



Staff Report

TO: Town of Loomis Honorable Mayor and Town Councilmembers
FROM: Mary Beth Van Voorhis, Planning Director
DATE: July 14, 2020
RE: MEMORANDUM OF UNDERSTANDING BETWEEN THE SACRAMENTO AREA COUNCIL OF GOVERNMENTS AND THE TOWN OF LOOMIS FOR THE RURAL MAIN STREETS TECHNICAL ASSISTANCE PROGRAM

Recommendation

Authorize the Town Manager to enter into a Memorandum of Understanding (MOU) between the Sacramento Area Council of Governments (SACOG) and the Town of Loomis for the Rural Main Street Technical Assistance Program.

Issue Statement and Discussion

SACOG, as a council of governments and Metropolitan Planning Organization, provides and/or facilitates member services on behalf of the six counties and 22 cities in the greater Sacramento region. The Town of Loomis is a participant in SACOG's Rural Main Street Technical Assistance Program which is intended to provide communities within the six county Sacramento region technical assistance from SACOG consultants with services that help advance each communities main commercial corridors into more livable, walkable, safe, economically viable main streets.

SACOG has procured the services of three consultants: Civilis Consultants, Robert Liberty, and the Local Government Commission to work on different tasks within the project scope of work identified in Attachment A, Exhibit A attached hereto, to construct a shared downtown vision (Task 1). This work will be paid for by, and with, the Community Planning Grant SACOG received from CalTrans in the amount of **\$20,000**. The purpose of Task 1 "Downtown Visioning" is to have the Loomis Community develop a common understanding about how their downtown is doing and what they community wants downtown to be using as a shared vocabulary and process story. This process will include marketing, and story place review with case studies and community engagement. The end result will provide workshop findings, documentation, and a survey. This information will allow Civilis the opportunity to provide specific recommendations on what Loomis can be doing to tell the story they wish the community to present to the world. Civilis' recommendations will be delivered in the form of a Powerpoint presentation made in a public meeting.

Staff is supportive of conducting the "Optional" Tasks 2-3 identified in the MOU that will enhance Task 1. These "Optional" Tasks will tie into our General Plan Update process beginning in August 2020.

Optional Task 2 provides Robert Liberty to conduct a community workshop on housing to determine community support for increasing choices in housing and understanding of community receptivity to

different types, densities and locations of infill housing and will provide the Council presentations and public workshops.

Optional Task 3 provides the Local Government Commission consultant to conduct a community workshop on streetscape design and implementation of the community vision identified in Task 1 and will develop and conduct community outreach and workshops.

The cost of these "optional" tasks to the Town of Loomis is \$20,000 (Task 2=\$10,000 and Task 3=\$10,000).

CEQA Requirements

None at this time.

Financial and/or Policy Implications

SACOG Grant to the Town of Loomis = \$20,000

Town of Loomis to pay the Optional Tasks 2-3 (\$10,000 each) = \$20,000.

The Towns \$20,000 participation for the Optional Tasks 2-3 will be funded through the General Plan Update budget, current balance \$600,000.

Attachments

A. Memorandum of Understanding

**MEMORANDUM OF UNDERSTANDING
BETWEEN
SACRAMENTO AREA COUNCIL OF GOVERNMENTS
And the
TOWN OF LOOMIS**

FOR THE RURAL MAIN STREETS TECHNICAL ASSISTANCE PROGRAM

This Memorandum of Understanding ("MOU") is made effective [REDACTED], 2020, by and between the Sacramento Area Council of Governments ("SACOG") and the Town of Loomis ("Local Agency").

RECITALS:

WHEREAS, SACOG, as a council of governments and Metropolitan Planning Organization, provides and/or facilitates member services on behalf of the six counties and 22 cities in the greater Sacramento region; and

WHEREAS, Local Agency is a participant in SACOG's Rural Main Street Technical Assistance Program which is intended to provide communities within the 6-county Sacramento region technical assistance from SACOG consultants with services that help advance each community's main commercial corridors into more livable, walkable, safe, economically viable main streets.

WHEREAS, Local Agency desires to provide additional funds in the amount of Twenty Thousand Dollars (\$20,000.00) (the "Funds") to SACOG for purposes of performing the optional tasks identified in the Scope of Work attached hereto as Exhibit "A" to this MOU (the "Project"); and

WHEREAS, Local Agency desires and SACOG agrees to serve as the administrator for the Project.

NOW, THEREFORE, SACOG and Local Agency agree as follows:

1. Selection of Consultants: Local Agency has met with consultants identified in Exhibit "A" and determined the consultants background, skill and experience are consistent with the needs of the Project.
2. Monitoring of Consultant: SACOG shall monitor Contractor's performance of each task and provide quarterly updates to Local Agency regarding Project status and the completion of each Task Order.
3. Use of Funds: SACOG shall pay consultants invoices related to the optional Project tasks directly from the Funds, but must receive prior written approval from Local Agency that the work performed by the consultant is acceptable. In the event the consultant's invoice is not approved by the Local Agency, the Local Agency is responsible for informing the

consultant of the reason why, and what the consultant can do to remedy the issue. SACOG shall not be obligated to pay any amount in excess of the Funds to consultant for performance of the optional tasks.

4. Term: This MOU shall terminate on December 31, 2020, unless extended in writing by the parties.
5. Notices: Any notice under this MOU shall be in writing and either personally delivered or sent by First Class U.S. Mail, postage pre-paid, addressed as follows:

SACOG:

Sacramento Area Council of Governments
1415 L Street, Suite 300
Sacramento, CA 95814
Phone: (916) 340-_____
Email:

Local Agency:

Town of Loomis
Sean Rabé, Town Manager
3665 Taylor Road
P.O. Box 1330
Loomis, CA 95650
Phone: (916) 652-1840
Email: srabe@loomis.ca.gov

6. Amendments: No alteration or variation of the terms of this MOU shall be valid unless made in writing and signed by the Parties hereto, and no oral understanding or agreement not incorporated herein, shall be binding on any of the Parties hereto.
7. Authority: The persons signing on behalf of the Parties to this MOU each warrant they have the legal authority to execute this MOU.
8. Entire Agreement: This MOU embodies the entire agreement of the Parties in relation to the matters contained herein, and no other understanding, whether verbal, written, or otherwise, exists among the Parties.
9. Counterparts and Electronic Signatures: This MOU may be signed in one or more counterparts, each of which will constitute an original and all of which taken together shall constitute one and the same instrument. Documents executed, scanned, and transmitted electronically and electronic signatures shall be deemed original signatures for purposes of this MOU and all matters related thereto, with such scanned and electronic signatures having the same legal effect as original signatures.

[Signatures on Next Page]

IN WITNESS WHEREOF, THE PARTIES HAVE ENTERED INTO THIS MEMORANDUM
OF UNDERSTANDING AS OF THE DATE FIRST ABOVE WRITTEN:

**SACRAMENTO AREA COUNCIL
OF GOVERNMENTS**

By: _____
James Corless, Executive Director

APPROVED AS TO FORM

Sloan Sakai Yeung & Wong LLP
Legal Counsel to SACOG

TOWN OF LOOMIS

By: _____
Sean Rabé, Town Manager

EXHIBIT "A"

SACOG Rural Main Streets Technical Assistance Program

CONSULTANT SCOPE OF WORK on Behalf of the Town of Loomis

Program Mission: SACOG's Rural Main Street Technical Assistance Program is intended to provide communities within the 6-county Sacramento region technical assistance from SACOG consultants with services that help advance each community's main commercial corridors into more livable, walkable, safe, economically viable main streets.

Consultant Team: SACOG has procured the services of three consultants: Civilis Consultants, Robert Liberty (sole proprietor) and the Local Government Commission. Each will work on different tasks within the project as identified below. The work of Civilis (Task 1) will be paid for with the Community Planning Grant SACOG received from Caltrans. The work of Robert Liberty (Task 2) and LGC (Task 3) are optional additional services that the Town of Loomis will fund through a Memorandum of Understanding with SACOG.

Scope of Work: Civilis Consultants shall assist the Town of Loomis to construct a shared downtown vision. The assistance will come in the form of a series of a Civic Identity Workshop, a Civic Identity Community Survey, and a Civic Dossier findings and recommendations presentation. The goal of downtown visioning is to help Loomis build an economically successful downtown that is thriving as a true community gathering place.

The Civic Identity Workshop is the cornerstone of work, which uses a non-traditional, collaborative process called the CORE story framework to help communities build their story today and determine what they want their story to be in the future. Creating a story is a good process for community visioning because every building, every planning decision, every line of building code, every business -- they are all contributing to the story of Loomis. To build an economically successful downtown that is a community gathering place, it's essential that everyone in the private and public sector in Loomis have a shared understanding of the story they want their community to be telling, and then implement policy, branding, tenancing, experiences, and public realm improvements that are consistent with that story.

Upon completion of the downtown visioning, Loomis may elect to engage with Robert Liberty and Local Government Commission to complete two optional workshops that build upon the vision findings and recommendations.

Optional Workshop #1*: Housing. What types of housing might work in Loomis, and what are the options and opportunities to meet the needs of Loomis residents?

Optional Workshop #2*: Streetscape. What can be done in the public realm of downtown Loomis' streets to move the community vision forward?

* If the Town of Loomis elects to move forward with the optional workshops and agrees to contribute \$20,000 towards these enhanced consultant services, this work may be paid for through a Memorandum of Understanding with SACOG.

Task 1: Downtown Visioning (Civilis Consulting)

The purpose of Downtown Visioning is to have the Loomis community develop a common understanding about how their downtown is doing and what they want downtown to be using a shared vocabulary and process around story. This will involve the following sub-tasks:

Task 1A: Civilis will conduct the on-the-ground data gathering on downtown Loomis. This includes walking the district and conducting any one-on-one interviews as needed while there. If needed in response to COVID-19, this task can be completed alternatively through virtual walkthroughs, interviews, and using Consultant's knowledge of the area.

Task 1B: Civic Identity Workshop. On mutually acceptable dates (tentatively between August and September 2020), Civilis will visit Loomis and conduct a two-hour session to accomplish the following, all led by Civilis:

- Review of Marketing & Story for Place
- Review of the Story Framework and How it Impacts Downtown Economics
 - Case Studies from Around the Country Will Be Shared
- Loomis Will Build Their Story Framework.
 - Participants break out into groups of 6 to 10 people, having people count off by numbers so people are not usually in a group with folks they are sitting by. With each group there is a volunteer scribe with a flip chart. From the front of the room, Civilis will moderate a series of questions for each group to answer about their community from the story framework. They will be asked to provide top-of-mind responses, which goes fast. Because the workshop will be soliciting and documenting individual words rather than testimony, it helps to prevent filibustering and one person dominating a conversation. This workshop fosters relationship between attendees. Public agency staff (Town and SACOG staff and others) will serve as table moderators and recorders, which will help create bonding as well.

The Town will be responsible for advertising the event and gathering as much civic participation as possible. The Town will also be responsible for arranging a meeting facility that is large enough to spread out in individual tables of 6-10 people, and for arranging room set up, which includes flip charts, pens, moderators, and full a/v setup of computer, screen/wall, and projector/screen.

If needed in response to COVID-19, this task can be completed alternatively through a series of smaller virtual workshops with 12 to 15 attendees per workshop. Each workshop would require RSVP invites because they cannot realistically be completed with more than 15 people virtually. In this case, part of the outcomes of the work will be focused on what a post COVID Loomis wants to be.

Task 1C: Civic Identity Survey: After the workshop, Civilis will develop and release an anonymous survey for the public to take that will be very similar to the workshop questions. The

survey will likely include questions from the CORE Story framework about downtown's identity in the past, in the present, and what people wish to see in the future. The survey will be structured with open ended questions, so it is very difficult to spam or hack. The survey will be delivered via link with verbiage for the community to the Town to distribute.

The Town will assist by releasing the survey to community members. The link can be placed on Websites, offered in email communications, sent in newsletters, posted on the Town's Facebook page, etc. It is up to the Town to drive traffic to the survey.

This task remains the same no matter which track is taken: virtual COVID-19 responses or in-person work.

Task 1D: Develop Civic Identity Analysis and Recommendations: Civilis will analyze all of the input collected from the above tasks and develop findings and recommendations for both the public and private sector. Specifically, Civilis will perform the following:

- Transcribe flip charts from the workshop into data files and organize the responses.
- Convert the survey into data files and analyze.
- Compare the two result sets above and combine, where they are similar, and note differences where they diverge.
- Look at story results and marry those to the realities of where Loomis is today.
- Develop recommendations for downtown Loomis based on what they want their story to be in the future. Could include recommendations in the public/private sphere:
 - zoning
 - parking
 - business/tenant mix
 - transportation right of way
 - building mix
 - new development

Task 1E: Trip 2 Civic Dossier Presentation. Civilis will return to Loomis for a second trip and share findings from the workshop, district documentation, and the survey. Civilis will provide specific recommendations on what Loomis can be doing to tell the story they wish their community to present to the world. The recommendations will be delivered in the form of a Powerpoint presentation that will be made in a public meeting.

If needed in response to COVID-19, this task can be completed alternatively through a virtual environment. (The best software for handling that will be determined prior to the meeting, such as zoom, crowdcast, etc.)

Task 1 Deliverables by Civilis: Civilis will deliver all of the following end-products:

- Powerpoint for Civic Identity Workshop including agenda, examples and group exercises
- Civic Identity Survey and Results
- Powerpoint of Findings & Recommendations

Town of Loomis Responsibilities:

- Assist with outreach and promotion for task 1 and optional tasks 2 and 3. Includes identifying stakeholders to attend the workshop(s), provide input on promotional materials developed by LGC (task 3 only), and promoting the workshop by printing and posting fliers and posters, and distributing promotional materials electronically via the City's social media, webpage, and email listservs. If RSVP-required smaller virtual work sessions are held, the City will assist with invites and responses. (Civilis and/or SACOG will handle the virtual platform for the meeting.)
- Task 3 only: With assistance from LGC, identify a route to conduct a walk assessment. The route should be along either a key corridor or other roadway where future improvements are being considered.

Optional* Task 2: Workshop #2: Housing (Robert Liberty consultant) – (*Optional: contingent on the Town of Loomis signing MOU with SACOG or contracting directly with identified consultant. Cost \$10,000 for Tasks 2a-2c.)

Robert Liberty will conduct community Workshop #2 on housing. The objectives of this workshop will be to:

- (1) determining community support for increasing choices in housing and understanding of community receptivity to different types, densities and locations of infill housing; and
- (2) Identify and include renters, prospective residents and households of modest means as participants in these activities community planning discussions so that their perspectives and needs are presented and addressed by community planning for these activities and in the future. The objective is to provide a broader, more complete perspective on housing issues than the older, white, homeowners who often dominate public discussions. The focus will be on recruiting renters and persons working in Loomis who currently can't afford to live there. This part of the project may generate both formal and informal means for achieving this outcome.

Mr. Liberty will conduct the following sub-tasks:

Task 2a: Presentation Content: Mr. Liberty will gather illustrations of residential infill development that is currently market feasible in Loomis possibly with a supporting mixture of zone changes, and public infrastructure improvements. This will be shared with participants in the community engagement activity and made available, by the City, for review by other residents. Initial reactions to the survey will be the basis for the optional field trip and the images used in the community engagement event.

Task 2b: Conduct Public Workshop: Mr. Liberty will design and develop a community design activity for potential infill site in the town, or some other housing-related activity that allows the public to be engaged in a hypothetical planning and development process. Using an example developed for the City of Davis on potential redevelopment of the Davis Joint Unified School District site, the Loomis example identified by the Town staff would elicit the types of development community members would find acceptable, and, more importantly, why they are acceptable. The lesson from Davis is that the community members from all backgrounds and interests, were far more flexible and open to new housing types than the elected officials had assumed about them.

The activity would show a range of examples with basic statistics (e.g, densities, heights, dimensions, etc.), and offer participants working in small groups to create different development concepts which will be analyzed, photographed and the results summarized.

Task 2c: Final memorandum: Preparation of a final memorandum summarizing the workshop event, workshop content, summary of results from visual preference survey, background on exercise and summary of group recommendations.

Task 2d: Optional Virtual Tour (**as a replacement for Task 2b)**

If public health and safety conditions due to the coronavirus pandemic do not allow for a public gathering in Task 2b, Mr. Liberty could instead prepare an online infill housing tour, incorporating a webinar. By the time Task 1 is publicly announced, the Town staff must choose between Task 2b or Task 2d. The tour would provide examples of types of housing that is more affordable and compact. Mr. Liberty would prepare a tour with specific sites just outside of Loomis but within the SACOG region. The tour would provide information about examples that are relevant to Loomis and would provide background about the project (e.g, density, floor area ratio, square footage) as well as narrative history about its development. Photos and/or video tours of each tour site would be available.

Photos and project information would be available online. A live webinar that will be recorded for later online viewing will be prepared. The webinar could include short panel presentations by project designers, developers and project residents.

If the Town staff chooses to conduct Task 2d instead of Task 2b, then Mr. Liberty and SACOG will provide a more detailed scope of work.

Optional* Task 3: Workshop #3: Streetscape Design (Local Government Commission consultant) – (*Optional: contingent on the Town of Loomis signing MOU with SACOG or contracting directly with identified consultant. Cost \$10,000 for Task 3.)

Local Government Commission (LGC) will conduct community Workshop #3 on streetscape design and how it can implement the community vision identified in Task 1. The objectives of this workshop will be to:

- (1) determine community support for different types of streetscape design features, including identifying needs and locations of streetscape improvements; and
- (2) identify and include various stakeholders that may use streetscape facilities, such as but not limited to residents, visitors, business owners, property owners, those with disabilities including the elderly, and youth/children. Involving a diverse group of stakeholders will ensure that the preferences and needs of all roadway users are included.

LGC will conduct the following sub-tasks:

Task 3a: Attend Civic Identity Workshop: At least one member of the LGC team will attend and participate in the Civic Identity Workshop in Task 1.

Task 3b: Develop Workshop Presentation Content & Workshop Activities: LGC will develop the presentation and plan the content of the workshop. The presentation that includes images of streetscape improvements and supporting educational content that will be right-sized to the scale and needs of the Town of Loomis (e.g., in support of community identity and character, safety, and walkability). LGC will develop a handout of streetscape design improvements to be used during the workshop and to be printed by the Town of Loomis. The Town of Loomis, with support from LGC, will identify the location for the walking tour.

Task 3c: Develop Outreach Materials/Conduct Outreach: LGC will develop a flier and a poster with input from the Town of Loomis, of which the Town of Loomis can distribute to their networks including email listservs, social media and Town webpage, and post in physical locations.

Task 3d: Walk Assessment and Workshop: LGC will lead community members in a walk assessment along a predetermined route where LGC will identify opportunity areas, problems and potential solutions that can be addressed through right-sized streetscape design improvements. Thereafter, LGC and community members participating in the walk assessment will head back to the workshop location.

Activity option 1: LGC will lead a presentation that includes streetscape design tools and strategies. Community members will then work in small groups around large aerial maps to mark up their ideas for what streetscape design improvements to include. After the small group activity is complete, small groups will be asked to report out to the larger group, allowing all community members the opportunity to share and provide comments on the results of the other groups.

Activity option 2: LGC will lead community members through a series of images of various streetscape improvements and will be asked to rank them on a scale from -5 (strong dislike) to 5 (strong like). Thereafter, LGC will conduct a presentation on streetscape design tools and strategies while the ranked results are being tabulated. After the results are tabulated, LGC will share the results for discussion.

Task 3e: Final memorandum: Preparation of final memorandum summarizing workshop activities and a summary of results from the walk assessment and activity (option 1 or 2) and LGC's recommendations.

TIMELINE

Task #1 to be completed during mutually acceptable dates in August through October 2020, with Workshop #1 to be conducted in the Fall 2020.

Optional Tasks #2 and #3 will be completed between August and December 31, 2020 based on mutually agreed upon dates.

FEE SCHEDULE

Task #1: Workshop #1 Civic Identity: Total Consultant Project Costs: Not to Exceed \$20,000.00, including Travel Expenses.

- Civilis Time: Michele Reeves \$195/hour, includes travel time
- Travel Expenses. Invoiced per State of California per diem rules.
- SACOG will be responsible for funding these task through its Caltrans Planning grant.

Optional Task #2a – 2c: Housing Workshop. Total Consultant (Robert Liberty) Project Costs: Not to Exceed \$10,000 including travel expenses:

Optional Task 2d: Housing Tour:

- Robert Liberty Time: \$125/hour for labor, \$35/hour for travel.
- Travel Expenses: Invoiced per State of California per diem rules.
- Town of Loomis responsible for funding this optional Task, either by directly contracting with Robert Liberty, or signing an MOU with SACOG.

Optional Task #3 Street Design Workshop: Total Consultant (Local Government Commission) Project Costs: Not to Exceed \$10,000 including travel expenses:

- Local Government Staff Time: Paul Zykovsky (Associate Director) \$140/hour; Josh Meyer (Director of Community Planning \$120/hour; Sr. Project Manager-level staff \$95/hour; Cayla McDonell (Project Manager-level staff) \$80/hour; associate-level staff \$70/hour; and coordinator-level staff \$60/hr.
- Travel Expenses: Invoiced per State of California per diem rules.
- Town of Loomis responsible for funding this optional Task, either by directly contracting with the Local Government Commission, or signing an MOU with SACOG.