

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To: Matthew J. Fertal
Dept: City Manager
Subject: CONSULTANT AGREEMENT WITH HOGLE-IRELAND, INC. FOR THE PREPARATION OF THE HOUSING ELEMENT UPDATE

From: Susan Emery
Dept: Community Development
Date: May 22, 2012

OBJECTIVE

To request City Council approval of a consultant agreement with Hogle-Ireland, Inc., for the preparation of the 2013-2021 Housing Element Update.

BACKGROUND

The Housing Element is one of the seven (7) mandatory elements of the General Plan that provides an assessment of the City's existing and projected housing needs of all economic segments of the community. It identifies potential sites adequate to provide the amount and kind of housing needed, and contains adopted goals, policies, and implementation programs for the preservation, improvement, and development of housing.

The Housing Element was last updated and adopted on October 13, 2009 and covers the 2008-2014 period. Beginning 2010, SB 375 now requires that the Housing Element be revised and updated every eight (8) years with the new cycle covering the period of October 1, 2013 through September 30, 2021.

DISCUSSION

The City desires to use the services of a consultant to prepare the 2013-2021 Housing Element Update. A Request for Proposal was prepared and sent to multiple consultants. Two firms submitted proposals: Hogle-Ireland, Inc. from Irvine and RBF Consulting, Inc. from Irvine. The proposed cost of the Hogle-Ireland, Inc. proposal is for \$41,665 and the proposed cost of the RBF Consulting, Inc., proposal is for \$37,262.

CONSULTANT AGREEMENT FOR THE PREPARATION OF THE HOUSING ELEMENT
2013-2021

Page 2

An evaluation team analyzed each of the submitted proposals. Their findings are listed in the matrix below:

	WEIGHT	Hogle-Ireland, Inc.	RBF
Experience	15 pts.	15 (15, 15, 15)	13.3 (15, 15, 10)
Understanding of Scope of Work & Project Approach	30 pts.	30 (30, 30, 30)	26 (25, 25, 28)
Coordination with HCD	20 pts.	20 (20, 20, 20)	18.3 (20, 15, 20)
Flexibility in budget/ budget options	15 pts.	15 (15, 15, 15)	14 (15, 15, 12)
Project Timeline	20 pts.	19.6 (19, 20, 20)	20 (20, 20, 20)
Total Points	100 pts.	99.6	91.6

*Scores listed in parenthesis are in order by raters 1, 2, & 3. The number listed above that is the average off all 3 raters).

Staff is recommending Hogle-Ireland, Inc. to prepare the 2013-2021 Housing Element Update.

The consultant is qualified by virtue of experience and expertise to accomplish the services requested and has a clear understanding of the City's objectives. Their qualifications include:

- Prepared Garden Grove's last Housing Element. The project was completed on time and finished in the top 25% statewide.
- Recently prepared Garden Grove's Mixed Use Zoning Code update.
- Prepared Garden Grove's 2010-2015 Consolidated Plan.
- Propose a more detailed coordination approach with HCD.
- Have committed to a schedule of milestones, including completion by June 2013.
- Provide a clear picture of the final product.
- The Hogle-Ireland, Inc. team provides a good mix of familiarity with the City, project management, and environmental assessment.

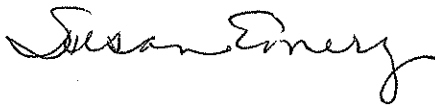
FINANCIAL IMPACT

The term of this agreement extends through October of 2013 with total compensation to the consulting firm not to exceed \$41,665, plus an additional \$2,500 contingency in the event that there is a change to the scope of work. Funding for the project will be from the General Plan Reserve account. General Plan Reserve funds are revenue neutral, and are collected as part of the building permit process. These fees can be used for General Plan updates and associated implementation.

RECOMMENDATION

It is recommended that the City Council:

- Approve use of \$44,165 from the General Plan Reserve Account in Fund 111;
- Approve the allocation of \$44,165.00 to fund the consultant agreement;
- Approve the consultant agreement with Hogle-Ireland, Inc. for the preparation of the 2013-2021 Housing Element Update; and
- Authorize the City Manager to execute the agreement and make minor modifications as appropriate.



SUSAN EMERY
Community Development Director

By: 
Monica Covarrubias
Sr. Program Specialist

Attachment 1: Consultant Agreement with Hogle-Ireland

Attachment 2: Hogle-Ireland's Proposal & Budget

Recommended for Approval



Matthew Fertal
City Manager

CONSULTANT SERVICES AGREEMENT

THIS AGREEMENT is made this 22 day of May 2012, by the **CITY OF GARDEN GROVE**, a municipal corporation, ("CITY") and **Hogle-Ireland, Inc.**, referred to as "CONSULTANT".

RECITALS

The following recitals are a substantive part of this Agreement:

1. This Agreement is entered into pursuant to Garden Grove COUNCIL AUTHORIZATION.
2. CITY desires to utilize the services of CONSULTANT to prepare the 2013-2021 Housing Element Update.
3. CONSULTANT is qualified by virtue of experience, training, education and expertise to accomplish services.

AGREEMENT

THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1. **Term and Termination.** The term of the agreement shall be for period of 17 months from full execution of the agreement or completion of the project which ever occurs first. This agreement may be terminated by the CITY without cause. In such event, the CITY will compensate CONTRACTOR for work performed to date in accordance with fee schedule (Attachment "A"). Contractor is required to present evidence to support performed work.
2. **Services to be Provided.** The services to be performed by CONSULTANT shall consist of tasks set forth in their proposal. The Proposal is attached as Attachment A, and is incorporated herein by reference.
3. **Compensation.** CONSULTANT shall be compensated as follows:
 - 3.1 **AMOUNT NOT TO EXCEED:** Compensation under this Agreement shall not exceed Forty Four Thousand One Hundred Sixty Five Dollar (\$44,165).
 - 3.2 **Payment.** For work under this Agreement, payment shall be made per invoice submitted by CONSULTANT. It is anticipated that the work performed under this Agreement will not exceed Forty One Thousand Six Hundred Sixty Five Dollars (\$41, 665). For additional work under

this Agreement, written authorization by the City Manager will be required.

- 3.3 Records of Expenses. CONSULTANT shall keep complete and accurate records of all costs and expenses incidental to services covered by this Agreement. These records will be made available at reasonable times to CITY.
- 3.4 Termination. CITY and CONSULTANT shall each have the right to terminate this Agreement, without cause, by giving thirty (30) days written notice of termination. If the Agreement is terminated by CITY, then the provisions of paragraph 3 would apply to that portion of the work completed.

4. Insurance requirements.

- 4.1 COMMENCEMENT OF WORK. CONSULTANT shall not commence work under this Agreement until all certificates and endorsements have been received and approved by the CITY. All insurance required by this Agreement shall contain a Statement of Obligation on the part of the carrier to notify the CITY of any material change, cancellation, or termination at least thirty (30) days in advance. All policies are to provide a Waiver of Subrogation. For any hazardous materials or products, please provide MSDS sheets.
- 4.2 Workers' Compensation Insurance. For the duration of this Agreement, CONTRACTOR and all subcontractors shall maintain Workers Compensation Insurance in the amount and type required by law, if applicable.
- 4.3 INSURANCE AMOUNTS. CONSULTANT shall maintain the following insurance for the duration of this Agreement:
 - (a) Commercial general liability *in an amount not less than \$1,000,000.00 per occurrence* (**claims made and modified occurrence policies are not acceptable**); Insurance companies must be acceptable to CITY and have a Best's Guide Rating of A-, Class VII or better, as approved by the CITY.
 - (b) Automobile liability, for all autos, *in an amount not less than \$1,000,000.00 combined single limit* (**claims made and modified occurrence policies are not acceptable**); Insurance companies must be acceptable to CITY and have a Best's Guide

Rating of A-, Class VII or better, as approved by the CITY.

- (c) Professional liability *in the amount not less than* \$1,000,000 per occurrence; Insurance companies must be acceptable to CITY and have a Best's Guide Rating of A-, Class VII or better, as approved by the CITY. If the policy is written on a "claims made" basis, the policy shall be continued in full force and effect at all times during the term of the agreement, and for a period of three (3) years from the date of the completion of services provided. In the event of termination, cancellation, or material change in the policy, professional/consultant shall obtain continuing insurance coverage for the prior acts or omissions of professional/consultant during the course of performing services under the term of the agreement. The coverage shall be evidenced either by a new policy evidencing no gap in coverage, or by obtaining separate extended "tail" coverage with the present or new carrier

An **On-Going and Completed Operations Additional Insured Endorsement** for the policy under section 4.3 (a) shall designate CITY, it's officers, officials, employees, agents, and volunteers as additional insureds for liability arising out of work or operations performed by or on behalf of the CONSULTANT. CONSULTANT shall provide to CITY proof of insurance and endorsement forms that conform to CITY's requirements, as approved by the CITY.

An Additional Insured Endorsement for the policy under section 4.3 (b) shall designate CITY, it's officers, officials, employees, agents, and volunteers as additional insureds for automobiles, owned, leased, hired, or borrowed by the CONSULTANT. CONSULTANT shall provide to CITY proof of insurance and endorsement forms that conform to CITY's requirements, as approved by the CITY.

For any claims related to this Agreement, CONSULTANT's insurance coverage shall be primary insurance as respects CITY, it's officers, officials, employees, agents, and volunteers. Any insurance or self-insurance maintained by the CITY, it's officers, officials, employees, agents, and volunteers shall be excess of the CONSULTANT's insurance and shall not contribute with it.

5. **Non-Liability of Officials and Employees of the City.** No official or employee of CITY shall be personally liable to CONSULTANT in the event of any default or breach by CITY, or for any amount which may become due to CONSULTANT.
6. **Non-Discrimination.** CONSULTANT covenants there shall be no discrimination against any person or group due to race, color, creed, religion, sex, marital status, age, handicap, national origin, or ancestry, in any activity pursuant to this Agreement.
7. **Independent Contractor.** It is agreed to that CONSULTANT shall act and be an independent contractor and not an agent or employee of the CITY, and shall obtain no rights to any benefits which accrue to CITY'S employees.
8. **Compliance with Law.** CONSULTANT shall comply with all applicable laws, ordinances, codes, and regulations of the federal, state, and local government.
9. **Disclosure of Documents.** All documents or other information developed or received by CONSULTANT are confidential and shall not be disclosed without authorization by the CITY.
10. **Ownership of Work Product.** All documents or other information developed or received by CONSULTANT shall be the property of the CITY. CONSULTANT shall provide CITY with copies of these items upon demand or upon termination of this Agreement.
11. **Conflict of Interest and Reporting.** CONSULTANT shall at all times avoid conflict of interest or appearance of conflict of interest in performance of this Agreement.
12. **Notices.** All notices shall be personally delivered or mailed to the below listed address, or to such other addresses as may be designated by written notice. These addresses shall be used for delivery of service of process.

a. (CONSULTANT)
Hogle-Ireland, Inc.
Attention: Laura Stetson
630 N. Rosemead Blvd., Suite 150
Pasadena, CA 91107

b. (Mailing address)	
Garden Grove CITY for	(with a copy to):
Community Development	Garden Grove City Attorney
11222 Acacia Parkway	11222 Acacia Parkway
Garden Grove, CA 92840	Garden Grove, CA 92840

13. **CONSULTANT'S PROPOSAL.** This Agreement shall include CONSULTANT'S proposal or bid which shall be incorporated herein by reference (Attachment A). In the event of any inconsistency between the terms of the proposal and this Agreement, this Agreement shall govern.
14. **Licenses, Permits, and Fees.** At its sole expense, CONSULTANT shall obtain a **Garden Grove Business License**, all permits, and licenses as may be required by this Agreement.
15. **Familiarity with Work.** By executing this Agreement, CONSULTANT warrants that: (1) it has investigated the work to be performed; (2) it has investigated the site of the work and is aware of all conditions there; and (3) it understands the facilities, difficulties, and restrictions of the work under this Agreement. Should Consultant discover any latent or unknown conditions materially differing from those inherent in the work or as represented by CITY, it shall immediately inform CITY of this and shall not proceed, except at CONSULTANT'S risk, until written instructions are received from CITY.
16. **Time of Essence.** Time is of the essence in the performance of this Agreement.
17. **Limitations Upon Subcontracting and Assignment.** The experience, knowledge, capability, and reputation of CONSULTANT, its principals and employees were a substantial inducement for CITY to enter into this Agreement. CONSULTANT shall not contract with any other entity to perform the services required without written approval of the CITY. This Agreement may not be assigned voluntarily or by operation of law, without the prior written approval of CITY. If CONSULTANT is permitted to subcontract any part of this Agreement, CONSULTANT shall be responsible to CITY for the acts and omissions of its subcontractor as it is for persons directly employed. Nothing contained in this Agreement shall create any contractual relationship between any subcontractor and CITY. All persons engaged in the work will be considered employees of CONSULTANT. CITY will deal directly with and will make all payments to CONSULTANT.
18. **Authority to Execute.** The persons executing this Agreement on behalf of the parties warrant that they are duly authorized to execute this Agreement and that by executing this Agreement, the parties are formally bound.
19. **Indemnification.** To the fullest extent permitted by law, CONTRACTOR defend, and hold harmless CITY and its elective or appointive boards, officers, agents, and employees from any and all claims, liabilities, expenses, or damages of any nature, including attorneys' fees, for injury or death of any person, or damages of any nature, including interference with use of property, arising out of, or in any way connected with the negligence, recklessness and/or intentional wrongful conduct of CONTRACTOR,

CONTRACTOR'S agents, officers, employees, subcontractors, or independent contractors hired by CONTRACTOR in the performance of the Agreement. The only exception to CONTRACTOR'S responsibility to protect, defend, and hold harmless CITY, is due to the negligence, recklessness and/or wrongful conduct of CITY, or any of its elective or appointive boards, officers, agents, or employees.

This hold harmless agreement shall apply to all liability regardless of whether any insurance policies are applicable. The policy limits do not act as a limitation upon the amount of indemnification to be provided by the CONSULTANT.

20. **Modification.** This Agreement constitutes the entire agreement between the parties and supersedes any previous agreements, oral or written. This Agreement may be modified only by subsequent mutual agreements executed by the CITY and CONSULTANT.
21. **Waiver.** All waivers of the provisions of this Agreement must be in writing by the appropriate authorities of the CITY and CONSULTANT.
22. **California Law.** This Agreement shall be construed in accordance with the laws of the State of California. Any action commenced about this Agreement shall be filed in the central branch of the Orange County Superior Court.
23. **Interpretation.** This Agreement shall be interpreted as though prepared by both parties.

\\ \\ \\

(Agreement Signature Block On Next Page)

IN WITNESS THEREOF, these parties have executed this Agreement on the day and year shown below.

Date: _____

**"CITY"
CITY OF GARDEN GROVE**

By: _____
City Manager

ATTESTED:

City Clerk

Date: _____

**"CONSULTANT"
Hogle-Ireland, Inc.**

By: Laura Stetson

Name: Laura Stetson

Title: Sr. Vice President

Date: May 7, 2012

Tax ID No. 33-0501405

If CONSULTANT is a corporation, a Corporate Resolution and/or Corporate Seal is required. If a partnership, Statement of Partnership must be submitted to CITY.

APPROVED AS TO FORM:

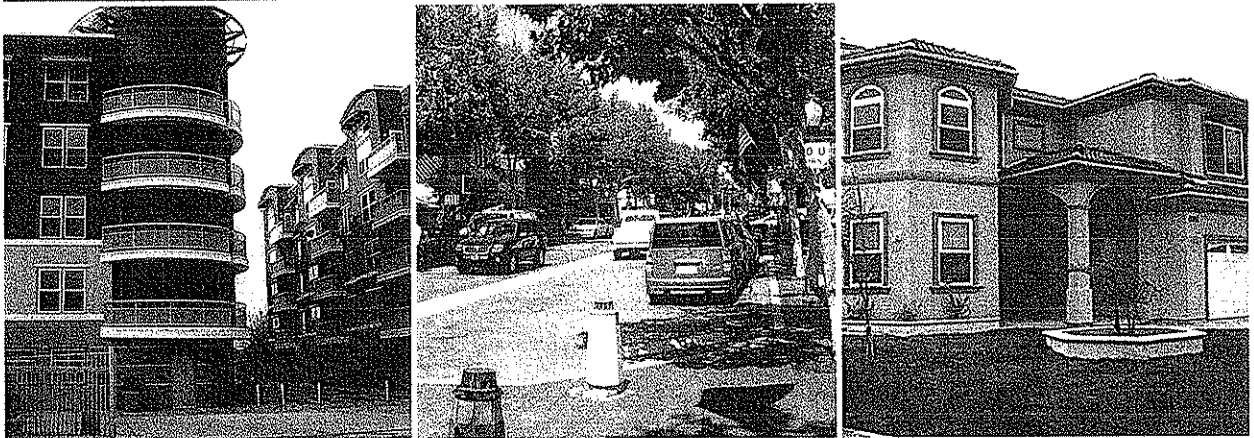
[Signature]
Garden Grove City Attorney

4/30/12
Date

PROPOSAL

to prepare

City of Garden Grove Housing Element Update



Hogle-Ireland

April 20, 2012



Hogle-Ireland, Inc.
630 N. Rosemead Blvd., Suite 150
Pasadena, CA 91107
www.hogleireland.com



Proposal to Prepare City of Garden Grove General Plan Housing Element Update

Prepared for:

City of Garden Grove
Community Development Department
11222 Acacia Parkway, Garden Grove, California 92842
Attn: Monica Covarrubias

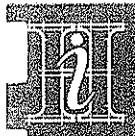
Prepared by:

Hogle-Ireland, Inc.
630 N. Rosemead Boulevard, Suite 150
Pasadena, CA 91107
T: 626.356.4460
F: 626.351.0217
lstetson@hogleireland.com



Hogle-Ireland
Planning & Development Consulting

April 20, 2012



April 20, 2012

Monica Covarrubias
Senior Program Specialist
Community Development Department
City of Garden Grove
11222 Acacia Parkway
Garden Grove, CA 92842

**Subject: Proposal to Prepare the City of Garden Grove
2014-2021 General Plan Housing Element Update**

Dear Ms. Covarrubias:

Hogle-Ireland, Inc. is pleased to present this proposal to update the City of Garden Grove General Plan 2014-2021 Housing Element. For this assignment, we offer the City a team of dedicated and well-respected housing professionals who will work closely with your staff and community to prepare a Housing Element that responds to the City's housing needs and meets the requirements of State law. Our team includes staff members who are intimately familiar with Garden Grove's planning and housing issues from work on the 2008-2014 Housing Element, 2010-2015 Consolidated Plan, and the recently adopted Mixed Use Zones.

The Hogle-Ireland team brings to this project the talents and experience of staff with a broad range of Housing Element and CEQA analysis work. We have established a reputation for preparing Housing Elements that clearly identify a community's housing needs and specify implementation programs tailored for each client city. Importantly, Hogle-Ireland has proven success in shepherding local jurisdictions' Housing Elements through the California Department of Housing and Community Development's (HCD) review process. During the most recent Housing Element cycle for cities in the Southern California Association of Governments region, we helped 15 cities achieve success with their elements. We also offer the in-house capability to complete required CEQA documentation.

For the 2014-2021 housing cycle, with adopted elements due by October 2013, we anticipate that the process will be less labor-intensive than the 2008-2014 cycle. With fewer new laws to address and our thorough knowledge of Garden Grove and its housing issues, the City can expect that the focus will be on updating demographic and needs data (using 2010 Census information) and ensuring that adequate housing sites still remain available to satisfy the RHNA. Also, with the end of redevelopment as a funding source, creative strategies for funding housing programs will need to be identified. Hogle-Ireland, Inc. is aware and sensitive to the budget challenges cities in California face today. Thus, we are prepared to offer a structured work program that will meet your needs with a tight focus on completing key tasks in a timely and efficient manner.

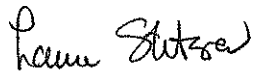
Hogle-Ireland will provide proof of insurance upon contract execution. We maintain general liability insurance (with a limit of \$2 million for each occurrence and \$4 million general aggregate), automobile liability up to \$1 million each accident, and workers compensation and employers' liability up to \$1 million per accident. The work on the Housing Element and its environmental documentation will be performed entirely by our staff. No subcontractors are included in this proposal.

Monica Covarrubias, Sr. Program Specialist
Page 2
April 20, 2012

Hogle-Ireland is committed to completing the Housing Element, including review by the Department of Housing and Community Development, well in advance of the October 2013 deadline.

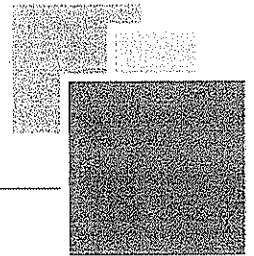
If you have questions as you read through our proposal, please call me at (626) 356-4460.

Regards,

A handwritten signature in cursive script that reads "Laura Stetson".

Laura Stetson, AICP
Senior Vice President

Table of Contents



Hogle-Ireland
Planning & Development Consulting

Section 1 - Introduction and Project Understanding	1
Section 2 - Qualifications and Staffing	5
Section 3 - Project Approach, Scope of Work, and Schedule	17
Task 1 - Project Initiation and Ongoing Coordination.....	18
Task 2 - Draft Housing Element.....	19
Task 3 - Community Engagement	20
Task 4 - Complete Complementary General Plan Updates (Optional)	21
Task 5 - Liaison to the Department of Housing and Community Development.....	22
Task 6 - CEQA Compliance	23
Task 7 - Hearings, Adoption, and Final Housing Element	24
Section 4 - Budget	27
Section 5 - References	33



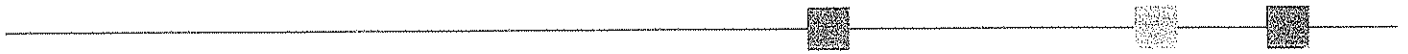


Hogle-Ireland

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Introduction and Project Understanding



Hogle-Ireland
Planning & Development Consulting

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Introduction and Project Understanding

1



Hogle-Ireland
Planning & Development Consulting

Project Understanding

The City of Garden Grove is an evolving community located in north central Orange County. Within the past two decades, its population has become more diverse and grown at a faster rate than the housing stock. With little vacant land remaining, the City has been inventive in responding to growth demands for both residential and non-residential development. The 2008 General Plan identified several areas for mixed-use development partly in response to private development initiatives but also because the City views mixed-use development as a land use strategy that can achieve several objectives, including providing opportunities for new housing types. The recently adopted Mixed Use zoning districts will now make it easier for property owners and developers to move forward with housing proposals that complement business districts along Garden Grove Boulevard, at key nodes on Chapman Avenue and Brookhurst Street, within the Civic Center district, and as adaptive reuse west of Downtown and south of the former Pacific Electric line right-of-way.

For the 2014-2021 housing element cycle, the draft Regional Housing Needs Allocation (RHNA) for Garden Grove is 747 units, 187 more units than the 560 allocated for the prior 2008-2014 cycle. While many of the same sites identified in the previous Housing Element can still be used as candidate sites for this update, the City will need to show capacity for more units than it has previously. With the new Mixed Use zone in place, this effort will be somewhat eased. However, the greatest challenge in preparing the updated Housing Element will be to demonstrate adequate capacity for the RHNA within the confines of existing land use policy and zoning regulations. Also, with the loss of redevelopment as a key funding tool, the programs discussion will need to be creative regarding resources available to encourage housing production, particularly for affordable units.



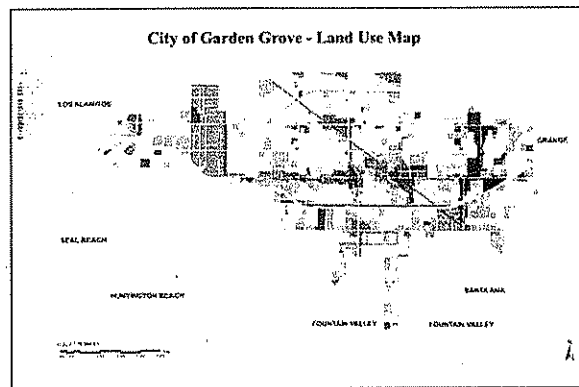
Given that the City adopted its 2008-2014 Housing Element in October 2009 and fewer changes to Housing Element law has occurred during the last two legislative cycles, we do not anticipate that a complete rewrite of the Housing Element will be necessary. Rather, the project team will focus on: 1) updating sections where new data are available (such as the 2010 Census), 2) assessing the continued availability of housing sites and identifying any needed new sites to meet the RHNA, 3) identifying new sites to accommodate the increased RHNA, 4) revising housing policy and programs to reflect shifting objectives and funding sources (or lack thereof, given the demise of redevelopment), and 5) ensuring the Element addresses all current State laws (including AB1867 and SB812 enacted in 2010).

New Legislation

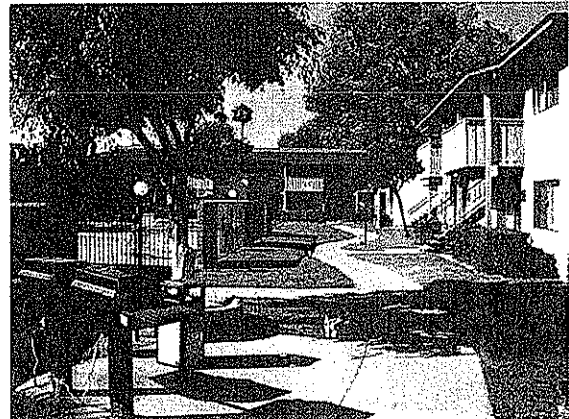
In preparing the Housing Element update, Hogle-Ireland will ensure that all requirements of recent State legislation are addressed. This legislation includes:

- **AB 162:** This law became effective during the prior Housing Element cycle and requires that upon adoption of the Housing Element, the City identify specific flood hazard zones in the Land Use Element and specific floodwater and groundwater recharge areas in the Conservation and Safety Elements.

The City's General Plan discusses flood hazard zones and floodwater and groundwater recharge areas. However, AB 162's requirements are quite specific. As an optional task, we will review the General Plan and recommend revisions, as appropriate, to satisfy AB 162.



- **SB 244:** Upon adoption of a Housing Element, the Land Use Element may be required to be updated to include data and analysis, goals, and implementation measures regarding unincorporated island, fringe, or legacy communities and their infrastructure needs. Hogle-Ireland is available to provide assistance; we have included this as an optional item in our Scope of Work below.
- **AB 1867:** Jurisdictions must include an analysis of the housing needs for developmentally disabled persons. It can be challenging to obtain concrete numbers for this data; however, the Hogle-Ireland team has experience obtaining population estimates for this information and will include it in the Element.
- **SB 812:** Jurisdictions may now count multi-unit homeownership units that have been converted to affordable units toward their RHNA allocation, under certain conditions. Hogle-Ireland can help City staff identify opportunities to utilize this revised legislation.
- **SB375 Implications:** For those jurisdictions that do not submit their adopted 2014-2021 housing element update within 120 days of the October 2013 deadline, their housing element updates revert to a four-year cycle. Hogle-Ireland is prepared to start the work program immediately and work efficiently to meet the adoption deadline.



Introduction and Project Understanding

Project Approach

The Housing Element must be adopted, with preliminary confirmation from the California Department of Housing and Community Development (HCD) that the Draft Housing Element complies with State Housing Element law, by October 2013. By adopting this Housing Element on time for this cycle, Garden Grove will have eight years until the next update rather than four years. We understand this important deadline, and offer the City of Garden Grove an experienced team and a streamlined program to achieve this goal. We will focus on completing the Draft Housing Element early in the program, allowing ample time for the review process with HCD.

The Hogle-Ireland Team

The Hogle-Ireland team includes experts in housing policy, with a support staff of experienced planners to ensure completion of projects at high levels of quality, on time, and on budget. Laura Stetson, the leader of the program for the Garden Grove Housing Element, has over 25 years of experience in the planning profession. She has managed and overseen more than a dozen General Plan update programs either as part of Hogle-Ireland or with prior firms. She will give City staff comfort that the program will remain on budget, finish on time, and meet all City expectations. Ms. Stetson was the project manager for the Garden Grove Mixed Use Development Code update.

Genevieve Sharrow will serve as project manager and will maintain close communication with City staff to ensure effective coordination. She will clearly outline data needs early in the program (at or before the kick-off meeting), and maintain email and telephone contact regarding status and specific issues that arise over the course of the program. Ms. Sharrow has significant experience with housing issues in Garden Grove; she was an integral team member of the 2008-2014 Housing Element update, 2010 - 2015 Consolidated Plan, and the Mixed Use Development Code update. Genevieve will also be the lead planner for the required CEQA documentation.

Diana Gonzalez and Noemi Bass will serve as project planners, supporting Genevieve and Laura in completion of the Housing Element update. Their extensive housing and environmental analysis experience, superior writing skills, and attention to detail have contributed to award-winning plans; they will devote this same attention to the Garden Grove Housing Element. Diana worked on the 2008-2014 Housing Element update for Garden Grove (as well as several other housing elements for that cycle). Noemi, a former staff planner in Garden Grove, served as the key researcher/writer for the City's 2010-2015 Consolidated Plan.

Contract Negotiation Authority

Laura Stetson will be responsible for negotiating the Housing Element contract with the City of Garden Grove. Hogle-Ireland staff members authorized to negotiate contract agreements are:



Name	Title	Contact Information
Laura Stetson	Vice President	630 N. Rosemead Boulevard, Suite 150 Pasadena, CA 91107 lstetson@hogleireland.com
Paul Ireland	President	2860 Michelle Drive, Suite 100 Irvine, CA 92606 pireland@hogleireland.com
Pamela Steele	Senior Vice President	1500 Iowa Avenue, Suite 110 Riverside, CA 92507 psteele@hogleireland.com



Qualifications and Staffing



Hogle-Ireland
Planning & Development Consulting

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WISCONSIN STATE UNIVERSITY



Qualifications and Staffing

2



Hogle-Ireland
Planning & Development Consulting

Hogle-Ireland, Inc.

Hogle-Ireland is an urban planning consulting firm that has provided services to public agency and private development clients for 22 years. The focus of our firm and our reputation are based on providing communities the highest level of professional planning with vision, integrity, and creative problem solving. Our firm includes 30 professional planners with experience in jurisdictions throughout California. From our extensive experience, we have developed – and continue to develop – approaches that assist each community achieve its unique objectives. Most of us have worked in local jurisdictions as staff planners. We understand the issues facing City staff and understand how to translate policy into programs that can actually be implemented. This practical knowledge is not often found in consulting firms.

Hogle-Ireland's primary services include:

- Preparation of General Plans and Housing Elements
- Community Engagement
- Graphic Design, Web Design, and GIS
- Preparation of CEQA and NEPA documents, including EIRs and Initial Studies
- Land Use and Site Planning
- Preparation of Design Guidelines; Urban and Community Design Documents
- Preparation of Specific Plans and Development/Zoning Ordinances
- Contract Staffing and Entitlement Processing
- Organizational and Fee Studies

Our corporate office is located in the City of Irvine, with additional full-service offices in Pasadena and Riverside. The staff in our Pasadena office will lead the Garden Grove Housing Element update program.

Overall management and strategic direction of the firm is directed by Hogle-Ireland's Executive Committee, comprised of the President, Executive Vice President, two Senior Vice Presidents, and three Vice Presidents. All of the Senior Vice Presidents and Vice Presidents are active project managers as well. Other professional staff includes one Principal, six Project Managers, seven Senior Associate Project Managers, four Associate Project Manager IIs, four Associate Project Manager Is, and one Assistant Project Manager II.

Housing Element Experience

Hogle-Ireland has a proven record of successfully managing Housing Element updates, and has recently participated in Housing Element update efforts for diverse cities throughout California, including:

- | | | |
|----------------|-----------------|----------------|
| ■ Arcadia | ■ Commerce | ■ Perris |
| ■ Adelanto | ■ Garden Grove | ■ Redwood City |
| ■ Alhambra | ■ La Puente | ■ Rialto |
| ■ Azusa | ■ Laguna Woods | ■ Torrance |
| ■ Baldwin Park | ■ Lake Elsinore | ■ West Covina |
| ■ Buena Park | ■ Murrieta | |
| ■ Colton | ■ Norco | |

At this time, Hogle-Ireland is under contract to update 2014-2021 Housing Elements for the cities of Monterey Park, Vernon, Cypress, and La Palma.

Hogle-Ireland's common sense approach to planning and our comprehensive knowledge of planning and housing law and practices serve our clients well in defining, articulating, and implementing policy changes. It is this common sense approach, our ability to succinctly analyze and report housing issues, and our ongoing, positive working relationships with HCD review staff that result in nearly all of the housing elements we have prepared being certified in two rounds of HCD review.

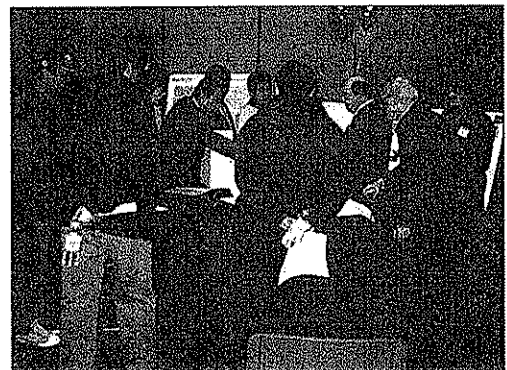
Hogle-Ireland has intimate knowledge of the issues that face local cities. Laura Stetson, the leader of the program for Garden Grove, has over 25 years of experience in the planning profession. She has managed and overseen more than a dozen General Plan update programs either as part of Hogle-Ireland or with prior firms. She will give City staff comfort that the program will remain on budget, finish on time, and meet all City expectations.

Garden Grove Knowledge and Experience

Hogle-Ireland has significant Garden Grove knowledge and experience. Hogle-Ireland's Genevieve Sharrow provided the housing technical analysis for the 2008-2014 Garden Grove Housing Element. Genevieve and Noemi Bass were the technical planners for most recent Garden Grove Consolidated Plan. Laura and Genevieve were the planners for preparation of the recent Mixed Use zoning districts and associated CEQA documentation. The experience of these three planners enables the Hogle-Ireland team to readily understand Garden Grove's housing issues, and to provide an outstanding and implementable Housing Element at a lower cost and in a short period of time.

Community Engagement

One of Hogle-Ireland's core services and exceptional strengths is community engagement. Hogle-Ireland specializes in serving the public and private clients with outreach services for land planning projects, including General Plans, Housing Elements, Specific Plans, and Zoning Codes. We have experienced staff



that is well qualified to design and implement effective public engagement programs, tailoring community outreach for each project's needs. Whether it is organizing a public forum, conducting study sessions, or preparing a public information website, Hogle-Ireland has successfully engaged stakeholders throughout the entire planning process – ultimately assisting communities to achieve their unique goals and objectives. In the Scope of Work, we describe the streamlined, focused community engagement approach that will work well for the Garden Grove Housing Element update program.

Environmental Analysis

From initial work scoping through final approvals, Hogle-Ireland develops defensible and cost-effective solutions to guide our clients quickly through the increasingly complex environmental planning process. We have ample experience on programmatic-level environmental analysis relative to General Plan amendments, and especially as related to housing elements. We have completed or are currently working on comprehensive General Plan and individual General Plan Element environmental review documents for diverse communities throughout California, including Huntington Beach, Alhambra, Baldwin Park, Monterey Park, Colton, and Rosemead.

Our environmental team includes experienced air quality experts knowledgeable in federal, State, and regional air quality regulations relating criteria pollutants and toxic air contaminants affecting land development and community planning at the program and project levels. Hogle-Ireland has analyzed air quality impacts throughout California including the South Coast, Salton Sea, Mojave Desert, and Mountain Counties Air Basins. Hogle-Ireland utilizes tailored quantitative modeling to compile accurate inventories of existing and future greenhouse gas emissions, plus a seasoned planner's perspective to present reasonable and defensible assessments of impact significance, as well as consistency with state and local greenhouse gas reduction plans, programs, and policies.

Hogle-Ireland, Inc. Project Staff

The Hogle-Ireland team for the Garden Grove Housing Element Update consists of professionals who are recognized leaders and experts in their respective fields. Short resumes of key staff are presented below, with full resumes following.

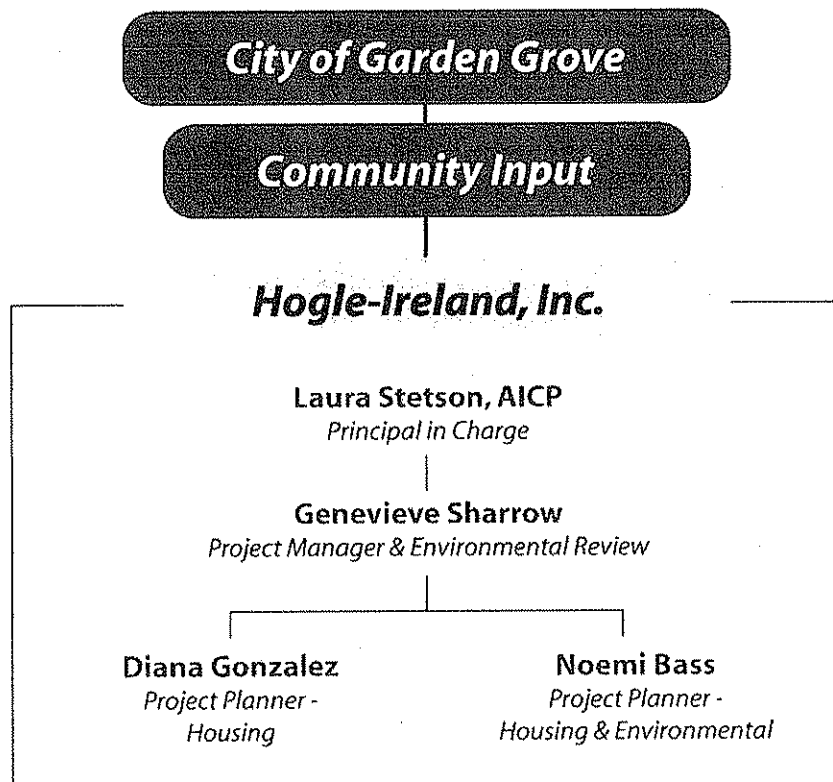
The Hogle-Ireland team has the staff resources to complete the Garden Grove Housing Element on schedule, balancing other project workload to meet deadlines and exceed City expectations. In addition to the staff included here as dedicated to the assignment, we have additional experienced housing staff available to ensure that deadlines are met.

Laura Stetson, AICP, Senior Vice President, will oversee all project work. She has more than 25 years of professional planning experience in the public and private sectors. In her years of working in the planning field, Laura has led general plan, housing element, zoning code, CEQA, and other planning and environmental assignments for jurisdictions throughout California, including award-winning General Plan programs in the cities of Arcadia, Brea, Claremont, Rancho Cucamonga, Rialto, and Riverside. During the 2008-2014 Housing Element cycle for the SCAG region, she oversaw preparation of 10+ Housing Elements. Laura brings to this assignment a thorough understanding of State planning law, housing law, and environmental laws; extensive experience working with community groups and decision-making bodies; and attention to quality in all products that Hogle-Ireland produces. More

importantly, Ms. Stetson is extremely familiar with the planning issues facing Garden Grove. She was the project manager for the successfully adopted Mixed Use Development Code provisions.

Genevieve Sharrow will serve as Project Manager and the lead planner on the project. Ms. Sharrow brings to the assignment more than seven years' experience with long-range planning studies and environmental analysis. She has managed or been the principal author of eight Housing Element updates, all of which received HCD certification. Genevieve also specializes in environmental planning and impact assessment, and has completed studies for a variety of development projects, general plan updates, and housing elements. She will also serve as the primary analyst for the CEQA Initial Study/(Mitigated) Negative Declaration for the Garden Grove Housing Element. Genevieve has superior GIS capabilities that aid analysis and produce easy-to-read report maps and graphics. She provided technical staff support to the 2008-2014 Garden Grove Housing Element update, and was the principal planner for the 2010-2015 Consolidated Plan and the Mixed Use Development Code.

Diana Gonzalez and **Noemi Bass** will serve as project planners, providing their vast housing and environmental analysis experience to the 2013 - 2021 Housing Element. Diana has prepared many housing elements for cities throughout California, including Garden Grove, Torrance, Arcadia, Buena Park, Alhambra, and Laguna Woods. She also served as a technical advisor for the Redwood City, Lake Elsinore, Adelanto, Rialto, and Colton Housing Elements. Noemi provided her knowledge of Garden Grove and housing expertise to Garden Grove's 2010-2015 Consolidated Plan. Additional experience includes numerous environmental assessments, serving as a contract planner in several cities, and participating in community engagement events. In addition, Noemi is fluent in Spanish.



Laura Stetson, AICP

Senior Vice President



Professional Experience

Ms. Stetson has served as project manager on general plans, zoning codes, specific plans, and special planning studies for diverse cities throughout California. In this capacity, she has worked with advisory committees, commissions, and councils to develop long-range goals, policies, and programs, and to craft the regulatory tools to implement those programs. She has conducted background research for planning, written plan elements, coordinated preparation of plans and related environmental documentation, and presented recommendations to decision-making bodies. She also directs preparation of CEQA documents, either as part of planning programs or to address development projects.

Ms. Stetson is in charge of the Hogle-Ireland Pasadena office and manages projects for a variety of public sector clients. Recent experience includes comprehensive zoning code updates for the cities of Duarte, La Puente, and Baldwin Park, and serving as managing principal for General Plan updates in Redwood City, Arcadia, Rancho Cucamonga, and Torrance.

Ms. Stetson led a team of specialists to prepare the City of Riverside's key land use regulatory tools: the General Plan, the zoning ordinance, the subdivision ordinance, and citywide Design Guidelines, as well as a Program EIR. The program involved working with many community groups to affirm direction defined through a prior visioning process and economic strategy study.

As part of crafting a vision for the City of Claremont that was to be integrated into the General Plan, Ms. Stetson led a multi-layered public involvement program, including working with a 100+ member General Plan Committee with topic-oriented subcommittees.

In addition to the projects described above, experience includes managing the following projects:

General Plans	Zoning Codes	EIRs
Brea	Brea Hillside	Raymond Theater Reuse
Colton	Chino Hills	Del Mar Station Mixed Use
Manhattan Beach	Commerce	Palmdale Water District MP
Montebello	La Mirada	Rosedale Planned
Monterey Park	Maywood	Community (Azusa)
Rialto		Pasadena Land Use and Mobility Element

EDUCATION

B.S., Stanford University, 1983
 Graduate Coursework in Public Administration,
 American University, 1992

YEARS OF EXPERIENCE

26

PROFESSIONAL AFFILIATIONS

American Planning Association
 American Institute of Certified Planners





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Genevieve Sharrow

Associate Project Manager II



EDUCATION

M.A., Urban Planning
University of California, Los Angeles, 2007

B.A., Social Anthropology
University of Michigan, 2002

YEARS OF EXPERIENCE

7

PROFESSIONAL AFFILIATIONS

American Planning Association (APA)
US Green Building Council Emerging Green Builders-
Los Angeles (EGB-LA)

Professional Experience

Ms. Sharrow provides a broad range of planning and planning related services to clients, including geographic information system (GIS) support. Her primary responsibilities include preparing and assisting in the preparation of:

- General Plans, with Housing Element expertise
- Environmental analysis and CEQA documentation
- Zoning Ordinances and Development Codes
- HUD applications and compliance documents


Ms. Sharrow has extensive experience and particular expertise in housing planning, having assisted many cities with successful completion of their housing elements and/or HUD compliance documentation such as Consolidated Plans, Action Plans, and Analyses of Impediments to Fair Housing Choice. Genevieve was the primary author and/or project manager for the following projects:

- City Alhambra 2008-2014 Housing Element, 2010 Consolidated Plan, and Analysis of Impediments to Fair Housing Choice
- City of Azusa 2008-2014 Housing Element
- City of Baldwin Park 2008-2014 Housing Element
- City of La Puente 2008-2014 Housing Element
- City of Monterey Park 2008-2014 Housing Element
- City of Redwood City 2009-2014 Housing Element

As part of Hogle-Ireland, Inc.'s Environmental Team, Genevieve has contributed to a variety of CEQA projects and is experienced in the preparation of a full range of environmental documents. She has attended numerous seminars and classes on NEPA and CEQA regulations, case law, and greenhouse gas impacts. Specific environmental projects for which Ms. Sharrow was a contributing or primary author include:

- City of Vernon General Plan EIR
- City of Rosemead General Plan EIR
- City of Azusa Housing Element Initial Study/ND
- City of Buena Park Housing Element Initial Study/ND
- City of Baldwin Park Zoning Ordinance Initial Study/ND
- City of Duarte Development Code EIR Addendum
- City of Redwood City General Plan EIR Addendum
- Tour Bus Ordinance Initial Study/MND (City of Monterey Park)
- San Gabriel Valley Water Reservoir Initial Study/MND (City of Monterey Park)
- T-Mobile Wireless Communications Facility Initial Study/MND
- Avenida de La Carlota Road Widening Initial Study/MND (City of Laguna Hills)
- Kensington Assisted Living Facility Initial Study/MND (City of Sierra Madre)



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Diana M. Gonzalez
Senior Associate Project Manager



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EDUCATION

M.A., Urban Planning, University of California, Los Angeles, 2001

B.A., Political Science and Communication Studies, University of California, Los Angeles, 1996

YEARS OF EXPERIENCE

7

PROFESSIONAL AFFILIATIONS

American Planning Association

Professional Experience

Ms. Gonzalez has a broad range of land use planning experience in both advance and current planning. She additionally has a high level of expertise and experience in graphic and geographic information system (GIS) mapping. She has produced mapping, demographic, and spatial analysis for several large-scale housing projects, including the Analysis of Impediment to Fair Housing Choice for Los Angeles and San Diego Counties and Consolidated Plans for Orange and San Diego Counties.

Ms. Gonzalez has land use planning experience and expertise in a broad range of areas including:

- Preparation of general plans and long range planning studies
- Housing elements and programs
- Environmental documents

She provides expert guidance to cities on housing elements and HUD-related housing and community planning programs. She has worked with the following communities and counties on their housing elements and consolidated plans:

- City of Garden Grove (Housing Element and Consolidated Plan)
- City of Alhambra (Housing Element, Consolidated Plan, and Analysis of Impediments to Fair Housing Choice)
- City of La Puente (Housing Element)
- City of Buena Park (Housing Element)
- City of Torrance (Housing Element)
- County of Orange (Consolidated Plan)

Her general plan experience includes managing and contributing to comprehensive updates to:

- City of Arcadia General Plan
- City of La Puente General Plan
- City of Torrance General Plan

She also has experience in public outreach and website development for public outreach purposes.



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Noemi Bass

Associate Project Manager II



 **Hogle-Ireland**

Professional Experience

Ms. Bass has extensive professional planning experience working on a variety of private and public planning assignments and has a good understanding of current and advanced land use planning practices. In addition, she is experienced in working with public agencies in outreach efforts to gain community support for proposed projects. Ms. Bass has coordinated, presented, and translated in Spanish at community meetings for both government agencies and private developers.

Ms. Bass is also knowledgeable of State and Federal resources for community development and has experience in administering and operating CDBG and HOME programs, such as:

- Homeowner Property Rehabilitation Loan and Grant Program
- Rental Rehabilitation Program
- First-time Homebuyer Program
- Davis Bacon Monitoring

She is experienced in California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) requirements and has prepared and assisted in the preparation of:

- Initial Studies
- Negative Declarations
- Mitigated Negative Declarations
- Environmental Impact Reports (EIRs)
- NEPA Environmental Assessments
- NEPA Finding of No Significant Impact

Ms. Bass has been involved with projects that include the preparation of and presentation of staff reports to the Planning Commission and City Council for:

- Conditional Use Permits
- Site Plans
- Zone Changes
- Development Agreements
- Tract and Parcel Maps
- Code Amendments
- General Plan Amendments and Updates

For private development clients she has:

- Assisted in project management
- Prepared fee studies
- Prepared and processed entitlement applications
- Prepared due diligence reports
- Prepared phase I entitlement reports

Her knowledge and experience with planning laws and regulations, combined with her customer service skills, gives her the ability to work effectively with city staff, developers and residents. In addition, Ms. Bass works well with people from diverse cultural backgrounds and is fluent in Spanish.

EDUCATION

B.A., Environmental Analysis and Design, University of California, Irvine

YEARS OF EXPERIENCE

6

PROFESSIONAL AFFILIATIONS

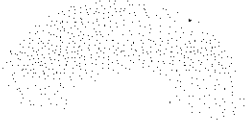
American Planning Association, Inland Empire Section



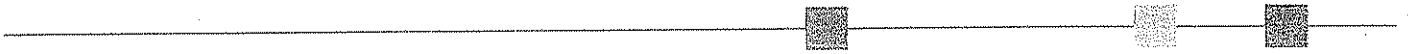
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Project Approach, Scope of Work, and Schedule



Hogle-Ireland
Planning & Development Consulting

to avoid unnecessary delays
submit your work

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Project Approach, Scope of Work, and Schedule

3



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Planning & Development Consulting

Project Approach

To complete the Garden Grove Housing Element update and achieve State certification prior to the state-mandated October 2013 deadline, Hogle-Ireland, Inc. proposes a streamlined and efficient two-phase work plan:

- Phase 1 - Housing Element Preparation
- Phase 2 - HCD Certification and City Adoption

During Phase 1, Hogle-Ireland will review the 2008-2014 Housing Element and all applicable City, regional, and State documents, including Census data, and prepare the updated Housing Element. Hogle-Ireland will communicate regularly with City staff to collect pertinent data and identify housing



issues to address in the Housing Element Update, including a revised sites inventory and housing implementation plan in order to finalize the Housing Element document. We anticipate that this update will rely on the 2008-2014 Housing Element as a starting foundation for the sites identification and housing policy, with additional sites identified as needed to address the new RHNA of 747 units. The resulting Administrative Draft Housing Element will be presented at a community workshop to obtain feedback from residents and

community leaders, and modified appropriately. The revised Draft Housing Element will then be submitted to HCD for the initial 60-review period. While the Element is under review with HCD, Hogle-Ireland has included the optional task of assisting the City with updates of the other General Plan Elements as required by SB 244 and AB 162.

In Phase 2, Hogle-Ireland will coordinate with HCD to revise the Draft Housing Element to meet State law. Our scope assumes two rounds of HCD review for the draft Housing Element, and one round of HCD review on the adopted Housing Element, consistent with our previous experience. While the Element is under review, Hogle-Ireland will also prepare the required CEQA analysis and documentation. Once all HCD comments have been addressed, Hogle-Ireland will conduct the Neighborhood Improvement and Conservation Commission/Planning Commission study session, and conduct both the Neighborhood Improvement and Conservation Commission/Planning Commission public hearing and the City Council public hearing to present the Final Draft Housing Element for adoption. Upon adoption by the City, Hogle-Ireland will follow through with assisting the City in achieving State certification.

Scope of Work

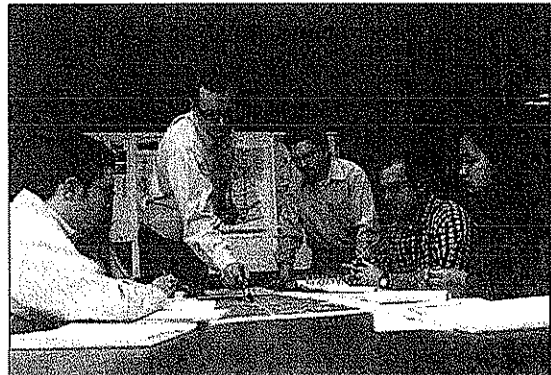
We have prepared a scope of work based upon our review of the Request for Proposals and our extensive Housing Element and CEQA experience. The RFP includes a comprehensive and thorough scope of work. Some of the items from the RFP scope of work have been reorganized under different tasks in this proposal to facilitate a streamlined linear approach to project completion and budgeting. We have developed a core scope that directly addresses the Request for Proposals, supplemented by optional tasks from which the City can choose to enhance the program. This allows for the most flexibility in terms of scope of services, budget, and schedule. Based on subsequent discussions with City staff, the scope can be expanded, contracted, or otherwise modified.

Phase 1 - Housing Element Preparation

Task 1 - Project Initiation and Ongoing Coordination

1.1 - Project Kick-off and Work Program Refinement

We will conduct a kick-off meeting with City staff to refine the work scope, identify key project team roles, and establish product review procedures. The project scope, including community outreach components and optional tasks, will be refined based on our discussions and critical project milestones and a clear project schedule will be established. The project schedule will outline a work plan focused on achieving an adopted and preliminarily State-certified Housing Element by the deadline.



1.2 - Ongoing Coordination/City Staff Meetings

For the duration of the project, Hogle-Ireland project manager Genevieve Sharrow will conduct regular teleconferences with City staff to ensure project coordination and to support close collaboration. These calls and meetings will allow the team to review project status and to discuss issues, documents, and plan presentations.

1.3 - SB 18 Consultation (OPTIONAL)

Hogle-Ireland has included an optional task to assist the City with SB 18 consultation, as required by State law. Hogle-Ireland will provide the City with draft letters to Native American Heritage Commission and identified tribes, along with instructions for SB 18 Consultation. Telephone calls or meetings with responding tribes are not included in this proposal.



Task 2 - Draft Housing Element

Consistent with State Housing Element law, the document must include a housing needs assessment, an analysis of constraints to housing production, identification of resources to meet housing needs and available sites for housing development, an assessment of previous accomplishments, and an implementation plan.

2.1 - Assessment

2.1.1 - Progress Report on the 2008-2014 Housing Element

The Housing Element is required by State law to include a report on the progress the City has made in implementing the current Housing Element. Consistent with State law, we will assess the continued appropriateness of the programs and policies in contributing to the attainment of the stated housing goals. The project team will specifically assess all housing programs to determine whether existing programs were successfully implemented and to inform future policy recommendations. The results of the 2008-2014 progress report will be quantified where possible, but may be qualitative where necessary. The progress report will also include a summary of how these results are important to a revision to the Housing Element, and an evaluation of whether the existing Housing Element is consistent with current State Housing laws.

2.1.2 - Document Review

Hogle-Ireland will review City documents to aid in understanding local conditions and the community's housing needs. The following documents will help us understand current conditions:

- City of Garden Grove General Plan
- 2008-2014 Housing Element and written communication with HCD
- Development Code and Municipal Code
- Information on the City's development review process
- Housing units (affordable and market rate) built or approved since 2006 by year and type
- List of affordable housing units and earliest conversion date
- Any major land use applications in the pipeline

2.2 - Housing Element Preparation

2.2.1 - Housing Needs Assessment

We will complete a housing assessment and needs analysis to comply with Government Code Section 65583(a). We anticipate updating the Housing Needs Assessment with housing and population data based on the 2010 U.S. Census, latest three- and five-year estimates from the American Community Survey, and other up-to-date City data available related to existing housing units and recent development projects. The project team will assess housing costs and conditions and evaluate housing needs within the City, including housing needs for special population groups. Hogle-Ireland will address any applicable new State laws, including AB1867, which requires an analysis of developmentally disabled persons housing needs, in this section.



2.2.2 - Housing Constraints Analysis

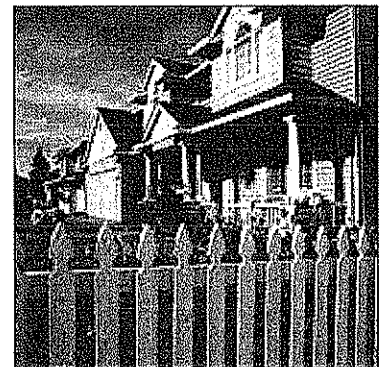
The Housing Constraints analysis identifies potential and actual governmental and nongovernmental (e.g. physical) constraints to housing production, including any constraints on people with disabilities, as required by SB520. We will update this section as necessary with up-to-date development processes and fees, as well as changes in market constraints due to the economic changes since the last Housing Element was adopted. We will assess the potential for residential development consistent with adopted land use policy, as well as the adequacy of public facilities and opportunities for energy conservation. Where constraints exist, we will suggest housing programs to mitigate or remove these constraints.

2.2.3 - Housing Resources and Sites Analysis

The Resources and Sites analysis will focus on site suitability for housing, drawing from earlier research completed for the 2008-2014 Housing Element, and will be augmented with our research to address the RHNA associated with the 2014-2021 Housing Element cycle (anticipated to be 747 units). We will prepare GIS maps that identify sites to meet the RHNA for inclusion in the Housing Element. Additionally, we will include a listing of funding sources for affordable housing projects, for-sale and for-rent.

2.2.4 - Housing Goals, Policies, and Quantified Objectives

Based on the analysis completed in the above items and building on the existing Housing Element, Hogle-Ireland will craft a Housing Plan with goals, policies, and implementation programs relative to the maintenance, preservation, improvement, and development of housing to cover this new planning period. Quantified objectives will also be established to address housing needs for all income groups, including extremely low income households. We will ensure that the Housing Element is consistent with other Elements of the General Plan.



2.2.5 - Administrative Draft Housing Element

The Administrative Draft Housing Element will be submitted to the City electronically for staff review. The City will be responsible for collecting all staff comments and creating a single "comment document" from which Hogle-Ireland will revise the Administrative Draft Housing Element. This scope and budget assume one round of comments and revisions.

Deliverables

- Administrative Draft Housing Element for Public Review (one digital copy)

Task 3 - Community Engagement

State Housing Element law requires that meaningful public outreach be included as part of the update process. Based on our prior housing element work experience, we believe that the public responds best when participants can react to concrete proposals. We have found that a successful way to solicit input on housing issues is to include the Housing Element as an informational item at a regularly scheduled Commission meeting. We recommend that the Element Workshop be conducted at a joint Neighborhood Improvement and Conservation Commission/Planning Commission session. The



workshop would occur once the Administrative Draft Housing Element is complete. As part of the work scope refinement process, we can discuss with staff the most effective approach for this meeting, including opportunities to ensure the involvement of key stakeholder groups, non-profits, and the community.

3.1 - Draft Housing Element Workshop

The format we envision for the public meeting is a session with the Neighborhood Improvement and Conservation Commission/Planning Commission, combined with a public forum open to the community. Press releases and invitations to stakeholders and relevant commissions will be provided to City staff for distribution. Hogle-Ireland will identify appropriate recipients of invitations in consultation with City staff.

For the workshop, we will prepare a PowerPoint presentation providing an overview of the Draft Housing Element, including State requirements, constraints, and programs designed to meet the RHNA, and proposed housing goals and policies. Workshop attendees will be asked to review and provide feedback on the information provided.

Hogle-Ireland will prepare the press releases, workshop invitation, PowerPoint presentation, and other related materials (agendas, sign in sheets, directional signs, etc.) for the workshop. Hogle-Ireland will submit the documents electronically to City staff for review, reproduction, and/or distribution. Hogle-Ireland will present materials or assist City staff with the workshop presentation, as preferred by City staff.

Hogle-Ireland will summarize workshop participants' comments for the City staff's use in briefing other Commissions and/or the City Council. Based on the workshop participants' input, Hogle-Ireland will revise and prepare a draft of the Housing Element to transmit to HCD.

Deliverables

- PowerPoint presentation, workshop invitation, press release, meeting agenda, and other meeting materials (digital copies)
- Workshop Input Summary (one digital copy)
- Revised HCD Submittal Draft Housing Element (10 hard copies and one digital copy)

Task 4 - Complete Complementary General Plan Updates (Optional)

4.1 - Update General Plan - SB 244, AB 162 (Optional)

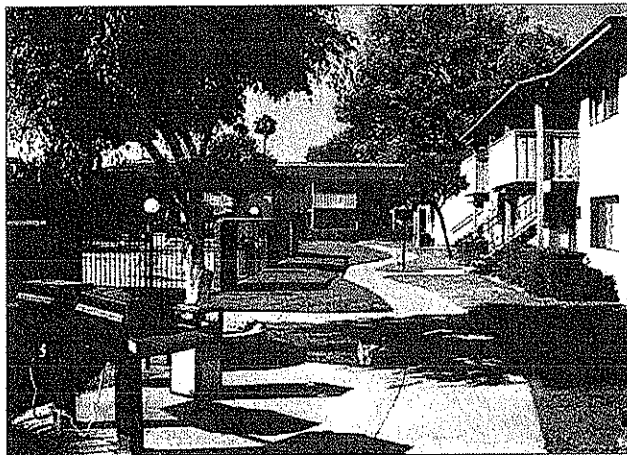
Two State laws passed in recent years that established a trigger for updating the Land Use, Safety, and Conservation Elements when the Housing Element is updated. These are AB 162 and SB 244.

AB 162 requires jurisdictions to address flood-related matters in the Land Use, Conservation, and Safety elements of their general plans. Per law, these elements must be updated to address flooding whenever a jurisdiction updates the Housing Element. If requested by the City, Hogle-



Ireland would assess the Land Use, Conservation, and Safety Elements to identify needed updates.

Hogle-Ireland understands that the General Plan may already contain some of the required information to address AB 162. However, AB 162 is specific to both the content and the location of the flood-related information. If requested by the City, Hogle-Ireland will review the General Plan to determine whether the appropriate content is provided. If it is not, Hogle-Ireland would prepare text and graphics that reflect current data and conditions, as well as pertinent safety maps.



SB 244 is a new (2011) law that mandates jurisdictions update their General Plans to address disadvantaged unincorporated communities. This new law requires an infrastructure analysis of any community within the sphere of influence with an annual median household income that is less than 80 percent of the statewide annual median household income (the stated definition of a “disadvantaged community”). Specifically, the analysis must locate and map the disadvantaged unincorporated communities and include the present and probable need for public facilities and services related to water,

wastewater, stormwater drainage, and structural fire protection needs or deficiencies, and if appropriate, sidewalks and street lighting. If requested by the City, Hogle-Ireland would complete an analysis to identify any disadvantaged communities within the City’s sphere, as well as assess needed infrastructure improvements, as part of this optional work scope task.

Deliverables

- Text and graphic updates to key General Plan Elements (one digital copy)

Phase 2 - Housing Element Adoption and Certification

Task 5 - Liaison to the Department of Housing and Community Development

5.1 - HCD Liaison and Certification

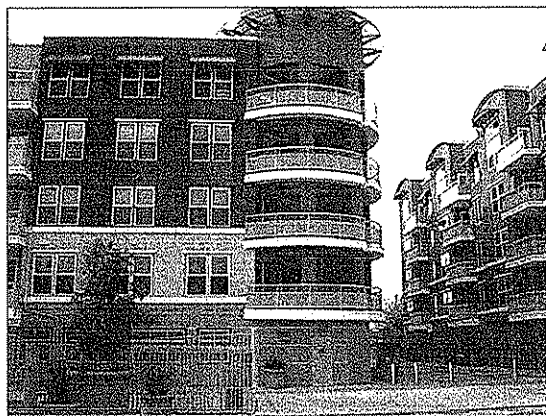
This task involves coordination with HCD to review the City’s Draft Housing Element for consistency with State housing element law.

Our scope assumes two rounds of HCD review for the draft Housing Element, and one round of HCD review on the adopted Housing Element, consistent with our previous experience. HCD is allowed 60 days to review a draft Housing Element and 90 days to review an adopted Housing Element. We anticipate that HCD staff will take the full 60 days allowed to complete its review.



During this time – and during the course of element preparation – we will keep in contact with HCD staff to facilitate review and anticipate/respond to any specific concerns HCD may have. As necessary, we will provide HCD with any requested supplemental data or information on proposed programs, policies and strategies to meet the RHNA. In response to HCD’s letter of findings, we will prepare a written response to HCD comments to be included with the revised draft Housing Element.

As we cannot fully anticipate the depth and scope of comments HCD will offer (particularly given the recent HCD administration changes) nor the time required to effectively negotiate a position acceptable to the City, we have provided an allowance for this task in the program budget. If additional effort is required beyond this allowance, we will bill for additional work on a reimbursable basis with prior authorization from the City. Our scope assumes that we will be able to reach resolution on all issues, allowing work to move forward with preparation of the Public Hearing Draft Housing Element.



Subsequent to City Council adoption, Hogle-Ireland will consult with HCD staff regarding any changes to text required by Neighborhood Improvement and Conservation Commission and Planning Commission or City Council and will submit a final, adopted 2014-2021 Housing Element to HCD for State certification of compliance with State Housing Element laws.

Deliverables

- Memo addressing HCD Comments (one digital copy)
- Revised Draft Housing Element (one digital copy and one hard copy for HCD submittal)

Task 6 - CEQA Compliance

6.1 - Initial Study and (Mitigated) Negative Declaration

Typically, where Housing Element updates are consistent with adopted land use policy and zoning (for which thorough environmental analysis was previously conducted), a Negative Declaration or Mitigated Negative Declaration is the appropriate level of CEQA analysis. We have completed both Negative Declarations and Mitigated Negative Declarations for Housing Element updates. Generally, we have found that Mitigated Negative Declarations are the most appropriate environmental compliance for a Housing Element Update in a City with an older General Plan. We anticipate that the Housing Element will be consistent with General Plan land use policy and/or Development Code, and we will therefore tier from the General Plan EIR for Housing Element CEQA documentation. We will prepare a preliminary draft Initial Study for City staff review. Upon receiving staff’s comments, we will prepare a Draft Initial Study/(Mitigated) Negative Declaration for public circulation and review.



At the conclusion of the 30-day public review, we will revise the Draft Initial Study/(M)ND as necessary to respond to public comments on the document. If necessary, a Mitigation Monitoring Program with appropriate mitigation measures will accompany the Final (Mitigated) Negative Declaration. All documents will be submitted to the City electronically. Hogle-Ireland will prepare a Notice of Intent to Adopt a (Mitigated) Negative Declaration and a Notice of Determination. The City will be responsible for circulating the Initial Study, processing and filing required notices, as well as placing and paying for newspaper ads and paying all required filing fees.

Deliverables

- Draft Initial Study/Mitigated Negative Declaration (one digital copy)
- NOA (one digital copy)
- NOD (one digital copy)

Task 7 - Hearings, Adoption, and Final Housing Element

7.1 - Public Hearing Draft Housing Element

Following HCD review and determination that the Draft Housing Element complies with State Housing Element law, we will prepare a version for review by the public and decision makers.

7.2 - Study Session and Hearings

In preparation for the study sessions and public hearings, Hogle-Ireland will prepare a staff report and notices for the City staff's distribution and use. In addition, Hogle-Ireland will prepare a PowerPoint presentation to be used during the study session and public hearings. Hogle-Ireland staff will attend or facilitate, as requested by City staff, the Neighborhood Improvement and Conservation Commission/Planning Commission study session, the Neighborhood Improvement and Conservation Commission/Planning Commission's public hearing and the City Council's public hearing for Draft Housing Element adoption and the Final (Mitigated) Negative Declaration certification. Our budget includes an allowance we consider sufficient to prepare the PowerPoint presentation and attend the study session and two public hearings (as specified in the RFP). Any time required beyond this allowance will be billed on a time-an-materials basis with prior approval by the City.

Deliverables

- Final 2014-2021 Housing Element (20 color copies and one electronic copy)
- Staff Report and public notices (one digital copy)
- PowerPoint presentation for public hearings

Schedule

We understand the City intends to complete the review and approval processes for the Housing Element well in advance of the October 2013 deadline. Importantly, by adopting this Housing

Project Approach, Scope of Work, and Schedule



Element on time for this cycle means that for the subsequent cycle, Garden Grove will have eight years until the next update, rather than four years. Hogle-Ireland proposes to adhere to the following milestones to complete the Housing Element Update, with sufficient time for Neighborhood Improvement and Conservation Commission, Planning Commission, and City Council adoption by June 30, 2013 and HCD certification by October 2013. Our scope of work assumes two rounds of review with HCD; however, should a second round not be necessary, we anticipate the project will be complete by Spring 2013.

Milestone	Target Completion Date
Contract Execution/Start Date	May 2012
Kick Off Meeting	4 th week of May 2012
Administrative Draft Housing Element	2 nd week of September 2012
City Review of Admin. Draft Element Complete - Comments to Hogle-Ireland	2 weeks following Draft Plan submittal
Complete Public Review Draft Housing Element	4 th week of September 2012
Workshop	October 2012
HCD Submittal #1	2 nd week of November 2012
<i>Complete Complementary General Plan Updates (Optional)</i>	<i>December 2012</i>
Respond to HCD Comments and Revise Draft Housing Element	January 2013
HCD Submittal #2	2 nd week of February 2013
Initiate Environmental Documentation	January 2013
City Review Admin. Environmental Documentation Complete - Comments to Hogle-Ireland	2 weeks following Admin Draft Environmental Document submittal
Public Hearings for Housing Element and Environmental Document	April/May 2013
Final Certified 2014-2021 Housing Element	June 2013





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Budget



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We are sensitive to the budget challenges all cities face today. Thus, we have structured the work program to focus on the immediate issue at hand: ensuring the Housing Element is consistent with housing element law, providing defensible environmental documentation to support the policy document, and meeting State-mandated deadlines. While we have structured the work program and cost proposal based on our understanding of the City's objectives, both are flexible and can be adjusted to meet your particular needs.

The scope of work and budget presented in this proposal are based on the following assumptions:

- Hogle-Ireland will be able to use its Microsoft Word/Office file of the adopted 2008-2014 Draft Housing Element or the City will provide a Microsoft Word/Office file.
- Hogle-Ireland GIS files prepared for the 2008-2014 Housing Element will be supplemented by the City's GIS files, as appropriate. The GIS files include a parcel-specific file that includes parcel zoning and General Plan designations.
- Hogle-Ireland will prepare all notices for public workshops and hearings, but the City will be responsible for the actual noticing.
- Hogle-Ireland will produce hard-copies of documents as indicated by the Scope of Work; otherwise, all documents will be provided electronically for the City to reproduce and/or distribute.
- Hogle-Ireland will devote the staff resources necessary to keep the program on schedule, and City staff will review draft documents and provided needed information in a timely fashion consistent with the schedule.



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City of Garden Grove Housing Element Update April 2012		Vice Pres. in Charge	Project Manager	Project Planner	GIS/ Graphics	WP	Direct Costs	Total
TASK 1.0	Project Initiation and Ongoing Coordination							
1.1	Kick-off Meeting/Program Refinement	3	4					\$900
1.2	Ongoing Coordination/City Staff Meetings (allowance)	8	18					\$3,170
TASK 2.0	Draft Housing Element							
2.1	Assessment (Progress Report and Document Review)	2	6	12	2	2		\$2,280
2.2	Housing Element Preparation	6	30	80	8	5		\$13,195
TASK 3.0	Community Engagement							
3.1	Workshop	4	12	12	8			\$3,860
TASK 5.0	HCD Coordination							
5.1	HCD Coordination (allowance)	6	24	10				\$4,480
TASK 5.0	CEQA							
5.1	Initial Study/(M)ND	6	50		4	2		\$6,720
TASK 6.0	Hearings, Adoption, Final Housing Element							
6.1	Public Hearing Draft Housing Element	8	16		2	2		\$3,280
6.2	Study Session and Hearings - allowance	12	12					\$3,180
Direct Costs - Allowance (Reimbursable)							\$600	\$600
TOTAL		55	172	114	22	11	\$600	\$41,665
OPTIONAL ITEMS								
Task 1.3	SB 18 Consultation	1	4					\$580
Task 4.0	Update General Plan (SB 244, AB 162)	4	16	16	12			\$5,060



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HOURLY RATES

Effective September 1, 2011

<u>CLASSIFICATION</u>	<u>RATE</u>
President/ Executive Vice President	175.00 to 190.00
Vice President	160.00 to 180.00
Principal	150.00 to 170.00
Director of Environmental Planning	140.00
Senior Designer	140.00 to 150.00
Senior Project Manager	135.00 to 150.00
Project Manager	125.00 to 140.00
Senior Associate Project Manager	115.00 to 125.00
Associate Project Manager II	105.00 to 115.00
Associate Project Manager I	100.00
Assistant Project Manager II	90.00
Assistant Project Manager I	75.00
Project Technician	65.00
Word Processing	65.00

All hourly rates include normal overhead. Reimbursable expenses, including blueprints, etc., will be billed at cost plus 10%. Hourly rates are updated periodically. Expert Witness for deposition and testimony will be billed at \$350.00/hour.



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References



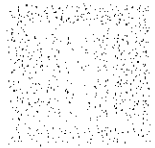
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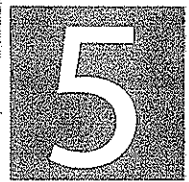
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A small handwritten mark or character, possibly a number '8', located in the middle right area.

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References



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References

We invite you to contact the following current and recent clients regarding our ability to facilitate thorough and exemplary Housing Element updates. The two principal members of the Garden Grove Housing Element Hogle-Ireland team – Laura and Genevieve – oversaw, managed, and completed the bulk of the work for the following references, with individual contributions noted below.

City of Azusa 2008-2014 Housing Element and CEQA Documentation


Hogle-Ireland, Inc. updated the City of Azusa Housing Element, which was certified in January of 2011. Through the update process, several key areas in the City were identified as ideal locations for future housing opportunities. In addition, the update provided several opportunities to create new residential uses through infill development and reuse of existing structures. Laura Stetson oversaw the project and Genevieve Sharrow served as project manager and lead planner, completing both the Housing Element and CEQA documentation

Contact: Kurt Christiansen, AICP
Community Development Director
213 E. Foothill Boulevard, Azusa, CA 91702
kchristiansen@ci.azusa.ca.us
(626) 812-5262

City of Baldwin Park 2008-2014 Housing Element and CEQA Documentation

Baldwin Park is a suburban city located in the San Gabriel Valley. The City faces challenges with a high cost of living, specifically in regard to housing prices. This issue has required attention in their current Housing Element update in an effort to meet their RHNA allocation, and ensure that a variety of housing opportunities are available for residents of all income levels. The Baldwin Park Housing Element is pre-certified by HCD and will be sent to HCD for final review this month. (The project experienced a long delay pending a comprehensive Zoning Code update needed for certification.) Laura Stetson is overseeing the project. Genevieve Sharrow serves as project manager and lead planner.

Contact: Amy Harbin, City Planner
14403 E. Pacific Ave, 2nd Floor, Baldwin Park, CA 91706
aharbin@baldwinpark.com
(626) 960-4011, ext. 475



City of Monterey Park 2008-2014 Housing Element

Hogle-Ireland prepared the Housing Element for the City Monterey Park for the 2008-2014 cycle. The Monterey Park Housing Element was one of the first housing elements within the SCAG region to be certified by HCD during the last planning cycle. Hogle-Ireland project staff also worked on a focused update to the City's General Plan in 2007. The 2008-2014 Housing Element was certified by HCD in April of 2009. Hogle-Ireland, Inc. has been retained to complete the 2014-2021 Housing Element. Laura Stetson oversaw the previous housing element and will function in the same capacity for the 2014-2021 cycle. Genevieve Sharrow served as lead planner for the previous housing element and will be the project manager for the upcoming housing element.

Contact: Jim Basham, Community Development Director
320 West Newmark Avenue, Monterey Park, California 91754
JBasham@MontereyPark.ca.gov
(626) 307-1315



Proposal to Prepare

City of Garden Grove Housing Element



prepared by



Hogle-Ireland
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