



AGENDA

CITY OF SEASIDE
CITY COUNCIL

REGULAR MEETING
Council Chamber
440 Harcourt Avenue
Thursday, March 1, 2018
7:00 PM

PLEASE TURN OFF YOUR CELL PHONES UPON ENTERING THE MEETING

1. **CALL TO ORDER**

2. **ROLL CALL – ESTABLISHMENT OF QUORUM**

Ralph Rubio	Mayor
Dennis Alexander	Council Member
Jason Campbell	Council Member
David R. Pacheco	Council Member
Kayla Jones	Council Member

3. **INVOCATION AND PLEDGE OF ALLEGIANCE**

4. **REVIEW OF AGENDA**

If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).

5. **PUBLIC COMMENT**

Members of the public wishing to address the City Council on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

6. **PUBLIC AGENCY COMMUNICATIONS**

This is a time specifically set aside for representatives of public agencies to make brief comments of general interest to the City Council and the community.

A. **CANYON DEL REY BOULEVARD CORRIDOR STUDY**

PURPOSE: Receive presentation on the Canyon Del Rey Boulevard (State Route 218) corridor analysis.

RECOMMENDATION: Receive presentation on the Canyon Del Rey Boulevard (State Route 218) corridor analysis.

7. **PRESENTATIONS**

- A. **PRESENTATION AND RECOGNITION OF THE 2018 SEASIDE FIREFIGHTER AND SEASIDE POLICE OFFICER OF THE YEAR.**
- B. **PROCLAMATION DECLARING MARCH AS AMERICAN RED CROSS MONTH**
- C. **PROCLAMATION RECOGNIZING THE OUTSANDING EFFORTS OF SEASIDE HIGH SCHOOL**
- D. **PROCLAMATION DECLARING MARCH AS WOMEN'S HISTORY MONTH**
- E. **PRESENTATION ON MID YEAR BUDGET REPORT FROM THE MONTEREY COUNTY CONVENTION AND VISITORS BUREAU**

8. **CONSENT CALENDAR**

The Consent Calendar includes routine items that can be approved with a single motion and vote. A member of the City Council or a member of the public may request that any time be pulled from the Consent Calendar for separate consideration.

A. **APPROVE MINUTES OF FEBRUARY 15, 2018**

RECOMMENDATION: It is recommended that the minutes be reviewed and approved.

B. **APPROVE AND FILE CITY CHECKS**

PURPOSE: It is requested that the City Council approve and file the accounts payable and wired payments made during the period of February 6, 2018 through February 16, 2018. In addition, approval of the payroll and benefits checks, direct deposits and wired payments related to the period of February 15, 2018 is requested. Total Accounts Payable and Payroll for the above referenced period is \$2,441,484.32.

RECOMMENDATION: That the City Council accept and file the reports as presented.

C. **ON-CALL LIST FOR CAPITAL IMPROVEMENT PROGRAM PROJECT MANAGEMENT SERVICES**

PURPOSE: The purpose of this item is for the City Council to consider approval of a short list of firms to provide Capital Improvement Program (CIP) project management services.

RECOMMENDATION: It is recommended that the Council adopt the attached resolutions approving Wallace Group and Harris & Associates to provide CIP project management services for a period of three years with the option of two (2) one year extensions.

9. **PUBLIC HEARING**

A. **AN ORDINANCE AMENDING CERTAIN PROVISIONS WITHIN TITLE 17 OF THE ZONING CODE TO ADD EMERGENCY SHELTERS AS A PERMITTED BY RIGHT LAND USE IN THE COMMUNITY COMMERCIAL (CC) ZONING DISTRICT AND ON LANDS LOCATED WITHIN CENSUS TRACT 137 AND CERTAIN DEVELOPMENT STANDARDS APPLICABLE TO ALLOWING AN EMERGENCY SHELTER AS A PERMITTED USE. (SECOND READING, ROLL CALL VOTE)**

PURPOSE: A request to amend Title 17 (Zoning Code) of the Seaside Municipal Code to allow emergency shelters as a permitted by right land use in the Community Commercial Zoning District and within Census Tract 137 to be compliant with Senate Bill No. 2 (SB2) Cadillo.

RECOMMENDATION: City staff recommends the City Council conduct the second reading of the proposed emergency shelter text amendments and adopt the draft ordinance as presented to list "Emergency Shelters" as a permitted use in the Community Commercial Zone and a newly established "Emergency Shelter" Overlay District in Census Tract 137 and establish development/use and performance standards for an Emergency Shelter listed as a permitted by right land use. The Ordinance is provided as Attachment 1 to the staff report.

10. **BUSINESS ITEMS**

A. **APPROVE A CONTRACT WITH RINCON CONSULTANTS TO PERFORM A SPECIFIC PLAN AMENDMENT AND CEQA ADDENDUMS ASSOCIATED WITH THE MAIN GATE PROJECT**

PURPOSE: To approve a contract for an amount not to exceed \$137,800 to create an Amended Specific Plan and CEQA Addendums associated with the Main Gate development project.

RECOMMENDATION: It is recommended that City Council approve the attached contract with Rincon Consultants.

11. **MAYOR, CITY COUNCIL, CITY MANAGER AND CITY ATTORNEY COMMENTS AND REPORTS ON COMMITTEE ASSIGNMENTS**

This is a time specifically set aside for members of the City Council, the City Manager and City Attorney to make brief comments of general interest to the community, make requests that items be added to future City Council meeting agendas as necessary and report on committee assignments.

12. **ADJOURNMENT**

Next Regularly Scheduled Meeting:
March 15, 2018
7:00 PM

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, they are asked to contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. The City Council chamber is equipped with a portable microphone and assisted listening devices are available at all meetings.

City Council Meetings that are held in the City Council Chambers are broadcast live to all Seaside residents on Comcast Channel 25 and U-verse Channel 99. Meetings are also available through live streaming at:

<http://cyp.telvue.com/player?id=T01629&video=52314&noplaylists=1&width=400&height=300>

Videos of past meetings are available on demand through the City's website: <http://www.ci.seaside.ca.us>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Government Code Section 54954.2(a) or Section 54956.



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 6.A.

TO: City Council

FROM: Craig Malin, City Manager

BY: Rick Riedl, City Engineer

DATE: March 1, 2018

SUBJECT: CANYON DEL REY BOULEVARD CORRIDOR STUDY

PURPOSE

Receive presentation on the Canyon Del Rey Boulevard (State Route 218) corridor analysis.

RECOMMENDATION

Receive presentation on the Canyon Del Rey Boulevard (State Route 218) corridor analysis.

BACKGROUND

TAMC received a Caltrans Strategic Partnerships Planning grant to develop a corridor study for Canyon Del Rey Boulevard (State Route 218). The grant is a partnership with Caltrans and the cities of Seaside and Del Rey Oaks. The Corridor Study will gather data, conduct a technical traffic forecast analysis, and utilize public input to identify a set of complete streets, stormwater drainage, active transportation, and environmental and wildlife preservation improvements for this regionally-significant corridor. The potential multimodal improvements that will be included in the study will improve access to the diverse land uses along the corridor ranging from commercial retail, recreational to residential. The ultimate goal of the Corridor Study will be to create a more “complete” corridor — one that works better for broader range of transportation modes and for people of all ages and abilities.

TAMC is responsible for procuring consultant services, leading the study's delivery, coordinating partnership involvement, conducting public outreach and administering the Caltrans grant. The study's scope was developed in coordination with key stakeholders: Caltrans and the cities of Del Rey Oaks and Seaside. The study's area includes the entire Canyon Del Rey Boulevard corridor from SR 68 to SR 1. Consultant assistance is required to complete key tasks of this Corridor Study's Scope of Work (attached), which include:

- Document existing conditions and plans governing improvements in the project area

- Analyze bicycle and pedestrian needs and confirm infrastructure gaps
- Engage local residents and regional partners in the study process
- Collect the data and identify travel time trends, key locations, and traffic volumes to analyze how traffic in this key transportation corridor impacts safety, operations, maintenance, planning, funding, and project prioritization
- Recommend conceptual designs for complete street improvements underground utility improvements, including “Green Street” improvements if feasible.
- Recommend priorities and phasing for implementing improvements
- Identify potential fund sources for implementation.

FISCAL IMPACT

There is no fiscal impact to the City.

ATTACHMENTS

1. Hwy 218 Scope of Work
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Reviewed for Submission to the
City Council by:



Craig Malin, City Manager

Scope of Work:

1. Project Management

Task 1.1: Project Management

Project Management: Kimley-Horn's Project Manager Frederik Venter will manage and coordinate all work program tasks, consulting as appropriate with Principal-in Charge Adam Dankberg. The Project Manager serves as the single point of contact between Kimley-Horn, the consultant team, and TAMC staff. The Project Manager will manage project communications to ensure that TAMC and our corridor study team understand the requirements for each task and deliverable, including how long it will take to complete a task and the resources involved. The Project Manager is responsible for managing work activities and reporting on progress; he communicates workload requirements to team members.

A schedule for tracking project deliverables and our expenditures tracking system will be used to monitor and manage work program tasks.

Tracking Activities and Deliverables: Kimley-Horn's Project Manager will maintain a monthly calendar of upcoming activities and deliverables, shared with Team members and TAMC. The calendar will be a key agenda item for bi-weekly project status calls between Kimley-Horn's Project Manager TAMC's Project Manager. The monthly calendar will be included in monthly progress reports accompanying monthly expenditure reports, i.e., invoices.

Task 1.2: Project Area Review and Kick-off Meeting

TAMC will coordinate the kick-off meeting with Caltrans District 5 and staff from Del Rey Oaks and Seaside to discuss the study process and obtain concurrence on the scope and the targeted areas of study. The Consultant Team will note Caltrans and city feedback on what they perceive to be the main issues the study ought to address—both challenges and opportunities—and specific expectations for potential relinquishment of the corridor to either TAMC or the cities.

The Consultant will develop the agenda and other presentation materials as directed by TAMC. The goals

and objectives will be revised based on feedback and included with meeting minutes for TAMC to distribute.

TASK	DELIVERABLES
1.1	- Ongoing communication with TAMC staff - Bi-weekly check-in conference calls
1.2	Meeting agenda, presentation materials, and minutes for meetings

2. Public Outreach

This task will involve a heavy emphasis on online tools, maps, visuals, and other accessible and visually appealing materials. The target is to reach non-technical audiences and solicit their feedback on corridor improvement concepts. This will support decisions by the TAMC Board, Caltrans and the Del Rey Oaks and Seaside city councils.

Task 2.1: Community Engagement

Kimley-Horn will refine the outreach plan based on input from the kick-off meeting.

2.1.1 Community Engagement Strategy

Working with TAMC staff and the cities of Seaside and Del Rey Oaks as appropriate, Kimley-Horn will prepare a Community Engagement Strategy (CES) tailored to the community's specific needs and strategic requirements. The CES will use this scope of work as a basis, and identify the specific outreach tasks and deliverables, and include specific ways that we will reach out to the community, stakeholders, and the project partners (TAMC, Del Ray Oaks, Caltrans District 5).

The CES will be prepared in a matrix/checklist fashion for ease of implementation and will be a fluid document, intended to be updated as needed at each major participation milestone. The CES will also identify dates and locations for each outreach activity identified below.

2.1.2 Project Branding

Kimley-Horn will develop a project logo and tag line (i.e., brand) for the project. This brand will be carried through all materials, the project website, and outreach presentations to distinguish this project. TAMC staff will be given several options to choose from and will have final approval of the design.

2.1.3 Project Web Site & Social Media

Kimley-Horn will design and host project website that will be accessible throughout the project. It will function as a project information site, an archive of progress that includes all presentation materials and project deliverables, and a portal to acquire community feedback, particularly from citizens unable to attend the community workshops or agency presentations. It is anticipated that TAMC staff will assist in the data collection and processing from WikiMaps. The website will include the following features:

- Project overview, purpose, goals, and objectives
- Project schedule for community engagement
- Wikimap public input tool
- Corridor maps
- Photo inventory of existing conditions
- Project survey
- Presentation materials Project deliverables
- Comment form to receive ideas, comments and suggestions
- Email sign-up

A draft storyboard of the project website will be prepared for TAMC approval that shows the graphic style (look and feel), navigation hierarchy, and content structure. We will review this storyboard (one round of review) with TAMC prior to preparing a draft website. Kimley-Horn will then review the draft website (one round of review) with TAMC to finalize the design prior to launching the site for public access. Kimley-Horn will be responsible to registering the domain name and hosting the website on our company server.

Drawing on a variety of social media channels, including Facebook and NextDoor, Kimley-Horn will promote all community meetings and provide a forum to discuss issues and opportunities.

Task 2.2: Baseline Issues Assessment and Stakeholder Meetings

2.2.1 Community Preference Survey

Accessible from the project website, Kimley-Horn will prepare a project survey to acquire quantifiable preferences and narrative comments from the community and stakeholders about the corridor. The survey will include questions to:

- Gather basic demographic data and corridor use patterns
- Identify user preferences and priorities
- Identify location-specific and corridor segment recommended mobility improvements
- Rank potential design solutions
- Receive open-ended narrative comments and suggestions

The survey will be prepared and managed using Survey Monkey. A draft of the survey will be provided to the Client for one round of review and comment. A final survey will then be posted for public access via the home page of the project website.

The results of the survey will be compiled into a Community Engagement Report, that will also include summaries from the stakeholder meetings and community workshops.

2.2.2 Stakeholder Meetings

Kimley-Horn will conduct a series of meetings with affected stakeholders and community groups and business groups to inform them about the project and solicit their feedback. This scope of work assumes up to four meetings over the course of the project.

Task 2.3: Corridor Walking Field Survey

In coordination with TAMC staff, Caltrans, city staff and representatives of partner agencies and stakeholder groups, Kimley-Horn will organize and facilitate a walking audit of the corridor. Participants will be given a field survey “kit” that will include aerial maps (by segment) and forms to documenting their assessments and recommendations with respect to issues such as accessibility, safety, lighting, maintenance, etc. The maps will include right-of-way boundaries and parcels for reference. Enlargements of key intersections and existing and potential pedestrian/bicycle crossings will also be provided.

Task 2.4: Presentation #1 to City Councils (Seaside and Del Rey Oaks) and TAMC Board

In coordination with TAMC staff, Kimley-Horn will prepare for and present an overview of the corridor study project to the City Councils' of the cities of Seaside and Del Rey Oaks and to the TAMC Board (2 meetings). TAMC staff will attend initial meetings, informing the City's about the project. This presentation will address the project scope and schedule, introduce the project website, and provide an overview regarding our findings regarding baseline conditions, feedback from the stakeholder meetings and corridor walking field survey. Kimley-Horn will solicit feedback about the corridor and the plan which will be used to further identify existing corridor multimodal deficiencies, and help define specific study objectives.

Task 2.5: Community Workshop #1 – Existing Conditions

Kimley-Horn will prepare for and facilitate ***Community Workshop #1 – Existing Conditions*** in coordination with TAMC and the cities of Seaside and Del Rey Oaks. The purpose of the workshop will be to provide a presentation on the Existing Conditions Report and collect public feedback on issues to consider in developing project alternatives.

A draft and final flyer will be prepared for posting on the project website, emailing to stakeholders and persons on the project email contact list, and public posting (by city staff).

This Community Workshop #1 is envisioned as a highly interactive and engaging open house format with up to six "stations", 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 then engage in direct conversations (and not lengthy presentations!) to engage and listen, identify commonalities, and record outcomes. Recording may include Post It notes on comment boards, mark-ups on corridor segment maps, and completion of the online survey.

Results of the workshop will be summarized and posted on the project website. Project meetings and public meetings will be scheduled on the same day for coordination.

Task 2.6: Draft Corridor Plan Validation and Refinement

2.6.1 Community Workshop #2 – Opportunities for Improvements

Following preparation of the Concept Design Alternatives Report (CDAR), Kimley-Horn will prepare for and facilitate Community Workshop #2 – Opportunities for Improvements.

A draft and final flyer will be prepared for posting on the project website, emailing to stakeholders and persons on the project email contact list, and public posting (by city staff).

The workshop will begin with an informal open-house format to inform and educate participants about the planning process to date and graphical boards highlighting design options from the CDAR. This will be followed by a more formal PowerPoint presentation, followed by questions and answers.

All comments will be recorded and posted on the project website.

Task 2.7: Presentation #2 to City Councils (Seaside and Del Rey Oaks) and TAMC Board

Kimley-Horn will prepare for and present a summary of the CDAR to the City Councils' of the cities of Seaside and Del Rey Oaks and to the TAMC Board (3 meetings). The PowerPoint presentation from the second community workshop will be used as the basis of this presentation, with revisions incorporated per workshop comments and coordination with TAMC staff.

TASK	DELIVERABLES
2.1.1	Community Engagement Strategy (CES)
2.1.2	Project branding logo
2.1.3	Project website with interactive online project forum (hosted by Kimley-Horn).

2.1.3	Facebook social media page
2.1.3	Community meeting notice flyers (2)
2.1.3	Public outreach materials for all community, stakeholder and local government workshops and meetings including graphic poster boards, PowerPoint presentations, handouts, and signup and comment sheets.
2.2	Canyon Del Rey Boulevard
2.2.2	Summary meeting notes for all
2.3	Corridor walking field survey audit materials and corridor maps

3. Corridor Travel Analysis

Task 3.1: Existing Conditions, Traffic Volumes, and Modeling

This task will establish travel conditions in the corridor and provide the foundation for developing project improvement concepts for further evaluation. The conditions must assume a multimodal perspective and document the environment for non-motorized modes, including bicycles and pedestrians. An objective of this study is to develop improvements that will enhance mobility for these other modes by creating a complete streets environment, thereby making SR 218 a more attractive community transportation resource.

The Kimley-Horn team will collect traffic count data, collision data, speed data, origin and destination data, and travel time data using the most cost-effective data collection techniques and technologies. The data will help us establish baseline operating and circulation characteristics along the corridor and important connecting roadways and transportation pathways. The data will also be used to develop and calibrate analysis tools to be applied for various scales of analysis and system performance diagnostics. Kimley-Horn does not propose running regional or, for that matter, subregional travel models, instead drawing on existing/available model forecasts prepared by others. However, Kimley-Horn will do corridor travel and traffic operations simulations.

Data collection will occur when school is in session. If counts are not available, Kimley-Horn will coordinate with corridor cities and TAMC on obtaining the information. TAMC will collect traffic counts. Kimley-Horn will study the following intersections:

- Del Monte Boulevard / SR 218
- Harcourt Avenue / SR 218 (Potential RAB)
- Hilby Avenue / SR 218 (Potential RAB)
- N Fremont Street / SR 218: Utilize data from the existing N Fremont Street project
- Rosita Road / SR 218
- Work Avenue / SR 218
- Carlton Drive / SR 218
- Via Verde / SR 218
- General Jim Moore Boulevard / SR 218
- SR 68 / SR 218 Utilize data from the existing SR 68 report

*RAB = Roundabout

For each study intersection, we will determine the AM/PM peak hour operational characteristics using LOS standards. The static intersection operational analysis will be performed using SYNCHRO and SimTraffic software package. Signal timing sheets will be requested for all currently signalized intersections from the appropriate agencies and input into SYNCHRO. SIDRA software will be utilized for evaluating the roundabouts. A signal warrant analysis will be performed for each non-signalized intersection. The Signal Warrant 3 (Peak Hour Warrant) will be evaluated for AM/PM peak hours and the peak afternoon school let out hour.

Travel Patterns will be established, both locally in the corridor and for regional/sub regional movements. For regional travel patterns, we will analyze effects of travel between area cities that follow the below listed routes and either cross or use (portions of) Canyon Del Ray Boulevard to make a trip:

- Canyon del Rey Boulevard (SR 218)
- SR 68
- South Boundary Road
- Fremont Boulevard
- Del Monte Boulevard
- General Jim Moore Boulevard

- SR 1

Travel patterns will be derived from existing AMBAG model forecasts from the model for the FORA fee update. Data will only be extracted from the model, and no additional modeling is included in the analysis.

Safety Conditions. A safety assessment will be completed using the three most recent years of SWITRS and TASAS collision data for the SR 218 corridor. This assessment will identify potential hot-spot collision locations in the corridor.

Air Quality Impacts. Assessment will be made of existing vehicle emissions, both undesirable pollutant and greenhouse gases, from the SimTraffic. Alternatively Kimley-Horn could estimate emission using the latest version of EMFAC developed by the California Air Resources Board.

Potential Improvements from Planned Development.

When developing transportation improvement alternatives, Kimley-Horn needs to take account of planned and programmed improvements, some of which may be commitments made by approved future development along the corridor. These planned and potential improvements will be documented and recorded in tables and added to corridor maps, clearly indicating their status as well as proposed characteristics. The effect of these and possibly other future improvements on corridor operations will be reflected by coding these improvements in the corridor traffic simulation model network and evaluating their impacts relative to operational performance of the no-build network.

When quantifying the effects of transportation improvements developed in this study, the baseline for comparison will be the existing plus planned/programmed improvements network.

Environmental Fatal Flaw Analysis

Rincon Consultants will prepare an Environmental Fatal Flaw Analysis for the Canyon Del Rey (SR 218) corridor that considers improvements to the 2.85-mile regional corridor. The study area is assumed to include the highway corridor including medians, shoulders, right-of-way footprint, as well as side street and driveway access to SR 218, including all intersections.

Rincon will review and compile existing information from multiple sources, including TAMC, AMBAG, Caltrans, the cities of Del Rey Oaks, Seaside, and Monterey, and other sources in order to identify major environmental constraints and fatal flaws from an environmental resources perspective. The analysis will be based on a project description provided by Kimley-Horn. The Environmental Fatal Flaw Analysis will consider the major constraints and fatal flaws associated with the following issue areas:

- **Aesthetics.** This section will include identification of designated scenic corridors and resources and Cities of Del Rey Oaks, Seaside, and Monterey policies that pertain to visual resources.
- **Biological Resources.** This section will identify potentially jurisdictional areas and critical habitat based on review of existing documentation, and sensitive species occurrences, based on the California Natural Diversity Database.
- **Cultural Resources.** This section will include identification of known and potential archaeological and cultural resources based on existing studies.
- **Geology/Soils.** This section will identify fault hazards in the vicinity of SR 218, as well as potential landslide and soil hazards, based on existing data.
- **Hydrology and Water Quality.** This section will describe drainage patterns and areas of potential flood hazards within the study area, based on review of existing mapping and data.
- **Noise.** This section will describe the existing noise environment along SR 218 based on information contained in the City's General Plans. This section will also identify existing sensitive receptors along the corridor based on existing information and an aerial review of the project corridor.

The results and findings of the Environmental Fatal Flaw Analysis will be prepared in a memorandum-format report. Using a tabular format, the report will include a summary of the major environmental constraints associated with each of the issue areas in the location

of identified corridor improvements. The report will additionally identify anticipated future studies or permits which may be required to comply with the California Environmental Quality Act (CEQA), National Environmental Policy Act (NEPA), Federal Clean Water Act, California Fish and Game Code, and other applicable laws, ordinances, regulations, and statutes. Rincon will submit an Administrative Draft Analysis for review by TAMC, and will address TAMC comments in a Final Environmental Fatal Flaw Analysis Report.

Task 3.2: Short-Term and Mid-Term Multimodal Project Improvements Concepts and Layouts

This task includes two elements: (a) analysis of intersection improvements for better traffic, bicycle and pedestrian operations and safety; (b) development of multimodal corridor concepts for SR 218 from SR 1 to SR 68.

Intersection Control Evaluations. For the study intersections along the Canyon Del Rey Boulevard corridor, Kimley-Horn will define and evaluate alternative intersection control strategies. They will be derived from findings of the operations/LOS analyses performed previously in Task 3.1, updated to reflect expected future short- and mid-term peak hour volumes resulting from planned development. Gap analysis for bicycles and pedestrians and connectivity will receive priority in our approach. The analysis of short- and mid-term traffic conditions will incorporate the planned geometric and other committed improvements of planned development into the configuration of each intersection. The AMBAG model will be used to estimate the short and mid-term volume forecasts through post processing.

For each of the study intersection, three design-year traffic scenarios will be developed for weekday AM/PM peak hour conditions. The design-year traffic scenarios are:

- Baseline (existing plus planned/programmed improvements by others) volumes (based on 2017 traffic counts collected as part of this study)
- Short-term (3 to 5 years out)
- Mid-term (5 to 10 years out)

Kimley-Horn will develop alternative facility improvements that can enhance multimodal traffic flow (motorized and non-motorized) at each location and will compare conditions with proposed improvements in place to the baseline condition. The Consultant Team will develop concept intersection layouts to re-establish the footprint of each improvement, including the number of approach, departure, turn, and circulatory lanes and treatments for enhanced bicycle and pedestrian movements.

Control strategies to be considered will include, but not be limited to, stop sign, traffic signal, and roundabout intersection controls. The improvement alternatives will be developed in CAD using readily available aerial images (e.g., Google Earth or other) and topographic mapping. Colored, 2D concept renderings will depict critical intersection features and geometric design elements based on the traffic operations analysis. The layout will include colored pavement markings consistent with the California MUTCD, color coded areas identifying landscape opportunities, and the potential for vertical obstructions based on estimated sight lines. Key features evaluated for each intersection during this phase will include:

- Number of approach, departure, turn, and circulatory lanes
- Channelization
- Size and location relative to right-of-way and geometric constraints – GIS maps will be utilized to obtain ROW information
- Local access / access control considerations
- Pedestrian and bicycle facilities

Signal and roundabout intersection control alternatives will be evaluated against system performance measures focusing on safety, operations, and life-cycle costs. Specifically, the following evaluations will be applied to each intersection:

- Safety performance
- Capacity considerations

Traffic operations will be reviewed for the preferred intersection control strategies for the relevant short- and mid-term time horizons. Stop and signal control options will be performed with the SYNCHRO software

package using 2010 HCM methodologies. Roundabout control evaluations will be performed using the Sidra software package based on the 2010 HCM capacity model with California calibration factors.

Intersection layouts will also be used to examine pedestrian and bike facility needs and connectivity. Connectivity analyses will evaluate the adjacent roadway network to ensure good connectivity with the corridor. This will range from sidewalks with ADA compliant curb ramps to pathways where sidewalks belong. Our team will evaluate the following critical infrastructure components:

- Fort Ord Regional Trail & Greenway connectivity
- Sidewalk connectivity
- Access point safety
- Bicycle facilities
- Bicycle route connectivity
- Comfort level of pedestrians (relative to vehicles).

We will incorporate applicable elements of the current TAMC, Monterey County, and city bicycle improvement plans into the concept layouts.

Corridor Improvement Concept Layouts. Kimley-Horn will also evaluate opportunities and constraints to improving mobility in the segments of SR 218 between intersections. These improvements will include both facility (i.e., infrastructure) modifications and operational measures to better accommodate bicycles and pedestrians in a safe environment. The corridor plan should integrate intersection and roadway segment improvement strategies to create a complete streets corridor that will become an attractive community resource and not primarily a traffic thoroughway. The plan must also address existing safety and traffic operations problems.

On maps Kimley-Horn will show the footprints of individual improvement concepts. Kimley-Horn will also indicate where our analysis and public/stakeholder input (obtained from workshops, online input, stakeholder meeting, etc.) has identified mobility issues to be resolved if possible in this study. Where there are potential right-of-way impacts, these will be noted.

Consistent with the baseline analysis, an analysis of GHG emissions in the SR 218 corridor will be performed for each corridor concept alternative.

Corridor improvements will be displayed on aerials, similarly to the approach for displaying intersection control alternatives. These maps can be displayed at technical and public meetings.

At the conclusion of this study, one of the corridor concepts or a mix of the two will be recommended in a preferred scenario. A detailed analysis will be conducted for the preferred alternative.

Task 3.3: Potential Impacts of Relinquishment; Impact/Benefit Analysis; Short- and Mid-Term Improvements Chapter

This task examines the implications should Caltrans relinquish control of SR 218 to the cities of Del Rey Oaks and Seaside; estimates the impacts in terms of benefits-costs of corridor improvement concepts, and concludes with preparing a draft chapter for the corridor study final report, which summarizes the process and findings of Task Group 3.

Relinquishment. Kimley-Horn will review the requirements for relinquishment and look at what this has occurred on other locations—and the general impacts to the communities assuming control of a former state facility. The relinquishment analysis will be documented in a technical memorandum and subsequently be summarized in the corridor study report.

Impact/Benefit Analysis. A conceptual evaluation will be made of the impacts of corridor improvement concepts, including on traffic capacity, speed and flow, and on non-motorized modes as well. The analysis will consider potential traffic diversion off SR 218 and the operational impacts this could have on other roadways. Some impacts can be measured, such as changes in capacity, speeds, safety, and air quality. These will be quantified where the information is available and deemed sound from the AMBAG model. Other impacts, including many benefits expected to result from

improvement concepts, probably cannot be quantified. But they may be very important, particularly to corridor communities. These can include how improvement concepts support sustainability and livability goals. Public, stakeholder, and policymaker opinions on individual project elements are very important.

The impact/benefit analysis must be both quantitative and qualitative, therefore. Kimley-Horn will propose to identify various factors to include in the impacts analysis. Once agreed to by TAMC, Kimley-Horn will prepare a matrix that lists the factors and an assessment of how they are affected under each corridor improvement concept. Results of the analysis will support the selection of a preferred corridor concept.

Short- and Mid-Term Improvements Chapter. The work, including findings, of Task 3 will be documented in a chapter to become part of the final study report. Kimley-Horn will draft the improvements chapter proceeding the activities of Task 3, not waiting until its conclusion. This will allow Kimley-Horn and TAMC to establish the style, level of detail, and format for the Improvements Chapter and, thus, the final report. It should shorten the time and effort to complete the final report.

This chapter will include graphics, tables, and layouts/maps of corridor concepts in addition to narrative documenting the work performed.

Task 3.4: Corridor Travel Simulation

For the 2.85-mile segment of Canyon Del Rey a SimTraffic will be developed to evaluate the effects of the various improvement concepts under consideration. Validation at intersections will be based on intersection flow rates (vehicle throughput) and queue lengths while segment-based corridor validation will be based vehicle throughput, travel speeds and times.

Two simulation runs will be performed of proposed improvements established in this study. The first will include short-term improvements and the second, long-term improvements. Performance statistics will be assembled and compared to those of the adjusted baseline and to quantify benefits for the impact/benefit analysis of Task 3.3.

Simulation results will be visually and diagnostically checked for reasonableness. Queue spill-back potential between downstream and upstream intersections will be visually checked including the effects of downstream queues on upstream flow rates. Atypical dispersion or compression of the traffic stream between intersections – disrupting normal progression of vehicle platoons will also be visually checked for reasonableness.

Kimley-Horn will conduct an objective analysis of corridor concept alternatives using advanced intersection and highway analysis tools. The output will support the estimation of benefit-cost estimates to support short- and mid-term infrastructure and operational investment decisions.

Task 3.5: Short-Term and Mid-Term Project Cost Estimates

Planning level cost estimates improvement concepts developed in Task 3.2 will be developed for each improvement recommended for further evaluation by the study team and concurred with by the public and stakeholders, including Caltrans and corridor cities. A one-page worksheet will provide planning level opinions of probable project costs based on the Cost Estimating Guidance of the Caltrans Project Development Procedures Manual. The worksheet groups related work items in a standardized format that captures primary cost items common in transportation roadway projects. Where available current unit costs for known, calculable quantities will be documented; percentages of costs will be indicated for minor and common items. The single page format, unit prices, and percentage based cost calculations will be developed/approved in coordination with TAMC, Caltrans, and other members of the study team.

Improvement costs will be segregated by the type/location of the proposed improvements, and also by segment, for instance by city, so it is possible to understand not just the total cost of the improvement program but the costs for individual improvements in each jurisdiction.

TASK	DELIVERABLES
3.1	Sub-regional travel analysis and results

3.2	Regional and sub-regional travel analysis with graphic
3.3	Relinquishment analysis, intersection control evaluations, impact/benefit analysis of regional improvements, draft short-term and mid-term improvements chapter.
3.4	Corridor traffic simulation
3.5	Project cost estimates.

4. Wildlife Connectivity Analysis

Task 4.1: Existing Connectivity Analysis

Rincon Consultants will also prepare a Wildlife Connectivity Analysis for the Canyon Del Rey (SR 218) corridor in two phases; 1) existing connectivity analysis; and 2) potential connectivity enhancements. For the first phase; we will identify and map existing connectors, such as bridges, culverts and drainpipes, and then analyze road kill and collision data to determine natural wildlife crossings, and frequency and severity of automobile collisions with wildlife.

Task 4.2: Potential Connectivity Enhancements

For the second phase; Rincon will determine potential improvements for existing connectors to be used as wildlife connectors, and determine viability of new wildlife connectors along the SR 218 corridor. Rincon assumes that all spatial data containing locations of bridges, culverts, drainpipes, and wildlife collisions will be provided for this analysis.

TASK	DELIVERABLES
4.1	Map of existing connectors, maps of wildlife collisions.
4.2	Recommendations for wildlife mobility features incorporated into near-term and mid-term corridor improvements. Draft wildlife connectivity chapter with supporting graphics for improved wildlife crossings.

5. Corridor Study Development

Task 5.1: Administrative Draft Corridor Study

A single draft study report, incorporating findings from the prior tasks, including draft chapters on development impacts (Task 3.2), short-term and mid-term improvements, layouts and graphics, will be prepared for TAMC, Caltrans, city, and others designated by TAMC to review. These prior deliverables will have been constructed to be report ready, leaving only connecting discussions and specialized report elements to be written. This will reduce the amount of time needed to construct the draft, allowing more project time on the analytical tasks. The report will be comprehensive and cover the development, evaluation and preliminary recommendation of improvement concepts, both capital and operational. Contents will be developed in a user-friendly manner utilizing graphs, figures and illustrations to the greatest degree possible to convey technical information.

The draft plan will be developed to include:

- Executive summary
- Summary of the public outreach process
- Graphics and photos
- Recommendations for short and mid-term transportation improvements
- Findings and recommendations from the wildlife connectivity assessment; and,
- Implementation strategy to sequence priority projects, which would include availability of funding as well as basic implementation requirements such as environmental review and detailed design.
- Appendices

The technical appendix which will include: all significant outreach materials, including presentations; traffic count data; model output and simulation program worksheets; etc. All concept improvement designs will also be included in the technical appendix.

Task 5.2: Public Draft Corridor Study

Following receipt of review comments, we will prepare a public draft of the final report, which will be issued for public and stakeholder review. It will then be presented to the city councils of Del Rey Oaks and Seaside—and the TAMC Board if desired by TAMC staff. (Presentation

to TAMC is not called out in the proposed scope of services.) Kimley-Horn will respond to one round or set of consolidated comments from reviewers.

Task 5.3: Final Draft Corridor Study for City Councils and TAMC Board Approval

As a final project submission, we will prepare the Final Corridor Study for acceptance by the Seaside & Del Rey Oaks city councils and the Transportation Agency for Monterey County Board of Directors. Print-ready and electronic copies of the report will be provided TAMC's project manager.

TASK	DELIVERABLES
5.1	Admin Draft Corridor Study.
5.2	Public Draft Corridor Study.
5.3	Final Corridor Study incorporating public and stakeholder input.

TRANSPORTATION AGENCY FOR MONTEREY COUNTY
Canyon Del Rey Boulevard (State Route 218) Corridor Study

197.53%	Overhead %	Name	
197.02%	Overhead % w/o FCCM	Category/Title	
10%	Fee %	Direct Rate	Total
		Billing Rate	KH Cost
Task 1:	Project Management		\$ 12,687
1.1	Project Management	\$	9,553
1.2	Project Area Review & Kick-off Meeting	\$	3,134
Task 2:	Public Outreach		\$ 37,159
2.1	Community Engagement Preparation		
2.1.1	Community Engagement Strategy	\$	595
2.1.2	Project Branding	\$	1,124
2.2	Baseline Issues Assessment & Stakeholder Meetings		
2.2.1	CDRB Community Preference Survey	\$	6,571
2.2.2	Stakeholder Meetings	\$	4,135
2.3	Corridor Walking Field Survey	\$	4,702
2.5	Community Workshop #1 – Existing Conditions	\$	8,270
2.6	Draft Corridor Plan Validation and Refinement		
2.6.1	Community Workshop #2 - Opportunities for Improvements	\$	8,799
2.7	Presentation #2 to City Councils and TAMC Board	\$	2,964
Task 3:	Corridor Travel Analysis		\$ 50,019
3.1	Existing Conditions and Traffic Volumes, Modeling	\$	7,524
3.2	Short-Term and Mid-Term Multimodal Project Improvements, Concepts and Layouts	\$	20,550
3.3	Relinquishment Analysis, Concept Alternatives Report	\$	6,203
3.4	Corridor Travel Simulation (Synchro and Sidra) and EIR Checklist	\$	7,134
3.5	Short-Term and Mid-Term Project Cost Estimates	\$	8,608
Task 4	Wildlife Connectivity Analysis		\$ 585
4.1	Existing Connectivity Analysis	\$	293
4.2	Potential Connectivity Enhancements	\$	293
Task 5	Corridor Study Development		\$ 21,140
5.1	Admin Draft Corridor Study	\$	11,996
5.2	Public Draft Corridor Study	\$	5,529
5.3	Final Draft Corridor Study for City Councils and TAMC Board Approval	\$	3,616
	TOTAL HOURS		
	Subtotal Labor:	\$	121,591
	Other Direct Costs	\$	12,209
	Labor Escalation	\$	3,040
	Travel, Printing	\$	786
	Rincon Total	\$	8,383
	TOTAL COST:	\$	133,800



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 7.A.

TO: City Council

FROM: Craig Malin, City Manager

BY: Brian Dempsey, Fire Chief
Judy Veloz

DATE: March 1, 2018

**SUBJECT: PRESENTATION AND RECOGNITION OF THE 2018 SEASIDE
FIREFIGHTER AND SEASIDE POLICE OFFICER OF THE YEAR.**

PURPOSE

To recognize the 2018 Seaside Firefighter and Seaside Police Officer of the year.

RECOMMENDATION

That the City Council acknowledge the two recipients for their outstanding efforts and commitments to the City of Seaside community.

BACKGROUND

Police Officer of the Year

The Seaside Police Department is proud to present Field Training Officer Joseph Rogish as Police Officer of the Year. All members of the Seaside Police Department have the opportunity to nominate an officer for the Seaside Police Department Officer of the Year. Nominations are based upon the values of the Seaside Police Department, which are: accountability, integrity, honesty, loyalty, respect, responsibility, teamwork, and service to the community. Nominations may be based upon a single notable incident, or on ongoing daily performance and conduct.

Field Training Officer Joseph Rogish has been an officer with the Seaside Police Department since 2008. FTO Rogish exemplifies an excellent worth ethic and demonstrates a daily commitment to serving the Community of Seaside. He was nominated by his peers and selected by the Department's supervisors as the Police Officer of the Year.

An event which exemplifies FTO Rogish's service was a non-enforcement action he took while on duty. While working patrol, he came across a homeless military veteran. FTO Rogish took

time to get out of his patrol car and talk with the man. He learned the man was without shelter or food for the upcoming week while he was waiting to receive benefits. FTO Rogish took it upon himself to provide for the man by purchasing food enough for a week, and a one week stay at a local hotel. Officer Rogish made these purchases with his own money. This act of kindness is an example of his dedication to service. Also in 2017, FTO Rogish showed his commitment to the police department by applying for a position as a Field Training Officer. He was selected as one of three new FTOs and will be responsible for passing his knowledge and dedication to community service onto newly hired officers.

Firefighter of the Year

The Seaside Fire Department is proud to present to the City Council and the City of Seaside the recipient of the 2018 Seaside Firefighter of the Year, Engineer Blake Sardina.

Once a year, members of the Seaside Fire Department nominate fire personnel to be selected as Firefighter of the Year. A nominee is selected among his/her peers based on dedication, service to the community and exemplary efforts throughout the year. Nominees are then forwarded to the selection committee and the finalist serves as the Seaside Fire Department Firefighter of the Year for all recognition events. The Firefighter of the Year tradition started in 1966 with the first documented recipient being Captain John R Kaser; besides being honored by City Council, the Firefighter of the Year is recognized by the American Legion Post 591, as well as the Knights of Columbus at St. Francis Xavier Church.

Blake began his career with the Seaside Fire Department as a Reserve in September 2006 and promoted to full-time firefighter in November of 2008. As a firefighter, Blake has become well involved with many of the department's programs to include: CPR Instructor, Car Seat Installation Technician, Hazmat Specialist, EMS supply officer and EMS Liaison. Many of these programs require his time off-duty to attend meetings or to keep up his certification requirements. He was recently responsible for updating the department's Quality Improvement policies with the County EMS agency.

Blake also has experience with the department's CAD system and radios from his experience working as a 911 dispatcher; this has also proven to be a valuable asset with troubleshooting and programming needs. Furthermore, Blake is qualified to bump-up and fill the department's needs as a company officer (Captain), which proves his versatility in the department.

Some of the qualities noted by his peers include; "he is a solid performer, does the right thing" and "he puts himself in the right place at the right time, very consistent". Blake's work ethic and commitment to the department has recently helped him promote to the rank of Engineer this past October. For these reasons, it is a pleasure to announce Engineer Blake Sardina as the 2018 Seaside Firefighter of the Year recipient.

FISCAL IMPACT

None

ATTACHMENTS

Reviewed for Submission to the
City Council by:



Craig Malin, City Manager

City of Seaside PROCLAMATION



American Red Cross Month March 2018

***WHEREAS,** The American Red Cross saw a record-breaking year in 2017 of challenging domestic and international response efforts. Through the support of its volunteers, in just 45 days, the Red Cross responded to six of the largest and most complex disasters of 2017 including back-to-back hurricanes, the deadliest week of wildfires in California history, and the horrific mass shooting in Las Vegas. In addition, the Red Cross responded to nearly 50,000 home fires in 2017, providing casework assistance to help 76,000 families recover.*

***WHEREAS,** In Seaside, the Red Cross has a long history of helping our neighbors in need. The Central Coast Chapter assisted with local disasters, helping 159 families in the past year alone. They installed 1,627 smoke alarms. In our area, the Red Cross handles an average of 102 emergency military calls every year and collects an average of 6,936 units of blood from our generous blood donors.*

***WHEREAS,** March is American Red Cross Month, a special time to recognize and thank the Red Cross volunteers and donors who give of their time and resources to help members of the community. The Red Cross depends on these local heroes to deliver help and hope during a disaster. We applaud our heroes here in Seaside who give of themselves to assist their neighbors when they need a helping hand.*

***WHEREAS,** Across the country and around the world, the American Red Cross responds to disasters big and small. It collects about 40 percent of the nation's blood supply; provides 24-hour support to military members, veterans and their families; teaches millions lifesaving skills such as lifeguarding and CPR; and through its Restoring Family Links program, connects family members separated by crisis, conflict or migration.*

***WHEREAS,** We dedicate the month of March to all those who support the American Red Cross mission to prevent and alleviate human suffering in the face of emergencies. Our community depends on the American Red Cross, which relies on donations of time, money and blood to fulfill its humanitarian mission.*

***NOW THEREFORE, BE IT PROCLAIMED** that I, The Honorable Ralph Rubio, Mayor of the City of Seaside, on behalf of the City Council, do hereby proclaim the month of March 2017 as **"American Red Cross Month"** in the City of Seaside and encourage all Americans to support this organization and its noble humanitarian mission.*

Ralph Rubio, Mayor

City of Seaside PROCLAMATION



Commendation For Seaside High School: A national 'Schools of Opportunity' Gold Recognition March, 2018

WHEREAS, 10 years ago, Seaside High School was designated a low-performing school and awarded a School Improvement Grant (SIG) to raise the achievement of students; and

WHEREAS, the SIG grant ended in 2013, and when the grant disappeared many SIG schools reverted back to their former status, but not Seaside High School; and

WHEREAS, under the steadfast leadership of Seaside High School Principal Carlos Moran and the school's committed staff, today the school is one of eight schools across the nation to be named a School of Opportunity in 2018. This designation honors excellent public high schools that engage in research-based practices that build on students' strengths and create rich, challenging learning opportunities for all students; and

WHEREAS, Seaside High School enrolls more than 1,100 students and every student receives an education that moves them toward college-readiness. The school offers more than 15 Advanced Placement (AP) courses and has doubled AP enrollment over the past two years. All incoming freshmen must take mandatory integrated math and computer science courses; and

WHEREAS, under a project-based learning initiative, students have the benefit of team-teaching and blended curriculum. What is unique is that all students are given a Chromebook computer to engage with and further enhance their learning experience; and

WHEREAS, special education students at Seaside High School are actively involved in all aspects of school. The school works to avoid over-identification that would cause stigma or separation for students of need. All teachers are made aware of students' special education designations and of each student's accommodations and modifications. Low-track courses are not offered; inclusion into the general education curriculum is the norm at Seaside:

NOW THEREFORE, BE IT RESOLVED that I, The Honorable Ralph Rubio, Mayor of the City of Seaside, on behalf of the City Council, do hereby recognizes and commends Seaside High School, including its teachers, staff, and students for working incredibly hard to turn around the school to earn a national Schools of Opportunity designation.

Ralph Rubio, Mayor
March 1, 2018

MCCVB Performance July 1, 2017 – December 31, 2017

FYTD CITY INVESTMENT: \$43,212
ECONOMIC IMPACT GENERATED BY MCCVB: \$4,925,892

Destination Marketing Accreditation Program

The Monterey County Convention & Visitors Bureau is proud to be awarded a four year accreditation from the Destination Marketing Accreditation Program (DMAP) through Destinations International. The globally recognized DMAP serves as a visible industry distinction that defines credibility, quality and performance standards in destination marketing and management.



Marketing Intelligence Report 2017: Visitor Profile & Communication Effectiveness

In February, the MCCVB will publish its Annual Marketing Intelligence Report. The report will summarize results, ROI and Visitor Behavior.

Highlights from the study will include:

- Influenced room nights
- Economic Impact
- Average trip spending
- Areas & attractions visited

Economic Impact to the City of Seaside

Economic Impact of:

Group Bookings: \$653,737

Booking.com Booked Room Nights: \$20,272

Earned Media Ad Equivalency: \$4,218,661

VIC Booked Room Nights: \$33,222

Group Sales & Services

Group Bookings: 10

Group Room Nights: 1,423

Sales Tax Generated: \$63,131

Jobs Supported by Group Bookings: 258

Marketing Communications

Booking.com Room Nights: 26

Visitor Services

Monterey Visitors Center Booked Room Nights: 42

**For a full explanation of these numbers, please turn to page 3*

Second Quarter Highlights

The MCCVB team generated 1,423 room nights across 10 group business bookings resulting in \$653,737 in economic impact for Seaside.

In a continued effort to drive visitors directly to local businesses, the MCCVB launched the "Book Now, Book Direct" campaign which encourages prospective visitors to book directly with hotels and attractions.

The most recent campaign, "Fall Speed Ahead" was designed to attract visitors during the off season. The campaign featured a sweepstakes offering a Monterey County vacation for two. The campaign was the most successful to date with more than 140,000 sweepstakes entries, 26.8M impressions, and 22,500 social engagements.

The winter campaign and sweepstakes, "It's On", is now currently running through the end of February. The campaign will entice visitation by reminding audiences that it's always the "on-season" in Monterey County.

MCCVB Web/Digital Activity:

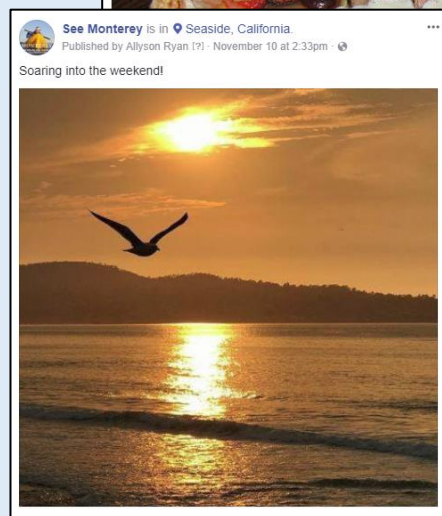
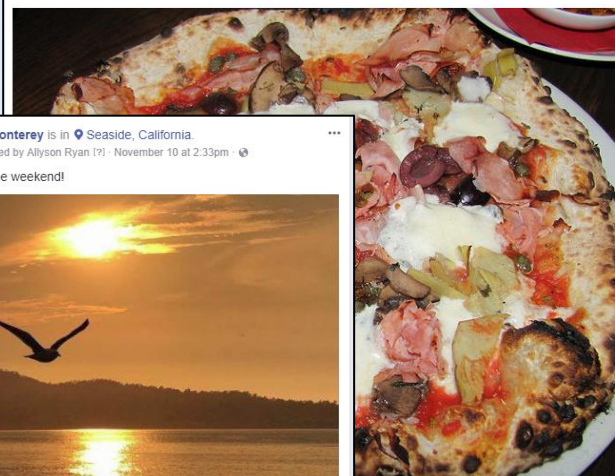
See Monterey.com Visits

• Seaside web page unique visitors	1,375
• Seaside web pages onsite referrals (clicks to a member listing page)	4,392
• Seaside web pages offsite referrals (clicks to a member's direct URL)	5,221

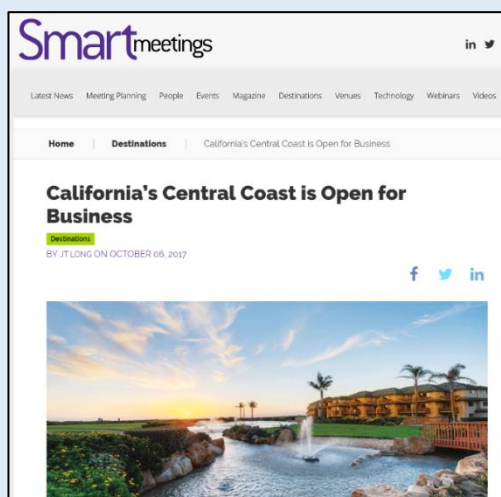
Blog Posts Highlighting Seaside:

[Things to Do in Monterey This Weekend: July 7-9, 2017](#)
[Things to Do in Monterey This Weekend: July 14-16, 2017](#)
[Things to Do in Monterey This Weekend: July 21-23, 2017](#)
[Things to Do in Monterey This Weekend: July 28-30, 2017](#)
[Things to Do in Monterey This Weekend: August 4-6, 2017](#)
[Things to Do in Monterey This Weekend: August 25-27, 2017](#)
[5 Epic Events during Monterey Car Week](#)
[5 Reasons to Visit Monterey County This Fall](#)
[Things to Do in Monterey This Weekend: September 1-3, 2017](#)
[Things to Do in Monterey This Weekend: September 22-24, 2017](#)
[Best Brunches in Monterey County](#)
[Things to Do in Monterey This Weekend: October 20-22, 2017](#)
[International Flavors of Monterey County](#)
[Things to Do in Monterey This Weekend: November 10-12, 2017](#)
[Things to Do in Monterey This Weekend: December 8-10, 2017](#)
[24 Hours in Seaside, CA](#)

Gusto's in Seaside also specializes in authentic Italian eats, their thin crust pizzas are baked in a wood fire oven using organic flour straight from Italy!



MCCVB Media Relations Highlights:



Total Earned Media Advertising Equivalency: \$4,218,661

Publication Name: Smart Meetings

Headline: "California's Central Coast is Open for Business"

The article highlights Monterey County after the mudslide and mentions the Embassy Suites by Hilton in Seaside.

PR Advertising Value: \$281.00 | Impressions: 20,500

Evaluating Economic Impact

Group Sales & Services

Economic Impact of Group Bookings: \$653,737

This impact number is generated through an Economic Impact Calculator developed by Oxford Economics. This calculator incorporates local data to produce accurate impacts of meetings. It is used by Destination Marketing Organizations (DMOs) all over the world. The factors that contribute to the economic impact total are: lodging, transportation, food & beverage, retail, recreation, space rental, business services.

Please note that these numbers are a conservative estimation as not all of our hotel partners share the room rate for groups. In addition, the TOT, Sales Tax and Jobs Created are listed for your review but are not included in the economic impact number that is used to calculate your jurisdiction's return on investment

Marketing Communications

Economic Impact of Booking.com: \$20,272

The Booking.com results are shown from the direct bookings made on the site. The economic impact of the booked room nights is calculated using the average number of guests per room and the average spend per person per day provided by the latest Monterey County Travel Impacts report.

Earned Media Ad Equivalency: \$4,218,661

The MCCVB calculates earned media value in terms of the garnered editorial coverage and what it would have cost if the space was bought as an advertisement. This figure is not included in the ROI.

The formula for determining Economic Impact attributed directly to MCCVB marketing programs comes from two reports:

- 1) Statewide Direct Travel Impacts – this is a third party research report that presents the economic impact tourism analysis for every county in the state of California (they also do similar for other states). The report includes total visitation; average stay and spend information; and, the overall visitor economic impact including tax revenues, employment and other relevant information. The data is further broken down to each jurisdiction in Monterey County.
- 2) MCCVB Brand Communication Effectiveness Study – this is a proprietary study conducted by SMARI, an international research company that specializes in travel and tourism. The study is conducted twice per year and focuses on the effects of MCCVB marketing/communications programs on influencing travel to the destination. It measures a variety of variables including destination favorability, intent to travel, actual travel and the economic impact from visitors.

We use the economic impact numbers from the Brand Study to determine an overall ROI from our marketing programs – and use the Travel Impacts visitor distribution to apportion economic impact for each jurisdiction.

[Link to SMARI Study](#)

[Link to Travel Impacts Report](#)

Visitor Services

Economic Impact of Booked Room Nights: \$33,222

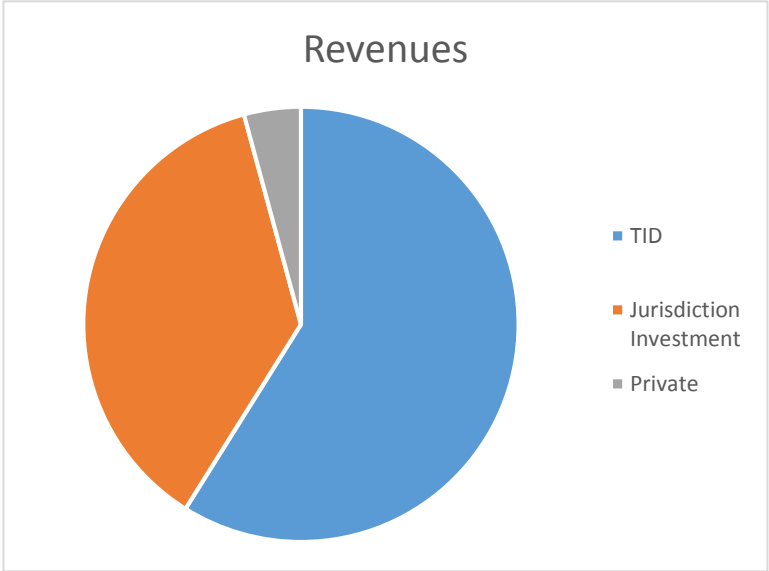
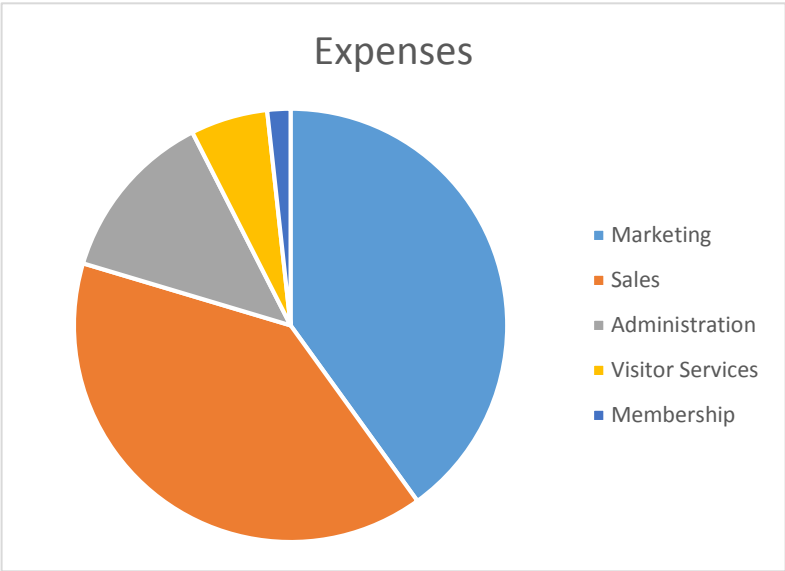
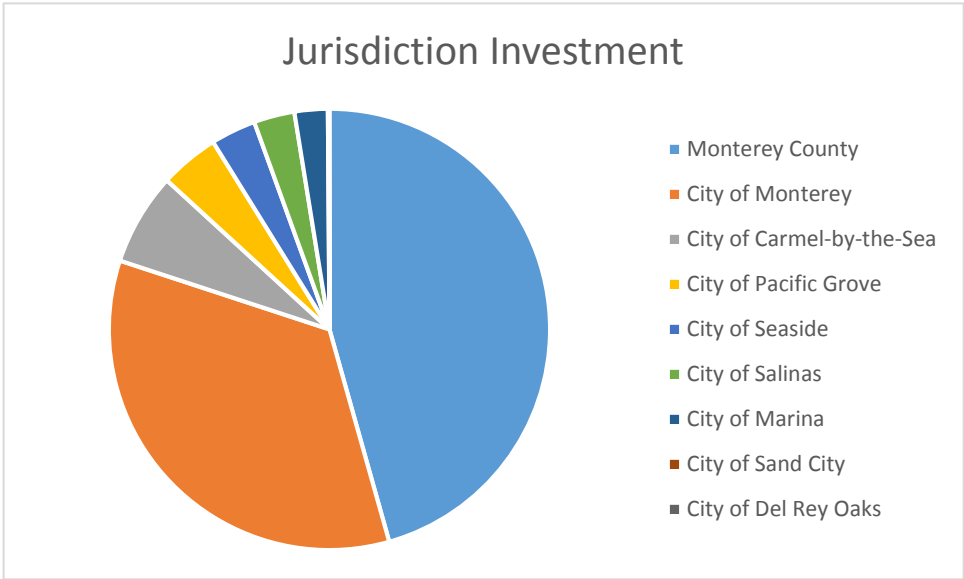
The Monterey Visitor Center is equipped with a lodging room and destination specialists who directly assist visitors when they are in need of a place to stay. The economic impact is calculated by surveying those who came through the visitor center and are influenced to book additional room nights.

To calculate the economic impact of those room nights, we use the average visitor spend per person per day for those staying in hotel/motels provided by the Monterey County Travel Impacts report. The amount the average visitor spends per day is \$339.

MCCVB Advisor Representatives from Seaside

Ralph Rubio
Mayor
City of Seaside
(831) 899-6700
rrubio@ci.seaside.ca.us

MCCVB 2017-18 Budget



A photograph of four people (two women and two men) sitting on the deck of a sailboat. They are all smiling and looking towards the right side of the frame. The sailboat is on the water, and a coastline with hills and buildings is visible in the background under an overcast sky. The mast and rigging of the sailboat are visible in the foreground.

MCCVB Seaside Destination Marketing Update

MONTEREY COUNTY CONVENTION & VISITORS BUREAU

VISION

Inspire the world to experience our extraordinary destination

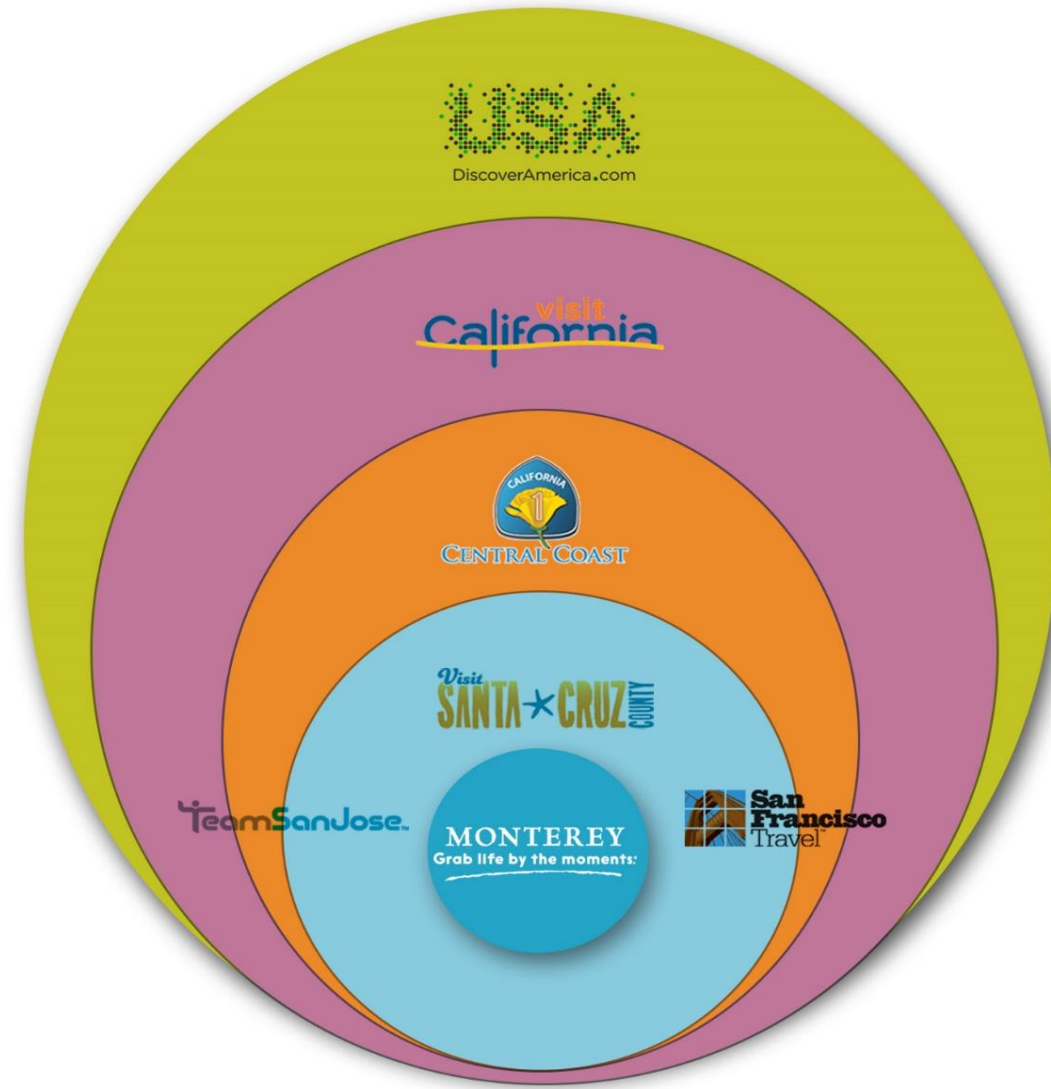
MISSION

Drive business growth through compelling marketing and targeted sales initiatives that maximize the benefits of tourism to our guests, members and community

COMMUNITY COLLABORATION



GLOBAL MARKETING APPROACH



POWER OF TOURISM

Seaside

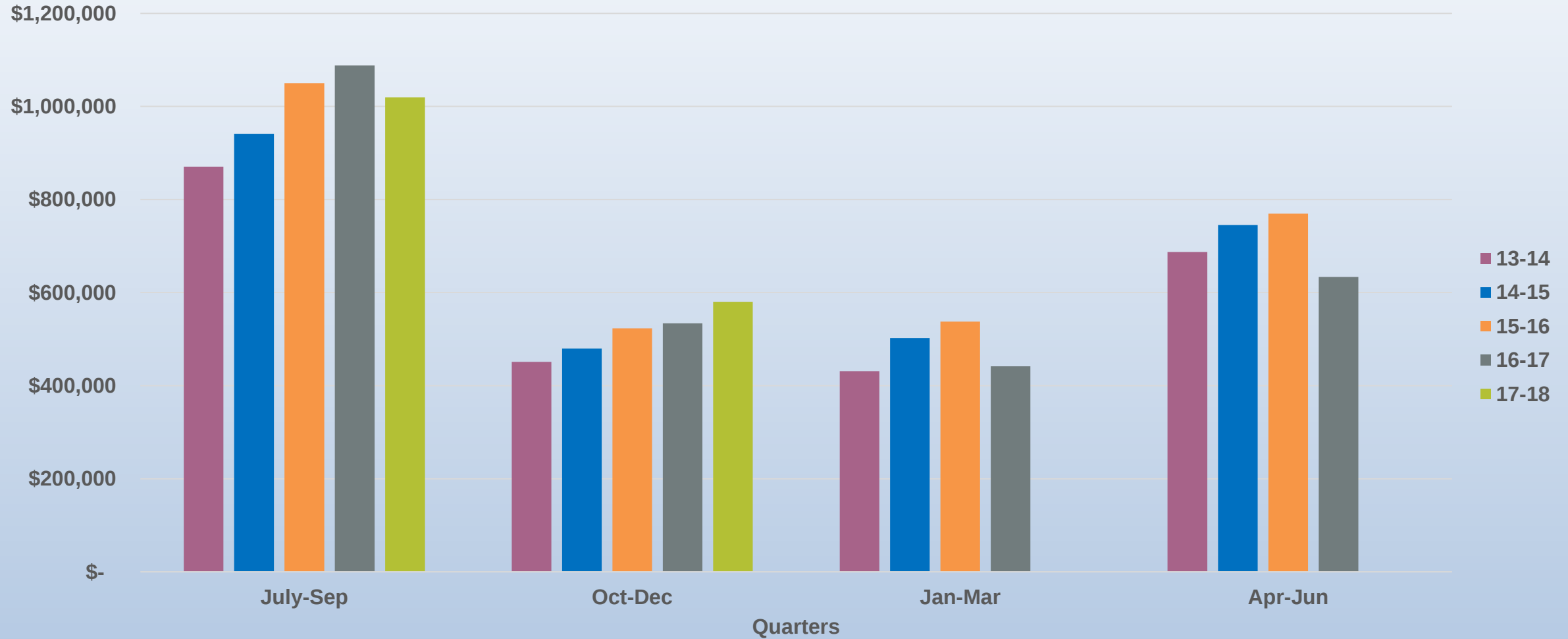
- **322k** Overnight Visitors
- **\$196 Million** in Visitor Spending
- **\$7.8 Million** in Local Taxes
- **1,724** Jobs

Monterey County

- **4.6 Million** Overnight Visitors
- **\$2.8 Billion** Visitor Spending
- **\$115 Million** in Local Taxes
- **25,220** Jobs

TRANSIENT OCCUPANCY TAX

Seaside



RETURN ON INVESTMENT

July 2017 – January 2018

Seaside Investment

\$50,414

**Economic Impact Generated
by MCCVB**

\$5,544,908

Return on Investment

\$110:\$1

A photograph of four people (two women and two men) sitting on the deck of a sailboat, smiling and looking out at the water. The boat is on a body of water with hills in the background. The image is overlaid with a semi-transparent white box containing text.

Marketing Communications

Paid

Owned

Earned

MONTEREY
Grab life by the moments.

PAID | MARKETING ACTIVITY



- Ad Campaigns
- Content Marketing
- Promotions & Contests
- International Programs

OWNED | SOCIAL NETWORKS & SEEMONTEREY.COM



IN THIS SECTION

SEASIDE

Seaside began with the Hotel Del Monte in 1880 and was later used by the military. The former site of destination complete with two previously "off-limits" golf courses, an easy entrance to [Fort Ord National](#) beach access on California's Central Coast.

Things to Do in Seaside

With 86 miles of trails to hike, bike or horseback ride, Fort Ord National Monument is an unspoiled recreation area in our nation's history, having served as a training ground for more than one million troops from 1917 to 1945. [Horse golf courses](#), previously open only to service members, is now open to the public and with sweet links should be added to your to-do list.

24 HOURS IN SEASIDE, CA

Posted on: Friday, December 1, 2017 7:00 AM by [Allyson Ryan](#)



Seaside, CA is not to be overlooked by visitors. This area boasts some of the county's most beautiful views of the ocean. The former site of a military base which is now home to Fort Ord National Monument, the scenic Bayonet & Black Horse golf courses. On your next visit to the area be sure to carve out some time to explore this cultural adventure destination.



Italian Flavors to be found at Gusto's Handcrafted Pasta & Pizza

Take a little trip with me; drive down Fremont Street in Seaside and envision yourself traveling down a Venetian canal with your loved one in hand. Can you...

SEEMONTEREY.COM

Golf in Seaside, CA

One of Seaside's hidden gems is the Bayonet & Black Horse Golf Course. The two courses consist of two beautifully groomed courses rated among the top on the Central Coast Peninsula. The coastal courses shine with their emerald green fairways,...

SEEMONTEREY.COM

Google Grill in Seaside, CA

So what is "googie" you may ask? When you google "googie" (say that three times fast) you soon realize where the modern grill on Del Monte Boulevard acquired its unique name. Google is a type of futurist architecture dating back to the 50s and...

SEEMONTEREY.COM

SeeMonterey.com:

Unique Visits: 1,076,320: +4%

Blog: 30,000 Unique Visitors per Month

Social Networks:

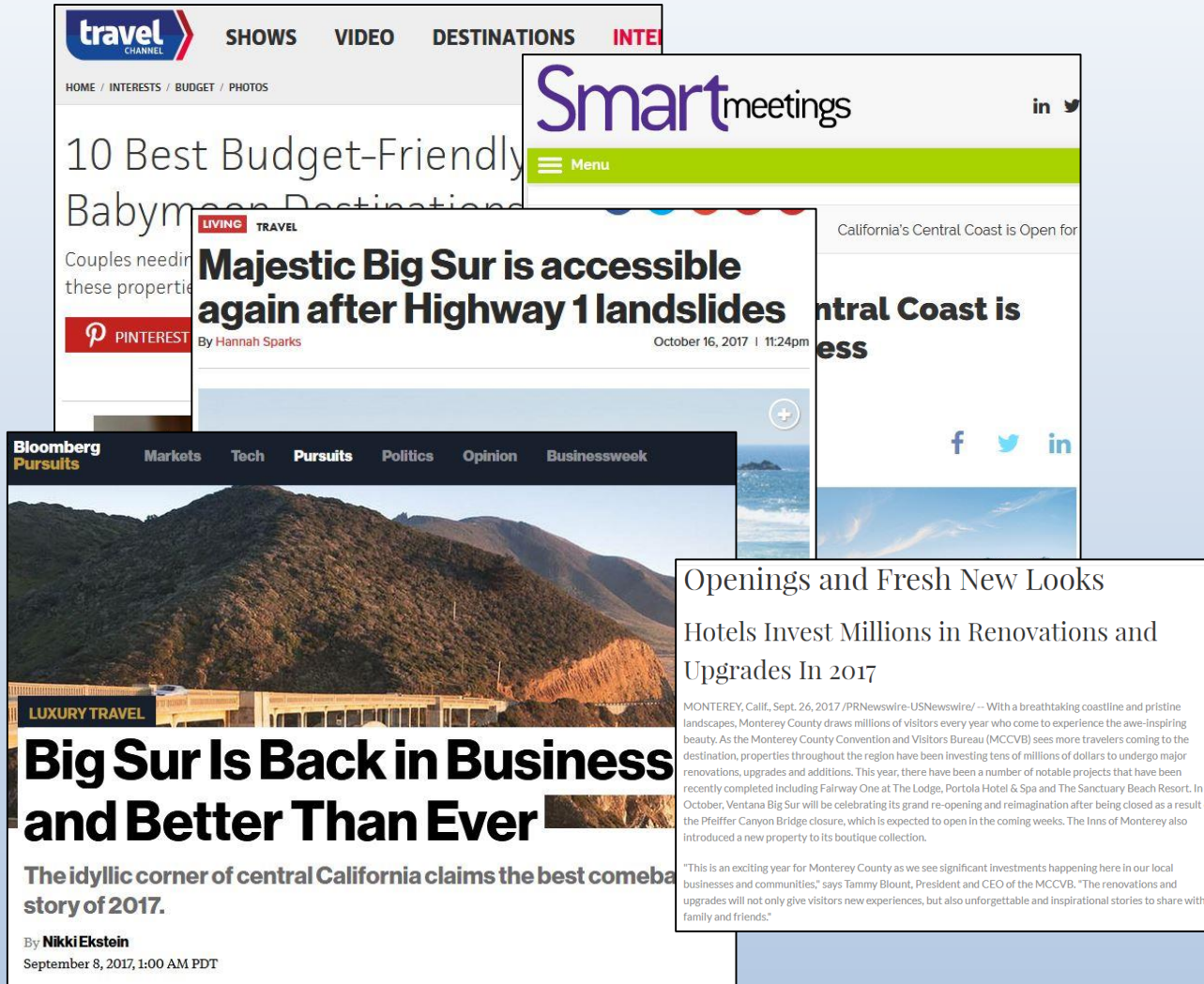
Social Engagements: 463,499 : +29%

Facebook: 115,755: +13.5%

Twitter: 20,319: +13.1%

Instagram: 21,228: +58.4%

EARNED | PUBLIC RELATIONS



**\$4.7M in earned media from
July 2017-January 2018**

- Media relations/pitching
- Media missions
- Media FAMS
- Domestic & International agency partners

GROUP SALES

Groups Booked

12

Room Nights

1,525

Economic Impact of Bookings

\$724,691

CUSTOMER ADVISORY BOARD



- 25 meeting planners with a variety of background and experience
- Participated in the MCC grand reopening
- Share their perspectives on how to increase our value proposition and competitive edge to secure group meetings in Monterey County

RESEARCH & REPORTING

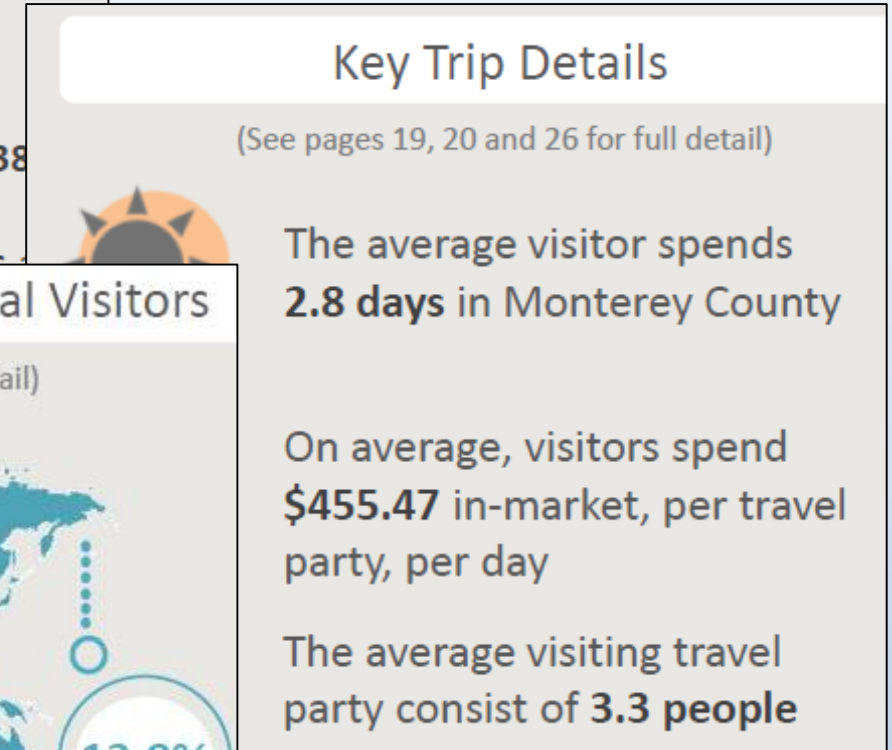
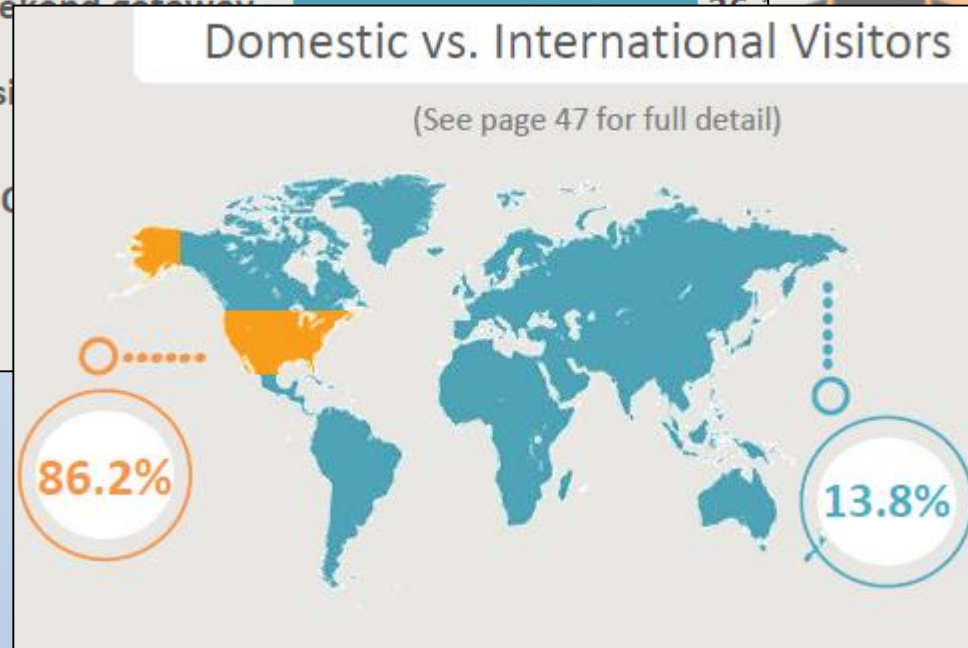
Robert Row – Robert@SeeMonterey.com

Selected Research:

- Visitor Profile Study
- Perceptions & Attitudes of Monterey County as a Meetings Destination
- Ad & Communication Effectiveness

Reporting:

- Destination Performance Reporting
- Marketing Intelligence Reports
- Data sharing opportunities



SUSTAINABLE MOMENTS

Balancing Growth with Resident's Quality of Life



STAY SAFE

Be mindful of your surroundings with these quick tips:

- Pull off the road in legal areas for photographs and stay alert to other drivers and pedestrians.
- Enjoy local wine and beer responsibly with a designated driver, hired transport or public transportation.
- Check hiking trails before embarking to ensure that you can traverse them safely.
- Keep out of closed parks, trails and private property.
- Build campfires only in designated spaces and follow proper protocol when putting them out.
- Stay at least 200 feet away from wildlife.
- Face the ocean when you are near and only enter in safe, marked locations. Keep watch for sweeping waves and riptides.

PROTECT & CONSERVE

Together, we can preserve our lands, seas and wildlife.

- Stay on designated trails to protect yourself and native plant life.
- Conserve water when washing your hands, showering and brushing your teeth.
- Dispose of waste, recyclables and cigarette receptacles properly.
- Pick up litter to keep the area better than you found it.
- Turn off lights and electronics when leaving.
- Find sustainable products.
- Watch for wildlife.

CONTACT:

Jessica Keener, Monterey County CVB
(831) 657-6413
jessica@seemonterey.com

FOR IMMEDIATE RELEASE

CREATE UNFORGETTABLE SUSTAINABLE MOMENTS IN MONTEREY COUNTY *Monterey County Convention and Visitors Bureau Encourages Visitors to Travel Responsibly*

MONTEREY, Calif., August 3, 2017 – Attracting travelers to Monterey County has always been our mission for the Monterey County Convention and Visitors Bureau (MCCVB) and ensuring that these visitors treat the destination responsibly is also a top priority. "Sustainable Moments" is the MCCVB's responsible tourism initiative designed to educate travelers on how to make the most of every moment in Monterey County while at the same time, being safe, respectful to the environment and communities and understanding how to travel responsibly.



Three Key Dimensions

- Conservation
- Safety
- Convenience

Press release received national attention with a total of 105 million impressions featured across 209 publications.

Community incorporation. E-blast out to members on Jan 30th for feedback

Travel Trade education: California Star program

Explore Monterey County

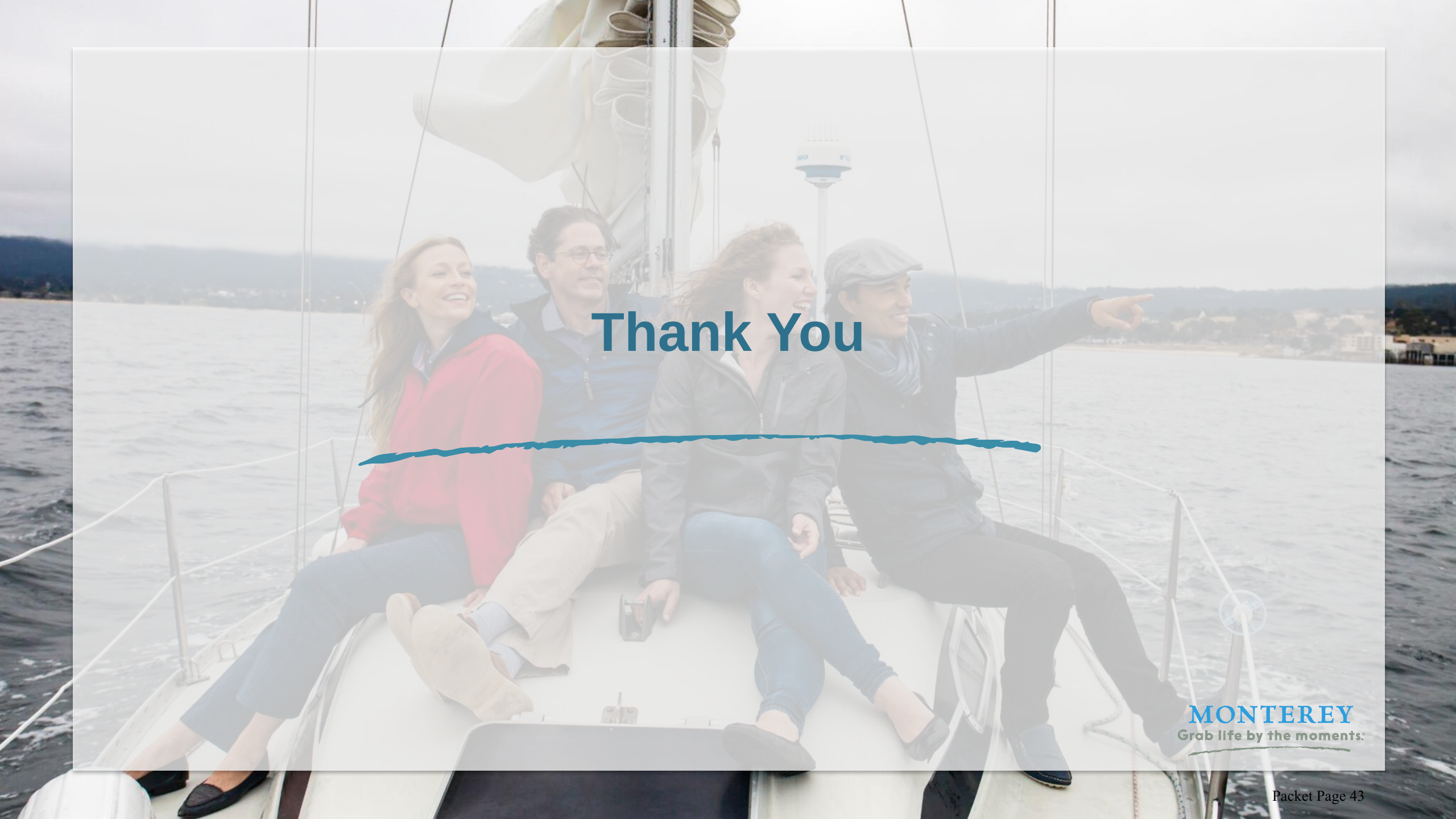
Destination Guide and Map



In Other News

- Annual Luncheon at Embassy Suites
- Live chat on SeeMonterey.com
- New Destination Guide and Map





Thank You

MONTEREY
Grab life by the moments.



DRAFT MINUTES

CITY OF SEASIDE
CITY COUNCIL

REGULAR MEETING
COUNCIL CHAMBER
Thursday, February 15, 2018
7:00 PM

1. **CALL TO ORDER**

Mayor Rubio called the meeting to order at 7:30 PM.

2. **ROLL CALL – ESTABLISHMENT OF QUORUM**

PRESENT: Alexander, Campbell, Jones, Pacheco, Rubio
ABSENT: None

3. **INVOCATION AND PLEDGE OF ALLEGIANCE**

Council Member Alexander led the Pledge of Allegiance and Pastor Elder Sims led the invocation.

4. **REVIEW OF AGENDA**

No changes to the agenda. Mayor Pro Tem Alexander requested that the meeting be closed in honor of the students and teachers who lost their lives in the Stoneman Douglas High School shooting.

5. **PUBLIC COMMENT**

Mayor Rubio invited comments from the public. Mayor Rubio recognized former Mayor Don Jordan was present.

- John Wizard gave an update on the Housing Forum citing it as a productive conversation and that Economic Development Manager Overmeyer explained the City's position. He gave special recognition to Helen Rucker for her comment that affordable housing is not just for Seaside but the responsibility of the whole peninsula.
- Dan Fernandez, Faculty Member at CSUMB reported on the Sustainable City Year program that there will be five classes this semester. He thanked the City for their cooperation on the project and noted both the City and the students have definitely benefited, so much so he has nominated the City of Seaside as the National Outstanding City Partner.
- Seaside High School representatives spoke representing the Seaside Boys Soccer program. He spoke to the new requirement of the program this year mandating community service to teach players to be outstanding student athletes as well as model citizens. He spoke to the goal of purchases with the financial contribution.
- Betty Lusk thanked the City of Seaside on behalf of the Delta Sigma Theta for co-sponsoring the 2018 Health Conference. There will also be a showcase of health career pathways. The event will take place on Saturday, March 3rd from 11 am to 2:00 PM.

6. **PUBLIC AGENCY COMMUNICATIONS**

Sharon Mikesell spoke as part of the steering committee for the California Association for Local Economic Development, drawing developers from throughout the State of California. Seaside's Economic Development team will be presenting speakers. She also spoke to the Celebrating Success Luncheon for the Seas Stars volunteer group for earning the award of merit, the fourth award Seaside has received in three years so our efforts for economic development have been noted.

Sandra Gay spoke on behalf of the Art and History Commission inviting the Council and the public to the art reception on Sunday February 18th from 3 - 6 pm for the Black History Celebration exhibit and program. The show will transition on March 3rd to the new exhibit of Youth Art.

Alex Miller, Chair of the Neighborhood Improvement Program Commission announced the design competition for the portal project at the corner of Canyon Del Rey and Del Monte Blvd.

Travis Foster, Assistant Finance Director invited the Council and the Community to the Monterey Regional Waste Management District ribbon cutting event for their new Material Recovery Facility for sorting recyclables on Saturday February 24th from 10 to 2 pm.

7. **PRESENTATIONS**

A. **PROCLAMATION DECLARING FEBRUARY 2018 AS BLACK HISTORY MONTH IN THE CITY OF SEASIDE**

Mayor Rubio and Council Member Jones presented the proclamation to the community and provided a copy of it to Former Mayor Don Jordan.

B. **PROCLAMATION AFFIRMING THE CITY OF SEASIDE'S COMMITMENT AGAINST HARASSMENT**

Mayor Rubio and Council Member Jones presented the proclamation to the community.

C. **PRESENTATION ACCEPTING THE DONATION OF TWO ELECTRIC BICYCLES FROM BMW MONTEREY**

Michael Evans presented the two bicycles donated from BMW Monterey to the City of Seaside Police Department. Commander Borges spoke to the efforts to implement a community oriented policing program and a new bike patrol and how these donated electric bicycles will assist with that implementation. The Council thanked BMW of Monterey for their donation to the community.

D. **PRESENTATION OF FEBRUARY 2018 HOUSE OF THE MONTH**

Neighborhood Improvement Program Commission Chair Alex Miller and Mayor Rubio presented the winners of the House of the Month for February 2018.

E. **CSUMB SUSTAINABLE CITIES - STUDENT GIS PROJECTS**

City Engineer Rick Riedl spoke to the City of Seaside's partnership with the CSUMB Sustainable Cities program benefiting both the City as well as the students. CUSMB Graduate Intern Jessie Doyle spoke to the valuable experience she has gained through this internship and outlined the list of projects she and other CSUMB students have been working on that have been and will be extremely beneficial to the City. The City Council thanked Miss. Doyle for her outstanding contributions.

8. **CONSENT CALENDAR**

Mayor Rubio invited comments from the public and the Council. Council Member Alexander pulled Item D from the Consent Calendar for presentation.

On motion by Mayor Pro Tem Dennis Alexander and seconded by Council Member Dave Pacheco and passed by the following vote the City Council approved the Consent Calendar with the exception of item C.

RESULT:	Approved
MOVER:	Mayor Pro Tem Dennis Alexander
SECONDER:	Council Member Dave Pacheco
AYES:	Ralph Rubio, Dennis Alexander, Jason Campbell, Dave Pacheco, Kayla

	Jones
NOES:	None
ABSENT:	None

A. APPROVE MINUTES OF FEBRUARY 1, 2017

Action: Approved

B. APPROVE AND FILE CITY CHECKS

Action: Approved

C. APPROVE MAYOR'S YOUTH FUND CONTRIBUTION REQUEST FROM SEASIDE HIGH SCHOOL BOYS SOCCER

Action: Approved

D. APPROVE A MAYOR'S YOUTH FUND CONTRIBUTION REQUEST FROM SEASIDE HIGH SCHOOL SWIM TEAM

Council Member Alexander requested an explanation of what the contribution would be used for. Molly Fittro, girls and boys assistant swim coach for the City of Seaside explained the contribution will fund transportation for 50 kids to swim meets, three times per year. This contribution also allows those that finish to have sweatshirts as a reward. Finally, this contribution goes to food to ensure they are fueled and ready to race. Council Member Pacheco thanked Ms. Fittro for growing the program and the family environment that they have created and to the quality of their performance.

On motion by Mayor Pro Tem Dennis Alexander and seconded by Council Member Dave Pacheco and passed by the following vote the City Council Approved the item as requested.

RESULT:	Approved
MOVER:	Mayor Pro Tem Dennis Alexander
SECONDER:	Council Member Dave Pacheco
AYES:	Ralph Rubio, Dennis Alexander, Jason Campbell, Dave Pacheco, Kayla Jones
NOES:	None
ABSENT:	None

E. APPROVE APPLICATION FOR A NEW ANNUAL BINGO LICENSE FOR FAITH VISIONS GROUP

Action: Approved

F. APPROVE A RESOLUTION AUTHORIZING THE FIRE CHIEF TO SIGN AN AGREEMENT WITH CALIFORNIA STATE UNIVERSITY MONTEREY BAY FOR THE STORAGE OF RESERVE (BACK-UP) FIRE APPARATUS ON THE UNIVERSITY CAMPUS.

Action: Authorized And passed Resolution 18-06

G. APPROVAL OF APPOINTMENTS TO BOARDS, COMMISSIONS, AND COMMITTEES

Action: Approved appointments as recommended with the addition of three additional applicants, Domonique Jones, Alessandro Tani and Molly Fittro to the Homeless Committee.

9. PUBLIC HEARING

A. CONSIDERATION OF AN ORDINANCE AMENDNDING TITLE 17 OF THE ZONING CODE TO ADD EMERGENCY SHELTERS AS A PERMITTED LAND USE IN THE COMMUNITY COMMERCIAL (CC) ZONING DISTRICT AND ON LANDS LOCATED WITHIN CENSUS TRACT 137. (FIRST READING, ROLL CALL VOTE)

Senior Planner Medina spoke to the proposed amendment to the zoning code to allow emergency shelters as a permitted use in the City. This relates to Senate bill SB2, established in 2008. The City is currently coordinating with the State Housing and Community Development (HCD) on the City’s 2014-2019 Housing Element Update, as required by State Law. The Draft 2014-2019 Housing Element will be included as part of the 2040 Seaside General Plan Update. This step would reduce local barrier that private emergency shelter developers/providers must typically deal with in order to provide such facility in the community. Mr. Medina spoke to the proposed refinements to support Emergency Shelters as a permitted use in the Community Commercial Zoning District and Census Tract 137 to ensure compliance with SB 2. He outlined the standards of emergency shelters and recommended to pass to print the draft ordinance as approved by the Planning Commission.

On question by Council Member Campbell Mr. Medina explained the purpose of an emergency shelter, and in response to Mayor Pro Tem Alexander clarified that this action does not approve a shelter and the City would not run the shelter. This action designates areas of allowable use if a non-profit or other organization wanted to open and facilitate an emergency shelter. The city is responsible to have it as an allowable zoned use, but the City is not responsible to open or manage the facility or operation.

Mayor Rubio invited comments from the public and had no requests to speak.

On motion by Mayor Pro Tem Dennis Alexander and seconded by Council Member Kayla Jones and passed by the following roll-call vote the City Council passed to print the draft ordinance as presented.

RESULT:	Passed
MOVER:	Mayor Pro Tem Dennis Alexander
SECONDER:	Kayla Jones
AYES:	Ralph Rubio, Dennis Alexander, Jason Campbell, Dave Pacheco, Kayla Jones
NOES:	None
ABSENT:	None

B. ADOPTION OF AN ORDINANCE MODIFYING CHAPTER 17 OF THE SEASIDE MUNICIPAL CODE TO CLEAN-UP ZONING RELATED TO CANNABIS RELATED USES

Economic Development Manager Overmeyer briefed the Council and the public that the intent of the ordinance is to clean up the language of the existing ordinance to specify areas that were zoned to permit cannabis related uses. This reaffirmed the changes adopted in Ordinance 1043.

Mayor Rubio invited comments from the public and the Council and had no requests to speak.

On motion by Mayor Pro Tem Dennis Alexander and seconded by Council Member Jason Campbell and passed by the following roll-call vote the City Council Adopted Ordinance 1044 as presented.

RESULT:	Passed
MOVER:	Mayor Pro Tem Dennis Alexander
SECONDER:	Council Member Jason Campbell
AYES:	Ralph Rubio, Dennis Alexander, Jason Campbell, Dave Pacheco, Kayla Jones
NOES:	None
ABSENT:	None

C. ADOPTION OF AN ORDINANCE AMENDING ORDINANCE 1043 AMENDING REGULATIONS FOR CANNABIS ACTIVITIES IN SPECIFIED ZONES ALLOWING THREE ADDITIONAL DISPENSARY USE PERMITS AND AFFIRMING ZONING

CHANGES AS PREVIOUSLY ADOPTED (SECOND READING - ROLL CALL VOTE)

Economic Development Manager Overmeyer presented a brief presentation on the second reading draft ordinance regarding the changes necessary to accommodate the Council's request to add three additional cannabis dispensaries, modify the buffer in the West Broadway Urban Village area and raises the limit to the number of allowable dispensary locations to six. Scoring criteria was also cleaned up in response to the application process. Mayor Rubio invited comments from the public and the Council and had no requests to speak.

On motion by Council Member Jason Campbell and seconded by Mayor Pro Tem Dennis Alexander and passed by the following vote the City Council adopted Ordinance 1046 as presented.

RESULT:	Approved
MOVER:	Council Member Jason Campbell
SECONDER:	Mayor Pro Tem Dennis Alexander
AYES:	Ralph Rubio, Dennis Alexander, Jason Campbell, Dave Pacheco, Kayla Jones
NOES:	None
ABSENT:	None

10. BUSINESS ITEMS

A. CONSIDER ALLOCATION OF FORT ORD WATER TO THE SEASIDE SENIOR LIVING PROJECT

Economic Development Manager Overmeyer explained that when the City Council adopted the Disposition Development Agreement to move forward with the Seaside Senior Living project the agreement included a provision for a 40 acre foot water allocation and this action formalizes that so it can be presented to the Marina Coast Water District to be able to provide a will-serve letter to the project. The project is approved for up to 500 beds, which is approximately 260 residential rooms. Mr. Overmeyer assured the Council that the applicants are installing many water saving features and landscaping and after been in operation for one year, they will adjust the water use and return extra water credits back to the City.

Mayor Rubio indicated that 40 acre feet is a lot of water but it is a lot of units. Mr. Overmeyer indicated that the plan check is under way and the applicant is expected to apply next week for the demolition permit so the project can begin.

Mayor Rubio invited comments from the public and had no requests to speak.

On motion by Council Member Jason Campbell and seconded by Mayor Pro Tem Dennis Alexander and passed by the following vote the City Council Approved the request as presented.

RESULT:	Approved
MOVER:	Council Member Jason Campbell
SECONDER:	Mayor Pro Tem Dennis Alexander
AYES:	Ralph Rubio, Dennis Alexander, Jason Campbell, Dave Pacheco, Kayla Jones
NOES:	None
ABSENT:	None

B. CITY ACTIONS TO IMPLEMENT THE SEASIDE RESORT PROJECT

City Manager Malin spoke to actions taken by the Council in December 2018 and to the substantial investment that will be made in Seaside creating hundreds of jobs at the golf course, sooner rather

than later. He noted that it became apparent that in order to implement the project sooner than later, due to existing bond regulation language it would be more expeditious to lease the land than to sell the parcel that the club house is built upon. Therefore, the documents move that parcel of land back into the lease, and the closing date is extended from February to March 2018 for full document review.

Mayor Rubio questioned that the restated DDA, was still include the language regarding labor peace harmony to which Mr. Malin affirmed is not changing.

Mayor Rubio invited comments from the public on this item.

- Wes Clark suggested that they consider including any provisions into the document to give Seaside residents a discount.

Mayor Rubio indicated that Seaside residents get 10% discount. On question, City Manager Malin answered that the change financially will be less \$600,000 from the sale of the land but the larger sale of the resort property is still going forward in the amount of \$14 million dollars to be distributed among the taxing entities.

On motion by Council Member Jason Campbell and seconded by Council Member Dave Pacheco and passed by the following vote the City Council approved the action as presented.

RESULT:	Approved
MOVER:	Council Member Jason Campbell
SECONDER:	Council Member Dave Pacheco
AYES:	Ralph Rubio, Dennis Alexander, Jason Campbell, Dave Pacheco, Kayla Jones
NOES:	None
ABSENT:	None

Speaking on the second, Mayor Rubio requested the City Manager encourage the developer make contact with the organizations they promised to contact such as the building trades and Unite Here and would like confirmation of that communication.

C. CONSIDER A LEASE BETWEEN THE CITY OF SEASIDE AND CORONA RENTALS AKA KATHERINE D. CORONA AND RAYMOND K. CORONA, IN TRUST, AS CO-TRUSTEES OF "TRUST ONE-CORONA 1997 TRUST" FOR AN APPROXIMATELY 3,800 SQUARE FOOT SPACE LOCATED AT 656 BROADWAY AVENUE FOR USE AS A "FORWARD OPERATING BASE"

City Manager Malin spoke to the number of investment and development opportunities before the City and large scale projects such as the general plan update, noting that in order to facilitate all of the welcoming of investment and input for the community, it's important to have the right environment with adequate space, location and vision. The Forward Operating Base is a space that we would create a design and innovation center that would locate the Planning and Economic Development efforts of the City closer to the public. He spoke to the effort to activate the downtown Broadway spaces and this location will be contributing to the new vibrancy of Broadway. There is \$25,000 which was included in a development agreement to fund the startup of the design center. Council Member Pacheco questioned if we will be improving the facade to which Mr. Malin affirmed the City will move forward with improving the facility.

Mayor Rubio invited comments from the public.

- Felix Bachofner questioned what the exit strategy is, as he believes the building will look

better, it may want to be rented as a retail use that generates tax revenue. If someone approaches a land lord with something that will generate tax revenue. he questioned the terms of the lease so the City can vacate.

Mr. Overmeyer responded it is a one year lease with a one year option and there is a mutual 30 day move-out provision.

On motion by Mayor Pro Tem Dennis Alexander and seconded by Council Member Jason Campbell and passed by the following vote the City Council Approved the item as presented an authorized the lease agreement.

RESULT:	Approved
MOVER:	Mayor Pro Tem Dennis Alexander
SECONDER:	Council Member Jason Campbell
AYES:	Ralph Rubio, Dennis Alexander, Jason Campbell, Dave Pacheco, Kayla Jones
NOES:	None
ABSENT:	None

11. MAYOR, CITY COUNCIL, CITY MANAGER AND CITY ATTORNEY COMMENTS AND REPORTS ON COMMITTEE ASSIGNMENTS

Council Member Jones requested to discuss affordable housing during the next legislative policy committee ad hoc meeting. Council Member Campbell spoke to the opening of the new Material Recovery Facility and encouraged the Council and the public to take one of the tours. Mayor Pro Tem Alexander expressly thanked Police and Fire departments for their assistance with building the first responder ROP program and specifically thanked Fire Division Chief Dave Nava for his efforts. He then read a letter from MPUSD Superintendent Diffenbaugh, to assure the community that safety of students and staff is priority and the District has a strong safety plan which will be enhanced in the near future. Mayor Rubio spoke to his attended meetings and talked about the items important to the City. He reported regarding the FORA meeting where discussions focused on the East Side Park way which he believes is an important development for the City. He also reported that City Manager Malin and he are attempting meetings with MCWD to work cooperatively toward a solution of issues.

12. ADJOURNMENT

On motion, the meeting was adjourned at 9:07 PM after a moment of silence was taken in respect of those who lost their lives in Stoneman Douglas High School shooting.

Respectfully submitted,

Lesley Milton-Rerig, City Clerk

Ralph Rubio, Mayor



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 8.B.

TO: City Council

FROM: Craig Malin, City Manager

BY: Daphne Hodgson, Deputy City Manager Administrative Services

DATE: March 1, 2018

SUBJECT: APPROVE AND FILE CITY CHECKS

PURPOSE

It is requested that the City Council approve and file the accounts payable and wired payments made during the period of February 6, 2018 through February 16, 2018. In addition, approval of the payroll and benefits checks, direct deposits and wired payments related to the period of February 15, 2018 is requested. Total Accounts Payable and Payroll for the above referenced period is \$2,441,484.32.

RECOMMENDATION

That the City Council accept and file the reports as presented.

BACKGROUND

In accordance with Government Code Section 37208, at each City Council meeting the Council is provided a listing of the payroll and general checks issued since the last report so that it can inspect and confirm these checks. Each purchase has been reviewed and approved by the department making the purchase at the time of procurement. The invoice has been reviewed by the Finance Department prior to payment to ensure that it conforms to the approved budget.

Therefore, in accordance with Government Code Section 37208, the above referenced, and linked list of checks conforms to the approved budget and has been paid. These checks are submitted to the City Council for inspection and confirmation.

A description of the checks and wires exceeding \$10,000 are as follows:

- \$13,493.92 to California-American Water for City water usage/consumption for January, 2018.
- \$16,690.00 to Harris & Associates, Inc. for project management and environmental

permitting services for 942 Angelus Way - January, 2018; CIP management 2017/2018, Del Monte, Canyon Del Rey sewer main and Hwy 1 cleaning.

- \$12,519.49 to Kosmont Companies for professional services 10/1/2017-11/30/2017.
- \$931,054.13 to Monterey Peninsula Engineering to WBUV pay estimate #7.
- \$18,956.11 to PNC Equipment Finance, LLC for leasing of City Clerk copier, PD invest & admin vehicles, fire truck and 2 Chevy Tahoes.
- \$109,201.30 to Raimi & Associates for general plan services for October/November 2017.
- \$71,575.37 to Silcon Constructors for Seaside Library ADA construction - January 2018.
- \$16,595.37 to Monterey County Convention/Visitor's Bureau for Seaside Tourism Improvement District (TID) for December 2017.
- \$27,970.08 to U.S. Bank - Calcard for City employees' credit card purchases during December 2017.

The remaining checks, totaling \$168,049.28 include payments to vendors for operating expenditures.

The Checks report is available on the City's website here:

<http://www.ci.seaside.ca.us/194/Check-Draft-Register>

FISCAL IMPACT

None at this time.

ATTACHMENTS

Reviewed for Submission to the
City Council by:



Craig Malin, City Manager



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 8.C.

TO: City Council

FROM: Craig Malin, City Manager

BY: Rick Riedl, City Engineer
Scott Ottmar, Assistant Civil Engineer

DATE: March 1, 2018

**SUBJECT: ON-CALL LIST FOR CAPITAL IMPROVEMENT PROGRAM
PROJECT MANAGEMENT SERVICES**

PURPOSE

The purpose of this item is for the City Council to consider approval of a short list of firms to provide Capital Improvement Program (CIP) project management services.

RECOMMENDATION

It is recommended that the Council adopt the attached resolutions approving Wallace Group and Harris & Associates to provide CIP project management services for a period of three years with the option of two (2) one year extensions.

BACKGROUND

The City's Six Year Capital Improvement Program (CIP) identifies vital transportation, public facility and utility projects necessary to achieve the City's vision of a vibrant, proudly diverse, energetic and safe community, with extraordinary natural beauty, quality of life and economic opportunities. With the recent passage of local and state sales and gas tax measures, as well general improvement in the economy, increased funding is anticipated to accomplish several of these important projects. In order to efficiently complete these anticipated projects, the City's Public Works Division will require assistance from firms with specific experience in CIP project management. A Request for Qualifications (RFQ) was released on August 9, 2017 with the intent to select up to four firms to provide professional services to manage CIP projects within the City of Seaside. The term of the on call list is for a three year period, with the option of two (2) one year extensions. The RFQ was sent to local engineering firms, professional search firms, and posted on the City of Seaside website. The services include the following:

- Manage budgets for the Projects.
- Manage vendor contracts for both consultants and construction contractors.
- Perform project site inspections.
- Organize and prepare agendas for meetings.

- Prepare procurement documents to retain consultants and construction contractors for the Projects.
- Review engineered plans, technical specifications, and engineer's cost estimates for the proposed improvements.
- Review maps.
- Prepare review comments to consultant work product citing, if necessary, federal, state, and local standards and regulations.
- Provide project support during the planning phase.
- Provide project support during the construction phase.
- Provide status reports that accurately communicate budget and schedule to district staff in a timely manner.

A total of 4 proposals were received by the September 14, 2017 deadline. Proposals were evaluated for completeness and were evaluated on the firm's qualifications to perform the intended work. The proposals were evaluated on organization, staffing, related experience, management approach, local knowledge, and professional references. Special attention was given to the proposed project managers and their related experiences. The ratings were performed by a selection committee comprised of professional staff from the City of Seaside. The selection committee independently evaluated the written proposals. After the independent evaluations were completed, the ratings were compiled and tabulated by city staff. Below are the criteria as well as the final rankings from the selection committee.

1. *Organization*: Does the firm offer the breadth and quality of services required for the types of legal services listed in the Scope of Work?
2. *Staff*: Do the qualifications of key personnel to be assigned to the anticipated projects coincide with tasks listed in the Scope of Work? Do assigned personnel have requisite education, experience, and professional qualifications?
3. *Experience*: Has the firm demonstrated the ability to successfully provide services for projects of a similar complexity and nature as described herein?
4. *Professional Standing*: Are the firm's references from past clients and associates favorable? Are deliverables submitted on time and within budget?
5. *Proposal*: Organization, presentation, and content of proposal. Conformance to the specified proposal format.
6. *Responsiveness*. Ability to perform services at City of Seaside City Hall at a fair and reasonable cost. Ability to respond to request for service in a timely manner.

Proposal Rankings

Firms	Cumming	Harris	MNS	Wallace
Ranking	4	1	3	2

Table Notes:

Cumming: Cumming Construction Management, Inc. - Sunnyvale, CA.

Harris: Harris and Associates, Inc. - Salinas, CA.

MNS: MNS Engineers, Inc. - Salinas, CA

Wallace: Wallace Group, San Luis Obispo, CA

The firms that ranked first and second are well qualified for all types of engineering review and project management work. Therefore, the selection committee recommends the Council adopt a resolution to approve the top two firms of Harris and Associates of Salinas, and Wallace Group of San Luis Obispo, California

(Wallace). If approved, on-call consultant(s) may or may not be called upon by the City to provide services.

NEXT STEPS:

Staff will identify potential projects for retaining professional services prior to bringing an agreement to the City Council for approval. Staff would also negotiate the scope, schedule, and fee with the selected firms prior to requesting Council approval.

ENVIRONMENTAL COMPLIANCE:

In accordance with Title 14, California Code of Regulations, Chapter 3, "Guidelines for Implementation of California Environmental Quality Act (CEQA)," implementation of capital projects may require an Initial Study and potentially additional environmental documents. These CEQA requirements for the recommended capital projects will be addressed during the proposed phase and will be completed prior to implementing the capital projects.

FISCAL IMPACT

The approval of an On-Call List will not impact City funds.

ATTACHMENTS

1. Resolution
-

Reviewed for Submission to the
City Council by:



Craig Malin, City Manager

RESOLUTION NO. 2018-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEASIDE

**APPROVING AN ON-CALL LIST FOR CAPITAL IMPROVEMENT PROGRAM
PROJECT MANAGEMENT PROFESSIONAL SERVICES**

WHEREAS, a formal on-call list is needed to 1) provide an opportunity for qualified professionals to provide professional and technical services of a temporary nature, and 2) ensure consultants have demonstrated the necessary qualifications and experience to provide the requested services; and

WHEREAS, on August 9, 2017, staff issued a Request for Qualifications (RFQ) to solicit proposals from eligible firms to provide construction management services; and

WHEREAS, on September 14, 2017, proposals were received from four firms offering professional services; and.

WHEREAS, a selection committee reviewed and identified the top two firms shown in Exhibit 'A', attached, based upon qualifications.

NOW THEREFORE, BE IT RESOLVED, that the City of Seaside City Council approve the firms listed in Exhibit 'A' are hereby approved to provide professional services for project management services on an as needed basis for Capital Improvement Program projects within the City for the next three years with two optional one year extensions.

PASSED AND ADOPTED at a meeting of the City Council duly held on the 15th day of February 2018, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Ralph Rubio, Mayor

Attest:

Lesley Milton-Rerig, City Clerk

EXHIBIT “A”

**On-Call List for Professional Services for CIP Project Management
February 2018
City of Seaside**

Harris & Associates

450 Lincoln Avenue, Suite 103
Salinas, CA 93901
Primary Contact: Frank Lopez, PE

Wallace Group, A California Corporation

612 Clarion Court
San Luis Obispo, CA 93401
Primary Contact: Kari Wagner, PE



**CITY OF SEASIDE
STAFF REPORT**

Item No.: 9.A.

TO: City Council

FROM: Craig Malin, City Manager

BY: Craig Malin, City Manager

DATE: March 1, 2018

**SUBJECT: AN ORDINANCE AMENDING CERTAIN PROVISIONS WITHIN
TITLE 17 OF THE ZONING CODE TO ADD EMERGENCY
SHELTERS AS A PERMITTED BY RIGHT LAND USE IN THE
COMMUNITY COMMERCIAL (CC) ZONING DISTRICT AND ON
LANDS LOCATED WITHIN CENSUS TRACT 137 AND CERTAIN
DEVELOPMENT STANDARDS APPLICABLE TO ALLOWING AN
EMERGENCY SHELTER AS A PERMITTED USE. (SECOND
READING, ROLL CALL VOTE)**

PURPOSE

A request to amend Title 17 (Zoning Code) of the Seaside Municipal Code to allow emergency shelters as a permitted by right land use in the Community Commercial Zoning District and within Census Tract 137 to be compliant with Senate Bill No. 2 (SB2) Cadillo.

RECOMMENDATION

City staff recommends the City Council conduct the second reading of the proposed emergency shelter text amendments and adopt the draft ordinance as presented to list "Emergency Shelters" as a permitted use in the Community Commercial Zone and a newly established "Emergency Shelter" Overlay District in Census Tract 137 and establish development/use and performance standards for an Emergency Shelter listed as a permitted by right land use. The Ordinance is provided as Attachment 1 to the staff report.

BACKGROUND

The Seaside City Council introduced the Emergency Shelter Ordinance for first reading at its duly noticed Public Hearing on February 15, 2018. The second reading is required for Ordinance adoption. No public testimony was received at either the Planning Commission or City Council on this ordinance. The City Council voted 5-0 recommending that the Ordinance proceed for adoption at a second reading on March 1, 2018

SUMMARY OF PROPOSED ORDINANCE

In 2007, the State of California passed Senate Bill 2 (SB 2), also known as the Housing Authority Act. SB 2 became effective January 1, 2008, and codified in California Government Code Section 65583, requires that local jurisdictions include within their Housing Element updates policies to facilitate opportunities for emergency shelters. This new law further seeks to lessen government constraints by establishing in the Housing Element and Zoning Code where this use is allowed by right in either a Zoning District and/or Overlay District. Being allowed by right would not require any type of discretionary use permit. This step would reduce local barrier that private emergency shelter developers/providers must typically deal with in order to provide such facility in the community. The identified zone(s) and/or Overlay District for emergency shelters shall include sufficient capacity to accommodate the need for emergency shelters identified in paragraph, except that each local government shall identify a zone or zones that can accommodate at least one year-round emergency shelter. The local government may identify additional zones where emergency shelters are permitted with a conditional use permit. The local government shall also demonstrate that existing or proposed permit processing, development, and management standards are objective and encourage and facilitate the development of, or conversion to, emergency shelters. Emergency shelters may only be subject to those development and management standards that apply to residential or commercial development within the same zone except that a local government may apply written, objective standards that include all of the following:

- (i) The maximum number of beds or persons permitted to be served nightly by the facility.
- (ii) Off-street parking based upon demonstrated need, provided that the standards do not require more parking for emergency shelters than for other residential or commercial uses within the same zone.
- (iii) The size and location of exterior and interior onsite waiting and client intake areas.
- (iv) The provision of onsite management.
- (v) The proximity to other emergency shelters, provided that emergency shelters are not required to be more than 300 feet apart.
- (vi) The length of stay.
- (vii) Lighting.
- (viii) Security during hours that the emergency shelter is in operation.

The City is currently coordinating with the State Housing and Community Development (HCD) on the City's 2014-2019 Housing Element Update, as required by State Law. The Draft 2014-2019 Housing Element will be included as part of the 2040 Seaside General Plan Update. In review of the Draft Housing Element, HCD has provided a letter dated November 9, 2017 (See Attachment 2) indicating in Paragraph 2 that the Draft Housing Element meets most of the statutory requirements of State housing element law (GC, Article 10.6) except for the establishment of a zoning process to permit year-round emergency shelters without discretionary action pursuant to Government Code (GC) Section 65583(a)(4)(A). The following policy has been included as Program 8 in the updated Housing Element to address Emergency Shelters mandates:

Housing Opportunities for Special Needs Residents

Emergency Shelters: Define emergency shelters consistent with State law. Permit

emergency shelters by right in the Mixed Use Low, Mixed Use High, and Residential High, and/or Employment areas via a non-discretionary administrative procedure. Establish development and performance standards for emergency shelters that will be equivalent to similar uses in the same zone.

The areas currently designated as Community Commercial would be designated as Mixed Use Low and High in the updated General Plan. Census Tract 137 would include a mixture of Mixed Use Low and High, Neighborhood High, and Neighborhood General. Map showing location of the Community Commercial and Census Tract 137 Overlay District is provided as Attachment 3. The range of densities within the Neighborhood High and Neighborhood General would be consistent with a shelter use. Furthermore, Census Tract 137 is an area of the City that can provide a transition between the cities commercial, higher density core and its single family residential neighborhoods. The letter from HCD indicates that the Housing Element will comply with housing element law once the City has completed the zoning amendment to add emergency shelters as a permitted by right land use in the Ordinance provided as Attachment 1. As noted, above both the CC zone and Census Tract 137 would be consistent with the subsequent change in the land use designation to Mixed Use Low and High, Neighborhood High, and Neighborhood General that would occur under the 2040 General Plan Update.

PROPOSED CHANGES

The proposed refinements to support Emergency Shelters as a permitted use in the Community Commercial Zoning District and Census Tract 137 to ensure compliance with SB 2 are outlined below. The proposed changes are denoted by ~~strikethrough type~~ for language that is deleted and underline type for new language.

1. Table 2-4 Uses Allowed Uses and Permit Requirements for Commercial Uses

*** Change made to include Emergency Shelters as Permitted (P) in CC Zone**

TABLE 2-4 (continued)		P	Permitted Use, Zoning Clearance required					
Allowed Land Uses and Permit Requirements for Commercial Zones		MUP	Minor Use Permit required (see Section 17.52.070)					
		UP	Use Permit required (see Section 17.52.070)					
		S	See cited Section for permit requirement					
		—	Use not allowed					
		PERMIT REQUIRED BY ZONE						Specific Use Regulations
LAND USE (1)		CD	CMX	CC	CRG	CA	CH	
RESIDENTIAL								
	Emergency/transitional shelter	—	UP	P	—	—	—	17.42.090
	Home occupation	P	P	P	P	—	—	17.42.110
	Mixed use project residential component	MUP(2)	MUP(2)	UP(2)	UP(2)	—	—	17.42.120
	Residential care facility, 7 or more clients	—	—	UP	—	—	—	
	<u>Live Work</u>		<u>UP</u>	<u>UP</u>	<u>---</u>	<u>---</u>	<u>UP</u>	

2. CHAPTER 17.22 – OVERLAY ZONES

*** Add new language listed below:**

17.22.050 – EMERGENCY SHELTER OVERLAY

- A. Purpose. This Section provides zoning designation where an emergency shelter can be permitted without a discretionary permit.
- B. Applicability. The Emergency Shelter overlay is applied to areas of Census tract 137.
- C. Development standards. Proposed development standards for an Emergency Shelter that is permitted within the Emergency Shelter Overlay Zone is listed under Section 17.52.100.D

3. CHAPTER 17.52.100 – EMERGENCY SHELTERS

- A. **Applicability.** Emergency shelters shall comply with the requirements of this Section, where allowed by Article 2 (Zones, Permitted Land Uses, and Zoning Standards).

B. Limitations on location.

- 1. **Category 1 shelter.** A shelter for families and/or single women with children may be established with a Use Permit in the RS-8 and RS-12 zones.
- 2. **Category 2 shelter.** A shelter for single men and single women may be approved with a Use Permit in the RM zone.
- 3. **Category 3 Shelter.** An emergency shelter shall be a permitted use in the Community Commercial Zone and Census Tract 137.
- 4. **Flexibility.** The Commission may allow temporary emergency shelters for the homeless in zones other than those listed in Subsections B.1 and B.2 if the site meets all applicable criteria, and the proposal is deemed an "exceptional project" as determined by the Commission.

- C. **Application processing and monitoring.** A Use Permit application for a temporary emergency shelter for the homeless shall be processed in compliance with Section 17.62.070 (Use Permits and Minor Use Permits). A pre-application conference shall be held to:

- 1. Determine the nature of the proposal;
- 2. Ensure that it complies with the intent of this Chapter; and
- 3. Offer specific comments and direction.

D. Development and operating standards for Category 1 and Category 2 Shelters

1. A family shelter or shelter for single women with children should be located near public facilities and transportation facilities.
2. Shelters for single persons should be located near transportation facilities.
3. Each shelter shall have an on-site resident manager.
4. Residents shall not be required to participate in any religious or philosophical ritual, service, meetings, or rites as a condition of eligibility for being housed in a shelter.
5. The exteriors of the shelter shall be upgraded, fenced and landscaped, and maintained as required by the Commission.
6. No more than 16 persons shall be allowed at any shelter location, including the on-site manager.
7. Single women may be housed in a shelter for single women with children.
8. Each shelter shall comply with Title 24 of the State Code, all state building regulations, the Uniform Building Code and all related codes (per pages IV, V, and VI of the UBC), and the Uniform Housing Code.

E. Emergency shelters permitted by right for homeless in the CC Zone and Census Tract 137.

Any application for an emergency shelter facility located in the Census Tract 137, that meets the following performance, development, design and managerial standards shall not require a discretionary permit, per Section 65583(a)(4) of the California Government Code:

- a. Emergency shelters shall obtain and maintain in good standing all required licenses, permits and approvals from City, County, State and Federal agencies or departments and demonstrate compliance with all appliance building and fire codes.
- b. The emergency shelter shall conform to all property development standards of the zoning

district in which it is located, except as modified by these performance standards.

- c. The length of stay of an individual client shall not exceed six (6) months within a twelve (12) month period.
- d. The maximum number of beds for emergency shelters shall be fifty (50) unless a major conditional use permit approved to permit additional beds.
- e. External lighting shall be provided for security purposes. The lighting shall be stationary and directed away from adjacent properties and the public right-of-way.
- f. No more than one emergency shelter shall be permitted within a radius of 300 feet from another such shelter when measured from the closest property lines. An exception to this separation requirement may be granted if significant physical features act as barriers from said sensitive uses, such as a freeway, railroad right-of-way.
- g. Parking facilities shall be designed to provide one space per staff member. A secured area for bicycle parking shall be provided for use by staff and client, commensurate with demonstrated need, but no less than a minimum of four (4) bicycle spaces.
- h. A client waiting and intake area shall be provided as interior space and contain a minimum of ten (10) square feet per bed provided at the facility, and a minimum size of 100 square feet of floor area.
- i. Outdoor charitable food distribution shall be conducted entirely on private property in a covered area, during times that are approved by the City, and shall not block accessible pathways.
- j. No signs are present on the property relating to its use as a shelter for the homeless.
- k. Donation/collection bins and areas shall be screened from public view and shall be open to the public between the hours of 9:00 a.m. to 6:00 p.m. A sign stating hours of operation shall be placed in a clear, visible location and shall be no larger than 15 square feet.
- l. Adequate storage for personal belongings shall be provided.
- m. The city may inspect the facilities during business hours for compliance with the

management plan and any other applicable regulations and standards.

- n. A minimum of one-staff person or agent shall be on-duty and awake when the facility is in operation.
- o. Management Plan: The applicant or operator shall submit a management and operation plan for the Emergency Shelter review and approval by the Planning Manager prior to approval of a business license. The Plan shall include, but not be limited to, the following:
 - 1.Security
 - 2.Staff training
 - 3.Neighborhood relations
 - 4.Pet Policy
 - 5.Client intake process
 - 6.List of services provided
 - 7.Facility maintenance
 - 8.Refuse control
 - 9. Amenities, such as hours of operation, cooking/dining facilities, laundry facilities and activity policies.
 - 10. Anti-discrimination policies

The plan may be reviewed as needed by the City with revisions made by the operator.

- F. Findings required for approval.** Use Permit approval for a Category 1 and Category 2 shall require that the Commission first make the following findings, in addition to those required for Use

Permits by Section 17.62.070:

1. Adequate parking is available for the type of shelter proposed;
2. The project will have no adverse impact on the surrounding neighborhood;
3. There is not an overconcentration of shelters for the homeless in the surrounding areas in that neighborhood and in the City; and
4. The proposed homeless shelter is consistent with the Housing Element of the General Plan.

G. Conditions of approval. The approval of a Use Permit for a Category 1 and Category 2 temporary emergency shelter for the homeless shall include the following conditions of approval, in addition to any other conditions deemed necessary by the Commission based on the specific proposal.

1. All plans for modifications to existing structures or proposed additions shall be submitted to the Building Official, the Fire Marshal, and the Health Officer for review and approval.
2. The applicant shall meet with the Crime Prevention Officer for recommendations regarding the safety of the tenants.
3. The applicant shall comply with all applicable federal, state, and county regulations relating to the operation of the shelter.
4. The maximum number of persons allowed in the existing shelter, following any modifications or additions, shall be established by the Building Official and the Fire Marshal. The maximum occupancy of a single person or dormitory facility shall be based on a minimum 100 square feet of superficial floor area per person.
5. The applicant shall file with the Director, for review and approval, a list of house rules relating to the operation of the shelter.
6. The Use Permit is subject to continuing jurisdiction of the Commission and subject to review in six months and as determined thereafter.

H. Inspections and monitoring.

1. **Inspections.** Prior to opening, the facility shall be inspected by the following persons or their representatives:
 - a. Health Officer;
 - b. Building Official;
 - c. Fire Marshal; and
 - d. Crime Prevention Officer.
2. **Monitoring.** The Commission shall review the operation of the shelter and its compliance with the Use Permit at the end of the first six months of operation and as determined thereafter, and upon receipt of continuing complaints from the neighborhood where the facility is located.

- I. **Facility additions.** Except for shelters that do not require a discretionary permit, Board of Architectural Review approval is required for any proposed addition to a shelter, subject to Section 17.62.030 (Architectural Review).

ENVIRONMENTAL REVIEW

The proposal is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) Pursuant to Section 15061(b)(3) of Division 6 of Title 14 of said act.

CONCLUSION

This Ordinance brings the City brings the Zoning Code into compliance with state law (SB2) and completes the Seaside General Housing Element Program 8 by amending Title 17 of the Seaside Municipal Code to list "Emergency Shelter" as a permitted by right land use within the CC Zone and the newly established "Emergency Shelter" Overlay zone within Census Tract 137.

FISCAL IMPACT

There is no fiscal impact with the proposed Ordinance.

ATTACHMENTS

1. Attachment 1 - Final Ordinance
2. Attachment 1 Exhibit A - Emergency Shelter Map
3. Attachment 2 - Department of Housing and Urban Development Letter

4. Attachment 3 - Emergency Shelter Permitted Use Map

Reviewed for Submission to the
City Council by:



Craig Malin, City Manager

ORDINANCE NO. 18-XX

AN ORDINANCE OF THE CITY OF SEASIDE

APPROVING TEXT AMENDMENTS TO TITLE 17 OF THE SEASIDE MUNICIPAL CODE AND MAKING AN ENVIRONMENTAL DETERMINATION OF EXEMPTION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT.

THE CITY COUNCIL OF THE CITY OF SEASIDE DOES ORDIAN AS FOLLOWS:

WHEREAS, in 2007, the State of California passed Senate Bill 2 (SB2), the “Emergency Shelter Act,” to clarify and strengthen housing element law to ensure local zoning facilitates emergency in accordance with Government Code Sections 65580 – 65589.8; and

WHEREAS, SB2 became effective January 1, 2008 and requires all California cities to address their local homeless needs by designating a zone/zones and/or overlay district where emergency shelters are allowed by right; and

WHEREAS, the 2015-2019 Draft Housing Element Program 8 proposes to amend the Zoning Code to permit emergency shelters without discretionary action in the Community Commercial zoned areas; and

WHEREAS, a site analysis in the 2015-2019 Housing Element concludes that there is sufficient capacity in the Community Commercial Zoning District and within Census Tract 137 to accommodate the need for emergency shelters by right in the City of Seaside, and

WHEREAS, the City of Seaside has evaluated land uses and zoning opportunities and constraints within the Community Commercial zone and Census Tract 137 to determine that sufficient capacity is available to provide an emergency shelter in compliance with SB2 while ensuring that adequate development standards are in place to best meet the necessary requirements of SB2 while balancing community safety needs and resources; and

WHEREAS, in accordance with Section 17.74.050 of the Seaside Municipal Code, it is the responsibility of the City Council to consider and weigh the merits of proposed text amendments to the Seaside Municipal Code and the public input received on the proposed text amendments in relation to the policies, standards and intent of the Seaside General Plan and Seaside Municipal Code; and

WHEREAS, on December 13, 2017, the Seaside Planning Commission held a public hearings to provide the City Council with a recommendation on the proposed text amendments and considered all oral comments and written information concerning the proposed Ordinance in making its recommendation to the City Council; and

WHEREAS, on February 15, 2018, the Seaside City Council introduced the first reading of the draft Ordinance and considered oral comments and written information concerning this Ordinance at a duly noticed public hearing; and

WHEREAS, on March 1, 2018, the Seaside City Council conducted a second reading of the proposed ordinance, and

WHEREAS, the adoption of a Emergency Shelter Ordinance is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061.b.3 of the CEQA Guidelines because adoption of this zoning ordinance is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment, and this project does not have the potential for causing a significant effect on the environment; and

NOW, THEREFORE, on the basis of the record thereof the City Council hereby ordains as follows:

SECTION 1. With respect to the amendment to the Seaside Municipal Code the City Council finds as follows:

1. The proposed text amendments are necessary and appropriate to comply with the requirements of State Law (California Government Code Section 65583). The proposed text amendments are internally consistent with the General Plan and will implement Housing Element Program 8 and bring the City into compliance with the State's housing element law, Government Code Section 65580- 65589.8. Since the General Plan identifies the need to facilitate emergency shelters in the Community Commercial zoning district and other compatible locations in the City, the addition of the SB2 emergency shelter overlay within Census Tract 137 is also consistent with the General Plan.
2. The proposed text amendments will not adversely affect the public health, safety, and welfare in that the proposed development standards and the Census Tract 137 Overlay District are designed to locate emergency shelters near services and compatible uses, public transportation, and to ensure emergency shelters are operated and managed so they are safe and compatible with adjacent uses.

SECTION 2. SB2 Overlay Zone. The City Council hereby amends Section 17.14.B – Table 2-4, adds new Section 17.22.050, and amends Section 17.52.100 of Title 17 of the Seaside Municipal Code to support Emergency Shelters as a permitted use in the Community Commercial Zoning District and Census Tract 137 as outlined below to ensure compliance with SB 2. The proposed changes are denoted by ~~striketrough type~~ for language that is deleted and underline type for new language.

1. Table 2-4 Uses Allowed Uses and Permit Requirements for Commercial Uses
*** Change made to include Emergency Shelters as Permitted (P) in CC Zone**

TABLE 2-4 <i>(continued)</i> Allowed Land Uses and Permit Requirements for Commercial Zones	P	Permitted Use, Zoning Clearance required	
	MUP	Minor Use Permit required (see Section 17.52.070)	
	UP	Use Permit required (see Section 17.52.070)	
	S	See cited Section for permit requirement	
	—	Use not allowed	
	PERMIT REQUIRED BY ZONE		Specific Use Regulations

LAND USE (1)	CD	CMX	CC	CRG	CA	CH	
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RESIDENTIAL

Emergency/transitional shelter	—	UP	P	—	—	—	17.42.090
Home occupation	P	P	P	P	—	—	17.42.110
Mixed use project residential component	MUP(2)	MUP(2)	UP(2)	UP(2)	—	—	17.42.120
Residential care facility, 7 or more clients	—	—	UP	—	—	—	
<u>Live Work</u>		<u>UP</u>	<u>UP</u>	<u>---</u>	<u>---</u>	<u>UP</u>	

2. CHAPTER 17.22 – OVERLAY ZONES

* Add new language listed below to establish SB2 Overlay zone where emergency shelters can be established without a discretionary permit.

17.22.050 – EMERGENCY SHELTER OVERLAY

- A. Purpose. This Section provides zoning designation where an emergency shelter can be permitted without a discretionary permit.
- B. Applicability. The Emergency Shelter overlay is applied to areas of Census tract 137.
- C. Development standards. Proposed development standards for an Emergency Shelter that is permitted within the Emergency Shelter Overlay Zone is listed under Section 17.52.100.D

3. CHAPTER 17.52.100 – EMERGENCY SHELTERS

* Amend text to provide development standards for emergency shelters in compliance with State Law.

- A. **Applicability.** Emergency shelters shall comply with the requirements of this Section, where allowed by Article 2 (Zones, Permitted Land Uses, and Zoning Standards).
- B. **Limitations on location.**
- Category 1 shelter.** A shelter for families and/or single women with children may be established with a Use Permit in the RS-8 and RS-12 zones.
 - Category 2 shelter.** A shelter for single men and single women may be approved with a Use Permit in the RM zone.
 - Category 3 Shelter.** An emergency shelter shall be a permitted use in the community commercial zone and Census Track 137.
 - Flexibility.** The Commission may allow temporary emergency shelters for the homeless in zones other than those listed in Subsections B.1 and B.2 if the site meets all applicable criteria, and the proposal is deemed an "exceptional project" as determined by the Commission.
- C. **Application processing and monitoring.** A Use Permit application for a temporary emergency shelter for the homeless shall be processed in compliance with Section 17.62.070 (Use Permits and Minor Use Permits). A pre-application conference shall be held to:
- Determine the nature of the proposal;

2. Ensure that it complies with the intent of this Chapter; and
3. Offer specific comments and direction.

D. Development and operating standards for Category 1 and Category 2 Shelters

1. A family shelter or shelter for single women with children should be located near public facilities and transportation facilities.
2. Shelters for single persons should be located near transportation facilities.
3. Each shelter shall have an on-site resident manager.
4. Residents shall not be required to participate in any religious or philosophical ritual, service, meetings, or rites as a condition of eligibility for being housed in a shelter.
5. The exteriors of the shelter shall be upgraded, fenced and landscaped, and maintained as required by the Commission.
6. No more than 16 persons shall be allowed at any shelter location, including the on-site manager.
7. Single women may be housed in a shelter for single women with children.
8. Each shelter shall comply with Title 24 of the State Code, all state building regulations, the Uniform Building Code and all related codes (per pages IV, V, and VI of the UBC), and the Uniform Housing Code.

E. Emergency shelters permitted by right for homeless in the CC Zone and Census Tract 137.

Any application for an emergency shelter facility located in the Census Tract 137, that meets the following performance, development, design and managerial standards shall not require a discretionary permit, per Section 65583(a)(4) of the California Government Code:

- a. Emergency shelters shall obtain and maintain in good standing all required licenses, permits and approvals from City, County, State and Federal agencies or departments and demonstrate compliance with all applicable building and fire codes.
- b. The emergency shelter shall conform to all property development standards of the zoning district in which it is located, except as modified by these performance standards.
- c. The length of stay of an individual client shall not exceed six (6) months within a twelve (12) month period.
- d. The maximum number of beds for emergency shelters shall be fifty (50) unless a major conditional use permit approved to permit additional beds.
- e. External lighting shall be provided for security purposes. The lighting shall be stationary and directed away from adjacent properties and the public right-of way.
- f. No more than one emergency shelter shall be permitted within a radius of 300 feet from another such shelter when measured from the closest property lines. An exception to this separation requirement may be granted if significant physical features act as barriers from said sensitive uses, such as a freeway, railroad right-of-way.
- g. Parking facilities shall be designed to provide one space per staff member. A secured area for bicycle parking shall be provided for use by staff and client, commensurate with demonstrated need, but no less than a minimum of four (4) bicycle spaces.

- h. A client waiting and intake area shall be provided as interior space and contain a minimum of ten (10) square feet per bed provided at the facility, and a minimum size of 100 square feet of floor area.
 - i. Outdoor charitable food distribution shall be conducted entirely on private property in a covered area, during times that are approved by the City, and shall not block accessible pathways.
 - j. No signs are present on the property relating to its use as a shelter for the homeless.
 - k. Donation/collection bins and areas shall be screened from public view and shall be open to the public between the hours of 9:00 a.m. to 6:00 p.m. A sign stating hours of operation shall be placed in a clear, visible location and shall be no larger than 15 square feet.
 - l. Adequate storage for personal belongings shall be provided.
 - m. The city may inspect the facilities during business hours for compliance with the management plan and any other applicable regulations and standards.
 - n. A minimum of one-staff person or agent shall be on-duty and awake when the facility is in operation.
 - o. Management Plan: The applicant or operator shall submit a management and operation plan for the Emergency Shelter review and approval by the Planning Manager prior to approval of a business license. The Plan shall include, but not be limited to, the following:
 - 1. Security
 - 2. Staff training
 - 3. Neighborhood relations
 - 4. Pet Policy
 - 5. Client intake process
 - 6. List of services provided
 - 7. Facility maintenance
 - 8. Refuse control
 - 9. Amenities, such as hours of operation, cooking/dining facilities, laundry facilities and activity policies.
 - 10. Anti-discrimination policies
- The plan may be reviewed as needed by the City with revisions made by the operator.

F. Findings required for approval. Use Permit approval for a Category 1 and Category 2 shall require that the Commission first make the following findings, in addition to those required for Use Permits by Section 17.62.070:

- 1. Adequate parking is available for the type of shelter proposed;
- 2. The project will have no adverse impact on the surrounding neighborhood;
- 3. There is not an overconcentration of shelters for the homeless in the surrounding areas in that neighborhood and in the City; and
- 4. The proposed homeless shelter is consistent with the Housing Element of the General Plan.

G. Conditions of approval. The approval of a Use Permit for a Category 1 and Category 2 temporary emergency shelter for the homeless shall include the following conditions of approval, in addition to any other conditions deemed necessary by the Commission based on

the specific proposal.

1. All plans for modifications to existing structures or proposed additions shall be submitted to the Building Official, the Fire Marshal, and the Health Officer for review and approval.
2. The applicant shall meet with the Crime Prevention Officer for recommendations regarding the safety of the tenants.
3. The applicant shall comply with all applicable federal, state, and county regulations relating to the operation of the shelter.
4. The maximum number of persons allowed in the existing shelter, following any modifications or additions, shall be established by the Building Official and the Fire Marshal. The maximum occupancy of a single person or dormitory facility shall be based on a minimum 100 square feet of superficial floor area per person.
5. The applicant shall file with the Director, for review and approval, a list of house rules relating to the operation of the shelter.
6. The Use Permit is subject to continuing jurisdiction of the Commission and subject to review in six months and as determined thereafter.

H. Inspections and monitoring.

1. **Inspections.** Prior to opening, the facility shall be inspected by the following persons or their representatives:
 - a. Health Officer;
 - b. Building Official;
 - c. Fire Marshal; and
 - d. Crime Prevention Officer.
2. **Monitoring.** The Commission shall review the operation of the shelter and its compliance with the Use Permit at the end of the first six months of operation and as determined thereafter, and upon receipt of continuing complaints from the neighborhood where the facility is located.

- I. **Facility additions.** Except for shelters that do not require a discretionary permit, Board of Architectural Review approval is required for any proposed addition to a shelter, subject to Section 17.62.030 (Architectural Review).

SECTION 5. SB2 Overlay Zone. The City Council hereby amends its Zoning Code and Official Map to establish the SB2 Overlay Zone, as shown in Exhibit A.

SECTION 6. Severability.

A. If any provision of this Ordinance or the application thereof to any person or circumstance is held invalid, the remainder of the Ordinance, including the application of such part or provision to other persons or circumstances, shall not be affected thereby and shall continue in full force and effect. To this end, provisions of this Ordinance are severable.

B. The City Council hereby declares that it would have passed each section, subsection, subdivision, paragraph, sentences, clauses or phrases even if certain parts are held to be unconstitutional, invalid or unenforceable.

SECTION 7. Legal Construction. The provisions of this Ordinance shall be construed as necessary to effectively carry out its purposes, which are hereby found and declared to be in furtherance of public health, safety, and welfare.

SECTION 8. Effective Date. This Ordinance shall become effective thirty (30) days after its final passage and adoption at a duly noticed public hearing for the second reading of the proposed text amendments.

SECTION 9. Certification of Passage. The City Clerk shall certify to the adoption of this Ordinance and shall, within thirty (30) days after passage, publish a summary of this Ordinance in accordance with Section 36933 of the Government Code of State of California with the names of City Council members voting for and against it.

INTRODUCED at a regular meeting of the City Council of the City of Seaside on the 15th day of February, 2018, and

PASSED AND ADOPTED by the City Council of the City of Seaside on the 1st day of March, 2018, by the following roll call vote:

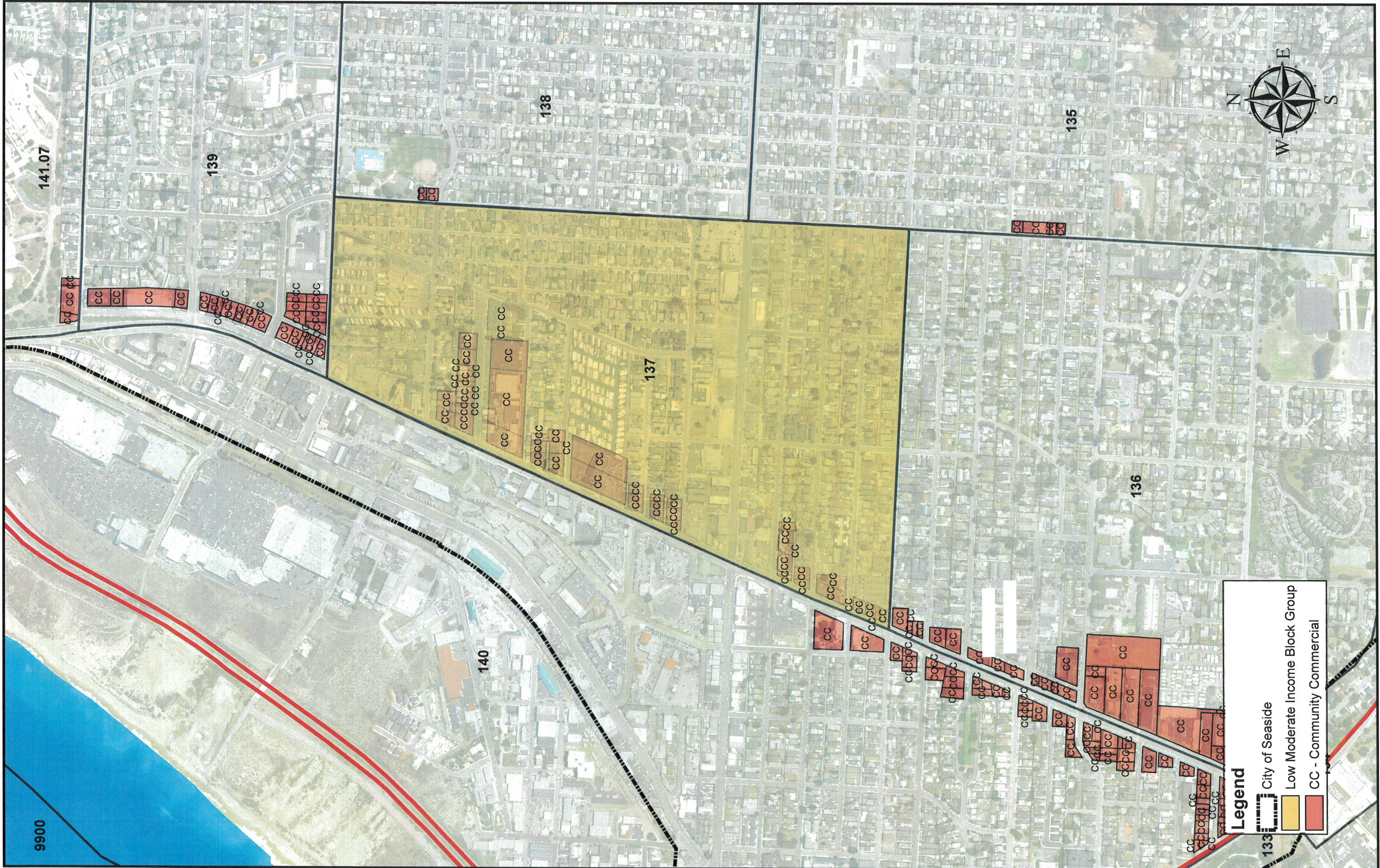
AYES: COUNCIL MEMBERS:
NOES: COUNCIL MEMBERS:
ABSENT: COUNCIL MEMBERS:
ABSTAIN: COUNCIL MEMBERS:

APPROVED:

Ralph Rubio, Mayor

ATTEST:

Lesley Milton-Rerig, City Clerk



Legend

-  City of Seaside
-  Low Moderate Income Block Group
-  CC - Community Commercial

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT
DIVISION OF HOUSING POLICY DEVELOPMENT**

2020 W. El Camino Avenue, Suite 500
Sacramento, CA 95833
(916) 263-2911 / FAX (916) 263-7453
www.hcd.ca.gov



November 9, 2017

Mr. Craig Malin, City Manager
City of Seaside
440 Harcourt Avenue
Seaside, CA 93955

Dear Mr. Malin:

RE: Review of the City of Seaside's 5th Cycle (2015-2023) Draft Housing Element

Thank you for submitting the City of Seaside's draft housing element update received for review on September 11, 2017, along with revisions to the draft received on November 2, 6, 7 and 8, 2017. Pursuant to Government Code (GC) Section 65585(b), the Department is reporting the results of its review. Our review was facilitated by a telephone conversation on October 12, 2017 with Ms. Gloria Stearns, Economic Development Program Manager, Mr. Rick Medina, Senior Planner, Ms. Sharon Mikesell, Administrative Analyst, and Ms. Veronica Tam, the City's consultant.

The draft element meets most of the statutory requirements of State housing element law (GC, Article 10.6). However, the Department cannot find the element in full compliance until the City amends zoning to permit year-round emergency shelters without discretionary action pursuant to GC Section 65583(a)(4)(A). Program 8, identified in the previous element, committed the City to amend the zoning ordinance to permit emergency shelters in the CC zone without discretionary action within one year from adoption of the 4th cycle housing element. As noted in the current element on page 106, Program 8 has not been implemented. The element will comply with housing element law once the City has completed the zoning amendment and submitted the adopted element to the Department pursuant to GC Section 65585(g).

Senate Bill 375 (Chapter 728, Statutes of 2008) amended GC Section 65588(e)(4) to require a jurisdiction that failed to adopt its housing element within 120 calendar days from the statutory due date to revise its element every four years until adopting at least two consecutive revisions by the applicable due dates. The City of Seaside did not meet the deadline; therefore, it is subject to the four-year revision requirement until the City has adopted at least two consecutive updated revisions by the applicable due dates.

Public participation in the development, adoption and implementation of the housing element is essential to effective housing planning. Throughout the housing element process, the City must continue to engage the community, including organizations that represent lower-income and special needs households, by making information regularly available and considering and incorporating comments where appropriate.

For your information, some other elements of the general plan must be updated on or before the next adoption of the housing element. The safety and conservation elements of the general plan must include analysis and policies regarding fire and flood hazard management (GC Section 65302(g)). Also, the land-use element must address disadvantaged communities (unincorporated island or fringe communities within spheres of influence areas or isolated long established legacy communities). Additional information can be obtained from these two Technical Advisories issued by the Governor's Office of Planning and Research at:

http://opr.ca.gov/docs/SB244_Technical_Advisory.pdf

http://opr.ca.gov/docs/Final_6.26.15.pdf.

Also, on January 6, 2016, HCD released a Notice of Funding Availability (NOFA) for the Mobilehome Park Rehabilitation and Resident Ownership Program (MPRROP). This program replaces the former Mobilehome Park Resident Ownership Program (MPROP) and allows expanded uses of funds. The purposes of this new program are to loan funds to facilitate converting mobilehome park ownership to park residents or a qualified nonprofit corporation, and assist with repairs or accessibility upgrades meeting specified criteria. This program supports housing element goals such as encouraging a variety of housing types, preserving affordable housing, and assisting mobilehome owners, particularly those with lower-incomes. Applications are accepted over the counter beginning March 2, 2016 through June 30, 2018. Further information is available on the Department's website at:

<http://www.hcd.ca.gov/grants-funding/active-funding/mprrp.shtml#application>.

The Department appreciates the hard work and dedication of Gloria Sterns, Rick Medina, Sharon Mikesell, and Veronica Tam, the City's consultant, in preparation of the housing element and looks forward to receiving Seaside's adopted housing element. If you have any questions or need additional technical assistance, please contact Tom Brinkhuis, of our staff, at (916) 263-6651.

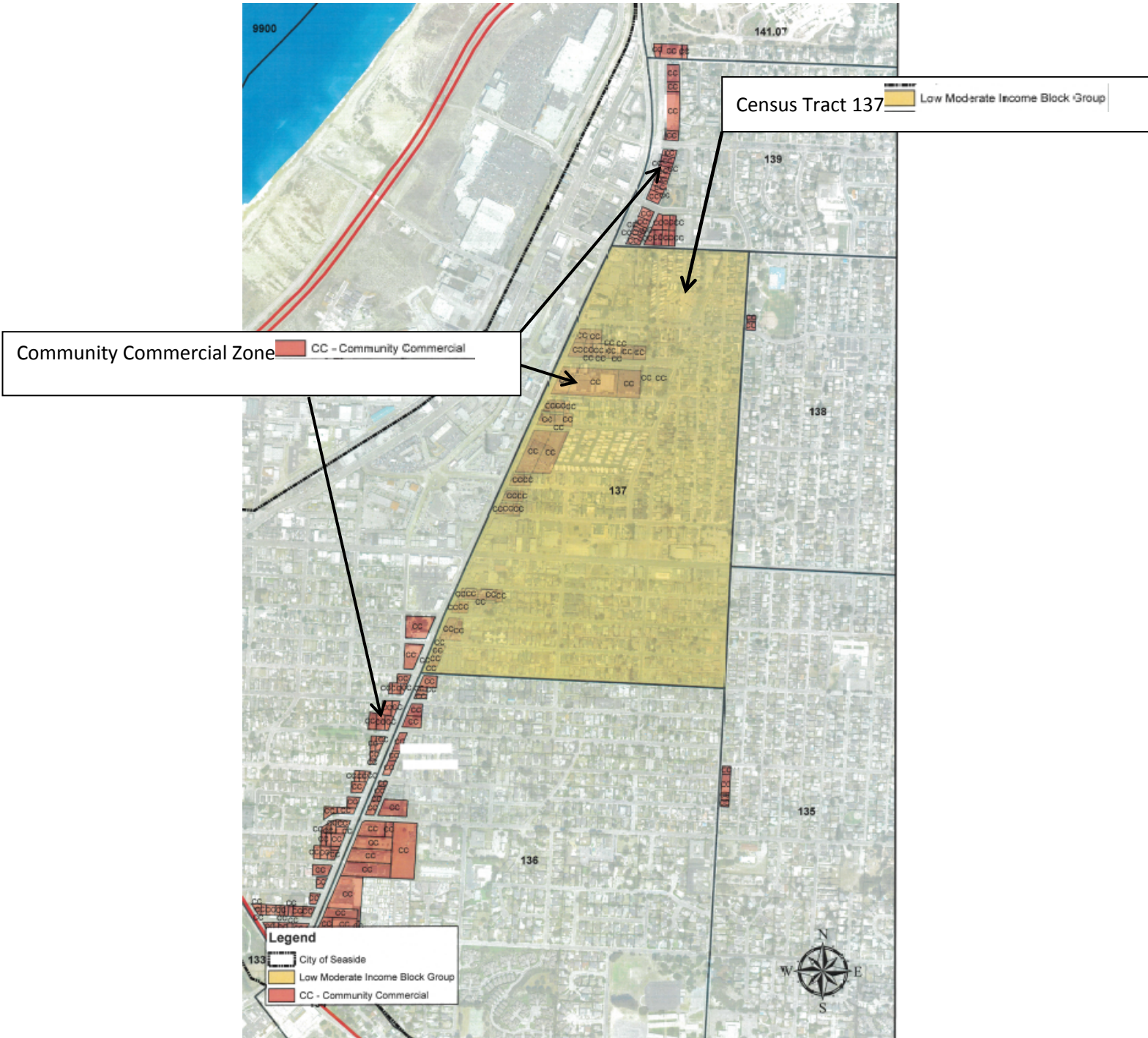
Sincerely,



Jennifer Seeger
Assistant Deputy Director

Attachment 3

Community Commercial and Census Tract 137 Overlay Map





**CITY OF SEASIDE
STAFF REPORT**

Item No.: 10.A.

TO: City Council

FROM: Craig Malin, City Manager

BY: Kurt Overmeyer, Economic Development Manager

DATE: March 1, 2018

**SUBJECT: APPROVE A CONTRACT WITH RINCON CONSULTANTS TO
PERFORM A SPECIFIC PLAN AMENDMENT AND CEQA
ADDENDUMS ASSOCIATED WITH THE MAIN GATE PROJECT**

PURPOSE

To approve a contract for an amount not to exceed \$137,800 to create an Amended Specific Plan and CEQA Addendums associated with the Main Gate development project.

RECOMMENDATION

It is recommended that City Council approve the attached contract with Rincon Consultants.

BACKGROUND

In 2017, the City requested proposals from developers to create a mixed-use commercial and residential development on the "Main Gate" parcels located at the intersection of Lightfighter Road and 2nd Avenue. A developer, Petrovich Development, was chosen to design and construct the project.

The site is currently entitled with a 659,000 square foot "Lifestyle Center" including a 250 room hotel. A Specific Plan was also created for the site. Due to changes in the retail landscape, as well as a limited trade area, the entitled project is not viable. Instead, the proposed project will significantly reduce the retail footprint of the project and add some student housing, restaurant incubator space, beer/wine incubator space and some flexible space. The overall development impact will be significantly reduced in comparison to the previously proposed project.

In order to move the project forward, the current specific plan must be modified. In addition, several technical studies addressing the downsizing of the project must be completed. Finally, addendums to the California Environmental Quality Act (CEQA) documents must be completed.

Staff solicited proposals to complete the required work and received one proposal from a team lead by Rincon Consultants. After working with the developer and staff, the proposal was modified to more accurately reflect the required work. The proposed "Not-to-Exceed" amount is \$137,800 which includes the modifications to both the Specific Plan and to the CEQA documents. The cost of this work is passed-through to the developer via the existing reimbursement agreement contained within the Exclusive Negotiating Agreement with the developer.

FISCAL IMPACT

The proposed work will cost \$137,800 and will be paid via the reimbursement agreement by the Developer.

ATTACHMENTS

1. Seaside Proposal_MainGate.v2Feb82018
-

Reviewed for Submission to the
City Council by:



Craig Malin, City Manager



Rincon Consultants, Inc.

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February 8, 2018
Project No: 18-05431

Kurt Overmeyer
Economic Development Program Manager
City of Seaside
440 Harcourt Avenue
Seaside, California 93955

Subject: Revised Proposal to Prepare Specific Plan Amendments and CEQA Compliance for the Seaside Main Gate Specific Plan Project

Dear Mr. Overmeyer:

On behalf of Rincon Consultants, we are very pleased to submit this revision to our proposal to assist the City of Seaside in preparing and processing the Main Gate Specific Plan Amendment and CEQA documentation.

We have assembled an expert team of architects, planners, engineers, and environmental science professionals who bring extensive technical qualifications as well as in-depth knowledge of Seaside's geographic, economic, and policy setting. The project team led by Rincon will include Torti Gallas + Partners (urban design, community engagement, and coding), and Fehr and Peers (mobility), all working interactively to provide a comprehensive and coordinated team approach.

This carefully selected team has direct experience developing and providing technical support of long-range planning documents, including Specific Plans. Currently, members of this team are developing the City's 2040 General Plan Update and the Campus Town Specific Plan, as well as the comprehensive environmental compliance documents for these plans.

The development of form-based zoning standards is a key component to the successful implementation of the Specific Plan Amendments. While Rincon will be responsible for the overall preparation of the Specific Plan Amendments, TG+P will be responsible for the preparation of the Main Gate Form-Based Code, drawing on their extensive experience developing form based codes. TG+P is currently in the process of crafting a similar code for the Campus Town planning area. Similar to the approach for the Campus Town Specific Plan, TG+P will use the FORA Urban Design Guidelines document when drafting the form-based code. TG+P will also conduct the formal community outreach efforts for the project, with local support from Rincon Consultants.



We are confident that you will find our team exceptionally qualified in all technical and management areas that are required for successful implementation of this project. We would welcome the opportunity to meet with you to further discuss your needs and how our qualifications are well-suited to this project.

Sincerely,

Rincon Consultants, Inc.

Christy Sabdo, MS, AICP
Senior Environmental Project Manager
831-333-0310 x351
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Contact for Clarification

Stephen Svete, AICP, LEED AP ND
Principal
831-333-0310 x254
svete@rinconconsultants.com

Authorized to contractually obligate and negotiate
on behalf of Rincon Consultants, Inc.

Proposal

City of Seaside
Main Gate Specific Plan Amendments and
CEQA Compliance

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Understanding of the Project



The **City of Seaside** has issued a Request for Proposals to amend the existing Main Gate Specific Plan and to prepare an addendum to the associated Final Environmental Impact Report (EIR). The amended Specific Plan is intended to a) better address current land use economic conditions, b) support a recently proposed mixed-use development that has been designed to support the adjacent California State University Monterey Bay (CSUMB) campus, and c) increase the overall economic opportunities available in the region.

The Main Gate Specific Plan encompasses approximately 60 acres of contiguous land at the northeast corner of the intersection of State Route (Highway 1) and Lightfighter Drive, south of Divarty Street, and west of 2nd Avenue. Other proximate redevelopment projects in the development or planning stages include Seaside's Campus Town, CSUMB housing, and Marina University Villages. The project will be adjacent to proposed major transit routes, a newly developing state park at the Seaside Dunes, and will serve as a key entry point for the Fort Ord National Monument recreational area.

Since the Main Gate Specific Plan was approved in 2010, market conditions in the area have evolved. The City now hopes to facilitate a development that provides housing, retail, visitor lodging, arts and entertainment, and employment space for the university's student population. Last year, the City of Seaside solicited development proposals for the area, and an Exclusive Negotiating agreement was executed with the project developer. The development proposal that was submitted includes a mix of residential, retail, and hotel land uses desired by the city, including 288 multi-family residential units, 507 student housing units, 203 room hotel rooms, and 197,500 gross square feet of retail shopping space.

Specific Plan Amendment

The amended Specific Plan would allow the project developer to develop the site with a layout and mix of uses more compatible with nearby development that has taken place over the past eight years. It will also meet the City's desire to:

- 1) Create a strong "sense of place" and community identity that integrates well with the adjacent university
- 2) Increase the availability of arts and entertainment destinations, work opportunities, entrepreneurial opportunities, housing opportunities, and visitor opportunities available to students and faculty at the university and to the region as a whole
- 3) Provide quality housing for those working at the university and those working throughout the region in such a way that transit, bicycling, ride sharing, and other transportation options are available for the residents of this development
- 4) Provide new employment and mixed-use opportunities for the region
- 5) Attract visitors, regional shoppers, and high-quality employment opportunities to strengthen the City's tax base

Importantly, however, the project developer's proposal does not conform to the Land Use Plan established in the approved Main Gate Specific Plan. Although the proposal includes many of the same land uses, there are three key differences:

- A 362,550-square-foot reduction in the amount of proposed retail space
- The inclusion of 288 multi-family housing units and 507 student housing units
- A smaller hotel, in terms of guestroom count, height, and amenities

The above differences result in a site layout, circulation pattern, traffic, and parking demands that differ from the land use and development standards established in the Main Gate Specific Plan. In order to implement the new development proposal, an amendment to the Specific Plan is required to create new development standards that allow for the development as proposed.

CEQA Documentation

The Projects at Main Gate Specific Plan EIR was certified by the City in 2010. To determine the appropriate level of California Environmental Quality Act (CEQA) compliance, the certified EIR will need to be reviewed to determine if the proposed Specific Plan Amendments will result in any new or substantially increased significant impacts. The City is requesting the preparation of an EIR Addendum for the Specific Plan Amendments. Based on our preliminary understanding of the proposed amendments to the adopted Specific Plan and discussions with City staff, this scope of work assumes that the proposed project would not result in any new significant environmental effects or a substantial increase in the severity of previously identified significant effects. As such, pursuant to *CEQA Guidelines* Section 15162 and 15164, an EIR Addendum is presumed to be the appropriate level of supplemental CEQA review for the project.

Scope of Services



Approach

Rincon proposes a comprehensive and coordinated team approach to the project. We have partnered with Torti Gallas + Partners (TG+P), and Fehr & Peers on this work effort. All firms are familiar to the City of Seaside as they are currently working together on the Campus Town Specific Plan. The partnership proposed herein will ensure a consistent city-wide document format across multiple planning areas.

The scope of work will involve a required update of existing land use and development entitlements for the site in response to a development proposal recently submitted by the project developer. The existing Main Gate Specific Plan will be amended to conform with and accommodate the development proposal. The Specific Plan amendments will be based upon a “new urbanist” paradigm, characterized by pedestrian accommodation, a flexible mix of uses, networked thoroughfares, and well-defined public spaces—in short, a recipe for a sustainable and human-scaled space that is well-integrated with neighboring CSUMB.

It is our understanding that the City desires the creation of a form-based code to be used as the implementing tool for the Specific Plan Amendment. While Rincon will be responsible for the overall preparation of the amended Specific Plan, TG+P will be responsible for preparation of the form-based code. TG+P has successfully prepared form-based codes and comprehensive design standards for public and private sector clients, including the cities of Seaside, Redlands, and Santa Monica, as well as the Boyle Heights area of Los Angeles. Their approach is conducive to rapidly changing sociological and economic contexts.

Rincon Consultants will be responsible for preparation of the EIR Addendum associated with the Main Specific Plan Amendment. Technical analysis and studies prepared by Rincon, and Fehr & Peers will support the amended Specific Plan, and will form the basis of the EIR Addendum. At present, the certified EIR is eight years old, the environmental setting and project description details have changed, and new regulations have been adopted since 2010. Based on our preliminary understanding of the proposed amendments to the adopted plans, this scope of work assumes that the Specific Plan Amendments would not result in any new significant environmental effects or a substantial increase in the severity of previously identified significant effects. As such, pursuant to *CEQA Guidelines* Section 15162 and 15164, an EIR Addendum is presumed to be the appropriate level of supplemental CEQA review for the project.

Rincon employs a team approach to all projects. The Specific Plan and EIR Leads will coordinate with City staff at designated intervals throughout the work program, and will provide regular updates regarding progress of the Project. Our team is working efficiently and effectively with City of Seaside staff on current projects, and we are confident that these relationships will assist us in creating a superior work product.

Task 1 – Project Kickoff

Task 1.1 – Kickoff Meeting

Within one week of authorization to proceed, Rincon staff will organize a kickoff meeting with City staff, TG+P (teleconference), Fort Ord Reuse Authority (FORA), CSUMB, and the project developer to review and finalize study objectives, confirm assumptions, clarify any outstanding scope issues, determine the availability of data and collect data and electronic resources, determine the format and structure of the Specific Plan Amendment, confirm our approach to the environmental evaluation, fine-tune the overall project schedule, and establish an operational protocol. This step will enable Rincon to better focus the scope of the study.

Deliverables: Kickoff meeting agenda, meeting notes, and revised project schedule

Task 1.2 – Review Existing Studies

Rincon and TG+P will complete a comprehensive review of the following documents:

- Main Gate Specific Plan
- City of Seaside General Plan
- FORA Base Reuse Plan
- FORA Reassessment Report
- FORA Urban Design Guidelines
- CSUMB Comprehensive Master Plan
- Project plans for the Marina University Villages, Cypress Knolls Senior Housing, and Marina Heights Senior Housing projects
- Any other applicable City documents
- All applications, plan sets and documents previously submitted by the project developer

Following our review of these materials, Rincon will develop a list of required amendments to entitle the most current development plan being considered. This list will meaningfully guide the creation of the amended Specific Plan by identifying necessary infrastructure enhancements, distinguishing actionable decision-making and program improvements, and establishing a list of project stakeholders.

Deliverable: List of required amendments for entitlement in electronic format (Word and PDF)

Task 2 – Technical Studies

Task 2.1 – Circulation and Traffic Study

A circulation and traffic study will be prepared for the revised project proposal by Fehr & Peers. Their scope of work will include the following tasks.

Task 2.1.1 – Trip Generation Evaluation

Refine Work Plan

Fehr & Peers will compile and review the available background documents relevant to the study area, and will attend a conference call with the project team to finalize the project work plan. If new data collection is determined to be needed, such data collection can be added to the scope of work upon approval of a scope amendment.

Trip Generation Comparison

Fehr & Peers will prepare trip-generation estimates for the proposed project and compare them to the estimates in *the Final Environmental Impact Report for The Projects at Main Gate Specific Plan* (June 2010). This comparison will be done to determine if the project would generate more traffic and



therefore necessitate additional transportation impact analyses in order to comply with CEQA. Given the decrease in commercial uses, which generate more trips than residential uses, it is expected that the project traffic generation estimates will be within levels projected and analyzed in the previous environmental analysis.

For this task, Fehr & Peers will use their “MainStreet” trip-generation tool to determine the effects of the proposed mix of land uses on traffic and person trip making. The MainStreet tool will be used to estimate vehicle and person trip generation in the context of the land uses and travel patterns in the study area. MainStreet is Fehr & Peers’ new software platform for calculating trip generation for mixed-use sites. The methods most commonly used by traffic engineers to estimate the trip generation of proposed developments exaggerate the impacts of projects that have a balanced mix of land uses, compact design, good neighborhood connectivity and walkability, location efficiency, and the variety of transportation choices offered. MainStreet reduces this bias and more accurately portrays the traffic impacts of mixed-use, compact, infill, and transit oriented development proposals. MainStreet is tailored to mixed-use projects and incorporates ITE methods (*ITE Trip Generation Manual*, 9th Edition), NCHRP 684, and the Environmental Protection Agency’s (EPA) mixed-use trip generation methods.

Trip generation estimates will be prepared for Existing with Project Conditions and summarized in a draft technical memorandum with supporting maps and graphics. Fehr & Peers will respond to one round of comments on the draft report and submit a final memorandum.

Deliverable: Draft and final trip generation technical memorandum

Task 2.2 – Air Quality and Greenhouse Gas Analysis

Rincon will prepare an Air Quality and Greenhouse Gas Emissions Study (AQ/GHG Study). We propose to prepare a combined AQ/GHG Study since the background information and underlying calculations are closely related. This will be a new study, although some assumptions from the previously submitted study may be utilized. The air quality analysis will be prepared in accordance with the methodologies outlined in the Monterey Bay Air Resources District (MBARD) *CEQA Air Quality Guidelines*. Analysis will include discussions of temporary construction impacts and long-term operational impacts.

Criteria pollutant emissions associated with construction of the project will be estimated using the California Emissions Estimator model (CalEEMod) and compared to MBARD significance thresholds. This evaluation will include an assessment of dust generation associated with earthwork activities, as well as emissions associated with heavy construction equipment and vehicle trips (workers and truck trips associated with soil hauling and material delivery). The analysis will also consider MBARD’s localized significance thresholds (LSTs). Particular emphasis will be given to the potential for significant impacts to nearby sensitive receptors. We assume that a construction schedule, haul truck size, worker and delivery trip estimates, and a list of anticipated construction equipment will be provided to us (we can make conservative assumptions about these items if such information is not available). Overall emissions will be compared to MBARD thresholds to determine their significance. If projected construction emissions would exceed MBARD significance thresholds, measures to mitigate air quality impacts will be identified. The construction air quality analysis will also qualitatively assess temporary odor impacts. The odor analysis will discuss the fact that restoration activities are not generators of substantial odors, and compliance with existing regulations would limit odors generated by construction.

The GHG analysis will evaluate the proposed project’s potential contribution to cumulative impacts related to GHG emissions and climate change and will include the quantification of carbon dioxide equivalent (CO₂e) emissions associated with construction using CalEEMod. Overall emissions would be



compared to local agency approved GHG thresholds, such as the MBARD recommended thresholds to determine their significance, taking into account the Final 2017 Climate Change Scoping Plan Update and Senate Bill 32's GHG reduction target of 40 percent below 1990 levels by 2030. If projected emissions would exceed applicable significance thresholds, measures to mitigate GHG impacts, such as applicable carbon credits, will be identified.

Task 3 – Prepare and Adopt Specific Plan Amendments

Task 3.1 – Administrative Draft Specific Plan Amendments

After all data has been gathered and analyzed (under Task 1.2), Rincon will prepare the Administrative Draft of the Amended Main Gate Specific Plan. The Specific Plan will include a discussion and supporting exhibits that detail development plans, land use regulations, urban design, infrastructure and services, and implementation.

We propose the following structure to the Specific Plan Amendments, which correspond to the sections of the approved Projects at Main Gate Specific Plan:

1) Introduction

Rincon will propose edits as necessary to the Introduction Section of the Main Gate Specific Plan. We envision that much of this section will not be changed. There are some references and exhibits which will need to be edited.

2) Land Use Plan

The intention of the Land Use Plan section is to advance concepts and ideas provided by the project developer to create a vibrant addition that enhances both the City of Seaside and CSUMB campus. This portion of the Specific Plan provides a detailed vision of development possibilities, describes the project and design objectives, and provides a comprehensive overview of the desired development. It is often the backbone of the Specific Plan. The Land Use Plan also provides an introduction to topics that will be discussed in more detail throughout the document, including Circulation and Public Infrastructure. The Land Use Plan will rely heavily on the findings discovered during the evaluation of the Main Gate Specific Plan and other documents under Task 1.2.

3) Circulation

Transportation is a key issue in and around Seaside, and the amended Main Gate Specific Plan will need to properly address traffic congestion, parking, and transit concerns associated with the proposed land use plan. In addition, the Specific Plan Area's location adjacent to the CSUMB campus poses additional transportation challenges as it is envisioned that the addition of multi-family and student housing units within the Specific Plan Area will increase the level of pedestrian and bicycle activity in the vicinity. These modes of transportation must be safely incorporated into the transportation network. For these reasons, Rincon will be working closely with TG+P and Fehr & Peers while amending the Circulation Plan.

The amended Circulation Plan will include an analysis of the existing transportation network and trip generation rates anticipated as part of the proposed development, to be performed by Fehr & Peers. We will make certain that the Circulation Plan focuses on detailed plans for pedestrians, bicycles, transit, and other vehicles in a way that balances the optimal requirements for each mode against an overall ideal of creating the most robust, efficient, healthy, and safe plan for all.



4) Development Standards and Design Guidelines

To easily facilitate future development, the Main Gate Specific Plan will provide Development Standards and Design Guidelines. The adopted Specific Plan provides this information in two sections. However, we propose to combine these sections into a single section that will take the form of a Form-Based Code. TG+P will be responsible for the preparation of this section.

Form-based zoning standards are customized development standards designed to deliver consistency with land use goals and policies, and any existing design guidelines. TG+P is experienced in crafting these form-based codes and design guidelines, and are currently in the process of crafting the Form-Based Code for the site immediately next to Main Gate, known as the Campus Town planning area. Similar to the approach for the Campus Town Specific Plan, TG+P will use the FORA Urban Design Guidelines document when drafting the Form-Based Code. As a result of our meetings with FORA officials to date, we understand the importance FORA staff places on this document.

The Form-Based Code developed for the Main Gate Specific Plan Amendment will establish thoroughfare (street) types, frontage types, building types, and open space types. In addition to these elements, general building design and façade standards, lighting, signage, service, and landscape standards will also be set forth. Specifically, an outline of the Form-Based Code may read as follows:

Public Development Standards

- Thoroughfare Network and Thoroughfare Type Standards
- Open Space Plan and Open Space Types Standards
- Street Tree Standards
- Planting Standards and Guidelines
- Street Furnishings Standards and Guidelines

Private Development Standards

- Purpose and Applicability
- Regulating Plan (*what zone are you in?*)
- Land Use Standards (*what can you build in that zone?*)
- Urban (Lot) Standards
- Building Type Standards
- Frontage Type Standards
- Additional Architectural Standards
- Signage Standards
- Sustainability and Utility Standards

As we go about drafting the Form-Based Code, TG+P will have regular check-ins with Rincon staff as well as the City, and will send draft sections for review. This will ensure that when the Administrative Draft plan is submitted, each of the sections has been reviewed at least once, and in some cases, several times.

5) Infrastructure and Public Services

Rincon will prepare the Infrastructure and Public Services section of the amended Main Gate Specific Plan. The key focus of this task is to identify whether any existing conditions would impede implementation of the Land Use Plan. Details on the location and capacity of major public and private infrastructure, including sewage, water, drainage, and energy, will be included in this section. Rincon assumes that the project developer's engineer will provide a



preliminary drainage report and wastewater report. In addition, this section will provide details on vital public services in the area, including but not limited to, police, fire protection, schools, parks and recreation, and solid waste disposal. This information will remove uncertainties from future development and will ensure that implementation of the Land Use Plan enhances the City's vision for the property.

6) Resource Management

The Resource Management portion of the Specific Plan discusses sensitive environmental issues associated with the Land Use Plan. Rincon will draw on information set forth in the existing Project at Main Gate Specific Plan technical appendices, peer review of these existing technical studies or new technical studies as summarized under Tasks 2.1 and 2.2 to provide details on environmental resources, and identify options for preservation.

7) Implementation, Administration, and Financing

Rincon will develop an Implementation Framework that supports the development of the Specific Plan. This framework will provide a roadmap for future development through an outline of the entitlement process, phasing details to be provided by the project developer, and recommendations on financing strategies. It is imperative that the Implementation Framework provides a set of actions that align with the land use vision and are financially viable.

Deliverables: Administrative Draft of the amended Main Gate Specific Plan in electronic form (Word and PDF).

Task 3.2 – Prepare Screencheck Draft Specific Plan/Hearing Draft Specific Plan Amendments

This task includes two rounds of revisions to the Administrative Draft Specific Plan prepared as part of Task 3.1. Following City and key stakeholder review of the Administrative Draft, Rincon will revise the Specific Plan Amendment to create a "Screencheck" Draft. TG+P will be responsible for revising the Form-Based Code portion of the document. We assume that all comments will be compiled by City staff into one set of consolidated comments. The Screencheck Draft Specific Plan will be provided in Microsoft Word format, showing edits as tracked changes.

Upon City and stakeholder review of the Screencheck Draft, Rincon will prepare the Public Hearing Draft Specific Plan Amendments. At this point in the process it is anticipated that revisions will be limited to minor editorial or formatting changes, if any.

We anticipate that minor changes may be requested by the Planning Commission. Therefore, we have assumed one additional round of minor edits to the Hearing Draft Specific Plan following the Planning Commission hearing, requiring no more than eight (8) staff hours to address.

Deliverables: Screencheck Draft Specific Plan Amendment in Microsoft Word. Hearing Draft Specific Plan in PDF and up to a total of twenty (20) hardcopies.

Task 3.3 – Planning Commission Hearing

Rincon will collaborate with key members of the project team and City staff to prepare a presentation to the Planning Commission, and will attend the Planning Commission hearing. We will also review the Project staff report, provide input on and solutions to any potential items of concern, and will assist in creating talking points that can be used during the public hearing.



At the Planning Commission hearing, Rincon's Specific Plan Lead will be available to participate in portions of the presentation and/or to answer questions as necessary. For budgeting purposes, we have assumed one Planning Commission hearing associated with this project.

Deliverables: PowerPoint presentation

Task 3.4 – City Council Hearing

Rincon will revise the PowerPoint presentation prepared for the Planning Commission hearing, as determined appropriate in consultation with City staff. Rincon will also review the City Council staff report, provide input on and solutions to any potential items of concern, and will assist in creating talking points that can be used during the public hearing.

At the City Council hearing, Rincon's Specific Plan Lead will be available to participate in portions of the presentation and/or to answer questions as necessary. For budgeting purposes, we have assumed one Planning Commission hearing associated with this project.

Deliverables: Revised PowerPoint presentation

Task 3.5 – Prepare Specific Plan Amendments and Adoption

Following approval of the amended Main Gate Specific Plan at the City Council hearing, Rincon will incorporate any additional amendments and finalize the Specific Plan. TG+P will be responsible for revising the Form-Based Code portion of the Final Specific Plan, which will be incorporated into the document prior to delivery to the City.

Deliverables: Up to five (5) hardcopies and one digital copy (PDF) of the Adopted Final Specific Plan

Task 4 – Environmental Compliance

As discussed above, at the City's request, Rincon will prepare an EIR Addendum. It should be noted that the certified EIR is eight years old, the environmental setting and project buildout have changed, and new regulations have been adopted since 2010. Based on our preliminary understanding of the proposed amendments to the adopted plans, this scope of work assumes that the Specific Plan Amendments would not result in any new significant environmental effects or a substantial increase in the severity of previously identified significant effects. As such, pursuant to *CEQA Guidelines* Section 15162 and 15164, an EIR Addendum is presumed to be the appropriate level of supplemental CEQA review for the project. The following technical documents will be used to support the analysis prepared for the EIR Addendum: 1) existing technical appendices prepared for the Projects at Main Gate Specific Plan EIR, 2) peer review of existing studies within the Projects at Main Gate technical appendices, and/or 3) the preparation of new studies as described in Task 2.

In accordance with Section 15164 of the *CEQA Guidelines*, a lead agency may prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred. The conditions described in Section 15162 include one or more of the following:

1. Substantial changes are proposed in the project that will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects
2. Substantial changes occur with respect to the circumstances under which the project is undertaken that will require major revisions of the previous EIR or Negative Declaration due to



the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects

3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the Negative Declaration was adopted, and shows any of the following:
 - a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration
 - b. Significant effects previously examined will be substantially more severe than shown in the previous EIR
 - c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative
 - d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

If a new impact or increase in magnitude of a previous impact, or other significant new information is identified, such that a Supplemental EIR or Subsequent EIR is required, Rincon will notify City staff immediately to determine the appropriate course of action. This could include preparation of a new scope and cost estimate for the more involved process.

Task 4.1 – Peer Review, and Tribal Consultation

The CEQA environmental review of the amended Specific Plan will rely, in part, on the Circulation and Traffic Study prepared under Task 2.1, and the GHG Report prepared under Task 2.2. . The following additional peer reviews of existing information are proposed.

Task 4.1.1 – Biological Resources

Rincon will conduct a peer review of existing biological resources reports prepared for the Specific Plan area, including a Biological Assessment (Denise Duffy and Associates 2008) and Arborist Report (Ono 2008) and assess current on-site biological conditions to evaluate the potential for impacts to biological resources within the proposed Specific Plan Area. Rincon's analysis will include a reconnaissance field survey to determine if existing conditions at the site have substantially changed since the previous studies were prepared, and determine if the previous impacts assessment and proposed mitigation is currently adequate for the updated specific plan. It is unlikely that site conditions have changed in any substantial or significant extent during the past decade, and Rincon assumes that the previous studies are both technically sufficient and currently applicable to support the current environmental review. However, Rincon will conduct a sufficiently detailed field survey to confirm the status of Monterey spineflower and dune buckwheat in the specific plan area, and determine if the existing conditions have changes substantially from a decade ago. It is possible that the extent of Monterey spineflower and dune buckwheat is different from that mapped in 2008, given the extent of drought conditions over the much of the past decade, However, altered distribution of these species on the site would not constitute a substantial change to existing conditions, and only needs to be documented. Rincon will also provide vegetation community mapping not completed in previous studies. Rincon will ensure the proposed mitigation is consistent with the requirements of the Fort Ord Base Reuse Plan. However, change in the extent of rare and listed plant species would not substantively alter the impact analysis or proposed mitigation. Under the assumption that site conditions remain generally unchanged, and that the previous studies sufficiently evaluated potential impacts to biological resources, Rincon will prepare a



biological memorandum summarizing the results of our analysis, documenting the conclusions of the FORA consistency analysis, and, as applicable, stating that the previous analyses remain sufficient for environmental review. The memorandum, updated mapping, and previous studies should be sufficient to support the EIR Addendum. If substantial changes to the site have occurred or if the previously prepared documents are technically insufficient, additional work may be required to conduct additional surveys or additional reporting in order to complete the analysis for biological resources.

Task 4.1.2 – Cultural Resources Assessment

SB 18 and AB 52 Consultations. Rincon will assist the City with government-to-government tribal consultations in conformance with AB 52 and SB 18. Consultation will include an SB 18-specific NAHC request, the preparation of a consultation assistance package for each regulation, including instructions, draft letters, and a consultation tracking sheet, and time for questions and assistance with the consultation process.

Task 4.2 – Project Description for EIR Addendum

Rincon will prepare a Project Description for review by City staff. This review is critical, since the Project Description forms the basis of environmental evaluation under CEQA. The Project Description will include descriptions required discretionary approvals. The project description will include textual, tabular, and graphic presentation of the proposed project.

Task 4.3 – Administrative Draft EIR Addendum

Rincon Consultants will prepare a Draft EIR Addendum pursuant to the requirements set forth in the State *CEQA Guidelines* Section 15164. Rincon will review the project in comparison to the Projects at Main Gate Specific Plan EIR to determine whether additional CEQA documentation would be necessary. The Draft EIR Addendum will include the following content:

- Introduction, including a brief description of the project history, and explaining the relationship of the document to previous analysis, as well as a description of the required contents and applicability of preparing an Addendum. This section will rely on language already prepared under previous tasks.
- Environmental impact evaluation of the proposed project. This will consist of reference to the Projects at Main Gate Specific Plan EIR, which will be attached. Although the discussion will address all issue areas discussed in the previously prepared EIR, we anticipate most of the discussions to be relatively brief, as the focus will be on impact areas where the proposed changes would be the most substantial. The anticipated key issue areas for analysis in the EIR Addendum include aesthetics, air quality, greenhouse gas emissions, noise, traffic, and utilities, which were the issue areas for which the prior EIR identified significant and unavoidable environmental effects.

Since the certification of the EIR in 2010, *State CEQA Guideline* Amendments and new state regulations have been adopted, requiring the assessment of energy impacts, tribal cultural resources, and consultation with Native American tribes under SB18 and AB52. Native American consultation will be completed under Task 4.1.2. Energy and tribal cultural resources will be addressed in the analysis summarized in the EIR Addendum under this task, as described below.

Energy Conservation. The EIR Addendum will assess the energy impacts per Appendix F of the CEQA Guidelines. The energy analysis will quantify energy demand associated with the project, compare this demand to available energy supplies, and discuss consistency of the project with applicable plans and policies related to energy conservation. The IS will include a more in depth



analysis of the potential energy impacts of the proposed Specific Plan Amendment in order to adequately address CEQA compliance of this topic.

Tribal Cultural Resources. Since the original EIR was prepared, Assembly Bill 52 of 2014 (AB 52, Gatto 2014) was passed, requiring the inclusion of tribal cultural resources in CEQA analyses and consultation with local Native Americans to identify potential tribal cultural resources. The tribal cultural resources section of the EIR Addendum will analyze the project's impact on potential tribal cultural resources based on the results of AB 52 consultation and on Senate Bill 18 of 2005 (SB 18, California Public Resources Code § 65351-65352) consultation, which is required for plan amendments and zoning changes. Rincon will provide assistance with consultation under both regulations, discussed in further detail below.

Task 4.4 – Final EIR Addendum

Rincon Consultants will address City comments on the Draft EIR Addendum and prepare the Final EIR Addendum for review by the City Council.

We assume the City will handle noticing of the document, and that consistent with the *CEQA Guidelines*, Section 15164(c), the document will not be circulated for public comment. Rincon will produce one original reproducible hard copy of the Final EIR Addendum. The EIR project manager will be in attendance at the City Council hearing to provide support to City staff.

Task 4.4.1 – Mitigation Monitoring and Reporting Program

Concurrent with the Final Program EIR Addendum, Rincon will prepare an amended Mitigation Monitoring and Reporting Program (MMRP) which will include any updated mitigation measures identified through the Initial Study checklist and EIR Addendum analyses. The MMRP will be designed for use by planners or code enforcement officers, and will incorporate both monitoring by the City and reporting by the project developer, with subsequent report verification by onsite inspection, if necessary.

Task 4.5 – City Council Hearing

Task 3.4 above includes the preparation of a PowerPoint presentation and attendance at a City Council hearing for the Specific Plan Amendment. If the EIR Addendum is scheduled for a separate City Council hearing than the Specific Plan Amendment, this task includes the preparation of a PowerPoint presentation to summarize the conclusions of the EIR Addendum. Rincon will assist in creating talking points that can be used during the public hearing.

At the City Council hearing, Rincon's EIR project manager will be available to participate in portions of the presentation and/or to answer questions, as necessary.

Deliverables: EIR Addendum PowerPoint presentation

Task 5 – Community Outreach Interviews

Rincon Consultants will be responsible implementing this task, in coordination with TG+P. The outreach will be limited to key-person interviews, and are anticipated to include Seaside staff, consultants staff, and possibly applicant representatives.

Task 5.1 – Interviews

Rincon will conduct up to four (4) closed-door meetings with the key stakeholders, including (but not limited to) CSUMB officials and staff, FORA, environmental and social justice organizations, outside



experts, and technical managers from relevant local and regional agencies. The results of these one-on-one interviews will be summarized in a memorandum.

Deliverables: Summary memorandum



Firm Qualifications

Project Team

Rincon Consultants



Rincon Consultants is a multi-disciplinary environmental science, planning, and engineering consulting firm that provides quality professional services to government and industry. Rincon prides itself on the considerable depth of its staff, which includes professional certified urban planners, LEED associated professionals, geologists, doctors of environmental engineering, biologists, certified wetland specialists and arborists, botanists, noise and air quality experts, and green-house gas verifiers.

One of our key strengths is our involvement in projects from “inception-to-implementation,” which spans from pre-planning activities (alternative analyses, environmental constraints analysis, and technical report preparation) to project analysis (CEQA/NEPA compliance, regulatory permitting), through project implementation (hazards remediation, construction monitoring, stormwater compliance services) to post-construction activities (habitat restoration, mitigation). As a result, we have a full understanding of the demands of large and small-scale projects, and the interaction between different environmental issues and the directives of the responsible regulatory agencies.

During Rincon’s 23-year history, we have received multiple awards for excellence from environmental planning industry organizations, including the American Planning Association and the Association of Environmental Professionals. The Rincon-authored City of Calabasas 2030 General Plan received the *Compass Blueprint Achievement for Visionary Planning for Sustainability* from the Southern California Association of Governments (SCAG). Rincon prepared the EIR for the Monterey Bay Sanctuary Scenic Trail Master Plan, which recently won the Transportation Award of Excellence from the APA Northern Section. Rincon’s work ethic was recognized when we achieved an A+ rating through Southern California Gas Company’s “report card” system.

We have organized our land use planning and environmental planning services into six core areas: Environmental & Land Use Planning, Biological Resources Assessment and Regulatory Compliance, Environmental Site Assessment and Remediation, Water Resources, Cultural Resources, and Sustainability Services. We also have a GIS and Graphics group to enhance our documents and support our data analyses for projects addressing issues in the six aforementioned areas. Specific areas of expertise include the following:

Legal Name: Rincon Consultants, Inc.

Founded: 1994

Legal Form: California “S” Corporation

Professional Staff: 235

California Offices: Ten (Monterey, San Luis Obispo, Oakland, Santa Barbara, Sacramento, Fresno, Ventura, Los Angeles, Redlands, and Carlsbad)

Primary Contact:

Christy Sabdo, MS, AICP
Senior Environmental Project Manager
437 Figueroa Street, Suite 203
Monterey, California 93940
831-333-0310 x351
csabdo@rinconconsultants.com

Website: www.rinconconsultants.com

Company Highlights:

- Received multiple awards from the American Planning Association and the Association of Environmental Professionals
- Named one of the “Best Places to Work” by Zweig-White (2009, 2015, and 2017)
- Named Hot 100 Firm list, recognizing revenue growth over time (2007, 2009, 2011, 2015, 2016 and 2017)
- Named to the Inc. 5000 list of the fastest-growing companies nationwide (2007, 2009, 2011, 2015, and 2016)
- Headquarters is LEED EBOM Certified



Environmental and Land Use Planning

- Planning Services: General Plans; Specific Plans; and Neighborhood, Community, and Area Plans
- CEQA Compliance: Environmental Impact Reports (EIR), Initial Studies (IS), Categorical Exemptions, EIR Addendums, Mitigation Monitoring and Reporting Programs (MMRP)
- NEPA Compliance: Environmental Impact Statements (EIS), Environmental Assessments (EA), Findings of No Significant Impact (FONSI)
- Agency Staffing and Contract Planning Services (entitlement reviews, counter assistance, staff reports)
- Community Involvement Programs
- Energy and Water Infrastructure: Corridor Studies, Utility Alignments, Constraints Analyses
- Noise Studies, including Bio-Acoustic Evaluation
- Air Quality Analysis
- Recreation and Open Space Planning
- Grant Application Assistance

Biological Resources Assessment and Regulatory Compliance

- Baseline Biological Resources Inventories and Vegetation Mapping
- Biological Resources Effects/Impacts Analyses: Biological Assessments (BA), Biological Evaluations, Natural Environment Studies (NES)
- Rare, Threatened, and Endangered Plant and Wildlife Species Surveys
- Nesting Bird Surveys
- Jurisdictional Delineations: U.S. Army Corp of Engineers (USACE), Regional Water Quality Control Board (RWQCB), California Department of Fish and Wildlife (CDFW), U.S. Fish and Wildlife Service (USFWS), and California Coastal Commission (CCC) Methodologies
- California Rapid Assessment Method for Wetlands
- Biological Construction and Mitigation Monitoring
- Tree Inventory, Health Assessment, Risk Assessment, and Tree Protection Plans
- Certified Arborist Tree Surveys and Impacts Assessments
- Regulatory Compliance, Mitigation, and Conservation Planning
- Regulatory Permitting: USACE Clean Water Act (CWA) Section 404, RWQCB CWA Section 401, CDFW Fish and Game Code Section 1602, CCC California Coastal Act Section 30233
- Federal Endangered Species Act (FESA) Section 7 Consultations and Section 10 Habitat Conservation Plans
- California Endangered Species Act (CESA) Section 2081 Permits/Memorandum of Understandings (MOU) and Natural Community Conservation Plans
- Wetland, Riparian, and Upland Habitat Revegetation and Restoration Planning
- Eelgrass and Caulerpa Surveys, Essential Fish and Habitat Analysis, Fisheries and Aquatic Ecology

Cultural Resources

- Literature Reviews/Records Searches/Archival Research
- Native American Consultation
- Cultural Resource Surveys
- California Register of Historical Resources (CRHR) and National Register of Historic Places (NRHP) Eligibility Evaluations: Archaeological Site Testing, Historic Built Environment Resource Evaluation, Traditional Cultural Property (TCP) Evaluation
- Archaeological Data Recovery Programs
- Native American Monitor Training Programs
- Section 106 Consultation
- Memoranda of Agreement (MOA)
- Findings of Effects
- State Historic Preservation Officer (SHPO) Consultation
- Historic Preservation Plans
- Cultural Resources Management Plans
- Third Party Peer Review
- Phase I, II, and III Paleontological Resources Analysis
- Archeological and Native American Monitoring

Environmental Site Assessment and Remediation

- Phase I and II Environmental Site Assessments (ESA)
- Hazardous Waste Characterization
- Site Remediation: Planning, Design, and Construction
- Site Monitoring: Groundwater, Air, and Soil Vapor Monitoring
- Underground Storage Tank Removal and Investigation
- Health Risk Assessments
- Environmental Construction/Grading Monitoring
- Methane Soil Gas Testing
- Spill Prevention Control and Countermeasure (SPCC) Plan
- Transaction Screens
- Asbestos/Lead-Based Paint Testing
- Geological and Seismic Studies

Water Resources

- Storm Water Pollution Prevention Plans (SWPPP)
- Storm Water Management and Compliance Monitoring
- Water Rights Permitting
- Watershed Management and Planning

Sustainability Services

- Climate Action Plans
- Greenhouse Gas Emissions (GHG) Inventories
- Assembly Bill (AB) 32 GHG/Gas Offset Verification
- Green Building Analysis - LEED® and Build It Green™
- Solar Energy Expertise and CEQA Compliance for Solar Facilities
- Energy Action Plans
- Grant Writing for Sustainability and Climate Action Planning
- Strategic Growth Council Prop 84 Sustainable Community Planning Grants Projects
- Comprehensive Public Engagement and Outreach Programs
- ASHRAE Level 1 and 2 Energy Audit

Subconsultants

Rincon has teamed with **Torti Gallas + Partners** to assist with the development of the Specific Plan Amendment, **Fehr & Peers** to assist with transportation, and **Whitson Engineers** to assist with stormwater and sewer studies. Brief qualifications for our subconsultants are provided below.



Established in 1953, Torti Gallas + Partners (TG+P) maintains a global practice of planning, architecture, and urban design. With a talented staff trained in multiple disciplines, TG+P has helped hundreds of clients create sustainable growth and development, understanding that smart design of the built environment directly influences economic strength, neighborhood health, and community livability. The firm's goal is to apply its strengths at all scales of human development, to bring high-value designs and implementation strategies that enhance the character of a community, provide a sustainable infrastructure for its future, and yield increased asset values for its clients.

TG+P architects and planners deliver practical, feasible, and transformative plans that get implemented. Since its founding, TG+P has designed over 400,000 residential units, millions of square feet of office space, and planned over 1,000 residential and mixed-use communities. As a result, the firm has been responsible for the planning and architectural design of more than \$25 billion of construction, and has advanced the success of its valued clients and their constituencies.

TG+P believes that 21st century challenges requiring it to provide basic needs for larger populations with access to fewer resources obliges a knowledge-based approach that integrates natural and human elements with sophisticated building technology. The method it has developed, the "Spectrum", defines the firm's "line of attack", providing an all-sided framework for envisioning sustainable communities immersed in innovative design solutions. It encompasses a universe of life factors— from climate to shelter to local traditions— and empowers design concepts tackling both current and emerging problems at the specific site and general location of a project. This interdisciplinary, principle-based process enables TG+P to:

- Provide alluring visions that incorporate community goals for the future
- Discover achievable, results-oriented solutions that go beyond a master plan
- Provide knowledge of a variety of implementation strategies
- Support dissemination and use of best practices
- Identify implementable strategies that promote community health and well-being
- Plan for long-term resilience
- Use cutting-edge technologies to record existing conditions, disseminate information for new designs, and manage implementation
- Implement a final design that addresses itself to the universe of natural and cultural elements present in your specific site
- Instill a collaborative spirit in the design and a commitment to sensitive implementation until it is built

Primary Contact: Neal Payton, FAIA, Principal
601 W. 5th Street, Suite 600
Los Angeles, California 90071
213-607-0070, npayton@tortigallas.com
www.tortigallas.com





Fehr & Peers has specialized in providing transportation planning and engineering services to public and private sector clients since 1985. The firm develops creative, cost-effective, and results-oriented solutions to planning and design problems associated with all modes of transportation.

Fehr & Peers offers clients the right combination of leading-edge technical skills and extensive knowledge of the communities in which it works to deliver comprehensive solutions and superior client service. The firm comprises nationally recognized experts who routinely publish original research, serve on national committees, and teach courses to others in the industry. They do this while maintaining a commitment to translating those techniques into practical solutions. At Fehr & Peers, the firm takes a creative, data-driven approach to each of its practice areas:

- Travel behavior & forecasting
- Multimodal operations & simulation
- Transit planning
- Bicycle & pedestrian planning
- Sustainable transportation
- Freight systems & airports
- Integrated land use & transportation plans
- Conceptual street & trail design
- Transportation engineering & ITS design

Clients hire Fehr & Peers because of its commitment to being the best at what it does. The firm lives out this commitment in three distinct ways. First, it invests heavily in its culture to ensure that the firm is attracting and retaining the best and brightest staff in the industry. Second, it has a robust, internally funded research and development program that enables it to develop new analytical methods and advance the state of the practice. And third, Fehr & Peers surveys every client at the completion of every project to assess their satisfaction and to identify areas for improvement. Fehr & Peers is very proud of the impact this commitment has had on the communities it has been fortunate to serve.

Primary Contact: Daniel Rubins, Associate
160 W. Santa Clara Street, Suite 675
San Jose, California 95113
408-550-7338, d.rubins@fehrandpeers.com
www.fehrandpeers.com



Project Team

Rincon has technical expertise in a range of technical issue areas, and so has the ability to cover most issues in-house. Moreover, for most issue areas, we have “redundant” expertise in-house, which means we generally are not reliant on a specific individual to address any specific issue of concern. In the event that Rincon lacks the staffing to address a specific technical issue, we have access to many technical experts in a range of fields that can augment Rincon’s team for individual assignments. Project team responsibilities for our proposed key personnel are provided below and brief resumes are included on the following pages.

Project Team		
Staff Member	Title	Role - Area of Specialty
Rincon		
Stephen Svete, AICP, LEED AP ND	Principal	Contract Administrator/ Principal-in-Charge
Megan Jones, MPP	Senior Program Manager	Quality Assurance and Quality Control
Christy Sabdo, MS, AICP	Senior Environmental Project Manager	EIR Lead
Brenna Weatherby, MCP	Planning and Entitlement Specialist	Specific Plan Lead
Jerry Hittleman, MA	Senior Planner	Specific Plan Support
Chris Bersbach, MESM	Technical Services Program Manager	QA/QC for Air Quality, GHG and Noise
Smadar Levy, MESM	Associate Environmental Planner	Environmental Analysis
Jonathan Berlin, MESM	Environmental Planner	Environmental Analysis
Matthew Long, MESc, MPP	Senior Environmental Scientist	Environmental Analysis
George Dix	Senior Environmental Planner/Project Manager	Environmental Analysis
Lance Park, MA	Associate Planner	Environmental Analysis
David Daitch, PhD	Senior Biologist/Program Manager	Biological Resources
Samantha Kehr	Associate Biologist	Biological Resources
Hannah Haas, MA	Archaeologist	Cultural Resources
TG+P		
Neal Payton, FAIA, LEED AP BD+C	Principal	Principal-in-Charge/Project Manager
Rogelio Huerta	Urban Designer	Associate Project Manager/Urban Designer
Robert Goodill, APA	Principal	Senior Urban Designer
Radoslav Brandersky	Director of Urban Design	Senior Visualization Designer
Fehr & Peers		
Matt Haynes	Principal II	Principal-in-Charge
Daniel Rubins, PE	Associate II	Project Manager



Schedule

The proposed schedule for preparation of the Main Gate Specific Plan Amendments and EIR Addendum are provided graphically on the following page. Rincon understands that the City would like to maintain an aggressive schedule, and our proposed schedule below reflects this approach. We are committed to providing project deliverables to the City within the timeframe shown. However, the ability to meet this schedule depends on City staff review times, timely receipt of technical information, and staff's direction on addressing unanticipated issues that may arise during the process.

The proposed schedule is conceptual, and aims to accelerate the project to the extent practical. The kickoff meeting, described under Task 1.1, will provide an opportunity to formalize the scope of work and fine tune the overall project schedule.



City of Seaside

Main Gate Specific Plan Amendment and CEQA Compliance

Estimated Schedule

revised February 14, 2018

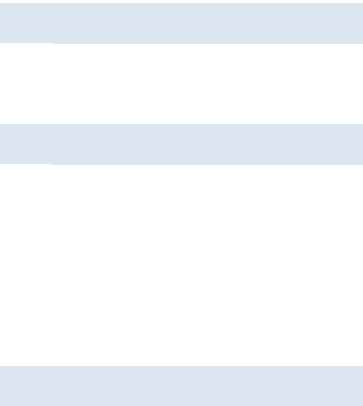
Key Task/Deliverable	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
Task 1 Project Kickoff							
Task 1.1 Kickoff Meeting	▲						
Task 1.2 Review Existing Studies	■	■					
Task 2 Technical Studies							
Task 2.1 Circulation and Traffic Study*		■	■	■	■	■	
Task 2.2 Air Quality and Greenhouse Gas Analysis		■	■	■			
Task 3 Prepare and Adopt Specific Plan Amendments							
Task 3.1 Administrative Draft Specific Plan Amendments		■	■	■	■	■	
Task 3.2 Screencheck Draft/Hearing Draft Specific Plan Amendments				■	■	■	
Task 3.3 Planning Commission Hearing					▲		
Task 3.4 City Council Hearing						■	
Task 3.5 Prepare Specific Plan Amendments and Adoption						▲	
Task 4 Environmental Compliance							
Task 4.1 Peer Review and Tribal Consultation	■	■	■	■	■	■	
Task 4.2 Project Description for EIR Addendum		■	■	■	■		
Task 4.3 Administrative Draft EIR Addendum					■	■	■
Task 4.4 Final EIR Addendum and MMRP							▲
Task 4.5 City Council Hearing				▲			
Task 5 Community Outreach Interviews		▲		▲	▲		

Notes:

* Varies depending on data collection efforts

** Pending receipt of the drainage and sewer reports from Project Developer

- Work in Progress
- City Review
- ▲ Meeting/Hearing



Cost

Rincon will prepare the Main Gate Specific Plan Amendments, and EIR Addendum in accordance with the above scope of work for a cost not to exceed **\$137,720**. The table on the following page provides a breakdown of hours per task. Optional tasks are also included in the cost estimate shown.

All of the terms of this proposal are fully negotiable to meet the needs of the City. This proposal is valid for a period of 60 days, during such time all questions may be directed to Stephen Svete, AICP, LEED AP ND, Principal.



RINCON RINCON CONSULTANTS, INC. Main Gate Specific Plan Amendments and CEQA Compliance Cost Estimate																														
	Rincon Labor Classification →			Principal I	Senior Supervisor II	Senior Professional II	Senior Professional I	Professional IV	Professional III	Professional II	Environmental Technician/Field Aide I	Technical Editor	GIS/CADD Specialist I	Clerical/Administrative Assistant I																
Tasks	Rincon Cost	Subconsultant /Direct Expense	Rincon Hours	\$215	\$195	\$165	\$150	\$135	\$120	\$105	\$80	\$105	\$100	\$75																
Task 1: Project Kickoff																														
Task 1.1 Kickoff Meeting	\$1,170	\$1,725	7	3			3							1																
Task 1.2 Review Existing Studies	\$1,800		12				12																							
Task Subtotal	\$2,970	\$1,725	19	3			3							1																
Task 2: Technical Studies																														
Task 2.1 Circulation and Traffic Study																														
Task 2.2 Greenhouse Gas Analysis	\$5,220		46	2			4			36		2	2																	
Task Subtotal	\$5,220		46	2			4			36		2	2																	
Task 3: Prepare and Adopt Specific Plan Amendments																														
Task 3.1 Administrative Draft Specific Plan Amendments	\$17,860		121	6		20	75					4	16																	
Task 3.2 Prepare Screencheck Draft and Hearing Draft Specific Plan Amendments	\$15,525		107	4		30	50					8	10	5																
Task 3.3 Planning Commission Hearing	\$2,830	\$585	18	2			16																							
Task 3.4 City Council Hearing	\$1,630	\$585	10	2			8																							
Task 3.5 Prepare Specific Plan Amendments and Adoption (Rincon)	\$2,120	\$348	16	1		2	8							5																
Task Subtotal	\$39,965	\$1,518	272	15		52	157					12	26	10																
Task 4: Environmental Compliance																														
Task 4.1 Peer Review																														
Task 4.1.1 Biological Resources	\$6,355	\$135	51	2	5				24	12		2	6																	
Task 4.1.2 AB 52/SB 18 Assistance	\$1,410		10				4	6																						
Task 4.2 Project Description for EIR Addendum	\$3,300		26			2	4	10				4	6																	
Task 4.3 Administrative Draft EIR Addendum	\$150		2											2																
Aesthetics	\$1,275		9	1			1	6					1																	
Air Quality	\$2,825		23	1		2	4			16																				
Biological Resources	\$1,905		13	1	1	1	1	8					1																	
Cultural Resources	\$2,005	\$200	14	1	1	1	1	8					2																	
Greenhouse Gas Emissions	\$2,405		19	1		2	4			12																				
Hydrology/Water Quality	\$1,820		13	1		1	1	6	4																					
Land Use/ Planning	\$1,885		13	1	1	1	2	6						2																
Noise	\$2,925		24	1		2	4			16			1																	
Transportation/Traffic	\$1,110		8	1		1	1		4				1																	
Tribal Cultural Resources	\$950		7	1		1	1			4																				
Utilities/Service Systems	\$1,280		10	1		1		2		6																				
Other CEQA Issues (7)	\$3,145		24	3		4		2		14			1																	
Task 4.4 Final EIR Addendum	\$2,675	\$16	19	1			10	6						2																
Task 4.4.1 Mitigation Monitoring and Reporting Program	\$1,760		12	1		1	2	8																						
Task 4.5 City Council Hearing	\$1,330		8	2			6																							
Task Subtotal	\$40,510	\$351	305	18	8	20	40	68	32	80		6	21	4																
Task 5: Community Outreach and Public Information																														
Task 5.1 Interviews	\$2,120		12	4		4	4																							
Task Subtotal	\$2,120		12	4		4	4																							
Project Management (Rincon)	\$9,760		64	14			40							10																
Task Subtotal	\$9,760		64	14			40							10																
SUBTOTAL COST				\$	100,545	\$	3,594	718	\$	13,330	\$	3,120	\$	15,840	\$	38,100	\$	18,360	\$	7,680	\$	20,580	\$	-	\$	2,730	\$	7,000	\$	1,425
Direct Cost Detail																														
Vehicle Costs	\$	255																												
Photocopies Double-Sided BW	\$	816																												
Colored Copies Single-Sided	\$	938																												
Standard Field Equipment Package	\$	50																												
Sound Level Metering Field Equipment	\$	-																												
Cultural Records Search	\$	200																												
CD Copies (for appendices)	\$	-																												
Air Fare	\$	600																												
Hotel	\$	400																												
Subconsultant -Torti Gallas	\$	30,000																												
Subconsultant - Fehr Peers	\$	-																												
Subconsultant - Whitson Engineers	\$	-																												
General and Administrative	\$	900																												
Miscellaneous Expenses	\$	3,016																												
Subtotal Additional Costs:		\$	37,175																											
Summary																														
Professional Fees Subtotal			\$100,545																											
Direct Costs Subtotal			\$37,175																											
TOTAL PROJECT BUDGET		\$	137,720																											
Optional Tasks																														
Focused Transportation Study			~\$37,000																											
Vehicle Miles Traveled Analysis			~\$6,000																											
Shared Parking Analysis			~\$30,000																											