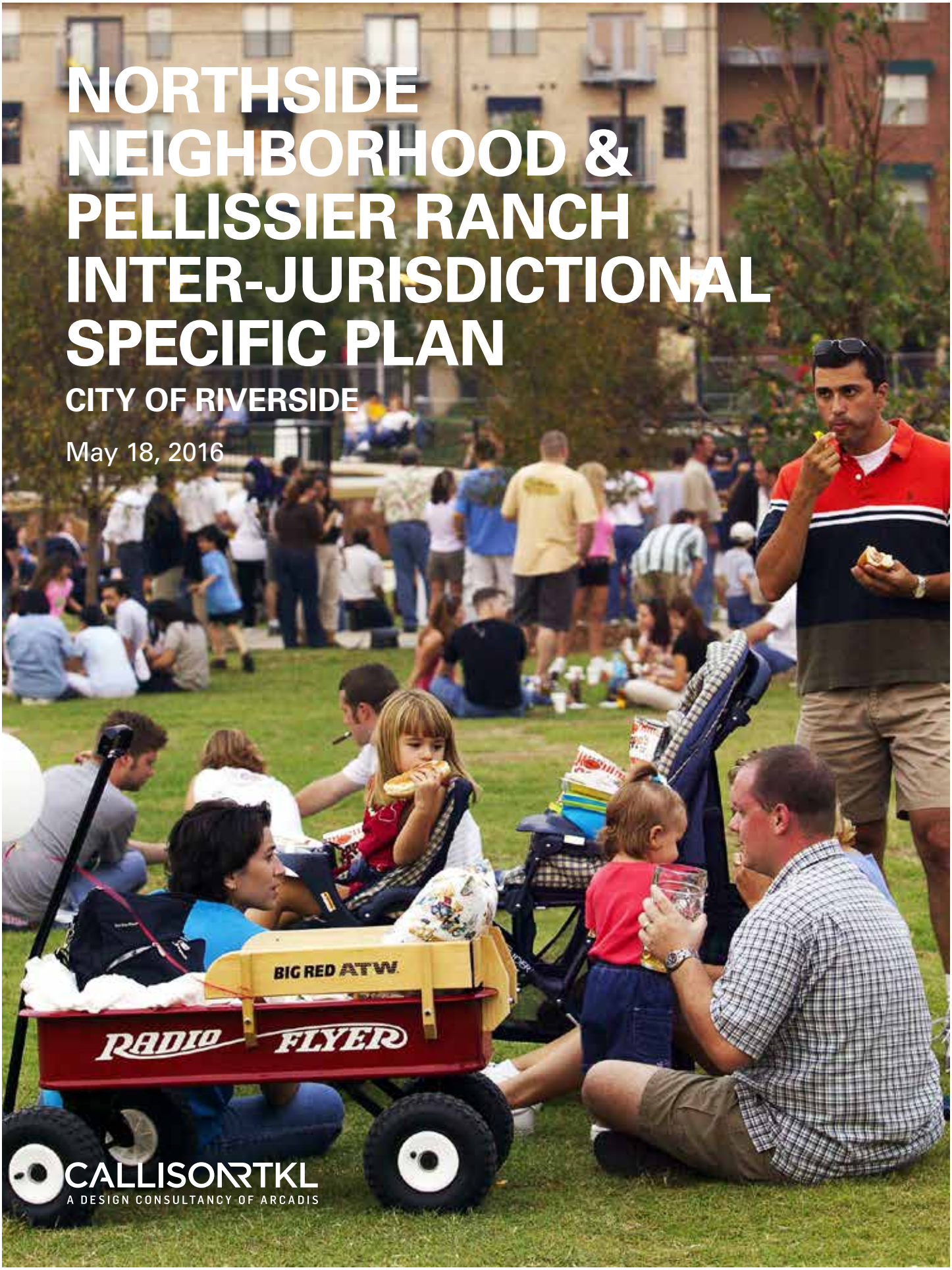
NORTHSIDE NEIGHBORHOOD & PELLISSIER RANCH INTER-JURISDICTIONAL SPECIFIC PLAN

CITY OF RIVERSIDE

May 18, 2016



CALLISONRTKL
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CALLISONRTKL
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CallisonRTKL Inc.
333 South Hope Street
C200
Los Angeles, CA 90071

+1 213 633 1100
+1 213 633 6060

CallisonRTKL.com

May 18, 2016

Mr. Art Torres
City of Riverside
Purchasing Dept.
3900 Main Street
Riverside, CA 92522

Dear Mr. Torres:

The *Northside Neighborhood & Pellissier Ranch Inter-Jurisdictional Specific Plan* presents an exciting opportunity for the City to create a vibrant and livable neighborhood through the development of over 1,600 acres. The opportunity exists to create a specific plan that will further establish the City of Riverside as not only a diverse multi-cultural city rich in history, but a smart and sustainable city focused on mixed-use growth. A development that will inspire both residents and visitors, reinforce the economic vitality of the region, and embody the aspirations of the people that come to live, work, and play within this community.

Since our Los Angeles group was founded in 1986, CallisonRTKL's Los Angeles Planning and Urban Design Studio has risen to the forefront of planning and urban design in North America and beyond. Our master planning work has promoted sustainable economic development and brought meaningful social and cultural benefits to scores of communities. CallisonRTKL has successfully completed over 250 master plans, in 30 countries, on five continents. In both our professional work and in our ongoing research, we strive to promote our approach to Planning and Urban Design that:

- Maximizes Social Impact
- Engages Communities
- Optimizes Urban Resources
- Communicates values and creates value for all constituents

Our current redevelopment plans include some of the major metropolitan area in America, including Los Angeles, Memphis, Honolulu, Las Vegas, Santa Clara, San Francisco, and Orlando.

Our plans are designed, from the beginning, to be legible, visionary, and implementable. CallisonRTKL has created award-winning, mixed-use urban plans that have brought billions of dollars of investment in their respective downtowns and have been instrumental in redevelopment efforts throughout North America. At CallisonRTKL we like to say that "our work works," and among US urban design firms, we have been uniquely effective at matching inspired vision to clear and successful implementation.

We believe our interdisciplinary planning team combines a strong understanding of the needs of the community and local dynamics, with world-class practices in urban design. Our team is made up of experts in their field, with decades of experience working together. Our team is dedicated to the proposition that through integrated planning, we are best able to build a comprehensive shared vision for our clients, stakeholders, and the future.

We are sincerely committed to creative approaches and prudent solutions in all of our work. We appreciate your consideration and look forward to the opportunity to discuss how our philosophical approach, our industry-leading experience, and our emphasis on implementation can build the *Northside Neighborhood & Pellissier Ranch Inter-Jurisdictional Specific Plan* that best benefits the local community, the Cities of Riverside and Colton, and the region.

Kind regards,

Nate Cherry FAIA, AICP LEED AP BD+C
Vice President and Director of Planning and Urban Design

TEAM DESCRIPTIONS

CALLISONRTKL

WHO WE ARE

CallisonRTKL is dedicated to the practice of planning places that catalyze and transform local economies, improve lives, and elevate diverse populations and their natural environment together. This broad value is particularly important to the Los Angeles Planning and Urban Design Studio because we emphasize civic development, and revitalization as a critical instrument for strengthening all of the communities for which we plan – this underscores, for us, the significance of the Northside Neighborhood & Pellisier Ranch Inter-Jurisdictional Specific Plan's areas.

We are looking forward to collaborating with city leadership, stakeholders, and residents to develop a richer environment that nurtures a diverse community with diverse needs. We value this and the city's relationship to its neighbors very highly; in that regard; we practice a method of planning that is:

- **Iterative** and includes the client at every step of the design and outreach process,
- **Coordinated** with existing and parallel planning efforts to prevent disruption and minimize cost,
- **Thorough** in its consideration for a broad range of potential concepts and alternatives,
- **Realistic** cost effective and geared toward implementation,
- **Innovative** and uniquely tailored to address challenges in customized ways.

The Northside Neighborhood & Pellisier Ranch Inter-Jurisdictional Specific Plan will provide a legible and flexible foundation for the city's community that will enable ongoing and sustainable, economic and social growth, development options, and foster an environment conducive to community engagement.

WHAT MAKES US DIFFERENT?

Our approach to our work is locally-based and hands-on, with the responsiveness and creativity of a small-scale studio. At the same time, we are uniquely able to leverage the strengths and knowledge of an international design and planning firm, commanding the resources that have supported CallisonRTKL's rise to the forefront of planning and urban design across the globe.

- EXPERIENCED: Firm-wide, CallisonRTKL has experience in leading challenging urban planning, visioning, and assessment of revitalization potential across North America and the world. The addition of equally refined subconsultants to our planning team creates the most experienced group of visioning professionals in California. Together, we stand behind numerous visions and revitalization efforts that have helped to shape cities around the globe.
- DEPENDABLE: Our firm has been in existence for over 65 years and has planned and designed several hundred urban plans, master plans, and related projects in communities throughout North America.
- COLLABORATIVE: The Planning and Urban Design Studio at CallisonRTKL Los Angeles is a multidisciplinary team of planners, architects, urban designers, landscape architects, and landscape urbanists who believe in the power of close collaboration - we do all of our design, rendering, and writing in-house and include our clients' input in every step of the process.
- RECOGNIZED: In the last 20 years, the Los Angeles Planning and Urban Design Studio has won over 150 major design awards including the ULI Grand Award, AIA, APA, and ASLA awards.
- RESPONSIBLE: CallisonRTKL, as a firm, has led the design and construction of several hundred LEED Certified, Silver, Gold, and Platinum Projects to date. As a policy, we assign performance benchmarks (social, environmental, and economic) to all of our projects to help track the performance of our designs over time.
- GROUNDBREAKING: Our LA planning studio is dedicated to broad-based applied research in urban design, and has developed new methods and evaluative tools, including URBAN Rx (www.urban-rx.com), which aggregates key environmental, social, and financial data on top performing urban districts throughout North America to assess and manage urban districts.
- ENGAGED: CallisonRTKL is committed to stakeholder outreach and education. We tailor this dimension of our work specifically to each project and the decision-making process of our clients and communities to uncover the most meaningful and lasting vision for compelling and implementable urban design.

THE COLLECTIVE TEAM

WHY THIS TEAM OF PROFESSIONALS?

We have assembled a comprehensive team that is a strategic mix of individuals who are particularly suited to the Northside Neighborhood & Pellisier Ranch Inter-Jurisdictional Specific Plan given their shared backgrounds, wide-ranging knowledge of the City of Riverside, its infrastructure, and the surrounding community context, as well as shared successes amongst team members on multiple projects with similar goals and objectives.

WHY ARE WE PURSUING THIS PROJECT?

This project provides our team with an opportunity to expand upon Riverside's rich cultural and architectural heritage, collaborate with and educate the community, and allows us to utilize our shared expertise in community-based planning, urban design, placemaking, revitalization, mobility and sustainability. Developing the specific plan for the Northside Neighborhood & Pellisier Ranch Inter-Jurisdictional area creates the potential to tap into the extensive recent infrastructure investments that the City has made and offers us the exciting possibility of creating a cohesive network between the existing and future residential, civic, retail, business and recreational needs in Riverside.

WHAT ARE OUR STRENGTHS?

Our team has built its success and reputation on developing significant, visionary urban plans that are intimately connected to practical, phased, implementable strategies for achieving those visions. Planning for realistic, phased, and flexible implementation has been our key to creating success. From inception to implementation, we work to build a shared vision that respects our clients, their constituents, stakeholder groups, the business community, and the environment. Our plan will not provide the "end of the (planning) rope," but the foundation of a bridge to growth and prosperity for community members, its neighbors, and the City of Riverside for generations to come.

SHARED TEAM VALUES

Our goal is to craft a strategic and comprehensive Northside Neighborhood & Pellisier Ranch Inter-Jurisdictional Specific Plan which solidifies a strong and powerful roadmap for the area. We will develop a list of key priorities and strategies that may be used by city leaders, stakeholders, and the community to improve mobility, environmental, economic, and physical conditions throughout the project area, and to act as an economic and social catalyst for the region as a whole. Together our assembled team has a shared set of core values that makes working as one cohesive team effortless, our collective values include:

- Extensive Contextual Research of conditions for project-specific solutions and client needs,
- Community Engagement to stakeholder input, review, and approval processes,
- Commitment to Sustainability and Innovation that moves the community forward,
- Teamwork that ensures timely input by consultants and stakeholders,
- Intelligent Planning Processes with logical iterations and careful refinement,
- Realistic and Effective financing, design guidelines, policies, and implementation programs.

SHARED PHILOSOPHIES

Our team of professionals share a mutual set of philosophies including a commitment to promoting and implementing the principles of new urbanism, encouraging walkable neighborhoods with pedestrian friendly design elements, mixed-use development, various residential typologies, connectivity through the use of complete streets, as well as sustainable transportation methods, high quality architecture, and an overall commitment to sustainability. The team believes in cost effective design solutions while maintaining our elevated standards in terms of innovation and high quality design.

KEYSER MARSTON ASSOCIATES, INC.

Keyser Marston Associates, Inc. (KMA) provides real estate advisory and economic development consulting services throughout the Western United States. For over 40 years, KMA has advised over 700 clients on more than 2,000 projects. KMA assists local cities and counties, transit agencies, ports and special districts, military bases, housing authorities, and public and private colleges and universities. Our specializations include: public/private real estate transactions, market feasibility analyses, and fiscal and economic impact studies. The firm's work is grounded in a thorough understanding of market conditions, development trends, and financing sources. Additional information on KMA clients and project experience is available on our website at www.keysermarston.com.

KMA provides our clients with creative, pragmatic solutions on complex urban in-fill and community revitalization developments. KMA frequently works with planning and environmental professionals on General Plans/Specific Plans and zoning updates. Most recently, KMA worked with the cities of Imperial Beach, Laguna Niguel, San Diego, San Marcos, and Temecula on Specific Plan/General Plan updates that have already yielded positive outcomes in terms of new developer interest and actual groundbreakings. Typical KMA roles on these planning efforts include market assessments, financial feasibility, and fiscal and economic impact analyses.

Over the past 25 years, KMA has worked extensively with the City of Riverside on a broad range of community revitalization and economic development initiatives. These have included commercial revitalization proposals (University Village, Riverside Plaza, Galleria at Tyler), and numerous development initiatives in Downtown Riverside (housing, office, hotel, mixed-use). KMA has also worked with major institutions and agencies in the Riverside area, including March Joint Powers Authority, Riverside Community College (RCC), Riverside County Transportation Commission (RCTC), University of California Riverside (UCR), and Riverside Community Hospital (RCH). Through this extensive prior experience in the Riverside area, KMA brings in-depth knowledge of local market conditions and development trends.

FEHR & PEERS

Fehr & Peers specializes in providing transportation planning and traffic engineering services to public and private sector clients. We emphasize the development of creative, cost-effective, and results-oriented solutions to planning and design problems associated with all modes of transportation.

Rather than trying to offer a multi-disciplined approach, we choose to focus on being the best traffic engineering and transportation planning consulting firm. Maintaining this singular focus on transportation enables us to provide state-of-the-practice expertise to our clients. We are nationally recognized experts in these areas as evidenced by the fact that we routinely publish many professional papers, serve on national committees, and teach courses to others in the industry.

From our firm's inception in 1985, we have developed strong client relationships by following three core values:

- ***Professional integrity and honesty***
  We emphasize quality over quantity.
- ***Responsive and hard working***
  We emphasize service over sales.
- ***Problem-solving, can-do attitude***
  We emphasize solutions over process.

Clients hire Fehr & Peers because we provide the right combination of leading-edge technical skills, high-quality work, and superior client service. We thrive on challenging assignments in controversial environments where complex problems can only be solved by using state-of-the-practice analytical techniques, developing innovative, yet practical solutions, and achieving consensus amid the diverging views of stakeholders. We often find ourselves called into projects where others have failed. We consider each potential assignment carefully, and we only accept those projects to which we are fully committed and able to complete successfully.

ARELLANO

Established in 1994, Arellano Associates (AA) is a specialized public outreach and communications firm focusing on public infrastructure, transportation and urban planning programs throughout Southern California. Our team of professionals provides comprehensive communications and planning services for the full spectrum of public projects from planning to construction or implementation. AA is a certified Small and Disadvantaged Busines Enterprise and certified Women and Minority Owned Business. AA is a limited liability corporation, operates out of a single office in the City of Chino Hills, and is comprised of a team of 36 staff members.

AA has worked on hundreds of outreach programs for cities, transportation agencies, planning organizations and other governmental and non-profit entities throughout Southern California. Our projects have ranged from local and master planning projects, environmental clearance documents, and construction projects to project management and public relations support programs.

For over twenty years AA has helped cities, transportation agencies, planning organizations and other government and non-profit entities get the word out and back about their projects, including public infrastructure, transportation and community planning programs throughout Southern California. We provide improved communications, analytical and strategic planning methods for maximum benefit to individual stakeholders, the general public and the overall environment. AA provides our clients with premiere services with our seasoned, capable and committed professionals.

Our core services include:

- Communications & Public Outreach
- Strategic Planning & Marketing
- Community & Government Relations

WEBB

WEBB has provided environmental compliance and engineering services for public and private sector clients for more than 70 years and recognizes the importance of being close to our clients. Our various office locations help us to continue to serve Inland Southern California and the thriving communities throughout the region. WEBB has been instrumental in the planning, design, and implementation of many of the region's critical infrastructure systems. To better serve our clients, WEBB established multiple service departments to provide in-house master planning and design services to meet our entire client's infrastructure needs. Our civil engineering and environmental compliance services are focused in the following areas of expertise:

- Municipal Engineering
- Planning and Environmental
- Stormwater Engineering
- Land Development
- Traffic and Transportation
- Municipal Finance
- Construction Management and Inspection
- Land Survey and Mapping
- Landscape Architecture
- Geographic Information Systems

Applied Earthworks will be working with WEBB providing historic preservation data/research as necessary.

NATHAN CHERRY

FAIA, AICP, LEED AP BD+C

VICE PRESIDENT

Nate leads the Planning and Urban Design group in Los Angeles, a 50 person multidisciplinary team that includes planners, architects, urban designers, landscape architects and brand strategists. His focus is on large mixed use projects, including Downtown Redevelopment, Sports and Entertainment, Universities, Ports, Airports, and Transit. He speaks frequently at the APA, AIA, and ULI National Conventions, and teaches at USC.

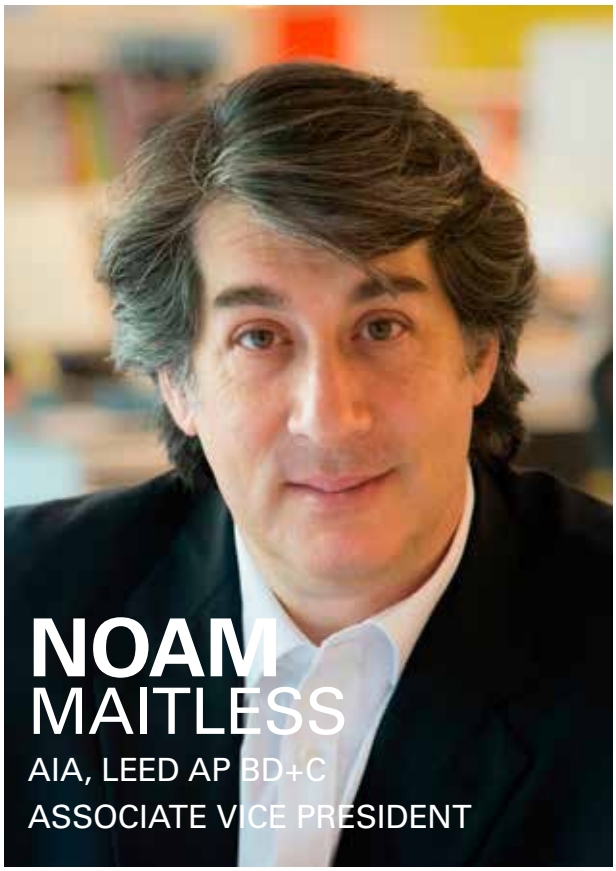
SELECT EXPERIENCE: Santa Clara / 49ers Sports and Entertainment District | Cidade de Copa | Orlando Magic Mixed-use District | LA Live Master Plan | Glorypark | LA Coliseum Master Plan | Ballpark Village Master Plan | 2014 Olympic Village Master Plan | Cleveland Indians / Cavs Gateway Master Plan | Eau Claire Lands Mixed-use Master Plan | Paseo Colorado | Downtown Brea | Downtown San Jose Mixed Use | Downtown Las Vegas Master Plan | Cal State Channel Islands Town Center | Ala Moana Neighborhood TOD Plan | Halawa Area Transit-Oriented Development Plan | Santa Clara Lawrence Station Area Plan | Midtown East Vision Study | Ramsay Exchange Mixed Use Master Plan

YEARS' EXPERIENCE: 28 Years

EDUCATION:
Harvard University Master of Architecture in Urban Design
Tulane University Master of Architecture

LICENSES & CERTIFICATIONS:
Registered Architect: New York
Certified Urban Planner
LEED AP Building Design + Construction

PROFESSIONAL AFFILIATIONS:
American Institute of Architects, College of Fellows
American Planning Association
Urban Land Institute



NOAM MAITLESS

AIA, LEED AP BD+C

ASSOCIATE VICE PRESIDENT

Noam has over 20 years of experience in architecture and urban design, in the US and overseas, bringing extensive experience in complex transit-oriented urbanism and leadership in transportation design to CallisonRTKL. Passionate about the intersections between architecture, mobility, and long-range infrastructure, Noam has led CallisonRTKL's efforts in aerotropolis master planning. Noam has taught at the California College of the Arts in San Francisco and he is a frequent guest design critic at SciArc.

SELECT EXPERIENCE: Downtown Las Vegas Master Plan | Bob Hope Airport B-6 Master Planning Study | Santa Clara Lawrence Station Area Plan | Memphis Aerotropolis Master Plan | Stadium Revelopment | Ekurhuleni Aerotropolis | Homeplate Houston Sports and Entertainment District

SELECT PRIOR EXPERIENCE: Metro Westlake TOD | Metro Division 7 / West Hollywood TOD Master Plan | Arpeggio Mixed-Use Development | Metro Division 6 / RAD Mixed-Use | Long Beach TOD | Metro Patsaouras Plaza Station | Metro Red / Purple Line Station Canopy Design | Metro LAX-Super-Division

YEARS' EXPERIENCE: 21 Years

EDUCATION:
Harvard University Master of Architecture
Stanford University Master, Humanities
Stanford University Bachelor, English Literature

LICENSES & CERTIFICATIONS:
Registered Architect: California
LEED AP Building Design + Construction

PROFESSIONAL AFFILIATIONS:
American Institute of Architects
Pasadena Design Commission

KURT NAGLE

AICP, ASLA, LEED GREEN ASSOCIATE

ASSOCIATE VICE PRESIDENT

Kurt offers over 20 years of experience in planning and urban design, and serves as lead designer and manager on projects ranging from site-speicific landscape design to planing studies and design guidelines. He has had extensive experience in working with local communities and government agencies, assisting efforts at downtown revitalization and facilitating community participation. Experienced in working with local communities, Kurt's landscape design work intersects with his interest in community revitalization, emphasizing the design of streetscapes and outdoor public space.

SELECT EXPERIENCE: City Place Santa Clara | LA Live Master Plan | Downtown Las Vegas Master Plan | Ala Moana Neighborhood Transit-Oriented Development Plan | Dominion Bridge at Ramsay Exchange| Sacramento Sports and Entertainment District | Pasadena Central District Specific Plan | Downtown Brea Redevelopment Master Plan | Alhambra West Main Corridor Redevelopment Master Plan | Burbank Urban Design Master Plan | Memphis Aerotropolis Master Plan

YEARS' EXPERIENCE: 24 Years

EDUCATION:
University of Virginia Master of Landscape Architecture
University of California, Berkeley Master of Urban Planning
University of California, Los Angeles Bachelor, Geography

LICENSES & CERTIFICATIONS:
Certified Urban Planner
LEED Green Associate

PROFESSIONAL AFFILIATIONS:
American Planning Association
American Society of Landscape Architects

VICTORIA MENDEZ

LEED AP BD+C

ASSOCIATE

Victoria Mendez specializes in planning and urban design for large scale mixed-use, retail, residential, and civic developments. She has a strong background in interior and environmental design as well as international architecture.

SELECT EXPERIENCE: Ala Moana Neighborhood Transit-Oriented Development Plan | Downtown Las Vegas Master Plan | Santa Clara Lawrence Station Area Plan | Memphis Aerotropolis Master Plan | Burbank Town Center Masterplan | Santa Anita Master Plan | Burbank Urban Design Masterplan | Redondo Beach Marina Town Center | Bingham Crossing | Tustin Legacy Park Community Core Master Plan | Victorian Square Redevelopment Master Plan | Village at San Antonio Center | Wuxi Airport North Area | | City Place Santa Clara | Eastern Urban Center at Otay Ranch | Inspirada Town Center | Amargosa Creek Specific Plan | CSUSB Major Master Plan Revision | Yiwu Shimao Center | Xiamen Vanke | W Beijing Chang'An | Vanke Qing Dao Conceptual Master Plan | Timberland Heights Master Plan | Eton City Master Plan | Coastal 21 - Paranaque and Las Pinas City | Circulo Verde Mixed-Use | Fashion Outlets of Chicago | Goodyear Ballpark Village | Greenhills Shopping Center | Mission Hills- Hainan Golf Resort Master Plan | Capitol Commons | Vista City Master Plan | North University Town Center

YEARS' EXPERIENCE: 9 Years

EDUCATION:
Southern California Institute of Architecture Bachelor of Architecture

LICENSES & CERTIFICATIONS:
LEED AP Building Design + Construction

LAURA MUNA-LANDA

ARELLANO

Senior Project Manager

Laura J. Muna-Landa brings a unique perspective to her projects, having worked for several municipal governments and understands the issues and challenges of cities and agencies. As Senior Project Manager with Arellano Associates, she uses her proven skills and expertise in project management, stakeholder engagement, strategic communications, marketing, public policy, urban and transportation planning, grant writing and video development to provide a comprehensive array of services to clients. Ms. Muna-Landa is a detail oriented and thoroughly organized project manager who designs and administers tailored stakeholder engagement programs from initial stages to project completion. She is accustomed to working with a variety of partners including senior staff, elected officials, business leaders, grassroots community leaders and the community-at-large. Ms. Muna-Landa is known for her thorough knowledge of planning, environmental, design and construction projects and has a strong work ethic and the ability to deliver exceptional service for these programs.

SELECT EXPERIENCE

City of Anaheim, Beach Boulevard Specific Plan and Environmental Impact Report Anaheim, CA

City of Lynwood, Transit Area Strategic Plan Lynwood, CA

City of Los Angeles, Westside Mobility Plan Los Angeles, CA

City of Los Angeles Department of Transportation, Wilmington EMPOWER Project Wilmington, CA

Riverside County Transportation Commission, 91 Express Lanes Marketing Riverside County, CA

Riverside Transit Agency, Hemet Transit Plan Hemet, CA

YEARS' EXPERIENCE

28 Years

EDUCATION

California State University, San Bernardino Master, Public Administration

MARIA YÁÑEZ-FORGASH

ARELLANO

Senior Project Coordinator

Maria Yáñez-Forgash has seventeen years of community relations experience in both the public and private sectors. As a Senior Project Coordinator, she has worked with clients on a wide range of projects ranging from transportation, planning, goods movements/ Intelligent Transportation Systems, air quality and active transportation. Ms. Yáñez-Forgash specializes in planning and executing large and small public involvement programs. One of her greatest strengths is her ability to work with people at all levels including high level staff, grassroots groups, diverse communities and elected officials. She is a fluent Spanish speaker and is also proficient in reading and writing in Spanish.

SELECT EXPERIENCE

Los Angeles Department of Transportation Westside Mobility Plan Los Angeles, CA

Southern California Association of Governments Compass Blueprint Demonstration Project- Harbor Blvd. Mixed-Use Transit Corridor Plan

Anaheim Resort Transportation Integrated Transportation & Capacity Building Plan Anaheim, CA

San Sevaine Connectivity Plan Fontana, CA

Orange County Transportation Authority Public Outreach for State Route 91 Improvement Project Orange County, CA

YEARS' EXPERIENCE

17 Years

EDUCATION

California State University Fullerton Master, Public Administration

AREAS OF EXPERTISE

- Community Relations
- Program Management
- Strategic Planning
- Urban and Regional Planning

JASON
PACK
PE, Principal

FEHR & PEERS

Mr. Pack manages Fehr & Peers' RivTAM on-call contract, and has managed several transportation planning projects in Riverside County. He has worked on a wide variety of transportation projects, from general plans and specific plans to detailed corridor, interchange, and signal coordination studies. Additionally, he has applied or developed travel demand forecast models on over 50 projects in the State of California.

SELECT EXPERIENCE
- UC Riverside Master Plan
- City of Upland General Plan
- City of Los Alamitos General Plan
- City of Chico General Plan
- Cal Poly Pomona Master Plan
- Holt Boulevard Corridor Plan
- Wine Country Community Plan
- Monterey Avenue Signal Coordination Study - Palm Desert
- OCTA Main Street Grade Separation Study - Orange
- OCTA Ball Road Grade Separation Study - Anaheim
- Avenue 66 Grade Separation Study - Riverside County
- Kern COG HOV/BRT Feasibility Study - Bakersfield
- Temecula Wine County TransCAD TDF Model Development
- City of Upland TransCAD TDF Model Development
- Rancho Cordova Sub Area TP+/ MINUTP TDF Model Development
- Cal Poly Pomona Parking Assessment
- San Bernardino Community College Parking Assessment
- Crafton Hills Parking Assessment
- San Bernardino TOD Overlay Parking Code Development

EDUCATION
University of California, Davis Bachelor, Civil Engineering

LICENSES AND CERTIFICATIONS
Licensed Traffic Engineer: California

AVAILABILITY
25%

MICHAEL
SAHIMI
Transportation Planner

FEHR & PEERS

Michael Sahimi joined Fehr & Peers as a transportation planner in July 2014. He has public sector experience in bicycle, pedestrian, and transit planning as well as general transportation planning. Michael has experience working with ArcGIS, Cube, and Synchro transportation software.

SELECT EXPERIENCE
- UC Riverside Master Plan
- WRCOG Active Transportation Plan
- Single Point of Transit Facilities - Riverside SPOT
- La Plaza East TOD Plan
- Westminster General Plan and Environmental Impact Report
- Nason Street Study
- City of Los Alamitos Parkins Study
- Palomares Street Closure Traffic Study
- Diamond Bar Transportation Performance Evaluatoin
- Orange County Complete Streets
- Palm Desert Master Plan

EDUCATION
University of California Los Angeles Masters, Urban and Regional Planning

University of California Irvine Bachelors, Urban Studies

AVAILABILITY
40%

STEPHANIE STANDERFER

WEBB

Vice President - Lead

Stephanie Standerfer is the Vice President over Planning and Environmental Services for Albert A. Webb Associates (WEBB). Stephanie has over 17 years professional experience as a project manager, specializing in managing large California Environmental Quality Act (CEQA) projects for both public and private projects. Stephanie has managed large project and program environmental impact reports (EIRs) for healthcare, community college districts, water districts, cities, and private developers. Her breadth of project experience allows her to foresee and navigate challenges that inevitably arise during CEQA compliance. She is an expert in CEQA implementation throughout Inland Southern California and is sought out to provide training in CEQA processing to local agencies.

Stephanie served as an extension of staff to the Western Riverside County Regional Conservation Authority (RCA), the entity responsible for the implementation of the Multiple Species Habitat Conservation Plan (MSHCP) for over eight years. As contract staff to the RCA, Stephanie provided ongoing processing, review, and consultation on MSHCP implementation procedures and policies. Stephanie provided training and policy guidance documents to not only the RCA but all Permittees, which include all 17 cities in western Riverside County as well as the County of Riverside itself.

Stephanie's interdisciplinary background is reflected by her experience on general plan updates, specific plans, planning studies, environmental constraints analyses, air quality impact studies, health risk assessments, noise studies, biological resource surveys, and cultural resource studies. As the project manager on a variety of controversial public works and private development projects over the years, she has managed teams of sub-consultants, engineers, and architects, and enjoys the interaction and coordination involved in these types of projects.

EDUCATION

Washington State University, Pullman Master, Environmental Science

University of California, Riverside Bachelor, Environmental Science

CHERYL DEGANO

WEBB

Principal Environmental Analyst

Cheryl DeGano serves as a Principal Environmental Analyst at Albert A. Webb Associates (WEBB) and manages the preparation and approval of environmental and planning documents for public and private sector clients. During her 27 year consulting career, Cheryl has been responsible for the preparation and processing of environmental and planning documents including environmental impact reports, environmental assessments, initial studies and mitigated negative declarations, mitigation monitoring and reporting programs (MMRPs), specific plans, development impact fee ("Nexus") studies per California Government Code 66000 et seq., and development and entitlement applications. Cheryl has been responsible for all aspects of these projects including research, data collection and analysis, report writing, quality assurance/quality control review, preparation of distribution lists, direction of public noticing, project management, representation at public meetings and hearings, and agency and client coordination. Cheryl is also experienced in the analysis of construction noise using the Federal Highway Administration's Roadway Construction Noise Model (RCNM). In addition to her environmental and planning background, Cheryl has assisted public agencies and private sector clients finance public facilities/services through the formation and administration of special finance districts and is well versed in socio-economic issues.

Cheryl possesses strong communication and analytical skills and establishes and maintains excellent client relationships. Cheryl has a proven ability to take over large projects with minimal disruption to the client, experience with high profile and controversial studies, and the ability to work effectively and collaboratively within the increasingly complex regulatory and environmental context of development in southern California to develop solutions, strategies, and feasible alternatives for complex projects.

EDUCATION

University of California, Riverside Bachelor, Biology

WILLIAM MALONE

WEBB

PE, PMP, Vice President

William T. Malone (Bill), Vice President at Albert A. Webb Associates (WEBB), is a specialist in water and wastewater projects ranging from planning to design and construction. Bill's experience includes, but is not limited to major water transmission mains, water distribution mains, sewer trunk lines, sewer collection mains, water pump stations, water wells, sewer lift stations, major water turnout metering facilities, sewer metering and monitoring stations, water storage reservoirs, and water and sewer system master plans.

Bill's planning and design responsibilities include hydraulic analysis of sewer and water systems, master facility plans, engineering feasibility studies, preparation of design drawings and project specifications, and preparation of construction and project cost estimates. As a contract administrator and construction manager, Bill reviews bid proposals, contractor's submittal drawings, he coordinates with clients, contractors, and inspectors regarding engineering decisions during construction, reviews and processes construction progress payments, and executes contract change orders. Due to Bill's extensive background in a variety of disciplines, he serves as the Director of our Municipal Engineering Department overseeing the firm's resources and focusing on developing strong teams of consultants to meet the needs of our clients.

EDUCATION

California State Polytechnic University, Pomona Bachelor, Civil Engineering

LICENSES AND CERTIFICATIONS

Professional Engineer: California
Project Management Professional

JOSEPH CALDWELL

WEBB

PE, CPESC, CPSWQ, QSD/QSP, Director - Stormwater Engineering

Joseph is an expert in hydrology and hydraulics, Joseph Caldwell leads the firm's Stormwater Engineering Department at Albert A. Webb Associates (WEBB), focusing on the development of master drainage plans, the design of backbone drainage infrastructure, and the design of water quality systems for flood control projects throughout the region. As a Certified Professional in Erosion and Sediment Control and Storm Water Quality, Joseph is a specialist in water quality and environmental compliance.

Joseph's experience includes the design of regional flood control basins, a flood control levee, master drainage plans, and the design and construction of several miles of backbone drainage infrastructure. He has also hydrologically and hydraulically modeled the San Jacinto River from Railroad Canyon to the existing Army Corps levee in the City of San Jacinto. Having managed previous projects within this region, Joseph has extensive knowledge of the local agency's design standards and procedures.

EDUCATION

Brigham Young University Master, Civil Engineering

Brigham Young University Bachelor, Civil Engineering

LICENSES AND CERTIFICATIONS

Registered Civil Engineer: California
Certified Professional in Erosion and Sediment Control
Certified Professional in Stormwater Quality
Qualified SWPPP Developer/Practitioner QSD/QSP
Construction General Permit Trainer of Record

PAUL MARRA

KMA

Managing Principal

Mr. Marra will serve as Principal-in-Charge. He is Managing Principal of the San Diego office of Keyser Marston Associates, Inc., a premier provider of land use economic advisory services on the West Coast. He has 30 years experience in mixed-use and transit-oriented developments, revitalization strategies, and public/private partnerships. His consulting services include real estate market and financial, fiscal and economic impact assessments, and developer solicitation and negotiations.

Mr. Marra served as the 2012 President of Lambda Alpha International San Diego chapter, and he is a member of the Urban Land Institute, American Planning Association, San Diego Housing Federation, and Citizens Coordinate for Century 3 (C3). He chaired the 2014 Urban Land Institute (ULI) Technical Assistance Panel (TAP) for the Baja California Center property in Rosarito, Mexico. He graduated Phi Beta Kappa from The Johns Hopkins University with a B.A. degree in sociology. He studied in Latin America as an exchange student and maintains his fluency in Spanish.

CLIENT REFERENCES

Lara Gates
Planner/Project Manager
City of San Diego;
(619) 236-6006; lgates@sandiego.gov

Luke Watson
Community Development Director;
City of Temecula
(951) 694-6415; Luke.Watson@cityoftemecula.org

David Witt
City Manager
City of La Mesa
(619) 667-1195
dwitt@ci.la-mesa.ca.us

EDUCATION

John Hopkins University Bachelor, Sociology

REENA PATEL

KMA

Manager

Ms. Patel has worked for KMA for over 12 years. She has concentrated her work efforts in analyzing the financial feasibility of market-rate and affordable transactions and mixed-use developments for San Diego, Orange, and Riverside County public agencies. She has prepared market demand analyses, economic profiles, and implementation strategies to assist cities in evaluating the potential for new in-fill and mixed-use development. She recently assisted the City of San Diego with a market demand analysis for the Encanto and Southeast San Diego planning areas. Ms. Patel reviewed key market factors related to inventory, vacancy, and value indicators, estimated the current retail productivity levels in the market area in order to identify and project the likely supportable demand for retail, office, and industrial land uses.

Ms. Patel is a member of the San Diego Housing Federation (SDHF), and Citizens Coordinate for Century 3 (C3). She holds a Master's degree in Business Administration/Real Estate and Finance from the University of San Diego, and a Bachelor of Science degree in Psychology from the University of California, Irvine.

CLIENT REFERENCES

Ashley Jones
Senior Management Analyst
City of Poway
(858) 668-4554
ajones@poway.org

John Meyer
Director, Redevelopment & Housing
City of Vista
(760) 643-5253
jmeyer@ci.vista.ca.us

Karen Youel
Management Analyst, Housing Division,
City of Escondido
(760) 839-4518
kyouel@ci.escondido.ca.us

EDUCATION

University of California Irvine Bachelor, Psychology

MICHAEL
TACTAY
Senior Analyst

KMA

Mr. Tactay is a Senior Analyst in KMA's San Diego office. He joined KMA in 2014, and provides assistance to both public and private sector clients on a variety of projects involving economic development strategies, fiscal and economic impact analyses, and financial feasibility.

Prior to joining KMA, Mr. Tactay gained previous economic development experience working for the Hillcrest Business Improvement District, Barrio Logan Art Association, City of San Diego, and City of Chula Vista. The bulk of his previous experience comes from his involvement in the Uptown Community Plan Update for the City of San Diego, in particular the update of the Economic Prosperity Element. Mr. Tactay holds a Bachelor of Arts degree in both Economics and Political Science from the University of California, Irvine. He is currently attending the University of San Diego to obtain a Certificate in Real Estate Finance, Investments, and Development.

CLIENT REFERENCES
Eric Crockett
Economic Development Director
City of Chula Vista
(619) 476-5341
ecrockett@chulavistaca.gov

Toni Dillon
Community Development Specialist
City of San Diego
(619) 533-6339
tdillon@sandiego.gov

David De Vries AICP
Principal Planner
City of Lemon Grove
(619) 825-3812-

EDUCATION
University of California Irvine Bachelor, Economics and Political Science

REFERENCES

CALLISONRTKL

OVERALL PROJECT DIRECTOR/PRINCIPAL IN-CHARGE:
Nate Cherry FAIA, AICP, LEED AP BD+C

Renee Espiau, City Planner
530 South King Street
Honolulu, HI 96813
(808) 768-8050
respiau@honolulu.gov

Grace Hutchinson
125 N. Main Street, Suite 468
Memphis, Tennessee 38103
(901) 576 7199

Tim O'Donnell, City Manager
City of Brea
Brea Redevelopment Agency, Economic Development Department
#1 Civic Center Circle, Level II
Brea, CA 92821-5732

SPECIFIC PLAN PROJECT MANAGER:
Noam Maitless AIA, LEED AP BD+C

Robert T Summerfield AICP, Planning Section Manager – Long Range Planning and Office of Sustainability
City of Las Vegas Department of Planning
rsummerfield@LasVegasNevada.gov
(702) 229-4856

Stephen F. Eimer
333 S. Grand Ave, Suite 4050
Los Angeles, CA 90071
(213) 985-4112

Jorge Pardo RA, Director of Art and Design
Los Angeles County Metropolitan Transportation Authority
pardoj@metro.net
(310) 779-1213

REFERENCES

FEHR AND PEERS

Jay Eastman AICP, Principal Planner
City of Riverside
Community Development Department
3900 Main Street
Riverside, CA 92522
(951) 826-5264
jeastman@riversideca.gov

Chris Gray, Director of Transportation
WRCOG
4080 Lemon Street
3rd Floor, MS 1032
Riverside, CA 92373
(951) 955-8304
gray@srcog.cog.ca.us

Doug Bilse, City Traffic Engineer
City of Carlsbad
1635 Faraday Avenue
Carlsbad, CA 92008
(760) 602-7504
doug.bilse@carlsbadca.gov

WEBB

CEQA/PEIR PROJECT MANAGER:
Stephanie Standerfer

Ted White AICP
City Planner
City of Riverside
(951) 826-5371

Cathy Perring
Assistant Planning Director
City of Eastvale
(951) 361-0900

Ward Mace
Goodman Birtcher Development, LLC
(949) 407-0142

Daniel Gryczman
Executive Vice President
Regent Properties
(310) 806-9801

ARELLANO ASSOCIATES

COMMUNITY INVOLVEMENT / PUBLIC ENGAGEMENT LEADER:
Laura Muna-Landa, Senior Project Manager

Sarah Brandenburg, Senior Associate
Fehr and Peers
210 Santa Monica Blvd., Suite 500
(310) 458-9916
s.brandenberg@fehrandpeers.com

John Amberson, Transportation Manager
City of Oceanside
300 North Coast Highway
Oceanside, CA 92054
(760) 435-5091
jamberson@ci.oceanside.ca.us

Jamie Lai, Project Manager
City of Anaheim
200 S. Anaheim Boulevard
Anaheim, CA 92805
(714) 765-5049
jlai@anaheim.net

KMA

References listed in Resumes

ORGANIZATIONAL CHART

CLIENT

City of Riverside
City Council & Planning Commission

CITY OF RIVERSIDE

ORON - "Our Riverside, Our Neighborhoods"

The Davenport Institute of Public Engagement and Civic Leadership

Community Organizers

Other Stakeholders

CLIENT

City of Colton
City Council & Planning Commission

CITY OF RIVERSIDE

CITY STAFF
David Murray
Senior Planner

PROJECT MANAGEMENT LAND USE & URBAN DESIGN

CALLISONRTKL PLANNING & URBAN DESIGN STUDIO
Nate Cherry FAIA, AICP, LEED AP BD+C
Overall Project Director/Principal-in-Charge (10%)

Noam Maitless AIA, LEED AP BD+C
Specific Plan Project Manager (50%)

Kurt Nagle AICP, ASLA, LEED Green Associate
Project Planner (50%)

ECONOMIC PLANNING

KEYSER MARSTON ASSOCIATES (KMA)
Paul C. Marra
Managing Principal (10%)

Reena S. Patel
Manager (15%)

Michael D. Tactay
Senior Analyst (30%)

STAKEHOLDER/ COMMUNITY ENGAGEMENT

ARELLANO
Laura Muna-Landa
Senior Project Manager/Public Engagement Leader(30%)

Maria Yanez-Forgash
Community Liaison (30%)

INFRASTRUCTURE PLANNING/EIR

WEBB
Stephanie Standerfer
Vice President/Lead (25%)

Cheryl DeGano
Principal Environmental Analyst (30%)

William T. Malone, PE, PMP
Vice President (20%)

Joseph Caldwell, PE, CPESC, CPSWQ, QSD/QSP
Director - Stormwater Engineering (25%)

MOBILITY PLANNING

FEHR & PEERS
Jason D. Pack, PE
Principal (25%)

Michael Sahimi
Transportation Planner (40%)

SCOPE OF WORK

TASK 1.0 PROJECT MANAGEMENT

TASK 1.1 PROJECT KICK-OFF MEETING:
The CallisonRTKL Team will participate in a "Kick-Off Meeting" that will: 1) introduce and identify the roles of key members of the consultant team, City Staffs (Riverside and Colton), and other stakeholders as appropriate; 2) establish reporting protocols, and evaluate how staff and consultants will collectively function as one Project Team; 3) discuss project objectives, issues, and opportunities; 4) confirm project schedule and work program; 5) review the proposed community engagement program; and 6) identify and transmit pertinent documents and studies, and other relevant data to the CallisonRTKL Team.

Deliverables:

- Coordination w/ City Staffs for Project Kick-off Meeting
- Agenda and Meeting Minutes for Project Kick-off Meeting
- Project Management Plan, including refined scope of work and schedule

TASK 1.2 TEAM COORDINATION / TEAM PROGRESS MEETINGS:
CallisonRTKL will coordinate and regularly consult with the Project Team to ensure that necessary information and documentation are received and incorporated into the work product in a timely manner; this will include on-going monitoring of the schedule and budget. For this task, members of the CallisonRTKL Team will participate in a maximum of ten (10) Team Progress Meetings with City Staffs to assess progress and direct forthcoming work. Additionally, CallisonRTKL will participate in regularly scheduled conference calls with the Project Team (i.e. City Staffs and consultants) to track progress and coordinate efforts. It is anticipated that conference calls will occur once or twice per month, depending on the needs of the project as the process moves forward.

Deliverables:

- Coordination w/ City Staffs through ten (10) Team Progress Meetings and periodic conference calls; participation of specific CallisonRTKL Team members to be determined
- Agenda and Meeting Minutes for Team Progress Meetings

TASK 2.0 COMMUNITY ENGAGEMENT

TASK 2.1 PREPARE COMMUNITY ENGAGEMENT PLAN:
We recognize the importance of good team communication and will be available to participate in ongoing project team meetings. Based on the refined scope of work, as well as input provided at the Project Kick-Off Meeting to prepare a detailed Community Engagement Plan; this plan will serve as the blueprint and guiding document for informing and engaging project stakeholders. The Community Engagement Plan will outline specific tasks, describe the purpose of each task in relation to the project and overall process, and present a schedule of public outreach activities, due dates and deliverables associated with each task.

The Plan will outline specific tasks, the purpose of these tasks in relation to the project, a schedule of public outreach activities, due dates and deliverables associated with each task. To ensure comprehensive outreach to the neighborhoods, CallisonRTKL Team member, Arellano Associates, (AA) will develop neighborhood profiles that provides an overview and analysis of the communities and stakeholders targeted. Key to effective engagement with project stakeholders, AA will also identify the key steps involved in engaging bilingual communities.

Engaging bilingual communities goes beyond providing a meeting notice in English and Spanish; it includes understanding cultural nuances. Outreach to bilingual communities, particular Spanish communities is at the heart of AA's practice. Further, we understand the importance of integrating the approach and principles of the Davenport Institute grant into the overall and the overall community engagement process. We have reviewed the Davenport Institute's guiding principles which are closely aligned with AA's overall approach. AA believes the community input should inform and guide the process, engage stakeholders early and keep them fully informed, include all voices within the community, and utilizing tactics and approaches that allow for a variety of means to obtain input.

The Community Engagement Plan will clearly outline our approach and how to best utilize the Davenport Institute grant. The tactics identified in this scope of work fully support the principles utilized by the Davenport Institute. We understand the importance of integrating the approach and principles of the Davenport Institute grant into the overall

and the overall community engagement process. We have reviewed the Davenport Institute's guiding principles, and find that these are closely aligned with our overall approach. The Community Engagement Plan will clearly outline our approach and how to best utilize the Davenport Institute grant.

As part of the project kick-off meeting, the Team will also conduct a tour of the city and discuss project initiation. As part of this meeting, the community engagement program will be discussed and the team will solicit valuable input and direction from the City and project partners.

Deliverables:

- Community Engagement Plan
- Tour Documentation

TASK 2.2 STAKEHOLDER INTERVIEWS:
Members of the CallisonRTKL Team will interview key stakeholders early in the planning process to better understand critical issues and opportunities. Interviewees and scheduling will be determined in consultation with City Staffs; a maximum of sixteen (16) hours of Stakeholder Interviews will be provided, and we recommend that interviews are conducted within the first month of the project. As part of the interview task, we will develop questions for review and approval by City Staffs; each interview will be documented and a summary will be prepared.

Deliverables:

- Participation in up to 16 hours of Stakeholder Interviews; participation of specific CallisonRTKL Team members to be determined
- Memo summarizing Stakeholder Interview results

TASK 2.3 COMMUNITY ORGANIZATION OUTREACH:
Members of the CallisonRTKL will participate in up to eight (8) outreach sessions involving community organizations (e.g., input meetings, briefings, and presentations) and/or community events (e.g., mobile outreach with a manned booth); AA will provide coordination and logistics for these sessions. AA will work with City Staffs to identify key community organizations that have a stake in the project, and to select suitable meetings and venues for these outreach sessions, including coordination with on-going initiatives. For example, we know that the new Our Riverside, Our Neighborhoods (ORON) is an effort to engage and empower residents to develop visions and strategies to create positive change in their neighborhoods. Our other contacts with K-12, universities, faith-based organizations, health-based groups, bid representatives, and other stakeholders provide additional opportunities for collaboration.

Deliverables:

- Participation in up to eight (8) Community Organization Outreach Sessions; specific format and scheduling subject to further coordination with City Staffs; participation of specific CallisonRTKL Team members to be determined

TASK 2.4 PROPERTY AND BUSINESS OWNER OUTREACH:
Members of the CallisonRTKL will participate in up to eight (8) outreach sessions involving property and business owners; AA will provide coordination and logistics for these sessions. These may involve small group interviews and ad-hoc focus group meetings with key stakeholders to obtain early ideas and feedback, as well as presentations / briefings at scheduled meetings of established civic and business organizations, such as Chamber of Commerce committees and the Monday Morning Group. At least two of these meetings should invite selected developers (i.e., Developer Roundtables) to receive their input; one of these meeting should be scheduled early in the planning process to receive insights on market and product trends, and barriers to change, with an additional meeting scheduled to provide an essential sounding board on proposed development standards and guidelines, development review, and implementation strategies.

Deliverables:

- Participation in up to eight (8) Property and Business Owner Outreach Sessions; specific format and scheduling subject to further coordination with City Staffs; participation of specific CallisonRTKL Team members to be determined

TASK 2.5 COMMUNITY WORKSHOPS:
The CallisonRTKL Team will work with City Staffs in conducting up to four (4) Community Workshops, conducted at key project milestones; such workshops will ensure stakeholders are adequately informed on the status of the

project and allow for valuable feedback, helping to foster community involvement and support. It is tentatively anticipated that meetings will be scheduled as follows:

1. Present Background Analysis and undertake Preliminary Visioning (at or near end of Task 3).
2. Review and evaluate the Vision Statement & Development Principles, as well as Alternative Development Scenarios (at or near end of Task 4).
3. Present and consider the Plan Concept (at or near end of Task 5).
4. Assess the Implementation Strategy, including proposed Development Standards & Guidelines (at or near end of Task 7).

AA is well versed in all meeting formats, and will consult with the Project Team to determine the appropriate format for each of the proposed meetings, ranging from highly interactive community design charrettes, roundtable exercises, and voting methods to informal open house formats, as well as more formal workshop presentations with question and answer periods. Regardless of the meeting format, the goal is to educate, inform and elicit community participation and input so that the proposed project addresses community needs.

Towards this end, we will ensure that all stakeholders have a voice in the process and that diverse interests are represented.

AA services in support of the various meetings will include coordination of meeting times and locations, organization of facility details (including equipment and insurance, if applicable), meeting set-up and clean-up, photography, and refreshments. Typically local venues are identified to provide for convenient attendance by the community. Meeting materials, including notices and meeting notifications, e-blasts, handouts, sign-in sheets, comment cards and directional signage will be prepared.

Deliverables:

- Participation / facilitation of up to four (4) Community Workshop; specific format and scheduling subject to further coordination with City Staffs; participation of specific CallisonRTKL Team members to be determined

TASK 2.6 COMMUNITY CHARRETTES:

The design charrette is the heart of the planning process. These public charrettes/workshops will be creative forums in which a free flow of ideas can take shape toward a common purpose. These activities will be incorporated with the appropriate stakeholders to obtain further insight and bounce ideas and concepts off of key stakeholders from a broad range of interests and backgrounds in Riverside. The charrette is not only a planning and design process, but a forum for the community to come together; to celebrate, to complain, and to prepare itself for the future. The challenge of these meetings will be to ensure adequate and broad-based participation in order to avoid homogenous or narrow input. The approach to create the dynamic workshop process will be collaborative involving the City and project team to identify the best format for each workshop based on the audience, information to be presented and input needed. We will share lessons learned and best practices to assist in the decision making process. The work done in the charrettes must produce a buildable plan. That is, it must be feasible in the marketplace, and approvable by businesses, residents and city officials. The charrette will be collaborative. All of our disciplines will be present, and will work together to achieve a shared vision. Critical issues of planning, public space design and more will be decided during the charrette.

Deliverables:

- Participation / facilitation of up to three (3) Community Charrettes. Timing to be determined in consultation with the project team and the City.
- Event documentation and reports

TASK 2.7 MOBILE OUTREACH:

Our Team is prepared to go out into the community to share project information and has experienced much success with employing mobile outreach efforts. Places where people already congregate in the community are ideal venues to meet and talk with residents. Our bilingual team will staff a booth and talk to residents about their vision for Northside. The mobile outreach approach allows for meeting the community in their own "backyard" and at venues or activities that already actively compel public interest. Some venues may include the local farmer's market, holiday fairs, health fairs, concerts in the park, and other similar seasonal and local events. We are prepared to attend and participate in up to 10 mobile outreach engagements.

Deliverables:

- Participation / facilitation of up to ten (10) Mobile Outreach Events; specific format and scheduling subject to further coordination with City Staffs; participation of specific CallisonRTKL Team members to be determined
- Event documentation and reports

TASK 2.8 DEVELOPER ROUNDTABLE:

We recommend scheduling meetings with selected developers at a key point in the process to garner insights on market trends, product trends, and barriers to change. We have used this process in countless corridor, downtown, and transit station area planning projects. Our expertise in working for developers gives us access to and understanding of the developer perspective. We find them an essential sounding board for changes in zoning, processing, and workable strategies for implementation. AA will coordinate and handle logistics for one (1) roundtable discussions with selected developers.:

Deliverables:

- Participation / facilitation of one Developer Roundtable; specific format and scheduling subject to further coordination with City Staffs; participation of specific CallisonRTKL Team members to be determined
- Event documentation and report

TASK 2.9 WEBSITE:

The CallisonRTKL Team will assist with developing and maintaining the content, graphics and materials needed to support a mobile-friendly Project Website; this task also includes the use of creative tools such as project videos, interactive maps and public engagement software. A Project Website is a major public portal for stakeholder engagement, and a very cost-effective communications tool; it will serve as a portal to all project information, including but not limited to: background documents, collateral materials, meeting schedules and presentations, public webcasts, maps, social media connections and links, etc.

Visitor's viewing paths and comments may also be collected and collated. Quantity and quality of web traffic will be evaluated. The project website will act as a 24/7 counterpart to the in-person project delivery process and will provide valuable metrics to the Team, to the City, and to the Community in the pursuit of the best possible planning feedback.

Deliverables:

- Mobile-friendly Project Website
- Use Metrics and Comment Database

TASK 2.10 STAKEHOLDER DATABASE:

At the core of any successful community participation program is identification and management of the stakeholder data. AA is extremely well versed in the development, utilization and maintenance of small and large-scale database files for projects. The database will be formatted in both Excel and Microsoft Access for ease in sorting and tracking various contacts; the database and associated reports will be made available to the City Staffs in either Microsoft Excel or PDF formats. Draft and final versions of the database will be prepared in consultation with the Project Team, and updated after public meetings and other milestones, or as needed. The project database will be continually refined throughout the project using information gained from meeting sign-in sheets, public inquiries, website feedback and registration requests, and social media requests.

Deliverables:

- Stakeholder Database

TASK 2.11 NOTICING:

AA is well versed in notification techniques used to support the planning process, and the tools utilized may include, but are not limited to the following*:*

- *Public Access Venues:* Notification materials can be disseminated via City Hall, the Chamber of Commerce, local schools, libraries, churches, and businesses.
- *Social media:* The project website and a Facebook Fan page will be utilized to post meeting notifications; Facebook ads can also be placed to increase public awareness. Links to project stakeholder web and social media sites will also be pursued to increase meeting visibility.
- *E-Blasts:* This is an extremely cost effective method to reach the project's Stakeholder Database.
- *Street Banners/Signage:* This is a potential low cost solution to increase meeting awareness and reach the community and motorists that pass through the area daily.

TASK 2.12 SOCIAL MEDIA:
AA will assist the Project Team in the implementation of a comprehensive and effective social media campaign. We have experience in developing project-specific social media plans that identify short and long term key objectives, including bringing in new voices from the community, enhancing the project profile, and educating the community about the project. The following social media strategies are recommended:

- *Facebook*: Projects can be set up for fans to sign-up and track updated and useful information and have on-line discussions.
- *Blogs*: We will identify and follow public blogs that mention or focus on our project, and provide input or assistance in organized responses or tracking.
- *Electronic News Outlets*: We will identify and monitor e-news outlets to capture project related articles, as well as to utilize these sites to publicize project information and market the project on social media sites.

TASK 2.13 COLLATERAL MATERIALS:
A set of easy to understand, and multi-lingual, collateral materials are important communication tools for this public outreach effort. AA's staff has experience developing highly creative and functional collateral materials, and will work collaboratively with the Project Team to develop materials for the Northside Specific Plan project. Materials will range from hand-outs to presentation boards, and may include a project brochure, project newsletter series (direct mail hard copy and electronic bulletins), fact sheets, frequently-asked-questions (FAQ), PowerPoint presentations, public comment cards, etc. Collateral materials will be created with a uniform look to help create a project identity.

TASK 3.0 BACKGROUND ANALYSIS

TASK 3.1 STUDY AREA RECONNAISSANCE & BACKGROUND DOCUMENT REVIEW:
The CallisonRTKL Team will join key staff representatives from the Cities of Riverside and Colton in an approximately one-half (1/2) day field tour of the Specific Plan study area and surroundings to gain a holistic understanding of the physical and environmental context; it is recommended that the field tour is coordinated with the Kick-Off Meeting. As appropriate, members of the consultant team will engage in follow-up reconnaissance to record important site conditions and characteristics. The CallisonRTKL Team will also work with City Staffs to collect, review and evaluate pertinent documentation in order to establish a sound basis for planning.

Deliverables:

- One-half Day Study Area Field Tour with City Staff representatives
- Memo presenting summary evaluation of pertinent planning and background documents

TASK 3.2 STUDY AREA ANALYSIS:
CallisonRTKL will synthesize our site reconnaissance, document review and evaluation, and other data inputs into a series of diagrams and maps with supporting text to communicate our understanding of Specific Plan study area and its context. Among the issues this mapping and analysis will address are: land use and housing distribution; anticipated / entitled projects; architectural and urban design character; open space distribution; community resources; and other site and community issues as appropriate. Additionally, our evaluation and analysis will coordinate with the various technical analysis to clarify and graphically depict development opportunities and constraints.

Deliverables:

- Study Area Analysis presented through maps and diagrams

TASK 3.4 INFRASTRUCTURE ANALYSIS:
WEBB's Infrastructure Team will coordinate and attend a kick-off meeting specifically for the water, sewer and drainage issues that will need to be analyzed and addressed in the Specific Plan and EIR. It will be important that the various concerned jurisdictions and agencies attend this meeting, including the City of Colton, Riverside Public Utilities, Riverside County Flood Control and Water Conservation District, and San Bernardino County Flood Control District.

In order to evaluate the existing infrastructure conditions, WEBB will research utilities; obtain record data for parcels, rights-of-way, etc.; review water, sewer and drainage reports and studies from previous development projects in the area (to be provided by the City of Colton and/or Riverside); review FEMA mapping and designations for the area. To gather all relevant information from the various utility

entities affected by this inter-jurisdictional project, extensive coordination is anticipated; having its foundation of practice in the study area, WEBB provides a local understanding of the infrastructure needs for this project.

Deliverables:

- Agenda and Meeting Minutes
- Base Map of project area showing critical infrastructure features and constraints
- Map(s) of location and sizing of known existing water lines, existing sewer lines, water wells, and drainage features

TASK 3.5 ECONOMIC / MARKET ANALYSIS:

KMA will work with the Project Team to provide market evaluation and an assessment of economic development potential, to include the following.

Market Opportunities Assessment: For the overall Specific Plan study area and its various sub-areas, KMA will evaluate market opportunities for a range of land uses, including multi-family and single-family residential; industrial, retail, and office development; and recreational/cultural uses. Specific tasks will entail analysis of demographic and economic trends; assessment of market performance factors for each land use sector; and interviews with key stakeholders, including real estate professionals and community representatives. KMA will estimate achievable absorption by land use type, and recommend up to two (2) land use scenarios that emphasize community revitalization and economic development opportunities.

HABU Analyses for City-Owned Properties: For the 179-acre Ab Brown Sports Complex/former Riverside Golf Course property and the 227-acre Pellissier Ranch property, KMA will undertake highest and best use analysis (HABU). The HABU analysis will consider opportunities and constraints for each property, market support factors, and financial feasibility of alternative master plan concepts. Based on the preferred development scenario, KMA will recommend disposition strategies for each property, including approaches to developer solicitation and sale/lease transaction terms.

Deliverables:

- Report presenting Market Opportunities Assessment
- Report presenting HABU Analysis for City-Owned Properties

TASK 3.6 BACKGROUND ANALYSIS REPORT:

CallisonRTKL will prepare a Background Analysis Report that compiles and summarizes the findings and conclusions of the above described analysis tasks, and serves as an informational document for City Staffs and stakeholders as the project moves forward. Employing maps, diagrams, and other graphics as appropriate, as well as supporting text, it will explain existing conditions, clarify the physical, economic and environmental factors that impact the Specific Plan study area, and identify development opportunities and constraints.

Deliverables:

- Two (2) hard copies of the Background Analysis Report in 8.5”x11” or other mutually agreed format, and one (1) print- and web-ready .pdf file copy; as appropriate, technical studies will be incorporated as appendices or submitted under separate cover

TASK 4.0 VISION & ALTERNATIVE DEVELOPMENT SCENARIOS

TASK 4.1 PRELIMINARY VISION STATEMENT & DEVELOPMENT PRINCIPLES:

Relying on the Background Analysis and input received through community outreach efforts, the CallisonRTKL Team will prepare a preliminary Vision Statement, and set forth Development Principles and initial concepts (i.e., "Big Ideas") for the Specific Plan study area. These will serve as guideposts for preparation of Alterative Development Scenarios and various other components of the Specific Plan, subject to community review and refinement as the project moves forward.

Deliverables:

- Preliminary Vision Statement & Development Principles presented in memo or other format as appropriate for City Staffs and stakeholder review and evaluation

TASK 4.2 ALTERNATIVE DEVELOPMENT SCENARIOS:

CallisonRTKL will prepare up to three (3) Alternative Development Scenarios for the Specific Plan study area, depicted and described though plans, diagrams, drawings, and other graphic means as appropriate, with supporting text. These alternatives will draw upon the background analysis, community outreach, and the Preliminary Vision Statement & Development Principles, to provide an exploration of the development potential associated with varying land use mix, and associated economic, mobility, and open space strategies.

Deliverables:

- Three (3) Alternative Development Scenarios presented in a format as appropriate for City Staffs and stakeholder review and evaluation

TASK 4.3 ALTERNATIVE DEVELOPMENT SCENARIOS EVALUATION:

The CallisonRTKL Team will coordinate with City Staffs to review and evaluate each Alternative Development Scenario against the proposed Vision Statement & Development Principles. This evaluation will assess the strengths and weaknesses of each alternative according to land use suitability; market viability and economic impact; place-making potential; infrastructure capacity; anticipated environmental impacts; etc. Through the community engagement process, opportunity will also be provided for the community and stakeholders to weigh in on the alternative scenarios.

Deliverables:

- Alternative Development Scenario Evaluation presented in memo or other format as appropriate for City Staff and stakeholder review and evaluation

TASK 4.4 VISION REPORT:

CallisonRTKL will prepare a report that collects and as appropriate summarizes: 1) the Preliminary Vision Statement & Development Principles; and 2) the Alternative Development Scenarios & Evaluation. Input and comments from City Staffs will be incorporated; the Vision Report is intended to serve as a communications piece to engage stakeholders, and as a point of reference as the planning process moves forward.

Deliverables:

- Two (2) hard copies of Vision Report in 8.5"x11" or other mutually agreed format, and one (1) print- and web-ready .pdf file copy

TASK 5.0: PLAN CONCEPT

TASK 5.1 PREFERRED DEVELOPMENT SCENARIO:

CallisonRTKL will prepare a Preferred Development Scenario that describes and illustrates the favored concept for physical development of the Specific Plan study area, utilizing diagrams, drawings and renderings, and supporting text to depict the area's potential. This preferred scenario will be based on Project Team and stakeholder review and evaluation of the Alternative Development Scenarios.

Deliverables:

- Preferred Development Scenario presented through diagrams, drawings, renderings, and supporting text, presented in a format suitable for incorporation in the Specific Plan document

TASK 5.2 DISTRICT DEVELOPMENT STRATEGIES:

CallisonRTKL will prepare District Development Concepts that describe and illustrate the proposed development strategy for various districts or sub-areas of the Specific Plan

study area, utilizing diagrams, drawings and renderings, as well as supporting text. These concepts will offer more detailed visual portrayals of the plan vision and the proposed character of identified sub-areas.

Deliverables:

- District Development Strategies presented through diagrams, drawings, renderings, and supporting text, presented in a format suitable for incorporation in the Specific Plan document

TASK 5.3 DRAFT PLAN ELEMENTS:

The CallisonRTKL Team will prepare a series of Draft Plan Elements addressing land use & community character; neighborhoods & community resources; mobility & infrastructure; open space & environment; economics & real estate; and other issues as appropriate. Plan Elements will support the Preferred Development Scenario and District Development Strategies, described through plan diagrams, policy discussion, and evaluation of pertinent development strategies and programs. Consideration will be given to achieving balanced and sustainable land use; conserving neighborhoods; protecting historic, cultural, and natural resources; expanding mobility choice; enhancing the public realm; expanding the open space network; promoting economic development; and identifying catalytic projects.

For the mobility component of the Specific Plan, Fehr & Peers will develop typical roadway cross-sections for incorporation into the document. Fehr & Peers will also work with the Project Team in developing network connectivity for bicycles, pedestrians, transit, and potentially trucks for incorporation into the Specific Plan.

Deliverables:

- Draft Plan Elements encompassing plan diagrams, and policy and program discussion, presented in a format suitable for incorporation in the Specific Plan document

TASK 5.4 PLAN CONCEPT REPORT:

CallisonRTKL will prepare a report that incorporates an updated Vision Statement & Development Principles, and collects and as appropriate summarizes: 1) the Preferred Development Scenario; 2) District Development Concepts; and 3) Draft Plan Elements. Input and comments from City Staffs will be incorporated; moreover, the Concept Plan Report will be subject to refinement, as its content will be tested and analyzed through preparation of the Development Standards & Guidelines and the Implementation Program.

Deliverables:

- Two (2) hard copies of the Plan Concept Report in 8.5"x11" or other mutually agreed format, and one (1) print- and web-ready .pdf file copy

TASK 6.0 DEVELOPMENT STANDARDS & GUIDELINES

TASK 6.1 DEVELOPMENT STANDARDS & GUIDELINES FOR THE PUBLIC REALM:

CallisonRTKL will prepare development standards and guidelines for the public realm that implement the Plan Concept. More specifically, public realm standards and guidelines will address the design and character of public space, including streetscapes; parks and plazas; public signage and art; etc. These criteria will utilize supporting graphics, tables, and charts to deliver a concise, visual format that is user-friendly. As appropriate, we will work with City Staffs to consider form-based alternatives to regulating development.

Deliverables:

- Development Standards & Guidelines for the Public Realm presented in graphic format suitable for incorporation in the Specific Plan document.

TASK 6.2 DEVELOPMENT STANDARDS & GUIDELINES FOR THE PRIVATE REALM:

CallisonRTKL will prepare development standards and guidelines for the private realm that implement the Plan Concept. More specifically, private realm standards and guidelines will address site planning, architectural design, and on-site signage. These criteria will utilize supporting graphics, tables, and charts to deliver a concise, visual format that is user-friendly, setting forth expectations and assisting in the evaluation of proposed projects. As appropriate, we will work with City Staffs to consider form-based alternatives to regulating development.

Deliverables:

- Development Standards & Guidelines for the Private Realm presented in graphic format suitable for incorporation in the Specific Plan document.

TASK 7.0 IMPLEMENTATION PROGRAM

TASK 7.1 INFRASTRUCTURE PLAN (WATER, SEWER AND DRAINAGE PLAN OF SERVICE):

Team Member, WEBB will prepare a Plan of Service for water, sewer and drainage for the Specific Plan study area to be analyzed programmatically in the EIR. WEBB will work closely with water, sewer and flood control utilities in both Riverside and San Bernardino Counties to prepare these plans. These Service Plans will rely on the proposed land uses as developed through the Specific Plan process. In order to determine the improvements that will be needed in the project area, WEBB will prepare preliminary hydraulic models of the backbone water, sewer and drainage infrastructure that establish facility sizing. WEBB will work with the local jurisdictions to secure approvals for the service plans.

Deliverables:

- Plans of Service for water, sewer, and drainage to be approved by individual jurisdictions; exhibits shall be created to support the Specific Plan and EIR that show sizing and locations of existing and future improvements

TASK 7.2 IMPLEMENTATION ACTIONS:

Based on the Preferred Development Scenario for the Specific Plan study area and its sub-areas, KMA will formulate recommendations to expedite implementation of the proposed plan. These recommendation will include actions to encourage desired community reinvestment and new development, as well as methods of funding for proposed infrastructure improvements and public facilities.

Deliverables:

- Report describing Implementation Actions

TASK 7.3 SPECIFIC PLAN ADMINISTRATION:

CallisonRTKL will prepare a section on Specific Plan Administration to be included in the Specific Plan document. This piece will primarily lay out processes and procedures for development review, ensuring compliance with the Specific Plan's concepts and criteria, and promoting clear and predictable outcomes. Input from City Staffs will be necessary to ensure that the proposed review procedures are readily implementable.

Deliverables:

- Memo presenting processes and procedures for Specific Plan Administration

TASK 7.4 GENERAL PLAN CONSISTENCY / RECOMMENDATIONS FOR GENERAL PLAN AMENDMENTS:

CallisonRTKL will evaluate the Draft Specific Plan for consistency with the General Plans of both jurisdictions. We will provide a summary evaluation and discussion of the Specific Plan's consistency with these General Plans, and as needed recommend amendments to reconcile inconsistencies.

Deliverables:

- Memo outlining General Plan Consistency with recommendations for General Plan Amendments

TASK 7.5 IMPLEMENTATION PROGRAM REPORT:

CallisonRTKL will prepare a report that compiles and as appropriate summarizes: 1) Public Realm Development Standards & Guidelines; 2) Public Realm Development Standards & Guidelines; 3) Infrastructure Plan; 4) Implementation Actions; 5) Specific Plan Administration; and 6) General Plan Consistency. Input and comments from City Staffs will be incorporated

Deliverables:

- Two (2) hard copies of the Implementation Program Report in 8.5"x11" or other mutually agreed format, and one (1) print- and web-ready .pdf file copy

TASK 8.0 CEQA ANALYSIS & DOCUMENTATION (EIR APPROACH & SCOPE OF WORK)

Possessing an understanding of the Northside Community's concerns, and knowing the interesting land use patterns in the Northside and Pellissier Ranch areas, as well as within the City of Colton areas, WEBB is uniquely positioned to provide expert CEQA services for this Inter-Jurisdictional Project. We have a long-standing reputation for effectively working in the City of Riverside on various project types. Additionally, several of our key CEQA staff live in Riverside and utilize land uses within the study area on a frequent basis. This experience provides unique insight, on both a professional and personal level, enabling the CEQA compliance team to be understanding and responsive to the

community stakeholders, and to help navigate concerns over the project as part of the analysis process.

The CallisonRTKL Team understands that the City of Riverside desires that the CEQA process address what it can from a project level. However, since this will be a large-scale Specific Plan, encompassing areas not in the City of Riverside's control, and knowing that the City of Colton's desires will have to be included as well, the CEQA analysis will need to be very clear about which portion of the project is being analyzed and which jurisdiction is responsible for any future analyses. WEBB's Team has extensive experience in preparing project and program-level CEQA documents. As we work through the project description analysis at the beginning of the process, WEBB will identify areas that we can include at a Project-Level analysis (i.e. eliminating or reducing the need for future analysis) and what areas need to be evaluated at a Program-Level analysis (i.e. what areas will be analyzed in detail in the future once details are known).

We also know that this will be a high profile project for the City of Riverside, and the subject of scrutiny by parties that will be at odds as to what they envision for the future of the project area. For projects with known or reasonably anticipated opposition, it is critical that the analysis in the EIR be robust, easily understood by a lay person, and legally defensible. Webb understands that the CEQA process itself must be procedurally correct with regards to the provision of notices, the availability of documents, and a strong administrative record. WEBB will work with both jurisdictions to develop an EIR format that is easy to understand, and proceed in a manner that is coordinated with the Specific Plan process.

Given the above approach, the proposed scope of work for the EIR is as follows:

TASK 8.1 CEQA KICK-OFF MEETING:
WEBB will coordinate and attend a kickoff meeting for the CEQA process involving both jurisdictions (Riverside and Colton).

Deliverables:
- Agenda and Meeting Minutes
- Communication Plan

TASK 8.2 PROJECT DESCRIPTION:
WEBB will develop a detailed project description to encompass the main components of the Specific Plan. The timing of the Project Description and development of the Specific Plan will be closely coordinated.

Deliverables:
- Draft & Final Project Descriptions

TASK 8.3 NOTICE OF PREPARATION AND SCOPING SESSION:
Given the complexity of the environmental analysis anticipated for this project, we propose to issue a Notice of Preparation (NOP) to notify all interested parties of the intent to move forward with the EIR process for the project. The issuance of the NOP should be carefully coordinated with development of the Specific Plan to ensure that any public Scoping Sessions are also held to the benefit the Specific Plan process. The forthcoming EIR will address all issue areas per CEQA, and therefore the Initial Study will not be needed; this approach will save time and money. Issuance of the NOP will be used to establish the timeframe for the existing/baseline conditions to be analyzed in the EIR.

Deliverables:
- Notice of Preparation (NOP)
- Scoping Session presentation

TASK 8.4: PREPARATION OF TECHNICAL STUDIES:
Given the large geographical area, and the varying degree of land uses, it is anticipated that the project will require the technical studies listed below to be included in the EIR. It will be important to coordinate the timing of these studies with the development of the Specific Plan team. Those studies that rely on proposed land uses (i.e. air quality) will have to start later than the studies that assess existing land conditions (i.e. biology). WEBB has specifically teamed with its trusted cultural resources consultant, Applied Earthworks, who has specific experience in working on Inland Empire adobe structures; they will be our experts in helping to identify and navigate how best to ensure protection of the Trujillo adobe through this process. Most of the proposed studies will be completed by either WEBB Team Members or sub-consultants to WEBB.

Deliverables:

- Air Quality Analysis
- Biological Resources Assessment and MSHCP Compliance Documentation
- Cultural Resources Assessment including special attention to the Trujillo Adobe
- Greenhouse Gas Emissions Analysis
- Hydrology/Preliminary WQMP Analyses
- Noise Impact Analyses
- Paleontology Assessment
- Traffic Impact Analysis

TASK 8.5 PREPARATION OF THE DRAFT EIR:

WEBB's team of analysts will proceed with the EIR work after we have coordinated with City Staffs to establish a suitable format for the document, and have clarified how streamlining and future environmental analysis will be conducted. Since the project has several large geographical areas that will most likely be treated separately in the Specific Plan document, it will be important for the EIR to be consistent and clear about the analysis for each of these areas.

Deliverables:

- 1st & 2nd Screencheck Draft EIRs

TASK 8.6 RELEASE FOR PUBLIC REVIEW OF DRAFT EIR:

WEBB will prepare the Public Review Draft EIR following input by both jurisdictions. WEBB will prepare all the required noticing for the County Clerk and State Clearinghouse, and work with both jurisdictions to develop the distribution list. WEBB will conduct the public review process for the EIR on behalf of the Cities of Colton and Riverside.

Deliverables:

- Public Review Draft EIR
- Notice of Completion
- Notice of Availability

TASK 8.7 RESPONSE TO COMMENTS:

WEBB will prepare the response to comments received on the Draft EIR; it is anticipated that their preparation will require considerable coordination with the larger Project Team. WEBB will prepare draft responses for review and approval by legal counsels.

Deliverables:

- 1st & 2nd Screencheck Response to Comments

TASK 8.8 FINAL EIR:

WEBB will package all the approved response to comments, the Mitigation Monitoring and Reporting Program (MMRP), and any errata needed to the Draft EIR into a Final EIR document. The Final EIR will be used by the City Councils for each jurisdiction to act upon the proposed Specific Plan document. Each jurisdiction will need to certify the Final EIR in conjunction with approval of the Specific Plan.

Deliverables:

- 1st Screencheck Final EIR
- Final EIR

TASK 8.9: NOTICE OF DETERMINATION (NOD):

WEBB will prepare two NOD's -- one for the City of Riverside and one for the City of Colton to file after their respective City Councils have acted upon the project. The NODs should be filed with the County Clerk and State Clearinghouse within 5 days of the approval.

Deliverables:

- Notice of Determination (NOD)

TASK 9.0 TRAFFIC STUDY

Fehr & Peers will complete the traffic study that will be incorporated into the EIR document. Given the advanced-planning nature of this project, we anticipate the need to further refine the scope of services prior to beginning the traffic study. Additionally, this study will focus on completing analysis consistent with current CEQA requirements but, due to changing legislation, may need to be revisited after completion of the Specific Plan.

TASK 9.1 FINALIZE SCOPE OF SERVICES & MEETINGS:
Fehr & Peers will meet with City Staffs to finalize the scope of the transportation services. Assumptions related to our scope of services are outlined below:

- We will evaluate Existing, Existing Plus Project, Cumulative No Project, and Cumulative Plus Project Conditions
- We will evaluate a total of 35 study locations as part of this assessment (either intersections during the AM and PM peak hours, roadway segments on a daily capacity level, or freeway ramp merge/diverge/weave assessment during peak hours); new counts will be needed at 20 locations

Based on the results of this effort, we may need to reduce or expand our scope of services for this project.

TASK 9.2 EXISTING CONDITIONS:
We will evaluate the study intersections identified in Task 9.1 using the methodologies identified in the Highway Capacity Manual (Transportation Research Board, 2010). We will spend two days in the field observing the transportation facilities, identifying existing and proposed bicycle, pedestrian, and transit facilities, and to collect lane configuration and traffic control data. We will obtain signal timings from the Cities and/or Caltrans if needed as part of this effort.

TASK 9.3 FORECASTS:
We will develop the following forecasts as part of this effort:

- *Project Trips:* We will utilize the Environmental Protection Agencies methodology for evaluating mixed-use development (otherwise known as MXD). This methodology will begin with ITE trip generation rates, but utilizes the EPA's methodology to incorporate the "D's" of smart growth to identify the project's potential to internalize trips. These trips will be assigned to the surrounding roadway system using estimated directions of approach and departure.
- *Cumulative Conditions:* We will either utilize the City's General Plan Modell, RIVTAM (the Riverside County Model), SBTAM (the San Bernardino County Model), or combination of tools to develop forecasts in the study area. We will update the model land use assumptions to account for approved and pending development projects provided by City Staffs that are not already incorporated into the model. The model will utilize NCHRP 255-consistent methodologies for adjusting forecasts for use in this assessment.

TASK 9.4 – IMPACTS AND MITIGATION MEASURES:
We will evaluate the analysis scenarios identified in Task 9.1 using the methodologies described in Task 9.2 and the forecasts described in Task 9.3. The results will be compared to each Cities' significance criteria and/or the CEQA checklist to identify potential impacts. Additionally, the project's consistency with existing and proposed bicycle, pedestrian, and transit facilities will be reviewed to determine if the project results in any impacts to those travel modes. Feasible mitigation measures will be identified (if possible) to mitigate identified impacts associated with the project.

TASK 9.5 VMT AND SB 743 ASSESSMENT:
Fehr & Peers will utilize the forecasting model used in Task 9.3 to assist in generating VMT for the project. The model will be used to extract VMT by trip purpose for both

productions and attractions. This will be combined with the MXD results to estimate VMT associated with the project.

VMT will be provided to the CEQA consultant for incorporation into the Air Quality and Greenhouse Gas assessment. Additionally, we will spend up to 20 staff hours working with the Cities to develop VMT per service population and identify if the project has the potential to satisfy the ultimate guidance developed for addressing SB 743 impacts. Given that the final guidelines will likely be adopted by the resource agency prior to completion of the environmental document, we may need to refine this portion of the scope of services to address these impacts.

TASK 9.6 DOCUMENTATION:
Fehr & Peers will document the results of this assessment in a draft transportation impact assessment. We have budgeted up to 16 hours of staff time to respond to comments on the draft and resubmit as final. We have also budgeted up to 24 staff hours to prepare responses to comments on the Draft EIR document.

TASK 10.0 DRAFT & FINAL REPORT (NORTHSIDE SPECIFIC PLAN)

CallisonRTKL will prepare an Administrative Draft Specific Plan that compiles applicable work product into a cohesive and legally defensible document, for review by the Project Team and other appropriate parties. It is anticipated that the document will be comprised of the following components: 1) Project Background; 2) Downtown Vision & Preferred Development Scenario; 3) Plan Elements; and 4) Development Standards & Guidelines; and 5) Implementation Program.

Deliverables:

- Two (2) hard copies of the Administrative Draft Specific Plan in 8.5”x11” or other mutually agreed format and one (1) print- and web-ready .pdf file copy

TASK 10.2 PUBLIC REVIEW DRAFT SPECIFIC PLAN:
CallisonRTKL will incorporate staff comments and other approved inputs into a Public Review Draft Specific Plan. This draft is intended for review and presentation in anticipation of the public hearings to be conducted by each jurisdiction.

Deliverables:

- Two (2) hard copies of the Public Review Draft Specific Plan in 8.5”x11” or other mutually agreed format and one (1) print- and web-ready .pdf file copy

TASK 10.3 PUBLIC HEARINGS:
The CallisonRTKL Team will participate in a maximum of four (4) public hearings on the Specific Plan and associated EIR, to include hearings before the Planning Commission and/or the City Council for each jurisdiction. We will prepare and present a PowerPoint that provides an overview of the Specific Plan; additionally, the CallisonRTKL Team will be available to respond to questions and comments during the public hearings.

Deliverables:

- Participation in a maximum of four (4) public hearings; participation of specific CallisonRTKL Team members to be determined
- Powerpoint Summary Presentation of Specific Plan

TASK 10.4 FINAL SPECIFIC PLAN:
Following Planning Commission and/or City Council hearings, the CallisonRTKL Team will incorporate approved changes to deliver a Final Specific Plan. Please note that at this stage we anticipate the requested changes will be minimal; significant changes will require that we revisit the scope and fee.

Deliverables:

- Two (2) hard copies of the Final Specific Plan in 8.5”x11” or other mutually agreed format and one (1) print- and web-ready .pdf file copy

PROJECT FEE - NORTHSIDE NEIGHBORHOOD & PELLISSIER RANCH INTER-JURISDICTIONAL SPECIFIC PLAN

		CallisonRTKL	Keyser Marston Associates (KMA)	Fehr & Peers (F&P)	Arellano Associates (AA)	WEBB (Infrastructure)	WEBB (CEQA)	Task TOTAL
TASK 1	PROJECT MANAGEMENT	$30,000						***$30,000***
TASK 2	COMMUNITY ENGAGEMENT	$55,000			$166,000			***$221,000***
TASK 3	BACKGROUND ANALYSIS	$67,000	$50,000			$175,000		***$292,000***
TASK 4	VISION & ALTERNATIVE DEVELOPMENT SCENARIOS	$145,000						***$145,000***
TASK 5	PLAN CONCEPT	$120,000		$25,000				***$145,000***
TASK 6	DESIGN STANDARDS & GUIDELINES	$120,000						***$120,000***
TASK 7	IMPLEMENTATION PROGRAM	$30,000	$50,000			$155,000		***$235,000***
TASK 8	CEQA ANALYSIS & DOCUMENTATION	$14,000			$24,000		$350,000	***$388,000***
TASK 9	TRAFFIC STUDY			$100,000				***$100,000***
TASK 10	DRAFT & FINAL REPORT	$40,000						***$40,000***
	Total by Consultant	$621,000	$100,000	$125,000	$190,000	$330,000	$350,000	***$ 1,716,000***

ESTIMATED TOTAL

** $12,000 Davenport Grant applied to Tasks 2.1 & 2.3 per Preliminary Scope of Work*
*** Based on our understanding of the tasks required to successfully complete the work, including those tasks included to meet all CEQA requirements, we submit the following budget, expenses included.*
**** CallisonRTKL will work closely with the City to evaluate and finalize our Team's final scope and fee as part of our project management plan.*

Downtown Las Vegas Master Plan

Las Vegas, Nevada

CallisonRTKL has been engaged to develop a community based plan that creates a compelling development vision for the next 20 years. The 5 square mile study area supports a community of roughly 2 million people. The scope of work includes a vision plan and form based code, market study, a transportation plan, and definition of a business improvement district. To date, hundreds of stakeholders have been interviewed, and findings have resulted in numerous public outreach events around a vision, alternatives, a draft plan and refined strategies toward implementation. Conceptual Targets for the project include more than 50% onsite energy production, 2,000 affordable housing units, 30% car/30%bus/30%ped/10%bike transportation usage, and 10% increase in tree canopy.

DESCRIBE THE PROCESS THAT WAS USED TO ENGAGE THE COMMUNITY?

Key stakeholders and interested parties had the opportunity to participate in the development of the Master Plan through community workshops, stakeholder meetings, and steering committee meetings.

WHAT STRATEGIES DID YOUR TEAM RECOMMEND?

The team is aiming towards economic growth in the area, entitling 12 GSF of new mixed use development including the location of a new MLS Stadium around hubs of activity while coordinating infrastructure investments, streamlining approvals, forming business improvement districts, and identifying catalytic projects in downtown for the next 20 years.

CLIENT
City of Las Vegas Redevelopment Agency

SERVICES
Land Use Planning, Urban Design, Landscape Architecture, Economic and Mobility Planning, Signage and Wayfinding, Place Branding

TEAM MEMBERS INVOLVED
Nathan Cherry
Noam Maitless
Kurt Nagle
Victoria Mendez

KEY CONTACT
Robert Summerfield
Planning Section Manager
400 Las Vegas Boulevard South
Las Vegas, NV 89101-6200
(702) 229-4956
rsummerfield@lasvegasnevada.gov
CrowdBrite

LINK
http://www.visionlv.com/

Ala Moana Neighborhood Transit-Oriented Development Plan

Honolulu, Hawaii

Coordinating land use and open space within the transit-oriented design, the Ala Moana neighborhood development plan will improve mobility, reduce car use, and improve quality of life for island residents, workers, and tourists. The current rail project, led by the Honolulu Area Rail Transit group known as HART, is slated to have its final station in the heart of the Ala Moana neighborhood, where our firm has been charged with providing a transit-oriented development plan. The wider project will connect downtown Honolulu, the airport, and the western portions of Honolulu with the Ala Moana Center mall and its immediate surroundings. The plan entitles over 8 million GSF of mixed-use development 3/4 of which would be within a 1/4 mile of the transit station. Through community benefits programs, more than 1,500 affordable housing units are planned for the area.

DESCRIBE THE PROCESS THAT WAS USED TO ENGAGE THE COMMUNITY?

Key stakeholders and interested groups and individuals had multiple opportunities to participate in the development of the Plan. To date, three major community workshops, dozens of stakeholder meetings, several steering committee meetings, and a project-based website (http://www.honolulu.gov/tod/) have been used to solicit inputs that have been incorporated into this plan.

CLIENT
City and County of Honolulu

SERVICES
Master Planning, Community Outreach

AWARDS
2016 Winner, Urban Design, American Planning Association (APA), Hawaii Chapter

TEAM MEMBERS INVOLVED
Nathan Cherry
Kurt Nagle

KEY CONTACT
Renee Espiau, City Planner
530 South King Street
Honolulu, HI 96813
(808) 768-8050
respiau@honolulu.gov

LINK
http://www.honolulu.gov/rep/site/dpptod/alamoana_docs/Ala_Moana_-_Draft_Final_TOD_Plan_Report_031116_web.pdf

Pasadena Central District Specific Plan

Pasadena, California

CallisonRTKL's Central District Specific Plan supports land-use patterns that reinforce downtown's role as the primary business, financial, retailing, and government center of the City. Our approach stresses infill and redevelopment that anticipates a changing economy while strengthening Pasadena's wealth of cultural and institutional resources.

Land Use, Mobility, and Urban Design Concepts describe the general urban character of individual districts as well as the area of the whole, while Design Guidelines emphasize high-quality development in harmony with Pasadena's unique architectural heritage.

HAS THE SOCIAL FABRIC AND ENVIRONMENT OF THE COMMUNITY BEEN STRENGTHENED?

The area has become a more pedestrian friendly, transit-oriented, and mixed-use downtown, and has increasingly been seen as a vibrant urban regional center.

HOW HAS THE PLACE CHANGED OR IMPROVED PHYSICALLY?

Since the project began in June 1999, significant mixed-use, transit-oriented and urban housing development projects, including more than 2,800 dwelling units, have been built, begun construction, or are planned for the downtown.

CLIENT
City of Pasadena

SERVICES
Urban Design, Design Guidelines, Tenant Design Criteria, Community Outreach

AWARDS
2008 President's Excellence Award, Visionary Planning for Mobility, Livability, Prosperity & Sustainability, Compass Blueprint. Southern California Association of Governments (SCAG)

KEY CONTACT
Laura Dahl
Senior Planner, Planning Division
175 N. Garfield Ave.
Pasadena, CA 91101-1704
(626) 744-6767
ldahl@cityofpasadena.net

TEAM MEMBERS INVOLVED
Nathan Cherry
Kurt Nagle

LINK
http://ci.pasadena.ca.us/Planning/Central_District_Specific_Plan/

LA Sports & Entertainment District Master Plan

Los Angeles, California

Under the expectation that the district would attract six million visitors annually, CallisonRTKL envisioned a mix of compatible and synergistic uses that would complement the arena and convention centre. The centerpiece of the plan was the new L.A. LIVE mixed-use development, an exciting, 24-hour-a-day attraction.

In addition to providing planning and urban design for the entertainment district, CallisonRTKL provided architecture and environmental graphic design for L.A. LIVE's two mixed-use anchor buildings made up of retail, restaurant, office, museum and entertainment space, a 720-seat theatre, a 1,000-room condominium hotel, and the west coast broadcasting headquarters for ESPN sports television. Complete with a 40,000-SF pedestrian friendly public plaza. The open-air space serves as a central meeting spot and boasts state-of-the-art lighting, LED-screens and signage displays. L.A. LIVE creates a vibrant urban community catering to visitors and city denizens alike.

WHAT WAS THE PLACE LIKE WHEN THE PROJECT STARTED, AND WHAT IS IT LIKE NOW?

LA LIVE transformed from an underwhelming, underutilized area with little to offer besides the actual convention center to a thriving, dynamic entertainment HUB for downtown L.A.

HAS THE SOCIAL FABRIC AND ENVIRONMENT OF THE COMMUNITY BEEN STRENGTHENED?

The area surrounding LA LIVE has seen tremendous growth with many new residential developments, retail and countless new bars and restaurants.

HOW HAS THE PLACE CHANGED OR IMPROVED PHYSICALLY?

CallisonRTKL's design offers convenient ground-level access from the plaza to a wide selection of shops, restaurants and leisure activities.

CLIENT
City of Los Angeles, Dept. of City Planning

SERVICES
Planning & Urban Design, Master Planning, Programming, Entitlement Process

KEY CONTACT
Ted Tanner, Senior Vice President
1100 South Flower Street, Suite 3100
Los Angeles, California 90015-2127
(213) 742-7850

TEAM MEMBERS INVOLVED
Nathan Cherry
Kurt Nagle

LINK
http://planning.lacity.org/complan/specplan/pdf/LASED.PDF

Memphis Aerotropolis Master Plan

Memphis, Tennessee

CallisonRTKL recently led a real estate market analysis and master planning effort for the 50 miles surrounding the airport. The goal was to create a comprehensive guide for future development with recommendations relating to market strategy, land use, transportation, open space, and urban design. The team identified opportunities for growth, coordinating future investment in growth industries such as logistics and cargo movement, medical equipment and testing, education, advanced manufacturing, tourism and hospitality.

Key elements of the plan include skills training, affordable housing, expanded green space networks, renewable power generation, new recreation and entertainment facilities, greater mobility choices, and local investment strategies. Benefits include a projected 15,000 permanent jobs within the study area, increased market share in growth industries, and several billion dollars of new development in the first 20 years.

DESCRIBE THE PROCESS THAT WAS USED TO ENGAGE THE COMMUNITY?

Stakeholder interviews, focus group meetings, and "listening tours", and online polling provided multiple forums for the community to voice its intent. Community leaders, real estate and business interests, community development partners, and residents alike clearly expressed their desire for a coordinated program of economic development that balances near-term progress with long-term vision.

WHAT STRATEGIES DID YOUR TEAM RECOMMEND?

CallisonRTKL's strategy reinforces Memphis' status as "America's Aerotropolis" by leveraging the Airport and other regional assets to promote economic and community development. The emphasis is on expanding local employment and increasing market share.

CLIENT
City of Memphis

SERVICES
Master Planning, Urban Design

AWARDS
2014 Outstanding Plan of the Year Award, American Planning Association, Tennessee Chapter

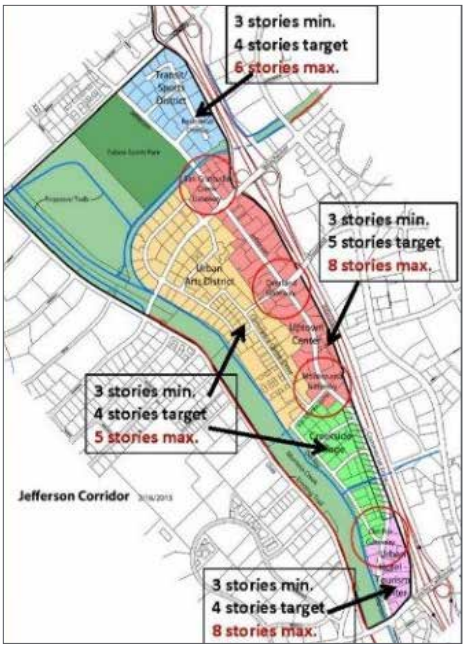
TEAM MEMBERS INVOLVED
Nathan Cherry
Kurt Nagle
Victoria Mendez

KEY CONTACT
Grace Hutchinson
125 N. Main Street, Suite 468
Memphis, Tennessee 38103
(901) 576 7199

KEYSER MARSTON ASSOCIATES

Uptown Temecula Specific Plan

Temecula, California



KMA recently assisted the City of Temecula with market and financial feasibility studies in support of the 560-acre Uptown Temecula Specific Plan. The City targeted this older commercial and industrial area, located north of Old Town, for intensive, mixed-use development, and high quality public infrastructure and facilities. The Specific Plan seeks to create a community with opportunities to live, work, and play. KMA prepared a market evaluation of potential absorption by land use type; an analysis of potential community benefits that could be achieved through incentive zoning; and a nexus study determining the amount of a new streets in-lieu fee to be charged on new development. The City successfully adopted the new Specific Plan in late 2015.

CLIENT
City of Temecula

KEY CONTACT
Luke Watson
Community Development Director
(951) 694-6415
Luke.Watson@cityoftemecula.org

Southeastern San Diego and Encanto Community Plan Updates

Temecula, California

As part of a multi-disciplinary planning team, KMA was engaged to undertake a market demand analysis, a green building and affordable housing density bonus incentives feasibility analysis, financial feasibility testing of development alternatives, and economic and fiscal impact analyses for the Southeastern San Diego and Encanto Community Plan Areas. KMA roles included determination of market support and financial feasibility for alternative land uses and evaluation of fiscal and economic impacts on the City/community. The City of San Diego successfully adopted updated Community Plans for the two areas in Fall 2015.

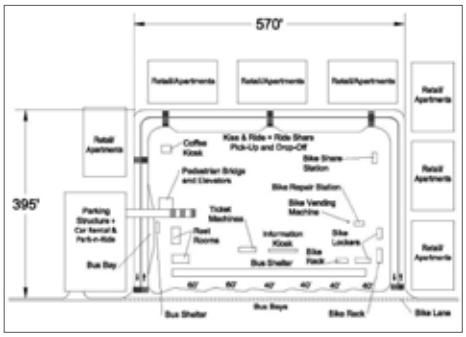
CLIENT
City of San Diego

KEY CONTACT
Lara Gates
Planner / Project Manager
City of San Diego
(619) 236-6006
lgates@sandiego.gov

FEHR AND PEERS

Riverside Single Point of Transit

Riverside, California



CLIENT
City of Riverside

KEY CONTACT
Carlie Myers, Principal Management Analyst
3900 Main Street
Riverside, CA 92522
(951)826-5567
cmyers@riversideca.gov

Fehr & Peers assisted the City of Riverside in finding locations for potential transit hubs and developing conceptual plans for a Single Point of Transit, also known as a SPOT. A SPOT provides amenities for a variety of transportation modes in a single location. This can include bus bays, bicycle amenities, rideshare drop-off and pick-up, car rental, and car sharing stations, as well as transit-oriented retail and apartments.

Fehr & Peers utilized property and transportation GIS data to select potential sites that were deemed suitable for a SPOT based on property availability and proximity to bus routes and bicycle facilities. Fehr & Peers also developed conceptual plans for three different types of SPOTs, including the example shown below, which varied in both size and amenities offered. These SPOT layouts were then modified and customized to fit several locations in the City that were deemed most desirable for a SPOT location.

UC Riverside Campus Master Plan and RTA Feasibility Study

Riverside, California

CLIENT
UC Riverside - Capital Programs Office

KEY CONTACT
Maria Anguino, Vice Chancellor for Planning and Budget
1223 University Avenue
Building B - #200
Riverside, CA 92521
(951) 827-4201

As part of a team, Fehr & Peers is assisting with the creation of a Campus Master Plan for UC Riverside. Fehr & Peers prepared the transportation analysis for the previous amendment to the LRDP, which evaluated the traffic impacts associated with the Medical School. This analysis, which was completed in 2012, identified numerous roadways adjacent to the campus which were near or at capacity. Additionally, there is significant congestion on regional facilities such as I-215 and SR-91, which are primary routes to access UCR. One significant issue being addressed by the Plan is bicyclist and pedestrian circulation within the Campus. With the centralization of the campus into the East Campus Area, there are significant opportunities to create a robust network of bicycle and pedestrian pathways that will complement the work that the University has done to date. Fehr & Peers has contributed recommended improvements to the bicycle and pedestrian network within the campus, improving both connectivity and safety; Fehr & Peers has also focused on TDM implementation and parking policies to balance providing capacity with encouraging alternative forms of transportation for students to commute to campus and the school's student population grows in the coming decades.

ARELLANO

Beach Boulevard Specific Plan and EIR

Anaheim, California

There is a need for a new vision and direction for Beach Boulevard that is community-driven and grounded in the best practices related to form-based regulations, economic and green sustainable community development incentives, and capital improvements to provide safe and friendly multi-modal service. Arellano Associates (AA) will lead the public engagement activities for the Beach Boulevard project. Outreach will include a variety of stakeholder, community and underserved population groups including Spanish and Korean communities. The AA outreach approach focuses on "bringing the process to the community" by establishing relationships with stakeholders representing all demographics, geographic areas, interests, and ages. AA will conduct outreach where the community is–existing; community group meetings, farmers markets, soccer fields, festivals and other local events. AA will also assist with the development of the project website, online community engagement, and collateral materials.

CLIENT
City of Anaheim

KEY CONTACT
Gustavo Gonzalez
Associate Planner
(714) 765-4671
GGonzalez@anahiem.net

Westside Mobility Plan

Los Angeles County, California

The Westside Mobility Plan created a transportation blueprint for the Westside in consideration of multimodal travel, north/south rail connections, and parking solutions. The project was also updating the Coastal Transportation Corridor Specific Plan and West LA Transportation Specific Plan, both of which include Nexus Fee updates, and encompasses a Livable Boulevards Study. This project served as a catalyst for future action and the community was engaged throughout the process. AA was responsible for all aspects of public outreach related to this project including project database development, stakeholder interviews, survey intercepts, public meeting facilitation, media relations, social media, coordinating with council offices and facilitating outreach with key stakeholders.

CLIENT
City of Los Angeles Department of Transportation

KEY CONTACT
Sean Haeri P.E., P.T.O.E.
7166 West Manchester Ave.
Los Angeles, CA 90045
(213) 485-1062
sean.haeri@lacity.org

WEBB

Kohl Ranch Specific Plan

Coachella Valley, California

WEBB prepared Amendment No. 1 to the Kohl Ranch Specific Plan (SP 303) and changes to the related Specific Plan zoning ordinance. The amendment modified the Specific Plan to reflect the acquisition of over 80 acres of the project site by the Coachella Valley Unified School District. Changes also included alterations to planning area boundaries and land use designations. Lakes, including those used for aesthetics, detention, recreation, water skiing, non-potable irrigation water and noncommercial fishing, were added as allowable land uses to portions of the Specific Plan. Additional changes to the Specific Plan updated the water and sewer sections to reflect the provision of a dual water system (potable and non-potable water systems) and the relocation of an off-site water storage tank. Our team also worked with Riverside County Airport Land Use Commission staff to assure that the specific plan amendments were compatible with the Jacqueline Cochran Regional Airport (then known as the Desert Resorts Regional Airport). WEBB staff is currently working on entitlement of residential Tentative Maps on portions of Kohl Ranch Specific Plan. Currently, WEBB is preparing Amendment No. 2 to this Specific Plan and EIR Addendum.

CLIENT
Regent Properties

KEY CONTACT
Jeff Dinkin
Regent Properties
(310) 806-9800

Menifee Town Center

Menifee, California

The Menifee Town Center site consists of 172.5± acres located in the City of Menifee, situated on 9 existing parcels. WEBB's scope of work included preparation of a Tentative Parcel Map, Specific Plan, Development Agreement, EIR support, and final engineering services. WEBB worked closely with the client, planning and environmental consultants and City staff to get the project entitled. WEBB was responsible for writing the pertinent Civil Engineering sections of the Specific Plan, as well as reviewing the Specific Plan, EIR, and Development Agreement documents and providing comments and feedback to the client and design team. WEBB also worked closely with the design team in preparing the necessary exhibits for the Specific Plan and Development Agreement, as well as the preparation of the Tentative Parcel Map.

The project will be developed in five phases into a mixed-use development consisting of 30 parcels. WEBB worked with the Regent Properties to establish the project phasing based on current market conditions and prepared construction cost estimates for each of the five phases.

CLIENT
Regent Properties

KEY CONTACT
Daniel Gryczman
Executive Vice President
Regent Properties
(310) 806 9801

PROJECT SCHEDULE - NORTHSIDE NEIGHBORHOOD & PELLISSIER RANCH INTER-JURISDICTIONAL SPECIFIC PLAN

	2016											
*Assumes a Start Date of August 24, 2016	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TASK 1 PROJECT MANAGEMENT							(on-going)	*	*		*	
TASK 2 COMMUNITY ENGAGEMENT							(on- going)				▲	
TASK 3 BACKGROUND ANALYSIS												
TASK 4 VISION & ALTERNATIVE DEVELOPMENT SCENARIOS												
TASK 5 PLAN CONCEPT												
TASK 6 DEVELOPMENT STANDARDS & GUIDELINES												
TASK 7 IMPLEMENTATION PROGRAM												
TASK 8 CEQA ANALYSIS & DOCUMENTATION												
TASK 9 TRAFFIC ANALYSIS												
TASK 10 DRAFT & FINAL REPORT												

	2017											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TASK 1 PROJECT MANAGEMENT	*		*		*		*		*		*	
TASK 2 COMMUNITY ENGAGEMENT			▲				▲				▲	
TASK 3 BACKGROUND ANALYSIS												
TASK 4 VISION & ALTERNATIVE DEVELOPMENT SCENARIOS												
TASK 5 PLAN CONCEPT												
TASK 6 DEVELOPMENT STANDARDS & GUIDELINES												
TASK 7 IMPLEMENTATION PROGRAM												
TASK 8 CEQA ANALYSIS & DOCUMENTATION												
TASK 9 TRAFFIC ANALYSIS												
TASK 10 DRAFT & FINAL REPORT												

	2018											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TASK 1 PROJECT MANAGEMENT	*		*									
TASK 2 COMMUNITY ENGAGEMENT												
TASK 3 BACKGROUND ANALYSIS												
TASK 4 VISION & ALTERNATIVE DEVELOPMENT SCENARIOS												
TASK 5 PLAN CONCEPT												
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TASK 7 IMPLEMENTATION PROGRAM												
TASK 8 CEQA ANALYSIS & DOCUMENTATION												
TASK 9 TRAFFIC ANALYSIS												
TASK 10 DRAFT & FINAL REPORT			▲	▲								

▲ Community Meeting ▲ Public Hearing * Team Progress Meeting

CallisonRTKL Los Angeles Office
Los Angeles, California, United States

CONTACT US

Nathan Cherry FAIA, AICP, LEED AP BD+C
Vice President, Director of Planning and Urban Design
333 South Hope Street, Suite C-200
Los Angeles, CA 90071
Nathan.Cherry@callisonrtkl.com
+1 213 633 1184
+1 213 633 6060

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