LODI CITY COUNCIL

Carnegie Forum
305 West Pine Street, Lodi

TM

"SHIRTSLEEVE" SESSION

Date: March 11, 2008

Time: 7:00 a.m.

For information regarding this Agenda please contact:
Randi Johl
City Clerk
Telephone: (209) 333-6702

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Informal Informational Meeting

A. Roll Call by City Clerk

B. Topic(s)

B-1 Sustainable City Program and Certification (CD)

C. Comments by Public on Non-Agenda Items

D. Adjournment

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

_____
Randi Johl
City Clerk

AGENDA ITEM B-01

CITY OF LODI
COUNCIL COMMUNICATION

TM

AGENDA TITLE: Sustainable City Program and Certification

MEETING DATE: March 11, 2008

PREPARED BY: Community Development Department

Purpose

The purpose of this meeting is to provide information and background on options in the pursuit of a Sustainable City Program and Certification. These three options include either the Public Sector Track of the Audubon International (AI) Sustainable Communities Certification as described to the City Council on October 23, 2007; A Sustainability Survey lead by a consultant that has previous experience in this specialized area of work; or a hybrid of the two that would result in a third party certification as well as a sustainability program and management team that could help us in implementation.

Background

The most common definition of sustainability are activities that meet the needs of the present without compromising the ability of future generations to meet their own needs. Sustainability relates to the balance between economic viability, social equity, and environmental justice. The concept of sustainability has been generating a flurry of attention by the media and government agencies.

All municipalities have some level of sustainable practices throughout their organization. However, very few take the initiative to go through a process of identifying current sustainable practices through an organizational chart, establishing a program whereby sustainability "bench marks" are set to achieve a target goal, implementing a program that helps achieve that, and finally have a third party verify their efforts through a recognized certification process. Sustainability issues range from pedestrian friendly design standards, to electric usage issues, assisting older adults manage transportation costs.

During the October 23, 2007 Shirt Sleeve session, staff presented the City Council a proposal from AI that would endeavor to Certify the City as "Sustainable." At that meeting the Council was presented a three step process that AI proposed that involved a base line study, sustainability recommendations, and a progress monitoring program that would result in Certification. Since that meeting staff has worked with RBF Consultants – Urban Design Studio to prepare a scope of work that would provide a similar service without the Certification. The process would involve identifying the study parameters, developing a strategy for achieving sustainability, and implementing programs for achieving sustainability. An optional task was also presented that would prepare a "Green Business" market study.

Staff is recommending a hybrid of both plans that would include taking advantage of RBF's expertise in establishing a sustainability program along with participation in the AI's Sustainable Communities Program. The intent would be to leverage RBF's real world experience in establishing Sustainability Action Plans geared toward results and acquisition of a Sustainability Certification from AI. Together

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APPROVED: _____
Blair King, City Manager

these tools would leverage our ability to attract “Green Collar Jobs”, get ahead of government mandates, as well as position ourselves for grants and funding opportunities that promote sustainable practices.

This business model is not new to California, especially among Northern California cities. Numerous cities have already adopted various versions of sustainable practices. A prime example is the County of Marin developed a County Wide sustainability program that spans the entire organization. Just some of the many agencies that implemented green incentives and mandates include, Alameda County, City of Santa Monica, San Francisco, San Jose, Fort Bragg, and Livermore. Recently even the Cities of Sacramento and Stockton have been publicized about their sustainability plans.

To a large extent the City is following in the footsteps of state and local leaders in this movement. The State of California recently passed AB 32—Global Warming Solutions Act of 2006, which requires emissions to be cut to 2000 levels by 2010, to 1990 levels by 2020, and to 80% below 1990 levels by 2050. Locally we look to the Lodi-Woodbridge Winegrape Commission who has implemented *The Lodi Rule*s. *The Lodi Rules* are based on the Lodi Winegrower's Workbook and are designed to lead to measurable improvements in environmental health of the surrounding ecosystem, society-at-large, and wine quality. Participating growers can get their vineyards certified as producing sustainably-grown winegrapes.

The cost of participating in and completing the AI program is $15,450. The cost of Phase one of the RBF study is $33,300. The optional Green Business Market Study is approximately $30,000. It is proposed that Community Development will serve as the lead on this effort.

Conclusion

Staff is considering recommending a hybrid of both plans that would include taking advantage of RBF’s expertise in establishing a sustainability program along with participation in the AI’s Sustainable Communities Program. The intent would be to leverage RBF’s real world experience in establishing Sustainability Action Plans geared toward results and acquisition of a Sustainability Certification from AI. Staff may bring a request to the City Council to authorize the City Manager to enter into contracts with Audubon International and RBF to work through the certification and program establishment process at the next available City Council meeting.

Peter Pirnejad
Planning Manager

PP

Attachments: AI Sustainable Communities Program Proposal
RBF Proposal

Peter Bronski
Sustainable Communities Program Manager
Audubon International
PO Box 2218, Boulder, CO 80306 USA
Phone/Fax: 303.494.5547
Email: pbronski@auduboninternational.org

Audubon International's Sustainable Communities Program *– Public Sector Track –*

A Proposal For:

City of Lodi, CA

Prepared By:

Audubon International – Rocky Mountain Field Office
PO Box 2218
Boulder, CO 80306 USA

Introduction

Lodi, CA is a community defined by a rich viticultural heritage, the natural resources of the Mokelumne River and its watershed, and the vibrant city in which people live, work and recreate. As part of the City's desire to define its future, and to uphold those three pillars of the community, it has expressed an interest in enhancing its environmental commitment, in integrating sustainability into its planning, policies and practices, and in earning Sustainable Community certification from Audubon International.

Based upon conversations between Audubon International, the City of Lodi, and local stakeholders, Audubon International proposed that the City enroll in the Sustainable Communities Program, with the goal of earning certification by the end of 2008.

In addition to the aforementioned goals of paragraph one, several other factors make Audubon International's recommended course of action appropriate at this time:

- The timeliness of the City's General Plan Update process, and the opportunity to incorporate sustainability principles into that update,
- The opportunity to integrate sustainability principles into the Delta Community College annexation project,
- The presence of motivated and strong local leadership – from city government, from the Lodi-Woodbridge Winegrape Commission, and from the Lower Mokelumne River Stewardship Committee – working in partnership with Audubon International,
- The Sustainable Communities Program's certification serving as an integral way for Lodi to distinguish itself from the Central Valley, and to attract the young, professional demographic the city seeks, and
- The current opportunity for Lodi to become the first community (local government) in the state of California to register in the program, offering valuable "first" status as an additional

Program Structure

The SCP provides a comprehensive framework by which a community can plan and take action to make the goal of sustainability a reality. The program has three stages which roughly correlate with assessment, planning and action:

- Stage 1: Greening Your Community
- Stage 2: Planning for Sustainability
- Stage 3: Sustainability in Action

Each stage respectively culminates in the achievement of a performance-based milestone: the Audubon Green Community Award, the Audubon Sustainability Award, and ultimately, designation as a Certified Audubon Sustainable Community. Such awards and certification serve not only as recognition that a community has demonstrated success in becoming more sustainable, but also as an opportunity for marketing.

The SCP addresses a number of focus areas that collectively comprise a vision of sustainability for a community. With Audubon International's emphasis on place-based strategies and flexibility, each focus area has greater or lesser importance for a particular community on a case by case basis.

- Agriculture
- Economic Development and Tourism
- Education
- Environmental Issues
- Governance
- Public Health
- Housing
- Open Space and Land Use
- Planning, Zoning, Building and Development
- Population
- Public Safety and Emergency Management
- Recreation
- Resource Use
- Volunteerism and Civic Engagement
- Transportation

Based upon Audubon International's assessment of your community and dialogue between AI and the City of Lodi, AI will work with Lodi to plan locally-appropriate strategies, establish Priority Projects (discrete actions which AI would like to see implemented), and work with you to choose Sustainability Indicators (performance-based measures against which your certification will eventually be evaluated).

(Please refer to the PDF document, *SCP Overview*, for more information about the program's structure.)

Program Implementation

The City of Lodi would undertake the following steps in pursuit of certification in the SCP:

Stage 1:

1. Formally register in the SCP – Public Sector Track
2. Designate or hire a Sustainability Coordinator
3. Form a Sustainability Steering Committee (potentially comprised of representatives from throughout Lodi city government, residents, and local stakeholders)
4. Complete Lodi's Community Baseline (form provided)
5. Host an Audubon International site visit

Stage 2:

1. Audubon International makes a series of sustainability recommendations (guidelines, policies, practices) to be incorporated into the General Plan Update
2. Choose Sustainability Indicators and set targets and timelines

Stage 3:

1. Focus on Priority Projects
2. Implement the strategies and action items of your plan
3. Measure your indicators
4. Demonstrate achievement of short-term goals, and net progress towards long-term goals

* Regular site visits from Audubon International staff provide ongoing support and guidance as Lodi pursues certification.

(The program's guide, *Fostering More Sustainable Communities,* provides detailed information about implementing each stage and step of the program, as well as innovative opportunities for financing various projects. Program staff can also provide you with additional information, if desired.)

Pricing

The pricing for Lodi's participation in the Sustainable Communities Program is broken down in the following section. The price estimate is based upon several assumptions:

1. Lodi will host five (5) site visits from Sustainable Communities Program staff, from registration in the program through the achievement of certification. The staff time for two (2) of those site visits is included in your one-time program registration fee, and so the pricing estimate includes staff time for three site visits, and travel expenses for five site visits.
2. The prices in this estimate may be distributed over a two-year period, the estimated time from registration through certification (with Lodi's expressed goal of earning certification by the end of 2008).
3. Peter Pirnejad will serve as the lead on this effort for Lodi, while Peter Bronski will serve as the lead on this effort for Audubon International.

Sustainable Communities Program	
One-time registration fee (Year 1)	$3,500
Annual membership fee (Year 2)	$750
Travel Expenses (5 site visits)	$5,900
Staff time (3 site visits)	$5,300
Subtotal	**$15,450**
Total Estimate	**$15,450**

* Should conditions warrant, additional tasks or time may be involved in the successful completion of the project. If this occurs, and additional tasks are required, Audubon International will get authorization in writing prior to beginning additional work.

END

PROPOSAL

Sustainable Lodi:

Plan for Economic Strength, Environmental Stewardship, and Social Equity

Prepared for: ***City of Lodi***

RBF CONSULTING

November 30, 2007

JN 65100445.999

Mr. Peter Pirnejad
Planning Manager
Community Development
City of Lodi
221 West Pine
Lodi, CA 95240

Subject: Proposal for Sustainable Lodi: A Plan for Economic Strength, Environmental Stewardship, and Social Equity

Dear Peter:

The City of Lodi is positioning itself to be a leader in sustainability and we are very excited to help the City develop and implement this cutting edge program.

We understand that Lodi is a forward-thinking community with a strong identity, and a desire to develop a green economy. RBF Consulting has assembled the leading Green Team to work in close collaboration with City staff and Lodi residents and businesses to develop a **Plan for Economic Strength, Environmental Stewardship, and Social Equity** that fits the community, accomplishes the City's sustainability goals, and sets the trend for other cities to follow. We feel this endeavor is truly ground breaking and will help make a difference in a City that truly cares about its future.

> Economic Development is one of the critical three components of sustainable development. The City's desire to leverage its efforts towards implementing sustainability to attract green businesses presents a creative an exceptional approach to economic development. A successful economic development effort will help provide the City with the resources it needs to achieve environmental stewardship and social equity

The City's vision of environmental stewardship and sustainability encompasses many important dimensions that must each be addressed as vital pieces of the whole picture. To appropriately respond, RBF has assembled a comprehensive team of recognized environmental, economic, planning and outreach specialists:

- Al Zelinka, AICP, CMSM, (Principal-in-Charge) will provide project oversight and strategic guidance, and be responsible for overall consulting team performance, client satisfaction, and quality control;
- Matthew Burris, AICP, LEED AP, (Project Manager) will serve as the City's main point of contact, manage all elements of the project, engage the expertise of our team members and provide continuous communication with the City;
- Suzanne Rynne, AICP, (Community Outreach Specialist) will lead the coordination efforts for any community outreach the City wishes to employ in developing a more sustainable community, such as engaging stakeholders and providing educational workshops related to sustainability topics;
- Marie Jones, LEED AP, of Marie Jones Consulting, (Economist and Green Building Specialist) will advise on economic development and green business recruitment efforts. RBF regularly teams with Marie Jones Consulting to provide economic and market analyses as well as collaborate on green building projects.

No other team has the requisite local, regional, and national experience to help the City of Lodi realize its sustainability goals. We are fully committed to this project and have a diverse knowledgeable team of professionals that understand – in concept and practice – how to create greener communities.

Through the enclosed Proposal, we hope you sense our enthusiasm about the opportunity to work with the City of Lodi on this cutting edge project. We appreciate this opportunity and welcome an opportunity to meet with the City of Lodi to further discuss and refine our approach. If you have any questions or require further qualifications, please feel free to contact us at 909.974.4918.

Respectfully submitted,
RBF Consulting

Al Zelinka, AICP, CMSM
Principal

Matt Burris, AICP, LEED AP
Project Manager

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Section 1: Project Approach and Estimated Costs

PROJECT APPROACH

The primary aim of the RBF Team is to partner with the City of Lodi to effectively and efficiently achieve it objectives for sustainability and, in doing so, attract new green businesses to Lodi and develop a green economy. Our approach is premised on working closely with City staff and Lodi residents, businesses, and community groups to collaboratively advance the City's goals. Our approach is both effective and straightforward:

- Phase 1 – Define the Study Parameters;
- Phase 2 – Develop a Strategy for Achieving Sustainability; and
- Phase 3 – Implementation of Programs for Achieving Sustainability.

PHASE 1 – DEFINE THE STUDY PARAMETERS – This phase would involve review of existing City programs and efforts towards implementing sustainability, interviews with key Department representatives, and a comparative study of the City's efforts and achievements relative to established sustainability principles. Ultimately, this effort would culminate in the preparation of a Sustainability Gap Analysis, which would identify the City's opportunities for achieving its goals towards economic strength, environmental stewardship, and social equity. This Phase would culminate in a study session with City Council to discuss the results of the Sustainability Gap Analysis and identify objectives for the next phases. As an optional task, this phase could also include a market study that investigates the market potential for attracting green businesses to Lodi. To help the City evaluate this approach, we have included a conceptual scope of work for Phase 1 below.

PHASE 2 – DEVELOP A STRATEGY FOR ACHIEVING SUSTAINABILITY – This phase would build on the conclusions of the Sustainability Gap Analysis and the results of the City Council study session to develop a strategy for implementing sustainability principles. These implementation strategies might include programs such as a City Green Building Program, update of the City's Development Code, update of the City's Building Code, Public Outreach and Education efforts, marketing and branding programs, and a green economic development strategy. This phase could include an effective and highly engaging community participation program to solicit community input and obtain community support. Ultimately, this effort would culminate in a Plan

for Sustainable Development or similar strategic implementation program that would provide the framework for action towards the City's sustainability goals. The collaboration that will occur between the City Team, the Lodi community and the RBF Green Team will bring together best practices with local practices and preferences to result in the highest quality of outcomes. A detailed scope of work and associated budget can be provided following completion of Phase 1, as it is dependent on the outcomes of Phase 1 and the direction preferred by the City.

PHASE 3 – IMPLEMENTATION OF PROGRAMS FOR ACHIEVING SUSTAINABILITY – This phase would establish the Who, What, When, Where, Why, and How of making the Plan for Sustainable Development – and its many components – a reality. This effort would focus on two tiers of programs, identifying programs that could be implemented in a short timeframe with limited resources and programs that would require longer timelines and greater resources to implement. Proposed programs would be realized and a solid community involvement and education program would occur that would inform and engage the community as an equal partner in the program, further heightening the positive impacts to the Community. As with Phase 2, a detailed scope of work and associated budget can be provided following completion of Phase 1 and Phase 2, as it is dependent on the outcomes of Phase 1 and Phase 2 and the direction preferred by the City.

SCOPE OF WORK – PHASE 1: DEFINE THE STUDY PARAMETERS

SUBTASK 1.1: REFINE THE SCOPE OF WORK/KICK-OFF MEETING

The RBF Team will meet with key City staff to refine the scope of work and kick-off the process. This meeting will include a review of the schedule and discussion of expectations. During this meeting, the project team will:

- *Clarify expectations for the work effort;*
- *Develop coordination procedures between City Staff and the RBF Team;*
- *Identify other Departments or key stakeholders to involve in the process;*
- *Refine the project schedule and milestones; and*
- *Define areas of concern/special interest.*

Approximate cost: $2,500

SUBTASK 1.2: ONE-ON-ONE INTERVIEWS

The RBF Team will conduct one-on-one interviews with each of the key City Department representatives to individually understand each Department's current efforts, interests, and concerns. Understanding Department's responsibilities and current efforts will enable the RBF Team to better assess the City's progress towards sustainability.

Approximate cost: $4,500

SUBTASK 1.3: REVIEW EXISTING DOCUMENTS

The RBF team will review City documents such as the General Plan, the General Plan EIR, the Municipal Code, and other relevant City plans for policies and programs that implement principles of sustainability. This review will cover such issues as organization, internal consistency, definitions, vague and/or conflicting regulations, use of modern standards, and administrative procedures. We also will review any existing Council policies, and recent documents and sustainability inventories prepared by City Staff.

Approximate cost: $2,400

SUBTASK 1.4: ENVIRONMENTAL POLICY RESEARCH

The RBF Team will research and review relevant environmental policy, legislation, and programs that may affect the City of Lodi or help the City achieve its environmental and sustainability goals. The RBF Team will present this information, as relevant, for consideration by City staff and the Environmental Advisory Committee. As part of this task, the RBF Team will evaluate the pros and cons of the various sustainability policy frameworks and programs available to City.

Approximate cost: $2,400

SUBTASK 1.5: CITY COUNCIL STUDY SESSION

The RBF Team will conduct a study session to brief the City Council on the proposed effort and garner input and direction on the appropriate framework for implementing sustainability in Lodi. This task would include a conference call with City staff to confirm assumptions and direction for the study session, preparation of agenda packets, the City Council study session, preparation of study session minutes, and a study session wrap-up call with City staff.

Approximate cost: $9,000

SUBTASK 1.6: SUSTAINABILITY GAP ASSESSMENT

The RBF Team will develop a Sustainability Gap Assessment. Based on the outcomes of Subtask 1.4 and Subtask 1.5 above, City Council, and City staff direction, this study will identify a framework for implementing sustainability appropriate for the City, such as the Urban Environmental Accords. Based on this framework, the study will evaluate the City's current programs and efforts towards implementing sustainability, and the areas the City needs to focus on to better achieve its goals of sustainability.

Approximate cost: $9,500

SUBTASK 1.7: CITY COUNCIL PRESENTATION

At the conclusion of the process, the RBF Team will provide a final report to the City Council. This presentation will describe research efforts, the Sustainability Gap Analysis conclusions, and the possible next steps for the City.

Approximate cost: $3,000

OPTIONAL TASK: GREEN BUSINESS MARKET STUDY

As an optional task, RBF recommends to the preparation of a Green Business Market Study to identify the City's potential for attracting green businesses. This task would be a parallel task, the results of which would be incorporated into the Sustainability Gap Analysis for presentation to the City Council.

Approximate cost: $30,000

Phase 1Deliverables:

- One (1) hard copy and one (1) electronic file of the revised scope of work
- Attendance by up to two (2) members of the RBF Team at the kick-off meeting
- Facilitation of up to ten (10) half-hour one-on-one interviews with key Department representatives (over two days)
- Facilitation of one City Council Study Session [up to three (3) hours in length] by two (2) members of the RBF Team
- One (1) electronic file and ten (10) hard copies of the agenda packet prior to the Study Session.
- One (1) hard copy and one (1) electronic file of the Draft Sustainability Gap Assessment
- One (1) hard copy and one (1) electronic file of the Final Sustainability Gap Assessment

Phase 1 Assumptions:

- With guidance from the RBF Team, City staff will work with key Department representatives to schedule the one-on-one interviews and determine a location for the interviews
- City staff will be responsible for coordinating logistics of all meetings, including securing meeting facilities, tables, chairs, and providing refreshments as needed.
- City staff will be responsible for public noticing of all meetings and hearings as needed
- City staff will be responsible for distributing any materials to the City Council members, including agenda packets, and the draft and/or final report

Section 2: Team Services and Experience

RBF CONSULTING

RBF Consulting (RBF) is a full-service consulting firm providing planning, engineering, science, surveying, and related professional services founded in California in 1944 and incorporated in 1961. RBF has resources in 14 offices throughout the western United States.

MISSION STATEMENT

Our mission at RBF Consulting (RBF) is to make the world a better place through the application of the principle of sustainable development by providing professional design services that enhance the quality of life and the environment; provide development, infrastructure, planning and environmental services to private and public clients in local, regional and global markets; lead as professionals specializing in planning, design and construction; looking forward to the future with a commitment to building opportunities and value for our clients and ourselves. The firm is a privately held corporation established in 1944.

OFFICE LOCATIONS

Irvine, Orange County, CA 949.472.3505
Phoenix, Maricopa County, AZ 602.467.2200
Camarillo, Ventura County, CA 805.383.3373
Sacramento, Sacramento County, CA 916.928.1113
Carlsbad, San Diego County, CA 760.476.9193
San Diego, San Diego County, CA 858.614.5000
Las Vegas, Clark County, NV 702.364.0180
San Jose, Santa Clara County, CA 408.993.9224
Monterey Bay, Monterey County, CA 831883.8187
Temecula, Riverside County, CA 909.676.8042
Ontario, San Bernardino County, CA 909.974.4900
Tucson, Pima County, AZ 520.797-3235
Palm Desert, Riverside County, CA 760.346.7481
Walnut Creek, Contra Costa County, CA 925.906.1460

STAFF - RBF has a full-time staff of over 1000 professionals from fourteen offices located throughout the West, which includes professional civil engineers, environmental planners, landscape architects, land surveyors, construction managers, transportation engineers, GIS specialists, graphic artists, and urban designers.

STABILITY - This year marks RBF's 63rd year of continuous operation and the firm is ranked number 68th in ENR's Top 500 Design Firms. In 2005, CE News named RBF Consulting the "Best Firm to Work For" in the Nation. RBF is a strong, financially stable, planning, civil engineering, and land surveying firm that has no bankruptcy, pending litigation, closures or mergers that would impede our ability to complete this Project. Through our dedication to client satisfaction, we maintain a consistent, healthy growth rate year after year.

RBF CONSULTING SERVICES OFFERED

Vista Village Sustainable Renovation

RBF provides consulting services for planning, design and construction of the built environment. RBF provides these services to both public and private sector clients including: water districts, municipalities; local, state and federal agencies; private land owners; consulting engineering and architectural firms; residential, industrial and commercial land developer, and builders.

Engineering Services: Public works engineering; traffic engineering; transportation planning and engineering; street and highway design engineering; bridge and structural design; hydraulic, hydrologic and sedimentation engineering; reservoir and pump station design; traffic signal design; assessment district engineering; water resource engineering; hillside grading design; corrosion engineering; construction engineering management; redevelopment agency engineering; mechanical and electrical engineering; subdivision engineering, and commercial/industrial site design.

Planning and Environmental Services: Specific plans; environmental analysis; urban design; master planning; landscape architecture; re-use and redevelopment planning; site and land use planning; community planning; general plans; entitlement-to-use processing; regulatory permits; zoning codes; design ordinances, and public information programs.

Sustainable Design Services: Water treatment, water supply and storage, recycled water systems; habitat restoration plans; environmental assessment; runoff management plans; SWPPP's; NEPA/CEQA compliance; mitigation monitoring, and natural landform utilization; LEED accredited professionals.

Example of Outreach Materials for Pasadena Green Building Education and Outreach Series

Community Involvement/Outreach: The RBF approach to community participation offers continuous opportunities for meaningful input and involvement ownership throughout the life of the project – all of which are

strategically organized to develop a consensus-based vision, local ownership, and to foster community awareness. Media for outreach can include: master calendar of meetings and schedules; workshop flyers/posters; comment forms; informational brochures/newsletters; web site; graphic design; project information centers; local media coordination; supplemental outreach strategies. Community members are the true planning and design experts when it comes to their neighborhoods, towns, and cities.

RBF believes in the value of community involvement and the importance of local ownership. As part of this commitment to community, public participation is the cornerstone of all our projects. Recognizing that different people participate best in different ways, RBF uses a variety of creative, one-of-a-kind, and fun opportunities for involvement that engage all community members in both a comfortable and meaningful manner.

Community Immersion

Uniquely created for each town, city, or neighborhood, Community Immersion offers a fun and energetic way to understand community needs, envision the future, develop consensus, create momentum, and build local ownership. Community Immersion is an intensive 3-10 day process where the UDS Team and community members "immerse" themselves in projects through participating in a wide array of public involvement opportunities, including interviews, community walks, focus groups, education and training, design charrettes, interactive workshops, and youth events.

Public involvement can include the following:

Design Charrettes	One-on-One Interviews
Visioning	Post-It™ Note Exercises
Community Immersion™	Community Mapping & Games
Hands-On Workshops	Brochures and Displays
Interactive Open Houses	Community Surveys
Project Information Centers	Speakers Bureaus
Youth Outreach	Websites
Community Walks and Bike Rides	Newsletters
Focus Groups	Radio Call-in Shows
TownScan™	Celebrations

Land Surveying Services: Aerial photography and photogrammetry; boundary survey and analysis; final subdivision mapping; condominium plans; construction surveying and staking; GPS surveying; topographic maps, ALTA surveys, legal descriptions, and exhibits.

Related Professional Services: Geographic information system (GIS); construction management; video production services; visual simulations; computer animations; graphic design and illustration; land information systems and automated mapping, and facilities management.

SUBCONSULTANT

MARIE JONES CONSULTING

Marie Jones Consulting provides economic development, project feasibility, grant writing, project proposals, and sustainable building expertise to a variety of public, non-profit, and private clients primarily in California. MJC develops practical solutions that enhance the economic performance and sustainability of projects, organizations and communities. MJC helps clients define their vision, develop strategies and realize their goals by providing expertise and experience in the following key areas:

- *Economic Development*
- *Real Estate Economics*
- *Arts and Non-profit Facilities*
- *Green Building & Development*
- *Development Proposals*
- *Grant Writing*
-

A woman-owned business, Marie Jones Consulting provides excellent, affordable, and award-winning service.

ECONOMICS AND MARKET ANAYSIS

Marie Jones
Principal
Marie Jones Consulting
16312 Old Casper Railroad Road
Fort Bragg, CA 95437
www.mariejonesconsulting.com

Economic Development	Projects
City of Lancaster	Specific Plan Market Analysis, Feasibility Study & Fiscal Impact Study
City of Roseville	Downtown Vision Project: Economic & Market Analysis
City of Long Beach	Jobs & Business Strategy; Market & Economic Analysis
Kern County	Economic Development Strategy & Consolidated Plan Update
City of Long Beach	General Plan: Economic Development Element, Community Snapshot and Smart Growth Toolkit
City of Fort Bragg	Economic Development & Mill Site Reuse Strategy
City of Long Beach	Sustainable City Project
City of San Francisco	Economic Development Strategy & Non-Profit Facility Project

Portland Development Commission	Economic Development Strategies for Downtown Portland and Convention Center
Michigan Manufacturing Technology Center	Industrial Extension Training & Benchmarking
California State University, Chancellors Office	Employee Housing and Recruitment Assessment
Development Feasibility	**Projects**
Long Beach Redevelopment Agency	Art Exchange Feasibility Analysis
City of San Francisco	Old Mint Reuse Feasibility Study
San Francisco Homeless Prenatal Program	Project Feasibility Analysis
Leopold Capital Strategies	Malibu Pier Development Proposal & Feasibility Study
Glen Park Marketplace	Mixed-Use Feasibility Analysis
Drew Detch Developer	Condo Project Feasibility Analysis
The Management Center	Multi-Tenant Non-Profit Facility Feasibility Study
San Francisco Grants for the Arts	Partnership for Affordable Non-Profit Space Project
Homeless Prenatal Program	Project Development Pro-forma Analysis
Public Health Institute	Non-profit Project Feasibility Analysis
Northern California Community Loan Fund	$2.5 Million Successful Grant Application for Non-Profit Facility Purchases
West Berkeley Association	Planning & Zoning Assistance

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Section 3: Project Experience

RBF CONSULTING

PROJECT EXPERIENCE

PASADENA GREEN BUILDING OUTREACH AND EDUCATION PROGRAM | PASADENA, CA

RBF Consulting (RBF) was selected by the City of Pasadena to develop and implement a green building outreach and education program, pursuant to the adoption of the City's green building ordinance. The green building outreach and education program includes the preparation of flyers, brochures, and other outreach materials, as well as the creation of a green building information center display in the City's Permit Center. Marie Jones Consulting, the economist for the project, prepared and delivered four customized workshops to educate builders and the general public about green building. The workshops were very well attended and included practical advice and information about the costs and benefits of various green materials, techniques and systems.

The outreach program also includes facilitation of a total of 8 green building workshops – 4 geared towards residents, and 4 geared towards the development community – as well as facilitation of a half-day tour of local green buildings. The goal of the program is to increase awareness of the City's green building program as well as sustainable design practices. RBF's Urban Design Studio and Planning Department have teamed with Marie Jones, a Green Building Training and Implementation Specialist, on this project.

Client: City of Pasadena
Contact: Alice Sterling, 626/744-3726

Project Highlights:

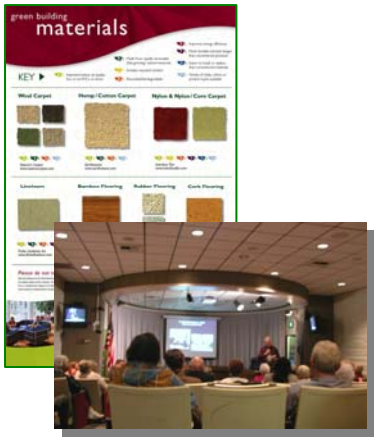
- *Green Building Information Center Display*
- *Green Building Workshops for Residents*
- *Green Building Workshops for the Development Community*
- *Flyers, Brochures, and other Outreach Materials*

SIERRA MADRE HILLSIDE MANAGEMENT ORDINANCE | CITY OF SIERRA MADRE

RBF conducted a green building gap analysis of the City's proposed Hillside Management Zone Ordinance Update, identifying existing green design standards and opportunities for incorporating green building principles into the Ordinance. The analysis and recommend green design standards were based on the USGBC LEED green building rating system. RBF assisted with redrafting and reorganizing the Ordinance to make it more user-friendly. Also, RBF prepared the CEQA document for the update of the City's Hillside Management Zone Ordinance.

Client: City of Sierra Madre
Contact: Matt Marquez, Development Services, 626/355-7135

SIERRA MADRE OUTREACH AND GREEN DESIGN| SIERRA MADRE, CA



In February 2005, the City of Sierra Madre, together with RBF Consulting's Urban Design Studio, embarked on a community-based downtown planning effort. This project placed a high priority on community involvement in order to ensure that the ultimate vision for Downtown Sierra Madre reflected the ideals, visions, and values of the community. The 3-phase downtown visioning planning project was initiated with an 8-week educational series and downtown tour, followed by a 5-day community immersion. The resulting product is the green design guidelines that provide the fabric for several significant downtown infill development projects. This project has been recognized by the *California Chapter of the American Planning Association as the 2005 recipient of the Leadership and Service Award: Education Project.*

Project Highlights:

- *Downtown Education*
- *Extensive Community Involvement*
- *Green Building Design Guidelines*

Client: City of Sierra Madre
Contact: Matt Marquez, Development Services, 626/355-7135

UNIVERSITY VILLAGE | MARINA, CA

University Village at the former Fort Ord will be a multiple use, new neighborhood that will complement and enhance the City of Marina as the Gateway to the Monterey Peninsula. The project site currently consists of former army barracks, buildings, and uses. Following a sweeping environmental remediation program, the project will contain a mixed use village center including approximately 750,000 square for retail, 760,000 square feet of office/research uses, 1,237 residential units, and a variety of park and open space amenities. The vision for this new neighborhood is a fully integrated, sustainable, pedestrian friendly place, incorporating residential, employment, and shopping and recreational opportunities. RBF Consulting (RBF) is providing policy planning and civil engineering services for this more than 400-acre mixed-use development, including:

Sustainability Guidelines: RBF provided sustainability guidelines for incorporation into the University Village Specific Plan, which included guidelines for reducing residents' dependence on fossil fuels, chemicals, and other manufactured substances, and reduce residents', businesses' and development's encroachment upon nature.

Water Demand Analysis: RBF proposed a series of water conservation and reuse measures for interior and exterior uses of University Village to maximize the conservation benefits of the project. This resulted in the saving of a significant annual volume of water that became Environmental Sustainability Strategy available to the community for other proposed projects. RBF made presentations to the City of Marina for the review and approval of the project and successfully collaborated with the project attorneys to strengthen the legal defensibility of the environmental document. As a result, the project was approved by the water purveyor and the City, and is now in construction.

Project Highlights

- *Mixed-Use Development at Former Fort Ord*
- *Planning and Environmental Services*
- *Civil Engineering services for transportation, stormwater, and utility infrastructure*
- *Identification of Water Conservation and Water Reuse Measures*

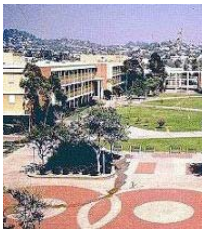
Client: Legacy Park Partners c/o Shea Properties
Contact: Elizabeth Cobb, Vice President of Development
Ph: 949/389-7286

FULLERTON GENERAL PLAN | FULLERTON, CA

RBF is currently working with the City of Fullerton on its General Plan Update, which includes extensive community outreach and involvement of a 15-person General Plan Advisory Committee (GPAC). With the recognition that sustainability is a key priority among the GPAC and throughout the community at large, the RBF team has been working with both City staff and the GPAC to develop a definition of what sustainability means to the City of Fullerton and to integrate sustainability as an important component of the General Plan Update document.

Client: City of Fullerton
Contact: Bob St. Paul, Senior Planner/Project Manager, 714/ 738-6559

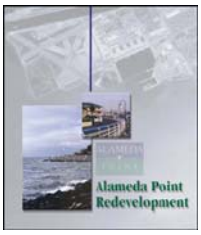
The following are additional sustainable development projects for which RBF Consulting has provided consulting services:



Los Angeles City College Campus, Parking Garage and Student Admission Building (Los Angeles, CA) – Engineering services for parking garage development at Student Admissions Building to meet sustainable building criteria defined by LEED certification process.

Irvine Bicycle Transportation Plan (Irvine, CA) – Update of the general plan level document bikeways network and set policy for future bicycle facilities, bicycle safety education, and bicycle project funding and implementation.

Center for Regenerative Studies at California State Polytechnic University, Pomona (Pomona, CA) – Engineering services for the 16-acre self-contained education-based site. The residential structures fit the existing landforms to minimize site alteration and constructed of sustainable materials. Site features include recycling, water re-use, and solar energy.



Alameda Point Navel Air Station Reuse Plan (Alameda, CA) – Engineering consulting for base re-use. The project emphasizes mixed-use, transit-oriented, sustainable development of 770 acres.

MARIE JONES CONSULTING | ECONOMIST

CITY OF FORT BRAGG GREEN BUILDING PROGRAM | CITY OF FORT BRAGG

Marie Jones is currently working with the City of Fort Bragg, California to establish a green building program. To initiate the project, Jones provided green building workshops to educate City Council members, the Planning Commission, Builders, and the general public. Next, Jones wrote the City's adopted C&D waste recycling ordinance and is now working with Council and the Commission to create planning incentives to encourage the implementation of green building techniques and materials in new commercial and residential projects. Through the efforts of MS. Jones the City has also established green building guidelines for municipal projects and developed a Green Building Materials informational display for the Current Planning counter.

GREEN BUILDING POLICY DEVELOPMENT | CITY OF LONG BEACH

Marie Jones has been working with the City of Long Beach for over three years to develop and implement the City's Green Building and Environmentally Preferable Purchasing programs. Marie initiated the project by completing a base-line analysis of existing sustainability efforts in all 13 City departments, and by developing detailed case studies of model green building, green purchasing and smart growth programs undertaken by ten other cities. Initially she developed and delivered customized training programs on sustainability, residential and commercial green building, environmentally preferable purchasing and smart growth to over 200 City staff and managers. Forty-six of whom went on to participate in an intensive team-based process, led by Jones, to draft the City's new Green Building and Environmentally Preferable Purchasing policies. With full buy-in from key City staff from all relevant departments, City Council approved the policies in July, 2003. With over $1.5 billion in annual purchasing, 5,600 employees, and a multi-million dollar facilities budget, these new polices and implementation plans are changing the way the City of Long Beach conducts business.

GREEN BUILDING PROGRAM IMPLEMENTATION | CITY OF LONG BEACH

Since adoption of the City's Green Building Policy, Marie Jones Consulting has played an instrumental role in policy implementation. Ongoing activities have included:

- Obtaining and maintaining top leadership education and buy-in. This activity has included the development and delivery of Green Building workshops for the City's Planning Commission and City Council and the preparation of annual Green Building progress reports to City Council.
- Formulation of a Green Building team and on-going team management and meeting facilitation. The City's Green team of 20 key staff people comes together once every two months to learn about new green building techniques, identify and resolve implementation issues (such as code restrictions and financial issues), develop new implementation projects, and share resources and learnings. Marie Jones is the team leader, setting the agenda, facilitating all meetings, and completing follow-on tasks.
- Development of Green Building implementation tools. Jones has developed 1) a directory of green building contractors, architects, engineers, commissioning agents and others; 2) a directory of green building funding sources; 3) model green building and sustainable landscaping RFP language; 4) model green building specification language; 5) model green lease language; and other tools.
- On-going Staff development. MJC developed and delivered an intensive two-day LEED Accreditation workshop on two separate occasions to successfully prepare over 30 staff people for the LEED Accreditation exam. In addition. MJC has provided on-going staff development in the areas of sustainable infrastructure, building materials, sustainable landscaping, and other topics.
- Community Outreach and Education. MJC has prepared residential and commercial green building workshops and seminars for City residents, business owners, and the development community. MJC also developed a Green Building Website for the City at http://www.greenlongbeach.org/, a Green Building PowerPoint, a wall display of common green building materials, and green material information sheets for display in the Planning Department's plan check counter. Finally, Jones has participated in various ongoing community events, such as the Port of Long Beach's Green Port Day, to provide green building information.

- Green Building Project Consulting. As the City has moved forward with five LEED Certified (or higher) projects, Marie Jones has participated in project charrettes, project critiques, and provided on-going consulting assistance with the achievement of LEED Certification. In addition, MJC has also provided expertise on smaller green tenant improvement and remodel projects at the City of Long Beach.

GREEN BUILDING CONSULTING | PORT OF LONG BEACH

Jones provides sustainability, green building and green purchasing training and consulting services to Port of Long Beach staff, who are undertaking a comprehensive effort to reduce the environmental impacts of Port operations on Southwest Long Beach, a low-income immigrant community. The Port of Long Beach is one of the busiest Ports in the world, and its impacts include traffic congestion, air pollution, and noise and light pollution. For this ongoing consulting arrangement MJC has provided LEED Accreditation training and provided consulting services for specific LEED Registered projects, including:

- *The Pier S Administrative Building (10,000 Square Feet LEED Certified)*
- *The new Port Administrative Building (275,000 Square Feet LEED Gold)*
- *The new Command and Control Center (40,000 Square Feet LEED Silver)*

SUSTAINABLE CITY STRATEGY | CITY OF LONG BEACH

For this project, MJC prepared a Sustainable City Strategy for all aspects of City operations. For each topic areas, the strategy outlines performance goals and metrics, best practices from other communities, and implementation potential tactics and strategies. Topics include: Overall Environmental Efficiency, Green Building, Smart Growth & Transportation, Waste Reduction, Energy and Climate Performance, Water Conservation & Quality, Environmentally Preferable Purchasing, and Quality of Life.

DOWNTOWN AND HISTORIC OLD TOWN SPECIFIC PLAN VISION, MARKET ANALYSIS, & FEASIBILITY STUDY | CITY OF ROSEVILLE

The rapid economic growth of this successful city, located on the edge of Sacramento, has passed by its older and deteriorated downtown. MJC, in partnership with RBF consulting, recently completed a vision for a revitalized downtown that is grounded by an extensive economic and feasibility analysis. For this project, MJC completed a demographic and economic analysis, retail leakage analysis, a market analysis and feasibility study for each of the proposed uses: retail, office, condominiums, multi-family, mixed-use, and arts and entertainment uses. MJC also participated in intensive hands-on community workshops, downtown walks, and meetings to help the community develop an achievable vision for the Downtown and the Historic Old Town. Dates: 9/1/05 – 1/30/06

"Marie Jones did an excellent job developing Long Beach's first ever "Jobs and Business Strategy". Her quantitative research is accurate, timely and relevant, and she is able to present her data in a very accessible manner. Marie has proven to be a very capable facilitator of public meetings and is very effective working with people representing all aspects of the community, from business leaders to residents to elected officials and city staff. Marie clearly "gets it" with regard to economic development issues and we have been pleased that her vast experience in this realm has allowed her to help us to develop a plan that the entire city can embrace." – *Joel Fierberg, Chair Economic Development Commission--*

JOBS & BUSINESS STRATEGY AND MARKET & ECONOMIC ANALYSIS | CITY OF LONG BEACH

Long Beach is one of the most diverse communities in the United States and the fifth largest California city. The core of the Long Beach economy has long been aerospace, tourism, and trade. However, recent downsizing in the aerospace industry impelled the City to hire MJC to develop a Jobs & Business Strategy for the City's future. As part of this project, MJC completed a detailed economic base analysis, retail leakage analysis, tourism impact analysis, and real estate market analysis. Jones facilitated 17 focus groups, three citywide meetings, five neighborhood meetings, and 5 business community meetings to gain input and develop consensus regarding key economic strengths, weaknesses, issues, goals, strategies, and projects. The final Strategy addresses the activities of the Redevelopment Agency, the Economic Development Bureau, and the Workforce.

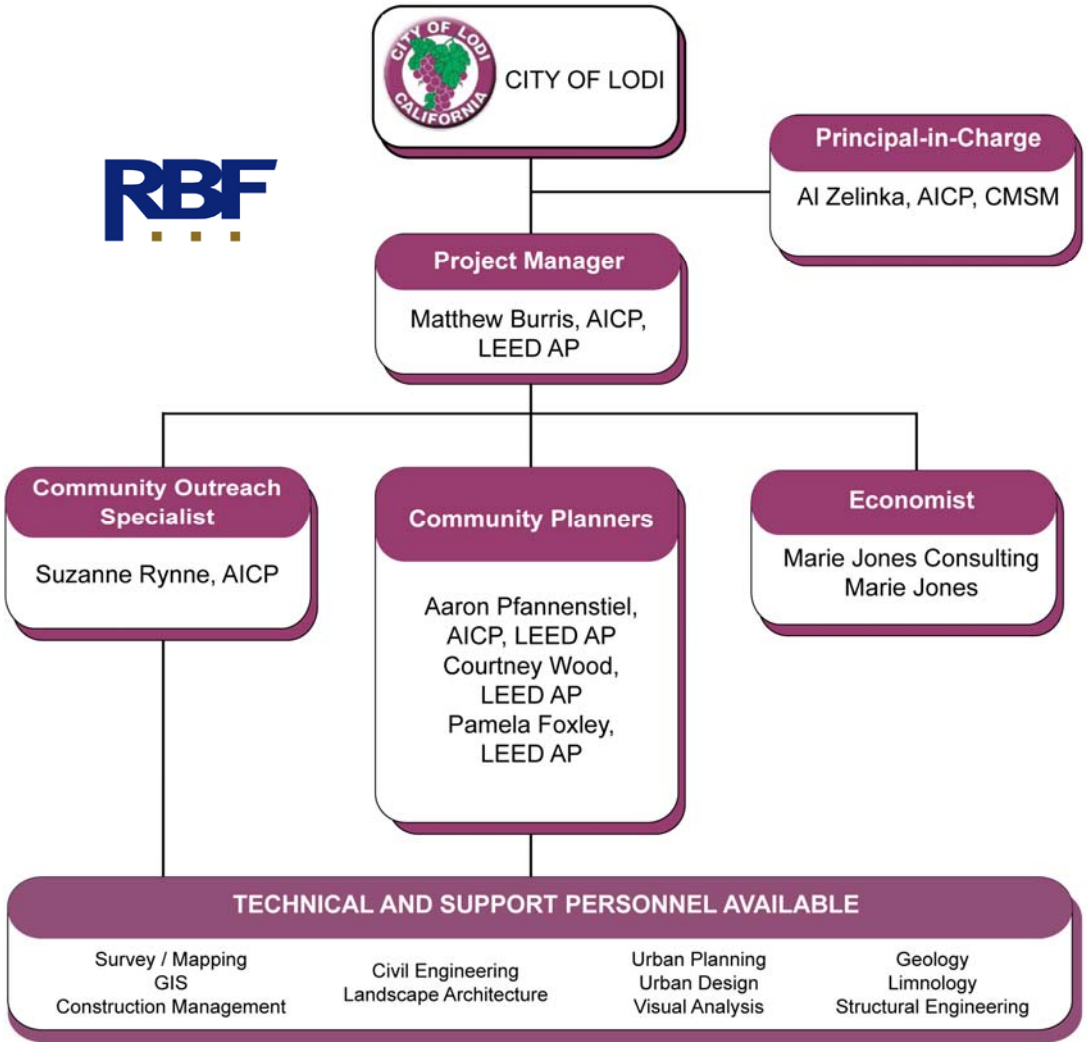
ECONOMIC DEVELOPMENT & MILL SITE REUSE STRATEGY | CITY OF FORT BRAGG

The 435-acre Georgia-Pacific mill site, located on the coastal edge of the City of Fort Bragg, is an exciting and challenging development opportunity for this Northern California city. The mill closed last year, and Jones was retained to assist with a community planning process and economic development strategy formation, which will culminate in the definition of community-driven development goals for the site. As part of the community involvement process, Jones facilitated eleven community focus groups, interviewed key informants, and developed and summarized the results from a community survey with a response rate of over 1,200 residents. In addition, Jones prepared an economic development strategy for the City and the mill site. For each economic development goal/strategy, Jones analyzed market support, determined feasibility, identified funding mechanisms, identified partners, and estimated potential job and fiscal impacts. Jones also facilitated three community meetings during which economic development and urban planning goals and strategies were prioritized and discussed.

Section 4: Project Team

PROJECT TEAM ORGANIZATION

RBF Consulting has assembled a team of professionals who have experience with similar projects and are familiar with the project area. Mr. Matthew Burris will be the Project Manager and primary contact. Mr. Al Zelinka will provide guidance and oversight for the project. Ms. Suzanne Rynne will lead the community outreach program. Our team will be enhanced by the experience and expertise of Marie Jones Consulting. Brief resumes summarizing the qualifications of each team member are provided on the following pages.



RBF CONSULTING

AL ZELINKA, AICP, CMSM

PROJECT ASSIGNMENT: PRINCIPAL-IN-CHARGE

Al Zelinka is a Fellow of the Institute for Urban Design, is a registered planner with the American Institute of Certified Planners, is a Certified Main Street Manager, is certified in Community Economic Development, and has over fifteen years of urban planning and design experience. He has developed his planning career to improve and revitalize neighborhoods, commercial districts, downtowns, and communities by working with community members in highly engaging, meaningful urban design processes that are results-oriented. He has led numerous community-based planning efforts that have inspired renaissance change, including general plans, specific plans, and revitalization programs in communities as diverse as Lincoln City and Roseburg, Oregon, Avondale, Arizona, Tonopah, Nevada, Kennewick, Washington, and Fort Bragg, Yucca Valley and Lancaster, California. His practice in urban design and planning has expanded to include a unique and important dimension of community livability: public safety through urban design, on which he has authored many publications, has co-authored a book for the American Planning Association entitled SafeScape: Creating Safer, More Livable Communities Through Planning and Design, and has made dozens of presentations to professional planners and urban designers, downtown managers, law enforcement personnel, neighborhood leaders, planning commissioners, and elected officials. Al entered the planning profession to "make a difference" in communities, and continues to subscribe to this philosophy today.

Relevant Experience:

- *Sierra Madre Design Guidelines (Sierra Madre, CA)*
- *Pasadena Green Building (Pasadena, CA)*
- *Fullerton General Plan (Fullerton, CA)*
- *Hollister Downtown Plan (Hollister, CA)*
- *Yorba Linda Town Center Blue Ribbon Committee Facilitation (Yorba Linda, CA)*

Registration:
1994, American Institute of Certified Planners, 11175
2004, Professional Certificate In Community Economic Development
2000, Certified Main Street Manager

Years of Experience: *17*

Education:
M.R.P., 1991, Regional Planning, Cornell University
B.S., 1989, Public Planning, Northern Arizona University
Certificate, 1996, Crime Prevention Through Environmental Design, University ***of Louisville***

MATTHEW BURRIS, AICP, LEED AP

PROJECT ASSIGNMENT: PROJECT MANAGER/ PRIMARY CONTACT

Registration:

2005, American Institute of Certified Planners, 019960
2004, Leadership in Energy and Environmental Design (LEED)

Education:

M.S., 2003, City and Regional Planning, California Polytechnic State University, San Luis Obispo
M.S., 2003, Engineering (Specializing in Transportation Planning), California Polytechnic State University, San Luis Obispo
B.S., 1999, Environmental Studies, University of California, Santa Barbara

Professional Project Awards:

Pasadena Green Building Outreach and Education Program (Los Angeles Section of the American Planning Association, Special Award of Merit for Public Outreach – 2007)

Downtown Sierra Madre Educational Series and Community Involvement Program (Orange County Section of the American Planning Association, Outstanding Planning Award for Outstanding Planning Outside of Orange County by an Orange County Firm - 2006)

Downtown Sierra Madre Educational Series - Understanding Downtowns and Downtown Immersion Week (California Chapter of the American Planning Association, Leadership and Service Award/Education Project - 2005)

Mr. Burris' planning training and experience include a wide variety of planning activities. He is formally trained as both a land use and transportation planner. His planning experience includes general plan updates, specific plan preparation, preparation of development standards and design guidelines, community outreach and education, constraints analyses, preparation of environmental studies for compliance with CEQA and NEPA, policy analysis, cost-benefit analysis, feasibility studies, modeling/simulation, and mapping. Prior to joining RBF, Matthew worked for several different public agencies, which has enabled him to develop a strong understanding of agency staff needs. Mr. Burris was drawn to the field of planning by his interest in resource efficiency and sustainable communities. Through planning and engaging communities in the planning process, Mr. Burris hopes to help communities understand, and develop upon, the principals of sustainable development.

Relevant Experience:

- *Green Building Outreach and Education Program (Pasadena, CA)*
- *Downtown Sierra Madre Specific Plan and Program EIR (Sierra Madre, CA)*
- *Sierra Madre Hillside Management Zone Ordinance – (Sierra Madre, CA)*
- *Extension of Staff Services (Sierra Madre, CA)*
- *Old River Ranch Specific Plan (Bakersfield, CA)*

Recent Presentations:

Speaker, "Pasadena's Green Building Outreach and Education Program," California Chapter of the American Planning Association Annual Conference (San Jose, CA; October 3, 2007)

Speaker, "What's Next? What Planning Students Need to Know," California Chapter of the American Planning Association Annual Conference (San Jose, CA; September 30, 2007)

Speaker, "Water, /Energy, and Land Use Planning," Sierra Nevada Alliance Conference (Kings Beach, CA; August 5, 2007)

Speaker, "Green Building: It's Not Just for Architects," California Chapter of the American Planning Association Annual Conference (Garden Grove, CA; October 22, 2006)

Speaker, "An Introduction to Green Building," CPA Law Society of Santa Barbara (Santa Barbara, CA; January 18, 2007)

Publications:
Co-authored a Green Office Guide, which outlines the creation of a strategic plan for incorporating sustainable development into the business practices and operations of RBF.

SUZANNE RYNNE, AICP

PROJECT ASSIGNMENT: COMMUNITY OUTREACH SPECIALIST

As a Community Planner, Ms. Rynne has been involved in a variety of projects with both the Urban Design Studio and Environmental Services team. In addition to leading innovative and award-winning community involvement programs, she has also prepared planning documents for a variety of projects, including Vision Plans, General Plans, Specific Plans, Downtown Revitalization Plans, Community Design Guidelines, Green Design Guidelines, Open Space Plans, and Trail and Bikeway Plans. Her experience also includes grant writing and the preparation of CEQA documents, including Initial Studies, Mitigated Negative Declarations, and Environmental Impact Reports for residential, mixed-use, and downtown projects.

Ms. Rynne's environmental background, coupled with her work in planning, has given her a unique perspective on the interaction of the built and natural environment, with a particular interest in green design and sustainable development. She recently developed and co-instructed the Green Building and Environmental Design Sustainability course at Cal State Fullerton (CSF) as part of CSF's new Urban Planning Certificate program. She has also spoken on panels about green building, downtown planning, community involvement, and other topics at several conferences, including state and national conferences of the American Planning Association, the California Redevelopment Association conference, the California Downtown Association conference, and the New Partners for Smart Growth conference. She

Registration:
2006, American Institute of Certified Planners

Years of Experience: 5

Education:
M.U.P., 2004, Urban and Regional Planning, University of Illinois at Urbana-Champaign
B.S., 2002, Natural Resource and Environmental Economics, University of Illinois at Urbana-Champaign

Professional Project Awards:

Pasadena Green Building Outreach and Education Program (Los Angeles Section of the American Planning Association, Special Award of Merit for Public Outreach – 2007)

Downtown Sierra Madre Educational Series and Community Involvement Program (Orange County Section of the American Planning Association, Outstanding Planning Award for Outstanding Planning Outside of Orange County by an Orange County Firm - 2006)

Downtown Sierra Madre Educational Series - Understanding Downtowns and Downtown Immersion Week (California Chapter of the American Planning Association, Leadership and Service Award/Education Project - 2005)

recently co-authored an article on Community Immersion, RBF's unique community involvement approach, and serves on the Board of Directors for the Orange County section of the American Planning Association. Ms. Rynne brings to RBF Consulting a variety of environmental and planning experience, having worked with several government agencies at the federal, state, and local level.

Relevant Experience:

- *Pasadena Green Building Outreach and Education Program (Pasadena, CA)– Ms. Rynne served as Community Outreach Coordinator.*
- *Downtown Sierra Madre Design Guidelines (Sierra Madre, CA) – Ms. Rynne served as a Community and Environmental Planner.*
- *Fullerton General Plan(Fullerton, CA) – Ms. Rynne is serving as Lead Community Planner.*
- *Hollister Downtown Plan (Hollister, CA) – Ms. Rynne is serving as Project Manager.*
- *Yorba Linda Town Center Blue Ribbon Committee Facilitation (Yorba Linda, CA) – Ms. Rynne is serving as Project Manager.*

Presentations:

- Speaker, "Pasadena's Green Building Outreach and Education Program," at the California Chapter of the American Planning Association Annual Conference (San Jose, CA; October 3, 2007)
- Speaker, "Community Planning Process: Conducting Walking and Virtual Tours," at the California Chapter of the American Planning Association Annual Conference (San Jose, CA; October 1, 2007)
- Instructor, Green Building and Environmental Design Sustainability, Urban Planning Certificate Program (Cal State Fullerton, Fullerton, CA; August 2007)
- Speaker, "New Planners Forum" at the American Planning Association National Conference (Philadelphia, PA; April 16, 2007)
- Instructor, "The Costs and Benefits of Building Green," City of Pasadena Green Building Outreach and Education Program (Pasadena, CA; March 2, 2007)
- Speaker, "Downtown 101: Revitalization, Education, and Citizen Participation" at the California Chapter of the American Planning Association Annual Conference (Garden Grove, CA; October 23, 2006)
- Speaker, "Downtown Revitalization – A Model for Citizen Participation" at the California Downtown Association Annual Conference (Monterey, CA; September 28, 2006)

AARON PFANNENSTIEL, AICP, LEED AP

PROJECT ASSIGNMENT: COMMUNITY PLANNER

Mr. Pfannenstiel is a LEED Accredited Professional and certified planner with the American Institute of Certified Planners. He entered the field of planning to change the way Cities and Communities grow and develop in hopes to improve the world in which we live in. Currently he is working on several projects where he is implementing green building, traditional neighborhood design, and sustainable development principles through the development process. This experience has focused mainly on preparation of Specific Plans and Environmental Documents for both Public and Private Clients. Prior to joining RBF, Mr. Pfannenstiel worked as a consulting geologist in southern California, where he focused on site investigations and geologic mapping for private clients in southern California.

Relevant Experience:

- *Green Building Outreach and Education Program (Pasadena, CA)*
- *Rich-Haven Specific Plan (Ontario, CA)*
- *Sierra Madre Downtown Specific Plan and Program EIR (Sierra Madre, CA)*
- *Adelanto Gateway Industrial Project (Adelanto, CA)*
- *Santa Fe Trail Specific Plan (El Monte, CA)*
- *Butterfield Specific Plan/ EIR (Banning, CA)*

Moderator, "Planning for Tomorrow's Healthy Communities," California Chapter of the American Planning Association Annual Conference (San Jose, CA; September 30, 2007)

Speaker, " Water, Energy and Land Use Planning - A Triumphant Triumvirate," Sierra Nevada Alliance Annual Conference (Lake Tahoe, CA; August 5, 2007)

Moderator, "Planning for Tomorrow's Healthy Communities," American Planning Association National Conference (Philadelphia, PA; April 17, 2007)

Publications:

Co-authored a Green Office Guide, which outlines the creation of a strategic plan for incorporating sustainable development into the business practices and operations of RBF.

Registration:

2006, American Institute of Certified Planners, 021026

2006, Leadership in Energy and Environmental Design Accredited Professional

Years of Experience: *4*

Education:

M.S., 2005, Urban and Regional Planning, California State Polytechnic University, Pomona

B.S., 2001, Geological Studies, University of California, Santa Barbara

B.A., 2001, Environmental Studies, University of California, Santa Barbara

Professional Project Awards:

Pasadena Green Building Outreach and Education Program (Los Angeles Section of the American Planning Association, Special Award of Merit for Public Outreach – 2007)

Downtown Sierra Madre Educational Series and Community Involvement Program (Orange County Section of the American Planning Association, Outstanding Planning Award for Outstanding Planning Outside of Orange County by an Orange County Firm - 2006)

Downtown Sierra Madre Educational Series - Understanding Downtowns and Downtown Immersion Week (California Chapter of the American Planning Association, Leadership and Service Award/Education Project - 2005)

COURTNEY WOOD, LEED AP

Registration:
2006, Leadership in Energy and Environmental Design (LEED AP)

Years of Experience: 3

Education:
B.S., 2004, Urban and Regional Planning, California State Polytechnic University, Pomona

PROJECT ASSIGNMENT: COMMUNITY PLANNING

Ms. Wood brings both private and public experience to RBF Consulting. As a Community Planner, Ms. Wood is involved in a variety of projects for the Urban Design Studio and the Entitlement Services teams. Her experience includes Redevelopment Plans, Neighborhood Revitalization Plans, General Plans, Housing Elements, Specific Plans, and entitlement processing. She enjoys neighborhood and downtown revitalization projects and works closely with the community to create livable, vibrant places. Ms. Wood holds a Bachelors of Science in Urban and Regional Planning from California State Polytechnic University, Pomona, and a LEED accredited professional designation.

Relevant Projects:

- *2030 Lancaster General Plan Update (Lancaster, CA)*
- *Fullerton General Plan (Fullerton, CA)*
- *Garden Grove General Plan Update*
- *Plan Santa Paula: Workshop Series (Santa Paula, CA)*

PAMELA FOXLEY, LEED AP

Registration:
2006, Leadership in Energy and Environmental Design (LEED)

Years of Experience: 6

Education:
B.A., 2001, Sociology, Colby College, Waterville, ME

Professional Project Award:

Pasadena Green Building Outreach and Education Program (Los Angeles Section of the American Planning Association, Special Award of Merit for Public Outreach – 2007)

PROJECT ASSIGNMENT: COMMUNITY PLANNER

As an Environmental Planner at RBF, Ms. Foxley prepares Environmental and Planning studies for public and private sectors clients, under the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA). Utilizing her background and understanding of environmental constraints, Ms. Foxley provides CEQA compliance review and environmental documentation, in addition to research, analysis, and writing. She was an integral member of the RBF Team that assisted the City of Pasadena with the implementation of its Green Building Outreach and Education Program, which was designed to raise awareness about the City's landmark Green Building Ordinance, and about green building in general.

Prior to joining RBF Consulting, Ms. Foxley worked as a Sustainability Coordinator for Silver Lake Conference Center, where she initiated a successful program designed to transform the Center into a more resource efficient and sustainable community. Primary duties included development and implementation of educational workshops for all age groups (including staff), establishment of educational stations around the Center, and development of marketing and display materials for workshops. Workshop topics included green building principles, responsible consumption, waste reduction, global warming, sustainable alternatives to fossil fuels, and simple action steps to reduce impact on the environment.

On a volunteer basis, Ms. Foxley also provided detailed sustainable design guidelines, modeled after the USGBC LEED-NC Checklist, to assist both the Strategic Planning Committee for Silver Lake Conference Center, and the City Council of the Town of Warren, Connecticut, in their design process of a new Town Hall building and the adaptive re-use of the existing Town Hall building into a new Community Center.

From 2002-2004, Ms. Foxley worked as an Environmental Educator for the Chewonki Foundation, where she taught youth and adults a range of topics, including various natural history topics, waste reduction, global warming and renewable energy.

Relevant Experience:

- *Green Building Outreach and Education Program (Pasadena, CA)Extension of Planning Staff Services (Sierra Madre, CA)*
- *Sierra Madre Hillside Development Guidelines (Sierra Madre, CA)*
- *Village At Loch Lomond Marina Project EIR (San Rafael, CA)*
- *Plaza Valencia Mixed-Use Project EIR (Riverside, CA)*

MARIE JONES, LEED AP – PRINCIPAL

MARIE JONES CONSULTING

PROJECT ASSIGNMENT: ECONOMIST

Marie Jones brings over 20 years of experience in economic development, market analysis, training design and delivery, and proposal writing to her practice. Current projects include: development of a green building program for the City of Fort Bragg and an economic and market analysis for a new Specific Plan for the historic Route 66 in Fontana California. Recent projects include completion of a market analysis and fiscal impact analysis for Lancaster's new downtown Specific Plan, a market and economic analysis for the revitalization of the City of Roseville's historic downtown, and an in-lieu parking fee analysis for the City of Sierra Madre. Other projects include the formulation of a new Jobs and Business Strategy for the City of Long Beach; a re-use and economic development strategy for the City of Fort Bragg and the 435 acre Georgia-Pacific mill site, a feasibility analysis for Long Beach's new Land Use Element of their General Plan; the development and ongoing implementation of Long Beach's new Green Building program; and an economic development strategy for Kern County. Other recent work includes a feasibility and market study for a 52,000 square foot arts facility in Long Beach, the preparation of a successful development proposal and business plan for the Malibu Pier, a feasibility and market analysis for a 40,000 square foot mixed-use project in San Francisco, along with the provision of real estate advisory services, market analysis and feasibility studies for a variety of other projects.

Prior to starting her consulting firm, Marie worked as a Senior Associate at Bay Area Economics where she specialized in market analysis, economic development and facility feasibility studies. While at Bay Area Economics, she complete: a reuse feasibility study for the historic 77,000 square foot Old Mint project in downtown San Francisco; an economic development strategy for downtown Portland; a housing assessment for 13 campuses of California State University; an economic development strategy for downtown Benicia; a market analysis for a conference and training center at NASA, and market studies for a variety of low-income housing projects.

Marie served as the Director of Economic Development for the San Francisco Partnership, where she led efforts to attract and retain over 150 high-tech companies. She also managed a strategy to assist arts and human service non-profit organizations facing rapidly rising rents.

Jones served as Manager of Economic Development for Diablo Valley College and Director of Training and Economic Development for the Michigan Manufacturing Technology Center, where she earned a national reputation as an excellent trainer for the Manufacturing Extension Partnership of the Department of Commence. Earlier, she worked on low-income housing development in Ithaca, New York, and on the redevelopment of the earthquake-damaged downtown Santa Cruz, California. Marie has written over $9,000,000 worth of successful grant applications for community and economic development, affordable housing, and education projects for government and non-profit clients.

Ms. Jones holds a Masters of City Planning from Cornell University and a B.A. in Environmental Studies from University of California at Santa Cruz. Marie is a LEED Accredited Green Building professional.