

MAYOR CELESTE T. RODRIGUEZ
VICE MAYOR MARY MENDOZA
COUNCILMEMBER CINDY MONTAÑEZ
COUNCILMEMBER JOEL FAJARDO
COUNCILMEMBER MARY SOLORIO



CITY OF SAN FERNANDO

CITY COUNCIL REGULAR MEETING AGENDA SUMMARY MONDAY, OCTOBER 2, 2023 – 6:00 PM

CITY HALL COUNCIL CHAMBERS
117 MACNEIL STREET
SAN FERNANDO, CALIFORNIA 91340

PUBLIC PARTICIPATION OPTIONS

WATCH THE MEETING

Live stream with audio and video, via YouTube Live, at:

<https://www.youtube.com/c/CityOfSanFernando>

Note: Comments submitted via YouTube will not be read into the record.

SUBMIT PUBLIC COMMENT IN PERSON

Members of the public may provide comments in person in the City Council Chambers during the Public Comments section of the Agenda by submitting a comment card to the City Clerk.

SUBMIT PUBLIC COMMENT VIA EMAIL

Members of the public may submit comments **by email** to cityclerk@sfcity.org no later than **5:00 p.m. the day of the meeting**, to ensure distribution to the City Council prior to consideration of the agenda. Comments received via email will be distributed to the City Council, read into the record, limited to three minutes, and made part of the official public record of the meeting.

CALL-IN TO PROVIDE PUBLIC COMMENT LIVE DURING THE MEETING

Members of the public may **call-in between 6:00 p.m. and 6:15 p.m.** Comments will be heard in the order received, and limited to three minutes. If necessary, the call-in period may be extended by the Mayor. Note: This is audio only and no video.

Call-in Telephone Number: (669) 900-6833
Meeting ID: 833 6022 0211
Passcode: 924965

When connecting to the Zoom meeting to speak, you will be placed in a virtual “waiting area,” with your audio disabled, until it is your turn to speak and limited to three minutes.

Staff Contact Nick Kimball, City Manager

SAN FERNANDO CITY COUNCIL

Regular Meeting Notice and Agenda – October 2, 2023

Page 2 of 5

REPORT OUT FROM CLOSED SESSION

CALL TO ORDER

ROLL CALL

TELECONFERENCING REQUESTS/DISCLOSURE

Recommend consideration of requests received for remote teleconference meeting participation made by members of the City's legislative bodies, as permitted under the provisions of Assembly Bill (AB) 2449, Government Code Section 54953, and the City of San Fernando adopted Resolution No. 8215, effective March 1, 2023.

PLEDGE OF ALLEGIANCE

Led by City Clerk Julia Fritz

APPROVAL OF AGENDA

Recommend that the City Council approve the agenda as presented and move that all ordinances presented tonight be read in title only as authorized under Government Code Section 36934.

PRESENTATIONS

- A. PRESENTATION RECOGNIZING NEW SAN FERNANDO POST 521 POLICE EXPLORERS
- B. PRESENTATION OF A CERTIFICATE OF PROCLAMATION DECLARING THE WEEK OF OCTOBER 8, 2023 AS CODE ENFORCEMENT OFFICER APPRECIATION WEEK
- C. PRESENTATION OF A CERTIFICATE OF PROCLAMATION DECLARING OCTOBER AS BREAST CANCER AWARENESS MONTH
- D. PRESENTATION OF A CERTIFICATE OF PROCLAMATION DECLARING OCTOBER AS DOMESTIC VIOLENCE AWARENESS MONTH
- E. PRESENTATION OF CERTIFICATES OF RECOGNITION TO THE ORGANIZATION SPONSORS OF THE "COMMUNITY UNITED FOR HIGHER EDUCATION FORUM" IN HONOR OF SEPTEMBER AS NATIONAL HISPANIC HERITAGE MONTH
- F. PRESENTATION OF A CERTIFICATE OF PROCLAMATION DECLARING THE MONTH OF OCTOBER AS CYBERSECURITY AWARENESS MONTH

SAN FERNANDO CITY COUNCIL

Regular Meeting Notice and Agenda – October 2, 2023

Page 3 of 5

DECORUM AND ORDER

The City Council, elected by the public, must be free to discuss issues confronting the City in an orderly environment. Members of the public attending City Council meetings shall observe the same rules of order and decorum applicable to the City Council (SF Procedural Manual). Any person making impertinent derogatory or slanderous remarks or who becomes boisterous while addressing the City Council or while attending the City Council meeting, may be removed from the room if the Presiding Officer so directs the sergeant-at-arms and such person may be barred from further audience before the City Council.

PUBLIC STATEMENTS

Members of the public may **provide comments in person in the City Council Chambers** during the Public Comments section of the Agenda by submitting a comment card to the City Clerk.

Members of the public may submit comments by email to cityclerk@sfcity.org no later than **5:00 p.m. the day of the meeting** to ensure distribution to the City Council and read into the record.

Members of the public may provide a **live public comment by calling in between 6:00 p.m. and 6:15 p.m. CALL-IN INFORMATION: Telephone Number: (669) 900-6833; Meeting ID: 833 6022 0211; Passcode: 924965**

CONSENT CALENDAR

Items on the Consent Calendar are considered routine and may be disposed of by a single motion to adopt staff recommendation. If the City Council wishes to discuss any item, it should first be removed from the Consent Calendar.

1) CONSIDERATION TO APPROVE CITY COUNCIL MEETING MINUTES FOR:

- a. January 3, 2023 – Regular
- b. September 18, 2023 – Special
- c. September 18, 2023 – Regular

2) CONSIDERATION TO ADOPT A RESOLUTION APPROVING THE WARRANT REGISTER

Recommend that the City Council adopt Resolution No. 23-101 approving the Warrant Register.

3) CONSIDERATION TO APPROVE DISPOSITION OF SURPLUS CITY-OWNED VEHICLES AND EQUIPMENT

Recommend that the City Council

- a. Declare all items on the Surplus City-Owned Vehicles and Equipment as surplus; and
- b. Authorize the City Manager to dispose of surplus City-owned vehicles and equipment, including radios and other technology, in accordance with Chapter 2, Article VI, Division 7, of the City of San Fernando Municipal Code.

SAN FERNANDO CITY COUNCIL

Regular Meeting Notice and Agenda – October 2, 2023

Page 4 of 5

4) CONSIDERATION TO APPROVE CO-SPONSORSHIP OF THE ODD FELLOWS OF SAN FERNANDO'S CASINO NIGHT AND POKER TOURNAMENT FUNDRAISER EVENT AND USE OF THE CITY SEAL

Recommend that the City Council:

- a. Approve Co-Sponsorship of the Odd Fellows of San Fernando's Casino Night and Poker Tournament fundraiser event;
- b. Approve the use of the City Seal on printed material and social media pursuant to City Council Resolution No. 6904; and
- c. Authorize staff to promote the Odd Fellows of San Fernando's Casino Night and Poker Tournament fundraiser event through the City's social media, community events, park programming, and any other avenues available.

PUBLIC HEARING

5) A PUBLIC HEARING TO CONSIDER ADOPTING AN ORDINANCE APPROVING A ZONE TEXT AMENDMENT TO THE SAN FERNANDO MUNICIPAL CODE, SECTION 106-182, PROJECT NO. ZTA2023-002 TO GRANT DISCRETION TO THE PLANNING AND PRESERVATION COMMISSION OR THE CITY COUNCIL TO WAIVE OR MODIFY CERTAIN STANDARD CONDITIONS FOR THE APPROVAL OF CONDITIONAL USE PERMITS AUTHORIZING THE SALE OF ALCOHOLIC BEVERAGES

Recommend that the City Council:

- a. Conduct a Public Hearing; and
- b. Pending public testimony, introduce for first reading, in title only, and waive further reading of Ordinance No. 1719 "An Ordinance of the City Council of the City of San Fernando, California, approving a Zoning Text Amendment (Project No. ZTA2023-002) to the San Fernando Municipal Code, Section 106-182, Standard Conditions, to grant discretion to the Planning and Preservation Commission or the City Council to waive or modify certain standard conditions for the approval of Conditional Use Permits authorizing the sale of alcoholic beverages."

ADMINISTRATIVE REPORTS

6) DISCUSSION REGARDING THE FORMATION OF A COMMUNITY ADVISORY COMMITTEE FOR THE DOWNTOWN MASTER PLAN

Recommend that the City Council:

- a. Discuss the formation of a Community Advisory Committee for the Downtown Master Plan; and
- b. Provide direction to staff.

SAN FERNANDO CITY COUNCIL

Regular Meeting Notice and Agenda – October 2, 2023

Page 5 of 5

STAFF COMMUNICATION INCLUDING COMMISSION UPDATES

GENERAL CITY COUNCIL/BOARD MEMBER COMMENTS AND LIAISON UPDATES

ADJOURNMENT The meeting will adjourn to its next regular meeting.

I hereby certify under penalty of perjury and the laws of the State of California the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting.

Julia Fritz, City Clerk

Signed and Posted: September 27, 2023 (5:00 p.m.)

The Regular Meetings of the City Council of the City of San Fernando also serves as concurrent Regular Meetings of the Successor Agency to the San Fernando Redevelopment Agency, and, from time to time, such other bodies of the City composed exclusive of the Members of the City Council.

Agendas and complete Agenda Packets (including staff reports and exhibits related to each item) are posted on the City's Internet website www.sfcity.org. These are also available for public reviewing prior to a meeting in the City Clerk Department. Any public writings distributed by the City Council to at least a majority of the Councilmembers regarding any item on this regular meeting agenda will also be made available at the City Clerk Department at City Hall located at 117 Macneil Street, San Fernando, CA, 91340 during normal business hours. In addition, the City may also post such documents on the City's website at www.sfcity.org. In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification/accommodation to attend or participate in this meeting, including auxiliary aids or services please call the City Clerk Department at (818) 898-1204 or cityclerk@sfcity.org at least 48 hours prior to the meeting.

*This Page
Intentionally
Left Blank*

Regular Meeting San Fernando City Council

*This Page
Intentionally
Left Blank*

*This Page
Intentionally
Left Blank*

1a

*This Page
Intentionally
Left Blank*

**CITY OF SAN FERNANDO
CITY COUNCIL/SUCCESSOR AGENCY
TO THE SAN FERNANDO REDEVELOPMENT AGENCY
MINUTES**

JANUARY 3, 2023 – 6:00 P.M.

REGULAR MEETING

**CITY HALL COUNCIL CHAMBERS
117 MACNEIL STREET
SAN FERNANDO, CALIFORNIA 91340
TELECONFERENCE – PURSUANT TO PROVISIONS OF ASSEMBLY BILL 361**

CALL TO ORDER/ROLL CALL

Mayor Celeste Rodriguez called the meeting to order at 6:00 p.m.

Present: Council: Mayor Celeste Rodriguez, Vice Mayor Mary Mendoza and Councilmembers Cindy Montañez (via teleconference), Joel Fajardo and Mary Solorio

Staff: City Manager Nick Kimball, Assistant City Attorney Richard Padilla, Police Chief Fabian Valdez, Director of Finance Erica Melton, Director of Public Works Matthew Baumgardner, Director of Community Development Kanika Kith, Director of Recreation and Community Services Julian Venegas and City Clerk Julia Fritz

Absent: None

PLEDGE OF ALLEGIANCE

Led by City Clerk Julia Fritz

APPROVAL OF AGENDA

Motion by Vice Mayor Mendoza, seconded by Councilmember Solorio to approve the agenda. The motion carried unanimously.

PUBLIC STATEMENTS

Angel Zobel-Rodriguez and Nicole Mohr spoke in support of Agenda Item No. 4 and extended an invitation to the City Council to attend upcoming Principles Luncheon event hosted by the Education Commission.

Charles Leone, negotiator representative for the San Fernando Public Employees Association SEIU Local 721 requested City Council's support with labor negotiations.

SAN FERNANDO CITY COUNCIL/SUCCESSOR AGENCY

MINUTES – Regular Meeting January 3, 2023

Page 2 of 7

Eric Hernandez with OUT Against Big Tobacco Los Angeles submitted a written comment regarding health hazards caused by chemicals contained in all tobacco products.

CONSENT CALENDAR

Councilmember Fajardo stated he would abstain from Consent Item No. 1.

Motion by Councilmember Fajardo, seconded by Councilmember Solorio to approve:

- 2) CONSIDERATION TO ADOPT RESOLUTION NOS. 22-122 AND 22-011 APPROVING THE WARRANT REGISTERS OF DECEMBER 19, 2022 AND JANUARY 3, 2023, RESPECTIVELY
- 3) CONSIDERATION TO ADOPT A RESOLUTION RE-AUTHORIZING REMOTE TELECONFERENCE MEETINGS FOR THE PERIOD OF JANUARY 11, 2023 TO FEBRUARY 10, 2023, OF THE CITY OF SAN FERNANDO'S LEGISLATIVE BODIES IN COMPLIANCE WITH GOVERNMENT CODE SECTION 54953(E) AND OTHER APPLICABLE PROVISIONS OF ASSEMBLY BILL 361
- 4) CONSIDERATION TO AUTHORIZE USE OF THE CITY SEAL BY THE EDUCATION COMMISSION TO CIRCULATE A DONATION REQUEST LETTER FOR THE STUDENT SCHOLARSHIP PROGRAM

The motion carried unanimously.

Motion by Vice Mayor Mendoza, seconded by Councilmember Solorio to approve:

- 1) CONSIDERATION TO APPROVE CITY COUNCIL MEETING MINUTES:
 - a. October 17, 2022 – Regular
 - b. November 17, 2022 – Regular

The motion carried, by the following vote:

ROLL CALL

AYES:	Solorio, Montañez, Mendoza, Rodriguez - 4
NAYES:	None
ABSENT:	None
ABSTAIN:	Fajardo -1

PUBLIC HEARINGS

- 5) A PUBLIC HEARING TO CONSIDER ADOPTING AN ORDINANCE APPROVING AMENDMENTS TO THE SAN FERNANDO MUNICIPAL CODE TO IMPLEMENT THE URBAN LOT SPLITS AND TWO-UNIT RESIDENTIAL DEVELOPMENT WITHIN THE SINGLE-FAMILY RESIDENTIAL (R-1) ZONE IMPOSED BY SENATE BILL 9 (SB 9)

Mayor Rodriguez opened the public hearing.

SAN FERNANDO CITY COUNCIL/SUCCESSOR AGENCY

MINUTES – Regular Meeting January 3, 2023

Page 3 of 7

Director of Community Development Kith presented the staff report and responded to Councilmember questions.

Councilmembers discussed concerns with design standards including parking requirements, and questioned why the full list of recommendations made by the Planning and Preservation Commission were not included in the staff report along with the costs for a feasibility study.

Mayor Rodriguez opened public comment and there being no public testimony, Mayor Rodriguez closed public comments. Motion by Councilmember Fajardo, seconded by Vice Mayor Mendoza to close public comments. The motion carried unanimously.

Motion by Vice Mayor Mendoza, seconded by Councilmember Solorio to introduce for first reading, in title only, and waive further reading of Ordinance No. 1712 “An Ordinance of the City Council of the City of San Fernando, California, repealing Interim Urgency Ordinance No. U-1706 and approval of amendments to the San Fernando Municipal Code (Zoning Text Amendment No. 2022- 001) to add Chapter 78, Article II, Division 6 “Urban Lot Split” and to add Section 359 of Chapter 106, Article III, Division 2 “Two-Unit Urban Residential Development” to establish regulations and standards for urban lot splits and two-unit residential development projects in Single-family Residential (R-1) Zone pursuant to Senate Bill 9.”

The motion failed, by the following vote:

ROLL CALL

AYES:	Solorio, Mendoza - 2
NAYES:	Fajardo, Montañez, Rodriguez - 3
ABSENT:	None
ABSTAIN:	None

Motion by Councilmember Fajardo, seconded by Councilmember Montañez to continue the public hearing to the meeting of January 17, 2023 to consider an additional one-year extension of the existing Interim Urgency Ordinance No. U-1707; and direct staff to present a revised draft ordinance to include additional options for potential design and architectural standards, identify recommendations made by the Planning and Preservation Commission that were included in the ordinance with reasons why certain recommendations were not included; and include stricter oversight for owner occupancy provisions. The motion carried, unanimously.

- 6) A PUBLIC HEARING TO CONSIDER ADOPTING A RESOLUTION APPROVING THE FINANCING FOR AN ENERGY SAVINGS PERFORMANCE CONTRACT WITH WILL DAN ENERGY SOLUTIONS FOR TURN-KEY DESIGN, ENGINEERING, AND CONSTRUCTION SERVICES FOR SOLAR, HEATING, VENTILATION, AND AIR CONDITIONING, AND BATTERY ENERGY STORAGE SYSTEMS AT CITY FACILITIES

Mayor Rodriguez opened the public hearing.

Director of Public Works Baumgardner presented the staff report and responded to Councilmember questions.

SAN FERNANDO CITY COUNCIL/SUCCESSOR AGENCY

MINUTES – Regular Meeting January 3, 2023

Page 4 of 7

Mayor Rodriguez opened public comment, there being no public testimony, and with no objections, Mayor Rodriguez closed public comments.

Motion by Councilmember Fajardo, seconded by Vice Mayor Mendoza to approve Option No. 4: (HVAC Only; No Financing): Install HVAC at the Police Department Facility and appropriate an additional \$2,500,000 toward the project; with additional direction to staff to return to the Council before February 10th, with a more detailed summary of the financing costs for Option No. 3, in addition to ways that funds could be utilized. The motion carried, unanimously.

It was noted, the City Council recessed at 8:16 p.m. and returned at 8:27 p.m. with all Councilmembers present.

ADMINISTRATIVE REPORTS

Mayor Rodriguez noted that Agenda Item No. 9 and 10 will be considered prior to Item No. 7.

9) CONSIDERATION TO AWARD A PROFESSIONAL SERVICES AGREEMENT TO PACOIMA BEAUTIFUL, TO PROVIDE COMMUNITY ENGAGEMENT SERVICES

Director of Recreation and Community Services Venegas presented the staff report and responded to Councilmember questions.

Motion by Councilmember Fajardo, seconded by Councilmember Montañez to approve a Professional Services Agreement (Contract No. 2129) with Pacoima Beautiful in an amount not-to-exceed \$50,000 to provide Community Engagement services for the Las Palmas Park Revitalization Project and the Pioneer Park Playground Renovation Project; and authorize the City Manager to make non-substantive changes and execute all related documents. The motion carried, unanimously.

10) CONSIDERATION TO AWARD A PROFESSIONAL SERVICES AGREEMENT TO RJM DESIGN GROUP, INC., FOR THE DESIGN OF THE LAS PALMAS PARK REVITALIZATION PROJECT

Director of Recreation and Community Services Venegas presented the staff report and responded to Councilmember questions.

Motion by Councilmember Fajardo, seconded by Councilmember Montañez to approve a Professional Services Agreement (Contract No. 2107) with RJM Design Group, Inc. (RJM) in an amount not-to-exceed \$490,121 to provide community engagement and design services for the Las Palmas Park Revitalization Project; and authorize the City Manager to make non-substantive changes and execute all related documents. The motion carried, unanimously,

SAN FERNANDO CITY COUNCIL/SUCCESSOR AGENCY

MINUTES – Regular Meeting January 3, 2023

Page 5 of 7

7) CONSIDERATION TO AWARD A CONSTRUCTION CONTRACT FOR PHASE 2 OF THE ANNUAL STREET RESURFACING PROJECT

Director of Public Work Baumgardner presented the staff report and Director of Finance Melton presented fund balances and responded to Councilmember questions.

Motion by Councilmember Fajardo, seconded by Vice Mayor Mendoza to accept the lowest responsive bid in the amount of \$3,610,154 from American Asphalt South, Inc. for construction of these improvements; and approve a construction contract with American Asphalt South, Inc. for an amount not-to-exceed \$3,610,154 (Contract No. 2130); adopt Resolution No. 8204 amending the budget of Fiscal Year 2022-2023 to increase total project expenditures by \$1,860,926 to \$6,460,154; and authorize the City Manager to execute all related documents. The motion carried unanimously.

8) CONSIDERATION TO APPROVE CITY COUNCIL LIAISON AND AD HOC ASSIGNMENTS

Mayor Rodriguez provided opening comments.

Mayor Rodriguez noted that a updated ad hoc committee list would be brought back to City Council which is reflective of the City's adopted strategic goals.

Motion by Councilmember Fajardo, seconded by Mayor Rodriguez to approve the 2023 Liaison Assignments, as amended to include Celeste Rodriguez as Alternate for ICA and advertisement for the upcoming vacancy of MTA. The motion carried, unanimously.

11) CONSIDERATION TO APPOINT REPRESENTATIVES TO SERVE AS COMMISSIONERS TO THE EDUCATION, PARKS, WELLNESS AND RECREATION, TRANSPORTATION AND PUBLIC SAFETY, AND PLANNING AND PRESERVATION COMMISSIONS

Councilmember Fajardo presented the staff report.

Motion by Councilmember Fajardo, seconded by Vice Mayor Mendoza to approve Angel Zobel-Rodriguez to be appointed as Councilmember Fajardo's representative to the Education Commission; approve Nicole Mohr to be appointed as a representative to the Transportation and Public Safety Commission; approve Natasha Sanchez-Brooks to be appointed as a representative to the Parks, Wellness and Recreation Commission; and approve Hector A. Pacheco to be appointed as a representative to the Planning and Preservation Commission. The motion carried unanimously.

12) CONSIDERATION AND DISCUSSION TO PROVIDE STAFF DIRECTION FOR A PRESENTATION ON THE SAN FERNANDO POLICE DEPARTMENT AND RELATED ISSUES TO BE AGENDIZED TO A SPECIAL MEETING OR STUDY SESSION

Councilmember Fajardo presented the staff report.

SAN FERNANDO CITY COUNCIL/SUCCESSOR AGENCY

MINUTES – Regular Meeting January 3, 2023

Page 6 of 7

By consensus, the City Council directed staff to bring back, before February 1, a presentation and discussion regarding Senate Bill 2's impact on the Police Department, current policies and procedures related to sworn officer personnel investigations, arbitration, and appeals, as well as the Department's hiring plan, school resource matters, and staffing shortages. The Council also noted that each Councilmember would provide staff with specific topics of concern to address and include in the staff report. Furthermore, staff is instructed to provide a summary of the changes that have taken place since Chief Valdez's tenure with the City's Police Department.

Staff mentioned January 30 as the tentative date for scheduling the special City Council meeting to bring the item back for discussion.

13) CONSIDERATION TO APPOINT CITY COUNCIL LIAISON TO THE GREATER LOS ANGELES COUNTY VECTOR CONTROL DISTRICT

Councilmember Fajardo presented the staff report.

Motion by Councilmember Fajardo, seconded by Vice Mayor Mendoza to appoint Sylvia Ballin as City Council Liaison to the Greater Los Angeles County Vector Control District (GLACVD) for a two-year term. The motion carried, unanimously.

STAFF COMMUNICATION INCLUDING COMMISSION UPDATES

City Clerk Fritz had no updates to report.

Director of Recreation and Community Services Venegas commented on the upcoming Parks, Wellness and Recreation Commission and the Layne Park groundbreaking event.

Director of Public Works Baumgardner reported that the City received a grant for \$300,000 towards the City-wide infiltration project.

Director of Community Development Kith had no updates to report.

Police Chief Valdez requested that the meeting be adjourned in memory of Riverside Sheriff Deputies Isaiah Cordero and Darnell Calhoun.

City Manager Kimball reminded City Council that the City Manager's Quarterly Outlook Report which informs Councilmembers about City activities, events and upcoming agenda items and also noted the City Manager's bi-weekly update report would be emailed this week.

SAN FERNANDO CITY COUNCIL/SUCCESSOR AGENCY

MINUTES – Regular Meeting January 3, 2023

Page 7 of 7

GENERAL CITY COUNCIL/BOARD MEMBER COMMENTS AND LIAISON UPDATES

Councilmember Fajardo spoke about the HVAC finance options, public hearing matters, and suggested to leave special meetings to begin at 5pm and spoke about citizen concerns regarding the lack of parking and on receiving updates related to the park infiltration project.

Councilmember Montañez spoke about strengthening economic development in the City and thanked her colleagues for their work.

Councilmember Solorio thanked staff for a great first council meeting.

Vice Mayor Mendoza commented on having a great first meeting and reported she attended the grand opening for Heavenly Pancake announcing dinner service and wished everyone a happy holidays and happy new year.

Mayor Rodriguez thanked staff for their work, commented on items approved on the agenda, mentioned she attended the grand opening for Heavenly Pancake announcing dinner service, thanked colleagues for their work and spoke about her recognizing her new role as the Mayor.

ADJOURNMENT 11:12 p.m.)

Mayor Rodriguez adjourned the meeting in memory of Riverside Sheriff Deputies Isaiah Cordero and Darnell Calhoun to the next regular meeting.

I do hereby certify that the foregoing is a true and correct copy of the minutes of the January 3, 2023, regular meeting as approved by the San Fernando City Council.

Julia Fritz, CMC
City Clerk

*This Page
Intentionally
Left Blank*

1b

*This Page
Intentionally
Left Blank*

**CITY OF SAN FERNANDO
CITY COUNCIL MINUTES**

**SEPTEMBER 18, 2023 – 5:15 P.M.
SPECIAL MEETING**

**CITY HALL COUNCIL CHAMBERS
117 MACNEIL STREET
SAN FERNANDO, CALIFORNIA 91340**

CALL TO ORDER/ROLL CALL

Mayor Celeste T. Rodriguez called the meeting to order at 5:15 p.m.

Present:

Council: Mayor Celeste T. Rodriguez, Vice Mayor Mary Mendoza, and Councilmembers Joel Fajardo and Mary Solorio

Staff: City Manager Nick Kimball and Assistant City Attorney Richard Padilla

Absent: Councilmember Cindy Montañez

APPROVAL OF AGENDA

Motion by Councilmember Fajardo, seconded by Councilmember Solorio to approve the agenda. The motion carried, with Councilmember Montañez absent.

PUBLIC STATEMENTS None

RECESS TO CLOSED SESSION (5:16 P.M.)

By consensus, Councilmembers recessed to Closed Session.

A) CLOSED SESSION PURSUANT TO GOVERNMENT CODE SECTION 54956.9(D)(4):
CONFERENCE WITH LEGAL COUNSEL – INITIATION OF LITIGATION

Two (2) Matters

B) CONFERENCE WITH LABOR NEGOTIATOR PURSUANT TO G.C. §54957.6:

Designated City Negotiators: City Manager Nick Kimball

SAN FERNANDO CITY COUNCIL

MINUTES – Special Meeting September 5, 2023

Page 2 of 2

Employees and Employee Bargaining Units:

San Fernando Management Group (SEIU, Local 721)

San Fernando Public Employees' Association (SEIU, Local 721)

San Fernando Police Officers Association

San Fernando Police Officers Association Police Management Unit

San Fernando Police Civilian Association

San Fernando Part-Time Employees' Bargaining Unit (SEIU, Local 721)

All Unrepresented Employees

RECONVENE/REPORT OUT FROM CLOSED SESSION

Assistant City Attorney Padilla stated there was no reportable action as a result of the Closed Session meeting held on September 18, 2023, at 5:15 p.m.

ADJOURNMENT (6:10 p.m.)

The City Council adjourned the special meeting to the regular meeting at 6:00 p.m.

I do hereby certify that the foregoing is a true and correct copy of the minutes of the September 18, 2023, 2023, Special Meeting as approved by the San Fernando City Council.

Julia Fritz, CMC
City Clerk

1c

*This Page
Intentionally
Left Blank*

**CITY OF SAN FERNANDO
CITY COUNCIL MINUTES**

**SEPTEMBER 18, 2023 – 6:00 P.M.
REGULAR MEETING**

**CITY HALL COUNCIL CHAMBERS
117 MACNEIL STREET
SAN FERNANDO, CALIFORNIA 91340**

CALL TO ORDER/ROLL CALL

Mayor Celeste Rodriguez called the meeting to order at 6:10 p.m.

Present: Council: Mayor Celeste Rodriguez, Vice Mayor Mary Mendoza, and Councilmembers Joel Fajardo and Mary Solorio

Staff: City Manager Nick Kimball, Assistant City Attorney Richard Padilla, Police Chief Fabian Valdez, Deputy City Manager/Economic Development Kanika Kith, Director of Finance Erica Melton, and City Clerk Julia Fritz

Absent: Councilmember Cindy Montañez

TELECONFERENCING REQUESTS/DISCLOSURE

No requests considered.

PLEDGE OF ALLEGIANCE

Led by City Clerk Julia Fritz

APPROVAL OF AGENDA

Motion by Councilmember Fajardo, seconded by Councilmember Solorio to approve the agenda. The motion carried, with Councilmember Montañez absent.

PRESENTATIONS

- A. PRESENTATION OF A LEGACY AWARD FROM THE VALLEY ECONOMIC ALLIANCE FOR THE CITY'S DEDICATION AND UNWAVERING COMMITMENT TO FOSTERING ECONOMIC DEVELOPMENT IN THE SAN FERNANDO VALLEY
- B. INTRODUCTION OF NEW CITY EMPLOYEES

SAN FERNANDO CITY COUNCIL

MINUTES – Regular Meeting September 18, 2023

Page 2 of 5

PUBLIC STATEMENTS

The following speakers spoke in support of Agenda Item No. 6 regarding the trolley system:

Christina Bernal
Priscilla (Estrada) from San Fernando Fitness
Adriana Gomez
Natasha Madarian
Tom (Ross) from 451 S. Brand Blvd.

CONSENT CALENDAR

Councilmember Fajardo requested to pull Agenda Item No. 5 and Mayor Rodriguez requested to pull Agenda Item Nos. 5 and 6 for discussion.

Motion by Councilmember Fajardo, seconded by Councilmember Solorio to approve Consent Calendar Item Nos. 1 through 4:

- 1) CONSIDERATION TO APPROVE CITY COUNCIL MEETING MINUTES FOR:
 - a. October 12, 2005 – Regular
 - b. May 22, 2006 - Special
 - c. May 30, 2006 - Special
 - d. June 13, 2006 - Special
 - e. September 5, 2023 - Special
- 2) CONSIDERATION TO ADOPT A RESOLUTION APPROVING THE WARRANT REGISTER
- 3) PRESENTATION OF THE CITY'S 2023 LOCAL TRANSACTION TAX ANNUAL REPORT FOR MEASURES "A" AND "SF"
- 4) CONSIDERATION TO APPROVE A CONCEPTUAL DESIGN FOR THE LAS PALMAS PARK REVITALIZATION PROJECT

The motion carried, with Councilmember Montañez absent.

Items Pulled for Discussion

- 5) CONSIDERATION TO AUTHORIZE CONSTRUCTION CONTINGENCY, ACCEPT PROJECT COMPLETION AND AUTHORIZE THE RECORDATION OF THE NOTICE OF COMPLETION FOR PHASE 1 OF THE ANNUAL STREET RESURFACING PROJECT

Management Analyst Kenneth Jones presented the staff report and responded to Councilmember questions.

SAN FERNANDO CITY COUNCIL

MINUTES – Regular Meeting September 18, 2023

Page 3 of 5

Motion by Councilmember Fajardo, seconded by Councilmember Solorio to Authorize construction contingency of \$361,612 (10 percent) of the contract amount for use to complete final project payments in Phase 1 of the Annual Street Resurfacing Project; Accept the improvements as constructed by Toro Enterprises, Inc., and consider the work completed; Authorize the issuance and filing of the “Notice of Completion” with the Los Angeles County Office of the Registrar-Recorder/County Clerk; and Authorize the release of the five percent retention amount (\$118,416.60) after the 35-day lien period from the date the Notice of Completion is recorded, with the provision that the City Manager follow up on resident complaints within the next week before signing off on filing the Notice of Completion. The motion carried, with Councilmember Montañez absent.

6) **CONSIDERATION TO APPROVE A CONTRACT WITH PARKING COMPANY OF AMERICA FOR PUBLIC TRANSPORTATION SERVICES**

Management Analyst Jones presented the staff report and responded to Councilmember questions.

City Council directed staff to return at a future Council meeting to discuss trolley service options and the City’s procurement, purchasing and contract expiration management processes.

Motion by Mayor Rodriguez, seconded by Councilmember Solorio to Approve a Contractual Services Agreement (Contract No. 2197) with Parking Company of America in the amount of \$3,559,271 for a five-year term, with a City option to renew for two additional years for public transportation services ; and Authorize the City Manager to execute the agreement and all related documents. The motion carried with Councilmember Montañez absent.

ADMINISTRATIVE REPORTS

Councilmember Fajardo requested Agenda Item No. 8 be heard before Agenda Item No. 7.

8) **DISCUSSION REGARDING CITY COUNCILMEMBERS’ STATUTORY MAXIMUM SALARY AND OTHER BENEFITS AND PROVIDE STAFF WITH DIRECTION, AS APPROPRIATE**

City Manager Nick Kimball and Assistant City Attorney Richard Padilla presented the staff report and responded to Councilmember questions.

By consensus, City Council directed staff to return to a future meeting with an ordinance reflecting desired salary increase option of up to \$950, staggered in half to be effective on January 1, 2025, and January 1, 2026; a resolution separating Council benefits from Department Head benefits; and include the budget impact information and comparative analysis with other cities.

SAN FERNANDO CITY COUNCIL

MINUTES – Regular Meeting September 18, 2023

Page 4 of 5

It was noted that Councilmember Fajardo left the meeting at 7:30 p.m.

- 7) Consideration to Award a Contract Services Agreement to Great Western Recreation for the Pioneer Park Playground Renovation Project

Director of Recreation and Community Services Julian Venegas presented the staff report responded to Councilmember questions.

Motion by Vice Mayor Mendoza, seconded by Councilmember Solorio to Approve a Contract Services Agreement (Contract No. 2196) with Great Western Recreation, in an amount not to exceed \$362,863, for the Pioneer Park Playground Renovation Project through OMNIA Partners a Cooperative Purchasing Program; Authorize the City Manager to make non-substantive changes and execute all related documents; and include additional shading option over playground equipment.

STAFF COMMUNICATION INCLUDING COMMISSION UPDATES

Deputy City Clerk/Management Analyst Solis reported completion of her second of four Technical Training for Clerks professional development courses.

Director of Recreation and Community Services Venegas advertised park activities; announced the Education Commission meeting will be held on September 26, 2023, at 4:30 p.m.; and provided an update on the Liberty Bell Celebration & El Grito event.

Assistant to the City Manager Hernandez provided updates on City grants, announced upcoming Infiltration Project Ribbon Cutting event in mid-October and mentioned MoveYourWayLA event on Saturday, September 23, 2023.

Director of Finance Melton invited the community to attend the Annual Transaction Tax Town Hall meeting on Monday, September 25, 2023, at 6:30 p.m. and announced the state programs for water and energy assistance for low-income households.

Deputy City Manager/Economic Development Kith spoke about the upcoming San Fernando Outdoor Market and beer garden and reported the Planning and Preservation Commission vote to recommend a zoning code amendment to bring to City Council on October 2, 2023.

City Manager Kimball announced he will be attending the League of California Cities Annual conference Wednesday through Friday.

Police Chief Valdez announced upcoming Police Department events including the second session of the Community Academy, Business Watch meeting, Neighborhood Watch meeting, Parent Academy at Santa Rosa Church; and October 3, 2023, National Night Out. Police Chief Valdez requested to close in memory of LA County Sheriff's Deputy Ryan Clinkunbroomer.

SAN FERNANDO CITY COUNCIL

MINUTES – Regular Meeting September 18, 2023

Page 5 of 5

GENERAL CITY COUNCIL/BOARD MEMBER COMMENTS AND LIAISON UPDATES

Councilmember Solorio reported she attended the Los Angeles Fire Department Annual 9/11 Memorial Ceremony, the City of Los Angeles El Grito Ceremony, expressed thanks to staff for putting on the Liberty Bell event and invited Councilmembers to attend ICA's Installation Ceremony on September 28, 2023, where she will be installed as the new Board Secretary.

Vice Mayor Mendoza spoke about the Dedication Ceremony for Cindy Montañez Natural Park, noted she attended the Hispanic Heritage Senior Dance at Las Palmas Park, the Liberty Bell event; and thanked everyone for sympathy and kindness extended on the passing of her brother, Arturo Chacon.

Mayor Rodriguez reported she was invited by Mayor Karen Bass to meet with Tom Perez, Senior Advisor and Assistant to the President and Director of the Office of Intergovernmental Affairs for President Biden for discussions on coordinating around homelessness; commented on the Dedication Ceremony for Cindy Montañez Natural Park; participated in El Show de la Pachanga - Radio Ollin and provided City updates; met with LA County library staff; joined the Police Community Academy; attended the Higher Education Forum at LA Mission College and requested to recognize organizations that hosted the event at the next City Council meeting. Mayor Rodriguez commented on the Liberty Bell/El Grito event; mentioned she attended a BBQ hosted by a local Democrat Organization, and noted the Chair of the organization, Sean Rivas, announced a new paid fellowship program in honor of Councilmember Cindy Montañez; announced a new program called Pelota de Trapo by Pope Francis, a program that encourages soccer programming for different countries and mentioned she would like to connect the soccer league with Recreation and Community Services Department and lastly wished City Manager Kimball and Chief Valdez a happy birthday.

ADJOURNMENT (8:12 p.m.)

Mayor Rodriguez adjourned the meeting in memory of LA County Sheriff's Deputy Ryan Clinkunbroomer to the next regular meeting.

I do hereby certify that the foregoing is a true and correct copy of the minutes of the September 18, 2023, Regular meeting as approved by the San Fernando City Council.

Julia Fritz, CMC
City Clerk

*This Page
Intentionally
Left Blank*

*This Page
Intentionally
Left Blank*



AGENDA REPORT

To: Mayor Celeste T. Rodriguez and Councilmembers

From: Nick Kimball, City Manager
By: Erica D. Melton, Director of Finance/City Treasurer

Date: October 2, 2023

Subject: Consideration to Adopt a Resolution Approving the Warrant Register

RECOMMENDATION:

It is recommended that the City Council adopt Resolution No. 23-101 (Attachment "A") approving the Warrant Register.

BACKGROUND:

For each City Council meeting the Finance Department prepares a Warrant Register for Council approval. The Register includes all recommended payments for the City. Checks, other than special checks, generally are not released until after the Council approves the Register. The exceptions are for early releases to avoid penalties and interest, excessive delays and in all other circumstances favorable to the City to do so. Special checks are those payments required to be issued between Council meetings such as insurance premiums and tax deposits. Staff reviews requests for expenditures for budgetary approval and then prepares a Warrant Register for Council approval and or ratification. Items such as payroll withholding tax deposits do not require budget approval.

The Director of Finance/City Treasurer hereby certifies that all requests for expenditures have been signed by the department head, or designee, receiving the merchandise or services thereby stating that the items or services have been received and that the resulting expenditure is appropriate. The Director of Finance/City Treasurer hereby certifies that each warrant has been reviewed for completeness and that sufficient funds are available for payment of the warrant register.

ATTACHMENT:

- A. Resolution No. 23-101, including:
Exhibit A: Payment Demands/Voucher List

RESOLUTION NO. 23-101

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN FERNANDO,
CALIFORNIA, ALLOWING AND APPROVING FOR PAYMENT DEMANDS
PRESENTED ON DEMAND / WARRANT REGISTER NO. 23-101**

**THE CITY COUNCIL OF THE CITY OF SAN FERNANDO DOES HEREBY RESOLVE, FIND, DETERMINE
AND ORDER AS FOLLOWS:**

1. That the Payment Demand/Voucher List (EXHIBIT "A") as presented, having been duly audited, for completeness, are hereby allowed and approved for payment in the amounts as shown to designated payees and charged to the appropriate funds as indicated.
2. That the City Clerk shall certify to the adoption of this Resolution and deliver it to the City Treasurer.

PASSED, APPROVED, AND ADOPTED this 2nd day of October 2023.

Celeste T. Rodriguez, Mayor of the
City of San Fernando, California

ATTEST:

Julia Fritz, City Clerk

CERTIFICATION

I, City Clerk of the City of San Fernando, California, do hereby certify that the foregoing is a full, true, and correct copy of Resolution No. 23-101, which was regularly introduced and adopted by the City Council of the City of San Fernando, California, at a regular meeting thereof held on the 2nd day of October, 2023, by the following vote of the City Council:

AYES:

NAYS:

ABSENT:

ABSTAINED:

IN WITNESS WHEREOF, I have here unto set my hand and affixed the official seal of the City of San Fernando, California, this _____ day of October, 2023.

Julia Fritz, City Clerk

vchlist

09/27/2023

2:09:16PM

Voucher List
CITY OF SAN FERNANDO

Page: 1

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232961	10/2/2023	891587 ABLE MAILING INC.	38125	12972	MAILING AND FULFILLMENT SERVICES	
				12972	072-360-0000-4300	148.14
			38126		070-382-0000-4300	148.14
					WATER ENV STORAGE-AUG 2023	
					070-382-0000-4300	12.50
					072-360-0000-4300	12.50
					Total :	321.28
232962	10/2/2023	894462 ACOSTA & SONS SEWER CONTRACTOR	1790		RETENTION RELEASED-1425 GRIFFITH	
					072-2037	2,473.75
					Total :	2,473.75
232963	10/2/2023	894447 ACOSTA, STEVE	839222		SENIOR TRIP REFUND	
			839239		004-2383	98.00
					SENIOR TRIP REFUND	
					004-2383	60.00
					Total :	158.00
232964	10/2/2023	894406 ADVANCE AUTO PARTS	8681324310943		VEHICLE MAINT-CE3773	
					041-320-0152-4400	150.35
			8681324334875		VEHICLE MAINT-PK7336	
					041-320-0390-4400	148.99
			8681324828558		VEHICLE MAINT-CE3773	
					041-320-0152-4400	45.39
					Total :	344.73
232965	10/2/2023	893813 ALMANZA, LAURAMARIE C	REIMB.		PRIZES FOR LP PARK SENIOR BINGO	
					004-2346	120.87
					Total :	120.87
232966	10/2/2023	892975 ALTA LANGUAGE SERVICES INC	IS661641		BILINGUAL LISTENING & SPEAKING TE	
					001-106-0000-4260	275.00
					Total :	275.00
232967	10/2/2023	894078 AMERICAN BUSINESS BANK	010		5% RETENTION HELD-UPPER RESV'R	
					010-2037	29,475.32

Page: 1

vchlist

09/27/2023

2:09:16PM

Voucher List
CITY OF SAN FERNANDO

Page: 2

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232967	10/2/2023	894078 894078 AMERICAN BUSINESS BANK	(Continued)		Total :	29,475.32
232968	10/2/2023	100175 AMERICAN WATER WORKS ASSOC.	7002136329		MEMBERSHIP RENEWAL 11/01/23-10/31	
					070-381-0000-4380	311.00
					Total :	311.00
232969	10/2/2023	100165 AMERICAN WATER WORKS, INC.	35131		VEHICLE MAINT	
					041-320-0152-4400	228.75
					Total :	228.75
232970	10/2/2023	100222 ARROYO BUILDING MATERIALS, INC	287128	12984	HARDWARE SUPPLIES & U-CARTS OF	
					001-311-0000-4300	22.70
					Total :	22.70
232971	10/2/2023	102530 AT & T	818-270-2203		PD NETWORK LINE-SEPT 2023	
					001-222-0000-4220	252.79
					Total :	252.79
232972	10/2/2023	889037 AT&T MOBILITY	287277903027X0908202		MODEM FOR ELECTRONIC MESSAGE	
					001-310-0000-4220	138.69
					Total :	138.69
232973	10/2/2023	892412 AT&T MOBILITY	287297930559X0910202		MDT MODEMS-PD UNITS AUG 2023	
					001-222-0000-4220	1,010.78
					Total :	1,010.78
232974	10/2/2023	891209 AUTONATION SSC	397250	13006	FORD GENUINE PARTS FOR VARIOUS	
					070-383-0000-4400	1,945.90
					Total :	1,945.90
232975	10/2/2023	892252 AYALA, JUANA	839242		SENIOR TRIP REFUND	
					004-2383	30.00
					Total :	30.00
232976	10/2/2023	893013 AYSON, LEILANI	SEPT 2023		INCLUSIVE ZUMBA INSTRUCTOR	
				12952	017-420-1337-4260	237.00
				12952	026-420-0887-4260	15.00

Page: 2

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 3

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232976	10/2/2023	893013 893013 AYSON, LEILANI	(Continued)		Total :	252.00
232977	10/2/2023	889913 BALLIN, SYLVIA	SEPT 2023		GLACVCD TRUSTEE MEMBER STIPEND 001-190-0000-4111	150.00
					Total :	150.00
232978	10/2/2023	892784 BARAJAS, MARIA BERENICE	SEPT 2023	12953	TOTAL BODY CONDITIONING CLASS IN 017-420-1337-4260	648.00
				12953	026-420-0887-4260	150.00
					Total :	798.00
232979	10/2/2023	894554 BASORE, WILLIAM S.	839243		SENIOR TRIP REFUND 004-2383	60.00
			839244		SENIOR TRIP REFUND 004-2383	60.00
					Total :	120.00
232980	10/2/2023	892426 BEARCOM	5610415		MAINTENANCE AGREEMENT FOR RAD 070-385-0000-4260	1,004.57
				13001	072-360-0000-4260	879.00
				13001	043-390-0000-4260	1,255.72
				13001	001-135-0000-4260	9,417.84
					Total :	12,557.13
232981	10/2/2023	892014 BERNAL, DAVID	SEPT 2023		COMMISSIONER'S STIPEND 001-150-0000-4111	100.00
					Total :	100.00
232982	10/2/2023	888800 BUSINESS CARD	090623		VPN SUBSCRIPTION-AUG 2023 001-135-0000-4260	78.30
			090623		ANNUAL WEBSITE HOSTING 001-135-0000-4270	287.88
			090723		DINNER FOR CC & STAFF-CC MTG 09/23 001-101-0000-4300	129.85
			091123		AIRFARE-LEAGUE OF CA. CITIES ANNUAL 001-105-0000-4370	342.96
			091123-1		STANDING DESK CONVERTER 001-106-0000-4300	149.93

Page: 3

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 4

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232982	10/2/2023	888800 BUSINESS CARD	(Continued)			
			091123-2		OFFICE FURNITURE RETURNED-DEPU 001-107-0000-4300	-220.49
			091223		PW INSTITUTE TRAINING-SKILLS ENHANCEMENT 001-310-0000-4360	512.97
			091223		VIDEO CONFERENCE-AUG'23 121-135-3689-4260	5.00
			091223		CONDOLENCE ARRANGEMENT & DELIVERY 001-101-0000-4300	110.00
			091323		VARIOUS CABLES & ADAPTERS 001-135-0000-4300	357.15
			091423-1		USB TYPE C HUB 001-135-0000-4300	7.71
			091423-2		COMPUTER SPEAKER 001-150-0000-4300	90.78
			091423-3		COLOR WHEEL FOR NATIONAL NIGHT 001-150-0000-4300	38.74
			091523-1		BASKET-SENIOR CLUB ACTIVITIES 004-2380	29.76
			091523-2		LOGITECH WEBCAM 001-106-0000-4300	132.18
			091523-3		UPS BATTERY BACKUP UNITS-COUNCIL 121-135-3689-4500	484.98
			091823		LODGING-TECHNICAL TRAINING FOR I 001-115-0000-4370	772.44
			091823		POSTS BOOSTS 004-2385	108.02
					001-424-0000-4260	141.98
			091823-1		DUAL MONITOR STAND 001-155-0000-4300	55.11
			091823-2		SEAT CUSHION 001-106-0000-4300	38.53
			091823-3		DECORATIONS-OCTOBERFEST EVENT 001-423-0000-4300	34.80
			091923		FITBIT TRACKER-SENIOR FITNESS CHALLENGE 004-2346	65.65
			092023		REPL PART FOR REFRIG ICE MAKER @	

Page: 4

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 5

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232982	10/2/2023	888800 BUSINESS CARD	(Continued)			
			092023		070-384-0000-4330 DINNER FOR CC & STAFF-CC MTG 09/1	128.98
			092223		001-101-0000-4300 AIRFARE CHANGE-LEAGUE OF CA. CIT	65.89
					001-105-0000-4370	118.00
					Total :	4,067.10
232983	10/2/2023	888800 BUSINESS CARD	091123		MEMBERSHIP DUES 001-222-0000-4380	76.75
					Total :	76.75
232984	10/2/2023	889967 CAAL, ROSAURA	839225		SENIOR TRIP REFUND 004-2383	110.00
					Total :	110.00
232985	10/2/2023	894555 CARRASCO, ALICIA	839245		SENIOR TRIP REFUND 004-2383	60.00
			839247		SENIOR TRIP REFUND 004-2383	60.00
					Total :	120.00
232986	10/2/2023	103948 CDW GOVERNMENT, INC.	LP60101	12996	(1) 3 YEAR PROTECTION PLAN 001-130-0000-4300	129.65
			LS79354	13002	2 SURFACE THUNDERBOLT 4 DOCK S1 001-135-0000-4300	549.86
					Total :	679.51
232987	10/2/2023	103814 CERVANTES, JORGE	REIMB.		COMMUNITY ACADEMY REFRESHMEN 001-222-0000-4300	25.67
					Total :	25.67
232988	10/2/2023	894010 CHARTER COMMUNICATIONS	0010328090523		CITY HALL CABLE-09/05-10/04 001-190-0000-4220	177.84
			0283057090523		LP PARK CABLE SERVICES - 09/05-10/04 001-420-0000-4260	270.63
					Total :	448.47

Page: 5

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 6

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232989	10/2/2023	103029 CITY OF SAN FERNANDO	5550-5613		REIMBURSEMENT TO WORKER'S COM 006-1038	22,607.94
					Total :	22,607.94
232990	10/2/2023	100495 CMI, INC.	8060166		MOUTHPIECES 001-222-0000-4300	63.07
					Total :	63.07
232991	10/2/2023	100747 COASTLINE EQUIPMENT	1052770		VEHICLE MAINT 041-320-0390-4400	700.06
					Total :	700.06
232992	10/2/2023	893824 COMPLETE OFFICE	4082152-0	13042	DEPARTMENT SUPPLIES 001-222-0000-4300	753.56
					Total :	753.56
232993	10/2/2023	100805 COOPER HARDWARE INC.	135276	12986	MISC. SUPPLIES FOR REPAIRS AND Pf 070-383-0000-4310	228.79
			135330	12986	MISC. SUPPLIES FOR REPAIRS AND Pf 043-390-0000-4300	12.07
					Total :	240.86
232994	10/2/2023	891425 DIAZ, MARISOL	REIMB.-1		SUPPLIES FOR SUMMER CONCERTS & 001-424-0000-4300	385.87
			REIMB.-2		004-2385 SUPPLIES- MOVIE NIGHT & FOR SENIC	124.35
					004-2346	372.76
					004-2382	40.00
					Total :	922.98
232995	10/2/2023	101152 DUARTE, JULIE	REIMB.		FRAME FOR CINDY MONTANEZ NATUF 001-101-0000-4300	56.91
					001-105-0000-4390	7.73
					Total :	64.64
232996	10/2/2023	892741 ELECTRIC GATE STORE, INC	282006		MATL'S FOR GATE REPAIR 043-390-0000-4300	108.46

Page: 6

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 7

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232996	10/2/2023	892741 892741 ELECTRIC GATE STORE, INC	(Continued)		Total :	108.46
232997	10/2/2023	894082 ELIAS, LILIA LETICIA	101423		SENIOR DANCE CLEAN UP SERVICE-11 004-2380	208.00
					Total :	208.00
232998	10/2/2023	894553 ESTRADA, JUAN	839248		SENIOR TRIP REFUND 004-2383	70.00
					Total :	70.00
232999	10/2/2023	103851 EVERSOF, INC.	R2392805		WATER SOFTNER RENTAL-WELL 4A 070-384-0000-4260	222.45
					Total :	222.45
233000	10/2/2023	892198 FRONTIER COMMUNICATIONS	209-150-5145-010598		PAC 50 TO SHERIFFS 001-222-0000-4220	525.23
			209-150-5250-081292		RADIO REPEATER 001-222-0000-4220	43.04
			209-151-4941-102990		POLICE PAGING 001-222-0000-4220	39.16
			209-151-4942-041191		CITY YARD AUTO DIALER 070-384-0000-4220	57.15
			209-151-4943-081292		RADIO REPEATER 001-222-0000-4220	43.04
			209-188-4362-031792		POLICE PHONE LINES 001-222-0000-4220	807.48
			209-188-4363-031892		VARIOUS PHONE LINES 001-190-0000-4220	102.41
					070-384-0000-4220	325.05
					001-420-0000-4220	257.97
			818-3610-7825-120512		RUDY ORTEGA PARK IRR SYSTEM 001-420-0000-4220	74.17
			818-361-0901-051499		SEWER FLOW MONITORING 072-360-0000-4220	60.00
			818-361-2385-02309		MTA PHONE LINE & CREDIT CARD LINE 007-440-0441-4220	63.25
					001-190-0000-4220	126.50

Page: 7

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 8

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233000	10/2/2023	892198 FRONTIER COMMUNICATIONS	(Continued)		PW PHONE LINE 070-384-0000-4220	630.63
			818-361-2472-031415		CNG STATION PHONE LINE 074-320-0000-4220	55.97
			818-365-0007-060223		EOC PHONE LINES 001-222-0000-4220	429.08
			818-365-0026-071223		PD NON EMERGENCY PHONE LINES 001-222-0000-4220	479.89
			818-837-7174-052096		PD SPECIAL ACTIVITIES PHONE LINE 001-222-0000-4220	58.39
			818-837-7174-052096		PD SPECIAL ACTIVITIES PHONE LINES 001-222-0000-4220	44.30
			818-898-7385-033105		LP PARK FAX LINE 001-420-0000-4220	48.34
					Total :	4,271.05
233001	10/2/2023	893953 GALE, PAUL JOHN	SEPT 2023	12960	SHOTOKAN KARATE INSTRUCTOR 017-420-1326-4260	378.00
					Total :	378.00
233002	10/2/2023	888728 GALLEGOS, ROBERT	REIMB.		LUNCH REIMB-EVOC TRAINING 001-225-0000-4360	14.98
					Total :	14.98
233003	10/2/2023	890774 GONZALEZ, VIRGINIA	839221		SENIOR TRIP REFUND 004-2383	98.00
					Total :	98.00
233004	10/2/2023	101376 GRAINGER, INC.	9767971139	13027	EQUIPMENT & SUPPLIES FOR VARIOU 043-390-0000-4300	171.59
			9778495169	13027	EQUIPMENT & SUPPLIES FOR VARIOU 043-390-0000-4300	538.85
			9793928566	13027	EQUIPMENT & SUPPLIES FOR VARIOU 043-390-0000-4300	77.07
			9793928574	13027	EQUIPMENT & SUPPLIES FOR VARIOU 043-390-0000-4300	183.84

Page: 8

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 9

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233004	10/2/2023	101376 GRAINGER, INC.	(Continued) 9795563114	13027	EQUIPMENT & SUPPLIES FOR VARIOU 043-390-0000-4300	82.80
			9808296314	13027	EQUIPMENT & SUPPLIES FOR VARIOU 043-390-0000-4300	1,750.61
			9808685524	13027	EQUIPMENT & SUPPLIES FOR VARIOU 043-390-0000-4300	197.05
			9813824829	13027	EQUIPMENT & SUPPLIES FOR VARIOU 043-390-0000-4300	87.12
					Total :	3,088.93
233005	10/2/2023	893344 GRAND ELECTRICAL SUPPLY	201654		MAT'L'S FOR REPAIRS 001-370-0000-4300	17.64
			201669		CITY HALL LIGHTS 043-390-0000-4300	84.34
					Total :	101.98
233006	10/2/2023	894512 GUILLEN, JEANETTE	REIMB.		PRIZES FOR PARK AVE CLUB BINGO 004-2382	59.87
					Total :	59.87
233007	10/2/2023	892257 GUTIERREZ, NATIVIDAD	838243		SENIOR TRIP REFUND 004-2383	110.00
					Total :	110.00
233008	10/2/2023	893031 GUZMAN, SYLVIA	839226		SENIOR TRIP REFUND 004-2383	110.00
			839237		SENIOR TRIP REFUND 004-2383	110.00
					Total :	220.00
233009	10/2/2023	888647 HDL SOFTWARE, LLC	SIN030830	13036	BUSINESS LICENSE ADMIN SERVICES- 001-130-0000-4260	3,809.94
					Total :	3,809.94
233010	10/2/2023	101512 HDL, COREN & CONE	SIN030262	13039	CONTRACT SERVICES - PROPERTY TA 001-130-0000-4270	1,786.72

Page: 9

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 10

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233010	10/2/2023	101512 HDL, COREN & CONE	(Continued)			Total : 1,786.72
233011	10/2/2023	891937 HERNANDEZ, JOSE	839249		SENIOR TRIP REFUND 004-2383	70.00
					Total :	70.00
233012	10/2/2023	893225 HERNANDEZ, LETICIA	839227		SENIOR TRIP REFUND 004-2383	98.00
					Total :	98.00
233013	10/2/2023	101511 HINDERLITER DE LLAMAS & ASSOC.	SIN013047	13040	CONTRACT SERVICES - SALES & TRA 001-130-0000-4270	2,109.70
					Total :	2,109.70
233014	10/2/2023	101632 IACP	TRAVEL		RGSTR-IACP ANNUAL CONFERENCE II 001-222-0000-4360	700.00
					Total :	700.00
233015	10/2/2023	101607 ICE MACHINE SALES & SERVICE CO	0216753-IN		DIAGNOSE ICE MACHINE @ 501 FIRST 043-390-0000-4330	165.00
					Total :	165.00
233016	10/2/2023	893804 INDUSTRIAL SHOEWORKE	1100-1380607		SAFETY BOOTS 001-311-0000-4310	164.27
			1100-1382269		SAFETY BOOTS 001-311-0000-4310	100.00
					Total :	264.27
233017	10/2/2023	892682 IPS GROUP, INC.	INV84217	13045	SMART METER CREDIT CARD TRANSA 029-335-0000-4260	747.06
			INV87403	13045	SMART METER CREDIT CARD TRANSA 029-335-0000-4260	734.06
			INV88488	13045	SMART METER CREDIT CARD TRANSA 029-335-0000-4260	757.98
					Total :	2,239.10
233018	10/2/2023	891777 IRRIGATION EXPRESS	15278715-00	12988	IRRIGATION SUPPLIES FOR REPAIRS & 043-390-0000-4300	440.16

Page: 10

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 11

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233018	10/2/2023	891777 IRRIGATION EXPRESS	(Continued) 15279072-00	12988	IRRIGATION SUPPLIES FOR REPAIRS & 043-390-0000-4300	782.09
			15279104-00	12988	IRRIGATION SUPPLIES FOR REPAIRS & 043-390-0000-4300	20.05
			15279766-00	12988	IRRIGATION SUPPLIES FOR REPAIRS & 043-390-0000-4300	66.42
					Total :	1,308.72
233019	10/2/2023	894144 JIMENEZ, DAVID	AUG 2023		MOVEMENT FOR LIFE INSTRUCTOR 017-420-1322-4260	150.00
			JULY 2023		MOVEMENT FOR LIFE INSTRUCTOR 017-420-1322-4260	120.00
					Total :	270.00
233020	10/2/2023	893882 JTR	2207		WASTE TIRE PICK-UP 072-360-0000-4260	360.00
					Total :	360.00
233021	10/2/2023	891794 KIMBALL, NICK	TRAVEL		PER DIEM-2023 LEAGUE OF CA. CITIE& 001-105-0000-4370	100.00
					Total :	100.00
233022	10/2/2023	101768 KIMBALL-MIDWEST	101368955		MISC ITEMS 041-1215	223.49
			101405092		MISC ITEMS 041-1215	186.32
					Total :	409.81
233023	10/2/2023	102007 L.A. COUNTY SHERIFFS DEPT.	240094BL	13018	PRE-PACKAGED, PREPARED INMATE M 001-225-0000-4350	467.00
					Total :	467.00
233024	10/2/2023	101971 L.A. MUNICIPAL SERVICES	004-750-1000		ELECTRIC - 1300 BORDEN 070-384-0000-4210	2,494.82
			494-750-1000		WATER - 12900 DRONFIELD 070-384-0000-4210	20.92

Page: 11

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 12

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233024	10/2/2023	101971 L.A. MUNICIPAL SERVICES	(Continued) 500-750-1000		ELECTRIC - 13655 FOOTHILL 070-384-0000-4210	104.50
			594-750-1000		ELECTRIC-12900 DRONFIELD 070-384-0000-4210	2,964.77
			657-750-1000		ELECTRIC-14060 SAYRE 070-384-0000-4210	4,174.81
			694-750-1000		ELECTRIC & WATER - 13180 DRONFIEL 070-384-0000-4210	5,788.53
			993-750-1000		WATER - 13003 BORDEN 070-384-0000-4210	21.57
					Total :	15,569.92
233025	10/2/2023	894379 LAPPL/PROFESSIONAL DEVELOPMENT	33446986		REGISTRATION-FRONT LINE LEADERS 001-225-0000-4360	465.00
					001-224-0000-4360	465.00
					Total :	930.00
233026	10/2/2023	894549 LARIOS, BERTHA	839229		SENIOR TRIP REFUND 004-2383	98.00
					Total :	98.00
233027	10/2/2023	894319 LENCHITAS TORTILLERIA	09142023		TAMALES FOR SENIOR DANCE 004-2380	255.00
					Total :	255.00
233028	10/2/2023	893063 LEON, MIGUEL	091923		REIMB-SENIOR CLUB ACTIVITIES 004-2380	227.91
					Total :	227.91
233029	10/2/2023	101920 LIEBERT CASSIDY WHITMORE	249516		LEGAL SERVICES 001-112-0000-4270	390.00
			250422		LEGAL SERVICES 001-112-0000-4270	396.00
			250460		LEGAL SERVICES 001-112-0000-4270	165.00
			250475		LEGAL SERVICES	

Page: 12

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 13

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233029	10/2/2023	101920 LIEBERT CASSIDY WHITMORE	(Continued)			
			250489		001-112-0000-4270 LEGAL SERVICES	65.00
			250495		001-112-0000-4270 LEGAL SERVICES	1,601.00
			250497		001-112-0000-4270 LEGAL SERVICES	1,617.00
			250499		001-112-0000-4270 LEGAL SERVICES	33.00
			250501		001-112-0000-4270 LEGAL SERVICES	41.50
			250516		001-112-0000-4270 LEGAL SERVICES	4,344.00
					001-112-0000-4270	338.00
					Total :	8,990.50
233030	10/2/2023	101974 LOS ANGELES COUNTY	AUG 2023	13019	ANIMAL CARE & CONTROL SERVICES	
					001-190-0000-4260	7,466.94
					Total :	7,466.94
233031	10/2/2023	892477 LOWES	9747-01657		DOOR POLISH	
			9747-01709		043-390-0000-4300 LAYNE PARK WIND SCREEN REPAIR	31.13
					043-390-0000-4300	61.99
					Total :	93.12
233032	10/2/2023	894556 MADRIGAL, JORGE	839189		SENIOR TRIP REFUND	
			839191		004-2383 SENIOR TRIP REFUND	110.00
					004-2383	98.00
					Total :	208.00
233033	10/2/2023	892923 MADRIGAL, MARIA	839251		SENIOR TRIP REFUND	
					004-2383	70.00
					Total :	70.00
233034	10/2/2023	890480 MARTINEZ, CECILIA	SEPT 2023		COMMISSIONER'S STIPEND	

Page: 13

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 14

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233034	10/2/2023	890480 MARTINEZ, CECILIA	(Continued)			
					001-150-0000-4111	100.00
					Total :	100.00
233035	10/2/2023	888254 MCCALLA COMPANY	095898	13037	DISPOSABLE GLOVES	
					001-222-0000-4300	317.90
					Total :	317.90
233036	10/2/2023	888242 MCI COMM SERVICE	7DL39365		ALARM LINE-1100 PICO	
					001-420-0000-4220	36.98
					Total :	36.98
233037	10/2/2023	893200 MCKESSON MEDICAL-SURGICAL	12767764		FINANCE CHARGE	
			20868821		001-225-0000-4350 CREDIT MEMO	1.78
			20896385		001-225-0000-4350 INMATES MEDICAL SUPPLIES	-255.00
			21068228		001-225-0000-4350 MEDICAL SUPPLIES	245.21
					001-225-0000-4350	113.56
					Total :	105.55
233038	10/2/2023	893064 MENDOZA, ELIA	839252		SENIOR TRIP REFUND	
					004-2383	60.00
					Total :	60.00
233039	10/2/2023	102214 MIRANDA, FERNANDO	TRAVEL		PER DIEM-2023 CODE ENF CONF ON	
					001-152-0000-4370	90.00
					Total :	90.00
233040	10/2/2023	894552 MORENO, FIDEL	839253		SENIOR TRIP REFUND	
					004-2383	60.00
					Total :	60.00
233041	10/2/2023	893973 MORENO, JENNIFFER	REIMB.		SUPPLIES FOR SENIOR CLUB ACTIVITI	
					004-2346	153.52
			REIMB.		001-420-0000-4390	1.05
					SUPPLIES FOR SENIOR CLUB ACTIVITI	

Page: 14

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 15

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233041	10/2/2023	893973 MORENO, JENNIFFER	(Continued)		004-2346	285.49
					001-420-0000-4390	17.16
					Total :	457.22
233042	10/2/2023	894548 MURILLO, MARIA ELENA	839230		SENIOR TRIP REFUND	
					004-2383	98.00
					Total :	98.00
233043	10/2/2023	894004 MURILLO, NICHOLAS	TRAVEL		PER DIEM-ADVANCED K9 SEMINAR	
					001-225-0000-4360	180.00
					Total :	180.00
233044	10/2/2023	102325 NAPA AUTO PARTS	143283		VEHICLE MAINT-PD4539	
					041-320-0224-4400	70.54
					Total :	70.54
233045	10/2/2023	893348 NCSI	36964		BACKGROUND CHECKS-BBALL COACH	
					017-420-1330-4260	37.00
					Total :	37.00
233046	10/2/2023	102324 NEGRETE, CONNIE	TRAVEL		PER DIEM-2023 CODE ENF CONF ON	
					001-152-0000-4370	90.00
					Total :	90.00
233047	10/2/2023	894100 ODP BUSINESS SOLUTIONS , LLC	324969389001		OFFICE SUPPLIES	
					001-311-0000-4300	65.28
			325509660001		OFFICE SUPPLIES	
					070-384-0000-4300	100.32
			327204375001		OFFICE SUPPLIES	
					070-384-0000-4310	46.27
			327235120001		OFFICE SUPPLIES	
					070-384-0000-4310	18.73
			327626880001		OFFICE SUPPLIES	
					001-222-0000-4300	350.39
			327627501001		OFFICE SUPPLIES	
					001-222-0000-4300	51.22

Page: 15

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 16

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233047	10/2/2023	894100 ODP BUSINESS SOLUTIONS , LLC	(Continued)			
			328087815001		OFFICE SUPPLIES	
					001-222-0000-4300	106.87
			328091381001		OFFICE SUPPLIES	
					001-222-0000-4300	88.18
			328091383001		OFFICE SUPPLIES	
					001-222-0000-4300	43.32
			328243884001		ITEM RETURNED	
					001-311-0000-4300	-65.28
			329565922001		OFFICE SUPPLIES	
					001-222-0000-4300	19.82
			329566014001		OFFICE SUPPLIES	
					001-222-0000-4300	106.93
			329566015001		OFFICE SUPPLIES	
					001-222-0000-4300	168.47
			329566016001		OFFICE SUPPLIES	
					001-222-0000-4300	66.14
			329566017001		OFFICE SUPPLIES	
					001-222-0000-4300	40.89
			329566018001		OFFICE SUPPLIES	
					001-222-0000-4300	19.85
			329917295001		OFFICE SUPPLIES	
					001-222-0000-4300	58.64
			329917541001		OFFICE SUPPLIES	
					001-222-0000-4300	6.81
			330122691001		OFFICE SUPPLIES	
					001-420-0000-4300	191.80
					001-423-0000-4300	220.48
			330335150001		TONER	
					070-383-0000-4300	251.36
					070-384-0000-4300	251.36
			330811795001		TONER	
					001-101-0000-4300	70.64
					001-105-0000-4300	70.64
					001-115-0000-4300	70.64
			331458275001		OFFICE SUPPLIES	
					001-222-0000-4300	291.68

Page: 16

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 17

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233047	10/2/2023	894100 ODP BUSINESS SOLUTIONS , LLC	(Continued) 331470299001		OFFICE SUPPLIES 001-222-0000-4300	24.24
					Total :	2,735.69
233048	10/2/2023	894551 OTAROLA, JULIO	839254		SENIOR TRIP REFUND 004-2383	70.00
					Total :	70.00
233049	10/2/2023	894056 PACIFIC HYDROTECH CORPORATION	010	12642	UPPER RESERVOIR REPLACEMENT PI 010-385-0716-4600 010-2037	589,506.40 -29,475.32
					Total :	560,031.08
233050	10/2/2023	892850 PADILLA, ALBINA	839256		SENIOR TRIP REFUND 004-2383	60.00
					Total :	60.00
233051	10/2/2023	894557 PARTIDA, ANTONIO	09142023		MUSIC-SENIOR CLUB DANCE ON 10/14 004-2380	1,200.00
					Total :	1,200.00
233052	10/2/2023	894186 PAT-CHEM LABORATORIES	3070514 3070560 3070784		LAB WATER TESTING 070-384-0000-4260 LAB WATER TESTING 070-384-0000-4260 LAB WATER TESTING 070-384-0000-4260	228.00 65.00 65.00
					Total :	358.00
233053	10/2/2023	889545 PEREZ, MARIBEL	REIMB.		PROGRAM & EVENT SUPPLIES 017-420-1334-4300 001-423-0000-4300	111.58 168.34
					Total :	279.92
233054	10/2/2023	894550 PEREZ, TERRI	839228 839234		SENIOR TRIP REFUND 004-2383 SENIOR TRIP REFUND	98.00

Page: 17

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 18

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233054	10/2/2023	894550 PEREZ, TERRI	(Continued)		004-2383	98.00
					Total :	196.00
233055	10/2/2023	102624 PITNEY BOWES	1023832906		FOLDING MACHINE MAINT AGREEMEN 070-382-0000-4300 072-360-0000-4300	330.91 330.90
					Total :	661.81
233056	10/2/2023	894547 PRIETO, LETICIA	839232		SENIOR TRIP REFUND 004-2383	98.00
					Total :	98.00
233057	10/2/2023	890004 PTS	2111416		PD PAY PHONE - SEPT 2023 001-190-0000-4220	65.64
					Total :	65.64
233058	10/2/2023	102738 QUINTERO ESCAMILLA, VIOLETA	SEPT 2023	12957 12957	SENIOR MUSIC CLASS INSTRUCTOR 017-420-1323-4260 026-420-0887-4260	825.00 135.00
					Total :	960.00
233059	10/2/2023	892300 RJM DESIGN GROUP, INC	35938	12925	DESIGN FOR LP PARK REVITALIZATION 010-422-0156-4600	17,858.90
					Total :	17,858.90
233060	10/2/2023	893756 RODRIGUEZ, CELESTE	TRAVEL REIMB		LODGING-HOPE ALUMNAE SUMMIT IN 001-101-0104-4370	1,466.64
					Total :	1,466.64
233061	10/2/2023	894546 RODRIGUEZ, LEONOR	839233		SENIOR TRIP REFUND 004-2383	110.00
					Total :	110.00
233062	10/2/2023	893276 RON'S MAINTENANCE, INC.	850	12870	CATCH BASIN CLEANING SERVICES 023-311-0000-4260	1,400.00
					Total :	1,400.00

Page: 18

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 19

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233063	10/2/2023	891253 SAN FERNANDO SMOG TEST ONLY	2002		SMOG TEST-E1473091	
			2003		041-320-0000-4450	65.00
			2047		SMOG TEST - E1973090	
			2048		041-320-0000-4450	65.00
			2049		SMOG TEST - 6LHM163	
					041-320-0000-4450	65.00
					SMOG TEST - 6KBP331	
					041-320-0000-4450	65.00
					SMOG TEST - 6KMS286	
					041-320-0000-4450	65.00
					Total :	325.00
233064	10/2/2023	102967 SCOTT FAZEKAS & ASSOCIATES INC	22595		PLAN CHECK CONSULTANT SERVICES	
					001-2698	5,318.70
					Total :	5,318.70
233065	10/2/2023	893444 SHAFER, MARIA	SF-2301		TRANSCRIPTION SERVICES	
					001-115-0000-4260	552.50
					Total :	552.50
233066	10/2/2023	103184 SMART & FINAL	0065		SUPPLIES-HISPANIC HERITAGE CELEE	
			0136		004-2346	57.09
			0150		SUPPLIES-CALLES VERDES EVENT	
			0252		001-310-0000-4300	88.11
					SUPPLIES-CALLES VERDES EVENT	
					001-310-0000-4300	169.86
					SUPPLIES-SENIOR CLUB DANCE	
					004-2380	226.34
					Total :	541.40
233067	10/2/2023	889587 SOLIS-LOPEZ, MELISSA	838436		FACILITY DEPOSIT REFUND	
					001-2220	165.00
					Total :	165.00
233068	10/2/2023	894436 SOLORIO, FRANCISCO JAVIER	SEPT 2023		COMMISSIONER'S STIPEND	
					001-150-0000-4111	100.00
					Total :	100.00

Page: 19

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 20

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233069	10/2/2023	103202 SOUTHERN CALIFORNIA EDISON CO.	700136176526		ELECTRIC-METER FOR MALL-MACLAY	
			700224888278		030-341-0000-4210	65.36
			700301226571		ELECTRIC-801 EIGHTH ST	
			700360580265		043-390-0000-4210	16.34
			700363532503		ELECTRIC-1117 2ND ST	
			700577150347		043-390-0000-4210	18.99
					ELECTRIC-910 FIRST	
					043-390-0000-4210	19,172.08
					ELECTRIC-VARIOUS LOCATIONS	
					043-390-0000-4210	15,075.94
					ELECTRIC-190 PARK	
					027-344-0000-4210	896.26
					Total :	35,244.97
233070	10/2/2023	894311 SPECTRUMVOIP	IN775294		CITYWIDE LONG DIST VOIP SRVS- OC	
					001-190-0000-4220	212.77
					Total :	212.77
233071	10/2/2023	894275 STAPLES, INC.	8071555667		BREAK ROOM SUPPLIES	
					001-190-0000-4300	186.70
					Total :	186.70
233072	10/2/2023	100532 STATE OF CALIFORNIA, DEPARTMENT OF JUSTICE	679798		FINGERPRINTS-AUG 2023	
					001-106-0000-4270	32.00
					Total :	32.00
233073	10/2/2023	894130 SUNBURST UNIFORMS	1873		UNIFORMS & ACCESSORIES	
			1874	13043	001-222-0000-4300	767.02
			1875	13043	UNIFORMS & ACCESSORIES	
					001-222-0000-4300	141.17
					UNIFORMS & ACCESSORIES	
					001-222-0000-4300	141.17
					Total :	1,049.36
233074	10/2/2023	893955 TALLEY, BRIDGET LAINE	AUG 2023		SENIOR YOGA INSTRUCTOR	
			JULY 2023		017-420-1321-4260	241.50
					SENIOR YOGA INSTRUCTOR	

Page: 20

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 21

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233074	10/2/2023	893955 TALLEY, BRIDGET LAINE	(Continued)		017-420-1321-4260	248.50
					Total :	490.00
233075	10/2/2023	103338 TESH, DAVID	REIMB.		ARPOC CONFERENCE REG FEE	
					001-226-0000-4360	499.00
					Total :	499.00
233076	10/2/2023	103205 THE GAS COMPANY	042-320-6900-7		GAS-910 FIRST	
			084-220-3249-3		043-390-0000-4210	43.27
			088-520-6400-8		GAS-505 S HUNTINGTON	
			090-620-6400-2		043-390-0000-4210	31.11
					GAS-117 MACNEIL	86.56
					043-390-0000-4210	
					GAS-120 MACNEIL	3.10
					070-381-0000-4210	6.22
					043-390-0000-4210	3.11
			143-287-8131-6		072-360-0000-4210	
					GAS-208 PARK	50.51
					043-390-0000-4210	
					Total :	223.88
233077	10/2/2023	101528 THE HOME DEPOT CRC, ACCT#603532202490	2103097		OUTLETS-LP PARK	
			3542540		043-390-0000-4300	22.60
			4114699		MISC ITEMS	
			4341292		070-384-0000-4310	186.82
			7542058		LABELS	
			9392919		070-384-0000-4310	9.25
			9971728		MAT'L'S FOR REPAIR-LP PARK	
					043-390-0000-4300	109.37
					SUPPLIES FOR GRAFFITI REMOVAL	
					001-312-0000-4300	1,123.51
					TOOLS - PLANT NO.2	
					070-384-0000-4310	82.65
					RUN WIRE FOR PLANT NO.2	
					070-384-0000-4310	843.54

Page: 21

vchlist
09/27/2023 2:09:16PMVoucher List
CITY OF SAN FERNANDO

Page: 22

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233077	10/2/2023	101528 THE HOME DEPOT CRC, ACCT#603532202490	(Continued)			Total : 2,377.74
233078	10/2/2023	894052 THE LANGUAGE PROS, INC.	1580	12998	LANGUAGE ACCESS PROGRAM - ONSI	835.00
			1581	12998	001-101-0000-4270	375.00
					LANGUAGE ACCESS PROGRAM - ONSI	
					001-101-0000-4270	
					Total :	1,210.00
233079	10/2/2023	887322 THE NATIONAL ARBOR DAY	88-0797-3348		FY23-24 MEMBERSHIP RENEWAL	
					001-310-0000-4380	15.00
					Total :	15.00
233080	10/2/2023	103463 U.S. POSTMASTER	SEPT 2023		POSTAGE-SEPT UTILITY BILLS	
					070-382-0000-4300	760.27
					072-360-0000-4300	760.27
					Total :	1,520.54
233081	10/2/2023	887939 ULINE SHIPPING SUPPLIES	168105970		EVIDENCE ROOM SUPPLIES	
					001-222-0000-4300	811.40
					Total :	811.40
233082	10/2/2023	893167 UNITED MAINTENANCE SYSTEMS	15552	13028	JANITORIAL SERVICES FOR CITY FACI	17,850.00
			15573	13028	043-390-0000-4260	
					JANITORIAL SERVICES FOR CITY FACI	17,850.00
					043-390-0000-4260	
					Total :	35,700.00
233083	10/2/2023	103449 USA BLUE BOOK	INV00113712	13016	MISC WATER & LOCKSMITH SUPPLIES	
					070-384-0000-4310	1,007.93
					Total :	1,007.93
233084	10/2/2023	893740 UTILITY SYSTEMS SCIENCE &	COSF_07/09-08/08/23	13024	WSTEWTER FLOW MONITORING & SAI	770.00
			COSF_07/1-07/31	13024	072-360-0000-4260	
			COSF_08/01-08/31	13024	WSTEWTER FLOW MONITORING & SAI	540.00
					072-360-0000-4260	
					WSTEWTER FLOW MONITORING & SAI	540.00
					072-360-0000-4260	

Page: 22

vchlist

09/27/2023

2:09:16PM

Voucher List
CITY OF SAN FERNANDO

Page: 23

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233084	10/2/2023	893740 893740 UTILITY SYSTEMS SCIENCE &	(Continued)			Total : 1,850.00
233085	10/2/2023	894328 VALDEZ, FABIAN	TRAVEL		PER DIEM-IACP ANNUAL CONFERENCE 001-222-0000-4360	90.00
					Total :	90.00
233086	10/2/2023	893647 VALEO NETWORKS	23929	13038	VEEAM CLOUD CONNECTION SOLUTIONS 001-135-0000-4260	817.70
			23930	13038	IT MANAGEMENT & VEEAM CLOUD CO 001-135-0000-4270	10,591.67
			24413	13038	IT MANAGEMENT & VEEAM CLOUD CO 001-135-0000-4270	10,591.67
			24414	13038	VEEAM CLOUD CONNECTION SOLUTIONS 001-135-0000-4260	803.70
					Total :	22,804.74
233087	10/2/2023	892794 VENEGAS, JULIAN	REIMB.		CERTIFICATE FRAME 001-424-0000-4300	17.66
					Total :	17.66
233088	10/2/2023	889644 VERIZON BUSINESS	61495809		CITY HALL LONG DISTANCE 001-190-0000-4220	53.81
			61495810		CITY YARD LONG DISTANCE 070-384-0000-4220	16.15
			61495811		CITY HALL LONG DISTANCE 001-190-0000-4220	26.91
			61495812		POLICE LONG DISTANCE 001-222-0000-4220	60.81
			61495813		CITY YARD LONG DISTANCE 070-384-0000-4220	10.76
			61495814		PARKS LONG DISTANCE 001-420-0000-4220	16.41
			61496351		PW LONG DISTANCE 001-310-0000-4220	5.39
			61496362		CITY HALL LONG DISTANCE 001-190-0000-4220	59.20
					Total :	249.44

Page: 23

vchlist

09/27/2023

2:09:16PM

Voucher List
CITY OF SAN FERNANDO

Page: 24

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
233089	10/2/2023	100101 VERIZON WIRELESS-LA	9944030841		VARIOUS CELL PHONE PLANS 072-360-0000-4220	51.26
					001-101-0108-4220	51.96
					001-105-0000-4220	56.40
					Total :	159.62
233090	10/2/2023	893016 VILLALPANDO, GLORIA	839235		SENIOR TRIP REFUND 004-2383	98.00
					Total :	98.00
233091	10/2/2023	891531 WILLDAN ENGINEERING	00626231	12980	PREPARATION OF PS&E - GLENOAKS 024-371-0569-4600	8,332.00
			00626270	12941	TRAFFIC SIGNAL SYNCHRONIZATION 024-371-0510-4600	7,103.07
					Total :	15,435.07
131	Vouchers for bank code : bank3				Bank total :	856,529.96
131	Vouchers in this report				Total vouchers :	856,529.96

Voucher Registers are not final until approved by Council.

Page: 24

SPECIAL CHECK

EXHIBIT "A"
RES. NO. 23-101vchlist
09/14/2023 9:43:40AMVoucher List
CITY OF SAN FERNANDO

Page: 1

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232946	9/14/2023	103648 CITY OF SAN FERNANDO	PR 9/15/23		REIMB FOR PAYROLL W/E 9/8/23	
					001-1003	681,988.54
					007-1003	2,215.09
					017-1003	844.98
					027-1003	2,280.00
					029-1003	2,565.49
					030-1003	3,624.80
					041-1003	7,751.81
					043-1003	18,455.17
					070-1003	53,807.37
					072-1003	12,353.70
					094-1003	1,028.44
					Total :	786,915.39
1 Vouchers for bank code :		bank3			Bank total :	786,915.39
1 Vouchers in this report					Total vouchers :	786,915.39

Voucher Registers are not final until approved by Council.

Page: 1

SPECIAL CHECK

EXHIBIT "A"
RES. NO. 23-101

vchlist

09/14/2023

2:17:51PM

Voucher List
CITY OF SAN FERNANDO

Page: 1

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232947	9/13/2023	894527 SOLARES, EDUARDO	0091		SHAVED ICE SERVICE 001-423-0000-4260	847.50
Total :						847.50
1 Vouchers for bank code : bank3						Bank total : 847.50
1 Vouchers in this report						Total vouchers : 847.50

Voucher Registers are not final until approved by Council.

Page: 1

SPECIAL CHECK

EXHIBIT "A"
RES. NO. 23-101

vchlist

09/19/2023 8:53AM

Voucher List
CITY OF SAN FERNANDO

Page: 1

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232948	9/19/2023	894378 GARCA, BERTHA	23-Jul		CALPERS HEALTH REIMB 001-180-0000-4127	603.64
Total :						603.64
1 Vouchers for bank code : bank3						Bank total : 603.64
1 Vouchers in this report						Total vouchers : 603.64

Voucher Registers are not final until approved by Council.

Page: 1

SPECIAL CHECKS

EXHIBIT "A"
RES. NO. 23-101vchlist
09/19/2023 4:31:43PMVoucher List
CITY OF SAN FERNANDO

Page: 1

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232949	9/19/2023	894078 AMERICAN BUSINESS BANK	009		5% RETENTION HELD-UPPER RESV'R 010-2037	15,466.25
					Total :	15,466.25
232950	9/19/2023	894078 AMERICAN BUSINESS BANK	P17		5% RETENTION HELD-SF REGIONAL P 010-2037	14,150.05
					Total :	14,150.05
232951	9/19/2023	893942 BOARD OF STATE AND	YRG CHORT 1		UNSPENT FUNDS-BSCC YOUTH REINV 110-3696-3649	71,775.95
					Total :	71,775.95
232952	9/19/2023	892352 LOS CAMARONES	20087		FOOD FOR EL GRITO CELEBRATION 001-424-0000-4430	1,198.47
					Total :	1,198.47
232953	9/18/2023	893115 P.E.R.S. CITY RETIREMENT	100000017264475		EMPL CONTRIB VARIANCE-08/12-08/25 018-222-0000-4124 018-224-0000-4124 018-225-0000-4124	271.57 203.68 2,919.41
					Total :	3,394.66
5 Vouchers for bank code : bank3					Bank total :	105,985.38
5 Vouchers in this report					Total vouchers :	105,985.38

Voucher Registers are not final until approved by Council.

Page: 1

SPECIAL CHECKS

EXHIBIT "A"
RES. NO. 23-101vchlist
09/22/2023 9:47:41AMVoucher List
CITY OF SAN FERNANDO

Page: 1

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232954	9/22/2023	891069 AMERICAN ASPHALT SOUTH, INC.	2023-1242		PHASE 2 ANNUAL ST RESURFACING P	
				12936	008-311-0560-4600	32,680.33
				12936	121-311-0560-4600	378,954.67
				12936	024-311-0560-4600	139,303.31
				12936	025-311-0560-4600	41,537.29
					008-2037	-1,634.02
					024-2037	-6,965.17
					025-2037	-2,076.86
					121-2037	-18,947.73
					Total :	562,851.82
232955	9/22/2023	894008 GMU PAVEMENT ENGINEERING	64188		ON CALL PAVEMENT DESIGN SERVICE	
				12811	032-311-0560-4600	0.01
				12811	025-311-0560-4600	15,447.25
				12811	032-311-0560-4600	-0.01
			64190		ON CALL PAVEMENT DESIGN SERVICE	
				12811	025-311-0560-4600	46,249.00
					Total :	61,696.25
232956	9/22/2023	893275 INTERWEST CONSULTING GROUP	90028		PO 12634 - CONTRACTED PLANNING S	
					001-150-0000-4270	17,102.50
			90031		PO 12634 - CONTRACTED PLANNING S	
					001-150-0000-4270	10,813.75
					Total :	27,916.25
232957	9/22/2023	894478 JL GROUP, LLC	23020EH.1		INTERNAL INVESTIGATIONS	
				12968	001-112-0000-4270	9,981.61
			2302EH.1		INTERNAL INVESTIGATIONS	
				12968	001-112-0000-4270	9,988.88
					Total :	19,970.49
232958	9/22/2023	888399 TORO ENTERPRISES INC.	16615		PHASE 1 OF ANNUAL STREET RESURF	
				12820	025-311-0560-4600	18,615.11
				12820	012-311-0560-4600	0.01
				12820	008-311-0560-4600	15,000.00
				12820	012-311-0560-4600	-0.01

Page: 1

vchlist
09/22/2023 9:47:41AMVoucher List
CITY OF SAN FERNANDO

Page: 2

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232958	9/22/2023	888399 TORO ENTERPRISES INC.	(Continued)			
				12820	121-311-0560-4600	82,539.83
					025-2037	-930.76
					008-2037	-750.00
					121-2037	-4,126.99
			16676		PHASE 1 OF ANNUAL STREET RESURF	
				12820	032-311-0560-4600	0.01
				12820	025-311-0560-4600	212,800.00
				12820	032-311-0560-4600	-0.01
					025-2037	-10,640.00
			16769		PHASE 1 OF ANNUAL STREET RESURF	
				12820	025-311-0560-4600	87,750.00
					025-2037	-4,387.50
					Total :	395,869.69
232959	9/22/2023	893167 UNITED MAINTENANCE SYSTEMS	15533		JANITORIAL SERVICES CONTRACT#19	
				12794	043-390-0000-4260	17,850.00
					Total :	17,850.00
6 Vouchers for bank code : bank3						Bank total : 1,086,154.50
6 Vouchers in this report						Total vouchers : 1,086,154.50

Voucher Registers are not final until approved by Council.

Page: 2

SPECIAL CHECK

EXHIBIT "A"
RES. NO. 23-101

vchlist

09/27/2023

8:42:50AM

Voucher List
CITY OF SAN FERNANDO

Page: 1

Bank code : bank3

Voucher	Date	Vendor	Invoice	PO #	Description/Account	Amount
232960	9/27/2023	103648 CITY OF SAN FERNANDO	PR 9/29/23		REIMB FOR PAYROLL W/E 9/22/23	
					001-1003	593,458.53
					007-1003	2,240.09
					017-1003	172.39
					027-1003	2,334.86
					029-1003	2,608.35
					030-1003	531.46
					041-1003	7,985.69
					043-1003	19,938.80
					070-1003	47,546.67
					072-1003	11,509.97
					094-1003	1,055.13
					110-1003	2,383.75
					Total :	691,765.69
		1 Vouchers for bank code :	bank3		Bank total :	691,765.69
		1 Vouchers in this report			Total vouchers :	691,765.69

Voucher Registers are not final until approved by Council.

Page: 1

*This Page
Intentionally
Left Blank*

*This Page
Intentionally
Left Blank*



AGENDA REPORT

To: Mayor Celeste T. Rodriguez and Councilmembers

From: Nick Kimball, City Manager

By: Fabian Valdez, Police Chief

Erica D. Melton, Director of Finance/City Treasurer

Rodrigo Mora, Public Works Operations Manager

Date: October 2, 2023

Subject: Consideration to Approve Disposition of Surplus City-Owned Vehicles and Equipment

RECOMMENDATION:

It is recommended that the City Council:

- a. Declare all items on the Surplus City-Owned Vehicles and Equipment as surplus (Attachments "A" & "B"); and
- b. Authorize the City Manager to dispose of surplus City-owned vehicles and equipment, including radios and other technology, in accordance with Chapter 2, Article VI, Division 7, of the City of San Fernando Municipal Code.

BACKGROUND:

1. Chapter 2, Article VI, Division 7 of the San Fernando Municipal Code requires the City Manager to inform the City Council of the condition of the item(s) proposed for disposition and obtain the determination of the City Council that such item(s) are obsolete or surplus before proceeding with disposition.
2. Section 2-852(a) authorizes the Purchasing Agent to exchange, trade-in, sell and dispose of surplus personal property with a fair market value of \$500 or less. Typical examples of surplus personal property include cell phones, tablets, laptops, city-issued clothing and firearms (for police personnel only). Personal property that exceeds \$500 requires City Council approval. Vehicles are not considered personal property.
3. Section 2-852(b) authorizes the Purchasing Agent to dispose of surplus property with no salvageable value in a manner that reclaims recyclable components, if practical.

Consideration to Approve Disposition of Surplus City-Owned Vehicles and EquipmentPage 2 of 4

ANALYSIS:

As previously noted, the City Municipal Code requires City Council approval for disposing of certain City-owned assets. Seeking approval from the City Council serves multiple vital purposes. First and foremost, it ensures transparency and accountability in disposing of items that are purchased with public funds. It showcases fiscal responsibility and equity as items are sold at fair market value through a public auction process available to any interested bidders. Lastly, the approval process helps mitigate risks associated with surplus items and safeguards the public interest from potential misuse or inappropriate asset distribution. Ultimately, involving the City Council in surplus decisions preserves public interest and aligns with the City's Strategic Goals to Forge Financial Strength and Stability.

Staff has most recently identified seven (7) vehicles, over one hundred police radios with associated components, and a variety of outdated technology eligible for electronic disposal and destruction (e-waste) services.

Surplus City-Owned Vehicles.

The City maintains an Equipment Replacement Fund to set-aside funding annually to implement the Vehicle Replacement Program (VRP). The VRP strategically rotates out older, damaged, less efficient, redundant, or non-functional vehicles and other rolling equipment from the City's fleet based on a mechanical evaluation and useful life determination. As vehicles are replaced through the VRP, they are eligible to be sold as surplus property.

In accordance with the City's Municipal Code, the vehicles will be disposed of by public auction to the highest bidder. Public Works staff shall prepare "release of liability" forms, and process all related smog certification, transfer of ownership, and other documentation required to complete each transaction. All Public Works vehicles and equipment shall be sold or auctioned through the City's contracted third-party vendor, US Auctions, in "as is" condition and the City shall provide no warranty and assume no liability for the condition or use of items sold or auctioned.

An inventory of vehicles recommended for designation as surplus property, along with the condition/reason for disposition, is included as Attachment "A." Of the seven vehicles recommended for disposal, six are Public Works vehicles that have exceeded useful life and have been previously replaced.

The remaining vehicle is a trailer used for the San Fernando Explorer Post 521E Program as a mobile command post (MCP). An unused trailer donated to the City by FEMA has been identified as a replacement. Proceeds from the public auction are being recommended for use to outfit the replacement trailer. To generate additional enthusiasm for this auction, the trailer will be on display at the San Fernando Police Department *National Night Out Event* on October 3, 2023.

Consideration to Approve Disposition of Surplus City-Owned Vehicles and Equipment

Page 3 of 4

Police Department Surplus Radios.

A new communications system and radio equipment was purchased in 2021 through an appropriation from the state of California to bring the Police Department into compliance with current encryption requirements, as outlined by the Department of Justice (DOJ).

The existing radios are obsolete and do not comply with current DOJ encryption requirements. It is recommended that the outdated radios and components (Attachment “B”) be sold at auction or otherwise disposed of, as there is no retention value for the City.

Surplus Technology.

Over the last several months, staff has worked in conjunction with the City’s contracted IT service vendor to identify outdated and unsecured technology. While most items were decommissioned many years ago, in effort to declutter City facilities, formal authorization is being requested for disposition via e-waste services.

Most electronics contain hazardous materials that are dangerous to human health, such as mercury, lead, cadmium, barium, and lithium. To facilitate proper destruction and disposal of City technology in accordance with guidelines and procedures set forth by the California Integrated Waste Management Board, (CIWMB), the Department of Toxic & Substance Control, (DTSC), the California Environmental Protection Agency (CEPA) & the Federal Environmental Protection Agency (EPA), an administrative service agreement was initiated with the Data IT: Data Destruction and IT Recycling Company.

All technology as listed included as Attachment “B” has been deemed as outdated and out of security compliance. All items are therefore recommended for disposal via e-waste services, as there is no retention value for the City.

BUDGET IMPACT:

Proceeds from the disposal of surplus will be addressed as follows:

- City-Owned Vehicles: The vehicles will be disposed of by public auction to the highest bidder.
 - Proceeds from the six (6) Public Works vehicles will be deposited into the Equipment Replacement Fund to offset the purchase of future replacement vehicles.
 - Proceeds from the Explorers Trailer are being recommended for use to outfit the replacement Explorers Trailer.

Consideration to Approve Disposition of Surplus City-Owned Vehicles and Equipment

Page 4 of 4

- Police Department Radios: Staff will coordinate with the auction vendor to determine salvageable items. Proceeds from the disposal of surplus equipment will be returned to the Fund from which the original purchase was made. Equipment deemed unsalvageable will be disposed.
- Other Technology: Staff has coordinated with the City's IT consultant and determined all items included on the list as unsalvageable. All items will be disposed of with a certified e-waste vendor to remove dated technology in a secure and an environmentally friendly manner.

CONCLUSION:

Staff recommends that City Council authorize the City Manager to dispose of surplus City-Owned vehicles in accordance with Chapter 2, Article VI, and Division 7 of the San Fernando Municipal Code.

ATTACHMENTS:

- A. Surplus Vehicles List
- B. Surplus Equipment List (Police Radios and Technology)



MEMORANDUM

To: Carlos Hernandez, Assistant to the City Manager




From: Rodrigo Mora, Public Works Operations Manager

Date: October 2, 2023

Subject: Surplus Vehicles

The City currently has seven (7) vehicles stored at the City Yard ready for auction.

I am requesting approval to have them available for an on-line auction as per **Division 7. Surplus City-Owned Personal Property, Sec. 2-869, Bids; Sales; Exchanges**. They will be auctioned off to the public. The Public Works Department will prepare the "release of liability" forms and will handle all necessary transfer of ownership. Vehicles and equipment will be sold "as-is" and all necessary registration and smog check will be the new owner's responsibility.

CITY VEHICLE NO. / VEHICLE ID. NO	YEAR	MAKE / MODEL	MILEAGE	REASON FOR SURPLUS	PHOTO
PK 4572 1FDSW20566EA14572	2005	FORD F-250	69,259	Vehicle worn; high maintenance costs. Bad Transmission.	
PK 3325 1GDGC24U7YE323325	2000	GMC SIERRA 2500	59,149	Vehicle worn; high maintenance costs.	
PK 8230 1GTGC33J6VF018230	1997	GMC SIERRA	85,188	Engine worn; high maintenance costs.	

Surplus Vehicles**Page 2 of 2**

CITY VEHICLE NO. / VEHICLE ID. NO	YEAR	MAKE / MODEL	MILEAGE	REASON FOR SURPLUS	PHOTO
EL 7122 1FTJW35H1REA47122	1994	FORD F-350	90,516	Vehicle worn; high maintenance costs	
PW 6835 1FTPF17M01KF76835	2001	FORD F-150	80,058	Vehicle worn; high maintenance costs. Does not run.	
PK 0625 1FTWX31P25EC20625	2005	FORD 4C	311,531	Vehicle worn; parts not available. Does not run.	
PD 4YDT298286K125744	2006	SPRINGDALE TRAILER	n/a	Vehicle worn; parts not available.	

SURPLUS EQUIPMENT

CATEGORY	ITEM	SERIAL #	BRAND	QTY	DESCRIPTION
Police Radios	RADIO UNITS FOR CARS		MOTOROLA	21	
Police Radios	COMPLETE RADIO UNIT KIT FOR CARS		MOTOROLA	3	
Police Radios	RADIO CHARGERS		MOTOROLA	55	
Police Radios	CARSPEAKER		MOTOROLA	13	
Police Radios	ANTENNA			7	
Police Radios	MICS		MOTOROLA	6	
Police Radios	RADIO HOLSTERS			57	
Police Radios	MONITORSTAND			5	
Police Radios	COMPLETE KIT		MOTOROLA	2	
Police Radios	RADIO MICS		MOTOROLA	63	
Police Radios	HAND HELD RADIO		MOTOROLA	86	
Police Radios	RADIO BATTERIES		MOTOROLA	101	
Police Radios	MEDIA CONVERTER		TRANSITION NETWORKS	1	
Police Radios	AIRLINK		SIERRA WIRELESS	2	
Police Radios	RADIO		BENDIX	1	
Police Radios	RADIO CHARGERS		BENDIX	1	
Police Radios			PLANTRONICS	1	
Police Radios			PLANTRONICS	6	
Police Radios	RADIO MOUNT		MOTOROLA	1	
Police Radios	CLIPPER TWIN SWITCH			4	
Police Radios	TELEPHONE RECORDER INTERFACE KIT			3	
Police Radios	MOTOR SPEED CONTROLLER MODULE			1	
Police Radios	POWER SUPPLY UNIT			1	
Police Radios	COMPLETESPEAKER KIT		MOTOROLA	2	
Police Radios	TRACKBALL		KENSINGTON	1	
Police Radios	FUSEKIT		MCC	1	
Police Radios	MOTHERBOARD			1	
Police Radios	MOTHERBOARD		RO	1	
Police Radios	MOTHERBOARD		RO	1	
Police Radios	MANUAL		MCC	3	
Police Radios			MOTOROLA	1	
Police Radios			CHAMP	1	
Police Radios	DISPATCH CONSOLE PROTECTOR			2	
Police Radios	IMANUAL		ASTRO DIGITAL	1	
Police Radios	ANTENNA KIT		SPECTRACOM	1	
Police Radios	MOUSE		HP	1	
Police Radios	osINSTALL		WINDOWS XP PROFESSIONAL	1	
Police Radios	ANTI-STATIC WRISTSTRAPS			2	

SURPLUS EQUIPMENT

CATEGORY	ITEM	SERIAL #	BRAND	QTY	DESCRIPTION
Police Radios	SPEAKER MOUNTS			25	
Police Radios	MULTI-CHARGER		MOTOROLA	2	
Police Radios	SERVERRACK SHELF			5	
Police Radios	SERVERRACK 8FT			1	
Police Radios	RELOCATABLE POWER ADAPTERS			4	
Police Radios			MOTOROLA	9	
Police Radios			MOTOROLA	3	
Police Radios	Pro-Curve Switch		HP	1	
Police Radios	SERVER RACK RAILS			1	
Police Radios	DESKTOP COMPUTER		HP	3	
Police Radios	MONITORS			3	
Police Radios	KEYBOARDS			4	
Police Radios	PRINTER		ZEBRA	11	
Police Radios	CARD SYSTEM		MAGIC CARD	1	
Police Radios	MOUSE		LOGITECH	3	
Police Radios	ELECTRONIC TICKET WRITER		MOTOROLA	12	
Police Radios	ELECTRONIC TICKET WRITER CHARGERS		MOTOROLA	12	
Police Radios	FINGER PRINT READERS		MOTOROLA	11	
Police Radios	CARD READERS		MOTOROLA	14	
Police Radios	BATTERIES			12	
Police Radios	LIGHTNING ARRESTOR			1	
Police Radios	MULTI-CHARGER		MOTOROLA	1	
Police Radios	CARD SYSTEM		MAGIC CARD	1	
Police Radios	COMPUTER SYSTEM		MOTOROLA	1	
Police Radios	BATTERY			2	
Police Radios	POWER BRICK			4	
Police Radios			MOTOROLA	5	
Police Radios	DESKTOP SPEAKERS		CREATIVE	2 Sets	
Police Radios	DESKTOP SPEAKERS		MOTOROLA	1 Set	
Police Radios	MOUSE		MICROSOFT	1	
Police Radios	MISC CORDS			74	
Police Radios	MISC CORDS FOR CARS			18	
Technology	ThinkPad	L3-N2578 06/08	IBM	1	LAPTOP
Technology	ThinkPad	L3-M6966 06/05	IBM	1	LAPTOP
Technology	ThinkPad	L3-AP733 06/12	IBM	1	LAPTOP
Technology	ThinkPad	L3-AY086 07/01	IBM/LENOVO	1	LAPTOP
Technology	ThinkPad	L3-AP729 06/12	IBM/LENOVO	1	LAPTOP

SURPLUS EQUIPMENT

CATEGORY	ITEM	SERIAL #	BRAND	QTY	DESCRIPTION
Technology	ThinkPad	L3-N4971 08/06	IBM/LENOVO	1	LAPTOP
Technology	ThinkPad	L3-AP731 06/12	IBM/LENOVO	1	LAPTOP
Technology	ThinkPad	L3-AP730 06/12	IBM/LENOVO	1	LAPTOP
Technology	ThinkPad	L3-AP734 06/12	DELL	1	LAPTOP
Technology	Latitude E5450	618TH72	DELL	1	LAPTOP
Technology	Latitude E6410ATG	BQF04Q1	DELL	1	LAPTOP
Technology	Latitude 12Rugged 7204	CTFLNY1	DELL	1	LAPTOP
Technology	Inspiron 17 5000 Series	7ZHYG72	DELL	1	LAPTOP
Technology	Latitude E6440	7WQVXZ1	DELL	1	LAPTOP
Technology	Latitude E5470	D3NGMH2	DELL	1	LAPTOP
Technology	Latitude 12Rugged 7214	D43MG92	DELL	1	LAPTOP
Technology	Latitude E6420ATG	FSPVCS1	DELL	1	LAPTOP
Technology	Latitude E6420ATG	SN Scratched Out, Valeo Tag V007007	MICROSOFT	1	LAPTOP
Technology	NA	47207174554	COMPAQ	1	LAPTOP
Technology	Presario 2200	2236CL	PANASONIC	1	LAPTOP
Technology	CF-30	8KKYB03021	DELL	1	LAPTOP
Technology	Latitude 3440	DYH6F32	DELL	1	LAPTOP
Technology	Latitude 3440	1ZH6F32	DELL	1	LAPTOP
Technology	Latitude 3440	BYH6F32	DELL	1	LAPTOP
Technology	Latitude 3440	FYH6F32	DELL	1	LAPTOP
Technology	Latitude 3440	HYH6F32	DELL	1	LAPTOP
Technology	Latitude 3440	CYH6F32	DELL	1	LAPTOP
Technology	Latitude 3440	GYH6F32	DELL	1	LAPTOP
Technology	Optiplex 3020	DT6YN22	DELL	1	DESKTOP
Technology	Optiplex 3020	64B9482	DELL	1	DESKTOP
Technology	Optiplex 3020	3VZMK02	DELL	1	DESKTOP
Technology	Optiplex 390	5FMNXQ1	DELL	1	DESKTOP
Technology	Optiplex 3020	4VDB842	DELL	1	DESKTOP
Technology	Optiplex 3020	6MB2D32	DELL	1	DESKTOP
Technology	Optiplex 3020	DJH3B32	DELL	1	DESKTOP
Technology	Optiplex 790	CK24PS1	DELL	1	DESKTOP
Technology	Optiplex 3020	BRH3B32	DELL	1	DESKTOP
Technology	Optiplex 3020	FK3WL02	DELL	1	DESKTOP
Technology	Optiplex 7010	B91XYV1	DELL	1	DESKTOP
Technology	Optiplex 790	HYWXNS1	DELL	1	DESKTOP
Technology	Optiplex 3020	7PH3B32	DELL	1	DESKTOP
Technology	Optiplex 790	CKC35V1	DELL	1	DESKTOP
Technology	Optiplex 3010	72XHBY1	DELL	1	DESKTOP

SURPLUS EQUIPMENT

CATEGORY	ITEM	SERIAL #	BRAND	QTY	DESCRIPTION
Technology	Optiplex 780	JPJ8LN1	DELL	1	DESKTOP
Technology	Dell Precision Tower 5810	F9JGP22	HP	1	DESKTOP
Technology	Pavillion a1000	CNH5391C2P	HP	1	DESKTOP
Technology	Compaq dc5800 Microtower	MXL83302RG	NO LABEL	1	DESKTOP
Technology	NO DESCRIPTION	NO SERIAL NUMBER	NO LABEL	1	DESKTOP
Technology	NO DESCRIPTION	NO SERIAL NUMBER	HP	1	DESKTOP
Technology	Workstation xw4600	2UA9430HVL	HP	1	DESKTOP
Technology	Workstation xw4600	2UA9430HVG	HP	1	DESKTOP
Technology	Workstation xw4600	2UA9380BQJ	HP	1	DESKTOP
Technology	Workstation xw4600	2UA9430HVF	DELL	1	DESKTOP
Technology	Optiplex 3020	FJH3B32	DELL	1	DESKTOP
Technology	Optiplex 3070	CQZH9Z2	DELL	1	DESKTOP
Technology	Optiplex 780	83RKYQ1	DELL	1	DESKTOP
Technology	Optiplex 3020	92RD712	DELL	1	DESKTOP
Technology	Optiplex 3010	7QY4BY1	DELL	1	DESKTOP
Technology	Optiplex 780	JTC9XR1	DELL	1	DESKTOP
Technology	Optiplex 780	B4GBXR1	DELL	1	DESKTOP
Technology	Optiplex 3010	880K8Y1	DELL	1	DESKTOP
Technology	Optiplex 780	2YXQKS1	DELL	1	DESKTOP
Technology	Optiplex 3020	GVXSR22	DELL	1	DESKTOP
Technology	Optiplex 980	2ZCCCP1	DELL	1	DESKTOP
Technology	Optiplex 3010	68DPBY1	DELL	1	DESKTOP
Technology	Optiplex 790	G84SMS1	DELL	1	DESKTOP
Technology	MISSING INFO/PART MISSING	FACE COVER MISSING	DELL	1	DESKTOP
Technology	Optiplex 3020	DLCF942	DELL	1	DESKTOP
Technology	Optiplex 3020	D3RD712	NO LABEL	1	DESKTOP
Technology	NO DESCRIPTION	AGEIS STICKER ON IT	NO LABEL	1	DESKTOP
Technology	NO DESCRIPTION	AGEIS STICKER ON IT	DELL	1	DESKTOP
Technology	Optiplex 3020	83RQB32	DELL	1	DESKTOP
Technology	Optiplex 3010	CTJYDX1	DELL	1	DESKTOP
Technology	Optiplex 3050	5WLLJK2	DELL	1	DESKTOP
Technology	Optiplex 3020	H2VJH02	DELL	1	DESKTOP
Technology	Optiplex 3020	GVXRR22	DELL	1	DESKTOP
Technology	Optiplex 3020	6JWJV52	DELL	1	DESKTOP
Technology	Optiplex 3020	GVXSQ22	DELL	1	DESKTOP
Technology	Optiplex 3020	6JWGV52	DELL	1	DESKTOP
Technology	Optiplex 3020	6JWKV52	DELL	1	DESKTOP
Technology	Optiplex 790	JTC9XR1	DELL	1	DESKTOP

SURPLUS EQUIPMENT

CATEGORY	ITEM	SERIAL #	BRAND	QTY	DESCRIPTION
Technology	Optiplex 3010	7QY4BY1	DELL	1	DESKTOP
Technology	Optiplex 3020	6JWCV52	DELL	1	DESKTOP
Technology	Optiplex 3050	F3VQHN2	DELL	1	DESKTOP
Technology	Optiplex 3010	72XJBY1	DELL	1	DESKTOP
Technology	Optiplex 3010	68CPBY1	DELL	1	DESKTOP
Technology	Optiplex 9020 AIO	930JW12	DELL	1	DESKTOP
Technology	Optiplex 9020 AIO	B591X12	Apple	1	DESKTOP
Technology	iPad Pro	DMPRH3KLH1M9	Apple	1	Tablet
Technology	iPad	DMQM4QBVFK10	Apple	1	Tablet
Technology	SM-T510	R52MC0GRFWA		1	Tablet
Technology	S(SAMPO)	1763SBC46001204	KDS	1	Monitor
Technology	VX2025WM	Q6Y061800916	VIEW SONIC	1	Monitor
Technology	AccuSync LCD 9V	35000379GA	NEC	1	Monitor
Technology	AccuSync LCD 9VX	96310038NA	NEC	1	Monitor
Technology	AccuSync LCD 9VX	96310025NA	NEC	1	Monitor
Technology	AccuSync LCD 9VX	96310037NA	NEC	1	Monitor
Technology	REV A06	CN-0KW14V-7426157B-28DL T	DELL	1	Monitor
Technology	COLOR LASERJET 4700dn	COLOR LASERJET 4700dn	HP	1	COPIER
Technology	COLOR LASERJET 4700dn	COLOR LASERJET 4700dn	HP	1	COPIER
Technology	OFFICEJET 6700 PREMIUM	OFFICEJET 6700 PREMIUM	HP	1	PRINTER
Technology	OFFICEJET 7510	OFFICEJET 7510	HP	1	PRINTER
Technology	TLP3842	TLP3842	Zebra	1	PRINTER
Technology	SuperServer 6022P-6	SuperServer 6022P-6	SUPERMICR	1	SERVER
Technology	SuperServer 6022P-6	SuperServer 6022P-6	SUPERMICR	1	SERVER
Technology	SuperServer 6022P-6	SuperServer 6022P-6	SUPERMICR	1	SERVER
Technology	ProLiant DL360 G5	ProLiant DL360 G5	HP	1	SERVER
Technology	ProLiant DL360 G5	ProLiant DL360 G5	HP	1	SERVER
Technology	ProLiant DL360 G5	ProLiant DL360 G5	HP	1	SERVER
Technology	System x3650 / 797971U	System x3650 / 797971U	IBM	1	SERVER
Technology	Web Filter 410	Web Filter 410	BARRACUDA	1	SWITCH
Technology	Message Archiver 150	Message Archiver 150	BARRACUDA	1	SWITCH
Technology	Spam & Virus Firewall 200	Spam & Virus Firewall 200	BARRACUDA	1	SWITCH
Technology	TEG-S240TX	TEG-S240TX	TRENDnet	1	SWITCH
Technology	TimeServer 9388	TimeServer 9388	SPECTRACOM	1	
Technology	NetClock/GPS 9383	NetClock/GPS 9383	SPECTRACOM	1	

SURPLUS EQUIPMENT

CATEGORY	ITEM	SERIAL #	BRAND	QTY	DESCRIPTION
Technology	GCS1102	GCS1102	IOGEAR	1	SWITCH
Technology	CISCO2811	CISCO2811	CISCO	1	SWITCH
Technology	Catalyst 2950 Series	Catalyst 2950 Series	CISCO	1	SWITCH
Technology	SF300-24	SF300-24	CISCO	1	SWITCH
Technology	GS748T	GS748T	NETGEAR	1	SWITCH
Technology	PowerConnect 6224	PowerConnect 6224	DELL	1	SWITCH
Technology	IBR1700	MM190000700821	CradlePoint	1	Router
Technology	AirLink GX440	CA13193040110	Sierra Wireless	1	Router
Technology	AirLink GX440	CA11013051210	Sierra Wireless	1	Router
Technology	AirLink GX440	A1743102560010	Sierra Wireless	1	Router
Technology	AirLink GX440	A164640067001010	Sierra Wireless	1	Router
Technology	AirLink GX440	CA10793023610	Sierra Wireless	1	Router
Technology	AirLink GX440	CA12002042110	Sierra Wireless	1	Router
Technology	AirLink GX440	CA11323016610	Sierra Wireless	1	Router
Technology	AirLink GX440	CA12413007210	Sierra Wireless	1	Router
Technology	AirLink GX440	CA10253087610	Sierra Wireless	1	Router
Technology	AirLink GX440	CA12502008110	Sierra Wireless	1	Router
Technology	AirLink GX440	CA13592018010	Sierra Wireless	1	Router
Technology	AirLink GX440	A154640488001010	Sierra Wireless	1	Router
Technology	Dell D6000	PN3KT	DELL	1	Docking Station
Technology	Hard Drives			VAR	
Technology	Mice			VAR	
Technology	Keyboards			VAR	
Technology	Various Cables			VAR	

*This Page
Intentionally
Left Blank*



AGENDA REPORT

To: Mayor Celeste T. Rodriguez and Councilmembers

From: Nick Kimball, City Manager
By: Julian J. Venegas, Director of Recreation and Community Services
Maribel Perez, Recreation and Community Services Supervisor

Date: October 2, 2023

Subject: Consideration to Approve Co-Sponsorship of the Odd Fellows of San Fernando's Casino Night and Poker Tournament Fundraiser Event and Use of the City Seal

RECOMMENDATION:

It is recommended that the City Council:

- a. Approve Co-Sponsorship of the Odd Fellows of San Fernando's Casino Night and Poker Tournament fundraiser event;
- b. Approve the use of the City Seal on printed material and social media pursuant to City Council Resolution No. 6904 (Attachment "A"); and
- c. Authorize staff to promote the Odd Fellows of San Fernando's Casino Night and Poker Tournament fundraiser event (Attachment "B") through the City's social media, community events, park programming, and any other avenues available.

BACKGROUND:

1. In 2019, City Council directed Recreation and Community Services staff to develop a city-run Youth Baseball Program at Las Palmas Park to replace the Santa Rosa Youth Athletics Program.
2. In Summer 2021, staff implemented a four-week Summer Baseball Clinic at Las Palmas Park, collaborating with Game Speed Athletics to reintroduce youth baseball to the community surrounding Las Palmas Park.
3. In Spring 2022, the first season of Mission City Baseball was successfully completed. Staff quickly realized the financial burden of the program and began to seek other avenues for subsidizing the program.

Consideration to Approve Co-Sponsorship of the Odd Fellows of San Fernando's Casino Night and Poker Tournament Fundraiser Event and Use of the City Seal

Page 2 of 3

4. In fall 2022, staff developed the Mission City Baseball Sponsorship Program to help pursue supplemental funding for league operations. The first round of sponsors helped fund 2023 Opening Day activities as well as 2023 All-Star team registrations.
5. In Summer 2023, the Odd Fellows of San Fernando, having been supporters of City events for the last two years, demonstrated interest in further collaborating with the City and agreed to host a Casino Night and Poker Tournament fundraiser to benefit the Mission City Baseball Program.

ANALYSIS:

The Odd Fellows of San Fernando are a dedicated and community-oriented organization that has been an integral part of the City's social fabric for many years. The Odd Fellows have a long history of supporting various charitable causes and community programs and they take great pride in their commitment to the progress of San Fernando. In addition to all the work they do as a charitable organization, for the past three years, they have participated as sponsors of the City's Dia de los Muertos Festival, Holiday Tree Lighting, and 4th of July Fest.

As part of their ongoing efforts to support local programs and events, the Odd Fellows of San Fernando are organizing a Casino Night and Poker Tournament fundraiser that will take place on Saturday, November 11, 2023, starting at 6:00 pm as highlighted by the Save the Date postcard (Attachment "A"). Proceeds from this event will be donated to the City's Mission City Baseball program, which plays a crucial role in the development and well-being of the community's youth.

To promote this event effectively and highlight the collaboration with the City, the Odd Fellows of San Fernando are requesting the use of the City Seal on their marketing materials for this fundraising event, which will be held at their lodge located on 401 N. Hagar Street, San Fernando, CA. The inclusion of the City Seal would not only add a sense of authenticity and official support for the event but also underscore the organization's strong commitment to the betterment of the San Fernando community.

BUDGET IMPACT:

There is no fiscal impact associated with approval for use of the City Seal by the Odd Fellows of San Fernando for the requested event.

Consideration to Approve Co-Sponsorship of the Odd Fellows of San Fernando's Casino Night and Poker Tournament Fundraiser Event and Use of the City Seal

Page 3 of 3

CONCLUSION:

It is recommended that the City Council approve Co-Sponsorship of the Odd Fellows of San Fernando Casino Night and Poker Tournament fundraiser event, use of the City Seal on printed material and social media, and authorize City staff to promote the Casino Night and Poker Tournament Fundraiser benefitting the Mission City Baseball Program.

ATTACHMENTS:

- A. Resolution No. 6904
- B. Casino Night & Poker Tournament Fundraiser - Save the Date

RESOLUTION NO. 6904**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN FERNANDO, AMENDING THE STANDARD MANAGEMENT PROCEDURE REGARDING USE OF CITY SEAL**

WHEREAS, the City Council adopted a standard management procedure for the use of the City seal on August 3, 1987.

WHEREAS, the City Council desires to revise the procedure to limit the use of the City seal, as provided in this resolution.

WHEREAS, it shall be City policy that the City seal, as described in Municipal Code Section 1-13, shall only be used as provided in this policy. The purpose of this policy is to:

- A. Ensure that the City seal is not used for inappropriate events and affairs.
- B. Control use of the City seal so as to prevent unauthorized use, which could imply City participation, support, or sponsorship in commercial, political, or non-City events.

THE CITY COUNCIL OF THE CITY OF SAN FERNANDO HEREBY FINDS AND RESOLVES:

The City has designated an official seal, which serves to identify City involvement in some manner. Typically, the seal is used on City stationary, City vehicles, brochures and other information. It is important that some guidelines be followed so that the seal be used in an appropriate manner. Therefore, the following guidelines shall be followed pertaining to the City seal:

1. The City seal may be used on all City related literature, material, vehicles, etc., and for City sponsored or co-sponsored functions and events.
2. The City seal may be used on t-shirts, hats, calendars and other like material when sponsored by the City upon approval of the City Administrator.
3. The City seal may not be used by organizations other than the City without prior approval of a majority of the City Council.
4. The City seal may not be used for political or commercial purposes.
5. In cases where it is unclear whether a proposed use of the seal is appropriate, three members of the City Council must approve the use as a scheduled item on a City Council agenda.

PASSED, APPROVED and ADOPTED this 5th day of May, 2003.

Dr. José Hernández
Mayor José Hernández, Ph.D.

ATTEST:

Elena G. Chávez
Elena G. Chávez, City Clerk

APPROVED AS TO FORM:

Michael Estrada
Michael Estrada, City Attorney

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF SAN FERNANDO)

I, Elena G. Chávez, City Clerk of the City of San Fernando, do hereby certify that the foregoing Resolution was duly adopted by the City Council of the City of San Fernando and signed by the Mayor of the City of San Fernando at a regular meeting held on the 5th day of May, 2003; and that the same was passed by the following vote:

AYES: Hernández, De La Torre, Veres, Ruelas, Martinez - 5

NOES: None

ABSENT: None

Elena G. Chávez
Elena G. Chávez, City Clerk



SAVE THE DATE
Casino Night & Poker Tournament
Proceeds to Benefit...
Mission City
BASEBALL

♣ **SATURDAY 11 NOVEMBER** ♣
6:00 PM

PRESENTED BY
SAN FERNANDO
ODD FELLOWS

401 N. Hagar Street, San Fernando CA | oddfellowsofsanfernando.com
📷 [sf_oddfellows](#) | 📘 [OddFellowsOfSanFernando](#)

ODD FELLOWS
LODGE

*This Page
Intentionally
Left Blank*



AGENDA REPORT

To: Mayor Celeste T. Rodriguez and Councilmembers

From: Nick Kimball, City Manager
By: Erika Ramirez, Director of Community Development
Marina Khrustaleva, Associate Planner

Date: October 2, 2023

Subject: A Public Hearing to Consider Adopting an Ordinance Approving a Zone Text Amendment to the San Fernando Municipal Code, Section 106-182, Project No. ZTA2023-002 to Grant Discretion to the Planning and Preservation Commission or the City Council to Waive or Modify Certain Standard Conditions for the Approval of Conditional Use Permits Authorizing the Sale of Alcoholic Beverages

RECOMMENDATION:

Staff recommends that the City Council:

- a. Conduct a Public Hearing; and
- b. Pending public testimony, introduce for first reading, in title only, and waive further reading of Ordinance No. 1719 (Attachment "A") "An Ordinance of the City Council of the City of San Fernando, California, approving a Zoning Text Amendment (Project No. ZTA2023-002) to the San Fernando Municipal Code, Section 106-182, Standard Conditions, to grant discretion to the Planning and Preservation Commission or the City Council to waive or modify certain standard conditions for the approval of Conditional Use Permits authorizing the sale of alcoholic beverages."

BACKGROUND:

1. The San Fernando Municipal Code (SFMC), Chapter 106 (Zoning), was adopted in 1957. In 1985, Subdivision II (On-Site and Off-Site Sale of Alcoholic Beverages) of Chapter 106 was amended to include SFMC Section 106-182 (Standard Conditions) (hereinafter "Section 106-182").
2. On March 13, 2023, the Planning Division received a Conditional Use Permit (CUP) application for a type 21-alcohol license to permit the sale of beer, wine, and distilled spirits for off-site consumption and a request for a Letter of Public Convenience or Necessity.

A Public Hearing to Consider Adopting an Ordinance Approving a Zone Text Amendment to the San Fernando Municipal Code, Section 106-182, Project No. ZTA2023-002 to Grant Discretion to the Planning and Preservation Commission or the City Council to Waive or Modify Certain Standard Conditions for the Approval of Conditional Use Permits Authorizing the Sale of Alcoholic Beverages

Page 2 of 4

In review of the architectural plans submitted with the application, staff identified several standard conditions of approval required by the Zoning Code the applicant would not be able to meet without modification of the condition or reconstruction of the site. Staff informed the applicant resulting in the applicant considering submitting a Zoning Text Amendment application.

3. On August 3, 2023, the Planning Division received a request for a Zoning Text Amendment (ZTA) from the Target Corporation. The ZTA requested an amendment to the standard conditions of approval imposed for alcohol-related CUPs.
4. On September 11, 2023, the Planning and Preservation Commission adopted Resolution No. 2023-002 recommending that the City Council adopt an ordinance amending the San Fernando Municipal Code, Chapter 106 (Zoning) Section 106-182 (Standard Conditions) to grant discretion to the Planning and Preservation Commission or the City Council to waive or modify certain standard conditions for the approval of Conditional Use Permits authorizing the sale of alcoholic beverages.

ANALYSIS:

A Zoning Code is a set of rules established to regulate land use and development designed to promote orderly and compatible land use while safeguarding community well-being. The City of San Fernando recognizes the importance of revitalizing its commercial areas. To achieve this goal, it supports businesses that engaged in hospitality, entertainment, recreation, and other related activities, which may include the sale of alcoholic beverages as part of their operations. The sale and service of alcohol in the City have traditionally been of significant public interest due to potential social, economic, and safety concerns associated with alcohol-related activities. As a regulatory agency, the City has a vested interest in regulating the sale and service of alcohol. This includes setting operational conditions that align with the City's redevelopment strategies for commercial areas and ensure the public health, safety, and welfare of the community.

Chapter 106 of SFMC, referred to as San Fernando Zoning Code, mandates that businesses seeking to sell or serve alcohol in commercial districts must obtain a Conditional Use Permit (CUP). This section outlines specific operational requirements and standards conditions for the approval of a CUP for either on-site and/or off-site consumption of alcohol. The approval of a CUP involves a public hearing conducted by the Planning and Preservation Commission, during which conditions of approval may be set.

The standard conditions for the approval were crafted to prevent negative impacts associated with alcohol sales and services. However, these standard conditions, as currently outlined in the Zoning Code, pose certain challenges for large retail establishments like a Target store, particularly in the context of selling alcoholic beverages due to building design and retail floor

A Public Hearing to Consider Adopting an Ordinance Approving a Zone Text Amendment to the San Fernando Municipal Code, Section 106-182, Project No. ZTA2023-002 to Grant Discretion to the Planning and Preservation Commission or the City Council to Waive or Modify Certain Standard Conditions for the Approval of Conditional Use Permits Authorizing the Sale of Alcoholic Beverages

Page 3 of 4

layout. For example, Section 106-182(a)(5) requires that the sales area “*be located so that the clerk and the customer are fully visible from the street at the time of the sales transaction.*” This condition is not feasible for stores located in large commercial centers with significant parking areas separating the building frontage from the street.

Proposed Zoning Text Amendment.

In recognition of these challenges, Target Corporation submitted an application to amend the Zoning Code. This proposed amendment aims at introducing flexibility in applying appropriate conditions of approval for individual CUPs. This approach acknowledges that each business, particularly large retailers like Target, may have unique circumstances, including their location, operations, and building design, that make strict adherence to certain standard conditions infeasible.

The proposed Zoning Text Amendment adds subsection (d) to Section 106-182 as written below:

Section 106-182(d)

The Planning Commission or the City Council, whichever the case may be, may waive or modify the enumerated standard conditions, based upon the particular circumstances of the proposed use and provided the required findings for the approval of a conditional use permit as set forth under Section 106-145 can be made despite the exclusion or modification of certain standard conditions and the following additional findings are made:

(1) The condition(s) is/are unnecessary or infeasible given the proposed use or are less stringent than, or in conflict with, more stringent conditions and requirements of the alcohol sales license issued by the California Department of Alcoholic Beverage Control under which the contemplated sales are authorized.

(2) The applicant has submitted information that is substantial and compelling to support the waiver or modification of the enumerated standard(s).

Planning Commission Recommendation.

SFMC Section 106-19 authorizes amendments to the Zoning Code, upon the recommendation of the Planning and Preservation Commission “whenever required by public necessity, convenience and general welfare.” On September 11, 2023, the Planning and Preservation Commission (PPC) voted 3-0 adopting Resolution No. 2023-002 recommending that the City Council approve the proposed Zoning Text Amendment. Resolution No. 2023-002 included findings that the proposed amendment is consistent with the objectives, policies, general land uses and programs of the City’s General Plan in that it would allow the City to provide a greater range of retail services to its residents and help the economic viability of commercial areas. Further, the adoption of the proposed amendment would not be detrimental to the public interest because the decision maker retains the authority to impose the standard conditions as necessary to protect the public welfare.

A Public Hearing to Consider Adopting an Ordinance Approving a Zone Text Amendment to the San Fernando Municipal Code, Section 106-182, Project No. ZTA2023-002 to Grant Discretion to the Planning and Preservation Commission or the City Council to Waive or Modify Certain Standard Conditions for the Approval of Conditional Use Permits Authorizing the Sale of Alcoholic Beverages

Page 4 of 4

Environmental Review.

Pursuant to the California Environmental Quality Act (CEQA), the adoption of proposed Zone Text Amendment is exempt under CEQA Guidelines Section 15061(b)(3) (the “common sense exemption”) since it can be seen with certainty that the adoption of the Zoning Text Amendment for Section 106-182, Standard Conditions, will not have a significant impact on the environment and Section 15378 (“not a project”) because it does not have the potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

Public Notification.

On September 21, 2023, a public hearing notice was published in the print and online versions of the legal advertisement section of the *San Fernando Sun Newspaper*, and posted at City Hall, 117 Macneil Street, San Fernando, California.

BUDGET IMPACT:

The Zone Text Amendment application includes a fee set by the Annual Fee Schedule for City Services adopted by the City Council with the most recent version approved on June 5, 2023. The Fee Schedule establishes planning fees at levels to recover costs of providing services, including staff costs, in accordance with Chapter 9 (“User Fees and Service Charges”) of the City Council General Financial Policy.

CONCLUSION:

Staff recommends that the City Council conduct a public hearing, and pending public testimony, introduce for first reading, in title only, and waive further reading of Ordinance No. 1719 (Attachment “A”) “An Ordinance of the City Council of the City of San Fernando, California, approving a Zoning Text Amendment (Project No. ZTA2023-002) to the San Fernando Municipal Code, Section 106-182, Standard Conditions, to grant discretion to the Planning and Preservation Commission or the City Council to waive or modify certain standard conditions for the approval of Conditional Use Permits authorizing the sale of alcoholic beverages.”

ATTACHMENTS:

A. Ordinance No. 1719, including:

Exhibit A: Updates to San Fernando Municipal Code (SFMC) Section 106-182, Standard Conditions

ORDINANCE NO. 1719

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SAN FERNANDO, CALIFORNIA, APPROVING A ZONING TEXT AMENDMENT (PROJECT NO. ZTA2023-002) TO AMEND SAN FERNANDO MUNICIPAL CODE SECTION 106-182, STANDARD CONDITIONS, TO GRANT DISCRETION TO THE PLANNING AND PRESERVATION COMMISSION OR THE CITY COUNCIL TO WAIVE OR MODIFY CERTAIN STANDARD CONDITIONS FOR THE APPROVAL OF CONDITIONAL USE PERMITS AUTHORIZING THE SALE OF ALCOHOLIC BEVERAGES

WHEREAS, California Constitution Article XI, Section 7, enables the City of San Fernando (the "City") to enact local planning and land use regulations; and

WHEREAS, the authority to adopt and enforce zoning regulations is an exercise of the City's police power to protect the public health, safety, and welfare; and

WHEREAS, the City desires to ensure that residential and commercial development occurs in an orderly manner, in accordance with the goals and objectives of the General Plan and reasonable land use planning principles; and

WHEREAS, in 1957, the San Fernando Municipal Code (SFMS), Chapter 106 – Zoning, was adopted; in 1985, Subdivision II (On-Site and Off-Site Sale of Alcoholic Beverages) of Chapter 106 was amended to include SFMC Section 106-182 (Standard Conditions) (hereinafter "Section 106-182"); and

WHEREAS, Section 106-182 establishes various operating requirements and conditions for the approval of Conditional Use Permits ("CUP") seeking authorization for off-site and/or on-site alcohol sales; and

WHEREAS, Section 106-19 (Zoning text amendments) to the SFMC ("Section 106-19") authorizes the amendment of zoning texts upon the recommendation of the Planning and Preservation Commission "whenever required by public necessity, convenience and general welfare"; and

WHEREAS, on August 3, 2023, the Planning Division received a request for a Zoning Text Amendment (ZTA) from the Target Corporation, and the ZTA requested an amendment to the standard conditions of approval imposed for alcohol-related CUPs; and

WHEREAS, on September 11, 2023, the Planning and Preservation Commission, as part of its regular meeting, conducted a duly noticed public hearing on the proposed revisions to Section 106-182 (Standard Conditions), received testimony and voted 3-0 to adopt Resolution No. 2023-002 recommending that the City Council adopt an ordinance amending the San Fernando Municipal Code, Chapter 106 (Zoning) Section 106-182 (Standard Conditions) to grant discretion to the Planning and Preservation Commission or the City Council to waive or modify certain standard conditions for the approval of Conditional Use Permits authorizing the sale of alcoholic beverages; and

WHEREAS, on September 21, 2023, a notice of a public hearing to be held on October 2, 2023, was published, for the City Council to consider and approve a proposed Ordinance No. 1719 to amend Section 106-182, Standard Conditions, to grant discretion to the Planning and Preservation Commission or the City Council to waive or modify certain standard conditions for the approval of Conditional Use Permits authorizing the sale of alcoholic beverages (Project No. ZTA2023-002); and

WHEREAS, October 2, 2023, the City Council conducted a duly noticed public hearing on the proposed Project No. ZTA2003-002 to amend Section 106-182, Standard Conditions, and all testimony was received and made a part of the public record; and

WHEREAS, the City Council has duly considered all information presented to it, including the Planning and Preservation Commission findings, PPC Resolution No. 2023-002, written staff reports, any testimony provided at the public hearing regarding Project No. ZTA2003-002, and considered adoption of Ordinance No. 1719 to approve an amendment to Section 106-182, Standard Conditions; and

WHEREAS, all legal prerequisites to the adoption of the Ordinance have been met.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN FERNANDO DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1. Recitals:

The above recitals are true and correct and incorporated fully in reference.

SECTION 2. Zoning Text Amendment Findings:

Pursuant to San Fernando City Code Section 106-19, the following findings for adoption of the proposed amendment to the San Fernando Zoning Code are made in a positive manner as follows:

- a. The proposed amendment is consistent with the objectives, policies, general land uses and programs of the City's general plans.

The proposed Zoning Text Amendment (Project No. ZTA2023-002) will grant discretion to the Planning and Preservation Commission or the City Council to waive or modify certain standard conditions for the approval of Conditional Use Permits authorizing the sale of alcoholic beverages. The proposed amendment is consistent with the objectives, policies, general land uses, and programs of the City's General Plan, and would allow the City to provide a greater range of retail services to its residents and help the economic viability of commercial areas.

- b. The adoption of the proposed amendment would not be detrimental to the public interest, health safety, convenience, or welfare.

The proposed Zoning Text Amendment would not be detrimental to the public interest because the decision maker retains the authority to impose the standard conditions as necessary to protect the public welfare.

SECTION 3. Zoning Text Amendment:

The proposed Zoning Text Amendment adds subsection (d) to Section 106-182 as written below and set forth in **Exhibit “A”** attached hereto and incorporated herein by this reference:

Section 106-182(d)

The Planning Commission or the City Council, whichever the case may be, may waive or modify the enumerated standard conditions, based upon the particular circumstances of the proposed use and provided the required findings for the approval of a conditional use permit as set forth under Section 106-145 can be made despite the exclusion or modification of certain standard conditions and the following additional findings are made:

- (1) The condition(s) is/are unnecessary or infeasible given the proposed use or are less stringent than, or in conflict with, more stringent conditions and requirements of the alcohol sales license issued by the California Department of Alcoholic Beverage Control under which the contemplated sales are authorized.
- (2) The applicant has submitted information that is substantial and compelling to support the waiver or modification of the enumerated standard(s).

SECTION 4. CEQA Finding:

Adoption of this Ordinance is exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15061(b)(3) (the “common sense exemption”) since it can be seen with certainty that the adoption of the Zoning Text Amendment for Section 106-182, Standard Conditions, will not have a significant impact on the environment and Section 15378 (“not a project”) because it does not have the potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

SECTION 5. Severability:

If any section, subsection, sentence, clause, or phrase of this Ordinance is for any reason held to be invalid or unconstitutional by a decision of any court of any competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have passed this Ordinance, and each and every section, subsection, sentence, clause and phrase thereof not declared invalid or unconstitutional without regard to whether any portion of the Ordinance would be subsequently declared invalid or unconstitutional.

SECTION 6. Authority and Term of Ordinance:

The City Clerk shall certify to the passage and adoption of this Ordinance, and shall make a minute of the passage and adoption thereof in the records of and the proceedings of the City Council at which the same is passed and adopted. The City Clerk shall further certify to the adoption and posting of this Ordinance, and shall cause this Ordinance and its certification, together with proof of posting, to be entered in the Book of Ordinances of the Council of this City of San Fernando.

SECTION 7. Effective Date:

This Ordinance shall go into effect and be in full force effective at 12:01 a.m. on the thirty-first (31st) day after its passage.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of San Fernando this ____ day of October, 2023.

Celeste T. Rodriguez, Mayor of the City of
San Fernando, California

ATTEST:

Julia Fritz, City Clerk

APPROVED AS TO FORM:

Richard A. Padilla, Assistant City Attorney

CERTIFICATION

I, City Clerk of the City of San Fernando, California, do hereby certify that the foregoing is a full, true, and correct copy of Ordinance No. 1719 which was introduced on October 2, 2023 and adopted by the City Council of the City of San Fernando, California at a regular meeting thereof held on the ____ day of October, 2023 by the following vote of the City Council:

AYES:

NAYS:

ABSENT:

ABSTAINED:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of San Fernando, California, this _____ day of October, 2023.

Julia Fritz, City Clerk

**Proposed zoning text amendment
to the City of San Fernando Municipal Code (ZTA2023-002)**

Sec. 106-182. - Standard Conditions.

- (a) In addition to those conditions of approval which the planning and preservation commission may otherwise impose, all off-sale CUPs shall be subject to the following standard conditions:
- (1) No beer or wine shall be displayed within five feet of the cash register or the front door unless such item is in a permanently affixed cooler.
 - (2) No display or sale of alcoholic beverages shall be made from an ice tub. An "ice tub" is a vessel filled with ice that displays single servings of alcoholic beverages for customer self-service.
 - (3) No sale of alcoholic beverages shall be made from a walk-up or drive-in window.
 - (4) Alcoholic beverages and non-alcoholic beverages shall be stocked and displayed separately.
 - (5) The sales area shall be located so that the clerk and customer are fully visible from the street at the time of the sales transaction.
 - (6) The cash register and sales area shall be illuminated so as to provide clear observation for law enforcement surveillance.
 - (7) Alcoholic beverages shall not be consumed on the premises.
 - (8) No off-sale outlet selling alcohol may use a self-service checkout system.
 - (9) Interior and exterior signs stating the consumption of alcoholic beverages on the premises is prohibited by law shall be conspicuously posted onsite.
- (b) In addition to those conditions of approval which the planning and preservation commission may otherwise impose, all on-sale CUPs shall be subject to the following standard conditions:
- (1) Alcoholic beverages shall not be permitted to be consumed in the parking area or other exterior areas of the premises, except for designated outdoor areas approved as part of the CUP application;
 - (2) Alcoholic beverages shall not be sold for consumption off the premises;

- (3) The hours of operation, including deliveries to the proposed establishment, shall be reviewed and approved by the planning commission as part of the CUP application in order to ensure compatibility with the surrounding area;
- (4) All employees who serve or sell alcoholic beverages shall successfully complete a responsible beverage service training program that meets the requirements of ABC. Records of such training shall be maintained on the premises and made available to the police department personnel upon request;
- (c) In addition to those conditions of approval which the planning and preservation commission may otherwise impose, both off-sale and on-sale CUPs shall be subject to all of the following standard conditions:
 - (1) Loitering in the public right-of-way, parking area and in front of adjacent properties is prohibited.
 - (2) Windows shall comply with the city's sign regulations in order to provide clear and unobstructed view of the cash register and sales area from the parking lot and street. Exceptions for on-sale outlets may be reviewed and approved by the chief planning official.
 - (3) The following signs shall be conspicuously posted onsite:

Exterior signs referencing Penal Code § 602.1. Such signs shall be clearly visible from the establishment's parking area and shall include the police department's phone number.

An interior sign in English and Spanish stating: "We ID everyone under 26 years of age for alcohol sales" with minimum dimensions of eight inches by 11 inches.
 - (4) Exterior public telephones that permit incoming calls shall not be located on the premises.
 - (5) Electronic games, including video games, shall not be located on the premises.
 - (6) Exterior lighting of the parking area shall provide adequate lighting for patrons while not producing glare or light spillover disturbing surrounding residential or commercial areas.
 - (7) A security camera system approved by the police department shall be installed on the premises and shall be maintained in proper working order at all times. The security camera system shall be subject to inspection by the police department. The system must be capable of producing retrievable images on film or tape that can be made a permanent record and that can be enlarged through projection or other means. The video or digital recordings generated by the system shall be maintained for a period of 30 days.

- (8) The establishment shall implement preventive architectural design features as approved by the chief of police and the chief planning official in order to maintain a secure site by controlling access to the facility, open sight lines, adequate lighting levels, ambient noise levels and circulation patterns.
- (9) Special security measures such as security guards, door monitors, and burglar alarms systems may be required as a condition of approval with final determination made by the chief of police and the chief planning official on a case-by-case basis.
- (10) Litter and trash receptacles shall be located at convenient locations both inside and outside the establishment, and trash and debris shall be removed on a daily basis.
- (11) The exterior of the establishment, including all signs, accessory buildings and structures shall be maintained free of litter and graffiti at all times. All graffiti shall be removed from the premises within 24 hours of its discovery.
- (12) With regard to those CUP applications that are approved based in part upon the fact that alcohol sales on the premises are incidental to the sale of other products, proof satisfactory to the chief planning official shall be annually submitted to show that the sale of alcohol has remained incidental to the sale of other products.
- (13) Within 30 days of approval of the CUP, applicant shall certify his or her acceptance of the conditions placed on the approval by signing a statement that he or she accepts and shall be bound by all of the conditions.
- (14) Violation of, or noncompliance with, any of the conditions shall constitute grounds for revocation of the CUP.
- (15) Expansion or enlargement of the business premises over the life of the structure or the use shall be subject to the CUP approval process.

(d) The Planning Commission or the City Council, whichever the case may be, may waive or modify the enumerated standard conditions, based upon the particular circumstances of the proposed use and provided the required findings for the approval of a conditional use permit as set forth under Section 106-145 can be made despite the exclusion or modification of certain standard conditions and the following additional findings are made:

- (1) The condition(s) is/are unnecessary or infeasible given the proposed use or are less stringent than, or in conflict with, more stringent conditions and requirements of the alcohol sales license issued by the California Department of Alcoholic Beverage Control under which the contemplated sales are authorized.
- (2) The applicant has submitted information that is substantial and compelling to support the waiver or modification of the enumerated standard(s).

*This Page
Intentionally
Left Blank*



AGENDA REPORT

To: Mayor Celeste T. Rodriguez and Councilmembers

From: Nick Kimball, City Manager
By: Kanika Kith, Deputy City Manager/Economic Development

Date: October 2, 2023

Subject: Discussion Regarding the Formation of a Community Advisory Committee for the Downtown Master Plan

RECOMMENDATION:

It is recommended that the City Council:

- a. Discuss the formation of a Community Advisory Committee for the Downtown Master Plan; and
- b. Provide direction to staff.

BACKGROUND:

1. On June 9, 2022, the City issued a Request for Proposals (RFP) to qualified consultants to prepare a Downtown Master Plan, which includes a Downtown Vision that will serve as a critical and important guide for future actions concerning change in Downtown San Fernando. Proposals were due on July 19, 2022.
2. On July 19, 2022, seven proposals were received from: The Arroyo Group, Dudek, RRM Design Group, HDL, Infrastructure Engineering, Los Angeles Neighborhood Initiative (LANI), and SWA Group. Costs ranged from \$50,000 to \$397,640.
3. On September 6, 2022, the City Council allocated an additional \$250,000 from the American Rescue Plan Act (ARPA) for preparation of a Downtown Master Plan, to increase the total budget to \$300,000.
4. On September 22, 2022, all seven consultants were informed of the additional \$250,000 allocated fund for preparation of the Downtown Master Plan and were requested to provide a revised scope that was within the approved budget. It was recommended that the revised scope and budget focus on high priorities such as community engagement and outreach, market analysis, financial and site analysis for opportunity sites, parking capacity and demand analysis, and design of the public realm.

Discussion Regarding the Formation of a Community Advisory Committee for the Downtown Master Plan

Page 2 of 6

5. On October 7, 2022, revised proposals were received from five firms: Arroyo Group, Dudek, RRM Design Group, HDL, and Infrastructure Engineering. LANI and SWA Group did not submit revised scope and budget.
6. On January 3, 2023, the City Council created the Economic Development/Downtown Master Plan Ad Hoc Committee consisting of Councilmembers Montañez and Solorio to work with staff moving the City's economic development efforts forward.
7. On March 15, 2023, the Economic Development/Downtown Master Plan Ad Hoc Committee and staff interviewed four consultants (RRM Design Group, Dudek, Arroyo Group, HDL). Infrastructure Engineering declined the interview.
8. On April 17, 2023, the City Council approved a Professional Services Agreement (Attachment "A" – Contract No. 2147) with Dudek in an amount not-to-exceed \$313,975, for preparation of the Downtown Master Plan.
9. On July 17, 2023, the City Council approved a Community Outreach and Engagement Plan for the Downtown Master Plan (Attachment "B") that included the formation of a Community Advisory Committee. The approved Community Outreach and Engagement Plan changed the Scope of Work and reduced the total cost for the Downtown Master Plan to \$297,675, which is \$16,300 less than the original budget.

ANALYSIS:

One of the main priorities included in the City Council *2022-2026 Strategic Goals* is to complete a Downtown Master Plan. The Downtown Master Plan will help guide the future development and revitalization of the City's historic and vibrant downtown area. The goal of the Downtown Master Plan is to create a community-driven vision and plan for the downtown area to help enhance its economic vitality, livability, and sense of place. The Downtown Master Plan will be based on a comprehensive visioning process that will involve extensive community input and participation.

The City Council approved a Community Outreach and Engagement Plan that includes a robust, multi-pronged outreach approach for engaging residents, business and property owners, as well as visitors in the planning process to inform the Downtown Master Plan, and ultimately result in a vetted, collective and community and stakeholder driven vision for the future of downtown. A diverse range of perspectives and participation by a varied cross-section of community members is invited, welcomed, and valued.

Purpose of the Community Advisory Committee (CAC).

As outlined in the project's Community Outreach and Engagement Plan, the City is inviting the expertise and guidance of community representatives to comprise the Community Advisory

Discussion Regarding the Formation of a Community Advisory Committee for the Downtown Master Plan

Page 3 of 6

Committee (CAC). The CAC is intended to reflect the range of interests within the community and be comprised of a grassroots, diverse set of about 12 stakeholders comprised of resident leaders, business and property owners, community and neighborhood-based organizations, and developers. The project team will listen and learn from the CAC as it serves as a two-way conduit of information and ideas, bridging the broader San Fernando community with the planning process.

The role of participants in the CAC meetings will be to:

- Help in identifying ideas, opportunities, issues, and challenges to address in the Downtown Master Plan.
- Provide focused input and feedback on the Downtown Master Plan recommendations.
- Serve as a “sounding board” to provide feedback on materials before they are made available to the general public.
- Serve as advocates for the Downtown Master Plan on behalf of constituents.
- Assist with publicizing the Downtown Master Plan and promoting community involvement through their respective networks to encourage greater community participation in the planning process.
- Build positive and productive relationships with stakeholders, the project team, and City.

The CAC will meet a total of three (3) times, virtually and/or in person, once during each phase of the project (Phase 1: Discovery, Phase 2: Vision Scenarios, Phase 3: Preferred Vision). The project team will consult with the CAC prior to engaging with the broader community.

The primary objective of the CAC is to diligently represent the viewpoints, perspectives, and aspirations of the wider San Fernando Community, encompassing residents, business owners, property holders, and others. Achieving this mission is optimally realized when CAC members do not concurrently serve as decision-makers or policymakers, as they are the ultimate authority responsible for approving the Downtown Master Plan. Decision-makers and policymakers possess distinct roles in the process, fulfilling their official obligations, such as those held by City Councilmembers and Commissioners, to evaluate and provide feedback during the plan's formulation and adoption phases. This official capacity enables them to meaningfully shape and influence the Downtown Master Plan.

Additionally, appointing a City Commissioner could potentially lead to the inclusion of more than two Commissioners from the same Commission in the group, which would trigger Brown Act

Discussion Regarding the Formation of a Community Advisory Committee for the Downtown Master Plan

Page 4 of 6

implications. Therefore, staff recommends refraining from nominating any Commissioners to the CAC's.

Throughout the process, the team will present the progress of the Downtown Master Plan to both the City Council and Planning and Preservation Commission. Below is a summary of the planned meetings:

- One (1) City Council Meeting for approval of Community Engagement and Outreach Plan.
 - Completed.
- Two (2) Joint City Council and Planning and Preservation Commission Workshops.
 - First during the Visioning process.
 - Second to present a draft Downtown Master Plan.
- One (1) Planning and Preservation Commission Meeting for consideration and recommendation to City Council of the Downtown Master Plan.
- One (1) City Council Meeting for consideration and approval of the Downtown Master Plan.

Proposed Criteria for Recommending CAC Members.

The project team is requesting each City Councilmember recommend up to two members to the CAC. Given the City Council's relationships with the community and constituency, the project team looks to City Council for potential members that they deem suitable, qualified, and committed individuals to serve in representing the community's best interests and needs based on their specific knowledge and focus on downtown and the San Fernando community.

Below are the proposed criteria for CAC members:

- They represent the diverse perspectives and interests of the downtown and greater San Fernando community.
- They are a representative of resident leaders, business and property owners, community and neighborhood-based organizations, and/or the development community.
- They should not have an official role in City government that allows them to evaluate or set policy recommendations for development, such as City staff, Commissioners, etc.

In addition to the ten (10) at-large members that will be recommended by the City Council, the project team recommends that the CAC include one (1) member each from the Downtown San Fernando Mall Association and the San Fernando Chamber of Commerce.

Discussion Regarding the Formation of a Community Advisory Committee for the Downtown Master Plan

Page 5 of 6

If any Councilmember is unable to recommend two CAC members for any reason, the project team proposes that staff appoint the remaining at-large members to complete the full 12 member CAC.

Next Steps and Timeline.

Staff and the project team will review the recommendations to ensure equal and diverse representation on the CAC and collaborate with the City Council in the event there are duplicate or conflicting recommendations. The proposed deadline for submitting recommendations for the CAC is Friday, October 6, 2023. Once the list is set, staff will send an official email invitation to each potential member to confirm their voluntary participation in the CAC.

BUDGET IMPACT:

On July 17, 2023, the City Council approved a Community Outreach and Engagement Plan for the Downtown Master Plan. The approved Community Outreach and Engagement Plan changed the Scope of Work and reduced the total cost for the Downtown Master Plan to \$297,675. The formation of and collaboration with the CAC is included in the budget for the Downtown Master Plan.

SOURCES		
Fund	Account Number	Allocation
General Revenue FY 2022-23	001-107-0000-4270	\$ 18,549.54
American Rescue Plan Act	121-107-4689-4270	\$ 250,000.00
General Revenue FY 2023-24	001-107-0000-4270	\$ 29,125.46
Total Sources:		\$ 297,675.00

USES		
Activity	Account Number	Cost
Dudek for Downtown Master Plan	001-107-0000-4270	8,445.97
Expenditures-to-Date		\$ 8,445.97
Remaining Balance:		\$ 289,229.03

Discussion Regarding the Formation of a Community Advisory Committee for the Downtown Master Plan

Page 6 of 6

CONCLUSION:

It is recommended that the City Council discuss the formation of a Community Advisory Committee for the Downtown Master Plan and provide direction to staff.

ATTACHMENT:

- A. Contract No. 2147
- B. Approved Community Outreach and Engagement Plan



2023
PROFESSIONAL SERVICES AGREEMENT
Downtown Master Plan
(Dudek and City of San Fernando)

THIS PROFESSIONAL SERVICES AGREEMENT (hereinafter, "Agreement") is made and entered into this 17th day of May, 2023 (hereinafter, the "Effective Date") by and between the CITY OF SAN FERNANDO, a municipal corporation (hereinafter, "CITY") and DUDEK, (hereinafter, "CONSULTANT"). For the purposes of this Agreement, CITY and CONSULTANT may be referred to collectively by the capitalized term "Parties." The capitalized term "Party" may refer to CITY or CONSULTANT interchangeably, as appropriate.

RECITALS

WHEREAS, CITY requires professional consulting services to prepare the Downtown Master Plan; and

WHEREAS, CITY staff has determined that CONSULTANT possesses the experience, skills and training necessary to competently provide such services to CITY; and

WHEREAS, the execution of this Agreement was approved by the San Fernando City Council at its Regular Meeting of April 17, 2023 under Agenda Item No. 7.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions herein contained, CITY and CONSULTANT agree as follows:

I.
ENGAGEMENT TERMS

1.1 **TERM:** This Agreement shall have a term commencing from the Effective Date through **April 30, 2024** (hereinafter, the "Term"). Nothing in this Section shall operate to prohibit or otherwise restrict the CITY's ability to terminate this Agreement at any time for convenience or for cause as provided under Article V (Termination), below.

1.2 **SCOPE OF WORK:**

A. Subject to the terms and conditions of this Agreement, CONSULTANT agrees to provide the services and tasks described in that certain Request for Proposals of CITY entitled "Downtown Master Plan", (hereinafter, "CITY RFP") and the written proposal of CONSULTANT entitled "The City of San Fernando Downtown Plan Master Plan" (hereinafter, the "CONSULTANT Proposal") dated October 10, 2022, with revised scope of work dated as of April 12, 2023, which shall include Optional

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 2 of 122

Task 3.9B Door-to-Door Survey Citywide Residential Households Only. CONSULTANT understands and acknowledges that City Council approval of an Outreach and Engagement Plan is required prior to conducting any online survey campaign or online community survey, as described in the CONSULTANT Proposal. Such Outreach and Engagement Plan shall, among other things, address security measures to safeguard against potential fraud and validate results of online surveys. The CITY RFP and the CONSULTANT Proposal are attached and incorporated hereto as **Exhibit "A"** and **"B"** respectively. The term "Scope of Work" shall be a collective reference to the CITY RFP and the CONSULTANT Proposal. The capitalized term "Work" shall be a collective reference to all the various services and tasks referenced in the Scope of Work. In the event of any conflict or inconsistency between the provisions of the document entitled CITY RFP and the provisions of the document entitled CONSULTANT Proposal, the requirements of the document entitled CITY RFP shall govern and control but only to the extent of the conflict or inconsistency and no further. In the event of any conflict or inconsistency between the provisions of the Scope of Work and the provisions of this Agreement to which the Scope of Work is attached, the provisions of this Agreement shall govern and control.

1.3 PROSECUTION OF WORK:

- A. CONSULTANT shall perform the Work continuously and with due diligence so as to complete the Work by the completion date indicated in each Work Order. CONSULTANT shall cooperate with CITY and in no manner interfere with the work of CITY, its employees or other consultants, contractors or agents;
- B. CONSULTANT shall not claim or be entitled to receive any compensation or damage because of the failure of CONSULTANT, or its subconsultants, to have related services or tasks completed in a timely manner;
- C. CONSULTANT shall at all times enforce strict discipline and good order among CONSULTANT's employees; and
- D. CONSULTANT, at its sole expense, shall pay all sales, consumer, use or other similar taxes required by law.

1.4 COMPENSATION: CONSULTANT shall perform the Work in accordance with "Proposed Cost by Task" (hereinafter, the "COMPENSATION RATE"). The foregoing notwithstanding, CONSULTANT's total compensation for the performance of all Work contemplated under this Agreement, will not exceed the annual budgeted sum of **Three Hundred Thirteen Thousand Nine Hundred Seventy Five Dollars (\$313,975)** (hereinafter, the "Annual

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 3 of 122

Not-to-Exceed Sum”) during the Term of this Agreement, unless such added expenditure is first approved by the City Council. In the event CONSULTANT’s charges are projected to exceed the Annual Not-to-Exceed Sum prior to the expiration of this Agreement, CITY may suspend CONSULTANT’s performance pending CITY approval of any anticipated expenditures in excess of the Not-to-Exceed Sum or any other CITY approved amendment to the compensation terms of this Agreement.

- 1.5 PAYMENT OF COMPENSATION: The Annual Not-to-Exceed Sum will be paid to CONSULTANT in monthly increments as the Work is completed. Following the conclusion of each calendar month, CONSULTANT will submit to CITY an itemized invoice indicating the services performed and tasks completed during the recently concluded calendar month, including services and tasks performed and the reimbursable out-of-pocket expenses incurred. If the amount of CONSULTANT’s monthly compensation is a function of hours worked by CONSULTANT’s personnel, the invoice should indicate the number of hours worked in the recently concluded calendar month, the persons responsible for performing the Work, the rate of compensation at which such services and tasks were performed, the subtotal for each task and service performed and a grand total for all services performed. Within thirty (30) calendar days of receipt of each invoice, CITY will notify CONSULTANT in writing of any disputed amounts included in the invoice. Within forty-five (45) calendar days of receipt of each invoice, CITY will pay all undisputed amounts included on the invoice. CITY will not withhold applicable taxes or other authorized deductions from payments made to CONSULTANT.
- 1.6 ACCOUNTING RECORDS: CONSULTANT will maintain complete and accurate records with respect to all matters covered under this Agreement for a period of three (3) years after the expiration or termination of this Agreement. CITY will have the right to access and examine such records, without charge, during normal business hours. CITY will further have the right to audit such records, to make transcripts therefrom and to inspect all program data, documents, proceedings, and activities.
- 1.7 ABANDONMENT BY CONSULTANT: In the event CONSULTANT ceases to perform the Work agreed to under this Agreement or otherwise abandons the undertaking contemplated herein prior to the expiration of this Agreement or prior to completion of any or all tasks set forth in the Scope of Work, CONSULTANT will deliver to CITY immediately and without delay, all materials, records and other work product prepared or obtained by CONSULTANT in the performance of this Agreement. Furthermore, CONSULTANT will only be compensated for the reasonable value of the services, tasks and other Work performed up to the time of cessation or abandonment, less a deduction for any damages, costs or additional expenses which CITY may incur as a result of CONSULTANT’s cessation or abandonment.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 4 of 122

II.

PERFORMANCE OF AGREEMENT

- 2.1 CITY'S REPRESENTATIVE: The CITY hereby designates Kanika Kith, Deputy City Manager/Economic Development (hereinafter, the "CITY Representative") to act as its representative for the performance of this Agreement. The CITY Representative or their designee will act on behalf of the CITY for all purposes under this Agreement. CONSULTANT will not accept directions or orders from any person other than the CITY Representative or their designee.
- 2.2 CONSULTANT REPRESENTATIVE: CONSULTANT hereby designates Gaurav Srivastava, Principal, to act as its representative for the performance of this Agreement (hereinafter, "Consultant Representative"). Consultant Representative will have full authority to represent and act on behalf of the CONSULTANT for all purposes under this Agreement. Consultant Representative or their designee will supervise and direct the performance of the Work, using their best skill and attention, and will be responsible for all means, methods, techniques, sequences and procedures and for the satisfactory coordination of all portions of the Work under this Agreement. Notice to the Consultant Representative will constitute notice to CONSULTANT.
- 2.3 COORDINATION OF SERVICE; CONFORMANCE WITH REQUIREMENTS: CONSULTANT agrees to work closely with CITY staff in the performance of the Work and this Agreement and will be available to CITY staff and the CITY Representative at all reasonable times. All work prepared by CONSULTANT will be subject to inspection and approval by CITY Representative or their designees.
- 2.4 STANDARD OF CARE; PERFORMANCE OF EMPLOYEES: CONSULTANT represents, acknowledges and agrees to the following:
- A. CONSULTANT will perform all Work skillfully, competently in accordance with generally accepted professional practices and principles, and in a manner consistent with the level of care and skill ordinarily exercised under similar conditions by a member of CONSULTANT's profession.
 - B. CONSULTANT shall at all times employ such force, plant, materials, and tools as will be sufficient in the opinion of the CITY to perform the Services within the time limits established, and as provided herein. It is understood and agreed that said tools, equipment, apparatus, facilities, labor, and material shall be furnished and said Services performed and completed as required by the Agreement, and subject to the approval of the CITY's authorized representative.
 - C. CONSULTANT will perform all Work in a manner reasonably satisfactory to the CITY;

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 5 of 122

- D. CONSULTANT will comply with all applicable federal, state and local laws and regulations, including the conflict of interest provisions of Government Code Section 1090 and the Political Reform Act (Government Code Section 81000 et seq.) CONSULTANT shall be liable for all violations of such laws and regulations in connection with Services. If CONSULTANT performs any work knowing it to be contrary to such laws, rules and regulations, CONSULTANT shall be solely responsible for all costs arising therefrom;
- E. CONSULTANT understands the nature and scope of the Work to be performed under this Agreement as well as any and all schedules of performance;
- F. All of CONSULTANT's employees and agents possess sufficient skill, knowledge, training and experience to perform those services and tasks assigned to them by CONSULTANT; and
- G. All of CONSULTANT's employees and agents (including, but not limited to, subcontractors and subconsultants) possess all licenses, permits, certificates, qualifications and approvals of whatever nature that are legally required to perform the tasks and services contemplated under this Agreement and all such licenses, permits, certificates, qualifications and approvals will be maintained throughout the term of this Agreement and made available to CITY for copying and inspection.

The Parties acknowledge and agree that CONSULTANT will perform, at CONSULTANT's own cost and expense and without any reimbursement from CITY, any services necessary to correct any errors or omissions caused by CONSULTANT's failure to comply with the standard of care set forth under this Section or by any like failure on the part of CONSULTANT's employees, agents, contractors, subcontractors and subconsultants. Such effort by CONSULTANT to correct any errors or omissions will be commenced immediately upon their discovery by either Party and will be completed within seven (7) calendar days from the date of discovery or such other extended period of time authorized by the CITY Representative in writing and in her sole and absolute discretion. The Parties acknowledge and agree that CITY's acceptance of any work performed by CONSULTANT or on CONSULTANT's behalf will not constitute a release of any deficiency or delay in performance. The Parties further acknowledge, understand and agree that CITY has relied upon the foregoing representations of CONSULTANT, including but not limited to the representation that CONSULTANT possesses the skills, training, knowledge and experience necessary to perform the Work skillfully, competently in accordance with generally accepted professional practices and principles, and in a manner consistent with the level of care and skill ordinarily exercised under similar conditions by a member of CONSULTANT's profession.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 6 of 122

- 2.5 ASSIGNMENT: The skills, training, knowledge and experience of CONSULTANT are material to CITY's willingness to enter into this Agreement. Accordingly, CITY has an interest in the qualifications and capabilities of the person(s) who will perform the services and tasks to be undertaken by CONSULTANT or on behalf of CONSULTANT in the performance of this Agreement. In recognition of this interest, CONSULTANT agrees that it will not assign or transfer, either directly or indirectly or by operation of law, this Agreement or the performance of any of CONSULTANT's duties or obligations under this Agreement without the prior written consent of the CITY. In the absence of CITY's prior written consent, any attempted assignment or transfer will be ineffective, null and void and will constitute a material breach of this Agreement.
- 2.6 SUBSTITUTION OF KEY PERSONNEL: CONSULTANT has represented to CITY that certain key personnel will perform and coordinate the Services under this Agreement. Should one or more of such personnel become unavailable, CONSULTANT may substitute other personnel of at least equal competence upon written approval of CITY. In the event that CITY and CONSULTANT cannot agree as to the substitution of key personnel, CITY shall be entitled to terminate this Agreement for cause. As discussed below, any personnel who fail or refuse to perform the Services in a manner acceptable to the CITY, or who are determined by the CITY to be uncooperative, incompetent, a threat to the adequate or timely completion of the Project or a threat to the safety of persons or property, shall be promptly removed from the Project by the CONSULTANT at the request of the CITY. The key personnel for performance of this Agreement are as follows: Gaurav Srivastava (Principal-in-Charge), Catherine Tang Saez (Project Manager).
- 2.7 CONTROL AND PAYMENT OF SUBORDINATES; INDEPENDENT CONTRACTOR: The Work will be performed by CONSULTANT or under CONSULTANT's strict supervision. CONSULTANT will determine the means, methods and details of performing the Work subject to the requirements of this Agreement. CITY retains CONSULTANT on an independent contractor basis and not as an employee. CONSULTANT reserves the right to perform similar or different services for other principals during the term of this Agreement, provided such work does not unduly interfere with CONSULTANT's competent and timely performance of the Work contemplated under this Agreement and provided the performance of such services does not result in the unauthorized disclosure of CITY's confidential or proprietary information. Any additional personnel performing the Work under this Agreement on behalf of CONSULTANT are not employees of CITY and will at all times be under CONSULTANT's exclusive direction and control. CONSULTANT will pay all wages, salaries and other amounts due to such personnel and will assume responsibility for all benefits, payroll taxes, Social Security and Medicare payments and the like. CONSULTANT will be responsible for all reports and obligations respecting such additional personnel, including, but not limited to: Social Security taxes, income tax withholding, unemployment insurance, disability insurance, workers' compensation insurance and the like.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 7 of 122

-
- 2.8 **REMOVAL OF EMPLOYEES OR AGENTS:** If any of CONSULTANT's officers, employees, agents, contractors, subcontractors or subconsultants is determined by the CITY Representative to be uncooperative, incompetent, a threat to the adequate or timely performance of the tasks assigned to CONSULTANT, a threat to persons or property, or if any of CONSULTANT's officers, employees, agents, contractors, subcontractors or subconsultants fail or refuse to perform the Work in a manner acceptable to the CITY, such officer, employee, agent, contractor, subcontractor or subconsultant will be promptly removed by CONSULTANT and will not be reassigned to perform any of the Work.
- 2.9 **COMPLIANCE WITH LAWS:** CONSULTANT will keep itself informed of and in compliance with all applicable federal, state or local laws to the extent such laws control or otherwise govern the performance of the Work. CONSULTANT's compliance with applicable laws will include, without limitation, compliance with all applicable Cal/OSHA requirements and applicable regulations of the Federal Department of Housing and Urbanization.
- 2.10 **NON-DISCRIMINATION:** CONSULTANT represents that it is an equal opportunity employer and it shall not discriminate against any subconsultant, employee or applicant for employment because of race, religion, color, national origin, handicap, ancestry, sex or age. Such non-discrimination shall include, but not be limited to, all activities related to initial employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination.
- 2.11 **INDEPENDENT CONTRACTOR STATUS:** The Parties acknowledge, understand and agree that CONSULTANT and all persons retained or employed by CONSULTANT are, and will at all times remain, wholly independent contractors and are not officials, officers, employees, departments or subdivisions of CITY. CONSULTANT will be solely responsible for the negligent acts and/or omissions of its employees, agents, contractors, subcontractors and subconsultants. CONSULTANT and all persons retained or employed by CONSULTANT will have no authority, express or implied, to bind CITY in any manner, nor to incur any obligation, debt or liability of any kind on behalf of, or against, CITY, whether by contract or otherwise, unless such authority is expressly conferred to CONSULTANT under this Agreement or is otherwise expressly conferred by CITY in writing.

III.

INSURANCE

- 3.1 **DUTY TO PROCURE AND MAINTAIN INSURANCE:** Prior to the beginning of and throughout the duration of the Work, CONSULTANT will procure and maintain policies of insurance that meet the requirements and specifications set forth under this Article. CONSULTANT will procure and maintain the following insurance coverage, at its own expense:

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 8 of 122

- A. Commercial General Liability Insurance: CONSULTANT will procure and maintain Commercial General Liability Insurance ("CGL Coverage") as broad as Insurance Services Office Commercial General Liability coverage (occurrence Form CG 0001) or its equivalent. Such CGL Coverage shall have minimum limits of no less than One Million Dollars (\$1,000,000.00) per occurrence and Two Million Dollars (\$2,000,000.00) in the general aggregate for bodily injury, personal injury, property damage, operations, products and completed operations, and contractual liability.
 - B. Automobile Liability Insurance: CONSULTANT will procure and maintain Automobile Liability Insurance as broad as Insurance Services Office Form Number CA 0001 covering Automobile Liability, Code 1 (any auto). Such Automobile Liability Insurance will have minimum limits of no less than Two Million Dollars (\$2,000,000.00) per accident for bodily injury and property damage.
 - C. Workers' Compensation Insurance/ Employer's Liability Insurance: A policy of workers' compensation insurance in such amount as will fully comply with the laws of the State of California and which will indemnify, insure and provide legal defense for both CONSULTANT and CITY against any loss, claim or damage arising from any injuries or occupational diseases occurring to any worker employed by or any persons retained by CONSULTANT in the course of carrying out the Work contemplated in this Agreement.
 - D. Errors & Omissions Insurance: For the full term of this Agreement and for a period of three (3) years thereafter, CONSULTANT will procure and maintain Errors and Omissions Liability Insurance appropriate to CONSULTANT's profession. Such coverage will have minimum limits of no less than Two Million Dollars (\$2,000,000.00) per claim.
- 3.2 ADDITIONAL INSURED REQUIREMENTS: The CGL Coverage and the Automobile Liability Insurance will contain an endorsement naming the CITY and CITY's elected and appointed officials, officers, employees, agents and volunteers as additional insureds.
- 3.3 REQUIRED CARRIER RATING: All varieties of insurance required under this Agreement will be procured from insurers admitted in the State of California and authorized to issue policies directly to California insureds. Except as otherwise provided elsewhere under this Article, all required insurance will be procured from insurers who, according to the latest edition of the Best's Insurance Guide, have an A.M. Best's rating of no less than A:VII. CITY may also accept policies procured by insurance carriers with a Standard & Poor's rating of no less than BBB according to the latest published edition the Standard & Poor's rating guide. As to Workers' Compensation Insurance/ Employer's Liability Insurance, the CITY Representative is authorized to authorize lower ratings than those set forth in this Section.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 9 of 122

- 3.4 PRIMACY OF CONSULTANT'S INSURANCE: All policies of insurance provided by CONSULTANT will be primary to any coverage available to CITY or CITY's elected or appointed officials, officers, employees, agents or volunteers. Any insurance or self-insurance maintained by CITY or CITY's elected or appointed officials, officers, employees, agents or volunteers will be in excess of CONSULTANT's insurance and will not contribute with it.
- 3.5 WAIVER OF SUBROGATION: All insurance coverage provided pursuant to this Agreement will not prohibit CONSULTANT or CONSULTANT's officers, employees, agents, subcontractors or subconsultants from waiving the right of subrogation prior to a loss. CONSULTANT hereby waives all rights of subrogation against CITY, its officials, officers, employees, agents and volunteers.
- 3.6 VERIFICATION OF COVERAGE: CONSULTANT acknowledges, understands and agrees, that CITY's ability to verify the procurement and maintenance of the insurance required under this Article is critical to safeguarding CITY's financial well-being and, indirectly, the collective well-being of the residents of the CITY. Accordingly, CONSULTANT warrants, represents and agrees that it will furnish CITY with original certificates of insurance and endorsements evidencing the coverage required under this Article on forms satisfactory to CITY in its sole and absolute discretion. **The certificates of insurance and endorsements for each insurance policy will be signed by a person authorized by that insurer to bind coverage on its behalf, and will be on forms provided by the CITY if requested.** All certificates of insurance and endorsements will be received and approved by CITY as a condition precedent to CONSULTANT's commencement of any Work. Upon CITY's written request, CONSULTANT will also provide CITY with certified copies of all required insurance policies and endorsements.
- 3.7 FAILURE TO MAINTAIN COVERAGE: In the event any policy of insurance required under this Agreement does not comply with these specifications or is canceled and not replaced immediately so as to avoid a lapse in the required coverage, CITY has the right but not the duty to obtain the insurance it deems necessary and any premium paid by CITY will be promptly reimbursed by CONSULTANT or CITY will withhold amounts sufficient to pay premium from CONSULTANT payments. In the alternative, CITY may cancel this Agreement effective upon notice.
- 3.8 SPECIAL RISKS OR CIRCUMSTANCES. CITY reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 10 of 122

IV.
INDEMNIFICATION

- 4.1 The Parties agree that CITY and CITY's elected and appointed officials, officers, employees, agents and volunteers (hereinafter, the "CITY Indemnitees") should, to the fullest extent permitted by law, be protected from any and all loss, injury, damage, claim, lawsuit, cost, expense, reasonable attorneys' fees, litigation costs, or any other cost arising out of or in any way related to the performance of this Agreement. Accordingly, the provisions of this indemnity provision are intended by the Parties to be interpreted and construed to provide the CITY Indemnitees with the fullest protection possible under the law. CONSULTANT acknowledges that CITY would not enter into this Agreement in the absence of CONSULTANT's commitment to indemnify, defend and protect CITY as set forth herein. Notwithstanding the foregoing, to the extent CONSULTANT's services are subject to Civil Code Section 2782.8, the above indemnity shall be limited, to the extent required by Civil Code Section 2782.8, to Claims that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the CONSULTANT. CONSULTANT's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by the CITY, its officials, officers, employees, agents or volunteers.
- 4.2 To the fullest extent permitted by law, CONSULTANT shall indemnify, hold harmless and defend the CITY Indemnitees from and against all liability, loss, damage, expense, cost (including without limitation reasonable attorneys' fees, expert fees and all other costs, and fees of litigation) of every nature arising out of or in connection with CONSULTANT's performance of work hereunder or its failure to comply with any of its obligations contained in this Agreement, except such loss or damage which is caused by the sole negligence or willful misconduct of the CITY.
- 4.3 CITY shall have the right to offset against the amount of any compensation due to CONSULTANT under this Agreement, any amount due to CITY from CONSULTANT as a result of CONSULTANT's failure to either pay CITY promptly for any costs associated with CONSULTANT's obligations to indemnify the CITY Indemnitees under this Article or related to CONSULTANT's failure to either (i) pay taxes on amounts received pursuant to this Agreement or (ii) comply with applicable workers' compensation laws.
- 4.4 The obligations of CONSULTANT under this Article will not be limited by the provisions of any workers' compensation act or similar act. CONSULTANT expressly waives its statutory immunity under such statutes or laws as to CITY and CITY's elected and appointed officials, officers, employees, agents, and volunteers.
- 4.5 CONSULTANT agrees to obtain executed indemnity agreements with provisions identical to those set forth herein this Article from each and every subcontractor or any other person or entity involved by, for, with or on behalf of CONSULTANT in the performance

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 11 of 122

of this Agreement. In the event CONSULTANT fails to obtain such indemnity obligations from others as required herein, CONSULTANT agrees to be fully responsible and indemnify, hold harmless and defend CITY and CITY's elected and appointed officials, officers, employees, agents, and volunteers from and against any and all claims and losses, costs or expenses for any damage due to death or injury to any person and injury to any property resulting from any alleged intentional, reckless, negligent, or otherwise wrongful acts, errors or omissions of CONSULTANT's subcontractors or any other person or entity involved by, for, with or on behalf of CONSULTANT in the performance of this Agreement. Such costs and expenses shall include reasonable attorneys' fees incurred by counsel of CITY's choice.

- 4.6 CITY does not, and shall not waive any rights that it may possess against CONSULTANT because of the acceptance by CITY, or the deposit with CITY, of any insurance policy or certificate required pursuant to this Agreement. This hold harmless and indemnification provision shall apply regardless of whether or not any insurance policies are determined to be applicable to the claim, demand, damage, liability, loss, cost, or expense.
- 4.7 This Article and all provisions contained herein (including but not limited to the duty to indemnify, defend, and hold free and harmless) shall survive the termination or normal expiration of this Agreement and is in addition to any other rights or remedies which the CITY may have at law or in equity.
- 4.8 Except as otherwise provided under Section 4.2 of this Article, above, to the fullest extent permitted by law, CONSULTANT shall indemnify, defend and hold harmless the CITY Indemnitees from and against all liability, loss, damage, expense, cost (including without limitation reasonable attorneys' fees, expert fees and all other costs and fees of litigation) of every nature to the extent caused by CONSULTANT's negligent performance under this Agreement, including but not limited to the negligent acts, errors or omissions of CONSULTANT or CONSULTANT's officers, employees, agents, servants, contractors, subcontractors or subconsultants or the failure of the same to comply with any of the duties, obligations or standards of care set forth herein. The duty to indemnify, defend and hold harmless under this subsection shall not encompass a duty to indemnify, defend or hold harmless for liability, loss, suit, damage, expense, or cost caused by the negligence or willful misconduct of any or all of the CITY Indemnitees. The duty to indemnify, defend and hold harmless as set forth under this subsection is intended to encompass liabilities, losses, damages, expense and costs not otherwise subject to subsection 4.2, above.

V.

TERMINATION

- 5.1 TERMINATION WITHOUT CAUSE: CITY may immediately terminate this Agreement at any time for convenience and without cause by giving prior written notice of CITY's intent to

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 12 of 122

terminate this Agreement which notice shall specify the effective date of such termination. Upon such termination for convenience, CONSULTANT will be compensated only for those services and tasks which have been performed by CONSULTANT up to the effective date of the termination. CONSULTANT may not terminate this Agreement except for cause as provided under Section 5.2, below. If this Agreement is terminated as provided herein, CITY may require CONSULTANT to provide all finished or unfinished Documents and Data, as defined in Section 6.1 below, and other information of any kind prepared by CONSULTANT in connection with the performance of the Work. CONSULTANT will be required to provide such Documents and Data within fifteen (15) calendar days of CITY's written request. No actual or asserted breach of this Agreement on the part of CITY pursuant to Section 5.2, below, will operate to prohibit or otherwise restrict CITY's ability to terminate this Agreement for convenience as provided under this Section.

5.2 EVENTS OF DEFAULT; BREACH OF AGREEMENT:

- A. In the event either Party fails to perform any duty, obligation, service or task set forth under this Agreement (or fails to timely perform or properly perform any such duty, obligation, service or task set forth under this Agreement), an event of default (hereinafter, "Event of Default") will occur. For all Events of Default, the Party alleging an Event of Default will give written notice to the defaulting Party (hereinafter referred to as a "Default Notice") which will specify: (i) the nature of the Event of Default; (ii) the action required to cure the Event of Default; (iii) a date by which the Event of Default will be cured, which will not be less than the applicable cure period set forth under Sections 5.2B and 5.2C below or if a cure is not reasonably possible within the applicable cure period, to begin such cure and diligently prosecute such cure to completion. The Event of Default will constitute a breach of this Agreement if the defaulting Party fails to cure the Event of Default within the applicable cure period or any extended cure period allowed under this Agreement.
- B. CONSULTANT will cure the Event of Default within the following time periods:
 - i. Within ten (10) business days of CITY's issuance of a Default Notice for any failure of CONSULTANT to timely provide CITY or CITY's employees or agents with any information and/or written reports, documentation or work product which CONSULTANT is obligated to provide to CITY or CITY's employees or agents under this Agreement. Prior to the expiration of the 10-day cure period, CONSULTANT may submit a written request for additional time to cure the Event of Default upon a showing that CONSULTANT has commenced efforts to cure the Event of Default and that the Event of Default cannot be reasonably cured within the 10-day cure period. The foregoing

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 13 of 122

notwithstanding, CITY will be under no obligation to grant additional time for the cure of an Event of Default under this Section 5.2B.i. that exceeds seven (7) calendar days from the end of the initial 10-day cure period; or

- ii. Within fourteen (14) calendar days of CITY's issuance of a Default Notice for any other Event of Default under this Agreement. Prior to the expiration of the 14-day cure period, CONSULTANT may submit a written request for additional time to cure the Event of Default upon a showing that CONSULTANT has commenced efforts to cure the Event of Default and that the Event of Default cannot be reasonably cured within the 14-day cure period. The foregoing notwithstanding, CITY will be under no obligation to grant additional time for the cure of an Event of Default under this Section 5.2B.ii that exceeds thirty (30) calendar days from the end of the initial 14-day cure period.

In addition to any other failure on the part of CONSULTANT to perform any duty, obligation, service or task set forth under this Agreement (or the failure to timely perform or properly perform any such duty, obligation, service or task), an Event of Default on the part of CONSULTANT will include, but will not be limited to the following: (i) CONSULTANT's refusal or failure to perform any of the services or tasks called for under the Scope of Work; (ii) CONSULTANT's failure to fulfill or perform its obligations under this Agreement within the specified time or if no time is specified, within a reasonable time; (iii) CONSULTANT's and/or its employees' disregard or violation of any federal, state, local law, rule, procedure or regulation; (iv) the initiation of proceedings under any bankruptcy, insolvency, receivership, reorganization, or similar legislation as relates to CONSULTANT, whether voluntary or involuntary; (v) CONSULTANT's refusal or failure to perform or observe any covenant, condition, obligation or provision of this Agreement; and/or (vii) CITY's discovery that a statement representation or warranty by CONSULTANT relating to this Agreement is false, misleading or erroneous in any material respect.

- C. CITY will cure any Event of Default asserted by CONSULTANT within forty-five (45) calendar days of CONSULTANT's issuance of a Default Notice, unless the Event of Default cannot reasonably be cured within the 45-day cure period. Prior to the expiration of the 45-day cure period, CITY may submit a written request for additional time to cure the Event of Default upon a showing that CITY has commenced its efforts to cure the Event of Default and that the Event of Default cannot be reasonably cured within the 45-day cure period. The foregoing notwithstanding, an Event of Default dealing with CITY's failure to timely pay any undisputed sums to CONSULTANT as provided under Section 1.5, above, will be cured by CITY within five (5) calendar days from the date of CONSULTANT's Default Notice to CITY.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 14 of 122

- D. CITY, in its sole and absolute discretion, may also immediately suspend CONSULTANT's performance under this Agreement pending CONSULTANT's cure of any Event of Default by giving CONSULTANT written notice of CITY's intent to suspend CONSULTANT's performance (hereinafter, a "Suspension Notice"). CITY may issue the Suspension Notice at any time upon the occurrence of an Event of Default. Upon such suspension, CONSULTANT will be compensated only for those services and tasks which have been rendered by CONSULTANT to the reasonable satisfaction of CITY up to the effective date of the suspension. No actual or asserted breach of this Agreement on the part of CITY will operate to prohibit or otherwise restrict CITY's ability to suspend this Agreement as provided herein.
- E. No waiver of any Event of Default or breach under this Agreement will constitute a waiver of any other or subsequent Event of Default or breach. No waiver, benefit, privilege, or service voluntarily given or performed by a Party will give the other Party any contractual rights by custom, estoppel, or otherwise.
- F. The duties and obligations imposed under this Agreement and the rights and remedies available hereunder will be in addition to and not a limitation of any duties, obligations, rights and remedies otherwise imposed or available by law. In addition to any other remedies available to CITY at law or under this Agreement in the event of any breach of this Agreement, CITY, in its sole and absolute discretion, may also pursue any one or more of the following remedies:
- i. Upon written notice to CONSULTANT, the CITY may immediately terminate this Agreement in whole or in part;
 - ii. Upon written notice to CONSULTANT, the CITY may extend the time of performance;
 - iii. The CITY may proceed by appropriate court action to enforce the terms of the Agreement to recover damages for CONSULTANT's breach of the Agreement or to terminate the Agreement; or
 - iv. The CITY may exercise any other available and lawful right or remedy.

CONSULTANT will be liable for all legal fees plus other costs and expenses that CITY incurs upon a breach of this Agreement or in the CITY's exercise of its remedies under this Agreement.

- G. In the event CITY is in breach of this Agreement, CONSULTANT's sole remedy will be the suspension or termination of this Agreement and/or the recovery of any unpaid sums lawfully owed to CONSULTANT under this Agreement for completed services and tasks.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 15 of 122

-
- 5.3 SCOPE OF WAIVER: No waiver of any default or breach under this Agreement will constitute a waiver of any other default or breach, whether of the same or other covenant, warranty, agreement, term, condition, duty or requirement contained in this Agreement. No waiver, benefit, privilege, or service voluntarily given or performed by a Party will give the other Party any contractual rights by custom, estoppel, or otherwise.
- 5.4 SURVIVING ARTICLES, SECTIONS AND PROVISIONS: The termination of this Agreement pursuant to any provision of this Article or by normal expiration of its term or any extension thereto will not operate to terminate any Article, Section or provision contained herein which provides that it will survive the termination or normal expiration of this Agreement.

VI.

MISCELLANEOUS PROVISIONS

- 6.1 DOCUMENTS & DATA; LICENSING OF INTELLECTUAL PROPERTY: All Documents and Data will be and remain the property of CITY without restriction or limitation upon their use or dissemination by CITY. For purposes of this Agreement, the term "Documents and Data" means and includes all reports, analyses, correspondence, plans, designs, notes, summaries, strategies, charts, schedules, spreadsheets, calculations, lists, data compilations, documents or other materials developed and/or assembled by or on behalf of CONSULTANT in the performance of this Agreement and fixed in any tangible medium of expression, including but not limited to Documents and Data stored digitally, magnetically and/or electronically. This Agreement creates, at no cost to CITY, a perpetual license for CITY to copy, use, reuse, disseminate and/or retain any and all copyrights, designs, and other intellectual property embodied in all Documents and Data. CONSULTANT will require all subcontractors and subconsultants working on behalf of CONSULTANT in the performance of this Agreement to agree in writing that CITY will be granted the same right to copy, use, reuse, disseminate and retain Documents and Data prepared or assembled by any subcontractor or subconsultant as applies to Documents and Data prepared by CONSULTANT in the performance of this Agreement. Notwithstanding the foregoing, any reuse of the Documents and Data beyond the original project or modifications to the Documents and Data without CONSULTANT's consent shall be at CITY's sole risk.
- 6.2 CONFIDENTIALITY: All data, documents, discussion, or other information developed or received by CONSULTANT or provided for performance of this Agreement are deemed confidential and will not be disclosed by CONSULTANT without prior written consent by CITY. CITY will grant such consent of disclosure as legally required. Upon request, all CITY data will be returned to CITY upon the termination or expiration of this Agreement. CONSULTANT will not use CITY's name or insignia, photographs, or any publicity pertaining to the Work in any magazine, trade paper, newspaper, television or radio production or other similar medium without the prior written consent of CITY.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 16 of 122

6.3 **FALSE CLAIMS ACT:** CONSULTANT warrants and represents that neither CONSULTANT nor any person who is an officer of, in a managing position with, or has an ownership interest in CONSULTANT has been determined by a court or tribunal of competent jurisdiction to have violated the False Claims Act, 31 U.S.C., Section 3789 et seq. and the California False Claims Act, Government Code Section 12650 et seq.

6.4 **NOTICES:** All notices permitted or required under this Agreement will be given to the respective Parties at the following addresses, or at such other address as the respective Parties may provide in writing for this purpose:

CONSULTANT:

Dudek
38 N. Marengo Ave
Pasadena, CA 91101
Attn: Gaurav Srivastava, AICP, Principal
Phone: (626) 204-9846
Email: gsrivastava@dudek.com

CITY:

City of San Fernando
117 Macneil Street
San Fernando, CA 91340
Attn: Community Development Department
Phone: (818) 898-1227

COPY TO:

Dudek
Attn: Legal Department
605 3rd Street
Encinitas, CA 92024

Such notices will be deemed effective when personally delivered or successfully transmitted by facsimile as evidenced by a fax confirmation slip or when mailed, forty-eight (48) hours after deposit with the United States Postal Service, first class postage prepaid and addressed to the Party at its applicable address.

6.5 **COOPERATION; FURTHER ACTS:** The Parties will fully cooperate with one another, and will take any additional acts or sign any additional documents as are reasonably necessary, appropriate or convenient to achieve the purposes of this Agreement.

6.6 **SUBCONTRACTING:** CONSULTANT will not subcontract any portion of the Work required by this Agreement, except as expressly stated herein, without the prior written approval of CITY. Subcontracts (including without limitation subcontracts with subconsultants), if any, will contain a provision making them subject to all provisions stipulated in this Agreement, including provisions relating to insurance requirements and indemnification.

6.7 **CITY'S RIGHT TO EMPLOY OTHER CONSULTANTS:** CITY reserves the right to employ other contractors in connection with the various projects worked upon by CONSULTANT.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 17 of 122

- 6.8 PROHIBITED INTERESTS: CONSULTANT warrants, represents and maintains that it has not employed nor retained any company or person, other than a *bona fide* employee working solely for CONSULTANT, to solicit or secure this Agreement. Further, CONSULTANT warrants and represents that it has not paid nor has it agreed to pay any company or person, other than a *bona fide* employee working solely for CONSULTANT, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, CITY will have the right to rescind this Agreement without liability. For the term of this Agreement, no member, officer or employee of CITY, during the term of his or her service with CITY, will have any direct interest in this Agreement, or obtain any present or anticipated material benefit arising therefrom.
- 6.9 TIME IS OF THE ESSENCE: Time is of the essence for each and every provision of this Agreement.
- 6.10 GOVERNING LAW AND VENUE: This Agreement will be interpreted and governed according to the laws of the State of California. In the event of litigation between the Parties, venue, without exception, will be in the Los Angeles County Superior Court of the State of California. If, and only if, applicable law requires that all or part of any such litigation be tried exclusively in federal court, venue, without exception, will be in the Central District of California located in the City of Los Angeles, California.
- 6.11 ATTORNEYS' FEES: If either Party commences an action against the other Party, legal, administrative or otherwise, arising out of or in connection with this Agreement, the prevailing Party in such litigation will be entitled to have and recover from the losing Party reasonable attorneys' fees and all other costs of such action.
- 6.12 SUCCESSORS AND ASSIGNS: This Agreement will be binding on the successors and assigns of the Parties.
- 6.13 NO THIRD-PARTY BENEFIT: There are no intended third-party beneficiaries of any right or obligation assumed by the Parties. All rights and benefits under this Agreement inure exclusively to the Parties.
- 6.14 CONSTRUCTION OF AGREEMENT: This Agreement will not be construed in favor of, or against, either Party but will be construed as if the Parties prepared this Agreement together through a process of negotiation and with the advice of their respective attorneys.
- 6.15 SEVERABILITY: If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions will continue in full force and effect.

PROFESSIONAL SERVICES AGREEMENT

CONTRACT NO. 2147

Downtown Master Plan

Page 18 of 122

- 6.16 AMENDMENT; MODIFICATION: No amendment, modification or supplement of this Agreement will be valid or binding unless executed in writing and signed by both Parties, subject to CITY approval. The requirement for written amendments, modifications or supplements cannot be waived and any attempted waiver will be void and invalid.
- 6.17 CAPTIONS: The captions of the various articles, sections and paragraphs are for convenience and ease of reference only, and do not define, limit, augment, or describe the scope, content, or intent of this Agreement.
- 6.18 INCONSISTENCIES OR CONFLICTS: In the event of any conflict or inconsistency between the provisions of this Agreement and any of the exhibits attached hereto, the provisions of this Agreement will control.
- 6.19 ENTIRE AGREEMENT: This Agreement, including all attached exhibits, constitutes the entire, complete, final and exclusive expression of the Parties with respect to the matters addressed herein and supersedes all other agreements or understandings, whether oral or written, which may have been entered into between CITY and CONSULTANT prior to the execution of this Agreement. Any statements, representations, or other agreements, whether oral or written, made by either Party that is not embodied herein will not be valid or binding on the Parties. No amendment, modification or supplement to this Agreement will be valid and binding unless in writing and duly executed by the Parties pursuant to Section 6.16, above.
- 6.20 FORCE MAJEURE: The Completion Date shall be extended in the event of any delays due to unforeseeable causes beyond the control of CONSULTANT and without the fault or negligence of CONSULTANT, including but not limited to severe weather, fires, earthquakes, floods, epidemics, quarantine restrictions, riots, strikes, freight embargoes, wars, litigation, and/or acts of any governmental agency, including the CITY, if the CONSULTANT shall within three (3) calendar days of the commencement of such delay notify the City Representative in writing of the causes of the delay. The City Representative shall ascertain the facts and the extent of delay, and extend the time for performing the services for the period of the enforced delay when and if in the judgment of the City Representative such delay is justified. The City Representative's determination shall be final and conclusive upon the parties to this Agreement. In no event shall CONSULTANT be entitled to recover damages against the CITY for any delay in the performance of this Agreement, however caused, CONSULTANT's sole remedy being extension of the Agreement pursuant to this Section.
- 6.21 COUNTERPARTS: This Agreement will be executed in three (3) original counterparts each of which will be of equal force and effect. No handwritten or typewritten amendment, modification or supplement to any one counterpart will be valid or binding unless made to all three counterparts in conformity with Section 6.16, above. One fully executed original counterpart will be delivered to CONSULTANT and the remaining two original counterparts will be retained by CITY.

PROFESSIONAL SERVICES AGREEMENT
Downtown Master Plan
Page 19 of 122

CONTRACT NO. 2147

IN WITNESS WHEREOF, the Parties hereto have caused this Agreement to be executed the day and year first appearing in this Agreement, above.

CITY OF SAN FERNANDO:

DocuSigned by:
By: Nick Kimball
1041FC9C27C7499...
Nick Kimball, City Manager
Date: ÇÊÇDĐÇĐÇĐĐÄČÄĚĆĐÈÄÄÄÄÄÄÄ

DUDEK:

DocuSigned by:
By: Joseph Monaco
61A12CB5F28F42F...
Name: ÁĚCÁBAÄÄÄĚÄÄÄ
Title: ÄÄ
Date: ÇÊÇĚĆĐÇĐĐÄČÄĚĆĐÄÄÄÄÄÄÄ

APPROVED AS TO FORM:

DocuSigned by:
By: Richard Padilla
9E6768364A9F4FC...
Richard Padilla, City Attorney
Date: ÇÊÇDĐÇĐÇĐĐÄČÄĚĆĐÈÄÄÄÄÄÄÄ

REQUEST FOR PROPOSALS



The Community Development Department is requesting proposals for:

Downtown Master Plan

RELEASE DATE: Thursday, June 9, 2022

RESPONSE DUE: Monday, July 11, 2022

GENERAL INFORMATION

The City of San Fernando is seeking proposals from highly qualified consulting firms to assist the community in developing a vision for its Downtown, which will determine the appropriate next steps for the creation of a Downtown Master Plan and, may serve as the basis for updates to the San Fernando General Plan. A goal of the City Council is to complete a Downtown Master Plan, and an initial step towards achieving this goal is a visioning process. This visioning process gives residents, business and property owners, local organizations, and other stakeholders the opportunity to express ideas about the future of San Fernando Downtown, and help set goals and priorities for economic development. This visioning effort will focus on identifying the community's desired level of Downtown economic vibrancy, what type and intensity of development is required to achieve that, and the related consequences/impacts. As part of the visioning effort, opportunity sites will be identified to simulate activity in Downtown, and an economic and fiscal evaluation will be conducted to determine an Economic Vitality Strategy appropriate for Downtown San Fernando into the future.

Through a series of meetings, workshops, surveys, and growth-scenario comparisons facilitated by the City, participants (residents, business owners, property owners, and other stakeholders) will create a Downtown Vision that reflects the community's goals and priorities and describes how the Downtown area should look and feel in years to come. The Downtown Vision will help shape and cultivate a sense of place, and buy-in for future land-use decisions and regulations. Three to four vision scenarios will be developed for presentation and feedback opportunities to ensure broad community support.

Those submitting proposals will be expected to demonstrate a unique and proactive approach to engaging the community in the development of the Downtown Vision. The vision process must be transparent and extensive to reach a broad audience with the use of innovative outreach efforts that include a variety of methods for soliciting community input (in both English and Spanish). These include but are not limited to public workshops, stakeholder interviews, social media outreach and participation efforts, community preference surveys and a variety of other outreach and engagement methods that the consultant has successfully used and will allow a broad range of community participation opportunities. Opportunities to train and inform the community in the variety of ways to participate in the process will be key in the development of a Downtown Vision that has broad community support.

The City seeks a Consultant that has extensive experience in facilitating public meetings, developing a vision and goals based on input provided at those meetings, and compiling a vision that will guide future courses of action and land use decision for Downtown. The City will look at past planning efforts by Consultants for examples of successful outcomes and Consultants are encouraged to provide a list of successful projects. The selected consultant will work closely with the City's Community Development Department and City Manager Officer, and there will be some overlap between staff duties and consultant duties.

BACKGROUND

Located in the Northeast San Fernando Valley, The City of San Fernando is a tight-knit community with approximately 24,000 residents living within 2.4 square miles. With a number of public, private and charter schools, civic services, and national award-winning community programs such as; 100 Citizens Fitness Program and the Master Mariachi Apprentice Program, San Fernando's predominantly Latino/a bedroom community thrives on the facilities and programming set by the City.

Similarly, San Fernando is always looking to support our local economy to meet the needs of our residents. With a variety of old and new businesses and a pedestrian-focused streetscape, Downtown San Fernando represents the heart of the City and has the structure to become a destination for both the residents and the broader region. Development consists of one and two story buildings. Although some on-street parking is available in the Downtown core, most parking in the area is contained within City-owned and operated parking lots in the Downtown core. The Downtown area offers opportunities for broader use, coordinated development, and a mix of commercial and residential uses that have the potential to enhance its vibrancy and create a stable economic district that will continue to be productive even during market fluctuations.

The Downtown area is regulated by the San Fernando Corridors Specific Plan (SP 5), originally adopted in January 2005 and updated in December 2017. SP 5 established a well-defined plan for revitalization of San Fernando's three primary corridors—North Maclay Avenue, Truman Street, and San Fernando Road—while providing significant opportunities for commercial and residential developments. Furthermore, the City's Draft Housing Element envisions mixed-use developments in the City's Downtown and Civic Center areas, which include San Fernando Road and Truman Street corridors. The SP 5, Housing Element, General Plan, and other regulatory planning documents are available on the City's Planning webpage: www.sfcity.org/community-development/#general-plan

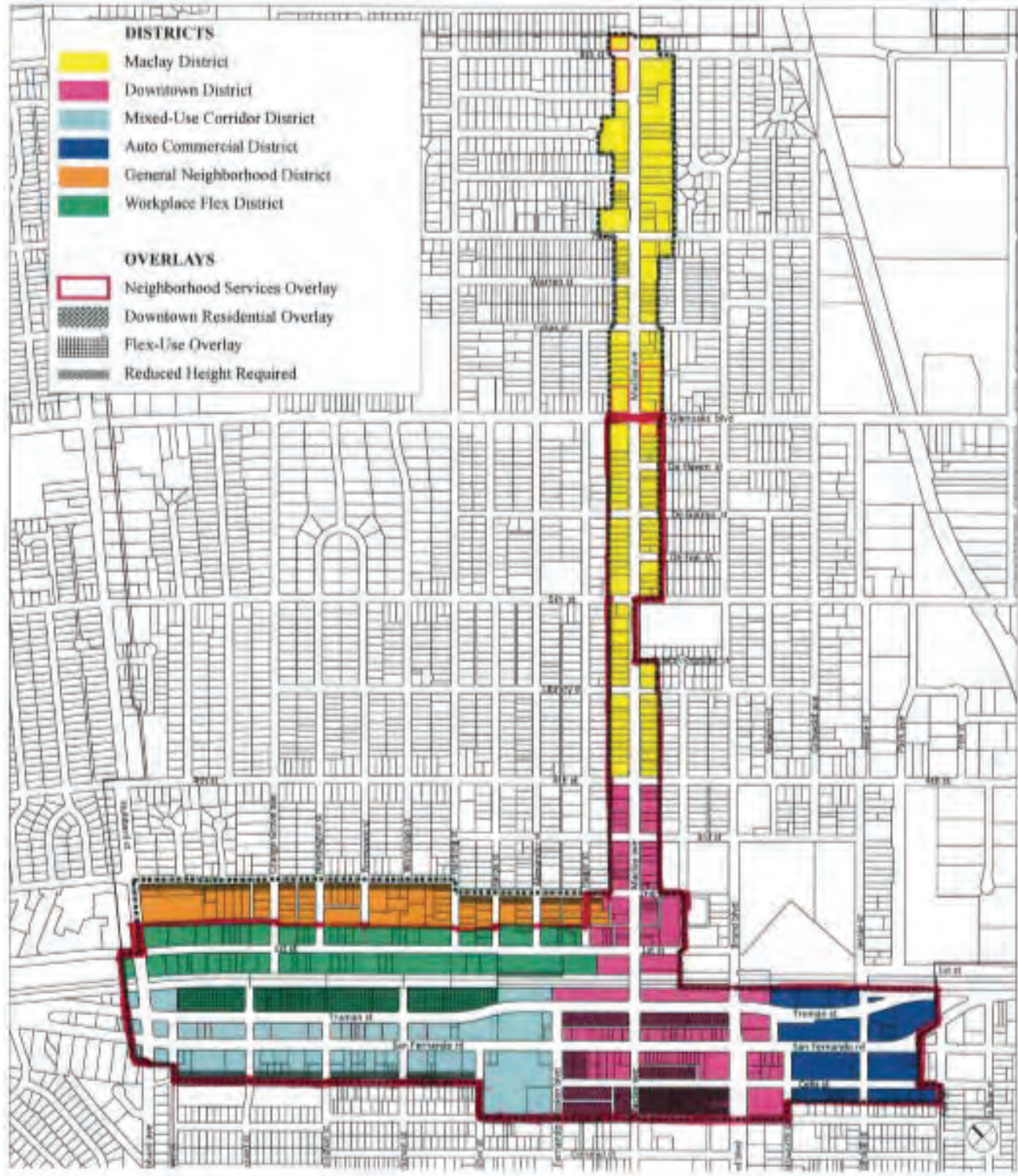
In September 2019, the City conducted a community meeting to gather input for the vision for Downtown San Fernando. Presentation, summary, results of the meeting are available on the City Economic Development webpage: www.sfcity.org/economic-development/

Additional outreach efforts was, and will, continue to be conducted by Azure Development for design consideration for City's Parking Lot 3. A summary from these outreach efforts will be provided to the selected Consultant.

In fall 2020, the City launched a Citywide Parking Management Master Plan which was completed in August 2021. The data collected for this Parking Management Master Plan was conducted during the COVID-19 pandemic and will be need to re-evaluate for use in this visioning process. The Parking Management Master Plan is available on the City Planning webpage: www.sfcity.org/community-development/#general-plan

PROJECT AREA

The project area is the San Fernando Downtown core and adjacent commercial corridors, which is the commercial center of the City. The project area outlined in red depicted in the map below.



SCOPE OF WORK

The first phase of the Downtown Master Plan is completing a Downtown Vision that will serve as a critical and important guide for future actions concerning change in Downtown San Fernando. The second phase is completion of the Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision. The second phase will also include preparation of appropriate environment document pursuant to the California Environmental Quality Act (CEQA).

The Plan will address the following:

- Enhance a sense of place to attract and retain businesses, workforce, residents and visitors to Downtown.
- Create a local destination and brand identity unique to the City and its Downtown.
- Establish a right blend of redevelopment for Downtown.
- Create a unified vision with a comprehensive strategic implementation strategy to ensure the continued development and redevelopment of Downtown.
- A process that build consensus from a variety of engaged stakeholders, including property owners, residents, businesses, developers, philanthropies, and elected officials.

The Plan is expected to be user-friendly, concise and written in a manner easily understood by the public, and oriented towards graphical representations of the future form of the Downtown. The City is seeking an innovative approach in creating a document/map(s), including the creation of print and electronic versions.

The Consultant will provide staff reports throughout the process, as needed, in addition to drafting the staff report for final adoption. The consultant will also support staff in preparing for and presenting to the Planning and Preservation Commission, and City Council. The Consultant should allow for attendance at an adequate number of meetings with staff, and up to eight potential public meetings/hearings (e.g., workshops/charrettes, Planning and Preservation Commission, and City Council meetings).

The Consultant efforts should, at a minimum, include:

- **Vision statement:** A statement that provides clarity on what Downtown San Fernando hopes to be and where it is headed.
- **Downtown identity:** Throughout this planning effort, the City would like to identify a brand and messaging for Downtown San Fernando. This will be critical for marketing, signage, and presenting the area with one, unified look, feel, and voice.

- **Business attraction, retention, and Downtown housing:** The City desires to attract and retain high-quality businesses, restaurants, retail, and housing to create a vibrant live, learn, work, and play environment.
- **Market Analysis:** Evaluate current retail market and identify the likely future retail market position for Downtown San Fernando.
- **Opportunity Sites:** Identify appropriate opportunity sites and conduct a financial and site feasibility analysis for each opportunity site.
- **Parking Capacity and Demand:** There is a perception that parking is limited and/or not easily accessible. Aligning revitalization efforts with appropriate parking capacity based on anticipated development, including potential reuse of existing public parking lots.
- **Public Realm:** Evaluate existing Downtown infrastructure and provide recommendation for infrastructure improvements, including urban design improvements in the public realm to enhance Downtown San Fernando as a thriving pedestrian and commercial corridor. A strategic and significant infrastructure investment done in parallel with a comprehensive strategy sets the stage for private investment.
- **Alignment with partners:** Align with other organizations or groups who may have developed their own downtown vision or plans, as well as organizations with a focus or delivery of services in the Downtown area.
- **Financial resources:** Identification of funding opportunities for implementation, as well as business and residential incentives at the State and Federal level. This should include local funding mechanisms and tools not currently in use in the City.
- **Implementation:** Realistic strategies for actions (short, medium, and long term) for implementation with recommended funding sources and branding efforts. This section shall include recommendation and cost needed to complete a Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision (Phase 2). Either approach for Phase 2 will require preparation of an appropriate environment document pursuant to CEQA.

Community Visioning Outreach

The goal is to elicit as much community input as possible so that a vision for Downtown San Fernando can be realized. This approach to the community engagement process assumes all community members have something to contribute to this planning effort and have access to various degrees of technology and availability for public meetings.

This process must include a variety of methods for soliciting community input. In an effort to make this process as recognizable as possible, the City will be looking to the consultant to “brand” this

effort in order to bring about a common understanding of the focus of this project and to highlight this as a City lead effort. The consultants will be expected to facilitate community meetings, design outreach campaigns to take the meetings to participants at a variety of venues, and design web-based methods to engage participants online. Providing information and training to the community in numerous ways to participate in this process will also be expected as will the use of visualization tools that will facilitate the understanding and relationships between varying types of data. The consultant should allow for attendance at an adequate number of meetings with staff, and up to eight potential public meetings/hearings (e.g., workshops/charrettes, Planning and Preservation Commission, Transportation Commission, and City Council meetings).

Outreach and Engagement Methods

The Consultant will collaborate with the City and community partners to plan, manage and implement community engagement. This effort should include leading and facilitating meetings with the overall community in addition to targeted outreach to the City's diverse population.

The consultant is expected to prepare and provide any materials required to implement the proposed outreach plan including but not limited to flyers, posters, presentation material, engagement tools (e.g. surveys), and reports. The consultant should be prepared to attend meetings and engage with City Council throughout the CARP development process. Consideration will need to be given to the education level and English-proficiency of prospective attendees, with an emphasis on Spanish bi-lingual translation.

If permissible, the meetings will be hosted in person at a City Facility, at a pre-existing event, or in the form of a pop-up location.

Outreach and Notification: The Consultant shall reach out to all City residents to get a broad range of opinions for the project. The task of inviting participants can include direct mailers, newspaper advertisements, email blasts, social media, etc.

Community Meetings and Workshops: The Consultant shall facilitate three community meetings to gather feedback from the community. A pop-up meeting format at an existing event may also be planned as a community meeting. Meetings will be documented, and the findings are to be reported to the City.

Presentations to City Commissions and City Council: The Consultant shall summarize and present community engagement findings, as well as a summary of the process, to a City Commission and/or the City Council as directed by staff.

Social Media: The Consultant, under the guidance of the City, shall develop social and digital media content that corresponds with the project or plan. Social media content shall be developed for the City's Instagram, Facebook, and Twitter, and Next Door accounts.

Advisory Group Meetings: The consultant shall convene an Advisory Group to identify key issues and opportunities for the project, review findings, and confirm plan recommendations. The Advisory Group shall meet a minimum of three (3) times during the project.

Survey: The Consultant shall develop an online survey to receive input on project goals/objectives, barriers, attitudes and preferences, and demographic information. The online survey will be completed early in the planning process, and will be used to inform project recommendations. QR codes shall be used on promotional materials for additional distribution of the survey. City staff may require supplementing the online survey with in-person, intercept surveys along the project area to ensure ease of access.

Language Needs: All engagement materials and methods shall be conducted in English and Spanish, unless explicitly instructed by City staff.

Printing: Consultant shall anticipate the need for printing across the project. Consultant and City Project Manager will review printing-related expenses on a rolling basis to ensure the budgeted amount is sufficient and equitably applied across the project. The Consultant shall procure all print requests.

Material Procurement: Consultant shall anticipate the need for educational tools and presentation materials to support engagement tasks. The City will approve the proposed list of educational tools and material (oversized maps, pop-up banners, virtual reality equipment, interactive live polling equipment, etc.) in part or in whole within seven (7) days of receipt of a proposed list. The Consultant shall procure all items on the final list within a timely manner.

INSTRUCTIONS TO SUBMITTING FIRMS

A. Examination of Proposal Documents

By submitting a proposal, the prospective firm represents that it has thoroughly examined and become familiar with the services required under this Request for Proposal (RFP), and that it is capable of delivering quality services to the City in an efficient and cost-effective & manner.

B. Questions/Clarifications

Please direct any questions regarding this RFP to Kanika Kith, Director of Community Development, via e-mail at kkith@sfcity.org. Questions must be received by 5:00 p.m. on **Friday, June 17, 2022**. All questions received prior to the deadline will be collected and responses will be emailed by **Friday, June 24, 2022**.

C. Submission of Proposals

Provide cost estimates broken down by (1) Phase 1 – Downtown Vision; and (2) Phase 2 – Completion of Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision, considered as Phase 2. Schedule for Phase 2 must include preparation of appropriate environment document pursuant to CEQA depending on the recommended approach (complete the Downtown Master Plan or amendment to SP 5).

All proposals shall be submitted via email to Kanika Kith at kkith@sfcity.org and the subject line of the email shall read, “**City of San Fernando RFP – Downtown Master Plan.**” Proposals must be received no later than **Monday, July 11, 2022 at 5:00 p.m.** All proposals received after that time will not be accepted.

D. Withdrawal of Proposals

A firm may withdraw its proposal at any time before the due date for submission of proposals as provided in the RFP by delivering a written request for withdrawal signed by, or on behalf of the prospective firm.

E. Rights of City of San Fernando

This RFP does not commit the City to enter into a Contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

The City reserves the right to:

1. Make the selection based on its sole discretion;
2. Reject any and all proposals without prejudice;
3. Issue subsequent Requests for Proposal;
4. Postpone opening for its own convenience;
5. Remedy technical errors in the Request of Proposal process;
6. Approve or disapprove the use of particular sub-contractors;
7. Negotiate with any, all, or none of the prospective firms;
8. Solicit best and final offers from all or some of the prospective firms;
9. Accept other than the lowest offer; and/or;
10. Waive informalities and irregularities in the proposal process.

F. Contract Type

It is anticipated that a standard form professional services agreement contract will be signed subsequent to the City Council’s review and approval of the selected firm.

G. Collusion

By submitting a proposal, each prospective firm represents and warrants that; its proposal is genuine and not a sham or collusive or made in the interest of or on behalf of any person not named therein; that the prospective firm has not directly, induced or solicited any other person to submit a sham proposal or any other person to refrain from submitting a proposal; and, that the prospective firm has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

SCHEDULE FOR SELECTION

RFP Available:	Thursday, June 9, 2022
Deadline for submittal of Questions:	Friday, June 17, 2022
Response to Questions:	Friday, June 24, 2022
Deadline for submittal of Proposal:	Monday, July 11, 2022
Execute Agreement (at City Council Meeting):	August 2022

SELECTION CRITERIA

The City of San Fernando will select the consultant on the basis of qualifications and experience. The following general selection criteria will be used to evaluate each consultant firm:

1. Qualifications and knowledge of Project Manager and key personnel's experience most closely related to the stated scope of work.
2. Relevant experience within the past ten years.
3. Responsiveness and clarity of the proposal.
4. References.
5. Time commitment and availability.
6. Cost effectiveness.

CONTENTS OF PROPOSAL

Prospective Firms must submit one digital copy of their proposal via email. The following information shall be submitted in response to this RFP:

1. Cover Letter with Name, Address and Phone Number of the firm.

2. Proposal Summary Section. This section shall discuss the highlights, key features, and distinguishing points of the Proposal. A separate sheet shall include all the contact people on the Proposal and how to communicate with them.
3. Work Plan Section. In this section, present a well-conceived service plan. This section of the proposal shall establish the Firm's understanding of the City's objectives and work requirements and the Firm's ability to satisfy those objectives and requirements. Describe the proposed approach for addressing the scope of service, outlining the approach that would be undertaken in providing the requested services. Include a timetable for providing the service. Describe related service experience by the Firm in similar work. Please describe the role, extent of services (number of people used, engagement duration, and contract value).
4. Related experience during the last ten years.
5. Name and detailed resume of key personnel including Project Manager, whom proposer intends to use to work on the City's projects, showing educational background and assignment experience for at least the past ten (10) years. There can be no change of key personnel once the proposal is submitted, without prior approval of City.
6. References from previous clients with direct knowledge of each key personnel's, including Project Manager's, past performance.
7. Estimated Project Schedule broken down by (1) Phase 1 – Downtown Vision; and (2) Phase 2 – Completion of Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision, considered as Phase 2. Schedule for Phase 2 must include preparation of appropriate environment document pursuant to CEQA depending on the recommended approach (complete the Downtown Master Plan or amendment to SP 5).
8. Cost proposal broken down by the services being provided during each phase (Phase 1 and Phase 2), and hourly wage rates for all personnel providing the service. The cost proposal should follow the estimated project schedule. The City will not be selecting the firm based on price, but will evaluate the thought that went into developing the estimated schedule and the staffing to accomplish each phase.
9. The estimated project schedule and cost proposal should be organized such that the Downtown Vision is completed first, then Phase 2 - Completion of Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision.

REQUEST FOR PROPOSALS Amendment No. 1



The Community Development Department is requesting proposals for:

Downtown Master Plan

RELEASE DATE: Thursday, June 9, 2022

RESPONSE DUE: Monday, July 11, 2022
Tuesday, July 19, 2022

Amendment No. 1 - Extension

Changes are shown in red.

INSTRUCTION TO SUBMITTING FIRMS

B. Questions/Clarifications

Please direct any questions regarding this RFP to Kanika Kith, Director of Community Development, via e-mail at kkith@sfcity.org. Questions must be received by 5:00 p.m. on **Friday, June 17, 2022**. All questions received prior to the deadline will be collected and responses will be emailed ~~and posted on the website by Friday, June 24, 2022~~ **Tuesday, July 5, 2022**.

C. Submission of Proposals

Provide cost estimates broken down by (1) Phase 1 – Downtown Vision; and (2) Phase 2 – Completion of Downtown Master Plan or amendment to SP 5 to implement the Downtown Vision, considered as Phase 2. Schedule for Phase 2 must include preparation of appropriate environment document pursuant to CEQA depending on the recommended approach (complete the Downtown Master Plan or amendment to SP 5).

All proposals shall be submitted via email to Kanika Kith at kkith@sfcity.org and the subject line of the email shall read, “**City of San Fernando RFP – Downtown Master Plan.**” Proposals must be received no later than ~~Monday, July 11, 2022~~ **Tuesday, July 19, 2022 at 5:00 p.m.** All proposals received after that time will not be accepted.

SCHEDULE FOR SELECTION

RFP Available:	Thursday, June 9, 2022
Deadline for submittal of Questions:	Friday, June 17, 2022
Response to Questions:	Friday, June 24, 2022 Tuesday, July 5, 2022
Deadline for submittal of Proposal:	Monday, July 11, 2022 Tuesday, July 19, 2022
Execute Agreement (at City Council Meeting):	August 2022

SAN FERNANDO DOWNTOWN MASTER PLAN

DUDEK – SCOPE OF WORK – REVISED AS OF 4/12/2023 (CLEAN)

TASK 1: PROJECT MANAGEMENT

Task 1.1: Kickoff Meeting and Downtown Site Walk

Dudek will schedule and conduct an in-person kickoff meeting within two (2) weeks of receiving a notice to proceed. This meeting will be structured as a “partnering session” in two parts. The first half will be devoted to a kickoff meeting and the second to a downtown site walk, and will have multiple purposes, as outlined below:

- Confirm project expectations and goals
- Establish roles and responsibilities and chain of communication protocols
- Discuss the scope of work, deliverables, schedule, and milestones
- Discuss related studies, plans, and other efforts within Downtown San Fernando
- Submit a data request for client-supplied information to inform our existing conditions analysis
- Discuss the engagement strategy and identify key stakeholders for the Advisory Committee
- Explore Downtown San Fernando through the curated lens of City staff
- Discuss preliminary opportunities and challenges within the project area and the existing regulatory context of the City to understand what currently works and what does not
- Begin to identify potential brand differentiators for Downtown San Fernando

Task 1.1 Deliverable:

- Attendance at the kickoff meeting and site walk
- Agenda and meeting notes
- Refinements to the scope of work and/or schedule as needed
- Data request

Task 1.2 Project Management

Dudek will coordinate and establish a regular bi-weekly check-in call. City and Dudek project managers will invite other participants to this call as needed. These periodic check-ins will chart completed tasks and status of ongoing work, reaffirm project milestones and deliverables, and flag any anticipated issues that may impact the schedule or budget. Dudek will host these meetings via Zoom but can also be made available to attend in-person at the City’s offices as needed (consistent with COVID-19 public health guidelines). Dudek will prepare an agenda and meeting notes, including action items, for each meeting and will coordinate with City staff to create and make presentations to the City and/or stakeholders as necessary. Dudek will also prepare a project invoice for review and submission to the City’s project manager on an agreed-upon schedule.

Task 1.2 Deliverable:

- Bi-weekly meeting agendas and notes
- Invoices

TASK 2: EXISTING CONDITIONS ANALYSIS

Task 2.1: Review of Existing Plans, Documents, and Programs

Prior to and following the kickoff meeting, the Dudek team will conduct a high-level review of existing data and relevant documents, plans, projects, and programs, including, but not limited to:

- *San Fernando Corridors Specific Plan* (SP-5) (Sargent, 2017), including proposed amendments to increase residential densities per the Housing Element Update
- *2021-2029 Housing Element Update* (Nov 2021 Draft), including the proposed Mixed-Use Overlay for parcels in the downtown
- *Citywide Parking Management Master Plan* (KOA, Aug 2021)
- *San Fernando Safe and Active Streets Implementation Plan* (Toole, Dec 2021)
- *Downtown San Fernando Economic Development and Asset Analysis* (Kosmont, Mar 2019)
- *Parking Lot No. 3 Redevelopment* (Azure, Kosmont, 2019-Ongoing)
- *Vision for Downtown Community Meeting* (Kosmont, Sep 2019)
- *East San Fernando Valley Light Rail Transit Project* (Metro, Ongoing)

We will also research local community-based organizations and programs that affect the project area, including the Downtown San Fernando Mall Association, the San Fernando Outdoor Market, signage and branding efforts, parking programs, and beautification/streetscape efforts, etc. This process will inform our subsequent work and provide valuable context for our market analysis, parking analysis, and our work in developing the vision for Downtown San Fernando.

Task 2.1 Deliverables:

- Summary memo with key insights of relevant existing data, documents, plans, projects, and programs.

Task 2.2: Built Environment and Public Realm Analysis

Informed by our site walk and to establish a planning baseline, Dudek will compile data, photographs, and field observations to document the character of Downtown San Fernando's built environment and public realm. We will diagram patterns such as building uses and activities, building and façade typologies, historic properties, pedestrian access and circulation, destinations, gateways, street activation levels, points of visual and programmatic interest, public realm infrastructure, and more. At the conclusion of this analysis, we will summarize key findings and outline a set of guiding principles to suggest possible opportunities or approaches in addressing issues that may prevent Downtown San Fernando from thriving as a dynamic, pedestrian-oriented district.

Task 2.2 Deliverables:

- Built Environment and Public Realm Analysis summary, illustrated via maps, diagrams, photographs, and/or text, along with key findings and guiding principles

Task 2.3: Parking Analysis

To better understand future parking demand within the project area, our team's parking lead, Walker Consultants, will review the previous parking study conducted and resulting Parking Management Plan, including a review of parking data, the methodology used, and stakeholder input, followed by discussions with City staff to understand the context of the previous study and how it may support the current effort. However, given variations and

aberrations in parking behavior due to the COVID-19 pandemic (behavior Walker has researched extensively), Walker will conduct an updated parking data collection effort including:

- An update as necessary to the parking inventory within the Study Area;
- Parking demand counts to determine overall and concentrated areas of high- and potentially low- parking demand within the Study Area;
- Vehicle length of stay and turnover counts in high demand locations; and
- A review of available, historic, and current monthly parking meter revenue data in order to calibrate current parking demand with pre-pandemic levels.

Walker will analyze the data collected. Combined with parking demand projections for up to two future land use program scenarios and transit ridership projections provided by the City or LA Metro, Walker will recommend parking policies to address current conditions and accommodate future growth, development, goals, and vision for the Master Plan. Walker will make recommendations, highlighting potential parking revenue and expense impacts to the City budget. However, actual parking revenue and cost projections are not included in this task.

Downtown San Fernando's success hinges on its ability to support a "pedestrian-first, park-once" (and ultimately transit-served) model. We understand that a comprehensive strategy to adequately provide and manage parking is a crucial prerequisite to achieving that success. As part of the Master Plan, we intend to explore, test, and recommend a range of innovative parking ideas, strategies, and solutions to best support the downtown's ongoing success across the following topics (some of which inherently overlap).

- **Flex-Use and Shared Parking** – Our understanding of the highs, but also the lows of parking usage, allows us not only to identify opportunities to right-size parking for the busiest times, but also to identify when those spaces may be used in service for other community goals. We will look at opportunities where parking facilities can be reallocated to the community (e.g., events, farmer's markets) and/or used flexibly by businesses (e.g., shared parking), etc.
- **Electric Vehicle Charging** – As California makes a rapid transition to electric vehicles, how will those who do not have driveways or structured parking, typically lower-income communities, charge their vehicles? Are parking spaces the new gas stations? Walker can consider the pros, cons, and alternatives to on-street electric vehicle charging. Walker's innovation in this field ranges from establishing policy for Cal State Fullerton, to designing a green microgrid and providing charging services to low-income communities for the Fresno Country Rural Transit Authority.
- **Curb Management and Micromobility** – The advent of rideshare companies, small mobility devices (scooters, e-bikes), the future of automated vehicles, and a growing trend in e-commerce that requires frequent delivery of goods have all impacted the use of the curb where off-street parking is traditionally located. We can help to address these growing and competing needs, while maximizing access and convenience across the downtown – a service that Walker is currently providing to the cities of Sacramento, Seattle, Ann Arbor, and Sarasota.
- **Valet (Public and Private)** – Valet parking can help local businesses to enhance their appeal and convenience, as well creatively meet parking demand in constrained urban settings. It also allows for the

utilization of typically underutilized spaces, which effectively increases supply. Walker has provided public parking valet analyses for cities throughout the region, including Santa Monica, Culver City, and Del Mar.

- **Payment Technologies** – Moving beyond coin-operated parking meters increases user flexibility and accessibility for a wider range of patrons. Walker constantly tracks and provides procurement guidance for all the latest parking hardware and software access controls and payment technologies, including pay-by-cell, app's, and contactless payment – services that Walker has provided to numerous cities, including Culver City, Long Beach, and Glendale (as part of a broader operations plan).
- **Parking Design and Development Standards** – City regulations can often induce or restrict too much parking. We can help address recent State legislation, such as AB 2097, to right-size parking regulations in the downtown, as well as assess the City's existing stall dimensions or drive aisles width requirements to determine if they are a hindrance to the physical feasibility of certain developments – a service that Walker recently provided to Los Angeles County's unincorporated communities.
- **Automated Vehicle Storage and Retrieval Systems (AVSRS)** – Given that parking facilities are land-intensive, especially in compact urban settings, automated parking facilities can help maximize parking capacity where space for a traditional parking facility is too constrained to yield enough stalls. This is a strategy that Dudek helped the City of Santa Clarita navigate in Old Town Newhall and that Walker employed via design specifications in the City of West Hollywood.
- **Adaptive Reuse of Parking Facilities** – As habits and lifestyles change and the role of parking follows suit, we can explore the benefits of enabling adaptive-reusable parking facilities which may be partially or fully converted into habitable space, if and when the market makes such changes feasible. Such flexibility can be both attractive to developers and communities in terms of long-term visioning and transitioning of land uses in a district – a topic that Walker has presented to the Urban Land Institute and other trade groups.
- **Transition to Transit** – Downtown San Fernando will soon be recipient of the benefits from two regional transit lines –Metrolink/Amtrak and Metro. Paired with related demographic lifestyle shifts – specifically driven by our younger generations' awareness of climate change – the push from an automobile-oriented to a people-oriented downtown will further accelerate. As such, Downtown San Fernando will have to adjust accordingly if it wants to remain relevant, maintain resilience, and continue to provide the services and amenities that its community demands. This means reconsidering the dominant role that parking plays in the downtown today.

Task 2.3 Deliverables:

- Parking Analysis Report, and incorporation of innovative parking strategies into the Master Plan

Task 2.4 Market Analysis

Our team's economics lead, HR&A, will perform a market analysis to evaluate market opportunities; trends in recent development, the competitive landscape, and the pipeline of planned development; pricing; vacancy; and absorption and deliveries. The analysis will focus on retail uses but will evaluate the viability of alternative land uses for adaptive reuse and infill development. HR&A will evaluate businesses, services, and amenities that may be

in high demand but are lacking, or that may present opportunities for growth and entrepreneurship. In addition, HR&A will identify locations in the downtown where there are indicators that existing businesses are at risk of failure, closure, or relocation.

Task 2.4 Deliverables:

- Market Analysis Report

TASK 3: COMMUNITY & STAKEHOLDER ENGAGEMENT

Task 3.1: Engagement Plan

Dudek, in collaboration with the City, will develop an Outreach and Engagement Plan that will establish a comprehensive, equitable, inclusive, and meaningful strategy for engaging the community and key stakeholders. The plan will address the following:

- **Outline of engagement goals and objectives,** and consideration of how input received from each engagement event will inform the project.
- **Key stakeholders.** Dudek will work with City staff to identify target audiences and key stakeholders, as well as members of the Advisory Committee, such as community-based organization leaders, City staff and leaders, business and property owners, major employers, developers, or investors.
- **Event format, methods, and tools.** Dudek will provide a description of the format of each engagement event (such as workshops, walking tours, open houses, pop-ups, charrettes, stakeholder interviews, focused discussions among Advisory Committee, webinars) and strategy for the methods and tools to maximize input (surveys, flyers, models, website, social media, etc.). For all events and materials, Dudek will provide on-site Spanish speakers and translation of materials.
- **Timeline.** Dudek will provide a timeline of overall events and campaigns to ensure that they occur in a timely manner and maintain a level of momentum and enthusiasm to curb outreach fatigue.
- **Marketing/event noticing.** Dudek will prepare event noticing, whether by mail, email blast, flyer, website post, or social media post and coordinate with the City for dissemination. Dudek may also conduct a door-to-door and/or survey mailer to further extend the reach and engage community members on a one-on-one basis (see Optional Task 3.8 and 3.9). However, recognizing that these traditional event noticing methods are not always capable of reaching everyone, Dudek is also able to prepare graphic content for printed ads in the San Fernando Valley Sun, street or lamp post banners, sidewalk or vacant storefront window decals, or other temporary art installations as opportunities to market the project. We have found this “on-the-ground” tactic to be extremely successful in raising awareness and interest on projects. Dependent on the direction agreed upon by City staff as advised by the Ad-Hoc Economic Development Committee and Advisory Committee, our team can pivot accordingly to prepare the necessary content for project collateral to be able to maximize our engagement efforts.

- **Project website, social media, and online survey management.** Dudek will prepare content and manage stand-alone accounts for a project website and social media campaign to maintain an online presence and provide up-to-date information on the project, events, and resources. Dudek will also create an online survey campaign early in the visioning process to solicit initial community input. The project website will also maintain a Mail Chimp campaign for sign-up lists/event RSVPs via the project website.
- **Incentivizing participation.** Cognizant of the reasons why community members may not want to or find no value in participating in the planning process (e.g., outreach fatigue, general indifference, lack of internet access, etc.), our team will work with the City to develop additional strategies as necessary to bolster and incentivize participation. Examples may include “swag” giveaways (e.g., project- or City-branded stickers, pens, tote bags), raffle prizes to select winners (e.g., gift card to a local downtown business, discount on local utility bill), etc. in exchange for responding to the survey and/or providing input at an event. In combination with other strategies, we have found this method of rewarding participation to be extremely successful.
- **Description of roles and responsibilities** among the Dudek team and City staff at each of the engagement events and during the life of the project.

The Outreach and Engagement Plan is intended to serve as a flexible document to provide guidance during the engagement process, allowing for redirection or variations where needed.

Task 3.1 Deliverables:

- Outreach and Engagement Plan

Task 3.2: Project Branding

Dudek will establish a project brand and consistent graphic identity for all project and engagement collateral. This effort will include a review of any current branding and marketing efforts across Downtown San Fernando to ensure compatibility in terms of voice and messaging. Drawing on the unique character and history of Downtown San Fernando, the brand will consist of a project logo, color palette, typefaces, and messaging for digital as well as print media for all public facing materials, such as event noticing, presentation boards, flyers, project website, presentations, email blasts, press releases, social media, and the final plan.

Task 3.3 Deliverables:

- Project brand style guide

Task 3.3: Management of Project Website, Social Media, and Online Survey

Once a project brand is set, Dudek will create graphic and written content and manage a stand-alone project website as to “go-to hub” for project information, upcoming engagement events, and any deliverables or work products determined by the City as suitable for online dissemination. Dudek’s in-house publication and web developer specialists will design, develop, and host the project website utilizing a simple, easy-to-use, and visually compelling platform such as Foursquare, ArcGIS StoryMap or similar platform.

During the first round of engagement, Dudek will develop and host an online community survey. The survey will serve as a tool to solicit initial community feedback and input, such as participant demographic information,

perceived issues and opportunities within Downtown San Fernando, personal attitudes and preferences of what Downtown San Fernando should offer, and project goals/objectives. The survey will be marketed (via a weblink and QR code) on the project website, social media, and other printed engagement materials, and feedback from the survey will be incorporated into the development of the vision for Downtown San Fernando. Dudek may also conduct a door-to-door and/or survey mailer to further extend the reach and engage community members on a one-on-one basis (see Optional Task 3.8 and 3.9).

In addition, Dudek will develop content and manage an ongoing social media campaign via stand-alone social media accounts as agreed upon with City staff. We understand the power of adding social media to traditional public engagement strategies and are equipped to use this tool as a means to increase the reach of our engagement. For each engagement event, we will use social media as one of many tools for event noticing. Outside of engagement events, we can use social media to strategically post information as a way to maintain a level of momentum and enthusiasm. In addition, we will coordinate with Advisory Committee members and their respective organizations to tap into their existing social media outlets and network of followers in the community.

Task 3.3 Deliverables:

- Content and management of project website, online survey, and social media campaigns
- Summary of results

Task 3.4: Ad-Hoc and Advisory Committee Meetings

This task reflects the work necessary to engage two important groups of stakeholders: 1) the Ad-Hoc Economic Development Committee and 2) the Advisory Committee.

Dudek recognizes the significance that the City's Ad-Hoc Economic Development Committee (Ad-Hoc Committee), consisting of two councilmembers, will play in shaping the future of Downtown San Fernando. Although the Ad-Hoc Committee was established (December 2022) after the original submission of this proposal (October 2022), we have re-allocated resources to engage with the Ad-Hoc Committee at the same frequency as the Advisory Committee.

The Dudek team will also work with City staff to create an Advisory Committee with members who represent a range of development interests in Downtown San Fernando or who are particularly vocal or active, including property owners, business owners, real estate brokers, developers (e.g., Aszkenazy Development), and community-based organizations (e.g., Downtown San Fernando Mall Association), etc.

The purpose of meeting with both Committees is to provide invaluable input and feedback to the Dudek team throughout the project. The Committees will serve as a resource to share, review, and discuss key issues and opportunities, review findings, and confirm project recommendations prior to sharing with the general public. In addition, the Committees can help to spread the word across their respective outlets and constituents to further encourage participation in the engagement process. We propose meeting with each of the Committees once during each of the three proposed rounds of engagement:

- **Round 1—Discovery.** This first meeting will allow us to listen and learn from each of the Committees. This meeting will provide the Dudek team with, for example, an understanding of the specific needs of the downtown relative to the Committee's extensive knowledge and history and relationship to the community,

the reasons why existing tenants choose to locate in Downtown San Fernando, or about specific challenges that retailers and landlords may be currently experiencing. This meeting will include a facilitated discussion about each Committee's aspirations for Downtown San Fernando, wish-lists for improvements, growth, and change, and ideal outcomes of the project, and enable us to establish an initial set of goals.

- **Round 2—Visioning.** The second meeting will allow us to share our preliminary work in developing vision framework alternatives, inclusive of our studies of the opportunity sites and potential public realm improvements. This will enable our team to gather their focused feedback to refine the concepts prior to sharing with the general public. In doing so, this meeting will also help foster shared ownership of a cohesive vision for Downtown San Fernando.
- **Round 3—Preferred Vision.** The third meeting will allow us to share our work in developing a preferred vision framework and recommendations for improvements and potential implementation tools as part of the draft Downtown Master Plan. This meeting will be critical in obtaining each of the Committee's feedback before finalizing the Downtown Master Plan.

Task 3.4 Deliverables:

- Facilitation of up to three (3) meetings with the Ad-Hoc Economic Development Committee and up to three (3) meetings with the Advisory Committee, for a total of six (6) meetings, led by the Dudek team, with meeting materials, agendas, and summary notes, as needed.

Task 3.5: Visioning “Walkshop”

During the first round of engagement, Dudek will facilitate a curated, in-person walking tour/audit, or “walkshop” in Downtown San Fernando. The walkshop will enable us to ground-truth our initial impressions and analysis of the project area and have one-on-one discussions with community members in an immersive, experiential, and interactive manner as we point out and discuss issues and opportunities in real time. The route for the walkshop will be curated to include key points of interests and destinations within the project area and the ability to pause for conversation and reflection. The route map, along with prompting questions, will also be made available for those who are unable to participate in-person and/or wish to do a self-guided walking tour instead. To facilitate discussions, we will provide on-site Spanish speakers and translation of materials.

Task 3.5 Deliverables:

- Facilitation of an in-person walking tour.
- Dudek will provide the route map, prompting questions, topics of conversation, event noticing, and engagement summary. We will coordinate with City staff on event location logistics.

Task 3.6: Visioning Pop-Up

During the second round of engagement, Dudek and Place It! will facilitate an in-person visioning model-building workshop, ideally coinciding with an existing outdoor community event, such as the San Fernando Outdoor Market. The pop-up will allow the public to provide feedback on our preliminary vision framework alternatives and then model their own ideal Downtown San Fernando by using a collection of model-building toys and objects (provided by Place It!). By employing a “show and tell” format, participants will be able to explore their lived experiences, memories, and aspirations for Downtown San Fernando through story telling and creative thinking. This immersive and interactive activity will help

engage community members in discussion about what they want to see in Downtown San Fernando and allow us the feedback to refine the vision framework alternatives and set of goals. To facilitate discussions, we will provide on-site Spanish speakers and translation of materials.

Task 3.6 Deliverables:

- Facilitation of an in-person visioning pop-up, model-building workshop that coincides with an existing outdoor community event (such as the San Fernando Outdoor Market).
- Dudek and Place It! will provide model-building materials, presentation boards, topics of conversation, event noticing, and engagement summary. We will coordinate with City staff on event location logistics.

Task 3.7: Visioning “Showcase”

During the third round of engagement, Dudek will facilitate an in-person Visioning “Showcase” meeting. The showcase will allow the public to provide feedback on the preferred vision for Downtown San Fernando, inclusive of recommended improvements and potential implementation tools. Formatted in an open-house exhibition setting, the Showcase can be held for a one-time event or, to maximize visibility and input, stay open to the public over the course of multiple days. The Showcase can be held indoors within a vacant storefront along San Fernando Road or Maclay Avenue or other City-owned space, or in an outdoor-setting, such as the San Fernando Paseo along San Fernando Road. Depending on the location, there are opportunities to further enhance the Showcase with added programming, such as food, art, and music to create a lively and festive experience and atmosphere to celebrate the possibilities for Downtown San Fernando and serve as an example of the kind of experiences the community would like to continue to see in the downtown.

Task 3.7 Deliverables:

- Facilitation of an in-person open-house “showcase.”
- Dudek will provide presentation boards, event noticing, and engagement summary. We will coordinate with City staff on event location logistics.

Task 3.8: Survey Mailer

Dudek will assist with distributing a physical mailer of the survey. Produced as a 5x7 postcard, the survey will be mailed to every property in the city. Participants would have the option to scan the QR code on the mailer to take the survey online, or fill-in their responses on the mailer itself and then return the postcard via mail using pre-paid postage. Dudek assumes the City will cover costs for printing and mailing, while Dudek will digitize hand-written survey responses so that they can be tallied alongside those of the online survey.

To expand opportunities for people to return their survey responses to the project team, this task can be paired with Option Task 3.9C detailed below, as well as dedicating spaces across the City as official survey drop-off locations, such as City Hall, LA County Public Library, Sheila Kuehl Family Wellness Center, and/or select local businesses. Each of these locations could house a stack of printed surveys for people to take and submit at their leisure. Survey locations can be advertised via a window decal, flyer, or temporary “survey mailbox” that is project-branded as a fun and highly visible way to attract attention.

Optional Task 3.9 Deliverables:

- Digitize survey responses from hand-written submissions

- Collect survey responses from official survey drop-off locations
- Note that the work required to develop and design the survey and analyze results in an engagement summary is already covered as part of Task 3.3.

Optional Task 3.9: Door-to-Door Surveying

In addition to printed and digital noticing, we recognize the added-value in door-to-door surveying to further extend our outreach and engagement with the community. Listed below are different Door-to-Door Surveying options for the City's consideration. Depending on the agreed upon direction, which may include one or more of the options listed below, Dudek can adjust our strategy and budget accordingly to best meet the City's needs.

Dudek is cognizant that the presumed effectiveness of door-to-door surveying is mixed. While some research suggests door-to-door surveying can be helpful in reaching people in low-income and senior citizen communities (given their lack of internet access), other research suggests that there may be more cost-effective ways to engage the community given the proliferation of cell phones, the internet, and social media and especially when paired with other methods such as well-publicized community events, pop-ups at high-trafficked areas, traditional newspaper ads, and information dissemination through local community groups, such as non-profits, churches, youth groups, business associations, etc. For these reasons, we proposed a multi-prong approach where door-to-door surveying is paired with other meaningful methods of engagement.

For purposes of this proposal, door-to-door surveying is defined as on-the-ground, in-person, door-to-door knocking of properties within an agreed-upon area. The door-to-door surveying will consist of hand-distributing flyers and printed versions of the online survey to properties with easy walk-up access to a front door, main lobby entrance and/or mailbox. While it is unlikely that our team will encounter an available occupant at each property at the time of surveying, we will encourage and invite conversation with available occupants to introduce the project, walk them through the questions of the survey, invite them to the events, and note any comments they may have.

To augment our resources to provide more "boots on the ground," we propose partnering with available City and/or non-profit resources, such as City staff members from the Community Development Department or Councilmember offices and/or local non-profit organizations, such as the San Fernando Mall Association or Los Angeles Walks Promotoras. In addition, the Advisory Committee members and their respective organizations may be able to offer additional resources for us to expand our reach.

Regardless of the door-to-door surveying option that is ultimately selected, we propose first establishing metrics of success to better tailor our strategy and manage expectations up front. This could consist of establishing a target or goal to knock on or engage with a percentage/number of people, properties, or households within the project area, and/or produce a percentage/number of survey responses.

- **Optional Task 3.9A: Project Area Only Approach**

As a first option, Dudek can conduct door-to-door surveying of available properties within the project area, as well as those within a 100-foot radius of the project area. Dudek understands that the majority of properties within the project area consists of businesses rather than residents and may not be representative of the broader San Fernando community. Per available data (LA County GIS), Dudek assumes surveying up to 700 properties within a 100-foot radius of the project area for this option at an average rate of \$6 per door.

- **Optional Task 3.9B: Citywide Resident Only Approach**

As a second option, Dudek can conduct door-to-door surveying of available households citywide. Given that businesses outside the project area may not have a direct influence on the downtown, this option excludes them and instead focuses on citywide residents only to solicit their input on the future of their collectively-shared downtown. Per available data (City's Housing Element Update), Dudek assumes surveying up to 6,500 housing units for this option at an average rate of \$6 per door.

- **Optional Task 3.9C: Pop-Up Pairing Approach**

As a third option, Dudek can pair one or both of the aforementioned options with "pop-up survey days." Recognizing that residents may be unavailable or unwilling to answer their doors to surveyors, this approach seeks to provide additional opportunities for people to take the survey. This approach would dedicate Dudek team members to "pop-up" for a few hours at select high pedestrian trafficked locations to engage passerby to respond to the survey, hand-collect survey responses, and be available for questions/conversations alongside branded project material, like informational boards, flyers, swag, etc. This could be a rotating pop-up over the course of a week or month at various locations, such as a scheduled San Fernando Outdoor Market event, an upcoming 5k race along Maclay Avenue, or outside of a local supermarket or business. Doing so can help to promote visibility (of the project as well as the location/business) while also expanding the number of places where the survey is available. For this approach, Dudek assumes up to three (3) pop-up survey days at three (3) hours each. To maximize efficiency of resources, we propose coinciding one pop-up survey day with our first community event to take place during Phase 1 of our work.

Optional Task 3.9 Deliverables:

- Option 3.9A: Door-to-door surveying of up to 700 properties within the project area.
- Option 3.9B: Door-to-door surveying of up to 6,500 households of residents only citywide.
- Option 3.9C: Participation in up to three (3) pop-up survey days at three (3) hours each.
- Note that the work required to develop and design the survey and analyze results in an engagement summary is already covered as part of Task 3.3

TASK 4: DOWNTOWN MASTER PLAN

Task 4.1 Vision Framework Alternatives

Based on City staff, Advisory Committee, and community input, Dudek will develop a compelling and realistic vision for the future of Downtown San Fernando. We propose developing up to three (3) vision framework alternatives for the project area defined by distinctive "big ideas" and from which a preferred vision will be refined and detailed for inclusion in the Downtown Master Plan. Driven by the agreed-upon guiding principles, each vision framework alternative will explore high-level conceptual variations in the growth, change, and extent of new development and improvements in Downtown San Fernando. The vision framework alternatives will be illustrated as conceptual plan diagrams and be paired with sketches and/or precedent imagery and a vision statement with a clear set of supporting goals. The vision framework alternatives will also feature the potential redevelopment of the opportunity sites as areas of focus to stimulate economic development.

Task 4.1 Deliverables:

- Up to three (3) vision framework alternatives for the project area, supported by diagrams, sketches, precedent imagery, a vision statement, and a clear set of supporting goals.
- One (1) final refined preferred vision concept for inclusion in the Downtown Master Plan.

Task 4.2 Opportunity Sites Studies

Concurrently with the development of the vision framework alternatives, Dudek and HR&A, in collaboration with City staff, will identify and study up to three (3) opportunity sites for potential future development. Informed by our findings from our analysis, the selection of opportunity sites will be determined by characteristics such as vacancy, underutilization, potential for immediate redevelopment given land ownership or lease, location, lot size, and synergy potential. For example, the City's 13 public parking lots offer a good starting point for consideration. Cognizant of the constraints potentially inherent in the regulatory context set forth by the existing Specific Plan (such as height and intensity maximums, setbacks, and parking provisions), Dudek will test the physical feasibility of new development on site and study variations in use mix, unit mix, building typology, parking, and public realm improvements.

HR&A will then prepare preliminary estimates of the residual land value on each of the scenarios. We will estimate the relative financial feasibility of each scenario using general estimates of completed project value, total development costs, and an allowance for developer profit. As part of an iterative process, preliminary financial feasibility results may suggest making revisions to the scenarios to improve their financial performance.

These studies will help to inform the development of the vision framework alternatives for Downtown San Fernando by reflecting potential market demand and an opportunity to stimulate activity within the project area. They also serve as opportunity to be marketed to prospective developers and investors as potential catalyst projects.

Task 4.2 Deliverables:

- Physical and financial feasibility studies for up to three (3) opportunity sites, supported by plan drawings, diagrams, sketches, precedent imagery, descriptive text, as well as a financial feasibility breakdown in a presentation format.

Task 4.3: Public Realm Concepts

Concurrently with the development of the vision framework alternatives, Dudek will develop recommendations for improvements within the public realm to support a thriving, vibrant, and attractive mixed-use district. This may include conceptual strategies for the streetscape design, publicly accessible open spaces (such as plazas, paseos, alleyways, and parks), multi-modal mobility facilities (such as sidewalks, crosswalks, bikeways, transit stations, and micro-mobility opportunities), signage and wayfinding, lighting, street furniture, landscaping, public art, curbside management, and the general "ground floor" character of the project area to support the vision framework alternatives.

Task 4.3 Deliverables:

- Conceptual strategies for recommended public realm improvements consistent with the vision framework alternatives and preferred vision for the project area, supported by diagrams, sketches, and precedent imagery.

Task 4.4: Downtown Master Plan

Dudek will assemble the work from all previous tasks into a draft and final version of the Downtown Master Plan. The plan will provide background context on the visioning process, including analysis, community engagement, and

the development of vision framework alternatives. The plan will showcase the preferred vision and associated recommended improvements within the public realm, parking strategies, and the redevelopment of opportunity sites.

Included in the plan will be a “Vision Roadmap” that will provide the City a high-level recommendation for potential implementation strategies to act on after this effort is complete. A critical component of the Vision Roadmap will be recommendations for how best to update the existing Specific Plan, the primary regulatory mechanism for growth and change within the downtown. To help the City plan its next steps, the Vision Roadmap may address potential implementation tools across topics, such as:

- Updates to existing policies and regulatory documents, such as the Specific Plan;
- Urban design, the public realm, and placemaking;
- Redevelopment of opportunity sites; and
- Retention and preservation of legacy commercial tenants and businesses.

The Downtown Master Plan will be written and presented in a clear, concise, and accessible manner that can be understood equally by technical experts and the general public. Through the use of imagery, bold graphics, and color, the plan will be visually compelling, and inspirational, and can serve as a marketing tool that the City can use to promote new ideas and explore partnerships with prospective developers, property owners, investors, and other organizations and partners.

Task 4.4 Deliverables:

- Draft and final versions of the Downtown Master Plan, inclusive of a “Vision Roadmap.”

TASK 5: COUNCIL/COMMISSION MEETINGS

Dudek will assist in keeping City leaders apprised of the work performed for the Downtown Master Plan. For this task, we are assuming that Dudek will present at a total of five (5) Council/Commission meetings, for which we will prepare the presentation materials and assist in preparing the applicable staff report.

Task 5 Deliverables:

- Participation at five (5) public meetings, including:
 - One (1) City Council Meeting– Presentation and approval of Community Engagement and Outreach Plan
 - Two (2) Joint City Council and Planning and Preservation Commission Workshops (one conducted during the Visioning process and the second to present the draft plan)
 - One (1) Planning and Preservation Commission Meeting (as a public hearing of the Master Plan recommendation to City Council)
 - One (1) City Council Meeting (as a public hearing for approval of the Master Plan)
- Dudek will provide the presentation and assist in preparing the applicable staff report for each hearing.

City of San Fernando
City of San Fernando Downtown Master Plan - Revised Fee Proposal as of 04/12/2023



Project Team Role:			Dudek Labor Hours and Rates						Subconsultant Fees				TOTAL FEE	
			Principal		PM		Outreach		Outreach		Economics			
			Gaurav Srivastava	Catherine Tang	Shannon Heffernan	Janet Rodriguez	Designer/Planner	Support Designer/Planner	HR&A	Place It!	Walker	Fee		
Team Member:			Billable Rate:	\$195.00	\$235.00	\$140.00	\$130.00	\$100.00	DUDEK LABOR COSTS		OTHER/DIRECT COSTS			
Task 1 Project Management														
1.1	Kickoff Meeting and Downtown Site Walk	4	4	4					12	\$2,660.00	\$3,300.00	\$100.00	\$6,060.00	
1.2	Project Management	9	36						45	\$9,135.00	\$3,500.00		\$12,635.00	
Subtotal Task 1			13	40	4				57	\$11,795.00	\$6,800.00	\$0.00	\$18,695.00	
Task 2 Existing Conditions Analysis														
2.1	Review of Existing Plans, Documents, and Programs		4	8	8				20	\$3,780.00			\$3,780.00	
2.2	Built Environment & Public Realm Analysis		8				40		48	\$6,760.00			\$6,760.00	
2.3	Mobility and Parking Analysis								0	\$0.00		\$42,500.00	\$42,500.00	
2.4	Market Analysis								0	\$0.00	\$52,000.00		\$52,000.00	
Subtotal Task 2				12	8	8	40		68	\$10,540.00	\$52,000.00	\$0.00	\$105,040.00	
Task 3 Community Outreach and Stakeholder Engagement														
3.1	Outreach and Engagement Plan		4	8					12	\$2,660.00			\$2,660.00	
3.2	Project Branding		4	4	4	4	16		28	\$4,360.00			\$4,360.00	
3.3	Management of Project Website, Social Media, and Online Survey			16	8	8	40	40	112	\$15,640.00			\$15,640.00	
3.4	Ad-Hoc & Advisory Committee Meetings (x6 total)	12		12	6	6	22	20	52	\$9,430.00	\$3,000.00	\$125.00	\$12,555.00	
3.5	Round 1: Visioning Walkshop		6	6	6	6	20		38	\$6,020.00		\$100.00	\$6,120.00	
3.6	Round 2: Visioning Pop-Up		6	6	6	6	20		38	\$6,020.00	\$3,260.00	\$2,100.00	\$11,380.00	
3.7	Round 3: Visioning Showcase	6	6	6	6	6	20	20	44	\$7,430.00		\$2,125.00	\$9,555.00	
3.8	Survey Meters (digitizing @ 30 responses/hour for up to 1,000 responses max.)								33	\$3,300.00			\$3,300.00	
Subtotal Task 3			18	46	52	30	138	73	357	\$54,860.00	\$3,000.00	\$3,260.00	\$4,450.00	\$65,570.00
Task 4 Downtown Master Plan														
4.1	Vision Framework Alternatives	4	8				20		32	\$5,100.00			\$5,100.00	
4.2	Opportunity Sites (x3 total)	4	20				70		94	\$13,940.00	\$28,600.00		\$42,540.00	
4.3	Public Realm	4	20				60		84	\$12,640.00			\$12,640.00	
4.4	Downtown Master Plan	4	20	4	8	8	120		156	\$22,500.00			\$22,500.00	
Subtotal Task 4			16	68	4	8	270		366	\$54,180.00	\$28,600.00	\$0.00	\$82,780.00	
Task 5 Council/Commission Meetings (x5 total)			2	10	2				14	\$2,890.00	\$0.00	\$0.00	\$2,890.00	
PROJECT TOTAL										\$134,265.00	\$90,400.00	\$3,260.00	\$42,500.00	\$274,975.00
Task 3 ADDITIONAL OPTIONAL TASKS														
3.9A	Door-to-Door Surveying - Project Area Only Approach (@ \$6000 for 700 doors max.)											\$4,200.00	\$4,200.00	
3.9B	Door-to-Door Surveying - Citywide Resident Only Approach (@ \$6000 for 6,500 doors max.)							9	18	\$2,430.00		\$39,000.00	\$39,000.00	
3.9C	Door-to-Door Surveying - Pop Up Pairing Approach (x3 events @ 3 hours/evnt)											\$2,430.00	\$2,430.00	
Subtotal Optional Tasks										\$2,430.00		\$43,200.00	\$45,630.00	
PROJECT TOTAL INCLUDING OPTIONAL TASKS										\$136,695.00		\$47,750.00	\$320,605.00	

PROPOSAL FOR

THE CITY OF
SAN FERNANDO



DOWNTOWN MASTER PLAN

Resubmitted October 10, 2022

Prepared by

DUDEK

38 North Marengo Avenue
Pasadena, CA 91101
626.204.9817
dudek.com



"Guernica to Home"
by Stan Natchez

1/COVER
LETTER

2/PROPOSAL
SUMMARY

3/WORK
PLAN

4/RELATED
EXPERIENCE

47

5/KEY
PERSONNEL

6/REFERENCES

7/PROJECT
SCHEDULE

8/COST
PROPOSAL

TABLE OF CONTENTS

SECTIONS

1 / Cover Letter.....	1
2 / Proposal Summary	2
3 / Work Plan.....	6
4 / Related Experience	35
5 / Key Personnel.....	52
6 / References.....	60
7 / Estimated Project Schedule	61
8 / Cost Proposal.....	62

APPENDICES

Appendix A	63
------------------	----

FIGURES

Figure 1. Process Timetable	18
Figure 3. Overall Dudek Team Organization Chart	53
Figure 4. Key Personnel and Support Staff Organization Chart.....	56
Figure 5. Dudek References	60
Figure 6. Estimated Project Schedule	61
Figure 7. Cost Proposal	62

COVER LETTER

Resubmitted October 10, 2022

Kanika Kith
City of San Fernando
117 Macneil Street
San Fernando, California 91340

Subject: City of San Fernando Downtown Master Plan

Dear Ms. Kith:

On behalf of our multidisciplinary team, Dudek is pleased to resubmit a revised proposal to support the City of San Fernando (City) in developing the Downtown San Fernando Master Plan. Dudek is a Southern California-founded and values-driven multidisciplinary firm of urban designers, planners, engagement facilitators, and California Environmental Quality Act (CEQA) specialists focused on creating vibrant, sustainable, and equitable communities. Our team includes our subconsultant partners—HR&A Advisors, Place It!, and Walker Consultants—each of whom has been selected to provide critical expertise and local, relevant experience across their respective disciplines.

Together, we are excited to assist the City in assessing Downtown San Fernando's physical and economic landscape, crafting a collective community- and stakeholder-driven vision, and strategizing the best next steps to implement that vision to drive Downtown San Fernando's future growth. We recognize that as the historic heart and center of the City, Downtown San Fernando offers a unique and authentic setting for a thriving, vibrant, and resilient mixed-use district that appeals to locals and visitors alike. Under this contract, the Dudek team will bring the City the following strengths:

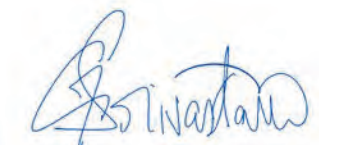
- A local team that understands the City's needs.
- A thoughtful and inclusive approach to engaging the community.
- A focus on real-world implementation.
- A market-realistic, implementation-ready mindset.
- Timely, cost-effective project management
- A collaborative, multi-disciplinary team that is excited to work hand in hand with the City.

We look forward to working with the City on this effort. If you have any questions or need additional information, please contact Project Manager, Catherine Tang Saez, AICP, at ctangsaez@dudek.com or 626.204.9846.

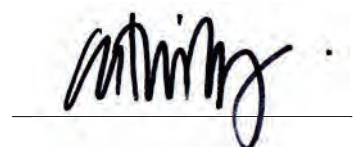
Sincerely,



Joseph Monaco
President/CEO



Gaurav Srivastava, AICP
Principal in Charge



Catherine Tang Saez, AICP
Project Manager

PROPOSAL SUMMARY

The City has identified a need to develop a Master Plan for Downtown San Fernando—the birthplace of the Valley and the historic heart and center of the City of San Fernando. We understand the significance and urgency of this need given the issues that COVID-19 has exacerbated within our communities—specifically within our downtowns, main streets, and retail centers. We recognize that this effort is being funded in part by the American Rescue Plan Act, which seeks to provide communities with economic recovery and revitalization assistance. We understand that crafting a vision and plan, and ultimately an implementation strategy to facilitate the recovery and revitalization of Downtown San Fernando, will be complex, and community and stakeholder expectations will deservedly be high. This effort requires professionals who bring a combination of nuanced, local understanding and innovative, results-oriented experience and solutions. The team we have assembled is skilled and experienced in this regard, having prepared compelling, visionary, and pragmatic plans for downtowns, main streets, and urban districts that have won community approval and stand the test of time. Comprised of **Dudek** as the Prime Consultant and **HR&A Advisors, Place It!, and Walker Consultants** as our partnered subconsultants, our team is a strong choice to partner with on this effort as evidenced by the following strengths.

A Local Team That Understands the City's Needs

The Dudek team has provided similar planning, design, engagement, and economic services for communities adjacent to and of comparable characteristics as



Downtown San Fernando, such as Old Town Newhall in Santa Clarita, the Mission District in San Gabriel, and Downtown Torrance. As a result, we bring a nuanced understanding of the unique local conditions of downtowns and main streets and the complex relationship that they hold with their host cities to be able to position, prioritize, and balance their competing objectives. We have further expanded on our local experience in **Section 4. Related Experience.**

In addition, our Project Manager, **Catherine Tang Saez, AICP of Dudek** is no stranger to San Fernando. Born and raised in the Valley, Ms. Saez has visited the San Fernando Mall often over the years—notably some 30 years ago for her first communion dress, and more recently, for her son's baptism suit. As a Latina, she understands the long-standing significance the Mall and Downtown San Fernando have played in Hispanic communities across the Valley and Los Angeles region. As an urban designer and planner, Ms. Saez understands the City's ultimate end goal for this effort—a vibrant and economically healthy downtown that is beloved by



San Fernando Mall (Dudek, 2022)

locals and frequented by visitors—and the significance of the path to get there—rigorous analysis, community visioning, inclusive engagement, and real-world implementation. As a team, we believe in the inherent strengths of Downtown San Fernando, and we bring a realistic optimism of its potential to continue to uplift its residents, businesses, and workers. We have further expanded on our understanding of Downtown San Fernando in **Section 3. Work Plan**.

Thoughtful and Inclusive Approach to Engagement

At Dudek, we are not just planners and designers, but also skilled engagement specialists who recognize that a plan without public support has no chance of affecting real change. Led by our in-house planner and engagement specialist, **Shannon Heffernan, AICP of Dudek**, our proactive approach for an effective, transparent, and inclusive public process will build on the City's recent hard work to further strengthen and clarify the community's collection vision for the downtown.

Our engagement reaches a broad audience through bilingual workshops, pop-ups, walking tours, social media campaigns, surveys, interviews, targeted discussions, and other methods that have proved to be effective. To help enhance our visioning process, Dudek is partnering with **James Rojas of Place It!**, founder of the Latino Urban Forum and nationally recognized for his effective use of tactile, playful, and interactive tools, such as model-making and story telling, in Latino communities. We have expanded on our comprehensive engagement approach in **Section 3, Work Plan**.

A Focus on Real-World Implementation

Our team is skilled and experienced in addressing the complexities that surround planning for downtowns, main streets, and urban districts. We work at a variety of scales, from small to large, and within a range of regulatory frameworks, from General Plans to Specific Plans, and use our collaborative and analytical strengths to accurately define the problem in order

to effectively solve it. As planners, we do not develop plans that “sit on shelves collecting dust.” Rather, we strive to deliver to clients uniquely tailored plans, strategies, and recommendations that result in swift and visible outcomes.

While we understand that the ultimate end goal for this effort is a thriving, vibrant, and economically resilient mixed-use Downtown San Fernando, we acknowledge that there are many avenues by which to get there. As part of this effort, our team will help to identify potential next steps to implement the community’s vision in the near- and long-term —such as strategic updates to the existing Specific Plan, infrastructure improvements, the use of public sites, and tenant/business retention strategies, etc. Our job will be to strategize with the City the most effective implementation tools based on the community’s aspirations, the City’s goals, and the physical, economic, and political context of San Fernando. Our approach to providing the City with a realistic Master Plan is further expanded in **Section 3, Work Plan**.

Market-Realistic, Implementation-Ready Mindset

To help frame our work in the realities of the market, Dudek is partnering with **Jane Carlson of HR&A**, an industry-leading economic development and real estate advisory firm that specializes in developing implementation-ready strategies to revitalize downtowns into economically robust, community-strengthening assets. HR&A understands real estate markets, evolving consumer and tenant preferences, and trends impacting historic downtowns, and has successfully strategized ways to leverage the revitalization of downtowns to catalyze citywide economic growth and transformation. HR&A will lead our market analysis and assist with targeted business and developer stakeholder engagement. In addition, Dudek is partnering with **Steffen Turoff of Walker Consultants** to address issues of parking, such as supply, demand, and policy, as it relates to opportunities



Library Plaza along MacLay Avenue (Dudek, 2022)

for economic development within Downtown San Fernando. A detailed breakdown of our economic and parking tasks is provided in **Section 3, Work Plan**.



San Fernando Station retail along Truman Street (Dudek, 2022)

Timely, Cost-Effective Project Management

Project Manager Catherine Tang Saez, AICP of Dudek is committed and empowered to provide responsive, efficient, and high-quality services to the City. Ms. Saez will be the main point of contact responsible for managing the contract and assigning the most appropriate staff for each task, in addition to leading the urban design and planning technical work. Ms. Saez believes that successful technical practitioners make successful project managers given their nuanced understanding of the work required of projects. She has nearly 15 years' experience coordinating multidisciplinary teams and understands that a clear line of communication and highly organized project management team is instrumental in keeping projects on schedule and within budget. She will be supported by **Gaurav Srivastava, AICP**, Dudek's Urban Design Director, as Principal In Charge, who will provide invaluable insight in incorporating best practices and pushing forward better methods and approaches in our work.

For this effort, we are proposing a 9-month work plan to be within the requested \$250,000 budget

across a 3-round process, each punctuated by major engagement milestones, to complete the tasks listed in our scope of work. Our approach is further described in Section 3, Work Plan, while a detailed breakdown of our schedule and cost is provided in Sections 7, Estimated Project Schedule and 8, Cost Proposal, respectively.

On the following pages, we have included our team's project understanding, proposed approach to the work plan and scope of work, related experience, as well as an overview of our team and key personnel, references, proposed schedule, and cost proposal as requested by the RFP. We are confident that our proposed services will successfully provide the City the guidance it seeks, and we would be privileged to assist with this effort.

Key Contact

Catherine Tang Saez, Project Manager

Address: 38 North Marengo Avenue
Pasadena, California 91101

Phone: 626.204.9846

Email: ctangsaez@dudek.com

3 WORK PLAN

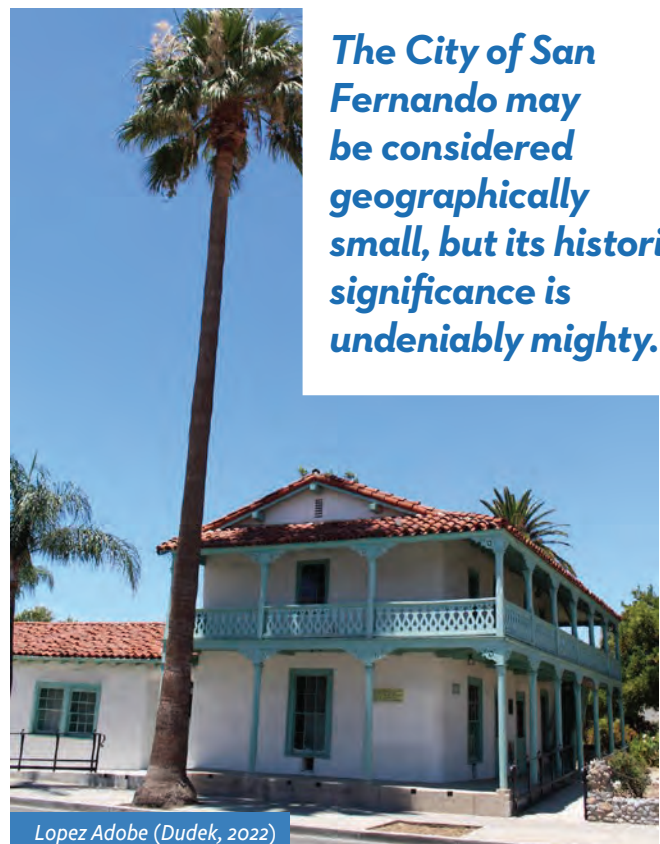
OUR INITIAL IMPRESSIONS OF THE PROJECT AREA

At just over 2 square miles in size, the City of San Fernando may be considered geographically small, but its historic significance is undeniably mighty. Long inhabited by Gabrieliño and Tataviam Native Americans prior to European arrivals, San Fernando traces its roots back to the 1797 dedication of the Mission San Fernando Rey de España. Yet, it was not until 1874 that the Southern Pacific Railroad's construction of a line from Los Angeles to Bakersfield (which still bisects the City today) spurred a land boom and an influx of settlers. Led primarily by land investors Charles Maclay and cousins George and Benjamin Porter, San Fernando—deemed the first city of the San Fernando Valley, for which it is named—was born.

Today, San Fernando is a city that continues to thrive with activity that centers around its historic downtown and adjacent commercial districts, each distinct in their own regard. This project focuses on these areas for good reason—they are the City's geographic center and have been the subject of ongoing change and transformation.

Brimming with potential is Downtown San Fernando, the heart of the City. With walkable blocks and a historic charm that is felt in its buildings, architecture, and streetscapes, Downtown San Fernando benefits from an intimate, small-town feel that is a welcoming contrast to the dense urban sprawl of its Los Angeles neighbors. For nearly 150 years, San Fernando Road has anchored the downtown and is home to the 1960s reconstruction of the San Fernando Mall. Regarded for decades as the Valley's go-to destination for wedding and quinceañera dresses and other religious niche items, and home to a variety of other retail and dining establishments, the

The City of San Fernando may be considered geographically small, but its historic significance is undeniably mighty.



Complimentary Retail Destinations

The San Fernando Mall is considered the city's historic shopping street, but newer pockets of dining and retail have recently clustered on the opposite side of the Metrolink tracks near the Civic Center along Maclay Avenue between 1st and 3rd Streets.

**Initial Impressions - Retail**

Mall has been an important destination for the Latino community, drawing local and regional visitors alike.

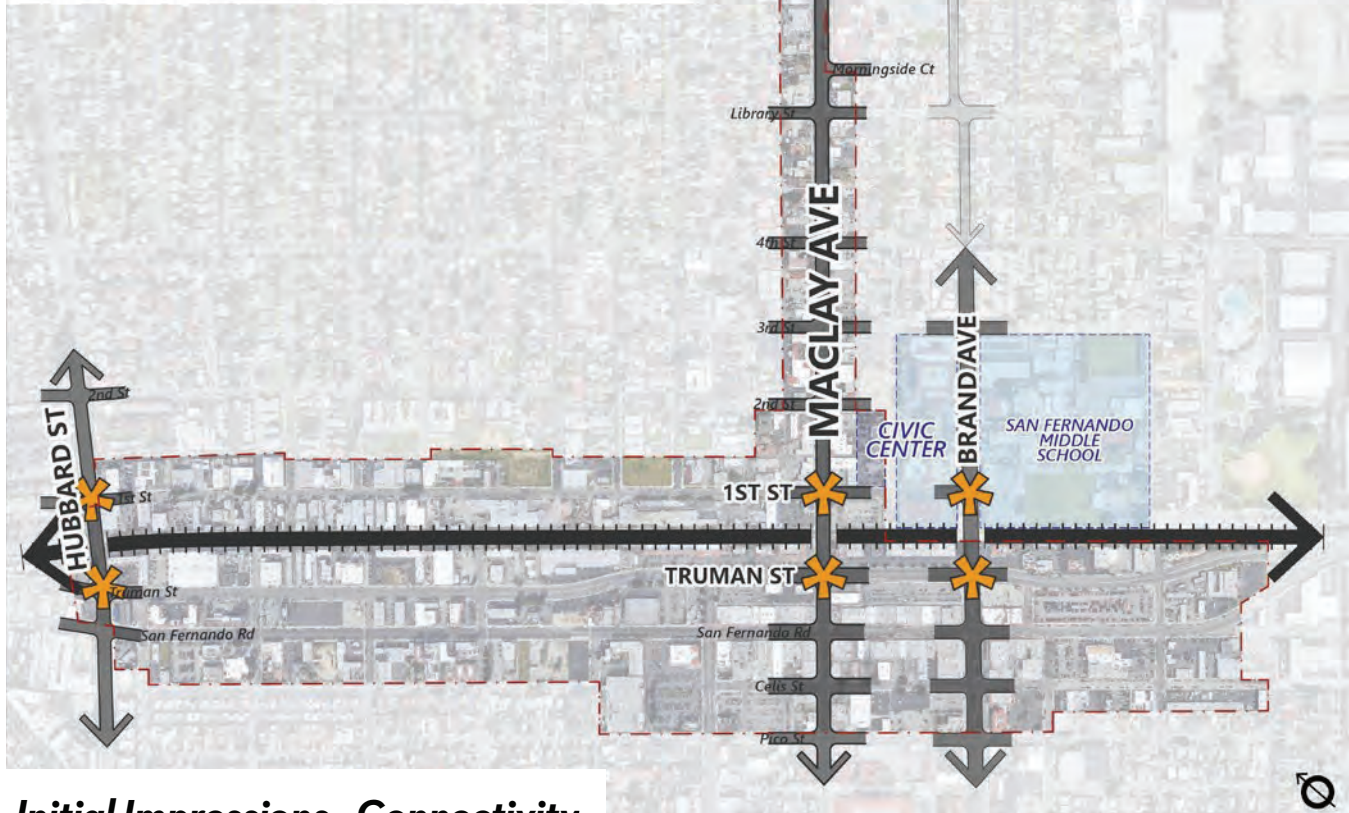
Yet, over the last decade, market fluctuations (particularly caused by the Great Recession and more recently the COVID-19 pandemic) have resulted in a waning of the Mall's appeal. Technology-driven paradigm shifts, including working-from-home and the growing prevalence of online retail and app-based dining, have challenged the renewed success of traditional downtowns and main streets across the country. While recent activity (e.g., Truman House Tavern and the San Fernando

Outdoor Market) has helped breathe new life into the two-block stretch of the Mall, it has struggled to further attract a significant amount of new private investment necessary to keep the Mall relevant in times of evolving retail and dining trends.

Although technically a part of the downtown, Truman Street imbues an entirely different character. In contrast with but situated parallel to San Fernando Road, Truman Street is a modern-day commercial thoroughfare lined with strip-retail and auto-oriented uses. Although faring better than its counterpart in its ability to attract new

Crossing the Tracks

The Metrolink rail corridor creates a nearly impenetrable barrier along the length of Downtown San Fernando. Only three primary streets - Maclay, Brand, and Hubbard - provide connections across the tracks, which makes their crossings that much more prominent and visible as gateways into and out of the downtown.

**Initial Impressions - Connectivity**

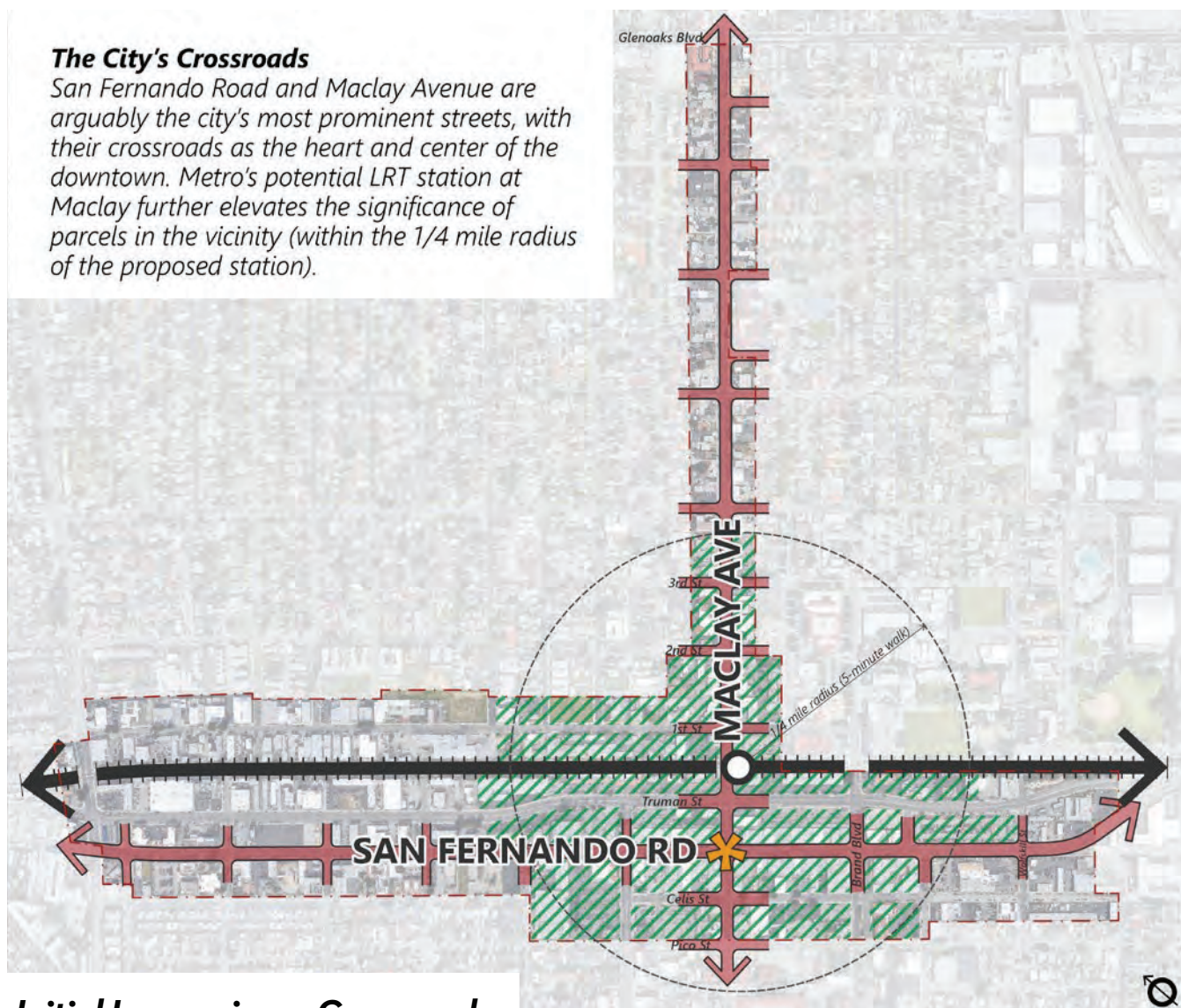
retailers, these development patterns are not conducive to the dynamic pedestrian-oriented environments of successful downtowns. New developments are attempting to flip this model (e.g., Chipotle at Maclay), but Truman remains disjointed from San Fernando Road, unable to share in a cohesive identity of one downtown.

Conversely, just north along Maclay Avenue on the opposite side of the tracks is an up-and-coming cluster of new and improved uses that is shifting the downtown's center of gravity away from the Mall. Unless public realm improvements are made to bridge the gap along the

tracks, Maclay Avenue and the core of the downtown will continue to operate as two disparate parts. In spite of this, new developments like Library Plaza, U-Crave, and Manzanitas, in addition to a recent City-coordinated streetscape effort, are the reason Maclay Avenue is transforming into a destination street of its own kind. Unlike the Mall which essentially sits within a single-use district, Maclay Avenue benefits from a greater critical mass of people from adjacent homes and the Civic Center—a nod to a potential repositioning strategy that can be employed at the Mall.

The City's Crossroads

San Fernando Road and Maclay Avenue are arguably the city's most prominent streets, with their crossroads as the heart and center of the downtown. Metro's potential LRT station at Maclay further elevates the significance of parcels in the vicinity (within the 1/4 mile radius of the proposed station).

**Initial Impressions - Crossroads**

While the added layer of transit accessibility—regional (Metrolink, Metro Rapid), local (the Trolley), existing, and planned (East San Fernando Valley Transit Corridor)—and an adjacency to the San Fernando Mission further bolsters the project area's draw as both a local and regional destination, parking remains an issue to be solved. On the one hand, the City owns 13 individual public parking lots across the downtown, which can be opportunities for new mixed-use developments. On the other hand, public perception remains that there is still yet not enough parking throughout. While the City recently completed its

Parking Management Plan, the real work lies in the successful implementation of its recommendations, which this effort can help facilitate.

Elsewhere are additional districts distinct from the commercial bustle of Downtown San Fernando that command a completely different revitalization strategy. Light industrial uses along First Street, for example, need not employ the same public realm improvements necessary at the Mall, but should explore unique strategies that leverage its adjacency to the downtown and the rail corridor.

Reimagine the City's Parking lots

A significant amount of prime land in the downtown is dedicated to parking - whether public (City or County owned) or private. In addition to vacant lots, these sites can be considered "low-hanging fruit" opportunities for immediate redevelopment into a mix of uses with integrated parking.

**Initial Impressions - Parking as Opportunity**

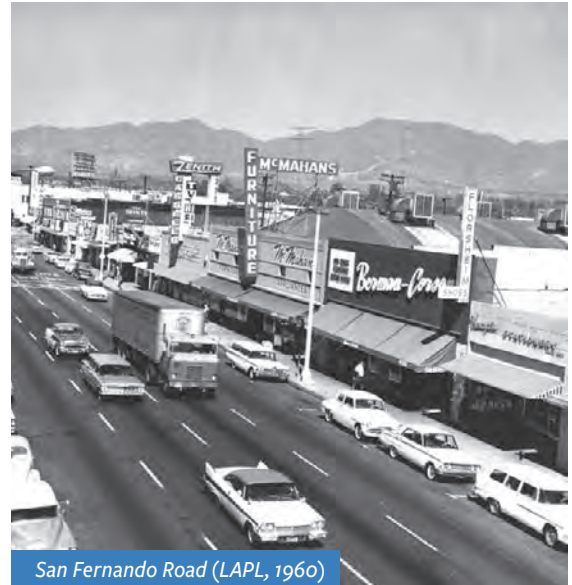
In general, Downtown San Fernando has been the subject of much planning in recent years, and we applaud the City on their multiple efforts to continually improve its historic core. From a recent APA award-winning specific plan update to an assets analysis (and more in between), we recognize that the City is carefully and thoughtfully exploring every tool and strategy to stimulate economic development in the right places at the most opportune times. While these efforts provide a strong foundation from which to work, it is important to recognize the changing landscape that currently confronts Downtown San Fernando. Of greatest recent

significance has been COVID-19, which has changed the way we approach retail, dining, office space, and public open space, as well as new state mandates to address the worsening housing shortage. It is unlikely that these issues will significantly change the community's vision for a more vibrant, active, and attractive downtown that was deeply vetted and established in the recent specific plan update, but it may change the strategy and approach for how and when that vision is achieved.

Spotlighting **Downtown's Corridors**



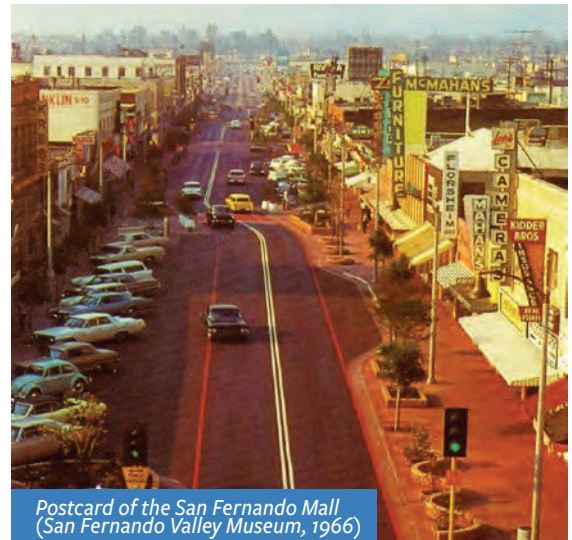
San Fernando Road near the corner of Maclay (waterandpower.org, 1882)



San Fernando Road (LAPL, 1960)

San Fernando Road

San Fernando Road is the primary anchor of the downtown. What began as a simple dirt road eventually became a busy, 4-lane-wide shopping and vehicular thoroughfare through the 1960s. The two-block stretch between San Fernando Mission Boulevard and Brand Boulevard, the corridor's heart and center, was reconstructed in 1966 as the San Fernando Mall. Narrowed to 2 lanes with diagonal parking, a pedestrian-friendly streetscape, and commercial storefronts, the San Fernando Mall is reminiscent of similar main street reconfigurations seen across the nation in the 1960s and 70s. Today, the Mall is regarded as the Valley's go-to place for wedding and quinceañera dresses and has seen recent private investments (e.g., Truman House Tavern) and renewed activity (e.g., San Fernando Outdoor Market). At the street's western end, the bustle of downtown's shopping and dining activity tapers off to mostly auto-repair shops and vacant/parking lots as one heads towards the Metrolink Station, while its eastern end is exclusive to car dealerships, rental car facilities, and more auto-repair shops before crossing over the Pacoima Wash.



Postcard of the San Fernando Mall (San Fernando Valley Museum, 1966)



San Fernando Mall (Dudek, 2022)

Spotlighting Downtown's Corridors



Rennie's Theater (waterandpower.org, 1938)



Library Plaza (Dudek, 2022)



Library Plaza (Dudek, 2022)



U Crave (Dudek, 2022)



Lopez Adobe (Dudek, 2022)

Maclay Avenue

Maclay Avenue, named after Charles Maclay, runs perpendicular to San Fernando Road and is home to the Lopez Adobe (the City's oldest remaining structure) at its southern end. North of San Fernando Road, Maclay Avenue is characterized by an eclectic mixed-bag of both old and new uses including houses, personal services, and professional offices, as well as local shops and eateries (most of which are clustered near the Civic Center and some of which offer surprising pockets of discovery—e.g., Library Plaza). In-street planters, lamp posts, and other street furniture improvements line this stretch of Maclay Avenue thanks to a coordinated effort to improve the corridor some 20 years ago. With the possibility of a new light rail station between Truman and First Streets, Maclay Avenue is poised for further revitalization. Elsewhere along Maclay Avenue are historic keepsakes, including the Morningside Elementary School (a California Historic Resource) and the repurposed Rennie's Theater. Although Maclay Avenue stretches well beyond the 210 Freeway, its terminus at the City's boundary is marked by a prominent, yet elegant "Welcome to San Fernando" sign at Eighth Street.

Spotlighting **Downtown's Corridors**



San Fernando Station retail (Dudek, 2022)



Chipotle (Dudek, 2022)



Mission Plaza retail (Dudek, 2022)

Truman Street

Truman Street is a short, 1.5-mile stretch that splits off San Fernando Road at the east before reconnecting with it again at the west. Unlike its counterpart, Truman Street is a 4-lane-wide thoroughfare with auto-oriented uses. Parallel and complementary to San Fernando Road, Truman helps to support and preserve San Fernando's pedestrian-oriented character by funneling through-traffic. Just east of Workman Street, Truman is host to a handful of parking lots, older/typical strip retail, and newer retail development. West of Workman Street, semi-trucks are a common sight alongside light industrial uses, like auto-repair shops and equipment warehouses, and parking/vacant lots (including the shuttered Jungle Chicken building).



Automotive uses (Dudek, 2022)



Automotive uses (Dudek, 2022)

Spotlighting **Downtown's Corridors**



First Street looking north-east (Dudek, 2022)



Vacant lot along First Street (Dudek, 2022)

First Street

First Street mirrors similar land use patterns seen along Truman Street across the Metrolink tracks, albeit narrower in width and with heavier industrial uses and activities, like car yards, material assembly and suppliers, and a few vacant lots.



Industrial uses (Dudek, 2022)

Spotlighting Downtown's Corridors



Bus stop at Celis and Brand (Dudek, 2022)

Celis Street

Celis Street, named after Eulogio de Celis from which Charles Maclay purchased land in establishing San Fernando, is an auxiliary street within the downtown. For the most part, numerous buildings are disengaged from the street along the three-block stretch of Celis Street east of Brand Boulevard (at one point, nearly 250 feet of blank wall stretches along Celis at Fox). West of Brand Boulevard, Celis Street is host to more parking lots, a few retail buildings, El Paseo de San Fernando, and the backside of the historic JCPenney building until its terminus at El Super's parking lot (an intersection that is sure to improve with Azure's current plans to redevelop Parking Lot No. 3).



Gated El Paseo de San Fernando along Celis (Dudek, 2022)



Public parking along Celis (Dudek, 2022)

RELEVANT PLANS, STUDIES, PROJECTS, AND OTHER EFFORTS AFFECTING DOWNTOWN SAN FERNANDO

Downtown San Fernando has been the subject of much planning recent years. As a starting point, the Dudek team will thoroughly review the City's multiple efforts to improve the downtown so that we can build upon them and avoid duplicative and conflicting recommendations.

- [San Fernando Corridors Specific Plan](#) (SP-5) (Sargent, 2017), including proposed amendments to increase residential densities per the Housing Element Update
- [2021-2029 Housing Element Update](#) (Nov 2021 Draft), including the proposed Mixed-Use Overlay for parcels in the downtown
- [Citywide Parking Management Master Plan](#) (KOA, Aug 2021)
- [San Fernando Safe and Active Streets Implementation Plan](#) (Toole, Dec 2021)
- [Downtown San Fernando Economic Development and Asset Analysis](#) (Kosmont, Mar 2019)
- [Parking Lot No. 3 Redevelopment](#) (Azure, Kosmont, 2019-Ongoing)
- [Vision for Downtown Community Meeting](#) (Kosmont, Sep 2019)
- [East San Fernando Valley Light Rail Transit Project](#) (Metro, Ongoing)

DOWNTOWN SAN FERNANDO, WHAT NEXT?

Given what exists on the ground and what has been studied and planned thus far, what then is the future of Downtown San Fernando? While we do not come with pre-conceived solutions, we do recognize that the long-term success of downtown districts typically rests on established best practices, including the following tenets:

Focus first on the public realm. Urban cores are successful only if their pedestrian environment is perceived to be attractive, safe, and easily navigable. Walkability is the essential ingredient to the success of downtowns everywhere. Therefore, it is imperative to first focus on the public realm and create a pedestrian-friendly environment that is inviting and engaging. Prioritizing investments in the public realm, whether by the public or private sector, ultimately adds value to downtown properties and brings foot traffic to businesses and a sense of comfort to residents.

Learn from precedents. Downtowns (and main streets) are the hearts and centers of cities that all residents can claim as their own. Emerging from a rocky period of disinvestment and depopulation in the 20th century, downtowns have seen a natural return of jobs and residents. Some have been more successful than others in turning themselves around. Although all downtowns are different, there are lessons in their stories (successful and not) that can be applicable to Downtown San Fernando's strategy. One need not look far—efforts in nearby Santa Clarita's Old Town Newhall, for example, may offer valuable insight.

Stay grounded in the realities of the market.

While proposed developments in any plan are conceptual and illustrate community aspirations, they must also be realistic and supported by robust economic analysis. What the market cannot support will



never be built, and plans must set realistic expectations of future change. Future growth and investment prospects—especially in the residential market—will need to consider a competitive landscape that includes high-performing areas elsewhere in the City and in nearby jurisdictions. It will also need to account for broader economic trends related to changing consumption patterns for retail, dining, housing, and other lifestyle choices, as well as the nature of work and firm location decisions. These trends, plus the recent disruptions created by COVID-19, have significant implications on the ever-evolving role and function of traditional downtown environments. To strategize the best approach for a better Downtown San Fernando, this effort must be realistic about the most viable opportunities for future growth and investment that can set into motion practical implementation strategies for achieving desired outcomes.

Embrace change, but also enhance the existing.

All interventions in the built environment must be respectful of the existing context, history, and character of a place, especially in a community as historically significant as Downtown San Fernando. Improvements, even large and comprehensive ones, are not intended to replace, but rather to build upon, improve, and enhance the community's assets—both tangible (e.g., buildings) and not (e.g., community culture/spirit).

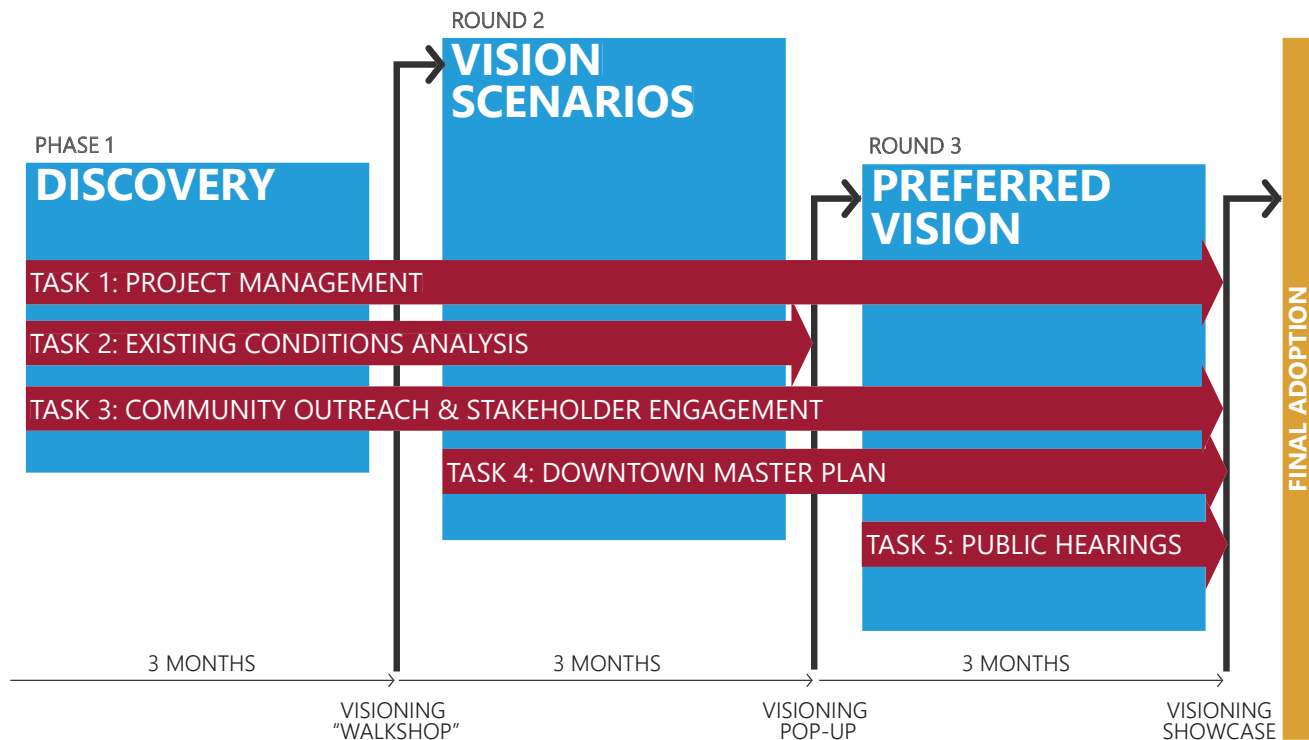
Uplift the community. When all planning is said and done, if lives do not improve, the entire effort will come to naught. Our team strongly believes that those who will directly experience the benefits and potential

impacts of planning are those who should have a central role in telling the City's story and planning for its future. Outreach must be accessible to English- and Spanish-speaking members of the public, including residents and workers, the young and the elderly, business owners, existing and prospective developers, and other key stakeholders, to best identify how Downtown San Fernando will grow and prosper over the coming years.

OUR UNDERSTANDING OF THE PROJECT'S OBJECTIVES AND WORK REQUIREMENTS

Dudek recognizes that the City is eager and ready to embark on the process to transform its downtown into a thriving, vibrant, and economically resilient mixed-use district. While we acknowledge the City's list of high priorities to assess Downtown San Fernando's physical and economic landscape and craft a collective community- and stakeholder-driven vision, we recognize that implementation is equally as important. Although developing a mechanism for implementation, such as an amendment to the existing Specific Plan, will not be part of this effort, our team recognizes the need and opportunity to build on this work and the hard work already completed to date to identify the most effective implementation tools based on the community's aspirations, the City's goals, and the physical, economic, and political context of Downtown San Fernando. On the following pages, we describe our approach for how to execute this project across three rounds of work.

Figure 1. Process Timetable



OUR OVERALL APPROACH ACROSS 3 ROUNDS OF WORK

For this effort, we are proposing a 9-month work plan that is structured into 3 distinct rounds of work, each punctuated by major engagement milestones, as described below and illustrated in Figure 1.

Round 1 – Analysis & Discovery

This first round enables our team to set the project up for success and thoroughly understand what exists in the physical environment and in the expectations of the community. More specifically, this phase will allow us to:

- **Establish a clear, transparent action plan from the onset.** Ambiguity of process can easily undermine the effectiveness of any planning effort. Therefore, it is critical that we begin the project by working closely with City staff to establish a clear work plan and schedule, refine the budget

as necessary, understand the project goals and priorities, and implement an agreed-upon project management approach with City staff. This aligns with our work in Task 1.

- **Embark on the analysis process.** Collecting and analyzing data will allow us to thoroughly understand existing conditions, opportunities, and constraints in the project area across all necessary land use, mobility, environmental, demographic, cultural, economic, and regulatory topics. This round will culminate in a Visioning "Walkshop" where we will ground-truth our findings with the community. This aligns with our work in Task 2.
- **Listen and learn from the community.** In addition to the technical and quantitative component of our analysis, we will also take into account the qualitative information inherent in conversations with the Downtown San Fernando community, including residents, businesses,



San Fernando Rd (LAPL, 1954)

property owners, developers, community-based organizations, employees, visitors, as well as City staff and elected leadership. Key to the conversation will also be stakeholders not currently associated with the downtown today, such as real estate brokers, interested developers, and potential retailers. Here, our goal is to “listen and learn” from the various perspectives stakeholders have to offer, by utilizing our analysis findings as context for conversation and education. This aligns with our work in Task 3.

- **Establish a collective set of guiding principles.**

Our last step in this round will culminate with our work synthesized into a clear set of guiding principles that accurately reflect the community’s aspirations for Downtown San Fernando. As a precursor to the vision, these guiding principles will be ones that the City and community can agree and act up in developing and evaluating the 3 vision framework alternatives created in the following round. This aligns with our work in Task 4.

Round 2 – Vision Alternatives

Building on the work in the previous round, this second round will allow us to develop and test 3 vision framework alternatives for Downtown San Fernando,

focusing on opportunity sites and improvements to the public realm that are consistent with the community’s aspirations and realities of the market. These will be measured and evaluated on how they address and perform against the guiding principles established in the previous round. This round will then culminate in a Visioning Pop-Up where public input and staff direction will lead us to a preferred vision framework for Downtown San Fernando. This aligns with our work in Task 3 and 4.

Round 3 – Preferred Vision

Based on community input and consistency with the established guiding principles, we will select and refine a preferred vision for Downtown San Fernando, inclusive of recommended public realm improvements, parking strategies, and the redevelopment of opportunity sites packaged into the final Downtown Master Plan. Embedded within the plan will be a “Vision Roadmap” that will provide the City a recommendation for potential implementation strategies to act on after this effort is complete. This work will be shared with the community at a “Vision Showcase” before finalizing and packaging the Downtown Master Plan. This aligns with our work in Tasks 3 and 4.

OUR APPROACH TO THOUGHTFUL AND INCLUSIVE ENGAGEMENT

Because of recent and concurrent planning efforts in the City, we recognize the need for an effective approach to engagement that minimizes “outreach fatigue” and maintains excitement and momentum among the community. We strive for innovation and inventiveness when we engage the community. We are not just urban designers and planners, but also engagement specialists with a nuanced understanding of and ability to effectively communicate complex planning concepts. We know that a plan’s success hinges on an effective and inclusive public process because a plan the public does not support has little chance of affecting change.

Dudek’s engagement team understands that community input goes beyond what planners hear at workshops. It comprises personal experience, collective memory, and oral histories. We use tools that draw out rich, hands-on, experiential input from the lived experience of communities for practitioners. Whether in-person or online, our approach emphasizes storytelling, model-building, art-making, neighborhood exploring, immersion, and outdoor discovery.

Sharing our philosophy is **Place It!**, our engagement partner for this effort. Founded by James Rojas, Place It! uses innovative and nationally recognized model-building workshops and on-site interactive models to engage the public in the planning process. Place It!, whose activities empower everyone to think about how they can change their environment (especially in under-served and disinvested communities), will facilitate one visioning workshop for this effort.

In developing a vision for Downtown San Fernando, we will strive to engage active participants (as opposed to audiences) in the planning process. Therefore, our public community engagement effort will achieve the following:

- Empower all to participate – including residents, businesses, property owners, developers, community-based organizations, employees, visitors, as well as City staff and elected leadership.
- Reinforce that the community and stakeholders are included in the decision-making process in a meaningful way, by facilitating confidence, credibility, and transparency in our process.
- Create a safe, fun, and welcoming forum for the community generation of ideas.
- Use innovative, interactive tools, both physical and virtual, to maximize involvement and protect the planning process from outreach fatigue.

Together, our team is constantly innovating and adopting new approaches while applying the latest technology to meet stakeholders where they are. We employ tools and techniques, outlined below, that prioritize tactile and outdoor activities.

Immersive Walk Tours, “Walkshops”

A common criticism of public engagement is that it only engages passive ‘audiences’ at public workshops. The formulaic conduct of traditional public meetings often induces outreach fatigue that ultimately dilutes



Walking Tour, Old Town Newhall Specific Plan



Pop-Up Open House, Old Town Newhall Specific Plan

and muddies the aspirations of stakeholders. Our team strongly believes that community engagement can and should be more transparent and active by “taking it to the streets” and engaging people where they work, play, and naturally gather. Real-life experiences in environments that people care about lead to far more lasting impressions and insight than learning about concepts from a presentation or poster boards. Focusing engagement outdoors also creates opportunities for people to directly compare and contrast the functionality of different types of improvements. Input is more informed and meaningful when people make observations from their own streets, and their imprinted experiences will inform future discussions about community vision and improvements.

Open Houses, Exhibitions, and “Showcases”

Many community members do not attend planning workshops. Their missing voices and input skews planning approaches to address the priorities of those that do attend. To balance input and seek out these missing voices, our team proactively provides forums and avenues that are passive in nature. We find spaces in the community, like parks, schools, and community centers, and host multiple-day exhibitions where community members come at a time of their own choosing, review materials at their own pace, and



Model Play, South Colton Livable Corridor Plan

provide input on their own terms. The net result is that our project team receives fuller and more nuanced input from the community.

Play, Model-Building, and Tactical Urbanism

We are strong advocates of tactile engagement tools. As such, we build physical scale models for all our urban design studies. Intentionally made of rough, non-presentation materials, the models are meant to be interactive objects that the public can touch, feel, and play with. At public events, these models naturally engender discussion and provide a revealing birds-eye perspective of the project. Unlike with typical planning engagement tools (e.g., maps, pictures, surveys), the models encourage the public to move pieces around and reshape the city to their liking. Where space allows, we apply tactical urbanism strategies to showcase short-term installations within the public realm using temporary, low-cost materials to demonstrate potential improvements, from curb extensions to bike lanes. These installations enable the public to see and feel improvements first-hand and compare their functionality with existing conditions. Our immersive, interactive, and hands-on engagement tools create safe and fun spaces for the public to nurture ideas, communicate through storytelling, and collaborate. Above all, they make engaging in the process easy and fun!



Hand Sketches

One of our most effective tools is the traditional hand sketch. Dudek's illustrations are drawn over existing photographs and illustrate transformations in compelling and easy-to-understand terms. Our "after" sketches are meant to be loosely drawn and friendly in appearance to give members of the community confidence that concepts are not set in stone and that their input will help refine the design.

Visually Compelling Graphics

Effectively communicating improvements and interventions in the urban environment lies at the heart of our work. Dudek places a special emphasis on simple, elegant, and visually compelling graphics to communicate complex technical data, information, ideas, and visions in easy-to-understand formats. We understand that distilling and simplifying complexity (and stripping it of planning jargon) is a critical first-step in conducting informed conversations with the public. Our team of urban designers, architects, and graphic designers are adept at using the latest graphic design, Geographic Information System (GIS)-based, and 3D-modeling software to study existing conditions, test alternative scenarios, and bring projects to life. Our computer-generated renderings (in plan, section, and eye-level perspective views) can appear sketch-like or photo-realistic, depending on the audience, message, and purpose. Our graphic designers are also skilled in the arts of photography, video production, motion graphics, as well as website and online media development.

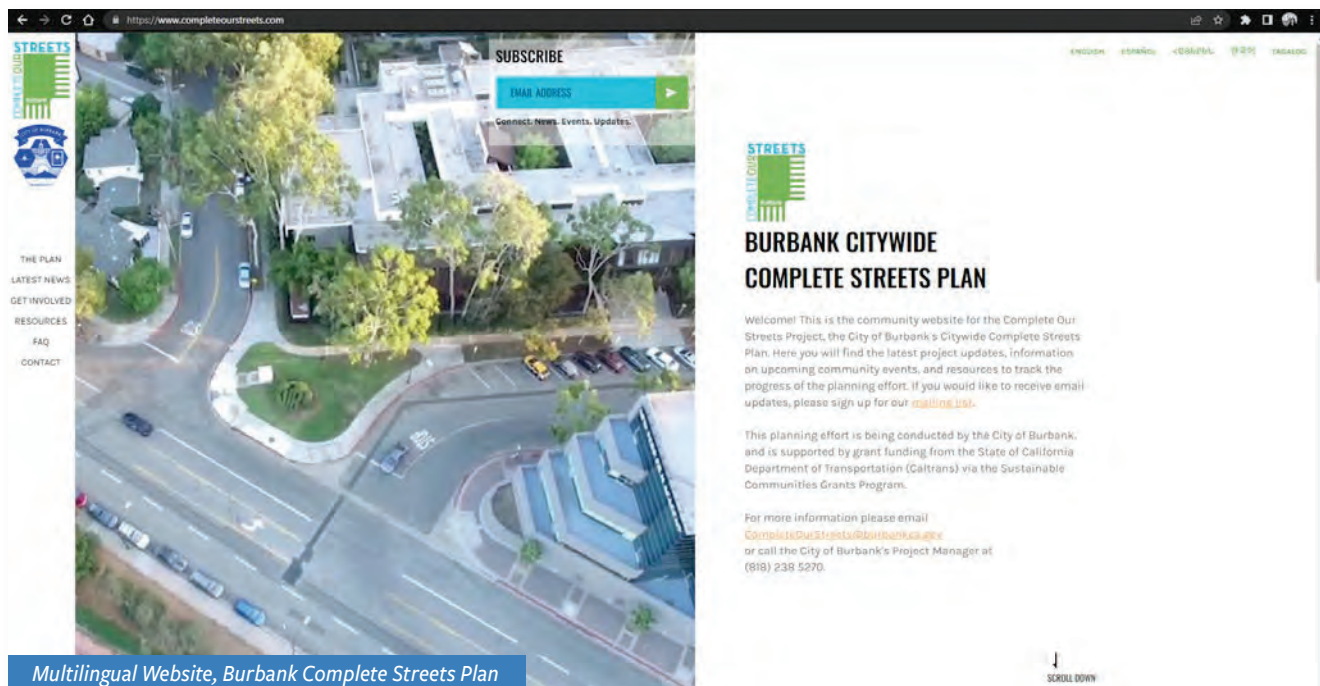
Branding and Identity

Our designers specialize in developing visually compelling and powerful branding and identity collateral for projects and places. Integrating information, identity, and storytelling into a brand, our team employs the creative graphics and multiple media tools to establish visual identities, logo design, brand positioning, storytelling, naming, and digital and print design.

COMPLETEOURSTREETS

your downtownLA





Multilingual Website, Burbank Complete Streets Plan

Websites

Dudek's publication and web developer specialists have extensive experience incorporating documents into an online environment for public review and dissemination. This includes creating Web-based PDF documents and interactive forms, as well as developing Web portals using Microsoft SharePoint for client and public collaboration. Dudek's capabilities also include website design and development, such as:

- Information architecture and site planning;
- Graphic user interface and user experience design;
- Responsive site design for display on mobile and tablet devices;
- Programming in HTML, JavaScript, CSS, PHP, and WordPress, among other scripting languages;
- Image optimization for fast download of graphics.

Our team can also develop customized online content such as maps, videos, and motion graphics, and provide hosting services for client websites and landing pages, as needed. We can produce and publish web-based versions of project deliverables, as needed.

Social Media

Reaching, engaging, and holding the interest of stakeholders is crucial to project success. However, it is often a challenge to reach and retain engagement from diverse groups and younger-aged stakeholders with traditional off-the-shelf engagement tactics, such as newsletters and direct mail. Dudek understands the power of adding social media to traditional public engagement strategies and is equipped to increase the



Social Media Post, Burbank Complete Streets Plan



Walking Tour during COVID-19, Old Town Newhall Specific Plan

reach and results of project engagement. Our team's use of social media presents a unique and effective opportunity to tailor the public engagement process to each of the various stakeholder groups, meeting them where they're most comfortable and likely to engage. Our team has the capability to allow our clients to interact with the public across numerous social media channels including Facebook, Twitter, Instagram, and YouTube. Our team utilizes the native analytics capabilities of these platforms to track engagement across social channels, encouraging an adaptive public engagement approach. This allows engagement specialists to gauge the effectiveness of the engagement process, as well as nimbly adjust in real time to improve stakeholder engagement.

Virtual Meetings and Workshops

Our team of engagement, IT, and marketing specialists can quickly set up and efficiently manage virtual meetings. We provide pre- and in-meeting support to ensure your message is conveyed clearly and without technical difficulties. Using Zoom technology, we leverage polling, virtual whiteboards, and other engagement tools to increase two-way communication. We are able to customize the webinar to your specifications via the following:

- Pre- and post-meeting attendee communication;

- In-meeting attendee chat and Q&A;
- In-meeting live translation, as well as translation of post-meeting assets and materials; and
- Post-meeting assets, such as video and audio recordings, and text transcript (linked or embedded on your project site).

Outreach Despite COVID-19

Because of shelter-in-place mandates, community engagement has become more important than ever. People are desperate for human interaction, connection, and meaning. As a result, we have adapted many of our engagement methods to a virtual format that continue to allow us to engage, educate, and entertain participants on urban issues from the comfort of their own home. In particular, Place It! has developed a series of virtual activities, from videos, self-guided walking tours, and hands-on virtual workshops that utilize personal, at-home objects to create a community of inquiry. Although online, these activities are sensory-based; similar to "show and tell," format, participants get to showcase their creativity, stories, and personal space from the comfort of their own homes. We have learned that online engagement has broadened, not narrowed, the input we receive, as participants are offered a wider array of methods to connect, either with each other or with us.



At-Home Visioning Exercise during COVID-19

SCOPE OF WORK

TASK 1:

PROJECT MANAGEMENT

Task 1.1: Kickoff Meeting and Downtown Site Walk

Dudek will schedule and conduct an in-person kickoff meeting within two (2) weeks of receiving a notice to proceed. This meeting will be structured as a “partnering session” in two parts. The first half will be devoted to a kickoff meeting and the second to a downtown site walk, and will have multiple purposes, as outlined below:

- Confirm project expectations and goals
- Establish roles and responsibilities and chain of communication protocols
- Discuss the scope of work, deliverables, schedule, and milestones
- Discuss related studies, plans, and other efforts within Downtown San Fernando
- Submit a data request for client-supplied information to inform our existing conditions analysis
- Discuss the engagement strategy and identify key stakeholders for the Advisory Committee
- Explore Downtown San Fernando through the curated lens of City staff
- Discuss preliminary opportunities and challenges within the project area and the existing regulatory context of the City to understand what currently works and what does not
- Begin to identify potential brand differentiators for Downtown San Fernando

Task 1.1 Deliverable:

- Attendance at the kickoff meeting and site walk
- Agenda and meeting notes
- Refinements to the scope of work and/or schedule as needed
- Data request

Task 1.2 Project Management

Dudek will coordinate and establish a regular bi-weekly check-in call. City and Dudek project managers will invite other participants to this call as needed. These periodic check-ins will chart completed tasks and status of ongoing work, reaffirm project milestones and deliverables, and flag any anticipated issues that may impact the schedule or budget. Dudek will host these meetings via Zoom but can also be made available to attend in-person at the City's offices as needed (consistent with COVID-19 public health guidelines). Dudek will prepare an agenda and meeting notes, including action items, for each meeting and will coordinate with City staff to create and make presentations to the City and/or stakeholders as necessary. Dudek will also prepare a project invoice for review and submission to the City's project manager on an agreed-upon schedule.

Task 1.2 Deliverable:

- Bi-weekly meeting agendas and notes
- Invoices

TASK 2:

EXISTING CONDITIONS ANALYSIS

Task 2.1: Review of Existing Plans, Documents, and Programs

Prior to and following the kickoff meeting, the Dudek team will conduct a high-level review of existing data and relevant documents, plans, projects, and programs, including, but not limited to:

- **San Fernando Corridors Specific Plan** (SP-5) (Sargent, 2017), including proposed amendments to increase residential densities per the Housing Element Update
- **2021-2029 Housing Element Update** (Nov 2021 Draft), including the proposed Mixed-Use Overlay for parcels in the downtown
- **Citywide Parking Management Master Plan** (KOA, Aug 2021)
- **San Fernando Safe and Active Streets Implementation Plan** (Toole, Dec 2021)
- **Downtown San Fernando Economic Development and Asset Analysis** (Kosmont, Mar 2019)
- **Parking Lot No. 3 Redevelopment** (Azure, Kosmont, 2019-Ongoing)
- **Vision for Downtown Community Meeting** (Kosmont, Sep 2019)
- **East San Fernando Valley Light Rail Transit Project** (Metro, Ongoing)

We will also research local community-based organizations and programs that affect the project area, including the Downtown San Fernando Mall Association, the San Fernando Outdoor Market, signage and branding efforts, parking programs, and beautification/streetscape efforts, etc. This process will inform our subsequent work and provide valuable context for our market analysis, parking analysis, and our work in developing the vision for Downtown San Fernando.

Task 2.1 Deliverables:

- Summary memo with key insights of relevant existing data, documents, plans, projects, and programs.

Task 2.2: Built Environment and Public Realm Analysis

Informed by our site walk and to establish a planning baseline, Dudek will compile data, photographs, and field observations to document the character of Downtown San Fernando's built environment and public realm. We will diagram patterns such as building uses and activities, building and façade typologies, historic properties, pedestrian access and circulation, destinations, gateways, street activation levels, points of visual and programmatic interest, public realm infrastructure, and more. At the conclusion of this analysis, we will summarize key findings and outline a set of guiding principles to suggest possible opportunities or approaches in addressing issues that may prevent Downtown San Fernando from thriving as a dynamic, pedestrian-oriented district.

Task 2.2 Deliverables:

- Built Environment and Public Realm Analysis summary, illustrated via maps, diagrams, photographs, and/or text, along with key findings and guiding principles



Public Parking in Downtown San Fernando (Dudek, 2022)

Task 2.3: Parking Analysis

To better understand future parking demand within the project area, our team's parking lead, Walker, will review the previous parking study conducted and resulting Parking Management Plan, including a review of parking data, the methodology used, and stakeholder input, followed by discussions with City staff to understand the context of the previous study and how it may support the current effort. However, given variations and aberrations in parking behavior due to the COVID-19 pandemic, behavior Walker has researched extensively, Walker will conduct an updated parking data collection effort including:

- An update as necessary to the parking inventory within the Study Area;
- Parking demand counts to determine overall and concentrated areas of high- and potentially low-parking demand within the Study Area;
- Vehicle length of stay and turnover counts in high demand locations;
- A review of available, historic, and current monthly parking meter revenue data in order to calibrate current parking demand with pre-pandemic levels.

Walker will analyze the data collected and reviewed. Combined with parking demand projections for up to two future land use program scenarios and transit ridership projections provided by the City or LA Metro, Walker will recommend parking and policies to

address current conditions and accommodate future growth, development, goals, and vision for the Master Plan. Walker will make recommendations, highlighting potential parking revenue and expense impacts to the City budget; however, actual parking revenue and cost projections are not included in this task.

Task 2.3 Deliverables:

- Parking Analysis Report

Task 2.4 Market Analysis

Our team's economics lead, HR&A, will perform a market analysis to evaluate market opportunities; trends in recent development, the competitive landscape, and the pipeline of planned development; pricing; vacancy; and absorption and deliveries. The analysis will focus on retail uses but will evaluate the viability of alternative land uses for adaptive reuse and infill development. HR&A will evaluate businesses, services, and amenities that may be in high demand but are lacking, or that may present opportunities for growth and entrepreneurship. In addition, HR&A will identify locations in the downtown where there are indicators that existing businesses are at risk of failure, closure, or relocation.

Task 2.4 Deliverables:

- Market Analysis Report

TASK 3:

COMMUNITY AND STAKEHOLDER ENGAGEMENT

Task 3.1: Engagement Plan

Dudek, in collaboration with the City, will develop an Outreach and Engagement Plan that will establish a comprehensive, equitable, inclusive, and meaningful strategy for engaging the community and key stakeholders. The plan will address the following:

- **Outline of engagement goals and objectives,** and consideration of how input received from each engagement event will inform the project.
- **Key stakeholders.** Dudek will work with City staff to identify target audiences and key stakeholders, as well as members of the Advisory Committee, such as community-based organization leaders, City staff and leaders, business and property owners, major employers, developers, or investors.
- **Event format, methods, and tools.** Dudek will provide a description of the format of each engagement event (such as workshops, walking tours, open houses, pop-ups, charrettes, stakeholder interviews, focused discussions among Advisory Committee, webinars) and strategy for the methods and tools to maximize input (surveys, flyers, models, website, social media, etc.). For all events and materials, Dudek will provide on-site Spanish speakers and translation of materials.
- **Timeline.** Dudek will provide a timeline of overall events and campaigns to ensure that they occur in a timely manner and maintain a level of momentum and enthusiasm to curb outreach fatigue.
- **Marketing.** Dudek will prepare event noticing, whether by mail, email blast, printed flyer, website post, or social media post and coordinate with the

City for dissemination. Although not included in this Scope of Work, Dudek is also able to prepare content for banners, sidewalk or vacant storefront window decals, or other temporary art installations as opportunities to market the project. We have found this “on-the-ground” tactic to be extremely successful in raising awareness and interest on projects.

- **Webpage, social media, and online survey.** Dudek will prepare content for a project webpage and social media via the City’s existing platforms to maintain an online presence and provide up-to-date information on the project, events, and resources. Dudek will create an online survey campaign early in the visioning process to solicit initial community input. We are also able to maintain a Mail Chimp campaign for sign-up lists/event RSVPs via the project webpage.
- **Description of roles and responsibilities** among the Dudek team and City staff at each of the engagement events and during the life of the project.

The Outreach and Engagement Plan is intended to serve as a flexible document to provide guidance during the engagement process, allowing for redirection or variations where needed.

Task 3.1 Deliverables:

- Outreach and Engagement Plan



Vacant Retail in Downtown San Fernando (Dudek, 2022)

Task 3.2: Project Branding

Dudek will establish a project brand and consistent graphic identity for all project and engagement collateral. This effort will include a review of any current branding and marketing efforts across Downtown San Fernando to ensure compatibility in terms of voice and messaging. Drawing on the unique character and history of Downtown San Fernando, the brand will consist of a project logo, color palette, typefaces, and messaging for digital as well as print media for all public facing materials, such as event noticing, presentation boards, flyers, webpage, presentations, email blasts, press releases, social media, and the final plan.

Task 3.3 Deliverables:

- Project brand style guide

Task 3.3: Webpage, Community Survey, and Social Media

Once a project brand is set, Dudek will create graphic and written content for a project webpage on the City's website as to "go-to hub" for project information, upcoming engagement events, and any deliverables or work products determined by the City as suitable for online dissemination. As an alternative, Dudek's in-house publication and web developer specialists are capable of developing and hosting a stand-alone project website for this effort.

During the first round of engagement, Dudek will develop and host an online community survey. The survey will serve as a tool to solicit initial community feedback and input, such as participant demographic information, perceived issues and opportunities within Downtown San Fernando, personal attitudes and preferences of what Downtown San Fernando should offer, and project goals/objectives. The survey will be marketed (via a weblink and QR code) on the project webpage, social media, and other printed engagement materials, and feedback from the survey will be incorporated into the development of the vision for Downtown San Fernando.

In addition, Dudek will develop content for an ongoing social media campaign via the City's existing social media platforms, including Facebook, Twitter, and Instagram. We understand the power of adding social media to traditional public engagement strategies and are equipped to use this tool as a means to increase the reach of our engagement. For each engagement event, we will use social media as one of many tools for event noticing. Outside of engagement events, we can use social media to strategically post information as a way to maintain a level of momentum and enthusiasm.

Task 3.3 Deliverables:

- Content/questions for project webpage, online survey, and social media posts
- Online hosting capabilities
- Summary of results

Task 3.4: Advisory Committee Meetings

The Dudek team will work with City staff to create an Advisory Committee with members who represent a range of development interests in Downtown San Fernando or who are particularly vocal or active, including property owners, business owners, real estate brokers, developers (e.g., Aszkenazy Development), and community-based organizations (e.g., Downtown San Fernando Mall Association), etc. The purpose of meeting with the Advisory Committee is to provide invaluable input and feedback to the Dudek team throughout the project. The Advisory Committee will serve as a resource to share, review, and discuss key issues and opportunities, review findings, and confirm project recommendations prior to sharing with the general public. In addition, the Advisory Committee can help to spread the word across their respective outlets to further encourage participation in the engagement process. We propose meeting with the Advisory Committee once during each of the three proposed rounds of engagement:

- **Round 1—Discovery.** This first meeting will allow us to listen and learn from the Advisory Committee. This meeting will provide the Dudek team with, for example, an understanding of the reasons why existing tenants choose to locate in Downtown San Fernando or about specific challenges that retailers and landlords may be currently experiencing. This meeting will include a facilitated discussion on the

Advisory Committee's aspirations for Downtown San Fernando, wish-lists for improvements, growth, and change, and ideal outcomes of the project, and enable us to establish an initial set of goals.

- **Round 2—Visioning.** The second meeting will allow us to share our preliminary work in developing vision framework alternatives, inclusive of our studies of the opportunity sites and potential public realm improvements. This will enable our team to gather their focused feedback to refine the concepts prior to sharing with the general public. In doing so, this meeting will also help foster shared ownership of a cohesive vision for Downtown San Fernando.
- **Round 3—Preferred Vision.** The third meeting will allow us to share our work in developing a preferred vision framework and recommendations for improvements and potential implementation tools as part of the draft Downtown Master Plan. This meeting will be critical in obtaining the Advisory Committee's feedback before finalizing the Downtown Master Plan.

Task 3.4 Deliverables:

- Facilitation of up to three (3) meetings with the Advisory Committee led by the Dudek team, with meeting materials, agendas, and summary notes, as needed.



San Fernando Mall (Dudek, 2022)

Task 3.5: Visioning “Walkshop”

During the first round of engagement, Dudek will facilitate a curated, in-person walking tour/audit, or “walkshop” in Downtown San Fernando. The walkshop will enable us to ground-truth our initial impressions and analysis of the project area and have one-on-one discussions with community members in an immersive, experiential, and interactive manner as we point out and discuss issues and opportunities in real time. The route for the walkshop will be curated to include key points of interests and destinations within the project area and the ability to pause for conversation and reflection. The route map, along with prompting questions, will also be made available for those who are unable to participate in-person and/or wish to do a self-guided walking tour instead. To facilitate discussions, we will provide on-site Spanish speakers and translation of materials.

Task 3.5 Deliverables:

- Facilitation of an in-person walking tour.
- Dudek will provide the route map, prompting questions, topics of conversation, event noticing, and engagement summary. We will coordinate with City staff on event location logistics.

Task 3.6: Visioning Pop-Up

During the second round of engagement, Dudek and Place It! will facilitate an in-person visioning model-building workshop, ideally coinciding with an existing outdoor community event, such as the San Fernando Outdoor Market. The pop-up will allow the public to provide feedback on our preliminary vision framework alternatives and then model their own ideal Downtown San Fernando by using a collection of model-building toys and objects (provided by Place It!). By employing a “show and tell” format, participants will be able to explore their lived experiences, memories, and aspirations for Downtown San Fernando through story telling and creative thinking. This immersive and interactive activity will help engage community members in discussion about what they want to see in Downtown San Fernando and allow us the

feedback to refine the vision framework alternatives and set of goals. To facilitate discussions, we will provide on-site Spanish speakers and translation of materials.

Task 3.6 Deliverables:

- Facilitation of an in-person visioning pop-up, model-building workshop that coincides with an existing outdoor community event (such as the San Fernando Outdoor Market).
- Dudek and Place It! will provide model-building materials, presentation boards, topics of conversation, event noticing, and engagement summary. We will coordinate with City staff on event location logistics.

Task 3.7: Visioning “Showcase”

During the third round of engagement, Dudek will facilitate an in-person Visioning “Showcase” meeting. The showcase will allow the public to provide feedback on the preferred vision for Downtown San Fernando, inclusive of recommended improvements and potential implementation tools. Formatted in an open-house exhibition setting, the Showcase can be held for a one-time event or, to maximize visibility and input, stay open to the public over the course of multiple days. The Showcase can be held indoors within a vacant storefront along San Fernando Road or Maclay Avenue or other City-owned space, or in an outdoor-setting, such as the San Fernando Paseo along San Fernando Road. Depending on the location, there are opportunities to further enhance the Showcase with added programming, such as food, art, and music to create a lively and festive experience and atmosphere and serve as an example of the kind of experience the City would like to showcase.

Task 3.7 Deliverables:

- Facilitation of an in-person open-house “showcase.”
- Dudek will provide presentation boards, event noticing, and engagement summary. We will coordinate with City staff on event location logistics.

TASK 4:

DOWNTOWN MASTER PLAN

Task 4.1 Vision Framework Alternatives

Based on City staff, Advisory Committee, and community input, Dudek will develop a compelling and realistic vision for the future of Downtown San Fernando. We propose developing up to three (3) vision framework alternatives for the project area defined by distinctive “big ideas” and from which a preferred vision will be refined and detailed for inclusion in the Downtown Master Plan. Driven by the agreed-upon guiding principles, each vision framework alternative will explore high-level conceptual variations in the growth, change, and extent of new development and improvements in Downtown San Fernando. The vision framework alternatives will be illustrated as conceptual plan diagrams and be paired with sketches and/or precedent imagery and a vision statement with a clear set of supporting goals. The vision framework alternatives will also feature the potential redevelopment of the opportunity sites as areas of focus to stimulate economic development.

Task 4.1 Deliverables:

- Up to three (3) vision framework alternatives for the project area, supported by diagrams, sketches, precedent imagery, a vision statement, and a clear set of supporting goals.
- One (1) final refined preferred vision concept for inclusion in the Downtown Master Plan.

Task 4.2 Opportunity Sites Studies

Concurrently with the development of the vision framework alternatives, Dudek and HR&A, in collaboration with City staff, will identify and study up to two (2) opportunity sites for potential future development. Informed by our findings from our analysis, the selection of opportunity sites will be determined by characteristics

such as vacancy, underutilization, potential for immediate redevelopment given land ownership or lease, location, lot size, and synergy potential. For example, the City’s 13 public parking lots offer a good starting point for consideration. Cognizant of the constraints potentially inherent in the regulatory context set forth by the existing Specific Plan (such as height and intensity maximums, setbacks, and parking provisions), Dudek will test the physical feasibility of new development on site and study variations in use mix, unit mix, building typology, parking, and public realm improvements.

HR&A will then prepare preliminary estimates of the residual land value on each of the scenarios. We will estimate the relative financial feasibility of each scenario using general estimates of completed project value, total development costs, and an allowance for developer profit. As part of an iterative process, preliminary financial feasibility results may suggest making revisions to the scenarios to improve their financial performance.

These studies will help to inform the development of the vision framework alternatives for Downtown San Fernando by reflecting potential market demand and an opportunity to stimulate activity within the project area. They also serve as opportunity to be marketed to prospective developers and investors as potential catalyst projects.

Task 4.2 Deliverables:

- Physical and financial feasibility studies for up to two (2) opportunity sites, supported by plan drawings, diagrams, sketches, precedent imagery, descriptive text, as well as a financial feasibility breakdown in a presentation format.



San Fernando Road (LAPL, 1954)

Task 4.3: Public Realm Concepts

Concurrently with the development of the vision framework alternatives, Dudek will develop recommendations for improvements within the public realm to support a thriving, vibrant, and attractive mixed-use district. This may include conceptual strategies for the streetscape design, publicly accessible open spaces (such as plazas, paseos, alleyways, and parks), multi-modal mobility facilities (such as sidewalks, crosswalks, bikeways, transit stations, and micro-mobility opportunities), signage and wayfinding, lighting, street furniture, landscaping, public art, curbside management, and the general “ground floor” character of the project area to support the vision framework alternatives.

Task 4.3 Deliverables:

- Conceptual strategies for recommended public realm improvements consistent with the vision framework alternatives and preferred vision for the project area, supported by diagrams, sketches, and precedent imagery.

Task 4.4: Downtown Master Plan

Dudek will assemble the work from all previous tasks into a draft and final version of the Downtown Master Plan. The plan will provide background context on the visioning process, including analysis, community engagement, and the development of vision framework alternatives. The plan will showcase the preferred vision and associated recommended improvements within the public realm, parking strategies, and the redevelopment of opportunity sites.

Included in the plan will be a “Vision Roadmap” that will provide the City a high-level recommendation for potential implementation strategies to act on after this effort is complete. A critical component of the Vision Roadmap will be recommendations for how best to update the existing Specific Plan, the primary regulatory mechanism for growth and change within the downtown. To help the City plan its next steps, the Vision Roadmap may address potential implementation tools across topics, such as:

- Updates to existing policies and regulatory documents, such as the Specific Plan;
- Urban design, the public realm, and placemaking;
- Redevelopment of opportunity sites; and
- Retention and preservation of legacy commercial tenants and businesses.

The Downtown Master Plan will be written and presented in a clear, concise, and accessible manner that can be understood equally by technical experts and the general public. Through the use of imagery, bold graphics, and color, the plan will be visually compelling, and inspirational, and can serve as a marketing tool that the City can use to promote new ideas and explore partnerships with prospective developers, property owners, investors, and other organizations and partners.

Task 4.4 Deliverables:

- Draft and final versions of the Downtown Master Plan, inclusive of a “Vision Roadmap.”

TASK 5:

PUBLIC HEARINGS

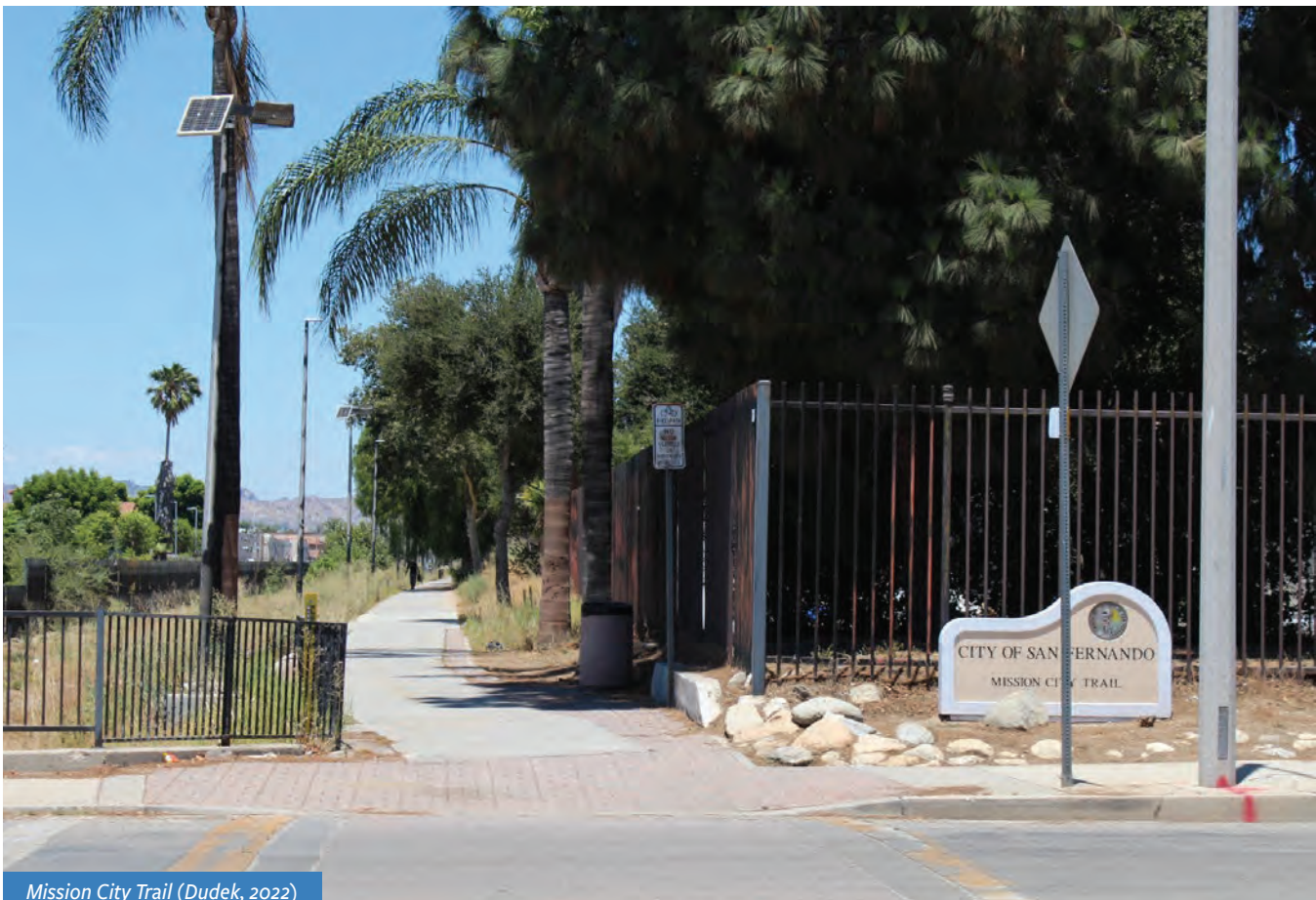
Dudek will assist in presenting the Downtown Master Plan to the Planning and Preservation Committee and City Council for public hearing and approval/adoption. For this task, we are assuming that Dudek will present at a total of two (2) public hearings, for which we will prepare the presentation materials and assist in preparing the applicable staff report.

Task 5 Deliverables

- Participation at two (2) public hearings
- Dudek will provide the presentation and assist in preparing the applicable staff report for each hearing



San Fernando City Hall (Dudek, 2022)



Mission City Trail (Dudek, 2022)

4 RELATED EXPERIENCE

DUDEK EXPERIENCE

The Dudek team and its key staff members have extensive experience providing urban design and planning services, economic and market analyses, and public engagement

and facilitation services to clients for development, infill, and revitalization projects throughout the western United States. The following pages detail our related experience.

Old Town Newhall Specific Plan and EIR Addendum

Client: City of Santa Clarita

Role: Dudek was the Prime Consultant for Planning, Urban Design, and EIR Services

Total Number of People on Project: 5

Engagement Duration: 2021–2022

Contract Value: \$219,754

Dudek prepared an update to the Old Town Newhall Specific Plan originally adopted in 2005. Centered around Main Street, Old Town Newhall is the historic core of the City of Santa Clarita and over the years has become a vibrant, pedestrian-friendly shopping, dining, and entertainment district. Since its adoption, the Plan succeeded in revitalizing Old Town Newhall, but some aspects of the Plan had not worked as intended. As a result, the City hired Dudek to update the Plan so that it could provide clearer regulations in addressing Old Town Newhall's changing needs. The targeted plan update tested new development types, simplified the existing form-based code, and extended the usability and legibility of the regulatory document for the ongoing revitalization of Old Town Newhall over the next 20 years. The effort was funded via California's SB 2 grant program.



As part of the Specific Plan, Dudek also prepared an Addendum to the City's 2005 Program Environmental Impact Report (PEIR). The CEQA Addendum utilized the previously certified environmental documents, including an initial study and PEIR, to analyze a revised buildout scenario of residential and non-residential development because of the proposed consolidation of zoning districts within the plan area. Given the time between the original certification and revisions to this plan, the CEQA Addendum prepared an initial study checklist to demonstrate no new significant impacts would occur.



South Colton Livable Corridor Plan

Client: SCAG and City of Colton

Role: Dudek was the Prime Consultant for Planning and Urban Design services and Place It! provided visioning services.

Total Number of People on Project: 4

Engagement Duration: 2019

Contract Value: \$159,954

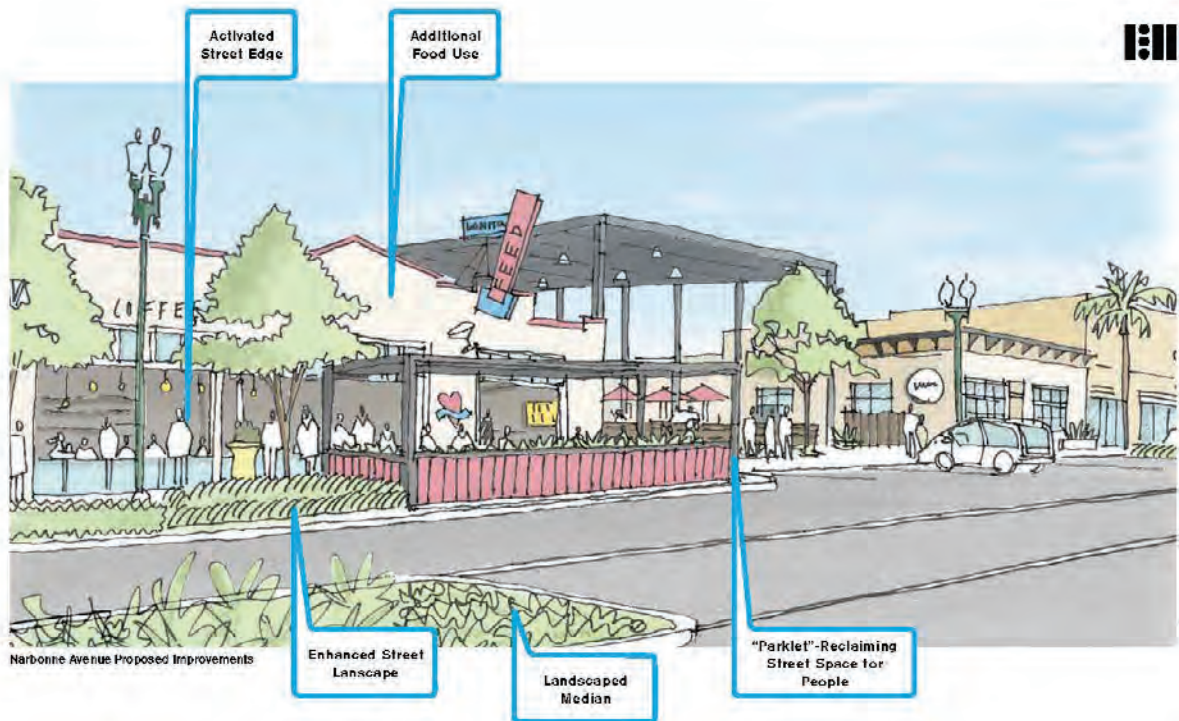
Dudek provided urban design, land use planning, market analysis, and community engagement services in support of the South Colton Livable Corridor Plan. South Colton is a proud Latino neighborhood and mixed residential—industrial neighborhood adjacent to downtown Colton but separated by a rail corridor. Long disinvested, yet resilient, residents with few resources have used a do-it-yourself approach to neighborhood design combined with their imagination and resourcefulness to alter landscapes in ways that are intimate in scale and personal in nature—e.g., cacti planted in a parkway, a makeshift street

basketball hoop, a hand-painted sandwich board, among other interventions. The South Colton Livable Corridor Plan strengthens these grassroots tactical urbanist approaches and provides policies and guidelines as a regulatory framework for formalizing complete streets, creating amenities, inviting mixed-activity investment, and new housing. A critical goal of the project (led by James Rojas of Place It!) was to proactively engage traditionally underserved groups, such as women, the elderly, youth, immigrants, and Black and Brown communities. Outreach activities began with door-to-door flyer distribution in advance of events which involved storytelling, model-building, neighborhood-walking, and art-making at grocery stores, schools, parks, and other neighborhood places.



AWARD WINNING PLAN

2020 American Planning Association,
Los Angeles Chapter
Award of Merit in Urban Design



Downtown Lomita Vision

Client: City of Lomita

Role: Shannon Heffernan completed this project while at a previous firm.

Total Number of People on Project: 3

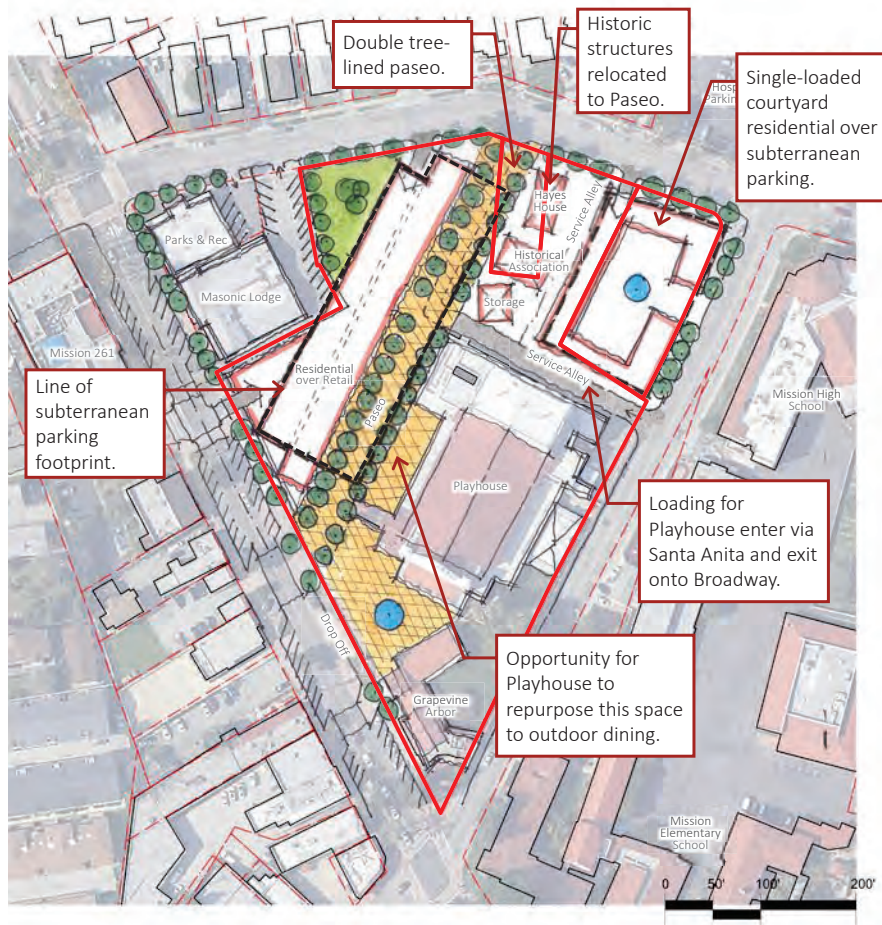
Engagement Duration: 2017–2018

Contract Value: \$40,000

Downtown Lomita will be characterized by a mix of community-serving businesses, active sidewalks, and beautiful landscaped spaces that reinforce the appeal of this unique South Bay area. While at a previous firm, Dudek Principal Planner Shannon Heffernan worked with the City of Lomita to develop a Vision Plan for the Downtown Lomita, and retail analysis and downtown strategy to create a vibrant hub and destination for the City, and a place that will be treasured by residents, customers and businesses alike. Working with the City of Lomita, the team prepared a comprehensive review of the existing regulatory, physical and economic conditions including a detailed market study as a first step in our planning process. The economic and market analysis included an economic and community demographic profile with associated retail trends and leakage

analysis to provide recommendations to the City Council on commercial business targeting and strategy to support Downtown revitalization. Preferred land uses and retail typologies were identified including retail types and mixed-use development (housing over retail), design improvements with a focus on the public realm, and provided recommendations to the City's Zoning code, including density, design and entitlements to spur development, and enhance and add to the appeal of Downtown Lomita as a destination. The Vision Plan also included a menu of public realm and placemaking interventions including parklets, street furniture, murals, landscaping, plazas, and lighting.

The team also provided case studies and best practices from successful downtown and Main Street revitalization projects with a focus on governance and programming, and identified a pipeline of short-term, midterm and ongoing implementation actions that could bring the Vision Plan to life. Several of these initiatives are currently underway, including the transformation of a vacant lot within Downtown Lomita into a community plaza, and updated design guidelines to guide the development in the downtown.



San Gabriel Mission District Economic Opportunities Analysis

Client: City of San Gabriel

Role: Catherine Tang Saez completed this project while at a previous firm

Total Number of People on Project: 4

Engagement Duration: 2019

Contract Value: \$75,000

While at a previous firm, Catherine Tang Saez worked with the City of San Gabriel in studying the Mission District—the City's civic, cultural, and historic hub centered around Mission Drive and the San Gabriel Mission. The purpose of the study was to identify and

evaluate the economic and physical feasibility of new commercial development opportunities and public realm improvements to provide insight for City leaders, policy makers, and private sector developers on the continued evolution of the Mission District as a thriving destination for the community and the region. Catherine was part of a team of economists and urban designers that provided the City with a set of high-level recommendations and implementation strategies across the topics of zoning, parking, signage and wayfinding, outdoor dining, asset management, programming, marketing, branding and identity, retail tenanting, and City-owned property.



After

Before

Fresno HSR Station Area Master Plan and Implementation Strategy

Client: City of Fresno

Role: Catherine Tang Saez completed this project while at a previous firm

Total Number of People on Project: 7

Engagement Duration: 2015-2018

Contract Value: \$990,000

Catherine Tang Saez served as urban designer for the high-speed rail (HSR) Station Area Master Plan in the heart of Downtown Fresno. The master plan, which looked at 200-acres of land within the 5-minute walkshed of the new HSR station, was a joint effort between the City of Fresno and the California High-Speed Rail Authority to provide an implementable

vision for downtown revitalization that capitalizes on the significant public interest and investment from the new HSR line. Ms. Saez coordinated a multi-disciplinary team of planners, designers, economists, transportation engineers, and community outreach specialists to develop a set of recommendations and implementation strategies for the station area, of which were eventually incorporated into the Fulton Corridor Specific Plan adopted by the City in 2016. The plan leveraged existing assets and partners to reconnect streets and vistas, introduce new parks, allow for new housing and mobility options, and unlock the development potential of underutilized sites, further fueling the resurgence of Downtown Fresno.



Before



After

Mira Mesa Community Plan Update and Program EIR

Client: City of San Diego

Role: Dudek is the Prime Consultant for Planning, Urban Design, and EIR Services

Total Number of People on Project: 7

Engagement Duration: 2020–Ongoing

Contract Value: \$685,000

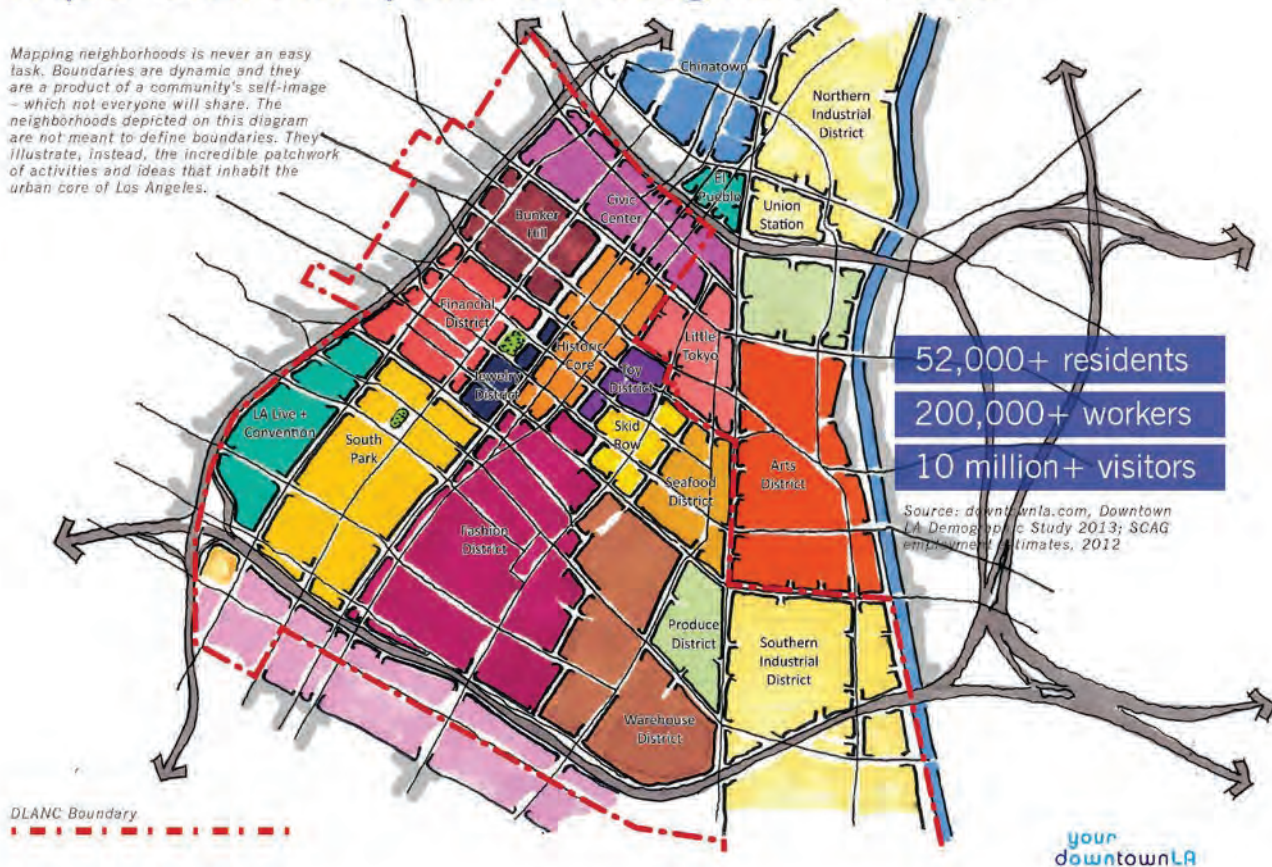
Through an on-call contract with the City of San Diego's Planning Department, Dudek is working with the City of San Diego to update the Community Plan for Mira Mesa. At 10,500 acres, 75,000 residents, and 85,000 jobs, Mira Mesa is the largest and most populous of San Diego's 50 community plan areas. Dudek conducted urban design studies to help envision the repositioning of industrial business parks and retail strip malls as new mixed-use, transit-adjacent Urban Villages. The studies test and illustrate new approaches to land use and mobility and have assisted in educating and informing Mira Mesa Community Planning Group (CPG) and the public how

good urban design can be used to improve the quality of the public realm. Dudek is also preparing overall goals and policies for the Plan, as well as supplemental development regulations (SDRs) for eight targeted Urban Villages as part of the City's Community Plan Implementation Overlay Zone (CPIOZ).

Dudek is also preparing the EIR and supporting technical studies for this community plan update. The Program EIR addresses all issue areas covered in Appendix G of CEQA, with support technical analysis for air quality, biological resources, cultural resources (including archaeological sensitivity and historic context of the built environment), geology, hazards, hydrology, transportation, water supply, and infrastructure. The Program EIR assessed potential impacts at a high, programmatic level of analysis and is structured with the intent to allow future development consistent with the Community Plan Update to tier from the EIR as appropriate.

A patchwork quilt of neighborhoods.

Mapping neighborhoods is never an easy task. Boundaries are dynamic and they are a product of a community's self-image – which not everyone will share. The neighborhoods depicted on this diagram are not meant to define boundaries. They illustrate, instead, the incredible patchwork of activities and ideas that inhabit the urban core of Los Angeles.



Vision Downtown Los Angeles

Client: SCAG and Downtown Los Angeles Neighborhood Council (DLANC)

Role: Gaurav Srivastava and Catherine Tang Saez completed this project while at a previous firm.

Total Number of People on Project: 2

Engagement Duration: 2013–2015

Contract Value: \$156,000

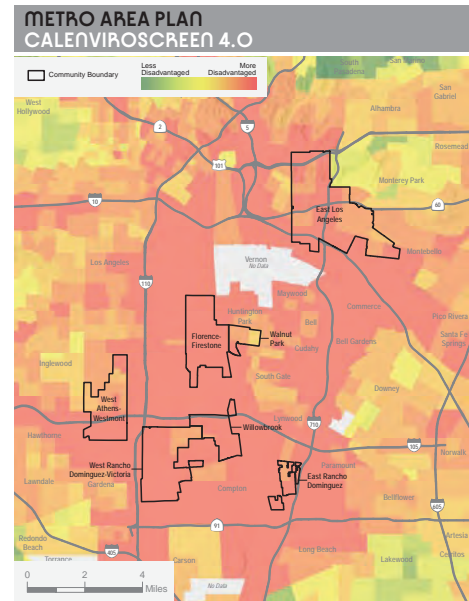
While at a previous firm, Catherine Tang Saez and Gaurav Srivastava developed a vision plan for the Downtown Los Angeles Neighborhood Council, the first neighborhood council in Los Angeles that sought to craft its own vision for the future. Part vision plan and part manifesto, the Vision Downtown Plan placed a special emphasis on addressing downtown Los Angeles' public realm and multimodal corridors and made specific recommendations to transform downtown streets into

complete streets, acknowledging their hierarchy of use and activity. The Vision Downtown Plan also addressed opportunities to take advantage of the significant regional rail infrastructure in the area. Recommendations ranged from expanding downtown Los Angeles' proposed streetcar beyond Broadway into transit-poor districts, activating the alley network, introducing shared streets in the most pedestrian-heavy areas of the Fashion District, and expanding protected bicycle lanes throughout downtown. Recommendations of the Vision Downtown Plan formed the basis of mobility and public improvements being developed in the ongoing Downtown Community Plan updates by the City of Los Angeles.



AWARD WINNING PLAN

2017 American Planning Association, Los Angeles Chapter, Award of Excellence in Neighborhood Planning



Los Angeles Metro Area Plan and Program EIR

Client: County of Los Angeles

Role: Dudek is the Prime Consultant for Planning, Urban Design, and EIR Services

Total Number of People on Project: 14

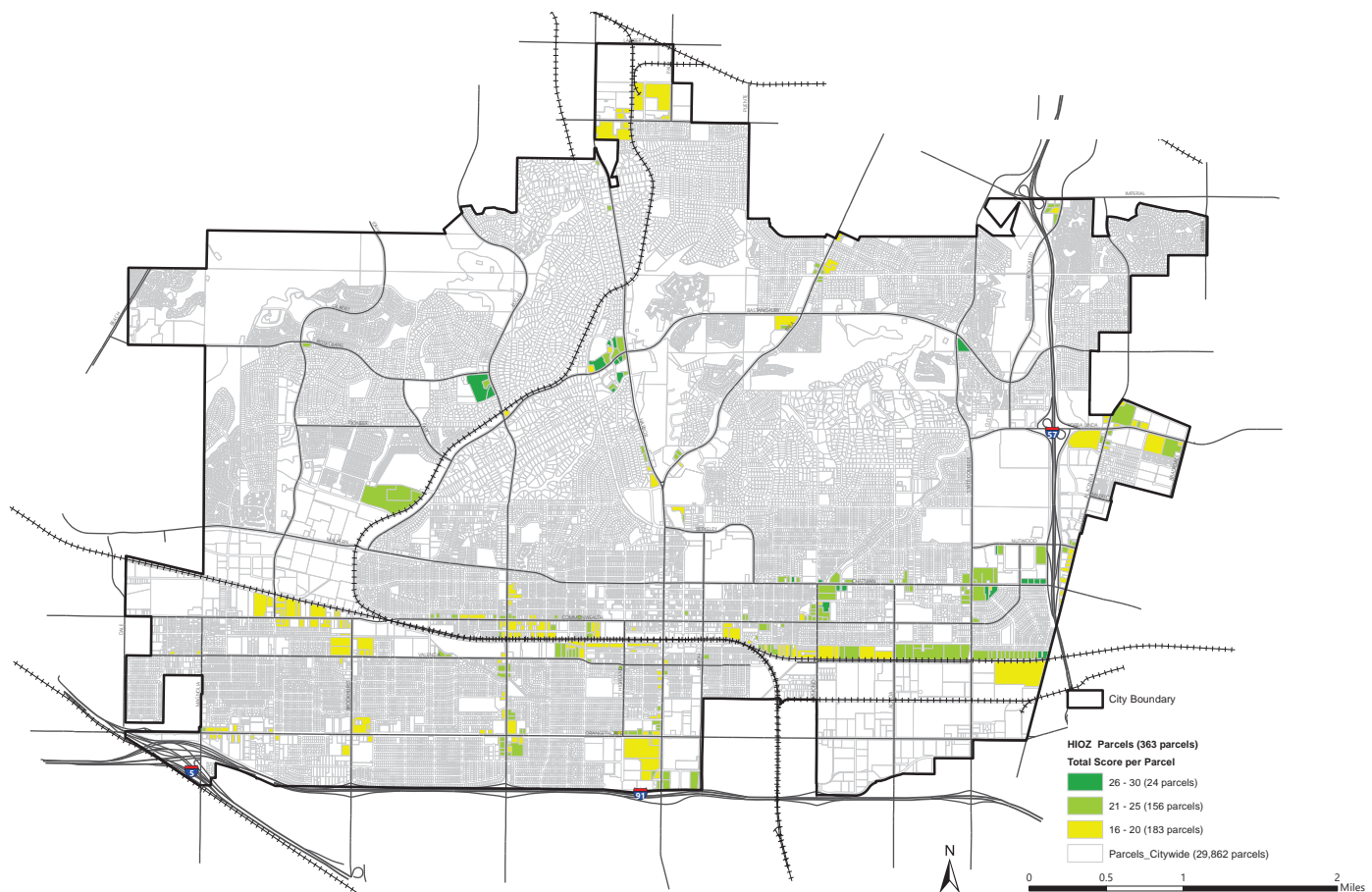
Engagement Duration: 2021—Ongoing

Contract Value: \$1.38 million

Dudek is currently preparing the Los Angeles County Metro Area Plan (LAMAP), a comprehensive planning effort for seven community planning areas within the urbanized core of the County of Los Angeles, including the unincorporated communities of East Los Angeles, East Rancho Dominguez-Victoria, Florence-Firestone, Walnut Park, West Athens-Westmont, and West Rancho Dominguez. The project includes a comprehensive community plan for these areas to serve as the overarching policy document that guides land use and development, paired with an associated Program EIR. To inform the development of policies and programs, the Dudek team conducted a series of background analyses, including existing conditions analysis, community profiles and atlas, market and

real estate study, mobility and parking study, a gentrification and displacement study, an historic and cultural resources survey, and redevelopment and preservation recommendations. The components of this comprehensive plan will include a policy document with implementation programs for addressing land use, public and open space, civic spaces, recreation, mobility, economic development, environmental justice, and climate adaptation and resiliency. In addition to the policies and programs developed through the LAMAP, the plan will result in land use maps, zoning maps, and a buildout methodology.

Dudek is also preparing the associated Program EIR, which presents analysis of the environmental setting, regulatory framework, and potential impacts related to future development that is expected to occur through the buildout of the Metro Area Plan by 2035. The environmental evaluation includes an analysis of the indirect impacts associated with the proposed land use and policy changes, as well as a cumulative analysis. The analysis also includes a level of impact after the implementation of programmatic mitigation measures.



Fullerton Housing Incentive Overlay Zone and EIR

Client: City of Fullerton

Role: Dudek is the Prime Consultant for Planning, Urban Design, and EIR Services

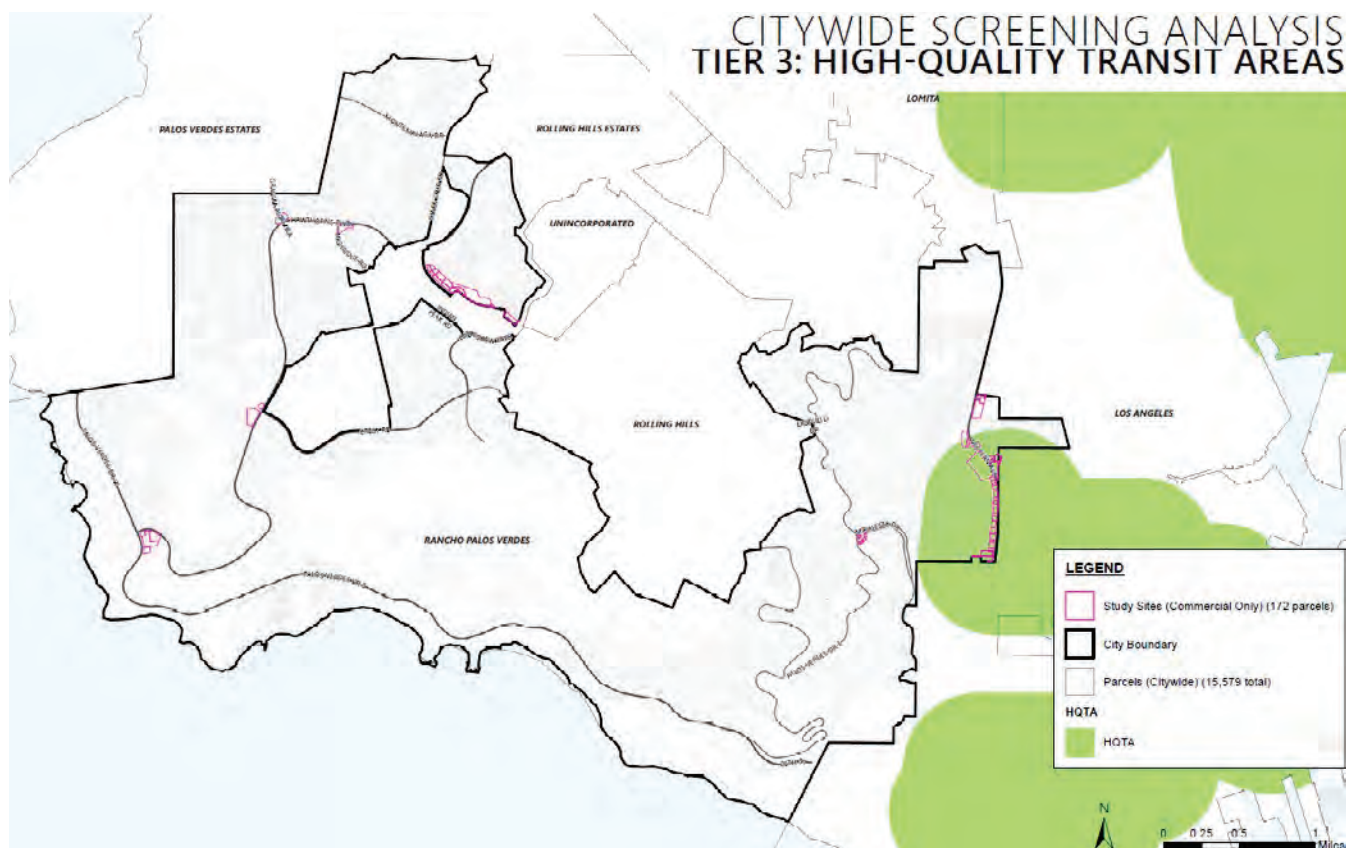
Total Number of People on Project: 5

Engagement Duration: 2020–Ongoing

Contract Value: \$455,760

To address housing affordability and scarcity, the City of Fullerton is utilizing California’s SB 2 grant funds to streamline housing production in the City. Dudek is currently developing a Housing Incentive Overlay Zone (HIOZ) for select parcels with underlying commercial and industrial zoning designations. The HIOZ is one of multiple programs identified in the City’s Housing Element update and is meant to incentivize the

development of more housing, especially affordable housing, by expanding its allowability and reducing regulatory burdens. Dudek is testing the physical and financial feasibility of housing on these parcels and is updating the City’s existing multifamily and mixed-use development standards for both citywide and HIOZ use. The overlay zone will rely on a hybridized approach to development standards by incorporating the easy-to-understand format of Euclidian zoning and layering in the design aspirations of a form-based code. Integral to this project is a capacity-building effort that aims to educate and inform a group of Fullerton stakeholders, the “Housing Champions,” of the economic and regulatory landscape of housing policy. In addition, Dudek is preparing the EIR and supporting technical studies for the overlay zone



Rancho Palos Verdes Mixed Use Overlay Zone and EIR

Client: City of Rancho Palos Verdes

Role: Dudek is the Prime Consultant for Planning, Urban Design, and EIR Services

Total Number of People on Project: 5

Engagement Duration: 2022–Ongoing

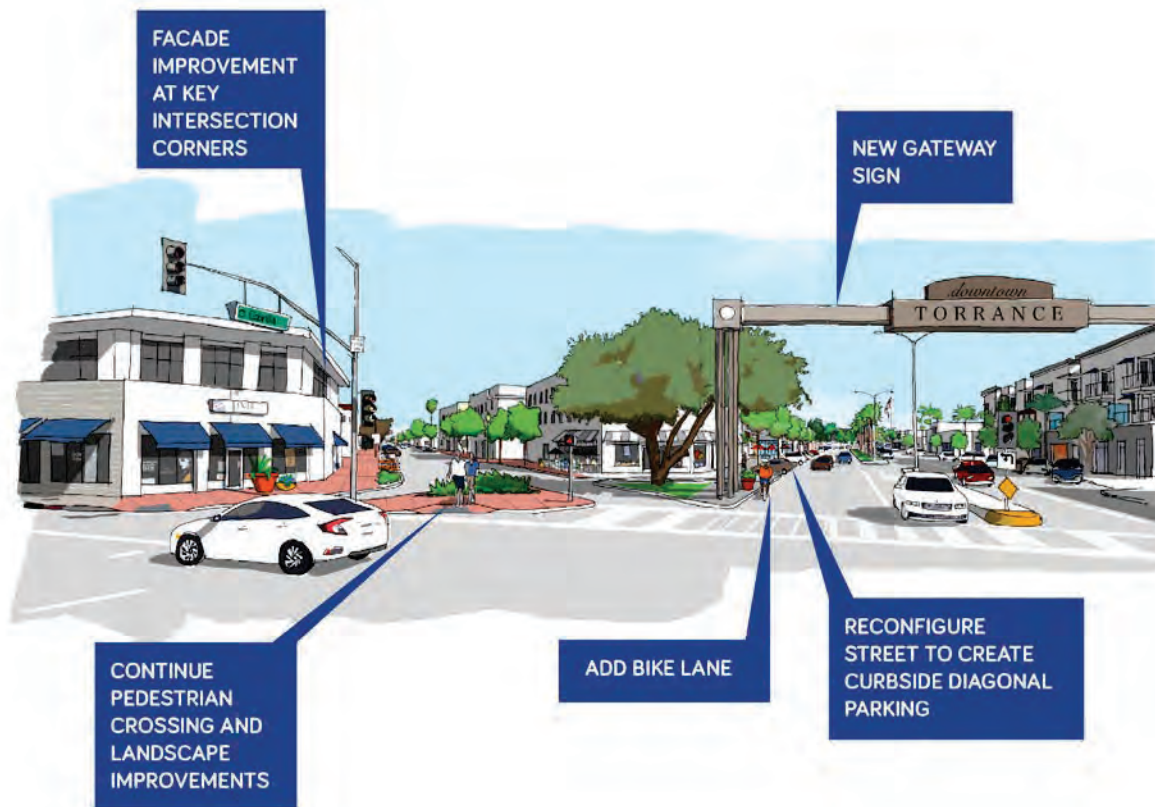
Contract Value: \$309,990

Dudek is currently assisting the City of Rancho Palos Verdes in developing a Mixed-Use Overlay Zone for select parcels along Western Avenue and Silver Spur Road—the City’s two primary commercial corridors. An identified program of the City’s Housing Element update, the overlay zone will enable the City to accommodate its RHNA requirement for the 2021-2029 cycle while providing current and future residents access to a diverse array of housing options. Dudek is testing the physical feasibility of a variety of mixed-use building typologies while taking into account unique sightline and

topographical constraints specific to the peninsula. The project provides new objective development standards for the overlay zone, as well as an update to the Western Avenue Specific Plan and an amendment to the General Plan. In addition, Dudek is preparing the environmental impact report (EIR) and supporting technical studies for the overlay zone.



HR&A EXPERIENCE



Downtown Torrance Revitalization Plan

Client: City of Torrance

Role: Shannon Heffernan completed this project while at a previous firm. HR&A provided market analysis, case studies, business focus groups, development strategy, financial analysis, and an implementation plan

Total Number of People on Project: 6

Engagement Duration: 2020–2021

Contract Value: \$450,000

On behalf of the City of Torrance, California (the “City”), HR&A led a multidisciplinary team comprised of Studio 111 and General Technologies and Solutions (GTS), to create a revitalization plan for the City’s historic downtown and surrounding corridors. The plan, informed through empirical evidence and an iterative stakeholder-driven visioning

process, offers recommendations that can successfully transform Downtown Torrance into a vibrant center of the City, including market positioning and branding, tenant mix (new and infill), governance, parking management, and other amenities. Strategies also look to enhance multi-modal connections to its surrounding markets, creating a sense of arrival, and explore larger infill opportunities within the market area that can create a critical mass of resident and employment density to support Downtown. A diagnostic and existing conditions analyses served as the foundation for visioning and goal setting with City Staff and key stakeholder groups. HR&A then refined these aspirations through policy analysis, financial feasibility analysis and case studies to create a realistic market-based implementation framework, offering the City a roadmap to advance a collective revitalization vision.



South Valley Market Analysis

Client: City of Los Angeles

Role: HR&A provided market analysis and financial feasibility analysis

Total Number of People on Project: 4

Engagement Duration: 2022 (ongoing)

Contract Value: \$205,000

On behalf of the Los Angeles Department of City Planning (“LADCP”), HR&A, with support from John Kaliski Architects, is currently leading a market study and financial feasibility analysis to support a planning effort to update the six Community Plans across the

South San Fernando Valley. HR&A will develop an overview of socioeconomic and demographic conditions, describe business and industry trends, and conduct a market analysis for housing and industrial land uses, in parallel with preliminary zoning analysis supported by subcontractor John Kaliski Architects. HR&A will then develop an assessment of strengths, opportunities, weaknesses and threats to identify the key opportunities and barriers for future growth. The second phase of the analysis will focus on developing value capture strategies that inform and quantify the tradeoffs among different types of public benefits which could be provided in exchange for additional development rights.



North Lake Commercial Corridor Assessment and Site Opportunity

Client: City of Pasadena

Role: HR&A provided a market scan, financial feasibility analysis or prototypes, and policy recommendations

Total Number of People on Project: 4

Engagement Duration: 2016–2017

Contract Value: \$50,000

For the City of Pasadena, HR&A identified and tested opportunities for infill redevelopment along the North Lake Avenue corridor, one of the City's seven retail corridors. HR&A assessed existing conditions for retail, office and multifamily development along the corridor, in particular contrast to the nearby Old Pasadena shopping

district, which has historically outperformed other retail corridors in the City. In addition to synthesizing market context and opportunities, HR&A provided a focused assessment of redevelopment options for prototypical opportunity sites, to test the feasibility of development that could achieve identified community and City development objectives. This assessment included a residual land value analysis to determine the financial feasibility of development prototypes in consideration of the corridor's relatively restrictive zoning and land use policies. HR&A subsequently outlined planning and policy recommendations for addressing zoning and market challenges to new development in the study area, while maximizing public benefits.



Creating an Ideal Anaheim Corridor

Client: Habitat for Humanity

Role: Place It! provided visioning workshop services.

Total Number of People on Project: 2

Engagement Duration: 2021

Contract Value: \$13,200

In 2021, Place It! was hired by Habitat for Humanity of Greater Long Beach to engage the residents of the Washington Neighborhood in hands-on and sensory based exercises and activities so that they could become their own urban planners and designers ready to constructively engage with the upcoming Anaheim Corridor Zoning Improvement Project. The project has also been a unique opportunity to translate the core strengths of the Place It! methods into an COVID-19-safe online format. Place It! has led the residents in Zoom-based, model-building exercises in which they have redesigned actual spaces within the neighborhood; had them participate in a virtual walking tour in which they took videos of themselves in their favorite places within the neighborhood and tell them why; and led virtual workshops on how to advocate for change through the planning process. The project will culminate in the residents bringing their own creative, personalized ideas for their neighborhood to the Anaheim Corridor Zoning Improvement Project process to help create new zoning for the corridor that effectively reflects their lives, needs, and aspirations.





Artesia A (Blue) Line Station Visioning

Client: City of Compton

Role: Place It! provided visioning workshop services.

Total Number of People on Project: 2

Engagement Duration: 2018

Contract Value: \$2,000

In 2018, Place It!, in collaboration with Skidmore, Owings & Merrill and the City of Compton, led a Vision Workshop for the reimagining of the Artesia Station along the A (Blue) Line Station. One of the oldest light rail stations in the Los Angeles Metro system, the Artesia Station had been built during the era of single-use planning: the project area is essentially an isolated park-and-ride facility. In addition, locked gates, grade separations, freeways, tracks, wide streets, and extensive truck

traffic from the ports make the station difficult to access for pedestrians and bikers. The design challenge was not simply to enhance the function of the place as a transportation hub but also to help weave in Compton's narrative of memory, identity, and aspiration through its physical, visual, and spatial landscape. The Vision Workshop brought approximately 35 residents, stakeholders, and business owners together, including African American, Latinos, long-time and new residents, people of all ages, and an equal number of men and women. Place It! led the group through a series of interactive, model-based visioning exercises to generate meaningful and inclusive ideas about how the station area could be rethought and improved to meet the diverse needs of a changing community and City of Compton.

WALKER CONSULTANTS EXPERIENCE



City of San Luis Obispo Parking Organizational and Quantitative Needs Assessment

Client: City of San Luis Obispo

Role: Walker performed an organizational assessment of the Parking Services Division

Total Number of People on Project: 5

Engagement Duration: 2014 -2015

Contract Value: \$158,000

The City of San Luis Obispo selected Walker to perform an organizational assessment of the Parking Services Division to address current and future challenges and opportunities faced by the Division and the City. Challenges included a demanding combination parking operations and management responsibilities, future development considerations, proactively planning and funding for a Palm/Nipomo Parking Structure, and increasing requests for residential parking permit districts and their enforcement. For this reason, Walker also performed a parking study to quantify future demands on the parking system to understand the feasibility of a new parking structure. In addition, the City sought to understand whether there were adequate financial resources to support a desired future parking organization. Walker met with multiple stakeholders, including parking enforcement officers, representatives of the Chamber of Commerce and its businesses, staff from California Polytechnic State University and staff from throughout the

city. Walker's analysis and report identified a well-managed and fiscally responsible parking division and provided recommendations focused on:

- Organizational enhancement and staffing, particularly in light of the planning and stakeholder requirements of the Parking Division
- Parking operational improvements, including those related to technology, level of service, and financial sustainability
- Parking finances and the fiscal sustainability of Parking Services
- Performance measurement tracking
- A quantitative methodology and assessment of a parking structure that was used to move forward with a consolidation of parking spaces, downtown development, and additions to the parking supply in downtown

Following the success of the project, the City engaged Walker in 2022 for its multimodal Access and Parking Management Plan update.



City of Santa Monica Downtown Parking Financial Plan, Citywide Rate Study, and Civic Center Parking Management and Mobility Plan

Client: City of Santa Monica

Role: Walker performed a study to identify sources of revenue for parking facilities

Total Number of People on Project: 6

Engagement Duration: 2009, 2011, 2018

Contract Value: \$106,000

The City of Santa Monica selected Walker to identify sources of revenue for the purpose of funding additional parking facilities needed to meet the perceived demand for parking in the downtown area. The purpose of the study was also to improve the public's access to downtown Santa Monica by increasing the efficiency and utilization of existing parking spaces and other transportation options that are available serving the downtown area. Walker recommended that construction of the City-proposed 1,000 additional parking spaces was unnecessary and that more desirable alternatives should be pursued, including an improved management plan

for the existing parking and transportation resources. The team suggested that the City channel resources into cost-effective and sustainable use of existing parking spaces, public transit, and non-motorized modes of transportation such as bicycling and walking. Significant outcomes included:

- Savings of \$57,000,000 in parking construction costs, not including land and garage operating costs
- Scarce land and resources in downtown Santa Monica were made available for destinations instead of vehicle storage
- The acceptance of stakeholders and elected officials not to build additional parking facilities, but instead put resources into transportation alternatives
- Use of the parking study as a vehicle to pursue City quality of life and environmental objectives beyond parking

5

KEY PERSONNEL

DUDEK

Founded in 1980, Dudek is a California Corporation with 12 California offices, including one in Pasadena. We are staffed by more than 700 planners, urban designers, geographic information system (GIS) experts, CEQA practitioners, environmental specialists, civil engineers, contractors, and support staff. We assist developers, non-profits, and agency clients on a broad range of projects that improve our clients' communities, infrastructure, and natural environment. From planning, design, and permitting through construction, we move projects through the complexities of regulatory compliance, budgetary and schedule constraints, and conflicting stakeholder interests.

Dudek will serve as Prime Consultant and be contractually responsible for overall management, quality, and delivery of final products. From a technical standpoint, Dudek will lead urban design, planning, and community and stakeholder engagement, and will be supported by our subconsultant partners for economics, parking, and visioning. A description of our services and areas of expertise, as well as key personnel and support staff, is provided on subsequent pages of this section.

**QUALIFIED, COMMITTED,
AND AVAILABLE STAFF**

The Dudek team, inclusive of each of our subconsultant partners, has the availability and capacity to provide the required services to the City. The Dudek team has been assembled to provide the City with the appropriate skills, experience, and services that an effort of this significance requires. The entire Dudek team is located in Southern California, with most team members located within a short drive of the City. All work for this contract will be led out of Dudek's Pasadena office.



Catherine Tang Saez, AICP will serve as the Project Manager and primary point of contact, in addition to leading the planning technical work. She is committed and empowered to provide responsive, efficient, and high-quality services to the City. Ms. Saez believes that successful technical practitioners make successful project managers given their nuanced understanding of the work required of projects. She has nearly 15 years' experience coordinating multidisciplinary teams and understands that a clear line of communication and highly organized project team is instrumental in keeping projects on schedule and within budget. Ms. Saez will be supported by **Gaurav Srivastava, AICP** as Principal In Charge.

Figure 3 illustrates the makeup and organization of the overall Dudek team, detailing key roles and responsibilities of our Dudek staff and subconsultant partners.

PLANNING AND URBAN DESIGN SERVICES

Our Planning and Urban Design Studio is a boutique service at Dudek, and we focus on creating vibrant, sustainable, and equitable communities. We provide a personalized approach to each project and challenge, combined with the breadth and depth of capabilities characteristic of the larger Dudek firm to meet your needs. We consider our size to be a tremendous asset to our clients since it allows us to provide superior levels of customer service. As an employee-owned firm, we are empowered to be nimble problem solvers, innovative thinkers, and collaborators to tackle some of the most pressing issues being faced by our cities, regions, and State. We are proud of our low employee turnover; our staff's long tenure means the project manager you see at the bidding stage will be with you at project completion.

Dudek's Planning & Urban Design team has extensive experience preparing neighborhood visions, master plans, Specific Plans, and other comprehensive plans for municipalities in Southern California. We believe that great cities derive their success from the synergy of thoughtful urban design, first-rate infrastructure, and excellent mobility. Dudek planners and designers provide urban planning and urban design services that help public- and private-sector clients create compelling places. We strive to establish enduring relationships between people and their environment and develop a sense of belonging, while respecting cultural, environmental, and economic constraints.

Our team of City planners, policy planners, and urban designers work collaboratively with clients on plans both large and small. By quickly leveraging our comprehensive in-house technical expertise, we can balance and prioritize urban design, land use, infrastructure, sustainability, and transportation objectives to address short- and long-term planning challenges. At every scale, we emphasize the importance of rigorous analysis in successful problem solving, and we demonstrate that accurately defining the problem is the crucial foundation to solving it. Our plans are realistic, bold, and stand the test of time.

Figure 3. Overall Dudek Team Organization Chart





Our high-quality work products—from plans to engagement campaigns—are inviting, engaging, and user-friendly. Having authored dozens of award-winning, transformative, and innovative plans, we take pride in tailoring our work to the unique issues and challenges facing a community. By emphasizing technically sound analysis, a community-driven process, and action-oriented solutions, we craft visions and plans to support and fulfill a community's sustainable, long-range vision.

STAKEHOLDER AND COMMUNITY OUTREACH & ENGAGEMENT SERVICES

Dudek's Outreach team understands that community input goes beyond what planners hear at workshops. It comprises personal experience, collective memory, and oral histories. At Dudek, we use tools that draw out rich, hands-on, experiential input for practitioners to learn the complex strands of local urbanism from the lives and experiences of the community. Whether in-person or online, our approach emphasizes storytelling, model building, neighborhood exploring,

and art making in situ at farmers markets, laundromats, churches, schools, parks, and/or other familiar places. By breaking down content into common and relatable terms, we can engage active participants (as opposed to audiences) in the planning process, because a plan that the public does not support has little chance of effecting change.

Our Outreach team works closely with Dudek's graphic designers and web builders to develop project branding, social media content, and online platforms for interactive digital engagement. Our team is constantly innovating and adopting new approaches while applying the latest technology to meet stakeholders where they are. We also understand that plans without broad-based community support are unlikely to succeed. Consequently, we carefully tailor work products and community engagement efforts to be inviting, engaging, and user-friendly for the communities they serve.

■ OUR SUBCONSULTANT PARTNERS

Dudek has partnered with four subconsultants, each well-regarded and accomplished in their respective disciplines, while also bringing local, relevant experience.

HR&A ADVISORS—ECONOMICS

HR&A Advisors, Inc. (HR&A) is an industry-leading economic development and real estate advisory firm with over four decades of experience developing visionary solutions to revitalize downtowns, neighborhoods, and districts into economically-robust, community-strengthening assets. Their work turns vision into action through rigorous analysis, strategy development, and implementation planning to attract private and public investment, grow economies, and make communities more just, resilient, equitable, and joyous. From Southern California to Brooklyn, and London to Medellín, they have guided hundreds of clients in transforming real estate and economic development concepts, and public infrastructure, first into actionable plans then into job-producing, community-strengthening assets. They have served a range of clients—real estate owners and investors, cultural institutions, community development organizations and governments—since 1976.

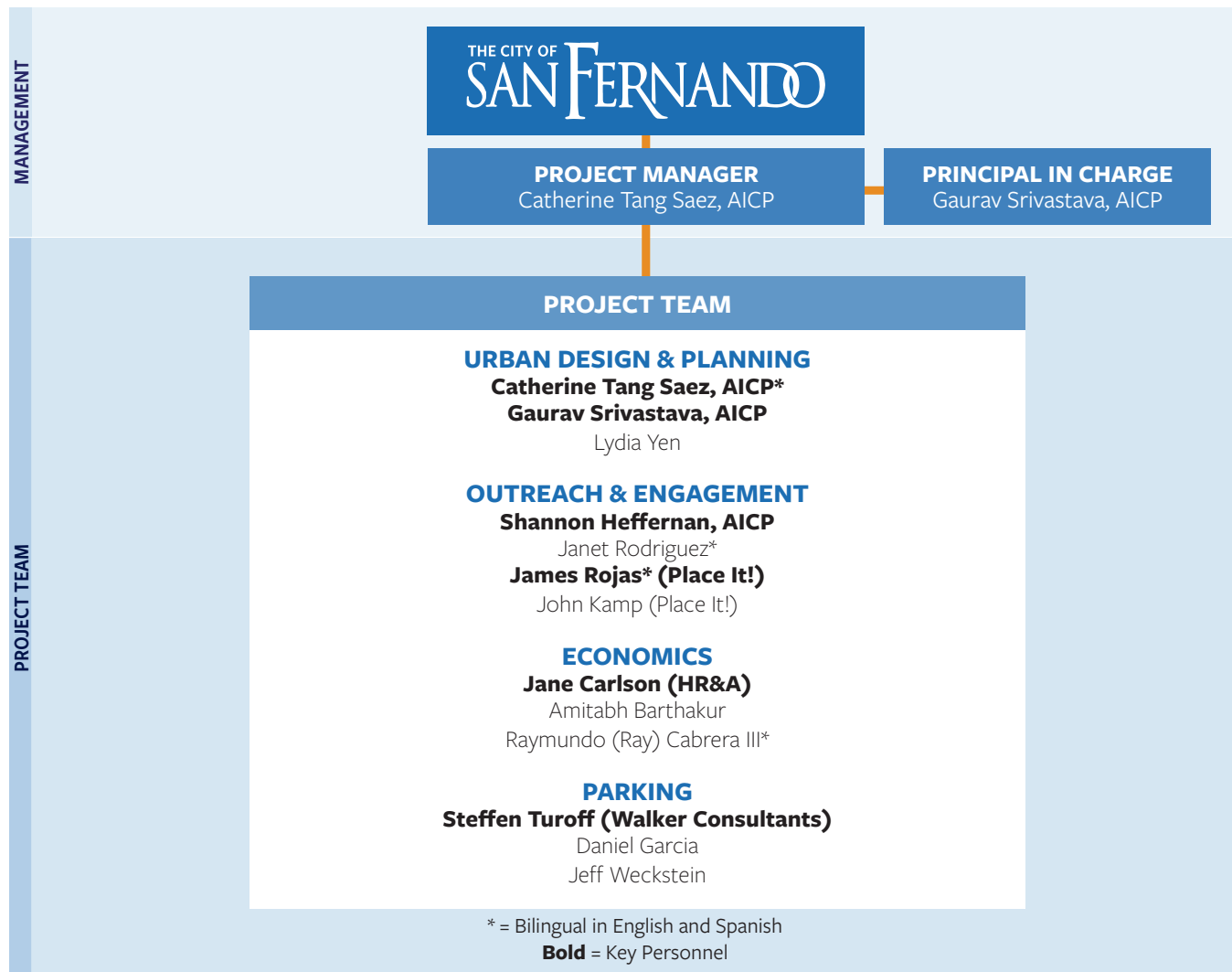
PLACE IT!—VISIONING WORKSHOP

Place It! is a design- and participation-based urban planning practice, founded by urban planner James Rojas. Place It! uses innovative and nationally recognized model-building workshops and interactive models to engage the public in the planning process. They have developed innovative planning tools that incorporate elements of model-building with found objects, storytelling, art-making, and play. These tools are accessible to everyday individuals, remove barriers in engaging underserved audiences (such as youth, women, immigrants, and people of color), humanize the community visioning process, and maximize public participation. Place It! successfully integrates planning into everyday community life to generate tangible planning outcomes. For the past 10 years, the firm has conducted over 500 workshops and trainings and has built over 100 interactive models. Through these workshops and models, it has tapped into people's creative problem-solving skills, empathy, and capacity to collaborate, while helping to improve people's civic literacy. As a result, participants often continue to engage in the planning process well after their participation in its workshops.



Welcome to San Fernando Sign (Dudek, 2022)

Figure 4. Key Personnel and Support Staff Organization Chart



WALKER CONSULTANTS— PARKING

Walker creates value for clients by performing analyses and developing plans that efficiently move people where they want to go. Meeting the needs of owners and users is the centerpiece of Walker's parking and transportation planning services. This often includes interpreting and improving public policy with hands-on experience and implementable solutions. From an increase in pick-ups and drop-offs to new ways to get around like shared bikes and scooters, curb space must be managed to ensure accessibility, safety, and circulation. Walker aligns public and private sector goals so that communities can offer more equitable access among different users, improve level of service

for everyone, collect data on transportation behaviors, and create a sustainable revenue source. In addition, Walker's market, economic and financial feasibility studies have assisted owners with securing more than \$2 billion in financing on projects involving virtually all land use types that feature paid parking.

Key Personnel

An overview of our proposed team of key personnel is presented in **Figure 4**, which outlines our personnel and their organization for this contract, with key personnel highlighted for reference. Detailed resumes are included in Appendix A. Dudek understands there will be no change of key personnel without prior approval of City.

**PROJECT MANAGER/
URBAN DESIGN AND PLANNING LEAD**
CATHERINE TANG SAEZ, AICP



Catherine Tang Saez (KATH-er-in TAYNG SIGH-ez; she/her) will serve as Project Manager and Primary Point of Contact with technical responsibilities in key planning, design, and engagement tasks for this contract. Ms. Saez is an urban designer and certified planner with Dudek with 14 years' collective experience across urban design, urban planning, and architecture. Ms. Saez works at the intersection of design and policy to create vibrant, sustainable, and healthy communities. Ms. Saez specializes in preparing vision plans, site feasibility studies, TOD plans, complete street plans, Specific Plans, Community/Area plans, development standards, design guidelines, conducting community engagement, and has experience coordinating multidisciplinary teams. In addition, Ms. Saez currently serves as adjunct instructor for the Real Estate Development (BRED) and Executive Master of Urban Planning program at the University of Southern

California Sol Price School of Public Policy.

Education

*Harvard University
MAUD, Urban Design, 2012*

*University of Southern California
BArch, Architecture, 2009*

Certifications

American Institute of Certified Planners (AICP)

Professional Affiliations

American Planning Association (APA)

University of Southern California, Adjunct Instructor

PRINCIPAL IN CHARGE
GAURAV SRIVASTAVA, AICP



Gaurav Srivastava (GORE-uv shree-VAAS-thuv; he/him) will serve as Principal in Charge for this contract and will provide key insight to identify new best practices, methods, and approaches to ultimately result in "moving the planning dial" and award-winning project work. With 19 years' experience, Mr. Srivastava leads Dudek's urban design practice and has authored plans that range from grassroots neighborhood visions to comprehensive downtown redevelopments. His award-winning work, for both private and public-sector clients, is driven by twin passions: to reduce the footprint of human habitation via compact redevelopment of city centers, and to always reinforce the importance of the pedestrian experience as the defining experience of cities. Mr. Srivastava is adept at facilitating workshops and shaping discussions before a variety of audiences. He is also an accomplished thought leader and experienced at orchestrating the efforts of complex, multidisciplinary teams. In addition, Mr. Srivastava serves as a visiting lecturer and teaches urban design at the University of California, Los Angeles Luskin School of Public Affairs.

Education

*Massachusetts Institute of Technology
MCP, City Planning, 2001*

*School of Planning and Architecture, Delhi
BArch, Architecture, 1997*

Certifications

American Institute of Certified Planners (AICP)

Professional Affiliations

American Planning Association (APA)

*ULI Rose Center for Public Leadership, Faculty
Advisor*

*Lecturer, UCLA Luskin School of Public Affairs,
Dept. of Urban Planning*

OUTREACH LEAD**SHANNON HEFFERNAN, AICP**

Shannon Heffernan is a Principal Planner with Dudek with 15 years' professional experience in community planning and urban design. Ms. Heffernan has worked with Southern California agencies, non-profit organizations, and community groups to enhance their districts, public spaces, and celebrated places through visioning, planning, design, and placemaking projects. These efforts have included collaborations between cities, business improvement districts (BIDs), and developers—all with a thoughtful outreach approach with equity as a core principle to ensure stakeholders are being given a voice and providing input.

Education

*University of Southern California
Executive Master of Urban and Regional
Planning, Concentration in Real Estate
Development, 2022*

*California Polytechnic State University,
San Luis Obispo
BS, City and Regional Planning, 2006*

Certifications

American Institute of Certified Planners (AICP)

Professional Affiliations

*American Planning Association (APA) —Los
Angeles Chapter, Professional Development
Director*

ECONOMICS**JANE CARLSON (HR&A ADVISORS)**

Jane Carlson of HR&A will lead our market analysis, targeted business, and developer stakeholder engagement, and play a critical role in the development of implementation-ready strategies. Jane joined HR&A in 2017 and brings a breadth of experience and knowledge, excellent project management skills, and analytical expertise to HR&A's community and economic development projects. With a deep understanding of the fiscal challenges California cities face, Jane looks for creative ways to integrate the needs and desires of communities and the public and private sectors to achieve synergistic results in all projects. Currently, Jane is managing the preparation of Specific Plans in Montclair and Pasadena, as well as developing an Economic Development Implementation Strategy for Metro's West Santa Ana Branch Corridor.

Prior to joining HR&A, Jane was an Associate at RSG, Inc. where she advised public sector clients through multifaceted decisions involving their commercial and residential sectors and participated in complex municipal finance projects including over \$500 million in municipal bond issuances. Prior to starting at RSG, Jane worked for two Southern California based developers and a philanthropic consulting firm.

Education

*University of Southern California
Master in Urban Planning, 2008*

*University of Michigan
Bachelor of Arts, History, 2005*

Professional Affiliations

*American Institute of Architects (AIA),
Associate, 2011*

*Urban Land Institute Young Leaders Group
Member, 2014—Present*

VISIONING WORKSHOP**JAMES ROJAS** (PLACE IT!)

James Rojas of Place It! will assist with our visioning process to develop a community-backed vision for Downtown San Fernando. Founder of the Latino Urban Forum, Mr. Rojas has developed engagement tools and exercises that, in addition to soliciting input, also educate community members on the role they can play in shaping their own urban environments (all while being creative and fun). Mr. Rojas is an urban planner, community activist, educator, and artist, and he has developed an interdisciplinary, community healing, visioning, and outreach process that uses storytelling, objects, art production, and play to improve the urban planning outreach process. Many of his clients are women, people of color, and others from disadvantaged and underserved communities. As such, he has collaborated with municipalities, non-profits, community groups, educational institutions, and museums to engage, educate, and empower the public on transportation, housing, open space, and health issues.

Education

*Massachusetts Institute of Technology, MCP,
City Planning SMArchS, Architecture Studies*

PARKING**STEFFEN TUROFF** (WALKER CONSULTANTS)

Steffen's focus at Walker is on parking policy and planning in commercial districts and town centers. His analyses frequently deal with the relationship between parking policy and related issues such as economic development, the cost of real estate, transportation alternatives and "smart growth." He also works on studies for mixed-use developments, universities, airports and other land uses as well. Steffen has a Master of Arts in Urban Planning from UCLA, where he studied with parking expert Professor Donald Shoup. Subsequently Steffen was a planning analyst at Gilmore Associates in Los Angeles, the development firm that championed the City's Adaptive Reuse Ordinance, which allows for the conversion of historic buildings into multifamily uses. The firm is credited with sparking the residential renaissance in Los Angeles' Historic Core neighborhood.

Education

*University of California, Los Angeles
MA, Urban Planning*

*University of California, Berkeley
BA, Economic History*

Certification

*National Charrette Institute
Charrette Planner Certificate*

6 REFERENCES

Figure 5 outlines Dudek references from previous clients who can speak to our performance on relevant projects.

Figure 5. Dudek References

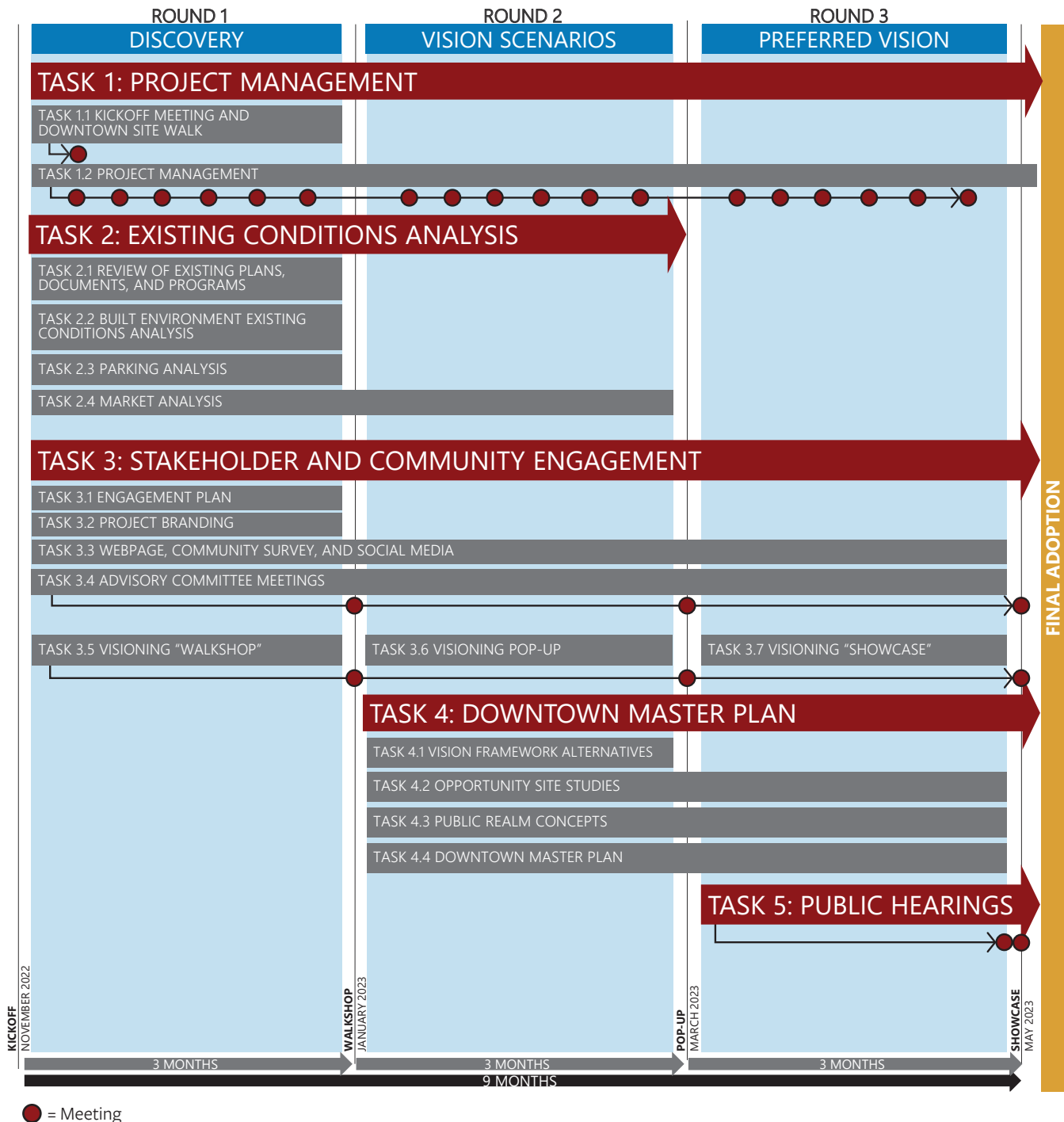
Client	Contact Information	Project(s)/Contract(s)	Key Personnel
City of Fullerton	Heather Allen Former Planning Manager at the City of Fullerton Current Principal Planner at the City of Anaheim hallen@anaheim.net 714.765.4958	Housing Incentive Overlay Zone and EIR	Catherine Tang Saez; Gaurav Srivastava
City of Santa Clarita	Hai Nguyen hnguyen@santa-clarita.com 661.255.4365	Old Town Newhall Specific Plan Update and EIR Addendum	Catherine Tang Saez; Gaurav Srivastava
City of Colton	Mark Tomich mtomich@coltonca.gov 909.370.5185	South Colton Livable Corridor Plan	Gaurav Srivastava; James Rojas (Place It!)
City of San Diego	Alex Frost afrost@sandiego.gov 619.236.6006	Mira Mesa Community Plan Update and EIR	Catherine Tang Saez; Gaurav Srivastava;
City of Torrance	Fran Fulton FFulton@TorranceCA.gov 310.618.2875	Downtown Torrance Revitalization and Connectivity Plan*	Shannon Heffernan Jane Carlson (HR&A)
City of San Luis Obispo	Robert Horsch, Former Parking Services Manager, Retired treboreye@gmail.com 805.748.5821	City of San Luis Obispo Parking Organizational and Quantitative Needs Assessment	Steffen Turoff (Walker)

*Shannon Heffernan completed this project while at a previous firm.

ESTIMATED PROJECT SCHEDULE

Figure 6 estimates Dudek's proposed project schedule.

Figure 6. Estimated Project Schedule



8 COST PROPOSAL

Figure 7 details Dudek's cost proposal. This fee estimate is valid for 90 days from the date of this proposal; after 90 days, Dudek reserves the right to reassess the fee estimate, if necessary. For Phase 1 only, we are assuming a 9-month work plan.

Figure 7. Cost Proposal

Project Team Role:			Dudek Labor Hours and Rates				Subconsultant Fees				TOTAL FEE								
Task	Project Management	Principal	Team Member:	PM			Outreach		Support Designer/Planner	TOTAL DUDEK HOURS	DUDEK LABOR COSTS	Economics		Outreach		Parking		OTHER DIRECT COSTS	TOTAL FEE
				Gaurav Srivastava	Catherine Tang	Shannon Heffernan	Janet Rodriguez	HR&A				Place It!	Walker						
				\$235.00	\$195.00	\$235.00	\$140.00	\$130.00				Fee	Fee	Fee					
Task 1	Project Management																		
1.1	Kickoff Meeting and Downtown Site Walk		4	4	4				12	\$2,660.00	\$3,300.00						\$100.00	\$6,060.00	
1.2	Project Management		9	36					45	\$9,135.00	\$3,500.00							\$12,635.00	
	Subtotal Task 1		13	40	4	0	0	0	57	\$11,795.00	\$6,800.00	\$0.00	\$0.00			\$0.00	\$100.00	\$18,695.00	
Task 2	Existing Conditions Analysis																		
2.1	Review of Existing Plans, Documents, and Programs			4	8	8	8		20	\$3,780.00								\$3,780.00	
2.2	Built Environment & Public Realm Analysis			8				40	48	\$6,760.00								\$6,760.00	
2.3	Mobility and Parking Analysis									\$0.00						\$42,500.00		\$42,500.00	
2.4	Market Analysis									\$0.00	\$52,000.00							\$52,000.00	
	Subtotal Task 2		0	12	8	8	8	40	68	\$10,540.00	\$52,000.00	\$0.00	\$0.00	\$42,500.00		\$0.00	\$0.00	\$105,040.00	
Task 3	Community Outreach and Stakeholder Engagement																		
3.1	Outreach and Engagement Plan			4	8				12	\$2,660.00								\$2,660.00	
3.2	Project Branding			4	4	4	4	16	28	\$4,360.00								\$4,360.00	
3.3	Webpage, Survey, and Social Media			4	8	4	4	16	32	\$5,300.00								\$5,300.00	
3.4	Advisory Committee Meetings (x3)		9	9	9	9	9	16	52	\$9,325.00	\$3,000.00					\$125.00		\$12,450.00	
3.5	Round 1: Visioning Walkshop			6	6	6	6	20	38	\$6,020.00						\$100.00	\$6,120.00		
3.6	Round 2: Visioning Pop-Up			6	6	6	6	20	38	\$6,020.00			\$3,260.00			\$2,100.00	\$11,380.00		
3.7	Round 3: Visioning Showcase		6	6	6	6	6	20	44	\$7,430.00						\$2,125.00	\$9,555.00		
	Subtotal Task 3		15	39	47	35	35	108	244	\$41,115.00	\$3,000.00	\$3,260.00	\$0.00		\$4,450.00	\$51,825.00			
Task 4	Downtown Master Plan																		
4.1	Vision Framework Alternatives		4	8				20	32	\$5,100.00								\$5,100.00	
4.2	Opportunity Sites		4	20				60	84	\$12,640.00	\$19,600.00							\$32,240.00	
4.3	Public Realm		4	20				60	84	\$12,640.00								\$12,640.00	
4.4	Downtown Master Plan		4	20	4	4	8	120	156	\$22,500.00								\$22,500.00	
	Subtotal Task 4		12	60	4	4	8	240	324	\$52,880.00	\$19,600.00	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$72,480.00	
Task 5	Public Hearings (x2)		3	6					564	\$1,875.00	\$0.00							\$1,875.00	
	Total		43	157	63	51		388	1257	\$118,205.00	\$81,400.00	\$3,260.00	\$42,500.00		\$4,550.00	\$4,550.00	\$249,915.00		



APPENDIX A

SUPPORTING PERSONNEL RESUMES

Catherine Tang Saez, AICP

SENIOR URBAN DESIGNER

Catherine Tang Saez (KATH-er-in TAYNG SIGH-ez; she/her) is an urban designer and certified planner with Dudek with 14 years' collective experience across urban design, urban planning, and architecture. Ms. Saez works at the intersection of design and policy to create vibrant, sustainable, and healthy communities. Ms. Saez specializes in preparing vision plans, site feasibility studies, TOD plans, complete street plans, Specific Plans, Community/Area plans, development standards, design guidelines, conducting community outreach, and has experience coordinating multidisciplinary teams. In addition, Ms. Saez currently serves as adjunct instructor for the Executive Master of Urban Planning program at the USC Sol Price School of Public Policy.

Relevant Experience

Old Town Newhall Specific Plan, City of Santa Clarita, California. Served as urban designer for the Specific Plan update for Newhall—the historic core of the City of Santa Clarita. The targeted update tested new development types, simplified the existing form-based code, and improved the usability and legibility of the Plan. (2021–2022)

Mixed-Use Overlay Zone, City of Rancho Palos Verdes, California. Serving as urban designer to develop a mixed-use overlay zone for select commercial parcels along Western Avenue and Silver Spur Road – the city's two major commercial corridors. The project evaluates the feasibility of new residential mixed-use development on the parcels and creates applicable objective development standards. (2022–Present)

Housing Incentive Overlay Zone, City of Fullerton, California. Serving as urban designer to develop a housing incentive overlay zone for select parcels with underlying commercial and industrial zoning. The project evaluates the feasibility of new residential and mixed-use development on the parcels and creates applicable objective development standards (2020–Present)

Mira Mesa Community Plan Update, City of San Diego, California. Serving as urban designer to update the Mira Mesa Community Plan, a transit-priority effort. Mira Mesa—with 10,500 acres; 80,000 residents; and 80,000 jobs—is the largest and most populous of San Diego's 50 community plan areas. This effort includes corridor planning and conceptual urban design studies for four focus areas within the community. The studies test and illustrate new approaches to land use, development standards, and mobility improvements to revitalize the focus areas and retrofit suburban shopping malls and office parks with transit-supportive uses and development typologies. (2019–Present)

Vision Downtown, City of Los Angeles, California. While at a previous firm, served as urban designer for Vision Downtown, an effort that provides guidance to Downtown Los Angeles Neighborhood Council's board as it performs a review and advisory role for projects within its jurisdiction. The Downtown Los Angeles Neighborhood Council is the first neighborhood council in Los Angeles that has sought to craft its own vision for the future. Part vision and part



Education

Harvard University
MAUD, Urban Design,
2012

University of Southern
California (USC)
BArch, Architecture, 2009

Certifications

American Institute of
Certified Planners (AICP)

Professional Affiliations

American Planning
Association

manifesto, Vision Downtown provides a community-endorsed set of goals that offer input to City leaders and assembles in one place a comprehensive set of aspirations that embody the vision of the Downtown community. (2013–2014)

San Gabriel Mission District Economic Opportunities Analysis, San Gabriel, California. While at a previous firm, served as Urban Designer for a study of the Mission District in San Gabriel – the City’s civic, cultural, and historic hub centered around Mission Drive and the San Gabriel Mission. The purpose of the study was to identify and evaluate the feasibility of new commercial development opportunities and public realm improvements to provide insight to City staff and private sector developers on the continued evolution of the Mission District as a thriving destination. Catherine was part of a team of economists and urban designers that provided the City with a set of high-level recommendations across the topics of zoning, parking, signage and wayfinding, outdoor dining, asset management, programming, marketing, branding and identity, retail tenancing, and City-owned property. (2019)

Other Previous Experience

Citywide Complete Streets Plan, City of Burbank, California. Served as urban designer for the preparation of a complete streets plan, called the “CompleteOurStreets Plan,” for the City of Burbank. With a strong focus on urban design and the City’s built form, the plan analyzes the entirety of the City’s 280 centerline miles of streets and proposes improvements through prioritized projects to address the needs of street users of all modes, ages, and abilities, including pedestrians, bicyclists, transit riders, and motorists. Prioritized connectivity within the City’s urban core, disadvantaged communities, transit districts, and neighborhood schools. For more information, visit www.CompleteOurStreets.com. (2018–2020)

Thousand Oaks Civic Arts Plaza Campus Master Plan, City of Thousand Oaks, California. While at a previous firm, served as urban design lead for the multidisciplinary master plan of the City of Thousand Oak’s 20-acre regional performing arts and civic center campus, including City Hall, the Kavli Theater, and the Scherr Forum. In anticipation of the Civic Arts Plaza’s 25th anniversary, the plan re-envision the campus as the true heart of the city with a new town square, an outdoor amphitheater, and arts, entertainment, and retail uses centered along a new main street, which reorients the “front door” of the existing buildings on site. (2018–2019)

West Santa Ana Branch Station Area Design Concepts, Eco-Rapid Transit, Los Angeles County, California. While at a previous firm, served as urban designer for the transportation and land use study of five potential station locations (Cerritos, Cudahy, Downey, South Gate, and Santa Clarita) to support transit-oriented development along Metro’s proposed West Santa Ana Branch transit corridor. To facilitate transit-oriented, mixed-use developments at each of the station sites, the plans established land use and urban design frameworks for retail, office, housing, and recreational uses, including community youth soccer facilities. (2013–2015)

Western Avenue Vision Plan and Implementation Guidelines, City of Rancho Palos Verdes, California. While at a previous firm, served as urban designer for the development of private development and public realm improvement guidelines for the 2.3-mile segment of Western Avenue. The plan recommended phased strategies to elevate Western Avenue into a complete street, where the needs of all users (e.g., auto, pedestrian, bicycle, and transit) are equally met and the auto-oriented nature of development along the corridor is reversed. (2012–2013)

Awards

Award of Merit in Transportation Planning. Awarded for Burbank Complete Streets Plan by the Los Angeles Chapter of the American Planning Association. (2021)

Award of Excellence in Neighborhood Planning. Awarded for Vision Downtown Los Angeles by the Los Angeles Chapter of the American Planning Association. (2017)

Gaurav Srivastava, AICP

URBAN DESIGN DIRECTOR

Gaurav Srivastava (*GORE-uv shree-VOSS-thuv; he/him*) is an urban designer with 19 years' experience. Mr. Srivastava leads Dudek's urban design practice and has authored plans that range from grassroots neighborhood visions to comprehensive downtown redevelopments. His award-winning work, for both private- and public-sector clients, is driven by twin passions: to reduce the footprint of human habitation via compact redevelopment of city centers, and to always reinforce the importance of the pedestrian experience as the defining experience of cities. Mr. Srivastava is adept at facilitating workshops and shaping discussions before a variety of audiences. He is an accomplished project manager and experienced at directing complex, multidisciplinary teams. In addition, Mr. Srivastava serves as a visiting lecturer and teaches urban design at the University of California, Los Angeles' Luskin School of Public Affairs.

Relevant Project Experience

Housing Incentive Overlay Zone, City of Fullerton, California. Project manager for a citywide effort to analyze and test the feasibility of new multifamily residential developments on Fullerton parcels currently zoned for non-residential uses. The Housing Incentive Overlay Zone Plan is funded via California Senate Bill 2 grant funds and aims to facilitate and incentivize the production of housing within the city. Integral to the planning effort is a capacity-building exercise that aims to educate and inform a group of Fullerton stakeholders, the "Housing Champions," of the economic and regulatory landscape of housing policy.

Old Town Newhall Specific Plan, City of Santa Clarita, California. Project Manager for Specific Plan update for Newhall, the historic core of the City of Santa Clarita. The targeted Plan update aims to test new development types, simplify the existing form-based code, and extend the usability and legibility of the Plan.

Citywide Complete Streets Plan, City of Burbank, California. Project manager, preparing ongoing Citywide Complete Streets Plan called the Complete Our Streets Plan (www.CompleteOurStreets.com). With a strong focus on urban design and the city's built form, the plan analyzes the entire city street network and proposes improvements through prioritized projects to address the needs of street users of all modes, ages, and abilities, including pedestrians, bicyclists, individuals with disabilities, transit users, and automobile users.

Mira Mesa Community Plan Update, San Diego, California. Urban Design lead for a City of San Diego transit-priority plan effort as part of the Mira Mesa Community Plan Update. Mira Mesa, at 10,500 acres and 80,000 residents, is the largest and most populous of San Diego's 50 community plan areas. This effort includes corridor planning and conceptual urban design studies for four focus areas within the community. The studies test and illustrate new approaches to land use, development standards, and mobility improvements to revitalize the focus areas and retrofit suburban shopping malls with transit-supportive uses and development typologies.



Education

Massachusetts Institute of Technology
MCP, City Planning
School of Planning and Architecture, Delhi
BArch, Architecture

Certifications

American Institute of Certified Planners (AICP)

Professional Affiliations

American Planning Association
ULI Rose Center for Public Leadership, Faculty Advisor

South Colton Livable Corridors Plan, Colton, California. Project Manager for urban design, land use planning, market analysis, and community outreach services in support of the South Colton, a long-standing Latino working-class neighborhood in Colton, California. Residents with few resources have used their imagination and resourcefulness to alter landscapes in ways that are intimate in scale and personal in nature. The Plan aims to strengthen these grassroots tactical urbanist approaches and create guidelines and policies that will provide a regulatory framework for formalizing a DIY approach to neighborhood amenities and improvements.

Skid Row and Central City East Vision Plan, City of Los Angeles, California. Central City East lies in the heart of downtown Los Angeles, adjacent to and overlapping Skid Row, the nation's largest cluster of homelessness. The plan addresses a growing concern, "how does a downtown industrial district address the dramatic changes that are occurring at its doorstep, while also being subject to long-standing policies that make it the primary location of homeless services for the entire region?"

Relevant Previous Experience

Microsoft Campus Master Plan, City of Redmond, Washington. Served as urban design lead for the proposed redevelopment of Microsoft's Redmond headquarters, which is globally associated with the firm's origins and success. The bike-and-walk-only master plan manifests Microsoft's vision for its physical legacy, its aspirations for the built environment, and the programmatic requirements of its business operations. The development program proposes three million square feet of new construction spread over 18 new buildings on a 72-acre site.

Vision Downtown, City of Los Angeles, California. Directed Vision Downtown, an effort that provides guidance to the Downtown Los Angeles Neighborhood Council (DLANC) board as it performs a review and advisory role for projects within its jurisdiction. The DLANC is the first Neighborhood Council in Los Angeles that has sought to craft its own vision for the future. Part vision and part manifesto, Vision Downtown provides a community-endorsed set of goals that offer input to City leaders and assembles in one place a comprehensive set of aspirations that embody the vision of this generation of the Downtown community.

Sunset Strip Specific Plan Update, West Hollywood, California. Led the effort to update the existing Specific Plan with new standards and guidelines for off-site signs on the Sunset Strip (i.e., billboards, tall walls, and digital signs). The Strip is arguably the most iconic urban boulevard on the west coast, if not the entire United States. Situated entirely within the City of West Hollywood, it is the epitome of a bright-lights, big-signs corridor. The Strip has a long-established tradition of innovative signage, while simultaneously also creating value for property owners.

Transit-served Housing Capacity Analysis, Los Angeles, California. Led a research study for the Mayor's Office and C40 Cities to analyze the ability of the City to expand its housing supply within transit-served areas and proposed facilitating housing policy revisions. Los Angeles has a population of about 4 million residents, expected to grow by 500,000 people over the next 20 years. Fewer than half of the City's residents live within a quarter of a mile of a Major Transit Stop.

Awards

Planning Award, American Planning Association – Los Angeles Chapter, 2017 for Vision Downtown Los Angeles

Planning Award, American Planning Association – Los Angeles Chapter, 2010 for Park 101 Freeway cap

Urban Design Award, American Planning Association – Inland Empire Chapter, 2020 for South Colton Livable Corridor Plan

Shannon Heffernan, AICP

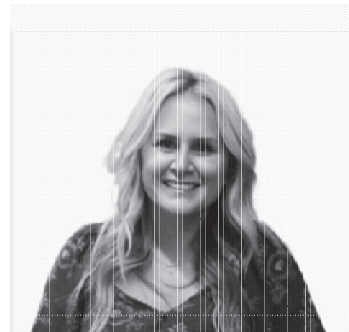
PRINCIPAL PLANNER

Shannon Heffernan is a Principal Planner with 15 years' professional experience in community planning and urban design. Ms. Heffernan has worked with Southern California agencies, non-profit organizations, and community groups to enhance their downtowns districts, public spaces, and celebrated places through visioning, planning, design, and placemaking projects. These efforts have included collaborations between cities, business improvement districts (BIDs), and developers—all with a thoughtful outreach approach with equity as a core principle to ensure stakeholders are being given a voice and providing input.

Ms. Heffernan recently led the Downtown Lomita Visioning project, which included an incremental transformation of Narbonne Avenue and turning a vacant lot within downtown into an urban plaza, managing the Glendale Arts & Entertainment Visioning project and streetscape design for Artsakh Avenue, and a nine-month activation for the new Civic Center Plaza in Downtown Long Beach. Ms. Heffernan is no stranger to downtown revitalization efforts – she is [Committee Member](#) of the Downtown Long Beach Alliance (DLBA), downtown Long Beach's BID, Public Realm Committee. She is leading a public space assessment for the Public Realm Committee to identify and recommend improvements (lighting, landscape, shade, seating, and programming) for a number of underutilized downtown spaces. Most recently, Ms. Heffernan worked with cities and community groups to launch their al fresco dining programs on their beloved main streets and other placemaking initiatives to create more people-first spaces.

Relevant Previous Experience

Downtown Torrance Revitalization, Torrance, California: Role: Core team member. While at a previous firm, Shannon Heffernan worked with the City of Torrance and HRA to develop the Downtown Torrance Revitalization and Connectivity. The proposal for this plan offers a vision and set of goals and strategies to successfully revitalize Downtown Torrance and its surrounding corridors. Strategies explore multiple dimensions including tenancing and business attraction, urban design and public realm, parking, and mobility, branding and communication, and funding. The vision for the Study Area is a result of year-long process that involved an existing conditions analysis of the economic, physical, and mobility landscape of the Study Area and feedback from stakeholder groups, including residents, property owners, business owners, city staff, and city councilmembers. Among other placemaking strategies gateway signage is recommended for Downtown Torrance at the intersection of Carson Street / Cabrillo Avenue, and Torrance boulevard / Sartori avenue. The project includes enhanced pedestrian connectivity to the Downtown, implementation of open space corridors, improvements on bicycle network gaps, regulations on micro-mobility usage, among other strategies to ensure a future vibrant Downtown area. Strategies for revitalization include streetscape and public realm improvements on



Education

University of Southern California
Executive Master of Urban and Regional Planning, Concentration in Real Estate Development, 2022

California Polytechnic State University, San Luis Obispo
BS, City and Regional Planning, 2006

Certifications

American Institute of Certified Planners (AICP), issued 2017

Professional Affiliations

American Planning Association – Los Angeles Chapter, Professional Development Director

key corridors increasing hardscaped areas that can accommodate outdoor activities such as dining, gathering etc. Improving sidewalks, landscaping, art, and lighting while keeping it informal.

Huntington Beach Downtown Urban Design Study, Huntington Beach, California Role: Project Manager. While at a previous firm, Shannon Heffernan led a comprehensive urban design study for the city of Huntington Beach to identify successful strategies for Main Street activation. Building on the success of a temporary street closure on Main Street, she worked with the City of Huntington Beach's Community Development Department to explore design solutions to pedestrianize Main Street and provide more public space for visitors, locals, and families in downtown. Two schemes were created for Main Street: a plaza option and a one-way option. Both schemes are reflect their priorities and a future vision for Main Street that celebrates the vibrant qualities of Huntington Beach. The schemes are scalable and offer the possibility of being implemented in stages, so that the street can be adapted over time and as the budget allows. Input from City staff and downtown stake holders was included in the visioning and conceptual design process.

Glendale Arts and Entertainment District Visioning, Glendale, California. Role: Project Manager. While at a previous firm, Shannon Heffernan worked with the City of Glendale on urban design and placemaking improvements for Glendale's Arts and Entertainment District on Artsakh Avenue. The project involves the redesign of Artsakh Avenue and the adjacent public alley to create a vibrant, pedestrian-friendly streetscape and foster a world-class Entertainment District. The project is anchored in a collective vision for the District that was formulated through rigorous engagement with stakeholders, including downtown businesses, property owners, local artists, residents, and the larger Glendale community. Outreach activities as part of this process included multiple study session and presentations to the City Council and the Arts & Culture Commission to obtain guidance and feedback throughout the project. Ms. Heffernan worked with the City on a two-pronged engagement strategy—to provide project updates and build community support for the revitalization of the public realm on Artsakh Avenue, as well as capture stakeholder priorities on proposed elements for the Glendale Arts & Entertainment District. In the Visioning phase of the project, they hosted the Activate Artsakh event in partnership with the City, attracting over 300 community members. The event included local programming from community-based organizations with a pop-up art gallery, performance art and a guided Arts & Entertainment District Walk.

Downtown Lomita Vision, Lomita California Role: Core team member. While at a previous firm, Shannon Heffernan prepared a Vision Plan for the Downtown Lomita to create a vibrant hub and destination for the City, and a place that will be treasured by residents, customers and businesses alike. Working with the City of Lomita, we prepared a comprehensive review of the existing regulatory, physical and economic conditions including a detailed market study as a first step in our planning process. Ms. Heffernan identified the preferred uses including retail types and mix, design improvements with a focus on the public realm, and modifications to the code that could enhance and add to the appeal of Downtown Lomita as a destination.

Awards

Best Practice Award of Excellence. Awarded by the Los Angeles section of the American Planning Association for the Pacific/Randolph and Florence and Salt Lake Station Area Plans. (2022)

JAMES THOMAS ROJAS, 313 South Cordova Street, Alhambra, CA 91801; 626.437.4446;
jamestrojas@gmail.com; www.placeit.org

EDUCATION

Massachusetts Institute of Technology, Cambridge, Massachusetts, 1988-1991
Masters of City Planning (MCP) & Masters of Science in Architecture Studies (SMarchs)
Woodbury University, Burbank, California, 1978-1982
Bachelor of Science in Interior Design

PROFESSIONAL EXPERIENCE

Founder, Place It, Los Angeles CA. 2010 – Present

Developed an inclusive urban planning community engagement tool that uses storytelling, objects, and play to engage residents in meaningful ways. Created a series of prompts and strategies using art to build trust with underserved people such as women, youth, immigrants and people of color on various land use and transportation projects. Projects include CATS North Corridor BRT. www.placeit.org

Founder, Latino Urban Forum, Los Angeles, CA. 2000 – Present

Founded the Latino Urban Forum to create a dialogue on urban policy issues in Latino Communities. The development of a jogging path around Evergreen Cemetery; the creation of a 40-acre state park in Chinatown where new warehouses were slated to be built; the launched of a safety awareness campaign for immigrant Latinos who ride their bikes to work in East Los Angeles. www.enactedenvironment.com

Project Manager III, Los Angeles County Metropolitan Transit Authority (Metro), Los Angeles, CA, 1997-2010. Planned, implemented, and managed programs promoting urban design, and pedestrian- and bicycle-friendly communities. Analyzed and made recommendations regarding deployment of \$40 – 50 million in urban design projects for LA County. Managed over 100 projects from planning to implementation.

Co-Manager, Gallery 727, Los Angeles, 2003-2009

Co-founded and co-managed an art gallery in Downtown LA. Developed with artist dozens of multi-media exhibitions using photography, sculpture, painting, performance, video, and readings.

AWARDS

2018	Dale Prize, Immigrant Outreach Cal Poly, Pomona
2015	American Planning Association, California Planning Advocate Award
2014	LA County Civic Artists Pre-qualified List
2012	California Community Foundations Emerging Artist Award
2009	American Planning Association Los Angeles Educational Project award

SELECTED INTERACTIVE MODEL PROJECTS

2019	Build a Car-Free Downtown Los Angeles, ICSE Conference, Los Angeles, CA
2017	Condemned to be Modern, LA Municipal Art Gallery, Los Angeles, CA Perspectivas: Mission Interactive, CCA, San Francisco, CA
2015	Envision Sacramento Model, Sacramento Council of Governments Regional Conference, Sacramento, CA
2014	Re-Imagine 14 th Street, Art in Odd Places, NYC, NY Market Street Block Party, Open City/Art City Yerba Buena Center for the Arts, San Francisco

Complete list of workshops available on request.

CERTIFICATIONS

Small Business Enterprise (Micro) #2011253. Certified through the California Department of General Services.



JANE CARLSON
PRINCIPAL

EDUCATION

University of Southern California
Master in Urban Planning
2008

University of Michigan
Bachelor of Arts, History
2005

WORK EXPERIENCE

HR&A Advisors, Inc.
Director
2017 – Present

RSG, Inc.
Associate
2009 – 2017

Janis Minton Consulting
Associate
2009-2010

MJW Investments
Planning Associate
Jan 2008 – Nov 2008

SE Corporation
Planning Intern
Apr 2007 – Dec 2007

AFFILIATIONS

American Institute of Architects
Associate
2011

Urban Land Institute Young Leaders Group
Member
2014 – Present

LANGUAGES

Spanish Familiar

Jane joined HR&A in 2017 and brings a breadth of experience and knowledge, excellent project management skills, and analytical expertise to HR&A's community and economic development projects. With a deep understanding of the fiscal challenges California cities face, Jane looks for creative ways to integrate the needs and desires of communities and the public and private sectors to achieve synergistic results in all projects. Currently, Jane is managing the preparation of Specific Plans in Montclair and Pasadena, as well as developing an Economic Development Implementation Strategy for Metro's West Santa Ana Branch Corridor.

Prior to joining HR&A, Jane was an Associate at RSG, Inc. where she advised public sector clients through multifaceted decisions involving their commercial and residential sectors and participated in complex municipal finance projects including over \$500 million in municipal bond issuances. Prior to starting at RSG, Jane worked for two Southern California based developers and a philanthropic consulting firm.

Torrance Downtown Revitalization Strategy

Led a multidisciplinary team to create a revitalization plan for the City of Torrance's historic downtown and surrounding corridors. First directed a diagnostic and existing conditions analyses which includes assessments of the market and economy, physical conditions, and mobility and parking. Using this information as a foundation, co-leading engagement with City staff and stakeholder groups on vision and goal setting. Will subsequently oversee the refinement of these aspirations through, policy analysis, financial feasibility analysis and case studies to create a realistic market-based implementation framework, offering the City strategies to advance a collective revitalization vision.

South Valley Market Analysis

Leading a market study and financial feasibility analysis to support Los Angeles Department of Regional Planning in updating the six Community Plans across the South San Fernando Valley. HR&A will develop an overview of socioeconomic and demographic conditions, describe business and industry trends, and conduct a market analysis for housing and industrial land uses, in parallel with preliminary zoning analysis supported by subcontractor John Kaliski Architects. HR&A will then develop an assessment of strengths, opportunities, weaknesses and threats to identify the key opportunities and barriers for future growth. The second phase of the analysis will focus on developing value capture strategies that inform and quantify the tradeoffs among different types of public benefits which could be provided in exchange for additional development rights.

West Hollywood Metro Crenshaw/LAX Extension Financing, Los Angeles, CA

Co-leading a multidisciplinary team to evaluate the City of West Hollywood's capacity to help fund and support an accelerated delivery of Los Angeles County Metropolitan Transportation Authority's Northern Extension of the Crenshaw/LAX line through Los Angeles and West Hollywood. Directing the assessment of various potential revenue sources and value capture tools, including City-controlled revenues like sales tax and advertising revenue, an enhanced infrastructure finance district (EIFD) covering the cities of West Hollywood and Los Angeles, development and development rights on publicly-owned real estate, other Federal and State funding sources, and partnerships.



JANE CARLSON
DIRECTOR

Redlands Transit Villages & Downtown Specific Plan

Jane managed HR&A's work in providing a range of real estate and economic development advisory services to support the preparation of the Redlands' Transit Villages and Downtown Specific Plan. Jane led a market analysis to estimate the scale of market demand and the potential capture of that demand for supportable development within the study areas across three key land use types: multi-family residential, retail, and office. This analysis provided clarity on market-aligned product typologies, including identifying key physical characteristics, key anchor uses, as well as visual references. HR&A's work culminated in a set of recommendations around a potential Density Bonus Program, infrastructure financing mechanisms, and fiscal impacts of development.

Montclair Mall Specific Plan

On behalf of the City of Montclair in collaboration with the CIM Group, supported Moule & Polyzoides Architects and Urbanists in the preparation of a Specific Plan to guide entitlements for adaptive reuse of the Montclair Place Mall into a mixed-use urban district. Led the development program by providing a socioeconomic analysis and real estate market supply and demand analyses for office, residential and hospitality uses. Using findings from the market analysis, coupled with a retail strategy developed by Gibbs Planning, worked with M&P to develop 5 prototypical development typologies with variations in use mix, intensity and market orientation. Then created static residual land value models to test financial feasibility of the prototypes and suggest as needed refinements to optimize performance. This analysis informed the "Implementation" section of the Specific Plan, including recommendations for appropriate implementation tools and potential community benefits.

Vernon Specific Plan

On behalf of the City of Vernon ("City"), working as a subconsultant to The Arroyo Group, HR&A supported preparation of the Westside Specific Plan which focused on mixed-use development and adaptive reuse. The City's business friendly environment, low cost utilities and key location for trucking and rail transport continue to position Vernon as an ideal location for industrial uses. The Westside Specific plan was intended to capitalize on nearby industrial revitalization efforts in Los Angeles and position the specific plan area for private investment in hospitality, retail, housing, and other commercial uses. HR&A first conducted a market scan to assess the current market performance of key land uses and to evaluate relative strengths and weaknesses in the City. Then, to understand the market-achievable density and typology, HR&A tested up to four development scenarios through a static pro forma analysis. HR&A also completed a fiscal impact analysis of the entire specific plan land use plan. Finally, HR&A provided input on vision and district identity as well as implementation strategies and considerations.

Metro West Santa Ana Branch Strategic Implementation Plan

On behalf of the Los Angeles County Metropolitan Transportation Authority ("Metro"), Jane managed HR&A's work supporting the creation of a TOD Strategic Implementation Plan for the 14 communities along the planned West Santa Ana Branch transit line, a 20-mile alignment, extending from Union Station in Downtown Los Angeles to the City of Artesia. Jane managed HR&A's support of an 18-month long outreach effort, analysis of transit corridor demographics and real estate market conditions, and identifying opportunities, constraints and needed upgrades for each station area. HR&A's work culminated in a comprehensive, corridor-wide economic development strategies report, which will include near-term, actionable strategies that each community may pursue.



Steffen Turoff

Principal

Steffen's focus at Walker is on parking policy and planning in commercial districts and town centers. His analyses frequently deal with the relationship between parking policy and related issues such as economic development, the cost of real estate, transportation alternatives and "smart growth." He also works on studies for mixed-use developments, universities, airports and other land uses as well.

Steffen has a Master of Arts in Urban Planning from UCLA, where he studied with parking expert Professor Donald Shoup. Subsequently Steffen was a planning analyst at Gilmore Associates in Los Angeles, the development firm that championed the City's Adaptive Reuse Ordinance, which allows for the conversion of historic buildings into multifamily uses. The firm is credited with sparking the residential renaissance in Los Angeles' Historic Core neighborhood.

Key Experience

Parking Policy and Planning
Municipal Planning
Community Redevelopment

Education

Master of Arts, Urban Planning,
University of California- Los Angeles
Bachelor of Arts, Economic History,
University of California- Berkeley
Charrette Planner Certificate, National
Charrette Institute

Affiliations

International Parking Institute
American Institute of Certified Planners
International Downtown Association
Urban Land Institute
California Redevelopment Association

Recent Publications

"Hey Buddy, What will you Pay for this
Parking Spot?" Planning, American
Planning Association, May-June 2013
"Mensa Meters", The Parking
Professional, International Parking
Institute, May 2013

Presentations

"Parking Systems: Policies, Management
and Design", Southern California
Association of Governments (SCAG),
May 2010

Languages

Spanish, proficient speaking and reading
Japanese, fluent speaking and reading

Project Highlights

City of Santa Monica, CA

City-wide rate study: 2018, 2012, 2010
Downtown Parking Finance Plan Update
Civic Center Mobility and Parking Analysis and Management Plan
Economic Development, Parking Financing and Management Study

East LA Parking On-Street Parking Study - Los Angeles County

Los Angeles, CA
Parking management strategy. Review of community's parking needs, on-street current parking restrictions and enforcement practices. Community outreach and engagement

City of San Luis Obispo, CA

Parking Services Organizational
Assessment; Palm/Nipomo Parking structure demand study

City of Burbank, CA - Magnolia Park

Parking Supply/Demand, Management Strategy, Residential Permit Policy
Paid Parking Feasibility Projections and Recommendations

City of Pico Rivera

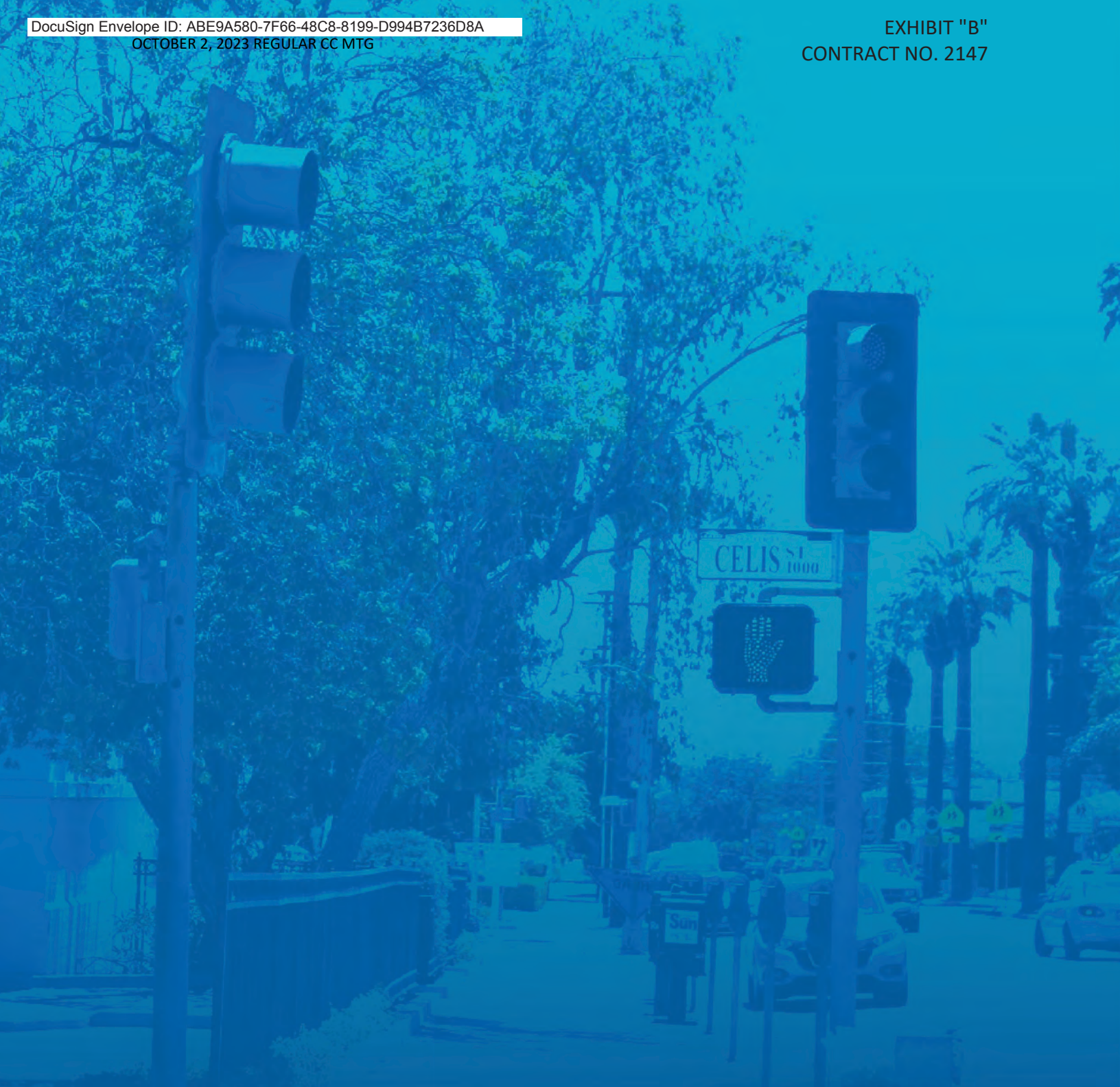
Pico Rivera, CA
Existing Parking Conditions Analysis and Minimum Parking Requirement
Review

City of Healdsburg, CA - Downtown

Parking plan with an in lieu fee component, Downtown Parking
Management Plan, Review, Analysis and Recommendations for parking
requirements for three districts

Pacific Beach - Discover Pacific Beach Business Improvement District

San Diego, CA
Parking Management and Implementation Plan and Policy Analysis



DUDEK

800.450.1818
HELLO@DUDEK.COM

DUDEK.COM



THE CITY OF
SAN FERNANDO

DOWNTOWN MASTER PLAN

"GUERNICA TO HOME"
BY STAN NACHEZ

OUTREACH & ENGAGEMENT PLAN

LAST UPDATED 7/13/2023

Table of Contents

OCTOBER 2, 2023 REGULAR CC MTG

1. Introduction

- a) Consistency with the City's Community Engagement Framework
- b) Purpose (Why?)
- c) Outcomes (What?)

2. Overall Approach

- a) Who is San Fernando?
- b) Why your input matters
- c) How to overcome barriers

3. Outreach and Engagement Methods (How and Who?)

- a) Summary
- b) Inform
- c) Consult (with City)
- d) Consult (with Leaders)
- e) Consult (with Community)
- f) Collaborate
- g) Other

4. Overall Schedule (When?)

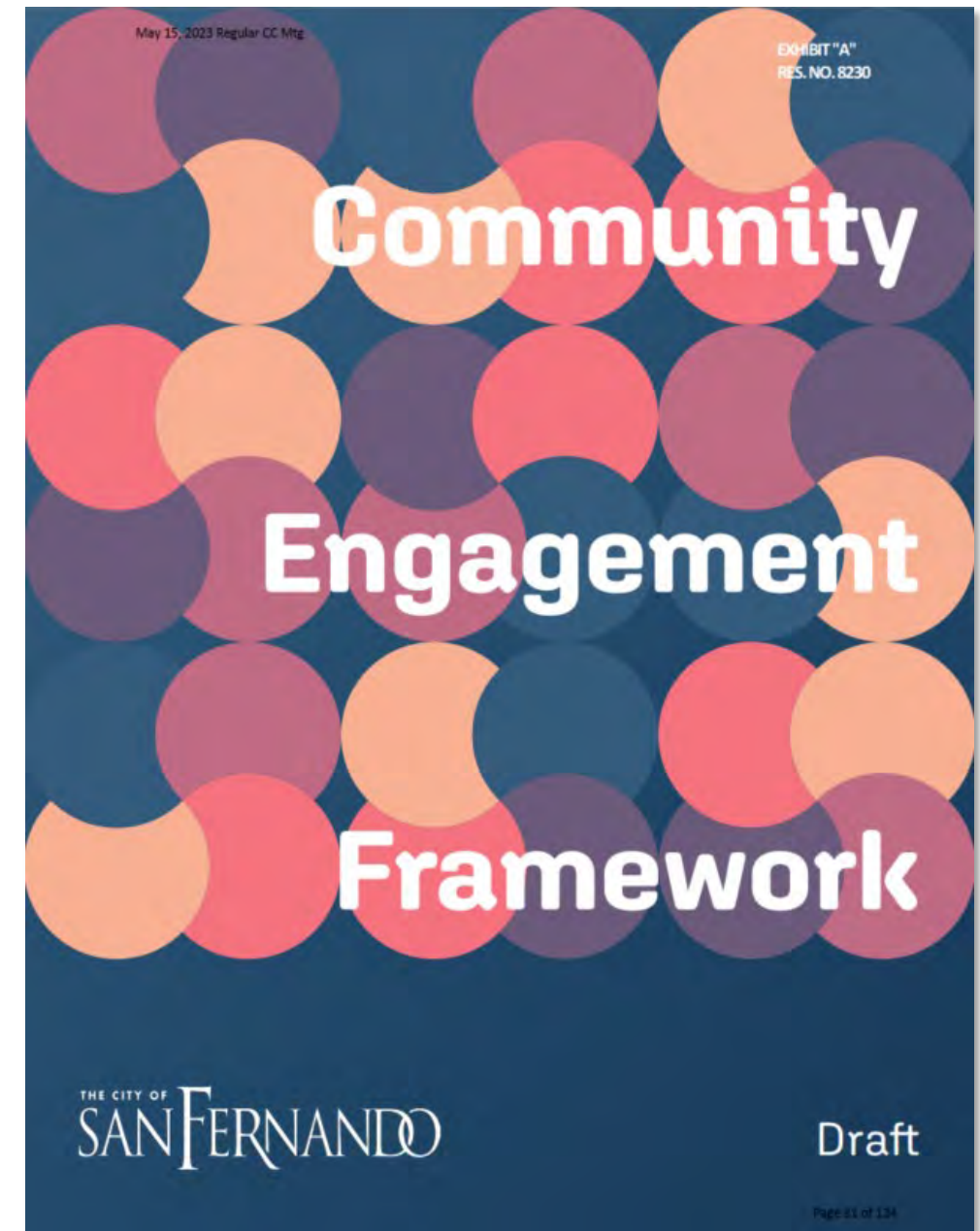
5. Evaluating Feedback

1. Introduction

1. Introduction

OCTOBER 2, 2023 REGULAR CC MTG

- This Outreach and Engagement Plan was prepared for the San Fernando Downtown Master Plan (“the project”).
- It is consistent with the goals, principles, and standards for community engagement set forth by the City’s Community Engagement Framework to achieve the goal of creating a more inclusive, transparent, and participatory base of residents, businesses, and visitors.
- It is considered a “living document” and can be amended throughout the life of the project to allow for the most appropriate methods to effectively engage the community.



OCTOBER 2, 2023 REGULAR CC MTG

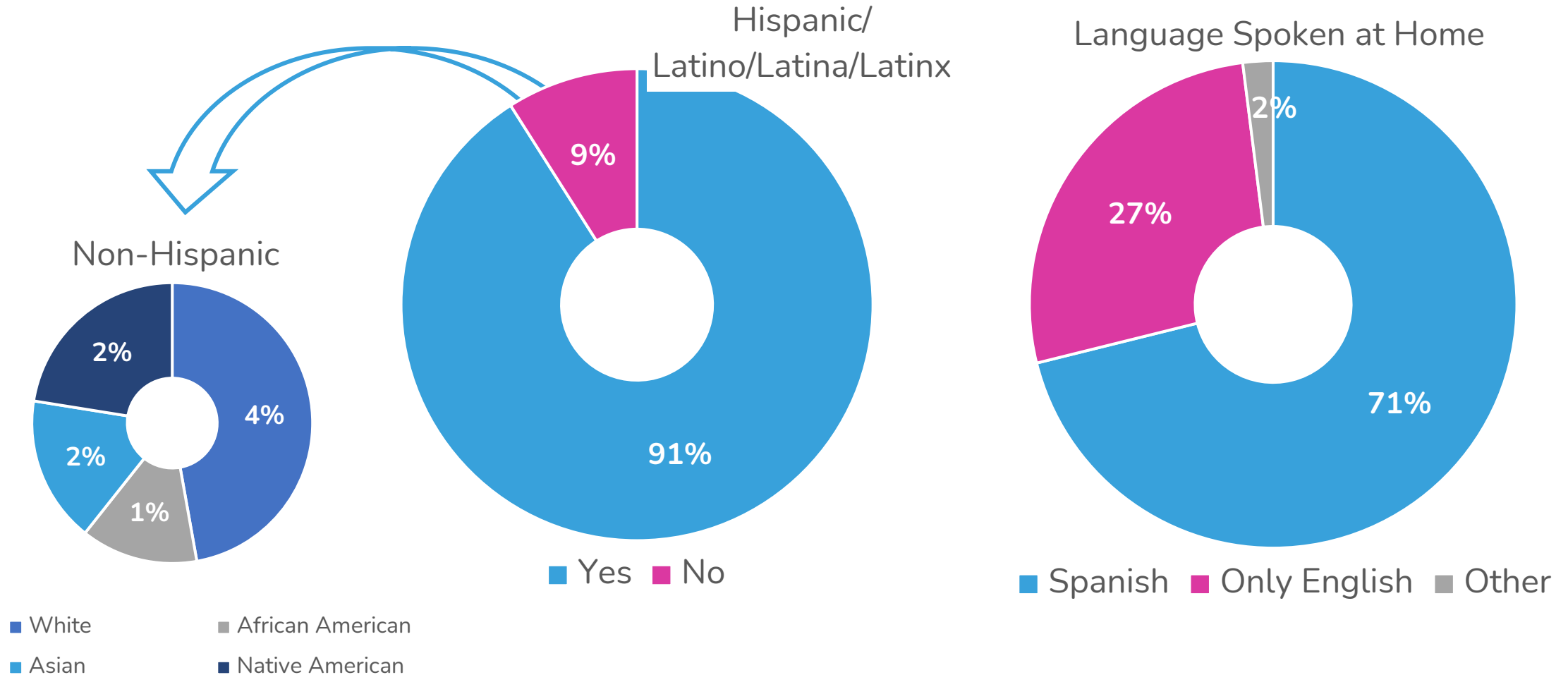
1. Introduction

- **PURPOSE OF THE OUTREACH & ENGAGEMENT PLAN (WHY?):**
 - ✓ Establish and execute an inclusive, accessible, and transparent outreach and engagement process that allows community members to provide meaningful input that will shape the future of their downtown.
- **OUTCOMES OF THE OUTREACH & ENGAGEMENT PLAN (WHAT?):**
 - ✓ An informed public
 - ✓ Participation by a varied cross-section of community members
 - ✓ Constructive feedback to help inform the work
 - ✓ A vetted, collective, and community- and stakeholder-driven vision for Downtown San Fernando

2. Overall Approach

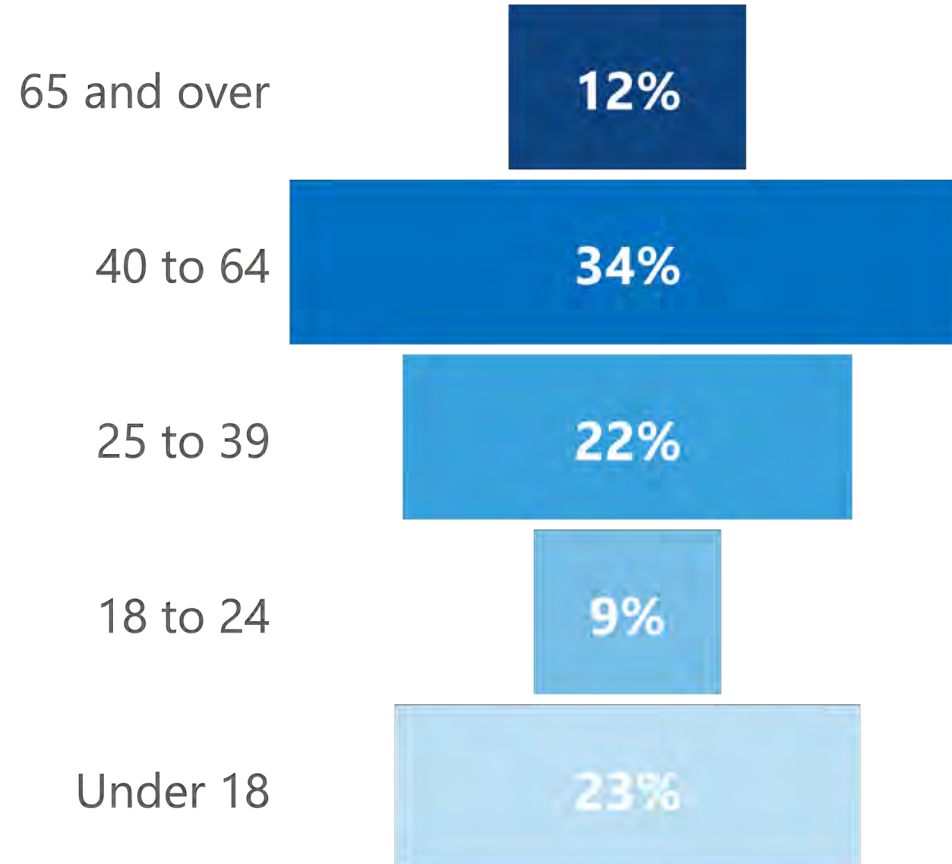
a. Who is San Fernando?

COMMUNITY SNAPSHOT: DEMOGRAPHICS



a. Who is San Fernando?

COMMUNITY SNAPSHOT: DEMOGRAPHICS



OCTOBER 2, 2023 REGULAR CC MTG

b. Why your input matters

- **Make your voice heard** - participate in the democratic process that openly invites, welcomes, and values everyone's input.
- **Have a hand in shaping the future** – tell us about your ideas, issues, concerns, and aspirations for a better Downtown San Fernando. All ideas are welcome!
- **Participate in a shared process** – join others in developing a collective vision for YOUR downtown which is a shared and valued asset for the entire community.



c. How to overcome barriers

A multi-pronged approach to engage the community in a variety of ways that maximizes opportunities for input.

- **MULTI-METHOD:** Engage across multiple formats and platforms, whether online or off-line, digital or physical.
- **MULTI-LINGUAL:** Engage in both English and Spanish, using accessible, inclusive, and user-friendly messaging.
- **MULTI-LOCATIONAL:** Engage by “meeting people where they are,” rather than expecting them to come to us.
- **MULTI-GENERATIONAL:** Engage everyone across the age spectrum from youth to seniors.

3. Outreach and Engagement Methods

a. Summary of Methods

APPROACH	METHOD	DEVICE	TARGET AUDIENCE
INFORM	Website	Computer, smartphone	<ul style="list-style-type: none"> Anyone with personal or public computer/phone internet access (e.g., library, school)
	Social Media	Computer, smartphone	<ul style="list-style-type: none"> Anyone with personal or public computer/phone internet access (e.g., library, school) Youth or tech-savvy people
	Flyers	In-person	<ul style="list-style-type: none"> Patrons of local businesses, City Hall or other City facilities, e.g., community centers, parks, etc.
	Informational Mailer	Physical mail	<ul style="list-style-type: none"> All listed addresses in the city
CONSULT	With City staff	In-person or virtual meetings	<ul style="list-style-type: none"> City staff and departments
	With City leaders		<ul style="list-style-type: none"> Ad-Hoc Economic Development Committee comprised of 2 select Councilmembers
	With Community leaders		<ul style="list-style-type: none"> Advisory Committee comprised of select community leader members.
	Online Survey	Computer, smartphone	<ul style="list-style-type: none"> Anyone with personal or public computer/phone internet access (e.g., library, school) Randomly selected participants across a varied demographic cross-section with a listed phone number (either landline or cell), or email address in the city
	Phone Survey	Phone (landline or cell)	<ul style="list-style-type: none"> Randomly selected participants across a varied demographic cross-section with a listed phone number (either landline or cell) in the city
	Text (to Online Survey)	Smartphone	
	Email (to Online Survey)	Computer, smartphone	<ul style="list-style-type: none"> Randomly selected participants across a varied demographic cross-section with a listed email address in the city
	Door-to-Door Survey	In-person	<ul style="list-style-type: none"> Available residential occupants
COLLABORATE	Walkshop	In-person	<ul style="list-style-type: none"> Anyone with expressed interest in the project Invited participants via project collateral or channels Random passerby in Downtown, such as patrons or employees of local businesses, visitors to the Downtown, etc.
	Model-Building Pop-Up	In-person	
	Showcase/Open House	In-person	
OTHER	Public Hearings	In-person	<ul style="list-style-type: none"> Anyone with expressed interest in the project Invited participants via project collateral or channels
	Website Comment Box	Computer, smartphone	<ul style="list-style-type: none"> Anyone with personal or public computer/phone internet access (e.g., library, school)
	Comment Card	In-person	<ul style="list-style-type: none"> Patrons of local businesses, City Hall or other City facilities, e.g., community centers, parks, etc.
	Email City PM	Computer, smartphone	<ul style="list-style-type: none"> Anyone with personal or public computer/phone internet access (e.g., library, school)
	Call City PM	Phone (landline or cell)	<ul style="list-style-type: none"> Anyone with access to a phone

OCTOBER 2, 2023 REGULAR CC MTG

b. Inform: Website

- **What:** A go-to online resource for the community to access to project information, upcoming outreach events, project documents, FAQs, and easily sign up for updates.
- **How:** Accessible online from a computer or smartphone.
- **When:** Available throughout the life of the project, launching summer 2023.
- **Target Audience:** Anyone with access to the internet.

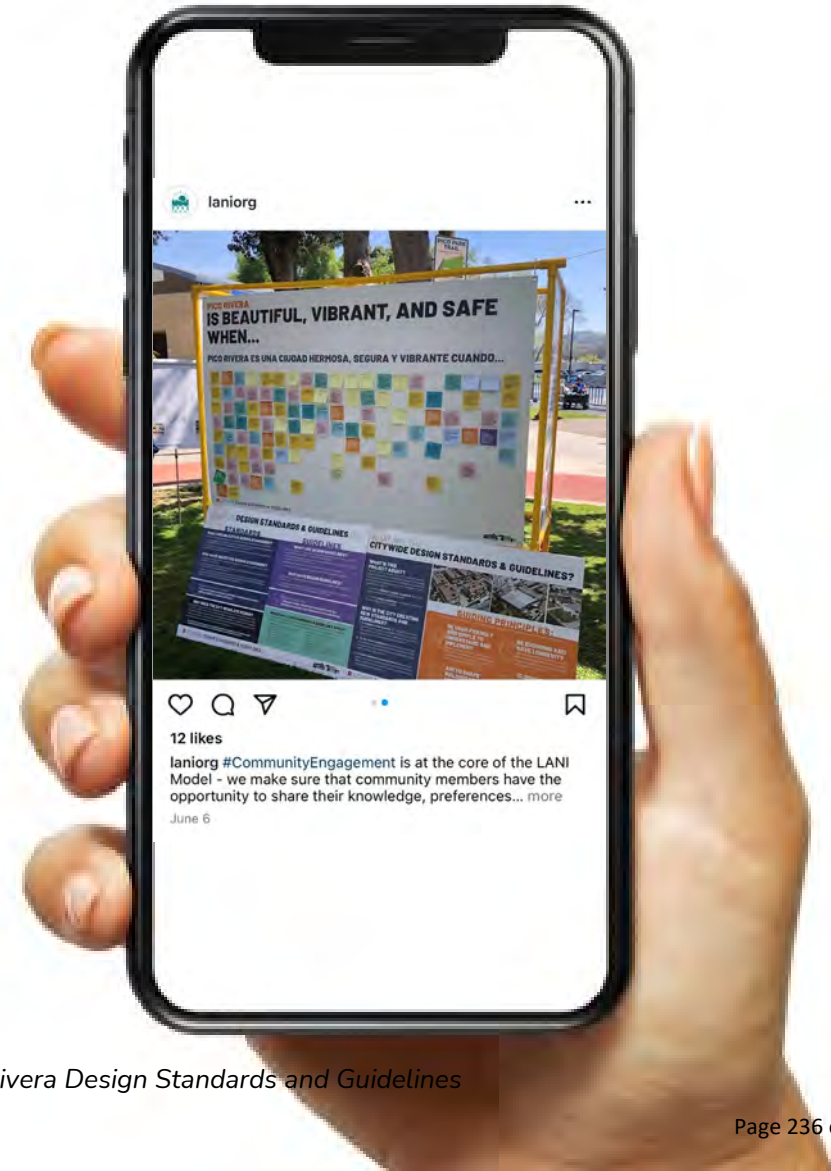


Example: Burbank Complete Streets Plan website

OCTOBER 2, 2023 REGULAR CC MTG

b. Inform: Social Media

- **What:** Digital content that is easily viewed and shared on web-based applications. Provides an easy and instantaneous way to publish announcements, event invitations, and project information to potentially hundreds or thousands of followers.
- **How:** Via the City's existing Instagram and Facebook accounts.
- **When:** Posts at project milestones and during events.
- **Target Audience:** Anyone with access to the internet, especially youth and tech-savvy people.



Example: Pico Rivera Design Standards and Guidelines

OCTOBER 2, 2023 REGULAR CC MTG

b. Inform: Project Flyers

- **What:** Digital and printed project information, to be distributed before community events.
- **How:** Digital flyers can be circulated via email blast. Printed flyers can be distributed to local businesses or maintained at City facilities. Optional: printed ads in the San Fernando Valley Sun, street/lamp post banners, and/or storefront decals.
- **When:** Before community events.
- **Target Audience:** Patrons of local businesses, City Hall, or other City facilities, such as community centers, parks, etc.



Example: Old Town Newhall Specific Plan Flyer

OCTOBER 2, 2023 REGULAR CC MTG

b. Inform: Citywide Mailer

- **What:** Project noticing to every property within San Fernando to reach residents, business and property owners.
- **How:** 5x7 postcard with project information and schedule, as well as a link and QR code to project website and online survey.
- **When:** Summer 2023
- **Target Audience:** All listed addresses in San Fernando.



Example: San Fernando Community Survey postcard

c. Consult (with City staff)

CITY STAFF AND DEPARTMENTS

- **What:** On-going coordination with core City staff team, as well as as-needed consultation meetings with select departments to share project progress, solicit feedback, and inform recommendations.
- **How:** Engage various City departments to understand current programs, initiatives and planning efforts for downtown.
- **When:** During bi-weekly project meetings, as needed.
- **Target Audience:** City staff



Example: Mira Mesa Community Plan Update City staff meeting

OCTOBER 2, 2023 REGULAR CC MTG

d. Consult (with Leaders)

AD-HOC ECONOMIC DEVELOPMENT COMMITTEE

- **What:** Focused discussions with the City's Ad-Hoc Development Committee to share project progress, solicit feedback, and inform recommendations.
- **How:** Virtual meetings.
- **When:** Meet a total of three (3) times during the project.
- **Target Audience:** Two (2) selected Councilmembers.



COUNCILMEMBER
CINDY MONTAÑEZ



COUNCILMEMBER
MARY SOLORIO

OCTOBER 2, 2023 REGULAR CC MTG

d. Consult (with Leaders)

ADVISORY COMMITTEE

- **What:** Focused discussions with the Advisory Committee to share project progress, solicit feedback, and inform recommendations. Leverage respective networks within the community to encourage participation.
- **How:** In-person and/or virtual meetings.
- **When:** Meet a total of three (3) times during the project.
- **Target Audience:** Up to twelve (12) community members recommended by City Council representing a diverse range of interests in the community.

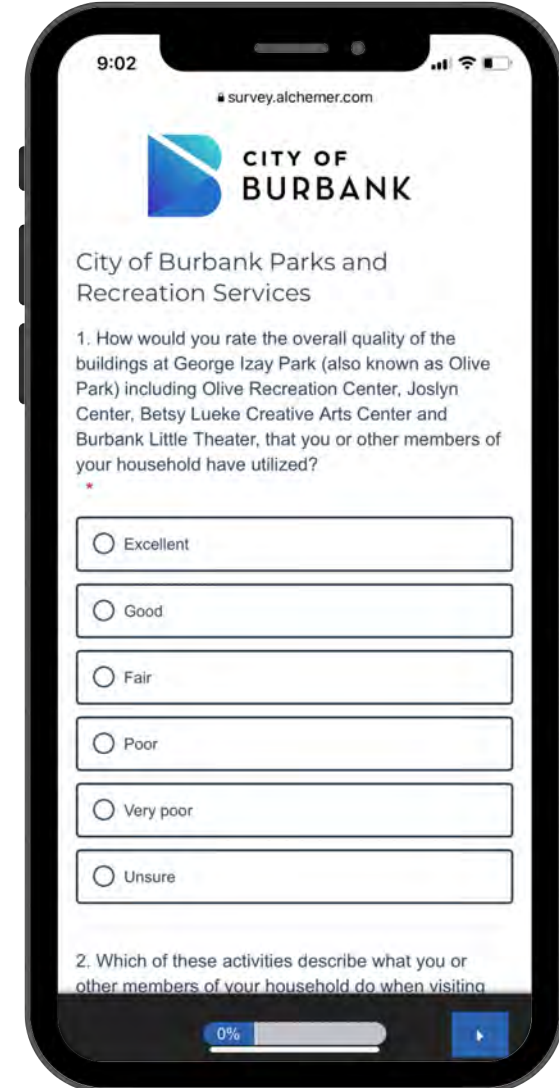
Potential Advisory Committee Members:

- ✓ Resident leaders
- ✓ Property/business owners
- ✓ Developers
- ✓ Local community- or neighborhood-based organizations, e.g., schools, religious, advocacy, etc.
- ✓ At a minimum, 1 member each from the Downtown San Fernando Mall Association and San Fernando Chamber of Commerce

e. Consult (with Community)

MULTI-MODE SURVEY – RECOMMEND TO ADD

- **What:** Conduct a statistically accurate, inclusive, multi-mode survey among residents of San Fernando. The survey will match the demographics of residents.
- **How:** Using a **multi-mode and multi-lingual methodology**, meaning that the survey will reach residents how they prefer to communicate - by telephone (on land lines and mobile phones) with live interviewers or online connecting with residents through email and text message. The survey will be available in English and Spanish. Security and fraud-prevention measures will be in place.



9:02

survey.alchemer.com

CITY OF BURBANK

City of Burbank Parks and Recreation Services

1. How would you rate the overall quality of the buildings at George Izay Park (also known as Olive Park) including Olive Recreation Center, Joslyn Center, Betsy Lueke Creative Arts Center and Burbank Little Theater, that you or other members of your household have utilized?

☐ Excellent

☐ Good

☐ Fair

☐ Poor

☐ Very poor

☐ Unsure

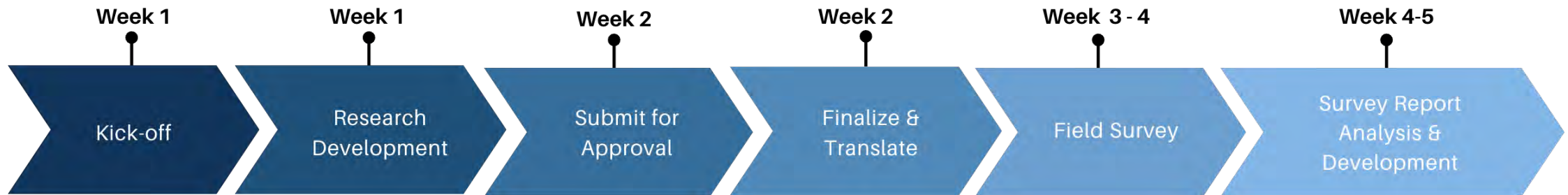
2. Which of these activities describe what you or other members of your household do when visiting

0%

e. Consult (with Community)

MULTI-MODE SURVEY – RECOMMEND TO ADD

- **Target Audience:** The representative sample of City of San Fernando residents will be secured from consumer and government databases that include all residents regardless of housing and immigration status, socio-economic and ethnic background. The results will also be reflective of all neighborhoods within the City.
- **When:**



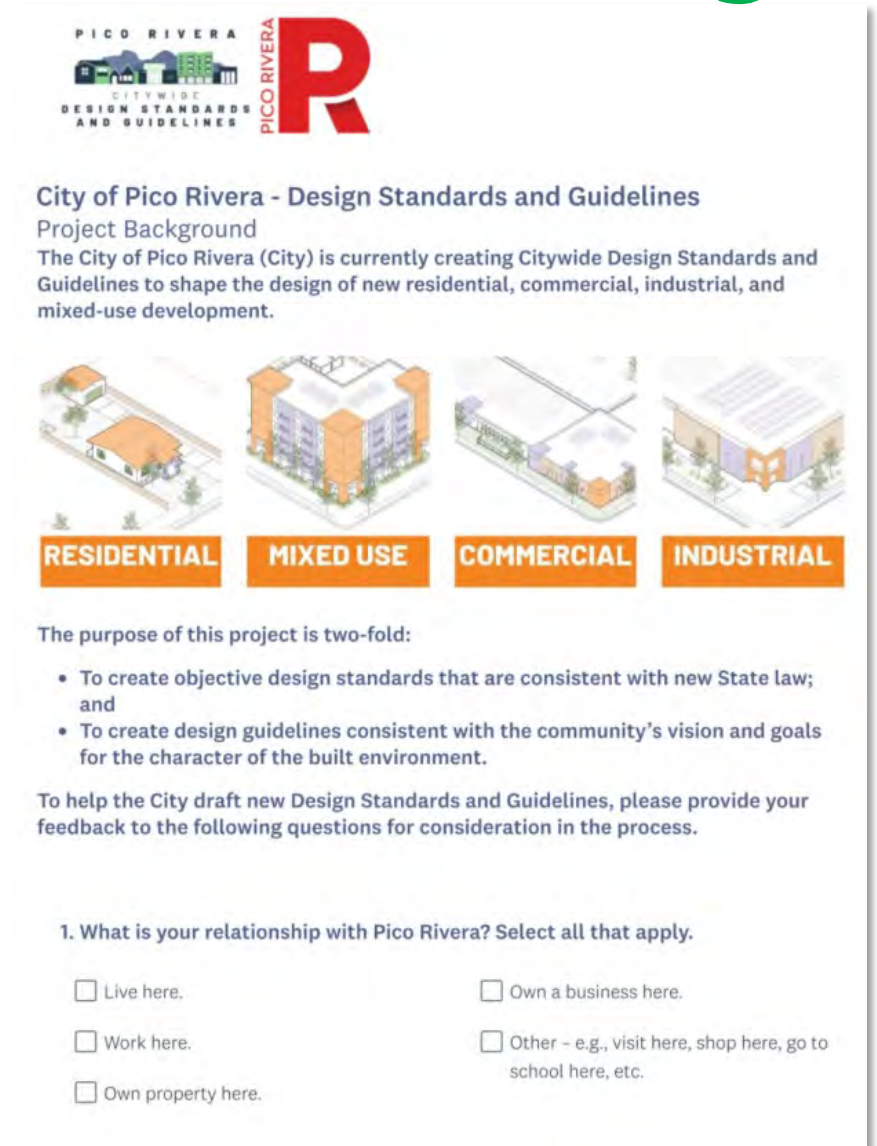
Process

- | | | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Kick-off meeting • Collect & analyze background information • Finalize sampling plan | <ul style="list-style-type: none"> • Write survey questionnaire • Send draft for review & edits | <ul style="list-style-type: none"> • Submit for approval • Make requested edits | <ul style="list-style-type: none"> • Finalize survey • Translate | <ul style="list-style-type: none"> • Administer survey | <ul style="list-style-type: none"> • Submit Draft Report for review • Present results • Ongoing consulting |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|

e. Consult (with Community)

ONLINE SURVEY

- **What:** An online survey with more open-ended, aspirational, and qualitative-like questions (unlike the statistically accurate, demographically representative multi-mode survey). Security and fraud-prevention measures will be in place.
- **How:** Online.
- **When:** At the completion of the multi-mode survey.
- **Target Audience:** Open to the public for anyone with an interest in Downtown San Fernando, including residents, business/property owners, employees, and visitors. Provides and opportunity to engage those that were not part of the multi-model survey.







PICO RIVERA
CITYWIDE
DESIGN STANDARDS
AND GUIDELINES

PICO RIVERA R

City of Pico Rivera - Design Standards and Guidelines

Project Background

The City of Pico Rivera (City) is currently creating Citywide Design Standards and Guidelines to shape the design of new residential, commercial, industrial, and mixed-use development.

RESIDENTIAL

MIXED USE

COMMERCIAL

INDUSTRIAL

The purpose of this project is two-fold:

- To create objective design standards that are consistent with new State law; and
- To create design guidelines consistent with the community's vision and goals for the character of the built environment.

To help the City draft new Design Standards and Guidelines, please provide your feedback to the following questions for consideration in the process.

1. What is your relationship with Pico Rivera? Select all that apply.

☐ Live here.

☐ Work here.

☐ Own property here.

☐ Own a business here.

☐ Other - e.g., visit here, shop here, go to school here, etc.

e. Consult (with Community)

~~DOOR-TO-DOOR SURVEY~~ — RECOMMEND TO REMOVE

- **RECOMMENDATION:**

- Remove the door-to-door survey from the list of available methods.
- Reallocate original budget to multi-mode survey instead.
- Based on industry experience, a door-to-door survey is not an efficient use of time and resources for this type of project. Given the overwhelming benefits of a multi-mode survey instead, we recommend forgoing the originally scoped door-to-door survey.

DRAWBACKS

- Difficult to achieve statistical accuracy for a demographically representative sample.
- Requires significant City resources.
- Not everyone will be willing to answer door (safety, privacy).
- Skews more favorable towards single-family occupants since multi-family occupants may be harder to reach (security, gates, etc.).

f. Collaborate: Walkshop

OCTOBER 2, 2023 REGULAR CC MTG

- **What:** In-person community event to “listen and learn” from the community about their impressions, aspirations, issues, and opportunities for the downtown.
- **How:** Curated walk of a select area facilitated by bilingual staff and printed collateral. Ideally held in conjunction with an already scheduled community event.
- **When:** Late summer 2023
- **Target Audience:** Anyone with expressed interest in the project; invited participants; random passerby in Downtown, such as patrons or employees of local businesses, visitors to the Downtown, etc.



Round 1

Page 246 of 253

Engagement

OCTOBER 2, 2023 REGULAR CC MTG

f. Collaborate: Model-Build

- **What:** In-person community event to explore community visions and ideas through model-building, playing, and story-telling.
- **How:** Pop-up event with a hands-on model of Downtown San Fernando. Ideally held in conjunction with an already scheduled community event or in a highly-trafficked area, such as outside of a grocery store or at a park. Facilitated by bilingual staff.
- **When:** Winter 2023
- **Target Audience:** Anyone with expressed interest in the project; invited participants; random passerby in Downtown, such as patrons or employees of local businesses, visitors to the Downtown, etc.



OCTOBER 2, 2023 REGULAR CC MTG

f. Collaborate: Showcase

- **What:** In-person community event to share the recommendations of the draft plan.
- **How:** Open-house or showcase style. Ideally held as a celebratory event with food, art, music, and community involvement. Can be held inside a vacant storefront over the course of multiple days, or in an outdoor space in conjunction with an already scheduled community event.
- **When:** Spring 2024
- **Target Audience:** Anyone with expressed interest in the project; invited participants; random passerby in Downtown, such as patrons or employees of local businesses, visitors to the Downtown, etc.



Round 3

Page 248 of 253

Engagement

g. Other

- **What:** Other ways to provide feedback and/or to contact the project team.
- **How:**
 - Public hearings
 - Website comment box
 - Comment cards located at select locations
 - Call or email the City's Project Manager
- **When:** Anytime!
- **Target Audience:** Varies

Contact Us

Please tell us how we can help you.

Contact us, we're here to help! Do you have a question or concern regarding the City of San Fernando?

Stop by, call or email us and let us how we may help you.

CITY HALL | 117 Macneil Street, San Fernando, CA 91340

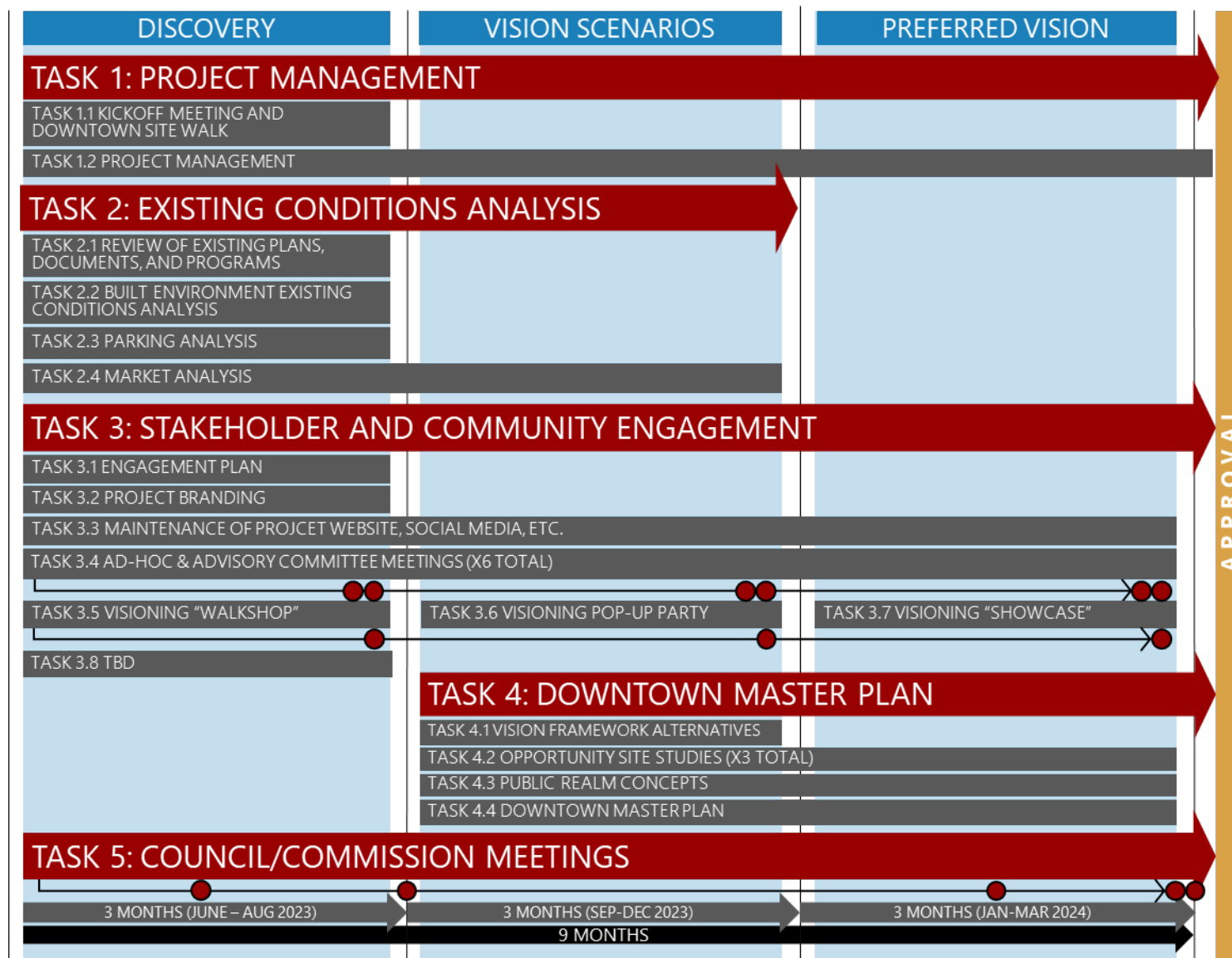
Phone: (818) 898-1200 | **Fax:** (818) 361-7631 | **Email:** info@sfcity.org

4. Tentative Schedule

OCTOBER 2, 2023 REGULAR CC MTG

4. Tentative Schedule

- 9-month overall schedule
- 3 rounds of work
- 3 community events
- 6 committee meetings



5. Evaluating Feedback

OCTOBER 2, 2023 REGULAR CC MTG

5. Evaluating Feedback

- **What:** Determine what adjustments may be required to the outreach and engagement process based on participant feedback.
- **How:** Ask participants during events to better understand their experiences, reasons for participating, etc. After events, hold internal debriefs on effectiveness of outreach and engagement methods, lessons learned.
- **When:** After every community event
- **Target Audience:** Internal project team