



CITY OF LA HABRA

La Habra Boulevard Specific Plan Update

Proposal | April 12, 2023



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(626) 744-9872 | www.migcom.com

In association with:

The Natelson Dale Group | KOA Corporation | JMDiaz, Inc. | KWC Engineers





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April 12, 2023

Susan Kim, Director of Community and Economic Development
City of La Habra
110 East La Habra Boulevard
La Habra, CA 90631

RE: Proposal for the La Habra Boulevard Specific Plan Update

Dear Ms. Kim and Selection Committee Members:

With great pleasure, MIG, Inc., submits to you this proposal to update the La Habra Boulevard Specific Plan for the City of La Habra. We developed a scope of work to address the unique challenges and opportunities in your community using our combined experience in public engagement, land use and planning, placemaking, project implementation and revitalization, and infrastructure evaluation.

The La Habra Boulevard Specific Plan process offers the opportunity to answer these questions:

- » How can planning promote and encourage the highest and best use of underutilized and vacant properties?
- » How can the City ensure attractive, high-quality private development to promote economic development and enhance local community character?
- » Where are the critical spots to prioritize new streetscape, pedestrian amenities, parks/ open space, and public realm improvements to make the corridor attractive, livable, and sustainable?
- » How should stakeholders and community members be best involved in developing a meaningful and implementable specific plan?
- » Are the concepts in previous planning efforts, including the SCAG Compass Blueprint Report recommendations, viable and appropriate?
- » How might nonresidential redevelopment with increasing intensities and residential development be promoted while balancing infrastructure demand?

With our deep national expertise and local knowledge and experience, the MIG team is the perfect fit for the City of La Habra to lead the La Habra Boulevard Specific Plan. With you, we will guide the community through these questions and any others that will develop over the course of the project. We will help mobilize the forces to answer these essential questions, provide strong project leadership, apply new, exciting approaches to the community engagement and plan development processes.

MIG is a multidisciplinary consulting firm that specializes in urban planning and design, landscape architecture and parks planning, public outreach, consensus building, communications and technology tools and environmental review. MIG will address project facilitation and management, document preparation, urban design, land use planning, streetscape, open space, and community facilities. To augment our capabilities, we have added our frequent partners to the team:

- » KOA to address parking, mobility, and transportation. KOA will build on the numerous infrastructure projects and plans that La Habra has already constructed or planned including the Complete Streets Master Plan.
- » The Natelson Dale Group, Inc., to address the La Habra Boulevard Specific Plan Area's market potential to target viable new development and identify opportunity sites.
- » JMD to understand the infrastructure system in order to provide a comprehensive infrastructure program that outlines future system needs and identifies the resources necessary to finance and implement recommended land uses, mobility, streetscape, and urban design projects.
- » KWC Engineering to determine water supply and provide a water supply assessment.

MIG prides itself on creating specific and unique plan documents. From our experience with over 100 general plans and specific plans, it is evident that each community's character, diversity, and unique needs guide the development of their own plan. Our hands-on approach yields location-specific policies and actions that guide staff, councils, and planning commissions from the first stages of planning through implementation. In a number of cases, we have been asked to continue to work with communities and provide over-the-shoulder advice on implementation practices.

We know La Habra. Our team has a great familiarity with the community and the issues to be addressed and who the participants need to be. MIG has worked with a number of communities with similar demographics as La Habra and the La Habra Boulevard corridor. We have worked with many of La Habra's neighboring jurisdictions. We understand the pressure staff faces with La Habra Boulevard's fragmented development. We can navigate these issues for you and help the community envision an exciting future for La Habra Boulevard.

The **Arrow Highway Corridor Specific Plan** is one recently successful project that is applicable to the La Habra Boulevard Specific Plan. The Arrow Highway Corridor's land use mix strongly resembles La Habra Boulevard's – older strip commercial uses interspersed with recently developed active commercial uses, light industrial/automotive uses tucked between commercial and residential, and older single unit residential interspersed with newer multi-unit housing. The planning process brought a new vision to the corridor: one that encourages mixed use and residential land uses and streetscape improvements to establish identity and high-quality character. More importantly, the Specific Plan provided the impetus for significant redevelopment along the corridor.

The La Habra Boulevard Specific Plan will be turn-key, self mitigating, easily implementable and effective. We will produce graphic and easy to understand materials that the entire community can understand and follow right from the start. We know staff is busy yet wants to be deeply involved. During this project, we intend to be staff's right hand. We will do the heavy lifting and warmly embrace staff's involvement. We are here to make life easier for the City of La Habra staff.

The scope and budget are based on and include all components requested in the Request for Proposals; however, the task organization differs slightly. We welcome the opportunity to work with staff to modify the scope and budget to create the right budget for this project. We understand City staff will be using the proposals to discuss FY 2023-24 budget with the La Habra City Council. If we can provide additional information to assist your discussions, we will be happy to do so.

This proposal shall remain valid for not less than 180 days from April 12, 2023. MIG received and reviewed the Request for Proposals (RFP) with the appendices and the March 30, 2023 responses to submitted questions. MIG's legal name and corporate address are:

Moore Iacofano Goltsman, Inc.

800 Hearst Avenue, Berkeley, CA 94710
(510) 845-7549

Proposal Contact: Lisa Brownfield, Principal
537 South Raymond Avenue, Pasadena CA 91105
office: (626) 744-9872 or mobile: (626) 240-9596 | lisab@migcom.com

MIG reviewed the sample contract and requests the following change to Section 5.6 Indemnification and Hold Harmless:

Notwithstanding the existence of insurance coverage required of **CONSULTANT** pursuant to this contract, **CONSULTANT** shall save, keep defend, indemnify, hold free and harmless **CITY**, its officers, officials, employees, agents and volunteers from and against any and all damages to property or injuries to or death of any person or persons, and shall defend, indemnify, save and hold harmless **CITY**, its officers, officials, employees, agents and volunteers from any and all claims, demands, suits, actions or proceedings of any kind or nature, including, but not by way of limitation, all civil claims, workers' compensation claims, and all other claims resulting from or arising out of the **negligent** acts, errors or omissions of **CONSULTANT**, its employees and/or authorized sub-consultants, whether intentional or negligent, in the performance of this Agreement.

We look forward to an opportunity to work with the City of La Habra on this project. We look forward to creating a plan that will result in positive changes to the La Habra Boulevard corridor.

Respectfully,



Lisa Brownfield
Principal, MIG



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1. Qualifications, Relevant Experience, and References

About MIG

MIG, Inc., improves, adapts, and creates organizations, environments, and tools for human development. We are a community of designers, planners, engineers, scientists, and storytellers who engage people in creative problem-solving and collective action. We believe that the physical and social environment around us have a profound impact on our lives, and this belief shapes the principles that guide our work:

- » Communities can plan their own futures.
- » The world needs an ecological perspective.
- » Great projects work for everyone.
- » Elegant design inspires new thinking.
- » Every project presents an opportunity to advance racial and social equity.
- » All work must be context driven.

MIG is at the forefront of innovation. We are leading local, regional, and national planning and design initiatives to ensure accessibility and equity; engage, educate, and empower people through participatory processes; facilitate strategy development for social change; create playful and inclusive communities; reimagine streets and repurpose infrastructure; revitalize cities and restore ecosystems; and promote environmental stewardship by recognizing that the health of the natural and built world is mutually dependent.

For four decades, MIG has served public and private clients of every size and jurisdiction—from cities, counties, and special districts to regulatory agencies and developers—as a full-service planning and design firm. Our dedicated staff has the background and experience to prepare plans and design documents for a wide variety of projects, including site-specific infrastructure, residential, institutional, mixed-use, and transit-oriented developments; downtowns, corridors, and streetscapes; and broader policy initiatives like specific, general, and regional plans.

FIRM INFORMATION

Year Founded: 1982

Form of Organization: Corporation

14 Offices: Berkeley (Headquarters), Fullerton, Los Angeles, Pasadena, Riverside, Sacramento, San Diego, San Jose, Sonoma, CA; Denver, CO; Brooklyn, NY; Portland, OR; San Antonio, TX; Seattle, WA

Employees: 260+

Financial Strength and Stability: MIG has no debt and has current assets 3.6 times over current liabilities. MIG has no bankruptcy filings, pending litigation, planned office closures, or impending mergers.

AREAS OF EXPERTISE

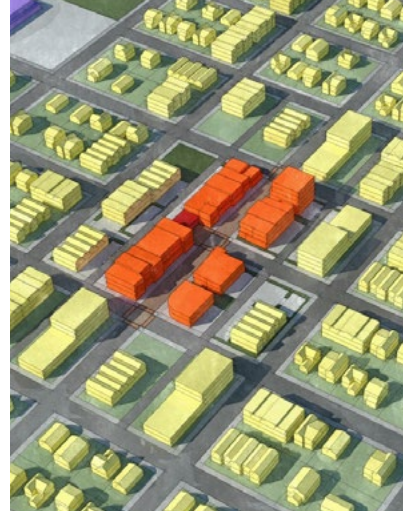
- » Specific Plan and General Plan Update Process Strategy, Policy Development, and Legal Adequacy
- » Zoning/Development Codes and Design Guidelines, and Development Standards
- » Visioning and Community-Based Planning
- » Urban Design, Complete Streets, and Placemaking
- » Sustainability and Healthy Community Planning
- » Community Engagement and Public Outreach
- » Landscape Architecture and Green Infrastructure
- » Environmental Planning and Analysis
- » Web Design and Technology
- » Mapping, GIS Analysis, and Graphic Design

PARTICIPATORY PLANNING

MIG offers a unique combination of community planning, urban design, and public engagement expertise that brings community interests together to frame land use, transportation, and urban design issues. We have a successful track record in preparing General and Comprehensive Plans and developing subsequent efforts like Specific Plans and Zoning Codes that can advance the sustainability, livability, and economic vibrancy of a community. We strive to conduct land use planning in a highly interactive process involving key constituent groups. This process generates a clear and collective vision of development and growth that serves as an inspirational expression of future possibilities, as well as an overarching framework for implementation. Our approach is based on a thorough understanding of existing conditions and guiding regulations; efficiency and accuracy in information gathering and analysis; and creativity and innovation in collaborative problem-solving and strategic development.

COMMUNITY OUTREACH AND PUBLIC ENGAGEMENT

MIG designs and implements multileveled, well-documented community engagement programs aimed at increasing public confidence in decision-making. MIG uses proven facilitation techniques and succinct, easily understood information to ensure that the community and stakeholders understand pertinent issues and that agencies receive meaningful community input. Our public engagement approach enables the community to contribute ideas, solutions, and strategies for addressing issues, which results in supported and successful projects. Prior to COVID-19 constraints on in-person engagement activities, MIG pioneered the use of digital tools to extend the reach of public participation.



ENVIRONMENTAL DOCUMENTATION

MIG's environmental team consists of experienced planners with expertise in the preparation and management of environmental impact assessments pursuant to CEQA and NEPA. We have a proven record of quickly becoming familiar with, and adhering to, local jurisdictional requirements. We ensure that all environmental documents are prepared to meet legal requirements and withstand public scrutiny. MIG staff has managed and prepared all types of CEQA environmental documents, from simple Categorical Exemptions, Initial Studies, and Addendums to complex, multiphase EIRs and EIRs for many of our general plan updates.

INNOVATIVE SKILL SETS

GIS Analysis and Mapping

MIG has the technical and analytical capability to perform a variety of GIS analyses, including land use modeling, site suitability analysis, holding capacity and buildout analysis, data collection and conversion, database creation, and natural resource mapping. We have extensive experience using the ArcGIS family of software products, including ArcMap, Spatial Analyst, and 3D Analyst, and maintain an extensive database of up-to-date geospatial information. We incorporate GIS mapping and analysis into all of the services we provide, such as analyzing GIS data for baseline studies and alternatives analysis. We prepare small maps for documents and reports and large-scale maps for use in our public participation efforts.

UrbanFootprint Scenario Planning

MIG analyzes land use scenarios for identified focus areas using UrbanFootprint to measure the fiscal, environmental, transportation, public health, and community impacts of future scenarios, and output specialized indicators regarding existing conditions and future scenarios. The UrbanFootprint data can be used for discussion with stakeholders and decision-makers regarding the outcomes associated with each scenario. This allows decision-

makers to compare the alternatives and select those that best implement a Community Vision and adhere to General Plan Guiding Principles. UrbanFootprint data can be integrated into GIS and using the GIS output data, we can then create a Preferred Land Use Plan.

Illustrator Mapping

Easy-to-understand and attractive graphics lead to informed decision-making. We use Illustrator to produce easily understood maps that “talk” to not just the technical experts but also the community member and stakeholder. One single base file in Illustrator contains all the different layers of assets, issues, opportunities, and alternative improvements, and will generate multiple maps such as land use, pedestrian activity, edge conditions, etc. Feedback received from staff, stakeholder, and subcommittee members can be iteratively accommodated in all the maps, with minimum use of time and resources.

In-House Customized “Tool Box” Photo Simulations

We have an extensive in-house tool box of development scenarios and streetscape improvements in Photoshop that can be used to create customized photo simulations in an extremely cost-effective manner. Similar to maps, the photo simulations have multiple layers to show how these changes can be phased over time and how different approaches to development and placemaking can be achieved in different ways.

Visualization Tools

Visualization tools can be a valuable aspect of a design process to help members of the public, stakeholders, and City staff compare development concepts to existing conditions. We employ SketchUp to create high-resolution image files that can be used in a PowerPoint presentation, in print materials, or on websites. Using SketchUp, we can create a base model that shows the existing project area buildings, open spaces, and major transit corridors. The model includes limited portions of the surrounding neighborhoods to provide context.

The program can also create alternatives that test variations in building use, height, massing, and location. Each alternative can be placed within the site using the Existing Conditions Model so that viewers can see the relationship between potential design solutions and the existing context of the site. The model can create views for each alternative that highlight key features of, and differences between, the designs.

Interactive Community and Stakeholder Engagement and Outreach

We use social media tools such as Twitter, Instagram, Facebook, and blogs to engage audiences, build relationships, and deliver messages to a broad spectrum of individuals. Use of Survey Monkey, Lime Survey, or Mapita for surveys can help provide important feedback in a well-organized manner from stakeholders and community members who are connected to the internet. We employ electronic polling software for land use and design charrettes.

Polling pads help get feedback when we are testing different ideas for various land use alternatives relating to development scenarios, mobility, placemaking, commerce, social gathering, etc. The use of polling pads provides immediate quantifiable feedback and clearly shows which ideas have immediate and maximum buy-in, which ideas and opportunities have potential for further discussion and improvement, and which land use and urban design concepts are priorities, creating momentum for future implementation. We own all the software needed to successfully implement the polling pads.

Virtual Capabilities

MIG is skilled in the use of virtual project management tools that promote team and client collaboration when in-person meetings are not feasible. We often combine the use of video conferencing (e.g., Zoom and Zoom Webinar) with a digital white board (e.g., Mural) to manage project activities and team member contributions in virtual settings. Multiple digital white boards with managed access can be created to reveal and demonstrate the full array of technical assistance activities being provided. The ability to create a PDF snapshot of the results of each work session provides transparency and documentation while reducing the effort spent on interim summaries and meeting notes. Additional virtual tools, such as Loom, allows for the quick and easy creation of short video files, which can be shared with technical assistance recipients to provide direction and explanation as needed.

About Our Subconsultants

We have included subconsultants with whom we partner frequently to provide specialized expertise in specific plans, economic development and fiscal analyses, mobility planning and traffic analysis, and public infrastructure. They will complement MIG's multidisciplinary internal team.

THE NATELSON DALE GROUP

PO Box 489, Yorba Linda, CA 92885
Roger A. Dale, Managing Principal
(714) 692-9596 | dale@natelsondale.com

The Natelson Dale Group, Inc. (TNDG), is a real estate economic and financial consulting firm established in Los Angeles in 1974. TNDG serves public- and private-sector clients throughout the United States in real estate market forecasts and development feasibility studies; pro forma financial analysis; General Plan and Specific Plan economic studies and policies; economic development strategic plans; and fiscal impact analysis and modeling.

TNDG combines state-of-the-art analytical capacities with the unique ability to craft an “implementable vision.” In TNDG’s experience, land use plans are most effective at transforming communities when they are based on economically feasible development concepts. To be “economically feasible” in a comprehensive sense, a plan must reflect the perspectives of all stakeholders affected by the development process: residents, businesses, and consumers; developers and landowners; and City staff and elected officials. These different perspectives are addressed in the three levels of economic analysis TNDG typically applies to this type of assignment: market demand analysis, financial pro forma analysis, and fiscal impact analysis.

TNDG has completed market/financial feasibility studies and related implementation strategies for **Specific Plan processes** including the Huntington Beach Downtown Specific Plan; Covina Town Center Specific Plan (with MIG); Huntington Park Downtown Specific Plan; Downtown Pomona Specific Plan; Pasadena East Colorado Blvd. Specific Plan; Glendora Route 66 Specific Plan; Fullerton Downtown/Corridors Specific Plan; El Segundo Smoky Hollow Specific Plan (with MIG); Santa Maria Downtown Specific Plan; Big Bear Lake Business District Specific Plan; Rosemead Garvey Avenue Specific Plan (with MIG); San Dimas Downtown Specific Plan; Azusa Station Area Specific Plans; Thousand Oaks Boulevard Specific Plan; Chino Hills Adoro-Belo Specific Plan; and Rialto Foothill Boulevard Specific Plan.

TNDG has completed **General Plan Economic Studies** for the cities of Agoura Hills, Alhambra, Beaumont, Calabasas, Chino, Costa Mesa (with MIG), Garden Grove (with MIG),

La Quinta, Malibu, Monterey Park (with MIG), Ontario, Port Hueneme, Rialto, Redondo Beach, San Clemente, and Santa Paula.

KOA CORPORATION

*1100 Corporate Center Dr, Ste 201, Monterey Park, CA 91754
Carlos Velásquez, AICP, Managing Director
(323) 260-4703 | cvelásquez@koacorp.com*

Founded in 1987, **KOA Corporation (KOA)** is a leading provider in professional services in transportation engineering, mobility planning, and construction management for public agencies and private-sector clients. KOA staff of registered civil and traffic professional engineers, certified transportation planners, certified road safety professionals, project/construction managers, and construction inspectors have a well-established reputation as Transportation Safety Experts. The firm brings a 35-year history in civil engineering, as well as the skills and experiences, from having worked on a wide variety of projects, that will ultimately be beneficial to the City of La Habra. KOA has provided high-value on-call engineering services to Southern California counties and cities including La Habra since 2009, and has been working in the city for over 20 years. KOA has worked on nearly 50 projects in the city that include alley assessment and rehabilitation, parking lot rehabilitation, ADA assessments and transition plans, HSIP traffic improvements, construction management and inspection for various street improvements and water line projects, and staff augmentation services.

JMDIAZ, INC.

*18645 East Gale Ave, Ste 212, City of Industry, CA 91748
Juan M. Diaz, MBA, PE, Founding Principal
(626) 820-1137 | jmdiaz@jmdiaz.com*

JMDiaz, Inc. (JMD), a California corporation, offers a full range of infrastructure planning and civil engineering covering highways, roadways, land development, traffic, and rail and transit projects for local agencies, schools, railroads, and private entities in California. Through the proven experience of its professionals and technical staff, JMD has earned a reputation for quality, commitment, and responsiveness by providing innovative and timely design solutions on projects sponsored by private developers and public agencies.

A certified Community Business Enterprise (CBE), Disadvantaged Business Enterprise (DBE), and Minority Business Enterprise (MBE), JMD offers a wide range of services covering planning, engineering, and management for public- and private-sector clients. These services cover all phases of project development from conceptual design

through construction. Such depth of services is one of JMD's unique and distinguishing characteristics that have contributed to its success.

JMD has extensive City of La Habra experience including On-Call Engineering Services; URPP Bikeway Project; Guadalupe Park Rehabilitation Project; Bonita Park Security Cameras; Community Center Parking Lot Improvement; Lambert Road Mobile Home Parks CM Service; Montwood Park Site Improvements; and Whittier Preschool Site Improvements.

KWC ENGINEERS

*100 E San Marcos Blvd, Ste 330, San Marcos, CA 92069
Steve Nielsen, Water Resources Manager
(951) 734-2130 Ext. 213 | Steve.Nielsen@kwceengineers.com*

Since its incorporation in 1981, **KWC Engineers** has provided professional Civil Engineering and Surveying Consulting Services to public and private clients throughout Los Angeles County, Orange County, Riverside County, and San Bernardino County. More specifically, KWC has delivered many successful public and private capital improvement and land development projects ranging from single utility design and construction services to citywide Water Supply Assessments (WSAs) and large master planned community utility backbone design services.

KWC has worked on all phases of potable water, recycled water, and sewer projects in Southern California and prepared hundreds of water planning studies, design of water storage, pumping, and distribution facilities, and assistance during construction. KWC's Steve Nielsen has prepared 10 WSA reports including current work with the Elsinore Valley Municipal Water District on the preparation of a WSA report for the Lake Elsinore General Plan Update and approximately eight WSA and verification reports for the Otay Water District for development projects in the County of San Diego and City of Chula Vista.

Relevant Experience

The following pages highlight the MIG Team's relevant range of services, recent successes and past performance, and references for project experience dedicated to creating healthy, vibrant, walkable, and sustainable downtowns, town centers, and mixed-use commercial corridors across California and the country. These projects demonstrate our ability to prepare innovative, community-based, and context-sensitive Specific Plans, development and design standards, and other relevant planning, design, and implementation documents, including a range of community engagement, graphic visualization, and CEQA compliance.



Covina Town Center Specific Plan and EIR

COVINA, CA

The Covina Town Center Specific Plan identifies the long-term vision and objectives for private development and public improvements within the Downtown area. Encompassing approximately 236 acres, the Specific Plan establishes land use, transportation, infrastructure, economic development, and urban design strategies to promote TOD, provide increased opportunities for rail ridership, improve first/last mile opportunities, and revitalize and reinvigorate Covina’s Downtown.

The Town Center Specific Plan provides new development standards and incentives for high density/transit-oriented housing, and for the redevelopment/rehabilitation of existing structures, particularly regarding underutilized buildings and properties. Streetscape featuring pedestrian and bicycle enhancements will link the Metrolink station to Covina’s historic shopping district, the local hospital/medical area, and the envisioned maker district known as the FAIR district. These will further the vision of the Specific Plan.

MIG also prepared the Program EIR that streamlines the processing of future development proposals in the Downtown area including transit-oriented development and improvements to the pedestrian and bicycle facilities.

See the Specific Plan online at: https://covinaca.gov/sites/default/files/fileattachments/planning_commission/page/7231/ctcsp_adopted_11-19-19_with_metro_logo_4-10-20.pdf

Reference: Brian Lee, Community Development Director (626) 384-5460 | blee@covinaca.gov

Project Personnel: Lisa Brownfield, Jose Rodriguez, Bob Prasse, Chris Dugan, Phil Gleason



Arrow Highway Specific Plan and EIR

GLENDORA, CA

The Arrow Highway Specific Plan focuses on a two and one-half mile stretch of Arrow Highway within the jurisdiction of the City of Glendora in the San Gabriel Valley, which also travels through the cities of Covina, San Dimas and portions of unincorporated Los Angeles County. The Plan aims to transform the Arrow Highway corridor into a vibrant, attractive and revitalized area that serves the community and the region through a variety of land uses and activities.

The process for developing a specific plan creates a framework that facilitates collaboration between public and private entities, and residents, to direct the future of the corridor. By pairing stakeholders’ input with studies completed by technical experts, the approach is to develop standards that reshape the corridor to better reflect the community’s needs and vision.

This plan facilitates the development of streetscape and urban design features aimed at improving pedestrian and bicycle mobility and creating more dynamic and inviting spaces for the community. Development of this specific plan will also promote collaboration and coordination among the jurisdictions served by Arrow Highway, as the split jurisdictional nature of the corridor requires. **MIG** also prepared the EIR.

See the Plan online at: <https://www.cityofglendora.org/home/showdocument?id=24649>

Reference: Emily Stadnicki, former City Planner, City of Glendora, currently at City of La Canada Flintridge (818) 790-8881 | estadnicki@lcf.ca.gov

Project Personnel: Lisa Brownfield, Laura Stetson, Jose Rodriguez, Bob Prasse, Chris Dugan, Phil Gleason



Duarte Town Center Specific Plan

DUARTE, CA

With no historic town center or central gathering spot, the City of Duarte lacked “sense of place.” Residents desired a pedestrian-oriented place to comfortably shop or stroll along storefronts, relax with friends in a plaza, or come together for community events. In response, the City initiated work on a Town Center Concept Plan with **MIG** to foster the eventual development of such a place in the early 2000s. Adopted by the City Council in 2003, the Town Center Concept Plan envisioned a community-oriented, walkable, mixed-use activity center in the heart of Duarte. In 2012, the City hired MIG to prepare a specific plan to implement that Vision.

The specific plan was envisioned as the mechanism to encourage and promote mixed-use development and set forth a plan for streetscape improvements along an approximate one-mile stretch of Huntington Drive creating Duarte’s core town center area. This area will be enhanced and activated through a variety of public and private sector improvements.

The Duarte Town Center Specific Plan is an action-oriented plan that sets standards and guidelines for new building forms, as well as land use and mobility regulations for activities within the Town Center. The Plan seeks to create a memorable, accessible and economically vibrant Town Center. The Specific Plan is the result of extensive community engagement, planning and design efforts. It builds upon community desires and aspirations from residents, businesses, property owners, stakeholders, City staff, the Planning Commission and City Council.

Resulting from our successful completion of the Specific Plan, MIG was recently selected to prepare the Duarte Town Center Greening and Traffic Calming Plan. The Greening and Traffic Calming Plan represents a critical step toward implementing the Specific Plan with landscape design details needed for the City to contract for roadway construction plans and achieve its goals for attractive multimodal travel corridors, economic vitality, and placemaking. Additional resulting work includes the Duarte Station Specific Plan Amendment and Subsequent EIR.

See the Specific Plan online at: duartetowncenter.com/app_pages/view/94

Reference: Craig Hensley, Community Development Director City of Duarte; (626) 386-6817
chensley@accessduarte.com

Project Personnel: Laura Stetson, Jose Rodriguez, CJ Davis

Poway Road Complete Streets & Specific Plan

POWAY, CA

MIG completed the Poway Road Complete Streets and Specific Plan, a study area of approximately 235 acres. Today the 3 ½ mile corridor is noted for an abundance of under-performing commercial centers. In addition, Poway Road is noted for high traffic volumes and high speeds, and single-story shopping centers with large parking lots facing Poway Road. Most people use the corridor to get to destinations outside the study area. Also underpinning the project is a desire to introduce higher density housing into the corridor and to boost the economic strength of the businesses and reverse the sales leakage to other parts of Poway and northern San Diego County.

The project included an extensive assessment of existing conditions, including economics and market conditions, traffic and mobility, land uses, and connectivity within the study area and to adjacent neighborhoods. MIG worked closely with the community, a 12-person Ad Hoc committee, city staff and the City Council to craft a vision that will transform the corridor into walkable pedestrian neighborhoods over the next 25 years. The project included three community workshops, 10 Ad-Hoc committee meetings, and two City Council sessions.

The MIG Team identified square footages of existing commercial space, determination of which buildings should remain, and a phased plan for eventual replacement of over 50% of the commercial businesses within the 25-year planning horizon of the project. The APA award-winning final plan includes identification of over 1,300 residential units in smart walkable neighborhoods, and 200,000 square foot of new commercial land uses.

See the Plan online at: poway.org/DocumentCenter/View/5245/-Poway-Road-Specific-Plan-?bidId=

Reference: Joe Lim, former Planning Manager with City of Poway; (858) 720-2400 | jlim@cosb.org

Project Personnel: Laura Stetson, Jose Rodriguez, CJ Davis



Smoky Hollow Specific Plan & EIR

EL SEGUNDO, CA

With its mix of lot sizes on narrow streets, the 94-acre Smoky Hollow District's land use pattern and character largely have been shaped by the original industrial uses developed between the 1940s and 1970s to serve the Los Angeles International Airport, aerospace/defense, and refinery industries nearby. With demand for creative office space, the City of El Segundo determined that an updated land use framework was needed to sustain Smoky Hollow's transformation into a regional hub for creative and cutting-edge businesses. **MIG** created a new specific plan for the district that looked to address the conditions hampering broader-based desired change, including lack of parking, aging infrastructure, outdated development regulation, and poor pedestrian and bicycle accommodation. The Smoky Hollow Specific Plan established new zoning standards that allow for adaptive reuse of the "funky" industrial buildings that characterize the district and encourage new construction consistent with the district's look and feel. **MIG** also prepared the EIR.

See the Specific Plan online at: <https://www.smokyhollowspecificplan.com/content/01-introduction-vision>

Reference: Gregg McClain, former Planning Manager; current City of Gardena Special Projects Consultant; (310) 217-9524 | gmcclain@cityofgardena.org

Project Personnel: Laura Stetson, Jose Rodriguez, Bob Prasse, Chris Dugan, Phil Gleason

Fiscal Impact Model & Real Estate Market Forecasts for General Plan Update

COSTA MESA, CA

TNDG prepared a comprehensive fiscal impact analysis as part of the City of Costa Mesa's General Plan update. This process involved development of a user-friendly Fiscal Impact Model (FIM) that is designed to be updated annually based on inputs from the City's budget. In order to develop in the FIM, **TNDG** interacted extensively with City department heads to establish cost forecasting methodologies specific to each department's operations. The FIM was utilized by **TNDG** to evaluate the potential fiscal impacts of various General Plan alternatives/scenarios and to respond to specific questions raised by City Council members during the course of the General Plan adoption process. The model is now utilized by the City as a tool to evaluate the fiscal impacts of proposed development projects and General Plan amendments. **TNDG** also prepared real estate demand forecasts to ensure that the land use assumptions used in the FIM were realistic from a market perspective.

Reference: Daniel Inloes, Economic Development Administrator, City of Costa Mesa; (714) 754-5088 daniel.inloes@costamesaca.gov

Project Personnel: Roger Dale

Circulation & Transportation Element Update

BELL GARDENS, CA

KOA was retained by the City of Bell Gardens to prepare their circulation element update. The project entails re-envisioning the City's transportation network to ensure that the City is positioned for California's Vehicle Miles Traveled (VMT) policy and is more conducive to non-motorized transportation facilities. The Circulation Element update will be incorporated into the City's overall General Plan and will seek to guide the City's transportation policy over the next three decades. For this project, **KOA** staff analyzed the existing transportation network to determine street usage, volumes, and origin-destination pairs. **KOA** also modeled existing and anticipated build-out VMT numbers. As part of the study, **KOA** recommended updated parking and transportation demand management policies, and recommended any streets to be reclassified based on their existing volumes and anticipated usage. Additionally, an assessment of micromobility strategies and microtransit is also included. The study will ensure that the City remains forward-thinking when it comes to transportation planning and policy.

Reference: Chau Vu, formerly City of Bell Gardens, now with City of Huntington Beach; (714) 374-5345 chau.vu@surfcity-hb.org

Project Personnel: Carlos Velásquez

On-Call Professional Engineering Services

LA HABRA, CA

JMD is currently providing On-Call Professional Engineering Services on an As-Needed Basis to the City of La Habra in support of the Department of Public Works/Engineering Division on a variety of Public Works projects. Under this contract, **JMD** designed parking lot expansion improvements at the La Habra Community Center. The project consisted of redeveloping the adjacent site to accommodate 26 new parking spaces including paving, lighting, CCTV cameras, and drought resistant landscaping features. **JMD** also provided professional engineering services for the design of the La Habra Union Pacific Rail Line Bikeway Project from the west City limit to the east City limit. The La Habra bikeway will eventually connect to future bikeways to the west in the City of Whittier (Greenway Trail) and to the east to the City of Brea's bikeway as part of OCTA's Regional Commuter Bikeway Priorities and Orange County Loop Project. The project includes bikeway alignment, drainage, grade crossing equipment upgrades, traffic signal and structural plans for the project. The nearly 3-mile-long bikeway, which is part of the 66-mile-long OC Loop, required close coordination with CPUC, UPRR, and OCTA.

Reference: Michael Plotnik, TE, Traffic Manager, City of La Habra; (562) 383-4162; mplotnik@lahabraca.gov

Project Personnel: Juan M. Diaz, Ivan Salvatierra

ADDITIONAL MIG PLANNING PROJECTS

	POLICY/PLANNING BEST PRACTICES	INNOVATIVE & CREATIVE APPROACH	INTEGRATED COMMUNITY OUTREACH	COMMUNICATING COMPLEX PLANNING & DESIGN CONCEPTS	ASSOCIATED CEQA/EIR	DOWNTOWN DEVELOPMENT	TRANSIT-ORIENTED DEVELOPMENT	NEIGHBORHOOD PRESERVATION	PLACEMAKING AND URBAN DESIGN	ECONOMIC DEVELOPMENT	MULTIMODAL TRANSPORTATION	ACTIVE TRANSPORTATION AND COMPLETE STREETS	SUSTAINABILITY
Los Angeles Great Streets Planning Initiative		●	●	●		●	●	●	●	●	●	●	●
Commerce Green Zones and General Plan and Zoning Ordinance Update, Corridor Specific Plans, and EIR	●	●	●	●	●	●	●	●	●	●	●	●	●
Downtown Santa Monica Community Plan	●	●	●	●		●	●	●	●	●	●	●	●
Santa Monica Land Use and Circulation Element	●	●	●	●		●	●	●	●	●	●	●	●
Whittier General Plan and Zoning Code Update	●	●	●	●		●	●	●	●	●	●	●	●
Long Beach Land Use Element and Placetypes	●	●	●	●		●	●	●	●	●			
Santa Ana General Plan Technical Studies	●	●		●		●	●	●	●	●	●	●	●
Monrovia TOD Development Specific Plans	●	●	●	●	●	●	●		●	●	●	●	●
Washington-National Boulevard Streetscape Master Plan, Culver City		●	●	●		●	●		●	●	●	●	●
Arcadia General Plan, Downtown Plan, and Development Code	●	●	●	●	●	●	●	●	●	●	●	●	●
Baldwin Park General Plan Health and Sustainability Element	●	●	●	●	●			●			●	●	●
Redwood City General Plan, Inner Harbor Specific Plan, and Mixed-Use Zoning	●	●	●	●	●	●	●	●	●	●	●	●	●
Hayward General Plan ePlan	●	●	●	●	●	●	●	●			●	●	●
Lincoln Avenue Specific Plan, Pasadena	●	●	●	●				●	●	●	●	●	
San Pablo Avenue Specific Plan, El Cerrito	●	●	●	●	●	●	●	●	●	●	●	●	●
Heart of Fairfield Specific Plan & EIR, Fairfield	●	●	●	●	●	●	●	●	●	●	●	●	●
Downtown Hawthorne Specific Plan, Hawthorne	●	●	●	●	●	●	●	●	●	●	●	●	●
Metro Gold Line Boyle Heights Transit-Oriented Urban Design Plan, Los Angeles	●	●	●	●		●	●	●	●	●	●	●	
Freedom Circle & Patrick Henry Dr. Specific Plans, Santa Clara	●	●	●	●	●	●	●	●	●	●	●	●	●
Laguna Beach Downtown Plan	●	●	●	●		●	●	●	●	●	●	●	●
El Monte Spectrum Centre Specific Plan	●	●	●	●	●			●	●	●			
Urban Village Corridors Plan, San Jose	●	●	●	●		●	●	●	●	●	●	●	●
Euclid and National Avenues Master Plan, San Diego	●	●	●	●		●	●	●	●	●	●	●	●
Downtown Dallas 360 & TOD Plan, Dallas, TX	●	●	●	●		●	●		●	●	●	●	
Desert Fashion Plaza Redevelopment, Palm Springs	●	●	●	●		●	●		●	●	●	●	●
Blueprint Denver, CO	●	●	●	●		●	●	●	●	●	●	●	●
R Street Urban Design and Development Plan, Sacramento	●	●	●	●		●	●	●	●	●	●	●	●
Downtown San Antonio Hemisfair District, TX		●	●	●		●	●	●	●	●	●	●	●
San Antonio Tomorrow Comprehensive Plan and Neighborhood Area Plans, San Antonio, TX	●	●	●	●		●	●	●	●	●	●	●	●
Charlotte Center City 2020 Vision Plan, 2040 Comprehensive Plan, and North Tryon Visioning Plan, NC	●	●	●	●		●	●	●	●	●	●	●	●
re:Streets Planning Initiative, US Cities	●	●	●	●		●	●	●	●	●	●	●	●

2. Proposed Project Team

Key Personnel and Organization

MIG is proud to present an experienced and motivated team for the La Habra Boulevard Specific Plan Update. Our team members presented in the adjacent organization chart have been selected based on their expertise in their fields of work and their passion for this project. All proposed key personnel are committed to this project for its duration and will not be removed or replaced without the prior written concurrence of the City of La Habra.

PROJECT MANAGEMENT

Lisa Brownfield will serve as Principal-in-Charge/Project Manager and will provide planning and design expertise, team oversight, strategic direction, and quality control for the entire project. Lisa will support facilitation of workshops, charrettes, and other community forums. She will oversee the development of the Specific Plan Update and all technical analyses. Lisa will also serve as the day-to-day client and subconsultant contact and be responsible for overseeing subconsultant deliverables, reviewing draft work products, and allocating project resources, ensuring that the process remains on schedule and within budget. With over 30 years of experience planning for distinctive places, Lisa leads clients, stakeholders, and community members in defining a common vision and detailing how that vision can be achieved. Lisa will be supported by Deputy Project Manager **Roxanne Borzo Bertrand**. Roxanne will bring urban planning and design innovation and extensive multidisciplinary experience to this project to help the City of La Habra stakeholders, staff, and community re-imagine La Habra Boulevard. She helps public and private clients find and define the best path forward on issues ranging from urban design, land use, and transportation to social equity and sustainability. The diversity and depth of her experience allows her to frame discussions, keeping projects moving toward successful outcomes.

KEY TECHNICAL SUPPORT

Our project management team will be supported by a deep bench of highly qualified MIG and subconsultant professionals in specific plans, community engagement, urban design, downtown and town center planning, economic development, transportation planning, parking, civil infrastructure, and environmental planning.

RESUMES

Resumes for our team's proposed key personnel are provided on the following pages. Please refer to Section 4 Fee Proposal for a full breakdown of labor-hour allocation for these key personnel by individual task.

ORGANIZATION CHART



Lisa A. Brownfield

MANAGING PRINCIPAL | MIG

Lisa Brownfield leverages her 30+ years of planning expertise to help public and private clients find and define the best path forward on issues ranging from land use and housing to sustainability, environmental justice, and circulation. Lisa directs and manages projects that create positive change for entire cities and their residents. She is adept at working collaboratively with client staff, ensuring that they have a sense of ownership and accomplishment throughout the planning process. The diversity and depth of her experience allows her to frame discussions, keeping projects moving toward successful outcomes. Whether she's developing a general plan, specific plan, or environmental analysis, Lisa's focus is always on the future and the potential benefits that can be achieved for each community.

Education: MA, Architecture and Urban Planning, University of California, Los Angeles; BS, Urban Planning, California State Polytechnic University, Pomona

Relevant Experience: Arrow Highway Corridor Specific Plan, Glendora, CA; Covina Town Center Specific Plan EIR, CA; Redwood City Inner Harbor Specific Plan, CA; Cudahy General Plan and Zoning Code, CA; Garvey Avenue Corridor Specific Plan, CA; Monrovia TOD Specific Plans, CA; Whittier General Plan and Housing Element Update, CA; Commerce General Plan, CA; Big Bear Lake Moonridge Corridor Specific Plan and EIR, CA

Roxanne Borzo Bertrand

DEPUTY PROJECT MANAGER | MIG

Roxanne Borzo Bertrand is an advocate for change committed to creating spaces that inspire curiosity, facilitate active living, address social issues, and enable policy change. As an urban planner, Roxanne has contributed to a broad range of projects for public agencies, nonprofit organizations, and private firms with work centered around community-driven planning, equity, advocacy, policy, research, and design. Her broad work experience has involved transit-oriented development, BRT and bicycle facilities planning, station area planning, land use planning, environmental conservation, community outreach, and policy writing.

Education: MA, Urban & Regional Planning, University of Colorado Denver; MA, Urban Design, University of Colorado Denver; BA, Environmental Science, Saint Louis University

Relevant Experience: Objective Design Standards for Various Cities; Whittier General Plan, including Housing Element, CA; Santa Fe Springs General Plan, CA; Baldwin Park Housing, Safety, and Environmental Justice Elements, CA; Monterey Park General Plan Update, CA; South Orange County Community College District Educational Master Plan, Mission Viejo, CA; Citrus Community College Educational Master Plan, Glendora, CA

Esmeralda García

STRATEGIC ADVISOR/ENGAGEMENT SPECIALIST | MIG

Esmeralda García is a community planning and public outreach expert whose projects often tackle complex social and economic issues associated with public services and infrastructure, transportation, housing, and urban planning and design. Esmeralda is widely recognized for her ability to reach and connect with communities of diverse backgrounds and cultures—many of whom are underserved and often go unheard. She combines her extensive experience in facilitation and strategic planning with her broad knowledge of planning and communications to bring people together to identify and resolve problems. With her fluency in Spanish and English, Esmeralda is uniquely positioned to articulate challenges, opportunities, and goals for both clients and constituents.

Education: BA, Art History, California State University, Los Angeles

Relevant Experience: Pico Rivera Whittier Boulevard Specific Plan, CA; Pasadena General Plan Implementation - Specific Plans, Design Guidelines, and Zoning Code Updates Public Outreach and Community Participation Program, CA; Los Angeles Great Streets Planning Initiative Urban Design and Outreach Services, Challenge, and Vision Zero Evaluation, CA; Commerce General Plan, CA; Whittier General Plan, CA; San Gabriel Valley Greenway Network Strategic Implementation Plan, Los Angeles County, CA

Laura Stetson, AICP

STRATEGIC ADVISOR | MIG

Laura Stetson's leadership and award-winning expertise in land use planning and zoning has contributed to the thoughtful revitalization of many cities throughout California. The policy documents she helps to craft—general plans, specific plans, zoning codes, and CEQA documents—guide positive change for the people in those communities. If vision is considered both a starting point and overarching goal for planning, Laura's strength lies in taking that vision and mapping out the best routes to implementation. She methodically analyzes and synthesizes the potential implications and outcomes associated with policies that regulate not only how land will be used, but what, where, and how desirable new construction occurs.

Education: BS, Env. Earth Science, Stanford University

Relevant Experience: Pico Rivera Whittier Boulevard Specific Plan, CA; Smoky Hollow Specific Plan Update, El Segundo, CA; Duarte Station Specific Plan Update, CA; Inner Harbor Specific Plan, Redwood City, CA; General Plan Updates for the cities of Arcadia, Atascadero, Azusa, Brea, Baldwin Park, Burlingame, Claremont, Colton, Commerce, Costa Mesa, Cudahy, Cupertino, Desert Hot Springs, La Palma, La Puente, Long Beach, Manhattan Beach, Montebello, Monterey Park, Rancho Cucamonga, Redwood City, Rialto, Riverside, San Carlos, Santa Fe Springs, Torrance, Vernon, Walnut, and Whittier

José M. Rodriguez

GIS DIRECTOR | MIG

José Rodriguez has extensive and varied experience in urban planning. José has been a member of teams preparing general plans, specific plans, zoning ordinances, housing elements, design guidelines, and special planning studies. He provides geographic information system (GIS) management for a variety of projects. He has a high level of expertise in managing advance planning projects. José has experience preparing general plan elements and comprehensive general plan updates for cities throughout California. He has particular expertise with GIS mapping and analysis for these projects, particularly for land use alternatives impact analysis. José has assisted in preparing specific plans, from downtown plans to large master plans, for public agencies and private companies.

Education: MUP, University of California, Los Angeles; BS, Urban and Regional Planning California State Polytechnic University, Pomona

Relevant Experience: Pico Rivera Whittier Boulevard Specific Plan, CA; Whittier General Plan, CA; Walnut General Plan and Valley Boulevard Specific Plan, CA; Monterey Park General Plan, CA; Commerce General Plan, CA; Baldwin Park General Plan and Zoning Code, CA; Santa Ana General Plan Technical Studies, CA; Costa Mesa General Plan and EIR, CA; Brea General Plan, CA

Bob Prasse

CEQA DIRECTOR | MIG

Bob Prasse has extensive knowledge and expertise in urban planning and environmental analyses. A college class on the economics of environment peaked Bob's interest in the factors affecting the built environment, which led to a 35+-year career working with public agencies and developers throughout Southern California. With his analysis, communications, and writing skills, Bob helps clients anticipate and adjust to changing conditions while still meeting project goals related to general and specific plans, zoning ordinances, development reviews, and entitlement services. In addition, he has managed, prepared, and processed CEQA and NEPA documentation for a wide range of planning projects, including large-scale mixed-use communities, public facilities, general plans, retail centers, and warehouse/logistics complexes.

Education: Master of Urban and Regional Planning, University of Southern California; BA, Public Affairs/Urban Planning, University of Southern California

Relevant Experience: Smoky Hollow Specific Plan EIR, El Segundo, CA; Covina Town Center Specific Plan EIR, Covina, CA; Arrow Highway Specific Plan EIR, Glendora, CA; Atlantic Boulevard Improvement Project ND, Commerce, CA; Desert Hot Springs General Plan EIR, Desert Hot Springs, CA; Monterey Park General Plan EIR, Monterey Park, CA; Whittier General Plan EIR, CA

Roger A. Dale

PRINCIPAL | TNDG

Roger Dale has been affiliated with The Natelson Dale Group, Inc. (TNDG) since 1988 and currently serves as the firm's managing principal. His background encompasses the fields of real estate development, economic development, and regional economic analysis. His project experience includes real estate market forecasting, pro forma financial analysis, demographic research and modeling, fiscal impact analysis, downtown revitalization, business retention/attraction, and infrastructure financing programs. He has completed feasibility studies and development strategies for mixed-use projects in Huntington Beach, Rosemead, Alhambra, Monterey Park, Pasadena, Azusa, Covina, Pomona, Los Angeles, Santa Monica, and Fullerton.

Education: B.A. in Economics, Claremont McKenna College, Claremont, CA; M.A. in Resource and Environmental Economics, University of California, Riverside, CA

Relevant Experience: Parks and Recreation Master Plan for City of La Habra, CA; Target Industry Analysis for City of Anaheim, CA; Implementation/Financing Strategy for Downtown Specific Plan, Huntington Park, CA; Market Study and Implementation Strategy for Downtown Specific Plan, Fullerton, CA; Market Study for Downtown Specific Plan, Huntington Beach, CA; Economic Studies for Garvey Avenue Specific Plan, Rosemead, CA; Market Study for General Plan Update, Monterey Park, CA; Market and Financial Feasibility Studies for General Plan Update, Alhambra, CA; Market and Financial Feasibility Studies for East Colorado Boulevard Specific Plan, Pasadena, CA; Market Study and Development Strategy for Gold Line Station Area Plans, Azusa, CA; Development Strategy for Florence/La Brea TOD, Inglewood, CA

Carlos Velásquez, AICP, LCI

MANAGING DIRECTOR | KOA

Carlos Velásquez brings more than 16 years of project experience, specializing in safe routes to school planning and programming, active transportation projects, corridor studies, and roadway operational analyses. He has managed numerous projects for KOA involving: transportation planning, bicycle/pedestrian planning, transit access and operations, and traffic circulation analyses. He has worked on projects addressing bikeway planning and safety education, pedestrian circulation, First Last Mile, Tactical Urbanism, complete streets, and traffic studies. He has been involved in the development of numerous safe routes to school plans, including the LADOT's Top 50 School Plans Project, the City of Burbank's PS&E SRTS Project, and various others. Over the last few years, he has led over fifty walk audits throughout Southern California and has facilitated outreach meetings and presented to city councils and traffic commissions.

Education: MA, City and Regional Planning, University of California, Berkeley, CA (2010); BA, Geography/ Environmental Studies and History, University of California, Los Angeles, CA (2007)

Relevant Experience: Monterey Park Circulation Element for General Plan Update (GPU), Monterey Park, CA; Bell Gardens Citywide Complete Streets, Bell Gardens, CA

City of Burbank Safe Routes to School Planning and PS&E, Burbank, CA; City of Maywood Active Transportation Plan, Maywood, CA; City of South El Monte Rush Street Corridor Plan, South El Monte, CA; LACDPW Community Traffic Safety Plan, Los Angeles, CA; North Lake Avenue Traffic and Pedestrian Safety Enhancement Plan, Pasadena, CA; City of Azusa Local Road Safety Plan (LRSP), Azusa, CA

Juan M. Diaz, MBA, PE

PRINCIPAL CIVIL ENGINEER | JMD

Mr. Diaz has over 38 years of professional engineering experience in the transportation planning and engineering industry. His extensive expertise in highway, traffic, rail and transit engineering has resulted in his management of major highway and rail transit projects in Southern California. Mr. Diaz has conducted studies and prepared designs for numerous agencies including Caltrans, Metro, SCRRA, OCTA, CPUC, NDOT, County of Los Angeles, County of Orange, and numerous local agencies as well as local railroads throughout California and Nevada. His experience includes the analysis and development of PS&E packages for highway, rail transit and freight rail corridor projects.

As a former Metrolink representative and on-call railroad consultant, his experience in coordination with the CPUC has led to more than 500 at-grade crossing and grade separations within the Metrolink systems. His diverse background and experience along with his strong ability in leading community outreach/consensus building efforts has resulted in his direct involvement in the analysis of train/vehicle/pedestrian circulation issues at rail/highway interfaces including interchanges, grade crossings and stations as well as quality of life projects associated with mitigating noise along rail corridors.

Education: M.B.A., Business Administration, 1991, California State Polytechnic University, Pomona; B.S., Civil Engineering, 1986 California State Polytechnic University, Pomona; A.S., Building Technology, 1982 Don Bosco Technical Institute, Rosemead

Relevant Experience: On-Call Professional Engineering Services – City of La Habra; Guadalupe Park Trail and Rehabilitation – City of La Habra; La Habra/UPRR Class I Bikeway – City of La Habra; On-Call Project Management, Staff Augmentation and Municipal Engineering Services – City of San Gabriel; On-Call Engineering Services – City of Glendora; Citywide Analysis and High Priority SR-710 North Mitigation Projects – City of San Gabriel

3. Detailed Work Plan and Schedule

Statement of Approach

The MIG Team’s approach to the La Habra Boulevard Specific Plan builds upon our proven record of developing and implementing successful corridor, streetscape, and urban infill planning and design projects throughout California and the nation. The MIG-developed Specific Plan will provide a cohesive framework and unifying vision for the corridor area. The Specific Plan will be intuitive, user-friendly, and graphically pleasing while providing the technical orientation and tools required to guide the area’s development in the coming years.

MIG’s approach draws from the following components to guide development and transformation of the corridor into a dynamic mixed-use, multi-modal environment:

- » Feasibility of implementation
- » Solutions grounded in economic reality
- » Innovative yet practical zoning
- » Dynamic placemaking
- » A process that engages the whole public, not just the “regulars”

FEASIBILITY OF IMPLEMENTATION

La Habra Boulevard’s successful transition into a vibrant corridor relies on sound, feasible implementation strategies. After working in public agencies, our Principal-in-Charge/Project Manager, Lisa Brownfield, gained a keen appreciation for truly implementable plans with clearly defined actions that can be systematically accomplished. MIG understands implementation. We use proven methods to create real, step-by-step implementation measures tied to timeframes, responsible parties, and potential funding sources. We plan for things to be built. Our scope is structured with development of an Implementation Strategy as a central component of the Plan, not simply as an afterthought.

Building a well-conceived Implementation Strategy commands team-wide focus and will draw on the technical expertise of our entire team. Many components will be used to support formulation of a practical, feasible Implementation Strategy, including a capital projects list, cost estimates, a market demand analysis, tactics for capital financing maintenance funding, and more. In addition to long-term revitalization actions, we will identify opportunities for “quick-win” actions that the City can begin to implement right away to see near-term tangible results.

SOLUTIONS GROUNDED IN ECONOMIC REALITY

Our specific plans are visionary yet grounded in real-world economics. The MIG Team approach will uncover the market realities associated with the La Habra Boulevard Area to ensure that the Plan outlines the most strategic path to facilitating healthy revitalization, growth, and investment in the area.

The Market Demand analysis, led by The Natelson Dale Group (TNDG), will provide insight into economic opportunities and constraints, market-supported land uses and intensities, efficient timing and coordination of infrastructure development, and perspective on economic development strategies. Modeling enables the team to work iteratively to refine Plan concepts to best meet objectives and leverage actual market conditions. To deepen our understanding of appropriate development incentives, our approach also involves a developer’s focus group/stakeholder interviews with property owners, developers, and business leaders. We will work closely with City staff, the development community, and other stakeholders to ensure that potential new growth wisely serves the community.

INNOVATIVE YET PRACTICAL ZONING

In envisioning what the La Habra Boulevard Area could become, the MIG Team brings a wealth of experience in transformative land use planning and innovative zoning. MIG is a noted zoning expert, known for outside-the-box thinking and ability to provide creative solutions without having to rely solely on form-based code. Our team as a whole offers a deep bench of skills in developing community-based goals, policies, and programs, and crafting the forward-thinking regulatory tools to implement these programs. We are designers, innovators, and imaginative thinkers. At the same time, we are “nuts-and-bolts” planners with strong technical skills. Our approach offers practical solutions for land use changes through creative zoning.

MIG is excited to collaborate with City staff to rethink development standards that will better reflect community and stakeholders’ needs and vision for the corridor. As part of this process, we will identify opportunity sites where new uses and activities may occur that are viable in today’s market; consider new types, locations, and intensities of uses; explore adaptive reuse of space in creative ways; examine means of making commercial, auto- and job-creating uses more viable and productive; explore opportunities for inserting additional housing and mixed-use; and ultimately, organize land uses into more cohesive and complementary patterns over time. Our techniques will incrementally create a true mixed-use corridor and improve the livability, sustainability, and economic vibrancy of the area.

DYNAMIC PLACEMAKING

MIG is passionate about creating truly great urban and streetscape environments that result in beautiful, lively, and sustainable places for people. Our approach emphasizes the idea of “placemaking,” which is more than an assemblage of buildings, plantings, and public spaces. Rather, it is a deliberate urban choreography that encourages both social interaction and community identity to create meaningful spaces. As streetscape and park experts, MIG also understands how to make streets vibrant, multi-modal places for commerce, recreation, and living. In partnership with KOA, TNDG, and JMD, the MIG Team represents a powerful force of design savvy, technical prowess, and market/economic feasibility.

We will propose recommendations for practical streetscape and public right-of-way improvements. MIG will work closely with staff and stakeholders to examine possibilities for making the corridor more transit and bicycle friendly, and in focused areas, more pedestrian friendly. To help stakeholders visualize design possibilities, we will create a graphically rich portfolio of design concepts tailored to the La Habra Boulevard Area. This “will convey examples of core urban design components such as urban form, building massing, public spaces, sustainable streetscape design and gateways. Our approach emphasizes design education and collaborative decision making to ultimately achieve tangible private and public realm improvements that complement each other.

COMMUNITY-DRIVEN SOLUTIONS

MIG is nationally known for creating innovative, inclusive public engagement programs that reach deep into the community. The La Habra Boulevard Specific Plan program draws on this extensive experience. We propose to conduct stakeholder meetings, multiple citywide workshops, online surveys, and pop-up sessions at local events such as the Tamale Festival, Concerts in the Park, and La Habra Races. The public engagement program is proposed to have a strong social media presence through the City’s website, social media (English and Spanish), and Eblasts. Our program is initiated with a meeting to discuss community engagement options and will result in a Public Engagement Plan that specifically identifies events, target audiences, and timing. MIG proposes a series of hands-on study sessions with the Planning Commission (and other commissions as appropriate) and the City Council, which can be scheduled at critical decision-making points. MIG’s proposed events, surveys, meetings, and engagement tools allow this planning process to reach deep into the community and allow the community to drive the specific plan solutions.

Background

La Habra is the northwestern-most jurisdiction in Orange County. Its immediate neighboring cities are Whittier and La Habra Heights (Los Angeles County) and Brea and

Fullerton (Orange County). While served by a series of north-south and east-west arterial roadways, La Habra does not have immediate access to the nearby freeways. La Habra Boulevard, once known as Central Avenue, is a curious corridor that varies its complexion along its route while it provides links between the adjacent cities and to significant north-south roadways. La Habra Boulevard, a secondary arterial highway, is not considered a congested route, yet it is a busy four-lane road with little pedestrian activity. In some portions, landscaped medians and sidewalk plantings provide aesthetic relief. On-street parking occurs sporadically, and street widths vary throughout the corridor. OCTA provides service via Routes 129, 29, and 143. Uses along La Habra Boulevard can be characterized as fragmented. The corridor is edged with single- and multi-family homes; and small-format commercial uses such as fast-food and full-service restaurants, auto service shops, convenience markets, discount stores, strip commercial centers, and some vacant and underutilized parcels. For the most part, land use patterns are scattered haphazardly and do not contribute a sense of “there.” Civic and public uses like the City Hall, Library, and schools may provide the basis for a sense of place. Some uses are built to the property line, while others have landscaped setbacks or parking lots adjacent to the roadway. Architectural style and building massing vary greatly; single-story commercial and residential structures are often interspersed with more recently constructed multiple story multi-unit housing and dominant religious structures. The corridor presents itself as a longer arterial with a mix of uses and few placemaking open spaces and community gathering places.

The City has and continues to seek an improved corridor as evidenced by the multiple studies and plans conducted over the past 35 years. The plans include but are not limited to redevelopment plans, specific plans, Complete Streets Master Plan, Boulevard of Bells booklet, and a Southern California Association of Governments (SCAG) funded Compass Blueprint Plan. To date, some of the past planning efforts have been fruitful and resulted in limited use, streetscape, and roadway improvements. Other areas will benefit from change. A necessary part of comprehensively transforming La Habra Boulevard into a vibrant, functional corridor with a more unified look and feel may involve thinking of the corridor as a series of nodes or districts supported by well-maintained older housing and infusion of new multi-unit housing.

While not an uncomplicated endeavor, the MIG Team can address all the facets that help achieve the community’s vision. Our team includes urban planners, streetscape designers, landscape architects, traffic and civil engineers, and economists who work frequently together to help communities achieve the practical. We enjoy creating great, functional plans that result in development, which adds long-lasting value. That is the goal for the La Habra Boulevard Specific Plan (LHBSP).

LA HABRA BOULEVARD – CHALLENGES AND OPPORTUNITIES



La Habra Boulevard is characterized by a fragmented mix of old v. new, one v. two-story, and vibrant new uses v. vacant opportunity sites. This Specific Plan will capitalize on what is working well and placemaking landmark uses to increase economic viability, add new housing opportunities, and enhance community character cohesion.

Scope of Work

TASK 1: DISCOVERY AND VISIONING

1.1 Project Initiation

Kick-off Meeting and Specific Plan Area Tour. The MIG Team will meet with City staff to kick off the project and outline overall expectations and desired project outcomes. This meeting will also provide an opportunity to:

- » Review and confirm the draft work scope and project schedule;
- » Discuss project goals, opportunities, and constraints;
- » Discuss available and relevant background information and documents (based on a data needs list provided by MIG);
- » Discuss the components and approach for the Community Engagement Plan at a high introductory level as a base for the subsequent Community Engagement Plan meeting; and
- » Discuss and confirm communication protocols and project management.

The MIG Team and City staff will also tour the Plan area to document conditions and discuss opportunities. The MIG Team will have up to six staff persons attend the kick-off meeting and tour. The City will be responsible for developing the tour route/stops and providing the tour transportation.

Project Branding. MIG will work with City staff to develop a project brand that includes logo design and tagline (optional), brand identity, document templates, and a color scheme to be used throughout the LHBSP update process. This step is important to clearly communicate the information presented as associated with the City's efforts to facilitate development along the corridor. MIG will develop up to three logo designs/tagline for selection by City staff. The budget assumes the selected logo, tagline, templates, and color scheme will be revised once to accommodate City staff comments, if a single preferred "look" is not initially selected.

1.2 Project Website

MIG will create a stand-alone micro-website that will contain current project status information, downloadable documents and presentations, and a method to send information and input to appropriate City staff. The website will be seamlessly linked to the City's main website but will utilize MIG's suite of web-based tools, known as TownSquare™. MIG will provide reporting of site statistics and network performance as requested by City staff. This will be an interactive website that can be preprogrammed for a variety of devices and settings.

The website will be used throughout the LHBSP update process. This includes ongoing website updates and technical website/IT support. MIG retains ownership of all underlying software and publishing tools. Reporting of site

statistics, usage and network performance will be provided at the request of City staff, but no more frequently than yearly.

1.3 Data Collection and Base Mapping

In preparation for the Technical Studies drafting, MIG will prepare a list of requested data and materials for the City to provide. The data and materials will address both GIS and technical needs. MIG anticipates that the following GIS material will be requested: existing land use, General Plan land use designations, zoning, existing dwelling units per parcel, existing jobs or non-residential square footage per parcel, street centerlines, and County Assessor data. Building footprint and height attributes are also desirable, if available. All information will be assumed to be accurate and up to date. MIG, in coordination with the City, will also define and format a series of base maps for use throughout the Specific Plan Update process. These base maps will include existing conditions information, such as existing land use, zoning, circulation, and environmental information. MIG will ensure all maps have a uniform style, legend, and title block.

At the culmination of the project, MIG will provide the City with the GIS maps and associated files developed during the process. All GIS data and mapping prepared for the Specific Plan will be developed consistent with City protocols and data formats to ensure easy integration into the City's information system upon project completion. City staff will be responsible for providing GIS data, coordinating on formatting and metadata protocols, and reviewing and providing feedback on the base maps.

The plans and reports provided in the City's RFP package will be reviewed to determine if additional technical data may be needed. If so, MIG will prepare a data needs list.

1.4 SB 18 and AB 52

In accordance with the Native American Tribes and Cultural Resources Management law (SB18), local agencies are required to coordinate with local Native American tribes in a government-to-government manner. SB 18 requires consultation invitations to be transmitted to the identified tribes at the initiation of the Specific Plan project, then requires notification/invitation to review draft documents and participation in the public hearing process. In addition, if requested, SB 18 requires jurisdictions to meet with the local tribe that request consultation. The law does not provide for archaeologists or consultants to conduct SB 18. Similarly, AB 52 requires correspondence with identified local Native American tribes. MIG will provide direction, letters/templates for City staff to mail/distribute throughout the LHBSP process, and assistance with consultation as required by law. Where SB 18 and AB 52 correspondence can be combined, they will.

1.5 Ongoing Team Coordination

Client Coordination Calls and Meetings (26 months)

Key MIG staff will facilitate conference calls (online meetings) twice a month with the City to coordinate on the project,

discuss strategies and work products, and schedule near term items and data needs. MIG Principal-In-Charge/ Project Manager Lisa Brownfield will attend each of these calls. Additional technical staff will be included related to their tasks or work products, as needed. As such, the budget assumes a reasonable level of involvement for all team members during the duration of the project. City staff will be responsible for reviewing draft agendas and participating in calls.

In addition to the bi-monthly coordination calls, the core project team will meet quarterly with City staff in La Habra (or digitally) to discuss the project, refine the schedule and outreach plan, and strategize about upcoming events or milestone documents. The budget assumes eight of these meetings will occur during the duration of the project. City staff will be responsible for securing meeting space, reviewing draft agendas and participating in the meetings.

Ongoing Project Management (26 months)

MIG will have the lead role managing the process to ensure the project remains on budget and schedule. This task accounts for MIG's project management and coordination with both City staff and the subconsultant team, as well as regular invoicing, schedule, and budget management.

Other Agency Meetings (5)

MIG will coordinate with other public agencies and/or City Department Directors/Staff throughout the Specific Plan Update process. This task includes up to five meetings with other agencies and/or City Department Directors/Staff during the project. This task will allow MIG to have flexible and timely engagement with key stakeholders that may have specific issues or require in-depth conversations with the project team.

Deliverables

- » Data needs list
- » Kick-off meeting agenda & summary
- » Project meeting agendas, attendance & summary notes
- » Base map template
- » Document templates
- » Project branding materials (logo & tagline development)

TASK 2: COMMUNITY ENGAGEMENT

2.1 Community Engagement Plan and Plan Meeting

The MIG proposal identifies specific workshops, meetings, and events. The proposal also suggests study sessions, meetings, or other events that may be enacted based on City preference. As such, MIG and appropriate City staff will meet at the project outset (in addition to the Project Kick-off Meeting) to discuss the specified and suggested community engagement events to determine the appropriate course of action. Subsequent to this meeting, MIG will prepare a detailed Community Engagement Plan

outlining events and activities by task. The Community Engagement Plan will be integrated into the final work program and schedule.

2.2 Stakeholder/Focus Group Interviews

MIG and TNDG will conduct two sets of Stakeholder/Focus Group Interviews, as described below.

Development Community Interviews. To complement the statistical aspects of the baseline economic profile and real estate market analysis, TNDG will conduct a focus group meeting with the development community (selected developers and property owners) as part of the overall community outreach program. This meeting would focus on the financial and other practical challenges associated with development in the Plan area, and to identify the real-world incentives that would be most effective in encouraging targeted project types. TNDG will coordinate with City staff to create lists of developers and property owners to invite to the meeting. As appropriate, TNDG would also conduct one-on-one interviews with selected business owners or developers to further develop ideas discussed during the initial meeting.

Stakeholders' Vision Interviews. The MIG-led interviews will be conducted to review the area profile and the market demand analysis and to ascertain stakeholders' ideas and vision for La Habra Boulevard. Up to six hours of one-on-one or group interviews with community affinity groups will be conducted by MIG. The stakeholder/focus group interviews are one of the three requested meetings/workshops in the RFP's Task 3 description. These discussions may be conducted as in-person meetings or on a digital format such as Zoom. MIG will work with City staff to determine who should be invited (for example, representatives from City Council or La Habra Commissions, Chamber of Commerce, La Habra Collaborative, local service clubs (Kiwanis, Lions, Soroptimist, etc.) recreation organizations (softball, biking, soccer), arts/culture (Children's Museum, Depot Theater), faith-based organizations, etc.) City staff will be responsible for contacting the interviewees, coordinating interview times, and securing a meeting room (if in person). MIG will prepare interview questions, agendas, and a meeting summary for City staff review/comment. One round of review/comment has been budgeted.

2.3 Community Engagement Workshop Series, Online Surveys, and Pop-Ups

MIG will lead three community engagement workshops and associated online surveys: Vision for the Future, Exploring Alternatives, and La Habra Boulevard Specific Plan Open House. MIG will also lead a community engagement "pop-up" for the Preferred Alternative. All materials will be provided in both English and Spanish.

Vision for the Future Workshop

The first workshop occurs after completion of the Technical Studies. The purpose is to provide a project overview and better understand the community's

vision by soliciting input on opportunities, challenges, and desired outcomes. This is the second of the three requested meeting/workshops as part of the RFP’s Task 3 description. MIG will develop a process and unique exercises to identify assets or concepts for improving the area. This workshop will provide input regarding community interests that will help in the development of the draft alternatives. MIG will prepare the meeting agenda, Power Point presentation, meeting materials, exercises/activities, and workshop summary. One round of review/comment has been budgeted. MIG will provide two English-speaking facilitators and one Spanish-speaking facilitator; City staff will provide assistance, which may include facilitation or recording, sign in/welcome, and minor meeting preparation and clean up. City staff will be responsible for securing a meeting facility and meeting refreshments.

Exploring Opportunity Sites and Alternatives Workshop

The second citywide workshop occurs during the Alternatives task to solicit input regarding the draft alternatives. MIG will develop an engaging, interactive workshop format to better understand community preferences. The workshop will feature Alternatives Visualization and Renderings (described below). The participants will provide input to select a preferred alternative or identify key components of the preferred plan. MIG will prepare the meeting agenda, Power Point presentation, meeting materials, exercises/activities, and workshop summary. One round of review/comment has been budgeted. MIG will provide three facilitators — two English-speaking and one Spanish-speaking; City staff will provide assistance, which may include facilitation or recording, sign in/welcome, and minor meeting preparation and clean up. City staff will be responsible for securing a meeting facility and meeting refreshments.

La Habra Boulevard Specific Plan Open House

The third workshop focuses on the Administrative Draft Specific Plan; its purpose is to solicit input and confirm that we “heard” the community correctly. This workshop will be formatted as an open house event with engaging, interactive stations. MIG will prepare the meeting agenda, meeting materials, exercises/activities, and workshop summary. One round of review/comment has been budgeted. MIG will provide three meeting facilitators – two English-speaking and one Spanish-Speaking; City staff will provide assistance, which may include station/activity direction, sign in/welcome, and minor meeting preparation and clean up. City staff will be responsible for securing a meeting facility and meeting refreshments.

Workshop Associated Online Surveys

MIG will prepare online engagement surveys (English and Spanish) that coincide with each citywide workshop. These qualitative surveys will be developed using MIG’s proprietary survey tools that are backed by decades of social research. This suite of tools allows us to fully

customize the surveys, so they gain the most accurate input available. The surveys will reflect the materials presented and the questions asked during the in-person workshops. MIG will incorporate the online survey findings into the workshop summary. The Vision for the Future Survey is the third of the three meetings/workshops.

Preferred Land Use Alternative Pop-Up

After the Exploring Opportunity Sites and Alternatives Workshop and presentations/study sessions with the Planning Commission and City Council, the draft Preferred Land Use Alternative will be generated. The draft Preferred Land Use Alternative will be presented to the community at a “Preferred Land Use Alternative Pop-Up” engagement event. Pop-up engagement events are a more casual way of hearing from community members, especially those who do not typically attend traditional workshops or meetings. The Preferred Land Use Alternative Pop-Up event will be conducted in a location where people already spend time such as a popular park, farmer’s market, community event (Tamales Festival, Earth Day), or on La Habra Boulevard. The Pop Up event will be designed for people to interact with the material for any length of time. If the participant has five minutes or an hour, the event can accommodate the participant’s busy schedule. The Preferred Land Use Alternative maps, illustrations, and other visuals will be presented in a highly graphic, colorful format with participants voicing their preference through hands-on activities. Community members who have participated in previous LHBSP events will be notified of the Pop-Up event through email or social media. Thus, their participation will be ongoing, while the Pop-Up event attracts others who have not yet participated. MIG will provide materials in English and Spanish and will provide three Pop-Up facilitators (both English- and Spanish-speaking).

2.4 Graphic Visuals and Renderings

The MIG Team will create compelling visualizations and renderings to support the alternatives development and analysis, and the related workshop/survey. MIG has an array of visualization tools to help the community understand and collaborate on the future vision of La Habra Boulevard, ranging from photo-realistic animations, photo simulations, interactive virtual models, and conceptual artist renderings. Thus, final graphics could be rendered in any of those styles based upon preferences of the City and community. A list of visualization and rendering products, confirmed during the Community Engagement Plan meeting, may include:

- » Maps, diagrams, infographics, and process diagrams/ flow charts
- » Vignette sketches
- » "Before and after" street-level visualizations
- » Bird's-eye perspectives and sections
- » Site plans and sections

Up to 20 graphic visuals will be included with one round of review and comment for each; this may include illustrative streetscape plans but excludes CAD-based concept design drawings. The number and types of visual graphics will be determined during the Community Engagement Plan meeting.

Additionally, MIG anticipates using a variety of graphic communication techniques throughout the public engagement process. MIG has a wide array of graphic styles and tools to help the community understand and collaborate on the future vision:

- » **Graphic Recording** actively summarizes participants comments in real time, allowing visual connections and references to occur while the meeting facilitator continues to conduct the community meeting. Graphic recording lets the participants know that the facilitators have “heard” and understand their comments.
- » **Digital Sketching** presents ideas early to participants in a way that communicates content with a graphic style that emphasizes the conceptual level of refinement. Digital sketches can provide cost-effective means to portray specificity on early design concepts.
- » **Stylized Diagram.** Some concepts require a less experiential graphic style, one that overlays themes of information and uses false color to highlight key elements.

2.5 Study Sessions

Planning Commission/Other Commissions Study Sessions (3)

MIG proposes three Planning Commission/Other Commissions Study Sessions to be conducted throughout the Plan’s development. The Study Sessions are intended to be “roll-up-your-sleeves” productive two-hour work sessions. MIG will present reports, technical memoranda, and community input for the Commission(s)’ consideration. MIG will facilitate discussions allowing for the Commission(s) to provide comment and recommendations. The Commission(s) recommendations will be summarized and forwarded for City Council consideration. Scheduling of Study Sessions will be determined when the Community Engagement Plan is created. MIG will prepare the agenda, study session materials (some of which may have been developed as part of other tasks), and a brief summary. One round of review has been budgeted.

City Council Study Sessions (3)

The City Council sessions’ intent and structure will be similar to those of the Commission(s)’. MIG will present the technical study key findings, community input, and Commission(s)’ recommendations for consideration. MIG will facilitate each two-hour session allowing for the City Council to provide its comments and recommendations. The City Council’s recommendations may inform the vision, draft alternatives, opportunity sites, preferred concepts, and overall plan development, as appropriate. Scheduling

of Study Sessions will be determined when the Community Engagement Plan is created. MIG will prepare the agenda, study session materials (some of which may have been developed as part of other tasks), and a brief summary. One round of review has been budgeted.

Deliverables

- » Draft Community Engagement Meeting & Plan
- » Final Work Program & Schedule
- » Development Community Stakeholder/Focus Group Meeting
- » Stakeholders’ Vision Focus Group Meeting, agenda, questions, & summary (1 round of review)
- » Three Community Engagement Workshops including agendas, presentations, workshop materials, & summaries (1 round of review)
- » Pop-Up Engagement Event including interactive materials & summary (1 round of review)
- » Study Sessions materials/summary, total of six 2-hour sessions (1 round of review)
- » Graphic visuals (1 round of review and comment for each)

TASK 3: LA HABRA AND LA HABRA BOULEVARD TODAY (TECHNICAL STUDIES)

3.1 Area Profile — Land Use, Demographic, Economic

MIG and TNDG will comprehensively and concisely summarize existing conditions technical information to support the Specific Plan and EIR’s preparations. We will examine:

- » Land use trends and patterns, sub-corridor character, public spaces, and opportunity sites. MIG will use the City’s GIS land use database with windshield survey field checks and aerial photograph review, as necessary.
- » Building footprints (as provided) to determine existing densities and floor-area ratios, and building heights
- » Historic resources, as appropriate
- » Parks, recreation, open space facilities and geographical service areas for each facility
- » Population and households (existing and projected)
- » Key demographic characteristics of the resident population (including income levels, age distribution, racial/ethnic distributions, occupation, and educational attainment)
- » Employment (i.e., jobs based in the Plan area), segmented by major industry type
- » Existing retail/restaurant sales by category (including estimates of existing leakage or attraction by category)

The Area Profile will rely heavily on maps, tables, and other graphics to supplement written text to increase readability for community members who are not familiar with documents to the Area Profile.

3.2 Market Demand Technical Study

Building on the baseline economic analysis, the real estate market study will quantify immediate and longer-term development opportunities within the Plan area and identify policy measures necessary to achieve these potentials. The market analysis will provide an important “reality check” on stakeholder expectations regarding future development in the Plan area; it will also inform the consultant team’s implementation recommendations.

Using CoStar data, TNDG will profile existing market conditions in the Plan area in terms of current vacancy levels and lease rates, historic and recent development/absorption trends, and prevailing land values. Where appropriate, market conditions in the Plan area will be compared to regional benchmarks.

Given that implementation of the updated LHBSPP will likely focus on infill/redevelopment opportunities, the market study will include an evaluation of potentials for intensifying and revitalizing older commercial sites. To appropriately focus the market study effort, TNDG would coordinate with City staff and MIG early in the process to identify key sites or parcels within the Plan area where initial development or redevelopment is most likely to occur. TNDG’s market analysis will include the following land use categories:

- » Retail/restaurant/entertainment
- » Office and local services
- » Industrial (secondary emphasis in market study, mostly for context)
- » Housing (various densities and product types, including market-rate and affordable)
- » Mixed-use development incorporating combinations of the above land uses

The demand projections for each land use will be based on TNDG’s proprietary demand forecasting models. The projections will be phased over a 20-year forecast horizon and expressed in terms of potential absorption of dwelling units, commercial square space and associated acres by year.

3.3 Streetscape, Landscape, and Community Character Technical Study

MIG will assess existing conditions of La Habra Boulevard in terms of landscape health and appearance, site furnishings, median and parkway improvements, sidewalks, treewells, wayfinding and signage, crosswalk pavement conditions, and lighting. We will also evaluate potential opportunities to enhance the Boulevard with upgraded drought tolerant planting; efficient sustainable irrigation; LED street and pedestrian lighting; targeted pavement enhancements; themed art elements; city monument signage; planters; banners; trash receptacles; benches, shaded bus shelters and overall branding.

3.4 Open Space, Parks, and Community Facilities Technical Study

MIG will identify type, size and location of existing, desired, and proposed community facilities including parks, centers, open space, public realm or vacant parcels along the boulevard that could be enhanced through landscape improvements. We will indicate the steps required by the City to develop, maintain and improve these amenities.

3.5 Parking and Transportation Technical Study

Parking. KOA will retrieve existing parking requirements within the La Habra Boulevard Specific Plan area. Furthermore, KOA will work with a professional counting company to acquire parking supply quantities and demand. Parking demand numbers will be acquired for two periods, typical weekday and Saturday conditions.

KOA will develop a tailored parking demand rate based on the weekday and weekend demand and the land use profile. Using that rate, KOA will determine future parking demand based on proposed land use and development changes.

Based on the anticipated parking demand, KOA will determine if there is an anticipated parking surplus or shortfall and work with the City to lay out strategies to improve parking access and supply.

Transportation (Non-CEQA Assessment). In preparation for or as part of the environmental review process, KOA will establish baseline conditions by collecting turning movement counts at 16 signalized intersections along La Habra Boulevard. KOA will develop a traffic analysis model to determine existing traffic conditions along the corridor.

For any proposed land use changes, KOA will conduct a trip generation assessment to determine the anticipated number of trips as part of any land use changes.

Depending on anticipated build-out year, KOA will use general anticipated traffic growth patterns to determine future baseline vehicle volumes along La Habra Boulevard. KOA will aggregate future baseline volumes to anticipated vehicle volumes generated as part of proposed land use changes and determine Future Specific Plan traffic conditions.

This analysis will provide information on anticipated traffic operational changes at intersections along La Habra Boulevard and provide insight areas of potential gridlock and outline improvement treatments to facilitate traffic flow.

Mobility, Complete Streets. KOA will work with MIG to explore what innovative measures can be incorporated on La Habra Boulevard to improve active mobility and safety. KOA understands that the City recently adopted its Complete Streets Plan, which includes a toolbox of elements and outlines potential improvements along La Habra Boulevard.

Based on field reviews, existing infrastructure deficiencies and assess opportunities for mobility improvements, KOA will explore any potential roadway modifications, intersection improvements, and other connectivity improvements that will facilitate access and safety to and from La Habra Boulevard.

3.6 Infrastructure Development and Public Services Technical Study

JMD will gather available information from MIG, the City, and other sources pertaining to existing and proposed infrastructure and public services within the Plan area.

3.7 La Habra and La Habra Boulevard Today Summary/Memo

Based on our review of the data sources noted above, MIG will prepare a summary report highlighting the technical studies' key findings. The summary will be highly illustrative and comprehensively summarize conditions today that point toward the challenges to be addressed in the LHBPS update. It will also serve as the EIR's existing setting sections. The summary/memo will be structured in parallel to the technical study chapters outlined above. MIG will electronically submit the summary/memo to City staff for review. Upon receipt of a single document that consolidates and reconciles all City staff comments, MIG will prepare the final document. The budget allows one round of review.

Deliverables

- » Admin Draft and Final Area Profile and Technical Studies (1 round of review)
- » Draft and Final La Habra and La Habra Boulevard Today Summary/Memo (1 round of review)

TASK 4: ALTERNATIVES AND PREFERRED PLAN SELECTION

4.1 Opportunity Site Analysis/Visualization

Initially, MIG will work with the public and City staff to identify portions of the corridor that are working well and are not anticipated to significantly change. These areas will be subject to "maintenance and support" policies developed as part of the Specific Plan.

Using the land use and economic data obtained in the Area Profile, other Technical Studies, and housing unit mix and sites identified in the Housing Element, MIG will work with City staff to determine sub-corridor areas that will benefit from revitalization and or reuse. MIG, TNDG, and City staff will identify key sites or parcels within the Plan area where initial development or redevelopment is most likely to occur and become opportunity or catalyst sites for commercial, mixed-use, and/or residential use. Opportunity sites will highlight larger-scale development opportunities. In MIG's early Plan area reconnaissance, larger vacant or underutilized sites to be considered are located near Harbor Boulevard, Hillcrest, and Willow intersections with La Habra Boulevard. Additional smaller sites will be identified upon further consideration.

Once sites are identified, MIG will work with City staff to determine possible land uses, building massing/heights, and other characteristics to consider for graphic visualization alternatives.

4.2 Urban Footprint Land Use Analysis and Alternatives Analysis

MIG will analyze land use scenarios for the Plan area using UrbanFootprint. UrbanFootprint software includes analytical engines that measure the fiscal, environmental, transportation, public health, and community impacts of land use scenarios. MIG will develop two scenarios for up to four focus areas. The UrbanFootprint data will be used for discussion with City staff, Planning Commission, City Council and the public regarding the outcomes associated with each scenario. This will allow the alternatives to be compared and those best implemented to be identified and discussed during the public engagement events.

In addition to highly graphic land use alternative maps, UrbanFootprint can produce comparative tables and graphics for the various scenarios to illustrate, for example, jobs generated, relative water consumption, vehicle miles traveled, energy use, or other indicators of interest.

4.3 Alternatives Design Charrette

As part of the Opportunity Sites Analysis/Visualization and the Urban Footprint Land Use Analysis and Alternatives Analysis tasks, MIG, key consultant team members, City staff will meet for an intensive "roll-up-your sleeves" 2.5-hour Alternatives Design Charrette conducted in MIG's Pasadena office. The land use, Urban Footprint, and other data (including community, Commission, Council preferences) will be reviewed. The Charrette participants will then propose and vet land use concepts for inclusion as alternatives. At the end of the charrette, we will have a very strong understanding of the alternatives components for further study and public vetting.

4.4 Alternative Analysis/Summary

Based on the previous technical analyses and the Alternatives Design Charrette, the proposed land use components will be refined into up to three formal land use alternatives. The technical information generated earlier will be refined to reflect the formal land use alternatives. In addition, the alternatives' analysis will consider public realm improvements (sidewalks, public amenities, and street parking). Opportunity sites and the land use alternatives will be graphically depicted by visualizations and other visual tools as determined in the Public Engagement Plan. The technical analysis and the visualizations will be summarized in a Land Use Alternatives Summary document for City staff review. Upon receipt of one document consolidating all comments, the Land Use Alternatives Summary document will be revised once and provided to City staff for distribution to the public, Planning Commission, and City Council for use in the Commission(s) Study Session, City Council Study Session, and the Exploring Opportunity Sites and Alternatives Workshop.

4.5 Preferred Plan Alternative

On rare occasions, the Commission's, City Council's, and the public's input points strongly to one alternative. However, most communities like something from Alternative A, something else from Alternative B, and a third component from Alternative C. If this is the case, preferred components will be combined and refined to create the Preferred Plan Alternative. Similarly, the buildout analysis will be revised to reflect the single alternative. The Preferred Plan Alternative analysis will be provided to the City electronically for City staff review and comment. The Preferred Plan Alternative will be revised upon receipt of a single comment document. The Preferred Plan Alternative and the associated refined analysis will be the subject of the Preferred Land Use Alternative Pop Up discussed in Task 2.

4.6 Infrastructure Development and Public Services Plan

An Infrastructure Development and Public Services Plan will be prepared in accordance with Government Code 65451. The Plan shall include particular attention to comments from the City Engineer/Public Works Department coordination meetings. The Plan will analyze the following infrastructure elements: sewer; waste management; road and pavement, stormwater; public water; communications, and open space. In addition, private realm public services will be analyzed including natural gas, electricity, and telecommunications. Cost and phasing estimates will be determined.

Deliverables

- » Opportunity Sites Maps (1 round of review)
- » Alternatives Design Charrette, including land use materials and maps
- » Land Use Alternatives Summary (including visualizations and other graphics, as appropriate) (1 round of review)
- » Preferred Plan Alternative Maps and refined analysis. (1 round of review)
- » Infrastructure Development and Public Services Plan (1 round of review)

TASK 5: PLAN DEVELOPMENT

MIG will explore creative, complementary land use, community facilities, streetscape/landscape, parking, infrastructure and public services, and environmental strategies to increase housing, spur economic activity, and enhance the character of La Habra Boulevard. The specific plan update will include a mix of densities/intensities and product types appropriate for the Plan area in alignment with the related regulatory documents.

5.1 Policies, Plans, and Program Assessment

The LHBSP has undergone various iterations since its adoption in 1988. The evolution of the Plan area's vision, boundaries, and mechanisms for implementation impact the City's ability to effectively plan for and finance capital

improvements and streamline housing development. MIG will review the following documents to evaluate past effectiveness of the LHBSP to then streamline the approach to implementation in the LHBSP update.

- » Plan for Downtown Redevelopment (1975)
- » La Habra Boulevard Specific Plan (adopted 1988, amended 1999, codified 2007)
- » La Habra General Plan (2014)
- » Analysis from SCAG Compass Blueprint Project (2008)
- » La Habra Complete Streets Master Plan (2019)
- » La Habra Municipal Code (2023)

5.2 Specific Plan

Upon completion of the Alternatives' Task concept alternatives will be distilled into a preferred land use concept on which to base the Specific Plan and environmental review.

Prior to crafting the Specific Plan, MIG will propose an outline structure, including layout and chapter organization to create a streamlined Plan that works well as a possible web-based document. Drawing from community input, technical analysis, and stakeholder and decision-maker direction, MIG will produce a preferred plan. The specific plan will then discuss and illustrate key elements and systems, such as near-term action items, housing, commercial revitalization, economic development measures, infrastructure assessment, and possible transportation improvements. These recommendations will focus on provisions for residential development through standards that streamline the CEQA process for infill housing projects, increasing housing supply and affordability in an overall effort to meet housing goals. Recommendations will also focus on development standards and strategies that facilitate nonresidential and/or mixed-use development. A funding and phasing strategy will examine potential financing and implementation strategies. Core regulatory components may include sustainable development, air quality/GHG reduction, housing, transportation/mobility, and infrastructure. Anticipated LHBSP chapters include:

- » Introduction
- » Community Profile and Vision
- » Land Use/Housing Plan
- » Open Space, Parks, and Community Facilities
- » Streetscape, Landscape, and Community Character
- » Infrastructure and Public Services
- » Mobility and Parking
- » Implementation and Financing Strategy
 - o Phasing
 - o Financing
 - o LHBSP's Administration
- » Development Design Guidelines and Standards

Introduction – The first chapter, Introduction, will set the stage for the LHBSP. It will discuss the LHBSP’s purpose and intent, State law requirements, community engagement process, and other factors.

Community Profile and Vision – This chapter comprises two primary sections: describes the 2023 La Habra Boulevard corridor—its “existing conditions” and describes/illustrates the vision for the overall corridor, sub-districts, and the catalyst and opportunity sites.

Land Use/Housing Plan – The Land Use/Housing Plan identifies, maps, and illustrates proposed land use patterns (including housing) and specific permitted and prohibited land uses. This chapter will identify the number of housing units, nonresidential square footage, and employment and population estimates.

Open Space, Parks, and Community Facilities – This chapter identifies community facilities and open space/parks needed to support the La Habra corridor’s viability and livability. Again, both public and private realm opportunities will be highlighted and addressed. Given that the corridor is primarily built-out, the identification and location for these features will need to be creative. Necessary steps to ensure the community facilities are developed, maintained, or improved will be highlighted with additional discussion occurring in the Implementation and Financing Strategy chapter.

Streetscape, Landscape, and Community Character – This chapter sets forth the design character for the corridor and its sub-districts. It will discuss design requirements for both public and private realms.

Infrastructure and Public Services – The Infrastructure Development and Service Plan will be succinctly summarized for the Specific Plan’s Infrastructure and Public Services chapter. This chapter will include high-level graphics and maps to support the text. Cost and phasing estimates will be included the Implementation and Financing Strategy chapter.

Mobility and Parking – The Mobility and Parking chapter will look to implement and supplement the City’s recently adopted Complete Streets Master Plan. KOA will identify linkage improvements or other opportunities to improve parking, and pedestrian, bicycle, and motor vehicle circulation. In addition, the key elements of the earlier prepared Parking Study will be highlighted and focus on strategies to ensure increased parking demand will be met.

Implementation and Financing Strategy – The Implementation and Financing Strategy chapter establishes the LHBSP’s administration, financing, and phasing. For example, it will identify procedures for specific plan modifications and amendments. It will suggest possible financing sources and order of magnitude costs for key infrastructure and parks and open space. It will identify near term, short term, and long

term actions to fully implement the LHBSP. This chapter will recommend strategic public improvements and identify key catalyst projects and programs needed to make the Specific Plan vision a reality. This task will provide a “tool box” of potential implementation strategies and financing mechanisms available to achieve the short and long-term goals of the Plan. Particular emphasis will be given to identifying opportunities to leverage public financing with private investment. The overall implementation plan will include the following components:

- » Identification and prioritization of key opportunity parcels
- » Recommended timing of public improvements
- » Identification of municipal incentives necessary to attract desired tenants/land uses
- » Designation of lead agencies (potentially including private sector partners) for implementation of Specific Plan actions
- » Identification of potential funding sources and financing mechanisms

Development Design Guidelines and Standards – This chapter uses text, graphics, illustrations, and photographs identifying and depicting the required development standards, and the suggested design guidelines for both the public and private realms. This chapter will replace the current Chapter 18.44 SP – La Habra Boulevard Specific Plan Zone.

An Administrative Draft LHBSP will be prepared and submitted to City staff for review. Upon receipt of one consolidated comment document, MIG will revise the Administrative Draft and create the Public Review Draft Specific Plan.

The Public Review Draft Specific Plan will be vetted with the community during the La Habra Boulevard Specific Plan Open House workshop described in Task 2. In addition, the Public Review Draft will be vetted with the Commission(s) and City Council, if City staff determines these meetings to be relevant as part of Task’s 2 Study Sessions. If necessary, the Public Review Draft will be revised to include public and decision-makers comments to create the Public Hearing Draft document. One round of staff, public, and decision-makers comments will be addressed in creating the Public Hearing Draft.

Deliverables

- » Specific Plan Outline Structure (1 round of review)
- » Administrative Draft Specific Plan (1 round of review)
- » Public Review Draft Specific Plan (1 round of review)
- » Public Hearing Draft Specific Plan (1 round of review)

TASK 6: GENERAL PLAN LAND USE MAP, GENERAL PLAN AND ZONING AMENDMENT REPORT

6.1 General Plan Land Use Map and Zoning

Following the preparation of the LHBSP, MIG will identify and prepare a list of General Plan and Zoning Code

text amendments based on the preferred alternative developed. In addition, MIG will prepare two maps identifying the parcels requiring a General Plan amendment and/or a Zoning Map amendment. These maps will also identify the proposed designation or use. If General Plan and/or Zoning Code revisions or text amendments are to be prepared and/or if a full General Plan Map or Zoning Map are to be prepared, MIG may require additional scope and fees.

Deliverable

- » List and map of properties requiring a General Plan and/or Zoning Code amendment (1 round of review)

TASK 7: ENVIRONMENTAL IMPACT REPORT

The La Habra Boulevard Specific Plan (LHBSP or the Project) requires compliance with the California Environmental Quality Act (CEQA). The City, as the lead agency under CEQA, will prepare a program environmental impact report (EIR) because the LHBSP proposes general land uses rather than specific development plans on specific sites in accordance with State CEQA Guidelines (SCG) Section 15168.

7.1 EIR Initiation

Once the Specific Plan document has a conceptual land use plan, MIG environmental staff will host a Zoom meeting with City staff to confirm the documents and project information needed to prepare and process the EIR. This meeting will also be an opportunity to discuss key issues and concerns, establish communication protocols, and review the EIR schedule. Key issues with respect to schedule will include a working description of the updated Specific Plan text and graphics.

7.2 Technical Studies

Traffic and Circulation

Vehicle Miles Traveled Assessment. KOA will work with SCAG to acquire the regional travel demand model to determine existing Vehicle Miles Traveled (VMT) conditions. La Habra's existing aggregate VMT and per-capita VMT will be calculated from the regional travel demand model. Further adjustments will be made to arrive at a Specific Plan-area VMT and per-capita VMT number.

Based on regional growth patterns and anticipated land use changes as part of the Specific Plan effort, KOA will determine the build-out year corresponding VMT numbers and determine the anticipated changes.

KOA will use the North Orange County Collaborative VMT Screening Tool and work with City staff to determine any VMT thresholds as part of the Specific Plan effort. If these do not exist, KOA will work with the City to inform what these thresholds can be as part of this effort.

Other Technical Studies. MIG will use information from the KOA prepared TIA and VMT studies to help prepare the following additional technical studies. MIG assumes

that, due to the developed condition of the LHBSP area, no focused studies of biological or cultural resources will be needed although summary information will be provided in the appropriate EIR sections. Since this is a programmatic EIR, MIG does not anticipate having detailed hydrology, grading, or specific site development information but JMD Engineering will provide civil engineering services suitable for preparation of a specific plan.

Air Quality Analysis

MIG will evaluate the proposed project's potential individual and cumulative air quality impacts in accordance with Appendix G of the CEQA Guidelines and recommended guidance from the South Coast Air Quality Management District (SCAQMD). The California Emissions Estimator Model (CalEEMod, Version 2022.1.0) and project-specific data (e.g., land use and trip/mobility data) will be used to estimate the potential net change in emissions that could occur with the LHBSP. The resulting emissions estimates will be compared to regional CEQA significance thresholds maintained by the SCAQMD. The air quality impact assessment will incorporate all applicable emission reduction policies included in the City's General Plan and/or the proposed the LHBSP. If necessary, MIG will identify best management practices or mitigation measures to reduce construction and operational emissions generated by the proposed project. To complete this task within the schedule and budget, MIG has assumed it will conduct up to nine (9) CalEEMod runs (existing emissions, unmitigated and mitigated construction and operational emissions for up to 3 total land use scenarios) using project-specific data collected by the City and the MIG Team.

Greenhouse Gas Emissions/Energy

MIG will evaluate the proposed project's potential GHG and energy impacts in accordance with Appendix G of the CEQA Guidelines and recommended guidance from the California Air Pollution Control Officer's Association (CAPCOA) and the SCAQMD. MIG will quantify the proposed project's GHG emissions and evaluate the significance of these emissions using a multi-pronged test that considers both the magnitude of the projects GHG emissions levels (e.g., metric tons per year) and the Project's consistency with applicable plans, policies, and regulations adopted for the purposes of reducing GHG emissions, including the CARB Scoping Plan and the City's CAP. The GHG/Energy technical report will be prepared in coordination with the Project's Air Quality report, ensuring consistent analytical assumptions and methodologies are used across technical reports. Regarding Energy Resources, MIG evaluate the proposed project's potential individual and cumulative energy use impacts, in accordance with Appendices F and G of the CEQA Guidelines and case law governing CEQA energy analysis (e.g., Tracy First v. City of Tracy). MIG will quantify the project's potential consumption of petroleum fuel, electricity, and natural gas during all phases of construction, evaluate whether the project would result in the wasteful, inefficient, or unnecessary consumption of

energy resources and determine if the proposed Project could conflict with any applicable renewable energy or energy efficiency plans or policies. To complete this task within the schedule and budget, MIG has assumed it will prepare up to nine (9) energy consumption spreadsheets (existing emissions, unmitigated and mitigated construction and operational energy usage for up to three total land use scenarios) detailing electricity, natural gas, and fuel consumption estimates based on project-specific data collected by the City and the MIG Team.

Noise/Vibration

MIG will evaluate the proposed project's potential noise and vibration impacts in accordance with Appendix G of the CEQA Guidelines. MIG will conduct short-term (up to one hour) and long-term (up to 24 hours) noise monitoring at up to four locations at and adjacent to the planning area to adequately describe the existing noise environment in the planning area. The noise analysis will quantify peak and typical construction activity noise levels, and, if necessary, identify best management practices or mitigation measures that would reduce the magnitude of potential construction noise impacts to less than significance. The majority of the noise analysis would focus on the potential for the specific plan to change transportation noise levels in the planning area (e.g., through changes in traffic volumes or changes in mode shifts). MIG proposes to model existing and proposed transportation noise levels using the Federal Highway Administration's Traffic Noise Model. The analysis will also focus on the potential for construction or transportation-related vibration (e.g., train traffic) to affect any existing or future vibration-sensitive structures in the planning area. To complete this task within the schedule and budget, MIG has assumed it will model traffic noise levels on up to 11 roadway segments and rail noise levels on one railway segment under existing conditions and up to three future conditions.

Water Supply Assessment (WSA)

If the LHBSP's new development potential exceeds SB 221 threshold, a WSA will be required. This technical study is in addition to those requested in the RFP. KWC Engineers will prepare a WSA report in accordance with SB 221. This bill is intended to provide a link between information on water supply availability and land use decisions made by cities and counties. A foundational document in the preparation of a Water Supply Assessment report is the 2020 Urban Water Management Plan prepared and adopted by the City of La Habra. KWC Engineers will review the 2020 Urban Water Management Plan and extract relevant information for presentation in the Water Supply Assessment report.

Another key element of the Water Supply Assessment report is a comparison of the current La Habra Boulevard Planning documents to the proposed LHBSP. Specifically, land use assumptions will be used to project water demands under each planning scenario so a determination of potential water supply impact can be evaluated. In accordance with SB 221, the report will evaluate the

availability of water supply under normal, single dry year, and multiple dry year conditions.

7.3 Notice of Preparation (NOP) and Scoping Meeting

MIG will prepare a Notice of Preparation (NOP) to announce the City's determination that a Programmatic Environmental Impact Report (PEIR) will be prepared for the LHBSP, and to request comments concerning the scope and nature of issues to be addressed in the EIR. The NOP provides an opportunity for Responsible Agencies, other governmental entities, and/or other interested parties to review the LHBSP, identify issues of concern, and to suggest approaches to avoid or reduce the potentially adverse effects of the proposed Project.

IMPORTANT NOTE: MIG will not prepare an Initial Study prior to preparing a comprehensive EIR as allowed under SCG Section 15060. While this was indicated as a specific deliverable in the RFP, MIG recommends this step to save the City time and cost in the overall CEQA process and gives the City stronger legal protection by having all issues addressed in the EIR document itself. If the City requires an IS to be prepared, MIG will do so on a time/materials basis.

MIG will produce and distribute electronic copies of the NOP (up to 30 CD or "flash drive" copies, two bound copies and one reproducible copy) using the City's official CEQA distribution list. Release of the NOP will initiate a 30-day public review and comment period. MIG will address written comments related to potential environmental impacts raised through the NOP in the PEIR.

The LHBSP may include a General Plan Amendment depending on land uses of specific sites within the LHBSP. If so, it would meet the CEQA Guidelines definition of a "Project of Statewide, Regional or Areawide Significance" (SCG Section 15206), which must have a scoping meeting as required by SCG Section 1508 (c). Even if Section 15206 does not apply, MIG recommends a scoping meeting be held during the 30-day NOP review period. MIG will participate in the meeting and prepare a PowerPoint presentation about the environmental review process and environmental issues associated with the LHBSP. The scoping meeting's purpose will be to provide objective information about the proposed land uses and locations and their timing of development. In addition, the meeting will be used to explain the CEQA process and the general schedule, and collect issue information and concerns of attendees.

7.4 Prepare Screencheck Draft EIR

MIG will prepare a comprehensive Screencheck Draft EIR (SCD EIR) providing a thorough and objective analysis of the potential environmental impacts identified in the State CEQA Checklist. The SCD EIR will include the following components in accordance with CEQA Guidelines requirements.

- » Introduction
- » Executive Summary
- » Project Description

- » Environmental Setting/Existing Conditions
- » Evaluation of Potential Environmental Affects (includes individual sections to review each issue area – i.e., Aesthetics, Noise, Land Use, etc.)
- » Significant Unavoidable Adverse Impacts
- » Significant Irreversible Environmental Changes
- » Growth-Inducing Impacts
- » Cumulative Impacts
- » Alternatives to the Proposed Project
- » Effects Not Found to be Significant
- » References and Persons Consulted

A detailed Project Description will be provided, as well as documentation of existing conditions. The proposed Project would then be compared to existing conditions in order to determine Project impacts for each of the 20 CEQA Checklist issues areas. For those instances where potential impacts would be significant, effective, enforceable and practical mitigation measures will be prepared in collaboration with City staff to address such impacts.

Up to three alternatives will be developed and evaluated for the Project; this includes the CEQA-required No Project Alternative. The alternatives would be compared to the proposed Project to determine if they would reduce significant Project impacts while still meeting most of the Project objectives.

The SCD EIR will be submitted electronically for City staff review. MIG is anticipating two rounds of review by City staff (i.e., “Screencheck Draft” and Revised Screencheck Draft”) which includes a “consolidated” set of written comments for each review cycle using the “track changes” function.

7.5 Draft EIR and Noticing

Following the Screencheck Draft DEIR reviews and comments outlined, MIG will prepare the Draft EIR. Following the City’s “proof-check” review to make sure all their comments are adequately addressed, MIG will make any final necessary revisions and the Public Hearing Draft EIR will be ready for public circulation.

MIG will prepare a Notice of Completion (NOC) and related forms for electronic submittal to the State Clearinghouse as well as a Notice of Availability (NOA) to be transmitted to other government and quasi-governmental agencies, special interest groups, and interested persons. Circulation of the Public Review DEIR will initiate a mandatory 45-day public review period as required by CEQA.

This proposal assumes the City will publish the NOA in a local newspaper of general circulation and post it at the usual locations where planning actions are announced to the public. MIG will post the NOA with the Orange County Recorder’s Office and will produce and distribute, via

certified mail, up to 30 NOA forms with web links to the EIR and supporting studies for review and comment by local agencies and the public.

MIG will prepare one bound hard copy and an electronic version in both PDF and Word formats of the Public Review DEIR for reproduction and City files.

7.6 Response to Comments and Final EIR

Following the close of the 45-day public review period, the City will transmit all written comments received to MIG. MIG will prepare a Screencheck Draft Response to Comments/Final EIR (RTC/FEIR). This includes written responses to comments, addressing such comments with a reasoned analysis of issues raised. In some cases, responses may result in revisions to the text or exhibits contained in the DEIR, and such changes would be documented in the administrative draft RTC/FEIR. The document will also include: a list of entities commenting on the DEIR and an erratum to address corrections and clarifications to the DEIR. Technically under CEQA, the DEIR is also considered to be part of the Final EIR, although it is maintained as a separate volume.

A Mitigation Monitoring Reporting Program (MMRP) can be provided as part of the FEIR document or as a separate document prior to the commencement of public hearings.

It is difficult to predict the number or complexity of comments received on the Draft EIR. MIG allocated approximately 80 hours of staff time, which is our best estimate of the time needed to complete this task. In the event that the allocated budget is exceeded due to the number, length, or complexity of the comments received, additional budget authorization may be needed.

MIG proposes a stand-alone FEIR document to accompany the DEIR as part of the administrative record. This format does not include a highlight/strikeout version of the Draft EIR as part of the Final EIR.

The budget assumes one round of one consolidated set of City comments on the Screencheck RTC/FEIR document before finalizing the draft. MIG will revise the RTC/FEIR based on the comments made by the City on the first draft. MIG will revise the RTC/FEIR to incorporate City comments and provide a proof-check draft to the City to ensure that their comments have been addressed. Following City sign-off on the RTC/FEIR, it will be finalized and MIG will distribute it to the DEIR commenters via certified mail or email at least 10 days prior to action on the LHBSR and EIR.

MIG will provide an electronic PDF copy of the RTC/FEIR document and one hard-bound copy per the City's RFP.

7.7 Findings of Fact and Statement of Overriding Considerations (if needed)

Pursuant to Section 15091 of the State CEQA Guidelines, the City must make specific findings related to the significance of environmental impacts and the feasibility of mitigation and Project changes. MIG will coordinate

with the City Legal Counsel as appropriate to prepare this document in a “Resolution to Certify the Final EIR” and submit a draft for one round of review and comment by City staff. MIG will make one full set of revisions, City staff will do a proof-check review of the revisions and MIG will finalize the document.

MIG will prepare a Statement of Overriding Considerations (SOC) as part of the Resolution if there are any unavoidable significant impacts and if the City determines that there are specific economic, social, or other considerations that override any unmitigated environmental effects.

7.8 Notice of Determination (NOD)

Within five days of the EIR’s Certification, MIG will prepare and file the Notice of Determination (NOD) with the County Clerk and the State Clearinghouse. It is assumed that the applicant will pay for all filing and the California Department of Fish and Wildlife fees.

7.9 EIR Project Management/Meetings

In addition to the EIR kick-off meeting, MIG will hold up to six total meetings/teleconferences with City staff and other members of the Project team.

Deliverables

- » Strategy Meeting with City Staff Initial Study
- » Notice of Preparation/Scoping Meeting
- » Draft EIR and all required technical studies
- » Notice of Availability/Notice of Completion
- » Response to Comments/Final EIR
- » Resolution to Certify the Final EIR and adopt a Statement of Overriding Considerations (if needed)
- » Notice of Determination
- » Six EIR PM meetings/teleconferences with City staff

TASK 8: HEARINGS AND ADOPTION

8.1 Public Hearings (4)

The MIG Team has budgeted for four public hearings for adoption: two with the Planning Commission and two with the City Council. The first set of hearings will provide an opportunity for the Planning Commission/City Council to receive formal public comments, ask questions to the MIG Team, and begin deliberations. The second set of hearings will provide an opportunity to continue the discussion and deliberations, with the Planning Commission/City Council taking formal action to adopt the updated Specific Plan and certify the EIR.

MIG will be responsible for preparing the presentations; City staff will be responsible for preparing the public notices and staff reports. Additional meetings and/or materials will require additional scope and fees.

8.2 Adopted Specific Plan and Final GIS files

Upon the LHBSP’s adoption, MIG will prepare the Adopted La Habra Boulevard Specific Plan, which includes all

changes or revisions as directed in the City Council’s adopting motion. One round for a City staff “proof check” is budgeted. The Adopted LHBSP will be provided to the City electronically.

Upon adoption, MIG will provide all final GIS data/shapefile/and geodata base to the City electronically for the City’s use and files.

Deliverables

- » Planning Commission public hearing attendance and PowerPoint presentation (2)
- » City Council public hearing attendance and PowerPoint presentation (2)
- » Adopted Specific Plan (electronic in both Word and PDF)
- » Final GIS data/shapefiles/geodatabase

Management Approach

During the course of the project, Principal-in-Charge/Project Manager Lisa Brownfield will be the primary contact for City staff. She will conduct biweekly teleconferences with the City’s project manager to discuss project status and needs for upcoming events and deliverables. In addition, the scope of work and budget allow for additional “ad hoc” meetings as necessary. Given that our office is in Pasadena, Lisa and Deputy Project Manager Roxanne Borzo Bertand will be available for in-person meetings in La Habra to discuss planned community engagement events, draft work products, and all other project-related matters. Lisa and Roxanne work together daily and provide assurance that the City’s needs can be addressed immediately.

Lisa and Roxanne will regularly conduct internal team Zoom meetings, as described in the Scope of Work, with the MIG task leads (Steve Lang: Landscape/Streetscape/Open Space; Mark De La Torre: Visualization and Graphics; Kent Norton: Environmental Review, and Chris Dugan: Technical Studies) and the consulting team’s subconsultants—TNDG, KOA, JDM, and KWC Engineers. The regularly scheduled meetings will focus on tasks at hand, upcoming task/products, and budget and schedule adherence.

MIG uses integrated project management and invoicing software that allows our project managers to keep close track of project progress, and to ensure we stay within budget on a task-by-task basis. In our monthly invoices to the City, we will include a status report by task to allow your project manager to easily report to Department heads and policy makers.

Schedule

Our proposed schedule to complete the tasks and subtasks with important milestones as described in the Scope of Work is graphically presented on the following page.

La Habra Boulevard Specific Plan Update

