

# Gridley City Council – Regular Meeting Agenda

Monday, April 21, 2025; 6:00 pm

Gridley City Hall, 685 Kentucky Street, Gridley, CA 95948

*“Our purpose is to continuously enhance our community’s vitality and overall quality of life. We are committed to providing high quality, cost-effective municipal services and forming productive partnerships with our residents and regional organizations. We collectively develop, share, and are guided by a clear vision, values, and meaningful objectives.”*

The Public is encouraged to attend and participate in person. Comments from the public on agenda items will be accepted until 4 pm on April 21<sup>st</sup>, 2024, via email to [csantana@gridley.ca.us](mailto:csantana@gridley.ca.us) or via the payment/document drop box at Gridley City Hall and will be conveyed to the Council for consideration.

You may view using the following link, ID, and passcode:

<https://us06web.zoom.us/j/88992671316?pwd=gYAlUy7Bp8Sl2ppvaczgi9ZNnyRvBb.1>

Webinar ID: 889 9267 1316

Passcode: 926195

**CALL TO ORDER** - Mayor Farr

**ROLL CALL**

**PLEDGE OF ALLEGIANCE** – Mayor Farr

**PROCLAMATION** – None

**INTRODUCTION OF NEW OR PROMOTED EMPLOYEES** - None

**COMMUNITY PARTICIPATION FORUM** - *Members of the public may address the City Council on matters not listed on the agenda. The City Council may not discuss nor take action on any community participation item brought forward by a member of the community. Comments are requested to be limited to three (3) minutes.*

**CONSENT AGENDA**

**1. City Council Minutes**

City Council review and approval of regular meeting minutes for the April 7, 2025

*Recommended Action(s):*

- a. Approve Council meeting minutes: April 7, 2025

## ITEMS FOR CONSIDERATION

### 2. Managing Sidewalk Liability (Informational Presentation)

The City Council will receive a presentation from Marcus Beverly, NCCSIF Program Manager, Alliant Insurance Services, outlining key challenges, priorities, and proposed actions to address critical areas impacting the community

*Recommended Action(s):*

- a. Receive and review the “Managing Sidewalk Liability” presentation.
- b. Provide feedback and direction to staff on priorities and next steps.

### 3. Letter of Support

City Council to consider a Letter of Support for Gridley Unified School District’s Request to Purchase Property Adjacent to GUSD and Butte County Fairgrounds

*Recommended Action(s):*

- a. Approve a letter of support from the Gridley City Council to the Butte County Board of Supervisors in support of Gridley Unified School District’s effort to purchase the parcel of land located between the GUSD campus and the Butte County Fairgrounds.

### 4. Award of Contract – Housing Element

City Council to consider authorizing the contract for planning services with PlaceWorks Inc. for the completion of the City’s Housing Element

*Recommended Action(s):*

- a. Authorize the City Administrator to execute a contract with PlaceWorks Inc. in the amount of \$58,608 for professional planning services related to the preparation and completion of the City’s Housing Element update.

**COUNCIL COMMITTEE REPORTS** - *Brief reports on conferences, seminars, and meetings attended by the Mayor and City Council members, if any.*

**CITY ADMINISTRATOR REPORTS** - *Brief updates and reports on conferences, seminars, and meetings attended by the City Administrator, if any.*

**DEPARTMENT UPDATE REPORTS** – *Brief updates and reports on City services as it pertains to each department, if any.*

**POTENTIAL FUTURE CITY COUNCIL ITEMS** - *(Appearing on the Agenda within 30 days):*

Travel Policy	5/5/2025
Energy Efficiency Contract Review	5/5/2025
Hazel Hotel – CHIP Homes	5/5/2025

**CLOSED SESSION**

5. Pursuant to Government Code 54957.6: Conference with Labor Negotiator, Elisa Arteaga, City Administrator, for discussion of progress of collective bargaining discussions with City Employee represented classes – IBEW, MMU, and GPOA

**ADJOURNMENT** – adjourning to a regular meeting on May 5, 2025

**NOTE 1: POSTING OF AGENDA-** This agenda was posted on the public bulletin board at City Hall at or before 6:00 p.m., April 18<sup>th</sup>, 2025. This agenda along with all attachments is available for public viewing online at [www.gridley.ca.us](http://www.gridley.ca.us) and at the Administration Counter in City Hall, 685 Kentucky Street, Gridley, CA.

**NOTE 2: REGARDING UNSCHEDULED MATTERS** – In accordance with state law, it shall be the policy of this Council that no action shall be taken on any item presented during the public forum or on unscheduled matters unless the Council, by majority vote, determines that an emergency situation exists, or, unless the Council by a two-thirds vote finds that the need to take action arose subsequent to the posting of this agenda.



# Gridley City Council – Regular Meeting Minutes

Monday, April 7, 2025; 6:00 pm

Gridley City Hall, 685 Kentucky Street, Gridley, CA 95948

*“Our purpose is to continuously enhance our community’s vitality and overall quality of life. We are committed to providing high quality, cost-effective municipal services and forming productive partnerships with our residents and regional organizations. We collectively develop, share, and are guided by a clear vision, values, and meaningful objectives.”*

## CALL TO ORDER

Mayor Farr called the meeting to order at 6:00 pm.

## ROLL CALL

Present: Johnson, Roberts, Calderon, Sanchez, Farr

Absent: None

Arriving after roll call: None

Staff Present: Elisa Arteaga, City Administrator  
Todd Farr, Police Chief  
Anthony Galyean, City Attorney  
Martin Pineda, Finance Director  
Chip Fowler, Fire Chief  
Ross Pippitt, Utility Director  
Dave Harden, City Engineer  
Carmen Santana, Deputy City Clerk

## PLEDGE OF ALLEGIANCE

Councilmember Roberts led the Pledge of Allegiance.

**PROCLAMATION** – None

## INTRODUCTION OF NEW OR PROMOTED EMPLOYEES

City Administrator Elisa Arteaga introduced the newly promoted Carmen Santana as Deputy City Clerk.

Finance Director Martin Pineda introduced the newly promoted Patricia Taverner as Assistant Finance Director.

## COMMUNITY PARTICIPATION FORUM

Brenda Narayan reintroduced herself to the Council as the Local Government Representative for PG&E and expressed her availability to serve as a liaison between PG&E and the City of Gridley.

## CONSENT AGENDA

### 1. City Council Minutes

City Council review and approval of regular meeting minutes for the March 3, 2025

*Recommended Action(s):*

- a. Approve Council meeting minutes: March 3, 2025

### 2. City Expenditure Reports

City Council review and approval of City Expenditure Reports for January and February 2025

*Recommended Action(s):*

- b. Approve Expenditure Reports: January and February 2025

## **ROLL CALL**

Motion: Johnson

Second: Roberts

Action: to approve consent agenda as presented

Ayes: Roberts, Calderon, Farr, Sanchez, Johnson

Noes: None

Absent: None

Abstain: None

Motion passed, 5-0

## ITEMS FOR CONSIDERATION

### 3. Informational Presentation – Strategic Issues Planning

The City Council will receive a presentation on the Strategic Issue Plans, outlining key challenges, priorities, and proposed actions to address critical areas impacting the community

*Recommended Action(s):*

- a. Receive and review the Strategic Issue Plans presentation.
- b. Provide feedback and direction to staff on priorities and next steps.

City Administrator Elisa Arteaga provided an overview of the strategic issue planning sessions that will be conducted by various departments over the coming meetings. These sessions will continue until all necessary departments have presented their updates and priorities.

Finance Director Martin Pineda delivered a presentation on the Gridley Feather Flyer transit service, explaining that it is currently supported by multiple funding sources—some of which are

also designated for streets and road maintenance. He noted that due to the Feather Flyer operating at a financial loss, these funds are being used exclusively to subsidize the service. Pineda proposed potential adjustments to improve sustainability, including expanding the service route, possibly to include the City of Biggs, and increasing fare prices.

Fire Chief Chip Fowler provided an extensive overview of the Gridley Fire Department's activities over the past year, highlighting key accomplishments, incident responses, and overall department performance. He reported on the volume and nature of service calls received, as well as the deployment and utilization of the City's fire equipment. Chief Fowler also emphasized the department's ongoing commitment to public outreach and community engagement through various annual programs and initiatives.

All information was received by Council, no reportable action.

#### **4. Treasury Consulting Services**

City Council to consider the approval of Treasury Consulting Agreement with Patterson to assist with the RFP process for Banking Services

*Recommended Action(s):*

- a. Authorize the Finance Director to sign the Treasury Consulting Agreement to assist with the RFP process for Banking Services for an amount not to exceed \$5,000; and
- b. Select a council member to sit with City Staff in the Banking RFP

Finance Director Martin Pineda requested City Council approval of the Treasury Consulting Agreement and emphasized that a Treasury Consultant is essential to ensuring a thorough, informed, and strategic selection process as the City of Gridley explores options for a new banking partner. Pineda also requested that participation of one Councilmember during the Banking RFP process. Mayor Farr recommended Vice Mayor Johnson and Johnson accepted the appointment.

#### **ROLL CALL**

Motion: Calderon

Second: Roberts

Action: Approval of the Treasury Consulting Agreement, authorize the Finance Director to sign agreement and the appointment of Vice Mayor Johnson to participate it the RFP process for Banking.

Ayes: Roberts, Calderon, Farr, Sanchez, Johnson

Noes: None

Absent: None

Abstain: None

Motion passed, 5-0

#### **5. Job Reclassification**

City Council to consider the reclassification of the Community Service Officer (CSO) position to a Records and Property Technician

*Recommended Action(s):*

- a. Authorize reclassification of the current CSO position to a Records and Property Technician
- b. Authorize the adjustment of salary to reflect the increased responsibilities, required skills and market standards.

Police Chief Todd Farr respectfully requested that City Council consider authorizing the reclassification of the current Community Service Officer position to a Records and Property Technician with an adjusted salary to reflect the increased responsibilities, required skills, and market standards. The adjusted salary would set the Records and Property Technician at the same salary level as the Animal Control Officer and Public Safety Dispatcher positions within the Police Department.

**ROLL CALL**

Motion: Roberts

Second: Sanchez

Action: to approve the reclassification of the Community Service Officer (CSO) position to a Records and Property Technician and authorize the adjustment of salary to reflect the increased responsibilities and required skills and market standards.

Ayes: Roberts, Calderon, Farr, Sanchez, Johnson

Noes: None

Absent: None

Abstain: None

Motion passed, 5-0

**6. Service Agreement with ABC Nicks Towing**

City Council to consider the approval of the attached service agreement with ABC Nick's Towing for services related to the City's Abandoned Vehicle Abatement Program

*Recommended Action(s):*

- a. Approve the contract agreement with ABC Nick's Towing

City Administrator Elisa Arteaga cited staff report and recommended City Council approve the contract agreement between the City of Gridley and ABC Nick's Towing for continued participation in the City's Abandoned Vehicle Abatement (AVA) Program to remove abandoned and inoperable vehicles from public and private property. ABC Nick's Towing is



the only towing company in the local area that participates in the AVA Program. The City most recently renewed its agreement with ABC Nick's Towing in 2023 for a two-year term.

**ROLL CALL**

Motion: Johnson

Second: Sanchez

Action: Approve the service agreement with ABC Nick's Towing for a two-year term.

Ayes: Roberts, Calderon, Farr, Sanchez, Johnson

Noes: None

Absent: None

Abstain: None

Motion passed, 5-0

**7. Copier and Printer Lease Agreement**

The City Council will consider approving a lease agreement with Global Office Inc. for the replacement of multiple copiers and printers. The proposed agreement includes a monthly lease payment of \$571.00.

Recommended Action(s):

- a. Approve the 60-month lease agreement with Global Office Inc.; or
- b. Provide direction to staff regarding the selection of the company for the copier and printer lease agreement

City Administrator Elisa Arteaga cited staff report and requested Council approval of the lease agreement with Global Office Inc. for the replacement of multiple copiers and printers. The proposed agreement includes a monthly lease payment of \$571.00.

**ROLL CALL**

Motion: Johnson

Second: Calderon

Action: Approval of the lease agreement with Global Inc. for the replacement and ongoing maintenance for multiple copiers and printers.

Ayes: Roberts, Calderon, Farr, Sanchez, Johnson

Noes: None

Absent: None

Abstain: None

Motion passed, 5-0

**COUNCIL COMMITTEE REPORTS**

Councilmember Calderon provided an update on his recent participation in several regional meetings, including the Behavioral Health Meeting, the Homeless Circle of Care, and the Butte

County Association of Governments meeting. He also informed the public of upcoming community events, including Healthy Alternatives to Fentanyl scheduled for April 29<sup>th</sup> and the Cinco de Mayo celebration, which will take place at Daddow Park on May 4<sup>th</sup>.

Councilmember Roberts reported on his attendance at the Chamber of Commerce, Red Suspenders Day meeting.

Mayor Farr reported on his attendance of the NCPA meeting in Roseville.

Vice Mayor Johnson informed Council of his attendance at Butte County LAFCo meeting.

Councilmember Sanchez informed the public of an upcoming event she facilitated, Gridley Earth Day Block Party to be held at St. Timothy's Episcopal Church on April 12<sup>th</sup> 11am-2pm.

### **CITY ADMINISTRATOR REPORTS**

City Administrator Elisa Arteaga provided a report on several meetings she attended, including the NCCSIF meeting, which involved discussions related to tree and sidewalk ordinances. She also met with labor negotiators for the IBEW and the GPOA, as well as with California Consultants regarding potential recreational grant opportunities for a proposed community building in the industrial park. Additionally, Administrator Arteaga informed the Council of a prospective Student Government Day, which would offer local students the opportunity to shadow elected officials and gain insight into the municipal legislative process. Administrator Arteaga also reported that the Free-Fishing Derby is scheduled for May 10<sup>th</sup>.

### **DEPARTMENT UPDATE REPORTS**

Fire Chief Chip Fowler provided a brief report on Fire Department Activities for the month of March.

Police Chief Todd Farr gave a brief report on the recent incident at the Gridley High School and commended CHP for their support and ability to apprehend the suspect quickly.

Finance Director Martin Pineda informed the Council that City Finance staff is currently working on finalizing 3 separate audits. Pineda also provided an update on the City's current investments with Meeder.

Ross Pippitt, Utility Director informed Council that Public Works is currently preparing for Red Suspenders Day.

### **POTENTIAL FUTURE CITY COUNCIL ITEMS - (Appearing on the Agenda within 30 days):**

Travel Policy	4/21/2025
Energy Efficiency Contract Review	4/21/2025
Hazel Hotel – CHIP Homes	4/21/2025
Planning 101 – Joint Session	4/21/2025

**CLOSED SESSION**

- 8. Pursuant to Government Code 54957.6: Conference with Labor Negotiator, Elisa Arteaga, City Administrator, for discussion of progress of collective bargaining discussions with City Employee represented classes – IBEW and GPOA

At 7:40 pm, City Attorney Tony Galyean announced closed session. At 8:13 pm City Council adjourned closed session with no reportable action.

**ADJOURNMENT**

At 8:14 pm, Mayor Farr adjourned to the next regular meeting to be held on April 21, 2025.

Approval: \_\_\_\_\_  
Elisa Arteaga, City Clerk

DRAFT



Item #2

Informational Presentation

## **Managing Sidewalk Liability**

By Marcus Beverly, NCCSIF Program Manager



**City Council Agenda Item #3**  
Staff Report

**Date:** April 21, 2025  
**To:** Mayor and City Council  
**From:** Elisa Arteaga, City Administrator

<b>X</b>	Regular
	Special
	Closed
	Emergency

**Subject:** Letter of Support for Gridley Unified School District Proposed Acquisition for Land Use

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**Recommendation**

City staff respectfully recommends that the City Council approve the attached letter of support for the Gridley Unified School District’s proposed acquisition of the parcel located between Gridley High School and the Butte County Fairgrounds, intended for use as additional parking.

**Background**

Gridley High School has traditionally utilized a one-way internal loop for vehicle circulation, with student parking permitted within this loop due to spatial limitations. While the tradition of senior students painting their designated parking spots is a valued part of the school's culture, Superintendent Justin Kern has expressed commitment to student safety along with also preserving student tradition by exploring creative alternatives for parking. If Gridley Unified School District (GUSD) were to acquire the lot located between the Gridley High School and the Butte County Fairgrounds for use as a dedicated paved parking area for students, it would allow for the transition of the current lot for additional space for emergency vehicle access.

Following the recent emergency incident at Gridley High School, City staff supports and believes it is a high priority for the GUSD to acquire the lot located between Gridley High School and the Butte County Fairgrounds for use as a dedicated student parking area which would allow for the repurposing of existing lot within the existing loop road, enabling the creation of a dedicated emergency access lane. Furthermore, GUSD has indicated that the intended use of the lot during Fair seasons will remain exclusively for parking purposes and will continue to be made available for future Butte County event use.

**Financial Impact**

None

**Compliance with City Council Strategic Plan or Budget Goals**

This request supports the City Council’s strategic priorities related to public safety and community well-being. Specifically, it aligns with the City’s goal to enhance the safety of residents—particularly youth—by improving emergency access to school grounds during high-traffic periods.

**Attachments**

Letter to Butte County Board of Supervisors

April 21, 2025

Butte County Board of Supervisors  
25 County Center Drive  
Oroville, CA 95965

Subject: Letter of Support for Gridley Unified School District's Acquisition of Parcel Adjacent to Gridley High School and Butte County Fairgrounds

Dear Honorable Members of the Board,

On behalf of the City of Gridley City Council, I am writing to express our strong support for the Gridley Unified School District's (GUSD) proposed acquisition of the parcel located between Gridley High School and the Butte County Fairgrounds. The intended use of this property is to provide additional parking, enhancing both student safety and emergency access to school grounds.

Following a recent emergency incident at Gridley High School, City staff has identified the lack of dedicated emergency access as a significant public safety concern. Currently, student vehicles are parked within a one-way internal loop, which has historically been the only circulation route through campus. This configuration poses challenges for emergency personnel, particularly during high-traffic times such as lunch or school dismissal.

Relocating student parking to the adjacent lot would allow GUSD to establish a clear, dedicated emergency lane. This improvement directly supports our shared goals of public safety and student well-being. We are also aware of and sensitive to the County's past concerns regarding the need for parking during events at the Fairgrounds. GUSD has confirmed that the lot, if acquired, would remain available for County event parking as needed.

In closing, the City of Gridley respectfully requests your support in facilitating GUSD's acquisition of this parcel. We believe this effort is in the best interest of the community and will strengthen the safety infrastructure for our youth and residents alike.

Thank you for your thoughtful consideration of this important matter.

Sincerely,

Michael W. Farr  
Mayor  
City of Gridley



**City Council Agenda Item #4**  
Staff Report

**Date:** April 21, 2025

**To:** Mayor and City Council

**From:** Christopher Smith, Principal Planner

**Subject:** Authorization To Accept Proposal for Long-Range Planning Staff Augmentation to Complete Housing Element

<b>X</b>	Regular
	Special
	Closed
	Emergency

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**Recommendation**

Staff respectfully requests the City Council to consider authorizing the contract for planning services with PlaceWorks Inc. for the completion of the City’s Housing Element.

**Background**

The State’s Housing and Community Development Department (HCD) requires the Housing Element to be updated every eight years to coincide with the State’s eight-year cycle for Regional Housing Needs Assessment (RHNA), and the four-year update for Regional Transportation Plans (RTPs). We are currently in the sixth Housing Element update cycle and the city is required to have a certified Housing Element by the end of 2022. Being in compliance with this requirement will impact Gridley’s ability to apply for and be considered for future grants and financial assistance.

The Housing Element is a complex and technical component of the City’s General Plan, requiring in-depth knowledge of state housing law, regional needs assessments, and data-driven analysis. Like many smaller communities, the City of Gridley strategically relies on specialized planning consultants to supplement local staff capacity for such intensive, time-sensitive projects. This approach ensures that the City benefits from a team of professionals with focused expertise who can dedicate the necessary time and resources to completing the update in compliance with State requirements.

The City of Gridley released a Request for Proposals (RFP) April 3<sup>rd</sup> and received four responses. Each proposal has been reviewed and evaluated by internal staff using a weighted rubric to compile a score, or grade. One proposal was identified to meet the request with the highest score. PlaceWorks’ proposal is complete and comprehensive with experienced personnel and the most reasonably priced.

**Fiscal Impact**

PlaceWorks’ proposal comes in at \$58,608. Gridley’s finance department is currently working with HCD staff to acquire a residual \$27,714 from the Local Early Action Planning (LEAP) Grant. Any additional costs will likely need to be subsidized by the city’s general fund. Should a General

Fund contribution be necessary, staff will return to the City Council at the next regular meeting with a supplemental appropriation resolution for formal consideration and approval.

**Compliance with City Council Strategic Plan or Budget Goals**

This recommendation is consistent with our ongoing effort to be in compliance with state and federal regulations. The document informs the broader agencies of our current needs and future goals and will result in access to financial support and discretionary autonomy.

**Attachments:**

Proposal submitted by PlaceWorks



Proposal for Services | April 3, 2025

# Housing Element Update

for the City of Gridley





Proposal for Services | April 3, 2025

# Housing Element Update

for the City of Gridley

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**Prepared by: PlaceWorks**

101 Parkshore Drive, Suite 200  
Folsom, California 95630  
916.245.7500

ORANGE COUNTY • BAY AREA • **SACRAMENTO** • CENTRAL COAST • LOS ANGELES • INLAND EMPIRE

[www.PlaceWorks.com](http://www.PlaceWorks.com)





April 3, 2025

Elisa Artega and Christopher Smith  
City Administrator and Principal Planner  
City of Gridley  
685 Kentucky St  
Gridley, CA 95948

**Subject: Gridley Housing Element Update**

Dear Elisa and Christopher:

Please accept the attached submittal as PlaceWorks' proposal to prepare the Housing Element Update for the City of Gridley.

PlaceWorks is a 100 percent employee-owned planning, design, and environmental consulting firm, with approximately 140 employees in six offices. Serving both public- and private-sector clients throughout the state, PlaceWorks provides comprehensive planning, environmental review, urban design, landscape architecture, community outreach, and Geographic Information Systems (GIS) services. Our talented, multidisciplinary team thrives on working with communities to tackle complex problems and develop workable solutions.

PlaceWorks offers the best housing staff to complete these updates. As Principal, I will oversee the update effort. I lead the housing team and command a thorough understanding of the technical requirements of housing elements. Cynthia Walsh, Senior Associate, will be your day-to-day contact as Project Manager. Our housing team has considerable experience working with the California Department of Housing and Community Development (HCD), having completed over 150 certified housing elements.

Please do not hesitate to contact me if you need more information. The PlaceWorks team looks forward to working with you on this interesting and challenging project.

We look forward to your response.

Respectfully submitted,

**PLACEWORKS**

A handwritten signature in blue ink, appearing to read "Jennifer Gastelum", with a long horizontal line extending to the right.

Jennifer Gastelum  
Principal  
916.245.7500 ext. 2733  
jgastelum@placeworks.com

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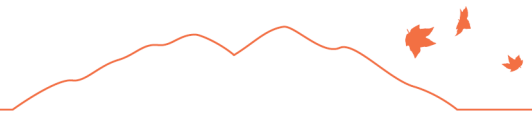




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## Appendix A: Resumes



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# 1. EXECUTIVE SUMMARY

## Proposal Overview

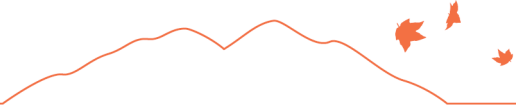
PlaceWorks understands that the City of Gridley (City) requests assistance in preparing its 6th Cycle Housing Element for certification by the California Department of Housing and Community Development (HCD), in accordance with state laws, regulations, and statutes since the last Housing Element adoption. Furthermore, PlaceWorks is aware that the City has been contacted by HCD regarding an accelerated timeline to complete the Housing Element update. The July 28th deadline specified in the RFP does not leave much time for revisions to the current draft Housing Element; therefore, we propose kicking the project off as soon as possible, prior to the May 21st comment letter deadline. This will allow additional time to address the larger items such as the Fair Housing Assessment (required under AB 686); to re-evaluate the City's sites analysis to determine the potential need to rezone to meet the Regional Housing Needs Allocation (RHNA), ensuring compliance with AB 1397; and to address the new requirements for emergency shelters per AB 2339.

The following summary and subsequent proposal outline PlaceWorks' approach for assisting the City in the Housing Element update process.

## Scope of Work

Our proposal aligns with the City's RFP requirements, addressing key tasks necessary for Housing Element certification by HCD. The scope of work includes:

1. **Project Initiation:** Conduct a virtual kick-off meeting to establish staff communication protocols, finalize project scope, and discuss project schedule.
2. **Review of Draft Housing Element:** Evaluate the existing Draft Housing Element against HCD requirements, identify deficiencies, and recommend revisions.
3. **Revisions to Address HCD Comments:** Modify the Housing Element to meet compliance requirements of all statutory components.
4. **Draft and Final Housing Element:** Develop and submit a draft for City review and public comment before final HCD submittal.
5. **Adoption Hearings:** Provide support at Planning Commission and City Council hearings.
6. **CEQA Compliance:** Prepare a memorandum supporting a commonsense exemption under CEQA.
7. **Project Management:** Ensure seamless coordination with City staff throughout the process.



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## 2. WORK SCOPE AND SCHEDULE

This section describes the scope of services to be completed by PlaceWorks for the Gridley Housing Element Update. To facilitate your review of this proposal, we have prepared a concise scope that emphasizes key components of our approach to this project.

We are flexible regarding the proposed scope of work and will work with you to make modifications to the scope if necessary when we enter into a contract. We also recognize that it may be necessary to alter the scope as the project progresses and would be happy to work with you to ensure the successful completion of the project.

PlaceWorks scope of work addresses the items as specified in the RFP, as shown in Table 1.

Table 1 RFP Tasks	
RFP Task Number	PlaceWorks Task Number
Task a. Administrative Draft of the updated Housing Element	Task 2, Task 3, Task 4
Task b. Public notice and preparation and review of CEQA documents	Task 6
Task c. HCD's mandatory 60-day review of the draft Housing Element	Task 4
Task d. City Council approval of the updated Housing Element by the required HCD submittal deadline of July 28, 2025.	Task 4, Task 5
Task e. HCD Finding of Compliance	Task 4

A summary of the proposed work program is presented in Table 2.

Table 2 Work Program Summary	
<b>Task 1: Project Start-up Meetings</b>	
1.1 Internal Kick-off with Staff	1.2 Meeting with HCD
<b>Task 2: Review Draft Housing Element</b>	
<b>Task 3: Revisions to Address HCD Comments</b>	
3.1 Revisions to address HCD's Comment Letter	3.3 Sites Inventory
3.2 Assessment of Fair Housing (AB 686)	
<b>Task 4: Draft and Final Housing Element</b>	
4.1 Prepare HCD Submittal Draft 2	4.3 Final Housing Element and Adoption
4.2 Submit to HCD	4.4 Addressing Public Comment
<b>Task 5: Adoption Hearing</b>	
<b>Task 6: CEQA Compliance</b>	
6.1 Exemption	6.2 SB 18 Consultation
<b>Task 7: Project Management and Coordination</b>	



## Task 1. Project Start-up Meetings

### 1.1 Internal Kick-off with Staff

PlaceWorks proposes a kick-off meeting (virtual or in person) to exchange information and initiate work. During this meeting we will determine staff communication protocol, review and finalize the scope of work, and discuss the proposed schedule.

### 1.2 Meeting with HCD

After receiving the HCD Comment letter, PlaceWorks proposes a virtual meeting with HCD staff including the City's HCD reviewer to review each comment, gather HCD input, and ask necessary questions. We will also take this opportunity to discuss an updated timeline for adoption and certification of the Draft Housing Element.

**Deliverable(s):**

- » Meeting to kick off the project
- » Meeting with HCD

## Task 2. Review Draft Housing Element

PlaceWorks will complete a full review of the Draft Housing Element to identify any missing data and/or deficiencies with the current draft. PlaceWorks will rely on the HCD Comment letter (*assumed to be sent to the City by May 21, 2025*) as well as our internal Housing Element checklist to ensure all required data are incorporated. We will prepare a matrix of the HCD comments and will review this with City staff to discuss the needed revisions and identify where staff input is needed. PlaceWorks proposes reorganizing the Housing Element to better align with HCD's preferred format and to provide a better flow for the reader.

**Deliverable(s):**

- » Matrix with HCD comments and PlaceWorks feedback
- » Virtual meeting with City staff to review HCD Comment letter and needed revisions.

## Task 3. Revisions to Address HCD Comments

Based on our initial review of the Draft Housing Element submitted to HCD, we have provided a separate line item for the larger tasks that are assumed to be needed so the City has a better understanding of the work effort needed to complete these tasks.

### 3.1 Revisions to address HCD's Comment Letter

PlaceWorks will revise the Draft Housing Element to address comments from HCD. Revisions will be made in a strike-through and underlined format to clearly show the changes between the first housing element submittal and the new revised version.

### 3.2 Assessment of Fair Housing (AB 686)

AB 686 requires each city or county to take actions to overcome patterns of segregation, address disparities in housing needs and access to opportunity, and foster inclusive communities. The goal of AB 686 is to identify patterns of fair housing issues and opportunities within the city and compared to the surrounding region and develop meaningful actions to overcome geographic disparities. We will need to prepare an assessment of fair housing practices, examine the relationship of available sites to areas of high opportunity,

and include actions to affirmatively advance fair housing. The assessment is intended to ensure that the distribution of sites and housing opportunities, by income category, actively further fair housing, and that programs, in conjunction with the sites, will meaningfully address any potential fair housing issues identified in the assessment. The California Tax Credit Allocation Committee/HCD Opportunity Maps will be included and are intended to display the areas, according to research, that offer low-income children and adults the best chance at economic advancement, high educational attainment, and good physical and mental health. Based on these maps, it will be important to demonstrate adequate sites throughout the city and strategies to combat barriers to fair housing for current residents.

### 3.3 Sites Inventory

**Housing Production Unmet Need.** The Draft Housing Element states that there is an unmet need from the 5th cycle Housing Element; however, based on our review, we do not believe this is the case. PlaceWorks will review and revise the entire Housing Resource Chapter to determine if the City has sufficient capacity to meet the 6th cycle RHNA of 345 units.

**Approved and/or Pending Projects.** PlaceWorks staff will review approved projects and projects under construction, identified in Table 33 of the Draft Housing Element, that are assumed to meet the RHNA to confirm buildout horizon, affordability, and building permit status, consistent with HCD's Sites Inventory Requirements to include approved and proposed projects.

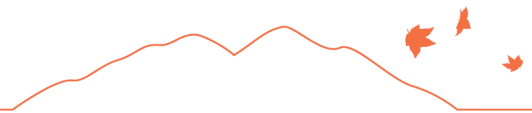
**Vacant and/or Nonvacant Sites.** PlaceWorks will review the approved sites list to ensure compliance with state law, including underutilized (nonvacant) and large sites to meet the RHNA. As part of this analysis, we will analyze the realistic development potential within the planning period by considering the extent that an underutilized/nonvacant site's existing use impedes additional residential development; the jurisdiction's past experience converting existing uses to higher-density residential development and developing large sites; market trends and conditions; and regulatory or other incentives or standards that encourage additional housing development on any nonvacant and large sites.

**Sites to Rezone.** The Draft Housing Element states that rezones are needed. After a complete review of the Sites Inventory analysis, should rezones be required, PlaceWorks can provide staff with a separate scope and budget to assist with this effort. **Note, because the Housing Element is over a year past the Housing Element due date of June 15, 2022, all rezones would need to be completed prior to HCD issuing a compliance letter for the Housing Element.**

**Electronic Housing Element Site Inventory Form.** Pursuant to SB 6 (Chapter 667, Statutes of 2019), for a Housing Element adopted on or after January 1, 2021, an electronic copy of the final inventory of the land inventory parcels using HCD-approved Excel spreadsheets must be prepared and submitted to HCD with the Adopted Housing Element.

***Deliverable(s):***

- » Revised Draft Housing Element in a strike-through and underlined format.



## Task 4. Draft and Final Housing Element

### 4.1 Prepare HCD Submittal Draft 2

PlaceWorks will provide City staff with a revised Draft Housing Element for review and comment. PlaceWorks requests that we receive one set of consolidated comments on the revised Draft. Following the City's review of the revised Draft, PlaceWorks will incorporate City comments on the Draft Housing Element and create a HCD Submittal Draft 2 for release to the public.

In compliance with AB 215 requirements, the City will need to post the draft revision (HCD Submittal Draft 2) on the City website and email a link to all individuals and organizations that previously requested notices relating to the City's housing element. This will need to be done at least seven days before submitting the draft revision to HCD.

***Deliverable(s):***

- » Revised Draft Housing Element in a strike-through and underlined format for City review and comment.
- » One electronic copy (in MS Word and PDF) of the HCD Submittal Draft 2 to be posted on the City's website for 7 days.

### 4.2 Submit to HCD

After the seven-day review period, PlaceWorks will submit the revised Draft to HCD for a second review, which is a 60-day review. We will rely on the previously created matrix in Task 2 and identify the page numbers where each comment is addressed. This will be submitted to HCD along with the revised Draft.

Because of our strong working relationships with HCD reviewers, PlaceWorks staff is very familiar with HCD's processes. During the 60-day review, we will contact HCD early in the review process to begin communication regarding HCD's initial review and feedback. We will work with HCD during this 60-day review period to address any additional questions and/or comments they may have.

This scope of work assumes one additional round of review. City staff submitted the draft to HCD for the initial 90-day review, and PlaceWorks assumes one subsequent review will take 60 days.

***Deliverable(s):***

- » One submittal to HCD, including cover letter and of the Housing Element with highlighted changes and additions (and printed copies).
- » Emails and memorandums to address HCD questions and comments, as needed.
- » Memos with proposed revisions to the Housing Element resulting from HCD comments incorporated into the Housing Element in a tracked-changes format for review and approval by City staff.

### 4.3 Final Housing Element and Adoption

Once the City receives conditional approval from HCD on the Housing Element, PlaceWorks will prepare a final Housing Element for adoption. Once adopted, PlaceWorks will submit the final Housing Element to HCD for a 60-day certification review.



**Deliverable(s):**

- » Electronic copies (in MS Word and PDF) of the final draft to the City and to HCD with a cover letter for their 60-day review. One (1) clean version and one (1) showing all changes made.
- » Two (2) hard copies submitted to HCD (one (1) clean version and one (1) showing all changes made).

## 4.4 Addressing Public Comment

During each release of the document PlaceWorks will also review public comments and incorporate revisions into the Housing Element as necessary. Additionally, PlaceWorks understands that the City has already received some public comment with the exceptions to receive more. The budget assumes 6 hours of PlaceWorks time to review and respond to public comments. The budget does not assume formal responses to the commenter.

**Deliverable(s):**

- » Six (6) hours to review and respond to public comments.

## Task 5. Adoption Hearings

PlaceWorks assumes participation at two (2) public hearings: one (1) public hearing before the Planning Commission and one (1) public hearing before the City Council. PlaceWorks will prepare and present a PowerPoint presentation and will respond to questions at each of the public hearings.

**Deliverable(s):**

- » Attendance at two (2) public hearings
- » PowerPoint presentations

## Task 6. CEQA Compliance

### 6.1 Exemption

Because the changes to the Housing Element are limited to procedural changes and updates to policies necessary to meet State requirements, there are no direct or indirect physical changes to the environment. The California Environmental Quality Act allows an agency to adopt an exemption for projects when it can be seen with certainty that there is no physical change to the environment. In this instance, the changes to the Housing Element are minor, and all future construction is subject to the existing regulations, ordinances, and laws that affect all construction.

Because there is no change to the environment, the commonsense exemption would apply. Section 15061(3) of the CEQA Guidelines states “The activity is covered by the commonsense exemption that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.” In this context, the local jurisdiction would determine that the proposed Housing Element is a project as defined by CEQA, but that there is no possibility that the project would result in a significant effect on the environment and therefore qualifies for the commonsense exemption. PlaceWorks would provide a short memorandum to accompany the exemption explaining the changes proposed in the Housing Element and why there would be no impact. The memorandum and the exemption would accompany the staff report for the project. One administrative draft and one public draft of the document will be prepared.

If rezones are required, PlaceWorks will work with staff to determine the required CEQA clearance.

***Deliverables:***

- » Short memorandum to accompany the Exemption, one Administrative Draft document, Public Draft document.

## 6.2 SB 18 Consultation

Though an exemption does not trigger the AB 52 requirement for tribal consultation, all general plan amendments must comply with SB 18. PlaceWorks will complete the Native American Heritage Commission (NAHC) online form requesting a tribal contact list. Using the addresses on the list from NAHC, PlaceWorks will draft letters (on local letterhead) to each of the tribes on the NAHC list, inquiring whether they want to consult. Following the consultation conference call, PlaceWorks will provide the written outcome of the process and a record for the project. Completion of the SB 18 process is needed prior to acting on the project.

***Deliverables:***

- » Draft letter to NAHC
- » Draft letters to identified tribes
- » Facilitation, attendance, and documentation of requested consultations
- » Written results of consultation

## Task 7. Project Management and Coordination

PlaceWorks will communicate with City staff via phone and email throughout the project. PlaceWorks will also provide and maintain an Internet-based folder for all project materials accessible to the City and consultants.

***Deliverable(s):***

- » Monthly check-ins with staff
- » Internet-based folder for all project materials

## Schedule

PlaceWorks understands that the schedule identified in the RFP (see Table 3) assumes adoption of the Housing Element by July 28th with compliance by August 15th. However, based on our cursory review of the draft, it appears that a second submittal of 60 days to HCD may be necessary. PlaceWorks has proposed an alternate schedule, outlined in Table 4, that assumes the additional 60-day review period. As discussed in Task 1.2, PlaceWorks would utilize this meeting to work with HCD to determine a realistic time frame for addressing HCDs comments, adopting the Housing Element, and submitting for a compliance review.

**Table 3 Schedule per RFP**

Task	Timeframe
City to Receive Letter from HCD	May 21
Planning Commission hearing: recommendation for adoption	TBD
City Council hearing: adoption	July 28
Housing Element Certification (60-day review period)*	August 15

Note: Compliance review is a 60-day review period. July 28 to August 15 would only provide HCD with 18 days to review.

**Table 4 Alternate Schedule**

Task	Timeframe
Project kick off with City staff	April 14
PlaceWorks to begin work on revisions to the Housing Element	April 14–May
City to receive letter from HCD	May 21
Meeting with HCD to review comment letter and schedule	By May 30
PlaceWorks continues revisions to Housing Element	June–July
City to review revisions	August 4–18
Prepare HCD Submittal Draft 2	August 19–22
Release revisions to the public for 7 days (per AB 215)	August 25–September 1
Submit to HCD (60-day review period)*	September 2–October 31
City to receive letter from HCD	October 31
Adoption hearings	November/December
Submit Housing Element for HCD compliance review	December

Note: This schedule assumes one additional round of review with HCD. Based on our experience for the 6th cycle housing element updates, it is taking 2 to 4 review periods. If an additional round of review is needed, PlaceWorks will work with staff to determine the next steps and potential budget augment.



## Cost

As shown in Table 5, the estimated cost to complete the scope of work described in this proposal is \$58,608. The billing rates for each team member are included in Table 6. PlaceWorks bills for its work on a time-and-materials basis with monthly invoices.

<b>Table 5 Cost Estimate</b>		
<b>Task</b>		<b>Cost</b>
<b>Task 1</b>	<b>Project Start Up Meetings</b>	
1.1	Internal Kick off with Staff	\$2,490
1.2	Meeting with HCD	\$905
<i>Subtotal</i>		\$3,395
<b>Task 2</b>	<b>Review Draft Housing Element</b>	
2.1	Review Draft Housing Element	\$2,130
<i>Subtotal</i>		\$2,130
<b>Task 3</b>	<b>Revisions to Address HCD Comments</b>	
3.1	Revisions to address HCD’s Comment Letter	\$8,130
3.2	Assessment of Fair Housing (AB 686)	\$8,800
3.3	Sites Inventory	\$6,680
<i>Subtotal</i>		\$23,610
<b>Task 4</b>	<b>Draft and Final Housing Element</b>	
4.1	Prepare HCD Submittal Draft 2	\$4,190
4.2	Submit to HCD	\$6,190
4.3	Final Housing Element and Adoption	\$2,330
4.4	Addressing Public Comment	\$960
<i>Subtotal</i>		\$13,670
<b>Task 5</b>	<b>Adoption Hearings</b>	
5.1	Adoption Hearings (2)	\$2,495
<i>Subtotal</i>		\$2,495
<b>Task 6</b>	<b>CEQA Compliance</b>	
6.1	Exemption	\$5,685
6.2	SB 18 Consultation	\$1,505
<i>Subtotal</i>		\$7,190
<b>Task 7</b>	<b>Project Management and Coordination</b>	
7.1	Project Management and Coordination	\$5,600
<i>Subtotal</i>		\$5,600
<i>Reimbursable Expenses</i>		\$518
<b>Grand Total</b>		<b>\$58,608</b>

## Assumptions

This scope of work and cost estimate assume that:

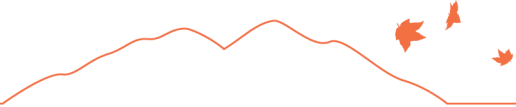
- Our cost estimate includes the meetings shown above. Additional meetings would be billed on a time-and-materials basis.
- All products will be submitted to the City in electronic (PDF) format.
- City staff will be responsible for meeting logistics, including schedule coordination, document production, printing notices, mailing costs, room reservations, room set-up and take-down, and refreshments.

**Table 6 PlaceWorks 2025 Bill Rates**

Staff Level	Hourly Bill Rate
Principal	\$210–\$345
Associate Principal	\$195–\$285
Senior Associate II	\$170–\$270
Senior Associate I	\$160–\$235
Associate II	\$135–\$200
Associate I	\$125–\$185
Project Planner	\$105–\$175
Planner	\$90–\$155
Graphics Specialist	\$90–\$165
Administrator	\$135–\$245
Clerical/Word Processing/Technical Editor	\$45–\$170
Intern	\$80–\$125

Subconsultants are billed at cost plus 10%. Mileage reimbursement rate is the standard IRS-approved rate. Possible Yearly Increase of 5% on bill rates.

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## 2. QUALIFICATIONS AND PERSONNEL

PlaceWorks has assembled a highly qualified team to complete the Gridley Housing Element Update. This chapter provides an overview of PlaceWorks’ qualifications as well as the experience of key personnel that will be assigned to the project. Resumes for the key staff identified below are included in the appendix at the end of this proposal. The organization of the team is shown graphically on Figure 1.

### PlaceWorks

PlaceWorks is a 100 percent employee-owned planning, design, and environmental consulting firm. The firm serves both public- and private-sector clients in the fields of comprehensive planning, urban design, landscape architecture, environmental analysis and sciences, and GIS. Founded in 1975, PlaceWorks currently employs a staff of approximately 140 people in six offices.

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

**Figure 1**      **Organization Chart**



## Key Staff

### Jennifer Gastelum, Principal, Principal-in-Charge



Jennifer will serve as Principal-in-Charge and will ensure that all products are produced on-time, on-budget, and meet the highest standards of quality. Additionally, she will be available to facilitate public workshops and critical meetings throughout the process. Jennifer has over 20 years of experience specializing in various housing programs and public outreach for municipalities across California, Nevada, and Washington. As a recognized leader in the field, she has managed updates to over 100 housing elements since 2008. Her experience also includes preparing HUD consolidated plans, action plans, analyses of impediments to fair housing choice, housing condition surveys, and housing market studies. Jennifer has significant experience overseeing grant management of State and federal programs, such as the Community Development Block Grant (CDBG) program, CalHOME, and HOME. She is also experienced in federal labor standard compliance review and monitoring. Jennifer is committed to continuing education and training, and she has considerable experience leading project management and business development training. Other project experience includes specific plans, general plans, environmental impact reports, and initial studies/negative declarations.

### Cynthia Walsh, Senior Associate, Project Manager



Cynthia will serve as the Project Manager and will be responsible for the day-to-day management of the project, as well as for maintaining regular contact with City staff, facilitating workshops, and attending all project meetings. Cynthia has almost 20 years of experience working on long-range planning documents, specializing in policy writing for Housing Element updates, Housing Element annual reports, and Housing Element implementation. She prepared Housing Elements during the 4th through 7th cycles and has worked closely with staff at HCD to achieve certification for her clients. She also has experience with comprehensive zoning code and General Plan updates. Cynthia has experience with the preparation of analyses of impediments to fair housing choice documents, consolidated plans, and action plans. She is experienced with state and federal grant programs, and she is well versed in federal (Davis-Bacon) and state labor standards compliance.

### Jose Ayala, Associate



Jose has over five years of experience working on Housing Element updates, including policy writing for Housing Element updates in addition to reviewing Housing Elements for consistency with State Housing Element law. Jose contributes to analyzing data and updating Housing Elements for various jurisdictions throughout California. Jose also has experience with other state housing laws, including Accessory Dwelling Unit law, the Housing Accountability Act, and experience in providing technical assistance tools.



## Hazel Choi, Project Planner



Hazel has experience in comprehensive and long-range planning, with a specific focus on policy development for Housing Element updates. Hazel has expertise in developing Regional Transportation Plans, Community Needs Assessments, Corridor Plans, Evacuation Plans, and Active Transportation Plans for different local jurisdictions. Hazel has also dedicated her efforts to preparing grant applications and facilitating those programs managed at the State and federal levels. Hazel has actively participated in numerous community outreach and surveys, as well as prepared a range of visual materials that enhance the community's understanding of various projects. She is also proficient in Adobe applications, such as Photoshop, Illustrator, and InDesign.

## Mark Teague, AICP, Managing Principal, CEQA Lead

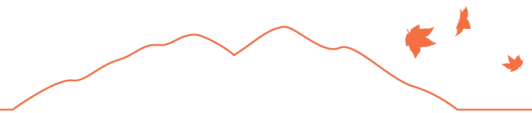


Mark will serve as CEQA lead on the project. In over 35 years of public- and private-sector experience, Mark has worked throughout California in agencies large and small and is considered an innovative problem solver. His projects include planned communities, shopping center EIRs, general plan and zoning code updates, impact fees, and public outreach for projects highly scrutinized by the public. His experience as a planning director, staff liaison, and ability to see the whole of the project, ensures that every document meets the need of the client. He has served as on-call extension of staff for numerous cities throughout northern and southern California including Anderson, Mount Shasta, Wildomar and Eastvale. Mark is also an excellent public speaker and regularly presents at the League of California Cities Planning Commissioner's Academy on topics such as design guidelines, CEQA compliance, and how to read an EIR. He also teaches planning to staff with a focus on how new legal decisions affect daily activity. With a great deal of experience in smaller communities, Mark has experience using available resources to meet the clients needs.

## Rob Mazur, Associate Principal, Director of GIS, GIS Lead



Rob will serve as GIS lead on the project. Rob has extensive experience creating maps and datasets for a range of planning projects. He specializes in all facets of geodatabase development, data management, web GIS, and spatial and tabular analyses for improved decision-making, information retrieval, and cartography. His experience in a wide variety of planning projects, coupled with his expertise in GIS and field data collection, make him a key asset to any team. Rob excels at quantitative and spatial analysis, including buildout calculations, walkability, community health modeling, cartography, and land use scenario modeling. He works directly with clients and staff to develop effective, efficient, and informative GIS processes. Rob is well versed in advanced and current planning practices in both the public and private sector, and has an excellent understanding of the relationship between data management and its importance in achieving service delivery standards for the work of community development and public works departments. Rob has brought his GIS skills to a number of general plan updates throughout California, and has managed a variety of mapping projects in Los Angeles County, the Bay Area, and beyond.



## Housing Services

PlaceWorks has provided housing services since 1988. We have prepared housing elements, analyses of impediments to fair housing, strategic plans, pro formas, housing demand studies, and video productions. Our staff have prepared over 150 housing elements. PlaceWorks has also received numerous awards from the state chapter and local sections of the American Planning Association.

Few firms can offer our breadth of services or the resume of awards that demonstrate our project innovation and quality. Whether the focus is on revitalizing corridors with housing, incorporating an economic perspective into land use decisions, or supporting community health, we integrate this expertise into our housing plans.

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

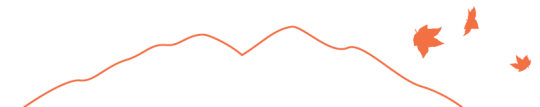
- 1. Housing Strengthens Neighborhoods:** Quality affordable housing and the neighborhoods where we live are critical to personal and family well-being. Quality housing provides a safe living environment for people of all ages. Strong neighborhoods with the appropriate mix of amenities are also essential to quality of life. In crafting our housing plans, we look for innovative ways to incorporate housing and amenities in a way that strengthens neighborhoods.
- 2. Housing Creates Jobs and Economic Prosperity:** Housing brings tremendous economic value to a community—it creates jobs, improves property values, and brings tax revenue into a city or county. A home is also the most valuable asset many Americans will own. We understand the economic value of housing, both to the resident and the community. Working with the development community, we also understand the economics behind housing and what it takes for investments to be made.
- 3. Housing Addresses Lifestyle Needs:** Housing products continue to evolve to meet lifestyle needs in our cities and counties, and our housing plans should be responsive to these industry changes. Our work with the development industry allows us to bring the latest in housing products to our housing work. Whether it is intergenerational housing concepts, mixed-use, transit-oriented housing, or affordable housing, our housing plans reflect the latest in product innovation.

## Project Experience

PlaceWorks staff bring decades of work supporting local agencies with HCD compliance. We have extensive experience working with HCD—completing over 150 certified housing elements since 2008, the vast majority of which were certified after a single round of review during the 5th cycle. We have recently completed 46 housing element updates during the 6th cycle. We also have considerable expertise with preparing inclusionary housing ordinances, analyses of impediments to fair housing choice, consolidated plans, annual action plans, housing condition, and income surveys, as well as acting as an extension to local staff to help with Housing Element implementation and Annual Housing Element report submittal to HCD.

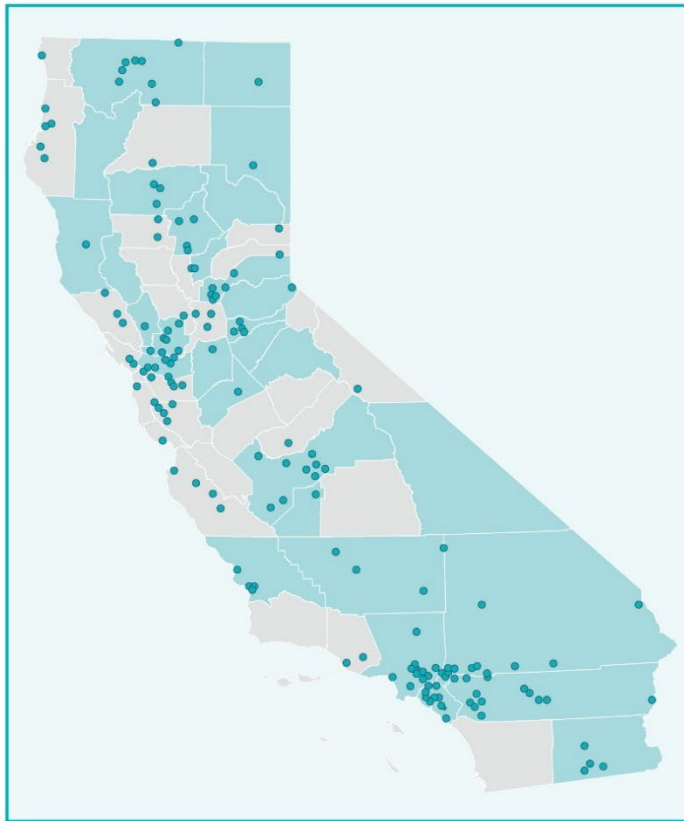
**Housing Elements:** PlaceWorks understands that each community has unique housing conditions and challenges and understands the complex regulatory requirements that accompany the housing element certification process. We use our experience and knowledge to work with local governments to gain an understanding of each community's unique housing needs and strategies to produce a user-friendly housing element. We have extensive experience with preparing housing elements for small to large cities and counties, as well as for urban and rural communities (see Figure 2).

**Experience with HCD:** PlaceWorks maintains strong and effective working relationships with HCD reviewers. Over the course of assisting cities and counties with their housing elements, we have worked closely with staff at HCD. We strive to understand updates to State law and HCD goals and serve as a liaison between HCD staff and the communities we work with. Reaching a consensus with HCD is a negotiation process, and we are committed to representing the City's best interests in that process. By maintaining close contact with HCD and representing the needs of our clients, we have never failed to obtain certification of any of the housing elements we have prepared. Our proximity to HCD's office in Sacramento makes it easy for us to meet with HCD staff as needed.



**Figure 2 Housing Element Experience**

## Housing Element Experience



### Cities

- Alameda
- Albany
- Anderson
- Arcata
- Arroyo Grande
- Auburn
- Bakersfield
- Barstow
- Benicia
- Biggs
- Blythe
- California City
- Calimesa
- Capitola
- Chico
- Chino
- Clayton
- Cloverdale
- Clovis
- Coachella
- Coalinga
- Colfax
- Compton
- Concord
- Corning
- Crescent City
- Cupertino
- Daly City
- Dana Point
- Davis
- Dixon
- Dorris
- Dublin
- Dunsmuir
- Eastvale
- El Monte
- Elk Grove
- Emeryville
- Etna
- Fairfield
- Firebaugh
- Fortuna
- Fountain Valley
- Greenfield
- Gridley
- Grover Beach
- Hanford
- Highland
- Holtville
- Hughson
- Huron
- Imperial
- Industry
- Ione
- Jackson
- Kerman
- Kingsburg
- La Habra
- La Quinta
- Laguna Woods
- Lake Elsinore
- Lincoln
- Livermore
- Lodi
- Los Altos
- Loyalton
- Madera
- Marysville
- Menifee
- Menlo Park
- Milpitas
- Montague
- Moorpark
- Morro Bay
- Ontario
- Orinda
- Orland
- Oxnard
- Palm Springs
- Palmdale
- Pasadena
- Perris
- Pismo Beach
- Pittsburg
- Pleasanton
- Plymouth
- Pomona
- Rancho Cordova
- Rancho Cucamonga
- Rancho Mirage
- Red Bluff
- Reedley
- Ridgecrest
- Rio Dell
- Rio Vista
- Riverside
- Rocklin
- Roseville
- San Bernardino
- San Dimas
- San Marino
- San Ramon
- Sanger
- Santa Ana
- Santa Cruz
- Santa Monica
- Santa Rosa
- Seaside
- Selma
- Soledad
- South Lake Tahoe
- Stanton
- Suisun City
- Sutter Creek
- Tehama
- Temecula
- Tustin
- Twentynine Palms
- Upland
- Vacaville
- Vallejo
- Wasco
- Weed
- West Sacramento
- Westminster
- Whittier
- Wildomar
- Willits
- Willows
- Yorba Linda
- Yreka
- Yuba City
- Yucaipa

### Counties

- Amador
- Butte
- Calaveras
- Contra Costa
- El Dorado
- Fresno
- Imperial
- Inyo
- Kern
- Kings
- Lake
- Lassen
- Los Angeles
- Mendocino
- Modoc
- Napa
- Orange
- Placer
- Riverside
- San Bernardino
- San Joaquin
- San Luis Obispo
- Siskiyou
- Solano
- Stanislaus
- Tehama
- Trinity
- Tuolumne
- Yuba

### Towns

- Town of Corte Madera
- Town of Fairfax
- Town of Fort Jones
- Town of Loomis
- Town of Los Gatos
- Town of Mammoth Lakes
- Town of Paradise
- Town of Truckee
- Town of Windsor
- Town of Yountville
- Town of Yucca Valley

### SB2 & LEAP Housing Element Technical Assistance

- City of Alturas
- City of Calexico
- City of Blue Lake
- City of Gonzales
- City of King City
- City of Montebello
- City of Needles
- City of Soledad
- City of Susanville
- City of Trinidad
- City of Westmorland
- County of Plumas
- Town of Fort Jones



## 3. REFERENCES

This chapter describes examples of PlaceWorks’ experience providing housing services for local agencies throughout California.

### BUTTE COUNTY HOUSING ELEMENT UPDATE

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#### Reference

Dan Breedon, AICP, Planning Division Manager, Butte County | 530.552.2538 | DBreedon@buttecounty.net

PlaceWorks prepared the County’s 5th and 6th cycle housing element updates, which included an evaluation of existing housing programs; a housing needs analysis; identification of housing resources and opportunities; housing constraints analysis update; an assessment of fair housing; and housing goals, policies, programs, and quantified objectives updates. The 6th cycle sites inventory update was unique due to loss of over 7,000 units in the 2018 Camp Fire and 2020 North

Complex Fire. Because of this unit loss, HCD allocated the county a base RHNA as well as a rebuild RHNA. PlaceWorks completed a sites capacity analysis that identified appropriate sites to meet both allocations. PlaceWorks worked closely with HCD during the review process and was able to achieve compliance with just one round of review. PlaceWorks also completed an SB 244 analysis, which identified disadvantaged communities in the unincorporated areas of the county. The analysis identified deficiencies with water and wastewater systems, stormwater infrastructure, and fire protection and recommended policies and fundings to assist these deficiencies.

### RED BLUFF HOUSING ELEMENT

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#### Reference

Tom Westbrook, City Manager, City of Red Bluff | 530.527.2605 ext. 3061 | twestbrook@cityofredbluff.org

PlaceWorks assisted the City of Red Bluff with its 7th cycle housing element update. In addition to updating all the required sections of the housing element, PlaceWorks completed the city’s first assessment of fair housing in compliance with AB 686. PlaceWorks coordinated with the city directly to perform community engagement with residents,

stakeholders, and other interested parties and assisted staff with presentations to the city’s planning commission and council. PlaceWorks coordinated directly with the HCD reviewers to obtain compliance after one round of review. PlaceWorks prepared an environmental addendum to meet California Environmental Quality Act (CEQA) Guidelines.

### GONZALES HOUSING ELEMENT ASSISTANCE AND IMPLEMENTATION

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#### Reference

Taven M. Kinison Brown, Community Development Director, City of Gonzales | 831.675.5000 | TKinisonBrown@ci.gonzales.ca.us

PlaceWorks was recently hired to assist the city with finishing their 6th cycle housing element update. The city needed assistance responding to a comment letter they received from HCD on their 6th cycle draft housing element. This included updating the fair housing assessment, updating the needs assessment, elaborating on the review of previous; rewriting the sites inventory to demonstrate that the city

can meet the RHNA with the use of a newly drafted overlay zone, and updating programs to ensure the city

will comply with state law. PlaceWorks worked closely with HCD during the additional 60-day review period and was able to gain conditional compliance with one additional round of review. We are currently assisting the city with finalizing the required rezones before submitting to HCD for a compliance review.

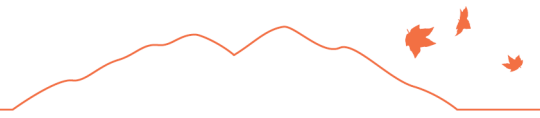
Additionally, PlaceWorks is assisting the city with housing element implementation. This includes rezoning of several properties to meet the RHNA, developing an affordable housing overly, and completing zoning text amendments to comply with state law. Zoning amendments include updates to the density bonus ordinance; adding low barrier navigation centers, transition and supportive housing, employee housing, and residential care facilities; updating the definition of family; and ensuring compliance with state ADU law.

PlaceWorks prepared a commonsense exemption for this work effort.



## 4. ADDITIONAL DATA

No additional data to include.

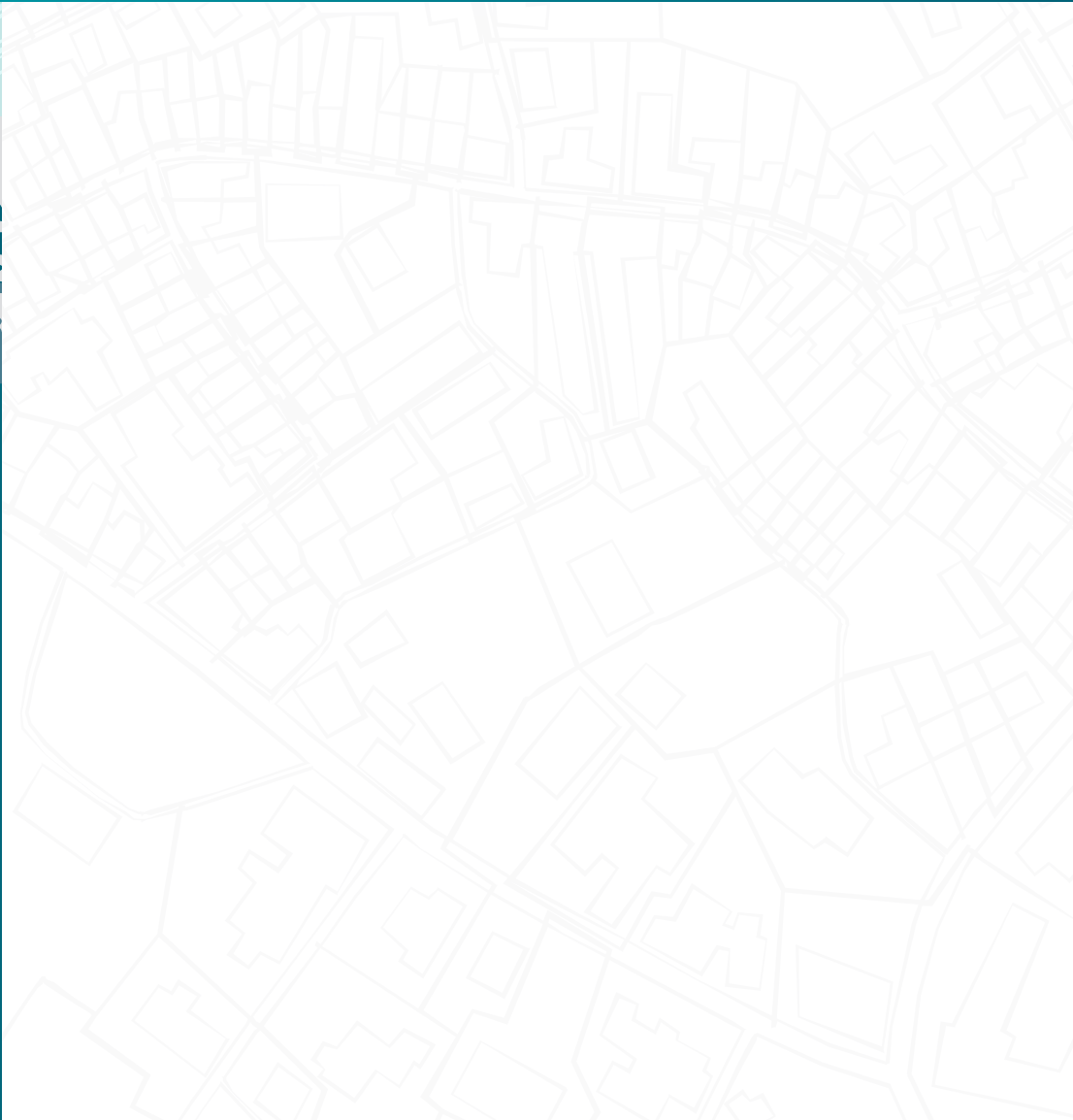


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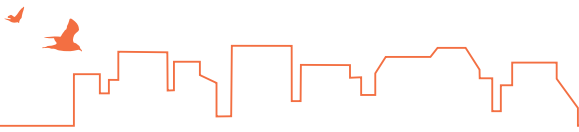




# Appendix A: Resumes







# JENNIFER GASTELUM

## Principal

Jennifer has over 20 years of experience specializing in various housing programs and public outreach for municipalities across California, Nevada, and Washington. As a recognized leader in the field, she has managed updates to nearly 200 housing elements since 2008. Her experience also includes preparing HUD consolidated plans, action plans, analyses of impediments to fair housing choice, housing condition surveys, and housing market studies. Jennifer has significant experience overseeing grant management of State and federal programs, such as the Community Development Block Grant (CDBG) program, CalHOME, and HOME. She is also experienced in federal labor standard compliance review and monitoring.

Jennifer is committed to continuing education and training, and she has considerable experience leading project management and business development training. Other project experience includes specific plans, general plans, environmental impact reports, and initial studies/negative declarations.

## HIGHLIGHTS OF EXPERIENCE

- SB 2 and LEAP/REAP Technical Assistance | Statewide CA
- Solano County Multi-Jurisdictional Housing Element | Solano County CA
- Loomis General Plan Housing and Land Use Element Update | Loomis CA
- Orinda Housing Element and Safety Element | Orinda CA
- Auburn Housing Element and Safety Element | Auburn CA
- El Dorado County Housing Element 2021-2029 | El Dorado County CA
- Placer County Housing Element | Placer CA
- Elk Grove Housing Element Update | Elk Grove CA
- Yountville Cycle Housing Element Update | Yountville CA
- Lincoln Housing Element Update | Lincoln CA
- Anderson Housing Element Update | Anderson CA
- Arcata Housing Element Update | Arcata CA
- Arroyo Grande Housing Element Update | Arroyo Grande CA
- Auburn Housing and Safety Element Update | Auburn CA
- Grover Beach Housing Element Update | Grover Beach CA
- Morro Bay Housing Element Update | Morro Bay CA
- Alameda Housing Element | Alameda CA
- Willits Housing Element | Willits CA
- Pismo Beach Low-Cost Visitor-Serving Accommodation Study | Pismo Beach CA
- Pismo Beach 2020-2028 Housing Element | Pismo Beach CA
- Rohnert Park On-Call Housing Services | Rohnert Park CA
- San Luis Obispo County 2020-2028 General Plan Housing Element Update | San Luis Obispo County CA

## EDUCATION

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

## AFFILIATIONS

- American Planning Association

Team member since 2018



## JENNIFER GASTELUM

Principal

[jgastelum@placeworks.com](mailto:jgastelum@placeworks.com)

- Calaveras County IS/ND Addendum | Calaveras County CA
- Elk Grove Housing Element Update | Elk Grove CA
- Emeryville Staff Support Services | Emeryville CA
- Fortuna Housing Element Assistance | Fortuna CA
- Riverside County Housing Assistance | Riverside County CA
- Needles Mid-Cycle Housing Element | Needles CA
- Oxnard Housing Element Update | Oxnard CA
- Placer County Housing Element Update | Placer County CA
- Trinity County Housing Element, Trinity County CA

## PREVIOUS EXPERIENCE

### Housing Elements

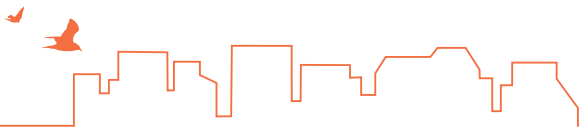
- 2015–2023 Housing Elements, Stanislaus County; Kern County; communities of Ridgecrest, Wasco, Lodi CA
- 2014–2022 Housing Elements, Butte County; Solano County; communities of Alameda, Emeryville, Pleasanton, Biggs, Paradise, Clayton, Orinda, Fairfax, Los Altos, Dixon, Fairfield, Suisun City, Cloverdale, Yountville, Santa Rosa CA
- 2014–2019 Housing Elements, Amador County; Tehama County; communities of Ione, Jackson, Plymouth, Sutter Creek, Truckee, Grover Beach, Morro Bay, Willows, Montague CA
- 2013–2021 Housing Elements, Imperial County; Riverside County; communities of South Lake Tahoe, Wildomar, Eastvale, Temecula, Auburn, Lincoln, Roseville, Calimesa, Coachella, Elk Grove, Rancho Cordova, West Sacramento, Ontario, Twentynine Palms, Blythe, Oxnard, Marysville, Yuba County, and Davis CA
- 2008–2013 Housing Elements, Imperial County; Kern County; cities of Elk Grove, Imperial CA
- 2009–2014 Housing Elements, Solano County, Siskiyou County, Inyo County; communities of Ione, Anderson, Dixon, Chico, Fairfield, Soledad, Morro Bay, Hughson, Yountville, Madera, Monterey, Mount Shasta, Arcata, Orland, Yreka, Willows, Red Bluff, Vallejo, Los Altos, Clayton, Crescent City, Weed, Willits, Sand City CA
- First General Plan Housing Element City and 2008–2013 Update, Rancho Cordova CA
- Housing Element Updates, Washoe County; cities of Reno, Sparks NV

### Federal Grant Program Management

- HOME Grant Administration, First-Time Homebuyers Program | Imperial County CA
- Community Development Block Grant Assistance | Rancho Cordova CA
- Community Development Block Grant Assistance | Citrus Heights CA
- CDBG, NSP, HOME, CalHOME Assistance | Monterey County CA
- City Labor Standards Compliance, NSP | Rancho Cordova CA

### Affordable Housing

- Plumas Corporation Countywide Affordable Housing Strategy | Plumas County CA
- Regional Fair Share Housing Allocation Plan | Pierce County WA
- Affordable Housing Study | El Dorado County CA
- Affordable Housing Incentives and Infill Site Development Report | Placer County CA



# CYNTHIA WALSH

## Senior Associate II

Cynthia Walsh has almost 20 years’ experience working on long-range planning documents, specializing in policy writing for housing element updates, housing element annual reports, and Housing Element implementation. She prepared housing elements during the 4<sup>th</sup> through 7<sup>th</sup> cycles and has worked closely with staff at the California Department of Housing and Community Development to achieve certification for her clients. She also has experience with comprehensive zoning code and General Plan updates.

Cynthia also has experience with preparation of analyses of impediments to fair housing choice documents, consolidated plans, and action plans. She is experienced with State and federal grant programs, and she is well versed in federal (Davis-Bacon) and state labor standards compliance.

### EDUCATION

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

Team member since 2018

### HIGHLIGHTS OF EXPERIENCE

#### 7<sup>th</sup> Cycle Housing Elements

- City of Tehama
- Tehama County
- Modoc County
- Loyalton

#### 6<sup>th</sup> Cycle Housing Elements

- Solano County Multijurisdictional Housing Element
- Fresno County Multijurisdictional Housing Element
- Orinda
- Alameda
- Daly City
- Cupertino
- Loomis
- Lincoln
- Rocklin
- Rancho Cordova
- Placer County
- El Dorado County
- Colfax
- Auburn
- Wildomar
- Imperial County
- Eastvale
- Calaveras County
- Elk Grove
- Willits
- Mendocino County
- Santa Rosa
- Windsor
- San Joaquin County
- Weed
- Town of Fort Jones
- California City
- 5th Cycle Housing Elements
- Imperial County
- Butte County
- Riverside County
- Auburn,
- Calimesa,
- Eastvale,
- Holtville,
- Marysville,
- Ontario,
- Temecula,
- West Sacramento,
- Wildomar,
- Willits
- Trinidad





## CYNTHIA WALSH

Senior Associate

cwalsh@placeworks.com

### 4<sup>th</sup> Cycle Housing Elements

- Riverside County
- Alameda,
- Fortuna,
- Oxnard,
- Rancho Cordova
- Willits
- Solano County
- Arcata,
- Biggs,
- Chico,
- Cloverdale,
- Crescent City,
- Dixon,
- Eastvale,
- Hughson,
- Imperial,
- Ione,
- Los Altos,
- Montague,
- Monterey,
- Plymouth,
- Rancho Cordova,
- Sand City,
- Tulelake,
- Vallejo,
- Wildomar,
- Willits,
- Willows,
- Yountville
- Kern County
- Morro Bay

### Housing Element Update Assistance

- King City
- Gonzales
- Westmorland
- La Habra Heights
- Westlake Village

### Zoning Ordinance Amendments

- Comprehensive Update to the Wildomar Development Code, Wildomar, CA

### Additional Projects

- Analysis of Impediments (AI) to Fair Housing Choice | Contra Costa Consortium; cities of Fairfield, Hanford, Lodi, Monterey, Rancho Cordova, Rocklin CA
- Consolidated Plans and Action Plans | Contra Costa Consortium; cities of Lancaster, Monterey, Redwood City, Santa Monica CA; State of Arizona; State of Nevada
- Housing Condition Surveys | Imperial County; cities of Grass Valley, Fairfield, Fort Bragg, Vallejo CA
- Income Surveys for Unincorporated Areas of Calexico, Holtville, Heber | Imperial County CA
- Redevelopment Blight Assessment | Plymouth CA
- Kern Council of Governments Regional Housing Needs Plan and Data Report | Kern County CA

## PRIOR EXPERIENCE

### Housing Elements

- 2008–2013 Housing Elements, Riverside County; cities of Alameda, Fortuna, Oxnard, Rancho Cordova, Willits CA
- 2009–2014 Housing Elements, Solano County; cities of Arcata, Biggs, Chico, Cloverdale, Crescent City, Dixon, Eastvale, Hughson, Imperial, Ione, Los Altos, Montague, Monterey, Plymouth, Rancho Cordova, Sand City, Tulelake, Vallejo, Wildomar, Willits, Willows, and Yountville CA
- 2013–2021 Housing Elements, Imperial County; Butte County; Riverside County; cities of Auburn, Calimesa, Eastvale, Holtville, Marysville, Ontario, Roseville, Temecula, West Sacramento, Wildomar, Willits CA



# JOSE AYALA

## Associate

Jose Ayala has over five years of experience working on housing element updates, including policy writing for housing element updates in addition to reviewing housing elements for consistency with State Housing Element Law. Jose contributes to analyzing data and updating housing elements for various jurisdictions throughout California. Outside of housing elements, Jose has experience with other state housing laws, including ADU Law, Housing Accountability Act, and experience in providing technical assistance.

### HIGHLIGHTS OF EXPERIENCE

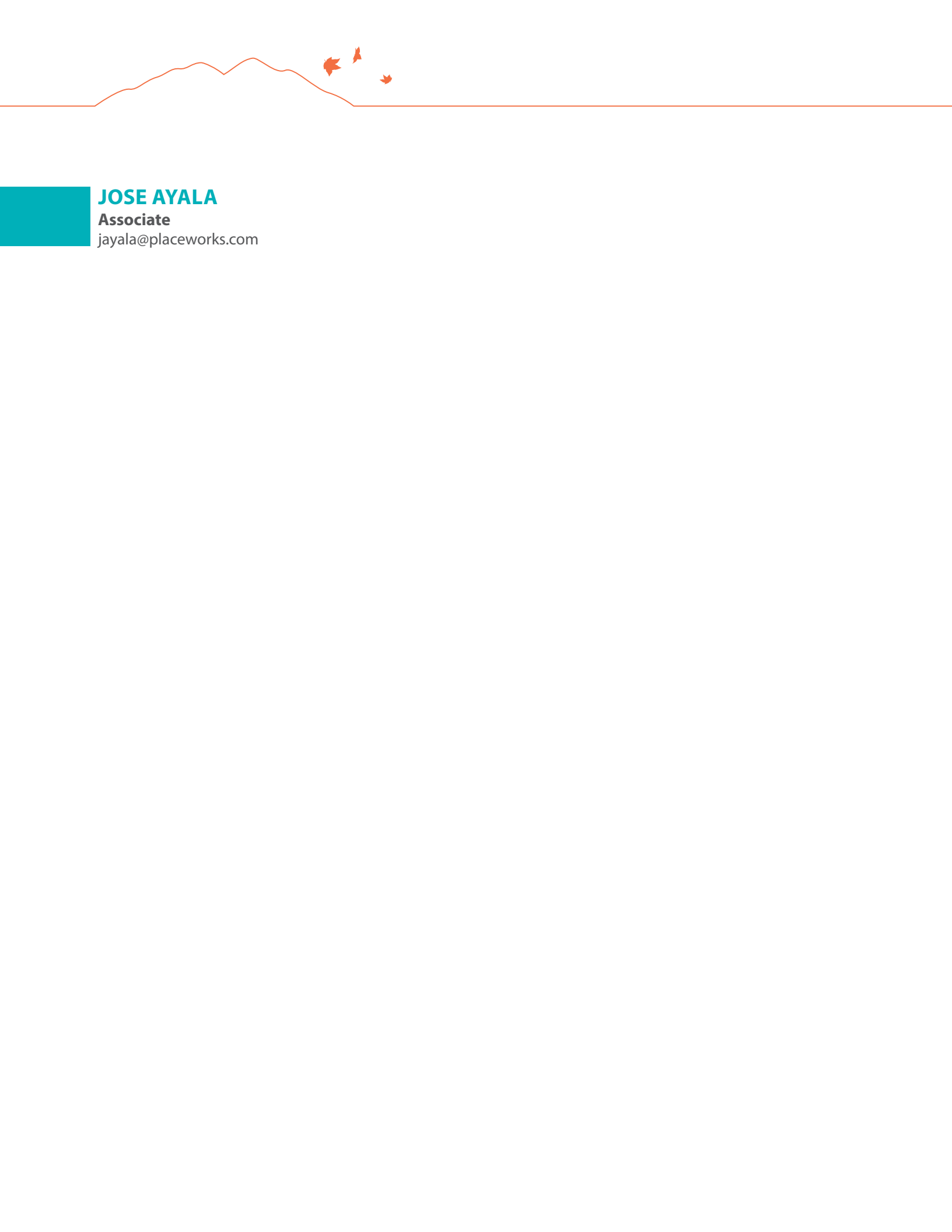
- McFarland Housing Element 2023-2031 | McFarland CA
- Gonzales Housing Element 2023-2031 | Gonzales CA
- King City Housing Element 2023-2031 | King City CA
- California City Housing Element 2023-2031 | California City CA
- Red Bluff Housing Element 2024-2029 | Red Bluff CA
- La Habra Heights Housing Element 2021-2029 | La Habra Heights CA
- Westmorland Housing Element 2021-2029 | Westmorland CA
- Calexico Housing Element 2021-2029 | Calexico CA
- Dixon General Plan Audit | Dixon CA
- Lake County Housing Action Implementation Plan | Lake County CA
- San Bernardino Zoning Code Update | San Bernardino CA
- Local Early Action Plan Close Out Report



### EDUCATION

- MA, Public Policy and Administration, Sacramento State University
- BA, Political Science, University of California, Berkeley

Team member since 2024

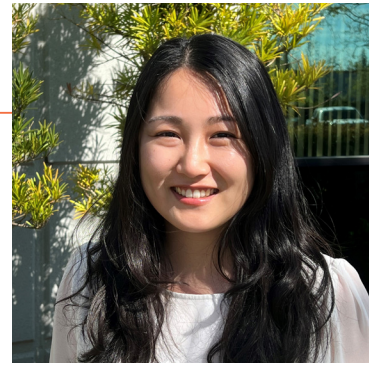
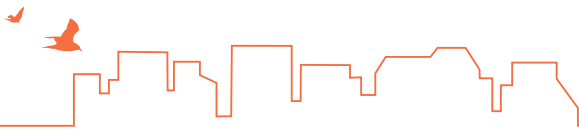


**JOSE AYALA**

**Associate**

[jayala@placeworks.com](mailto:jayala@placeworks.com)





# HAZEL CHOI

## Project Planner

Hazel has experience in comprehensive and long-range planning, with a specific focus on policy development for housing element updates. She has been contributing to updating housing elements to achieve certification for various local jurisdictions throughout California.

Hazel also has expertise in preparing and updating zoning code amendments to ensure compliance with the recent state law changes for various local jurisdictions. She is committed to supporting cities and counties in successfully implementing their programs, helping them achieve their goals while meeting state requirements. Hazel has actively participated in numerous community outreach and surveys, dedicating her time to creating a range of visual materials that enhance the community's understanding of various projects.

## HIGHLIGHTS OF EXPERIENCE

### Housing Elements

- Westmorland Housing Element 2021-2029 | Westmorland CA
- Loyalton Housing Element 2024-2029 | Loyalton CA
- Modoc Coutny Housing Element 2024-2029 | Modoc Coutny CA
- San Joaquin County Housing Element 2023-2031 | San Joaquin County CA
- Daly City Housing Element 2023-2031 | Daly City CA
- Cupertino Housing Element 2023-2031 | Cupertino CA
- Gonzales Housing Element 2023-2031 | Gonzales CA
- Fort Jones Housing Element 2023-2031 | Fort Jones CA
- Tehama Housing Element 2024-2029 | Tehama CA
- Tehama County Housing Element 2024-2029 | Tehama County CA
- Red Bluff Housing Element 2024-2029 | Red Bluff CA
- California City Housing Element 2023-2031 | California City CA

### Zoning/Development Code Amendments

- San Bernardino Subdivision Code | San Bernardino CA
- Santa Rosa Housing Element Implementation | Santa Rosa CA
- Coalinga Housing Element Implementation | Coalinga CA
- Huron Housing Element Implementation | Huron CA
- Sanger Housing Element Implementation | Sanger CA
- Westmorland Housing Element Implementation | Westmorland CA

## AWARDS

- 2021 APA CA Northern Section, Award of Excellence: Alum Rock Avenue Community Assessment
- 2021 Maggie Walsh Leadership Legacy, WTS SF Bay Area Chapter
- 2020 CA Northern Section Scholarship, California Planning Foundation

## EDUCATION

- MA, Urban Planning, San Jose State University
- BA, International Business, Dongduk Women's University

## AFFILIATIONS

- American Planning Association
- Women in Transportation

Team member since 2024



- 2020 Louie Barozzi Scholarship, San Jose State University

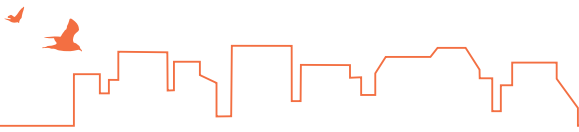
## PROFESSIONAL ACTIVITIES

- Mentorship Program, WTS, 2023
- Research Fellow, Green 2.0, 2022
- APA Northern California Section News, Associate Editor, 2021

**HAZEL CHOI**

**Project Planner**

[hchoi@placeworks.com](mailto:hchoi@placeworks.com)



# MARK TEAGUE AICP

## Managing Principal, Environmental Services

In over 35 years of public- and private-sector experience, Mark has worked throughout California in agencies large and small and is considered an innovative problem solver. His projects include planned communities, shopping center EIRs, general plan and zoning code updates, impact fees, and public outreach for projects highly scrutinized by the public. Mark is often able to offer a unique approach to meeting a critical goal of a project. His experience as a planning director, staff liaison, and ability to see the whole of the project, ensures that every document meets the need of the client. He has served as on-call extension of staff for numerous cities throughout northern and southern California including Anderson, Mount Shasta, Wildomar and Eastvale.

Mark is also an excellent public speaker and regularly presents at the League of California Cities Planning Commissioner's Academy on topics such as design guidelines, CEQA compliance, and how to read an EIR. He also teaches planning to staff with a focus on how new legal decisions affect daily activity. Because of his public outreach skills, Mark has helped with projects ranging from Walmart to water-bottling plants and conducted town hall meetings about development services department efficiencies and increases in utility fees.

With a great deal of experience in smaller communities, Mark has experience using available resources to meet the clients needs. Small agencies have the same issues to resolve as larger agencies, what they lack is resources. Using previously prepared studies, data collected for several projects and from different sources as a resource to complete tasks. By talking with the community about an issue, Mark is often able to arrive at solutions using information the agency has already paid for. He is known for recommending solutions that are less expensive and in tune with the community.

### HIGHLIGHTS OF EXPERIENCE

- SB 2 and LEAP/REAP Technical Assistance | Statewide CA
- River Crossing Market Place Specific Plan EIR | Redding CA
- Redding General Plan Circulation and Noise Element and EIR | Redding CA
- Addendum to Northeast Quadrant Specific Plan EIR | Dixon CA
- Loomis General Plan Housing and Land Use Element Update | Loomis CA
- Colfax General Plan and Housing Element Update | Colfax CA
- Yuba City General Plan Update | Yuba City CA
- Elk Grove Kammerer Road Annexation Area | Elk Grove CA
- Davis Core Area Plan and EIR | Davis CA

### EDUCATION

- BA, Political Science, California State University, Stanislaus

### CERTIFICATIONS

- American Institute of Certified Planners #019631

### AFFILIATIONS

- American Planning Association
- Association of Environmental Professionals

Team member since 2016



## MARK TEAGUE

Principal

mteague@placeworks.com

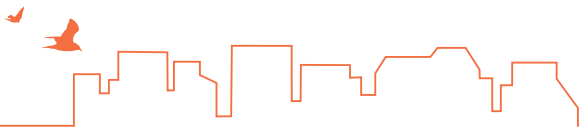
- Envision Contra Costa 2040 General Plan Update, Climate Action Plan, Zoning Code Update, and EIR | Contra Costa County CA
- Greentree Mixed-Use Development Project | Vacaville CA
- Lincoln Housing Element Update Environmental | Lincoln CA
- Lodi General Plan EIR | Lodi CA
- Barstow General Plan EIR and General Consulting Services | Barstow CA
- Rancho Cucamonga General Plan Update and EIR | Rancho Cucamonga CA
- On-Call Environmental Services | Beaumont CA
- City Planner | Weed CA
- Temple City General Plan Update EIR | Temple City CA
- Temple City Development Code Update | Temple City CA
- North School Reconstruction EIR | Hermosa Beach CA
- John Killen/Fox Luggage Warehouse Project IS/MND | Industry CA
- Residential Care Facility Specific Plan IS/EIR | Solana Beach CA

## SPEAKING ENGAGEMENTS

- CEQA Basics | 2024 League of California Cities Planning Commissioners Academy | Long Beach, CA
- Planning Commissioners Training | 2024 Inland Empire APA Riverside
- Perfect Mitigation Measures | 2024 California Association of Environmental Planners Anaheim
- Policy Implications of Planning | 2024 New Councilmembers and Mayors Academy Monterey

## ACTIVITIES

- Engineering, Environment Planning Internship Chareete (EEPIC) Lead for PlaceWorks



# ROBERT MAZUR

## Associate Principal, Director of GIS

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

Rob is well versed in advanced and current planning practices in both the public and private sector, and has an excellent understanding of the relationship between data management and its importance in achieving service delivery standards for the work of community development and public works departments. Rob has brought his GIS skills to a number of general plan updates throughout California, and has managed a variety of mapping projects in Los Angeles County, the Bay Area, and beyond.

### HIGHLIGHTS OF EXPERIENCE

- SB 2 Grant Application Assistance | Statewide CA
- Los Angeles County SD5 Trails | Los Angeles CA
- Los Angeles County Sustainable Parks Master Plan | Los Angeles CA
- Los Angeles Comprehensive Countywide Park Needs Assessment | Los Angeles CA
- Santa Ana River Parkway and Open Space Plan | Santa Ana CA
- Vallejo Integrated Revitalization Program and Comprehensive General Plan Update | Vallejo CA
- First 5 CA, Montclair WeCare | Montclair CA
- San Carlos GIS | San Carlos CA
- San Mateo General Plan Update | San Mateo CA
- Contra Costa Transportation Authority On-Call Planning | Contra Costa County CA
- Contra Costa County General Plan Update | Contra Costa County CA
- Hollister General Plan Update | Hollister CA
- Elk Grove Disaster Preparedness Project | Elk Grove CA
- Morgan Hill 2035 General Plan | Morgan Hill CA
- Menlo Park Housing Element EA | Menlo Park CA
- Upland General Plan Update and EIR | Upland CA
- Downtown Livermore Facilitation Services | Livermore CA
- Vacaville General Plan Update, Climate Action Plan, and EIR | Vacaville CA
- Stockton General Plan Update | Stockton CA
- Palo Alto Comprehensive Plan Update | Palo Alto CA
- Butte County General Plan Update and EIR | Butte County CA
- Healthy High Desert | San Bernardino CA

### EDUCATION

- BA, Geography, Edinboro University, Edinboro, PA

### CERTIFICATIONS

- GIS Professional

### AFFILIATIONS

- Bay Area Automated Mapping Association

Team member since 2011



## ROBERT MAZUR

GIS Director

rmazur@placeworks.com

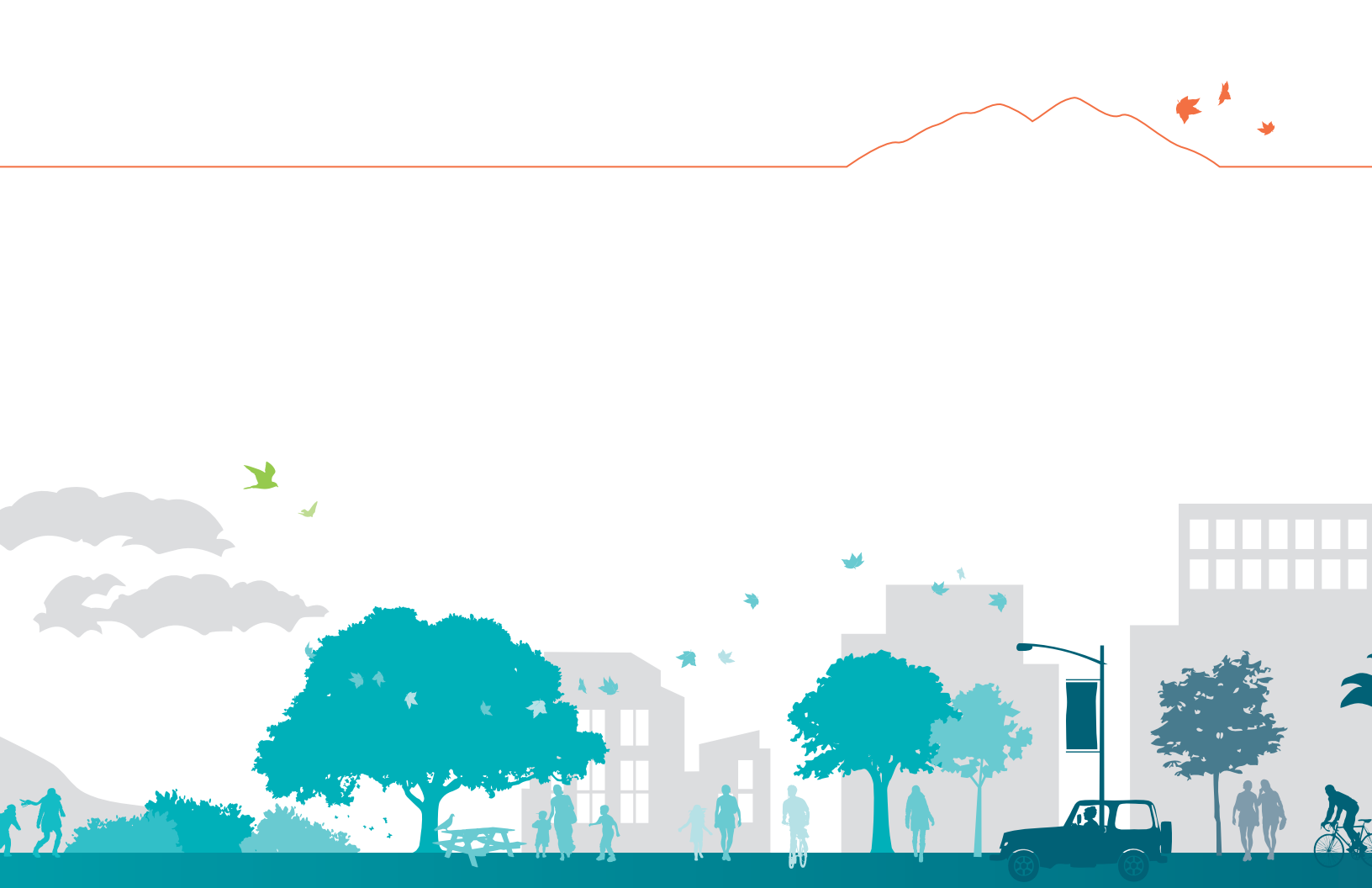
- Santa Cruz TOD | Santa Cruz CA
- Tulare TOD Plan & General Plan Amendment | Tulare CA
- Walnut Creek BART Transit Village Plan EIR | Walnut Creek CA

### PRIOR EXPERIENCE

- FEMA Digital Flood Insurance Rate Map Production | FEMA Region IX
- Sidewalk Inventory Project | Oakland CA
- Sidewalk Inventory Project Seminar | Oakland CA
- Worldwide Defense Mapping for the National Imagery Mapping Association
- Curb Ramp Inventory | Oakland CA
- True Green Land Care | San Jose CA

### SPEAKING ENGAGEMENTS

- “Los Angeles County Trails Assessment”, 2015 Greater and Greener Conference, San Francisco CA
- “Oakland Citywide Sidewalk Condition/ADA Inventory”, 2006 ESRI International User Conference, San Diego CA





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[www.PlaceWorks.com](http://www.PlaceWorks.com)

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