



AGENDA
MAYOR-SELECT COMMITTEE MEETING
MONDAY, MAY 11, 2015
6:30 PM
COMMUNITY ROOM
420 CAPITOLA AVENUE, CAPITOLA, CA 95010

CALL TO ORDER AND ROLL CALL

Committee Members Dennis Norton, Debbie Hale, Ed Newman, John Plecque, Joel Ricca, Susan Westman, Dewayne Woods, Steve Woodside

OTHER BUSINESS

A. Review Draft Newsletter

B. Workshop

- 1) Select dates**
- 2) Review facilitator proposals**
- 3) Determine Committee role in workshop planning**

C. Future agenda items and next meeting date

ADJOURNMENT

Agenda and Agenda Packet Materials: The Mayor-Select Committee Agenda is available on the City's website: www.cityofcapitola.org on Friday prior to the meeting. If you need additional information please contact the City Manager's Department at (831) 475-7300.

Americans with Disabilities Act: Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at 831-475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

Appeals: Any person who believes that a final action of this advisory body has been taken in error may appeal that decision to the City Council. Appeals must be in writing and delivered to the City Clerk's Office within ten (10) working days from the time of the board's decision. The notice of appeal shall set forth appellant's name, phone number, address to which notices may be sent to the appellant, and the grounds upon which the appeal is made.



MAYOR-SELECT COMMITTEE AGENDA REPORT

MEETING OF MAY 11, 2015

FROM: CITY MANAGER'S DEPARTMENT
SUBJECT: OUTREACH PROCESS FOR PACIFIC COVE/CITY HALL SITES

RECOMMENDED ACTION:

1. Review the attached draft City newsletter,
2. Determine a date for the Pacific Cove/City Hall – Parking Structure Workshop,
3. Select a workshop facilitator from the attached proposals, and
4. Determine Ad Hoc Committee role in workshop

BACKGROUND: At a City Council meeting last month the City Council approved the Ad Hoc Committee's recommended outreach plan for the City Hall/Parking Structure/Park project on the Pacific Cove site. The Council also authorized the Ad Hoc Committee to continue to meet to help advise that outreach process.

DISCUSSION: Staff has prepared a draft City newsletter for review. As previously discussed, the newsletter will provide information about the proposed project and notice of a public workshop. Tentatively staff has identified May 22 as a potential mailing date for the Newsletter. Staff suggests the workshop date should be scheduled roughly 2-3 weeks after the newsletter is mailed.

Using the May 22 mailing date, potential workshop dates include: June 9, June 10, June 16, or June 17. If those dates prove infeasible, an alternative mailing schedule could be considered.

Meeting Facilitator

Staff solicited proposals from three qualified firms to serve as the workshop facilitator. The proposals from each firm are attached. Those proposals are summarized as follows.

Firm	Cost	Notes
Anderson-Brule	\$3,500	City's on-call architect
Kimley Horn	\$3,850	Housing Element consultant, Village traffic studies
Placeworks	\$3,975	General Plan update consultant

ATTACHMENT:

1. Draft newsletter
2. Facilitator proposals

Report Prepared By: Jamie Goldstein
City Manager

Reviewed and Forwarded
by City Manager: _____



Capitola *Currents*

DRAFT

Community Looking at Possible Changes to Pacific Cove Property

The City of Capitola and community has been discussing possible changes on the City's Pacific Cove/City Hall property, a large seven acre site owned by the City. Those changes include:

- Consolidating the two surface parking lots on the site into a single parking structure to free up land for a new park or open space
- Relocating City facilities, including the police station, out of the floodplain.
- Developing a hotel on the site to help fund the project without raising taxes.

Many of the concepts proposed were broadly outlined in the recently adopted General Plan. This newsletter describes the current proposal, its goals, impacts and costs.

As you read this please keep in mind that nothing has been decided. The City is in the preliminary stages of developing a long term plan for the site and is using this newsletter, a public workshop on June XX, and mail survey to solicit feedback from the entire community. Your input into this process is essential.



City's History with the Pacific Cove Property

The Pacific Cove property is a large six acre property located in central Capitola between Capitola Ave. and Monterey/Bay Ave. The site was historically used as a campground from the time the Southern Pacific Railway was constructed in 1875 until about 1915. For several decades after that, the site was a recreational auto campground. Sometime in the 1940's, the upper terrace of the property was developed as a mobile home park. The lower portion continued to be used for camping until the early 1960's when it was developed with mobile homes

In 1984 the City of Capitola acquired the mobile home park, combining the property with the existing City Hall lot to form a single seven-acre site.

When purchasing the Pacific Cove site the City indicated the property would eventually be put to public uses, and specifically called out the need for additional parking in the Capitola Village area.

After acquiring the property, the City closed half of the mobile home park and developed a public parking lot on the upper terrace. The lower portion of the lot remained a mobile home park until the park flooded in March of 2011. After the flood the City decided to close the remaining mobile home park, relocate the park residents, and build a temporary parking lot. With that decision the City Council directed City staff to develop a plan to consolidate all surface parking lots on the Pacific Cove site into a parking structure, to free up part of the lower lot for a future park or open space.

During the March 2011 flood, the City's Police Station was also inundated with water, forcing the police to relocate to temporary structures for six months while repairs to the Police Station were completed. The flood waters also entered the City Council meeting room and other low-laying facilities.

UPCOMING EVENTS

Memorial Day
May 25
City Offices Closed

Rod & Custom Classic Car Show
June 6-7

4th July
July 3
City Offices Closed

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City's History With the Pacific Cove Property

(Continued from page 1)

While the 2011 flood was the first time City facilities on the site were inundated with water, the buildings sit in the 100-year flood plains for both Soquel Creek and Nobel Gulch. In addition, the site is in a mapped liquefaction zone, making it more susceptible to earthquake damage. With climate change and rising sea levels it is probable that having the City's first responders in such a location will pose challenges at some point in the future.

In addition, the current City Hall was originally a car repair shop that was remodeled into its current form in 1977. The building does not meet modern building codes or earthquake standards. In coming years the City will need to determine if reinvesting in the current facility makes sense, or if it should be relocated to another more appropriate site.

The City has identified these issues in its Hazard Mitigation Plan and General Plan, and established goals to either relocate critical facilities to a new site, or elevate on the existing site.



View from City Hall during 2011 flood

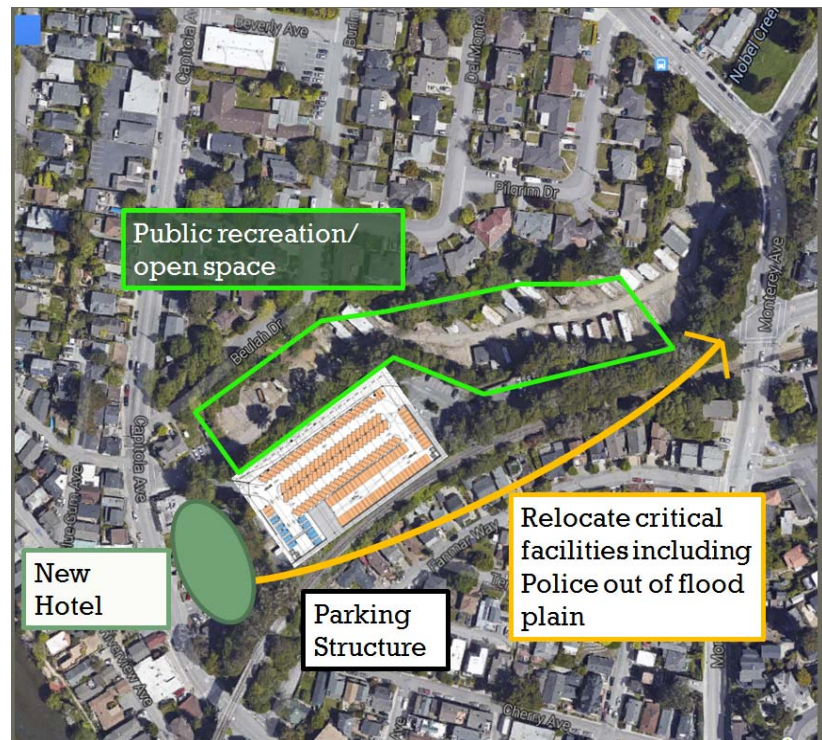
What Has Been Proposed?

In an effort to address these issues, without raising taxes or diverting funds from existing City programs, staff developed a conceptual project that includes new revenue to help offset the project costs.

Specifically staff proposed moving City Hall and the Police Station out of the flood plain to a new building on the other side of the City's property facing the Monterey/Park Ave intersection. All surface parking on the parcel would be consolidated into a single three story parking garage that would be built partially underground to minimize its visual impacts. Lower Pacific Cove, which is currently used as a parking lot, would be developed as a public park or open space that connects Bay and Capitola Avenues.

Obviously these changes would be expensive. Current rough cost estimates for the project show it will cost at least \$23 million, and probably more as construction costs increase. Understanding these costs, staff proposed redeveloping the current City Hall site with an 80-room hotel. Such a hotel could fit on the current one-acre site in a three-story building, if parking for the project was consolidated in the parking structure. It is estimated the hotel would generate enough new taxes for the City to finance approximately \$12-14 million in bonds for construction. In addition the sale of the land and one-time parking fees could generate another \$3-5 million to offset project costs.

While the potential hotel would not pay for the entire project, the hotel would offset a large portion of the project costs, leaving funding gaps in a range that could likely be closed using grants or other funding sources if the City elected to develop the project.

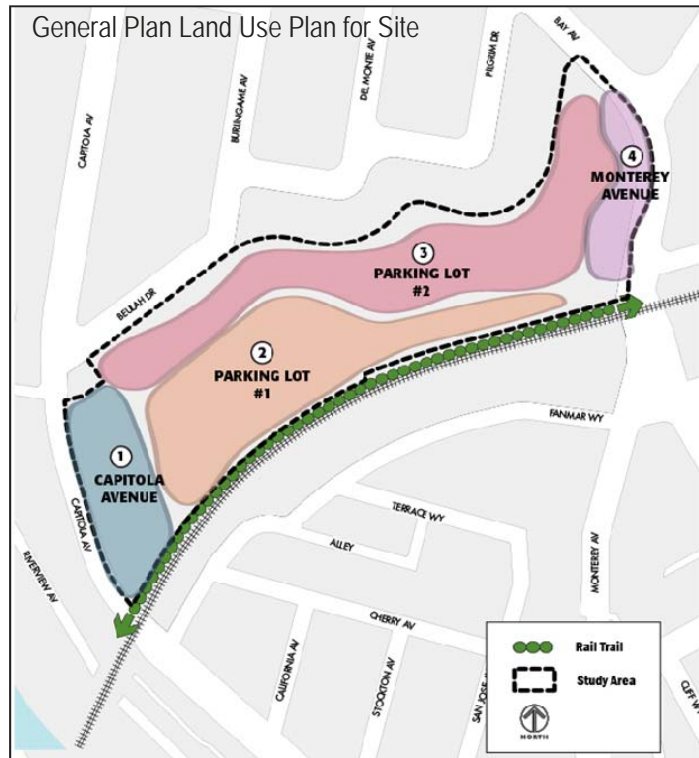


What Does the General Plan Say?

The City adopted an updated General Plan in 2014 following a multi-year process to define the community's visions and priorities. As part of the General Plan Update process, a public workshop was held to discuss the future of the City Hall/Pacific Cove site. Additional public discussions about the future of the site were later held with the General Plan Advisory Committee, the Planning Commission, and the City Council.

While there were a variety of opinions expressed about future uses of the property, many residents supported a multi-story parking structure on the upper lot, new open space for park and recreation uses in the lower lot, and relocating emergency responders out of the floodplain. Each of those elements were ultimately included in the adopted General Plan.

The General Plan also includes the adjacent graphic and specific site guidance. A list of the specific General Plan goals and polices related to the site can be found at www.XXXX



- ① **Capitola Avenue.** Consider renovating the existing City Hall and Police Department building to elevate governmental offices and police facilities out of the floodplain. Also, consider moving City Hall to a new location, either to a higher elevation portion of the property or to an entirely new site within the city. If City Hall is relocated, redevelopment of the current City Hall site shall be consistent with the character of the Central Village and in accordance with the Village-Mixed Use land use design.
- ② **Upper Pacific Cove.** Utilize this area for additional parking to serve the Village, preferable in the form of a multi-story parking structure. The parking structure should be sensitively designed to be compatible with the surrounding neighborhood. Providing additional parking in this area to meet Village and surrounding area needs should be one of the City's highest priorities.
- ③ **Lower Pacific Cove.** Use this area for temporary parking to serve the Village. When additional parking is provided in the Upper Pacific Cove area, consider converting the Lower Pacific Cove area to a park/recreational/natural open space area. To the extent possible, daylight the stream that currently flows through a pipe under the site. Maintain the option that a portion of the site, particularly near Bay Avenue, could be utilized for a public or community facility.
- ④ **Monterey Avenue.** In the short term, maintain this area as undeveloped open space. Maintain the option to allow a public or community facility within some or all of this area.

How Can You Get Involved?

- The City will be hosting a public meeting on XXXX for this project -
- Look for a survey on this project that will be mailed to all residents in June -
- Visit www.XXXXX for more background information -
- Send an email to <who> to be added to a email mailing list to get notice of future meetings on this project -

City of Capitola

420 Capitola Ave.
Capitola, CA 95010

831-475-7300
www.cityofcapitola.org



Named one of *Sunset* magazine's best beach towns with one of *USA Today's* best California beaches

City Council

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PREST.STD.

U.S. POSTAGE

PAID

CAPITOLA, CA 95010

PERMIT #13

Why a Hotel? And Does This Mean More Visitors?

Cities have relatively few options to raise revenue without proposing some form of tax increase that must be approved by voters. While the City does receive property taxes that residents already pay, due to state law, the City only collects about 7 cents for every dollar in property tax paid in the City. For example a single family home assessed at the median housing price of \$670,000 pays about \$500 a year in property taxes to the City.

In contrast, a hotel pays both property taxes and a hotel-tax equal to 10% of the hotel's receipts. Using data from comparable hotels in Capitola, an 80 room hotel could generate roughly \$550,000-\$650,000 in annual tax revenue for the City. In other words, one hotel could pay for more City services than 1,000 single family homes. Compared to other destination-type communities, Capitola has few hotel rooms, but people still visit our town. In fact, according to the Santa Cruz County Conference and Visitor Council, 41% of all visitors to the County already visit Capitola Village. That equates to hundreds of thousands of visitors a year.

Yet there are less than 50 hotel rooms in Capitola Village. That means people drive into our town, create impacts on our streets and beaches, then leave. A new hotel would be intended to capture more revenue from existing visitation to help offset the impacts from those who already come.



Picnic on the Pacific Cove Property in 1912



ANDERSON BRULÉ ARCHITECTS

May 5th, 2015

TO: Richard Grunow, Community Development Director
City of Capitola - Community Development Department
420 Capitola Avenue
Capitola, CA 95010

RE: Proposal for the City of Capitola Civic Center Concept – Community Outreach
(Under the general professional services agreement “As-Needed Architectural Design Services,” as executed on January 9, 2015)

Dear Mr. Grunow,

Anderson Brulé Architects, Inc. (ABA) is pleased to submit this proposal for Facilitation Services for the Community Workshop on the City of Capitola Civic Center Concept. The focus for the proposed work effort is twofold. First, ABA will work with Staff to carefully plan a workshop to engage the community in a guided discussion on the Civic Center Concept. Secondly, ABA will assist Staff at the workshop in a collaborative facilitation mode to obtain authentic feedback from the Community. These first steps will enable the City to develop an appropriate and considerate road map for potential future approach and outreach process on the Civic Center Project.

Scope of Work

The following outlines our proposal for the Community Outreach Workshop for the Capitola Civic Center:

- Review of all materials for the meeting and workshop
- Pre-planning meeting with Staff to prepare for the workshop
- Facilitator and support staff attendance at the workshop (Est. 4 hour duration)

SCOPE OF SERVICES	PROPOSED FEE
Pre-Planning Meeting with Staff to Prepare for Community Workshop*	\$1,800
Facilitation of Community Workshop *	\$1,700
<i>*Travel Included</i>	
Total Fixed Fee	\$3,500.00

We are committed to the City of Capitola and its’ citizens and believe we have brought the approach, resources, and proposal to achieve your goals.

Sincerely,
ANDERSON BRULÉ ARCHITECTS, INC.

Pamela Anderson-Brulé, FAIA
President

Assumptions

This Proposal is based on the following assumptions:

1. The City will provide any and all applicable existing plan documents for existing facilities and past documentation that is to be used for the Civic Center Community Workshop.
2. The scope of work outlined in this proposal is limited to 1 meeting for preparation and 1 Community Workshop.
3. Should the project schedule be extended or delayed, additional services may be incurred.
4. Any financing, funding, or project delivery information for consideration as a part of the Community Workshop will be provided to the team by City Staff.

Exclusions

1. Any meeting documentation from the workshop
2. Additional meetings beyond the meetings included in this proposal
3. Other professional services beyond engineering & architectural services provided in this proposal



April 30, 2015

Mr. Rich Grunow, Director
Community Development Department
420 Capitola Ave
Capitola, CA 95010

**RE: Community Engagement Support Services– City Hall/Pacific Cove
Redevelopment Evaluation Process**

Dear Rich-

Kimley-Horn and Associates, Inc. (“Kimley-Horn” or “Consultant”) is pleased to submit this letter agreement (the “Agreement”) to the City of Capitola (“City”) to provide community engagement support services to evaluate options to potentially redevelop the City Hall/Pacific Cove site.

Project Understanding

Potential redevelopment of all/part of the seven acre City Hall/Pacific Cove site have been undertaken in various degrees over the years. As part of the preparation of the City’s updated General Plan, a conceptual plan was formulated that envisioned the relocation of City Hall and the Police department to the eastern edge (adjacent to Bay Avenue) and redeveloping the existing City Hall/Police Department site in accordance with the Village-Mixed Use land use designation.

Subsequently, a local private development partnership proposed a conceptual framework to further develop this concept. At the direction of the City Council, an Ad Hoc Committee was appointed by the Mayor to consider options moving forward. As part of their effort, they prepared and recommended a four-step outreach plan which included preparation of newsletter, preparation of a dedicated page on the City’s website, holding one public workshop, and preparation of a mail survey. Regarding the public workshop, the committee specifically recommended:

“Provide overview of project and give community time to pose questions - understanding some questions may be answerable. Those questions will be clearly identified in the process and researched if the project moves forward. Hire facilitator at a cost of less than \$5,000. Consider filming workshop so recording is available on website.”

Below is a draft scope of work followed by a summary of Kimley-Horn’s experience in public

engagement and my resume which highlights my extensive project experience in the City of Capitola and the project site.

Scope of Work

Pre-Workshop Preparation

Bill Wiseman from Kimley-Horn will prepare for and meet with Client to discuss the workshop. Agenda items will include:

- Public noticing of the workshop
- Workshop logistics (place, date, time, etc.)
- Workshop objectives and expected outcomes
- Workshop agenda and format
- Workshop presentation materials (existing and proposed)
- Roles and responsibilities

Following this meeting, Consultant will provide assistance to help in coordination and logistics for up to four (4) hours of time.

Cost Estimate: \$1,650

Workshop #1

Bill Wiseman from Kimley-Horn will help facilitate Workshop #1 designed to engage and inform the community about the project site, past planning efforts, and explore options and preferences for possible future redevelopment.

It is envisioned that the workshop be organized as a highly interactive and engaging format designed to maximize public input and discussion. Organized according to the perspective *We Are Here to Listen*, the goal will be to informally present a concise and very graphical set of information for consideration and engage in direct conversations to identify concerns and commonalities, and to record outcomes.

One option is to start as an open house (~30 minutes), allowing participants to “ease-in” to the space via a personal greeter to get them oriented, and give them a chance to visit a series of informal, staffed, information “stations”. At each station, participants will be asked to answer a number of well-crafted, open-ended questions designed to invite inquiry and discovery versus advocacy and advantage. Some questions will be quantifiable and may

include preference ranking (e.g. dot exercise, scale rating, prioritization, informal Post It notes, etc.). The goal is not to imply immediate action steps or problem solving, but rather to facilitate a conversation where good questions continue to surface new ideas and possibilities.

Possible stations include:

1. **Project Site Opportunities and Constraints** – topography, access & circulation, significant natural resources, site boundaries & edges, adjacent land uses, etc.
2. **Previous Planning Efforts** – illustrations from previous planning documents including the Pacific Cove Parking Feasibility Study (RBF Consulting, 2005), Pacific Cove Parking Structure Study (Watry, 2011), New City Hall Study (Devcon Construction, 2012), Library Facilities Master Plan – Monterey/Bay Avenue conceptual alternative (Santa Cruz Public Libraries, 2013), Capitola Local Hazard Mitigation Plan (2013), Capitola General Plan (2014).
3. **What’s Your Preference** – Selected survey questions (which can be used to help refine the subsequent mail survey)
4. **Exploration and Options Location 1** – preferences and suggestions for the Pacific Cove site
5. **Exploration and Options Location 2** – preferences and suggestions for the City Hall site
6. **Suggestions and Inspirations** – open white board to record comments and suggestions

Following the open house, there are variety of options to garner community input. This could include breakout groups, “open mic”, facilitated summaries, etc. Our approach will be to work with City staff to suggest possible options and identify an approach best suited to your particular needs and objectives. Whatever the process, all comments will be recorded in written format.

Cost Estimate: \$1,100

Workshop Summary Memorandum

Kimley Horn will prepare a draft and final memorandum for review by the Client. It will summarize the results of the workshop including a summary of issues and commonalities, key themes and preferences, and recommendations moving forward. All recorded input

(preference survey results, written comments, summarized of oral comments) will be included as an appendices to this memorandum.

Cost Estimate: \$1,100

Total Cost - \$3,850

Additional Services

Any services not specifically provided for in the above scope will be billed as additional services and performed at our then current hourly rates. This may include:

- Assistance in the preparation of maps and presentation graphics
- Preparation of outreach materials including flyers, newsletter article(s), pre-release(s)
- Attendance at additional meetings
- Additional workshop staffing

Project Assumptions

In addition to any assumptions noted above, the scope and associated costs are based on the following assumptions:

1. The cost estimate includes meetings described in this scope of work. Additional meetings will be billed on a time and materials basis.
2. Client will be responsible for all public noticing associated with the project.
3. Client will be responsible for meeting logistics, room setup and tear-down, refreshments, etc.
4. Client will be responsible for the preparation of all presentation materials and graphics apart from that specifically identified in this scope of work.
5. Client will be responsible for video recording the workshop and posting to the City website.

Fee and Expenses

KHA will perform the Services described above for a total not-to-exceed fee of \$3,850, without prior written authorization from the Client.

Direct reimbursable expenses such as express delivery services, fees, and other direct

expenses will be billed at 1.10 times cost. A percentage of labor fee will be added to each invoice to cover certain other expenses such as telecommunications, in-house reproduction, postage, supplies, project related computer time, and local mileage. Administrative time related to the project will be billed hourly.

On behalf of Kimley-Horn & Associates, Inc., we greatly appreciate your consideration myself and other KHA staff on this project. Upon your approval, please sign below and return this Agreement. Should you have any questions, please do not hesitate to contact me directly at 831-316-1430 or bill.wiseman@kimley-horn.com.

Sincerely,

KIMLEY-HORN & ASSOCIATES, INC.



Bill Wiseman
Planning Practice Leader

City of Capitola

By:

Signature

Print or Type Name

Title

Date

Kimley»»Horn

Combining **national experience with local sensibility**, Kimley-Horn's *Placemaking* professionals provide comprehensive solutions to the planning and design of communities. As specialists in community planning, urban design and environmental analysis, our planners and landscape architects collaborate to deliver **award-winning**, practical and sustainable design solutions from our client's visions and aspirations.

Recognized for our community involvement programs, workshop facilitation, and consensus-building, we respond to the **unique needs of each client**. We are mindful of the role effective planning and design plays in a community-based process to achieve successful outcomes.

With 14 offices throughout California, we have developed a **record of success** in serving both public and private sector clients for policy and land use planning, environmental analysis, land development, transportation, and public infrastructure. Annually ranked as one of the largest multidiscipline firms in the nation, Kimley-Horn has more than 2,000 staff in 70 offices from coast-to-coast. In California, Kimley-Horn has nearly 300 employees working in 14 offices.

Primary Services

Kimley-Horn is a **full-service consulting firm** offering comprehensive planning and environmental services, traffic engineering, transportation planning, and complete civil engineering services. Our principal planning and relevant technical areas of expertise include:

- General Plans
- Specific Plans
- Community Engagement
- Site Planning
- Urban Design
- Environmental Analysis (CEQA & NEPA)
- Transportation Planning
- Landscape Architecture
- Entitlement Processing

- GIS
- Land Development
- Transportation Design and Operations
- Civil Engineering
- Stormwater, Groundwater, and Recycled Water

Throughout our 45 + year history, Kimley-Horn has built a reputation for providing innovative, high-quality consulting services and is **recognized nationwide** for the outstanding talents of our consulting staff and the quality of our work.

Proven Approach to Planning Services

Kimley-Horn has provided planning services to public agencies statewide, and our staff is organized to address the needs of a wide range of projects, from general plans to focused planning studies to complete environmental documents. We know that being available to promptly address agency requests as they arise is critical to our client's success. Our team understands how to work effectively and efficiently, and we can quickly compile an in-house team to meet the needs of any project.

Our approach to planning services is based on developing a **team-oriented approach** to the project review process.

Experienced and Qualified Staff

Our long record of technical achievement is enhanced by our commitment to effective management and personal service. **Our clients benefit from the resources of a nationally recognized firm while receiving personal service and local knowledge.**

Project Manager, Bill Wiseman, has been recognized for his expertise in coordinating multidisciplinary, multi-agency planning and environmental projects for public agencies statewide, and for providing the communication skills needed to build stakeholder consensus. With over 30 years of experience working with public agencies, Bill has been responsible for the management and preparation of numerous planning, design, and environmental documents for clients throughout the Monterey Bay Region.

Within the Monterey Bay region, Kimley-Horn's public clients include AMBAG, Monterey, Santa Cruz, and San Benito counties, and nearly all of the 18 cities including the cities of Scotts Valley, Santa Cruz, Capitola, Watsonville, Seaside, Marina, Monterey, Pacific Grove, Carmel, Del Rey Oaks, Salinas, Gonzales, Soledad, and Greenfield.

Inclusive Community Engagement

Community members are the true planning and design experts when it comes to their neighborhoods, towns, and cities. Kimley-Horn believes in the value of community involvement and the importance of local ownership of planning and design projects. As part of this commitment to community, public participation is the cornerstone of all revitalization projects guided by Kimley-Horn. Recognizing that everyone participates best in different ways, Kimley-Horn provides a variety of creative, one-of-a-kind, and fun opportunities for involvement that engage all community members in both a comfortable and meaningful manner.



Community involvement activities can include the following:

- Design Charrettes
- Visioning
- Community Immersion
- Hands-On Workshops
- Interactive Open Houses
- Project Information Centers
- Youth Outreach
- Visual Preference Survey
- Focus Groups
- One-on-One Interviews
- Community Mapping & Games
- Post-It Note Exercises
- Community Surveys



The public is an important part of identifying issues of concern, defining alternatives, and ultimately supporting the direction the project will take. By providing the public with **meaningful ways to provide input** in the planning process, key issues can be addressed.

An effective community engagement effort must educate the public in the planning process and elicit responses that help define issues and expectations for the overall effort. It must also build a general consensus on major issues, so that the planning/design efforts may proceed with the support of the community and its leaders. Lastly, it must provide a clear direction moving forward and promote a “can do” and positive spirit that will serve as the catalyst for implementing the strategy.

Regardless of the exact tools and stakeholders involved, Kiley-Horn abides by the following guidelines when developing and executing a successful community engagement meeting(s):

1. Engage all participants.
2. Clearly enunciate the process and respect participants’ time.
3. Seek to understand and respect varying stakeholder needs and perspectives.
4. Provide a positive, constructive environment for feedback.
5. Use multiple forms of collaboration and feedback mechanisms.
6. Summarize and present how public input shaped plan outcomes.



Bill Wiseman

Project Manager



Bill Wiseman has more than 28 years of national and international experience with expertise in land use and environmental planning, resource and recreation management, and information technology. He is a skillful manager, excelling in coordination of complex projects with large multidisciplinary consulting teams. He is an effective problem solver, able to understand and clearly communicate complex technical and environmental development issues and to create economically feasible solutions.

He has managed the preparation of general plans, specific plans, downtown development plans, and open space and recreation studies. He has also served as project manager for the preparation of numerous environmental and planning studies for public and private sector clients.

Relevant Project Experience

City of Capitola

- Pacific Cove Parking Garage & Housing Feasibility Study (2005)
- Capitola General Plan & EIR (2014)
- Local Hazard Mitigation Plan (2013)
- Rispin Mansion EA (NEPA)
- Local Coastal Plan Amendments/Update
- City of Capitola Contract Planning Services
 - Depot Hill Residential Design Guidelines
 - Secondary Housing Ordinance
 - Wireless Telecommunication Facilities Ordinance
 - Geologic Hazard Assessment District Seawall EIR (PM support)

Professional Credentials

Masters in Urban Planning, University of Washington
Bachelor of Arts, Economics, University of California Santa Barbara

Professional Organizations

President, Association of Environmental Professionals, Monterey Bay Chapter
Member, American Planning Association



April 27, 2015

Mr. Rich Grunow
City of Capitola
420 Capitola Avenue
Capitola, CA 95010

Subject: Proposal to Facilitate Public Workshop Regarding a New City Hall

Dear Rich:

Thank you for requesting that PlaceWorks submit a proposal to facilitate a public workshop for the City of Capitola regarding a potential new City Hall and related development on the Pacific Cove site.

As you know, PlaceWorks has an extensive history of working in Capitola, where we completed the General Plan and are now finishing up the Climate Action Plan. My staff and I also offer extensive experience in facilitating public workshops, which we have done in Capitola for both the General Plan Update and the Housing Element. We have also worked with the City of Santa Cruz, the San Lorenzo Valley Water District (SLVWD), Santa Cruz County, and numerous other municipalities to assist with public outreach efforts.

Our proposed scope of work would include a pre-meeting by phone with staff, a review of background materials, and facilitation of the workshop itself. Since the workshop format is undefined at this point, we would work with staff to better define it. We would be available to offer a presentation, engage participants, facilitate a Q&A session, and lead small-group exercises and reports back. We assume that the workshop itself would last three to four hours.

Depending on scheduling, the workshop would be led by me, Bruce Brubaker, or Charlie Knox. All three of us are principals at PlaceWorks and experienced facilitators. I think you know of my facilitation style from my work on the General Plan and the earlier Housing Element. Bruce is an urban designer and architect who previously facilitated workshops in Capitola regarding the hotel site. Charlie is the former Planning Director of the City of Benicia and previously facilitated workshops for SLVWD. I have attached resumes for all three of us.

Our estimated cost to conduct this workshop is \$3,975, which includes time for the pre-meeting, preparation, travel, and the workshop itself, as well as our expenses.

Please let me know if you have any questions, and/or if this proposal is acceptable to you. We look forward to continuing our relationship with you.

Sincerely,

PLACEWORKS

A handwritten signature in black ink that reads "David Early". The signature is written in a cursive style and is positioned over the printed name and title.

David Early, AICP, LEED AP
Principal



DAVID EARLY, AICP, LEED AP

Principal

David is renowned throughout California as an expert on smart growth and sustainable development, with work in the fields of comprehensive planning, plan implementation, public participation, urban design, transportation, and environmental review. His work spans diverse fields such as downtown revitalization, transit-oriented development, bicycle planning, greenhouse gas reduction, and agricultural preservation. David is an expert facilitator, and he has helped numerous groups achieve consensus on difficult development and conservation issues. He also has extensive knowledge of GIS planning concepts and has overseen the application of GIS on a number of major projects. David has over 25 years of experience in planning and design and has master's degrees in both architecture and city planning. He is a member emeritus of the California Planning Roundtable, whose mission is to promote creativity and excellence in planning by providing leadership in addressing important planning issues in California. He is a frequent speaker and teacher, and his work has won awards at the local, State, and national levels.

HIGHLIGHTS OF EXPERIENCE

COMPREHENSIVE PLANNING

- » Morgan Hill 2035, Morgan Hill CA
- » Vacaville General Plan Update and EIR, Vacaville CA
- » Palo Alto Comprehensive Plan Update and EIR, Palo Alto CA
- » Butte County General Plan update and EIR, Butte County CA
- » Yolo County General Plan Update, Yolo County CA
- » Sacramento County General Plan Update, Sacramento County CA
- » Envision Chino – General Plan 2025 and EIR, Chino CA
- » National City General Plan, EIR, & Climate Action Plan, National City CA
- » Livermore General Plan, Livermore CA
- » East of 101 Area Plan, South San Francisco CA
- » Truckee General Plan and EIR, Truckee CA
- » Tracy General Plan and EIR, Tracy CA
- » Eden Area General Plan and EIR, San Lorenzo CA
- » Newman General Plan Update and EIR, Newman CA
- » Countywide Design Plan, San Luis Obispo County CA
- » Windsor Downtown Plan, Windsor CA
- » Larkspur Downtown Specific Plan, Larkspur CA

REGIONAL PLANNING

- » Regional Smart Growth/Transit-Oriented Development Plan, San Joaquin County CA
- » Solano County RHNA Strategy, Solano County CA
- » Sustainable Communities Strategy Technical Support, Contra Costa County CA
- » Bay Area Regional Smart Growth Strategy, San Francisco Bay Area CA

CLIMATE ACTION PLANNING AND GREENHOUSE GAS REDUCTION

- » Tracy Sustainability Action Plan, Tracy CA
- » National City Climate Action Plan, National City CA
- » Eden Area Greenhouse Gas Analysis, San Lorenzo CA
- » Ceres Greenhouse Gas Analysis, Ceres CA
- » Indirect Source Emission Minimization Strategies Study, San Francisco Bay Area CA

EDUCATION

- » Master of Architecture, University of California, Berkeley
- » Master of City Planning, University of California, Berkeley
- » BA, Community Studies, University of California, Santa Cruz

CERTIFICATIONS

- » American Institute of Certified Planners
- » Leadership in Energy and Environmental Design Accredited Professional

AFFILIATIONS

- » American Planning Association
- » Congress for the New Urbanism
- » California Planning Roundtable

Team member since 1995



DAVID EARLY

Principal

dearly@placeworks.com

URBAN DESIGN

- » Gilroy High-Speed Rail Station Visioning Project, Gilroy CA
- » Hillsdale Station Area Plan, San Mateo CA
- » Irvington Concept Plan, Fremont CA
- » Cambria Design Plan, San Luis Obispo County CA
- » Avila Beach Specific Plan and EIR, San Luis Obispo County CA

ENVIRONMENTAL REVIEW

- » Cordes Ranch Specific Plan Review and EIR, Tracy CA
- » Long-Range Development Plan EIR, University of California Berkeley
- » Napa Flood Reduction Project EIS and EIR, Napa CA
- » Haas School of Business EIR, University of California Berkeley
- » Ames Research Park EIS, Mountain View CA

FACILITATION AND COMMUNITY INVOLVEMENT

- » State Route 239 Planning and Outreach, Contra Costa County CA
- » BART to Livermore Extension Planning Public Outreach Facilitation, Livermore CA
- » Sonoma Marin Area Rail Transit (SMART) Community Outreach Project, Sonoma and Marin Counties CA
- » Livermore Vision Project, Livermore CA
- » Measure J Reauthorization Outreach, Facilitation, and Strategic Planning, Contra Costa County CA
- » Ozone Working Group Meeting Facilitation, San Francisco Bay Area CA

BICYCLE AND PEDESTRIAN PLANS

- » Berkeley Bicycle Plan, Berkeley CA
- » Marin County North-South Bikeway Feasibility Study, Marin CA
- » Lodi Bicycle Transportation Master Plan, Lodi CA
- » Albany Bicycle Plan, Albany CA
- » Marin County Bicycle and Pedestrian Plan, Marin CA
- » Pacifica Bicycle Plan, Pacifica CA

AWARDS

- » 2010 Best Practices Award, APACA San Diego Section, SANDAG Smart Growth Design Guidelines
- » 2008 Comprehensive Planning Award for a Large Jurisdiction, APACA Sacramento Valley Section, Sacramento Railyards Specific Plan and Design Guidelines
- » 2008 Focused Issue Planning Merit Award, APACA Northern California Section, Santa Rosa Downtown Station Area Specific Plan
- » 2007 Contribution to Women & Families Award, APACA Northern California Section, Early Care and Education for All Plan
- » 2003 Comprehensive Planning Award for a Small Jurisdiction, APACA Northern California Section, Livermore Vision Project and Livermore General Plan
- » 2003 NASA Group Achievement Award, Ames Research Center EIS
- » 2002 Congress for the New Urbanism Charter Award, Bay Area Regional Smart Growth Strategy
- » 2001 Planning Implementation Award for a Small Jurisdiction, APA California Chapter, Avila Beach Specific Plan
- » 1995 Planning Implementation Award for a Small Jurisdiction, National American Planning Association, Lemoore Downtown Revitalization Plan
- » 1994 Comprehensive Planning Award for a Small Jurisdiction, APACA Northern California Section, Larkspur Downtown Specific Plan, Larkspur
- » 1994 Merit Award, ASLA Northern California Chapter, Larkspur Downtown Specific Plan
- » 1988 Branner Fellowship Recipient, University of California Berkeley



CHARLIE KNOX, AICP

Principal

Charlie has more than 25 years of experience in public and private sector land use planning. He has a thorough understanding of how to manage and coordinate staff and consultant efforts to best serve municipal staff, citizens, City Council, and commissions. Charlie's expertise includes shepherding high-profile projects through the entitlement process. He also specializes in developing sustainability and renewable energy initiatives, and in securing funding for their implementation. Prior to joining PlaceWorks, Charlie led the City of Benicia Public Works and Community Development Departments and used innovative leadership to provide superior customer service to residents despite resource constraints.

HIGHLIGHTS OF EXPERIENCE

SUSTAINABILITY INITIATIVES

- » Vulnerability Assessment & Adaptation Plan, Benicia CA
- » Renewable Energy and Conservation Project, Benicia CA
- » Electric Vehicle Fast Charger and Solar Battery Backup Project, Benicia CA
- » Valero Benicia Refinery Flue Gas Scrubber, Benicia CA
- » Valero/Good Neighbor Steering Committee Settlement Agreement, Benicia CA
- » Benicia Boatyard Marine Debris Cleanup, Benicia CA

COMPREHENSIVE PLANNING

- » Connect Menlo: General Plan and M-2 Area Zoning Update, Menlo Park CA
- » Vallejo Integrated Revitalization Program and Comprehensive General Plan Update, Vallejo CA
- » Livermore Housing Element Implementation and Environmental Review, Livermore CA
- » Marinship Specific Plan Assessment and Evaluation, Sausalito CA
- » Marin Countywide Plan, Marin County CA
- » Ventura General Plan, San Buenaventura CA
- » Pleasant Hill General Plan, Pleasant Hill CA
- » Morgan Hill General Plan, Morgan Hill CA
- » Citrus Heights General Plan, Citrus Heights CA
- » Cotati General Plan Background Report, Cotati CA
- » Sonoma General Plan and EIR, Sonoma CA

SPECIFIC PLANS AND ZONING

- » Oroville Sustainable Code Update and Climate Action Plan, Oroville CA
- » Benicia Downtown Mixed Use Master Plan, Benicia CA
- » Cotati Downtown Specific Plan, Cotati CA
- » Morros Area Specific Plan, San Luis Obispo County CA
- » San Miguel County Land Use Code, San Miguel County CO

MUNICIPAL ADMINISTRATION

- » Benicia Strategic Plan, Benicia CA
- » City of Benicia/Solano County GIS Data-Sharing Platform, Benicia CA

EDUCATION

- » MA, Communications, University of Washington
- » BA, English, Whitman College

CERTIFICATIONS

- » American Institute of Certified Planners

AFFILIATIONS

- » American Planning Association
- » Bay Area Planning Directors Association

Team member since 2013



CHARLIE KNOX

Principal

cknox@placeworks.com

PUBLIC WORKS PROJECTS

- » Benicia High School Traffic Signal & Safety Enhancement Project, Benicia CA
- » Interstate 780 Rose Drive Overcrossing Project, Benicia CA
- » Benicia/Martinez Bridge-Bay Area Ridge Trail Connector, Benicia CA
- » SolTrans Route 78 and Pedestrian Safety Support Project with the Solano Transportation Authority, Benicia CA

ENTITLEMENTS

- » Fourth and University Project, Berkeley CA
- » Bayside Village Project, Hercules CA

PUBLICATIONS

- » California General Plan Glossary, Governor's Office of Planning and Research, 1991

LEADERSHIP & COMMUNITY

- » Bay Area Planning Director's Association, Steering Committee Member, 2006 to Present
- » Association of Bay Area Governments, Regional Planning Commissioner, 2009 to 2011

TEACHING

- » "GIS for Planners" course, Cal Poly San Luis Obispo, 2000 to 2003

AWARDS

- » 2013 Green California Leadership, Benicia Renewable Energy Project
- » 2011 California Preservation Foundation, Benicia Historic Context Statement
- » 2010 California State Legislature Transportation Safety Project, Rose Drive Bridge
- » 2008 APA National Planning Excellence Award for Implementation, Marin Countywide Plan
- » 2008 APACA Comprehensive Planning, Marin Countywide Plan
- » 2008 Form Based Codes Institute, Downtown Benicia Master Plan
- » 2001 APACA Outstanding Planning, Citrus Heights General Plan
- » 1999 National Association of Counties, Watershed Protection
- » 1998 US EPA Environmental Achievement, Watershed Protection
- » 1993 US EPA Outstanding Achievement, Wetlands Protection
- » 1992 APA Colorado Outstanding Planning, Wetlands Regulations
- » 1991 APACA Special Award, California General Plan Glossary
- » 1987 APACA Outstanding Planning, Petaluma General Plan
- » 1986 Council for Advancement in Science and Education (CASE) Bronze Medal, Stanford Engineer Magazine



BRUCE BRUBAKER, LEED AP

Associate Principal

Bruce has spent over 25 years shepherding urban design and architecture projects from conceptual designs through construction for public, commercial, and residential projects. His work has ranged in scale from regional blueprint plans to detailed streetscape projects. He is very interested in the middle scale of station area plans, downtown plans, and neighborhood plans, and he brings his understanding of the very small and the very big to the careful, complicated work of developing visions that generate excitement while being feasible in the real world. Bruce is well known for innovative planning and design work on transit-oriented development projects in northern and southern California, and he is an accomplished practitioner of the principles of Crime Prevention Through Environmental Design (CPTED).

Bruce applies sustainable design principles to architectural projects that include energy efficiency, use of renewable and recycled materials, and healthy building principles. In addition, he is a highly collaborative facilitator and has successfully forged consensus in numerous public workshop settings. He is certified as a charrette planner by the National Charrette Institute and has led several projects incorporating multiday design charrettes for local and regional governments. Prior to joining PlaceWorks, Bruce was an associate with the architecture and urban design firm Lyndon/Buchanan Associates and had his own practice, Yellow Studio, focused on sustainable design.

HIGHLIGHTS OF EXPERIENCE

URBAN DESIGN - TOD PLANS

- » Ventura/Kings Canyon Corridor Revitalization Project, Fresno County CA
- » Gilroy High Speed Train Vision Plan, Gilroy CA
- » Bergamot Area Plan, Santa Monica CA
- » West Downtown Walnut Creek Specific Plan and EIR, Walnut Creek CA
- » Ravenswood/Four Corners Specific Plan and EIR, East Palo Alto CA
- » Hillsdale Station Area Plan, San Mateo CA
- » Upland Downtown Specific Plan, Upland CA
- » Bay Fair BART Station Area Improvement Plan, San Leandro CA
- » Area Two Concept Plan, Newark CA
- » Santa Rosa Downtown Station Area Specific Plan, Santa Rosa CA

URBAN DESIGN - DOWNTOWN PLANS

- » Ceres Downtown Specific Plan and EIR, Ceres CA
- » West Broadway Urban Village Specific Plan, Seaside CA

URBAN DESIGN - NEIGHBORHOOD/AREA PLANS

- » Suisun City Development Feasibility Analysis, Suisun City CA
- » Kentfield College Avenue Vision Plan, Kentfield CA
- » Point Arena Action Plan, Mendocino County CA
- » Southwest Chico Neighborhood Plan, Chico CA
- » California Avenue Master Plan, Fresno CA
- » Laytonville Traffic Calming and Downtown Revitalization: Planning for a Livable Community, Mendocino County CA

EDUCATION

- » Master of Architecture, University of California, Berkeley
- » Residential Course, International Laboratory for Architecture and Urban Design, Siena, Italy
- » BS, Architecture, California Polytechnic State University, San Luis Obispo

REGISTRATIONS

- » California Registered Architect #C22756

CERTIFICATIONS

- » Leadership in Energy and Environmental Design Accredited Professional

AFFILIATIONS

- » US Green Building Council
- » Urban Land Institute
- » Congress for the New Urbanism

Team member since 2006



BRUCE BRUBAKER

Associate Principal

bbrubaker@placeworks.com

URBAN DESIGN - SITE PLANS/STREETScape/ARCHITECTURE

- » Antelope Crossing Transformation Project, Citrus Heights CA
- » Calpella Community Design Project, Mendocino County CA
- » Waterman Gardens Master Planning, San Bernardino CA
- » Santa Rosa Avenue Corridor Plan, Santa Rosa CA
- » Onizuka AFS Redevelopment Plan, Sunnyvale CA
- » Davis Tools of Engagement/Concept Plans, Davis CA
- » Miraflores Housing Development Site Plan and EIR, Richmond CA
- » Integrated Site Development Plan, Petaluma CA
- » Downtown Infill Conceptual Building Designs, Lafayette CA
- » Marinwood Village Master Plan, San Rafael CA
- » Urban Farm Design Service, Treasure Island, San Francisco CA
- » Tenaya Lodge Expansion Permitting and Site Planning Services, Mariposa County CA

COMPREHENSIVE PLANS

- » Vacaville General Plan Update and EIR, Vacaville CA
- » Capitola General Plan Update and EIR, Capitola CA

TRANSPORTATION/BICYCLE PLANNING

- » Harrison Street Corridor Plan, Oakland CA
- » City of Alameda Community-Based Transportation Plan, Alameda CA
- » Regional Blueprint Planning Public Involvement and Outreach, Mendocino CA
- » Palm Springs Airport Shuttle Demonstration Project, Palm Springs CA

SPEAKING ENGAGEMENTS

- » "Not All TODs Are Alike," 2010 APACA State Conference, Carlsbad CA

AWARDS

- » 2011 Comprehensive Planning Award for a Small Jurisdiction, APACA Central Section, Ceres Downtown Specific Plan
- » 2010 SMART Ideas Competition Urban Design Award, AIA Redwood Empire Chapter and the Leadership Institute for Ecology and the Economy, Refarming Suburbia
- » 2010 Focused Issue Planning Award, APACA Northern California Section, Bay Fair BART Station Area Improvement Plan
- » 2008 Merit Award, APACA Northern California Section, Santa Rosa Downtown Station Area Specific Plan
- » 2008 Honor Award, APA California Chapter, California Avenue Master Plan
- » 2010 Residential Preservation Award, Berkeley Architectural Heritage Association, Hurtig House
- » 1990 Second Place, St. Vincent's/Silviera Design Competition
- » 1991 Honorable Mention, Vietnam Women's Memorial Competition
- » 1988 First Place Thomas Church Award, University of California, Berkeley

LEADERSHIP AND COMMUNITY

- » Trails for Richmond Action Committee, Vice Chairman