



Prepared for:



PROPOSAL FOR CITY OF WATSONVILLE

HOUSING ELEMENT UPDATE

6TH CYCLE (2023-2031) PLANNING PERIOD



HOUSING ELEMENT UPDATE

Cover Letter

August 12, 2022

Matt Orbach, Principal Planner
City of Watsonville
Community Development Department
250 Main Street
Watsonville, CA 95076

»» 824 Bay Avenue
Suite 10
Capitola, CA 95010
TEL 831.316.1430

RE: Proposal for City of Watsonville Housing Element Update 6th Cycle (2023-2031) Planning Period

Dear Mr. Orbach and Members of the Selection Committee:

Kimley-Horn offers the City of Watsonville an experienced team with a proven record of preparing successful General Plan amendments, including Housing, Land Use, Safety, and Environmental Justice Elements. We have experience in Watsonville and similar communities and work with local communities as trusted advisors in all aspects of general plan policies and program implementation. We understand how to effectively tailor and implement policy programs to meet local community needs and will use this understanding and familiarity with applicable statutes to assist the City in achieving a certified Housing Element and associated updates to the Land Use and Safety Elements of the General Plan.

Our team has worked with cities throughout the state of California and extensively with the California Department of Housing and Community Development (HCD) staff since the 1990s. Housing Element compliance is becoming more difficult by the day, and the upcoming 6th Cycle will be no exception. As a result, the City will need a team that has practical, recent experience in housing element updates, understands how to work with HCD, and can utilize this knowledge to the advantage of the City.

The Kimley-Horn team offers the following strengths for your consideration:



Experts in the Housing Element Certification Process. The Kimley-Horn team has significant staff expertise and knowledge of the new 6th Cycle requirements for achieving certification by HCD. In addition, our team has built strong relationships with and has direct access to HCD staff which can be used to our clients' advantage. We have had tremendous success in coordinating and proactively negotiating with HCD to achieve statutory compliance in an efficient manner.



Experts in Land Use Analysis. Our team can provide in-depth analysis of land use including GIS-based analysis of land use inventory and scenario testing for various options. When evaluating options to accommodate RHNA growth need, this provides our clients with a more robust method to evaluate land use, fiscal, infrastructure, and implications of growth and change.



Understanding of and Practical Experience with New Housing Laws. The state of California has enacted a multitude of new housing laws in the past few years. Many of these new laws will have direct consequences to the analysis and development of the City of Watsonville's Housing Element updates. Kimley-Horn is one of the first consulting firms to work under the requirements of these new statutes, even before the state had provided assistance for interpreting these laws. This means the City will have a team that provides a unique "insider knowledge" of these laws and how to meet their spirit and intent. We can offer insight into what HCD looks for as it relates to the methods, analysis, and actions a local government will be required to undertake.



Approach Tailored to Your Success. Kimley-Horn will work closely with City staff to provide the services needed to effectively analyze and support policies and programs that are aligned with the Watsonville community's vision. We are committing the resources of our qualified and experienced team to help the City continue to promote its overarching policy goals. We pride ourselves on creating strong interpersonal relationships with our clients and the stakeholders they serve, resulting in a mutually enjoyable and rewarding work effort. Kimley-Horn will provide local coordination from our Capitola and San Jose offices with support from our Orange office.

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Comprehensive and Experienced Team. The team is led by project director **Dave Barquist, AICP**, who has a strong record of successful General Plan program management and state certification of Housing Elements. Dave knows the regulatory environment and HCD staff very well and will be critical in guiding the housing strategy and certification process. Project manager **Ines Galmiche** will work directly with the City to guide the day-to-day tasks towards successful project completion. From our local Capitola office, the team includes **Bill Wiseman** who has worked for all four cities within Santa Cruz County and has lived within the County for over 20 years. This local resource enables us to “hit-the-ground-running,” develop housing strategies based on local context, and create trust and integrity as part of the community engagement process.



Quality Documents. Kimley-Horn’s commitment to quality can be attested through successful certification of our Housing Elements and the satisfaction of our clients and the communities they serve. Our documentation is thorough, and the presentation of information is clear, concise, understandable, and defensible. We understand the nuances of creating policy documents that meet state-mandated requirements, while supporting and advancing the local goals and policies of the community.

We have reviewed and understand all elements of this Request for Proposals (RFP) and are committed to perform the services as outlined in the scope of work provided. We understand that time is of the essence in the completion of this work effort with the ultimate goal of certification by HCD by December 2023.

We appreciate the opportunity to submit this proposal to the City of Watsonville and welcome the opportunity to work with you as a trusted advisor and experienced planning experts. If you have any questions regarding this proposal or require additional information, please do not hesitate to contact project manager **Ines Galmiche** at **714.475.2557** or **ines.galmiche@kimley-horn.com**.

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.

Dave Barquist, AICP
Project Director

Ines Galmiche
Project Manager

Frederik Venter, P.E.*
Vice President

**Frederik Venter is authorized to bind Kimley-Horn and execute agreements on behalf of the firm.*

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Approach and Work Program

Project Description

The City of Watsonville is requesting the services of a highly experienced Housing Element consultant to assist with completing the state-mandated Housing Element Updates. The 6th Cycle Housing Element must be updated in conjunction with the current Regional Housing Needs Assessment (RHNA) process and new statutory requirements. Kimley-Horn will provide seasoned technical specialists to achieve certification by HCD and approval by each respective City Council within the timeframe established by state law. Our approach provides the necessary tasks to achieve statutory compliance, while providing a locally-based policy document that reflects the visions and values of the City of Watsonville.

Our approach reflects adherence with state-mandated deadlines and provides a sufficient level of schedule buffer to proactively address potential issues with HCD. Additionally, due to the limited funding and financing resources currently available to the City for housing-related activities, a certified Housing Element may help to meet eligibility requirements for future state housing funds, grants, and other financial assistance. Our strategic approach considers policies and programs that can maximize each City's potential for acquiring grants and other alternative for funding and financing sources.

AMBAG RHNA Allocation for the City of Watsonville

The Association of Monterey Bay Area Governments (AMBAG) prepares the Regional Housing Need Allocation (RHNA) plan for Monterey and Santa Cruz counties. The RHNA plan establishes the total number of housing units that each jurisdiction must plan for within an eight-year planning period – for the City of Watsonville this is a total of 2,053 housing units. The amount of housing a region must plan for is largely determined by the HCD housing need assessment.

Understanding of Local Context

Unique from prior Housing Element planning cycles, new state legislation has significantly heightened the consequences of not having a certified Housing Element and empowers the state to implement a variety of remedies, such as the provisions of AB 72, SB 35, among others, to regularly monitor progress and potentially de-certify Housing Elements if they fail to comply with state law and/or adopted policies/programs in a timely manner.

To develop effective housing policy, it is important to fully understand the key planning issues in a community. While the Housing Element is a state-mandated policy document, its policy program is a statement of the City's vision and community values. During the community engagement process, the City's unique planning issues will be identified and policy solutions explored.

Meaningful Community Engagement

The Kimley Horn team has extensive experience in the use of digital platforms and methods to inform, engage, and receive feedback from stakeholders and the public at-large. We are very comfortable with a wide array of methods including project websites, digital surveys, and customized engagement platforms. Kimley-Horn recommends a targeted outreach effort to assist the public, stakeholders, and elected/appointed officials in understanding the update process, its implications, and the various methods of achieving compliance with state law.

Kimley-Horn's extensive community outreach experience enables our team to develop Watsonville-tailored outreach strategies that achieve community-based support to accurately identify current issues, and craft policy that is responsive to the City of Watsonville's housing needs.

Proactively Engaging with HCD

Kimley-Horn believes it is prudent and sound professional practice to involve HCD staff from the initial stages of the update process. Kimley-Horn has enjoyed a long-term and positive professional relationship with HCD staff. Our approach has been to consult with HCD from the very beginning of the Housing Element update process. This includes direct and ongoing communications, informal discussion on policy and programs, and the identification of potential issues within the existing Housing Element. Kimley-Horn continues this interaction with HCD throughout the Housing Element Update process to resolve any issues and make certification a seamless process.

Attachment 1

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Kimley»Horn

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Compliance with State Housing Law

The City of Watsonville's Housing Elements must comply with State Housing Element Law to achieve certification by HCD. Kimley-Horn provides the City of Watsonville with a thorough understanding of Housing Element Law, and most importantly, how HCD interprets the law. This will assist City staff and elected officials in understanding the implications of non-certification.

Kimley-Horn will evaluate existing available land resources to accommodate this projected need in compliance with the statutory requirements of AB 2348 and AB 1397. A variety of new requirements applicable to adequate site analysis is a significant issue that should not be understated. Kimley-Horn's recent application of these statutory requirements has facilitated the development of an effective approach to identifying, evaluating, and selecting appropriate sites. We utilize tools and software to identify and evaluate candidate sites to accommodate future RHNA allocation requirements.

Any substantial increase in the RHNA allocation requires the City to accommodate additional housing opportunities to meet the need for each state-defined income category. Additionally, new statutory requirements (e.g., AB 1397) limit the use of sites from previous Housing Elements and introduce new sites suitability analysis may result in the City's inability to meet the 6th Cycle RHNA need under current policy conditions. This may require the evaluation of alternative options to accommodate growth needs, including existing non-residential land and infill development opportunities to address RHNA shortfall.

As part of the 6th Cycle update, the City of Watsonville will be required to comply with new state law to Affirmatively Further Fair Housing (AFFH), which addresses the equitable dispersion of affordable units throughout the City and the preservation of existing "at-risk" affordable housing stock. Kimley-Horn has recent experience working with HCD, local jurisdictions, and communities to interpret and apply recent AFFH guidance during the 6th Cycle planning period. Our experience working on past and current Housing Elements will be of benefit, as we understand how to address and analyze these new requirements.

New Legislative Requirements

The State of California's passing of numerous housing bills since 2017 is indicative of a significant trend towards increasing the expectations and accountability on local governments to facilitate housing statewide. In our recent experience, Kimley-Horn can testify to the validity of the State's newer, more aggressive approach to Housing Element compliance.

The new housing laws are indicative of a significant trend towards increasing the expectations on local governments to make their contributions to meeting State housing needs.

The State of California enacted a series of comprehensive packages of new housing laws from 2017 through 2022 that are intended to achieve four basic goals:

- Streamline Housing Development Process
- Accountability and Enforcement of Housing
- Creation and Preservation of Housing
- Affirmatively Further Fair Housing

Significant additional changes in state law have been adopted in 2020 and 2021 address a variety of housing considerations, including Accessory Dwelling Units, amendments to approval processes, subdivision of parcels, objective design standards, limitations on parking, duplex provisions, among others that will affect the development of programs and policies for the 6th Cycle.

We have directly addressed the policy implications of recently enacted laws, negotiated with HCD, and developed workable policy and program solutions for our local government clients. This experience will enable more efficient review and negotiation with HCD during the certification process.

Kimley-Horn understands that much of the analysis for the Housing Element will rely on data from a variety of sources including U. S. Census American Community Survey, Department of Financing, Housing and Urban Development, each respective metropolitan planning organization, and other federal, state, and local sources. Getting the most accurate picture of existing and future needs will require the utilization of the most currently available data.

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Approach to Successful Update Process

Kimley-Horn will function as an extension of City of Watsonville staff throughout the planning process to reduce the need for unnecessary staff time and commitments to complete the Housing Element Update. The Kimley-Horn team will provide the City of Watsonville with primary leadership for conducting all aspects of the work effort. As your Housing Element consultant, we recognize that it is our responsibility to conduct the necessary analysis, assist in educating the community, local stakeholders, and elected officials, and use our knowledge and experience to assist in a successful update process.

Scope of Services

Kimley-Horn and Associates, Inc. (Kimley-Horn) has prepared this Scope of Work for the City of Watsonville (City) to prepare the City of Watsonville's 2023-2031 Housing Element Update (the Project).

Task 1 – Project Initiation and Management

1.1 Project Management

In addition to the research, analysis, communications, and report writing tasks described below, Kimley-Horn will perform project management duties so that the Housing Element Update and environmental documents meet the Client's standards of quality, and that it is delivered on time and within budget. These duties will include team supervision and coordination, oral and written communications with City staff, project accounting, and quality assurance review by Kimley-Horn and the technical editor for all deliverable products.

1.2 Project Kick-Off Meeting

Kimley-Horn will participate in a kick-off meeting with City staff to discuss the update process, answer questions, provide data, and exchange other important procedural aspects of the Housing Element Update. The meeting will address the following:

- Review/Modify Scope of Work and Schedule
- Define Outreach Methodologies
- Data Sharing/Exchanging
- Meetings and Public Engagement

1.3 Project Team Conference Calls

Kimley-Horn will organize and participate in team conference calls once every two weeks to discuss project status, data needs, preparation of meetings and outreach, review of draft documents, and preparation for HCD review.

1.4 Project Schedule

Kimley-Horn will develop and maintain a project deliverables schedule outlining major milestones, meetings, work products, community outreach events, stakeholder meetings, and public hearings. The project team will review HCD's proposed timeline for the AMBAG region so that the City of Watsonville is on schedule throughout the Housing Element Update process. The project deliverables schedule will include all tasks within the Scope of Work and accommodate anticipated City and agency review times.

1.5 Community Engagement Plan

Kimley-Horn will develop a Community Engagement Plan outlining all the community engagement efforts and deliverables throughout the Housing Element Update process in collaboration with the City.

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1.6 Document Review

Kimley-Horn will review City plans and policy initiatives that will help inform a future housing vision for the City of Watsonville. Plans and topics include, but are not limited to, the following:

- City of Watsonville's 5th Cycle Housing Element
- AMBAG Regional Housing Needs Assessment
- City of Watsonville General Plan and EIR
- Other existing studies as identified by City staff

Kimley-Horn will be responsible for identifying and resolving any information gaps using existing available data sources. Kimley-Horn anticipates a "turnkey approach" for data collection to the greatest extent feasible and will only request information that is proprietary to the City to minimize the work effort by City staff.

1.7 Design, Build, and Maintain Watsonville Housing Element Update Website (Optional)

Kimley-Horn will design and build a web-based digital engagement platform that will be used as the central community/stakeholder portal for the project. A draft prototype will be reviewed with City staff to confirm and refine the organizational structure (i.e., site map), system functionality, administrative access, etc.

Task 1 Deliverables

- ✓ Kick-Off Meeting Agenda
- ✓ Kick-Off Meeting Minutes
- ✓ Community Outreach Plan
- ✓ Project Schedule (updated as needed)
- ✓ Project Website (optional task)

Task 2 – Analyze Regional Housing Needs Assessment (RHNA)

2.1 Community Workshop #1 – Introduction and Policy Considerations

Kimley-Horn will facilitate the first community workshop to discuss the Housing Element Update process. Kimley-Horn will prepare and deliver a PowerPoint presentation, informational handouts, visual aids, and other materials. Participants will identify challenges, issues, and opportunities for the Housing Element.

The workshop will introduce participants to the RHNA process, Housing Element requirements, and legislative requirements and allow them to engage in the identification of policy considerations.

2.2 Stakeholder Focus Group Meeting

Kimley-Horn will facilitate a focus group meeting with local housing developers, community organizations, and housing advocates to learn about the housing needs of the Watsonville community and discuss the Housing Element Update. Kimley-Horn will prepare and deliver a PowerPoint presentation, flyers, and other materials.

The meeting will address specific issues to housing development and access throughout the City including, but not limited to, the City's development fees and processes, availability of a variety of housing types, housing access for special needs populations, and potential candidate housing sites.

2.3 Current Housing Element Assessment

As required by state law, Kimley-Horn will review and evaluate the City of Watsonville's current Housing Element and its programs. This task will include a review of the appropriateness of the housing goals, objectives, and policies in contributing to the attainment of the stated housing goal; the effectiveness of the Housing Element in attaining community housing goals and objectives; and the City's progress in implementing the Housing Element. The assessment will include the following information:

- Evaluate the status, effectiveness, and appropriateness of the current housing policy programs and identify any barriers to implementation
- Compare identified goals from the adopted Housing Element to actual accomplishments during the plan period
- Address effectiveness of past programs for special needs populations
- Evaluate the existing Housing Element in relation to current state housing laws and identify any omissions or deficiencies

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2.4 Housing Needs, Constraints, and Resources Baseline Review

Housing Needs

Kimley-Horn will assess housing needs, constraints, and resources. A population and housing profile will be conducted that analyzes population and household characteristics, special housing needs populations, and units at risk of converting to market rate units as required by new State law.

Kimley-Horn will update the needs analysis pursuant to Government Code Section 65583 with data from the HCD preapproved data packet, 2020 U.S. Census data, American Community Survey, and other relevant sources. Consultant will coordinate with staff to evaluate housing conditions using State-approved criteria. The updated needs analysis will include the following:

1. **Population and Demographics:** Population trends and projections, race and ethnicity, and population age
2. **Household Characteristics:** Number, size, and type of existing households and characteristics of lower-income households (including extremely low)
3. **Employment and Income:** Employment by industry, occupation of employed residents, and income trends
4. **Housing Stock Characteristics:** Housing types and conditions, overcrowded households, and vacancy rates
5. **Housing Costs and Affordability:** Home sale price trends, rental costs, affordability for households at all income levels including existing need for extremely low-income households, and overpayment
6. **Special Housing Needs:** Special housing needs of persons with disabilities (including persons with developmental disabilities), seniors, large households, female-headed households, homeless, and students
7. **Projected Housing Needs:** RHNA by income group, including projected extremely low-income households
8. **At-Risk Housing:** Inventory and analysis of existing affordable units at risk of converting to market rate during the planning period and estimate of the number of units in need of replacement and rehabilitation
9. **Opportunities for Energy Conservation:** Pursuant to Senate Bill (SB) 375 and Assembly Bill (AB) 32, an inventory and analysis of opportunities to encourage the incorporation of energy-saving features, energy-saving materials, and energy-efficient systems and design for residential development. The City's 2022 Climate Action Plan update will include some recommendations in addition to the Existing Building Electrification Roadmap that the City is developing
10. **Infrastructure:** Include a description of consistency with water and sewer priority requirements pursuant to SB 1087 (Gov. Code § 65589.7)

Housing Constraints

Housing constraints will identify governmental, non-governmental, and environmental constraints that may influence the future development of housing at all income levels. Housing resources such as availability of vacant land, zoning to accommodate RHNA growth needs, and capacities of available sites will be analyzed. Funding and financing resources available to address housing needs will be identified. New requirements pursuant to Affirmatively Furthering Fair Housing will be included.

Fair Housing Assessment

Per AB 686, Kimley-Horn will work with City staff to assess various actions to overcome patterns of segregation, address disparities in housing needs and access to opportunity, and foster inclusive communities. This will include an assessment of fair housing practices, examine the relationship of available sites to areas of high opportunity, and include actions to affirmatively advance fair housing.

The fair housing assessment will incorporate California Tax Credit Allocation Committee / HCD Opportunity maps that illustrate areas that offer low-income children and adults the best chance at economic advancement, high educational attainment, and good physical and mental health. It will also consider and review the U.S. Department of Housing and Urban Development Affirmatively Furthering Fair Housing criteria and utilize the data under the Fair Housing Assessment to assist in the update of the City's Analysis of Impediments to Fair Housing Choice.

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2.5 Community Housing Survey – Values and Priorities (Optional)

Kimley-Horn will create a web-based community survey to identify and evaluate community values and priorities for potential housing, housing goals, policies, and programs.

The community housing survey will provide tangible data that can be incorporated into the Housing Element to better understand community and stakeholder interests, help determine land use alternatives, and document the City's outreach efforts to HCD. Results of the survey will be incorporated into a draft and final baseline report. It will include charts and tables that quantify the survey results, a summary of key findings, and an appendix of all response comments.

Task 2 Deliverables

- ✓ Housing Element Data Resources Matrix
- ✓ Current Housing Element Assessment
- ✓ Draft and Final Housing Needs, Constraints, and Resources Baseline Review
- ✓ Data Tables, Maps, and Relevant Text
- ✓ Community Workshop #1 Presentation and Handouts

Task 3 – Land Use Strategies

This phase will utilize the analysis from the baseline review and the Community Housing Survey to develop up to three land use strategies that meet RHNA requirements. These land use strategies and policies will then be reviewed with the community and as part of a study session with the Planning Commission, and a second with the City Council.

3.1 Sites Inventory and Analysis of Resources

Prepare the sites inventory section of the Housing Element that meets Government Code section 65583 and section 65583.1. The sites inventory shall demonstrate how the City will satisfy its RHNA in each income category. This includes identifying and evaluating the number of units, location, and assumed affordability of identified sites throughout the community relative to all components of the assessment of fair housing and analyzing and concluding whether the identified sites improve or exacerbate conditions for each of the fair housing areas.

Kimley-Horn will also identify, evaluate, and prioritize factors that contribute to fair housing issues and identify goals and actions based on these factors. These analyses describe the methodology used to quantify the number of units that can be accommodated on each site, including minimum density and realistic capacity, accounting for land use controls, typical density trends for similar projects, and site improvement requirements.

Potential policy strategies will be identified to increase site capacity and demonstrate development viability (per state law). For non-vacant sites, the analysis will demonstrate the potential and likelihood of additional development within the planning period based on the extent to which existing uses may constitute an impediment to additional residential development, current market demand for the existing use, any existing leases or other contracts, development trends, and regulatory or other incentives or standards to encourage additional residential development on these sites.

This analysis will address whether sites are adequate to accommodate lower income needs based on identification in the 5th cycle for non-vacant sites or two or more for vacant sites, some of which utilized the density bonus process.

The review will also include a list of the number of pending, approved, or permitted units by income group based on actual or anticipated sales prices and rents since the beginning of the projection period. Any known environmental or other constraints, conditions, or circumstances, including mitigation measures, that impede development in the planning period will also be addressed. Finally, the analyses will address new requirements related to zoning for sites accommodating moderate and above moderate housing pursuant to AB 725.

3.2 Housing Policy Plan

As required by state law and taking into consideration the land use strategies described above, Kimley-Horn will develop a Draft Housing Policy Plan that constitutes the policy component of the Housing Element. Existing relevant policies will be supplemented by new policies and programs that address new Housing Element Law. Strategies will clearly indicate their relationship with the community values, total number of units, and criteria.

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The Housing Policy Plan will identify policies and programs to address state law requirements regarding: 1) Conservation and Improvement, 2) Availability and Production, 3) Affordability, Removal of Constraints, and 4) Equal Housing Opportunity. Policies and programs will be supplemented by Quantified Objectives by income category.

3.3 Testing and Refinement

Results of the Sites Inventory and Analysis of Resources and initial draft housing policy plan will be compiled. Kimley-Horn will prepare for and help facilitate two study sessions with both the Planning Commission and City Council to review preliminary Land Use Strategies and Policy Report and associated comments received from the public. Kimley-Horn will prepare a draft and final PowerPoint for review by City staff prior to the meeting.

3.4 Draft Preferred Sites Accommodation Strategy

Based on feedback received from the community and the study session, Kimley-Horn will prepare a draft preferred sites accommodation strategy for review and comment by City staff. Once complete, it will constitute the project description for preparing the Housing Element and the environmental review.

This preferred strategy will include draft policies and programs—it is understood that due to the iterative nature of this process, additional revisions will likely occur in response to further community feedback, HCD comments, and environmental review.

Task 3 Deliverables

- ✓ Preliminary Draft Land Use Strategies for review with City staff
- ✓ Preliminary Draft Housing Policy Plan and for review with City staff
- ✓ GIS Based Inventory of Sites
- ✓ Presentation for Study Session with the Planning Commission and City Council
- ✓ Draft Preferred Land Use Strategy

Task 4 –General Plan Amendments

Based on the Sites Inventory and Analysis of Resources, Kimley-Horn will work with City staff to identify potential areas for General Plan amendments and/or rezoning, if necessary, for internal consistency of the General Plan and statutorily required implementation through code amendments. These may include revisions to the Land Use Element, Land Use Map, and Municipal Code amendments (rezones), as appropriate.

Because the level of effort required to make these General Plan amendments is currently unknown, a preliminary number of hours and budget estimate is shown on the attached budget. Based on the level of revisions required, this estimate may be subject to change pending project progression and discussions with City staff.

4.1 Land Use Element Revisions

Pursuant to various new statutes, including AB 1397, adequate sites requirements will require an in-depth analysis of adequate sites. If sites are not available to accommodate expected RHNA growth in the planning period, the City must provide a rezoning program to address unaccommodated need. As zoning must be consistent with the General Plan, similar updates to the General Plan land use designations will be required.

The Land Use Element Update will primarily rely on the necessary updates to the Housing Element to accommodate RHNA growth needs. Updates may include changes to the Land Use Element including new land use designations, revised descriptions of the purpose and intent of existing land use designations, and additional land use considerations.

This Element will describe the City's planning boundaries, including any revisions to the General Plan Land Use, Sphere of Influence, service area boundaries, and establish a strategy for growth that reflects the community's vision and supports the Housing Element. Revisions to land use policy and land use designations will be based on these considerations.

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4.2 Safety Element Revisions (Optional)

Pursuant to newly adopted statutes, the General Plan Safety Element may be required to update to address climate change, flood hazards, and the risk of fire for land classified as State responsibility areas, and land classified as very high fire hazard severity zones. The review will also address fire hazards, generally, to describe goals, policies, and objectives. The effort will require coordination with CalFire.

To meet the requirements of SB 379 and to better understand the potential impacts and vulnerabilities to climate change, Kimley-Horn will conduct a vulnerability assessment and identify future adaptation responses. Key climate change impact relevant to the City include extreme heat, drought, water availability, and limited wildfire exposure.

Prior to the adoption of any amendments to the Safety Element, the Element will be sent for review and comment by a variety of local and state agencies, including the State Board of Forestry and Fire Protection, Department of Conservation, and local agencies that provide fire protection to territories in the City. Depending on the agency, this will require review up to 90 days prior to any adoption by the City Council.

4.3 Environmental Justice Policies (Optional)

SB 1000 requires jurisdictions to address the environmental justice through General Plan policies and programs. Kimley-Horn will develop environmental justice policies, pursuant to adopted statutes, incorporated into the General Plan or a standalone Element. Kimley-Horn will collaborate with the City to determine the best method to incorporate the SB 1000 requirements.

Based on CalEnviroScreen 4.0, the City of Watsonville includes SB 535 disadvantaged communities. Kimley-Horn will work with City staff to determine the location and extent of locally disadvantaged communities to be targeted for outreach, including workshops and pop-up events with multilingual materials, as appropriate, for the anticipated populations. Kimley-Horn will work with an involved stakeholder group made up of representatives from Santa Cruz County Department of Health, educational institutions, and community leaders to help solicit participation from hard-to-reach disadvantaged populations.

Objectives and policies will be developed directing resources to disadvantaged communities that will improve health, recreation, and economic mobility opportunities through cleaner air, better access to transportation infrastructure, access to education and employment, home maintenance, and nutrition. The plan will also include policies that prevent development and new infrastructure from placing disproportionate burdens in disadvantaged areas relative to the long-term benefits that they will receive. The plan will also include measures that support ongoing two-way engagement between the City and disadvantaged residents so that their voices are heard and that their needs are part of the decision-making process.

Task 4 Deliverables

- ✓ General Plan Consistency Memo that identifies sections of the City's current General Plan requiring update including revised/added text, tables, maps, and figures

Task 5 – CEQA Compliance

Kimley-Horn will prepare an Initial Study for the Housing Element concurrently with the Housing Element Update process. Our approach assumes that no substantial land use changes will be proposed in the updated Housing Element; the sites inventory will identify capacity consistent with the General Plan land use policies and build-out projections.

To the extent possible, we will draw conclusions from prior environmental documentation conducted for the General Plan and Housing Element Update completed within the last few years and any Specific Plans or other planning documents that address housing.

Kimley-Horn assumes adoption of an Initial Study (IS)/Mitigated Negative Declaration (MND). The IS/MND will include a project description, location, environmental checklist, analysis of potential environmental effects, methods for mitigating significant effects, and an analysis of consistency with existing plans and land use controls. This scope of work assumes that no technical studies will be required and that the Initial Study will rely on policy language to demonstrate less than significant impacts.

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Kimley-Horn anticipates two review cycles of the Screencheck/Draft IS/MND, with an approximate two weeks for staff review. Once City staff has reviewed and commented on the Screencheck Drafts, Kimley-Horn will modify as directed.

This scope of work assumes that the City will prepare the Notice of Determination (NOD) following the adoption of the Housing Element by the City Council. This includes preparing the necessary mailings, and circulation of environmental documentation and payment of all required fees.

Task 5 Deliverables

- ✓ Notice of Preparation
- ✓ Administrative Draft Initial Study/Negative Declaration
- ✓ Screencheck Draft Initial Study/Negative Declaration
- ✓ Public Review Draft Initial Study/Negative Declaration (electronic suitable for City website posting)

Task 6 – Draft Housing Element

Kimley-Horn will prepare an internal Administrative Draft, Public Review Draft, and Draft Final Housing Element.

6.1 Administrative Draft Housing Element

Kimley-Horn will prepare and submit an Administrative Draft Housing Element to the City for review. The Administrative Draft will be a complete draft and include all required components of a Housing Element, as described in prior tasks, and will include all tables, maps, and graphics. It is assumed the City will provide one set of consolidated comments on this Administrative Draft.

6.2 Public Review Draft

Kimley-Horn will prepare a Public Review Draft Housing Element based on consolidated City comments on the Administrative Draft. Kimley-Horn will address any identified issues and make necessary revisions prior to formal submittal to HCD. The public review draft will be made available for 30 days, plus an additional 10 days to incorporate comments, as appropriate.

6.3 Public Review Draft Housing Element Community Workshop

Kimley-Horn will facilitate the second community workshop to discuss the Public Review Draft Housing Element. Kimley-Horn will prepare and deliver a PowerPoint presentation, informational handouts, visual aids, and other materials. Participants will be presented with the Draft document and will be advised on the information contained in the Draft and how to provide feedback. An online feedback form will be concurrently released to gather community comments on the Draft Housing Element during the state-mandated 30-day public review.

6.4 HCD Submittal Draft

Once the Public Review Draft Housing Element is complete, it will be submitted to HCD for an initial 90-day review. Kimley-Horn will prepare a transmittal letter and Completeness Review Checklist detailing how the Public Review Draft Housing Element meets state law requirements. It is assumed the City will sign the transmittal letter and transmit to HCD for review.

6.5 Response to HCD Comments

Kimley-Horn will prepare appropriate responses to applicable public and agency comments (including HCD) on the HCD Submittal Draft Housing Element. Based on new requirements, third party interest, and the general nature of the topic, the City should be prepared to receive considerably more comments from the public and other stakeholders during the 6th cycle. Any subsequent revisions to the document are subject to a 7-day review period prior to resubmittal to HCD.

6.6 HCD 2nd Submittal Draft

Once the HCD comments are received, another draft document will be completed in response to HCD comments. Based on past experience throughout the 6th Cycle, it is anticipated another review will be required to address any remaining statutory requirements.

Task 6 Deliverables

- ✓ Administrative Draft Housing Element
- ✓ Public Review Draft Housing Element
- ✓ Community Workshop #2 Presentation and Handouts
- ✓ Public Review Draft Housing Element Online Feedback Form
- ✓ HCD Streamline Review Checklist
- ✓ Final Review Draft Housing Element

HOUSING ELEMENT UPDATE

6.7 Final Housing Element

Following review by HCD, Kimley-Horn will revise the HCD submitted Draft Housing Element. This Final Draft Housing Element will be presented at public hearings before the Planning Commission and City Council.

Task 7 – Plan Adoption

7.1 Public Hearings

Kimley-Horn assumes participation at one public hearing before the Planning Commission and one public hearing before the City Council. Kimley-Horn will prepare and present a PowerPoint presentation, assist in drafting staff report language, and respond to questions at each of the public hearings.

7.2 Final Housing Element/HCD Certification

Based on the City Council direction, Kimley-Horn will make final revisions and prepare a Final Housing Element for transmittal to HCD for final certification. Kimley-Horn will maintain ongoing communication with the state until the Final Housing Element is officially deemed certified.

Task 7

- ✓ Electronic copies (in PDF format) of draft presentations for Public Hearings

Duties of Consultant

Kimley-Horn assumes responsible and will provide a lead role in the following activities:

- Day-to-Day Project Management
- Schedule/Budget Adherence
- Lead Role in Public Workshops/Presentations
- HCD Coordination and Compliance
- Document Content and Format
- Document Submittals/Revisions
- Data and Document Management
- GIS Analysis
- Project Website Creation and Updates

Duties of the City

Kimley-Horn assumes the City will be responsible and provide a lead role in the following activities:

- Internal Project Management
- Invoice Processing and Contract Management
- Meeting Logistics Coordination (venues, times, etc.)
- Support Role at Public Meetings
- Coordination/Communication with Elected and Appointed Officials
- Coordination/Communication with Public and Stakeholders
- Provide baseline land use data to Consultant
- Scheduling of meetings/workshop/hearing dates
- Website Hosting on City Website
- Social Media and Official Communications

HOUSING ELEMENT UPDATE

Assumptions Upon Which This Proposal is Based

The Kimley-Horn team lists the following assumptions in the execution of the Scope of Work:

Data Needs – Kimley Horn will provide a list of data needs at the beginning of the project that will include but is not limited to:

- GIS based land use data and maps
- Local tax assessor data
- Historical construction data
- Funding and financing information
- Program and policy information
- Existing housing and land use policy/programs
- Zoning and regulatory requirements

It is assumed that the City will provide support to gather data needs throughout the project.

Meeting Support – Kimley-Horn assumes the City will provide the following support to conduct public engagement activities:

- Meeting logistics, venue selection, and reservations
- Hearing scheduling
- Audio-Visual Coordination
- Technical Support when using City Website for Outreach

This Scope of Work assumes that Kimley-Horn's role at the public meetings will be to provide support to the City in answering questions and providing general guidance and recommendations. Kimley-Horn staff will attend the scoped virtual and/or in-person meetings. Attendance at public meetings/hearings assumes preparation of one PowerPoint presentation.

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Exceptions

We have reviewed the City's standard Professional Services Agreement and take no exception to the terms put forth by the City.



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Schedule

Kimley-Horn has a proven record of performing on time and within budget. The key to our success is managing the right resources at the right time. We emphasize project management using bimonthly effort reports that give our project managers up-to-date staffing and expense information related to their projects. This information enables us to continuously monitor the status of project cost, cost-control efficacy, and schedule. Frequent communication and clear definition of the responsibilities of team members are critical elements in maintaining schedules. With that in mind, our project-specific work plan identifies critical project milestones and deliverable dates. We will actively manage our team resources to meet the agreed-upon schedules and keep your project on track.

To monitor our staff workload, Kimley-Horn employs an intensive forecasting technique known as our "cast-ahead" process. This effort involves assessing our project milestones and staff availability on a weekly, monthly, and six-month basis, drilling down to the project team level. By having a clear picture of staff workload, we will be optimally positioned to meet your deadlines and exceed your expectations on this project.

The schedule on the following page outlines the anticipated timetable for key tasks and milestones for this project.

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City of Watsonville Housing Element Update - 6th Cycle Project Budget																							
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr			
	2022				2023												2024						
Task 1. Project Initiation and Management																							
1.1 Ongoing Project Management																							
1.3 Project Team Conference Calls (28)																							
1.2 Project Kick-off Meeting																							
1.4 Project Schedule																							
1.5 Community Engagement Plan																							
1.6 Document Review																							
1.7 Housing Element Webpage (OPTIONAL)																							
Task 2. Analyze Regional Housing Needs Assessment																							
2.1 Community Workshop #1 - Introduction and Policy Considerations																							
2.2 Stakeholder Focus Group Meeting																							
2.3 Current Housing Element Assessment																							
2.4 Housing Needs, Constraints, and Resources Baseline Review																							
2.5 Community Housing Survey (OPTIONAL)																							
Task 3. LU Strategies - Prototype and Testing																							
3.1 Sites Inventory and Analysis of Resources																							
3.2 Housing Policy Plan																							
3.3 Testing and Refinement and PC/CC Study Sessions (2)																							
3.4 Draft Preferred Sites Accommodation Strategy																							
Task 4. General Plan Amendments																							
Land Use Element Revisions																							
Safety Element Update (OPTIONAL)																							
Environmental Justice Element (OPTIONAL)																							
Task 5. CEQA Compliance																							
Mitigated Negative Declaration																							
Administrative Draft																							
Public Review Draft																							
Figures/Graphics/QA-QC																							
Task 6. Draft Housing Element																							
6.1 Administrative Draft Housing Element																							
6.2 Public Review Draft																							
6.3 Public Review Draft Community Workshop																							
6.4 HCD Submittal Draft																							
6.5 Response to Comments																							
6.6 2nd HCD Submittal Draft																							
6.7 Final Draft Housing Element																							
Task 7. Plan Adoption																							
7.1 Public Hearings (2)																							
7.2 Final Housing Element / HCD Certification																							

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Costs

Per the information provided in the Questions and Answers document, we have provided our cost proposal below.

City of Watsonville Housing Element Update - 6th Cycle Project Budget									
Labor	Principal Planner \$340	Associate Planner \$175	Assistant Planner / Graphics \$150	Senior Env. Analyst \$190	Env. Analyst \$150	GIS \$150	Admin / Graphic Support \$130	Total Hours	Total Cost
	184 14%	434 32%	510 38%	72 5%	152 11%	48 4%	100 7%	1,336	
Task 1. Project Initiation and Management									
1.1 Ongoing Project Management	12	30						42	\$9,330
1.3 Project Team Conference Calls (28)	20	42						62	\$14,150
1.2 Project Kick-off Meeting	2	4						6	\$1,380
1.4 Project Schedule		2						2	\$350
1.5 Community Engagement Plan		4						4	\$700
1.6 Document Review		2	2					4	\$650
1.7 Housing Element Webpage (OPTIONAL)		8	20				30	0	\$8,300
									\$34,860
Task 2. Analyze Regional Housing Needs Assessment									
2.1 Community Workshop #1 - Introduction and Policy Considerations	2	8	10				2	22	\$3,840
2.2 Stakeholder Focus Group Meeting	2	4	8					14	\$2,580
2.3 Current Housing Element Assessment	4	8	24					36	\$6,360
2.4 Housing Needs, Constraints, and Resources Baseline Review	6	30	120					156	\$25,290
2.5 Community Housing Survey (OPTIONAL)	2	8	24					34	\$5,680
									\$43,750
Task 3. LU Strategies - Prototype and Testing									
3.1 Sites Inventory and Analysis of Resources	6	20	48			40		114	\$18,740
3.2 Housing Policy Plan	6	30	20					56	\$10,290
3.3 Testing and Refinement and PC/CC Study Sessions (2)	4	10	10					24	\$4,610
3.4 Draft Preferred Sites Accommodation Strategy	4	8	8					20	\$3,960
									\$37,600
Task 4. General Plan Amendments									
Land Use Element Revisions	4	12	4					20	\$4,060
Safety Element Update (OPTIONAL)	8	4		40	40		24		\$20,140
Environmental Justice Element (OPTIONAL)	6	12	32				16	66	\$11,020
									\$35,220
Task 5. CEQA Compliance									
Mitigated Negative Declaration									
Administrative Draft	8			8	40			56	\$10,240
Public Review Draft	4			8	16			28	\$5,280
Figures/Graphics/QA-QC	6	8					8	22	\$4,480
									\$20,000
Task 6. Draft Housing Element									
6.1 Administrative Draft Housing Element	6	24	40				6	76	\$13,020
6.2 Public Review Draft	4	8	10					22	\$4,260
6.3 Public Review Draft Community Workshop	4	12	20				3	39	\$6,850
6.4 HCD Submittal Draft	2	8	4				2	16	\$2,940
6.5 Response to Comments	4	12	20					36	\$6,460
6.6 2nd HCD Submittal Draft	2	8	12				2		\$4,140
6.7 Final Draft Housing Element	2	6				4	2	14	\$2,590
									\$40,260
Task 7. Plan Adoption									
7.1 Public Hearings (2)	5	10	6					21	\$4,350
7.2 Final Housing Element / HCD Certification	2	6					6	14	\$2,510
									\$6,860
Expenses									
Direct Expenses (Travel, accommodations, printing, etc.)									\$6,500
									Total w/o Optional Task
									\$179,910
									Optional Tasks
									\$45,140

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Staffing

Firm Overview

Kimley-Horn is a full-service planning, environmental, and engineering consulting firm providing services to public and private clients nationwide. We offer the City of Watsonville a staff of experienced planners, public policy specialists, and environmental analysts working within a collaborative environment that includes a multidisciplinary team of more than 600 planning and design professionals in 12 offices throughout California, including our offices in Capitola, Salinas, San Mateo, and San Jose.

Founded in 1967, Kimley-Horn has grown over the past 55 years to include more than 6,100 professionals in over 100 offices nationwide. Our growth is the result of the firm's commitment to integrity and dedication to providing quality services. We provide our clients with the local knowledge and responsiveness of a small organization, backed by the depth of resources only a national firm can offer. Today, we are one the largest planning, environmental, and engineering consulting firms in the U.S. **According to *Engineering News-Record*, our firm now ranks 10th overall among the nation's top 500 design firms.**

Kimley-Horn maintains an experienced team with proven expertise in Housing Element Update preparation, comprehensive planning, general plans, zoning code and specific plans, environmental analysis, technical studies, permitting, and public outreach for public and private policy programs and development projects including single- family and multi-family residential, commercial, retail, and institutional developments.

To serve the City of Watsonville, we have carefully selected a team of housing element and planning experts that work daily with public sector clients to provide hands-on, turnkey services to cities, counties, and other state and local agencies throughout California. Our team has worked on numerous housing elements in the local area and statewide. With this experience, we have developed a mastery of the California Department of Housing and Community Development (HCD) certification process and utilize our long-standing relationship with HCD to our clients' advantage.

We are proud to say that every Housing Element we've worked on has achieved certification by HCD!

Relevant Areas of Expertise

Kimley-Horn provides a full range of planning and environmental services to counties, municipalities, and other state and local agencies as well as private entities throughout California. Our services include the following:

ENVIRONMENTAL 	PLANNING 	DESIGN 
<ul style="list-style-type: none"> • CEQA • NEPA • Traffic and Parking Impact Analyses • Hazardous Materials Site Assessments • Hydrology and Hydraulics • Water Quality Management Plans 	<ul style="list-style-type: none"> • General and Specific Plans • Community Engagement • Mobility Planning • Housing Elements • Entitlement Processing • Zoning Codes • Feasibility Studies 	<ul style="list-style-type: none"> • Urban Design • Landscape Architecture • Master Planning and Entitlements • Community Infrastructure and Utilities

Planning Services

The Kimley-Horn planning team consists of seasoned experts in the preparation of housing elements, general plans, development regulations and zoning codes, design guidelines and master plans for various public clients on projects involving a variety of municipal issues. Our staff is actively involved in all aspects of projects for our clients, including public participation, community visioning, regulatory and policy planning, entitlements, specific plans, land use scenario planning, implementation strategies, cultural and natural resources, and intergovernmental coordination. Our team is experienced in providing multi-agency project facilitation, and in working with community

HOUSING ELEMENT UPDATE

groups, special interests, and local decision-makers to successfully lead projects through the approval process. In addition, our team has positive ongoing relationships with State agency staff, including HCD.

Land Use Planning and Zoning

Kimley-Horn's long history of land planning encompasses planned communities, shopping centers, office complexes, infill development and major mixed-use developments. As part of our pre-development services, we provide an analysis of each property for its highest and best use given current and future markets, investigate existing regulatory constraints, and explore alternative development concepts. Our land use regulatory experts have also successfully updated zoning policy for multiple public agencies. Our team has authored comprehensive updates to zoning/development codes and provided tailored amendments, such as overlay zones, mixed-use development standards, affordable housing, and transit-oriented development.

General Plans and Specific Plans

Kimley-Horn has prepared General Plans and General Plan updates for numerous jurisdictions throughout California and is well-versed in legislative requirements, including SB 1241, AB 1358, the Complete Streets Act, AB 32, and SB 375. General Plan Housing Element Updates trigger compliance with a number of new state planning laws. In particular, SB 1241 (Kehoe) requires the jurisdictions to address fire risk in State responsibility areas (SRA). Since 2012, our General Plan Updates have included evaluation of wildland fire risk and appropriate updates to policies and programs. Additionally, our General Plan updates are in compliance with SB 1000 incorporating policies, guidelines and strategies for Environmental Justice and engaging disadvantaged community members in the process.

Kimley-Horn also has extensive experience in the development of Specific Plans, focused on existing urbanized and green-field environments. Our plans provide for customized development, design guidance, development standards, and entitlement procedures. Additionally, our expertise includes the development of public improvements such as streetscape/urban design, infrastructure, parking facilities, and community amenities.

Community Engagement

Kimley-Horn's planning staff has developed and implemented hundreds of community engagement processes throughout the country. We understand the dynamic nature of outreach and have used a variety of engagement techniques, including bilingual facilitation, web-based participation, visual preference surveys, community workshops, phone surveys, focus groups, and digital and print media. Kimley-Horn routinely prepares materials and facilitates public outreach programs including community workshops and charrettes, public scoping meetings, public hearings, and briefings to elected officials, committees, and City staff. For some projects, workshops, meetings, and/or targeted outreach efforts may be appropriate to provide a forum for meaningful community input.

Environmental Assessment Services

Kimley-Horn provides a full range of environmental services for projects requiring California Environmental Quality Act (CEQA) review. Our environmental compliance managers have worked on numerous complex, multidisciplinary projects requiring technical expertise, creative solutions for design modifications or mitigation, public outreach, transparent communication, and a thorough understanding of local, state, and federal regulations.

Kimley-Horn's environmental documents are supported by in-house professionals with expertise in civil engineering, land development, hydrology, water quality, water and wastewater, traffic analysis, transportation planning, aviation, landscape architecture, and GIS.

Kimley-Horn produces environmental documents that are sensitive to the public's concern for resource protection and community impacts as well as to the real-world issues associated with the cost and feasibility of implementing mitigation programs. Our team draws on years of experience with public works improvements to develop understandable documents and to assess project designs that minimize impacts to the natural environment and community. Whether our role is to prepare CEQA or (National Environmental Policy Act (NEPA) documents and technical studies, or to peer-review this information, we understand the inherent complexities of processing projects through the environmental processes. On all environmental projects, we work extensively with our internal partners, agency staff, and clients to create the appropriate technical approach for the document and scope of related technical studies. Our staff has an excellent track record of preparing thorough CEQA documents that are capable of withstanding challenge.

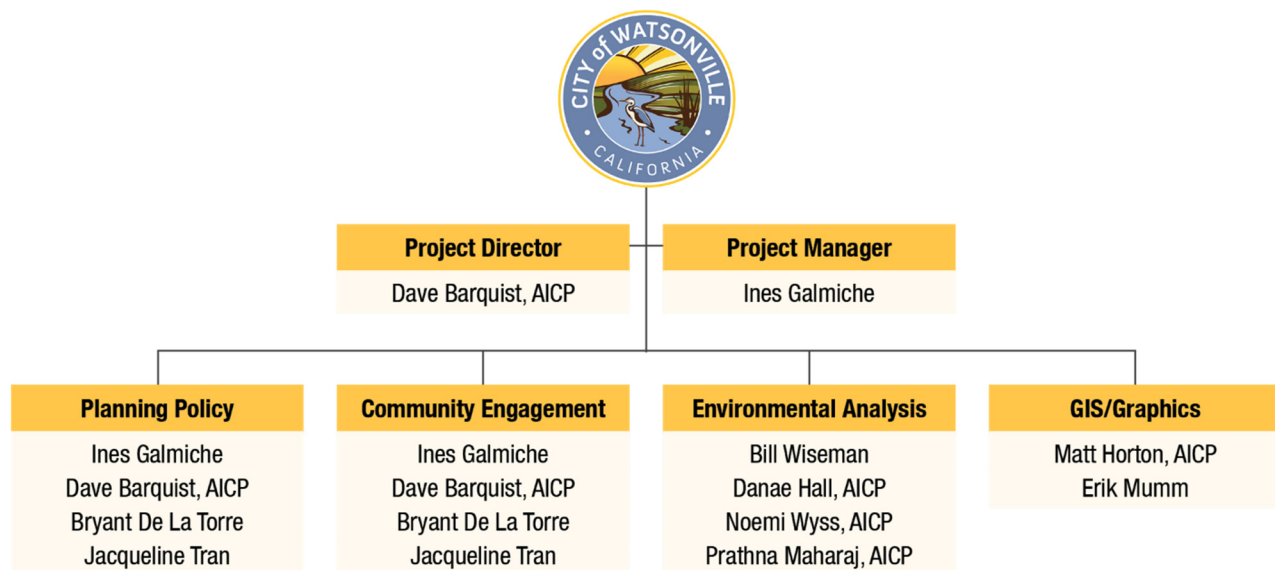
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Team Overview

Kimley-Horn offers a highly skilled, experienced, and responsive team of professionals that has a proven record of successfully working with cities throughout California to provide expert consultation on Housing Element requirements and policies as well as preparation of Housing Element, Land Use Element, and Circulation Element updates.

For the City of Watsonville, our team is led by project director **Dave Barquist, AICP**, and project manager **Ines Galmiche**. The team is supported by **Bill Wiseman** and a number of experienced professionals across the planning and environmental fields. This team has been responsible for the preparation of more than 50 housing element updates and is recognized for their expertise in providing policy and program analysis as well as successful coordination with the HCD. The team offers not only a depth of housing element knowledge, but also demonstrated leadership in helping local agencies meet housing element requirements.

Resumes for our team showing qualifications and experience are provided in the Qualifications section of this proposal.



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Qualifications

Project Experience & References

We are proud of our working relationships with our clients, and much of our success over the last 55 years is directly related to our efforts to provide consistent, high-quality, and timely services. The following is a list of five references that received similar services from Kimley-Horn within the last five years. We invite you to contact our clients directly for comment on the quality of Kimley-Horn's services.



City of Dublin, Housing Element (6th Cycle), Dublin, CA

Kimley-Horn is preparing the 6th Cycle Housing Element Update for the City of Dublin. The City's previous Housing Element focused on a considerable allocation of future housing in the Downtown Dublin Specific Plan area (previously prepared by Kimley-Horn). New state laws will require a review of qualified housing sites throughout the City. Using the City's GIS data and current demographic data, Kimley-Horn is preparing a comprehensive constraints analysis that may ultimately require the rezoning of additional properties to meet the City's RHNA housing allocations requirements. Given these potential changes, Kimley-Horn is working closely with City staff and the City Council to inform the planning process.

 **Michael Cass, Principal Planner**
100 Civic Plaza, Dublin, CA 94568
 925.833.6610, michael.cass@dublin.ca.gov



City of Brentwood, Housing Element (6th Cycle), Brentwood, CA

Kimley Horn is preparing the City's 6th Cycle Element for the City of Brentwood. The Housing Element includes extensive land use analysis to identify adequate sites, given the City's limited land resources for residential development. Community and stakeholder engagement has included public meetings and multiple working sessions with the City Council to explore land use and policy options to address future housing need.

 **Jennifer Hagen, Senior Planner**
150 City Park Way, Brentwood, CA 94513
 925.516.5135, jhagen@brentwoodca.gov

City of Newport Beach, Housing Element (6th Cycle), Newport Beach, CA

Kimley Horn prepared the 6th Cycle Housing Element Update that included extensive consultation with the community through numerous public workshops, digital surveys, consultation with an advisory committee and multiple study sessions with elected and appointed officials. The Kimley Horn team is also preparing an amendment to the Land Use Element and authoring the requisite rezone overlays described in the Housing Element.

 **Jim Campbell, Deputy Director**
100 Civic Center Drive Newport Beach, CA 92660
 949.644.3210 jcampbell@newportbeachca.gov

Key Personnel

Resumes for our proposed team are provided beginning on the following page.

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Dave Barquist, AICP



Project Director

Dave brings over 25 years of public and private sector planning experience. He brings to this contract a diverse range of skills, including policy analysis, policy development, and urban design. His experience includes projects involving comprehensive planning, local government policy, land use, parks and recreation planning, and grant writing. Most recently, he authored numerous planning grants for local governments equating to approximately \$3.5 million in grant awards. Successful grant awards were based upon the development of precursor policies through General Plans, Specific Plans, and Master Plans. Dave is also accomplished in providing community engagement to guide in the development of public policy. Dave has been an instructor and for California State Fullerton's Leadership Program for Public Agencies, teaching public agency staff on principals of communication and group facilitation. He has led hundreds of public meetings and is well-versed in finding locally specific techniques and tools to engage the community in the planning process.

Professional Credentials

- Bachelor of Science, Urban and Regional Planning, California State Polytechnic University, Pomona
- American Institute of Certified Planners #136746
- American Planning Association (APA), Member

Relevant Experience

- City of Dublin, 6th Cycle Housing Element Update, Dublin, CA – *Project Planner*
- City of Del Mar, 6th Cycle Housing Element Update, Del Mar, CA – *Project Manager*
- City of Brentwood, 6th Cycle Housing Element Update, Brentwood, CA – *Project Manager*
- City of Newport Beach, 6th Cycle Housing Element Update, Newport Beach, CA – *Project Manager*
- City of Anaheim, 6th Cycle Housing Element Update, Anaheim, CA – *Project Manager*
- City of Rialto, 5th and 6th Cycle Housing Element Updates, Rialto, CA – *Project Manager*
- City of Fontana, 6th Cycle Housing Element Update, Rialto, CA – *Project Manager*
- City of Hemet, 6th Cycle Housing Element Update, Hemet, CA – *Project Manager*
- City of Murrieta, 6th Cycle Housing Element, Murrieta, CA – *Project Manager*
- City of Menifee, 6th Cycle Housing Element, Menifee, CA – *Project Manager*
- City of Solana Beach, 6th Cycle Housing and Safety Element Update, Solana Beach, CA – *Project Manager*
- City of Encinitas, 5th and 6th Cycle Housing Element, Encinitas, CA – *Project Manager*
- City of Scotts Valley, 5th Cycle Housing Element, Scotts Valley, CA – *Project Manager*
- City of Capitola, 5th Cycle Housing Element, Capitola, CA – *Project Manager*
- City of Scotts Valley, General Plan, EIR, and Climate Action Plan, Scotts Valley, CA – *Project Manager*
- City of Downey, Rancho Los Amigos South Campus - Specific Plan, Downey, CA – *Project Manager*
- County of Orange, Housing Element Consultant Services, Orange County, CA – *Project Manager*
- Riverside County, Community Planning and Design Services (Community Planning for Cabazon, Highway. 74, Winchester and Thousand Palms), Winchester, CA – *Project Manager*

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Ines Galmiche



Project Manager

Ines has been in the planning field for about five years and has experience in both the public and private sector. Ines works primarily in long range planning of housing, and her work focuses on community engagement, policy development, and fair housing practices. Ines has experience in coordinating with state and local agencies

and community organizations for compliance with state requirements while also addressing the specific needs of the community. Ines has experience in preparing and conducting a variety of community engagement efforts specific to a community's needs, including public hearings, workshops, stakeholder meetings, surveys, and outreach and advertising. Prior to working at Kimley-Horn, Ines was as an Assistant Planner at the City of Costa Mesa where she worked with property owners and developers to review a variety of planning permit applications ranging from use changes, home renovations/expansions, sign permits, and tenant improvements.

Professional Credentials

- Master of Urban and Regional Planning, University of California, Irvine
- Bachelor of Arts, Sociology, University of California, Santa Cruz
- American Planning Association, Member

Relevant Experience

- City of Santa Cruz, 6th Cycle Housing Element Update, Santa Cruz, CA – *Project Manager*
- City of Dublin, 6th Cycle Housing Element Update, Dublin, CA – *Task Manager*
- City of Brentwood, 6th Cycle Housing Element Update, Brentwood, CA – *Task Manager*
- County of Orange, 6th Cycle Housing Element Update, Orange County, CA – *Planning Analyst*
- City of Costa Mesa, 6th Cycle Housing Element Update, Costa Mesa, CA – *Planning Analyst*
- City of Newport Beach, 6th Cycle Housing Element Update, Newport Beach, CA – *Planning Analyst*
- City of Chino, 6th Cycle Housing Element, Chino, CA – *Planning Analyst*
- City of Orange, 6th Cycle Housing Element Update, Orange, CA – *Planning Analyst*
- City of Anaheim, 6th Cycle Housing Element Update, Anaheim, CA – *Planning Analyst*
- City of Rialto, 6th Cycle Housing Element Update, Rialto, CA – *Planning Analyst*
- City of Fontana, 6th Cycle Housing Element Update, Rialto, CA – *Planning Analyst*
- City of Hemet, 6th Cycle Housing Element Update, Hemet, CA – *Planning Analyst*
- City of Murrieta, 6th Cycle Housing Element, Murrieta, CA – *Planning Analyst*
- City of Menifee, 6th Cycle Housing Element, Menifee, CA – *Planning Analyst*
- City of Solana Beach, 6th Cycle Housing Element Update, Solana Beach, CA – *Planning Analyst*
- City of Dublin, Safety Element Update, Dublin, CA – *Task Manager*
- County of Orange, Safety Element Update, Orange County, CA – *Planning Analyst*
- City of Hemet, Safety and Environmental Justice Elements, Hemet, CA – *Planning Analyst*
- City of Solana Beach, Safety Element Update, Solana Beach, CA – *Planning Analyst*
- City of Menifee, Safety Element Update, Menifee, CA – *Planning Analyst*

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Bill Wiseman



Environmental Analysis Leader

Bill has 34 years of national and international experience in policy, land use, and environmental planning. He is an accomplished designer and planner with experience in leading complex, large-scale urban projects as well as those in more intimate suburban and neighborhood settings. He has managed

numerous urban design, land use planning, downtown revitalization, economic development, and mixed-use projects in cities large and small in California, Washington, and Australia. He is fully versed in the management of interdisciplinary technical teams that are often required to analyze multifaceted planning issues and comply with regulations. A highly skilled facilitator, writer, and speaker, Bill often serves as a catalyst for critical thought and collaboration. Whether it's a community workshop or a client working session, he integrates multiple points of view and builds consensus to move projects forward for both private and public-sector clients, from large-scale master planning to site-specific entitlement.

Professional Credentials

- Master of Urban Planning, University of Washington
- Bachelor of Arts, Economics, University of California Santa Barbara
- American Planning Association, Member
- Association of Environmental Professionals, Monterey Bay Chapter, Past President and Board Member

Relevant Experience

- City of Watsonville, Atkinson Lane Specific Plan & EIR, Watsonville, CA – *Project Manager*
- City of Watsonville, Manabe-Ow Business Park Specific Plan & EIR, Watsonville, CA – *Project Manager*
- City of Santa Cruz, 6th Cycle Housing Element, Santa Cruz, CA – *Project Manager*
- City of Dublin, 6th Cycle Housing Element Update, Dublin, CA – *Project Manager*
- City of Brentwood, 6th Cycle Housing Element Update, Brentwood, CA – *Project Manager*
- City of Dublin, CEQA Guidelines & Procedures, Dublin, CA – *Project Manager*
- City of Dublin, At Dublin Mixed-Use Project EIR and Addendum, Dublin, CA – *Project Manager*
- City of Tracy, Westside Specific Plan and EIR, Tracy, CA – *Project Manager*
- City of Scotts Valley, Oak Creek Park Mixed-Use Project, Scotts Valley, CA – *Project Manager*
- City of Scotts Valley, Scotts Valley General Plan & EIR, Scotts Valley, CA – *Project Manager*
- City of Capitola, General Plan & EIR, Capitola, CA – *Project Manager*
- City of Dublin, Downtown Dublin Specific Plan & EIR, Dublin, CA – *Project Manager*
- City of Dublin, Dublin Crossing Specific Plan & EIR, Dublin, CA – *Project Manager*
- City of Dublin, Heritage Park EIR, Dublin, CA – *Project Manager*

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Bryant De la Torre



Analysis/Community Engagement

Bryant is a land planning analyst specializing in data analysis and outreach. He has strong analysis and community outreach skills and has engaged with a diverse range of stakeholders. Bryant has experience in both the public and private sector, having worked for both local jurisdictions and regional planning agencies.

He has strong research and planning skills and has focused his time on housing issues throughout the California region. Before coming to Kimley-Horn, Bryant worked as a planning intern with the City of Baldwin Park and Los Angeles Department of Transportation.

Professional Credentials

- Master of Urban and Regional Planning, California State Polytechnic University, Pomona
- Bachelor of Arts, Environmental Studies, University of California, Santa Barbara

Relevant Experience

- City of Dublin, 6th Cycle Housing Element Update, Dublin, CA – *Planning Intern*
- City of Rialto, 6th Cycle Housing Element Update, Rialto, CA – *Planning Intern*
- City of Chino, 6th Cycle Housing Element Update, Chino, CA – *Planning Intern*
- City of Hemet, 6th Cycle Housing Element Update, Hemet, CA – *Planning Intern*
- City of Fontana, 6th Cycle Housing Element Update, Fontana, CA – *Planning Intern*
- City of Anaheim, 6th Cycle Housing Element Update, Anaheim, CA – *Planning Intern*
- City of Pomona, 6th Cycle Housing Element Update, Pomona, CA – *Planning Intern*
- City of Huntington Beach, 6th Cycle Housing Element Update, Huntington Beach, CA – *Planning Intern*
- City of Newport Beach, 6th Cycle Housing Element Update, Newport Beach, CA – *Planning Intern*
- City of Brentwood, 6th Cycle Housing Element Update, Brentwood, CA – *Planning Intern*
- City of Murrieta, 6th Cycle Housing Element Update, Murrieta, CA – *Planning Intern*
- City of Calimesa, 6th Cycle Housing Element Update, Calimesa, CA – *Planning Intern*
- City of Fillmore, 6th Cycle Housing Element Update, Fillmore, CA – *Planning Intern*

HOUSING ELEMENT UPDATE

Jacqueline Tran



Analysis/Community Engagement

Jacqueline has experience working on planning projects including due diligence, safety elements, housing elements, and specific/general plans. Her background at the University of California, Irvine provides her with exceptional knowledge regarding the planning of urban environments. Jacqueline's

experience includes assisting in drafting safety elements, site analysis, and municipal code compliance. Her experience also includes understanding site-specific environmental conditions/restraints and developing environmental assessments. Jacqueline is proficient in ArcGIS.

Professional Credentials

- Bachelor of Arts, Urban Studies, University of California, Irvine
- American Planning Association (APA), Member

Relevant Experience

- City of Dublin, 6th Cycle Housing Element Update, Dublin, CA – *Planning Analyst*
- City of Dublin, Safety Element Update, Dublin, CA – *Planning Analyst*
- City of Solana Beach, Safety Element Update and Climate Vulnerability Assessment, Solana Beach, CA – *Planning Analyst*
- City of Beverly Hills, Safety Element Update, Climate Vulnerability Assessment, and Environmental Justice Strategy, Beverly Hills, CA – *Planning Analyst*
- City of Huntington Beach, 6th Cycle Housing Element Update, Huntington Beach, CA – *Planning Analyst*
- City of Pomona, 6th Cycle Housing Element Update, Pomona, CA – *Planning Analyst*
- City of Brentwood, 6th Cycle Housing Element Update, Brentwood, CA – *Planning Analyst*
- County of Orange, Safety Element Update, Orange County, CA – *Planning Analyst*
- City of Hemet, 6th Cycle Housing Element Update, Hemet, CA – *Planning Analyst*
- City of Calimesa, 6th Cycle Housing Element Update, Calimesa, CA – *Planning Analyst*

HOUSING ELEMENT UPDATE

Danae Hall, AICP



Environmental Analysis and Technical Studies

Danae has been responsible for the management and analysis of EIRs and other environmental documents under CEQA and NEPA for clients throughout the Bay Area. Her work has focused on land use development and transportation projects, with an emphasis on advancing climate change solutions, while still balancing the development interests of her clients. In addition to project management, she has been responsible for public presentations, community outreach activities, and project event organization.

Professional Credentials

- Master of Science, Environmental Manager, University of San Francisco
- Bachelor of Arts, Economics, California State University, Chico
- American Institute of Certified Planners (AICP) #31970

Relevant Experience

- City of Tracy, Tracy Hills Specific Plan, Various Amendments, Tracy, CA – *Project Manager*
- City of Tracy, Cordes Ranch Specific Plan, Various Amendments, Tracy, CA – *Project Manager*
- City of Tracy, Avenues Specific Plan Addendum, Tracy, CA – *Project Manager*
- City of Saratoga, Mountain Winery Annexation Project EIR, Saratoga, CA – *Project Manager*
- MTC, Bay Bridge Forward I-580 HOV Extension Project – *Environmental Lead*
- Vine Trail Coalition, Napa Valley Vine Trail, Napa, CA – *Environmental Planner*
- Town of Moraga, PS&E and Environmental for St. Mary's Rd Double Roundabouts, Moraga, CA – *Environmental Planner*
- Duke Realty, 5863 Rue Ferrari Project, San Jose, CA – *Project Manager*
- Duke Realty, 2256 Junction Avenue Project, San Jose, CA – *Project Manager*
- Costco, Westgate West Project EIR, San Jose, CA – *Project Manager*
- Bridge Industrial, Qume and Commerce Project EIR, San Jose, CA – *Project Manager*
- KT Urban Real Estate Development, 425 S. Winchester Boulevard Project, San Jose, CA – *Project Manager*
- KT Urban Real Estate Development, Woz Way Project, San Jose, CA – *Project Manager*
- Luxury Estates Development, 395 S. Winchester Boulevard Project, San Jose, CA – *Project Manager*
- Montecito Development, 555 Sally Ride Drive Project EIR, Contra Costa County, CA – *Project Manager*
- California High Speed Rail Palmdale to Burbank Project Section EIR/EIS, Palmdale and Burbank, CA – *Project Manager**
- Alameda County, Interstate 880 Interchange Improvements (Whipple Road/Industrial Parkway Southwest and Industrial Parkway West), Hayward, CA – *Deputy Project Manager**

**Prior to joining Kimley-Horn*

HOUSING ELEMENT UPDATE

Noemi Wyss, AICP



Environmental Analysis and Technical Studies

Noemi has seven years of experience in environmental planning, technical studies, Geographic Information Systems (GIS), CalEEMod, and Illustrator/InDesign.

She has prepared numerous environmental documents in accordance with CEQA as well as Air Quality,

Greenhouse Gas Emission, Health Risk, and Acoustical Assessments. She has a background in environmental policy, with a focus on urban water policy.

Relevant Experience

- City of Dublin, AT Dublin Mixed-Use Project EIR, Dublin, CA – *Analyst*
- Vineyards at Deer Creek Specific Plan and EIR, Brentwood, CA – *Project Planner*
- Vine Trail Coalition, Napa Valley Vine Trail, Calistoga to St. Helena, CA – *Project Planner*
- KT Urban Real Estate Development, Westport Cupertino, Cupertino, CA – *Analyst*
- Newport Pacific Land Company, Technology Advancement Research Mobility Automotive Center (TARMAC) Facility, San Benito, CA – *Project Planner*
- City of Tustin, Red Hill Corridor Specific Plan and EIR, Tustin, CA – *Analyst*
- Meridian Avenue General Plan Amendment Initial Study, San Jose, CA – *Analyst*
- Garden Gate Tower Supplemental EIR and Initial Study, San Jose, CA – *Analyst*
- City of Gardena, Gardner Marine Avenue Mixed-Use IS/MND Project, Gardena, CA – *Analyst*
- City of Newport Beach, Environmental Services for The Towers at Koll Center Newport, Newport Beach, CA – *Analyst*

Professional Credentials

- Master of Urban and Regional Planning, University of California, Irvine
- Bachelor of Arts, International Relations; International Systems / World Order, Boston University
- Bachelor of Arts, Environmental Policy and Analysis, Boston University
- American Institute of Certified Planners (AICP) #31863

HOUSING ELEMENT UPDATE

Prathna Maharaj, AICP



Environmental Analysis and Technical Studies

Prathna is a planning analyst with public and private sector planning experience. Prathna specializes in environmental analysis and has worked on a range of residential, commercial, and infrastructure projects. Additionally, she has provided planning department

support for substantial conformance review of specific plans. Prathna developed a strong understanding of land use and housing policy in the UC Irvine Master of Urban and Regional Planning program where she focused on sustainable community development. To integrate her experience in environmental and land use, Prathna completed a Professional Report titled “The Intersections of Housing and Climate Change” in partnership with the San Mateo County Office of Sustainability. She has strong written and verbal communication skills, experience with GIS, and has provided support for a range of planning efforts.

Professional Credentials

- Master of Urban and Regional Planning, University of California, Irvine
- Bachelor of Science, Environmental Science and Management, University of California, Davis
- American Institute of Certified Planners (AICP) #33057

Relevant Experience

- City of Del Mar, 6th Cycle Housing Element Update, Del Mar, CA – *Environmental Analyst*
- City of Costa Mesa, 6th Cycle Housing Element Update, Costa Mesa, CA – *Environmental Analyst*
- City of Newport Beach, 6th Cycle Housing Element Update, Newport Beach, CA – *Environmental Analyst*
- Tracy Hills Specific Plan, CEQA 15183 Consistency Analysis, Tracy, CA – *Environmental Analyst*
- University of California Irvine, Irvine Complex Medical Center EIR, Irvine, CA – *Environmental Analyst*
- City of Gardena, Gardena Transit Oriented Development Specific Plan, Gardena, CA – *Environmental Analyst*
- City of Gardena, Gardena Rosecrans ISMND, Gardena, CA – *Environmental Analyst*
- City of Malibu, Civic Center Wastewater Treatment Facility Environmental Consistency Analysis, Malibu, CA – *Environmental Analyst*
- City of Glendora, Glendora Medical Office Building ISMND, Glendora, CA – *Environmental Analyst*
- City of Del Mar, Del Mar Housing Element EIR, Del Mar, CA – *Environmental Analyst*
- KB Home Orchard Street and Cypress Avenue Project ISMND, El Monte, CA – *Environmental Analyst*
- Brookfield Homes, Nelles Property Redevelopment Specific Plan, Whittier, CA – *Environmental Analyst*
- ASM Beaumont Plan of Services, Beaumont, CA – *Environmental Analyst*
- Target Corporation, National Target Retail Store Remodel Program, Jurisdictions across CA and WA – *Environmental Analyst*

HOUSING ELEMENT UPDATE

Matthew Horton, AICP



GIS/Graphics

Matt is a planner with experience in land use planning, mobility planning, and GIS analysis. Matt specializes in the development of community plans that thoughtfully consider the interrelationship between mobility and land use. His time at Kimley-Horn has been focused on

improving public policy decision making through spatial analytics, scenario planning, and geographic information systems.

Relevant Experience

- City of Dublin, 2022-2030 Housing Element Update, Dublin, CA – *Project Planner*
- City of Arcadia, 6th Cycle Housing Element Update, Arcadia, CA – *Deputy Project Manager*
- City of Calexico, 6th Cycle Housing Element Update, Calexico, CA – *Deputy Project Manager*
- City of Coronado, 6th Cycle Housing Element Update, Coronado, CA – *Project Planner*
- City of Encinitas, Housing Element Update, 5th Cycle and Court-Mandated, Encinitas, CA – *GIS Specialist*
- City of Tustin, Red Hill Corridor Specific Plan and EIR, Tustin, CA – *GIS Specialist*
- CallisonRTKL Inc., University of California, San Diego (UCSD), Hillcrest Master Plan Vision Redevelopment Phase I, San Diego, CA – *Project Planner*
- San Diego Association of Governments (SANDAG), Intraregional Tribal Transportation Strategy (ITTS), San Diego, CA – *Project Planner*
- City of San Diego University Community Plan Update, San Diego, CA – *Project Planner*
- City of San Diego, Balboa Avenue Transit Station Specific Plan, San Diego, CA – *Project Planner*
- City of San Diego, Mira Mesa Community Plan Update, San Diego, CA – *Project Planner*
- Affirmed Housing Group, Grantville Station Parking Study, San Diego, CA – *Project Manager*
- Affirmed Housing Group, Beyer Station Parking Study, San Diego, CA – *Project Manager*
- New Line Skateparks Inc., City of Escondido, Washington Park Skate Spot, Escondido, CA – *Project Planner*

Professional Credentials

- Master of Urban and Regional Planning, University of Minnesota
- Bachelor of Arts, Geography and History, Gustavus Adolphus College
- American Institute of Certified Planners (AICP) #027891

HOUSING ELEMENT UPDATE

Erik Mumm



GIS/Graphics

Erik is a transportation analyst with experience in transportation operations management, multimodal transportation planning, data science, and spatial analytics. Erik is an analytics specialist, using data science and visualization tools to empower clients to make informed, data-

driven decisions. Using data analytics, GIS, and comprehensive outreach efforts, Erik aims to help public agencies and local jurisdictions understand operational opportunities and limitations to develop transportation systems and long-range plans which serve the needs of all community members.

Professional Credentials

- Bachelor of Science, Urban Studies and Planning, University of California, San Diego
- American Planning Association (APA), Member

Relevant Experience

- City of Dublin, Housing Element Update (6th Cycle) Dublin, CA – *Lead Analyst*
- City of Newport Beach, Housing Element Update (6th Cycle), Newport Beach, CA – *Lead Analyst*
- City of Chino, Housing Element Update (6th Cycle), Chino, CA – *Analyst*
- City of Calexico, Housing Element Update (6th Cycle), Calexico, CA – *Analyst*
- City of Arcadia, Housing Element Update (6th Cycle), Arcadia, CA – *Analyst*
- City of Coronado, Housing Element Update (6th Cycle), Coronado, CA – *Analyst*
- City of Fontana, Housing Element Update (6th Cycle), Fontana, CA – *Analyst*
- City of Orange, Housing Element Update (6th Cycle), Orange, CA – *Analyst*
- City of Pico Rivera, Housing Element Update (6th Cycle), Pico Rivera, CA – *Analyst*
- City of Murrieta, Housing Element Update (6th Cycle), Murrieta, CA – *Analyst*
- City of Anaheim, Housing Element Update (6th Cycle), Anaheim, CA – *Analyst*
- City of Costa Mesa, Housing Element Update (6th Cycle), Costa Mesa, CA – *Analyst*
- County of Orange, Housing Element Update (6th Cycle), Orange County, CA – *Analyst*
- SANDAG, San Vicente (SR 67) Comprehensive Multimodal Corridor Plan (CMCP), Lakeside, CA – *Lead Analyst*
- RTA Alternatives Analysis Update in the Central Oklahoma Region, Oklahoma City, OK – *Analyst*
- SANDAG, Mid-Coast Corridor Mobility Hub Implementation Strategy, San Diego, CA – *Team Member*
- SANDAG, San Diego and Western Riverside Counties Regional Park & Ride Strategy, San Diego/Western Riverside, CA – *Team Member*
- SANDAG, San Diego Regional Military Multimodal Access Strategy, Greater San Diego Region, CA – *Team Member*
- SANDAG, SR 94 Multiuse Trail Feasibility Study, San Diego, CA – *Analyst*

HOUSING ELEMENT UPDATE

Work Sample

At Kimley-Horn, we strive to exceed expectations and achieve client satisfaction with all deliverables. As requested, we have provided the link to a work sample that is representative of the services and deliverables that will be provided to the City of Watsonville as part of this project. Due to the size of this document, it has only been included only as a link and is not provided as an appendix to this proposal.



<https://acrobat.adobe.com/link/track?uri=urn:aaid:scds:US:d9fd2a49-7d7a-4d1f-8058-d2394ea595f3>

Proposal Terms and Conditions

This proposal is a firm offer and is valid for at least 90 days from the date shown on the cover letter. All work will be performed at a not-to-exceed price as outlined in our cost proposal, submitted separately.

Proposal as Sole Representation

Kimley-Horn is the sole representative submitting this proposal. Dave Barquist is our proposed Project Director and may be contacted during the period of proposal evaluation and throughout the course of this project. As Vice President, Frederik Venter is authorized to bind Kimley-Horn and can execute agreements on behalf of the firm.



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