four grant applications for REAP 2.0 housing implementation projects with a combined \$1 million budget: South Bay Regional Housing Trust Formation, Commercial Redevelopment into Housing Implementation, Micro-mobility and Neighborhood Centers, and Micro-parking in Multifamily Residential Developments.
- Research and develop community engagement plan for grant funded Digital Equity Initiative funded by State of California LATA Grant.
- Collaborate with 16 cities to develop coherent housing policy meeting goals of state-accelerated housing production.
- Serve as invited speaker and Subject Matter Expert on community engagement, community planning, Embedded Planning, housing, environmental justice.

**Sagecrest Planning + Environmental – San Juan Capistrano, CA**

**Planning Consultant / Associate Planner**

**May 2021 - February 2022**

- Develop and implement residential canvassing and community engagement plan for Carson Street Specific Plan, a new residential development in City of Carson.
- Develop and implement residential canvassing and community engagement plan for industrial development project in rural San Bernardino County.
- Create community outreach assets including slide decks and flyers for Accessory Dwelling Unit Ordinance Update and workshops in City of Riverside.
- Conduct community engagement in diverse communities using methods such as neighborhood canvassing, public presentations, flyers, workshops, webinars.

- Design and write specialized planning studies on homelessness, Housing First Policy, and Accessory Dwelling Units in the City of Riverside, including research, staff interviews, data analysis and synthesis, and document design.
- Prepare and issue responses to RFP proposals for consultant services for Embedded Planning community engagement plans, private entitlements, CEQA, and municipal projects.

### **Los Angeles Neighborhood Land Trust – Los Angeles, CA**

#### **Program Manager**

##### **2020 - 2021**

- Build partnerships in disadvantaged communities of color to advance green space equity.
- Manage external relations in seven coalitions across Los Angeles County.
- Develop and lead Embedded Planning engagement and participatory design programs at parks using the methods including canvassing, facilitated dialogs, surveys, dotmocracy, mapping.
- Write successful grant application securing \$2.4 million in Proposition 68 funding for renovation and redesign of 11<sup>th</sup> Avenue Family Park in South Los Angeles.
- Co-lead the Housing and Parks Work Group for the South LA Climate Commons Plan project to advance green space and housing development without displacement.
- Co-manage communications through social media accounts by creating engagement strategies, designing captivating content, and interacting meaningfully and consistently with followers.
- Deliver public presentations on LANLT's equity mission and work in disadvantaged communities.
- Evaluate programs and services, gather feedback, recommend action for improvements.

### **Los Angeles County Department of Regional Planning – Los Angeles, CA**

#### **Regional Planner**

##### **2006 - 2020**

- Create, develop, and grow Embedded Planning practice and methods.
- Develop and implement community engagement strategies for Florence-Firestone Community Plan, A Paseo Through Time in Florence-Firestone (creative placemaking book project), Step By Step LA County: Pedestrian Plans for Unincorporated Communities, 92nd Street Linear Park, East LA 3rd Street Specific Plan, & Safe Access to Alcohol & Food Establishments (SAAFE) Ordinance.
- Design and deliver presentations on community plans, community engagement, zoning code enforcement, and proposed ordinances to countywide community-based organizations.
- Implement Embedded Planning on-the-ground engagement to increase participation, gather, interpret and include more feedback, and build meaningful community partnerships.
- Conduct specialized planning study of industrial preservation overlay zones in 10 jurisdictions in support of General Plan 2035 and proposed inclusion in FFCP.
- Present ordinance amendments before Regional Planning Commission and Board of Supervisors.
- Research, design, co-author Alameda Street Survey, a specialized planning study examining code compliance at 236 industrial parcels in South LA. Present findings to Board of Supervisors.
- Write staff reports to Board of Supervisors, Regional Planning Commission, and Hearing Officers.
- Counsel clients at job sites, public spaces, front counter, by email and phone, with empathy.

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# Jane Riley, AICP

## Director of Housing Policy

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### Experience

30+ years

### Education

MA, Housing & Community Development  
(Interdisciplinary Studies)

BA, Environmental Studies & Planning

Management Certificate  
University of the Pacific

### Certifications

AICP

### Awards

APA California Chapter Opportunity &  
Empowerment Award of Merit, 2019

California State Association of Counties  
Challenge Award, 2017

California Planning Director's Association  
Recognition Award, 2016

### Experience Summary

Jane is an experienced AICP-certified planning professional with a proven history of moving forward successful planning and housing policy initiatives. She has lived and worked in California for more than 30 years and cares deeply about her community. She has many years of experience in both project review and comprehensive planning.

Jane has a wealth of experience leading the preparation, adoption, and certification efforts for a variety of comprehensive planning documents, including Housing Elements. As the lead staff for the Napa-Sonoma Collaborative, she has led multiple subregional initiatives and is a respected collaborator for the 16 member jurisdictions. Jane has managed efforts to adopt inclusionary and workforce housing programs, created a variety of zoning programs to implement housing and land use policies, and directed progressive and award-winning housing programs.

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### Select Project Experience

#### 4LEAF, Inc. – Santa Rosa, CA

##### Director of Housing Policy

##### 2020 - Present

Jane is our lead in the preparation of Housing Elements and other long-range planning efforts. She supervises and participates in advanced, highly complex professional planning activities and oversees difficult and sensitive professional planning projects. In addition to policy creation and analysis, she ensures compliance with statutes, oversees specialized planning functions, and provides overall management of planning issues. To date, she has led our 6<sup>th</sup> Cycle Housing Element initiatives for the County of Sonoma (partnered with Rincon) and cities of Gonzales, Sebastopol, Rohnert Park, Cloverdale, Cotati, Healdsburg (partnered with EPS) and Santa Clarita.

#### County of Sonoma – Santa Rosa, CA

##### Planning Division Manager

##### 2017 - 2021

##### Supervising Planner

##### 2015 - 2017

Jane performed a variety of complex professional planning and development work and provided professional information and assistance to the Department, the Planning Commission, the City Council, developers, contractors, and the public. She authored and implemented many of Sonoma County's innovative programs to incentivize housing production, including the award-winning Rental Housing

Opportunity Area Program. Additional responsibilities included oversight of planning staff, performing long-range and special planning projects, managing planning policy initiatives, preparing reports, presenting to boards and commissions, and processing complex planning applications while supervising and mentoring planning staff.

### **Housing Planner**

**2003 – 2015**

In her first role with the County, Jane focused on advancing land use and regional housing policy initiatives, implementing State laws including housing laws via zoning code updates, managing the County's housing programs, applying for and administering State and Federal grants, creating annual and quarterly monitoring reports, and taking the lead role in creating coordinated area plans. She implemented state-mandated housing requirements, processed housing development projects, led public workshops, prepared housing element updates and directed consultants, and managed housing programs based on the regional housing needs allocation process and the many complexities surrounding housing production.

### **City of Sebastopol – Sebastopol, CA**

#### **Associate Planner**

**1994 - 2002**

In her 8+ years with the City, Jane's main responsibilities as an Associate Planner included:

- Developing studies and reports to support new and updated plans, programs, and regulations
- Reviewing and assisting in the review of moderately difficult development proposals and site plans for conformance with codes, plans, and regulations
- Preparing and presenting detailed reports on development proposals to government bodies
- Collecting a variety of statistical data and preparing reports and maps on topics such as census information, land use, tax base data, and occupancy rates
- Evaluating or assisted in the evaluation of re-zonings, ordinance and General Plan amendments, site plans, special use permits, variances, and other proposals
- Acting as liaison between community groups, government agencies, developers, and elected officials in developing neighborhood plans
- Coordinating community review of public and private development projects
- Making presentations to boards, commission, and interest groups

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# Luke Lindenbusch

## Senior Planner

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### Experience

5+ years

### Education

BA, Global Public Health and  
Community Development  
New York University

### Software

Adobe Suite  
Microsoft Office  
Salesforce/CRMs  
NGP/VAN  
Google Suite  
Basic Coding/GIS

### Experience Summary

Luke is a diligent Senior Planner, organizer, and nonprofit specialist with extensive knowledge of campaign management, public health, and city planning. Luke is especially talented in implementing cost-effective and innovative community engagement strategies integrating both field and digital campaigns. He also has experience in affordable housing programs, legislative and regulatory analysis, and complex funding mechanisms. Luke has been welcomed to work collaboratively in varied communities and has proven that he is a tactful team player who is highly adaptable to diverse environments.

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### Select Professional Experience

#### 4LEAF, Inc.

#### Senior Planner

#### 2021 - Present

Luke contributes to 4LEAF's Planning Department by:

- Currently overseeing the preparation of three separate Housing Elements for such clientele as the Cities of Cloverdale, Cotati, and Healdsburg.
- Providing on-call planning policy technical assistance to 16 jurisdictions through our subregional contract with ABAG/MTC.
- Orchestrating multifaceted community engagement strategies and actions.
- Leading technical plan writing including Affirmatively Furthering Fair Housing (AFFH) data collection and analysis for communities with high, low, and mixed resource areas.
- Strategizing goals, policies, and programs in General Plan Updates and Specific Plans.
- Managing legislative updates and communicating with jurisdictions on changes in State law.
- Coordinating with regional partners in government and nonprofit organizations.

#### Generation Housing

#### Project and Policy Coordinator

#### 2020- 2021

In this role, Luke's responsibilities included, but were not limited to public advocacy for housing action nonprofit, policy analysis, housing project tracking, serving as a webinar moderator, convening public officials, and mobilizing supporters.

#### City of Sebastopol

#### Planning Commissioner & Climate Action Subcommittee Chair

#### 2020

In these roles, Luke served as a council-appointed municipal planning official and climate action liaison in this west Sonoma County city. Efforts included the promotion of local efforts and cross-sector engagement.



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# Nejat Kedir

## Associate Planner

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### Experience

7+ years

### Education

B.S., Urban & Regional Planning

Addis Ababa University – Ethiopia

Masters in Sustainable Urban Planning

The George Washington University –  
Washington, DC

### Skills

MS Office Suite

Adobe InDesign

Adobe Photoshop

AutoCAD

ArcGIS

Data Collection/Analysis

### Experience Summary

Nejat has a degree in Urban & Regional Planning with a Masters in Sustainable Urban Planning. She brings with her a compendium of knowledge, talent, and professional goals that make her an asset to any team and project she is assigned. Nejat's professional and academic accomplishments are abundant and her volunteer work with Green2Gold, the American Red Cross, and Women Transportation Seminar (WTS) provide her with strong project experience and values in maintaining professional relationships that will continue to grow as our projects do. As a trained and experienced researcher, Nejat knows the ins and outs of Planning and can offer helpful insight to any project. With excellent written and communication skills, Nejat's affinity for detail and design makes her a strong contribution to project teams.

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## Select Professional Experience

### 4LEAF, Inc.

#### *Associate Planner*

#### **2022 - Present**

Nejat is serving as an Associate Planner on behalf of 4LEAF assisting with our on-call planning projects. Some of her duties include checking building plans for zoning compliance, processing staff level planning permits, reviewing permits, site plans, variance requests, and re-zonings as well as interpreting and applying applicable state, county, and local codes, ordinances, and regulations.

### Institute for Transportation and Development Policy – Addis Ababa, Ethiopia

#### *Transport Planning Consultant*

#### **2020 - 2021**

- Drafted the first-ever Sustainable Urban Mobility Plan (SUMP) for the City of Bahir Dar, Ethiopia.
- Prepared the first-ever bikeshare feasibility study report for the City of Addis Ababa, Ethiopia.
- Provided input in the design of Addis Ababa's first bikeshare user engagement platform.
- Collaborated with a multi-disciplinary team to launch the Ethiopia Non-Motorized Transport (NMT) strategy.
- Performed survey and developed maps for transit-oriented development assessment case study report.
- Reviewed the national transport master plan and provided active transportation related recommendations.

**Institute for Transportation and Development Policy – Washington, DC**

***Research Intern***

**2017 - 2018**

- Performed statistical analysis and wrote a blog post highlighting trends in the rapid transit system worldwide.
- Updated and maintained the rapid transit database.
- Collected data and prepared maps of cycle and pedestrian networks of various US cities using GIS.
- Compiled information to be incorporated into the bikeshare planning guide document.
- Conducted research on international best practices and policies for regulating transportation network companies.

**AW Urban Planning and Development Consultancy – Addis Ababa, Ethiopia**

***Assistant Planner***

**2014 - 2016**

- Consulted engineers and local government officials on road corridor rehabilitation and safety improvements.
- Prepared physical layout plans for residential, commercial, and recreational development.
- Reviewed development proposals for compliance with zoning regulations.
- Conducted site survey and updated land-use maps for municipalities.
- Provided technical support to the city planning department in updating the master plan.

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# Marisela Martínez

Senior Planner

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## Experience

7+ years

## Education

B.A. Urban Studies  
Brown University

## Certifications

American Planners Association

## Software

Accela  
Adobe Suite  
Microsoft Suite  
Procreate

## Additional Languages

Spanish

## Experience Summary

Marisela is a highly dedicated professional with extensive experience relating to both long-range and current planning as well as urban specifications. She has worked in the planning sector both domestically and abroad, giving her a unique and multifaceted perspective. Marisela has a highly developed specificity and attention to detail, allowing her to be an essential asset to any planning related endeavors. She is an excellent communicator, in both English and Spanish, interacting professionally and effectively with both project management and clients alike.

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## Select Professional Experience

### 4LEAF, Inc.

#### Associate Planner

2023 - Present

Marisela joined 4LEAF as an Associate Planner and is responsible for:

- Handling complicated Planning studies and development applications and examining proposals.
- Conducting research and organizing reports on land use, physical, social, and economic topics.
- Working in regional program zones including natural and water resources Planning, community development, hazard modification, coastal zone management, and more.
- Completing field inspections to collect data related to development review processes and verifying that development projects comply with approved plans.
- Serving as a liaison and communicating reports and findings from inspections and research to staff, officials, and Planning and Zoning boards and commissions.
- Providing Planning assistance to member communities on diverse land use projects.

### City of Fresno

#### Planner II (Long Range)

2021 - 2023

- Conducted research and provided support to project managers for the preparation of specific plans, special studies, settlement agreements, program manuals, and text amendments.
- Reviewed entitlements, environmental documents, and County Referrals for conformance with the General Plan, specific plans, and special studies and reports, then compiled and provided formal comments in Accela and via email.
- Developed graphic materials to promote meaningful community engagement with the public on various planning efforts.

- Coordinated community outreach both in an online, in-person, and hybrid format and managed meeting logistics.

**City of Fresno**

**Planner II (Current)**

**2020 - 2021**

- Compiled, analyzed, and interpreted data related to social, economic, population, and land use trends.
- Processed entitlements for residential and commercial development.
- Evaluated alternative and conformance with City policies, ordinances, the General Plan, and applicable law and prepared the necessary environmental documents in conformance with CEQA.
- Staff Liaison for the Council District 5 Project Review Committee and assisted the City Manager's office with the Outdoor Dining within right-of-way projects.
- Prepared information and aided governmental agencies as well as individual citizens on matters relating to planning issues, property use regulations, and other planning functions.

**Department of Spatial Planning & Urbanism (Granada, Spain)**

**Planning Analyst**

**2017 - 2018**

- Provided staff support to project leads on various land use and transportation projects.
- Compiled and analyzed land use data to project leads to support the design of public transit in the city of Granada.
- Analyzed urban renewal projects across Spain to assist with Urban and Spatial Distribution projects.



## Katherine Green, AICP

### Senior Planner

Ms. Green is a Senior Planner with Rincon Consultants. She is an experienced environmental analyst and project manager who has worked with a wide array of private, public, and tribal clients throughout California and seven other states across the U.S. She is skilled in the preparation of CEQA and NEPA documents of all kinds, as well as Phase I ESAs for projects ranging from small urban parcels to tens of thousands of acres of rangeland. Her areas of specialization include urban re-development projects and mixed-use infill. She is adept at coordinating multi-disciplinary teams including lead agencies, clients, sub-consultants, technical experts, and analysts to complete projects. She is also experienced in organizing hearings, arranging for published notices, and managing project website content to meet public noticing requirements.

### EDUCATION

BS, Environmental Science and Management, Natural Resources Management, University of California, Davis

BA, English, Critical Literary Theory, University of California, Davis

### CERTIFICATIONS/ REGISTRATIONS

American Institute of Certified Planners, American Planning Association (no. 31548)

### YEARS OF EXPERIENCE

9

### YEARS WITH RINCON

5

### REFERENCE

Eric Gage, Planner III  
Comprehensive Planning  
County of Sonoma  
2550 Ventura Avenue  
Santa Rosa, California 95403  
Direct: 707-565-1391  
Eric.Gage@sonoma-county.org

### SELECT PROJECT EXPERIENCE

#### **Project Manager, County of Sonoma – Housing Element and Associated CEQA, Sonoma County**

Ms. Green is the project manager for the County's Housing Element and its associated Environmental Impact Report. The proposed project will update the City's Housing Element in compliance with State law. General Plan Policies and Programs will be updated to require the County to identify urban sites near jobs and transit which may appropriately accommodate additional housing. It will also identify appropriate sites on which to place the Workforce Housing Combining Zone, which would allow the development of jobs and/or housing on the same site or within walking distance from one another. Rincon held a virtual public scoping meeting and will provide support for additional virtual public meetings as the CEQA process continues. Key environmental issues include historic resources, vehicle miles traveled and wildfire impacts.

#### **Project Manager, City of Sebastopol – Sebastopol Housing Element Addendum (subconsultant to 4Leaf), Sebastopol**

Ms. Green coordinated preparation of an Addendum to the City's General Plan EIR. The City's Housing Element Update did not require any rezoning to meet its allotted Regional Housing Needs Allocation. Assisted City staff with conducting tribal consultation efforts associated with the Housing Element Update, including preparing draft letters and attending consultation meetings. Provided the draft and final Addendum ahead of schedule to aid the City in meeting the Housing Element adoption deadline.

#### **Project Manager, City of Sebastopol – The Canopy Project**

Ms. Green is the project manager for an 80-unit housing development including up to 16 ADUs within the City of Sebastopol. She presented at the scoping hearing in summer of 2023, and the project is ongoing, with a Draft EIR currently in progress.



**Assistant Project Manager, City of San Jose – Blue Wave Hotel and Car Wash Project (subconsultant to Stantec), San Jose**

Ms. Green coordinated the IS-MND for a proposed four-story hotel would consist of 116 rooms and a lobby, and a fitness room, eatery, and laundry area on the first floor. The proposed 2,880 square-foot car wash would be a one-story drive-through car wash and would include self-serve vacuum stalls and associated site improvements. Rincon prepared technical studies including air quality, health risk assessment, cultural resources (historic eligibility), greenhouse gas, land use and planning, and noise and vibration using a SoundPLAN Acoustics® model. Major issues included noise, traffic and hazardous materials.

**Lead Analyst, City of Palo Alto – 4256 El Camino Real Hotel Project IS-MND, Palo Alto**

Ms. Green was the primary author of the IS-MND initially prepared for the 4256 El Camino Real Hotel Project in Palo Alto. Later, she authored EIR sections when the City made the decision to prepare an EIR in response to public comments.

**Project Manager/Lead Analyst, City of Concord – Grant Street Mixed-Use Project Section 15183 Checklist, Concord**

Project Manager and Lead Analyst overseeing the project from contract execution to expiration of the appeals period for the 15183 checklist. Prepared the analysis, coordinated assistance from the internal GIS, Technical Edits, and Production teams as needed, and managed subconsultant deliverables regarding traffic analysis; and provided support at the City's Planning Commission hearing. Project involved a mixed-use residential/commercial building near the Concord BART station.

**Project Manager, City of Novato – Hamilton Commissary Initial Study-Mitigated Negative Declaration, Novato**

Project Manager and Lead Analyst overseeing the project from contract execution to certification of the Initial Study-Mitigated Negative Declaration. Prepared the Initial Study-Mitigated Negative Declaration; coordinated assistance from the internal GIS, Technical Edits, and Production teams as needed; and provided support at the City's Planning Commission hearing.

**Project Manager/Lead Analyst, San Jose State University South Campus – Track and Field Parking and Lighting Project Initial Study-Mitigated Negative Declaration, San Jose**

Project manager and lead analyst for the SJSU Initial Study-Mitigated Negative Declaration. Key issues included historic resources and aesthetics. The project included demolition of a track in order to construct a parking structure.

**Planner, City of Redwood City – Mixed-Use: Live/Work and Emergency Shelter Zoning Amendment Project Addendum EIR, Redwood City**

Ms. Green served as a Planner for an Addendum EIR for Redwood City's Mixed-Use: Live/Work and Emergency Shelter Zoning Amendment Project. The proposed project involves amendments to the mixed-use live/work (MULW) zoning district and the mixed-use emergency shelter (MUES) combining district on 30 blocks totaling 37.5 acres. Rincon prepared the Addendum to the previously certified A New General Plan for Redwood City Final EIR. The zoning amendment would alter the required floor area ratios, density, stories and height on MULW and MUES zoning district and provide intensity bonuses for developments which include certain qualifying community benefits.

**Project Manager, City of Morgan Hill – Cochrane Commons Phase II Subsequent EIR, Santa Clara County**

Ms. Green served as project manager for a Subsequent EIR (SEIR) pursuant to CEQA Guidelines Section 15162 on the Cochrane Commons Project, for which an EIR was previously prepared in 2005. The project involved construction of Phase II of the Cochrane Commons development on the undeveloped site adjacent to the completed Phase I. The Phase II project differed from what was originally proposed in the Phase II that was analyzed in the 2005 EIR. The project analyzed in the SEIR consisted of 498 residential units, consisting of a mix of homes, townhomes, condos, and apartments; 135,000 square feet of retail space; a 140-room hotel; and amending the zoning and General Plan designation to Mixed Use Flex (MUF) for the Phase II development area. The project also included preparation of a Water Supply Assessment and VMT analysis in a traffic impact study, and covered impact areas including greenhouse gas, tribal cultural resources, and wildfire, which were added to the CEQA Guidelines Appendix G checklist after the 2005 EIR was completed.





## **Matt Maddox, AICP**

### **Principal**

Matt is involved in a wide range of urban planning and land use studies, sustainable design review, air quality and greenhouse gas analysis, CEQA/NEPA environmental documentation, as well as community involvement and permitting activities. Matt has a strong background in environmental management, policy, and environmental planning. He has contributed to successful environmental and planning projects ranging from general plans to focused inner city redevelopment studies, to sustainable design review and documentation for compliance with environmental regulations, to climate action plans. Matt has developed a focus in the area of urban planning, sustainable design, and greenhouse gas analysis. He has worked on a variety of CEQA and environmental review projects throughout California.

### **EDUCATION**

MESM, Bren School of  
Environmental Science and  
Management, University of  
California, Santa Barbara

BA, Political Science, Cal Poly-  
San Luis Obispo

### **CERTIFICATIONS/ REGISTRATIONS**

American Planning  
Association – AICP Certified  
(No. 02663)

Accredited Greenhouse Gas  
Emissions Lead Verifier –  
California Air Resources Board

### **YEARS OF EXPERIENCE**

17

### **SELECT PROJECT EXPERIENCE**

#### **Principal-in-Charge, County of Sonoma – Housing Element and Associated CEQA, Sonoma County**

Mr. Maddox is the principal in charge for the County's Housing Element and its associated Environmental Impact Report. The proposed project will update the City's Housing Element in compliance with State law. General Plan Policies and Programs will be updated to require the County to identify urban sites near jobs and transit which may appropriately accommodate additional housing. It will also identify appropriate sites on which to place the Workforce Housing Combining Zone, which would allow the development of jobs and/or housing on the same site or within walking distance from one another. Rincon held a virtual public scoping meeting and will provide support for additional virtual public meetings as the CEQA process continues. Key environmental issues include historic resources, vehicle miles traveled and wildfire impacts.

#### **Project Manager, Mintier Harnish – Town of Windsor 2040 General Plan Update and Environmental Impact Report, Sonoma County**

Rincon assisted with preparation of the environmental resource related chapters of the Background Report, assisting with alternatives analysis, policy and implementation program review and development for the Draft General Plan specifically as it related to environmental resources including GHG emission reductions, and preparation of the Program EIR for the General Plan Update. As part of the process, Rincon and Mintier Harnish worked with staff to incorporate relevant portions of the Sonoma County Regional Climate Action Plan into the goals, policies, and implementation programs that are integrated throughout the Town's Draft General Plan. Thus, the Town's General Plan provides a mechanism for tiering and streamlining of GHG emissions analysis for projects that are consistent with such a plan.

#### **Project Manager, City of Novato – General Plan Technical Studies and Environment Impact Report, Novato**

Rincon prepared a noise technical study (including noise contour maps that will be included in the Noise Element of the General Plan), a traffic study (to be prepared by subconsultant W-Trans), and a Program EIR. Rincon also led a public scoping meeting, prepared all CEQA noticing and provide staff support at public hearings. The focus of the impact analysis in the Program EIR was related to the policy changes in the Draft General Plan, assessing the proposed land use changes in four focus areas in the City including an expansion of biotechnology industrial uses, and

reviewing alternatives to the proposed General Plan. Rincon also conducted a detailed greenhouse gas analysis associated with the potential increase of greenhouse gas emissions as a result of the General Plan and determined the project's consistency with both Assembly Bill (AB) 32 and the year 2030 statewide targets established by Senate Bill (SB) 32.

**Principal-in-Charge, Mintier Harnish – General Plan Update and Environmental Impact Report, Union City**

Union City is in the San Francisco Bay Area in Alameda County, California, and has a population of more than 70,000. As part of the General Plan, Rincon assisted in preparing the Background Report, highlighting future opportunities and constraints and laying the groundwork for subsequent policy development. Specifically, Rincon will prepare the Hazards and Public Safety, Natural and Cultural Resources, and Climate Action Planning chapters. In addition, Rincon is entirely responsible for the General Plan EIR which will establish the cumulative, growth-inducing, unavoidable, and irreversible significant effects.

**Policy Development, City of Sacramento – Climate Action Plan Update, Sacramento**

As part of a strategic update to Sacramento's General Plan, Rincon is preparing an updated climate action plan that advances the ambitious goals of the Mayor and City to be a leader in climate action and adaptation. As part of the team, Matt is providing QA/QC of the project for Rincon and specifically overseeing the preparation of the policies, actions and implementation measures of the CAP while also coordinating the effort with the General Plan Update as it relates land use. Matt has also participated in the outreach/stakeholder engagement component of the project by being a member of the Mayors' Commission on Climate Change Technical Advisory Committee for both the Built Environment and Mobility sections. Further, Matt will advise the team as it relates to ensuring the project meets CEQA requirements for a qualified CAP by quantifying, analyzing, and reducing GHG emissions through quantifiable and enforceable measures.

**Principal-in-Charge, County of Merced – Climate Action Plan, Merced County**

Rincon is currently working with Merced County to prepare a Climate Action Plan for unincorporated Merced County (County). Matt is acting as Principal in Charge overseeing the preparation of the GHG inventory, vulnerability analysis, public outreach, CAP preparation and CEQA documentation.

**Project Manager, Eureka City Schools – Jay Willard Gym Replacement Project Focused Environmental Impact Report, Eureka**

Rincon prepared an Environmental Impact Report in compliance with CEQA for the proposed Gym Replacement Project. The project dealt with potential historic resource and community concern of demolition. Although threatened with legal challenge initially, the Focused Environmental Impact Report process led to a negotiated solution regarding mitigation of the cultural resource values that were in play, thereby avoiding litigation.

**Principal-in-Charge, City of Cupertino – Climate Action Plan Update and Climate Action Plan Update Initial Study-Negative Declaration, Cupertino**

The Cupertino Climate Action Plan has been developed in collaboration with the City, the Climate Action Plan subcommittee, and other identified stakeholders. Rincon reviewed the City greenhouse gas inventory and climate vulnerability assessment and developed forecasts, as well as greenhouse gas reduction and climate adaptation measures. Matt oversaw the preparation of the Climate Action Plan Update Initial Study-Negative Declaration.

**Principal-in-Charge, City of Chico – Climate Action Plan Update, Chico**

This project involved preparation of a CEQA-qualified greenhouse gas reduction plan in the form of a Climate Action Plan Update, prepared in close collaboration with the City of Chico. Additional efforts included working with the City and project teaming partners to develop a nuanced and varied outreach approach that addresses outreach to stakeholders and underrepresented communities in the wake of the COVID-19 pandemic and included development of a financing plan for Climate Action Plan implementation, as well as CEQA documentation to ensure the Climate Action Plan Update met the requirements for a CEQA-qualified greenhouse gas reduction plan.





## Josh Carman, INCE-USA

Director – Noise, Air Quality & GHG

Mr. Carman has over 20 years of experience in the field of acoustics and air quality and has participated in the environmental review and monitoring process for a wide variety of projects in California, Washington, Nevada, and New York. Josh prepares noise, air quality, greenhouse gas, and community health risk assessments for environmental impact studies (CEQA/NEPA) and technical studies using federal, state, and local guidelines and methodology. His experience includes complex project- and program-level analyses of general plan updates; specific plans; mixed-use development; traffic, transit and rail; vibration-sensitive; industrial; infrastructure, utilities, and telecommunications; long-term and remote construction noise and vibration monitoring; and underwater construction (e.g., pile driving) projects. He is certified in the use of the FHWA's Traffic Noise Model (TNM), SoundPLAN, and the US EPA AERMOD air dispersion model.

Josh's project experience includes conducting the noise modeling, analysis and preparation of the noise assessment for the Prologis warehouse project in Los Angeles, the noise study report for the Mid-County Parkway EIR/EIS, a 16-mile transportation corridor in Riverside County; the air quality and GHG study for the Vallco Specific Plan in Cupertino; noise and vibration measurements for the VTA Silicon Valley Rapid Transit Extension; long-term construction noise and vibration monitoring for the EBMUD Summit Reservoir Replacement Project; and the Title 24 acoustical study for the Lincoln at Euclid residential development in Anaheim. Josh has provided third-party review on a variety of different projects over the years.

### EDUCATION

BA, Environmental Studies,  
University of California,  
Santa Cruz

### CERTIFICATIONS/ REGISTRATIONS

SoundPLAN (2018), Navcon  
Engineering, Fullerton,  
California

US EPA AERMOD (2015), Lakes  
Environmental, Las Vegas,  
Nevada

FHWA – Traffic Noise Model  
2.5 (2011), Bowlby &  
Associates, Inc., Brentwood,  
Tennessee

Noise Control for Buildings,  
Manufacturing Plants,  
Equipment and Products  
(2008), Hoover & Keith,  
Houston, Texas

### YEARS OF EXPERIENCE

22

### EXPERIENCE

Rincon Consultants, Inc.  
(2022 to present)

### SELECT PROJECT EXPERIENCE

#### **Director, City of Sebastopol – The Canopy EIR, Sebastopol**

Josh is currently overseeing the preparation of the Noise, Air Quality, and Greenhouse Gas Emissions EIR sections for a proposed residential project off Gravenstein Highway in Sebastopol. The proposed project would construct 80 solar all-electric, three-story townhome-style condominiums, with the potential for up to 16 Americans with Disability Act (ADA) accessible accessory dwelling units (ADUs).

#### **Noise Specialist, Sonoma County – Forestville Downtown Park Environmental Noise Assessment, Forestville**

While at Illingworth & Rodkin, Josh conducted the noise assessment for the proposed park improvement project. Noise monitoring was conducted to characterize existing conditions. The project included the provision of additional special events including amplified music and speech. Mitigation measures were recommended to reduce noise impacts to the neighboring community.

#### **Air Quality Specialist, Devil Proof Vineyards – Aperture Cellars Greenhouse Gas Emissions Analysis, Healdsburg**

Josh conducted the GHG emissions assessment for a proposed winery project while at Illingworth & Rodkin, which was based on the size of the winery (number of cases) including a public tasting room and commercial kitchen. Josh also analyzed GHG emissions from proposed promotional events. Both construction and operational GHG emissions were calculated and analyzed.



**Air Quality Specialist, Sonoma County – Solstice Sonoma Rural Lodging, Recreation and Event Facility GHG Emissions Assessment, Sonoma**

Josh conducted the GHG emissions assessment for a proposed lodging, recreation, and event facility while at Illingworth & Rodkin. GHG impacts as a result of direct and indirect emissions from new employees and customers were analyzed, including both construction and operational GHG emissions.

**Senior Noise Specialist, City of Davis – Downtown Davis Specific Plan EIR, Davis**

Josh conducted the environmental noise assessment while at PlaceWorks in support of an EIR for the City's Downtown Specific Plan where railroad noise was a community concern. As part of this work, Josh conducted short- and long-term noise measurements of freight train, commuter train, and switcher car pass-by events to document existing conditions. New specific plan policies were recommended to reduce community noise exposure to railroad noise.

**Senior Noise Specialist, County of Los Angeles – Tapia Ranch/Project No. R2012-02667/ Vesting Tentative Tract Map No. 072126, Los Angeles County**

Josh conducted the environmental noise assessment while at PlaceWorks in support of an EIR for the development of 405-unit single-family residential lots with one public park (4.7 net acres), eight open space lots, one water pump lot, 63 HOA/Basin lots, one park trails lot, nine flood control district lots, 21 private and future street lots, and one private street lot in the Castaic area. Cumulative impacts considered the planned and approved Tesoro Del Valle residential development to the southeast.

**Senior Noise Specialist, City of Hayward – Hayward Downtown Specific Plan EIR, Hayward**

While at PlaceWorks, Josh prepared the noise and vibration assessment for the Hayward Downtown Specific Plan EIR. The proposed project would update the land use designations and zoning for the parcels in the 320-acre Specific Plan Area also referred to as the project site. Work included ambient noise measurements including BART rapid transit pass-bys, as well as evaluating program-level construction and operational noise and vibration impacts. Mitigation measures were identified to reduce potentially significant noise impacts.

**Senior Air Quality Specialist, City of Cupertino – Vallco Special Area Specific Plan EIR, Cupertino**

While at Illingworth & Rodkin, Josh prepared the Air Quality and GHG technical report for the proposed specific plan. The Vallco Special Area Specific Plan comprises approximately 70 acres, approximately 58 acres of which is currently available for development. The developable area consists of multiple parcels and is located on both sides of North Wolfe Road – between Vallco Parkway and Interstate 280 (I-280) on the east side of North Wolfe Road and between Stevens Creek Boulevard and Vallco Parkway on the west side of North Wolfe Road. The Specific Plan would facilitate development of a minimum of 600,000 square feet of commercial uses, up to 2.0 million square feet of office uses, up to 339 hotel rooms, and up to 800 residential dwelling units on-site. In addition, up to 65,000 square feet of civic spaces in the form of governmental office space, meeting rooms and community rooms and a Science Technology Engineering and Mathematics (STEM) lab was proposed, as well as a 30-acre green roof.

## PUBLICATIONS/PRESENTATIONS

Carman, Josh, Jue, Deborah, Campbell Jim, and Lodico, Dana, "The 3 dB Myth: Applying Tiered Traffic Noise Thresholds and Mitigation Strategies," AEP Annual Conference, Yosemite, California, April 2022.

Carman, Josh, "A Screening Tool to Determine When a Full Traffic Noise Assessment is Needed in the Post-LOS Age," Association of Environmental Professionals Environmental Monitor, Spring 2020.

Association of Environmental Professionals 2020 Advanced CEQA Workshop, AQ/GHG Update, Santa Rosa.

Buehler, David and Carman, Joshua, "Noise Considerations for Habitat Restoration Projects," California Society for Ecological Restoration Conference, Folsom, California, May 2009.

Carman, Richard A. and Joshua D. Carman, "Evaluating Environmental Noise Impacts from High Speed Rail Using GIS," presented at Twenty Sixth Annual ESRI International User Conference, San Diego, California, August 2006.





## EDUCATION

BS, Environmental Science and Ecology, University of Redlands

## CERTIFICATIONS/ REGISTRATIONS

40-hour Basic Wetland Delineation

10-hour OSHA Construction

40-hour HAZWOPER  
Basic Life Support/CPR  
Wilderness First Aid

## YEARS OF EXPERIENCE

10+

# Owen Routt

## Senior Biologist

Mr. Routt has over 10 years of experience as a wildlife biologist focused on the conservation of state and federally listed wildlife species and their habitats. His field experience includes surveys and handling of California tiger salamander, San Francisco garter snake, California red-legged frog, and western pond turtle. He has created and presented environmental awareness training to a variety of public agencies and private enterprise clients and provided environmental compliance support and construction monitoring services. Mr. Routt has over 100 hours of protocol survey and handling experience with California tiger salamander and California red-legged frog; 40 hours survey and handling with San Francisco garter snake; and 60 hours survey and handling with foothill yellow-legged frog.

In addition to field surveys and habitat assessments, Owen has prepared CEQA documents related to biological resources including initial studies, mitigated negative declarations, and Environmental Impact Reports. He is also experienced conducting aquatic resources delineations and Clean Water Act/C.A. Fish and Game Code waters permitting.

## SELECT PROJECT EXPERIENCE

### **Biologist, Caltrans – State Route 25 Curve Correction Project, San Benito County**

Excavated California tiger salamander burrows within the work area prior to ground disturbance. Hand excavated 38 burrows and monitored nine equipment assisted burrow excavations. Approved biological monitor.

### **Biologist, BAE Systems – Hollister Test Facility Remedial Action Plan, San Benito County**

Conducted four nights of pitfall trapping for California tiger salamander to assess local population density. Conducted visual encounter and dip-net surveys for California tiger salamander, California red-legged frog, and western pond turtle. Construction monitoring during contaminated soils removal including burrow excavations. Oversaw excavator operator during soil removal and hand excavated burrows when discovered.

### **Biologist, Assistant Project Manager, San Francisco Public Utilities Commission – Bioregional Habitat Restoration Program, Alameda County**

Conducted five years of surveys for California tiger salamander and California red-legged frog across over 600 acres and 9 occupied stock ponds. Encountered and handled dozens of larval and adult California tiger salamander during hundreds of hours of aquatic larval sampling and upland refugia surveys.

Developed data collection protocols and success metrics for oak woodland habitat enhancement on SFPUC lands contiguous with the Sunol Regional Wilderness. Planned and implemented oak seedling protection program on approximately 600 acres grazing-degraded blue oak, valley oak, and coast live oak woodlands. Conducted three years of post-enhancement monitoring as well as rangeland management activities including cattle infrastructure monitoring, road and trail maintenance, and grazing assessments.

**Biologist, San Francisco Public Utilities Commission – Bioregional Habitat Restoration Program, San Mateo County**

Conducted pond and wetland hydrology monitoring and visual encounter surveys for San Francisco garter snake and California red-legged frog over five years. Conducted hundreds of hours of dip-net and visual encounter surveys for California red-legged frog and California tiger salamander under the supervision of a permitted biologist. Duties included conducting wildlife and plant surveys, data analysis and report preparation.

**Biological Monitor, Pacific Gas and Electric Company – Natural Gas Transmission System Hardening, Multiple projects, San Joaquin County**

Conducted pre-construction habitat suitability surveys with a special focus on California tiger salamander. Served as lead biological monitor responsible for providing environmental awareness training, daily monitoring, and hand excavation of any burrows discovered in the work area. Worked with construction staff to establish an excavation plan for each new area of ground disturbance.

**Timber Cruiser, Placer Land Trust/Kevin Whitlock RPF - Harvego Bear River Preserve Forest Carbon Content Inventory, Placer County**

Plotted and cruised fixed and variable assessment plots in a mixed oak woodland forest to create a landscape carbon content estimate under the supervision of Kevin Whitlock, RPF. Provided geospatial support to delineate timber types, select plot locations, and provide site assessment modeling.

**Biologist, Town of Loomis – Loomis Costco Environmental Impact Report, Placer County**

Authored biological resources section of Environmental Impact Report for the Loomis Costco Project. Assessed the potential for sensitive resources to be found in the Project area and analyzed the potential adverse effects of the Project. Developed mitigation measures to reduce project-related impacts to a less-than-significant level.

**Biologist, South Bay Salt Pond Restoration Project - Phase 2 Alviso/Ravenswood Final Environmental Impact Statement/Report**

Authored biological resources section of a joint EIS/EIR with special focus on migratory waterbirds and potential impacts to sensitive estuarine species and ecology. Developed impact assessment methodology and assisted with mitigation planning, long term monitoring planning, and inter-agency coordination.

**Dixon Ventures, LLC - Commercial Development, Solano County**

Conducted aquatic resource delineation and biological resources assessment on approximately 257 acres of active agricultural lands and associated irrigation infrastructure. Conducted five protocol-level Swainson's hawk surveys resulting in the identification and monitoring active nests following the California Department of Fish and Wildlife protocol-level survey methods. Prepared biological resources assessment report to inform CEQA Environmental Impact Report including assessment of potential adverse effects to sensitive resources and potential avoidance, minimization, and mitigation measures to reduce impacts to a less-than-significant level.

**Taylor Builders, LLC - Mason Trails Planned Development Project, Placer County**

Conducted several project site surveys to provide a summary of site conditions, avoidance and minimization recommendations, and future permitting strategies for a perspective buyer of an undeveloped parcel within the Riolo Vineyard Specific Plan. Prepared biological resources assessment report to inform CEQA Environmental Impact Report including assessment of potential adverse effects to sensitive resources and potential avoidance, minimization, and mitigation measures to reduce impacts to a less-than-significant level.

**California Department of Food and Agriculture – Statewide Plant Pest Prevention and Management Program EIR, Sacramento County**

Provided additional analysis of potential impacts to biological resources following public comment on the draft PEIR. Compiled and categorized hundreds of comments in order to draft master responses to similar questions. Drafted responses to dozens of public comments not addressed by master responses using the best available science to contextualize the potential impacts of the Statewide Plant Pest Prevention and Management Program.





## Ian Barnes, PE

### Principal/North Bay Senior Market Leader

#### EDUCATION

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Master of Science in Civil Engineering,  
University of California, Berkeley, 2011

Bachelor of Science in Civil Engineering,  
Magna Cum Laude, California Polytechnic  
State University – San Luis Obispo, 2010

#### REGISTRATIONS

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Professional Engineer, State of California  
(#C81389)

#### AFFILIATIONS

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Institute of Transportation Engineers (ITE),  
Member

Founding Officer of the San Francisco Bay  
Area chapter of the Young Professionals in  
Transportation

#### PUBLICATIONS

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*Navigating Transformative Change: Lessons  
Learned from SB 743/VMT Implementation in  
California*, ITE Western District Annual Meeting,  
2019

*Getting There on Time: Why Travel Time  
Reliability Isn't Just for Drivers* (lead author), ITE  
Western District Annual Meeting, 2017 – Award:  
Best Annual Meeting Paper by a Young  
Professional.

*Impact of Peak and Off Peak Tolls on Traffic in  
the San Francisco–Oakland Bay Bridge Corridor*  
(lead author), UC Berkeley Global Metropolitan  
Studies, 2011

#### ABOUT

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Ian Barnes is an award-winning Principal in Fehr & Peers' Petaluma office, who also serves as Senior Market Leader for the North Bay and North Coast. A native of Sonoma County, his enthusiasm for transportation and improving communities has led to extensive experience in transportation planning/engineering projects covering a broad spectrum of project types, including industrial, infrastructure and residential projects. Ian is recognized throughout the State of California as an expert in VMT analysis for CEQA purposes and has assisted several North Bay agencies in implementing VMT for CEQA analysis as required under Senate Bill 743. Ian is a leader in the field of multimodal transportation analysis, with expertise in the Synchro, SimTraffic, VISSIM and Traffix/Vistro operations analysis programs. He is a member of the San Francisco Bay Area Section of the Institute of Transportation Engineers and a founding officer of the San Francisco Bay Area chapter of the Young Professionals in Transportation professional society.

#### PROJECT EXPERIENCE

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##### **Sonoma Mountain Village Mixed-Use Transportation Analysis Update (Rohnert Park, CA)**

Ian managed this project in which Fehr & Peers provided follow-up transportation engineering and planning services for the Sonoma Mountain Village project in Rohnert Park, California. As a result of revisions to the project site plan, the project applicant retained Fehr & Peers to update the trip generation calculation to determine the updated site plan's consistency with the EIR for the project. Ian led the team in using the MainStreet/MXD+ mixed-use trip generation methodology to estimate the peak hour trips for the project. This methodology uses data from the SCTA and MTC travel demand models to inform the calculation process.

##### **Rohnert Park General Plan Update & EIR (Rohnert Park, CA)**

Ian is the project manager for Fehr & Peers' efforts in the update of the Rohnert Park General Plan. In addition to updating the goals and policies in the General Plan and developing a plan for a robust multimodal system, Fehr & Peers will be producing traffic volume and VMT forecasts for Year 2040 conditions using the new Sonoma County Transportation Authority travel demand model. The volume forecasts will be used to help right-size the transportation system, as well as provide VMT estimates which will be used as the basis for the CEQA analysis of the preferred General Plan alternative. Big Data will be used to supplement the analysis and ensure that base year modeled origin-destination patterns are reasonable. Big Data was also used to

verify the minor modifications needed to calibrate and validate the model to local conditions; Fehr & Peers effectively worked with City staff, their consultants and SCTA staff to identify the best course of action with respect to model updates. Data from the SCTA travel demand model was also supplemented by data from the EPA-approved MXD+ mixed-use trip generation methodology, as applied in the MainStreet tool (which links MXD+ to data from the SCTA model). This approach provided additional precision in the analysis by supplementing the trip generation component in the SCTA model with a methodology that reduces the potential for over-estimation of trip generation associated with the mix of land uses considered in the General Plan update.

### **Sonoma County Travel Behavior Study and Travel Demand Model Update (Sonoma County, CA)**

Fehr & Peers obtained mobile device data from StreetLight Data to provide an updated understanding of Sonoma County travel patterns and to support the update of the Sonoma County Travel Model. The model includes a traditional vehicle assignment component and a bicycle/pedestrian component. The model was updated to a base year of 2015 and a future year of 2040. A focus of the model development effort was to enhance the representation of visitor/tourism travel and winery/agricultural uses. The model development process will also include a weekend model and a methodology and post-processor for SB 743 reporting purposes. Data obtained through the Travel Behavior Study will be used to inform the public and decision makers about Sonoma County travel patterns, ensuring the model is able to reasonably forecast existing travel patterns to increase the confidence in forecasts that will be used for various short- and long-term planning studies. Ian served as the local transportation expert for this project.

### **Petaluma Infill Mixed-Use CEQA Transportation Analyses and City VMT Implementation Project (Petaluma, CA)**

Ian is currently serving as Associate-in-Charge for the CEQA transportation impact analyses of two mixed-use projects in the Downtown Petaluma SMART station area. These projects represent two of the first projects in Petaluma where VMT will be used as the CEQA Transportation analysis metric. Coordinating with City staff, Fehr & Peers has completed the CEQA VMT analysis, and informational LOS analysis (including the use of the SimTraffic analysis software to more precisely measure project effects at the East Washington Street and East D Street SMART at-grade crossings), and a review of multimodal transportation in and around the project sites (including at the Copeland Street Transit Mall). VMT mitigation measures were proposed to alleviate CEQA VMT impacts (where identified), and these mitigation measures were quantified using data from the CAPCOA research and Fehr & Peers' research in partnership with the California Air Resources Board. This work leverages Fehr & Peers' efforts with the City of Petaluma to implement VMT for

CEQA as mandated by SB 743 – Ian serves as Fehr & Peers' project manager for the City of Petaluma VMT implementation project.

### **Sonoma County Housing Rezone EIR (Sonoma County, CA)**

Ian served as Project Manager and Associate-in-Charge for the CEQA transportation impact analysis prepared for the Sonoma County Housing Rezone project. The project involved the programmatic environmental clearance of dozens of housing catalyst sites throughout Sonoma County. The CEQA Transportation section impact analysis was completed on the basis of the project's effect on VMT, as measured by the SCTA travel demand model. Significant impacts were identified using thresholds from the OPR *Technical Advisory on Evaluating Transportation Impacts in CEQA*, and a transportation demand management (TDM) program was developed as part of mitigation strategies to address VMT impacts. In addition to the VMT analysis, Fehr & Peers performed an informational traffic operations analysis using the Level of Service

metric to identify new deficiencies related to General Plan goals and policies that address circulation system operations. Improvement measures such as new traffic signals, roundabouts and intersection stop sign control were identified to remedy potential new deficiencies.

### **Sonoma Hotel VMT Analysis and Mitigation Measures (Sonoma, CA)**

Ian served as Fehr & Peers' Associate-in-Charge in the development of a VMT analysis for a new hotel development in central Sonoma, California. The project VMT analysis entailed a combination VMT assessment calculation approach, including the use of data from the SCTA travel demand model and Big Data analytics to calculate the project's effect on VMT. Key to the success of the project was ensuring that the

VMT analysis captured the full length of project trips, including the lengths of trips beyond the Sonoma County boundary. This approach effectively allowed Fehr & Peers' work to preempt CEQA public comments on the Draft EIR for the project. A menu of mitigation measures was developed to mitigate significant VMT impacts; special attention was paid to the relevance of the mitigation measures relative to the project description and local land use context to ensure that the mitigation measures chosen were relevant and the quantitative mitigation effectiveness calculations were defensible.



# Jason Moody

## Managing Principal



### Education

Master of Public Policy, UC Berkeley, 1995

BA in Economics, UC Santa Cruz, 1988

### Previous Employment

Budget Analyst for City of San Francisco (1995)

Research Analyst, Fisher Center for Real Estate and Urban Economics (1994–5)

Business Analyst, Port Authority of New York/New Jersey (1994)

Print Media Journalist, States News Service, Washington, DC (1989–1992)

### Affiliations

International Downtown Association

International Economic Development Council

### Publications/Presentations

["Retail versus Housing: Rethinking the Fiscal Paradigm"](#)  
Meta-hosted webinar,  
June 10, 2022

["Bay Area Downtowns: Place Types and Post Pandemic Prospects."](#) San Mateo Council of Cities, May 22, 2022

*"Repositioning Languishing Assets: Building for the Missing Middle."* ULI Urban Revitalization Council, Fall 2020

*"COVID-19: Cross-Cutting Trends toward a New Reality."* Lambda Alpha International Spring / Summer, 2020

*"Town Centers: Typologies and Policy Directions,"* Bay Area Planning Directors Association (BAPDA), Spring 2017 Meeting

*"Urban-Suburbia,"* Urban Land Magazine, October 2008

### ABOUT

As a Managing Principal at EPS, Jason has worked at the firm for over 25 years and has been instrumental in building the firms' Specific Plan practice. He has extensive experience in the areas of real estate market and financial analysis, socio-economic forecasting, regional economics, and corridor revitalization. He regularly works for both public and private sector clients, focusing on the feasibility and economic implications of individual projects as well as larger areas, including mixed-use districts, corridors, and entire cities. Jason has applied this expertise in numerous land use planning and policy efforts, including General Plans, Specific Plans, and Master Plans, often as part of multidisciplinary teams.

### SELECTED PROJECT MANAGEMENT EXPERIENCE

#### Santa Rosa Downtown Specific Plan

Working for the City as part of a multi-disciplinary team, EPS evaluated the market and development feasibility of vertical-mixed use residential and commercial development in this historic downtown served by new Sonoma-Marín Area Rail Transit station.

#### Santa Clara City North Specific Plans

EPS was retained by the City to provide economic, fiscal, and infrastructure financing analysis as part of several successful Specific Plan study efforts designed to support the transition of three focus areas on in the northeast area of the City (Patrick Henry, Freedom Circle, and Tasman East) into higher density housing and mixed-use commercial nodes.

#### San Bruno BayHill Specific Plan and DA

EPS provided market and financial analysis to support the Bayhill Specific Plan (campus headquarters for YouTube) and subsequent Development Agreement Negotiations. As the primary land owner, YouTube was seeking to modernize its campus headquarters and add about 3 million square foot of space.

#### Downtown Sebastopol Specific Plan

Provided market analysis and a financing strategy for the redevelopment of an underutilized warehouse district located in downtown Sebastopol into a mixed-use, pedestrian-oriented town center serving local residents as well as visitors to California's Wine Country.

#### Napa General Plan and Downtown Specific Plan

Provided market and development feasibility analysis to assist with planning and revitalization strategies as part of the Downtown Napa Specific Plan and subsequently, the General Plan Update.

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**SELECTED PROJECT MANAGEMENT EXPERIENCE (CONTINUED)**

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**Market Analysis for Petaluma Deer Creek Mixed-Use Project**

EPS was retained by the City of Petaluma to assess the likely impact of a 345,000 square foot commercial mixed-use project on the City's retail sector.

**Downtown Orinda Precise Plan**

EPS has been retained by the City of Orinda to develop a Precise Plan for the small downtown serving this bedroom community that would help spur investment, provide additional shopping opportunities, and provide additional housing opportunities (in part to address State RHNA goals).

**East Pleasanton Specific Plan**

Working as part of a multi-disciplinary team, EPS evaluated economic and real estate market trends and financing strategies to support development of a 1,125-acre largely vacant site located in Pleasanton, a relatively affluent San Francisco suburban community.

**Fresno Southeast Growth Area Specific Plan**

EPS served as the lead economist as part of a multi-disciplinary team retained by the City of Fresno to develop a Specific Plan for a 5,000 acre area located in an unincorporated area just outside the City limits.

**Fullerton Rail District Specific Plan**

EPS is providing economic, market, and development feasibility analysis to support the Fullerton Rail District Specific Plan, a 35-acre underutilized legacy industrial area with public land, located within the Downtown.

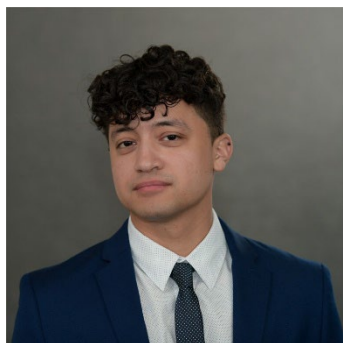
**El Camino Real Corridor Strategic Plan**

EPS served as the lead economist for a multidisciplinary team retained by the Redwood City to evaluate revitalization strategies for El Camino Real (aka The Grand Boulevard), a major arterial serving multiple jurisdictions from San Francisco and through Silicon Valley.

**Market and Financial Analysis to Support State Corridor Housing Legislation**

EPS provided market and financial analysis to support the California State legislature draft a bill to support housing along major commercial corridors (AB 2011). The legislation was approved by the House and Senate in August, 2022.

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# Ryan M. Martinez

Senior Associate



## Education

BA Economics and BS  
Statistics, California State  
University, East Bay, 2018

AA Liberal Arts, San Jose City  
College, 2015

## Previous Employment

Practice Area Lead, Economic  
and Revenue Forecasting,  
Beacon Economics LLC  
(2018-2021)

## Presentations

*You Have a Housing Element,  
Now What?* (Presenter and  
Panelist) San Joaquin Valley  
Policy Conference (April  
2023)

*Amplifying Music in Our LA:  
Economic Trends and  
Trajectories* (Support Lead)  
UCLA Herb Alpert School of  
Music (May 2019)

## Associations

American Real Estate and  
Urban Economics Association

American Statistical  
Association

## ABOUT

Ryan is an EPS Senior Associate with over four years of consulting experience in real estate and public finance. His portfolio at EPS includes housing feasibility and policy analysis, budget forecasting, and socio-economic data analytics. Prior to EPS, Ryan worked at Beacon Economics LLC, an economic research firm, where he led their Economic and Revenue Forecasting practice area.

## SELECTED PROJECT EXPERIENCE

### City of Oakland General Plan Update

EPS prepared a baseline economic conditions and prospects analysis to inform land use policies, public service goals and investments, and the overall vision of the City's General Plan Update. Additional work included a study of the City's industrially zoned land and considered the impacts of environmental racism and other historically exclusionary practices.

### City of Napa General Plan Update

EPS served as the economist for a multi-disciplinary team to update the City of Napa General Plan, a mid-size city located in the heart of California's Wine Country seeking to balance its tourist orientation with community-serving businesses, services, and amenities.

### City of Watsonville Urban Limit Line Ballot Initiative Impact Assessment

The City of Watsonville hired EPS to evaluate the impact of extending the City's urban growth boundary for an additional 18-year period. The work included advising the City on study design, housing demand analysis, land supply analysis, and economic and fiscal impact considerations.

### City of Orinda REAP Grant Housing Strategy

The City of Orinda has retained EPS to identify and assess residential development opportunities that can advance local planning priorities and satisfy its 6<sup>th</sup> Cycle Regional Housing Needs Allocation (RHNA). The work includes approval of a Precise Plan for the City's small downtown and evaluating housing feasibility on land owned by local school districts and faith-based organizations.

### San Francisco Infrastructure Financing Plan Technical Support Services

EPS is currently assisting in the creation of multiple enhanced infrastructure financing districts (EIFDs) within San Francisco, including for, among numerous other projects in the city, the redevelopment of the Potrero Power Station on the city's Central Waterfront. Ongoing work includes fiscal impact analyses and support on other technical aspects required of infrastructure financing plans.

### Jennifer J. Walker PE, DWRE, ENV SP, CFM, QSD, LEED AP BD+C

#### Principal Water Resources Engineer

Walker, President of Watearth, Inc., has an earned reputation for bringing unique insights to projects, whether the focus is green infrastructure or gray. As a water resources engineer chiefly concerned with developing sustainable and resilient solutions, over 30 years of practice producing foundational environmental documentation and master plans, nuanced and complex hydraulic and hydrologic models, and civil designs have prepared Walker to work on a variety of project types.

#### Key Takeaway

Walker has 30 years of experience and is an expert in stormwater, water quality, flood control, green infrastructure, hydrology and hydraulics, water resources, and complex projects with multiple stakeholders.

#### Education

- MCE. Civil Engineering c. Water Resources. University of Houston.
- BS. Civil Engineering c. Environmental and Water. Kansas State University.
- Management Development for Entrepreneurs. UCLA Anderson School of Management.
- Building a High-Performing Business. Tuck Executive Education at Dartmouth.

#### Licenses & Certifications

- PE. State of California. #C77079.
- QSP/QSD. California Stormwater Quality Association. #21187.
- ENV SP. Institute for Sustainable Infrastructure.
- DWRE. American Academy of Water Resource Engineers.
- CFM. Association of State Floodplain Managers (Texas Floodplain Management Association). #0848-05N.
- LEED AP BD+C. US Green Building Council. #11511130
- Permaculture Designer's Certificate. Sustainable Development and Water. Permaculture Research Institute.

#### Representative Projects

- **Cal Poly San Luis Obispo Water Resources Master Plan: Technical Studies for EIR, Water Supply Assessment, Wastewater Feasibility, and Reclaimed Water Facility Impacts Evaluation (San Luis Obispo, CA).**
- **Los Angeles Bureau of Engineering (LABOE) Venice Auxiliary Pumping Plant (VAPP) EIR Hydrology and Water Quality Technical Studies (Los Angeles, CA).**
- **Los Angeles County Public Works (LACPW) LAC+USC Medical Center Master Plan EIR Hydrology and Water Quality Technical Studies (Los Angeles, CA).**
- **City of Burbank Parks and Recreation Department Brace Canyon Park Synthetic Turf Sports Complex CEQA Initial Study Negative Declaration (Burbank, CA).**
- **Los Angeles Bureau of Engineering (LABOE) Zoo Master Plan and Zoo Vision Plan EIR Hydrology and Water Quality Technical Studies (Los Angeles, CA).**
- **Los Angeles Bureau of Engineering (LABOE) Citywide Sidewalk Repair Program EIR Hydrology and Water Quality Technical Studies (Los Angeles, CA).**
- **Saint Agnes Medical Center in Fresno Hydrology and Water Quality Technical Study (Fresno, CA).**
- **City of Pleasanton Water Supply Assessment for EIR (Pleasanton, CA).**

### Carlos Quispe MS

#### Water Resources Engineer

Quispe is a talented Hydraulic Engineer and has over 17 years of experience in hydrology, hydraulics, GIS, data collection and analysis, and QA/QC. Quispe has been a member of the American Water Resources Association (AWRA) since 2016. Quispe has developed, maintained, and updated GIS systems and used them to develop hydraulic and hydrologic analysis modeling and has field experience, including gathering data from GPS and other survey devices. In addition, Quispe updated GIS pipeline network data by importing from hydraulic models and updating databases to ensure maps are up to date in reports.

Quispe has experience in data quality assurance best practices and mapping experience, including applying cartographic principles. Quispe is CAD-proficient and generates civil work plans and inspects in-situ during construction. Quispe is considered an expert at hydrology and hydraulics modeling using HEC-HMS and HEC-RAS but is adept at other models and learns new software quickly.

#### Key Takeaway

Quispe is a technically proficient engineer with experience in hydrology, hydraulics, GIS, data collection and analysis, QA/QC, fieldwork, mapping, modeling, and CAD.

#### Education

- MS. Water Resources Engineering. California State University Sacramento, CA.
- BA. Mechanic of Fluids Engineering (Hydraulic-Hydrology). University National Mayor San Marcos – Lima, Peru.
- Associate of Science Degree in Geographic Information Systems (GIS). American River College Sacramento, CA.

#### Representative Projects

##### **Los Angeles County Public Works (LACPW) Rubio Wash Hydrology and 1D/2D Hydraulics Drainage Study for Stormwater Infrastructure Improvement Master Plan (Los Angeles, CA).**

Watearth provided hydrology and 1D/2D hydraulics for the Rubio Wash subwatershed drainage study. Rubio Wash is an essential component of the flood control system in Los Angeles and is fed by roughly 800 inlets and other sources. Because the drainage system did not meet the Flood Control District's drainage policy, a comprehensive baseline model of the watershed was needed to identify locations of existing deficiencies within the Watershed and along the reach of the Channel. This project involved a major GIS inventory of storm drains and networks, including drainage facility dimensions, material, type, length, slope, upstream and downstream invert elevations, alignment, and as-built plan source. Hydrology included Modified Rational method (MODRAT) and the development of subarea breakup maps (drainage area maps). Hydraulics utilized 1D and 2D modeling in XPSWMM at the 10-, 25-, and 50-year design storm events.

**California Department of Veterans' Affairs (CalVet) Watershed Sanitary Survey Services/Rector Reservoir (Napa Valley, CA).** Performed a watershed sanitary survey for the Rector Reservoir, located in Napa County, California. Provided an update to the previous report with recent water quality measurements and field observations. The client expressed particular satisfaction with services provided. The reviewing agency had no comments.

**California American Water West Placer Recycled Water System (Sacramento, CA).** Performed hydraulic modeling for the West Placer Recycled Water System. Included fire flow, flow and pressure control analysis, and pipeline maintenance plan.

**Placer County Water Agency Hydraulic Modeling Analyses of the Foothill-Sunset-Ophir Water System (Sacramento, CA).** Performed hydraulic and hydrologic analysis modeling for Placer County Water Agency. Included fire flow, flow and pressure control analysis, and pipeline maintenance plan.

**Sacramento County Water Agency Creation of a Dynamic Operations Model (Sacramento, CA).** Hydraulic Engineer responsible for designing a dynamic operations model for Sacramento County Water Agency. Included fire flow, flow and pressure control analysis, and pipeline maintenance plan.

**Sacramento Suburban Water District Hydraulic Analysis of New Transmission Main Prioritization (Sacramento, CA).** Developed and maintained district models using Infowater and WaterCAD. Water System Hydraulic Modeling. Included fire flow, flow and pressure control analysis, and pipeline maintenance plan.

**Town of Grayson Water System Model Creation (Grayson, CA).** Designed the Water System Model for the using EPANET, CSUS.

**City of Hemet Water Distribution System Analysis (Hemet, CA).** Provided water distribution system analysis.

**County of Santa Barbara Calle Real Campus Master Plan, Program Environmental Impact Report (Santa Barbara County, CA).** Provided hydrology and water quality technical studies for CEQA at the programmatic environmental impact report (PEIR) level.

**Los Angeles County Public Works (LACPW) Adventure Park Runoff and Stormwater Capture Regional Water Quality Project (Los Angeles County, CA).** This Caltrans-funded regional stormwater quality project included diversions from the San Gabriel River Watershed into a 19.5ac-ft underground stormwater capture facility. Watearth managed the project and performed civil design, permitting, Phase I and Phase II Environmental Site Assessments, groundwater monitoring and geotechnical studies (field testing of soils using the double ring infiltrometer method), field identification of plants and trees, development of a Water Quality Management Plan (WQMP), erosion and sediment controls, Operations & Maintenance (O&M) Plan for the Low Impact Development (LID), bioretention LID design (featuring native and low water use plants), development of interpretive signs, and stakeholder outreach. Permits included CA DFW, USACE Section 401 and Section 404, RWQCB, LACSD, and EPIC LA LACFD and Regional Planning Diversion. Included structural plan checks of underground infrastructure and controls building.

**City of Redlands Country Club Drainage Study (Redlands, CA).** Provided an analysis of the Redlands Country Club Golf Course and contributing watershed for flood risk and identifying potential mitigation measures. Used aerial imagery and topographic data to accurately delineate drainage areas within the contributing watershed. These drainage areas were input into HEC-HMS modeling software along with calculated hydrologic parameters to determine peak flows and flow volume within each drainage area. The flow determined in modeling is the flow that travels from each drainage area into the golf course at several discharge points. Flood mitigation measures were developed to reduce peak flows and flow volume at each discharge point with the goal of reducing flooding and erosion/sedimentation within the golf course. Provided expertise in hydrology and hydraulics, spatial analysis, modeling, and design to successfully execute this project.

PROPOSAL FOR THE  
SOUTH SANTA ROSA SPECIFIC PLAN  
TO THE  
CITY OF SANTA ROSA

SECTION 3  
PROJECT UNDERSTANDING AND  
APPROACH



4LEAF, INC.



## **SECTION 3: PROJECT UNDERSTANDING & APPROACH**

The consultant team has reviewed the project objectives and issues identified by the City for the South Santa Rosa Specific Plan. Project objectives include full and equitable engagement of residents, owners, and other stakeholders using innovative and extensive outreach strategies; the establishment of a comprehensive land use and policy framework that integrates transit-supportive land uses and densities with economic and environmental resiliency; and policies to promote equity and community health through integrated land use planning and the provision of appropriate infrastructure and public services. The Environmental Impact Report will be designed to not only avoid or minimize potentially significant impacts, but also to facilitate and streamline future development of projects within the Specific Plan area.

The 4LEAF project team takes immense pride in our deep roots in the area. Our commitment lies in striking a delicate balance between preserving the unique fabric and cultural diversity of the area with the future development of new uses that will bring in additional investment and resources. We place great value on the wisdom and input of community, ensuring that every step we take is guided by the collective vision and aspirations of those who call South Santa Rosa home. Our approach to this important work is outlined below.

### **Task 1. Project Commencement**

4LEAF recognizes the importance of clear and consistent communication and places a high value on ensuring mutual understanding throughout the project. To achieve this, the consultant team will meet with City staff at the project's outset to review and finalize the scope of work and project schedule for both the specific plan and Environmental Impact Report (EIR). During the initial meeting for the specific plan, 4LEAF and City staff will engage in discussions about project goals, opportunities and constraints, relevant background information and documents for the existing conditions analysis, development of the community engagement strategy, and project management protocols, and will arrange informational meetings with appropriate City, County, and agency staff. As a part of these early efforts, Watearth will perform “windshield” site reconnaissance of a representative sample of the project area. Observe land use, hydrologic, and hydraulic characteristics. Observe adjacent storm drains and outfall/discharge watershed. Observe visible utilities (hydrant, meters, access covers).

4LEAF, in collaboration with Rincon, will also facilitate a virtual CEQA kickoff meeting with City staff. This meeting will serve as a forum to review and confirm study objectives and establish an operational protocol. The goals of the meeting will be to finalize the CEQA scope and discuss the overall schedule. The meeting will also allow the City/consultant team an opportunity to discuss data needs, the approach to the environmental evaluation and potential EIR alternatives. Community concerns relevant to the CEQA analysis that have surfaced to date will be discussed, as well as the cumulative impact analysis approach. 4LEAF will provide a memorandum summarizing each meeting.

#### ***Deliverables:***

- Project Commencement Meetings with City staff (2)
- Meeting Summaries (2)



## **Task 2. Community Engagement Strategy**

4LEAF's community engagement approach includes a broad spectrum of techniques to ensure residents, business owners, property owners, local organized groups, community and faith-based organizations, schools, and Equity Priority Populations identified by the City of Santa Rosa, including seniors, youth, people of color, low-income families, individuals with limited English proficiency, individuals with disabilities, LGBTQ+ communities, and farmworkers, among others, have a seat at the table. Our team is adept in creative, interactive methods to engage communities not often involved in public planning processes. The 4LEAF team, in collaboration with City staff, will develop a Community Engagement Strategy that will be inclusive of all of Santa Rosa's diverse community.

4LEAF will implement a local, Embedded Planning approach to community engagement to activate members of the community and meet them where they are. Created by 4LEAF staffer Jonathan Pacheco Bell, Embedded Planning is when planners move with intention to conduct their work in the spaces and places of the community to understand people's needs, build trust and authentic relationships, increase participation for marginalized communities, participate in daily community life, and ultimately advance equality.

### **Community Advisory Committee**

4LEAF recognizes the paramount importance of community involvement in the specific plan process, understanding that the residents and stakeholders are the heart of any successful project. To ensure their input and interests are not only heard but also reflected in the final plan, 4LEAF, in collaboration with City staff, will form a Community Advisory Committee made up of residents, students, business owners, and community leaders who know the area and the community well. This committee will provide feedback on the development of the plan and will serve as a conduit between the specific plan and the community, ensuring the community's sentiment is accurately reflected in the plan. The Community Advisory Committee will take part in a minimum of four Community Meetings and four Community Advisory Committee meetings throughout the process.

### **Translation Services**

At 4LEAF we understand the importance of ensuring our community engagement efforts are accessible to all. To ensure individuals with limited English proficiency have access to all aspects of the planning process, Spanish translation and interpretation services will be a fundamental component of our approach. We take pride in our internal staff, some of whom have undergone formal translation courses, and the dedicated planners on the proposed team who are not only native Spanish speakers but are deeply connected with their respective communities. This invaluable blend of linguistic proficiency and community insight will allow our team to provide excellent translation and interpretation services throughout the planning process. The consultant team will work with City staff to ensure that all appropriate documents are translated, and that interpretation is provided for outreach meetings and events.

### **Project Branding/Consistency**

The proposed 4LEAF team includes individuals skilled in graphic design software. 4LEAF will craft the project's distinctive identity in partnership with the CAC and the City. Project branding will include naming, logo design, brand identity, icons, color scheme, message, and tagline. These elements will serve as visual identifiers to distinguish information pertaining to the designated area within the specific plan process. Collaboration with the CAC will ensure that the branding resonates with and inspires the community.



## Website

4LEAF will collaborate with City staff to develop a dedicated website for the specific plan. The website will serve as an online hub that will house background and meeting information, reports and maps related to the project, as well as other deliverables produced throughout the planning process. The website will have a translation function and will include specific links to PDF attachments in both English and Spanish. 4LEAF staff will be responsible for maintaining the website, under the supervision of City staff. 4LEAF recognizes the importance of establishing a centralized online resource for project-related materials, however, we are also cognizant of the digital divide that may limit access to online resources for some community members. Therefore, the proposed engagement strategy extends beyond the digital realm to foster inclusivity.

## Canvassing

4LEAF will organize neighborhood canvassing for direct-to-community, “door to door” engagement within the planning area to capture information using methods such as surveys and open-ended facilitated conversations. We will focus our canvassing efforts in the following strategic areas:

- Residential community, to capture input from property owners, residents, and renters.
- Business community, to capture input from business owners, vendors, workers, and customers.
- Education community, to capture input from students, educators, and staff at local schools and colleges.
- Bus and transit areas, to capture input from transit riders, potential transit riders, students, workers, and residents.

## Community Survey

4LEAF will prepare and distribute a structured survey for stakeholders to provide feedback on their lived experiences, desires, and goals for the community and planning area. The survey will be available in English and Spanish and will be conducted during in person engagement and online. Stakeholders will have the option of filling out survey hard copies or completing the survey online.

## Pop-Up Events

In partnership with the City and the CAC, 4LEAF is committed to attending and organizing pop-up engagement events throughout the planning area, designed to maximize community participation and meet community members where they are. Our approach emphasizes two key strategies: attending events at existing community gatherings such as farmer's markets, street fairs, and holiday festivals, as well as in high-traffic areas like shopping districts, public parks, and community libraries. Secondly, we will work closely with local businesses and residents to host events in intimate community spaces, both inside and outside businesses, as well as in front and backyards. This approach allows us to capture input from individuals who might not have participated in broader community meetings, thus enabling inclusivity for those who face barriers such as transportation issues, conflicting work schedules, homebound individuals, among others. A total of six (6) pop-up events is included in the scope. Additional pop-up events are available as optional tasks.

4LEAF strongly recommends the following outreach methods for the pop-up events:

- Community storyboarding is a visual storytelling technique that brings the power of storytelling, art, and creativity to public outreach. This approach is especially effective in promoting participation and collaboration among disenfranchised communities and youth.



- Design charrettes are collaborative workshops where stakeholders, designers, and experts come together to generate creative design solutions and ideas, fostering intensive, focused discussions.
- Dotmocracy voting is a participatory decision-making method where participants use colored dots to vote on various options, enabling a quick and visual way to gauge preferences within a group. Facilitated conversations involve skilled moderators guiding discussions to ensure productive and inclusive dialogue, helping participants explore diverse viewpoints.
- The Place It! Technique involves using everyday objects, like small models and materials, to create tangible representations of design alternatives, allowing participants to interactively explore and contribute to the planning and design process.

*The exact techniques employed will be determined in collaboration with the City and the CAC.*

### **Community Walks**

4LEAF will organize community walks in and around the planning area. These events will be described to the public as a way to “share and learn” about housing and commercial needs, environmental justice issues, and more in the Specific Plan area. The 4LEAF team, City staff, and community members will be equal partners in this exercise. 4LEAF will participate two (2) community walks, however, additional community walks are encouraged and may be led by community members and/or CAC members. 4LEAF recommends community walks be recorded and made available on the project website. Additionally, Spanish interpretation will be available at community walks.

#### *Deliverables:*

- Community Engagement Strategy for the Specific Plan, including the above options
- Project branding including naming, logo design, brand identity, icons, color scheme, message, and tagline
- Specific Plan website
- Four (4) Community Advisory Committee (CAC) meetings, including Spanish translation and interpretation services
- CAC meeting summaries in English and Spanish
- Four (4) community meetings, including Spanish translation and interpretation services
- Community meeting summaries in English and Spanish
- Consultant/staff meetings with residents, business owners, students, community- and faith-based organizations, and other Equity Priority Populations identified, using 4LEAF’s engagement methods
- Community survey
- Two (2) community walks
- Attendance at six (6) pop-up events

### **Pop-Up Office**

4LEAF will coordinate with the City and property owners to create an informal pop-up office in or near the planning area. A pop-up office offers a place for stakeholders to engage one-on-one about the Specific Plan within a local, familiar community space. We envision a pop-up in spaces of non-traditional engagement opportunity such as laundromats, vacant lots, vacant storefronts, front yards, parkways, and parking lots.

**Engagement at K-12 Schools**

4LEAF will coordinate with Santa Rosa City Schools to schedule workshops and presentations for students in local schools. Engagement will be interactive and calibrated to different grades and age groups. Visioning methods can include design charrettes, dotmocracy voting, facilitated conversations, surveys, and Place It! Technique (using everyday objects to design alternatives).

**Additional Social Media Materials**

4LEAF will develop a variety of materials for social media outreach that are optimized for City and other Specific Plan partners to use on platforms including Instagram, Twitter (now called X), Facebook, LinkedIn, and City newsletters. Social media engagement is key to reaching people in digital spaces especially given ongoing COVID safety considerations.

**Additional Outreach and Pop-Up Events**

4LEAF staff is available to coordinate and attend additional outreach and pop-up events on a time and materials basis, if desired by the City and the community.

**Task 3. Technical Advisory Committee**

4LEAF will collaborate with City staff to form a Technical Advisory Committee (TAC). The TAC will help ensure the technical accuracy of the Santa Rosa Specific Plan and associated EIR through meetings through the review, feedback, and refinement of the Specific Plan and associated EIR prior to presenting deliverables to the Community Advisory Committee, community meetings, and local events. TAC meetings will be engaging and dynamic. TAC membership may include, but not be limited to: Sonoma County Transportation Authority, Sonoma County Transit, Golden Gate Transit, Sonoma County Bicycle Coalition, Sonoma County Health Services, Permit Sonoma, Sonoma-Marin Area Rail Transit, Santa Rosa City Schools, Sonoma Water, Sonoma County Regional Parks and the Sonoma County Office of Equity, as well as City and County staff from various departments.

*Deliverables:*

- Up to three (3) TAC meetings (TAC Meeting 1 Topic: Community vision, opportunities, issues, and hopes; TAC Meeting 2 Topic: Land Use and circulation; TAC Meeting 3 Topic: Preferred alternative)
- Meeting summaries for each TAC meeting, provided both in English and Spanish

**Task 4. PDA Profile, Existing Conditions and Opportunities, Affordable Housing and Anti-Displacement Strategy, Market Demand Analysis and Preferences****Task 4.1: Priority Development Area (PDA) Profile**

To understand the demographic and socio-economic characteristics of the South Santa Rosa Specific Plan area, along with travel patterns, vehicle ownership, transit use, and existing land use conditions, the Consultant team will develop a Profile of the plan area. The profile will include general land use, transportation, and demographic information about the resident population as well as household, employment, and income characteristics; travel modes, characteristics and challenges; any disabilities; and access to daily needs like transportation, parks, schools, services, health care and health insurance, healthy food, and community facilities. Human Development Index (HDI) data will be included where possible. Sonoma LAFCO's identification and delineation of Disadvantaged Unincorporated Communities (DUCs), expected by early 2024, is also expected to be included in the Profile.



### **Task 4.2: Existing Conditions and Opportunities**

Once the Profile (Task 4.1) has been completed, the consultant team will develop an Existing Conditions and Opportunities Report with maps and diagrams. The Report will evaluate the existing physical and regulatory conditions in the project study area. Information to be included: existing land use, including the number of existing affordable dwelling units; physical conditions, including structures in poor or deteriorating condition; environmental conditions, including areas of known soil or groundwater contamination; urban form; pending and approved development projects in City and County areas; planned public and private improvement projects; circulation network; transit use; access to parks; historic resources; market conditions and development potential. Based on and analysis of existing conditions, opportunities in the plan area will be identified, along with potential constraints.

**Preparation of a watershed mapping slope study** to determine if and where storm drain pump stations will be required. Based on the watershed and slope study results, the preliminary location and number of storm drain pump stations could be included on the maps.

**Evaluate Existing Conditions for Water and Wastewater Systems:** Evaluate existing conditions for water and wastewater systems in the project area (distribution, conveyance, and treatment facilities), assuming conditions present in February of 2024. This evaluation will be performed at a planning level and predicated on model output and GIS data provided at Watearth's request by City staff. Identify existing utilities from GIS data, specifically to identify the size and capacity of water lines and wastewater disposal mains, long-term water supply sources and availability and available capacity at the regional wastewater disposal facility, incorporating City-provided data regarding sewer versus septic usage. Evaluate the existing physical and regulatory conditions in the project study area.

*The intent behind this task is to coordinate with City staff, who will provide model output and GIS data to Watearth that allows Watearth to then develop and report a useful understanding of the existing water and wastewater systems. This means Watearth will not need to perform any modeling or calculations within this task.*

**Prepare Existing Conditions Technical Memorandum:** Prepare a technical memorandum detailing data evaluation, including exhibits and graphics. Based on an analysis of existing conditions, opportunities in the plan area will be identified, along with potential constraints. Areas significantly lacking infrastructure will be identified, as will areas with sufficient infrastructure to support growth if upgraded.

This task will include an internal QA/QC review of methodology and results to be incorporated into the deliverable. Deliverable will be issued as a draft for Rincon and 4Leaf review (in aggregate), a revised draft for City of Santa Rosa review, and as a final.

### **Task 4.3: Market Demand Analysis and Preference**

A market demand analysis will be conducted to assess future market conditions for residential, commercial, and industrial development in the plan area, taking current conditions and long-range potential into consideration. Projected absorption of dwelling units and square footage by non-residential use will be included for the planning period.



The residential analysis will assess the future potential for housing of various types and at increased densities, at all levels of affordability. It will consider the likelihood of households locating near and utilizing transit and access to parks. The commercial analysis will assess trends in retail, office, and industrial development in the area as well as future potential by type. The potential for employment in each of these areas shall be included.

Taking into account the findings of the PDA Profile and the Market Demand Analysis, the consultant will develop a strategy to provide existing and future residents with a range of housing options that are affordable to households at all income levels. This Strategy will quantify the need for affordable housing and identify policies and actions to meet this need, including potential Specific Plan or Citywide policy recommendations such as, but not limited to, zoning changes or incentives, to address any obstacles to the provision of affordable housing identified in the Market Demand Analysis.

To limit or prevent displacement in the Plan area, the Strategy will identify how non-subsidized affordable housing units in or near the Plan area may be impacted by the Specific Plan build-out. The Santa Rosa and Sonoma County Housing Authorities will be consulted during this process. The Strategy will describe existing preservation policies to maintain neighborhood affordability, including acquisition and/or rehabilitation of existing affordable housing units, and additional zoning changes or policies needed.

#### **Task 4.4: Affordable Housing/Anti-Displacement Strategy**

4LEAF will prepare an anti-displacement strategy for the Specific Plan. The strategy will provide current and future residents a range of affordable housing options for families across all income levels, creating a road map for housing stability within the planning area. The strategy will include, but not be limited to, these components:

- Quantification of need for affordable housing in planning area
- Identification of policies and implementation actions to meet the affordable housing needs, including potential Specific Plan or Citywide policy recommendations to amend zoning codes and land use policies that are obstacles to affordable housing
- Identification of existing and potential new preservation policies to maintain neighborhood affordability and prevent displacement, including acquisition and/or rehabilitation of existing affordable housing units, zoning or policies amendments, development and support of Community Land Trusts
- Analysis of how the Specific Plan may affect non-subsidized affordable housing units in or near the planning, in close consultation with the Santa Rosa and Sonoma County Housing Authorities.
- Promotion of housing stability to mitigate displacement risks while fostering affordable housing opportunities in the Specific Plan area.

Community meetings, outreach events, and CAC and TAC meetings will happen after completion of the existing conditions and opportunities analysis, so stakeholders can provide meaningful feedback on opportunities. See additional detail in Task 2: Community Engagement Strategy.

#### ***Deliverables:***

- Priority Development Area profile, five (5) hard copies in Word and PDF



- Existing Conditions and Opportunities Report, including Market Demand Analysis, five (5) hard copies in Word and PDF.
- Existing Conditions and Opportunities Map, two (2) hard copies in PDF
- Affordable Housing and Anti-Displacement Strategy, five (5) hard copies in Word and PDF
- Community Advisory Committee meeting 1 notice/agenda in English and Spanish
- Community Advisory Committee meeting 1 with Spanish translation services
- Community Advisory Committee meeting 1 summary in English and Spanish
- Community meeting #1 notice/agenda in English and Spanish
- Community meeting #1 with Spanish translation services
- Community meeting #1 summary in English and Spanish
- Technical Advisory Committee meeting #1
- Technical Advisory Committee meeting #1 summary in English and Spanish
- Consultant/staff meetings with residents, business owners, students, community- and faith-based organizations, and other Equity Priority Populations identified, using 4LEAF's engagement methods.

### **Task 5. Land Use and Circulation**

At 4LEAF, we are committed to delivering a comprehensive and community-driven land use and circulation alternatives. Based on the input received from the TAC, CAC, community workshops and meetings, as well as the data developed through the PDA profile and market study, 4LEAF, in collaboration with Fehr & Peers, will develop circulation alternatives for up to three land use and circulation alternatives. The alternatives will consider near term and far term intersection Levels of Service (LOS) using outputs from SCTA travel demand model runs as one of the key bases for traffic volume forecasts. Vehicle-miles traveled (VMT) will be assessed using the SCTA travel demand model runs. Both the LOS and VMT analyses will be adjusted based on the multimodal/mixed-use trip generation adjustment discussed in the following paragraph. VMT will be compared against a Specific Plan-appropriate threshold of significance (either the SCTA threshold, City-adopted threshold, or a program-specific threshold based on an alternative metric such as VMT per service population).

Travel market information from the SCTA travel demand model will be adjusted using data from the EPA-approved and CEQA-defensible Mixed-Use Trip Generation methodology (known as MXD+). The Specific Plan area will be divided into up to ten districts whereby land uses will be analyzed using the MXD+ methods to assess (1) motor vehicle trip generation external to each district, (2) walk, bike and transit trips generated destined for other districts/areas of Santa Rosa, and (3) walk, bike and transit trips destined for other land uses within the district; the MXD+ calculation method will consider connectivity (via transit, walk, bicycle, and automobile) to existing and proposed land uses in the Santa Rosa and Rohnert Park General Plan updates as well as the current Sonoma County General Plan (including the recently-adopted Housing Element Update) and ongoing Integrated Transit Planning Study. This travel market information, along with data from Task 3 on existing opportunities and gaps, will be used to develop each alternative's circulation plan.

Each alternative's circulation plan will address local/regional transit routing, circulation and stop locations in addition to bicycle and pedestrian network connectivity, bike/pedestrian/transit access across US 101, and motor vehicle capacity. Special attention will be paid to connections to existing and regional bicycle/pedestrian facilities



(e.g. SMART trail) and connections to major local and regional transit nodes (e.g., 2<sup>nd</sup> Street Transit Mall, Southwest Community Park Transit Hub, Downtown Santa Rosa SMART Station, etc.). The circulation plan will also take into consideration and be consistent with other existing City guiding documents such as the Santa Rosa Citywide Creek Master Plan. Integration with regionally significant projects (such as the US 101/Hearn Avenue interchange project) will also be specifically considered to ensure that circulation plan improvements can be seamlessly integrated into other investments being made by the City and other supporting agencies.

Other policies will be developed for public review and to satisfy the requirements of the PDA program. These policy elements include, but are not limited to, the following. Potential VMT reductions will be quantified using data from the SCTA VMT reduction calculator tool.

- Parking supply maximum standards
- Bicycle parking supply minimums
- Shared parking standards
- Unbundled parking requirements
- Unlimited transit pass options
- Micromobility and curb space management considerations (i.e. “future proofing” Specific Plan recommendations)
- Other Transportation Demand Management (TDM) strategies

Findings from the land use and circulation system analysis task will be communicated in a technical memorandum, including maps and other graphics to support presentation of the alternatives to the TAC, CAC and other public meetings. In addition to providing a technical memorandum, the consultant team will present the alternatives to the TAC for review, feedback, and refinement prior to the presentation to the CAC, community meetings, and local events. Based on the feedback provided, the consultant team will develop a preferred land use and circulation alternative that will serve as the basis for the South Santa Rosa Specific Plan. The consultant team will update the analysis, documentation, and graphics for the selected preferred alternative. The preferred alternative will be reviewed and refined in collaboration with the TAC prior to its presentation to the CAC, community meetings, and local events.

*Deliverables:*

- Large Format Display Graphics illustrating the alternative land use and circulation plans with additional sketches, elevations, and street sections needed to convey each alternative, 2 hard copies and PDF format.
- Land Use and Circulation Alternatives Report, 5 hard copies and PDF format.
- Quantified Development Potential for Each Alternative.
- Traffic and Circulation Study, 5 hard copies and PDF format.
- Technical Advisory Committee Meeting 2.
- Technical Advisory Committee Meeting 2 Summary in English and Spanish.
- Specific Plan Community Advisory Committee Meeting 2 Notice/Agenda in English and Spanish.
- Specific Plan Community Advisory Committee Meeting 2 (with translation services).
- Specific Plan Community Advisory Committee Meeting 2 Summary in English and Spanish.



- Specific Plan Community Meeting 2 Notice/Agenda in English and Spanish.
- Specific Plan Community Meeting 2 (with translation & interpretation services).
- Specific Plan Community Meeting 2 Summary in English and Spanish.
- Consultant/Staff Meetings/Focus Groups with Community Groups, Residents, Business Owners, and Equity Priority Populations.

### **Task 6. Preferred Alternative**

Based on input received from community outreach and from the Community Advisory Committee and Community meetings, the consultant team will work with City staff and the TAC to develop a preferred land use and circulation alternative which will serve as a basis for the draft specific plan.

The preferred alternative will be presented first to City staff for admin review, and then to the TAC for their review and feedback. Following the TAC meeting, the preferred alternative may be refined for presentation at Community Advisory Committee and Community Meeting 3. The appropriate consultant team members will be present to present the preferred alternative at meetings; Spanish language versions and presentation or translation services will also be provided.

Once community input has been collected, it will be used to refine the preferred alternative and to develop the draft specific plan (Task 8).

#### *Deliverables:*

- Large format graphic illustrating the preferred land use and circulation plan (2 hard copies + PDF)
- Memo/table summarizing quantified development potential for the preferred alternative
- Attendance at & participation in TAC Meeting #3
- TAC Meeting #3 summary (English + Spanish)
- Specific Plan CAC Meeting #3 Notice and Agenda (English + Spanish)
- Attendance at & participation in CAC Meeting #3
- CAC Meeting #3 summary (English + Spanish)
- Specific Plan Community Meeting #3 Notice and Agenda (English + Spanish)
- Attendance at & participation in Community Meeting #3 (English + Spanish)
- Community Meeting #3 summary (English + Spanish)
- Consultant participation in up to 4 additional meetings (including at least 2 in Spanish) with community groups, business owners, and equity priority populations. Additional meetings are available at hourly rates time + travel.

### **Task 7. Infrastructure Development and Services Plan**

The significance of infrastructure cannot be overstated in the context of community development. It not only provides support for existing residents but also forms the foundation for accommodating future growth. This plan offers a unique opportunity to incorporate sustainable infrastructure measures, addressing immediate service needs while enhancing community well-being, mitigating environmental impacts, and ensuring resilience against the challenges of climate change. The consultant team will prepare an Infrastructure Development and Services Plan (Infrastructure Plan) that integrates existing efforts currently underway by the City, County, and LAFCO into



the South Santa Rosa Specific Plan in a way that also implements the City's General Plan. The Infrastructure Plan will determine, at a plan level, the infrastructure needed to support land uses and infrastructure improvements identified in the preferred alternative.

To ensure a coordinated and comprehensive approach to the Infrastructure Plan, the infrastructure analysis for the South Santa Rosa Specific Plan will be conducted by the respective experts within the consultant team and will be complementary to the deliverables produced under other tasks, including the PDA profile, Existing Conditions and Opportunities Report, EIR analysis, and the Specific Plan itself. The Infrastructure Plan will:

- Describe the circulation system improvements based on the analyses in Tasks 5 and 6, as well as phasing to support the preferred alternative determined in Task 6.
- Evaluate proposed conditions for stormwater management in the project area, including:
- **Prepare Watershed Maps Design:** Based on the Land Use determinations, maps, and layout of major arterial streets, as applicable, established through this Specific Plan, delineate the drainage watersheds for areas outside of the existing City limits. This shall include establishing the tributary watersheds of the existing mapped storm drain infrastructure. The watersheds for the existing infrastructure shall incorporate both the watersheds actively tributary to the existing infrastructure and projected areas to which future developments would need to connect. Planned watersheds shall be established for areas without existing pipe infrastructure.
- **Perform Watershed Hydrology Calculations:** Based on the watershed maps established with this project, preliminary hydrology calculations shall be performed and shown on the watershed maps. Assumptions shall be made using the City's current Public Storm Drain Standards, Sonoma Water's Flood Management Design Manual, and proposed road arterials and land use designations established with this Project. A technical memorandum outlining the assumptions and calculations used to develop the design storm flows shall be included as an appendix to the plan. The discharge calculations shall include both the design storm (e.g. 10-year or 25-year peak flow) and the estimated 100-year flow for each established watershed.
- **Evaluate One Water Open Space Analysis:** A "One Water" approach to stormwater shall be clearly outlined as a priority in the specific plan, meaning large, watershed-sized MS4 permit- required Low Impact Development (LID) features, maximization of groundwater recharge, flood mitigation, and recreation use benefits are combined. Based on the results of the Watershed Mapping task, this open space shall be reserved for stormwater One Water facilities in proximity of the outfall discharge locations. Watearth will analyze one alternative location. The size of the One Water open space location shall be based on the watershed hydrology calculations. The reserved area shall be shown on the watershed maps and incorporated in the land use designations as open space, with information in the text specifying it is reserved as One Water Open Space. The feature is to be sized for the full projected built out condition of the tributary watershed, and will serve as the MS4- required LID facility for that watershed as an offsite offset facility to the point at which the offsite offset credits are fully allocated, at which point additional projects would have to supply additional small-scale onsite LID as required by the current MS4 permit. These priorities shall be incorporated throughout the Specific Plan.
- **Define Flood Mitigation:** In the sections of the specific plan that specify conditions on development, the specific plan shall include as a condition of proposed development that properties within an effective



Federal Emergency Management Agency (FEMA) Flood Insurance Rate Maps (FIRM)-mapped floodplain shall incorporate a list of flood mitigation measures.

- **Evaluate Proposed Conditions for Water and Wastewater Systems:** Evaluate proposed conditions for water and wastewater systems in the project area (distribution, conveyance, and treatment facilities) for one alternative. This evaluation will be performed at a planning level (essential/basic calculations not including modeling) for up to 3 representative water system segments and 3 wastewater system segments. Segments will be prioritized based on size and age, assuming this data is readily available in GIS and does not require as-built drawing review, additional survey, or extensive coordination with City staff to support and guide capital improvements for the selected specific plan alternative. Include up to 6 recommendations for upsizing or replacing old segments and transitioning properties from septic to sewer. Incorporates extension of water and wastewater utilities to areas planned to be developed.

*The intent behind this task is to define a conceptual set of proposed improvements and to provide a handful of representative calculations that paint a conceptual picture of the proposed water and wastewater systems. It will not be necessary for City staff to conduct updated modeling as part of this task.*

- **Prepare Infrastructure Development and Services Plan Technical Memorandum:** Prepare an Infrastructure Development and Services Plan technical memorandum for water, and wastewater disciplines, detailing recommendations, and documenting methodology/process, including exhibits. This task will include an internal QA/QC review of methodology and results to be incorporated into the deliverable. Deliverable will be issued as a draft for Rincon and 4Leaf review, a revised draft for City review, and as a final.
- Additionally, as part of this task, EPS will leverage its extensive experience in California municipal finance to develop an Implementation and Financing Plan that is reflective of the market conditions and development potential in the area and is specifically tailored to achieve the long-term vision for the area. For each potential source, EPS will estimate the potential amount generated, steps needed to secure funding, and applicability to specific facilities or infrastructure categories. This effort will include consideration of the economic consequences of each of the mechanisms, keeping in mind that financial burdens placed on new development must be kept within reasonable market limits so as not to deter the very development that the Specific Plan will envision.

**Deliverable:**

- Infrastructure Development and Financing Strategy Report (5 hard copies, PDF + Word)

**Optional Tasks:**

- **Define Water and Wastewater Systems Improvements:** Define up to 50 water and wastewater systems improvements within the Public ROW (not in developments) including addressing system deficiencies, including main line extensions to areas planned for development and considering new connections resulting from properties disconnecting from existing septs. Identify needed improvements including existing deficiencies, aged infrastructure, and extension of service to areas yet to be developed within the project area.



- **Direct Water and Wastewater Systems Modeling Evaluation for Proposed Conditions:** Direct City staff to perform a proposed conditions modeling evaluation of the water supply and wastewater systems (distribution, conveyance, and treatment facilities) adding detail and proposed improvements. Consider properties that will connect to the City sewer utility and will not use septic, assuming data is available. This task incorporates additional collaboration with the City’s technical staff to facilitate efficient updates to existing models and is limited to the improvements defined in the “Define Water and Wastewater Systems Improvements” task above. Provide direction to City modelers, as well as quality assurance and up to two quality control reviews. Request modelling output and GIS data to develop the proposed conditions evaluation. This task assumes up to 196 hours of direction and quality reviews for City modelers and assumes City staff will be responsive to data request.
- **Cost Estimates and Documentation Prepare Planning-Level Proposed Conditions Cost Estimates:** Prepare a planning level proposed conditions cost estimate for one set of proposed improvements for both the Stormwater Management and Water and Wastewater Systems analysis.

**Incorporate Modeling Results into Existing and Proposed Conditions Memorandums:** Incorporate Modeling Results into Existing and Proposed Conditions Memorandums for both Stormwater Management and also Water and Wastewater Systems. Provide input on project phasing considering existing conditions, infrastructure gaps/opportunities, and the proposed infrastructure plan. Summarize the results of the modeling analyses.

### **Task 8. Specific Plan Document**

4LEAF will prepare a draft Specific Plan document in compliance with state law and the PDA Planning Program. The Specific Plan will guide the City’s long range, comprehensive land use, circulation, and implementation plans for development within the plan boundary. 4LEAF will prepare an administrative draft for City staff and TAC review, and comments will be incorporated into the public review draft Specific Plan. As part of this Task and Task 2, 4LEAF will lead CAC meetings, community meetings, and perform other engagements after release of the draft Specific Plan to public feedback. These engagements will entail both 4LEAF and City staff attendance and will include presentations to City boards, Planning Commission, and City Council.

The Specific Plan will contain the following components:

1) **Vision:** An overview of the Specific Plan written in accessible, plain language including, but not limited to, these elements:

- Intended outcomes of the Specific Plan
- Summary of the planning area’s history
- Summary of planning process to prepare the Specific Plan
- Explanation of Specific Plan structure
- Summary of implementation actions and timeline

2) **Development Standards:** Objectively verifiable standards applicable to proposed development projects within the Specific Plan area that establish:

- Applicability of objective development standards



- Districts: land use districts into which the development standards are organized
- Land Uses: Permitted, Conditionally Permitted, Prohibited, and, if applicable, Required uses
- Affordable Housing:
  - Minimum share of deed-restricted affordable housing units for developments that include residential floorspace
  - Any linkage fee for non-residential development
- Transportation:
  - Maximum permitted automobile parking spaces
  - Minimum required bicycle parking spaces
  - Shared parking standards
  - Requirement to “unbundle” parking from rent or sale price of housing
  - Bus Stop standards
  - Unlimited Transit Passes
  - Transportation development standards (i.e. the Transportation Demand Management items discussed in Task 5)
- Building Design:
  - Minimum and maximum total building height, floor-to-floor height, and floor depth
  - Permitted encroachments
  - Maximum distance between entrances along public rights-of-way
  - Façade composition, including maximum distance between vertical elements; and
  - Any contextual requirements for rear or side property lines abutting existing residences
  - Building design features that support a walkable transit development, such as building front doors accessible from the street, parking behind buildings, bike/pedestrian only pathways connecting developments and neighborhoods
- Site Design:
  - Maximum distance between public rights-of-way
  - Maximum setbacks from property lines
  - Required stormwater design and treatment
  - Flood mitigation
  - Minimum distance between automobile and loading access points; and
  - Prioritization of locations for automobile and loading access
  - Open space and parks
- Project Approval Process: Submission instructions, required review, criteria for exemptions from review, applicable fees, criteria for fee reductions or exemptions, and any applicable review or fees from external agencies. Where applicable, development standards will comply with MTC’s Transit-Oriented Communities Policy.



3) Public Realm Standards: Objectively verifiable standards applicable to improvements to existing public rights-of-way and to the design of new public right-of way areas, parks and other public spaces that include:

- Circulation network diagram(s): Map(s) illustrating:
  - The location of existing and future public rights-of-way, distinguished by category and indicating user priority
  - Location of existing and future transit routes and bus stops and transit hubs/transfer station
  - Any Rights-of-way that are included in the regional Active Transportation Network; and
  - Location of existing and future emergency response services and routes.
- Right of Way design: Dimensioned plans, cross-sections, and tables for each category illustrated on the Circulation network diagram, that also takes into account the existing and future circulation needs for emergency response, including:
  - Minimum and maximum width and function of vehicle travel lanes
  - Minimum sidewalk and planting zone widths (sidewalk widths on transit corridors particularly at Transit Bus stops will need be the minimum with for ADA boarding (8 feet)
  - Minimum and maximum distance between street trees
  - Maximum distance between light fixtures intended to illuminate pedestrian areas
  - Maximum distance between protected pedestrian crossings and their proximity to bus stops
  - Bike lanes and Class I pathways
- Public space network diagram: map illustrating the general location of existing and future publicly accessible spaces that are outside of the Right of Way, such as neighborhood and community parks, open space and parks, civic spaces, transit hub, and bike pathways. New park locations will be determined by geography and population density as they relate to current and projected housing development, and consistent with the City's parkland standard of 6 acres per 1,000 residents.
- Public space design: Table Standards including maximum distance between access points and desired or required features.

4) Community, Health, and Equity: Policies to integrate equity and inclusion into development projects and public works associated with the Specific Plan, including:

- Affirmatively furthering fair housing
- Ensuring equal access to people of all physical and mental abilities
- Addressing climate impacts on vulnerable populations; and
- Equity metrics for development projects and public infrastructure

5) Capital Improvements: Map and table of projects that will be carried out by the local jurisdiction or special districts responsible for public works in the Specific Plan area, including:



- Public right-of-way
- Public facilities
- Infrastructure

Parks and Publicly accessible open space 6) Implementation and Financing Plan. Identified actions, investments and strategies for plan implementation, with completion date estimates, phasing, and cost estimates, and capital improvements and programs identified in the Specific Plan. For each action and investment, the following will be specified:

- Milestones and dates
- Responsible parties
- Estimated cost, committed funding, and anticipated funding sources
- Ongoing tracking and reporting process

*Deliverables:*

- Administrative Draft Specific Plan, five (5) hard copies and in Microsoft Word for editing in real time
- Screencheck Administrative Draft EIR, Word format with track changes identifying edits made
- Public Review Draft Specific Plan, 20 hard copies and a PDF
- Community Advisory Committee meeting #4 notice/agenda in English and Spanish
- Community Advisory Committee meeting #4, with Spanish translation services
- Community Advisory Committee meeting #4 summary in English and Spanish
- Community meeting #4 notice/agenda in English and Spanish
- Community meeting #4, with Spanish translation services
- Community meeting #4 summary in English and Spanish
- Consultant/staff meetings with residents, business owners, students, community- and faith-based organizations, and other Equity Priority Populations identified
- Consultant/staff attendance and presentation at City Boards, Planning Commission, City Council meetings

## **Task 9. Environmental Impact Report**

### **Task 9.0: Project Management**

Rincon will provide project management services under this scope of work, including schedule and budget tracking, internal team coordination, and coordination with City staff and 4LEAF to meet project data needs and other requirements in an efficient and cost-effective manner. Rincon will provide monthly progress reports supplemented as needed with email and phone communications with City staff and 4LEAF to provide updates on the progress of the process and reports and to discuss any issues that arise over the course of the project.

### **Task 9.1: Kickoff Meeting**

Rincon will facilitate a virtual CEQA kickoff meeting with City staff and 4LEAF. This meeting will serve as a forum to review and confirm study objectives and establish an operational protocol. The goals of the meeting will be to finalize the CEQA scope and discuss the overall schedule.



The kickoff meeting will also allow the City/consultant team an opportunity to discuss data needs, the approach to the environmental evaluation and potential EIR alternatives. Community concerns relevant to the CEQA analysis that have surfaced to date will be discussed. We will also have an opportunity to confirm the cumulative impact analysis approach. Rincon's principal in charge and project manager will attend the meeting virtually, which is anticipated to last up to one hour.

**Task 9.2: Notice of Preparation**

Rincon will prepare a draft Notice of Preparation (NOP) for City staff to review. The NOP will include all CEQA-required details including project description, location, dates of public review and dates/location of the public scoping meeting. Rincon will submit a draft NOP in Microsoft Word format for City review. Upon receipt of one round of consolidated comments on the draft NOP, Rincon will prepare a final PDF copy of the NOP for City staff to post on its website and for distribution to public agencies. It is assumed that the City will be responsible for the NOP distribution list and associated direct mailing of printed copies of the NOP. Rincon will assist with filing the NOP with the State Clearinghouse/Office of Planning and Research. It is assumed that the City will complete the Sonoma County Clerk filing.

The NOP and relevant correspondence received in response to the NOP will be attached as an Appendix to the Draft EIR. The scope of the EIR will be adjusted, if necessary, based on the comments received. Because the EIR will address all issues on the environmental checklist, we do not propose to prepare an initial study.

**Task 9.3: Project Description**

Rincon will prepare the EIR project description. Organization of this information is critical since it forms the basis for environmental evaluation under CEQA. The project description will focus on the overall boundary of the Plan Area. This section will include a description of the project, focusing on characteristics relevant to the analysis (i.e., buildout projections provided by the City, proposed land use changes), project objectives, and required permits and discretionary approvals. The project description will include textual, tabular, and up to six graphics as needed to describe the project and form a basis for the environmental analysis. The project description will be submitted to the City in Microsoft Word format, and we will address one round of consolidated comments from the City. The scope of work, estimated schedule, and cost estimate in this proposal assume that the buildout projections and land use pattern will not change following City acceptance of the project description.

**Task 9.4: Scoping Meeting**

Rincon will facilitate one public and agency scoping meeting associated with the release of the NOP. The Scoping Meeting will be held during the 30-day NOP review period to introduce the community and responsible agencies to the EIR process and obtain input on the EIR scope of work. Applicable agencies and interested parties would be invited to attend the scoping meeting. The meeting will include a brief presentation, followed by public comment and input from meeting attendees. Rincon will prepare a summary of relevant input gathered, which will be included in the Draft EIR along with relevant written public comments received during the NOP comment period. Rincon assumes the Scoping Meeting will be held at a Planning Commission meeting, which the City will organize. For the purposes of this scope, we have assumed the scoping meeting will be held in person. Notice of the scoping meeting would be provided in the NOP.

**Task 9.5: AB 52 and SB 18 Consultation Assistance**

Under AB 52 (California Government Code Section 21080.3.1 (a)) and SB 18 (California Government Code Section 65352.3 and 65352.4), the City of Santa Rosa, as the CEQA lead agency, is required to begin consultation with California Native American Tribes that are traditionally and culturally affiliated with the project site, prior to the release of a negative declaration, mitigated negative declaration, or environmental impact report. Rincon will request an AB 52 and SB 18 consultation list from the NAHC and will assist the City with consultation under AB 52 and SB 18 by providing the City with letter templates, checklists, and detailed instructions to help ensure meaningful consultation with interested Native American groups. Typically, NAHC list requests are fulfilled within 10-14 business days. After receipt of letters, Native American Tribes have 30 days to reply to a request for consultation under AB 52 and 90 days under SB 18; the 30 day wait period for AB 52 is subsumed in the wait period for SB 18. This task does not include meetings, outreach, consultation or mailing letters to Tribal governments. Rincon assumes the City will officially contact all applicable Tribes.

**Task 9.6: Peer Review of Water Supply Assessment (WSA)**

Upon the provision of a complete WSA to Rincon, including a complete References list with accessible links to review the cited documents for technical review and guidance, Rincon will provide technical review of a WSA prepared by the City or representative of the City. Rincon's technical review will focus on compliance with Senate Bill (SB) 610 and demonstration of sufficient water supply availability and reliability for the project over a 20-year planning horizon; it is assumed that no site visits or computerized modeling will be necessary. Rincon will provide comments with guidance for revisions if needed, with revisions focused on technical accuracy, analysis defensibility (including thoroughness of the references cited), and compliance with SB 610. Revisions incorporated by Rincon into the WSA will be minor and focused on small corrections and clarifications. Rincon will provide clear guidance and resources for the WSA author(s) to conduct any revisions necessary to provide compliance of the WSA with SB 10. This SOW assumes that revisions made by Rincon to the WSA would be minor; the WSA author(s) will be responsible for all substantive revisions in the WSA, as needed; Rincon may provide such revisions under an expanded SOW. This SOW assumes participation of Rincon's WSA lead in two 1-hour meetings (conducted virtually) with the WSA author(s) and/or the City to discuss the WSA and Rincon's review of the WSA.

**Task 9.7: Administrative Draft EIR**

Rincon will prepare an Administrative Draft EIR (ADEIR) in compliance with CEQA requirements and based on the project description approved by City staff (see Task 9.3). Consistent with CEQA requirements, the EIR will be prepared with a sufficient degree of analysis to provide decision-makers with information which enables them to decide which intelligently takes account of environmental consequences. An evaluation of the environmental effects of the project need not be exhaustive, but the sufficiency of an EIR is to be reviewed in light of what is reasonably feasible. The document will be a program EIR that considers the broad policy implications of the proposed project. To that end, it will focus on the macro-level impacts associated with total buildout. Where possible, Rincon will incorporate information from existing environmental and planning documents that apply to the project area.

The ADEIR will comprise the following sections:

- Executive Summary. This section will include a discussion of project objectives; a brief description of the project; a summary of the environmental setting for the project area; a summary of impacts; a summary



of mitigation measures; a discussion of alternatives considered, and identification of the environmentally superior alternative among those studied; and areas of controversy, and issues remaining to be resolved.

- Introduction and Environmental Setting. The introduction will describe the purpose and legal authority of the EIR, the scope and content of the EIR, a discussion of lead, responsible, and trustee agencies, and a synopsis of the CEQA process. The environmental setting will provide a general description of the existing geographic character of the project area. The environmental setting will also contain a discussion of the approach to the cumulative impact analysis.
- Project Description. The Project Description section will consist of the project description prepared in Task 9.3.
- Analysis, Impacts, and Mitigation Measures. Each environmental discussion will include the following: setting, impact analysis, mitigation measures, and level of significance after mitigation. The discussion for each issue area will begin with the setting, which will describe existing conditions relevant to the topic and provide the groundwork for impact analysis. Sources will include documents and studies prepared in support of the project, other relevant environmental documents prepared during the last five years, and data provided by the City. The impact analysis will include a discussion of the methodology used to quantify or determine impacts and the criteria for judging significance. Where practicable, impacts will be quantified. If existing data does not allow definitive quantification, reasonable assumptions will be used to qualitatively forecast potential impacts. If the impact warrants mitigation measures, they will be indexed to and immediately follow the numbered impact in question.
- Alternatives Analysis. A range of alternatives will be considered in the ADEIR. CEQA Guidelines require consideration of the “No Project” Alternative. For purposes of this EIR, the No Project Alternative would be a continuation of the existing City land use designations of the project area. In addition to the No Project Alternative, Rincon will consider up to two (2) other alternatives (such as alternative land use scenarios), including at least one alternative crafted in coordination with City staff to reduce identified significant and unavoidable impacts. It is assumed that buildout assumptions for each alternative will either be provided or approved by the City. Evaluation of alternatives will be in less detail than for the proposed project, though the analysis will provide decision-makers and the public adequate information to decide between alternatives. This section will also identify the “environmentally superior alternative.” If the No Project Alternative is determined to be environmentally superior, the ADEIR will identify the environmentally superior alternative among the remaining scenarios.
- Cumulative Impacts. Consistent with Section 15130 of the CEQA Guidelines, cumulative impacts will be disclosed. These impacts would result from the program’s impacts associated with full buildout of project area under the proposed project, combined with impacts of other projects and programs in the area, including surrounding jurisdictions’ land use plans. Cumulative projections in the area will be derived in consultation with the City.
- Other CEQA Sections. This portion of the EIR will discuss the growth-inducing effects of the project as well as significant irreversible changes associated with the proposed project. Drawing on the information provided in the environmental setting and preceding issue discussion, the growth-inducing impacts will address the potential for the project to directly induce economic growth and remove obstacles to growth in the area. The significant irreversible changes discussion will summarize the significant effects of the project, particularly the unavoidably significant effects.



- **References.** This portion of the EIR will provide full citations for all in-text citations provided within the EIR. This section will identify all supporting documents that were used during preparation of the EIR which are not included as appendices to the EIR itself.

The ADEIR will be submitted to the City in Microsoft Word format, for ease of review. As requested by the RFP, Rincon will provide 5 copies of the ADEIR.

### **Proposed Approach to Key Technical Issues**

The technical approach to analyzing each potential environmental issue is described herein. Approaches to the impact analysis for the Program EIR will be discussed with City staff and will be consistent with the assumptions and methodologies used in recent CEQA documents in the City of Santa Rosa to the extent possible. In general, the impact analysis will focus on the issues present in the project area and likely to be affected or impacted by the project. It is anticipated that the components of the project that would most likely result in environmental impacts include the proposed land use changes that would result in increased buildout, increased development intensity, increased building height/scale, or physical ground disturbance. All issue areas contained on the CEQA Guidelines Appendix G Checklist will be addressed in the EIR. Specific analysis details for technical issue areas only are described below, with the exception of the Water Supply Assessment described in Task 9.6, which would inform both the Hydrology and Water Quality section as well as the Utilities and Service Systems sections. The Transportation section will be based on a transportation study to be provided by Fehr and Peers, a subconsultant to 4LEAF.

**Air Quality and Greenhouse Gas Emissions:** The air quality and greenhouse gas (GHG) emissions analyses in the EIR will consider temporary construction and long-term operational emissions from buildout of the project area. The analysis will summarize the existing air quality conditions in the air basin using data from nearby air monitoring stations available from the California Air Resources Board and the Bay Area Air Quality Management District (BAAQMD). The state of the climate and relevant federal, state, and local climate change regulations will be described, with GHGs identified as an area of primary concern. This section will summarize federal, state, and local standards and regulatory review requirements pertinent to air quality and GHG emissions and evaluate the significance of air quality and GHG impacts per the BAAQMD's 2022 CEQA Guidelines methodology for programmatic (plan-level) analyses. Operational and construction emissions will be addressed qualitatively and no air quality or GHG modeling is proposed. This section will also evaluate potential odor impacts through buildout of the project area, which is typically associated with wastewater treatment, manufacturing, and industrial-type land uses; evaluate localized air quality impacts from toxic air contaminant (TAC) to sensitive receptors (no detailed air dispersion modeling is proposed as part of this scope); evaluate the project's compliance with applicable Air Quality Management Plans; evaluate the project's compliance with applicable State and local GHG reduction plans, policies, and regulations; and develop mitigation measures for identified potentially significant air quality and GHG impacts.

**Biological Resources:** The project area supports a mixture of commercial, residential, and open space uses. Sensitive biological resources are expected to be limited by the surrounding development and disturbance; however, there are known occurrences of sensitive species immediately adjacent to the project area. The project area is covered under the U.S. Fish and Wildlife Service Recovery Plan for the Santa Rosa Plain, which includes



California tiger salamander and three rare plant species: Burke's goldfields, Sonoma sunshine, and Sebastopol meadowfoam. The project area has potential to support additional special-status species such as western pond turtle, raptors, and nesting birds. Jurisdictional wetlands and waters such as drainages, ponds, and seasonal wetlands are also present within the project area. Finally, the project area overlaps with Sonoma County's Valley Oak Habitat combining district and has the potential to contain other protected trees and woodlands. As part of the biological resources analysis, Rincon will collect regional background information on biological resources that could be affected by the project. The collected information will include database queries (e.g., California Natural Diversity Database [CNDDB], California Native Plant Society, U.S. Fish and Wildlife Service, National Wetland Inventory), reviews of regional planning documents, and information provided by City staff. The scope of work includes a reconnaissance site visit. The biological setting subsection will describe the regulatory framework, vegetation communities, waters and wetlands, and special-status species occurrences and habitats. Rincon will compile results from database queries in an appendix to the EIR and summarize the results and findings within the EIR section. The impact analysis will include a description of methodology and significance thresholds, a summary of land use changes that may result in impacts to biological resources, and avoidance and mitigation measures, as appropriate.

**Cultural Resources:** The cultural resources analysis will review the potential for historical resources and archaeological resources to occur within the plan area and the potential impacts to those resources as a result of the project. To compile a listing of recognized significant historic and prehistoric resources, information will be obtained from the National Register of Historic Places (NRHP), the Built Environment Resources Directory (BERD), and local inventories, as appropriate. Archival research will be limited to a review of historic aerial images and maps to characterize the historic development of the plan area and the existing conditions. No field work will be conducted. A search of the California Historical Resources Information Center (CHRIS) will not be included in this scope of work and would be consulted after the determination of a project-level analysis of any future development project in order to determine locations of previously recorded archaeological sites. If significant impacts are identified, programmatic mitigation measures will be provided.

**Tribal Cultural Resources:** To inform the Tribal Cultural Resources section, Rincon will collect regional background information on tribal cultural resources that could be affected by the project. The collected information will include Native American Heritage Commission (NAHC) Sacred Lands File Search, reviews of regional ethnographic information, information from relevant past projects, and information provided to the lead agency through government-to-government tribal consultation in accordance with Assembly Bill 52 of 2014 (AB 52) and Senate Bill 18 of 2004 (SB 18).

**Paleontological Resources:** Rincon will present a paleontological resources assessment memorandum that will summarize potential impacts to geologic units with paleontological sensitivity and any necessary mitigation measures. The assessment will discuss the results of the literature review and record search, provide a discussion of the regional geology and the geologic unit(s) present within the project site, characterize the paleontological sensitivity of the geologic unit(s) present within the project site using the Society of Vertebrate Paleontology paleontological sensitivity classification system, assess the potential for significant impacts to scientifically important paleontological resources under state and federal guidelines, and provide management recommendations for avoiding or reducing impacts to paleontological resources from project development as



necessary. We assume that direct expenses associated with the fossil locality search will not exceed \$500, and no paleontological fieldwork will be necessary to complete the assessment.

**Noise:** The noise section of the EIR will be conducted in accordance with City of Santa Rosa guidelines, standards, and ordinances. The existing setting will describe existing ambient and traffic noise levels, and a discussion of existing airport noise levels based on available data from the General Plan and other sources. No ambient noise measurements are proposed; however, noise measurements may be included for additional cost upon request. The noise analysis will examine both temporary construction noise and long-term operational noise. Noise model calculations will be included as an appendix to the EIR, and the technical analysis will be summarized in the EIR section. Construction noise and vibration impacts associated with buildout of the plan area will be addressed qualitatively in terms of accepted data and standards from the U.S. Federal Transit Administration and Federal Highway Administration. Traffic noise will be estimated based on traffic volume data used in the traffic analysis. Noise impacts from non-transportation sources will be evaluated on a programmatic level, qualitatively based on local noise standards. Rincon will analyze noise impacts from non-transportation sources such as major commercial and industrial uses in terms of potential impacts to nearby noise-sensitive receptors and the noise limitations identified within the City's Municipal Code. Feasible mitigation measures will be identified to minimize noise and vibration impacts associated with buildout of the Plan.

#### **Task 9.8: Screencheck Draft EIR**

Rincon will address one round of City comments on the ADEIR and prepare a Screencheck Draft EIR. We assume that all comments from the City will be provided as a consolidated set of comments in editable electronic format (i.e., as tracked changes in Microsoft Word). If there are multiple reviewers, the City will be responsible for reconciling conflicting comments prior to sending to Rincon. To maintain momentum in the project schedule and provide cost efficiency, we assume City comments will focus on any new content in the previous version of the ADEIR, and new comments on previously submitted content will be minimal. The Screencheck Draft EIR will be submitted to the City in Microsoft Word with track changes retained.

#### **Task 9.9: Public Draft EIR**

Once the City approves the Screencheck Draft EIR, Rincon will prepare the Draft EIR for public circulation. Rincon will prepare required noticing forms, including the Notice of Completion (NOC), Notice of Availability (NOA), and OPR's Summary Form for Electronic Document Submittal, for City review. Rincon will address one round of comments on the forms. Rincon will assist the City with submitting documents through the digital CEQA Submit platform and filing the NOA with the Sonoma County Clerk's office. It is assumed that the City will complete the County Clerk filing and be responsible for newspaper ads and/or other public noticing of the document's availability required by CEQA, such as radius label mailing or on-site posting. As required by State law, the Public Draft EIR will require at least a 45-day public review period. Rincon will provide 20 printed copies of the Public Draft EIR, as required by the RFP. Rincon will provide a digital version in Adobe PDF for posting to the City's website. Accessibility remediation of the Draft EIR is not included but could be done at additional cost upon request.

**Task 9.10: Response to Comments and Administrative Final EIR**

Upon receipt of public comments on the Draft EIR, Rincon will prepare draft response to comments and an Administrative Final EIR for review by the City. This scope of work assumes up to 20 comment letters containing comments on the content of the CEQA document will be received. This includes three lengthy (over five pages) and/or substantive letters, that can be adequately responded to in a maximum of 112 professional staff hours. Comment letters that solely express support or opposition to the project would not count against the 20-letter estimate. The actual level of effort required to respond will depend on the length, detail, and sophistication of the comments, in addition to the number of letters received. We reserve the right to reevaluate the effort level and request a scope amendment upon close of the public comment period. If the number of comment letters and the effort to prepare responses is greater than anticipated, Rincon will notify City staff immediately and discuss options to amend our scope of work and budget as necessary.

Rincon will address one round of consolidated City comments, to be provided in editable format, on the draft Responses to Comments and prepare a Screencheck Responses to Comments, in Microsoft Word with edits shown in track changes. Upon City review and approval of the Screencheck, Rincon will submit the Final EIR.

**Task 9.11: Mitigation Monitoring and Reporting Program**

Concurrent with Task 9.9, Rincon will prepare a Mitigation Monitoring and Reporting Plan (MMRP), which will be bound separately from the Final EIR. The MMRP will be provided in a format designed for use by planners, environmental monitors, or code enforcement officers. Essentially, this plan will take the form of a detailed table that describes:

- Persons/agencies responsible for monitoring compliance with each condition
- Timing when monitoring must occur
- Frequency of monitoring
- Criteria to be used to determine compliance with conditions

**Task 9.12: Final EIR**

After receipt of City comments on the Administrative Final EIR (Task 9.9) and MMRP (Task 9.10), Rincon will prepare a Screencheck Final EIR for City staff review and confirmation followed by a Final Program EIR after incorporating comments from City staff. Rincon will prepare a draft Notice of Determination (NOD) for City approval. Rincon staff will assist City staff with filing the NOD with County Clerk and State Clearinghouse within five working days of project approval. It is assumed that the City will pay all applicable fees associated with filing the NOD at the County Clerk. It is assumed that the City will complete the County Clerk filing, unless it is requested that Rincon file the notice with the County Clerk for additional cost. Rincon will provide 20 printed copies of the Final EIR, as required by the RFP, and will not conduct accessibility remediation of the Final EIR, unless requested for additional cost.

**Task 9.13: CEQA Findings, Statement of Overriding Considerations, and Resolution**

Rincon will prepare the CEQA Findings and Statement of Overriding Considerations (if a significant and unavoidable impact is identified) for the project based on the impact conclusions of the EIR, based on a template provided by the City. The Draft CEQA Findings will be submitted alongside the Final EIR, and will contain a



discussion of alternatives, including the rationale for rejecting any of the analyzed alternatives, using in part the project objectives. This scope of work assumes if alternatives are determined to be infeasible due to financial considerations, or that the Statement of Overriding Considerations relies on specific economic or financial factors, corresponding financial data to support these conclusions will be provided by the City. This task will comply with CEQA Guidelines Sections 15091 and 15093 and will be submitted in a City-approved electronic format. Rincon will prepare an administrative draft version of the CEQA Findings for City review, will address one round of consolidated City comments, and submit a final document version digitally.

Rincon will also prepare the draft CEQA Resolution for City review and comment. The CEQA Resolution will be prepared in accordance with the City's required format. The CEQA Resolution will incorporate the CEQA Findings and, if applicable, the Statement of Overriding Considerations as attachments. Rincon will address one round of consolidated City comments and submit a final document version digitally.

**Task 9.14: Administrative Record**

Rincon will maintain the Administrative Record for this project. Maintenance of an accurate and comprehensive administrative record is important for the defensibility of the EIR, should it be challenged. Rincon will develop a work plan at the outset that instructs internal staff on the way in which the Administrative Record will be developed and maintained. As sources are referenced in each section of the report, they are logged in an index containing a hyper-linked cross-reference to the individual source files, copies of which are maintained on company servers. These include, for example, guidance documents, websites, correspondence, and technical memoranda. The index and source files will be supplied digitally alongside the Draft EIR.

**Task 9.15: Public Hearing Attendance (3)**

This task provides a budgeted allowance for the Rincon team, including Rincon's Principal-in-Charge or Project Manager, to attend up to three in-person public meetings with the Planning Commission and City Council, of which one would be a Planning Commission meeting on the Draft EIR, as requested in the RFP.

**Task 9.16: Evacuation Analysis**

The Specific Plan area is located near and adjacent to areas of high fire hazard zones per the new CalFire hazard maps (June 2023). Recent court cases – including an ongoing CEQA challenge of the Sonoma Developmental Center Specific Plan – have established the need to review a project's or program's effect on evacuation time as a CEQA matter for the Hazards and Hazardous Materials and Wildfire CEQA sections. Increased traffic loads resulting from the Specific Plan may affect the evacuation times for areas of the High fire hazard zones, and other areas within the City of Santa Rosa adjacent to the High fire hazard zones, which may indicate a CEQA impact per the recent court cases in Lake, Placer, San Diego, and other counties. While it is highly likely that the Specific Plan would not result in a significant impact, preparing the evacuation time estimate analysis would promote consistency with the County's Safety Element update, answer the public's questions regarding the effect on evacuation analysis, and allow all projects in the Specific Plan area (including those very near the High fire hazard zones) to tier off of the analysis going forward and not have to prepare a project-level analysis (as this is the direction that CEQA case law is trending).



The following tasks are based on the analysis used to alleviate the Lake County *Guenoc Valley* lawsuit brought forth by the State Attorney General's Office on the topic of evacuation analysis. The analysis method described below is consistent with the County of Sonoma Safety Element update and is not the analysis method used by other consultants as part of the Sonoma Developmental Center Specific Plan to prepare the evacuation analysis that is currently being challenged under CEQA.

**Emergency Event Identification and Evacuation Response Due Diligence:**

Fehr & Peers will review the City's General Plan Circulation and Safety Elements, and other relevant evacuation planning documents to identify emergency events that have the most realistic chance of requiring an evacuation of the Study Area. These potential emergency events could include natural events, such as fires, flooding, and earthquakes, as well as person-made events, like chemical accidents, toxic gas releases, and fire from industrial accidents. We understand that the event of greatest concern in the study area is wildfire.

Due to the complexities and unique challenges of the Study Area, and the lack of codified standards and/or formal design guidance for evacuation studies (i.e., required evacuation times), the consultant team will review the City's General Plan Circulation and Safety Elements, and other relevant evacuation planning documents to provide recommendations on the emergency event(s) that have the most realistic chance of requiring an evacuation of the Study Area as well as the appropriate response for each emergency event (e.g., shelter in place, evacuate to upper floors, evacuate only the building/facility, evacuate to a specified distance, or evacuate study area immediately). The consultant team will coordinate with City staff and local emergency response personnel to make a value judgement on what is considered the appropriate emergency/hazard as the basis for design.

Fehr & Peers will propose CEQA standards of significance related to a project's effect on evacuation times. It is anticipated that these proposed standards of significance will be presented to City staff for review and comment prior to undertaking the additional optional task noted below. The draft CEQA standards of significance and other high-level findings will be summarized in a brief technical memorandum.

**Establishing Project Effect on Evacuation Times:**

The following optional task item is based on the following three assumptions: (1) the Study Area is defined as the area generally bound by SR 12, Farmers Lane, Taylor Mountain Park, Petaluma Hill Road, Roberts Lake Road, Juniper Avenue and US 101, (2) the evacuation analysis will consider two evacuation subscenarios, and (3) the assessment of the project's impact on evacuation times will be based on data from the 2019 base year and Year 2040 versions of the SCTA Travel Demand Model.

Fehr & Peers will conduct a quantitative analysis, primarily focusing on wildfire evacuation scenarios in the southern region of Santa Rosa, examining various road closure patterns associated with wildfire events. The analysis will estimate the number of vehicle trips during evacuations, utilizing socio-economic data and trip generation information, accounting for factors such as time of day. The analysis will be customized to the City's evacuation road network and SCTA travel demand data. It will estimate background traffic estimates and the impact of the evacuation event. A model will be employed to assess traffic congestion and reroute traffic as congestion builds, pinpointing congestion bottlenecks during evacuations. The results will be presented visually and summarized in tables, highlighting key findings, including evacuation times and congestion points. If



significant impacts are detected, mitigation measures will be proposed, along with recommendations for improved egress from the project site to local roadways. It is important to note that this analysis is conceptual in nature, as wildfires are unpredictable, emphasizing the need for careful planning and implementation of evacuation strategies based on the given assumptions.

### **Task 10. General Plan and Zoning Text Amendments**

The consultant team will work with City staff to evaluate properties within the project boundaries to determine sites that will need General Plan land use amendments. Proposal assumes that existing Santa Rosa General Plan land use designations will be utilized. Consultant will also work with staff to identify text and mapping changes needed in the City's General Plan, including revisions to population and job projections to account for changes within the project area.

Consultant will then work with City staff to evaluate properties within the project boundaries to determine those that need to be rezoned for consistency with the South Santa Rosa Specific Plan and the Santa Rosa General Plan, as well as the appropriate pre-zoning for the unincorporated lands within the project area. It is anticipated that existing Santa Rosa zoning districts will be utilized for this effort.

Finally, the consultant team will work with City staff to determine the text amendments that will be necessary to provide consistency with the new Specific Plan. Amendments that are deemed necessary will be drafted by the consultant team for City staff review.

#### *Deliverables:*

- General Plan Amendments table with associated maps, showing existing and proposed designations for each parcel to be considered for a General Plan Amendment
- List of General Plan Text Amendments
- Zoning Amendments table with associated maps, showing existing and proposed zoning designations for each parcel to be considered for rezoning
- Pre-Zoning Table showing County Zoning and proposed City pre-zoning for each parcel to be considered for pre-zoning
- Draft Zoning Code text amendments

### **Task 11. Presentation and Adoption of Draft Specific Plan and Final EIR**

4LEAF is committed to fostering inclusivity in the planning process. Our goal is to create opportunities for all residents, particularly those in vulnerable, underrepresented, and historically marginalized communities, to actively participate in public hearings. 4LEAF, with staff participation, will present the draft specific plan and the Final EIR at Planning Commission and City Council. Presentations will be bilingual, both in English and Spanish, to ensure accessibility to individuals with limited English-proficiency. 4LEAF staff is available to provide bilingual presentations simultaneously or consecutively, depending on the City's preferences. The consultant team is proud to have a diverse staff, with planners who are native Spanish speakers. We understand that planning terms and concepts often lack direct translations between languages. Our staff has experience with providing culturally responsive interpretation and translation services for prior planning processes and have taken formal translation courses.

*Deliverables:*

- Attendance and bilingual presentation of the draft Specific Plan and final EIR at Planning Commission and City Council
- Adopted Specific Plan, 20 hard copies
- Adopted Specific Plan (English), electronic copy in PDF and Word format (all graphics/maps in a graphics file)
- Adopted Specific Plan (Spanish), electronic copy in PDF and Word format (all graphics/maps in a graphics file)
- Final EIR, electronic copy in PDF format

**Task 12. Project Management**

4LEAF staff approaches project management with a strong emphasis on ongoing, clear communication, recognizing its paramount importance. With team members who bring firsthand experience from local government backgrounds, we possess a unique insight into the nuanced needs of local government. Clear, consistent communication of expectations, responsibilities and milestones are key. 4LEAF will meet regularly with City staff to ensure that the project objectives and milestones are being met. Thirty-minute, biweekly check-in meetings are recommended.

*Deliverables:*

- Virtual Project Management Meetings with City staff
- Meeting Summaries

**Project Assumptions**

The following tasks are not included in this proposal, and could be authorized as additional services or as part of future phases of work:

- **Identification of data gaps:** Following the data gathering effort and evaluation of existing conditions related to water, wastewater, and stormwater infrastructure, identify data gaps and prepare a brief risk assessment posed by the data gaps to be documented in the Existing Conditions Technical Memorandum. This task includes coordination with the consultant team and the City to fill gaps with up to two staff interviews or other group meetings.
- It is assumed that all work will be performed in calendar year 2024 and 2025. Billing rates and budget values are predicated on this assumption. Delay or extension of work into future years may impact overall cost.
- It is assumed that comments by individuals or by multiple associated reviewers (such as multiple departments from the same agency) will be consolidated and deconflicted before being provided to Consultant. For all project documents, a single set of non-conflicting comments is requested within 2 weeks.
- Meeting attendance is assumed to be virtual except as otherwise noted.
- It is assumed that the City will provide required project data promptly, including GIS and modeling data, in order to maintain the desired project schedule.



- It is assumed that coordination with Sonoma Water (the County agency) will be conducted by City staff, and that direct coordination by the consultant team with Sonoma Water for Water or Wastewater system data or modeling results will not be necessary.

As part of this scope of work, the Watearth team will evaluate the following data, either to be gathered by Watearth from public sources (W) or to be provided to Watearth by the City or others (P). Data to be provided to Watearth by others is required for this scope of work to be completed on schedule.

- a. Applicable Regulatory Requirements (W)
- b. Water system model data and results from City staff (P)
- c. Wastewater system model data and results from City staff (P)
- d. Project description (P)
- e. GIS for existing water, wastewater, and stormdrain systems (P)
- f. Preliminary design recommendations from design team (P)
- g. NRCS Soils Data (W)
- h. Topographic Data (W)
- i. Geotechnical Data (P)
- j. Hydrology and Hydraulic Models (P)
- k. Flood Insurance Rate Map (FIRM) (W)
- l. Prior studies and models (P)
- m. Water rights claims (P)
- n. System capacities and customer data (P)
- o. Groundwater data (W and P)
- p. Planning documents (P)
- q. Results of public outreach by others (P)
- r. Other data to be determined at project outset by the responsible engineer (P)

PROPOSAL FOR THE  
SOUTH SANTA ROSA SPECIFIC PLAN  
TO THE  
CITY OF SANTA ROSA

SECTION 4  
COST PROPOSAL



4LEAF, INC.

**South Santa Rosa Specific Plan Budget Proposal - 4LEAF, Inc.**

Task #	Task Description	Start	End	Director \$205	Principal \$180	Senior \$160	Associate \$140	Assistant \$100	Admin Support \$60	Hrs/Task
1.0	Project Commencement									
1.1	Task 1 Deliverables	1/1/24	1/31/24	4	8	8	4	4	4	32
2.0	Community Engagement Strategy									
2.1 - 2.7	Task 2 Deliverables	1/15/24	12/31/25	12	80	160	110	90	48	500
3.0	Technical Advisory Committee									
3.1	Task 3 Deliverables	1/15/24	4/30/24	4	4	24	16	16	8	72
4.0	PDA Profile, et al - Reports & Strategies									
4.1	Task 4 Deliverables	1/15/24	4/30/24	12	10	90	60	30	12	214
5.0	Land Use & Circulation Alternatives									
5.1 - 5.13	Task 5 Deliverables	5/1/24	7/31/24	6	2	24	16	16	8	72
6.0	Preferred Alternative									
6.1 - 6.11	Task 6 Deliverables	8/1/24	1/31/25	12	4	90	45	45	28	224
7.0	Infrastructure Development & Services Plan									
7.1	Task 7 Deliverables	10/1/24	1/31/25	6	6	36	16	12	12	88
8.0	Specific Plan Document									
8.1 - 8.11	Task 8 Deliverables	1/1/25	5/31/25	40	20	220	110	80	40	510
9.0	Environmental Impact Report									
9.1 - 9.7	Task 9 Deliverables	7/1/25	10/31/25	4	4	4	4	2	6	24
10.0	General Plan & Zoning Amendments									
10.1 - 10.4	Task 10 Deliverables	2/1/25	10/31/25	12	8	32	12	12	8	84
11.0	Adoption Draft Specific Plan & EIR									
11.1 - 11.6	Task 11 Deliverables	11/1/25	1/31/26	24	30	120	60	45	38	317
12.0	Project Management									
12.1	Task 12 Deliverables	1/15/24	1/31/26	24	0	48	24	0	0	96
4LEAF Totals (Hours & Budget)				160	176	856	477	352	212	2233
				\$32,800	\$31,680	\$136,960	\$66,780	\$35,200	\$12,720	\$316,140
Subconsultant Budget Totals				Economic & Planning Systems (EPS) Totals						\$61,020
				Fehr & Peers Totals (includes Evac Analysis)						\$175,620
				Watearth Totals (DBE)						\$191,645
				Rincon Consultants Totals						\$242,688
GRAND TOTAL (WITHOUT OPTIONAL TASKS)										\$987,113
Optional Tasks				Direct Water & Wastewater Systems Modeling (W)						\$81,190
				Ambient Noise Measurements (R)						\$3,789
				Water Supply Assessment (R)						\$15,481
				Additional Alternative (each) within PEIR (R)						\$2,715
				Survey Location of Dry Utilities in Key Areas (4L)						\$23,309
				Cost Estimates & Documentaton (W)						\$77,230
GRAND TOTAL (INCLUDING OPTIONAL TASKS)										\$1,190,827

Note: travel time for in-person meetings and workshops will be charged at hourly rates plus direct costs, if applicable.

PROPOSAL FOR THE  
SOUTH SANTA ROSA SPECIFIC PLAN  
TO THE  
CITY OF SANTA ROSA

SECTION 5  
PROPOSED SCHEDULE



4LEAF, INC.



## **SECTION 5: PROPOSED SCHEDULE**

The following is a high-level project schedule. See attached Gantt chart for detailed schedule.

Task #	Task Description	Timeframe
Task 1	Project Commencement	January 2024
Task 2	Community Engagement Strategy	February - April 2024
Task 3	Technical Advisory Committee	February - April 2024
Task 4	PDA Profile, et al - Reports & Strategies	February - April 2024
Task 5	Land Use & Circulation Alternatives	May 2024 - July 2024
Task 6	Preferred Alternative	August 2024 - January 2025
Task 7	Infrastructure Development & Services Plan	October 2024 - January 2025
Task 8	Specific Plan Document	January 2025 - May 2025
Task 9	Environmental Impact Report	July 2024 - October 2025
Task 10	General Plan & Zoning Amendments	February - October 2025
Task 11	Adoption Draft Specific Plan & EIR	November 2025 - January 2026
Task 12	Project Management	January 2024 - January 2026

[illegible]

PROPOSAL FOR THE

SOUTH SANTA ROSA SPECIFIC PLAN

TO THE

CITY OF SANTA ROSA

SECTION 6

REFERENCES



4LEAF, INC.



## **SECTION 6: REFERENCES**

### **Downtown Specific Plan, City of Cotati**



4LEAF recently completed an update to the City of Cotati's Downtown Specific Plan, which had previously been established in 2009. The project responded to changes since the last update that shifted the balance of mixed-use development in an economy more inclined to produce residential units than commercial units. Much of the project team reflected in this proposal (4LEAF, Rincon, and Fehr & Peers) is currently completing the City of Cotati's next specific plan update in the Santero Way area surrounding Cotati's SMART Station and can respond to the evolving statutory requirements for priority development areas with relevant and current experience.

4LEAF prepared Amendments to the Specific Plan land use, zoning, and objective design guidelines to accommodate changes to State law. Concurrently, our team prepared an Addendum to the Environmental Impact Report for California Environmental Quality Act compliance. 4LEAF worked with the City to:

1. Develop new Downtown Specific Plan policy language that strikes a balance between the City's downtown goals and consistency with recent changes in State housing law, as reflected in the City's 6<sup>th</sup> Cycle General Plan Housing Element Update.
2. Prioritize and incentivize 100% affordable housing downtown while retaining the integrity of the City's vision of a pedestrian oriented mix of retail businesses, housing for all economic segments of the community, and recreation amenities, while preserving Cotati's historic downtown character.
3. Affirm the urban forms and mix of residential uses downtown and while removing or revising policies and regulations to achieve consistency with the 6<sup>th</sup> Cycle Housing Element.
4. Involve the community in the project by seeking input by conducting online website-based outreach with a film introducing the project, survey, and e-blasts to the interested parties list. In-person workshops were held with interested parties and the Cotati Planning Commission and City Council.
5. Write an Addendum to the Downtown Specific Plan Final EIR as the appropriate environmental document for the project amendments.
6. Prepare and present staff reports, ordinances, resolutions, findings, and recommendations for project approval to the public at Planning Commission and City Council hearings.

#### **Contact Information:**

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## Carson Lofts Specific Plan, City of Carson

While working as a consultant at Sagecrest Planning + Environmental, 4LEAF staffer Jonathan Pacheco Bell assisted in developing the Carson Lofts Specific Plan in the City of Carson. Initiated by a private developer, the Carson Lofts Specific Plan proposes to convert a half-acre vacant site into two, 3-story apartment buildings totaling 19 units with on-site parking and open space. The project includes a Specific Plan document, site plan, design review, General Plan amendment, and zone change. Jonathan developed and led the community engagement strategy required by the city. Demonstrating an Embedded Planning approach, Jonathan's engagement entailed door-to-door canvassing of surrounding residences. Jonathan explained the project in plain language with bilingual translation provided, displayed renderings, answered residents' questions, invited input and participation at upcoming public hearings, and introduced the developer who was in attendance during canvassing. Jonathan also created and distributed information packets to residences. Community members were pleasantly surprised, having never been engaged at home about planning projects. Their comments were integrated into the design and planning process for the Specific Plan.



### Contact Information:

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## Napa Sonoma Collaborative, ABAG/MTC

The Napa Sonoma Collaborative is an ABAG-supported technical assistance effort coordinated by 4LEAF and funded by State Regional Early Action Planning (REAP) funding. The purpose of the Collaborative over the past two years has been to aid the sixteen jurisdictions of Napa & Sonoma Counties as they complete their Housing Element Updates and implement housing policy. Through this effort, 4LEAF has acted as a convener for regional stakeholders, guiding fair housing analyses responsive to the recommendations of our Equity Working Group, gauging consensus around housing opportunity sites through a Developer Panel of affordable and market-rate builders, and providing presentations to local Planning Commissions, City Councils, and Boards of Supervisors on legislative updates affecting local planning policy. In partnership with Rincon Consultants, the Collaborative has established the innovative [Housing Connect](#) an easy-to-use tool that allows jurisdictions to analyze, manage, and report residential development in a visual, transparent, and cost-effective way while streamlining preparation of the Housing Element Annual Progress Report. Moving into the REAP 2.0 phase in 2024, 4LEAF's focus with the Collaborative will evolve to promote reduction in vehicle miles traveled (VMT), support infill development, and continue to affirmatively further fair housing (AFFH).



**Let's Talk Housing**  
NAPA SONOMA COLLABORATIVE

### Contact Information:

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## Rincon: Adeline Corridor Specific Plan, City of Berkeley



Rincon completed an EIR for the proposed Adeline Corridor Specific Plan in the City of Berkeley. The Plan Area is in the southern portion of the City of Berkeley and extends approximately 1.3 miles north from the Berkeley/Oakland border along Adeline Street and Shattuck Avenue to the intersection of Shattuck Avenue and Dwight Way. The Plan Area abuts Downtown Berkeley to the north and extends to the City of Oakland border to the south. The Adeline Corridor Specific Plan is intended to direct changes in land uses and development and right-of-

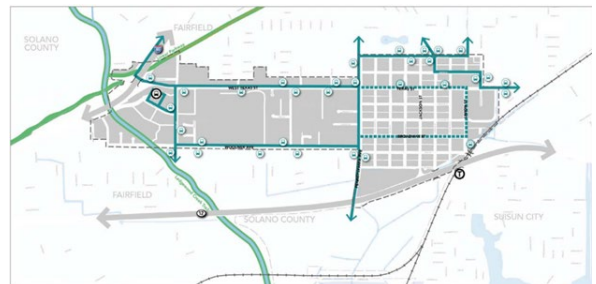
way improvements for the Plan Area. The vision for the Plan Area is to champion equitable, transit-oriented development that supports a thriving community and provide safe, “complete streets.” Key issues analyzed in the EIR include traffic/circulation, cultural resources, population and housing, noise, air quality, and GHG emissions. After certification of the EIR, Rincon also prepared an EIR Addendum to assess impacts associated with adding three additional parcels to the Plan Area.

### Contact Information:

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## Fehr & Peers: Heart of Fairfield Specific Plan & EIR, City of Fairfield

Fehr & Peers conducted the circulation plan development and transportation analysis for the Heart of Fairfield Specific Plan, including preparation of the transportation chapters of the Specific Plan and the EIR. The Specific Plan encompassed the Downtown and West Texas Street Priority Development Areas, including revitalizing roadway, bicycle, pedestrian and transit connections to two multimodal transportation hubs at



either end of the Plan area: the Fairfield Transportation Center near I-80, and the Fairfield/Suisun City Capitol Corridor station and intermodal bus hub. Our work included development of a comprehensive baseline report describing facilities and operations for all transportation modes; collaboration with the consultant team and City staff in the development and testing of Plan alternatives; assistance with facilitation at community workshops; development of transportation improvements, including new roadway connections, pedestrian and bicycle facilities, and a complete streets reallocation of capacity for West Texas Street. Subsequent housing rezoning work (as part of SB 2) utilized a Transportation Demand Management vehicle-miles traveled budget approach whereby the additional VMT reductions (beyond those originally required to address VMT impacts) associated with improvements to the bicycle, pedestrian and transit systems (in addition to improvements on West Texas Street) were quantified and used to unlock additional residential unit production in the Specific Plan area.

### Contact Information:

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## **EPS: Displacement Mitigation Strategies, including City of Mountain View**

EPS has helped several communities explore mitigation strategies to combat the displacement of residents due to price escalation and/or redevelopment. These studies and recommendations are shaping local policies regarding zoning, affordable housing, and public investment. For Los Angeles County, EPS first studied displacement risks in 20 different areas of the County, evaluating demographic and economic trends that indicated the degree to which lower income and minority residents, business owners, and other vulnerable populations were being affected by rising housing prices in the region. The County subsequently adopted a “no net loss” policy regarding lower-income housing. EPS was retained to study the feasibility of requiring developers who were removing lower-income housing units from the available housing supply through demolition, conversion, reinvestment, or redevelopment to replace such units or pay an impact fee. The fee was incorporated into the County’s Affordable Housing Preservation Ordinance adopted in 2021. EPS has also evaluated displacement risks and mitigation strategies for the Cities of El Segundo and Mountain View, focusing on how, where, and when requiring replacement of lower-income units could be financially feasible or may affect the tradeoffs between preserving existing housing and enhancing overall housing production.

### **Contact Information:**

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## Watearth, Inc. Nevada County Hydrologist Services



### Projects

#### Nevada County Hydrologist Services

### Project #1

#### Los Angeles County Public Works (LACPW), Adventure Park Runoff and Stormwater Capture Regional Water Quality Project

##### Los Angeles County, CA

This Caltrans-funded regional stormwater-related study and **water resources** project included diversions from the San Gabriel River Watershed into a 19.5ac-ft underground stormwater capture facility. Untreated discharges are sent to the adjacent sanitary sewer, and overflows are treated on-site and then released into Sorensen Drain. Flows into the sanitary sewer are treated at the Los Coyotes Reclamation Plant and reused as non-potable irrigation water.

We performed planning engineering, project management, civil design and environmental documentation and permitting with agencies such as CDFW. Plans, Specifications, and Estimates (PS&E) were provided for design engineering at several milestones (60%, 90%, 100%), including draft and final submittals. Watearth also provided environmental engineering for Phase I and Phase II Environmental Site Assessments, groundwater monitoring, sampling of the receiving/contributing stream (Sorenson Drain), **development of surface water and groundwater sampling plans**, development of pumping tests plan, oversight of 50-foot depth monitoring well and extraction well installations, oversight of geotechnical engineering in the form of soils field testing and dewatering design, and **performed groundwater sampling** and monitoring activities. Additionally, Watearth was responsible for **BMP inspection and validation**



**post-construction monitoring plan**, preparation of technical memorandums documenting the results of the surface water and groundwater sampling activities, and the development of design engineering services (PS&E).

Watearth's scope also included a **watershed study** of the San Gabriel River watershed, plus hydrogeomorphology and biology technical studies.

In addition, this project included **aquifer testing** and adaptive management strategies.

Watearth prepared specifications using Public

Works' Greenbook 2018 edition and coordinated specifications prep with Public Works' project management division.

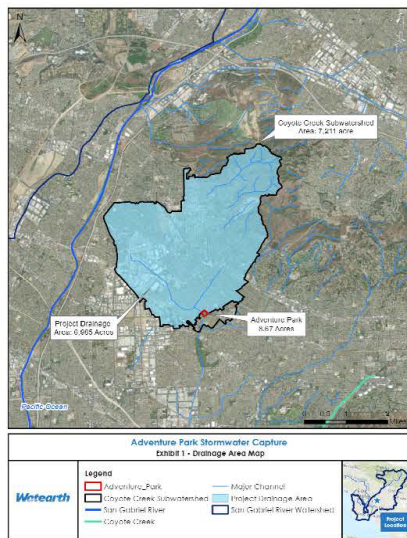
Watearth and its team provided geotechnical studies (field testing of soils using the double ring infiltrometer method), field identification of plants and trees, development of a Water Quality



## Projects

### Nevada County Hydrologist Services

Management Plan (WQMP), erosion and sediment controls, Operations & Maintenance (O&M) Plan for the Low Impact Development (LID), bioretention LID design (featuring native and low water use plants), development of interpretive signs to increase community engagement, and stakeholder outreach. Watearth performed **hydrologic, hydraulic, and water quality modeling** and final design for civil and landscape design. We performed a tree survey and updated topography using Auto CAD operations. Additionally, Watearth completed structural plan checks of underground infrastructure and controls building.



Environmental documentation complied with local, County, State, and Federal requirements. Environmental and non-environmental permits included LA County Sanitation District Buildover Agreement, CA Dept of Fish and Wildlife Notification of Streambed Alteration, LA Regional Water Quality Control Board, Section 401 Water Quality Application and Certification, Electrical Permit with Southern California Edison, EPIC-LA Application for the LACFCD Diversion Permit, EPIC-LA Los Angeles County Regional Planning Division Site Plan Review, Sanitation Districts of LA County Industrial Permit, and USACE Section 404 Minor Discharge Application.

We kept this project on track by applying our robust project management processes, meeting tight deadlines regarding project spending required to ensure Los Angeles County received the full \$15M Caltrans grant and additional grant monies from the Safe Clean Water program. In addition, we leveraged team coordination, collaboration, and regular contact with multiple departments and stakeholders within and

outside the Los Angeles County Department of Public Works to identify and address project challenges immediately instead of waiting for the next review cycle. For example, Watearth worked collaboratively with Los Angeles County Sanitation Department to complete real-time review and ensure the lengthy approval process for discharge to the sanitary sewer and recycling plant did not delay project approvals or construction start date.

Because the project EIR was still in process at 90% design, we used a rolling approach to incorporate CEQA mitigation measures, ensuring no surprises at the 100% design. Implementation of several mitigation measures, such as avoiding any impacts to existing trees, significantly affected the above-ground layout of the site. Watearth worked with Los Angeles County, Department of Parks and Recreation and the project team to adjust our modeling methodology to ensure the intent of the Safe Clean Water grant was met along with expectations from Parks and Recreation and the required CEQA mitigation measures. Additionally, our proactive collaboration with the County allowed us to achieve the required grant spending despite delays in County reviews due to COVID.

**Project Owner** Los Angeles County Public Works (LACPW)

**Dates** March 2019 - Ongoing

**Project Fee** **\$3.2M**

**Reference** Louis Romero; Capital Projects Management Associate; Los Angeles County Public Works; (626) 300-3221; loromero@dpw.lacounty.gov

PROPOSAL FOR THE  
SOUTH SANTA ROSA SPECIFIC PLAN  
TO THE  
CITY OF SANTA ROSA

SECTION 7  
ACKNOWLEDGEMENT OF CITY'S  
AGREEMENT





## **SECTION 7: ACKNOWLEDGEMENT OF CITY'S AGREEMENT**

4LEAF, Inc. does not have any proposed exceptions, deviations, alterations, or amendments to the Professional Services Agreement (Attachment A) template or other requirements of the RFP for the South Santa Rosa Specific Plan to the City of Santa Rosa, Bid #R163629, and will be able to fully execute and comply with the information provided therein.

4LEAF, Inc. has no exceptions to fulfilling the City of Santa Rosa City's insurance coverage requirements as laid out in the Professional Services Agreement template.