



## Staff Report

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**TO:** Honorable Mayor and Members of the Town Council  
**FROM:** Mary Beth Van Voorhis, Planning Director  
**DATE:** September 8, 2020  
**RE:** General Plan Update - Planning Services Contract

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### Recommendation

Adopt Resolution #20-\_\_ awarding a Planning Services Contract for the Town of Loomis General Plan Housing and Land Use Element Update with CEQA Addendum to PlaceWorks and authorize the Town Manager to execute the agreement, acceptable to the Town, for providing such Planning Services. Services related to the General Plan Housing and Land Use Element Update will be billed on an hourly basis and will not exceed \$166,445 for 2020-2021.

### Issue Statement and Discussion

This contract will allow the Town Manager and Planning Department to proceed with the Housing and Land Use Element update in a timely manner. Having a planning consultant under contract will allow the Town to continue to focus on grant opportunities which will supplement the Town's out-of-pocket expenses related to the General Plan update and facilitate new larger scale projects in a timely manner.

The Planning Department anticipated the need for Planning Services for the General Plan Update and issued a Request for Proposals (RFP) on May 27, 2020. Two consulting firms submitted proposals. Town staff reviewed, evaluated and ranked the submittals and after discussing the results, concurred on the recommendation of PlaceWorks as the top candidate to meet the Town's needs for the Housing and Land Use Element update with CEQA Addendum based on their focused area of expertise, knowledge of new housing legislation, their approach to key issues, familiarity with the Town of Loomis, their continued work on the Placer County Housing Element Update, depth of firm and staff, long term client base, and their established relationships with outside consultants the Town of Loomis already engages with.

The Housing Element Update portion of this contract includes extensive community engagement, stakeholder interviews, and open houses, including group meetings, and community surveys. The Housing Element Update will focus on a Housing Needs Assessment, Regional Coordination, Housing Resources, Opportunities and Constraints, and Fair Housing Assessment. The Land Use Element Update portion of this contract includes update of the existing setting, including base mapping and visioning, and creation of conceptual land use alternatives. In addition to updating the Housing and Land Use Elements, a California Environmental Quality Act (CEQA) Addendum will be completed for the Housing Element to ensure compliance with new state regulations and Environmental Impact Report (EIR) certification.

As proposed, this contract would not exceed \$166,445 (billed at the firm's current hourly rates). Work under the contract will be coordinated by the Planning Department and Town Manager. .

**CEQA Requirements**

None at this time.

**Financial and/or Policy Implications**

Funding for this contract will be from grant funds received. This contract does not require a budget amendment as there are adequate funds in the budget to accommodate these expenditures.

**Attachments**

- A. Resolution
- B. PlaceWorks – Response to Request for Proposal

**TOWN OF LOOMIS**

**RESOLUTION NO. 20 - \*\***

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF LOOMIS  
AWARDING A PLANNING SERVICES CONTRACT FOR THE GENERAL PLAN HOUSING AND  
LAND USE ELEMENT UPDATE WITH CEQA ADDENDUM TO PLACEWORKS  
AND AUTHORIZE THE TOWN MANAGER TO EXECUTE AN AGREEMENT ACCEPTABLE TO THE  
TOWN FOR PROVIDING SUCH SERVICES.**

**WHEREAS**, the Town of Loomis, anticipates the need for Planning Department support services for the General Plan Housing and Land Use Element Update with CEQA Addendum; and

**WHEREAS**, a consulting firm will provide a multitude of resources that include interpretation of existing Town regulations, General Plan Housing and Land Use consistency updates, Environmental documents, land use planning, plan review, and other duties as needed; and

**WHEREAS**, two proposals were received and reviewed for consistency with the Request for Proposals (RFP) and the needs of the Town of Loomis to provide General Plan Housing and Land Use Element Update services.

**NOW, THEREFORE, IT IS HEREBY RESOLVED** that the Town Council of the Town of Loomis accepts the proposal of PlaceWorks and hereby authorizes the Town Manager to execute agreements acceptable to the Town for General Plan Housing and Land Use Element Update with CEQA Addendum planning services.

**PASSED AND ADOPTED** this 8<sup>th</sup> day of September, 2020 by the following roll call vote:

AYES:  
NOES:  
ABSENT:  
ABSTAINED:

\_\_\_\_\_  
Jan Clark-Crets, Mayor

ATTEST:

\_\_\_\_\_  
Charleen Strock, Town Clerk

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### APPENDIX: RESUMES

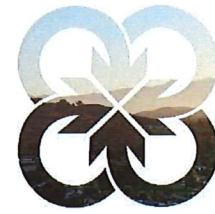
# 1. FIRM QUALIFICATIONS

## PLACEWORKS

PlaceWorks is one of the west’s most eminent planning, design, and environmental consulting firms, with approximately 120 employees in seven offices. PlaceWorks is celebrating its 45th anniversary this year. Our corporate headquarters are in Santa Ana, California. For this project, all work will be performed out of our Folsom, California, office.

PlaceWorks serves both public- and private-sector clients throughout the state in the fields of comprehensive planning, environmental review, urban design, landscape architecture, community outreach, and geographic information systems (GIS). Our talented, multidisciplinary team thrives on working with communities to tackle complex problems and develop workable solutions.

PlaceWorks is all about places and how they work geographically, environmentally, functionally, aesthetically, and culturally. We are also passionate about how we work with our clients. PlaceWorks brings together people from diverse practice areas, offering best-of-all-worlds capability and connectivity. Just as each place we work on is distinctly different, so is our thinking about it.



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 101 PARKSHORE DRIVE, SUITE 112  
 FOLSOM, CA 95630  
 916 | 245.7500

**PLACEWORKS HEADQUARTERS**  
 3 MACARTHUR PLACE, SUITE 1100  
 SANTA ANA, CA 92707  
 714 | 966.9220

SERVICES BY DISCIPLINE		
COMMUNITY PLANNING	ENVIRONMENTAL SERVICES	LANDSCAPE ARCHITECTURE
Comprehensive Planning, including General Plans, Specific Plans Housing Research and Analysis Transit-Oriented Development Planning Corridor Planning Infill Planning and Design Zoning and Form-Based Code Climate Action and Resiliency Planning Transferable Development Rights Community Engagement Municipal Services Geographic Information Systems Creative Media	CEQA/NEPA Documentation Third-Party Review Technical Studies, including Air Quality and Greenhouse Gas Emissions/Inventory, Noise, Traffic, Shade and Shadow Site Investigation Remedial Engineering Design Health Risk Assessment Regulatory Compliance	Streetscape Design Parks and Trails Planning Urban Agriculture and Urban Forestry Stormwater Management Planning Evidence-Based Design
	DESIGN	ECONOMICS
	Transit-Oriented Design Downtown Planning Design Standards/Guidelines Site Planning Large-Scale Planning and Design Strategic Plans	Economic and Market Analysis Economic Development Planning Site Selection and Development Feasibility Studies

## KEY STRENGTHS

In addition to our current work in Placer County on Housing Element updates for Auburn, Lincoln, Colfax, and Placer County, PlaceWorks brings the following key strengths to the Town of Loomis (Town) in preparation of its Housing Element and Land Use Element updates, and associated California Environmental Quality Act (CEQA) documentation work.

### Multidisciplinary Skills

PlaceWorks is a multidisciplinary firm with practice areas in comprehensive planning, urban design, landscape architecture, and environmental review. Our broad skills and experience enable us to prepare effective zoning regulations relating to a diversity of land use, design, and development issues. Our urban design staff can assist with preparing development standards that are tailored to the actual types of development envisioned in the Town of Loomis. Our landscape architects can ensure that landscaping standards are consistent with best practices in the industry and state law.

### Strong Project Management

All of PlaceWorks' projects, regardless of the size or scope, have significant principal-level involvement. Every PlaceWorks project has a designated Principal-in-Charge who is responsible for ensuring that all products are produced on-time, within budget, and meet the highest-quality standards. The Principal-in-Charge remains actively engaged throughout every step of the project. For projects involving a range of issues or components, principals and other senior-level staff are often involved as advisors to provide ongoing expertise. Additionally, each project has a designated Project Manager that is responsible for day-to-day project management and for maintaining regular contact with the client, facilitating workshops, and attending all project meetings.

## FOCUSED AREAS OF EXPERTISE

### Housing

PlaceWorks has provided housing services since 1988. We have prepared housing elements, analyses of impediments to fair housing, strategic plans, pro formas, housing demand studies, and video productions. Our staff have prepared close to 100 housing elements, not including our private industry practice. PlaceWorks has also received numerous awards from the state chapter and local sections of the American Planning Association.

Our goal is to produce a housing plan that is uniquely tailored to your community and provides value beyond state-mandated requirements. Few firms can offer our breadth of services or the resume of awards that demonstrate our project innovation and quality. Whether the focus is on revitalizing corridors with housing, incorporating an economic perspective into land use decisions, or integrating community health, we integrate this expertise into our housing plans.



Our housing philosophy is rooted in the belief that the housing we reside in and the neighborhoods where we live are fundamental to our communities and the quality of life offered to residents and the workforce. Successful communities are those that can embrace the value of housing and neighborhoods and can develop innovative programs to support housing. As we work with cities to plan for housing, we are guided by three principles.

**Housing Strengthens Neighborhoods.** Quality affordable housing and the neighborhoods where we live are critical to personal and family well-being. Quality housing provides a safe living environment for people of all ages. Strong neighborhoods with the appropriate mix of amenities are also essential to quality of life. In crafting our housing plans, we look for innovative ways to incorporate housing and amenities in a way that strengthens neighborhoods.

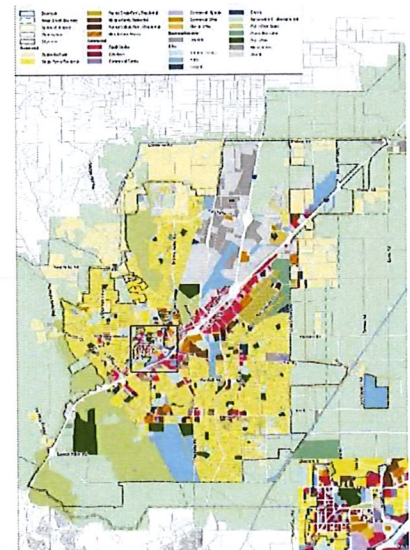
**Housing Creates Jobs and Economic Prosperity.** Housing brings tremendous economic value to a community—it creates jobs, improves property values, and brings tax revenue into a city. A home is also the most valuable asset many Americans will own. We understand the economic value of housing, both to the resident and the community. Working with the development community, we also understand the economics behind housing and what it takes for investments to be made.

**Housing Addresses Lifestyle Needs.** Housing products continue to evolve to meet lifestyle needs in our cities, and our housing plans should be responsive to these industry changes. Our work with the development industry allows us to bring the latest in housing products to our housing work. Whether it is intergenerational housing concepts, mixed-use, transit-oriented housing, or affordable housing, our housing plans reflect the latest in product innovation.

## Land Use Planning and Urban Design

Over its 45-year history, PlaceWorks has the distinction of having prepared more than 100 general plans for communities in California, most with associated environmental impact reports (EIRs). Our broad experience and technical proficiency have enabled us to develop a keen understanding of the complexities of public policies, project designs, and legal requirements. In addition to providing the requisite technical support, we often serve as a sounding board for clients to explore design strategies and their environmental and regulatory implications.

PlaceWorks’ approach to its projects is both collaborative and comprehensive. Our policy planners and designers continually confer with our clients, CEQA practitioners, and technical specialists to create plans that respond to client needs. PlaceWorks is also known for comprehensive approaches to understanding places and how they work—geographically, environmentally, functionally, aesthetically, and culturally. We bring together people from diverse practices, resulting in a synergy of ideas and innovative solutions for our clients.





## Award-Winning Public Engagement Services

PlaceWorks is invested not only in producing a plan that is adoptable and implementable, but in developing an open, engaging, and interactive process that truly incorporates feedback from the public. Our work is founded on the principle that the success of a project lies with the ownership and involvement of community members. We integrate technical expertise with a community-based approach, developing a thorough understanding of the issues, existing conditions, and challenges that are relevant to each community. PlaceWorks has won numerous awards across the state for its public involvement processes, including for the *Fullerton College Connector Study*, *Harbor Boulevard Mixed-Use Transit Corridor Specific Plan and EIR* in the City of Santa Ana, and the *Bergamot Station Area Plan* in the City of Santa Monica.

## Environmental Planning

In addition to our urban planning and design practice, PlaceWorks is also one of the west coast's leading environmental planning firms, providing environmental documentation for public- and private-sector clients. Good environmental analysis doesn't just tally up impacts but finds opportunities to address and solve environmental concerns. We use our expertise to formulate workable plans while remaining objective to ensure environmental documentation withstands legal scrutiny. Our reputation is built on our consistent production of effective and defensible environmental documents.

We have over three and a half decades of experience in environmental planning and science, bringing technical expertise and a long-term perspective in shaping responses to the dynamic state and federal regulatory environment. Our in-house environmental planners, scientists, and attorneys have handled projects of every size, type, and complexity, including large-scale comprehensive plans, specific developments, infrastructure, and implementation projects.

## THE PLACEWORKS TEAM'S KNOWLEDGE OF NEW HOUSING LEGISLATION

### By-Right Permanent Supportive Housing: Assembly Bill 2162 (2018)

This law requires that jurisdictions change their zoning to provide a "by-right" process and expedited review for supportive housing. Zoning regulations must be updated if needed to prohibit local governments from applying a conditional use permit or other discretionary review to the approval of 100 percent affordable developments that include a percentage of supportive housing units, either 25 percent or 12 units, whichever is greater. The change in the law applies to sites that are zoned for residential use in zones where multifamily and mixed uses are permitted, including in non-residential zones permitting multifamily use. It also requires developers to include facilities and on-site services for residents of the supportive housing units and to provide the local government with the name of the service provider, staffing levels, and funding sources for the services.



## **Additional Housing Element Sites Analysis Requirements: Assembly Bill 879 (2017) and Assembly Bill 1397 (2017)**

The 2017 updates to state housing law require additional analysis and justification of the sites included in a jurisdiction's housing element sites inventory. Analysis is required to demonstrate that non-vacant sites included in one previous housing element inventory and vacant sites included in two previous housing elements can only continue to be counted if subject to a program to allow affordable housing by-right. Additionally, legislation has made it more difficult to demonstrate the adequacy of sites by requiring additional analysis of non-vacant sites, additional analysis of infrastructure capacity, and by placing size restrictions on all sites.

## **Accessory Dwelling Units: Assembly Bill 1866 (2002), Assembly Bill 2299 (2016), Senate Bill 1069 (2016), Assembly Bill 494 (2017), and Senate Bill 229 (2017)**

The first statewide regulations related to second units or accessory dwelling units (ADUs) passed in 2002. Multiple bills adding further requirements for local governments related to ADUs passed in 2016 and 2017. Jurisdictions were required to update their ADU ordinance by January 1, 2018, and local ordinances became void and must defer to state law after January 1 until updated. The 2016 and 2017 updates to state law included changes related to the allowed size of ADUs, permitting ADUs by right in at least some areas of a jurisdiction, and parking requirements related to ADUs.

## **Affordable Housing Streamlined Approval Process: Senate Bill 35 (2017)**

Senate Bill (SB) 35 creates a streamlined, ministerial entitlement process for qualifying multifamily, urban infill projects in jurisdictions that have failed to approve housing projects sufficient to meet their state-mandated regional housing needs assessment (RHNA). Among other requirements, to qualify for streamlining under SB 35, a project must incorporate one of two threshold levels of affordable housing: (1) 10 percent of the project's units in jurisdictions that have not approved housing projects sufficient to meet their RHNA for above-moderate-income housing or have failed to submit an Annual Progress Report as required under state law or (2) 50 percent of the project's units in jurisdictions that have not approved housing projects sufficient to meet their RHNA for below-moderate-income housing.

## **Senate Bill 1000 (2016): Planning for Healthy Communities Act**

SB 1000 requires local governments with disadvantaged communities to address environmental justice when they update two or more general plan elements on or after January 1, 2018. The law requires an environmental justice element be added to the general plan, or relevant environmental justice goals may be integrated into other required elements identifying disadvantaged communities and providing policies and objectives to reduce the disproportionate health risks in disadvantaged communities. Objectives and policies should promote civic engagement in the public decision-making process. The purpose is to promote policies that improve the health and overall wellbeing of vulnerable and at-risk communities through reductions in pollution exposure, access to healthy foods, healthy homes, improved air quality, and increased physical activity.

## **Assembly Bill 686 (2017): Affirmatively Furthering Fair Housing**

Assembly Bill (AB) 686 requires cities and counties to administer its programs and activities relating to housing in a manner to affirmatively further fair housing and not take any action that is inconsistent with this obligation. This means taking actions to overcome patterns of segregation, address disparities in housing needs and access to opportunity, and foster inclusive communities. Housing elements must now, among other things, include an assessment of fair housing practices, examine the relationship of available sites to areas of high opportunity, and include actions to affirmatively further fair housing.

## **PLACEWORKS APPROACH TO KEY ISSUES ON THE PROJECT**

### **Approach**

We view this update as a technical refresh of the Town's 2014 Housing Element and the 2001 Land Use Element, as have some of the priorities, both local and regional, have changed. This does not mean that the entire General Plan needs to be replaced, and we believe that selective review and update is appropriate. This approach also extends to the environmental analysis. We will work with the Town to change only those things necessary to remain compliant with regulations, and to meet the needs of the Town. As a technical update, we can build upon the investment the Town made in the 2001 General Plan Land Use Element and extend the life of the plan for another 20 years. The following scope of work follows this approach and focuses on the Land Use and Housing Element update to meet new state law requirements and Housing Element certification by the state by May 15, 2021.

### **Project Understanding**

The Town's General Plan Land Use Element needs a technical review and update to reflect changes in state laws since the Plan was adopted in 2001. The work effort is not a wholesale re-write of the General Plan Land Use Element, but rather a review of the current goals, policies, and programs, and update intended to streamline the document, make it more accessible to the residents, and easier for the Town to implement. As part of the update, the Town will also consider housing densities, building types, and other land use methods to help meet the Regional Housing Needs Allocation (RHNA). Key objectives of this work include:

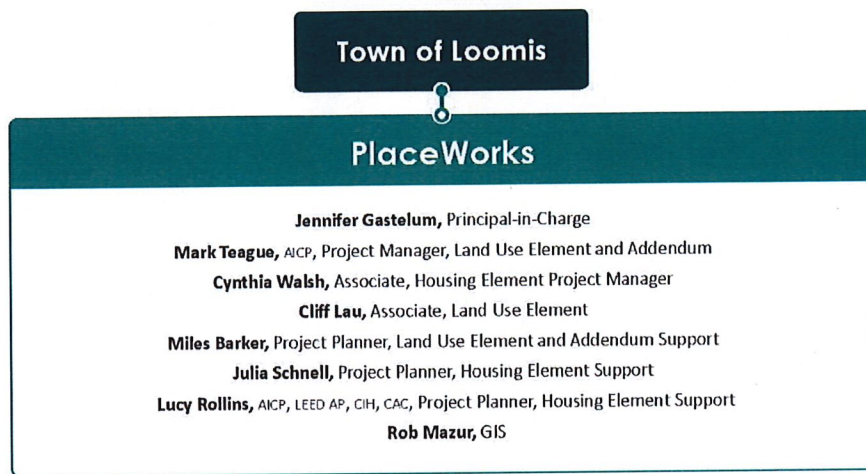
- Update General Plan Land Use Element to address new state law
- Provide a robust site inventory to support the Land Use and Housing Elements
- Update Land Use Element and Housing Elements
- Prepare a CEQA document

## 2. TEAM ORGANIZATION

PlaceWorks has assembled a highly qualified team to complete the Town of Loomis General Plan Housing and Land Use Element update. This section identifies PlaceWorks' key personnel assigned to the project and their qualifications.

Resumes for the key staff are included in the appendix at the end of this proposal. Additional materials are available upon request. The organization of the team is shown graphically in Figure 1.

**FIGURE 1 ORGANIZATIONAL CHART**



## PROJECT TEAM

### JENNIFER GASTELUM | Principal-in-Charge

Jenny brings almost 20 years of experience managing projects throughout California, Nevada, and Washington. She is experienced in managing the preparation of Housing Elements, Housing Condition Survey Reports, Consolidated Plans, Action Plans, Analysis of Impediments to Fair Housing Choice, and other housing policy documents. Jenny is currently managing the SB 2 Technical Assistance (TA) program for the California Department of Housing and Community Development (HCD) to provide TA to applicants throughout the application period and work closely with regions, sub-regions, and counties to help jurisdictions identify activities and provide tools that will accelerate housing production.

Jenny will serve as project manager and oversee the project's day-to-day operations.



**Education:**

- » BS, City and Regional Planning  
Cal Poly San Luis Obispo
- » AA, American River College



## MARK TEAGUE, AICP | Project Manager, Land Use Element and Addendum

Mr. Teague is an Associate Principal with PlaceWorks’ Sacramento office and has over 30 years of public- and private-sector experience. He has lived and worked throughout California, with over 20 years in Northern California. He has served as planning director in cities as diverse as Anderson and Etna, provided planning services from Lassen County to Eureka. Mr. Teague understands that rural communities face numerous planning challenges, yet they have few resources with which to meet them. Having worked from Firebaugh to Fresno and Madera to Modesto, Mr. Teague is recognized as an innovative problem solver able to navigate General Plans, Zoning Codes, and CEQA to find acceptable solutions. As a resident of the North State, he also understands what is important to agencies as they address the housing crisis.

Mark will oversee the Land Use Element portion of the update and Environmental.

### Education:

- » BA, Political Science  
California State University Stanislaus

### Certifications:

- » American Institute of Certified Planners  
#019631



## CYNTHIA WALSH | Associate, Housing Element Project Manager

Cynthia has over a decade of experience on long-range planning documents, specializing in policy writing for Housing Element updates, Housing Element annual reports, zoning codes, General Plans, analyses of impediments to fair housing choice documents, and 5<sup>th</sup> cycle for cities throughout California, most notably in the SACOG region, but also Riverside, Solano, Imperial, Ventura, and Butte Counties. In addition, Cynthia is well versed in all the new state housing legislation and has already implemented the laws into the 6<sup>th</sup> cycle state-mandated Housing Element for a handful of clients. Cynthia is currently collaborating to serve as the Sacramento regional liaison as part of the SB 2 Planning Grants Technical Assistance Program on behalf of HCD to provide guidance to cities and counties across the state on methods for facilitating housing production.

Cynthia will work directly with Jenny to assist with the Housing Element update.

### Education:

- » BA, Urban Studies and Planning  
San Francisco State University
- » Section 3 HUD Training
- » Davis-Bacon Labor “Prevailing Wage Law” Course

## CLIFF LAU | Associate, Land Use Element



Mr. Lau is a Project Planner/Designer in PlaceWorks’ Berkeley office, where he focuses on design and planning projects that enhance community health and the public realm. He recently helped manage the development of the *SB 1000 Implementation Toolkit*, which serves as a guide to help communities better understand SB 1000’s requirements and their General Plan and the planning process itself. Cliff possesses a valuable skillset, bringing high-quality coordination and design to his portfolio of projects. His technical skills include graphic design, illustration, hand drawing, and GIS mapping. He has produced planning documents, design visualizations, maps, and design guidelines to envision community development projects and Specific Plans. Cliff is committed to creating clear, accessible, and high-quality products to support the success of projects. Cliff was heavily involved in preparing the *Southwest Fresno Specific Plan and Program EIR* for the City of Fresno.

Cliff will work directly with Mark to assist with the Land Use Element.

### Education:

- » Master of Urban Design  
University of California, Berkeley
- » Bachelor of Architecture  
New Jersey Institute of Technology

## MILES BARKER | Project Planner, Land Use Element and Addendum Support

Miles will serve as the key planning staff and will provide research, analysis, and report-writing for the project. Miles works closely with the environmental team to assist with the preparation, processing, and analysis of CEQA and National Environmental Policy Act (NEPA) compliance documents; EIRs; and various aspects of the CEQA process for a variety of public- and private-sector projects. Miles also assists the housing team with housing elements, outreach, and research.

Miles will be supporting Mark to update the Land Use Element and assisting with the environmental addendum.



### Education:

- » MS, City and Regional Planning  
California Polytechnic State University,  
San Luis Obispo
- » BS, Environmental Management and  
Protection, Humboldt State University

## JULIA SCHNELL | Project Planner

Julia has provided on-site services for the City of Emeryville to support affordable homeownership and rental programs. She has also coordinated stakeholder engagement related to the development of an online affordable housing portal. Additionally, she has worked with the City of Rohnert Park to research past housing development project history and to implement a file archiving plan. She has supported housing and land use policy and program development, including an evaluation of Mendocino County's Inclusionary Housing Ordinance.

Julia will be assisting with the Housing Element update.



### Education:

- » Master of Urban Planning, Design, and  
Development, Cleveland State University
- » Bachelor of Arts, Music and Religious  
Studies, Lawrence University

## LUCY ROLLINS, AICP, LEED AP, CIH, CAC | Project Planner

Lucy has experience working on long-range planning documents in both the public and private sectors, including EIRs and updates to zoning codes and housing elements; she has worked closely with clients at local, regional, and state governments to ensure the success of their projects. Lucy works on the housing team to assist with housing element updates, annual progress reports, and proposal preparation.

Lucy will be assisting with the Housing Element update.



### Education:

- » Master of Urban and Regional Planning  
University of Colorado Denver
- » B.S. in Environmental Policy Analysis and  
Planning, University of California, Davis

## Rob Mazur | GIS

Rob has extensive experience creating maps and datasets for a range of planning projects. He specializes in all facets of geodatabase development, data management, web GIS, and spatial and tabular analyses for improved decision-making, information retrieval, and cartography. His experience in a wide variety of planning projects, coupled with his expertise in GIS and field data collection, make him a key asset to any team. Rob excels at quantitative and spatial analysis, including buildout calculations, walkability, community health modeling, cartography, and land use scenario modeling. He works directly with clients and staff to develop effective, efficient, and informative GIS processes.

Rob will be providing GIS services to the team for both updates.



### Education:

- » BA, Geography, Edinboro University, PA

### Certifications:

- » GIS Professional

### 3. WORK SCOPE AND SCHEDULE

This chapter describes the scope of services to be completed by the PlaceWorks team for the General Plan Housing and Land Use Element update. To facilitate your review of this proposal, we have prepared a concise scope that emphasizes key components of our approach to this project.

We are flexible regarding the proposed scope of work and can work with you to modify the scope if the Town has revisions. We also recognize that it may be necessary to alter the scope as the project progresses and would be happy to work with you to ensure the successful completion of the project.

A summary of the work program is presented in Table 1.

<b>TABLE 1 WORK PROGRAM SUMMARY</b>	
<b>Task 1: Community Engagement</b>	
1.1 Stakeholder Interviews	1.3 Community Group Meetings
1.2 Open House 1 and 2 – Community Open House	1.4 Conduct Community Survey
<b>Task 2: Draft Land Use Element</b>	
2.1 Departmental Coordination Meeting	2.4 Land Use Plan
2.2 Existing Setting	2.5 Goals and Policies
2.3 Visioning	2.6 Draft Land Use Element
<b>Task 3: Housing Element Update</b>	
3.1 Housing Needs Assessment	3.5 Evaluate Existing Housing Programs
3.2 Regional Coordination	3.6 Goals and Policies
3.3 Housing Resources and Opportunities	3.7 Administrative Draft Housing Element
3.3.1 Electronic Housing Element Site Inventory Form	3.8 Public Review Draft Housing Element
3.3.2 Fair Housing Assessment (AB 686)	3.9 HCD Submittal and Revision of Draft Housing Element
3.4 Housing Constraints	
<b>Task 4: CEQA Addendum</b>	
4.1 Draft Addendum	4.2 Final Addendum
<b>Task 5: Adoption</b>	
5.1 Public Hearings	5.2 Final Housing Element Land Use Element

# TASK 1. COMMUNITY ENGAGEMENT

PlaceWorks proposes a program of community engagement to ensure that we can effectively integrate the community’s character and heritage into the Housing Element and Land Use Element.

We have focused our community engagement on the parts of the process that the community can most effectively influence. We propose stakeholder interviews to ensure that those who are actively engaged in civic affairs and those with a direct interest in land use and development can provide individualized input. We propose two (2) Open House Workshop to empower residents and businesses to help shape both the Housing Element and Land Use Element’s vision and its implementation program, and to provide comments on the draft plans and the draft goals and policies. We have also proposed attendance at three (3) Housing Element Community Group meeting and four (4) Land Use Community Group meetings.

At the time of this writing, traditional in-person meetings are not advised due to the COVID-19 virus and the need to keep social distance. Until this is resolved, PlaceWorks can prepare online materials, such as narrated PowerPoint, or short videos, designed to inform and ask questions for residents to respond electronically. The materials can be viewed in private, and comments provided to the Town through email, doodle poll, and other electronic methods of gauging public opinion. The videos and email feedback will provide an excellent record of the initial phases of the project. We can post updates for new topics, and of course have an in-person meeting once the crisis has abated. We will reach out to public agencies, community leaders, and others who have expressed an interest in the project directly, and conduct phone interviews if needed to ensure their issues are documented for the project. The combination of online information, letters, and phone calls will provide adequate input to keep the project moving forward.

## Task 1.1 Stakeholder Interviews

PlaceWorks will conduct up to six individual or group interviews over two days. These interviews tend to be free flowing, with a few general questions as well as specific questions tailored for the interviewee. Through the interviews, we will elicit the interviewees’ thoughts on the future of Loomis and what it will take to get there.

We will discuss the stakeholder interviews during the project kick-off meeting. The interviewees should include a broad range of individuals active in civic affairs, with a direct interest in housing, land use and development, or representative of local organizations and agencies. Our budget for this task assumes that Town staff will arrange the interviews based on the discussions during the project kick-off meeting.

## Task 1.2 Open House 1 and 2—Community Open House

PlaceWorks will participate in two (2) Town Open House workshops (weekday and weekend) and will provide a booth for the Housing Element and the Land Use Element. We will solicit input from residents, service providers, and businesses about their vision for the future of Loomis (these can be in-person meetings if permitted or we can meet virtually). We will provide a handout (if in-person) or a virtual presentation about the planning process for the Land Use Element and the Housing Element. We will explain the role of

### Task 1.1 Deliverables:

- Up to six in-person stakeholder interviews
- A summary of the results of the interviews

### Task 1.2 Deliverables:

- Presentation materials and participating at two booths at the Open Houses
- Workshop summary (submitted in a digital format)

the community's vision in the Land Use Element and the state requirements driving the Housing Element.

We will discuss the format, logistics, and publicizing of the community visioning workshop during the project kick-off meeting. Our budget for this task assumes that Town staff will make the arrangements for the Open Houses. We will submit to Town staff a summary of the Open Houses, and the results will be incorporated into the draft elements.

**Task 1.3 Deliverables:**

- Presentation materials for participation as the Community Group Meetings
- Summary of findings as the meetings attended submitted in a digital format

### **Task 1.3 Community Group Meetings—Draft Housing Element and Land Use Plan, Goals and Policies, and Implementation**

PlaceWorks will work with the newly established Community Groups to solicit input on the draft Housing Element and Land Use plan, and the draft goals and policies of these plans. The first two meetings of the Housing and the Land Use Community Groups will be to provide an overview of the Land Use Element and the Housing Element.

The second two meetings will be to solicit input on the drafts of the vision, land use plan, goals and policies, implementation measures, and housing element goals, policies, programs and land inventory plan.

We are flexible with our approach to working with the Community Groups and will plan for attendance at three (3) Housing Element Community Group meetings. We will plan for attendance at four (4) Land Use Community Group Meetings in case this includes soliciting feedback from additional Land Use sub-committees as well.

**Task 1.4 Deliverables:**

- Prepare Community Survey Form and Letter
- Summary memo of findings

### **Task 1.4 Conduct Community Survey**

PlaceWorks will prepare a survey that will be distributed to each household in the Town. The feedback received will be used to develop goals, policies, and programs in the updated General Plan.

PlaceWorks will be responsible for preparing a draft survey that will be shared with Town staff prior to distribution. The City will be responsible for gathering addresses and PlaceWorks will be responsible for distributing the survey mailer and collecting survey results.

From the survey responses received, PlaceWorks will prepare a memo summarizing the findings.

To best meet the Town's needs, we have outlined below cost estimates including:

- ▣ Review and confirm units, vacant lots, commercial lots to show actual number of occupied housing units to be used in survey
- ▣ Develop Community Survey Form and Letter
- ▣ Conduct 1 mailing, with return postage, to obtain required responses
- ▣ Research returned mailings and reissue
- ▣ Compile and analyze returned survey data
- ▣ Ensure complete anonymity of responders
- ▣ Develop final memo for inclusion in the General Plan.



As requested we have provided two options for the Town to consider for the survey:

**Option A** will be to complete a postcard mailing to all the households in the Town that includes a link to an online survey. Hard copies of the survey will be available at Town Hall.

**Option B** will be to complete a hard copy survey mailing to all the households in the Town that will include a self addressed envelope for residents to mail-in the hard copy of the paper survey.

## TASK 2. DRAFT LAND USE ELEMENT

### Task 2.1 Departmental Coordination Meeting

PlaceWorks will conduct a departmental coordination meeting in conjunction with the stakeholder interviews (Task 1.1) and Open House 1 (Task 1.2). The departmental coordination meeting will provide an opportunity to engage Town staff beyond the Town's project team in the planning process and ensure that the Land Use Element reflects Town-wide issues beyond planning and land use.

We recommend that the Town invite all Planning staff as well as staff from the Town Manager's Office, Public Works, Development Services, Transit, Community Services, and Public Safety. Other public agencies with which the Town works closely, for example the school district, can be invited to this meeting or to a stakeholder interview (Task 1.1).

We will provide background material and/or a short presentation to start the meeting, but most of the time will be spent discussing the following issues:

- Project expectations and review project scope of work and schedule.
- Existing challenges and issues, and current Town land use plans.
- Relevant current or planned projects.
- Opportunities for land use changes and development.

### Task 2.2 Existing Setting

The format of the Land Use Element will reflect the neighborhood character of the Town, discussing several different areas as appropriate. This approach will be followed in the setting information and form the basis for analysis of future projects. While many aspects of the setting will apply Town-wide, some will recognize unique aspects in each neighborhood. Although we do not anticipate that many land use policies will be unique to neighborhoods, it is likely that the land use diagram, design guidelines, and resulting implementation strategy will need to be tailored to meet the expectations of the Town.

**Base Mapping.** We understand that the Town is developing GIS and as part of this effort we will add layers from our system based on information readily available from other sources. We will work with the Town to field verify existing land use based on current Town records and assessing data, and to determine the issues to be mapped. At a minimum, we anticipate GIS layers for existing land use, tribal lands, urban form, areas of flooding, infrastructure service areas, and environmental conditions. We will work with Town staff to determine the appropriate format for mapped data, but our proposed budget for this task accommodates using Esri web maps.

#### Task 2.1 Deliverables:

- one in-person meeting
- Agenda and summary notes

#### Task 2.2 Deliverables:

- Draft Existing Conditions Report, in a digital format
- Final Existing Conditions Report, in a digital format

**Existing Conditions Report.** We will compile the analyses and summarize the information in an existing condition report submitted in digital format and review the report at an in-person meeting with Town staff. Based on the input from the meeting and one round of consolidated comments from the Town, we will finalize the existing conditions report. The final report will be in a digital format suitable for posting on the Town’s website.

**Task 2.3 Deliverables:**

- Draft Vision, in a digital format
- Final Vision (included in the Land Use Element), in a digital format

## Task 2.3 Visioning

PlaceWorks will collaborate with Town staff to determine the format a new vision should take. The vision will be a statement within the updated Land Use Element that could be a series of principles and values.

We will use the Community Visioning Open House 1 (Task 1.2) to elicit the community’s thoughts and ideas regarding:

- What values are important and generally shared by residents and businesses?
- What needs to change and what needs to be preserved and strengthened?
- Who will live in and operate businesses in Loomis in 20 years, and what will their needs be?
- What positive things would a Loomis resident say about their community 20 years from now?

We will also seek similar input as part of the stakeholder interviews and conversations with Town staff. Based on all this input, we will prepare a draft vision. We will submit the draft vision in a digital format and discuss it with Town staff during Review Meeting 1. Based on those discussions and one round of consolidated comments, we will finalize the vision. The vision will be presented to the public during Open House 2 (Task 1.3) and may be revised to reflect public input.

## Task 2.4 Land Use Plan

PlaceWorks will prepare a land use plan (map), which recommends changes in land use designations, consolidation or elimination of current land use designations, and/or new land use designations reflecting input from Town staff, stakeholders, and the public. We intend the new land use plan to:

- Maintain land uses that are still relevant to the Town.
- Incorporate new land uses and modify current land uses, if needed, to reflect changes in the practice of land use regulation and development patterns since the current plan was adopted.
- Support the community’s vision.
- Have the land use plan reflect the character of the neighborhoods.
- Support and facilitate reuse and redevelopment of vacant and underutilized property.

Based on input from Town staff, stakeholders, and Open House 1, we will prepare a set of conceptual land use alternatives. We will explore these alternatives with Town staff during Review Meeting 1, with the intent of using that meeting to determine a preferred land use plan. Based on this meeting, we will prepare a preferred land use plan and discuss it with Town staff during Review Meeting 2. Based on those discussions and one round of consolidated comments from Town staff, we will prepare the draft land use plan. The draft land use plan will be presented to the public during Open House 2 and may be revised to reflect public comments.

**Task 2.4 Deliverables:**

- Conceptual land use alternatives, in a digital format (PDF)
- Preferred land use plan, in a digital format (Esri web maps and PDF) and one large-format (24” by 36”) printed color map
- Draft land use plan, in a digital format (Esri web maps and PDF) and one large-format (24” by 36”) printed color map

## Task 2.5 Goals and Policies

PlaceWorks will work with Town staff to review current goals, policies, and practices to determine what works and what needs to be modified, eliminated, and added. We recommend drafting the Land Use Element so that goals reflect future end states (a description of how things will be in the future) and policies provide guidance for making decisions. We also recommend focusing and streamlining the Land Use Element on goals and policies, which are the consequential content. Other, extraneous content should be moved to the existing conditions report and other background materials.

Based on staff direction, input from stakeholders and the public, and our extensive experience drafting general plans, we will prepare a preliminary set of goals and policies for the new Land Use Element. We will discuss these preliminary goals and policies with Town staff at Review Meeting 2. Based on that discussion and one round of consolidated comments from Town staff, we will prepare the draft goals and policies. The draft goals and policies will be presented to the public at Open House 2 and may be revised to reflect public comment.

## Task 2.6 Draft Land Use Element

PlaceWorks will combine the draft vision, land use plan, goals and policies into a draft Land Use Element. In addition, we will provide draft buildout assumptions, including existing development, the current General Plan, and the proposed land use plan, with a cover memo and Excel data file. Finally, we will provide final versions of the web maps that are related to the draft Land Use Element.

Based on one round of consolidated comments from Town staff, we will prepare a screen check draft of the Land Use Element. We will review the draft element in a conference call with Town staff, and, based on the call and one round of consolidated comments, we will prepare the administrative draft of the Land Use Element. For the administrative draft, we will submit a digital copy and three hard-copy versions.

### Task 2.5 Deliverables:

- Preliminary goals and policies, in a digital format
- Draft goals and policies, in a digital format
- Draft implementation measures, in a digital format
- Draft implementation program, in a digital format

### Task 2.6 Deliverables:

- Draft Land Use Element, with buildout assumptions and web maps, all in a digital format
- Screencheck draft of the Land Use Element, in a digital format
- Administrative draft Land Use Element, in a digital format with three printed copies

# TASK 3. HOUSING ELEMENT UPDATE

## Task 3.1 Housing Needs Assessment

PlaceWorks will update the housing needs analysis pursuant to Government Code Section 65583 with data from the American Community Survey, Sacramento Area Council of Governments (SACOG) data packet, and other relevant sources. The updated needs analysis will include the following:

- **Population and demographics:** population trends and projections, race and ethnicity, and population age.
- **Household characteristics:** number, size, and type of existing households, and characteristics of lower-income households (including extremely low).
- **Employment and income:** employment by industry, occupation of employed residents, and income trends.
- **Housing stock characteristics:** housing types and conditions, overcrowded households, and vacancy rates.
- **Housing costs and affordability:** home sale price trends, rental costs, affordability for households at all income levels, and overpayment.

- **Special housing needs:** special housing needs of persons with disabilities (including persons with developmental disabilities), seniors, large households, and female-headed households.
- **At-risk housing:** inventory and analysis of existing affordable units at risk of converting to market rate during the planning period.
- **Opportunities for energy conservation:** pursuant to SB 375 and 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.
- **Housing Resources:** Quantify and evaluate existing housing resources and estimate future housing needs during the timeframe of the Housing Element.

### **Task 3.2 Regional Coordination**

PlaceWorks is currently updating the Placer County, Auburn, Lincoln, and Colfax Housing Elements and will be sharing regional information collected from these efforts to create consistency and continuity in the region. This will help with the HCD review process.

### **Task 3.3 Housing Resources and Opportunities**

PlaceWorks will work closely with Town staff to identify physical, programmatic, and financial resources available to meet housing needs. The analysis will include the RHNA analysis, updated housing sites inventory, financial resources, and regulatory incentives for housing.

**Sites Inventory and RHNA Analysis:** California has released the RHNA for the 2021–2029 RHNA cycle. We will work with Town staff to ensure there are enough sites to meet the RHNA (352 units). We will use the GIS maps from the Town to prepare a sites inventory analysis that looks at land use policies, including General Plan zoning, subdivision regulations, size and existing use, environmental constraints, availability of infrastructure, and entitlement process. We will also create maps and ensure the analysis clearly illustrates Loomis’ realistic capacity to accommodate the sixth-cycle RHNA. This task will also include all analysis needed to comply with recent updates to state housing law.

PlaceWorks will rely on Loomis staff to provide the excel spreadsheets of the remaining land inventory sites from the previous Housing Element as well as any new sites that have come available for us to analyze and we will prepare land inventory maps for outreach meetings and PDFs for insertion into the Housing Element document.

**Financial and Programmatic Resources:** PlaceWorks will update financial and programmatic resources available for affordable housing programs, including Town and state funding programs, as well as private-sector resources. We will assess current and potential housing programs to recommend future programs that will support the Town’s housing objectives.

#### **Task 3.3.1 Electronic Housing Element Site Inventory Form**

Pursuant to SB 6 (Chapter 667, Statutes of 2019), for a Housing Element adopted on or after January 1, 2021, Loomis will have to submit to HCD an electronic copy of the final inventory of the land inventory parcels using HCD-approved Excel spreadsheets.

### **Task 3.3.2 Fair Housing Assessment (AB 686)**

AB 686 requires each city or county to take actions to overcome patterns of segregation, address disparities in housing needs and access to opportunity, and foster inclusive communities. Fairfield will need to 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 California Tax Credit Allocation Committee/HCD Opportunity Maps will be included and are intended to display the areas, according to research, that offer low-income children and adults the best chance at economic advancement, high educational attainment, and good physical and mental health. The goal of AB 686 is to ensure available sites for low-income housing are in high resource areas rather than concentrated in areas of high segregation and poverty. It will be important to demonstrate adequate sites throughout the county and meaningful actions to overcome geographic disparities.

### **Task 3.4 Housing Constraints**

PlaceWorks will update the analysis of potential and actual governmental and nongovernmental constraints to meeting housing needs (pursuant to Government Code Section 65583(a)(4, 5)), including land use controls, fees and exactions, permit processing procedures, and building codes and code enforcement, as well as land and construction costs, and the availability of financing. We will also look specifically at development impact fees affecting development costs in Loomis and look at feasible ways to reduce the impact of those fees on specific target-income categories. If constraints are identified, we will work with the Town to identify potential programs and strategies to reduce or remove them.

### **Task 3.5 Evaluate Existing Housing Programs**

PlaceWorks will work closely with the Town to determine the status, effectiveness, and appropriateness of the 2013–2021 Housing Element programs. We will gather and document all available information regarding specific accomplishments. In addition to reviewing the 2013–2021 Housing Element for results achieved, we will evaluate the programs for compliance with state housing laws and identify and document any omissions or deficiencies. Findings from the evaluation will be detailed in a table to be included in the draft Housing Element and used as a basis for program revisions for the new planning period.

### **Task 3.6 Goals and Policies**

PlaceWorks will work with Town staff to update goals, policies, programs, and quantified objectives (pursuant to Government Code Section 65583 et seq.) to address identified housing needs and constraints based on the effectiveness and continued appropriateness of existing programs, information received through public outreach, the analysis of constraints, and findings from the needs assessment. Programs will describe specific steps for implementation and will identify a time frame and responsible department. Programs will address:

- All new state requirements since adoption of the existing housing element.
- Consistency and compliance with the rest of the General Plan elements and community goals.
- Development controls and regulatory incentives.
- Working to provide housing opportunities for all residents.

- Fair housing programs.
- Sources of affordable housing funding.
- Encouraging developers to increase the supply of low-income and moderate-income housing options.
- Preserving and improving existing neighborhoods and communities.
- Facilitating development of adequate housing and infrastructure to meet the needs of low- and moderate-income households in keeping with the regional fair share allocation.
- Mitigating any governmental constraints to providing and improving housing.

**Task 3.7 Deliverable:**

- One electronic copy (in MS Word and PDF) of the administrative draft Housing Element.

### **Task 3.7 Administrative Draft Housing Element**

The PlaceWorks team will incorporate the components described herein into a comprehensive, formatted administrative draft Housing Element, which will be submitted to Town staff for review. Any outstanding data from the Town will be incorporated into the draft Housing Element during Town staff’s review. We request that we receive one consolidated set of Town comments on the administrative draft.

**Task 3.8 Deliverable:**

- One electronic copy (in MS Word and PDF) of the public review draft Housing Element; one hard copy will be submitted to HCD for their 60-day review

### **Task 3.8 Public Review Draft Housing Element**

The PlaceWorks team will address staff comments on the preliminary review draft and prepare a public draft Housing Element. We will incorporate comments and revisions, as directed, prior to issuing the draft for public and decision-maker review and submittal of the draft to HCD.

**Task 3.9 Deliverables:**

- Two submittals to HCD, including cover letters, the review checklist, and printed copies of the Housing Element with highlighted changes and additions; emails and memorandums to address HCD questions and comments, as needed; memos with proposed revisions to the Housing Element resulting from HCD comments incorporated into the Housing Element in a strikethrough format for review and approval by Town staff.

### **Task 3.9 HCD Submittal and Revision of Draft Housing Element**

The PlaceWorks team maintains strong working relationships with HCD reviewers, and because our office is in close proximity to the HCD office, staff are able to meet with HCD staff as needed. Our staff is very familiar with HCD's processes, HCD staff, and what steps need to be taken to ensure Housing Element certification.

The PlaceWorks team will serve as the Town’s liaison to HCD, and will:

- Submit the draft Housing Element to HCD (60-day review).
- Attend meetings and/or conference calls with Town staff and HCD staff to discuss comments.
- Incorporate HCD's requested revisions.
- Submit the final draft to HCD for review and approval (90-day review).

## TASK 4. CEQA ADDENDUM

### Task 4.1 Draft Addendum

An Addendum to the current General Plan Environmental Impact Report will be completed for the Housing Element to ensure compliance with new state regulations on a timeline to meet HCD compliance and ahead of the rest of the General Plan Update adoption and General Plan Update EIR certification.

The use of an Addendum significantly shortens the time period for consideration of the project. Provided that the Town's decision to use an Addendum for this project is supported with substantial evidence on the record, the decision enjoys the same substantial evidence level of protection as the General Plan EIR if challenged.

PlaceWorks will provide an Administrative Draft Addendum following a format discussed during the kickoff meeting. Our default format for an Addendum follows the findings in Section 15162 rather than using an Initial Study.

PlaceWorks will also provide setting information, and a summary of recommended changes contained in the draft Land Use Element update to AECOM who will complete the General Plan EIR.

Tribal Consultations associated with the Housing Element update will be completed by Peak and Associates.

### Task 4.2 Final Addendum

The final draft of the Addendum will be used to support the CEQA determination during the hearing(s) for the proposed project.

#### Task 4.2 Deliverables:

- One electronic copy (in MS Word and PDF) of the draft and final addendum.

## TASK 5. ADOPTION

### Task 5.1 Deliverables:

- In-person presentations at two public meetings/hearings
- Digital copy of the presentation suitable for printing/posting on the internet

### Task 5.1 Public Hearings

PlaceWorks will conduct a formal presentation of the draft Housing Element and Land Use Element at two public hearings. The presentations could be one public hearing before the Planning Commission and one public hearing before the Town Council. Alternatively, there could be one presentation at a joint Planning Commission and Town Council study session and one public hearing at a joint Planning Commission and Town Council meeting.

The Town may want to consider the latter option. This gives the Commission and Council an opportunity to officially weigh in on the land use plan prior to the Town commencing with environmental clearance under CEQA. If separate Planning Commission and Town Council meetings will be used to adopt the Housing Element and Land Use Element, the Town should consider an opportunity for the Council to review the proposed land use plan prior to beginning CEQA work.

We will prepare and conduct a PowerPoint presentation for the two meetings and answer questions. We will provide a digital copy of the PowerPoint presentation in a format suitable for printing and for posting on the Town's website.

### Task 5.2 Deliverables:

- Final Land Use Element
- Housing Element: One electronic copy (in MS Word and PDF) of the final draft; two hard copies (one clean version and one showing all changes made) will be submitted to HCD for their 90-day certification review.
- Environmental Document

### Task 5.2 Final Housing Element and Land Use Element

We will incorporate any changes adopted by the Town Council into the final Land Use Element. We will submit the final Housing Element and Land Use Element to the Town, including web maps, digital copies of mapped data used in the element, digital copies of graphic images included in the element, a digital version of the final element suitable for editing, a digital version of the final element suitable for posting on the Town's website, and three hard copies of the element.

We will work closely with Town staff to meet all HCD deadlines and requirements. The PlaceWorks team will prepare the final Housing Element in enough time for the Town Council to hold an adoption hearing in order to meet the required deadline for adoption.



# SCHEDULE

PlaceWorks has a strong track record in meeting project schedules and coordinating closely with its clients. Over the years of managing similar projects, we have developed a variety of tools to keep projects on schedule and ensure that staff are always well informed:

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

The following schedule assumes a start date of August 2020 with the Town adopting the Housing Element in June 2021. Per SB 375, the Town has 120 days after the HCD adoption deadline of May 15, 2021, to stay on an 8-year update schedule. We believe this schedule is in keeping with your needs, but we are happy to revise this schedule if necessary.

TABLE 2 - SCHEDULE	
Task	Date Due
<b>2020</b>	
Project kick-off	August
PlaceWorks prepares administrative drafts	August – November
Community Survey (Prepare and Distribute)	September – November
Public outreach stakeholder interviews (6)	September
Open Housing Public Meeting (2) for Land Use and Housing Element	October – March 2021
Town Council Housing Element Study Session	October
Submit Administrative Draft Land Use and Housing Element to Town for Review	December – January 2021
<b>2021</b>	
Prepare Public Review Draft Land Use and Housing Element	February
Begin CEQA Process	February
Present Public Review Draft Land Use and Housing Element to Town Council and submit Housing Element to HCD for review	March
Housing Element HCD review (60 days)	April – May
Conference call with HCD to address any comments or issues in the Housing Element	Early May
Town receives a “conditional compliance” letter from HCD for the Housing Element	May
Town Council adoption hearings for Housing and Land Use Element	June
Housing Element Final HCD review and certification (up to 90 days)	July – September

## 4. COST ESTIMATE

The billing rates for each team member are included in Table 3.

PlaceWorks assumes a not-to-exceed cost of \$157,385 with a virtual survey and post card mailer \$166,445 with a paper survey mailed to every household. We are flexible regarding project costs and hope that you will not eliminate us from consideration based on cost alone.

Staff Level	Hourly Billing Rate
Principal	\$215–\$335
Associate Principal	\$190–\$235
Senior Associate/Senior Scientist	\$160–\$215
Associate/Scientist	\$135–\$170
Project Planner/Project Scientist	\$105–\$145
Planner/Assistant Scientist	\$80–\$110
Graphics Specialist	\$90–\$135
Administrator	\$145–\$200
Clerical/Word Processing	\$45–\$150
Intern	\$75–\$95

*PlaceWorks bills for its work on a time-and-materials basis with monthly invoices.*

TABLE 4 – COST PROPOSAL		TOTAL TASK BUDGET	
<b>TASK 1. Community Engagement</b>			
1.1	Stakeholder Interviews (up to SIX)	28	\$4,560
1.2	Open House 1 and 2 – Community Open House	43	\$6,795
1.3	Community Working Groups HE -3 LU - 4	77	\$11,295
<b>Task 1.1, 1.2, 1.3 Subtotal</b>		<b>148</b>	<b>\$22,650</b>
1.4	<u>Community Survey Option A</u>	40	\$5,050
	<i>Online Survey Expense</i>		\$1,600
	<u>Community Survey Option B</u>	101	\$12,110
	<i>Hard Copy Survey Expense</i>		\$3,600
<b>TASK 2. Draft Land Use Element</b>			
2.1	Departmental Coordination Meeting (one in-person meeting)	10	\$1,900
2.2	Existing Setting	79	\$12,260
2.3	Visioning	20	\$3,410
2.4	Land Use Plan	87	\$14,750
2.5	Goals and Policies	13	\$2,560
2.6	Draft Land Use Element	59	\$8,730
<b>Task 2. Subtotal</b>		<b>268</b>	<b>\$43,610</b>
<b>TASK 3. Housing Element Update</b>			
3.1	Housing Needs Assessment	45	\$5,850
3.2	Regional Coordination	0	\$0
3.3	Housing Resources and Opportunities	67	\$9,335
	3.3.1 Electronic Housing Element Site Inventory Form	24	\$2,960
	3.3.2 Fair Housing Assessment (AB 686)	29	\$3,840
	<b>Subtotal for Task 3.3</b>	<b>120</b>	<b>\$16,135</b>
3.4	Housing Constraints	56	\$7,080
3.5	Evaluate Existing Housing Programs	28	\$3,930
3.6	Goals and Policies	27	\$4,210
3.7	Administrative Draft Housing Element	57	\$7,210
3.8	Public Review Draft Housing Element	29	\$3,790
3.9	HCD Submittal and Revision of Draft Housing Element	49	\$6,650
<b>Task 3. Subtotal</b>		<b>411</b>	<b>\$44,855</b>
<b>TASK 4. CEQA Addendum</b>			
4.1	Draft Addendum	76	\$11,390
4.2	Final Addendum	37	\$6,020
<b>Task 4. Subtotal</b>		<b>112</b>	<b>\$17,410</b>
<b>TASK 5. Adoption</b>			
5.1	Public Hearings (2)	35	\$5,800
5.2	Final Housing Element and Land Use Element	20	\$3,035
<b>Task 5. Subtotal</b>		<b>55</b>	<b>\$8,835</b>
<b>Subtotal</b>		<b>994</b>	<b>\$147,360</b>
<b>OTHER EXPENSES</b>			
	<i>Reimbursable Expenses</i>		\$3,375
<b>TOTAL LABOR COST WITH REIMBURSABLE EXPENSES</b>			<b>\$150,735</b>
<b>TOTAL EXPENSES WITH TASK 1.4 OPTION A</b>		<b>40</b>	<b>\$157,385</b>
<b>TOTAL EXPENSES WITH TASK 1.4 OPTION B</b>		<b>101</b>	<b>\$166,445</b>

## 5. RELEVANT PROJECTS AND REFERENCES

### PROJECT EXPERIENCE

PlaceWorks staff bring decades of work supporting local agencies with HCD compliance. We have extensive experience working with HCD—completing over 100 certified housing elements since 2008, the vast majority of which were certified after a single round of review. We also have considerable expertise with preparing inclusionary housing ordinances, analyses of impediments to fair housing choice, consolidated plans, annual action plans, housing condition, and income surveys, as well as acting as an extension to local staff to help with housing element implementation and Annual Housing Element report submittal to HCD.

The PlaceWorks team has provided housing services for more than 30 years and our staff enjoy strong and effective working relationships with HCD reviewers. Reaching a consensus with HCD is a negotiation process, and we are committed to representing our clients' best interests in this process. We strive to understand updates to state law and HCD goals and to serve as a liaison between HCD staff and the communities with which we work. By maintaining close contact with HCD and representing the needs of our clients, we have never failed to obtain certification of any of the housing elements we have prepared.

Brief descriptions of a few of these projects are provided herein, including references, followed by a map in Figure 2 that provides an overview of the PlaceWorks team's housing element experience.

## RELEVANT PROJECTS

### CITY OF AUBURN

<b>Work Completed</b>	<b>Sixth-Cycle Housing Element Update; Safety Element, Environmental Review</b>
<b>Dates of Project</b>	November 2019 – Current
<b>Project Description</b>	<p>PlaceWorks is preparing the City of Auburn’s 2021–2029 Housing Element to incorporate all state law changes. PlaceWorks is also revising parts of the General Plan and Safety Element to support the new Housing Element, along with the associated environmental review. PlaceWorks will also be conducting the SB 244 disadvantaged communities analysis and is working with the City to determine the best way to address the SB 1000 requirement.</p> <p>PlaceWorks is currently working with the City to update the City’s Safety Element, last revised in 1993. This update will help the City to protect Auburn community members, buildings and infrastructure, and other key assets against threats to community health and safety. The updated Safety Element includes extensive revisions to accommodate changes to state law and reflect current best practices. This includes a climate change vulnerability assessment, as well as policies and implementation strategies to increase resilience to floods, wildfires, other climate-related hazards, and additional threats to the community. The safety element update builds on existing documents, such as the Placer County Sustainability Plan, Local Hazard Mitigation Plan, and Community Wildfire Protection Plan to ensure a streamlined approach and consistency with county-wide resilience efforts.</p>
<b>Reference</b>	<p>Tonya Ward, AICP, Senior Planner City of Auburn, 1225 Lincoln Way, Auburn, CA 95603 Phone: (530) 823-4211 ext. 140   Email: <a href="mailto:tward@auburn.ca.gov">tward@auburn.ca.gov</a></p>

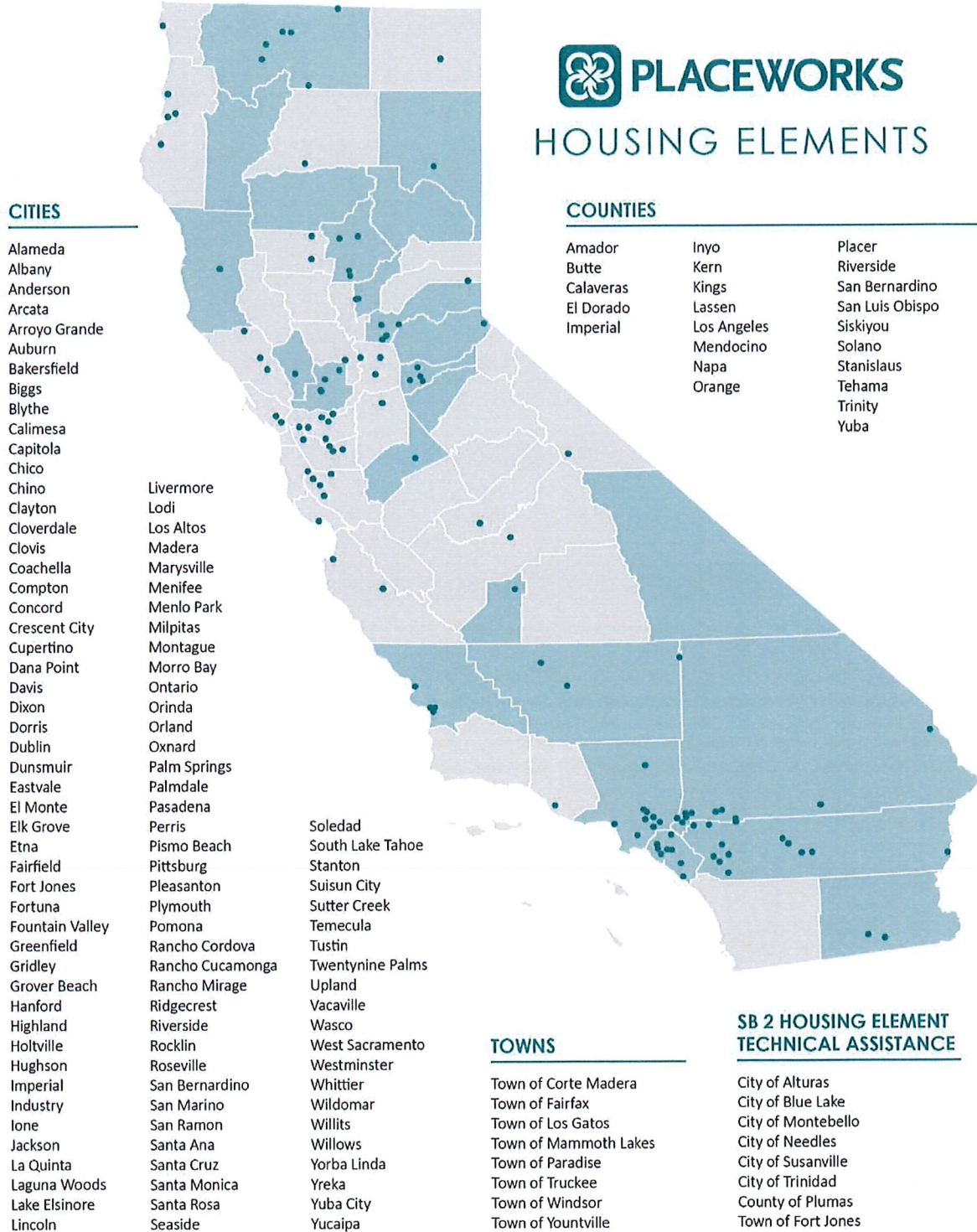
### CITY OF COLFAX

<b>Work Completed</b>	General Plan Update, update to the Land Use and Housing Elements, zoning code
<b>Dates of Project</b>	June 2020 – Current
<b>Project Description</b>	<p>PlaceWorks is assisting the City of Colfax to review and update their General Plan, originally adopted in 1998, to reflect changes in state laws since its adoption. The update of the plan is intended to bring the General Plan to conformance with state law, provide a robust site inventory, update the Land Use and Housing Elements, update the zoning code to reflect land use changes, and change the overall format to streamline the document and make it more accessible to residents and the City.</p> <p>As part of this effort, PlaceWorks held several educational and informational meetings and solicited community input, then synthesized that information to update the General Plan. PlaceWorks also prepared the complementary California Environmental Quality Act (CEQA) document, a programmatic environmental impact report (PEIR). To streamline the process, PlaceWorks incorporated the PEIR as a chapter of the General Plan, as allowed under CEQA Guidelines, Section 15166, rather than creating a separate stand-alone document. This resulted in a substantially shorter, more straightforward document and saved the City considerable time and money. The often lengthy environmental and regulatory setting EIR chapters were included as technical appendices and referenced in the analysis.</p> <p>As part of PlaceWorks’ commitment to efficiency, our team relied upon published data to the extent possible to complete the EIR. Technical studies prepared for this effort included a vehicle-miles traveled (VMT) threshold memorandum and air quality/greenhouse gas and noise studies.</p>
<b>Reference</b>	<p>Amy Feagans, Planning Director City of Colfax, 33 South Main St., Colfax, CA 95713 Phone: (916) 434-2470   Email: <a href="mailto:Amy.feagans@colfax-ca.gov">Amy.feagans@colfax-ca.gov</a></p>

## CITY OF LINCOLN

<b>Work Completed</b>	<b>Sixth-Cycle Housing Element and Safety Element Updates; Addendum to the General Plan EIR</b>
<b>Dates of Project</b>	March 2020 – Current
<b>Project Description</b>	<p>PlaceWorks is currently working with the City of Lincoln to update its 2021–2029 Housing Element to bring it into compliance with all new state law requirements, as well as identifying adequate sites that meet the City’s RHNA. The scope of work includes the housing element preparation, which includes an evaluation of existing housing programs; a housing needs analysis (including addressing Affirmatively Furthering Fair Housing [AFFH] requirements); identification of housing resources and opportunities; housing constraints analysis and housing goals, policies, programs, and quantified objectives update. We are also completing public outreach efforts that include one-on-one consultation with local agencies and advocates and setting up an online platform for meetings and hearings. An environmental review will also be performed and associated CEQA documentation as an Addendum to the General Plan EIR. We are also preparing an update to the City’s Safety Element and completing an analysis of unincorporated disadvantaged communities, per SB 244 requirements.</p> <p>PlaceWorks is working with the City to update the community’s existing Health and Safety Element of the General Plan. This update ensures that Lincoln’s General Plan meets current state requirements and incorporates the most recent available science and best practices, providing greater protection for Lincoln’s community members, buildings and infrastructure, and other key assets. The updated Health and Safety Element includes a climate change vulnerability assessment and policies and implementation strategies to increase community resilience to floods, seismic and geologic hazards, and additional hazards, including those related to climate change. The updated Health and Safety Element helps provide greater consistency with county-wide resilience efforts by building on existing documents, such as the Placer County Sustainability Plan and Local Hazard Mitigation Plan.</p>
<b>Reference</b>	<p>Jim Bermudez, Planning Manager City of Lincoln, 600 6th Street, Lincoln, CA 95648 Phone: (916) 434-2470   Email: Jim.bermudez@lincolnca.gov</p>

**FIGURE 2 HOUSING ELEMENT EXPERIENCE**



## 6. CONFLICT OF INTEREST STATEMENT

PlaceWorks has no financial, business, or other relationship with the Town of Loomis, landowners, or developers that may have an impact upon the outcome of future projects with the Town. We have no current clients who may have a financial interest in the outcome of future contracts.