



AGENDA

SPECIAL CITY COUNCIL MEETING
Tuesday, March 19, 2013 – 6:20 p.m.
Hillside Conference Room

REGULAR CITY COUNCIL MEETING
Tuesday, March 19, 2013 – 7:00 p.m.
City Council Chambers

Meeting Location
El Cerrito City Hall
10890 San Pablo Avenue, El Cerrito

Greg Lyman – Mayor

Mayor Pro Tem Janet Abelson
Councilmember Jan Bridges

Councilmember Rebecca Benassini
Councilmember Mark Friedman

ROLL CALL

6:20 p.m. CONVENE SPECIAL CITY COUNCIL MEETING
ORAL COMMUNICATIONS FROM THE PUBLIC

Remarks are limited to 3 minutes per person and to the items listed on the special meeting agenda only.

COMMISSION INTERVIEWS, STATUS AND APPOINTMENTS

Conduct interviews of candidates for city boards, commissions and committees. Interviews may result in an announcement of appointment at the meeting. The City Council may also discuss and determine the scheduling and structure of future interviews.

ADJOURN SPECIAL CITY COUNCIL MEETING

ROLL CALL

7:00 p.m. CONVENE REGULAR CITY COUNCIL MEETING

- 1. PLEDGE OF ALLEGIANCE TO THE FLAG OR OBSERVATION OF MOMENT OF SILENCE** – Councilmember Bridges.
- 2. COUNCIL / STAFF COMMUNICATIONS** (*Reports of Closed Session, commission*

appointments and informational reports on matters of general interest which are announced by the City Council & City Staff.)

3. ORAL COMMUNICATIONS FROM THE PUBLIC

All persons wishing to speak should sign up with the City Clerk. Remarks are limited to 3 minutes per person. Please state your name and city of residence for the record. Comments regarding non-agenda, presentation and consent calendar items will be heard first. Comments related to items appearing on the Public Hearing or Policy Matter portions of the Agenda are taken up at the time the City Council deliberates each action item. Individuals wishing to comment on any closed session scheduled after the regular meeting may do so during this public comment period or after formal announcement of the closed session.

4. PRESENTATIONS

A. Northern California Special Olympics Award for Fundraising Efforts – *Presentation by Sylvia Moir, Chief of Police.*

B. Contra Costa County District Attorney's Office Services – *Presentation by Mark Peterson, Contra Costa County District Attorney.*

5. ADOPTION OF THE CONSENT CALENDAR – Item Nos. 5A through 5D

Consent Calendar items are considered to be routine by the City Council and will be enacted by one motion unless a request for removal for discussion or explanation is received prior to the time Council votes on the motion to adopt the Consent Calendar.

A. Minutes for Approval

Approve the March 5, 2013 Special Meeting – Closed Session and Regular City Council meeting minutes.

B. League of California Cities By-Law Amendments

Consider amendments to the League of California Cities Bylaws and direct the City Clerk to complete the ballot on Bylaws Amendments based on the Council's vote and return it to the League no later than April 19, 2013. The proposed amendments would amend the Bylaws to provide that: 1) Resolutions submitted to the League for presentation to the General Assembly must be concurred in by at least five or more cities or by city officials from at least five or more cities; and 2) The League Board may take a position on a statewide ballot measure by a 2/3rd vote of those Directors present. Currently, the Board may take positions with a simple majority.

C. Proclamation in Recognition of Stege Sanitary District's 100 Year Anniversary

Approve a proclamation commending and congratulating the Board of Directors and Staff of the Stege Sanitary District for providing one-hundred years of exemplary service to its customers and the community.

D. Support for Federal FIRE and SAFER Grant Programs

At the request of Mayor Lyman, authorize the Mayor to sign a letter thanking Congressman George Miller for his continued support for the reauthorization of the FIRE and SAFER grant programs and encourage Representative Miller to support FIRE and SAFER grant programs in the future.

6. PUBLIC HEARING – None

7. POLICY MATTERS

A. Award Urban Greening Consultant Contract

Adopt a resolution authorizing the City Manager to execute a professional services agreement with MIG, Inc. in an amount not to exceed \$154,000 for preparation of a citywide Urban Greening Plan and change orders in an amount not to exceed \$15,400.

B. Earth Hour Proclamation

Approve a proclamation proclaiming March 23, 2013 between 8:30 p.m. and 9:30 p.m. to be Earth Hour in the City of El Cerrito and calling upon all residents, businesses, and institutions to turn off non-essential lighting for this hour to make a global statement of concern about climate change and demonstrate commitment to finding solutions.

8. COUNCIL ASSIGNMENTS/LIAISON REPORTS

A. Mayor Lyman Assignments: Commission/Committee Rules Subcommittee, Contra Costa County Mayors' Conference, Crime Prevention Committee, Human Relations Commission, Municipal Services Corporation Chair, Pension Trust Board Chair, Public Financing Authority Chair, San Pablo Avenue Area Specific Plan Committee, Successor Agency to the Former Redevelopment Agency Chair, Tree Committee, West Contra Costa Transportation Advisory Committee Alternate, West County Mayors' & Supervisors' Association and West County Integrated Waste Management Authority Delegate.

B. Mayor Pro Tem Abelson Assignments: Committee on Aging, Contra Costa County Mayors' Conference Alternate, Contra Costa Transportation Authority Board Chair, League of California Cities East Bay Division Delegate (also attends as the Council's Delegate to the Annual League Conference), Environmental Quality Committee, Municipal Services Corporation Vice-Chair, Pension Trust Board Vice-Chair, Successor Agency to the Former Redevelopment Agency Vice-Chair, West Contra Costa Transportation Advisory Committee Delegate and West County Mayors' & Supervisors' Association Alternate.

C. Councilmember Benassini Assignments: Association of Bay Area Governments General Assembly Delegate, Financial Advisory Board, Planning Commission, San Pablo Avenue Area Specific Plan Committee and Tom Bates Regional Sports Field Joint Powers Authority Delegate.

D. Councilmember Bridges Assignments: Tom Bates Regional Sports Field Joint Powers Authority Delegate and Design Review Board, Park and Recreation Commission.

E. Councilmember Friedman Assignments: Arts and Culture Commission, Association of Bay Area Governments General Assembly Alternate, Economic Development Board, Commission/Committee Rules Subcommittee, League of California Cities East Bay Division Alternate and West County Integrated Waste Management Authority Alternate.

9. ADJOURN REGULAR CITY COUNCIL MEETING

A meeting of the Municipal Services Corporation follows immediately upon adjournment of this regular City Council meeting. The next regularly scheduled City Council meeting is Tuesday, April 2, 2013 at 7:00 p.m. in the City Council Chambers, 10890 San Pablo Avenue, El Cerrito, California.

- Council Meetings can be heard live on FM Radio, KECG – 88.1 and 97.7 FM and viewed live on Cable TV - KCRT- Channel 28. The meetings are rebroadcast on Channel 28 the following Thursday and Monday at 12 noon, except on holidays. Live and On-Demand Webcast of the Council Meetings can be accessed from the City's website <http://www.el-cerrito.org/ind-ex.aspx?NID=114>. Copies of the agenda bills and other written documentation relating to items of business referred to on the agenda are on file and available for public inspection in the Office of the City Clerk, at the El

Cerrito Library and posted on the City's website at www.el-cerrito.org prior to the meeting.

- In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk, (510) 215-4305. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title I).
- ***The Deadline for agenda items and communications*** is eight days prior to the next meeting by 12 noon, City Clerk's Office, 10890 San Pablo Avenue, El Cerrito, CA. Tel: 215-4305 Fax: 215-4379, email cmorse@ci.el-cerrito.ca.us
- IF YOU CHALLENGE A DECISION OF THE CITY COUNCIL IN COURT, YOU MAY BE LIMITED TO RAISING ONLY THOSE ISSUES YOU OR SOMEONE ELSE RAISED AT THE COUNCIL MEETING. ACTIONS CHALLENGING CITY COUNCIL DECISIONS SHALL BE SUBJECT TO THE TIME LIMITATIONS CONTAINED IN CODE OF CIVIL PROCEDURE SECTION 1094.6.
- The City Council believes that late night meetings deter public participation, can affect the Council's decision-making ability, and can be a burden to staff. City Council Meetings shall be adjourned by 10:30 p.m., unless extended to a specific time determined by a majority of the Council.



Special City Council Meeting
6:20 p.m.

Date: March 19, 2013
To: Honorable Mayor and Members of the City Council
From: Cheryl Morse, City Clerk (gm/bn)
Subject: Commission Interviews

MARCH 19 INTERVIEW SCHEDULE

Candidates listed below are scheduled for interview this evening:

6:20 p.m.	Deb Danziger	[ACC 1 st and only]
6:35 p.m.	Sharon Jones	[ACC, COA, HRC]
6:50 p.m.	Deliberation	

BACKGROUND

The City Council will interview candidates for the Arts & Culture Commission and Human Relations Commission.

ARTS & CULTURE COMMISSION (ACC)

There is one vacancy on this commission for a term ending January 1, 2014. Deb Danziger (ACC 1st and only) and Sharon Jones (ACC, COA, HRC) have submitted applications for the Arts and Culture Commission and are scheduled for an interview this evening. Steve Haskamp (ACC 1st, DRB 2nd, PRC 3rd), Dug Waggoner (ACC 1st and only) and Anna Storelli (ACC 1st, CSC 2nd, DRB 3rd, EQC 4th) also submitted applications listing the Arts and Culture Commission as their first choice.

HUMAN RELATIONS COMMISSION (HRC)

There is one vacancy on this commission for a term ending January 1, 2017. Sharon Jones (ACC, COA, HRC) has submitted an application listing the Human Relations Commission as one of her choices and is scheduled for an interview this evening. Dale Masterson (EQC 1st, HRC 2nd, PRC 3rd) also applied for the Human Relation Commission in December and was not available for an interview in January.

Attachments:

1. Applicant Matrix
2. Candidate Applications
3. Possible Interview Questions
4. El Cerrito Municipal Code Section 2.04.310

2013 Board and Commission Applicant Matrix – Updated 3/12/13

Commission Interviews
Attachment 1

	Arts & Culture (1 Vacancy)	Citizens Street Oversight (0 Vacancies)	Civil Service Commission (0 Vacancies)	Committee on Aging (4 Vacancies)	Crime Prevention (8 Vacancies)	Design Review Board (0 Vacancies)	Economic Devt. Bd (0 Vacancies)	Environmental Quality (4 Vacancies)	Financial Advisory Board (0 Vacancies)	Human Relations (1 Vacancy)	Park and Recreation (0 Vacancies)	Planning Commission (0 Vacancies)	Tree Committee (7 Vacancies)	Interview Date	Appointed ?
Makalia Francis Aga							2			1		3		1/12/13	HRC
Arlinda Babcock				1										N/A	
Rich Bartke			3					2	1					1/15/13	FAB
Dries Berghman							3	1				2		9/11/12	
Cathy Bleier								1					1		TC
Wendy H. Brawer							1							1/12/13	EDB
Brad Caftel									1					1/15/13	FAB
Ruth Cazden	1			2										1/7/13	ACC
Michael Charlton		3						2					1	N/A	
Nola Vegares Chavez				1										N/A	
Karen H. Christian				3			4				2		1	1/12/13	TC
Carlos Santiago Gilley							2		4			3		Withdrawn	
Loïc Comolli							1	2						Unavailable	
Amy Coty												1		1/7/13	PC
Deb Danziger	1													3/19/13	
Manish Doshi											1			1/15/13	PRC
Georgina Edwards											1			1/12/13	HRC
Carl Groch						2						1		1/7/13	DRB
Steve Haskamp	1					2					3			1/7/13	
Gary Hill											1			1/12/13	PRC
Linda Jolivet			2		1									1/12/13	CPC

2013 Board and Commission Applicant Matrix – Updated 3/12/13

	Arts & Culture (1 Vacancy)	Citizens Street Oversight (0 Vacancies)	Civil Service Commission (0 Vacancies)	Committee on Aging (4 Vacancies)	Crime Prevention (8 Vacancies)	Design Review Board (0 Vacancies)	Economic Devt. Bd (0 Vacancies)	Environmental Quality (4 Vacancies)	Financial Advisory Board (0 Vacancies)	Human Relations (1 Vacancy)	Park and Recreation (0 Vacancies)	Planning Commission (0 Vacancies)	Tree Committee (7 Vacancies)	Interview Date	Appointed ?
Sharon Jones	1			1						1				3/19/13	
Linda Klein												1		Applied after deadline – No Vacancy	
Hale Kronenberg									1					1/15/13	FAB
Bill Kuhlman					3				2			1		1/12/13	PC
Paul Kuhn						1								1/12/13	
Shannon Lee-Rutherford ⁱ											2		1	1/12/13	TC
Ann Lehman							1							1/12/13	EDB
Steve Lipson											1			1/15/13	PRC
Radziah Loh						1								1/12/13	
Dale Masterson								1		2	3			Unavailable	
Henia Miedzinski						1								1/15/13	
Erin Miller							2					1			
Heidi Rand	1													1/7/13	ACC
Arthur Schultz							2		1			3		1/15/13	
Susan Seastone						1						2		1/7/13	CPC
Matt Serier											1	2	3	1/7/13	
Cristin M. Sethi	1													1/7/13	ACC
Anna M. Storelli	1		2			3		4						Missed 1/15/13 interview	
Marty Takimoto					1						2	3		1/15/13	CPC
Davis Todhunter												4		Withdrawn	
Anatalio Ubalde							1							Applied after deadline – No Vacancy	
Peter Vranich							3		1			2		1/7/13	FAB

2013 Board and Commission Applicant Matrix – Updated 3/12/13

	<i>Arts & Culture (1 Vacancy)</i>	<i>Citizens Street Oversight (0 Vacancies)</i>	<i>Civil Service Commission (0 Vacancies)</i>	<i>Committee on Aging (4 Vacancies)</i>	<i>Crime Prevention (8 Vacancies)</i>	<i>Design Review Board (0 Vacancies)</i>	<i>Economic Devt. Bd (0 Vacancies)</i>	<i>Environmental Quality (4 Vacancies)</i>	<i>Financial Advisory Board (0 Vacancies)</i>	<i>Human Relations (1 Vacancy)</i>	<i>Park and Recreation (0 Vacancies)</i>	<i>Planning Commission (0 Vacancies)</i>	<i>Tree Committee (7 Vacancies)</i>	<i>Interview Date</i>	<i>Appointed ?</i>
<i>Dug Waggoner</i>	1													1/7/13	
<i>Orlandus Watersⁱⁱ</i>									2			3		1/12/13	CBOC
<i>Kevin Wildenberg</i>						2	3	1						1/12/13	
<i>Bruce L. Yowⁱⁱⁱ</i>									1		3			1/15/13	
<i>Luis Zavala</i>	1													1/7/13	ACC

ⁱ Applicant for CCC Library Commission

ⁱⁱ Applicant for Citizens Bond Oversight Committee

ⁱⁱⁱ Applicant for Citizens Bond Oversight Committee



**March 19, 2013
Regular City Council Meeting**

**Commission Interviews
Attachments 2 & 3 – Candidate Applications and Interview
Questions**

Documents are available for review at:

Office of the City Clerk
10890 San Pablo Avenue
El Cerrito, CA
(510) 215-4305

and

The El Cerrito Library
6510 Stockton Avenue
El Cerrito, CA

ART & CULTURE COMMISSION

2.04.310 Art and Culture Commission

A. There shall be an arts and culture commission consisting of seven members. These members shall demonstrate a commitment to the various arts disciplines, including but not limited to: fine arts, visual arts, performing arts, literary arts, art history and arts education.

B. The commission shall have the following powers and duties as stated below, and such others as assigned from time to time by the city council:

1. To act in an advisory capacity to the city council in all matters pertaining to arts in the community;

2. Make recommendations to the city council concerning the resources and needs of the community on the subject of the arts, opportunities for participation of artists and performers in city-sponsored activities, and ways to encourage community involvement in the arts;

3. Work cooperatively with city boards and commissions and other public and private organizations in creating and promoting art and cultural programs and activities within the city;

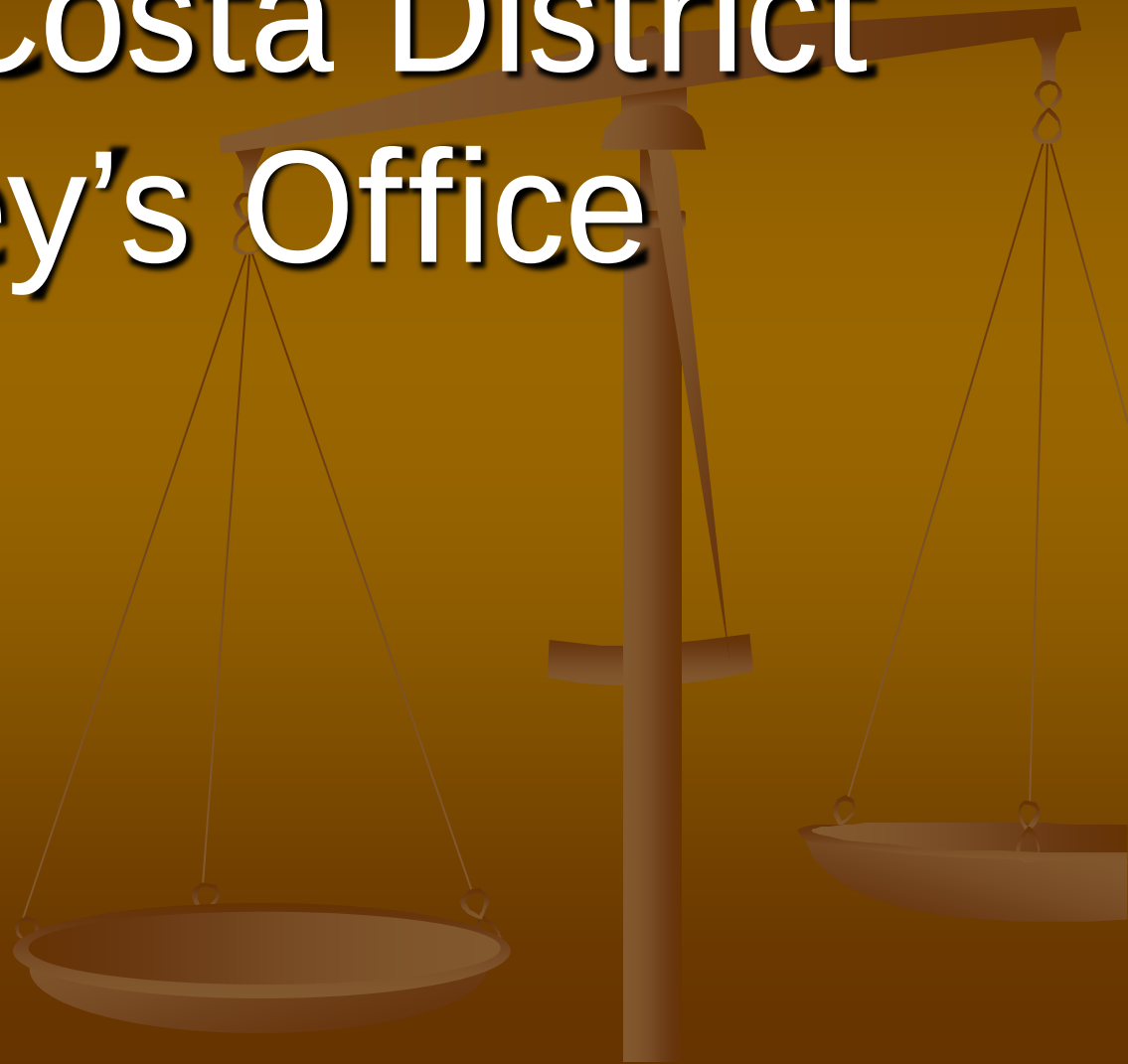
4. Coordinate and strengthen existing organizations in the arts and develop cooperation with regional organizations;

5. Make recommendations to the city council regarding the funding of community art projects, including the search for private and public grants, and regarding the disbursement of revenues consistent with the needs of the community;

6. Review and make recommendations to the city council upon all works of art to be acquired by the city, either by purchase, gift or otherwise and exterior works of art installed in the city on public property;

7. Recommend to the City Council the adoption of such ordinances or policies as it may deem necessary for the administration and preservation of the arts and cultural development of the city.(Ord. 2003-1 Div. 1, 2003.)

Contra Costa District Attorney's Office



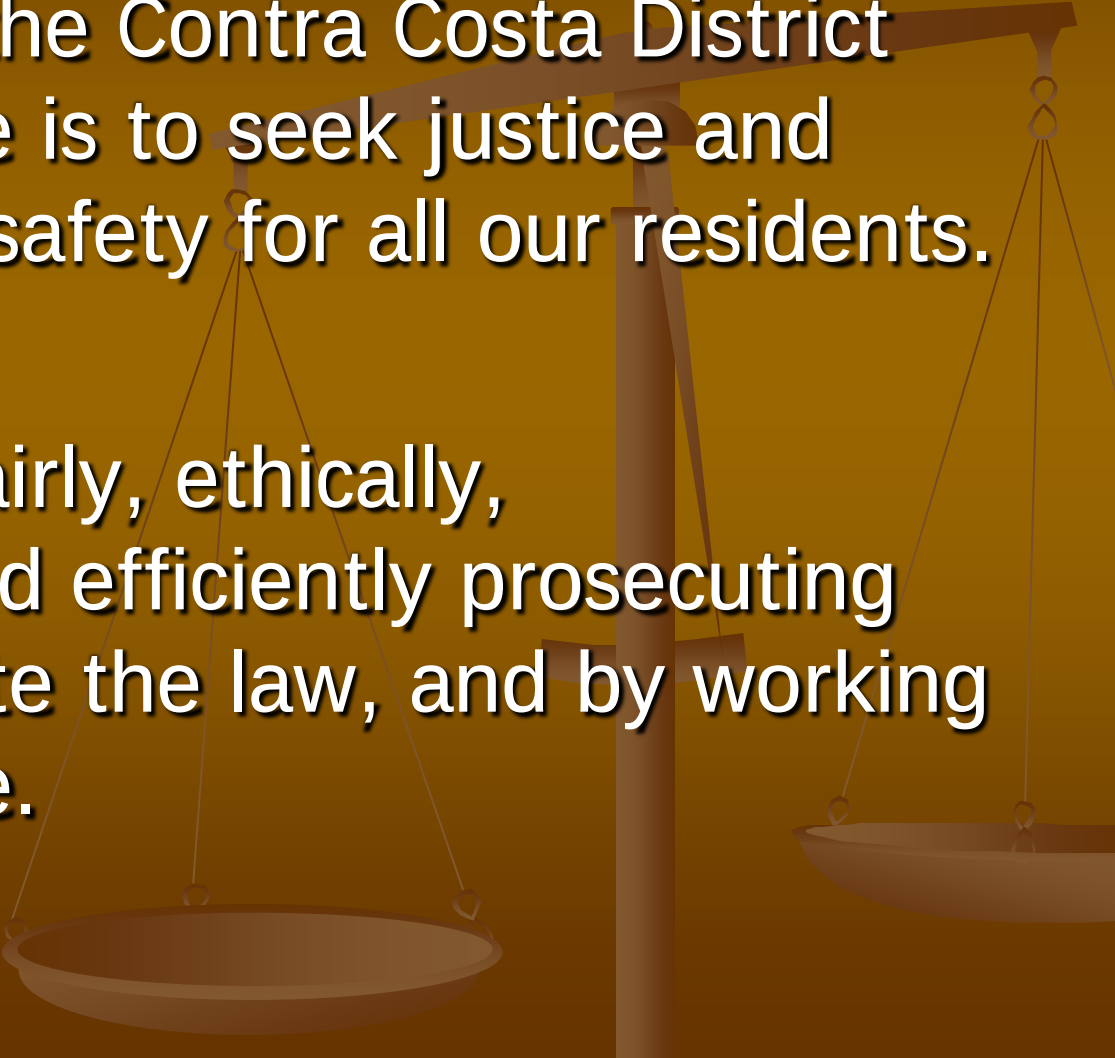
Mark Peterson

- 28 years
- 110 Jury Trials
- 27 Murder Trials
- 5 Death Penalty Trials

- 15 years Concord City Council
 - 3 time Mayor
 - 150 million budget
 - 500 employees
 - 7 Departments



Mission Statement

- The mission of the Contra Costa District Attorney's Office is to seek justice and enhance public safety for all our residents.
 - We do this by fairly, ethically, aggressively, and efficiently prosecuting those who violate the law, and by working to prevent crime.
- 

Seek Justice
Serve Justice
Do Justice



Sheriff's Office

Antioch PD

Brentwood PD

Clayton PD

Concord PD

El Cerrito PD

Hercules PD

Lafayette PD

Martinez PD

Moraga PD

Oakley PD

Orinda PD

Pinole PD

Pittsburg PD

Pleasant Hill PD

Richmond PD

SUPERIOR
COURT

PUBLIC
DEFENDER

CONFLICT
DEFENDERS

PROBATION

JAIL

Fish and Game

Community College PD

East Bay Regional Park

B.A.R.T. PD

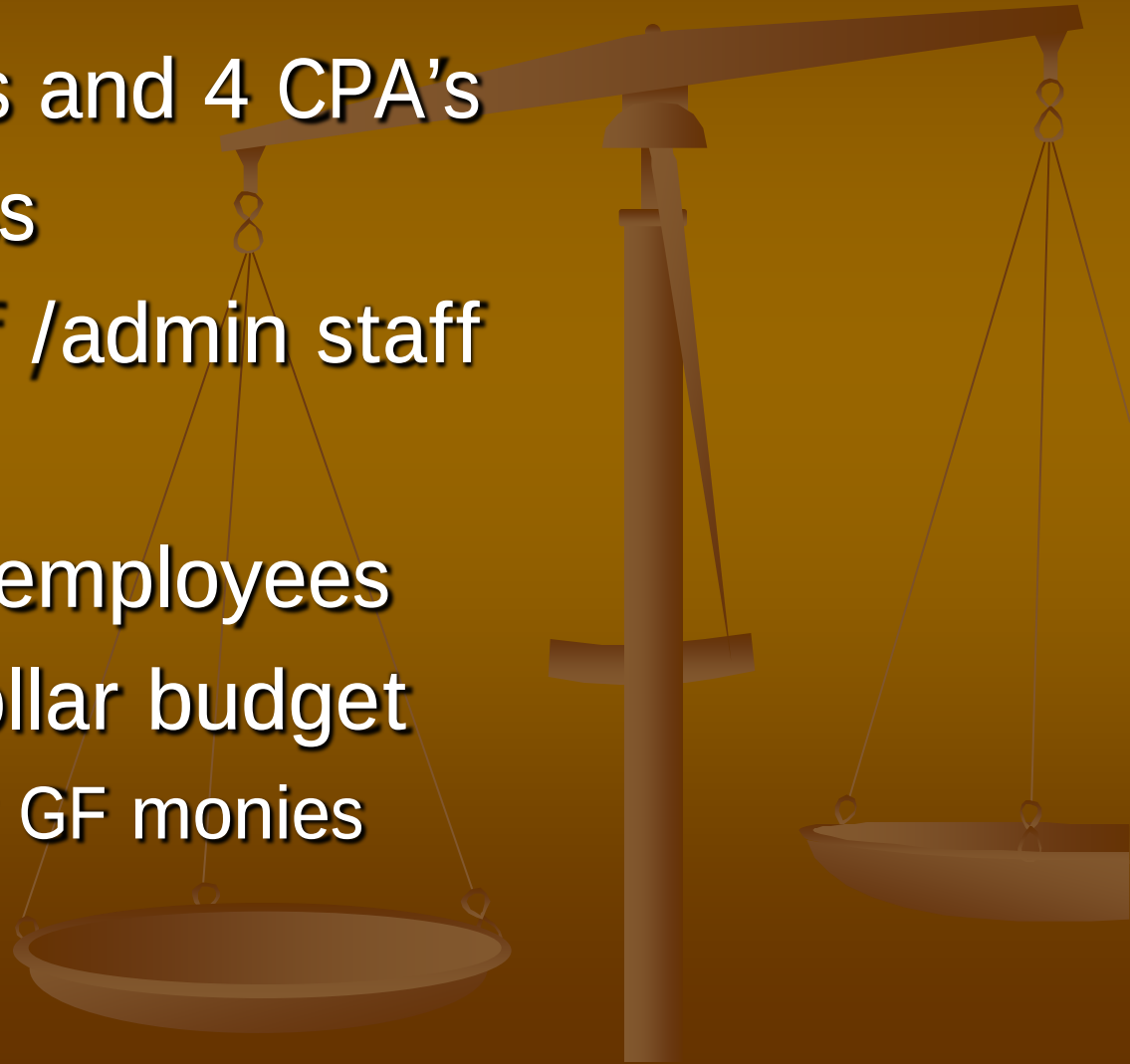
San Ramon PD

San Pablo PD

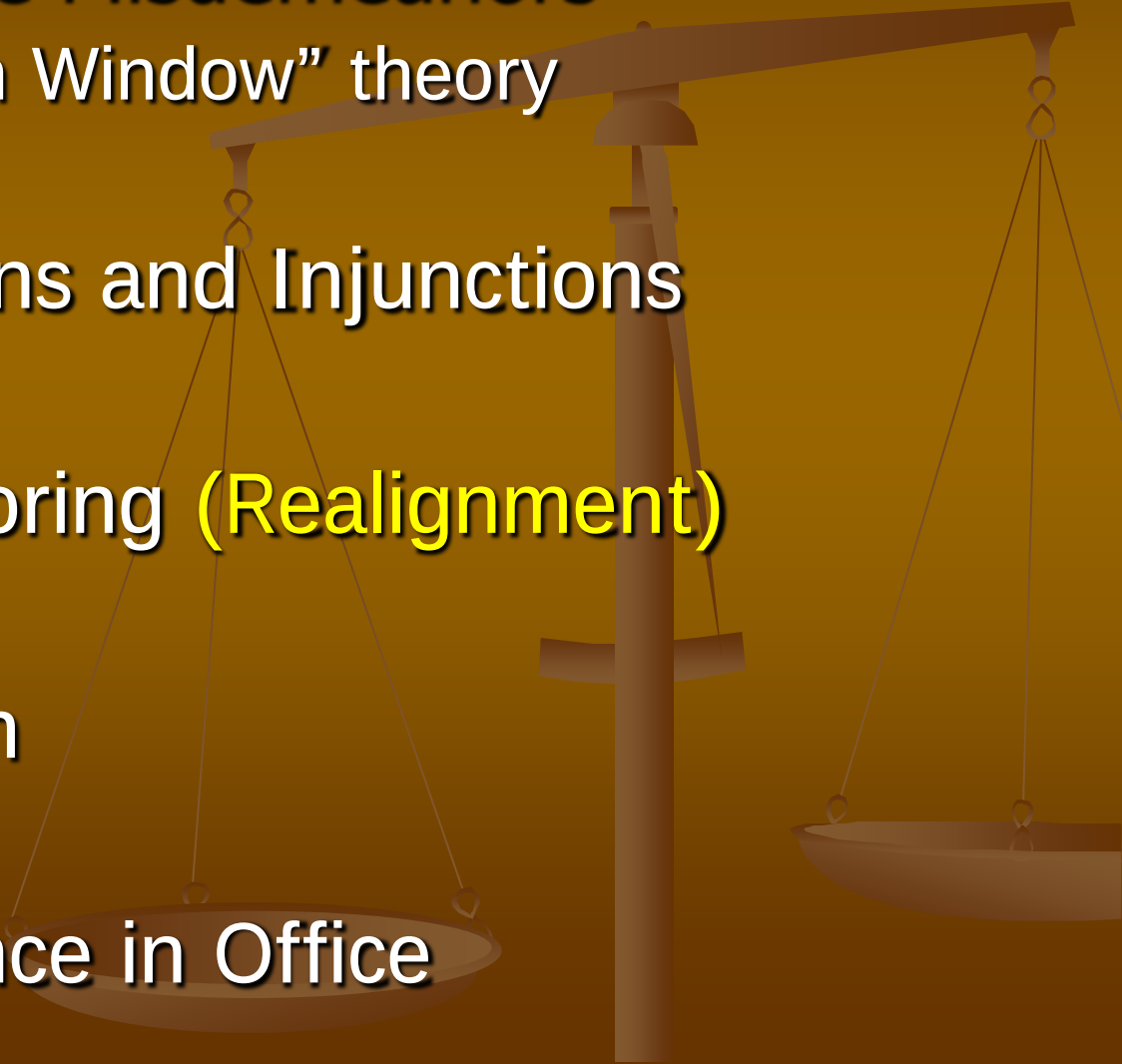


District Attorney's Office

- 95 attorneys
- 27 Investigators and 4 CPA's
- 7 victim/witness
- 45 support staff /admin staff
- 174 authorized employees
- \$30.7 million dollar budget
 - 4.5% of county GF monies



Office Priorities

- Always Prosecute Misdemeanors
 - Wilson's "Broken Window" theory
 - Gang Prosecutions and Injunctions
 - Electronic Monitoring (Realignment)
 - Crime Prevention
 - Restore confidence in Office
- 

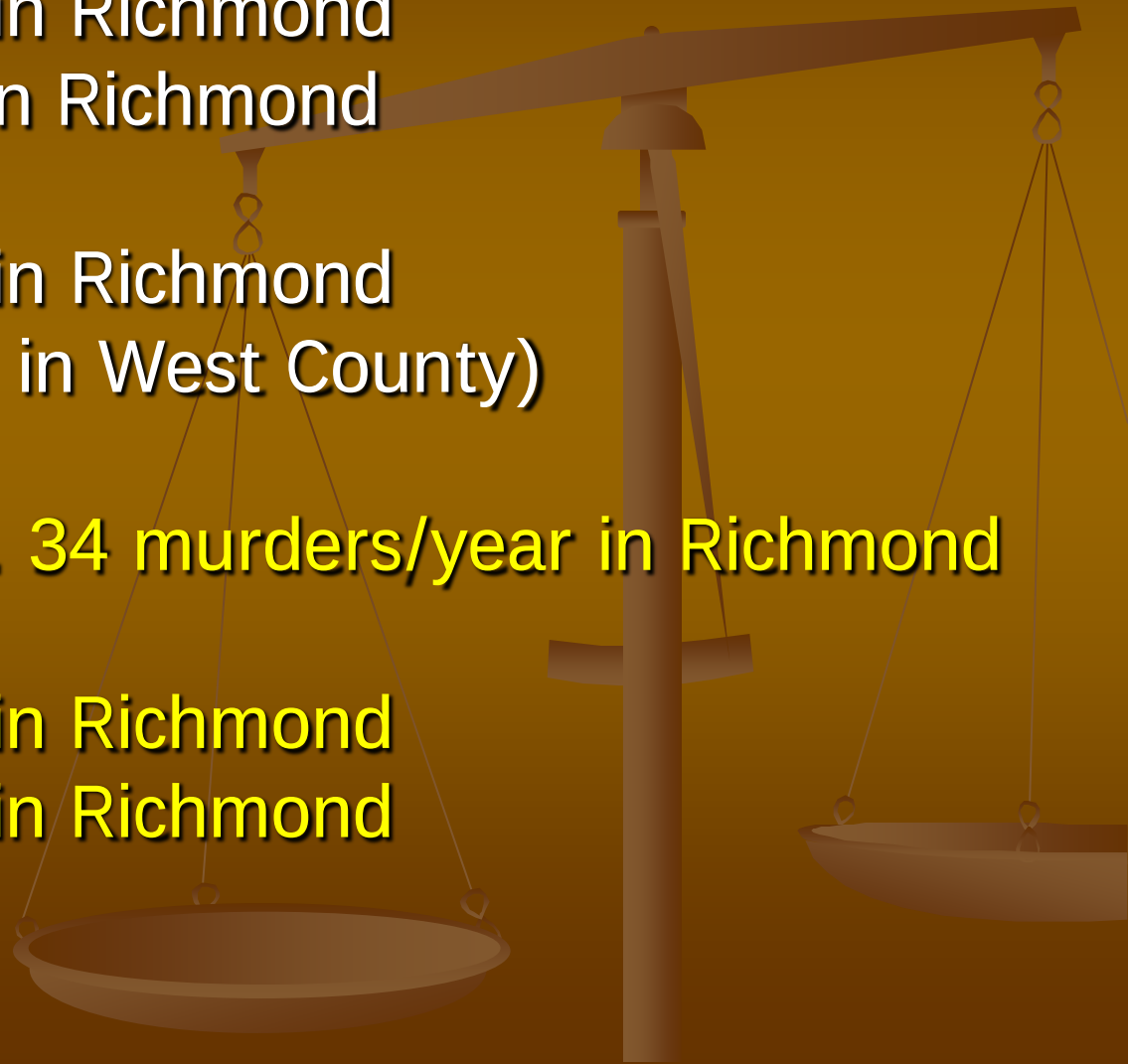
Misdemeanors

- “Quality of life” crimes
- Vandalism, graffiti, drunk in public, petty theft, etc..
- Driving under the influence cases
- Domestic violence
- Misdemeanors filed 2011 – 11,000
- Felonies filed 2011 – 4,000



Gang Prosecution

- 2006 – 42 murders in Richmond
- 2007 – 47 murders in Richmond
- 2008 – 27 murders in Richmond
- 2009 - 47 murders in Richmond
- 2010 – 21 murders in Richmond
- (2010 – 32 murders in West County)
- Last 25 years – avg. 34 murders/year in Richmond
- 2011 – 27 murders in Richmond
- 2012 – 21 murders in Richmond
- CeaseFire
- Injunctions





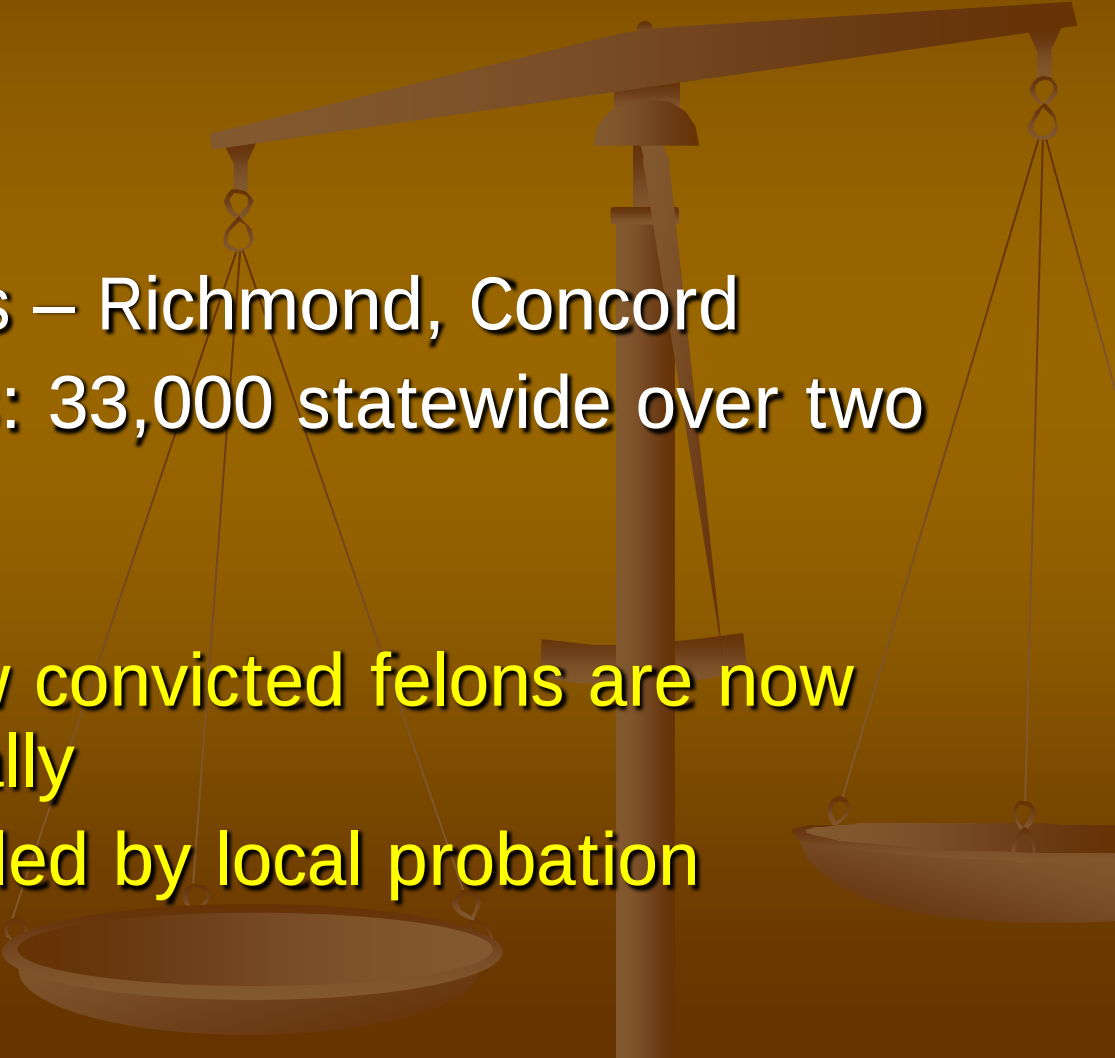






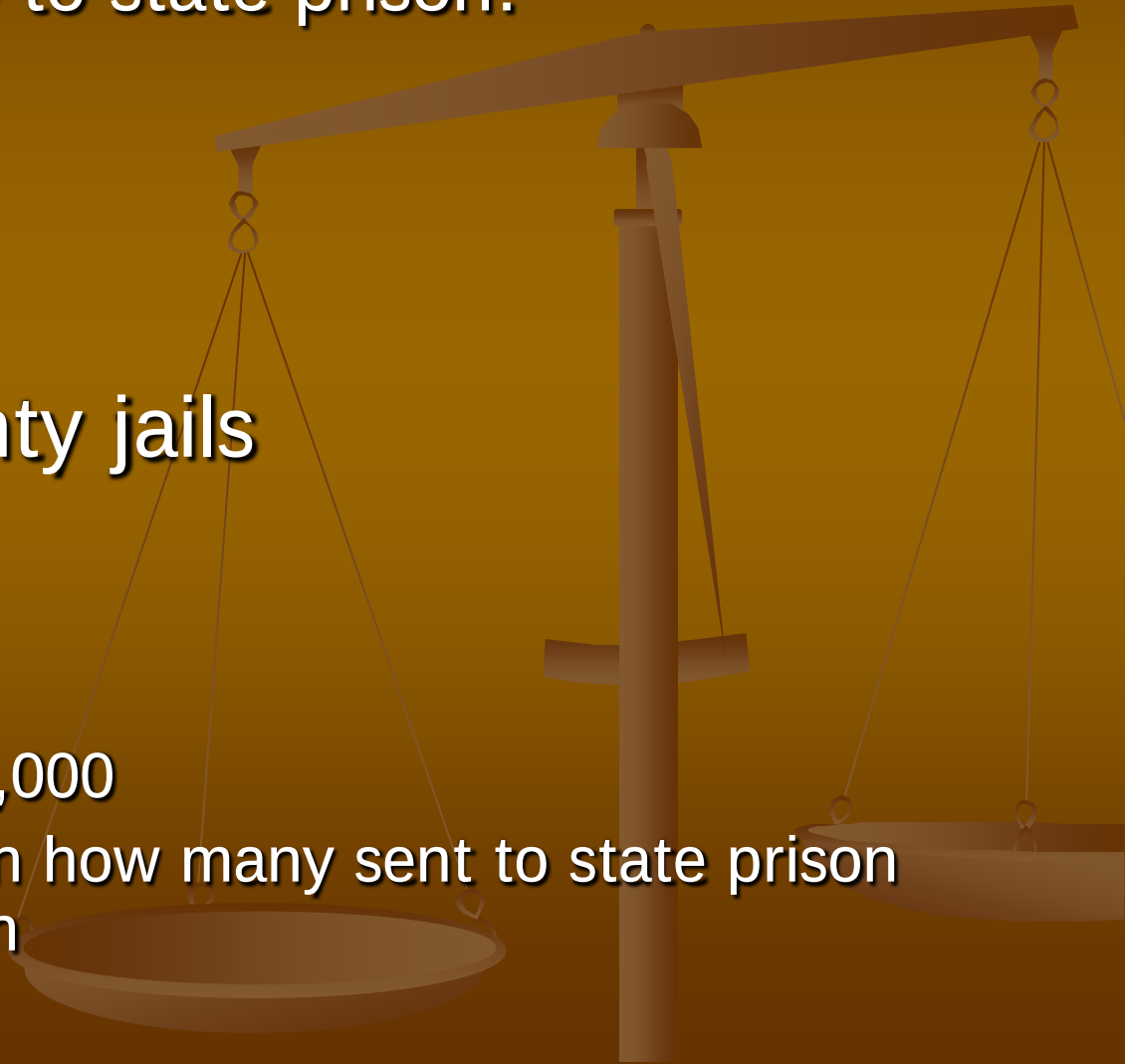


Electronic Monitoring/Realignment

- Current Parolees
 - Contra Costa County – 1,250
 - Richmond - 368
 - El Cerrito - 10
 - San Pablo – 117
 - Two parole offices – Richmond, Concord
 - Expected releases: 33,000 statewide over two years
 - Thousands of new convicted felons are now being housed locally
 - Parole to be handled by local probation
- 

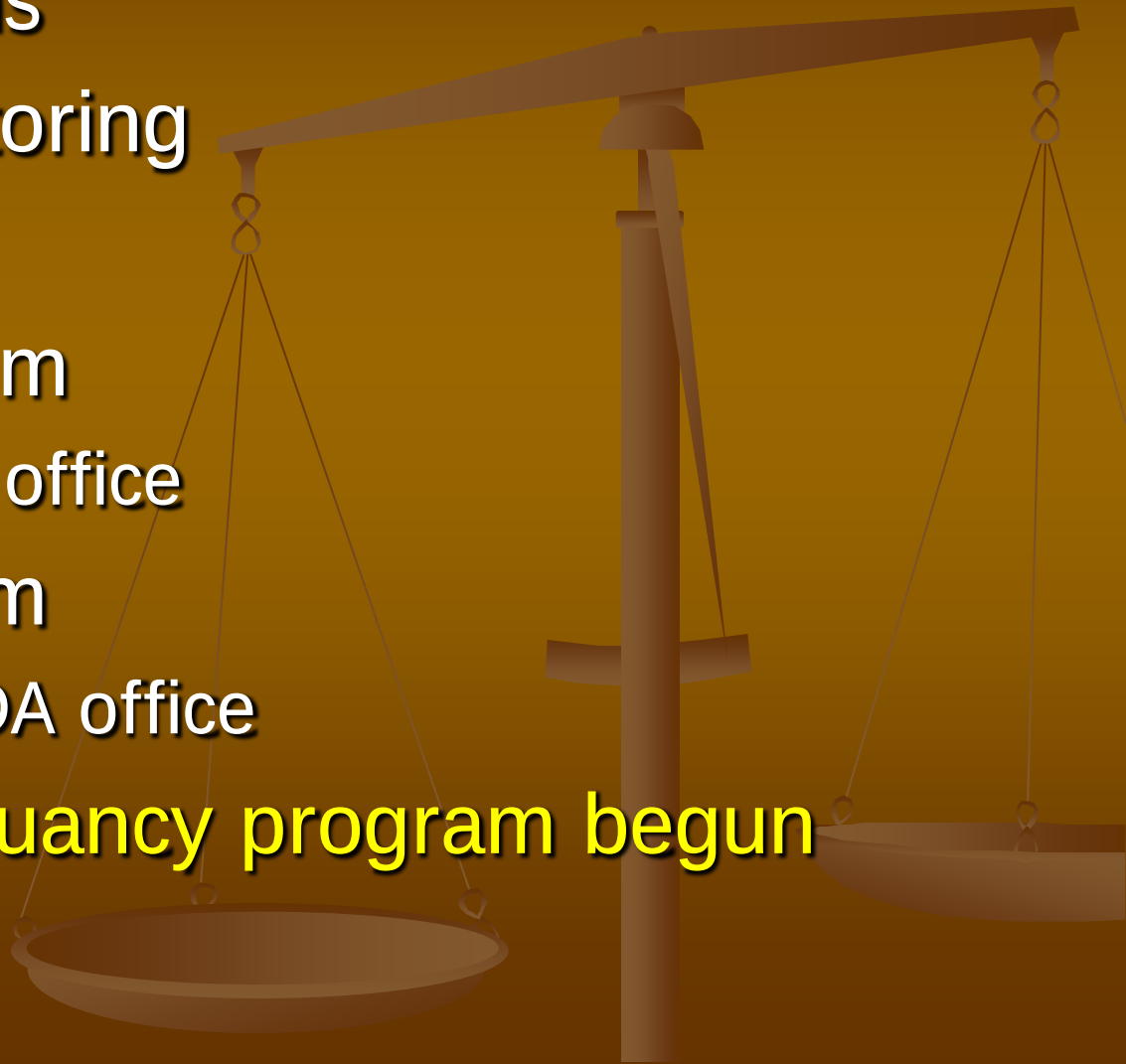
Realignment – Assembly Bill 109

- Changes where convicted felons are housed
- Persons that still go to state prison:
 - Serious Felony
 - Violent Felony
 - Sex Felony
- All others to county jails
 - Space issue
 - Housing issue
 - **Cost issue**
 - \$49,000 vs. \$24,000
 - Formula based on how many sent to state prison before/Population

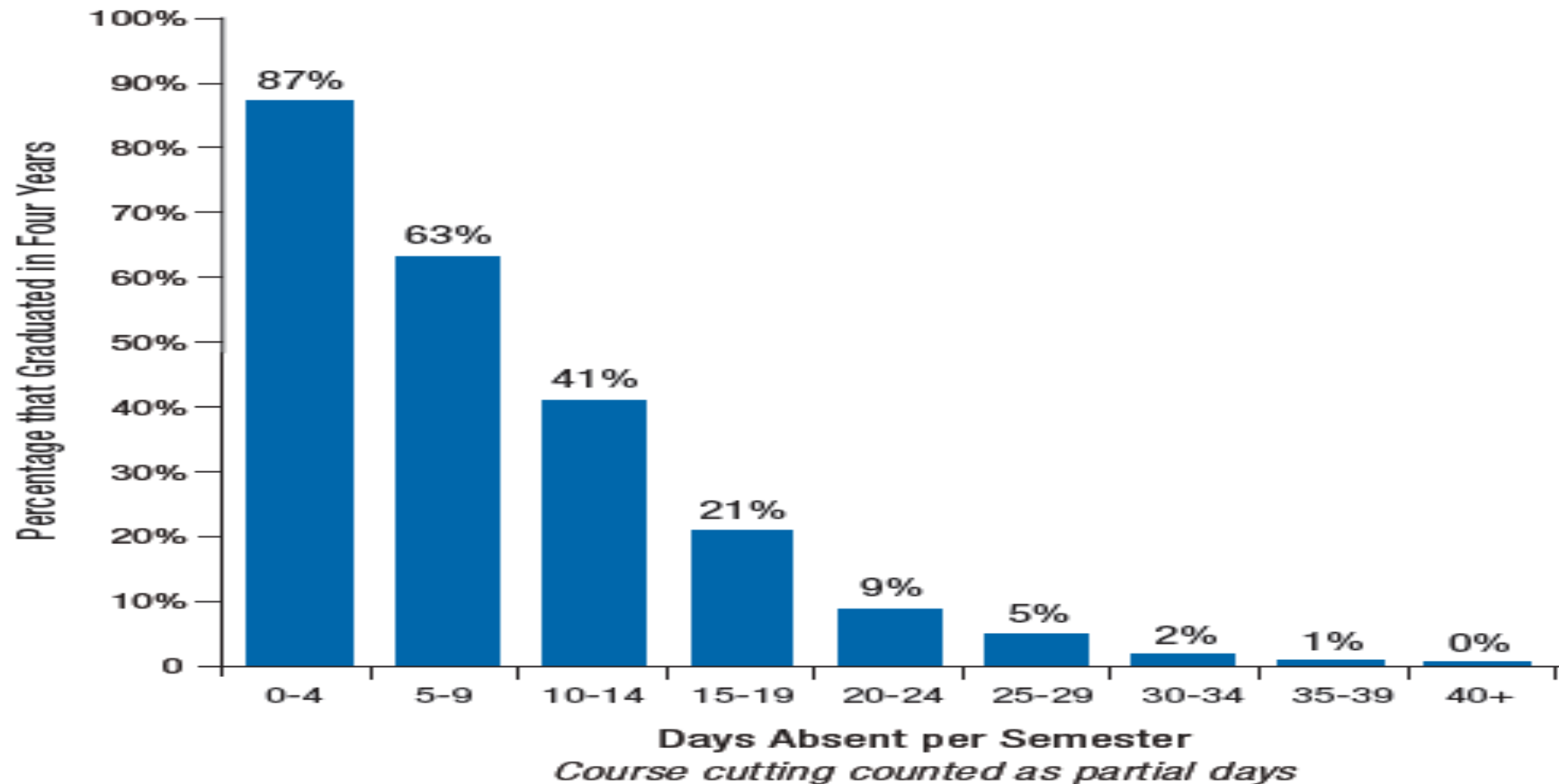


Crime Prevention

- Gang Injunctions
- Electronic Monitoring
- At-risk youth
- Re-entry program
 - Santa Clara DA office
- Truancy Program
 - San Francisco DA office
- Contra Costa Truancy program begun



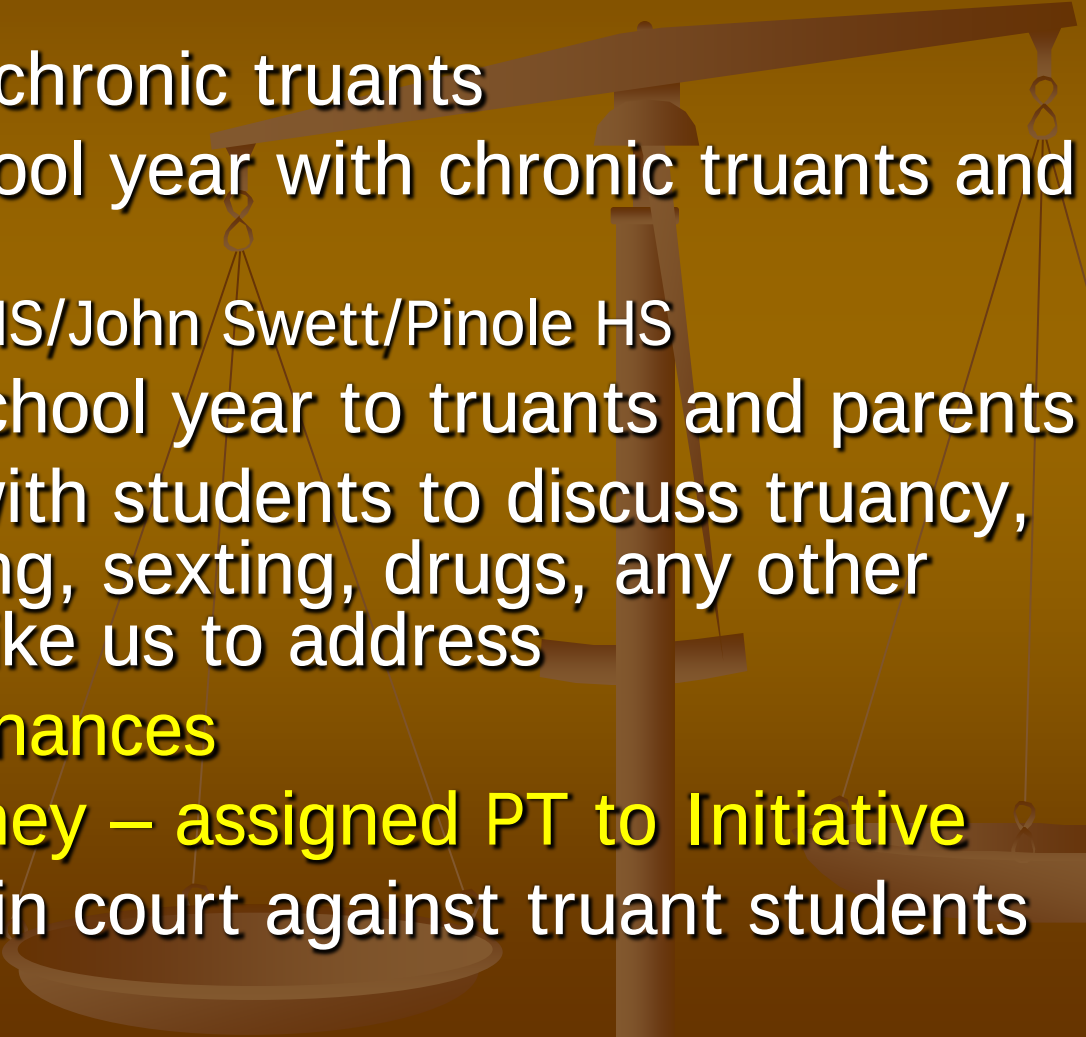
9th Grade Attendance Predicts Graduation for Students of All Economic Backgrounds



Note: This Chicago study found attendance was a stronger graduation predictor than 8th grade test scores.

Source: Allensworth & Easton, *What Matters for Staying On-Track and Graduating in Chicago Public Schools*, Consortium on Chicago School Research at U of C, July 2007

Contra Costa DA Truancy Program

- Monthly meetings with school truancy officers
 - Meeting with all school superintendents
 - Program:
 - **Letters** to parents of chronic truants
 - **Meetings** prior to school year with chronic truants and parents
 - Liberty HS/Pittsburg HS/John Swett/Pinole HS
 - Letters sent during school year to truants and parents
 - **Assembly meetings** with students to discuss truancy, bullying, cyber-bullying, sexting, drugs, any other issues school would like us to address
 - **Day-time curfew ordinances**
 - **Deputy District Attorney – assigned PT to Initiative**
 - **Prosecution** of cases in court against truant students and/or parents
- 

RODEO SCHOOLS

Parents face charges over kids' truancy

By Karl Fischer

kfischer@bayareanewsgroup.com

Two parents of students attending Rodeo Hills Elementary School must appear in criminal court next month because their children were absent from too many classes this year.

The Contra Costa County District Attorney's Office made a public statement announcing the case, the first time in county history parents are facing charges for not ensuring their children attend school.

The two parents each have at least one student at the school, District Attorney Mark Peterson said. Both face a misdemeanor charge for "failing to encourage their truant children's attendance

Continued from Page 1

in school," referencing a new law dealing with child neglect.

One student, a fifth-grader, missed more than half of the current school year with unexcused absences. The other, a third-grader, missed more than one-third of the school year unexcused.

"Our goal is to get these kids back in school and to get parents to take responsibility for making that happen," Peterson said.

Peterson works closely with school districts around Contra Costa County regarding truancy. Prosecutors filed these two cases Friday be-

cause they were particularly egregious and because the John Swett Unified School District devoted a lot of time and effort to resolving the problem with the parents, without success. Bay Area News Group is not identifying the defendants to protect the identity of their children.

The new law took effect in January 2011. It applies to parents of truant children in kindergarten through eighth grade.

Each parent will receive mailed notices instructing them to appear in court next month, Peterson said.

If convicted, they could face as much as a year in county jail and a \$2,000 fine.

The superintendent of the John Swett district could not be reached for comment.

See **TRUANCY**

CONTRA COSTA COURTS

One parent late, one a no-show to truancy arraignment

Two women face prosecution under new state law

By Tom Lochner

tlochner@bayareanewsgroup.com

The first two Contra Costa parents charged under a tough new state truancy law were supposed to be arraigned last week, but one was late and the other did not show

up at all.

Contra Costa Superior Court Judge Christopher Bowen issued a \$5,000 bench warrant for each of the two but rescinded one when the defendant showed up, albeit more than an hour and a half late,

during an afternoon court session in Richmond on Thursday. Bowen set the next court date for March 23.

The two parents, a Crockett woman and a Rodeo woman, are being prosecuted under a state law effective January 2011 that criminalizes chronic truancy, sub-

jecting parents to a misdemeanor count punishable by up to \$2,000 and a year in jail upon conviction. This newspaper is not publishing the parents' names to protect their children's privacy.

One parent has a fifth-grader

See **TRUANCY**, Page 2

Truancy

Continued from Page 1

at Rodeo Hills Elementary School who missed more than half the school year; the other has a third-grader at the school who missed a significant number of days, according to Contra Costa County District Attorney Mark Peterson.

The Legislature labels truants chronic if they are absent without excuse more than 10 percent of school days during a school year or portion thereof.

The state education code provides for various interventions by school and other civil authorities and lesser penalties starting at \$100 before truancy becomes a criminal matter.

The part of the law that the two parents are being prosecuted under applies to children in kindergarten through eighth grade. Older truants undergo truancy mediation and can be ordered to do court-approved community service, fined \$100 and face suspension of driving privileges.

A state Department of Education fact sheet on the new truancy law is available at www.cde.ca.gov/ls/ai/tr/.

Peterson has championed the law as a crime-prevention tool, on the theory that kids who are in school are less likely to get in trouble, a notion embraced by truant officers such as John Angell.

"If kids are in school, it reduces crime," said Angell, truancy coordinator for the John Swett school district, which includes Crockett and Rodeo as well as Port Costa, Tormey and parts of Hercules and Franklin Canyon.

The California Department of Education defines truancy as a student missing more than 30 minutes of instruction without an excuse three times or more during the school year.

Rodeo Hills had a 40.32 percent truancy rate in the 2009-2010 school year, the latest year with available data, which are compiled by school districts and reported to the state.

The rate for the entire John Swett school district was 50.6 percent that year, compared with the county-

wide rate of 34.95 percent and the statewide rate of 28.15 percent.

Criminal prosecution, such as of the two parents in the John Swett district, is a last resort, said schools Superintendent Mike McLaughlin.

"We're not here to punish parents," McLaughlin said. "We're trying to tell them, 'It's your responsibility, and we want to help you. But if you ignore us at every step, we need to do something.'"

Angell said Peterson spoke to the two mothers during a meeting with about 100 parents in September during which he explained the new law.

Angell later met twice with the two mothers one-on-one, each time after filing official notices of truancy followed by letters, he said. He spoke to them again and summoned them to a district School Attendance Review Board hearing, where a

panel including three attendance secretaries, a mental health specialist and, if available, a law enforcement officer, would talk to them.

But neither mother showed up, Angell said. When they disregarded a second summons, he referred their cases to the District Attorney's Office.

Angell said he goes the extra mile to help out truancy-troubled parents, for example by getting them bus passes, helping them find a relative to take the children to school, or sometimes an out-of-the-box solution.

"One lady one time said she couldn't send her kids to school because they didn't have any clean clothes," he remembered. "So I got them a washer and dryer. I got it donated by the community."

"I went on my day off and hooked it up for her."

Staff writer Malaika Fraley contributed to this report.

Restoring Confidence in DA Office

- New Leadership – New District Attorney
- New Management Team
- Priorities
 - Prosecution
 - Prevention
 - Innovation
- Communication
 - Regular meetings with stakeholders
 - Listen



Sheriff's Office

Antioch PD

Brentwood PD

Clayton PD

Concord PD

El Cerrito PD

Hercules PD

Lafayette PD

Martinez PD

Moraga PD

Oakley PD

Orinda PD

Pinole PD

Pittsburg PD

Pleasant Hill PD

Richmond PD

SUPERIOR
COURT

PUBLIC
DEFENDER

CONFLICT
DEFENDERS

PROBATION

JAIL

Fish and Game

Community College PD

East Bay Regional Park

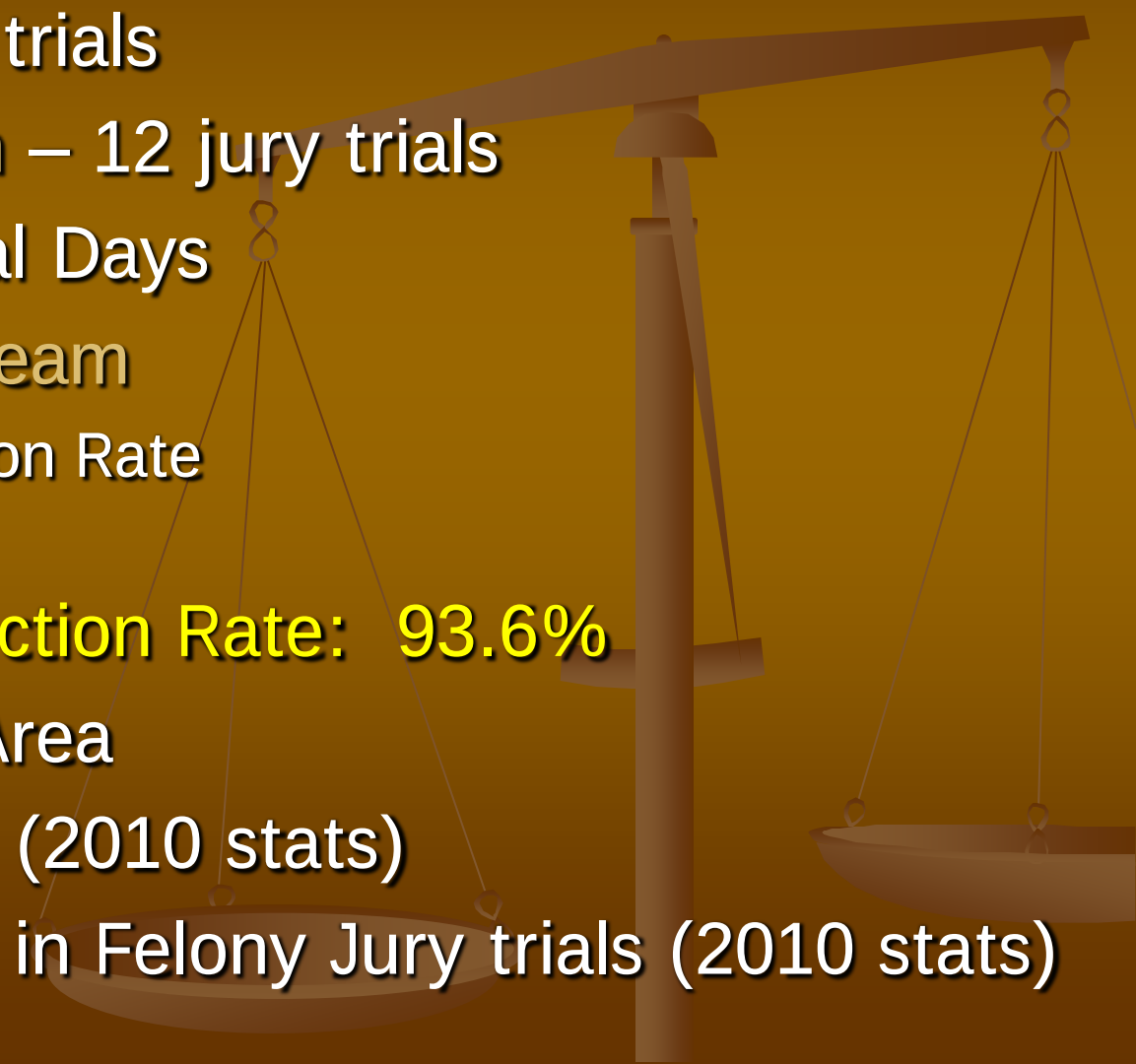
B.A.R.T. PD

San Ramon PD

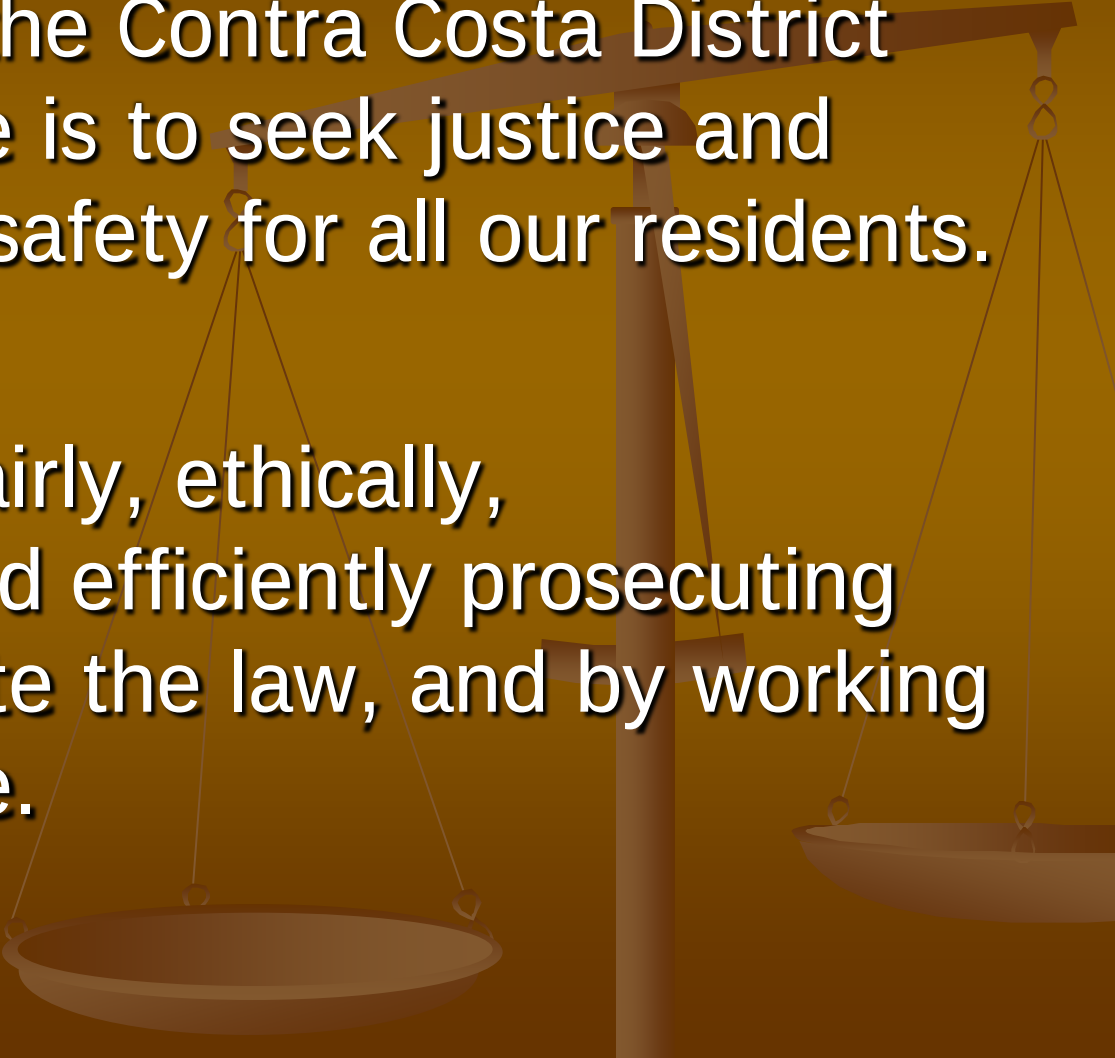
San Pablo PD



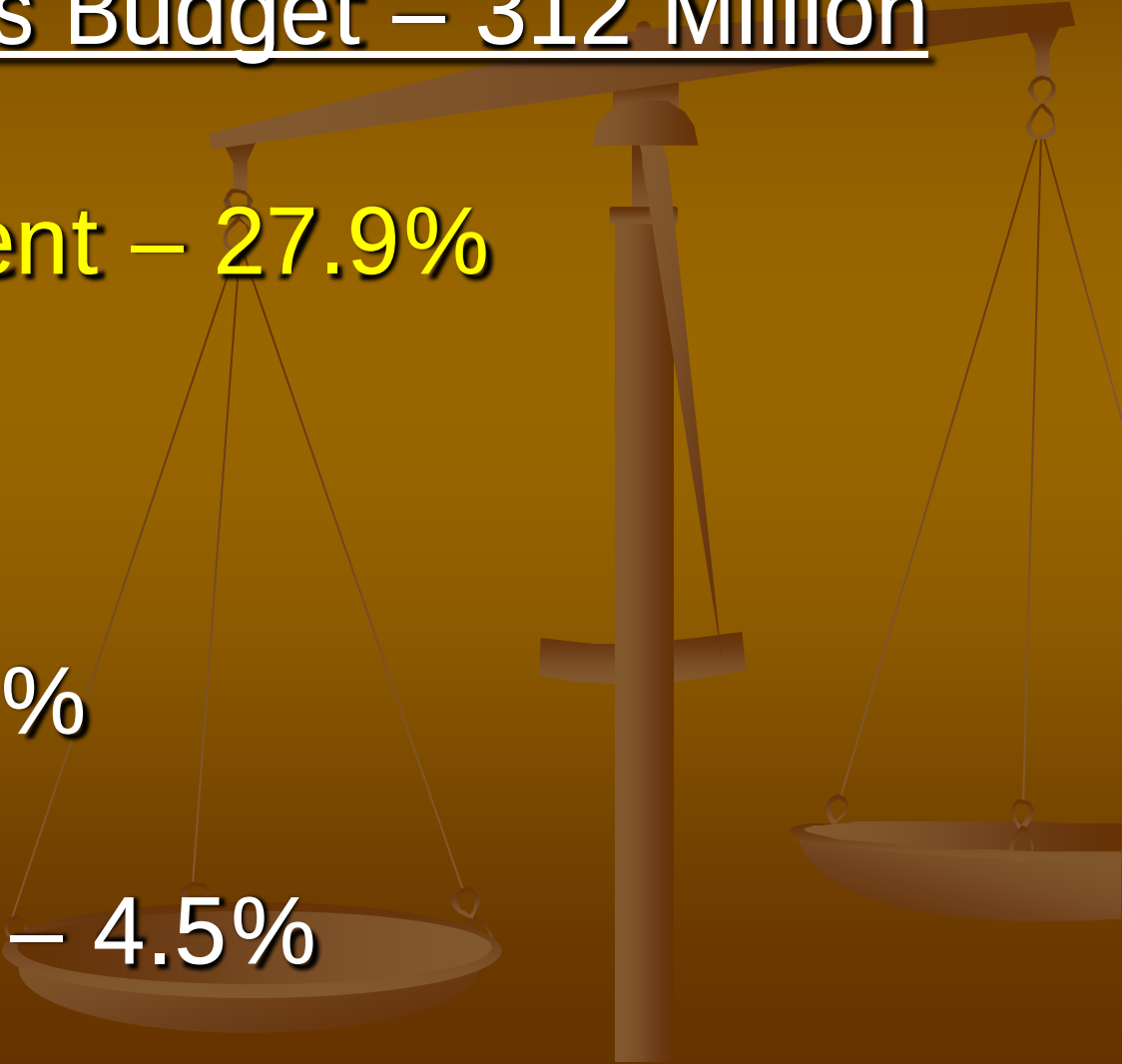
2011 HIGHLIGHTS:

- 100 Jury Trials
 - Felony Trial Team – 45 jury trials
 - Homicides – 14 jury trials
 - Sexual Assault Team – 12 jury trials
 - Gang Unit – 214 Trial Days
 - Domestic Violence Team
 - 92% Felony Conviction Rate
 - **Overall Felony Conviction Rate: 93.6%**
 - No. 1 in the Bay Area
 - No. 3 in the State (2010 stats)
 - No. 6 in the State in Felony Jury trials (2010 stats)
- 

Mission Statement

- The mission of the Contra Costa District Attorney's Office is to seek justice and enhance public safety for all our residents.
 - We do this by fairly, ethically, aggressively, and efficiently prosecuting those who violate the law, and by working to prevent crime.
- 

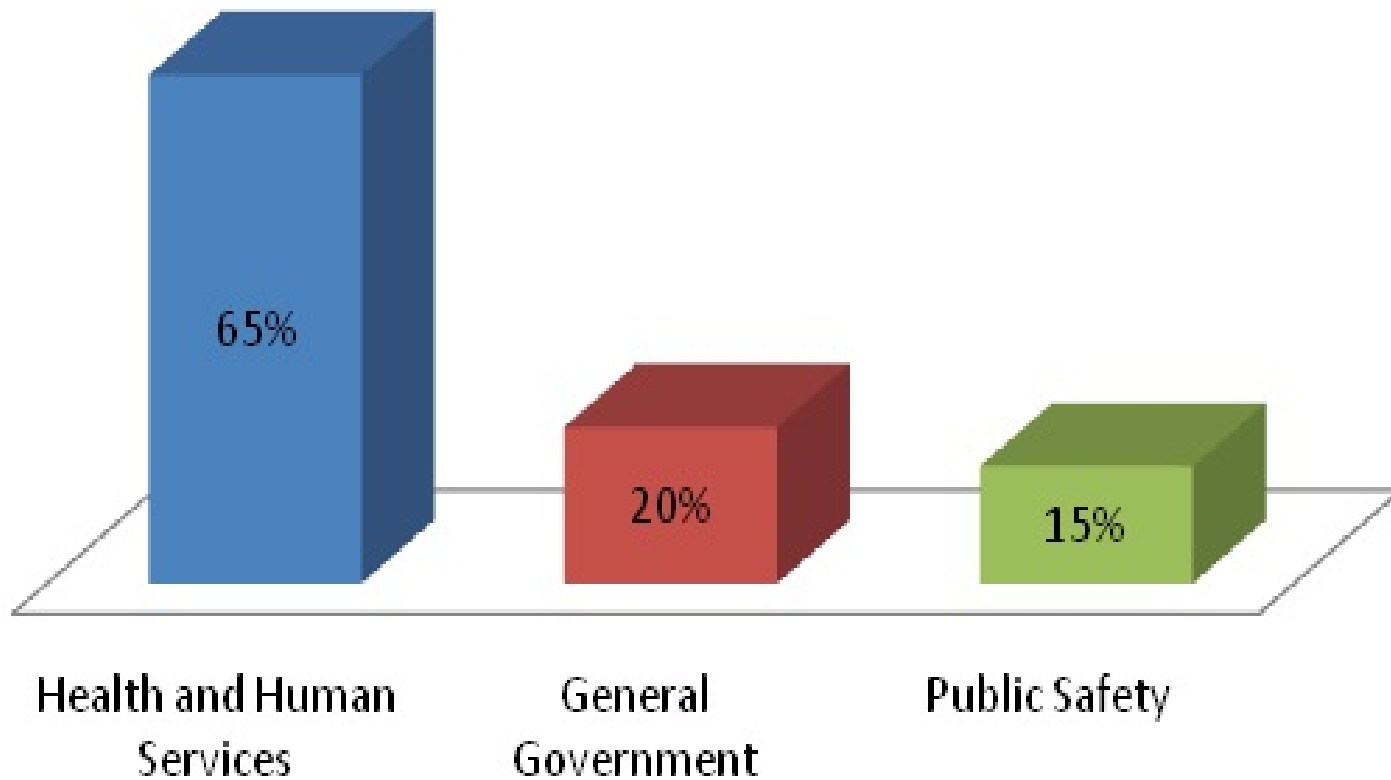
County Budget (2012/2013) (p.16)

- General Purposes Budget – 312 Million
 - Health Department – 27.9%
 - Sheriff – 19.6%
 - Probation – 11.5%
 - District Attorney – 4.5%
- 

County Budget (p. B-2)

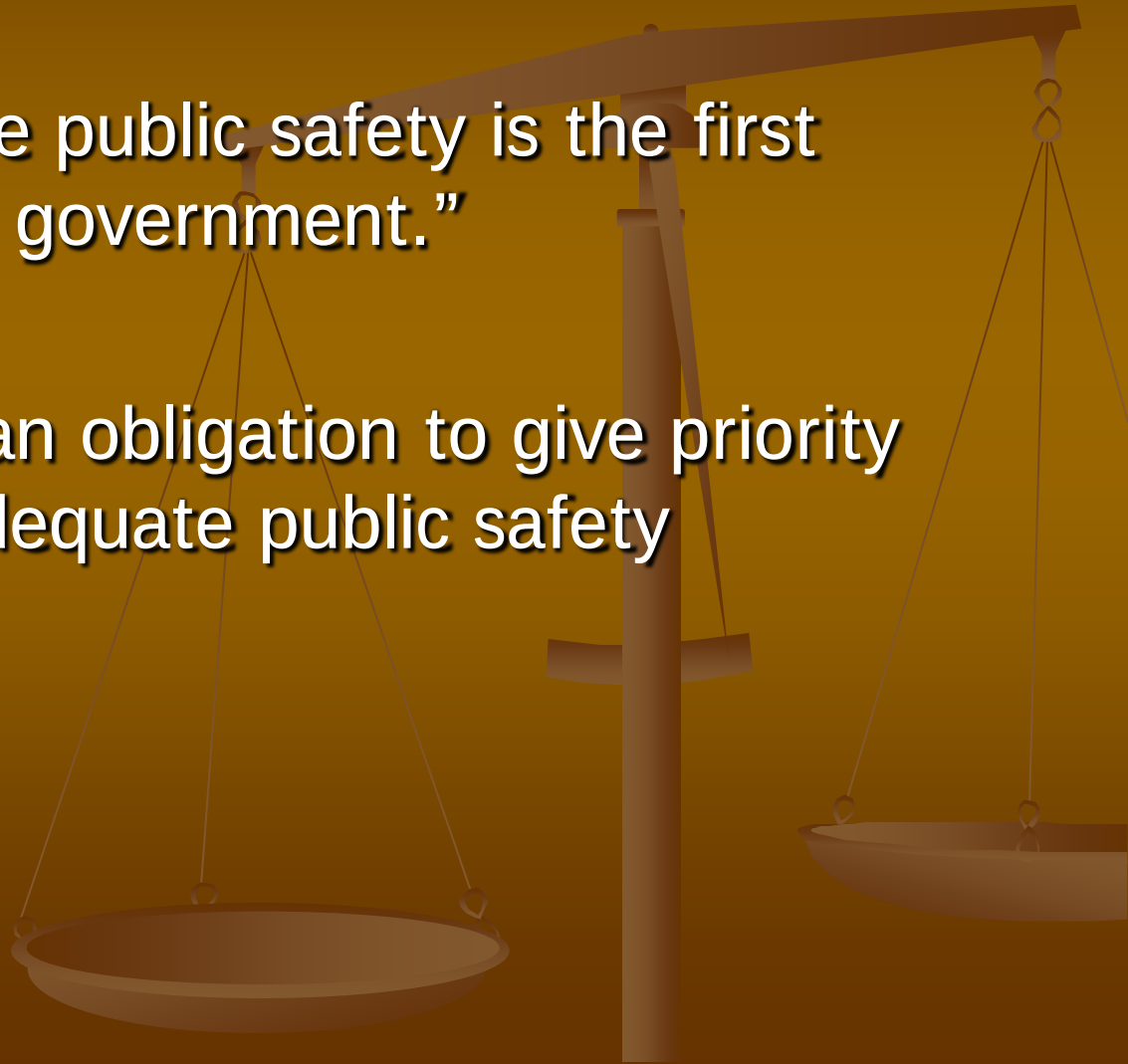
- Use of all County Funds:
- Health and Human Services - 65%
 - Health - \$1 Billion budget (2005 - \$685 million)
 - Health - \$91 Million of county discretionary monies
 - Hospital subsidy of \$41 million
 - Hospital subsidy of \$650 million since built
 - 8,398 county employees – 2,944 -Health Dept (35%)
- General Government - 19 %
- Public Safety – 16 %

County Budget

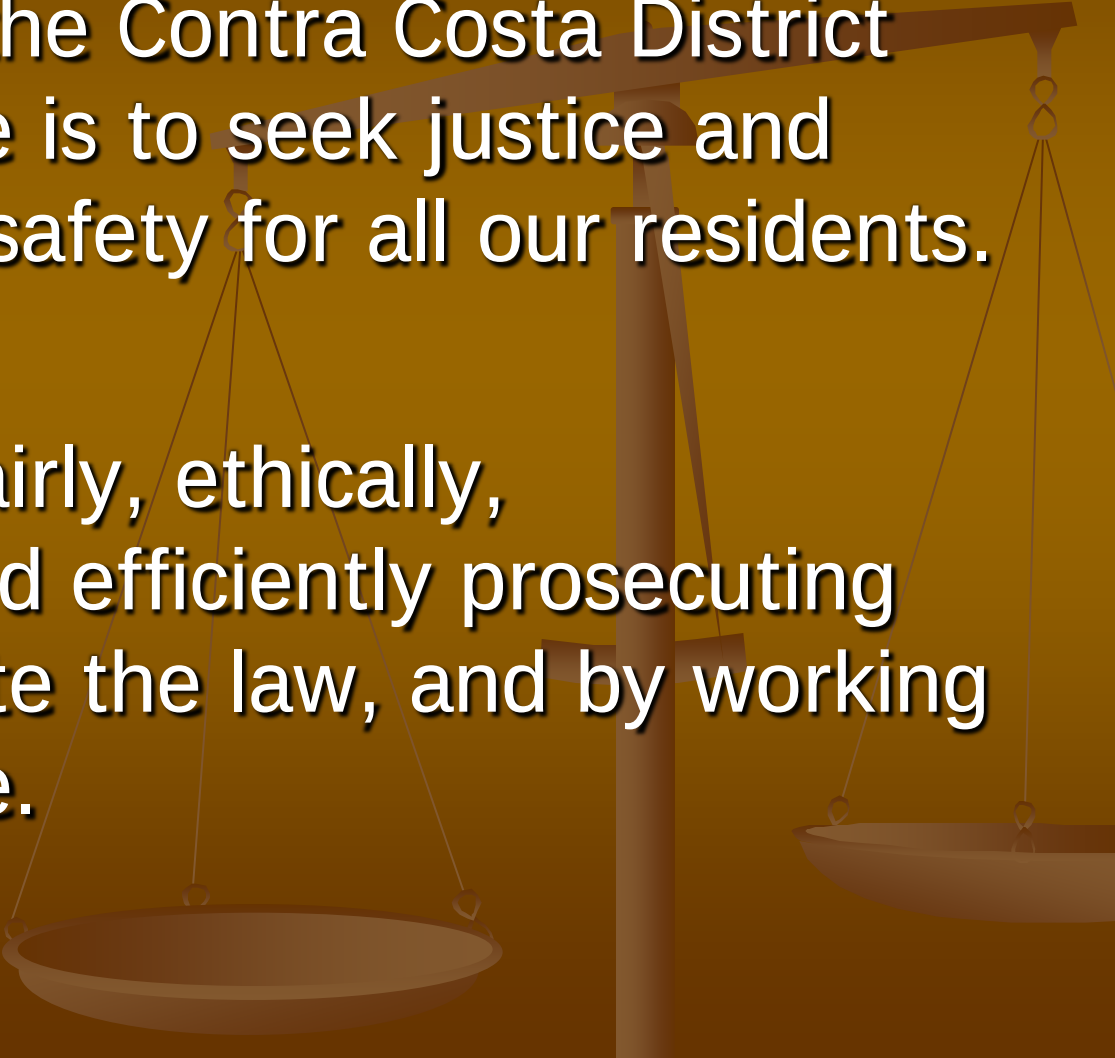


California Constitution, Article XIII, Section 35:

- “The protection of the public safety is the first responsibility of local government.”
- “Local officials have an obligation to give priority to the provision of adequate public safety services.”



Mission Statement

- The mission of the Contra Costa District Attorney's Office is to seek justice and enhance public safety for all our residents.
 - We do this by fairly, ethically, aggressively, and efficiently prosecuting those who violate the law, and by working to prevent crime.
- 

Questions?



EL CERRITO CITY COUNCIL

MINUTES

SPECIAL CITY COUNCIL MEETING – CLOSED SESSION

Tuesday, March 5, 2013 – 6:15 p.m.

Hillside Conference Room

REGULAR CITY COUNCIL MEETING

Tuesday, March 5, 2013 – 7:00 p.m.

City Council Chambers

Meeting Location

El Cerrito City Hall

10890 San Pablo Avenue, El Cerrito, California

Greg Lyman – Mayor

Mayor Pro Tem Janet Abelson
Councilmember Jan Bridges

Councilmember Rebecca Benassini
Councilmember Mark Friedman

ROLL CALL

Councilmembers Abelson, Benassini, Bridges, Friedman and Mayor Lyman all present.

6:15 p.m. CONVENE SPECIAL CITY COUNCIL MEETING

Mayor Pro Tem Abelson convened the special meeting at 6:18 p.m.

ANNOUNCEMENT OF CLOSED SESSION

Conference with Real Property Negotiators (*Pursuant to Government Code Section 54956.8*)

Property: A seven-acre privately owned parcel (APN 505-1420-148) that abuts the Hillside Natural Area.

Agency Negotiators: Scott Hanin, City Manager, Melanie Mintz, Environmental Services Division Manager and Trust for Public Land.

Negotiating Parties: Security Owners Corporation

Under Negotiation: Price and Terms

ORAL COMMUNICATIONS FROM THE PUBLIC

Dave Weinstein, El Cerrito, stated that the Trail Trekkers are very interested in open space connectivity across town. The Trail Trekkers Board is interested in raising funds for the property and would like to commit time to maintaining trails and the property. The Trekkers are also interested in seeing the city purchase the property at a great price.

RECESSED INTO CLOSED SESSION at 6:20 p.m.

ADJOURNED SPECIAL CITY COUNCIL MEETING – CLOSED SESSION at 7:03 p.m.

ROLL CALL

Councilmembers Abelson, Benassini, Bridges, Friedman and Mayor Lyman all present.

7:00 p.m. CONVENE REGULAR CITY COUNCIL MEETING

Mayor Lyman convened the regular City Council meeting at 7:09 p.m.

1. PLEDGE OF ALLEGIANCE TO THE FLAG OR OBSERVATION OF MOMENT OF SILENCE was led Mayor Pro Tem Abelson.

2. COUNCIL / STAFF COMMUNICATIONS

Mayor Pro Tem Abelson announced that she has been elected chair of the Contra Costa Transportation Authority (CCTA). There will be a lot of ribbon cutting ceremonies to attend as projects are completed and delivered within budget throughout the County. The CCTA will be looking for more funds so it can complete even more projects and will continue to work on programs throughout West Contra Costa County. Sixty percent of funding was devoted to programs. In her role as CCTA Chair, Mayor Pro Tem Abelson will be going to Washington, DC for four days.

Mayor Pro Tem Abelson also reported that 2003 El Cerrito High School (ECHS) alumni, Justin Tipping, received a Student Academy Award for the short film, NANI. The film is about a youth that has a relationship with an older woman. It is unusual for someone his age to have the depth of understanding about older people to the degree needed to create a film. NANI will be shown at El Cerrito High School Performing Arts Center on March 29 at 7:15 and 8:30 p.m. Any money raised will go to the ECHS Archiving Committee to be used for student scholarships. Mayor Pro Tem Abelson also distributed the Contra Costa College's report to the community. The report includes a listing of supporters who have contributed funds for student scholarships at the College and teacher purchases at the school. Notably, the College received a \$1,000,000 or more contribution for the first time. The donation was made by Antonio and Trinidad Carrico who owned the Hacienda and the Lucky's Store. Mayor Pro Tem Abelson also attended the College and Career Business Education Summit with the West Contra Costa Unified School District's Linked Learning Academies. The Summit discussed college readiness. A PTA event in Sacramento discussed similar topics. The State is converting to a common core for education. The State is toward the bottom in terms of achievement. There is hope that a change in educational approach will move California towards the top in achievement. The speaker, Dr. William D. Baggett, spoke on the reform of education by using rigor, relevance and development of 21st Century workplace skills. The speech connected with the Linked Learning Program that the School District does in local high schools including the academy programs offered at ECHS. The Academies provide high school students an opportunity to work in specific job areas.

Mayor Lyman stated that the Council had met in closed session earlier this evening and directed staff to implement an arrangement with the Trust for Public Land to evaluate the possible acquisition of a seven acre parcel, APN 5051420148, also referred to as the “Busby Property.”

Arbor Week will be celebrated from March 7-14, 2013. The purpose of Arbor Week is to educate Californians and others on the value of trees and the role of trees in creating a beautiful and healthy place to live. The El Cerrito Garden Club, which has sponsored annual tree plantings in El Cerrito since the 1970s, has donated funds this year for the planting of several Coast Live Oak Trees at Cerrito Vista Park. The Garden Club and the Tree Committee is working with a science class from Portola Middle School to plant the trees on March 12, 2013 from 1-2:30 p.m.

Mayor Lyman encouraged all to go off the grid and participate in *Earth Hour* on March 23, 2013 from 8:30-9:30 p.m. to save energy. Additionally, Richmond Mayor Gayle McLaughlin has encouraged everyone to become aware of the sixth annual International Women’s Day event which is celebrated on March 9, 2013 in Richmond. Admission and lunch are free.

Mayor Lyman also attended the El Cerrito Youth Baseball parade at Cerrito Vista Park on March 2, 2013 and the Richmond Elks Lodge Officer Appreciation Night event with Councilmember Bridges on February 20, 2013. El Cerrito Officer Sid Hubbs was recognized for his contributions to the community.

3. ORAL COMMUNICATIONS FROM THE PUBLIC

Chris Dexter, El Cerrito, asked for information regarding building and permit fees and the master fee schedule. Ms. Dexter queried why calculation of fees is based on square footage rather than valuation. She stated that El Cerrito’s fees appear to be more expensive than Berkeley and noted that document imaging fees also appear to be excessive.

Dave Weinstein, Chair of the El Cerrito Trail Trekkers, thanked the City Council and City for continuing to evaluate the potential purchase of the important parcel commonly referred to as the “Busby” property. Mr. Weinstein said it is exciting to be in El Cerrito right now with all the different environmental efforts underway such as community gardens, green teams, the urban greening plan and the climate action plan.

4. PRESENTATIONS

Introduction of Bay Area Rapid Transit (BART) Director Rebecca Saltzman – *Director Saltzman has requested ten minutes of the City Council’s time to introduce herself to the City Council and Public and share her vision for the future of BART.*

Action: Rescheduled to a future meeting.

5. ADOPTION OF THE CONSENT CALENDAR – Item Nos. 5A through 5E

Moved, seconded (Friedman/Bridges) and carried unanimously to approve Consent Calendar Item Nos. 5A through 5E in one motion as indicated below.

A. Minutes for Approval

Approve the February 19, 2013 Regular City Council meeting minutes.

Action: Approved February 19, 2013 Regular City Council meeting minutes.

B. Amendment of Agreement with 4Leaf, Inc for Building Official Services

Adopt a resolution authorizing the City Manager to amend the consultant services agreement between the City of El Cerrito and 4Leaf, Inc. in an amount not to exceed \$125,000 for Building Official staffing services.

Action: Adopted Resolution No. 2013–08.

C. Signature Authority for the City Treasurer/Finance Director

Adopt a resolution authorizing the City Manager and City Treasurer/Finance Director to sign and act on all financial accounts.

Action: Adopted Resolution No. 2013–09.

D. Co-Sponsorship Application – El Cerrito Community Garden Network

Adopt a resolution authorizing the City Manager or designee to grant co-sponsorship status to the El Cerrito Community Garden Network for use of City Parks and Recreation facilities.

Action: Adopted Resolution No. 2013–10.

E. Environmental Quality Committee Appointment

Approve an Environmental Quality Committee recommendation to appoint Anh-Vu Doan to the Committee effective March 12, 2013.

Action: Approved recommendation.

6. PUBLIC HEARING – None

7. POLICY MATTERS – None

8. COUNCIL ASSIGNMENTS/LIAISON REPORTS

A. Mayor Lyman reported that several individuals expressed concerns at the last Tom Bates Regional Sports Field Joint Powers Authority meeting regarding burrowing owl mitigations at the Albany Plateau. Authority members also discussed raising funds for development and use of a 1.25 acre piece of land at the site.

The West County Mayors received a presentation from Supervisor Gioia and Doctors Hospital CEO Dawn Gideon. The hospital used a parcel tax from 2004 and 2011 to keep the hospital open however there is a structural deficit and the hospital is losing between \$12-17 million dollars per year. Seventy percent of services are Medi-Cal and Medicare patients. The hospital receives 80-90 cents back on each dollar for services offered to these patients. Fifteen percent of patients is uninsured and fifteen percent is commercially insured. There is not enough revenue to support services provided by the hospital. Additionally, the federal health care initiative makes the problem worse by reducing the amount paid for medicare patients to about forty cents on the dollar. This reduction will result in a \$5-6 million dollar loss in the future. The hospital would receive more money if the patients enrolled in the Healthcare Act program but statistics suggest that forty percent of those eligible for enrollment will not enroll in the program for a variety of different reasons. Ms. Gideon stated that Doctors Hospital may need to change its configuration to an emergency hospital only by the end of the year. The hospital is looking for partners such as Kaiser, John Muir or Stanford to invest in the community hospital. Unfortunately potential partners do not appear to be interested because eighty-five per cent of patients are underinsured. West Contra Costa County may be facing a significant decline in health services.

The West County Mayors also discussed appointments to the Contra Costa Mayors Conference and how to increase representation for West County. Information regarding appointments is posted on the Contra Costa Mayors Website. Each West County Mayor is notifying its respective City Council of opportunities for future appointments in advance of official notifications of upcoming vacancies.

B. Mayor Pro Tem Abelson reported that she attended the East Bay Division of the League of California Cities meeting in Dublin recently. The Division received a presentation titled, “After the apocalypse: Creating affordable housing in a post redevelopment world.” Presenters included Senator Mark DeSaulnier and Linda Mandolini from Eden Housing. There was no good news. Ms. Mandolini talked about the impact of the federal sequester and how this could have a negative impact on funding on the Eden Project. On June 27, 2013, the East Bay Division dinner will take place in El Cerrito. It will feature gourmet food trucks and include a lecture by the operator of food trucks, *Off the Grid*. Everyone is invited.

C. Councilmember Benassini reported that the Planning Commission heard and approved a conditional use permit for a fence. The property abuts a trail that connects Camp Herms and goes down the hill towards Arlington Boulevard. Interestingly, a member of the El Cerrito Historical Society in attendance noted that a piece of the property was used by the quarry company. Councilmember Benassini stated that the Planning Commission will want additional direction on fences because the commission has been getting several applications for conditional use permits and will want the City Council to weigh in at some point on clarifying language.

D. Councilmember Bridges reported that the Park and Recreation Commission met on February 27, 2013 and re-elected Manish Doshi as Chair of the Commission. The Commission also learned that there will be a ten day closure of parking around the Community Center due to installation of solar panels. The Commission also discussed the WCCUSD Joint Use Facilities Agreement. The Cities of Richmond and Hercules are experiencing similar difficulties with the agreement. Even the ECHS soccer team has to pay \$44 per hour to practice on its own field on Saturdays. The Commission received a report on a pop up garden proposal at Fairmount Park. The Proposal, prepared by Robin Mitchell, recommends 300 square feet for families which would accommodate ten families who would each have thirty square feet of gardening area. The families have been selected with help from the Community Health for Asian Americans, a group that assists Tibetan refugees and others of Asian descent in the city. The garden will provide a good opportunity for the Tibetan refugee community to get to know each other and grow plants and vegetables that cannot be found in local stores. It is a very well designed project. The proposed project is similar to a garden that was installed at San Francisco City Hall in 2008.

E. Councilmember Friedman reported that Christine Sethi was elected as Chair and Nancy Donovan as Vice-Chair of the Arts and Culture Commission. The Commission received a presentation from the organizers of the El Cerrito Free Folk Festival. The Commission voted to endorse the Folk Festival however, since the Festival has previously been held at the Windrush School site it may need a new site for future festivals. Councilmember Friedman also noted that the Commission also received a presentation from Assistant City Manager Pinkos regarding the City’s Arts and Culture Master Plan.

SUPPLEMENTAL REPORTS

Other:

1. Contra Costa College Foundation Report – Raising Resources – *Submitted by Mayor Pro*

Tem Abelson.

2. Special Screening of Student Academy Award Winning Short Film, NANI – *Submitted by Mayor Pro Tem Abelson.*
9. **ADJOURNED REGULAR CITY COUNCIL MEETING** at 7:48 p.m.

1400 K STREET
SACRAMENTO, CA 95814
PH: (916) 658-8200
FX: (916) 658-8240

RECEIVED



MAR 07 2013

March 5, 2013

City of El Cerrito
City Clerk

WWW.CACITIES.ORG

To: League Membership
From: Chris McKenzie, Executive Director
Re: Proposed Amendments to League Bylaws

At its February meeting, the League's Board of Directors approved submitting two amendments to the League's Bylaws to the membership. The proposed amendments would amend the Bylaws to provide that:

1. Resolutions submitted to the League for presentation to the General Assembly must be concurred in by at least five or more cities or by city officials from at least five or more cities.
2. The League Board may take a position on a statewide ballot measure by a 2/3rd vote of those Directors present. Currently, the Board may take positions with a simple majority vote.

The Board's purpose in submitting the first proposed amendment is to encourage members to seek concurrence of other cities and city officials that the subject of a proposed resolution is a substantial one and of broad interest and importance to cities. The Board's purpose in submitting the second proposed amendment is to ensure that when the Board considers a position on possibly controversial statewide ballot measures, the Board's ultimate decision represents a broad consensus of the Directors.

The language of the proposed amendments is provided in the attached Resolution. To be approved, the Bylaws require each amendment must receive a 2/3rd vote of those members voting. To consult the League's Bylaws: go to www.cacities.org. The link is at the bottom of the page.

As provided in the League's Bylaws, the Board of Directors is submitting these amendments to the membership for approval by mail ballot. Please return the enclosed ballot, signed by an authorized city official, **by April 19, 2013.**

Ballots may be submitted by email to: ballots@cacities.org.

By mail to:

League of California Cities
Attn: Ballots
1400 K Street, 4th Floor
Sacramento, CA 95814

Or by fax to: (916) 658-8240

Thank you for your attention to this important matter concerning the League's governance. If you have questions, please direct them to Patrick Whitnell, General Counsel at pwhitnell@cacities.org.

PROPOSED RESOLUTION RELATING TO LEAGUE BYLAWS AMENDMENTS

WHEREAS, the League of California Cities is a nonprofit mutual benefit corporation under California law and, as such, is governed by corporate bylaws; and

WHEREAS, the League's Board of Directors periodically reviews the League's bylaws for issues of clarity, practicality, compliance with current laws, and responsiveness to membership interests; and

WHEREAS, the League Board of Directors at its February 7-8, 2013 meeting approved submitting the following amendments to the League's bylaws to the League's membership by mailed ballot:

1. Article VI, section 2 of the League's bylaws is amended to read as follows:

"Resolutions may originate from city officials, city councils, regional divisions, functional departments, policy committees, or the League Board or by being included in a petition signed by designated voting delegates of ten percent of the number of Member Cities. Except for petitioned resolutions, all other resolutions must be submitted to the League with documentation that at least five or more cities, or city officials from at least five or more cities, have concurred in the resolution."

2. A new Article VII, section 16 is added to the League's bylaws to read as follows:

"Section 16: Positions on Statewide Ballot Measures.

Notwithstanding any other provision of these bylaws, the League Board may take a position on a statewide ballot measure by a 2/3rd vote of those Directors present."

Now, therefore, be it

RESOLVED, that the League Board of Directors at its April 24-25, 2013 meeting in Sacramento, California, after a canvass of mailed ballots, has determined that the above amendments to the League bylaws have been approved by a 2/3rd vote of those Member Cities voting. These amendments shall take effect 60 days after the approval of this resolution.

////////

Ballot on Bylaws Amendments

City of _____

Does your city vote to approve the amendment of article VI, section 2 of the League's bylaws relating to submission of resolutions to the League's General Assembly as set forth in the Proposed Resolution and incorporated by reference in this ballot?

- ☐ Yes
- ☐ No

Does your city vote to approve the addition of article VII, section 16 to the League's bylaws relating to the League Board vote threshold for taking positions on statewide ballot measures as set forth in the Proposed Resolution and incorporated by reference in this ballot?

- ☐ Yes
- ☐ No

Ballot returned by:

_____ City Official Name

_____ City Official Title

Please return this ballot by **April 19, 2013** to:

League of California Cities
Attn: Ballots
1400 K Street, 4th Floor
Sacramento, CA 95814

or by email to: ballots@cacities.org

or by fax to: (916) 658-8240

Thanks in advance for your participation in this important decision.

EL CERRITO CITY COUNCIL PROCLAMATION
Commending Stege Sanitary District on its 100 Years of Service

WHEREAS, on May 15, 1913, the Stege Sanitary District, one of the oldest sanitary districts in California, formed on a vote of 205 to eight and elected its five original Directors; and

WHEREAS, on May 28, 1913, the five member Board of Barber, Best, Davis, Huber, and Navallier, held its first meeting at what was called Stege Junction at the corner of San Pablo and Potrero; and

WHEREAS, the Stege Sanitary District, about 3,000 acres at its founding , now operates and maintains 150 miles of sanitary sewers and two pumping stations that serves over 33,000 people in a five and a half square mile area in El Cerrito, Kensington and part of the Richmond Annex; and

WHEREAS, the dedication and community oriented values to protect the health and environment that originated with the Stege Sanitary District in 1913 are very much alive today in its Board of Directors and Staff; and

WHEREAS, over the course of its 100-year history, the Stege Sanitary District has been the recipient of numerous industry awards and is well-positioned to meet the needs of the community now and in the future; and

WHEREAS, the Stege Sanitary District continues to pride itself on its fast response times and customer service; and

WHEREAS, on May 15, 2013, the Stege Sanitary District marks its one-hundredth anniversary.

NOW THEREFORE, the City Council of the City of El Cerrito hereby commends and congratulates the Board and Staff of the Stege Sanitary District for providing 100 years of exemplary service to its customers and the community.

Dated: March 19, 2013

Gregory B. Lyman, Mayor



OFFICE OF THE MAYOR
Gregory B. Lyman

March 14, 2013

The Honorable George Miller
United States House of Representatives
District Office
3220 Blume Drive, Ste. 160
Richmond, CA 94806

Dear Congressman Miller:

The City of El Cerrito thanks you for your continued support to reauthorize the FIRE and SAFER grant programs. These programs directly support our fire department operations and other departments in the nation.

The FIRE and SAFER grant programs, created in 2000 and 2003, respectively, are the U.S. Department of Homeland Security's assistance to the Firefighters Grant Program. The FIRE grant program awards matching grants directly to local fire departments for the purpose of improving department equipment, training and fire prevention programs. The SAFER grant program awards matching grants directly to local fire departments for the hiring of career firefighters or the recruitment and retention of volunteer fire fighters. Both of these programs use a merit based peer-review system where experienced firefighters review and rank applications and awardees are required to provide a local match to, ensuring an accountable use of taxpayer monies.

Although both programs have a proven track record of success, improvements are possible. In 2011, the National Protection Association (NFPA) released its "Third Needs Assessment of the U.S. Fire Service" emphasizing the FIRE and SAFER grant programs need more resources to improve emergency response capability. For example, the report states 51 percent of all fire departments cannot equip all firefighters on a shift with self-contained breathing apparatus for use inside burning buildings, compared to 70 percent in 2001.

Fire and Emergency Services today face a number of complex response missions, including mass-casualty incidents, catastrophic wildland fires, and major disasters. The FIRE and SAFER grant programs specifically help fire departments perform these missions and serve our communities. Please continue to support this important legislation and reauthorize FIRE and SAFER grant programs.

Sincerely,

Gregory B. Lyman
Mayor, City of El Cerrito



AGENDA BILL

Agenda Item No. 7(A)

Date: March 19, 2013

To: El Cerrito City Council

From: Melanie Mintz, Environmental Services Division Manager
Karen Pinkos, Assistant City Manager

Subject: Urban Greening Plan Consultant Award

ACTION REQUESTED

Adopt a resolution authorizing the City Manager to execute a professional services agreement with MIG, Inc. for an amount not to exceed \$154,000 for preparation of a citywide Urban Greening Plan and to authorize change orders in an amount not to exceed \$15,400.

BACKGROUND & DISCUSSION

In 2012, the City was awarded \$239,498 from the State of California's Urban Greening Planning for Sustainability Communities Grant program (Proposition 84) for the preparation of a citywide Urban Greening Plan (Plan). Application for grant funds was recommended by the Environmental Quality Committee (April 12, 2011) and the Parks and Recreation Commission (April 26, 2011) and approved by City Council (Resolution 2011-38). Due to the built-out nature of the State's urban areas, Urban Greening Plans are intended to result in projects that help the State meet its environmental goals, improve existing urban areas and help create healthier communities.

On January 22, 2013 the City issued a Request for Proposals (RFP) to prepare the City's Urban Greening Plan. (Attachment 1) Prior to issuance, the City convened an Urban Greening Task Force to review the draft RFP and to be involved throughout development of the Plan to support staff and the consultant team to assure the final Plan is reflective and inclusive of the City's diverse stakeholders and community vision. The Task Force thus far consists of representatives from the City's Environmental Quality Committee (EQC), Parks and Recreation Commission, Tree Committee, Committee on Aging as well as representatives from the co-sponsored Trail Trekkers and Community Garden Network and staff from the Environmental Services Division, City Manager's Office and Recreation and Public Works departments. The Task Force was selected through an invitation to the City's Boards, Committees and Commissions with responsibilities closely related to the Urban Greening Plan's goals via their liaisons and through direct involvement with stakeholder groups. The Task Force is not a decision-making group, but rather a group formed to help reach out to the community. The Task Force may be expanded as the project gets underway.

Agenda Item No. 7(A)

The RFP was broadly distributed and interested firms were asked to submit a Statement of Interest if they intended to submit an RFP. Eleven firms submitted a Statement of Interest and four consultant teams submitted complete proposals. (See table below.) The Urban Greening Task Force, consisting of both staff and community members as described above, reviewed the proposals based upon the criteria outlined in the RFP, which included the consultant team's statement of project understanding, experience and qualifications, proposed project team, work plan, and innovative public involvement, final plan and implementation tools. Because there was no consensus or clear majority on the ranking of the teams, and due to the merits of each proposal, the Task Force decided to invite all four teams for an interview.

Proposing Team (Prime/Subconsultants)	Final Ranking
MIG, Inc./Sherwood Engineers	1
The Planning Center/DC&E	2
RHAA/Town Green/ESA/Godbe Research/Applied Economic Development	3
Gates + Associates/Blue Point Planning	4

The interview format was designed to help the Task Force ascertain which team would provide the best fit for this project and consisted of three parts: a 15-minute presentation presented as if the consultant team were presenting to a general public or elected official audience; a 15-minute simulated Task Force meeting to “finalize the public involvement strategy”; and 15-minutes for Task Force questions related to the written proposal or in-person presentation. Consultants were asked to have their primary project personnel be the primary presenters for the interview. The interview format, in particular, allowed the Task Force to ascertain which team had the clearest, most appropriate and inspiring vision for what an Urban Greening Plan could be for El Cerrito; which team could work most collaboratively with staff, the Task Force and the public; and for the Task Force to learn more about each team's proposed work plan and project approach. Interviews took place on Thursday, February 28. The interview committee consisted of a subset of the Task Force and included the City's Community Outreach Specialist, Recreation Director, Public Works Environmental Program Manager, Environmental Services Division Manager, Environmental Services Division Intern and three non-staff representatives, including a member of the Parks and Recreation Commission, Environmental Quality Committee and a community member representing both the Trail Trekkers and Community Garden Network.

MIG was selected by the majority of the interview committee as the firm most qualified to complete the Urban Greening Plan. (See ranking above.) Because the budget for the project was stipulated in the RFP, the evaluation process emphasized overall work plan and qualifications as demonstrated in both the written proposal and interview. MIG was

Agenda Item No. 7(A)

selected due to the firm's exceptional graphic, public involvement and presentation tools and capabilities; their vision of the role urban greening could play in El Cerrito; and their thorough understanding and response to the challenge and opportunities of creating urban greening projects in a built-out "constrained" City such as El Cerrito. MIG's proposal and interview demonstrated the most thorough understanding of the project, project goals, and of how urban greening projects could best fulfill the City's environmental and placemaking goals. MIG had the strongest vision for how urban greening could enhance the City as a transit-oriented destination and support future development through identifying the City as a unique location between the "Blue Belt" of the Bay and the "Green Belt" of the East Bay Regional Park District. Their approach and focus on identifying strategic opportunities for increasing green, open space provided the most innovative and place-appropriate approach and was unique amongst the teams. MIG was also the City's consultant for the 1999 General Plan and is currently working with the City on the San Pablo Avenue Specific Plan.

The Task Force has emphasized that the needs assessment and public involvement are of utmost importance in the development of this Plan to assure the Plan reflects the City's diversity and that the final Plan will have community-wide support. MIG's proposal and final scope of work includes a community engagement strategy which utilizes both traditional and technological strategies to assure broad and diverse community participation. Community engagement will include working with the Task Force to identify and include leaders from under-represented communities, developing materials in multiple languages, developing an outreach kit to be able to "go to where people are", conducting a community survey, and developing and maintaining an interactive project website as well as interactive workshops, design charrettes and focus group meetings.

The proposed award amount of \$154,000 includes MIG's proposal and proposal enhancements (Attachment 2) and an interactive online map, which was requested as an optional item in the RFP. It also includes preparation of one additional concept design and cost estimate to prepare for an upcoming call for proposals via the One Bay Area Grant Capital Call-for-Projects.

The resulting Plan, as specified in the grant agreement with the State, will consist of:

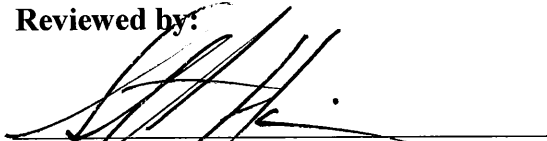
- Summary and results of public involvement
- Bay Friendly plant palette and urban forest recommendations
- Public place planting, maintenance and resource conservation guidelines
- Urban greening policy and project recommendations
- Portfolio of conceptual design concepts and strategies
- Recommendations for non-motorized connectivity, green infrastructure improvements (energy, water and stormwater run-off reduction) and health and wellness improvements
- Implementation strategy and tool
- Quantification and discussion of how the proposed urban greening strategies and projects fulfill the State's environmental goals

The timeframe for development of the Plan is approximately 18 months and will begin immediately after Council award of contract. The final Plan (or portions of the Plan) will be brought to the Environmental Quality Committee, Parks and Recreation Commission and the Tree Committee for recommendation and to City Council for adoption.

FINANCIAL CONSIDERATIONS

The proposed award amount of \$154,000 includes MIG's proposal and proposal enhancements (Attachment 2) and an interactive online map, which was requested as an optional item in the RFP and is consistent with the stipulated project amount. The recommended consultant award is fully funded by the grant agreement (Agreement Number U59204-0) from the State Natural Resources Agency. Additional grant funds will be utilized for staff time and other project deliverables.

Reviewed by:


Scott Hanin, City Manager

Attachment:

1. Urban Greening Request for Proposals
2. MIG's Proposal and Proposal Enhancements
3. Accompanying Resolution



REQUEST FOR QUALIFICATIONS/REQUEST FOR PROPOSALS
El Cerrito Urban Greening Plan
January 22, 2013

PROPOSALS DUE: February 15, 2013

Statement of interest is due by **February 4, 2013 at 4 P.M.** to receive addenda

PROJECT DESCRIPTION AND BACKGROUND

The City of El Cerrito is seeking a qualified consultant team (“Consultant”) to develop a comprehensive, citywide Urban Greening Plan (“Plan”). The Plan will serve as a master document identifying projects, policies and strategies to create an interconnected network of green places, accommodate infill growth and improve the quality of life and the environment for existing and future El Cerrito residents. The Plan, currently titled “Green Vision 2035” is funded by the State of California’s Urban Greening Planning Grant Program and Proposition 84 (Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act).

The selected team will be responsible for engaging the El Cerrito community (residents, stakeholders, staff, elected officials and experts) to develop a Plan that reflects the community’s opportunities, needs and aspirations and serves as a living strategy document for achieving a more livable, sustainable, healthy and green urban community. The Plan will ultimately result in projects that are consistent with the State’s planning priorities which include promoting equity, strengthening the economy, protecting the environment and promoting public health and safety, specifically through promoting infill development and equity, protecting environmental and agricultural resources, and encouraging efficient development patterns. It will help the City better understand the demands that will be placed upon existing parks and green spaces in future years, help the City program its parks and green spaces in a more environmentally and economically sustainable manner, and identify if additional or different types of green spaces are needed to support and accommodate future population growth, demographic changes, equitable access and sustainability goals. The Plan and its resulting projects will provide multiple benefits, including but not limited to, decreasing air and water pollution, reducing the consumption of natural resources and energy, improving walkability, bikeability, and connectivity and increasing adaptability to climate change. The Plan will serve as the master document guiding and coordinating greening projects in El Cerrito and incorporates and builds upon other city planning efforts as well as serves as a foundation document for updates to the City General Plan.

PROJECT SCOPE, TASKS AND DELIVERABLES

The Scope of Work will be to work with city staff, the Urban Greening Task Force, Boards, Committees and Commissions, and the public to develop a comprehensive Urban Greening Plan to be adopted by the City Council. The City intends for the Plan to be a dynamic and useful planning and implementation document that enjoys broad community and political support. The selected consultant's proposed Work Plan and Schedule will form the basis for negotiations with the City to devise a final Work Plan and Schedule. Development of the Plan will consist of the following general tasks and deliverables. Interested consultant teams will include further description and detail in their proposed Work Plan and Schedule. For example, a required task is "Public Events", but event details—timing, number, activity etc. —shall be included in your proposed Work Plan and Schedule. Similarly, a required task will be to prepare "Public Information Materials" and conduct a "Citywide Needs Assessment and Community Survey". The details and timing of these tasks and specific processes, products and deliverables shall be included in your proposed Work Plan and Schedule. The tasks listed below and in Exhibit A reflect the agreement with the State for the project and, at a minimum, these tasks and deliverables must be provided by the consultant team. The City is seeking an effective, efficient and creative approach to providing these deliverables and meeting the City's goals for this project.

1. Project Management
2. Public Involvement
 - a. Public Information Materials (website, flyers, brochure)
 - b. Public Events
 - c. Community Charrette
 - d. Interaction with Urban Greening Task Force and Boards, Committees and Commissions
 - e. Citywide Needs Assessment and Community Survey
 - f. Plan for Engagement of Underrepresented Populations
3. Needs Assessment and Data Collection
 - a. Existing Assets Inventory
 - b. Evaluation of Public Needs in the Context of Existing and Needed Assets
 - c. GIS Baseline (public places, urban forest, open space, water resources, other urban greening resources)
 - d. Existing City Policy and Urban Greening Best Practices Review and Evaluation-Gap Identification
 - e. Urban Greening Enhancement and Expansion Opportunities
 - f. Organizational & Financial Capacity Analysis
4. CEQA Checklist and Review (as needed)
5. Participation in Plan Acceptance and Recommendation by Environmental Quality Committee, Parks and Recreation Commission, Tree Committee and Approval by City Council

The final Plan will consist of, at a minimum, the following components:

1. Summary of Public Involvement/Input

Request for Proposals

City of El Cerrito Urban Greening Plan

2. Plant Palette and Urban Forest Recommendations
3. Public Place Planting, Maintenance and Resource Conservation Guidelines
4. Urban Greening Policy Recommendations
5. Urban Greening Project Recommendations
6. Implementation Strategy and Tool
7. Conceptual Design and Cost estimates for Top Ranking Projects
8. (Optional: Green El Cerrito Map. See below.)

Optional Green El Cerrito Map: One of the final components of the Urban Greening Plan will be a Green El Cerrito Map, which will be at a minimum, a consumer-quality print map; but could also include a digital, interactive map that contributes to Plan implementation. Consultants are invited to provide a cost and scope for this component. The City may elect to award this task as a part of the overall contract or procure this component separately.

BUDGET

The complete budget for the consultant team for the project (not including the Green El Cerrito map) is \$145,000. This includes all billable hours, reimbursables, and materials. The consultant team shall provide a breakdown of the budget by proposed task, identifying employees, classification, billing rate and estimated hours per task. The City will be supported by the City's Environmental Services Division staff.

Optional Green El Cerrito Map: There is additional budget available for this task. Please include these costs as an optional task on your proposed Work Plan.

PROPOSAL REQUIREMENTS

Each proposal should include, at a minimum, the following items:

1. Transmittal letter – Include contact information (physical address, telephone, fax and email address) for the primary person responsible for your proposal who will be the point of contact for the City on all correspondence and communications pertaining to this RFP. State whether any addendums to this RFP have been received by your firm and whether consideration of their content has been included in your proposal.
2. Statement of Project Understanding – Provide a detailed discussion of your understanding of the nature of the work, project goals and final products.
3. Statement of Experience and Qualifications – Present the qualifications and experience of the proposed key staff and any support staff proposed for the projects. Include descriptions of the projects undertaken by your proposed Project Manager(s) and team within the last five years that are similar in nature to this project, particularly those completed in communities similar to El Cerrito and with similar goals and deliverables.
4. Consultant's Work Plan – Explain in detail your proposed work plan, including all anticipated tasks, along with any supplemental tasks (those not specifically identified in this RFP) you deem necessary for successful completion of this project. Include a spreadsheet showing all project tasks and deliverables, along

- with the proposed project team member assigned to each task and their estimated hours. Also, include a schedule for the work plan. Complete Exhibit A.
5. References – Provide three recent public agency references for your proposed Project Manager(s) include names, addresses and telephone numbers.
 6. Additional- Feel free to submit additional materials which you feel necessary to provide a complete profile of your company and proposal as it relates to this RFP.

SELECTION PROCESS AND REQUIREMENTS

The selection committee will consist of City staff and selected members of the Urban Greening Task Force. Proposals will be evaluated based upon the following criteria:

- | | |
|--|-----|
| • Statement of Project Understanding | 20% |
| • Statement of Experience and Qualifications | 20% |
| • Consultant's Proposed Project Team | 25% |
| • Consultant's Work Plan | 30% |
| • Innovative Public Involvement, Final Plan & Implementation Tools | 5% |

Contract award will be made to the team that best matches the City goals, based on evaluation criteria outlined above as determined through both the proposal and interview. The selection committee will rank the proposals and will invite the top ranking consultant teams to an interview. Specific questions will be provided ahead of time to teams invited to interview. The top team will be invited to negotiate a final Agreement and Work Plan with the City.

The successful consultant will be required to execute a Professional Service Agreement with the City and meet the insurance requirements therein. A sample of the City Professional Service Agreement is shown in Exhibit B.

PROPOSAL AND PROJECT TIMELINE

Release RFQ/RFP	January 22, 2013
Statement of Interest Due	February 4, 2013 (4 P.M.)*
Final Questions Due	February 8, 2013 (4 P.M.)
Proposals Due	February 15, 2013 (4 P.M.)
Short List Notification	February 21, 2013
Interviews	February 28, 2013 (1-5 P.M.)**
Anticipated Council Award	March 19, 2013

* Email Statement of Interest to mmintz@ci.el-cerrito.ca.us

** Please save February 28, 1-5 pm for a potential interview. Shortlisted firms will be notified by February 21.

Consultant questions pertaining to this RFQ/RFP shall be submitted no later than 4:00 p.m., February 8, 2013 by email to mmintz@ci.el-cerrito.ca.us Responses to questions timely submitted within the specified time period will be answered within three (3) business days by addendum distributed to all consultants who have submitted a

statement of interest on or before February 4th. Consultant shall identify receipt of all addenda in their Transmittal Letter.

Three (3) hard copies and one DVD of consultant's proposal shall be submitted by 4 P.M., February 15th to the address below. Proposals will not be accepted after the deadline.

Environmental Services Division
7501 Schmidt Lane
El Cerrito, CA 94530

The City anticipates that the Urban Greening Plan will take between 12-18 months. Please complete Exhibit A (Proposed Tasks, Deliverables, and Schedule) and include your proposed schedule of activities and deliverables.

AVAILABLE RESOURCES

The following resources are available online for familiarization with the City's related planning efforts.

1. Available at <http://www.el-cerrito.org/masterplans>
 - Ohlone Greenway Master Plan (2009)
 - Circulation Plan for Bicyclists and Pedestrians (2007)
 - Urban Forest Management Plan (2007)
 - 2006 Economic Development Strategy
2. *Draft* San Pablo Avenue Specific Plan <http://www.el-cerrito.org/spasp>
3. *Draft* Climate Action Plan <http://www.el-cerrito.org/climateplan>
4. Strategic Plan (underway) <http://www.elcerritostategicplan.org>
5. City General Plan <http://www.el-cerrito.org/generalplan>

Mapping/Inventories

- The El Cerrito Trail Trekkers is actively mapping the City's trails (latitude/longitude)
- The El Cerrito Tree Committee is currently inventorying the City's trees and is updating the Master Street Tree list.
- The City contracts with DigitalMap Products to provide GIS products for the City. Development of the GIS Baseline deliverable should be compatible with this system.
- Other City map resources can be viewed at <http://www.el-cerrito.org/maps>

ATTACHMENTS

Exhibit A: Tasks, Deliverables and Schedule

Exhibit B: Sample Professional Services Agreement

Request for Proposals

City of El Cerrito Urban Greening Plan



CITY OF EL CERRITO

MEMORANDUM

TO: INTERESTED PARTIES

FROM: MELANIE MINTZ, ENVIRONMENTAL SERVICES DIV. MANAGER
510-215-4339

SUBJECT: EL CERRITO URBAN GREENING PLAN ADDENDUM #1

DATE: WEDNESDAY, FEBRUARY 06, 2013

Thank you for your interest in submitting a proposal to prepare the City of El Cerrito's Urban Greening Plan. If you will be submitting a Proposal, be sure to state in your transmittal letter that you've received this addendum and whether consideration of its content has been included in your proposal.

1. The **deadline for submitting questions** pertaining to the El Cerrito Urban Greening Plan RFP (dated 1.22.13) is **Friday, February 8 at 4p.m. Send questions to mmintz@ci.el-cerrito.ca.us**
2. The RFP states the three (3) hard copies and one DVD of consultant's proposal shall be submitted. **Please submit the digital copy on a CD instead of a DVD.**
3. The RFP and Exhibits were sent via email and available on the City's website. The Exhibit A that was sent via email ("Exhibit A Tasks Deliverables Schedule") should be replaced with the "Final Exhibit A Tasks Deliverables Schedule" that is available on the City's website at www.el-cerrito.org/UrbanGreeningPlanRFP. The "Final" version includes the Optional Green El Cerrito Map deliverables.
4. The firm's that have expressed interest in this RFP are listed below:
 - a. Alta Planning
 - b. BMS Design Group
 - c. Callander Associates
 - d. Gates + Associates
 - e. Golden Associates
 - f. Lamphier-Gregory
 - g. MIG, Inc.
 - h. Regenesis
 - i. Royston Hanamoto Alley & Abey
 - j. rrm design group
 - k. The Planning Center/DC&E
 - l. Vallier Design Associates, Inc.

Questions submitted by this Friday will be responded to by noon, February 13. We look forward to receiving your proposals on February 15, by 4 p.m. as indicated in the RFP.



CITY OF EL CERRITO

MEMORANDUM

TO: INTERESTED PARTIES

FROM: MELANIE MINTZ, ENVIRONMENTAL SERVICES DIV. MANAGER
510-215-4339

SUBJECT: EL CERRITO URBAN GREENING PLAN ADDENDUM #2

DATE: WEDNESDAY, FEBRUARY 13, 2013

The City received one additional question pertaining to the Urban Green Plan RFP. If you will be submitting a Proposal, be sure to state in your transmittal letter that you've received this addendum #2 and whether consideration of its content has been included in your proposal.

The **deadline for submitting proposals** for the El Cerrito Urban Greening Plan RFP (dated 1.22.13) is **Friday, February 15 at 4p.m.**

Question 1: Item 7 under the final plan contents indicates conceptual design and cost estimates for top ranking projects. How many projects do you anticipate being top ranked? Would it be permissible to identify a specific number in the proposal?

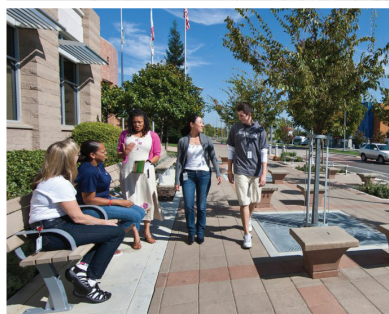
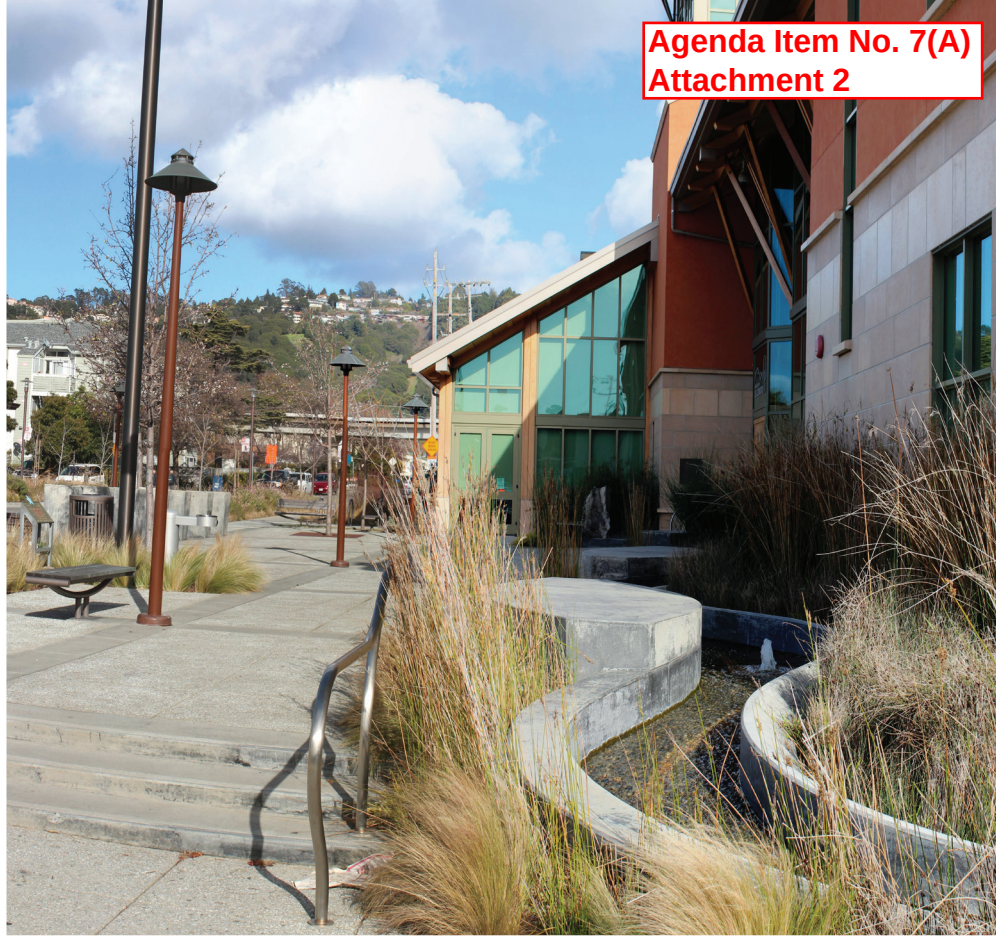
Answer 1: We do not know how many projects will be top ranked, or what types of projects those will be. It would be permissible and advisable to identify a specific number in your proposals.

Also, one additional firm has indicated their interest in submitting a proposal for the Urban Greening Plan.

1. Base Landscape

We look forward to receiving and reviewing your proposals next week as specified in the RFP and below:

Three (3) hard copies and one CD of consultant's proposal shall be submitted by 4 P.M., February 15th to: **Environmental Services Division, 7501 Schmidt Lane**



CITY OF EL CERRITO

Urban Greening Plan

PROPOSAL | FEBRUARY 15, 2013

SUBMITTED BY



800 HEARST AVENUE | BERKELEY, CA 94710
510-845-7549 | WWW.MIGCOM.COM

IN ASSOCIATION WITH
SHERWOOD ENGINEERS



800 Hearst Avenue
Berkeley, CA 94710

Ph: (510) 845-7549
Fax: (510) 845-8750
www.migcom.com

CALIFORNIA

BERKELEY, DAVIS,
RIVERSIDE, FULLERTON
PASADENA & SAN DIEGO

OREGON

EUGENE & PORTLAND

COLORADO

BOULDER

TEXAS

SAN ANTONIO

February 15, 2012

Melanie Mintz
City of El Cerrito
Environmental Services Division
7501 Schmidt Lane
El Cerrito, CA 94530

RE: Request for Proposal for an Urban Greening Plan for the City of El Cerrito

Dear Selection Committee Members:

MIG, Inc., in association with the nationally-renowned civil engineering firm Sherwood Engineers, is pleased to submit this proposal for the El Cerrito Urban Greening Plan.

MIG is a multidisciplinary firm with a history of successful projects in El Cerrito and deep experience working with many other agencies, jurisdictions and public interests on projects comparable to the El Cerrito Urban Greening Plan. MIG is able to offer our clients a diverse breadth of in-house expertise including planning and design of streets, urban parks and plazas; environmental compliance services; and facilitation of meaningful stakeholder and community engagement.

The MIG Team has made a concerted effort to create a well-rounded team that meets the needs of the Urban Greening Project and builds on the current work that MIG is doing for the City of El Cerrito as part of the San Pablo Ave Specific Plan project. Selection of the MIG Team will streamline project management and execution, potentially generating both cost and schedule benefits for the City of El Cerrito.

Sherwood Engineers is highly qualified in the field of civil engineering and brings extraordinary skills, high standards, value and integrity to the project team. The team we propose for this important public project has collaborated previously on several successful urban greening projects as well as various pedestrian- and bicycle-friendly open space and streetscape design projects. Our expertise, teamwork and experience together will result in a unique, implementable Urban Greening Plan.

We acknowledge that the MIG Team has received the Request for Proposals addendum 1 and 2, and their content has been considered and addressed in our proposal.

We appreciate the opportunity to submit our proposal for this important project and are available to share more about our approach and process. Thank you for your time and consideration. If you have any questions regarding our proposal I can be reached at 800 Hearst Avenue, Suite 800, Berkeley CA 94710, via email at danieli@migcom.com, via phone at 510.845.7549, or via fax at 510. 845.8750.

A handwritten signature in blue ink that reads "Daniel S. Iacofano".

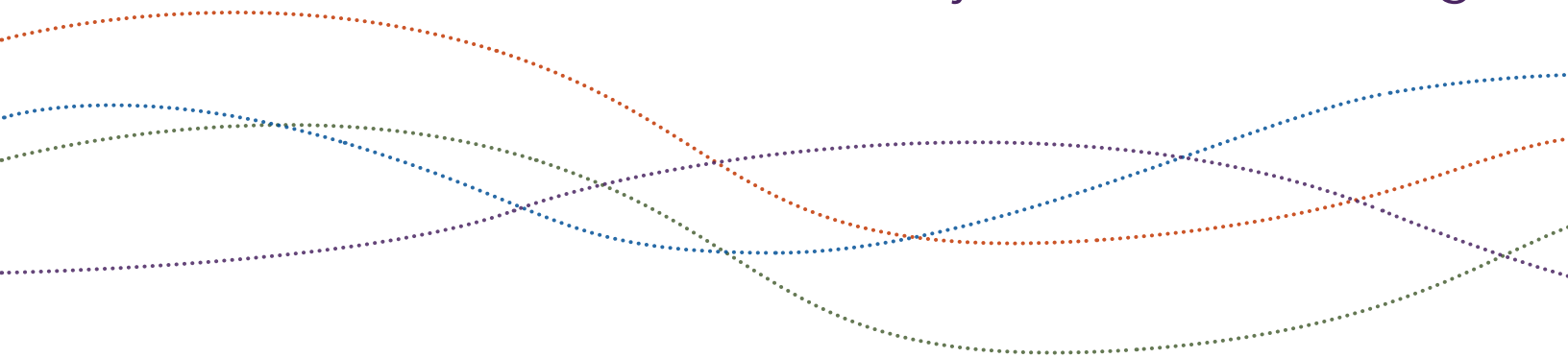
Daniel S. Iacofano
Principal and CEO

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Work Plan	Section 3
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SECTION ONE

Statement of Project Understanding





Project Understanding

A successful Urban Greening Plan for the City of El Cerrito will support the City becoming a model for vibrant urbanism in the Bay Area. El Cerrito is home to an engaged community and many beloved parks and open spaces, and the City has already made strides towards reinvesting in existing green spaces establishing new, sustainable green resources across the City.

The development of Green Vision 2035 provides a unique opportunity to build on current and past planning efforts, leverage existing assets, accommodate future development, address open space constraints, and an enhance an inter-connected network of green open spaces that provide safe, healthy, and identifiable public realm. For this to happen, the project needs to achieve the following opportunities:

I. Maximize Innovative Green Policies and Cutting Edge Techniques

II. Strategically Leverage City Resources, Community and Partnerships

I. MAXIMIZE INNOVATIVE GREEN POLICIES, CUTTING EDGE TECHNIQUES AND BEST PRACTICES

For a city like El Cerrito that is fairly built out, the Greening Plan should not just incorporate well-established best design and policy practices, but also implementable innovative ideas and cutting edge techniques in the following areas:

IA. Respond to Use Patterns and Demographics

El Cerrito is home to a diverse and growing community. As the community grows and changes, green space usage and needs shift. We analyze the actual community uses of green spaces, and incorporate geographic analysis into our needs assessments, factoring in actual access points, El Cerrito's existing and planned pedestrian networks (including trails), and whether barriers exist. This creates a more accurate model of how people actually get to parks and provides targeted information about how to get the most out of the system and where improvements would be most beneficial. The results are standards that achieve actual service and stronger, more targeted recommendations. In order to create a living and relevant Green Vision 2025 the planning process must respond to these needs in the following ways:



- **Establish a baseline database** of current facilities and assets.
- **Evaluate current usage** and the fit between existing facilities and community desires.
- **Project future use** and needs given anticipated growth and demographic changes.
- **Anticipate usage** and desire changes that come with changing social views of transportation and an increased appreciation for local recreation and the ecosystem services offered by green areas.
- Design an **equitable open space system** that serves all members of the community by focusing development in park-poor areas, and ensuring accessibility.
- **Program spaces that respond to varying cultural needs and desires**, as expressed by the City's diverse community.

IB. Measure and Maintain What Matters

Numbers and locations of features and amenities are important, but in the real world, the condition of a park or open space system and its design quality impacts use and usefulness. We use inventory and evaluation tools that rate these factors as to how well the sites support the activities and preferences of El Cerrito residents. We also realize that design and construction is only half of the story. We develop maintenance programs and strategies as an integral part of our plans, so that parks and open spaces maintain the design quality and usefulness community members are looking for. We also plan for change. To keep the plan relevant over 10 and 20 year timelines, MIG provides tools that allow quick adaptations to changes in costs and funding availability.

IC. Improve Quality of Life

Green spaces can serve many functions, such as exercise locations, pollutant filters, places for relaxation and socialization, and sources of food. A successful Greening Plan should explore the following traditional and non-traditional methods of improving the health of community.

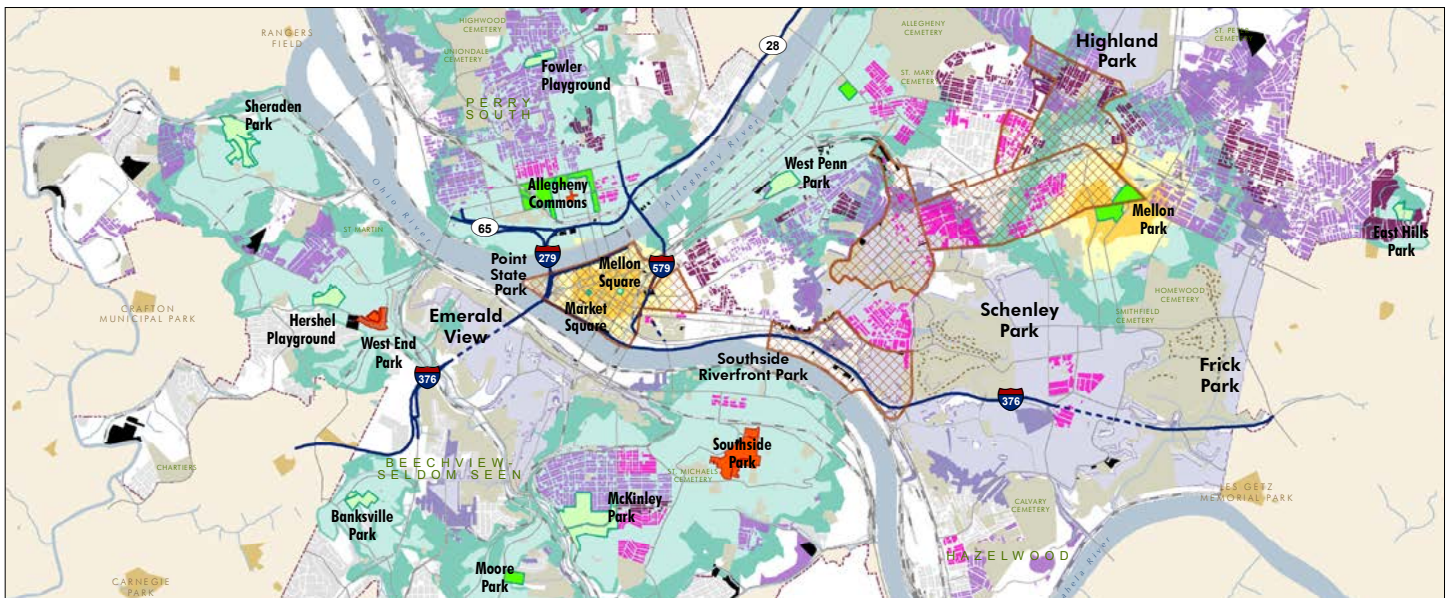
- **Promote community cohesion** and health by creating recreation opportunities, a vibrant pedestrian realm and non-motorized transportation corridors.
- **Reduce green house gas emissions** by maximizing tree cover and accompanying benefits such as reducing air pollution and heat island effect, maximizing transit opportunities and non-motorized modes of travel, etc.
- **Improve access to good healthy food** by designing and locating community gardens in easily accessible underutilized parking lots, residual spaces in street ROW, etc.

ID. Create an Interconnected Network of Open Spaces and Strengthen Non-Motorized Mobility

El Cerrito has a strong green spine, the Ohlone Greenway, as well as a loose network of paths and trails across the City. Green Vision 2035 can be a vital stepping stone to a holistically considered park system that combines existing green areas and walk/bike paths of travel with key additional green nodes, giving the feeling that the City is enriched with green

necklaces. For the Urban Greening Plan to interconnect different open space and community destinations, and encourage and attract users to use non-motorized modes of travel for fun and basic transportation, the Urban Greening Plan can incorporate the following measures:

- **Build on the Circulation Plan for Bicycles and Pedestrians** to increase and enhance pedestrian and bike facilities through a mix of improvements that may include increased width of sidewalks, bike lanes, shared bike routes and well-buffered landscape planting strips.
- **Design non-motorized corridors** such as trails and paths within existing utility corridors.
- **Complement bike corridors** with innovative bike programs such as bike rental and repair at key locations.
- **Focus on “connecting the dots”** by enhancing the public right of way on paths between green nodes.
- Potentially **overlay pedestrian and bicycle paths** within existing parking lots to connect to key community facilities.
- **Strategically add parks** in western areas of the City where there are fewer parks, and residents have less access to personal transportation.



Neighborhood Parks Design Quality Analysis, Pittsburgh, PA

IE. Increase Green Open Space

El Cerrito has many parks and open spaces ranging from the 79-acre Hillside Natural Area and the vast East Bay Regional Park system on the City's eastern border, to smaller neighborhood hubs like Tassajara Park. This City has also taken great strides towards greening important public rights of way like San Pablo Avenue and Fairmount Avenue. However, opportunities remain in enhancing and increasing El Cerrito's open spaces by looking at:

- **Urban pocket parks**, community gardens and trails within underutilized public rights of way, utility easements and parking lots and forgotten 'residual' places.
- **Flexible open spaces** such as underutilized local streets and parking lots that can be programmed to useable recreational open spaces during weekends and weeknights.
- **School yards and mono-functional asphalt areas** that can be converted to 'edible' playgrounds and community gardens for joint use.
- **Development policies** that require open spaces and/or limit impermeable surfaces.
- **Landscape design systems and maintenance strategies** that ensure green spaces across the city, from tree wells to large parks, are safe and look their best.

IF. Create an Appropriate and Identifiable Citywide Planting Palette

The City has taken significant steps to transition to a sustainable native or California-friendly planting palette, as can be seen in front of City Hall and along San Pablo Avenue. An appropriate common planting palette needs to take into account the following considerations:

- **Climatically sensitive** to not only tolerate dry summer months, but also provide shade and reduce the heat island effect.
- **Cost effective** in terms of low maintenance, low water usage, root ball to have minimal conflicts with sidewalk, etc.
- A **planting palette** that respects East Bay Area ecology such that the mix of trees and shrubs are not just native but also offer the appropriate habitat for birds, butterflies, etc.
- **Identifiable** so as to provide sense of place and knit together the whole City.
- **Integrated** with the Urban Forest Management Plan.



IG. Ensure Cost-Effective Sustainable Development

A truly sustainable, multi-benefit Urban Greening Plan should include design best practices, incorporate a maintenance strategy for existing and proposed green assets, and be integrated with the City's Climate Action Plan. The following measures can be taken during the planning and design process:

- **Maximize integrated stormwater management** practices in the design of streets and public parks through stormwater planters, bioswales, etc.
- **Minimize impervious surfaces** and heat gain in existing parking lots by exploring different pervious materials such as porous asphalt and appropriate shade-providing trees
- Consider use of **warm-mix asphalt** for new road and parking lot paving projects
- **Minimize water usage** for irrigation and maximize reuse of stormwater runoff
- **Generate energy** through means such as solar panels on shade structures to better utilize parking lots and underutilized sites

II. STRATEGICALLY LEVERAGE CITY RESOURCES, COMMUNITY AND PARTNERSHIPS

For traditional and innovative ideas to succeed in Green Vision 2035, it is important to strategically leverage the City's resources, programs, community, and stakeholder partnerships in the following ways:

IIA. Build upon existing and concurrent plans

The Urban Greening Plan is an important overlay over recent and concurrent plans as well as established development including short-term and long-term planned improvement projects. It is vital to build upon past efforts and ensure that the potential improvement opportunities can be effectively implemented. MIG will strive to maximize information contained in past plans such as the Circulation Plan for Bicycles and Pedestrians, Ohlone Greenway Master Plan, Draft San Pablo Avenue Streetscape Plan, and the Urban Forest Master Plan, and current planning efforts such as the Climate Action Plan and the City General Plan. The information provided by these planning efforts is invaluable, in terms of providing critical baseline conditions as well as improvement concepts that have community buy-in.

IIB. Execute a Comprehensive Community Engagement Program

Community meetings only reach a limited audience; and statistically valid surveys do not allow everyone to participate. MIG designs processes to go to where the people are: community events, online and in the parks.

We harness existing social (traditional and online) networks to extend the reach and engage more people. We start each project by identifying the audiences we need to reach and adjusting our tools to meet the needs and expectations of each population. This is especially critical with non-English speaking and diverse populations. El Cerrito is a diverse community, and the planning process will require an innovative and comprehensive outreach process, which can include the following:

- **Identify community groups** that have historically been less engaged in planning processes by interviewing City staff and community leaders, analyzing demographics and referring to MIG's extensive outreach experience. These groups may then be engaged in the development of Green Vision 2035 in ways that accommodate their needs.
- **Produce traditional media** such as flyers, postcards, newspaper advertisements and informational displays can announce community meetings and provide information about the planning process.
- **Develop technological outreach solutions** to allow for both ongoing engagement in the planning process, and broad involvement in surveys or other time-specific plan elements. Technological outreach can come through a variety of media. The cornerstone of the approach will be a website, available in all relevant languages. Other strategies may include online map-based surveys, chat forums, email and text message alerts and surveys, and social media outreach.



IIC. Accommodate and Encourage Infill Growth

El Cerrito's San Pablo Avenue corridor has been approved by the Association of Bay Area Governments as a Priority Development Area. As per this designation and the City's Draft San Pablo Avenue Specific Plan, the City has significant opportunities for infill development. The Urban Greening Plan will serve to facilitate infill development by:

- **Establishing policies for development**, redevelopments and retrofits that establish green space and public access requirements.
- **Working with developers** to identify opportunities to work together and form public/private partnerships to create public and semi-public open spaces.

IID. Work Lighter, Quicker and Cheaper

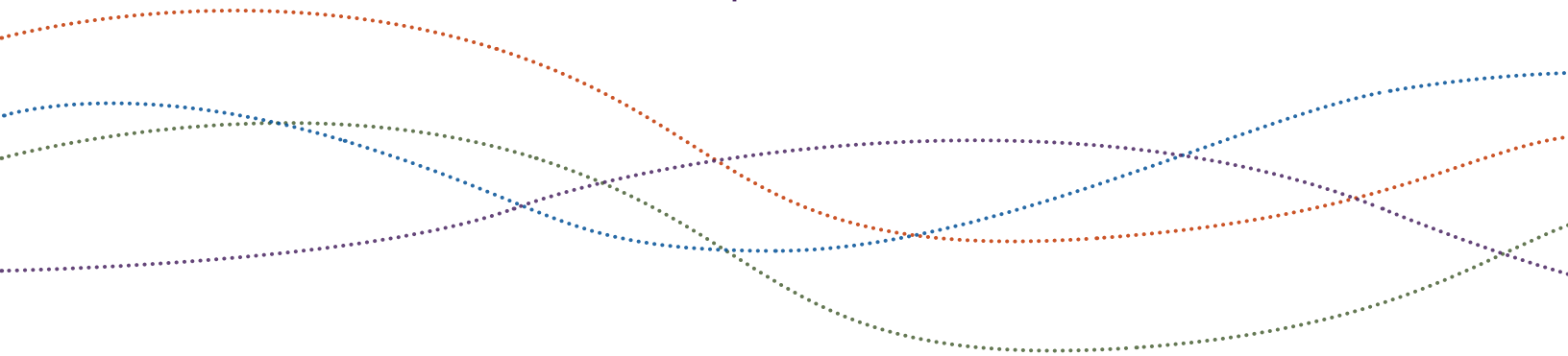
MIG proposes to fully utilize all low-hanging fruit to increase green spaces in El Cerrito. Tactical Urbanism is a way of looking at cities and seeing opportunities for quick, inexpensive, and fun ways to make underutilized spaces accessible and enjoyable to the public. Tactical Urbanism is often used to expand greenspaces or recreation areas, temporarily or permanently. El Cerrito has many locations where Tactical Urbanism could be implemented without damaging or altering expensive underlying infrastructure. Examples include:

- **Converting on or off-street parking into small parks.** These parks may be constructed and designed by community members for a day's use, or may be designed and constructed by professionals to last months or years. The underlying street and parking infrastructure is left unchanged
- **Pop-up festivals** or block parties can be arranged by closing a street or parking lot, welcoming food vendors, food trucks and musicians, and providing seating. This builds on the current MIG effort working with Off the Grid to bring food trucks weekly to Fairmount Avenue at San Pablo as part of the San Pablo Specific Plan project
- **Temporary pedestrian streets** can be constructed and distinguished using decorative planters, and restaurants and shops can be invited to use the street space
- **Community or school gardens** can be accommodated in planters placed on almost any surface
- **Crosswalk, street or sidewalk painting** is a simple way to enliven and distinguish an area
- **Schoolyards and parking lots** are frequently unused during late afternoon and evening hours. These places provide excellent recreation spaces and can be reimagined in many ways. For example, empty pavement can host volleyball tournaments, open-air movie screenings, craft fairs, or performances



SECTION TWO

Statement of Experience and Qualifications





About MIG

MIG, Inc., is a multidisciplinary firm that focuses on developing plans that can be implemented. Our unique combination of design, management and communications expertise allows us to conduct planning in a highly interactive process involving all constituent groups. Through MIG's participatory planning process, client goals and community interests work together to frame key issues and generate workable solutions.

At MIG, the diversity of our staff of over 135 provides a base of knowledge that bridges technical expertise and values, and facilitates the exchange of information and input between all parties engaged in the planning process. Staff backgrounds range from urban design and regional planning to environmental design, public participation, landscape architecture, architecture, communications, and public policy. Every project is viewed as a new opportunity to apply our expertise, but also to learn new approaches and techniques. Our work is characterized by a dedication to quality, a flexible approach, creativity in planning and design, and a commitment to completing projects on time and within budget.

AREAS OF EXPERTISE

- Community Planning and Urban Design
- Ecological Design and Landscape Architecture
- Streetscapes and Corridors
- Trails, Natural Areas and Greenways
- Environmental and Regional Planning
- Strategic Communications and Graphic Design
- Interactive Technology/Townsquare™ Website Development
- Community Outreach and Involvement
- Facilitation and Consensus Building
- Mapping and GIS Analysis

SUSTAINABLE TECHNIQUES

MIG's design and planning practice is built on a foundation of creating sustainable projects that comprehensively integrates all aspects of low impact development from building public realm, and open space design to creative methods of harnessing energy, promoting healthy living and educating the community. The results are projects that achieve and reach beyond the objectives of Senate Bill 375 and Assembly Bill 32. The MIG Team's approach to integrating sustainability is exemplified in the following ways:

1. Sustainable Planning

MIG plans cities and downtowns utilizing various modeling techniques such as Index and MXD (mixed use development modeling) to clearly quantify and directly correlate the benefits of enhanced pedestrian and bicycle connectivity and appropriate scale of neighborhoods, blocks and streets with increased pedestrian, bicycle and transit usage and reduction in green house gas emissions. MIG integrates LEED-ND categories including Smart Location and Linkage, Neighborhood Pattern and Design, Green Infrastructure and Buildings, and Innovation and Design Process into our projects. This is exemplified in the two current projects being planned for LEED-ND Platinum certification: the City of Los Angeles 1st & Mission Design for Development; and, Baldwin Hills Scenic Overlook.

2. Complete Streets

With more than a third of the public owned land in most cities contained in the public right-of-way (ROW), MIG focuses on reconfiguring and reclaiming it to prioritize non-automobile usage by improving the transit, pedestrian and bicycle environment and mobility through a variety of techniques that include lane reductions, road diets, innovative bike programs, traffic calming measures such as roundabouts and bulbouts, and an engaging public-private interface. Successful MIG examples of the visioning, planning, design and implementation of complete streets in California include West Capitol Ave in West Sacramento and Downtown Long Beach Transit Mall that is scheduled to open next month.

3. Green Streets

The design of complete streets also involves integration of storm water elements such as bioswales, stormwater planters, and other techniques such as maximizing pervious surfaces, tree cover and native planting to minimize storm water run off and to improve the water quality. MIG's design of Dixie Avenue, the first green street of Sacramento, has not just been technically successful in achieving its storm water management goals, but also been embraced by the community in its maintenance and management operations. More recently, MIG is working to design and implement the largest green street installation along a main street in Southern California-Pine Avenue in Long Beach.

4. Water Conservation: In the design of parks, open spaces and streets, providing high distribution uniformity. Tools include ET-based controllers, moisture sensing, point source irrigation and irrigation audits.

5. Green Infrastructure

MIG encourages integrating active means of designing open space and built environments that get 'off the grid' in terms of being able to manage their water and energy needs on-site and minimizing impacts on the City's infrastructure. Successful techniques used with in the public and private sector include capturing and reusing rainwater, treating sewage on-site, and generating energy by capturing and harnessing power from sun, wind and kinetic energy, as exemplified in MIG's planning of the UC Davis' West Village Campus scheduled to open this summer.

6. Edible Landscape and Urban Agriculture

A key component of achieving comprehensive sustainability beyond its traditional definition is to improve access and availability of fresh food that increases the health and wellness of communities. Working with developers, community activists and cities in disadvantage and under-privileged communities, MIG is creating edible landscapes in the form of green roofs, vertical gardens, community gardens and planters, and infill urban farms.

7. Regenerative Landscape

A healthy landscape takes less to maintain and sustain. MIG implements strategies that nurture the soil, allowing the biology in the soil to function properly, which in turn sequesters carbon and reduces carbon emissions, minimizes

landfill waste and water use, increases biodiversity and habitat, and maximizes the overall health of the landscape. MIG utilizes a creative approach that looks at each project individually, assessing site conditions and project goals, and subsequently crafts solutions that maximize health and ecology while minimizing maintenance and other costs. MIG is on-call to advise and inform communities about Regenerative Landscapes and our Techniques.

8. Flexible Open Spaces

MIG's design ensure that each and every piece of open space, be it in parks or streets, is used for more than one use and is flexible to transform its use and role based on the time of the day or day of the week. Be it parking lanes in streets used for outdoor dining or parking lots serving parks used as farmers market, MIG programs all open spaces for multiple uses.

Finally, MIG is working on a NEA grant funded project that is looking to relook at the design of the public realm (parks, plazas and streets). A national conference of experts from the various fields of design, planning and engineering as well as manufacturers of street furnishings and play ground equipment and community activists will look to redesign the public realm for enhanced sustainability.

COMMUNITY OUTREACH

MIG is an international and national leader in public involvement services for cities, agencies and regional governments. MIG has extensive experience designing **public outreach and involvement programs that educate the community, encourage participation and provide staff and elected officials with meaningful community input.** MIG's community involvement processes help develop a base of support so that plans can be readily implemented. We approach each project as an opportunity to build client capacity for conducting productive processes and reaching consensus.

MIG founded the **re:Streets initiative, funded in part by the National Endowment for the Arts.** This charette and travelling workshop program brings together staff from a range of city bureaus, engineers and design professionals to rethink the idea and purpose of urban streets. Collaborative efforts have resulted in an interactive manual of solutions (restreets.org) created to harness how innovation and technology can change streets and improve communities.

About Sherwood

Sherwood Design Engineers is a Civil and Environmental Engineering firm headquartered in San Francisco. The firm was established in order to provide a new generation of infrastructure services focused on both planning and implementation. Regulatory and economic viability form a foundation for our designs that are forged on a collaborative platform critically informed by user interface. The firm has worked to implement new street standards for San Francisco, net-zero green building projects like the Packard Foundation headquarters, eco-districts for various clients, and many sustainable civil infrastructure projects including building projects for the City of El Cerrito, UC Berkeley, and Stanford University. Sherwood Design Engineers has worked on over 50 award-winning projects and seen its work published internationally.

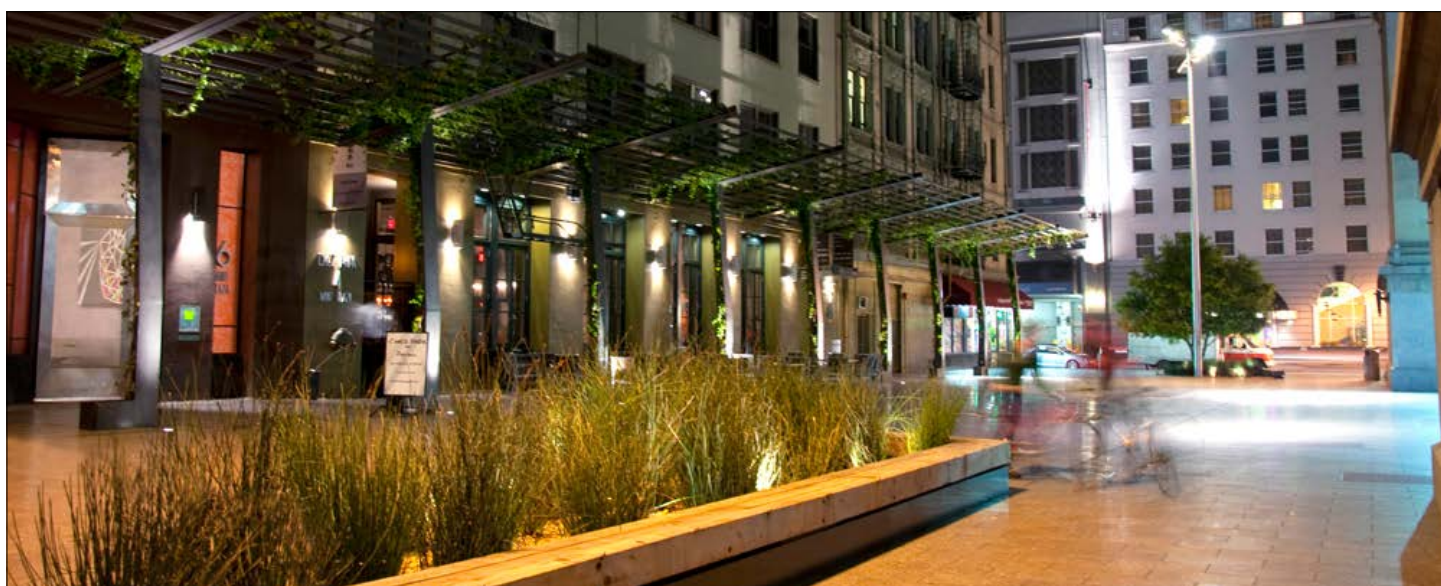
At Sherwood Design Engineers we value great planning and solid engineering, but what sets us apart in the international design community is our dedication to developing environmentally responsible infrastructure. Green building is not merely an aspect of our work, it is an integral part of the philosophy we bring to all our projects.

Our firm has LEED accredited green-build professionals on staff, in-house ecologists on our design team, and we bring a history of sound, technical engineering to every assignment.

Across the globe, we have implemented new technologies and green-design innovations on projects ranging from the engineering of individual buildings to the master planning of large-scale developments and sustainable communities.

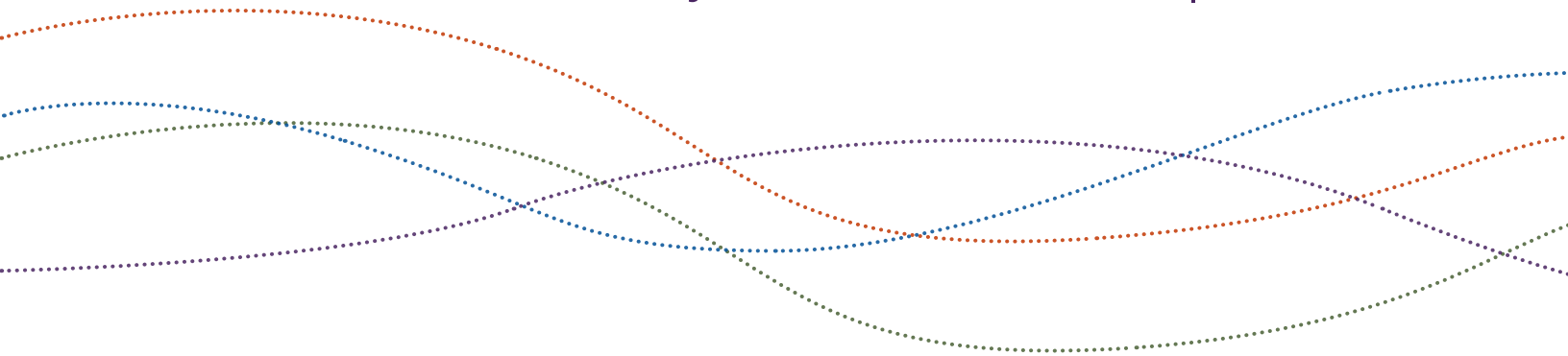
As engineers we believe that true sustainability requires considering all aspects of a project's design, development, and impact; and clients continually seek us out for our integrated approach to large-scale, environmentally sensitive projects. Our planning begins with specific site research to assess environmental constraints and opportunities, and our process encourages the active participation of all parties involved, including clients, planners, public agencies, and the local population.

Sherwood Design Engineers has been responsible for master planning and infrastructure designs for high-profile projects from the San Mateo County Green Streets Guidebook, to the San Francisco Better Streets Plan; and we have applied our expertise in innovative stormwater management to projects from the Mint Plaza in San Francisco, to the LEED-Platinum El Cerrito Recycling Center. Each of our designs incorporates the best combination of technology and sustainability available, and everywhere we work we provide creative engineering designs that make positive contributions to the local economy and environment.



SECTION 2.1

Key Team Members | Resumes





Daniel Iacofano, Ph.D / FAICP / FASLA

PRINCIPAL-IN-CHARGE

AREAS OF EXPERTISE

Urban Development and Revitalization / Urban Design
Streetscapes / Facilitation / Public Outreach

QUALIFICATIONS

Daniel Iacofano is a founding principal of MIG with over 30 years of experience in community planning, urban design, facilitation, public and stakeholder outreach. He has managed and facilitated a wide range of planning studies, addressing issues related to land use, growth strategies, and urban development and revitalization.

Mr. Iacofano has combined his planning expertise with public involvement and facilitation techniques to assist numerous communities and developers in articulating goals, visions, and strategies for future planning.

Mr. Iacofano has been a visiting lecturer at Stanford University, the University of California at Berkeley and the University of California at Davis, teaching courses in urban planning, urban and environmental conflict management, group process management, and advanced communications. He is author of Public Involvement as an Organizational Development Process (Garland Publishing, 1990) and Meeting of the Minds: A Guide to Successful Meeting Facilitation (MIG Communications, 2002), and the forthcoming The Inclusive City, a collection of project studies highlighting the best of universal, inclusive design for buildings, neighborhoods and urban spaces

REGISTRATIONS

- American Certified Institute of Planners, Fellow

PROJECT AWARDS

- 2010 APA Planner EMeritus Network Professional Planning and Public Participation Award

EDUCATION

- PhD, Environmental Planning, University of California, Berkeley
- Masters of Science, Environmental Psychology, University of Surrey, England
- Bachelor of Urban Planning, Summa Cum Laude, University of Cincinnati

RELEVANT EXPERIENCE

- reStreets: Rethinking Streets for the Public Realms, Boulder, Chicago, Boulder, Seattle, Encinitas, Laramie, San Antonio and St. Louis
- University District Sprague Corridor Planning Study, Spokane, Washington
- Sacramento R Street Corridor Urban Design and Development Plan, Sacramento, California
- West Sacramento West Capitol Avenue Streetscape Plan, West Sacramento, California
- Richmond General Plan Update, Richmond, California
- Ford Peninsula Area Visioning Project, Richmond, California
- El Cerrito General Plan Update, El Cerrito, California
- Downtown Denver Area Plan, Denver, Colorado
- Downtown Phoenix Strategic Visioning Program, Phoenix, Arizona
- Long Beach Citywide Visioning and Strategic Planning Process, Long Beach, California
- Los Angeles Downtown Development Strategy, Los Angeles, California
- San Clemente Downtown Visioning, San Clemente, California
- San Jose Strong Neighborhoods Initiative, San Jose, California
- Spokane Downtown Development Plan Update, Spokane, Washington
- Swanston/Royal Oaks Station Area Transit Village & Specific Plan, Sacramento, California
- UC Davis Long-Range Development Plan and Neighborhood Master Plan, Davis, California
- Ventura Community Visioning and Strategic Planning Process, Ventura, California



Richard D. Barret, LEED AP

PROJECT MANAGER

AREAS OF EXPERTISE

Landscape Design / Urban Planning / Strategic Management / Public Outreach Facilitation

QUALIFICATIONS

Rick Barrett is an accomplished designer, landscape architect and leader with expertise in complex, large-scale planning and design projects as well as smaller, more intimate plazas and parks. In addition, he brings a holistic understanding of the urban design process, from outreach and communications in establishing a common vision through the detailed implementation of that vision. He draws great creative inspiration from collaboration with his environmental and design colleagues, as well as nature, art, literature and the urban form of cities.

Mr. Barrett's signature projects include the Salt Lake 2002 Winter Olympics, MGM Studio Tours at EuroDisney, and the transformation of San Francisco's downtown and waterfront with the Embarcadero Roadway and Yerba Buena Gardens projects.

EDUCATION

- BS, Landscape Architecture and Environmental Planning, Utah State University
- Certificate in Project Management, George Washington University

AWARDS

- Firm of the Year Award, American Society of Landscape Architects, 2004
- Honor Award: Urban Design Category, National American Institute of Architects, Mid-Embarcadero Open Space/Transportation project (with ROMA,) 2000
- Best-in-Category, Westside Urban Forum, Open Space Element and Parks and Recreation Master Plan, Santa Monica (with ROMA), 1998

- Ahwahnee Community Design Award, Local Government Commission, Suisun City Redevelopment Plan, Suisun, CA (with ROMA), 1995
- Citation Award, General Services Administration National Program, U.S. Courthouse & Federal Building, Sacramento, CA (with ROMA), 1994
- Second Place – International Design Competition for the Frankfurt Zoo, in Frankfurt, Germany, 1987
- American Society of Landscape Architecture Merit Award, 1979

SELECTED EXPERIENCE

- City of Anaheim Santa Ana Street Streetscape, Anaheim, California
- Santa Ana Street Streetscape, City of Anaheim Redevelopment Agency, Anaheim, California
- Steuart Street Enhancement Plan, City of San Francisco Department of Public Works, San Francisco, California
- Yerba Buena Gardens, City of San Francisco Redevelopment Agency, San Francisco, California
- Ferry Building Plaza, City of San Francisco Department of Public Works, San Francisco, California
- Ferry Terminal, Port of San Francisco, San Francisco, California
- Padre Boulevard Revitalization, South Padre Island Economic and Redevelopment Commission, South Padre Island, Texas
- Dana Point Harbor Commercial Core Master Plan, County of Orange Harbors, Beaches, and Parks, Dana Point, California
- Embarcadero Roadway, City of San Francisco Department of Public Works, San Francisco, California
- Oceanside Waterfront Master Plan, Economic and Redevelopment Commission, Oceanside, California
- Santa Monica Pier Rehabilitation, City of Santa Monica Bureau of Engineering, Santa Monica, California
- Eastern Urban Center, McMillin Companies, Chula Vista, California
- City of San Mateo Transit Center, San Mateo, California

Mukul Malhotra

URBAN DESIGNER

AREAS OF EXPERTISE

Urban Design / Downtowns / Streetscapes
Urban Revitalization / Community Development
Land Use Planning

QUALIFICATIONS

Mukul Malhotra has over 15 years of experience in urban design, planning and architecture. Since joining MIG in 2000, he has managed and contributed to a wide range of planning and design projects, addressing issues related to urban development and revitalization, streetscape design and planning, pedestrian- and transit-oriented design, and preservation of neighborhood and city character.

Mr. Malhotra has worked with an array of cities, agencies and community groups in efforts to redevelop urban and neighborhood corridors and streetscapes in California, Nevada, Washington, Oregon, Texas, New Mexico and Massachusetts. His projects have ranged from downtowns and historic districts to new communities and university campuses.

All of his projects have involved extensive agency and stakeholder coordination to ensure that final designs and plans can be effectively implemented. In addition, he has facilitated numerous working sessions, public workshops and design charrettes in conjunction with all of his projects to ensure community ownership and pride.

AWARDS

- 2010 APWA Sacramento Chapter Project of the Year Award: **West Capitol Avenue Streetscape Master Plan**
- 2010 European Center for Architecture, Art Design and Urban Studies's Green GOOD DESIGN Award; 2009 APWA Sacramento Chapter Project of the Year Award: **Dixianne Avenue Green Street**
- 2006 Northern California APA Outstanding Project of the Year Award: **California State University Monterey Bay Master Plan**
- 2011 ENR California/McGraw-Hill Construction Award of Merit: **Long Beach Transit Mall**

EDUCATION

- Diploma in Architecture, Sushant School of Art and Architecture, Gurgaon, India
- Master of Urban Design, University of California, Berkeley

RELEVANT EXPERIENCE

- "R" Street Corridor Design and Development Master Plan, Sacramento, CA
- West Capitol Avenue Streetscape & Urban Design Master Plan, Sacramento, CA
- Downtown Marysville Economic Development Strategic Plan, Marysville, CA
- Triangle Neighborhood Preservation Action Strategy and Streetscape Design, Emeryville, CA
- Downtown Sacramento Strategic Action Plan, Sacramento, CA
- Rohnert Park City Center Concept Master Plan, Rohnert Park, CA
- Sunol Town Center Pedestrian Improvements for a Livable Community, Sunol, CA
- Gold Line Transit Oriented District Plan & Market Studies, Los Angeles, California
- North-East Line Light Rail Stations Transit Oriented Plan, Sacramento, California
- Long Beach Transit Mall, Long Beach, California
- Ankeny Burnside Plan, Portland, Oregon
- Downtown Dallas Plan, Dallas, Texas
- Palm Avenue Streetscape Plan, Imperial Beach, California
- Downtown Los Angeles Strategic Action Plan, Los Angeles, California
- Downtown Crossing, Boston, Massachusetts
- West Capitol Avenue Streetscape Master Plan, Sacramento, California (2010 APWA Sacramento Chapter Project of the Year Award)
- North Las Vegas Downtown Master Plan and Investment Strategy, North Las Vegas, Nevada

Ray Pendro

SENIOR ENVIRONMENTAL PLANNER

AREAS OF EXPERTISE

CEQA/NEPA Compliance / CEQA Statute and Laws
Transportation & Circulation / EIRs and MNDs
Technical Review / Recreation and Visual Impact Assessment

QUALIFICATIONS

Ray Pendro is a Senior Project Manager/Planner with 20 years of urban planning and CEQA/NEPA experience. Mr. Pendro's responsibilities include strategic oversight and quality control; daily client liaison; performing research, analysis, and field survey tasks, including in collaboration with City, CEQA, and land use attorneys; conducting outreach and public hearings to introduce CEQA in general and explain project findings in particular; coordinating and editing associated subcontractor technical studies; and coordinating document production. Mr. Pendro prepares environmental documents that are comprehensive yet easily understood, and he clearly communicates CEQA findings to the general public, staff, stakeholders, and decision-makers.

Mr. Pendro has particular strengths in CEQA statutes and case law. He remains up-to-date on CEQA legal and procedural issues by attending CEQA workshops, studying CEQA and land use court cases, and collaborating with CEQA attorneys on environmental documents. Mr. Pendro recently reviewed an EIR for a controversial sports field proposal in Golden Gate Park—working closely with legal counsel at Emblidge, Moscone, and Sater.

PUBLICATIONS

- Solid and Free: The Architecture of John Lautner (Masters thesis),
University of California, Los Angeles
- Public brochure and docent scripts for tour of five John Lautner homes
- Preservation in Pittsburgh (brochure, with Michael Eversmeyer), City of Pittsburgh Planning Department
- Self-guided tour brochures to historic neighborhoods in Los Angeles, Los Angeles Conservancy

PROFESSIONAL AFFILIATIONS

- Association of Environmental Professionals
- American Planning Association

EDUCATION

- Masters in Architecture and Urban Planning, University of California, Los Angeles
- Bachelors in Psychology, Boston University
- Teaching Certificate in Early Childhood Education, University of California, Los Angeles
- California Clear Multiple Subject Teaching Credential, Los Angeles District Intern Program

RELEVANT EXPERIENCE

- Recreation and Visual Impact Analysis, Hercules Bayfront Mixed Use Project EIR, Hercules, California
- Recreation and Visual Impact Analysis, San Bruno Transit Corridors Plan EIR, San Bruno, California
- Recreation and Visual Impact Analysis, Redwood City Downtown Precise Plan EIR, Redwood City, California
- Recreation and Visual Impact Analysis, San Pablo Avenue Specific Plan MND, El Cerrito and Richmond, California
- Recreation and Visual Impact Analysis, Stanford in Redwood City Precise Plan EIR, Redwood City, California
- Recreation and Visual Impact Analysis, Marina Shores Village Mixed Use Project EIR, Redwood City, California
- Recreation and Visual Impact Analysis, Alves Ranch Mixed Use Project EIR, Pittsburg, California
- Recreation and Visual Impact Analysis, North Fair Oaks Community Plan Update EIR, San Mateo County, California
- Recreation and Visual Impact Analysis, Grass Valley Redevelopment Plan Fourth Amendment EIR, Grass Valley, California
- Recreation and Visual Impact Analysis, Visitacion Valley Redevelopment Project EIR, San Francisco, California

Laura Shipman

PROJECT ASSOCIATE

AREAS OF EXPERTISE

Urban Planning and Design / Architecture
Housing Development / Facilitation

QUALIFICATIONS

Laura Shipman has over 6 years experience in planning, urban design, housing development and architecture. During this time she has gained both experience and a passion for arts planning and design work through projects including the Village at Market Creek Art and Design Master Plan in San Diego, architectural design of two schools for the arts, as well as arts education experience. She has also developed a strong skill set in design graphics, workshop facilitation, and project management. Her experience in both consulting and non-profit settings has shaped her focus on the meaningful integration of community outreach and consensus building into the design process from concept to implementation.

PROFESSIONAL AFFILIATIONS

- Association for Community Design, Board of Directors
- Design Corps, Board of Directors
- Treasure Island/Yerba Buena Island Citizens Advisory Board, San Francisco, Mayoral Appointee

PRESENTATIONS AND PUBLICATIONS

- "Innovative Asset Management: Green Living in Green Buildings." March 2011, Achieving Design Excellence in Affordable Housing Symposium, Chicago.
- "Designing Solutions for Vulnerable Populations" October 2011, National Organization of Minority Architects Conference, Boston.
- "Farmworker Housing after the 2004 Hurricanes and Resulting Housing Crisis" March 2006, Structures for Inclusion Conference, San Francisco.
- "Farmworker Housing after the 2004 Hurricanes and Resulting Housing Crisis" Expanding Architecture edited by Bryan Bell, Metropolis Books, October 2008.

EDUCATION

- Master of Architecture in Urban Design, Harvard University, Graduate School of Design, Cambridge, Massachusetts
- Bachelor of Architecture, Cornell University, College of Architecture, Art and Planning, Ithaca, New York

RELEVANT EXPERIENCE

- *San Antonio Visioning, Mountain View, CA*
- *Sonoma Boulevard Corridor Design Plan, Vallejo, California*
- *Anaheim Canyon Specific Plan, Anaheim, California*
- *Manteca Neighborhood Action Planning, Manteca, California*
- *North Park Mini-Park and Associated Streetscapes Plan, San Diego, California*
- *Hemisfair Park Area Complete Streets, San Antonio, Texas*
- *Dallas Transit Oriented Development, Dallas, Texas*
- *Dallas Complete Streets, Dallas, Texas*
- *Division Street Corridor Design Plan, Spokane, Washington*

Bry Sarté, LEED AP / PE

CIVIL AND ENVIRONMENTAL ENGINEER

Bry Sarté, founder of Sherwood Design Engineers, leads a group of civil and environmental engineers based in San Francisco, New York, Cambridge, and Beijing. As a leading designer in green and sustainable engineering, he has been published internationally and has made significant contributions to contemporary research involving global environmental issues affecting water supply, energy use, urban design, and material science. Bry has built an international reputation by providing engineering services and design solutions which reflect a deep commitment to executing well-planned, sustainable alternatives for communities world-wide.

Mr. Sarté has served as Principal Engineer for award-winning projects that range from the San Francisco Better Streets Plan, which sets new street standards for the City of San Francisco, to the San Mateo County Greenstreets Guidebook, a comprehensive guide to the design and construction of LID and sustainable infrastructure interventions in an urban context. He also regularly appears as a guest lecturer at the University of California Berkeley and Stanford University, presenting materials on environmentally sensitive infrastructure design and construction.

Mr. Sarté is the author of the recently published John Wiley & Sons book, *Sustainable Infrastructure: The Guide to Green Engineering and Design*, which serves as a comprehensive guide to integrating sustainable strategies into infrastructure planning and design with emphasis on water resource management, site design and land planning. Throughout the book Mr. Sarté highlights the central role that creative engineering integrated into collaborative design processes play in developing the complex solutions needed to affect a sustainable transformation of our built environment.

Bry Sarté founded the Sherwood Institute in 2009 where he serves as Executive Director. The institute is comprised of academic, professional, and government advisors from five countries directing research and innovation at the nexus of critical water and energy issues.

EDUCATION

- University of California, Berkeley
Bachelor of Science in Civil & Environmental Engineering;
Emphasis: Environmental Engineering
- University of Canterbury, New Zealand
Masters research in Environmental Engineering
- University of California, Santa Cruz
Bachelor of Arts in Fine Arts

PROFESSIONAL REGISTRATION

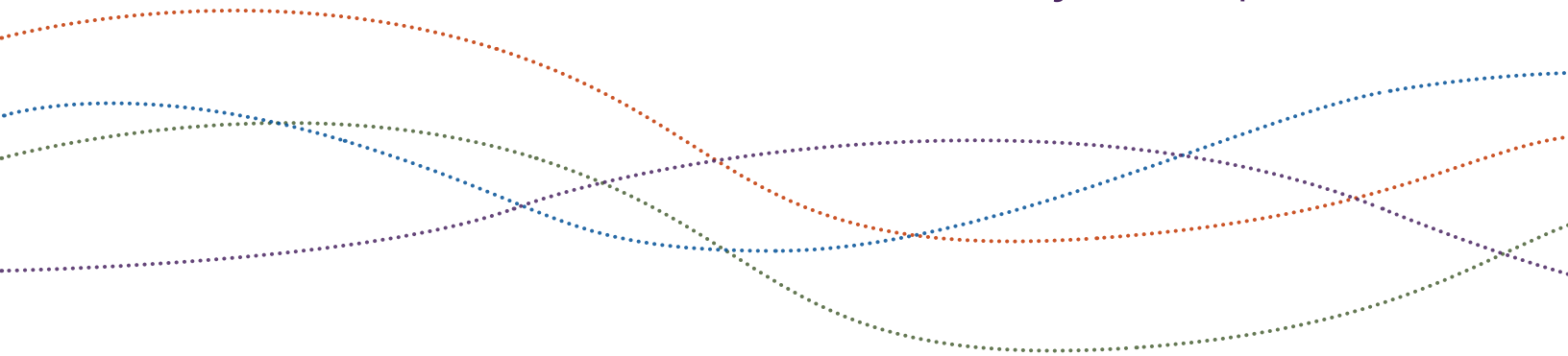
- Registered Professional Engineer, Civil Engineering
State of Arizona, State of California, State of Colorado, State of Idaho, State of Montana, State of New Hampshire, State of New York, State of Pennsylvania, State of Tennessee, State of Texas, State of Virginia

PROFESSIONAL AFFILIATIONS

- American Society of Civil Engineers
- UC Berkeley Alumni Association
- SPUR: San Francisco Planning and Urban Research, Member

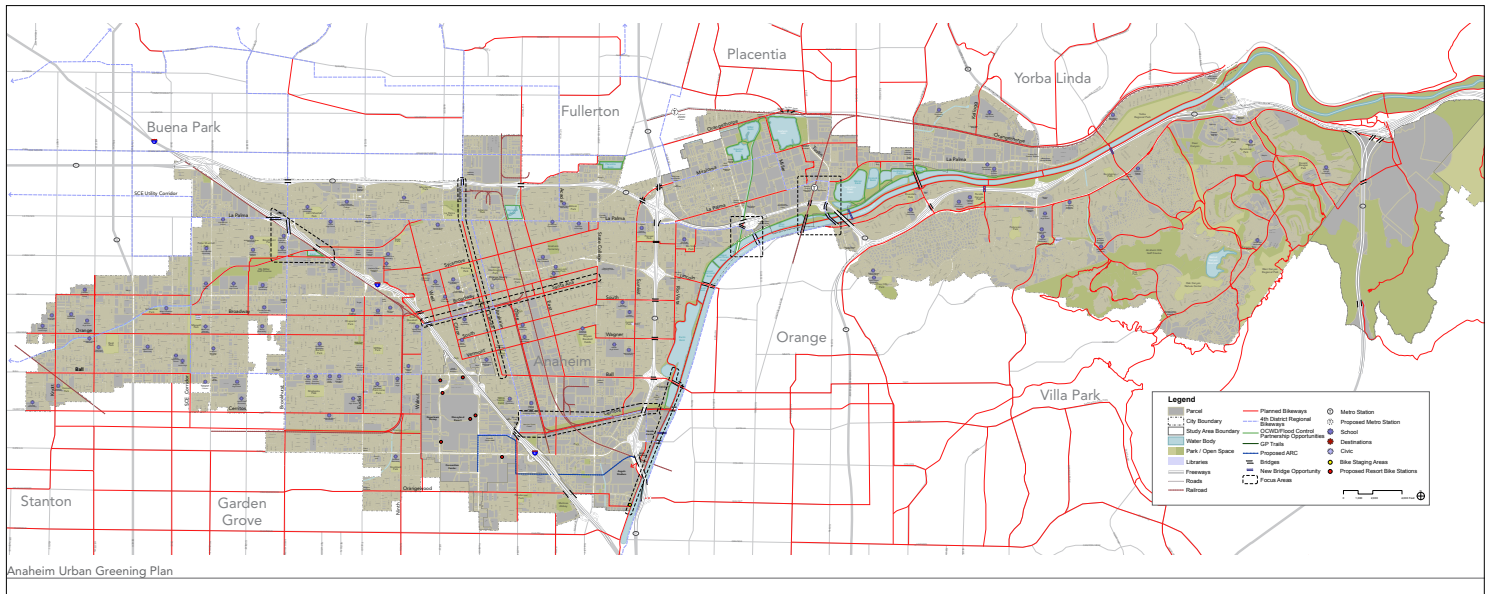
SECTION 2.2

Project Experience



Anaheim Urban Greening Project

ANAHEIM, CALIFORNIA



MIG led the Anaheim Urban Greening project, a city-wide undertaking to evaluate and improve non-motorized connections throughout the city, but especially between the Platinum Triangle, Downtown Anaheim and the Anaheim Resort. The seven main areas the MIG team focused on were:

- Build Community
- Improve Connectivity
- Promote Healthy Lifestyle
- Increase Recreation Opportunities
- Foster Sustainable Landscape to Enhance Financial Value
- Promote Safety

The success of the project lies in the fact that all areas were addressed with the overriding principle of connectivity in mind. The community has a chance now to celebrate and come together at various outdoor venues, landmarks and cultural features. Bike routes were created and linked to

public transit options, which helps to promote a low-emission commute. Fitness equipment and healthy foods were introduced to the parks along with aquatic recreation features to promote a healthy lifestyle. To address sustainability MIG introduced roof gardens, a California friendly landscape palette and storm water management. 100 acres of new green space is proposed throughout the city, while at the same time reducing GHG emissions consistent with the California Global Warming Act of 2006. **In addition to increasing green space throughout the City, the Urban Greening Plan focused on developing a system of green corridors connecting residents, visitors, and employees to both existing and planned high-density urban areas.** The Plan identifies projects that emphasize shade trees, pocket parks and open spaces, multi-modal non-motorized trails and pathways, demonstration gardens, wildlife corridors, bioswales, and other storm water filtration and collections systems, and city-wide plant palette.



Emeryville Parks and Recreation Strategic Plan

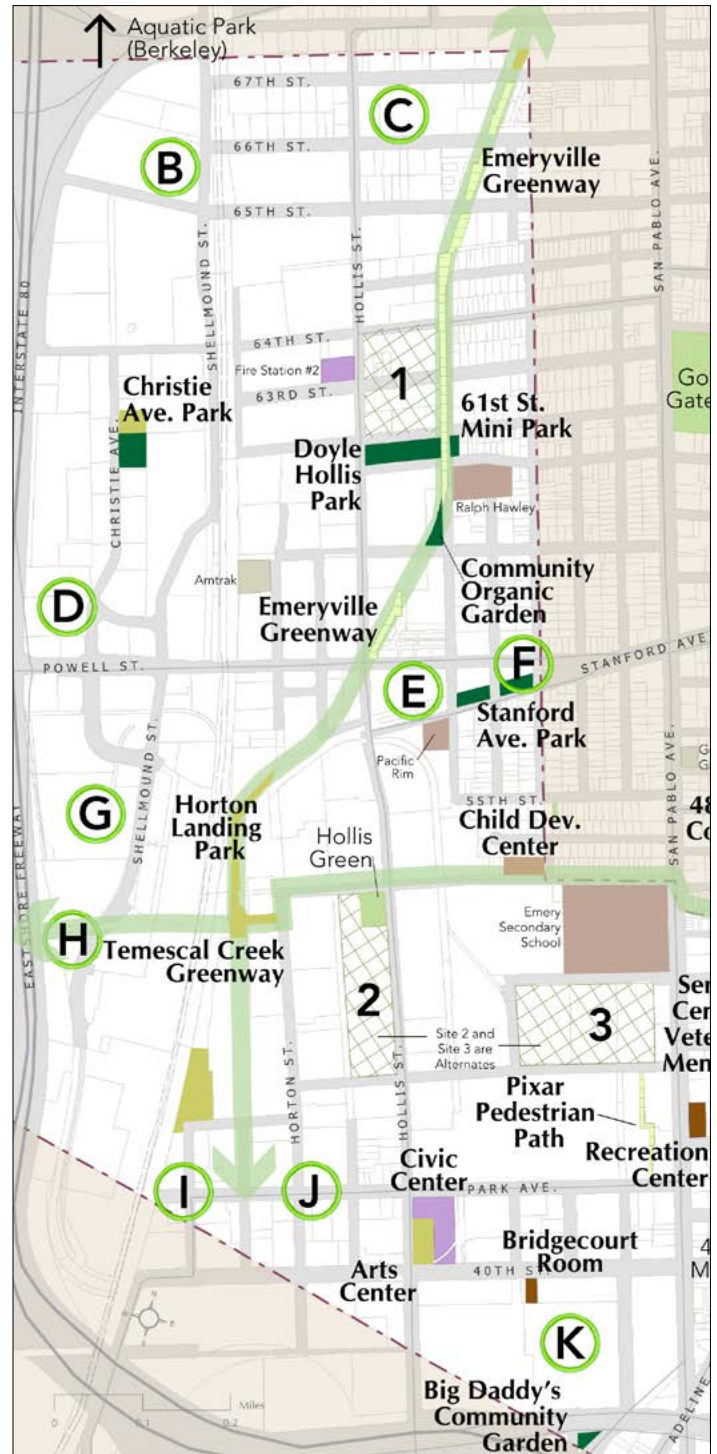
EMERYVILLE, CALIFORNIA



Organic Community Garden

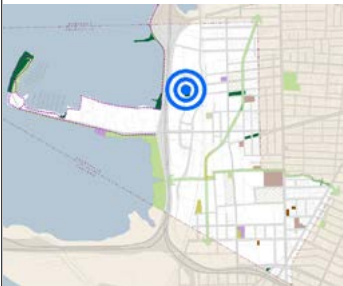
Like many other cities, Emeryville is fairly built out. The challenge of this project was to look at all potential opportunities to increase the amount of green open space and maximize usage of the existing parks. The existing conditions analysis addressed the challenges of a very confined community with limited open space by carefully considering the activities that should be supported in each site and within the system as a whole. The recommendations included a series of improvement to existing parks, and a preliminary site program and conceptual design for each new park space types that included community gardens and linear greenways over abandoned rail tracks.

Based on extensive public input, all recommendations are guided by a strong ethic of environmental and financial sustainability. The ability to continue to maintain and operate new facilities played a key role in the prioritization and phasing decisions alongside the ability of the park system to improve water and air quality and capture and store carbon.





CHRISTIE AVENUE PARK



DESCRIPTION

This site is planned for redevelopment. The park will provide a safe and peaceful space that will serve local park needs as well as nearby businesses. This oasis will be used for special events and additional smaller

SITE RECOMMENDATIONS

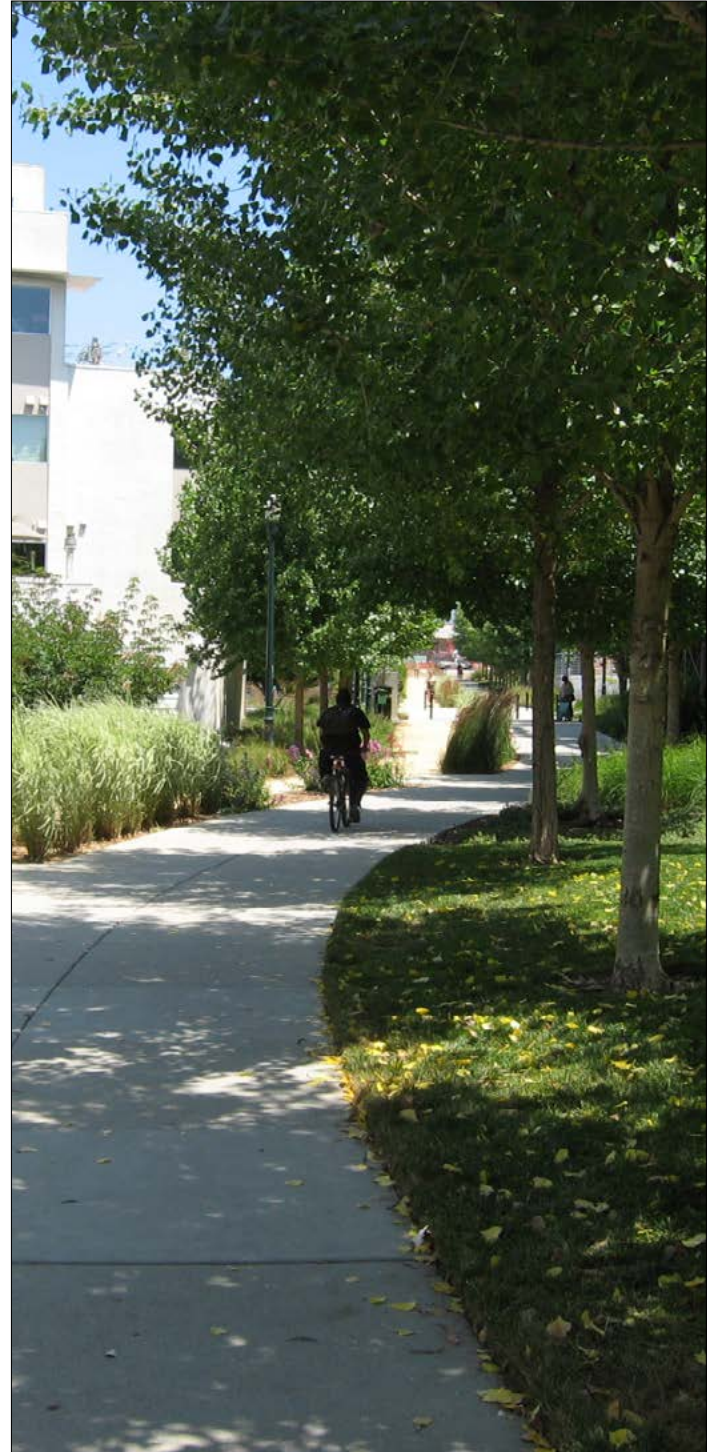
Recommended Park Program

Play For Children
Socializing, Relaxing
Picnicking/Lunch
Respite and Solitude
Special Events
Participatory Arts and
Cultural Activities

Potential Program Elements

Recreation with Dogs
Games

- Integrate art to create play features and a "sanctuary space" (a) with seasonal plantings or low decorative fencing.
- Develop the park portion of 6th Avenue as plaza space (b) with activities such as an art festival or farmers market.
- Orient the restaurant/retail site to the plaza and possibly include an outdoor festival area and multi-purpose space.
- To provide parking, negotiate with existing parking. In exchange, the City of the Market's food vendors, will draw customers.
- Consider programming the market to allow leash play during low use hours and stating off-leash hours.



Dixieanne Avenue Green Street Plan

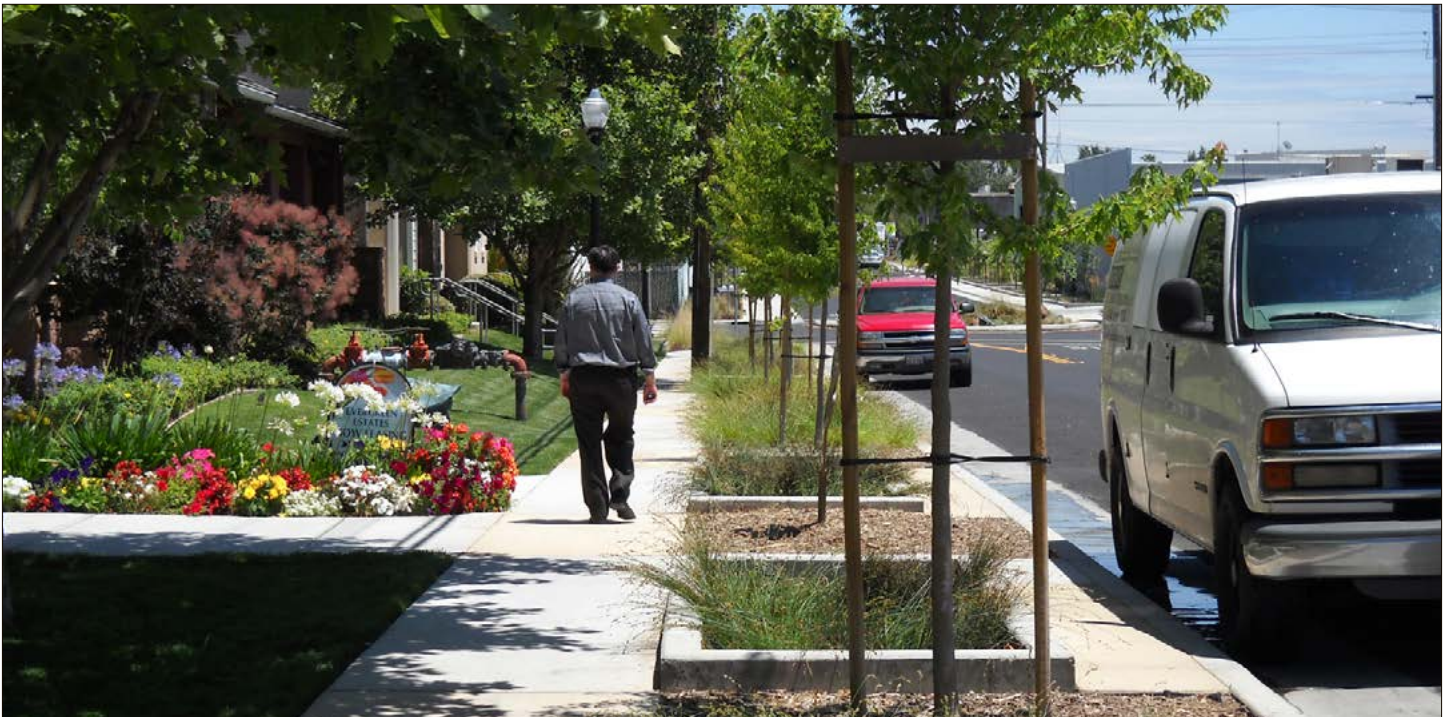
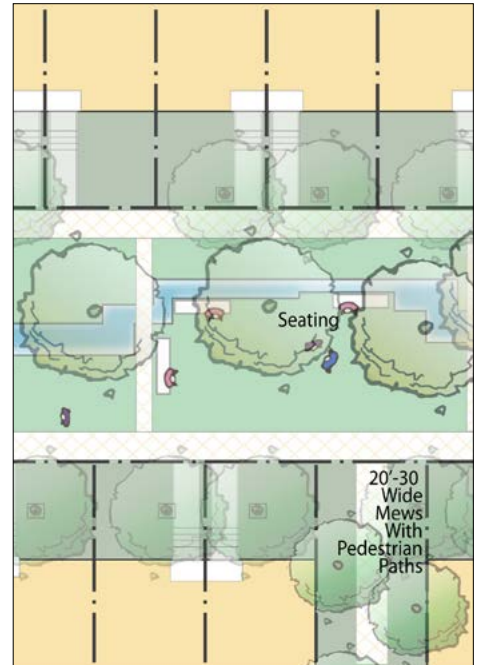
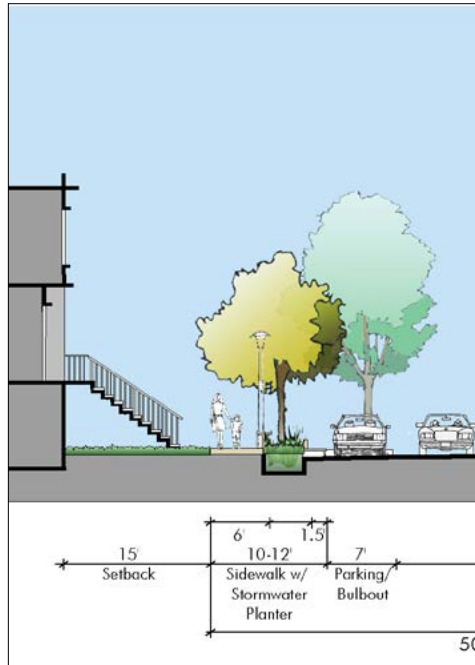
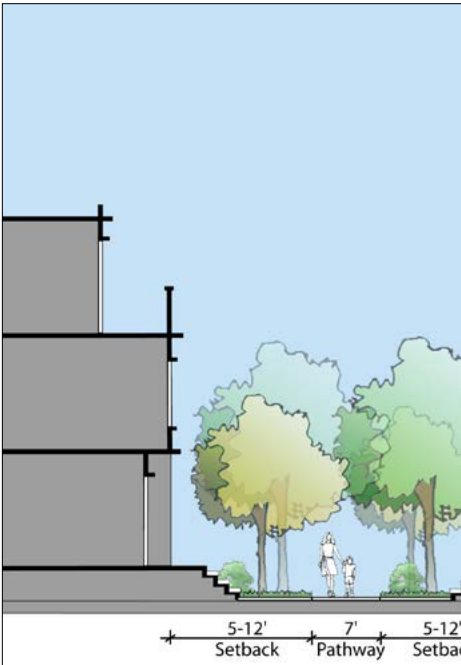
SACRAMENTO, CALIFORNIA



As part of two separate but interconnected projects, MIG worked for the City of Sacramento to create an implementable transit-oriented urban design plan and infrastructure needs analysis that will guide public and private realm improvements within an approximately 310 acre area around the primary multi-modal center in North Sacramento that is served by buses, light rail and a potential Amtrak station.

MIG developed an overall vision for the station, analyzed existing opportunities and challenges, developed urban design recommendations that reduce greenhouse gas emissions, and prepared open space and streetscape development guidelines. The Plan increases open spaces, pedestrian and bicycle connectivity and integrates sustainable development patterns to create an active urban village. The project resulted in the implementation of Dixieanne Tot Lot, Winner's Circle Park, and Dixieanne Ave Green Street project.

Streetscape improvements in this narrow ROW included tree lined sidewalks, Class III bike facilities and iconic art that reflects the community values. The key element of the "Green Street" minimizes impervious surfaces and urban runoff through the use of stormwater planters along separated sidewalks, bioswales in midblock bulbouts, pervious paving in traffic circle and pocket plaza and context sensitive planting palette. This cost-effective integrated stormwater management drainage solution helped minimize the demand on the area's overloaded CSS system and improved the overall water quality, before it drains into the nearby American River. Construction was completed in September 2009. It earned the APWA Sacramento Chapter's 2009 Transportation Project of the Year Award and the European Centre for Architecture Art Design and Urban Studies 2010 Green Good Design Award.



San Lorenzo Creek Watershed Concept Plan and Financial Analysis

ALAMEDA COUNTY, CALIFORNIA



San Lorenzo Creek Watershed drains about 50 square miles from the East Bay Hills down to San Francisco Bay. Eleven major creeks feed into it as it passes through a spectrum of environments, ranging from pristine headwaters to agricultural lands to highly urbanized areas like Downtown Hayward and San Leandro. In an urban context, proximity to this riparian corridor presents a critical responsibility to address flood risk.

Beginning in October 2007, MIG worked closely with the County and Flood Control District, facilitating over 25 technical workshops to develop effective, sustainable and financially sound solutions. District staff, together with planning and technical consultants, grounded the process with wide-ranging expertise in environmental planning, engineering, hydraulics and hydrological modeling, sediment transport, cost estimating, financial assessment, organizational analysis, urban design and landscape architecture. Primary components of the planning process included

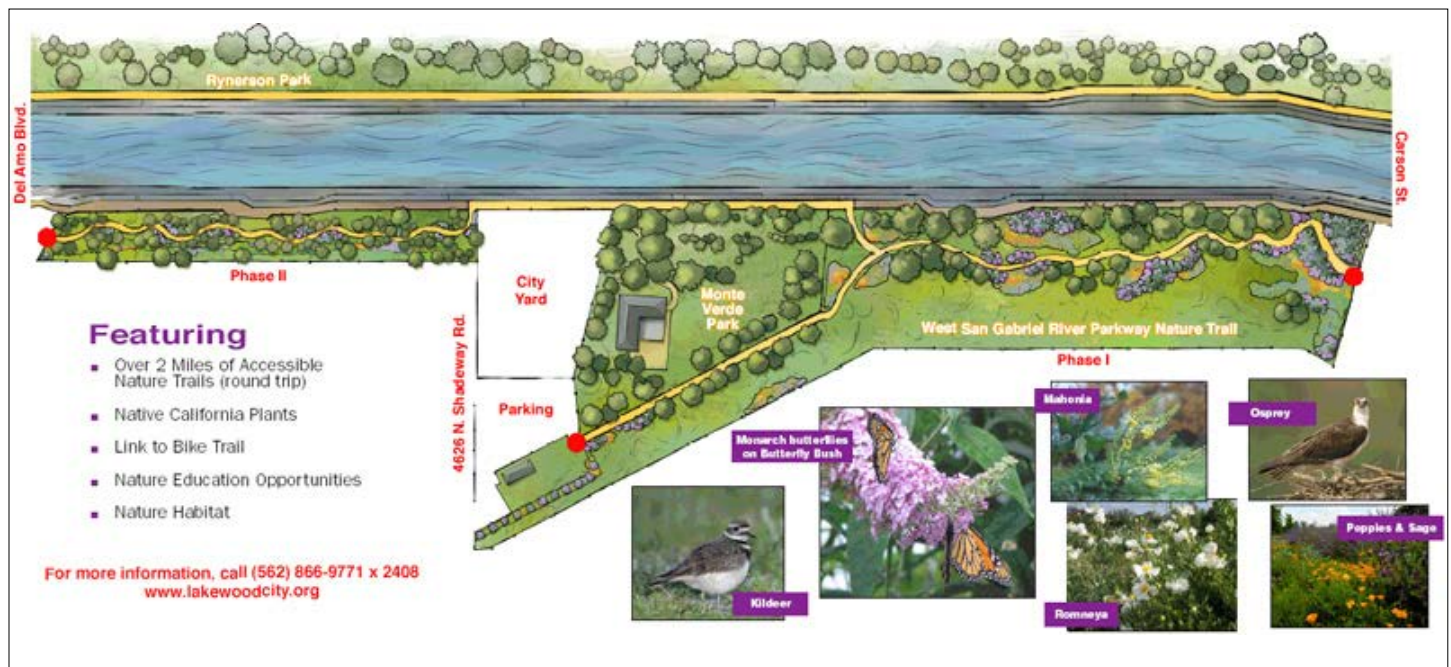
development of flood protection alternatives, identification and synthesis of corridor enhancement projects and programs, analysis of financing mechanisms, and development of public outreach tools.

The resulting Concept Plan provides for improved flood protection and restored habitat. It recognizes the potential of San Lorenzo Creek as an economic and recreational resource. Now in the review process, the plan identifies critical human health and safety projects, provides a compelling vision for the creek corridor, integrates a variety of additional potential enhancement projects, incorporates decision-making guidance for County Supervisors and City staff, and quantifies necessary implementation funds.



West San Gabriel River Parkway Nature Trail

LAKEWOOD, CALIFORNIA



MIG provided design development, construction documents and public outreach for the 17-acre trail area, which consisted of naturalized open space along the San Gabriel River between Carson Street and Monte Verde Park in Lakewood.

Vacant, surplus land under the DWP transmission power line easement was “recreated” with funding from the Rivers and Mountains Conservation Authority to promote riparian habitat enhancement along the San Gabriel River. The decomposed granite trail provides access throughout the area.

Phase I of this project was from 2002 to 2003, and Phase II followed from 2006 to 2007. The construction cost for this project was \$1,500,000.

AMENITIES

- Half mile decomposed granite trail
- Secured fenced entries to site
- Fully automated irrigation system
- California grassland cover
- Native, riparian plant materials
- Drought tolerant plant materials
- Informal boulder seating area
- Convenient parking adjacent to Monte Verde Park

Phases I and II were awarded 2003 ASLA Merit Award and 2003 and 2007 APWA Project of the Year.

Based on the success of this project, MIG was commissioned to design another portion of the trail along the San Gabriel River between Atherton and Willow Streets in Long Beach. MIG prepared construction documents for Phase III of this project; funded by the Proposition 84 Grant.

Phases I and II 2003 and 2007 APWA Project of the Year; 2003 ASLA Merit Award



West Capitol Avenue Streetscape and Urban Design Master Plan

SACRAMENTO, CALIFORNIA

Winner, 2010 Transportation Project of the Year Award, American Public Works Association

City of West Sacramento



West Capitol Avenue is a major east-west, 3.5-mile long arterial and commercial spine running through West Sacramento. The Urban Design and Streetscape Master Plan focused on creating a vibrant streetscape corridor that would be the heart of the community between Harbor Boulevard on the west end and the railroad underpass on the east.

MIG led a multidisciplinary team of urban designers, architects, planners, traffic engineers, environmental planners and economic analysts to develop a new vision, implementation plan, and construction drawings that set the stage for long-awaited redevelopment along the corridor.

The project consisted of two major phases - Community involvement and conceptual design through construction documents.

Project challenges involved the redesign of the public-private interface, signage and wayfinding, traffic and circulation, infrastructure, financing strategies, and overall

streetscape standards. Preferred land uses, and necessary ordinance and zoning changes were also considered. Infrastructure plans were developed to assure that underground utilities like sewer, water and storm drainage are adequate for new development.





Sacramento Northern Railroad Bikeway

SACRAMENTO, CALIFORNIA



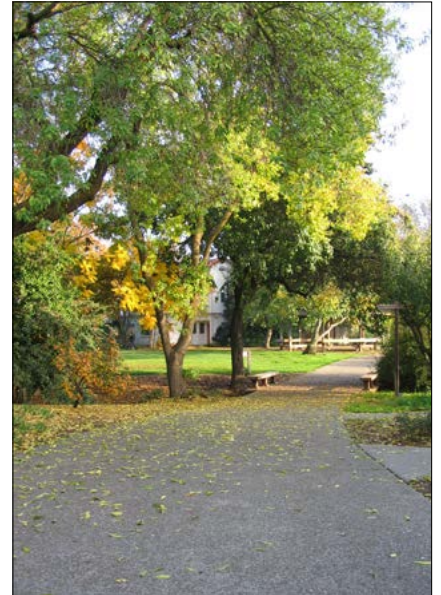
The Sacramento Northern Railroad Bikeway is seven miles of bike trail (with a 50-foot easement on each side) from downtown to the northern edge of Sacramento County. **The bicycle experience, safety, parking, multi-modal accessibility, low maintenance landscape, and recreational opportunities were the primary features for this project.**

MIG selected a landscape palette of native and drought tolerant plants that once established could survive on the Valley's limited rainfall. To enhance the pedestrian and bicyclist experience, five shade structures were strategically located along the bike trail. The shade structures, designed to mimic the historic train stations and stops, serve as rest stops for bicyclers, joggers, and pedestrians. Each one has a drinking fountain, bike parking, benches, and an historic railroad interpretive sign. Following the railroad theme MIG designed a prototypical gateway that marks the entrance into each of the three neighborhoods through which the bike trail passes. A railroad theme crosswalk was also designed for most street crossings.

MIG has continued working on the Sacramento Northern Bikeway with the preparation of the Master Plan and Construction Documents for a 1.8-mile extension for the County of Sacramento. This section of the bikeway is more rural than the first five miles, and will reflect the local character and history. This 100-foot wide bikeway extension links the rural community of Elverta with the American River Parkway and offers the opportunity for environmental learning area; wider, multi-use trails; and oak and grassland restoration.

Aspen Greenbelt

DAVIS, CALIFORNIA

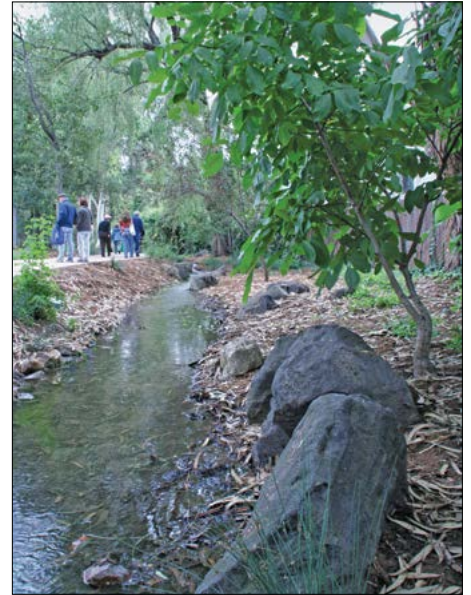
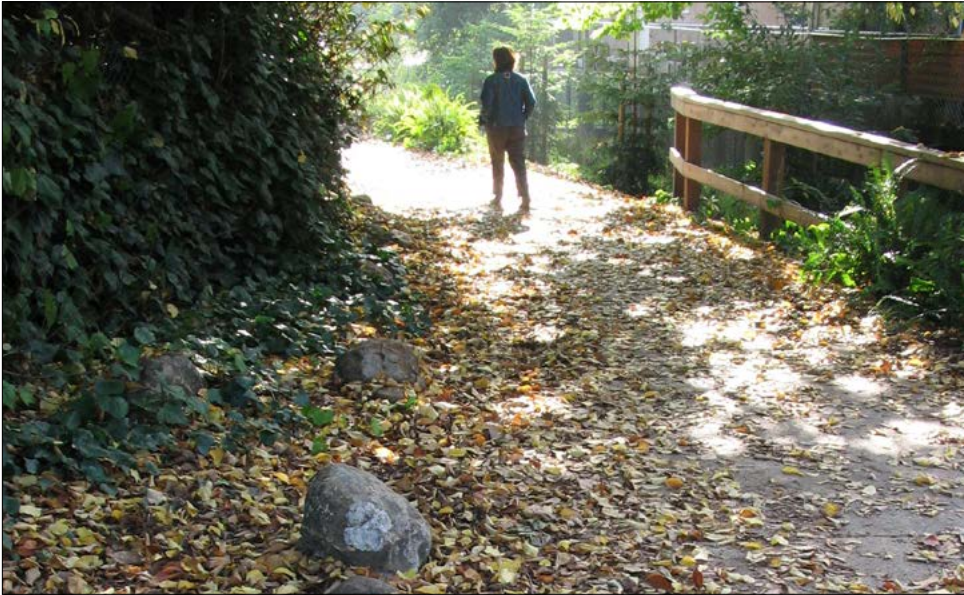


The connecting element within the “Aspen” community is the Greenbelt. **Unlike most greenbelts, which are turf and trees with a bike lane through the middle, the Aspen greenbelt attempts to make diverse play spaces within these bike and jogger thoroughfares, as well as applying the concepts of sustainable plant materials and open channel drainage.** The open channel drainage takes runoff street water into the park instead of undergrounding it. In this manner water enters the park where it can serve as a groundwater recharge, be an integral part of play, and illustrate the connection between people, water use, and nature.

The greenbelt includes a foothill zone of native oaks and redbuds on the southern slopes of the greenbelt; a California native grasses area near a dry wash; a native willow planting zone in the stream channel; a creek side beach with washed-up logs, exposed boulders, sand and shells; an orchard of gridded sycamores reminiscent of the valley farms that surround Davis; a grassy volcano and mesa earth sculptures for adventure play; and an open, large, grassy meadow surrounded by redwoods for active play.

Rockridge-Temescal Greenway

OAKLAND, CALIFORNIA



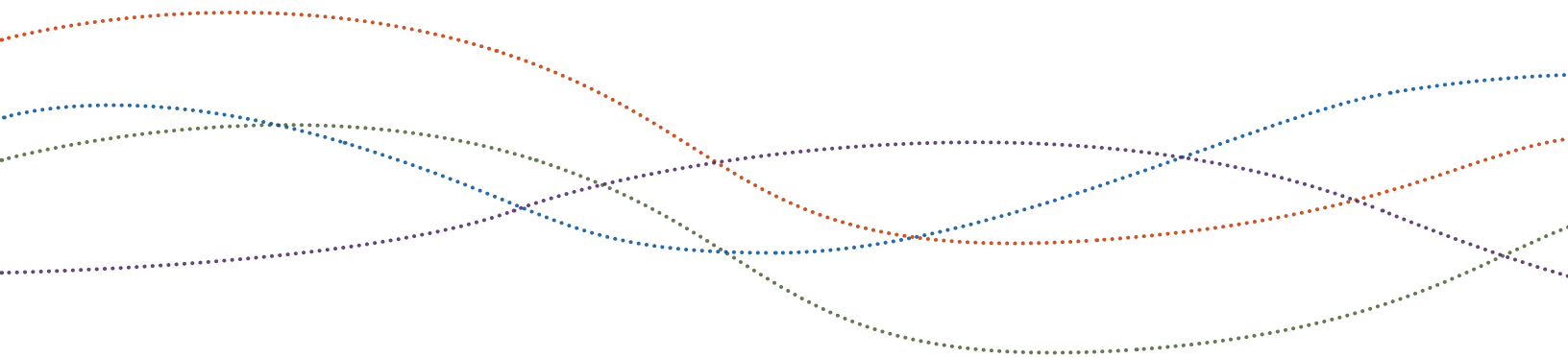
Built in 1976 in the original bed of Temescal Creek, the half-mile greenway was impacted by pedestrian traffic, land-use changes and erosion issues. Temescal Creek was relocated to an underground culvert by the Alameda County Flood Control District, replaced by a shallow stream that is supplied by water pumped from the subterranean creek.

Collaborating with the city, the Friends of Rockridge Greenway neighborhood association, and a number of special interest groups, MIG re-designed the meandering walkway shaded by mature trees. The design improves connections to neighborhood activities and includes a new walkway, a dry creek expression of the original creek, native riparian plantings, a butterfly attracting garden and seating areas.

This multi-phase, design-build project also included a renovation for Redondo Park at the end of the Greenway. The park now has a new decomposed granite walkway, gathering spaces, improved stream bed access, new planting and enhanced irrigation.

SECTION THREE

Work Plan





Work Plan

In order to create a unique and implementable El Cerrito Urban Greening Plan, MIG proposes the following detailed work plan. This plan corresponds with the accompanying schedule and budget sheet:

TASK 1: PROJECT INITIATION AND MANAGEMENT

MIG will meet with key members of the City Staff for a kick-off meeting to refine the scope, schedule, and deliverables, as well as to confirm objectives and a structure for the planning process. This meeting will include an interactive discussion about the project area assets, issues and opportunities. The meeting will also discuss the overall engagement strategy with the Urban Greening Plan Team (UGPT), key stakeholders and neighborhood community groups.

The MIG Team will work with the El Cerrito Environmental Services Division and Public Works Departments department to develop a branding and public relations campaign plan which may build upon successful models and techniques from recent and current planning projects done by the City and MIG. Where needed, it will incorporate interactive social media that may include Facebook, Twitter and blogs into the overall communications plan. As an optional task, the MIG Team can develop a unique, interactive web portal for the project that builds upon thousands of hours of development time devoted to our TownSquare™ web interface designed specifically for engaging communities in planning and designing efforts.

MIG will manage all aspects of the project to maintain project schedule and budget, maintain continuous liaison with City's Project Manager and other interested parties, and provide continuing consultation and advice to Staff on all matters relating to the project. There will be regular bi-weekly (in person or conference call) meetings with City Staff, attendance at Multi-Jurisdictional Public Meetings, and participation, if needed, in the quarterly conference calls with agency leadership. MIG will prepare all the monthly invoices during the course of the project.

Key Deliverables:

Bi-weekly City Staff meeting agenda, presentation materials (PowerPoint and graphics where needed), and brief meeting summary memos

Communication Plan Memo

Regular weekly updates to Facebook and Twitter

Monthly invoices

TASK 2 PUBLIC INVOLVEMENT

MIG will lead development of a comprehensive, multi-pronged approach to engaging a wide range of stakeholders who have a vested interest in the urban greening of El Cerrito. MIG will design and produce the primary communication and outreach tools for the project including a project website, event flyers and a brochure. The project website—designed, hosted and maintained by MIG for the duration of the project—will serve as the communication portal at all levels of the project to include a document library, event calendar, discussion forum, survey tool, and similar features. City, MIG and other project staff will have password-protected access to a document library to share technical information, while stakeholders and the public may sign-up to receive automatic email notifications when new information is posted for viewing or downloading by the project team. MIG will design flyers to notice the public events (3 total), and a project brochure to provide basic project information and encourage closer involvement through the website and public events. For all of each of these communication tools, MIG will one text/content-draft, followed by one final design draft—City staff will review each draft, providing MIG with one consolidated set of revisions for each draft. The City will be responsible for all printing and distribution costs for the event flyers and brochure.

Throughout the planning process MIG will work with the City to design conduct an integrated public participation process that engages the community at critical points. MIG will design and produce materials for two (2) two-hour public meetings/workshops, and one (1) four-hour community charrette. The overall purpose of the meetings will be as follows:

- Public Meeting/Workshop #1: Discuss overall vision, assets, issues, opportunities and challenges
- Community Charrette: An interactive workshop that allows community members to plan and design the network of interconnected open space and discuss the various types of open spaces.
- Public Meeting/Workshop #2: Discussed preferred concepts and implementation strategies

Each of these events will include slideshow presentations, up to 10 display/map exhibits, and handout materials—City staff will review and provide consolidated revisions to initial and final drafts of each item. MIG will provide up to three staff members at each event to provide facilitation and graphic recording support, and will develop one concise summary memorandum of the key findings from each event.

MIG will conduct a citywide needs assessment related to urban greening elements to include access trails, walking paths, and community character issues. In addition to MIG's technical analysis, the needs assessment will include data from a web-based community survey, which MIG will design and distribute through City communication channels.

To augment the public events, MIG will design up to two (2) slideshow presentations during the process to assist with interaction with urban greening task force and boards, committees and commissions. This material will also be utilized as part of engagement with underrepresented populations, for which MIG recommends conducting two rounds of presentations during the project to these groups:

- City of El Cerrito Committees
- Arts and Culture Commission
- Tree Committee
- Environmental Quality Committee

- Parks and Recreation Committee
- Citizens Street Oversight Committee
- Utilize "Community Voice" page of City Website
- El Cerrito Businesses
- Business Improvement District
- Chamber of Commerce
- Rotary Club
- Community Based Organizations
- El Cerrito Community Garden Network
- Friends of Five Creeks
- Ohlone Greenway Committee
- East Bay Bicycle Coalition
- Bicycle Advisory Committee
- El Cerrito Neighborhood Groups
- El Cerrito Religious Organizations
- El Cerrito Non-Profit Groups
- El Cerrito Schools
- Youth Groups
- PTA Meetings
- Other Organizations
- Metropolitan Transportation Committee
- East Bay Municipal Utilities District
- East Bay Parks
- Pacific Gas and Electric
- BART

In addition to the slideshow presentations, MIG will design simple and concise comment cards that allow audience members to provide brief written input to the project. The MIG Project Manager and/or other key staff will participate in up to 10 of these presentations throughout the process, while City staff will lead the remaining presentations.

Key Deliverables:

- Public information materials—website (1), flyers (3), brochure (1)
- Public events (2)
- Community charrette (1)

- Interaction with Urban Greening Task Force and Boards, Committees and Commissions (4 meetings)
- Citywide Needs Assessment and Community Survey
- Plan for Engagement of Underrepresented Populations (materials, and 10 meetings)

TASK 3: NEEDS ASSESSMENT AND DATA COLLECTION

During this phase of the study, the MIG Team will conduct a thorough review of the relevant planning documents listed in the RFP, the General Plan as well as other information related to projects underway in the key areas. The MIG Team will work with the City-provided aerial photographs, GIS, CAD and other digital maps of the area provided by the City that show open space, land use, zoning, development standards, circulation, and infrastructure. Using the information provided, the MIG Team will conduct a City wide site analysis with special emphasis on the four focus areas to study the existing conditions, including the open space, land use, circulation and issues and opportunity sites which will be photographed, documented and mapped on the existing conditions maps. In addition, MIG will create an initial set of focused stakeholder meetings to ascertain the constraints and opportunities for creating a successful Urban Greening Plan.

Based on the literature review and site analysis, MIG will create a preliminary Open Space Needs Update & Green Space Assessment Memo. This will include:

- Green open space needs assessment & opportunity analysis that will first update the inventory of green space existing in the City by using the General Plan and related El Cerrito green documents, GIS documents, and existing City Policy and Urban Greening Best Practices as a baseline and overlaying new and planned spaces green spaces proposed as part of different development projects. In addition, the analysis will look at all potential opportunities to identify additional green open space.
- Non-motorized connectivity needs assessment and opportunity analysis will be based upon findings of various relevant city documents. In addition, a day long site visit will identify existing pedestrian facilities (such as condition of paving, shade and traffic buffer for pedestrians, etc.), existing bicycle facilities in the area and their connectivity, existing and planned transit facilities (such as general location and condition of transit stops, etc), transit ridership data and

headways, existing barriers that hinder the connectivity of alternative modes (high volume/speed roadways, freeways, railroad tracks, rivers, etc.), existing roadway cross-sections and locations with high levels of alternative mode use and why they facilitate that behavior.

- GHG reduction needs assessment and opportunity analysis by analyzing the findings of Emission Management Plan, data from the Public Works Department, and Sustainability Information Management System.
- Green infrastructure improvement needs assessment and opportunity analysis by MIG and Sherwood Engineers Engineering by looking at various existing and planned open space improvement in the public (streets, parks, etc) and private realm (parking lots, utility corridors, etc) that include ways to minimize storm water run-offs; water quality, conservation and harvesting; and, energy conservation and generation including solar and wind power.
- Health and Wellness needs assessment and opportunity analysis by MIG by closely working with the City of El Cerrito and looking at ways to create healthy community through environmental strategies such as GHG reduction and enhanced non-motorized connectivity listed above, but also other strategies such as improved access to healthy food and how they can be incorporated in the design of new and existing open spaces.

In addition, MIG will create a preliminary potential network of open spaces that can be overlaid on the City street network. These documents will be reviewed by the City and discussed at UGPT Meeting and refined based on input received, which in turn will be presented at neighborhood meetings. Feedback received from the community and City Staff will help finalize the Green Space and Connectivity needs assessment.

Key Deliverables:

- Portfolio of Baseline Conditions Maps (Draft and Final) –in electronic format
- Needs Assessment and Green Space Assessment (Draft and Final Memos) – three full color hard copies and one electronic copy
- Agendas, comment cards, presentation materials (PowerPoint and poster size graphics), and meeting summary memos of Urban Greening Planning Team Meetings
- Agendas, comment cards, sign-in sheets, presentation materials (PowerPoint and poster size graphics), and meeting summary memos.

TASKS 4: DRAFT AND FINAL PLAN DEVELOPMENT

This phase of the project will begin with a second MIG Team design charette that will initially discuss a preliminary list of open space and connectivity improvements that could be developed Citywide especially in disadvantaged communities and park deficient neighborhoods such. Key City Staff will be invited to actively participate in the development and review of preliminary design ideas and strategies.

Based on input received and preferred Staff direction, MIG will prepare a preliminary overarching list of open spaces and develop prototypical open green space concepts and strategies. Each prototypical concept, be it a linear corridor or a pocket park, will be illustrated with a well-dimensioned prototypical plan and section; a set of design standards that will, among other things, help determine where the open space improvements could potentially be located and quantify development standards such as desirable widths of pedestrian and bicycle paths; an image board of potential palette of materials and furnishings; and, a narrative explanation that identifies how the proposed concepts can establish strong pedestrian and bicycle environments and create sustainable places. The preliminary design concepts will be presented to key City Staff and revised to reflect their feedback.

MIG Team will analyze the benefits of the proposed green open space improvements in the two focus areas to ascertain the benefits of a) improved circulation and connectivity for non-motorized users, b) reduction in GHGs and VMTs, c) green infrastructure improvements with regards to reduction in stormwater run-off, reuse and conservation of water usage, creation of energy, etc using rule of thumb calculations for sizing of bio-swales, bio-retention basins and other storm water filtration and collection systems; and, d) community health and wellness benefits. Specific concepts and strategies will be created to encourage the implementation these benefits.

These concepts, strategies and accompanying benefits will be reviewed by City Staff and subsequent UGPT Meeting to discuss the preferred and priority concepts. Based on the feedback received, MIG will refine the preferred design concepts and strategies, and begin preparation of the preliminary Draft Urban Greening Plan. This plan will reflect the table of contents identified in the grant application and include all the deliverables mentioned so far in an easily readable format. The text and graphics will clearly illustrate

the various design concepts and provide clear direction to implement the plan including a preliminary prioritization, and financing and funding sources

The preliminary Draft Plan will be reviewed by City Staff who will provide one set of comments in electronic format. These comments will be included in subsequent version of the Draft Plan and key recommendations of the Plan will be presented at UGPT Meeting. Input received from the various forums will be incorporated in the refined Draft Plan which will be submitted to the City and State for their internal review. Key recommendations of the Draft Plan will be presented at Open House hosted by the City.

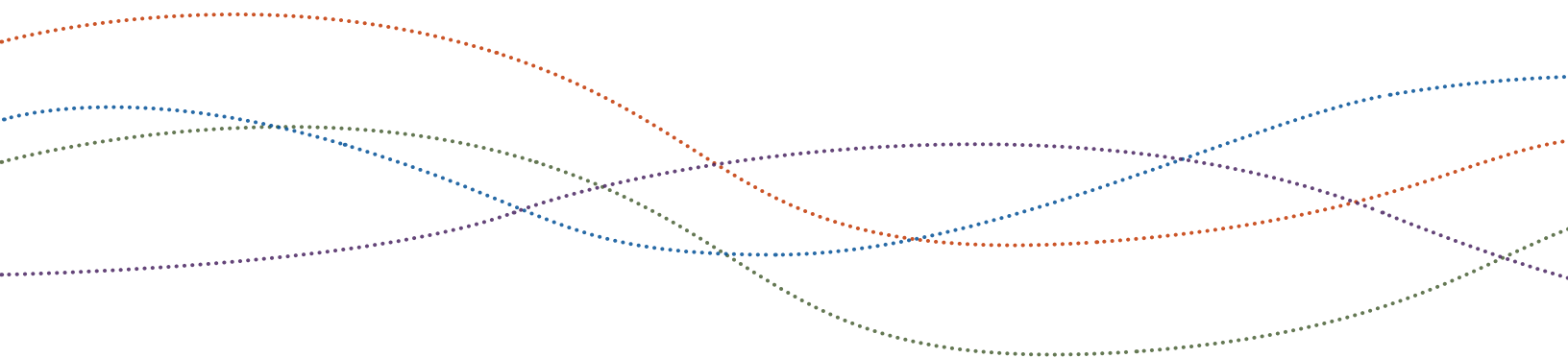
Informed by the input received in the previous tasks and the goals and objectives of the Urban Greening Plan, MIG will create a preliminary planting palette that will only include native or California friendly plants and trees and reflect the diverse needs of El Cerrito, that include maintenance, water and energy conservation, minimizing heat island effect and GHGs, and need to reinforce identity of the City and individual neighborhoods through a well designed landscape. MIG will review the preliminary palette with Key City Staff including representatives from Planning, Public Works, Public Utilities and Community Services Department to gather input and accordingly refine the palette for subsequent City Staff and State review.

Key Deliverables:

- Summary of Public Involvement
- Plant Palette and Urban Forest Recommendations
- Public Place Planting, Maintenance and Resource Conservation
- Urban Greening Policy and Project Recommendations
- Portfolio of conceptual design concepts & strategies (Preliminary and Refined)-
- Improvement Analysis Memo for non-motorized connectivity, green infrastructure improvements (energy, water and stormwater run-off reduction) and health and wellness improvement- in electronic format
- CEQA Checklist and Initial Study
- Draft Plan (preliminary and refined)-electronic format
- Final Draft Plan (for state review)- 3 full-color hard copies of document and 1 digital copy
- Implementation Strategy and Tool

SECTION FOUR

References



Client References

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CITY OF EL CERRITO URBAN GREENING PLAN RFP

Tasks, Deliverables, Schedule

Exhibit A

#	Plan Elements	Estimated Costs	Estimated Schedule/ Completion of Deliverables
BENCHMARK 1 - Public Involvement			
Deliverables			
1	Public Information Materials (website, flyers, brochure)	\$7,710	Jul 2014
2	Public Events	\$10,260	
3	Community Charrette	\$4,000	Sep 2014
4	Interaction with Urban Greening Task Force and Boards, Committees and Commissions	\$7,600	Aug 2014
5	Citywide Needs Assessment and Community Survey	\$3,510	Jul 2013
6	Plan for Engagement of Underrepresented Populations	\$1,110	May 2013
	TOTAL	\$34,190	
BENCHMARK 2 - Needs Assessment and Data Collection			
Deliverables			
7	Existing Assets Inventory	\$3,750	Jun 2013
8	Evaluation of Public Needs in the Context of Existing and Needed Assets	\$1,550	
9	GIS Baseline (Public Places, Urban Forest, Open Space, Water Resources, Urban Greening Resources)	\$6,950	
10	Existing City Policy and Urban Greening Best Practices Review and Evaluation-Gap Identification	\$2,250	Jul 2013
11	Urban Greening Enhancement and Expansion Opportunities	\$2,250	Oct 2013
12	Organizational & Financial Capacity Analysis	\$3,430	Aug 2013
	TOTAL	\$20,180	
BENCHMARK 3 - Develop Draft and Final Urban Greening Plan			
Deliverables			
13	Summary of Public Involvement/Input	\$1,845	Aug 2014
14	Plant Palette and Urban Forest Recommendations	\$4,230	Dec 2013
15	Public Place Planting, Maintenance and Resource Conservation Guidelines	\$2,350	
16	Urban Greening Policy Recommendations	\$4,005	Feb 2014
17	Urban Greening Project Recommendations	\$4,405	Mar 2014
18	Implementation Strategy and Tool	\$6,190	Apr 2014
19	Conceptual Design and Cost estimates for Top Ranking Projects	\$13,100	Jun 2014
20	CEQA Checklist/Initial Study (as needed)	\$5,800	Jun 2014
21	Draft Urban Greening Plan	\$17,390	Aug 2014
22	Final Urban Greening Plan	\$8,575	Oct 2014
	Participation in Plan Acceptance and Recommendation by Environmental Quality Committee, Parks and Recreation Commission, Tree Committee and Approval by City Council	\$4,180	Oct 2014
	TOTAL	\$72,070	
Project Management			
Deliverables			
1	Kick-off Meeting	\$1,700	May 2013
2	Meeting Management - Agendas and Meeting Summaries	\$3,880	On-going
3	Project Schedule and Budget Tracking	\$1,520	
4	Monthly Status Reports	\$2,880	
	Direct Costs	\$8,580	
	TOTAL	\$18,560	
Optional BENCHMARK 4 - Green El Cerrito Map			
Deliverables			
23	Optional Green El Cerrito Map	\$10,000	Sep 2014
24	Optional Green El Cerrito Interactive Online Map	\$13,000	Sep 2104
	TOTAL	\$23,000	

RESOLUTION 2013-XX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH MIG, INC. FOR PREPARATION OF CITYWIDE URBAN GREENING PLAN

WHEREAS, preparation of a citywide Urban Greening Plan was recommended by the Environmental Quality Committee on April 12, 2011 and Parks and Recreation Commission on April 26th, 2011 ; and

WHEREAS, the City Council approved staff to apply for grant funds from the Strategic Growth Council to prepare an Urban Greening Plan (Resolution 2011-38); and

WHEREAS, the City of El Cerrito (City) was awarded an Urban Greening Planning grant from the State of California's Urban Greening for Sustainable Communities Grant Program by the Strategic Growth Council; and

WHEREAS, the City and the State of California Natural Resources Agency executed a grant agreement on January 2, 2013 for \$239,498 with a grant performance period of January 2, 2013 through August 31, 2015; and

WHEREAS, preparation of an Urban Greening Plan will result in projects that help the State meet its environmental goals and improve and help create a healthier community in El Cerrito; and

WHEREAS, the City issued a Request for Proposals for consultants to develop a comprehensive, citywide Urban Greening Plan; and

WHEREAS, the City received four complete proposals, convened an interview committee consisting of staff and community members and interviewed all four consultant teams on February 28, 2013; and

WHEREAS, MIG was selected by the majority of the interview committee as the firm most qualified to complete the City's Urban Greening Plan;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of El Cerrito hereby authorizes the City Manager to execute a professional services agreement with MIG, Inc. for an amount not to exceed \$154,000 for preparation of a citywide Urban Greening Plan and to authorize additional change orders in an amount not to exceed \$15,400.

BE IT FURTHER RESOLVED, that this Resolution shall become effective immediately upon passage and adoption.

I CERTIFY that at a regular meeting on November 16, 2009 the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:
NOES:
ABSENT:

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on March _____, 2013.

Cheryl Morse, City Clerk

APPROVED:

Gregory B. Lyman, Mayor

***EL CERRITO CITY COUNCIL PROCLAMATION
Declaring March 23, 2013, between 8:30 p.m. and 9:30 p.m., as
Earth Hour***

WHEREAS, Earth Hour is an annual global event organized by the World Wildlife Fund that calls on individuals, governments, and businesses around the world to turn off all non-essential lighting for one hour between 8:30 PM and 9:30 PM on Saturday, March 23, 2013; and

WHEREAS, the goal of Earth Hour is to express that individual action on a mass scale can help change our planet for the better; and

WHEREAS, in 2012, more than 100 million people across 152 counties switched off their lights, with lights going out at Sydney's Opera House, Rome's Coliseum, the Empire State Building, the Golden Gate Bridge, and at other landmarks worldwide; and

WHEREAS, the City of El Cerrito is committed to improving the environment and reducing the pollution that causes global warming, and seeks to involve all of its citizens in improving their local environment and becoming more aware of their global environment and actions they can take to help curb climate change; and

WHEREAS, the City of El Cerrito will participate and turn off the City Hall Tower Lights and will also strive to turn off other non-essential lighting during Earth Hour.

NOW THEREFORE, the City Council of the City of El Cerrito hereby proclaims March 23, 2013 between 8:30 p.m. and 9:30 p.m. to be Earth Hour in the City of El Cerrito and calls upon all residents, businesses, and institutions to turn off non-essential lighting for this hour to make a global statement of concern about climate change and demonstrate commitment to finding solutions.

Dated: March 19, 2013

Gregory B. Lyman, Mayor



HOME

ABOUT

BLOG

EARTH HOUR FRIENDS

GET INVOLVED

FUN STUFF

AROUND THE WORLD

MEDIA CENTRE

EARTH HOUR FAQS

1. What is Earth Hour?

Earth Hour is a global movement uniting people to protect the planet. Towards the end of March every year, Earth Hour brings together communities from across the world celebrating a commitment to the planet by switching off lights for one designated hour.

2. When does Earth Hour take place?

Earth Hour 2013 will be held on Saturday 23 March between 8.30PM and 9.30PM in your local time zone.

3. What does Earth Hour aim to achieve?

Earth Hour aims to encourage an interconnected global community to share the opportunities and challenges of creating a sustainable world.

4. What does Earth Hour ask people to do?

Earth Hour encourages individuals, businesses and governments to show leadership on environmental solutions through their actions, to use Earth Hour as a platform to showcase to the world what measures they are taking to reduce their environmental impact. Earth Hour asks everyone to take personal accountability for their impact on the planet and make behavioural changes to facilitate a sustainable lifestyle. Taking the first step is as easy as turning off your lights. By switching off your lights for Earth Hour you are acknowledging and celebrating your commitment to do something more for the planet that goes beyond the hour.

5. Is the campaign more than just lights out?

Earth Hour believes that the symbolism of the hour is incredibly important in bringing people and communities together across the globe. But our aspiration from the beginning was to go far beyond the hour itself. In 2012, Earth Hour launched [I Will If You Will](#), a platform to incentivise and inspire individuals to share their commitment to the planet with their friends, colleagues, leaders and networks. Earth Hour also encourages and promotes many other initiatives around the world, including the [Earth Hour City Challenge](#), the Earth Hour People's Projects and many national and local actions that take the campaign beyond the hour.

6. How long has Earth Hour been going for?

Earth Hour 2013 will mark the seventh year of the campaign. On March 31 2007, WWF-Australia inspired Sydney-siders to show their support for climate change action. More than 2.2 million individuals and 2,000 businesses turned their lights out for one hour in the first Earth Hour event.

7. Isn't switching the lights off dangerous? What about public safety?

Earth Hour only asks people to turn off the non-essential lights for one hour - not lights that affect public safety. Earth Hour is also a celebration of the planet so it's important to enjoy the moment in a safe environment.

8. What lights can be safely switched off?

That is a decision that has to be made individually but usually the overhead lights in rooms (whether it is your house or a business), outdoor lighting that does not impact safety, computers, decorative lights, neon signs for advertising, televisions, desk lamps, the list goes on and on. There are a few lights we can say with certainty that should NOT be turned off, including safety lights in public spaces, lights for aviation guidance, traffic lights, security lights, just to name a few. We ask people to use common sense. Before you turn off any lights for public spaces Earth Hour recommends you check with local officials or community centres. In your own home, use common sense with respect to safety. Keep small night lights on for basic safety especially in halls and on stairs. Make sure you have alternative light sources handy before Earth Hour starts, like torches or flashlights. That way if you need to see, you have a light source close at hand, and you can still respect the spirit of Earth Hour and keep yourself and your family safe.

9. What candles should I use for my Earth Hour event?

If you plan on burning candles during Earth Hour, make sure you use 100% beeswax candles or soy candles, which are gentler on our planet - smoke free, non-toxic and non-allergenic. They are also made of natural products, not petroleum-based materials, so they are effectively carbon neutral (the CO2 they emit has already been taken from the atmosphere to produce the wax). If you're using candles, though, make sure you take care. We suggest you carefully follow these tips:

- Candles should only be used under adult supervision
- Candles should never be left unattended
- Candles should be kept away from children and pets
- Extinguish candles before going to sleep
- Keep candles away from flammable liquids and gas-combustible materials
- Candles should be kept clear of any combustible materials such as paper, curtains and clothing
- Candles should not be placed in windows as they can be blown over. Blinds and curtains can also catch alight
- Candles should be placed on a stable, dry, heat-resistant surface away from drafts

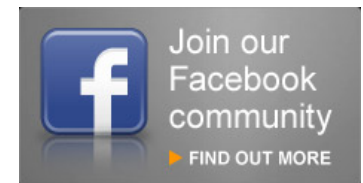
10. What is Earth Hour's position on safety?

Earth Hour wants everyone to be absolutely safe and never to turn off any lights or power that would in any way compromise the safety of any individual in a private or public space. So please put safety first when deciding what lights to turn off during your participation. For Earth Hour's broader [I Will If You Will](#) campaign, we will not support challenges that are not safe, not responsible or not respectful. So if it is dangerous, damaging or defamatory please think of others and think of something else for your challenge. We don't encourage or endorse irresponsible behavior. Remember! Positive for the planet, not negative for life or limb.

11. Will my city go completely black?

11 • 03 • 29 • 32
DAYS HRS MINS SECS

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earthhour

@eambassade the real impact of #EarthHour is felt when we go beyond the hour. Read about how we're doing that at t.co/H3ga8ENaf6
3 hours 13 min ago.

earthhour

@eambassade The lights off part of #EarthHour is a symbolic action, therefore we don't engage in measurement of energy savings on the night
3 hours 14 min ago.

earthhour

See you under the stars, Saturday March 23 at 8:30PM #EarthHour t.co/eV6aKnb2R3
3 hours 34 min ago.

earthhour

RT @Nadya HutaGaling: Check out "Ult and I Behind the Scenes of Earth Hour" on Vimeo t.co/V2yOomptFN #Vimeo
4 hours 59 min ago.

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Earth Hour is not a black out. It is a voluntary action by its participants to show their commitment to an act of change that benefits the planet. For many businesses in city skyscrapers or for many government buildings, the lights are turned off at the end of the business day the Friday before Earth Hour. So Earth Hour is more of a fade-out in some ways than a black-out. There is usually no instant dramatic difference, but rather a gradual dimming of lights starting the day prior. Many major icons and neon signs are switched off for the hour and they are extremely noticeable. You may be able to see dramatic changes in large business districts or at iconic landmarks and buildings around the world and in your city.

12. If everyone turns their lights back on at the same time will there be a power surge?

People celebrate Earth Hour in a variety of ways for different lengths of time, with many continuing to keep their lights off well beyond the designated hour. Therefore, it is highly improbable that everyone will switch their lights back on simultaneously. However, we do work with energy companies and authorities around the world, who assure us that the unlikely scenario of all lights turning back on at the same time will not cause any issues. The load reduction should not be significant enough to disrupt supply post Earth Hour.

13. Is Earth Hour an annual event?

Earth Hour is more than annual event, however it culminates in an hour of inspiration held across the world towards the end of March each year.

14. Why is Earth Hour held in late March?

The second-to-last and last weekend of March is around the time of the Spring and Autumn equinoxes in the northern and southern hemispheres respectively, which allows for near coincidental sunset times in both hemispheres, thereby ensuring the greatest visual impact for a global 'lights out' event. Earth Hour 2013 will be held on Saturday 23 March between 8.30PM and 9.30PM in your local time zone.

15. How many cities/countries/landmarks took part in Earth Hour 2012?

[Earth Hour 2012](#) took place in more than 7001 cities and towns in 152 countries and territories across all seven continents. Hundreds of millions of people switched their lights off for an hour, and the campaign experienced its biggest growth since 2009.

16. What is the criteria for registering city, town or municipality participation in Earth Hour 2013?

For a city, town or municipality to be officially recognised as a participant in Earth Hour 2013 it must meet at least one of the following three criteria: 1. Have the official support of its governing authority (e.g. Governor or Mayor) 2. Have confirmed participation of a significant landmark or icon 3. Have the support of an official Earth Hour ambassador. N.B. – to register your city, town or municipality you must be in a position of governing authority to do so. If you are not in a position of authority to register your city, town or municipality we encourage you to get in contact with your local governing authority and ask them to sign up to be officially recognised as an Earth Hour 2013 participating city, town or municipality. Check out our [Earth Hour Organiser](#) section for more information. N.B. Because of the role of social media as a tool to organise and connect people for the campaign, we are now considering official participation on a social media footprint case-by-case basis.

17. What does a commitment to Earth Hour mean?

By registering for Earth Hour 2013, individuals, communities and businesses are making a commitment to turn their lights off for an hour at 8.30PM on Saturday 23 March in acknowledgement of an act they will undertake for the benefit of the planet. Our expectation is that these individuals, communities and businesses will take action beyond the hour. In 2012, we have launched the I Will If You Will campaign to provide a platform to inspire people to share their commitment to the planet with their friends, colleagues, leaders and networks.

18. Who can participate?

Earth Hour is a campaign for anyone and everyone who wants to share a commitment to make this planet better.

19. What energy/carbon reductions have resulted from Earth Hour in previous years?

Earth Hour does not purport to be an energy/carbon reduction exercise, it is a symbolic action. Therefore, we do not engage in the measurement of energy/carbon reduction levels. Earth Hour is an initiative to encourage individuals, businesses and governments around the world to take accountability for their ecological footprint and engage in dialogue and resource exchange that provides real solutions to our environmental challenges. Participation in Earth Hour symbolises a commitment to change beyond the hour.

20. How can I do more for Earth Hour than just switching off my lights?

Get involved in [I Will If You Will](#) – taking actions both big and small makes a difference to our planet, and here's the opportunity to make a commitment beyond the hour and share that with your communities. Whether it's daring your network to commit to recycle, switch to energy efficient light bulbs or something much bigger, IWIYW will help you incentivise action beyond the hour.

21. Aren't you using a lot of electricity and resources to promote this event?

Earth Hour takes every effort to minimise our footprint, not just for the hour but all year round. The campaign relies heavily on digital platforms to minimise the usage of natural resources, and we endeavour to keep our footprint to a minimum where possible. However, we do not claim nor do we think it is achievable at this time to create awareness and engagement of so many people on environmental issues with zero footprint.

22. Whose idea was Earth Hour?

Earth Hour came from a think tank initiated by Earth Hour Executive Director and Co-Founder, Andy Ridley, resulting in the formation of a partnership between WWF Australia, Leo Burnett and Fairfax Media to address the climate change issue. In 2007, there was still a degree of scepticism and denial about the issue of climate change. Earth Hour came as the inspiration to rally people to the reality of climate change and start a dialogue about what we as individuals can do to help address the greatest problem facing our planet today. Leo Burnett partnered with WWF to promote the idea and help make the campaign a reality in Sydney, a campaign which has now gone beyond climate change to symbolise the growing global pursuit of a better, healthier world.

23. What is Earth Hour's relationship with WWF? Does WWF own Earth Hour?

WWF co-founded Earth Hour in Sydney in 2007, facilitating Earth Hour's rapid worldwide growth through its connection to WWF's global network. With a presence in more than 70 countries, WWF continues to play a valuable partner role, ensuring a solid foundation and support network on which to deliver a truly global environmental message throughout the year.

24. Who are the Earth Hour partners?

Earth Hour began as a WWF-led initiative in Australia in 2007 in partnership with brand co-owners, Fairfax Media and Leo Burnett. All three partners decided from the beginning, however, that expanding Earth Hour's global reach would require working in partnership with any organisation. Earth Hour's message has spanned the world with the help of

many global organisations. In 2012, Earth Hour's collaboration with YouTube has been significant in the development of the [I Will If You Will](#) campaign.

25. Do you have requirements or regulations about who can or cannot partner with Earth Hour?

Any partner must uphold and support the aims and principles of Earth Hour. These include encouraging individual and community engagement on environmental issues. Encouraging conscious decisions to change the way we live in order to affect environmental reform, without the use of scare tactics or shaming. The specific decisions about whether or not to partner with a group or corporation are made at local level by Earth Hour country and city teams based on what suits their needs and community in achieving the goals of Earth Hour.

26. Does Earth Hour welcome the support of other NGOs (Non-Government Organisations) and NFP's (Not for Profits)?

Absolutely. In fact, the success of Earth Hour would not be possible without the support of other NGOs and NFPs. Global organisations such as the World Organisation of the Scout Movement and the World Association of Girl Guides and Girl Scouts have been pivotal in spreading the Earth Hour message, while in some countries where there is no WWF presence, Earth Hour campaigns are orchestrated entirely by other NGOs and NFPs who share the same non-aggressive, guilt-free approach to addressing environmental issues taken by Earth Hour.

27. Where can we find Earth Hour on social media?

Earth Hour uses social media to drive its campaign. Follow our stories on [Facebook](#), [Twitter](#), [Flickr](#), [Tumblr](#), [Google +](#) and of course, the IWIYW campaign on [YouTube](#)

28. What does the Earth Hour logo mean?

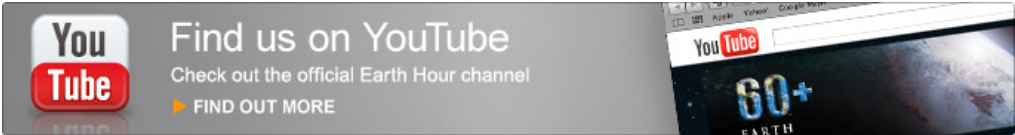
The standard Earth Hour '60' logo represents the 60 minutes of Earth Hour where we focus on the impact we are having on our planet and take positive action to address the environmental issues we face. For Earth Hour 2011 the '60+' logo was introduced representing a commitment to add to Earth Hour a positive act for the planet that goes beyond the hour.

29. What is the Earth Hour City Challenge?

With more than 70% of the world's CO2 emissions generated by cities, the Earth Hour City Challenge has been created to reward pioneering cities that are leading the way towards a fully sustainable future. See more at [earthhour.org/CityChallenge](#) In 2012, cities throughout Canada, India, Italy, Sweden and the United States will participate in the pilot challenge.

30. How do cities win?

An international jury will review all submissions outlining holistic, inspiring and credible city plans that increase the share of renewables in the city's energy systems. The Earth Hour City Challenge is not about having the most hi-tech plans or resources, it's about a commitment to innovative thinking and enacting solutions that create a greener and more clean city for residents.



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