


The background of the slide features a photograph of a coastal scene at dusk. On the left, a tall palm tree stands against a sky with soft, orange and blue hues. Below the tree, a portion of a house with a blue wall is visible. In the center, a house with a green wall and a white balcony is the focal point. The balcony has a white railing and two red chairs. To the right of the green house, another house with a tan wall and a blue sign with a white 'P' is partially visible.

APRIL 26, 2019

COMMUNITY ENGAGEMENT PROPOSAL

RELATED TO A FUTURE GENERAL PLAN UPDATE

K E A R N S  W E S T

270 BAKER ST E, STE 200 - COSTA MESA, CA 92626

www.kearnswest.com

April 26, 2019

Anthony Nguyen
Contract Administrator
City of Newport Beach
anguyen@newportbeachca.gov

Re: RFP #19-69 – Community Engagement Related to a Future General Plan Update

Dear Mr. Nguyen:

Congratulations to the City of Newport Beach and its community leaders for embarking on an exceptional path for a future General Plan Update! The City's "Listen & Learn" process has the promise of establishing a community-based, cohesive vision as the foundation and primary driver for plan formulation. Your community members will have a real, meaningful role in shaping and forming the next chapter in the City's history. And Kearns & West is eager and distinctively qualified to serve as your partner in optimizing Listen & Learn, as demonstrated in the enclosed proposal.

Project Understanding

The City intends to conduct an update of the current General Plan, dated 2006. However, the first step will consist of a Listen & Learn process for community members to explore the 2006 vision statement, goal, and policy framework, and assess needed changes to reflect current aspirations, needs, and opportunities. The re-energized vision framework will then guide a future General Plan update, creating a direct link between shared community values and the step-by-step planning process. Incorporating perspectives of all Newport Beach communities in Listen & Learn is a priority, with the City placing significant value on residents' perspectives but also valuing the viewpoints of other community stakeholders.

Importantly, Listen & Learn isn't just about soliciting input. At its core, Listen & Learn involves bringing together people who may have varying perspectives, facilitating dialogue to uncover shared values, and helping community members translate those values into the building blocks for the future General Plan update.

The Team

After carefully considering the City's goals for Listen & Learn -- and considering our experience serving cities across Southern California and beyond on comprehensive planning projects -- we assembled a stellar team to meet your needs. Kearns & West is the prime consultant, bringing extensive experience conducting community engagement for general plans and other types of local and regional plans, almost exclusively working for government agencies. **Kearns & West** is rock solid, having been in business for 35 years consulting solely in public involvement, stakeholder facilitation, and strategic communication services. Jenna Tourje will serve as project manager. She is local to Orange County (and right next door in Costa Mesa!) and has experience leading outreach for general plans and other citywide engagement efforts in Southern California. We are joined by **Dyett & Bhatia**, an equally established firm with unparalleled credentials in assisting cities with general plan updates and visioning.

Strategic Communications and Collaboration

Los Angeles, CA Portland, OR Riverside, CA Sacramento, CA San Diego, CA San Francisco, CA Washington, DC

Digital engagement will significantly expand the number and diversity of Newport Beach community members involvement in Listen & Learn. We have used many online engagement tools, and **EngagementHQ** is the most effective platform for effective online input that informs plan-making. Because graphic communication can create energy and “buzz” that enhances community engagement levels, we included Newport Beach-based **Common Thread Collective** to work with our community engagement experts on a customized graphic identity and tag lines.

What Sets the Kearns & West Team Apart

Here's what Newport Beach can count on from the Kearns & West team:

- Insight into the transformative opportunity for community engagement offered by general plan updates, from our team's decades of experience with general plans for local municipal governments across Southern California.
- Results-oriented community engagement expertise, integrating traditional methods and innovation, paying attention to involving the full cross-section of perspectives and stakeholders, and using a framework of building relationships, trust, and understanding.
- Proven skill in conducting city-wide community engagement programs, for general plan updates and other types of city-wide plans (including “pre-general plan update” vision exploration, similar to Newport Beach's approach).
- Appreciation of the unique needs of conducting public involvement programs for urban and environmental planning programs in coastal cities, from our experience in cities like Laguna Beach, Malibu, and Carlsbad,
- Local project manager, five minutes away from Newport Beach City Hall, balancing Newport Beach understanding and familiarity with the benefit of an outsider's neutrality.

In Sum

On behalf of the Kearns & West team, thank you for this opportunity to serve the City of Newport Beach and your communities, and we eagerly await the selection decision. Should you need any additional information or have questions, you can reach me directly at (619) 966-8077 and jisaacson@kearnswest.com

Warm regards,



Joan Isaacson
Principal

Strategic Communications and Collaboration
Los Angeles, CA Portland, OR Riverside, CA Sacramento, CA San Diego, CA San Francisco, CA Washington, DC

SECTION A

PROPOSER BACKGROUND



MEET OUR TEAM

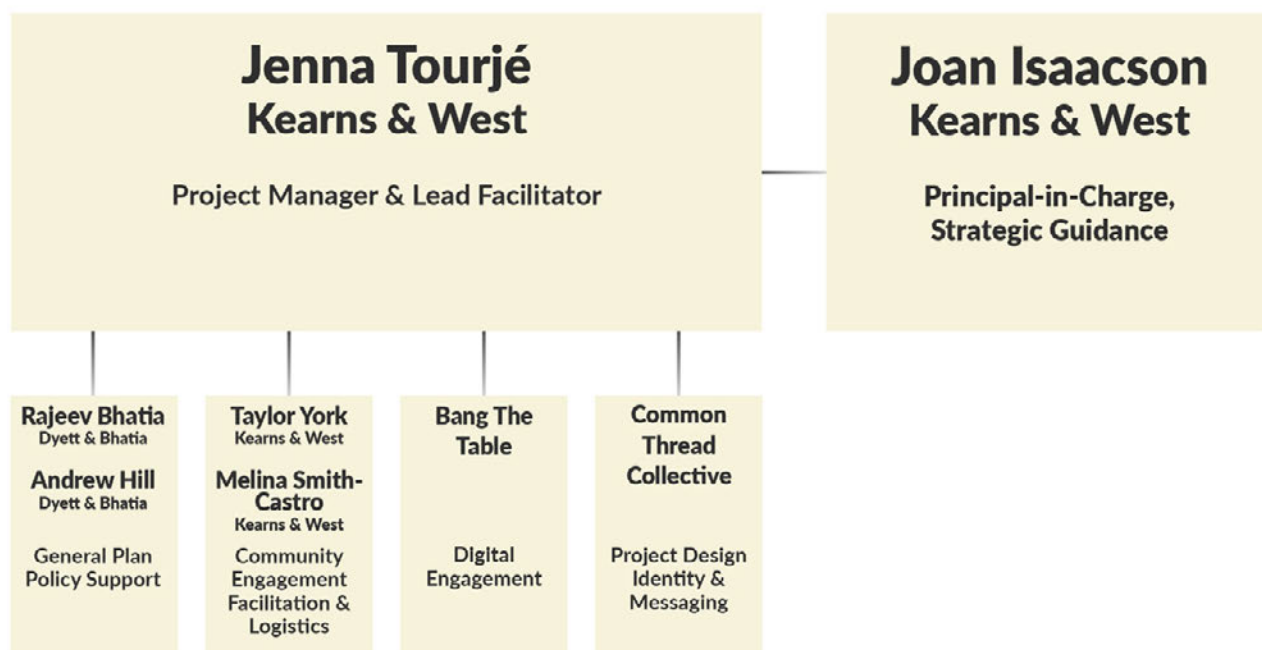


The General Plan Steering Committee, with the City, put incredible thought and care into crafting the Listen and Learn scope of work. In turn, Kearns & West studied the work program and conducted background research in order to assemble an exceptional team for accomplishing the Listen and Learn intent and goals.

As highlighted in the cover letter, the Kearns & West team understands the transformative opportunity from citywide engagement on vision, values, goals, and needs. We have experienced this first-hand during our involvement on scores of general plan updates and other kinds of citywide planning projects. Our team also brings the deep experience working for local government agencies identified in the RFP, and has proven experience conducting community engagement grounded in customized strategies. Successfully involving the full range of voices and perspective is central, using techniques that intersect people in ways that feel convenient and meaningful. And fun too!

The following paragraphs describe team composition and roles. Next is the requested matrix summarizing team member, job classification, and hours by task, which is followed by team member resumes.

ORGANIZATIONAL STRUCTURE



KEARNS & WEST - LEAD

Firm Introduction

People have an intrinsic desire to connect to community – we're hardwired for it. Connections are made through friendships with neighbors, commitment to organizations, support of local businesses, and shared celebrations of local pride. Cities that foster strong community connection are valued; they are the cities where people seek to live, and businesses flourish.

Local government has a unique role to play in cultivating community connection. It can create forums where people can express their thoughts and values, and have them heard and considered by others. By actively engaging residents, business owners, and other stakeholders, local government can create a more desirable place to live and reap the benefits of having constituents who are more informed, understand local government's needs and goals, trust that their city officials will seek their input on important decisions, and have confidence that local decision-making is responsive and transparent.

Kearns & West, in business for 35 years, helps local government to connect with their communities. We partner with municipal leaders and stakeholders to formulate strategies for both citywide community engagement and specific projects. Cities rely on us to help them establish more effective communication channels, create proactive processes for identifying and resolving issues and concerns, and ensure public involvement has a place in shaping the future. In fact, we focus exclusively on this type of work, almost entirely for government agencies from the federal to local level. Our nearly 50 staff work in teams located in Southern California, San Francisco, Sacramento, Portland OR, Atlanta GA, and Washington DC.

Regardless of whether we're working at the citywide level or project level, we always start by clearly identifying objectives for engagement. We conduct research to understand local community characteristics, communication opportunities and challenges, and potential for community growth and change – all with the ultimate goal of understanding what makes a place tick. Next, we develop a customized engagement strategy that builds on the objectives and what we've learned, including tried-and-true methods and new ideas that surfaced through our research that are sensitive to local needs and culture.

Our outreach programs typically integrate a range of online engagement, in-person activities, formal meetings, less structured interactions, and topic-driven outreach and activities designed purely to build relationships and connection. And fun – fun is always an important element! At the heart of our work is elevating people-to-people and people-to-place connections that makes make communities better.

Importantly for the Newport Beach Listen and Learn project, the Kearns & West team in Southern California has specialized expertise conducting community engagement for general plan updates and other types of citywide planning projects. San Diego, San Clemente, Imperial Beach, Encinitas, Venice, and Pacific Palisades.

We are valued for our ability to synchronize multi-pronged community engagement programs with the incremental steps for plan making – visioning, issues

KEARNS & WEST SERVICE PLATFORM

- **Citywide community engagement strategies**
- **Public involvement plan preparation and implementation**
- **Stakeholder engagement and communications**
- **Digital platforms for engagement and contact management**
- **Committee and work group process facilitation**
- **Public meeting facilitation and planning**
- **CEQA/NEPA scoping and public review management**
- **Online engagement and content**
- **Mediation and alternative dispute resolution**
- **Messaging and talking points**
- **Informational materials development**
- **Media relations and social media outreach**
- **Issue tracking and response plans**
- **Graphic design and production**
- **Environmental justice communities engagement plans**
- **Multi-language translation and interpretation**

and opportunities assessment, alternatives, draft planning concepts, environmental review, and the approval process. The Southern California team also brings insight into the unique considerations for conducting community engagement in coastal communities, having experience in Laguna Beach, Malibu, Carlsbad, Coronado, San Diego, San Clemente, Imperial Beach, Encinitas, Venice, and Pacific Palisades.

Role for Newport Beach Listen and Learn

As the prime consultant, Kearns & West will be involved all facets of Listen and Learn. Most tasks will be directly carried out by our team. For tasks undertaken by subconsultants, we will provide direction, strategy, schedule supervision, and quality control, ensuring that all subconsultant tasks are seamlessly integrated into the Listen and Learn process. We will also be the point of contact for the City and the Steering Committee.

Key Team Members



Jenna Tourjé, AICP, Director

Listen & Learn Role: Project Manager and Lead Facilitator

Jenna has over 10 years of experience in community engagement, stakeholder facilitation, and urban planning. She is passionate about partnering with communities on the path to creating healthy, whole and equitable places, where people love where they live and have a voice and a stake in the future. Her projects involve multi-pronged outreach techniques and scale outreach to engage even the hardest to reach community members. She has led and facilitated stakeholder and community engagement at the regional and local level related to General Plans, Specific Plans, transit-supportive development, active transportation, healthy communities, transportation planning, and parks and open space. As an Orange County native and resident of neighboring Costa Mesa, Jenna is knowledgeable about what it takes to engage with residents in Newport Beach. She has facilitated community engagement for cities in Orange County and Southern California, including the County of Orange, Laguna Beach, and Malibu. She was a board member and Executive Director for Mika CDC, a non-profit on the border of Costa Mesa and Newport Beach. Jenna is certified by the International Association of Public Participation (IAP2) and co-instructs the Graduate Planning Practicum for the Masters of Urban Planning and Public Policy department at UC Irvine.



Joan Isaacson, Principal

Listen & Learn Role: Principal-in-Charge, Engagement Strategy, Quality Control, Facilitation

Joan has 25-plus years of experience consulting in public involvement and community planning in Southern California. As Principal at Kearns & West, she leads the Southern California team, which supports community engagement and stakeholder facilitation for municipal and regional governments on general and community plans, and plans addressing sea level rise and resiliency, complete streets, parks, open space resources, energy efficiency and renewables, and water. In her early consulting years, she managed and wrote general plans, giving her valued insight on integrating public involvement into planning processes, where input meaningfully informs visioning and plan development.



Taylor York, Senior Associate

Listen & Learn Role: Research, Digital & Graphic Engagement, and Facilitation & Event Support

Taylor's experience includes key roles in workshops, online engagement, graphic design and materials, and logistics planning for citywide general/community plans, transportation, sustainability, and environmental plans in Orange, Los Angeles, Riverside, and San Diego counties. He has 10 years experience in public and stakeholder engagement, enhanced by his planning degree from Cal Poly University, Pomona.



Melina Smith-Castro, Project Coordinator

Listen & Learn Role: Research, Event Planning and Logistics, Facilitation and Event Support

Melina is one of our rising stars, having made Kearns & West home after completing her planning degree at Cal Poly University, San Luis Obispo. She grew up and interned in San Clemente, knows the Orange County coastal communities, and has been involved in both community engagement plan preparation, event planning and logistics, input summary preparation, and workshop facilitation.

DYETT & BHATIA - SUBCONSULTANT

Firm Introduction

Dyett & Bhatia is uniquely focused on urban planning, with expertise in general plans, specific plans, zoning, environmental review, GIS, and graphic design, almost exclusively working for local municipalities. Maintaining a consistent staff size of approximately 22 over the past decade enables Dyett & Bhatia to offer deep expertise combined with personal attention of firm partners to all assignments. They are a California corporation based in Oakland, operating for the past 40 years. Plan making is approached by Dyett & Bhatia as a collaborative effort involving a diversity of stakeholders and are deeply committed to active community participation in the planning process.

Exceptional general plans are Dyett & Bhatia's trademark. They have prepared general plans for more than 60 cities and counties throughout California, and remain engaged at the forefront of contemporary concerns — planning for climate change and sustainability, linking land use and transportation, and shaping healthy and livable communities. Their current work in Southern California includes the Mission Valley and University Community Plans in San Diego and general plans in Carson and Diamond Bar in Los Angeles County. Recent work includes comprehensive general plan updates for Carlsbad and Redlands – both involving a two-phase process: visioning, followed by general plan updates – similar to the process for Newport Beach. Kearns & West Principal Joan Isaacson is a former Dyett & Bhatia team member, and played an instrumental role in the Redlands pre-General Plan Update visioning project.

Dyett & Bhatia has won 18 awards in the last five years alone from the American Planning Association—including two national awards (for sustainability and innovative outreach)—for the relatively small volume of work produced. Last year (2018) they won comprehensive planning awards from four APA sections of California, as well as a statewide comprehensive planning award for small jurisdictions (Belmont General Plan).

Role for Newport Beach Listen and Learn

Although Jenna and Joan from Kearns & West have extensive experience in both public involvement and preparing general plans, we added Dyett & Bhatia's exceptional general plan expertise to help us understand the unique components of Newport Beach's existing General Plan vision and policy framework. We also think it is important for them to weigh in on new general plan requirements that might benefit from consideration in Listen and Learn.

Key Team Members



Rajeev Bhatia, AICP, ASLA, Partner
Team Lead

Rajeev Bhatia is a planner and urban designer, and one of the most experienced preparers of general plans for California communities (more than 35 comprehensive general plans), having led these for some of the most distinctive cities statewide. He has extensive Southern California experience, including recently completed plans for San Diego and Carlsbad.



Andrew Hill, Associate Principal
Team Lead

Andrew Hill, Associate Principal: Andrew Hill is an award winning urban planner with expertise in land use, transit-oriented development, community engagement, and environmental review. He has led multi-disciplinary teams in preparing long range plans for communities throughout California, and he possesses over 15 years of project management and leadership experience in the fields of planning, construction management, and engineering.

COMMON THREAD COLLECTIVE - SUBCONSULTANT

Firm Introduction

In service of our clients, our focus on digital strategy, creative arsenal, and relationships uniquely aligns client dreams to our skill set driving revenue, growing brand awareness, and executing mission statements. We don't just sell stuff online, we invest in and help make our clients' dreams into reality.

CTC's branding department transforms visions into reality. This means conceiving, designing and implementing a consistent look and feel that reflects the mission and goals of clients. CTC specializes in providing businesses with the compelling design and persuasive messaging they need to take a great idea and get people on board with it. CTC has been proud to work with clients from diverse industries such as Born Primitive, VIZIO, Baden Sports, and Fielders Choice Goods.

Role for Newport Beach Listen and Learn

Common Thread Collective will lead the graphic identity and design for the Listen & Learn, providing a graphic identity manual and templated graphic materials.



Jonathan Dickson, Brand identity Designer
Team Lead

Jonathan Dickson is an experienced Designer with a demonstrated history of Design Thinking, Advertising and Brand Strategy. Having worked on a wide variety of projects in Tech, Apparel, Social Good, and local business, he is a versatile designer able to execute creative that is a perfect fit for the industry. Experience in print production, UXUI design, Environmental Design, Digital Advertising, and Logo Design, make Jonathan a seasoned creative that uses his experience to make the most out of brands at every touch point.

ENGAGEMENT HQ (BANG THE TABLE)

Firm Introduction

EngagementHQ (Bang the Table) is an online public engagement software that gets more people involved in your conversations. Through technology and deep industry knowledge, our aim is to continuously innovate and add value to the public participation industry. Our experience with online community engagement aims to empower organizations and their communities by providing them accessible opportunities to learn about and contribute to the decisions that affect their daily lives. Bang the Table was established because, no matter how well-designed the off-line consultation process, inevitably it only reaches a small segment of a community. The online space provides the opportunity to give vastly more people access to information and enable them to have their say. It drives inclusive, transparent, and measurable community engagement processes that empower collaborative learning, discussion, and debate. EngagementHQ is a community engagement platform that provides capacity and support for focused consultation in a safe, information-rich environment through an integrated range of online community engagement feedback tools. A diverse approach extends inclusiveness and gives the community better opportunities to have their say on issues that are important to them. The use of EngagementHQ, combined with our guidance and support, will provide an immediate and engaging online presence that will produce exceptional and measurable results.

Role for Newport Beach Listen and Learn

The Engagement HQ platform will be used to update the project website, host project information and timeline, facilitate online participation and engagement tools, and Vision Guide Portal.

EngagementHQ Tools Spectrum

Managing your project communications



Controlled environment

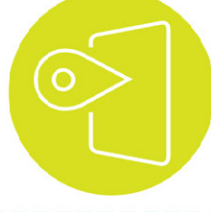
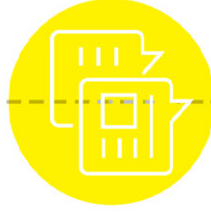
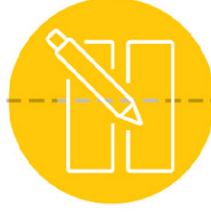
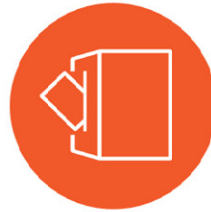
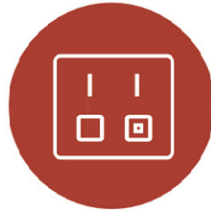
Participants cannot engage with each other. Data is stored in the back end and only accessible by admin.

Mixed environment

Participants can see other participants contributions. However, there is little peer-to-peer interaction. Some data may be visible to the public, other data is just accessible by admin.

Open environment

Participants can engage with each other. Comments and ideas are visible.



Surveys

The Surveys tool gives people an opportunity to voice their opinion in a convenient and guided way, which has historically shown higher response rates than other formats.

Polls

Polls encourage people to give a quick answer on one question, selecting from multiple choice answers. They are able to instantly see the Poll results, picking their interest and giving you real time insight.

Questions

Questions is an issues management and communications risk mitigation tool. It is a managed space for your community to ask you questions and for you to respond either publicly or privately.

Guestbook

Guestbook keeps things simple; people are only able to upload comments, which are moderated to manage what appears publicly. No other interaction is enabled.

Stories

When we tell or hear a story, neuroscience tells us that we experience things on a higher and more resonant level. Stories helps your community better understand, empathize and relate to others as well as your project goals.

Places

Places is a simple way to gather community feedback and ideas directly on a map. Participants drop a "pin" in the area of concern, add photos and then fill in a quick survey.

Ideas

Ideas provides "virtual" post it notes for individuals to add their ideas to a collective board. People like the ideas that inspire them most, helping align your priorities with what matters most to the community.

Forum

The Forums tool creates a space for discussion, dialogue and debate. People share their experiences with others, ask questions and have conversations in a safe and interactive environment.

MATRIX OF TOTAL WORK HOURS

		Jenna Tourle	Joan Isaacson	Taylor York	Melina Smith-Castro	Graphic Designer	Dyett & Bhatta	Common Thread Collective
		Director / Project Manager	Principal	Senior Associate	Project Coordinator	Graphic Designer	General Plan Lead	Brand Lead
1	Task 1: Consultant Familiarization With the General Plan							
1.1	Kick-off Meeting & Team Meetings	8	4	4	4		10	
1.2	Steering Committee Meetings	178	18		132		54	
1.3	General Plan Diagnostic	6	8				32	
2	Task 2: Community Engagement & Outreach Program							
	Program Development							
2.1	Outreach Program	15	4	20			8	
2.2	Graphic Identity	10	4					90
2.3	Educational Materials	20	4	40		35		
	Online Activation							
2.4	EngagementHQ	25	8	20				
2.5	Social Media & Email Campaigns	10	4		30	8		
	Community Dialogues							
2.6	Community-wide Launch	35	20	35	35	8	10	
2.7	Community Workshops	168	72	170	204	16	24	
2.8	Pop-up Outreach	90	16	100	50	8		
	Stakeholder Dialogues							
2.9	Stakeholder Dialogues	40			60			
2.10	Citywide Summit	65	8		80	8	14	
	Citywide Consensus							
2.11	City Summit	43	18	48	58	8		
3	Task 3: Capturing Community Desires							
3.1	Draft Vision Guide	30	15	30	5	10	30	
3.2	Final Vision Guide	20	7	20		40		
Total:		763	210	439	658	141	182	90



RESUMES

JENNA TOURJÉ

DIRECTOR & FACILITATOR



📍 Costa Mesa, CA

✉️ jtourje@kearnswest.com

📞 760.296.9355

EXPERTISE

- Community Engagement
- Facilitation
- Urban Planning

EDUCATION & CERTIFICATIONS

MURP, Urban and Regional Planning
University of California, Irvine

BA, International Relations
University of California, Irvine

American Institute of Certified Planners (AICP)
American Planning Association

Certificate, Public Participation
International Association of Public Participation (IAP2)

MEMBERSHIPS

American Planning Association, Orange County Chapter (OC-APA)

International Association of Public Participation (IAP2)

SUMMARY OF QUALIFICATIONS

Jenna Tourjé is a Director at Kearns & West with over 10 years of experience in community engagement, stakeholder facilitation, and urban planning. She is passionate about partnering with communities on the path to creating healthy, whole and equitable places, where people love where they live and have a voice and a stake in the future.

Through her experience as an outreach professional, urban planner, and educator, Jenna's unique expertise informs each one of her projects. Jenna loves place-based projects that connect neighbor to neighbor. Her projects involve multi-pronged outreach techniques and scale outreach to engage even the hardest to reach community members. She has led and facilitated stakeholder and community engagement at the regional and local level related to General Plans, Specific Plans, transit-supportive development, active transportation, healthy communities, transportation planning, and parks and open space.

As an Orange County native and resident of neighboring Costa Mesa, Jenna is knowledgeable about what it takes to engage with residents in Newport Beach. She has facilitated community engagement for cities in Orange County and Southern California, including the County of Orange, Laguna Beach, and Malibu. She was a board member and Executive Director for Mika CDC, a non-profit on the border of Costa Mesa and Newport Beach. Jenna is certified by the International Association of Public Participation (IAP2) and co-instructs the Graduate Planning Practicum for the Masters of Urban Planning and Public Policy department at UC Irvine.

RELEVANT EXPERIENCE

City of Rancho Santa Margarita, Comprehensive General Plan Update & EIR
Public Outreach Manager

Jenna led the outreach team for the Rancho Santa Margarita General Plan Update that engaged over 1000 residents. Residents were engaged through focus groups, roadshows, pop-up workshops, through extensive digital communication and website design. The focus of the update is to "refresh" the Land Use, Economic Development, Conservation/Open Space, Safety, and Noise elements to address the continued vision for the city. Additionally, updates will ensure that all elements are consistent with new state requirements for general plans.

City of San Jacinto, General Plan Update Outreach
Project Manager

Jenna leads the Kearns & West team in the outreach process for the Envision San Jacinto | General Plan 2040 update. Outreach for the project includes a digital engagement strategy, online surveys, visioning workshops, focus groups, stakeholder interviews, and pop-up events.

County of Orange, FIT Cities Initiative
Project Manager

Jenna led the FIT Cities Initiative for the Orange County Health Care Agency under a grant from Kaiser Permanente. She was responsible for engaging with 34 cities in Orange County and regional staff in local agencies to encourage

healthy community activities in cities throughout Orange County. Her role included providing planning service, technical assistance, training, and outreach to local city staff, elected/appointed officials, and residents to integrate obesity prevention strategies into local planning efforts.

County of Los Angeles, LA River Master Plan Update Steering Committee

Jenna is part of the facilitation team for the LA River Master Plan Update Steering Committee and Subcommittee process. The effort to update the LA River Master Plan was launched to modernize an existing 1996 plan, synthesize more recent ideas for portions of the LA River, and bring a coherent and comprehensive vision to the transformation and re-imagining of the LA River.

County of San Bernardino, Community Plans Continuum Project

Project Manager

As Group Project Manager, Jenna was responsible for managing six community plans in San Bernardino County as part of the larger community planning effort. As part of the countywide planning process, Jenna helped lead the development of community plans for 26 unincorporated communities. Communities range from the San Bernardino Mountains to the Mojave Desert. The project included intensive immersion weeks where multiple facilitations teams were immersed in each community conducting collaborative public workshops to engage communities to help develop goals, objectives, and action plans to address the issues and needs of each community.

City of Scottsdale, General Plan Outreach

Outreach Lead

Jenna led the development and preparation of outreach materials and assistance for the City of Scottsdale's General Plan Update. Her team served as the lead public involvement consultant providing public engagement guidance, graphic design, project messaging, and workshop strategy development assistance to the city's long-range planning staff. Specific work tasks included assisting in the development of public information material; coordination of land use design charrettes; development of strategy; facilitation of "World Café" workshop discussions; and development of self-guided workshop-in-a-box informational materials along with video montages, social media announcements, and project website content for public consumption.

City of Malibu, Malibu Bluffs Parkland Master Plan and EIR

Public Outreach Lead

Jenna coordinated the public outreach and engagement for the Malibu Bluffs Park Master Plan. Outreach for the project included interactive online engagement, a youth design charrette, visual preference surveys, and community meetings, engaging over 1000 residents in the park design. The project helped the City explore the potential of the Parkland to provide new recreational opportunities for the Malibu community to meet the city's current and future recreation needs.

City of Laguna Beach, Village Entrance Project

Outreach Manager

Jenna was responsible for coordinating the project communication and meetings as well as coordinating public outreach activities. Improvements are underway, and include additional landscaping, a pedestrian/bicycle pathway and an exterior renovation of the historic sewer digester facility.

City of Laguna Beach, Enhanced Mobility and Complete Streets Transition Plan

Planner

Jenna developed final plan and deliverables for the Enhancement Mobility and Complete Streets Transition Plan. The plan is designed to provide the policy framework for the city to implement physical and operational changes to the roadway network to improve conditions for all users including bicycles, pedestrians, transit, and motor vehicles. Extensive community outreach, including an online survey, walk audit, and bike audit, resulted in community identification of issues and opportunities. The project included an extensive analysis of the existing facilities in Laguna Beach that support or hinder mobility, including sidewalk locations, street grades, and speed limits. The final plan included recommendations to improve mobility citywide.

Mika Community Development Corporation, City of Costa Mesa

Executive Director, Board Member

Jenna served as a board member and Executive Director for Mika Community Development Corporation. Mika worked directly with disadvantaged communities in Costa Mesa on community development, leadership development, and capacity building.

Joan Isaacson

Principal, Senior Facilitator



📍 San Diego, CA

✉️ JIsaacson@kearnswest.com

📞 (619) 966-8077

EXPERTISE

- Public Involvement
- Stakeholder Facilitation
- Participatory Process Design
- Training
- Urban and Environmental Planning

EDUCATION & CERTIFICATIONS

BS, Psychology
Cal State University | Fullerton, CA

MA, Geography
San Diego State University | San Diego, CA

International Association of Public Participation Certification

American Institute of Certified Planners, 1995-2017

MEMBERSHIPS

American Planning Association – San Diego Board, Professional Development Chair

Lambda Alpha Honorary Land Use Economics Society

SUMMARY OF QUALIFICATIONS

Joan Isaacson is a Principal at Kearns & West, and brings 25 years of experience in community engagement, stakeholder facilitation, and urban and environmental planning across Southern California. At the core of her work is a commitment to formulating the best facilitation and engagement strategy where participants can see their fingerprints on the outcomes.

Joan has special expertise in creative, effective community engagement programs for citywide and regional planning projects, focusing on involving the full cross-section of community perspectives. In particular, she has been involved in general plan updates her entire career, and she understands the opportunities for integrating the public's input on community values, ideas, and concerns into prescribed and optional elements. She has also led public involvement programs for local municipal plans involving parks and open space, arts and culture, transportation and transit, water, climate action and resiliency, sea level rise, and CEQA review. Having grown up in coastal Ventura County, and conducted public involvement in coastal cities like Del Mar, Carlsbad, Oceanside, Oxnard, Long Beach, Imperial Beach, San Clemente, Venice, Pacific Palisades, and Coronado, has given Joan insight into the love and care coastal residents have for their community environments.

Joan's participatory programs include focus groups, advisory committees, stakeholder interviews, customized website dialogue platforms, online and telephone surveys, pop-up outreach, public workshops and open houses, webinars, success story campaigns, storytelling, educational videos and newsletters, and media monitoring. She also has special expertise in conducting multi-language and multi-cultural community engagement, in addition to facilitating stakeholder and interagency committee processes. Joan also lectures on public involvement in Southern California, and has served in volunteer leadership roles for community and arts organizations.

RELEVANT EXPERIENCE

City of Mission Viejo Civic Core Vision Plan

Community Engagement Director

Joan led the public involvement program for an exciting visioning process in Mission Viejo. The City Council charged the team with involving the cross-section of Mission Viejo communities in exploring possibilities for new places, experiences and changes in the central civic and commercial core. Working closely with the team urban designers and economists, Joan and her team conducted supporting popup outreach, community workshops, website and social media communications, citywide survey, and youth visioning workshops.

City of Los Angeles Sea Level Rise Adaptation Planning for Venice Local Coastal Program

Public Involvement Director

Joan recently completed a community engagement process for the City of Los Angeles, focusing on providing essential information about sea level rise and flood risks, community vulnerabilities, and mitigation opportunities. Input helped to guide the vulnerability assessment and mitigation planning.

City of Laguna Hills General Plan Update

Public Involvement Director

For the Laguna Hills General Plan Update, Joan formulated and managed a multi-pronged public involvement process. The General Plan Update integrated principles of sustainability and healthy communities into a new long-range vision and development plan. The public participation program involved a General Plan Advisory Committee, a series of public workshops, periodic newsletters, graphic “branding” for all collateral materials, citywide survey, and a planning forum featuring experts in sustainability and healthy communities.

City of Long Beach Southeast Area Specific Plan

Public Involvement Manager

Although mostly built out, several development opportunities occur near wetlands and along Pacific Coast Highway, the primary commercial corridor. Prior attempts to update planning policy languished due to controversy, but in 2013 the City relaunched a participatory process to achieve an implementable plan, including a community advisory committee, public workshops and open houses, informational materials, pop-up outreach, an online discussion forum, and media relations.

California Strategic Growth Council Best Practice Highlights for Sustainable Community Grant-Funded Activities

Project Director

Joan led the Kearns & West team's screening of 125 planning activities funded by the Strategic Growth Council, including focused general plan updates, corridor plans, specific and community plans, and regional sustainable community strategies. The end-product, intended for elected officials, community leaders, and stakeholder interests, showcases examples of planning activities that exemplify multiple sustainability benefits, community engagement and stakeholder collaborations, and integration of unique local strengths.

City of San Diego De Anza Revitalization Plan/Mission Bay Park

Public Involvement Manager and Advisory Committee Facilitator

Joan directed the initial phase of public involvement in the City of San Diego's initial planning for the next chapter of this significant property within Mission Bay Park, balancing new public recreational activities, wetland restoration, mobility improvements, camping, and a sustainable revenue stream. The program included an ad hoc committee, community workshops, an online discussion forum, stakeholder interviews, and pop-up outreach. Joan facilitated all committee meetings and community workshops.

City of Laguna Hills General Plan Update and EIR

Public Involvement Manager and Advisory Committee Facilitator\

For the Laguna Hills General Plan Update, Joan formulated and managed a multi-pronged public involvement process. The General Plan Update integrated principles of sustainability and healthy communities into a new long-range vision and development plan. The public participation program involved a General Plan Advisory Committee, a series of public workshops, periodic newsletters, graphic “branding” for all collateral materials, citywide survey, and a planning forum featuring experts in sustainability and healthy communities.

City of Redlands General Plan Update – Vision Framework

Public Involvement Manager

When with Dyett & Bhatia, Joan played an instrumental role in the community engagement, synthesis, and vision planning for the City's most recent General Plan Update. The multi-pronged community engagement program included a mail survey, community workshops, and stakeholder interviews across in order to optimize the diversity of community voices. The input informed themes to align and focus the General Plan Update with the public's perspectives on needs and opportunities.

City of Coronado Extension of Staff Consulting for Multiple Projects

Project Manager and Community Outreach

Joan served as project manager on behalf of the City for phases of the Hotel del Coronado Specific Plan, Glorietta Bay Master Plan, and Orange Avenue Corridor Specific Plan, including community outreach and process strategy.

City of Carlsbad On-Call Community Outreach Services

Community Outreach Manager

Joan worked with City's public information team on community meetings, informational materials, event planning, and strategy for multiple projects including Art in Public Places project, Carlsbad Boulevard/State Beach, downtown circulation improvements, and wildfire recovery.

Taylor York

Senior Associate



Riverside, CA

tyork@kearnswest.com

951.405.3405

EXPERTISE

- Community Engagement
- Education
- Local Government Policy
- Project Management
- Meeting Facilitation
- Urban Planning
- Transportation
- Energy

EDUCATION & CERTIFICATIONS

BS, Urban and Regional Planning
California State Polytechnic
University, Pomona | Pomona, CA

MEMBERSHIPS

U.S. Green Building Council

**International Association for Public
Participation**

American Planning Association

SUMMARY OF QUALIFICATIONS

Taylor York is a Senior Associate in Kearns & West's community engagement practice, with a specialty in the fields of community engagement, urban planning, energy, and air quality. Taylor has a diverse skill set, including coalition building, project management, community engagement, and collaboration, and has experience engaging a wide range of stakeholder groups on both a regional and local basis.

His experience includes key roles in the outreach components of the Heart of Mission Viejo Vision Plan, the City of San Jacinto General Plan, and the Riverside Northside Specific Plan projects. He currently serves as Coordinator of the Western Riverside County Clean Cities Coalition. Taylor also served as a Planning Intern for the City of Fullerton, CA.

Taylor holds a Bachelor of Science degree in Urban and Regional Planning, from California State Polytechnic University, Pomona, and currently serves as a Steering Committee Member for the Inland Empire Branch of the U.S. Green Building Council, Los Angeles. He is a member of the International Association for Public Participation, through which he has completed training in managing conflict and outrage during public and stakeholder meetings.

RELEVANT EXPERIENCE

Heart of Mission Viejo Vision Plan

Associate

Taylor supported the public outreach component of the Heart of Mission Viejo Vision Plan development. He was responsible for assisting with the strategy and organization of public outreach events, as well as helping to translate public input into useful feedback for the design team. The project seeks to create a vision for what is considered the core of Mission Viejo, and is heavily centered on community input.

San Jacinto General Plan Update

Senior Associate

Taylor currently supports community engagement efforts around the City of San Jacinto General Plan update process, for which the City has prioritized a community-driven process. He is responsible for assisting with the strategy and organization of public outreach events, as well as helping to translate public input into useful feedback for the design team.

Riverside Northside Specific Plan

Senior Associate

Taylor played a key role in the community engagement portion of the Riverside Northside Specific Plan project. The project was heavily guided by community input, and sought to create a healthy, sustainable vision for the neighborhood. The plan will consider land use, transportation, recreation, and natural and cultural resources, as well as other topics. Taylor was responsible for assisting with the strategy and organization of public outreach events, as well as helping to translate public input into useful feedback for the planning and design teams.

Western Riverside County Clean Cities Coalition

Project Manager

As a consultant to the Western Riverside Council of Governments, Taylor currently serves as coordinator for the Western Riverside County Clean Cities Coalition. The Coalition works to create partnerships, conduct large- and small-scale outreach and educational programs, facilitate multi-regional collaboration, and expand the Coalition's mission and reach – to promote healthier communities through air quality awareness, energy and conservation, and health. Twelve Riverside County jurisdictions participate in the program, among dozens of private sector partners.

City of Burbank Complete Streets Plan

Project Manager

The City of Burbank is currently developing a complete streets master plan, with the goal of ensuring the City's streets are accessible, safe and enjoyable for all users. Taylor plays a key role in setting strategy and conducting day-to-day project management efforts for Community Engagement portion of the project. A community-driven process is important for the City of Burbank, and this project represents a new level of engagement in the Community.

Western Riverside County Air Quality Extraordinaire and Environmental Youth Conference

Staff Analyst

Taylor played a key role in the Environmental Youth Conference and Air Quality Extraordinaire programs, both designed to help middle school students understand the complex topics of water conservation, emissions and air quality, energy, and healthy living. The programs were provided at no cost to schools. Taylor worked with the Riverside County Department of Public Health, as well as local water districts, energy providers, and the South Coast Air Quality Management District to conduct the programs, which were provided at no cost to schools.

Los Angeles River Masterplan Update

Senior Associate

Taylor currently supports facilitation of the Steering Committee and Subcommittee process for the LA River Master Plan Update, which addresses community health, housing, land use, parks and trails, flood control and storm water capture, water supply, ecological systems, and dislocation issues.

City of Los Angeles 100% Renewable Energy Study

Senior Associate

The City of Los Angeles has initiated a study focused on achieving a 100% renewable energy supply for the City of Los Angeles. Kearns & West is leading the facilitation of a collaborative working group of experts, who will identify investments and priorities needed to achieve this goal. Taylor supports meeting facilitation, as well as focused outreach activities with project stakeholders.

Western Riverside County Active Transportation Plan

Staff Analyst

Taylor played a key role in identifying need and acquiring funding for development of the Western Riverside Active Transportation Plan – a much needed update to the existing Western Riverside County Non-Motorized Transportation Plan. Through this project, Taylor was closely involved with developing the Riverside County Active Transportation Network, and served as one of its first Co-Chairs. The Network is currently active, and provides an important forum for networking and resource sharing among a wide variety of regional active transportation stakeholders.

Melina Smith

Community Engagement Coordinator



San Diego, California

msmithcastro@kearnswest.com

(949) 466 - 9658

EXPERTISE

- Project Management and Support
- Stakeholder Engagement
- Spanish Public Speaking
- Issue and Policy Research
- Environmental Conservation

EDUCATION & CERTIFICATIONS

Bachelor of Science, City and Regional Planning
California Polytechnic University | San Luis Obispo, CA

SUMMARY OF QUALIFICATIONS

Melina Smith-Castro is a Community Engagement Coordinator with Kearns & West in Southern California. Her practice focus is with a specialty in conducting public and stakeholder involvement in the fields of urban planning, sustainability, and environmental conservation. Melina has a diverse skill set, and her experience includes bilingual engagement, facilitation, project management, multi-pronged community engagement strategies, and outreach event planning and logistics.

Melina's current assignments include citywide public involvement programs for the City of Oxnard Parks Master Plan and the City of San Jacinto General Plan Update. For both projects, she contributed to the research and strategy for the community engagement plans, workshop logistical planning and staffing, and input synthesis and summary. A native of San Clemente and previous City of San Clemente intern, Melina also has a firsthand understanding of stakeholder perspectives around balancing new opportunities and preservation in coastal communities. She has spent considerable time in Newport Beach, having been a member of the National USA Surf Team and involved in Newport Beach-based training.

RELEVANT EXPERIENCE

City of Oxnard, Oxnard Parks and Recreation Master Plan Update

Kearns & West is working with city staff and the consulting planners on establishing a community engagement program for a citywide Parks Master Plan. Using alternative outreach methods to involve identified disadvantaged communities, including immigrant farm workers, is top priority. Melina is assisted with the assessment of issues, stakeholders, and communication issues for the Public Engagement Plan, and serves as the primary bilingual team member in outreach programs.

City of San Jacinto, San Jacinto General Plan Update

Kearns & West is working with city staff and the consulting planners on conducting a comprehensive community outreach plan to inform the City's General Plan Update. Using interactive and engaging outreach methods, Melina and the project team members have successfully completed a series of three community workshops and solicited meaningful feedback, based on the Community Engagement Plan that they authored. Melina is currently assisting in bilingual outreach, logistical coordination, workshop summary development, and facilitation support.

California High Speed Rail Authority, High Speed Rail Project

Melina part of an active outreach team using traditional and innovative methods to reach communities typically underrepresented in the planning process. In addition to facilitating small meetings and interviews, her role includes outreach documentation, stakeholder research, and logistics coordination.

County of Los Angeles Public Works, Los Angeles River Master Plan Update

Melina recently joined the Kearns & West team for the Los Angeles River Master Plan Update. She is involved in logistics, notetaking, and summary preparation for Steering Committee and Subcommittee meetings.

Land Use Consulting in San Luis Obispo County

Melina provided local permitting support and due diligence for agricultural and residential land development. She created application packages for clients and managed their projects through the application and permitting process.

Internship with the City of San Clemente

Melina conducted a parking analysis for the “Pier Bowl” beach area of the City of San Clemente. She surveyed coastal access areas, counted parking spaces, analyzed existing conditions, and provided a report with her findings. In addition, she provided analysis and writing support for the City of San Clemente’s 2016 Lighting Ordinance.

City of Santa Maria, Santa Maria General Plan Update

Melina acted as the outreach leader for her class project in proposing policies to the City of Santa Maria for incorporation into the update of their General Plan. Santa Maria is a diverse community with a large Hispanic and Oaxacan Community. She contacted local non-profits, organizations, stakeholders, and city officials to coordinate public outreach events. Melina conducted bilingual outreach at public events, local markets, soccer games, and Boys and Girls Clubs. She created project materials such as brochures and policy proposals. She successfully acquired feedback including the wants and needs of community in the future of their city and spoke on behalf of the class in presenting this information to city officials.

City of Paso Robles, Pasto Robles Downtown Revitalization Plan

Melina acted as the outreach leader for her class in creating a design for the industrial downtown of Paso Robles. She contacted landowners with vacant lots in the area and successfully received permission to propose their lots as community gardens and public open space. Melina also conducted community outreach in the form of surveys to receive feedback to better inform the final design proposal. She created project materials including brochures, maps, site plans, and renderings. She presented the final design proposal to the City of Paso Robles on behalf of her class.

Senior Project, Eco-Village Research Project

Melina conducted her senior project in an Eco-Village in Guanajuato, Mexico. She interviewed, profiled, and stayed with community members. She developed methods for connecting with residents of the eco-village. Melina addressed the social and political impacts of self-sustaining communities in Mexico and discussed opportunities for economic autonomy. Her research included outreach interviews within the village, and the greater community surrounded it.



Rajeev Bhatia, AICP ASLA

Partner

Rajeev Bhatia is a planner and urban designer, and one of the most experienced preparers of general plans for California communities (more than 35 comprehensive general plans), having led these for some of the most distinctive cities statewide. He has extensive Southern California experience, including recently completed general plans for Redlands and Carlsbad, as well as ongoing general plan work in Carson and Diamond Bar in Los Angeles County. He also recently led preparation of community plans for the City of San Diego (Southeastern, Encanto, and Mission Valley). An experienced urban designer, Rajeev has led numerous downtown, corridor, and transit-oriented plans, including the Downtown San Diego Plan, which is shaping one of California's most dynamic, mixed-use districts. He has also prepared EIRs for most of these plans, and has prepared local coast programs (LCPs) and climate action plans.

Rajeev is adept at community facilitation and consensus building, and experienced with a wide array of outreach techniques. Relevant experience includes:

General Plans and related EIRs

Sacramento (underway)
Napa (underway)
Diamond Bar (underway)
Carson (underway)
Pacifica (underway)
Carlsbad
Redlands (twice)
Mission Valley Community Plan (San Diego; underway)
Southeastern San Diego Community Plan
Encanto Community Plan (San Diego)
San Benito County General Plan (visioning only)
Woodland
Half Moon Bay
Daly City (EIR only)
Santa Clara
Lodi
Santa Monica
Emeryville
Petaluma
San Bruno
Rohnert Park
South San Francisco
Yuba City
Pittsburg
Sunnyvale
Santa Fe (New Mexico)
Chico
Milpitas
Turlock (twice)
Alameda (twice)

Education

Master of City Planning Master of Landscape Architecture

University of California, Berkeley

University Fellow

Thomas Church Award for Design (first prize)

Outstanding Graduate Student Instructor Award

Bachelor of Architecture

(First Class)

School of Planning and Architecture in New Delhi, India

Awards

Mr. Bhatia's projects have won 29 awards from the American Planning Association, as well as awards from the Urban Land Institute and the Congress for New Urbanism, and the Ahwahnee Award. He has been Fellow of the German Academic Exchange Service (DAAD) and the Asian Cultural Council (Rockefeller Foundation, New York).

DYETT & BHATIA
Urban and Regional Planners

Mr. Bhatia's project has led numerous downtown, transit-oriented development, and community design projects. These include major assignments such as BART Station Area Plans around new stations (such as Milpitas, which is leading the largest amount of new residential development around a BART station in the Bay Area— 7,200 new housing units); San Diego Downtown Plan, fostering the highest-intensity, mixed-use and livable downtown in California (with a population of 90,000); planning for station areas around Honolulu's new rail system; and the Capitol Area Plan in Sacramento for the State of California, which has shaped the largest office development undertaken by the State in its history, in a mixed-use setting. He also prepared the Master Plan for Genentech, which is one of the largest corporate campuses in the Bay Area, with 15,000 employees.

Honolulu Public Views/Skyline Study (underway)

Bayhill Specific Plan (San Bruno; includes YouTube HQ expansion; Underway)

Alvarado Creek/Grantville Revitalization Study (San Diego)

Livermore BART Station Area Specific Plan

Santana Row and Valley Fair Urban Village Master Plan (San Jose)

Winchester Boulevard Master Plan (San Jose)

San Pablo Avenue Specific Plan

San Jose Diridon Station Area Plan

Honolulu Station Area Planning (six stations)

Windsor Station Area/Downtown Specific Plan

Milpitas Station Area Plan

Santa Clara Station Area Plan

Emeryville Citywide Design Guidelines

San Diego Downtown Plan and Zoning

Genentech Campus Master Plan

Capitol Area Plan (Sacramento)

Program EIRs

Mr. Bhatia has led preparation of more than 20 Program EIRs, including more than 15 comprehensive general plan updates, regional transportation plans (including Bay Area Regional Transportation Plan, and countywide transportation plans for Contra Costa and San Francisco), transportation improvement programs (including South San Francisco East of 101 Area Transportation Plan EIR), and specific and area plans. He has also development Transportation Demand Management programs and other mitigation measures.

Zoning and Design Standards

Mr. Bhatia has prepared zoning regulations and design and development standards to implement downtown and community plans, and transit-supportive and mixed-use development regulations. Projects completed include Down- town San Diego zoning, El Camino Real Corridor (South San Francisco) zoning, Tacoma Transit Supportive Development Regulations, and South San Francisco Transit Village Zoning.



Andrew Hill

Associate Principal

Andrew is an award winning urban planner with expertise in land use, transit-oriented development, community engagement, and environmental review. Innovative and collaborative, his work is rooted in a strong commitment to sustainable placemaking and meaningful stakeholder involvement. He has led multi-disciplinary teams in preparing long range plans for communities throughout California, and he possesses over 15 years of project management and leadership experience in the fields of planning, construction management, and engineering. A particular focus of Andrew's recent work has been on incorporating technology into the community outreach process, and he has developed videos, interactive online surveys, "virtual meetings" and a mobile smartphone app for use on planning projects.

Education

Master of Urban Planning (MUP)
McGill University

Honors Bachelor of Arts
(BA Hons)
University of Western Ontario

Awards

2016 AEP Outstanding Public
Involvement Award. Palo Alto
Comprehensive Plan

2008 Clear Vistas Design
Competition. Regina, SK

Speaking Engagements

2017 Presenter, San Ramon Citizens
Planning Academy – CEQA Basics

2015 Guest Lecturer, McGill
University – *Tailoring the General
Plan to Community Needs*

2014 Guest Lecturer, Sonoma State
University – *Public Involvement and
Planning*

Recent Assignments

Sacramento General Plan Update, Climate Action Plan, and Master EIR. Sacramento is California's sixth largest city, with a diverse and growing population. Since 2000, the city has added over 90,000 residents, making it the fastest growing big city in the state, and the city is projected see robust growth in the coming years, including potentially in new sectors such as technology. In this context, the City is undertaking a strategic update to its General Plan, Master EIR (MEIR), and Climate Action Plan (CAP) to respond to dramatic economic shifts and continued expansion following the Great Recession; address emerging trends, new issues, and new State laws; and update implementation measures. A substantial update to the CAP is needed to create an ambitious climate action plan that advances the mayor's objectives and also results in streamlined implementation at the project stage. Andrew and Rajeev are leading a team of experts and leveraging Dyett & Bhatia extensive general plan expertise to help guide the City during the next era of its growth and evolution.

St. Helena General Plan Update and EIR. Located in the heart of Napa Valley, St. Helena is one of the Bay Area's most picturesque small towns, with a population of 6,200 and a land area of about five square miles. The City is undertaking a targeted update to its General Plan, focused on incorporating policies to address new State requirements that have come into force since the plan was last updated and extending the horizon year of the plan. Issues central to the effort include historic resource preservation, economic development, growth management and agricultural preservation. Andrew is leading Dyett & Bhatia's effort, which also includes preparation of an EIR and analysis of sensitive environmental resources and capacity constraints in areas outside the City limit where municipal services are provided.

DYETT & BHATIA
Urban and Regional Planners

Dixon General Plan Update and EIR. Andrew is leading the Dyett & Bhatia team in preparing a comprehensive update to the City of Dixon's General Plan, which will focus on incentivizing infill development in the downtown area and encouraging walkable, transit-oriented development. A key issue for the City involves balancing the economic development advantages of growth with the community's strong desire to retain its small-town character. The plan will also address issues of multimodal connectivity, infrastructure financing, historic preservation and Sphere of Influence expansion.

Palo Alto Comprehensive Plan Update and EIR. Located at the heart of Silicon Valley, Palo Alto has a global reputation for innovation, an enviably high quality of life, and a strong commitment to sustainability. As Project Manager, Andrew led a multi-disciplinary team assisting the City in a broad-based initiative to update the Palo Alto Comprehensive Plan, the blueprint for the future of land use and development in the city. Andrew worked closely with City staff to design and implement a process that "open sourced" the Comp Plan Update. This included using new technology and innovative outreach strategies to achieve unprecedented levels of public participation. A notable success of the project was a citywide Summit that drew over 450 participants. Live polling technology to collect participant input via text message and display results in real-time at the event, and informational videos on critical issues queued up breakout discussions at the event. The videos were also posted online to create a "virtual summit" that attracted over 500 users.

Vallejo General Plan Update and EIR. Andrew led a multi-disciplinary team of experts in preparing a comprehensive update of the City of Vallejo's General Plan and associated EIR. This award-winning project was built on a broad, inclusive process to help the City and the community foster location- and resource-efficient development as well as economic health and stability in the future. Andrew worked closely with City staff to design and implement an extensive public participation program with outreach strategies targeted toward disadvantaged segments of the community and to carefully integrate past and ongoing planning initiatives in the city. An important focus of the plan is fostering urban village nodes throughout the city to serve as neighborhood focal points. Other key issues addressed in the plan include economic development, social equity, community health and historic resource preservation.

CTC Branding Services

In service of our clients, our focus on digital strategy, creative arsenal, and relationships uniquely aligns client dreams to our skill set driving revenue, growing brand awareness, and executing mission statements. We don't just sell stuff online, we invest in and help make our clients' dreams into reality.

CTC's branding department transforms visions into reality. This means conceiving, designing and implementing a consistent look and feel that reflects the mission and goals of clients. CTC specializes in providing businesses with the compelling design and persuasive messaging they need to take a great idea and get people on board with it. CTC has been proud to work with clients from diverse industries such as Born Primitive, VIZIO, Baden Sports, and Fielders Choice Goods.



Jonathan Dickson

Brand identity Designer

Jonathan Dickson is an experienced Designer with a demonstrated history of Design Thinking, Advertising and Brand Strategy. Having worked on a wide variety of projects in Tech, Apparel, Social Good, and local business, he is a versital designer able to execute creative that is a perfect fit for the industry. with experience in print production, UXUI design, Environmental Design, Digital Advertising, and Logo Design, make Jonathan a seasoned creative that uses his experience to make the most out of brands at every touch point. Being trained in Design thinking, Advertising and Brand Strategy,

2017-2019

Common Thread Collective

Brand Identity Designer - Newport Beach CA

The CTC Brand Identity Design Specialist [BIDS] oversees the visual development of brands at large through workshops, ideation, and visual strategy. The brand designer uses design principles to assign visual cues to client brand values generated through the discovery and workshop process. The brand designer also strategizes the implementation of elements across various aspects of the client's visual media.

2014-2017

ROCKHARBOR Church

Art Director - Costa Mesa CA

Worked on the Church wide staff, directing and maintaining ROCKHARBOR's visual identity across 6 Campuses. Brainstormed conceptually driven branding campaigns with a team of creatives, and over saw the execution and implementation of deliverables. Creatively directed interns, and volunteers to create designs rooted in ROCKHARBOR style and communication values.

2012-2014

RECON - Marketing and Distribution

Graphic Designer - Santa Ana CA

Employed as the companies lead designer working with high profile clients, such as GoPro, Sprint, and Yamaha. Lead and assisted creation of a wide variety of marketing materials for our clients. Designed front end eCommerce websites, and backend user interfaces. Designed and created all marketing and sales materials for client presentations. Executed all product photography for all client sites.

2012

Wipit Inc.

Freelance Designer - Pasadena CA

Called in to assist with a high profile “request for proposal” presentation that needed various mock ups for the mobile payment company Wipit. Work included mobile app screens, card letter carrier, and in-store displays. Experienced working as a team and understanding the organization, and execution of a design studio.

SECTION B

METHODOLOGY



OUR APPROACH

People have an intrinsic desire to connect to community – we’re hardwired for it. Connections are made through friendships with neighbors, commitment to organizations, support of local businesses, and shared celebrations of local pride. Cities that foster strong community connection are valued; they are the cities where people seek to live, and businesses flourish. With seven Council Districts and neighborhoods ranging from homes on the bluffs to dense islands buffeting the Harbor, residents of Newport Beach care deeply about their community and look to see that planning processes incorporate their vision for how their City should take shape.

The outreach process to inform a future General Plan update is an opportunity for Newport Beach to create an avenue where constituents are more informed, where people trust that their city officials will seek their input on important decisions, and where every can have confidence that decision-making is responsive and transparent.

We want to set Newport Beach up to successfully implement a General Plan Update that’s rooted and grounded in the community’s vision. Doing so requires an understanding not only of what a General Plan is, but experience in developing and implementing successful General Plan updates. Critical to an outreach strategy is defining where people can have input and what can be shaped. And then providing engaging, meaningful, and fun ways for people to shape the process.

As planners, we know what it takes to develop a General Plan that reflects a community’s vision and meets state regulatory and legislative requirements. As passionate and experienced outreach professionals, we believe this Listen & Learn process is an opportunity to build consensus toward a General Plan vision. But it is also a chance to build and tap into civic pride through opportunities for the community to share what they love about Newport Beach. It is a space to build trust among residents and between residents and the City. To know what is good and lasting in Newport Beach, and how the future can continue to be bright.



THE OUTREACH PROGRAM

Reflecting the Tasks identified in the RFP and the direction from the Steering Committee, we propose a process where people can engage in large formats, small discussion groups, alongside their neighbors, across the City, online, and with their community groups. Our work program is designed for Newport Beach community members to engage both at their neighborhood level and at a citywide level.

Visioning as part of a general plan update involves community members sharing localized knowledge and aspirations for their own corners of Newport Beach. It also involves considering the “big picture” of a citywide vision and exploring how to come together as a unified city with a vision for the benefit of all. That is, as part of the process, community members need to come together with their own puzzle pieces and find ways to put the pieces together where the sum is greater than the parts. Our approach accordingly cycles through a citywide focus during the Listen & Learn launch, followed by two bursts of community-level engagement and concluding with a citywide vision forum to put the pieces together. Online engagement will run throughout the process and mirror the in-person engagement. Stakeholder interviews, Go-to-Them meetings and Pop-Up events will take place throughout the process.

CONSENSUS

We have found that the most effective consensus statements that have lasting impact on communities highlight shared values and a shared vision. They allow people to come into a process with their individual hopes, dreams and ideas for their home and community and see themselves reflected in the statement, where the sum is greater than all the parts. Instead of requiring total agreement, effective consensus statements are built from a process that gathers people around shared vision and values and works towards consensus.

THE VISION GUIDE

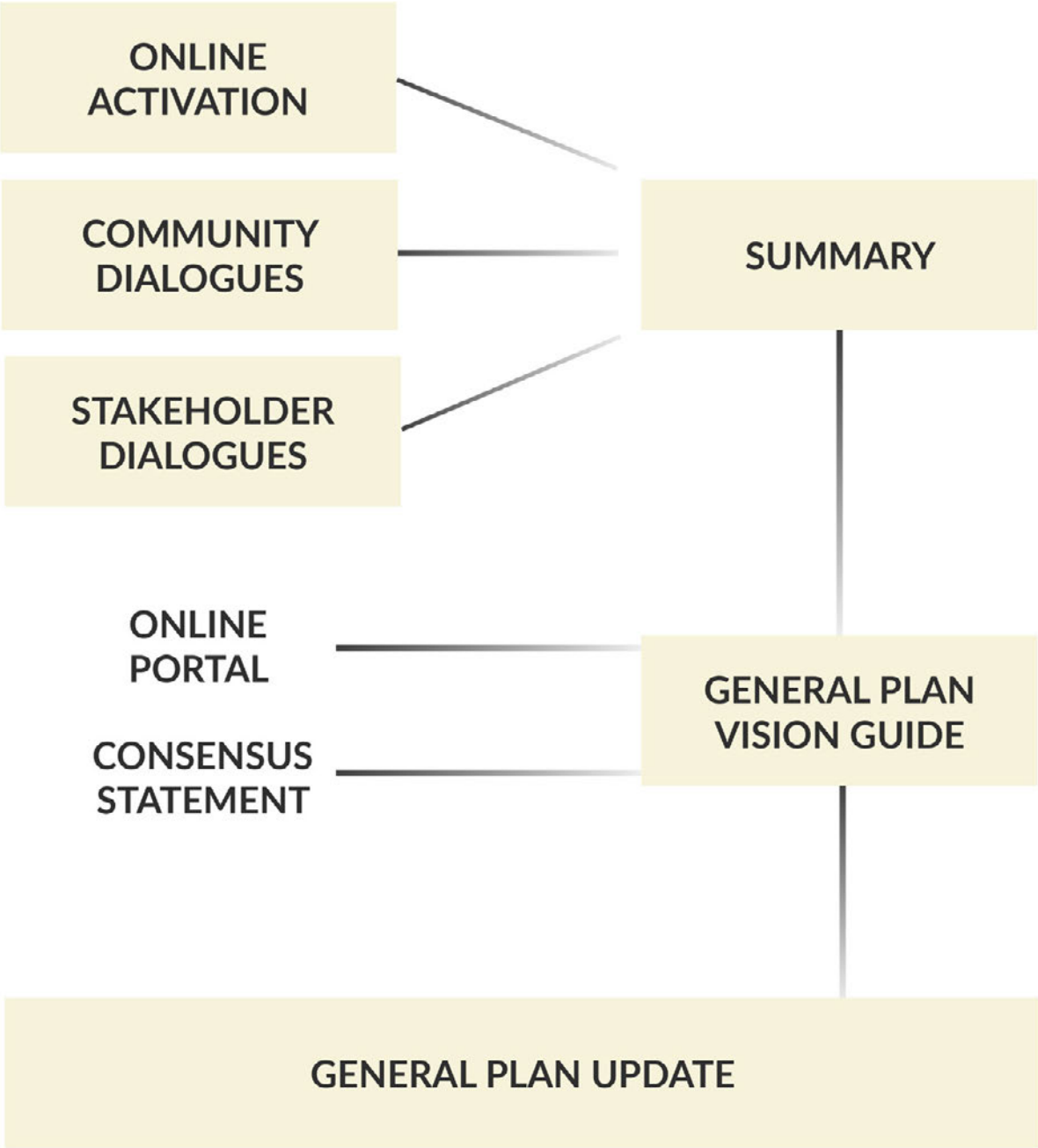
The final product will be a guide for how the General Plan should be developed grounded by the vision and values of the Newport Beach community. Throughout the process, we will work with the community to provide information and education on the General Plan at every step. We will work through the Vision, engaging with neighbors on whether the Vision still reflects the community or whether it should be updated. For the individual elements, goals, and policies, engagement will focus on explaining the purpose of the element, identifying community needs and priorities, and seeing where goals and policies should be shifted or reoriented to reflect the existing needs and vision in Newport Beach.

The guide will provide the following:

- In-depth information about perceived needs, issues, and opportunities
- Reactions that residents and stakeholders have to the existing goals and goal structure
- Consensus statement validated through both the City summit and online engagement

The guide will be available through the EngagementHQ online portal that will act as a compendium of all the voices engaged in the process, from neighborhood discussions to online mapping and citywide summits.

OUR PROCESS





SCOPE OF SERVICES

TASK 1: CONSULTANT FAMILIARIZATION WITH THE GENERAL PLAN

1.1 KICK-OFF MEETING + TEAM MEETINGS

As a first step, the Kearns & West team will lead a kickoff meeting with City staff and the Steering Committee to review and confirm the project scope and schedule, to identify stakeholder groups, and outline project priorities.

At the project kickoff meeting, Kearns & West will conduct an outreach assessment, which will involve a discussion of the benefits and drawbacks of various outreach strategies and digital tools, along with a staff and steering committee discussion of past community engagement efforts, successes, and lessons learned. The assessment will also address any communication needs that are unique to Newport Beach. Based on the input received, Kearns & West will develop the Community Engagement and Outreach Program in Task 2.1.

The Kearns & West team will also hold bi-weekly team meetings with the City. These can be in person or on the phone as determined by the City and project team.

TASK 1.1 DELIVERABLES:

- Develop agenda and attend Kick-off Meeting
- Provide summary of Kick-off Meeting
- Outreach assessment facilitation
- Attend project team meetings

1.2 STEERING COMMITTEE MEETINGS

The General Plan Steering Committee will play a vital role in the outreach program. Kearns & West will be in attendance at Steering Committee meetings and report back on the status of the outreach program and incorporate guidance on outreach objectives. The project manager will attend Steering Committee meetings during the Listen & Learn phase, with additional project team members joining at key points during the process as necessary to observe, participate, and prepare detailed minutes. We will also provide a monthly written briefing to the Steering Committee with key outreach insights.

TASK 1.2 DELIVERABLES:

- Attendance of 12 Steering Committee meetings (cost per meeting indicated in the budget, final number to be determined)
- Summary/minutes for each Steering Committee
- One-page project brief each month provided to the Steering Committee

1.3 GENERAL PLAN DIAGNOSTIC

Since the last comprehensive update 12 years ago, a number of new laws with potential implications for the Newport Beach General Plan have come into force. In 2017, the California State legislature enacted a package of legislation to facilitate construction of housing with new regulatory and financial resources. Additionally, the passage of SB 743 means that as of June 2020, level of service (LOS) will be replaced by vehicle miles traveled (VMT) as the sole basis for identifying significant transportation impacts under the California Environmental Quality Act (CEQA). SB 1000 has introduced new requirements for environmental justice in General Plans, while SB 379 requires that the effects of climate change be addressed. Further, the Governor's Office of Planning and Research issued new General Plan guidelines in 2017.

As an initial step to provide context for the community engagement to follow, Dyett & Bhatia will conduct a diagnostic of the current General Plan and prepare a memo highlighting updates are needed to ensure compliance with new laws and guidelines. The memo will be used by the project team to inform the community as to the purpose and need of the General Plan Update project, as well as to frame key issues that should be part of the community conversation.

TASK 1.3 DELIVERABLE:

- One (1) General Plan Diagnostic Memo

TASK 2: COMMUNITY ENGAGEMENT AND OUTREACH PROGRAM PREPARATION

PROGRAM DEVELOPMENT

2.1 COMMUNITY ENGAGEMENT AND OUTREACH PROGRAM

Following the project kick off meeting, assessment and diagnostic memo in Task 1, the Kearns & West team will prepare a Community Engagement and Outreach Program. The Program will include elements necessary for the Kearns & West team, City staff, and the Steering Committee to ensure active public engagement in the Newport Beach General Plan through developing an outreach and participation program for residents and stakeholders. The Program will incorporate stakeholder analysis, an outreach program, a communications plan, roles and responsibilities, and a calendar.

- **Stakeholder Analysis.** Kearns & West will conduct a stakeholder analysis to identify stakeholders that represent different Council Districts, community groups, ages and interests within Newport Beach and develop a customizable outreach approach. Stakeholders could include business groups, community services agencies, Visit Newport Beach, churches and other youth organizations/schools.

TASK 2.1 DELIVERABLES:

- One (1) draft and one (1) final Community Engagement & Outreach Program

- **Communication Strategy.** The communication strategy will identify the specific media that should be developed (website, mailers, flyers, posters, email notices, etc.) that will create awareness and excitement about the process. Multiple communication channels will ensure that people will receive information where they are active. These could include the following:
 - Website updates
 - Social Media updates
 - Email list communication
 - Flyer/posters/postcards
 - Newsletters
- **Programs/Activities.** The Kearns & West team will work with City staff to develop the most appropriate, meaningful (and fun!) set of workshops and activities to deeply engage the most participants possible. The activities and programs will focus on activating community members to engage in the Listen & Learn process.
- **Program Needs.** Upon determination of the outreach program, the Kearns & West team will identify the materials needed for the programs or activities, including worksheets, handouts, and PowerPoint Presentations potentially needed for each of the activities. This section will also, as appropriate, identify the type of space needed.
- **Roles and Responsibilities.** The Kearns & West team will describe the roles and responsibilities for the outreach efforts, materials, and logistics of the programs/events developed as part of the Outreach Program.
- **Timeline.** A timeline highlighting key steps in the Public Outreach and Participation Program will be developed, including dates of outreach efforts, activities, and evaluation. The detailed calendar will include deadlines for material production, mailing, etc.

2.2 GRAPHIC IDENTITY

In coordination with City staff and the steering committee, the Kearns & West team will create a unique graphic identity to establish a visual language for Listen & Learn phase to communicate the goals of the project and garner ongoing enthusiasm for participation that can be translated into the General Plan update. This involves translating community personality, local culture, and unique project attributes into a graphic language, or style guide, of fonts, images, colors, and layout concepts. This template is then used for all project products, including the website, marketing and educational materials, and final reports. Along with developing a visual identity, the team will work with the City and Steering Committee to identify key messaging to communicate what is different about this process than others.

TASK 2.2 DELIVERABLES:

- One (1) draft and one (1) final visual identity concept
- One (1) draft and one (1) final messaging memo

2.3 EDUCATIONAL MATERIALS

Kearns & West recommends a variety of techniques to share project information and promote involvement from key stakeholders and the general public. We will work with City staff to share all educational and engagement materials, along with project updates, via the City's website, the project website and engagement tool, existing communication and stakeholder networks, and social media outlets. Decisions about materials will be made when we prepare Community Engagement and Outreach Plan in Task 2.1.

ONLINE ACTIVATION

2.4 ENGAGEMENT HQ

Our team recommends utilizing the online platform EngagementHQ (Bang the Table) for digital activation and engagement throughout the life of the project and beyond. It can replace or supplement the existing project website and be wrapped in the graphic identity developed in Task 2.2. More than just an online survey or project webpage, EngagementHQ offers an integrative engagement platform to share information, gather feedback through multiple avenues to gather community knowledge, foster listening and learning, interpret community need, and serve as a project portal. The EngagementHQ site can be updated throughout the project with new polls, forums, or mapping activities, will host a project schedule, documents and outreach summaries. It is easily integrated with social media, and can be branded to match the project and City graphic identity.

Feedback gathered through EngagementHQ can be exported through their visually rich report-back format with exportable charts & benchmarking, an insight dashboard, and a comment analysis.

2.5 SOCIAL MEDIA AND EMAIL CAMPAIGNS

Kearns & West will develop a social media strategy to communicate about the Listen & Learn phase. These will include shorthand project updates and educational content in the form of Tweets, Facebook posts, infographics for Instagram, and NextDoor posts. The strategy will encourage people to engage in the process and direct community members to the website.

As part of the social media strategy, the project team will develop suggested emails and newsletters to share information about the project and to guide recipients to the project website and community engagement events. Emails could go out through the City Manager's Newsletter, to residents who have opted-in to receiving emails from the City. Email advertisements can also be sent through partner and organizational email lists.

TASK 2.3 DELIVERABLES:

- One (1) draft and one (1) final version of educational materials identified in Task 2.1

TASK 2.4 DELIVERABLES:

- Development and maintenance of the EngagementHQ website
- Data & relationship info from Bang the Table

TASK 2.5 DELIVERABLES:

- One (1) draft and one (1) final Social Media Strategy
- Four (4) series of suggested social media blurbs
- One (1) suggested email draft for each outreach activity

COMMUNITY DIALOGUES

2.6 CITYWIDE LAUNCH EVENT

We want to start off Listen & Learn in a big way, with a citywide event that captures people's attention, hearts, and minds. The launch event's strategic functions are to introduce the community to Listen & Learn, and energize Newport Beach identity and connection to place and people, motivation and commitment to participate, and robust sign-ups for the online platform for future announcements about Listen & Learn events. The launch will also serve as the first opportunity to introduce the existing General Plan vision, framed by dialogue questions about what might be different since its conception in 2006, and what might be the same.

As part of preparing the Community Outreach and Engagement Plan, we will establish the shape and form of the citywide launch event. It could involve public art projects, local music and entertainment, a photo mosaic made with contributions from community members, a storytelling festival, a fair with booths for community organizations, interactive public art wall, kids and teen activities, a world cafe discussion format, social media streaming. The possibilities are endless!

2.7 TWO SERIES OF COMMUNITY WORKSHOPS

We propose a series of two separate workshop series in each Council District to gather feedback on both goals and policies, as well as the Vision. The series will be two "Immersion Weeks" in each Council District. This expands the number workshops in each Council District yet provides opportunities for cost saving and efficiencies while gathering needed and meaningful input in the process.

The first series will be designed to facilitate a dialogue about the purpose, intent, and structure of the General Plan and to review community values in assessing the Vision statement. The second series of workshops will be a review of key issues in the community and whether the current goals and policies in the General Plan reflect the community needs and values. There will also be an opportunity to solicit input on vision related to the new General Plan requirements most relevant to Newport Beach.

Facilitating a series of two Immersion Weeks in each Council District gives residents the chance to have a meaningful dialogue on what is working and what is not working in the General Plan as well as affirming and discussing the Vision. Hosting Immersion Weeks have several benefits:

- Show each Council District that outreach is happening equitably across the City
- Reduce potential resident confusion that could result from a high number of meetings
- Provide cost savings - individual workshops can add up. By hosting each series of workshops in a condensed period, the City can benefit from efficiencies in cost and timing

TASK 2.6 DELIVERABLES:

- One (1) draft and one (1) final Logistics Plan
- Set up and facilitation of the Citywide Launch Event

TASK 2.7 DELIVERABLES:

- Preparation of one (1) draft and one (1) final logistics memo before each workshop series
- Attendance at 2 pop-up or other events designed to gather feedback and encourage attendance at workshops.
- Workshop attendance and facilitation by two facilitators and a project coordinator
- Coordination City and Steering Committee on presentation and material content
- Dry run to be held prior to workshop

These workshops will include time for participants to engage in fruitful dialogue, creating space for listening and learning between people to identify what is working, what is not working, and how the community envisions the future of Newport Beach.

TASK 2.7 DELIVERABLES CONTINUED:

- Workshop summary that documents attendance, format and presentation, input, and major discussion themes

Listen & Learn - Visioning Series				
Immersion Week 1	Monday	Tuesday	Wednesday	Thursday
	Council District 1	Council District 2	Council District 3	Council District 4
Immersion Week 2	Monday	Tuesday	Wednesday	Thursday
Location	Council District 4	Council District 5	Council District 6	
Listen & Learn - Goals and Policies Series				
Immersion Week 1	Monday	Tuesday	Wednesday	Thursday
	Council District 1	Council District 2	Council District 3	Council District 4
Immersion Week 2	Monday	Tuesday	Wednesday	Thursday
Location	Council District 4	Council District 5	Council District 6	

2.8 POP-UP OUTREACH (4)

We proposes up to four (4) Pop-Up Events to engage community members in Listen & Learn for the General Plan Update during community activities where many people gather. Their primary role in Listen & Learn is to inform people about the project and involvement opportunities, collect sign-ups for the Engagement HQ and project announcements for future participation, and solicit input on the spot using a quick but meaningful activity. Pop-up workshops, sometimes known as tactical urbanism, are a fun and engaging way to bring the community together around projects and plans using short-term and scalable activities out in the places where people gather. These are especially geared for community members that might not attend traditional workshops. These Pop-Ups will be designed for City staff to be able to replicate at additional events.

Potential pop-up events can occur at the following events, as well as through other activities identified in Task 2.1:

- Balboa Island Art Walk - May
- Corona Del Mar Scenic 5k - June
- 16th Annual Art in the Park - September
- Concerts on the Green - August - September
- Earth Day at the Bay - April 2020
- Newport Beach Certified Farmers Market - ongoing

TASK 2.8 DELIVERABLES:

- Design and facilitation of up to four (4) Pop-Up Workshops
- Summary of Pop-Up input

STAKEHOLDER DIALOGUES

2.9 STAKEHOLDER DIALOGUES

One-on-one outreach will be grounded in stakeholder meetings with key individuals and stakeholders who can provide targeted input into the process. Kearns & West will conduct interviews and conversations with stakeholders identified through the Outreach Program to gather a broad range of perspectives are integrated into the outreach process. Up to two members of the consultant team are anticipated to attend these meetings. While a total number of stakeholder dialogues has not been identified, we anticipate up to 20 stakeholder dialogues at the front end of the process to quickly get the word out about the project, convey the involvement process, ask for help in getting the word out, getting advice on the best ways to engage the community.

TASK 2.9 DELIVERABLES:

- Identification of stakeholder dialogues
- Dialogues with stakeholders in Newport Beach at a cost-per-meeting basis
- Summary of key findings

2.10 GO-TO OUTREACH

Using a “go to them” strategy, the Kearns & West Team team will attend up to ten (10) regularly scheduled meetings of local groups, organizations, and/or churches to build community enthusiasm and interest in the Listen & Learn process. Community organizations and interest groups could include local churches and parishes, youth and senior groups, and philanthropic groups as determined during Task 2.1. A short PowerPoint and/or set of display boards and handouts will be prepared for use at these meetings, and made available for staff use at additional meetings to expand the number of organizations reached through Go-to meetings.

TASK 2.10 DELIVERABLES:

- Attendance at up to ten (10) meetings
- Presentation materials
- Summary of input received

CITYWIDE CONSENSUS

2.11 CITYWIDE SUMMIT

The Citywide Summit is the culmination of engagement activities for the outreach program, bridging neighborhoods, age groups, and interests and creating space for a cross pollination of ideas and input.

During the summit, the project team and Steering Committee will report back what we have heard throughout the process, including insight on the existing goals and policies. The team will then present alternative articulations of the General Plan Vision developed through previous community engagement for participants to review and move towards consensus. While the format of the Citywide Summit will be determined through the Community Engagement and Outreach Program and alongside City staff and the Steering Committee, we envision a large community forum with breakout sessions and diving deep into Vision alternatives. After the small group breakout, attendees would gather back together and participate in live polling activities to affirm different elements of the Vision.

TASK 2.11 DELIVERABLES:

- Preparation, set-up and facilitation of the Citywide Summit
- Summary of input received

Mirroring the Citywide Launch (Task 2.6) at the outset of the project, the Summit will be celebratory, inspiring, and honoring to the residents, stakeholders and community members who participated throughout the process.

An interactive, online process will take place simultaneously through Bang the Table for community members who are unable to attend in person. The online simulation will run for several days after the Citywide Summit to engage as many participants as possible.

TASK 3: CAPTURING COMMUNITY DESIRES

3.1 DRAFT VISION GUIDE

Kearns & West will incorporate summaries and voices from each stage in the engagement process and develop a draft vision guide. The draft vision guide will provide the following:

- In-depth information about perceived needs, issues, and opportunities
- Reactions that residents and stakeholders have to the existing goals and goal structure
- Consensus statement validated through both the City summit and online engagement

The draft will be in a format for City staff and Steering Committee to review and comment upon. Feedback will be incorporated into the Vision Guide to be hosted on the online portal.

3.2 FINAL VISION GUIDE

Based on the feedback and guidance from City staff and the Steering Committee, the Vision Guide will be updated and formatted into a “final” version. The guide will be available through the EngagementHQ online platform, or portal. This platform will be a continuation of the project website and engagement tools, and serve as a compendium of all the voices engaged in the process, from neighborhood discussions to online mapping and citywide summits.

TASK 3.1 DELIVERABLE:

- One (1) draft Vision Guide

TASK 3.2 DELIVERABLES:

- One (1) draft review of the online portal and Final Vision Guide
- Final Vision Guide



		Start Date	End Date	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
1	Task 1: Consultant Familiarization With the General Plan											
1.1	Kick-off Meeting & Team Meetings	July 2019	March 2020		•	•	•	•	•	•	•	•
1.2	Steering Committee Meetings	July 2019	March 2020	•	•	•	•	•	•	•	•	•
1.3	General Plan Diagnostic	July 2019	July 2019	•								
2	Task 2: Community Engagement & Outreach Program											
	Program Development											
2.1	Outreach Program	July 2019	July 2019									
2.2	Graphic Identity	July 2019	July 2019									
2.3	Educational Materials	July 2019	March 2020									
	Online Activation											
2.4	EngagementHQ	July 2019	March 2020									
2.5	Social Media & Email Campaigns	July 2019	March 2020									
	Community Dialogues											
2.6	Community-wide Launch	July 2019	July 2019	•								
2.7	Community Workshops	August 2019	Dec 2019		•	•	•	•	•	•	•	•
2.8	Pop-up Outreach	August 2019	Feb 2020				•					
	Stakeholder Dialogues											
2.9	Stakeholder Dialogues	July 2019	Sept 2019									
2.10	Go-to Outreach	July 2019	March 2020									
	Citywide Consensus											
2.1	City Summit	April 2020	April 2020									
3	Task 3: Capturing Community Desires											
3.1	Draft Vision Guide	April 2020	March 2020									
3.2	Final Vision Guide	March 2020	March 2020									
Chart KEY:	Ongoing Scope of Work		• (event month)									

SECTION C

PROPOSER EXPERIENCE



COMMUNITY ENGAGEMENT FOR THE MISSION VIEJO CIVIC CORE

City of Mission Viejo

March 2016 – March 2017

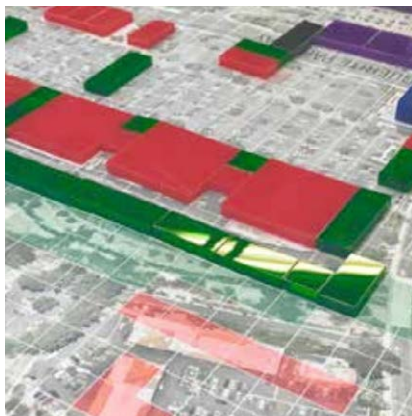
K&W Staff Joan Isaacson, Taylor York

Timing: March 2016 - March 2017

DESCRIPTION

Kearns & West recently concluded a successful community engagement program for an exciting visioning process in Mission Viejo. The City Council charged the team with involving the cross-section of Mission Viejo communities in exploring possibilities for new places, experiences, and walking in the central civic and commercial core. Reorienting and connecting activity to the beautiful natural creek which is currently closed off at the back of commercial centers became a new focus, building on Mission Viejo's systems of trails and open spaces. Prior planning attempts had been derailed by a small but vocal group of entrenched community members. The team's challenge was to involve the many newer residents who made decisions to make Mission Viejo home, for more representative input.

Kearns & West, working closely with city staff and the planning and design consultants, utilized a multi-pronged approach of popup outreach, a series of community workshops, website and social media communications, property owner meetings, citywide survey, and youth visioning workshops. Popup outreach at a community dog walk and the annual symphony-in-the-park summer event greatly expanded input in addition to increasing participation in the workshop series. The program was underpinned by a community engagement strategy that integrated community involvement in the steps of the planning process. In "standing room only" chambers, the City Council unanimously approved the plan in part due to the successful public involvement.



LAGUNA BEACH VILLAGE ENTRANCE COMMUNITY OUTREACH

City of Laguna Beach

2016 – 2017

K&W Staff: Jenna Tourje*

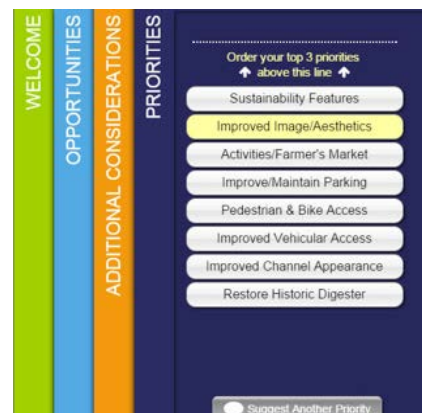
Timing: 2016 - 2017

DESCRIPTION

Jenna Tourje, now with Kearns & West, coordinated outreach activities for the Laguna Beach Village Entrance Project. A project that took over 25 years to be approved, the outreach for the final iteration of the Village Entrance project was tantamount to the project being approved and implemented. Planning for the \$11 million project included an extensive community outreach component. The foundation of the community engagement was an extensive yet flexible community outreach plan that allowed for a multi-pronged approach to integrate the community's vision into the phases of the planning process. Outreach included extensive workshops at each phase of the design process, digital engagement, pop-up workshops at Farmers Markets, and guided and self-guided tours of project area. The outreach team was heavily engaged with the design team to ensure that the community could see its values reflected in the project.

The Village Entrance Project focuses on improved circulation and traffic flow, creating a safe environment for pedestrians, bicycles and vehicles. Project elements will feature surface parking for 370 vehicles and more than 100 bicycles; new pedestrian pathways; lighting and enhanced landscaping. The two-year construction schedule will ensure parking is available during the busy summer tourist seasons.

* Project completed before joining Kearns & West



SAN JACINTO GENERAL PLAN OUTREACH

City of San Jacinto

2018 – Present

K&W Staff: Jenna Tourje, Joan Isaacson, Taylor York

Timing: 2018 - Present

DESCRIPTION

The Kearns & West team is currently leading the outreach for the San Jacinto General Plan Update. Outreach for the general plan is focused on engaging residents early and often in the process. Beginning with a series of Visioning Workshops, outreach includes digital engagement through online surveys and social media, Pop-up events at the Summer Concert Series, stakeholder interviews and focus groups.

The Envision San Jacinto | General Plan 2040 planning process includes an update to the City's General Plan and the corresponding EIR, as well as a focused update to its Zoning Ordinance, a stand-alone Climate Action Plan, Cultural Landscape Study, and the Housing Element. As one of the oldest cities in Riverside County, San Jacinto plays an important role in the regional landscape and is connected (literally and figuratively) to the region through shared history, cultural, and infrastructure. Using planning best practices and new digital ways to gather and convey information, the General Plan will support and implement department goals and objectives, the Operating Budget, and Capital Improvement Plan.



The General Plan was completed over an intensive two-year effort and adopted by the City Council in December 2017. Dyett & Bhatia also prepared the Climate Action Plan, which shows that with integrated land use and transportation planning and an extensive set of policies promoting sustainability, the City can attain greenhouse gas reduction targets without any additional measures. Optional measures and their impacts are quantified should the City seek to pursue these in future.



44

San Diego Community Plans (Downtown, Southeastern, Encanto, Mission Valley, and University)

SAN DIEGO, CALIFORNIA
2015 TO PRESENT

APA NATIONAL PLANNING
ACHIEVEMENT AWARD FOR
PUBLIC OUTREACH (2015)

APA SAN DIEGO
SECTION AWARD FOR
COMPREHENSIVE
PLANNING (2016)

Client: City of San Diego

Nancy Graham, Development
Project Manager,
(619) 236-6891,
nhgrahams@sandiego.gov

Budgets varied

(Example: Southeastern San
Diego Cost: \$1,280,000)

Spread out over an area of more than 300 square miles, San Diego is America's eighth most populous city, and California's second largest. The city's national-award winning General Plan outlines a strategy of infill development tied to the regional transportation network, while preserving the surrounding open spaces.

While the General Plan lays out the broad framework, detailed integrated planning occurs at the community scale—with communities the size of some cities—with Community Plans, accompanied by full program EIRs, serving as the local general plans.

Since adoption of the citywide General Plan more than a decade ago, Dyett & Bhatia has led a series of community plans and their EIRs for some of the most distinctive communities. These include:

- **Downtown.** Multiple-award winning plan and zoning that is leading to extensive infill development (with one out four units in San Diego in last 10 years built in downtown), with an eventual population of 90,000 in a dynamic, livable, mixed-use setting. Adopted 2007. Review by Dyett & Bhatia to be soon initiated.
- **Southeastern and Encanto Neighborhoods.** Southeast of Downtown along a trolley line, these contain some of the city's oldest and ethnically-diverse neighborhoods. Adopted 2015. Winner National APA award for outreach, and section and state APA awards for planning.
- **Mission Valley.** The city's earliest settlement area, defined by the San Diego River, and home to the largest malls, as well as offices, hotels, and Qualcomm Stadium, in a high-intensity but suburban-style setting, being re-planned with a focus on connectivity, walkability, mixed uses, and access to the river. Preferred Plan completed.
- **University.** Home to UCSD, Scripps, and Salk Institute, and large number of established neighborhoods, with a new trolley line being extended. Project recently initiated.
- **Citywide.** D&B is preparing mixed-use regulations (first ones outside of downtown) for the city.

Community Health

Community Health in the Community Plans

Health and quality of life are essential ingredients for communities to thrive. From a General Plan perspective, however, we are concerned with the ways that policy and programs can create better health outcomes for the entire community. The community plans will help support healthy living by providing good sidewalks and trails (Mobility). Land Use policies will help bring healthy food choices. Safety will be supported by policies in both the Mobility and Public Facilities and Services elements. Environmental quality will be furthered by Conservation Element policies.

Community Health Strategies

Healthy Living



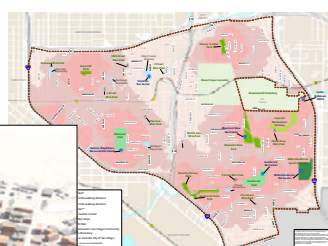
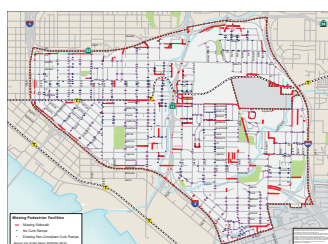
Many streets in Southeastern San Diego and the Encanto Neighborhoods lack adequate sidewalks and bike facilities. Parks provides for active play areas in urban neighborhoods. Bike lanes, priorities for pedestrian improvements and trails, and new park spaces will be identified by the community plans.

Access to Healthy Food

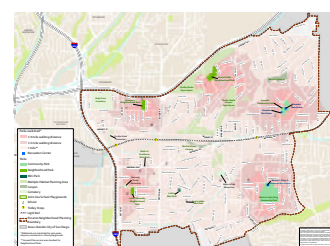
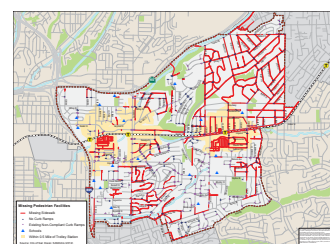


More healthy food retailers and farmers' markets are desired in Southeastern San Diego and the Encanto.

SOUTHEASTERN



ENCANTO



DOWNTOWN

DYETT & BHATIA
Urban and Regional Planners

Carlsbad General Plan, Housing Element, Climate Action Plan, and EIR (Envision Carlsbad)

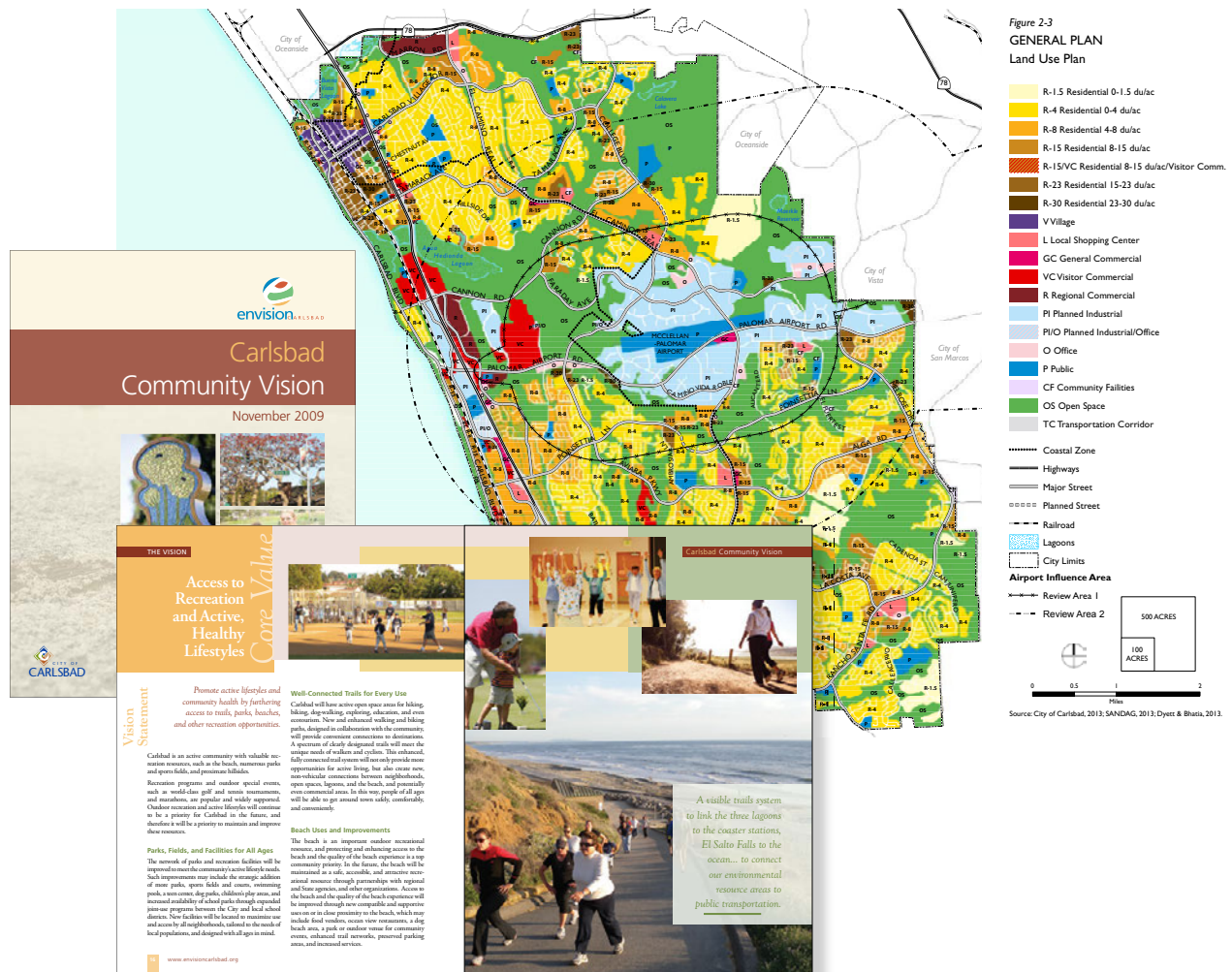
CARLSBAD, CALIFORNIA
ADOPTED 2015
APA SAN DIEGO SECTION
HONORABLE MENTION
FOR COMPREHENSIVE
PLAN, LARGE
JURISDICTION (2017)

Carlsbad, with a population of 104,000, occupies 42 square miles of beaches, bluffs, and rolling landscape on the northern coast of San Diego County. The city is a major employment hub and visitor destination, with a general aviation airport, three lagoons, beaches, Legoland, and numerous resorts.

The General Plan seeks to maintain the community's small-town charm and visual quality, while introducing mixed-use neighborhood centers, emphasizing walking and biking, and revitalizing downtown. The plan also seeks to enhance access to the seven-mile long waterfront, and activate it with strategically-placed nodes.

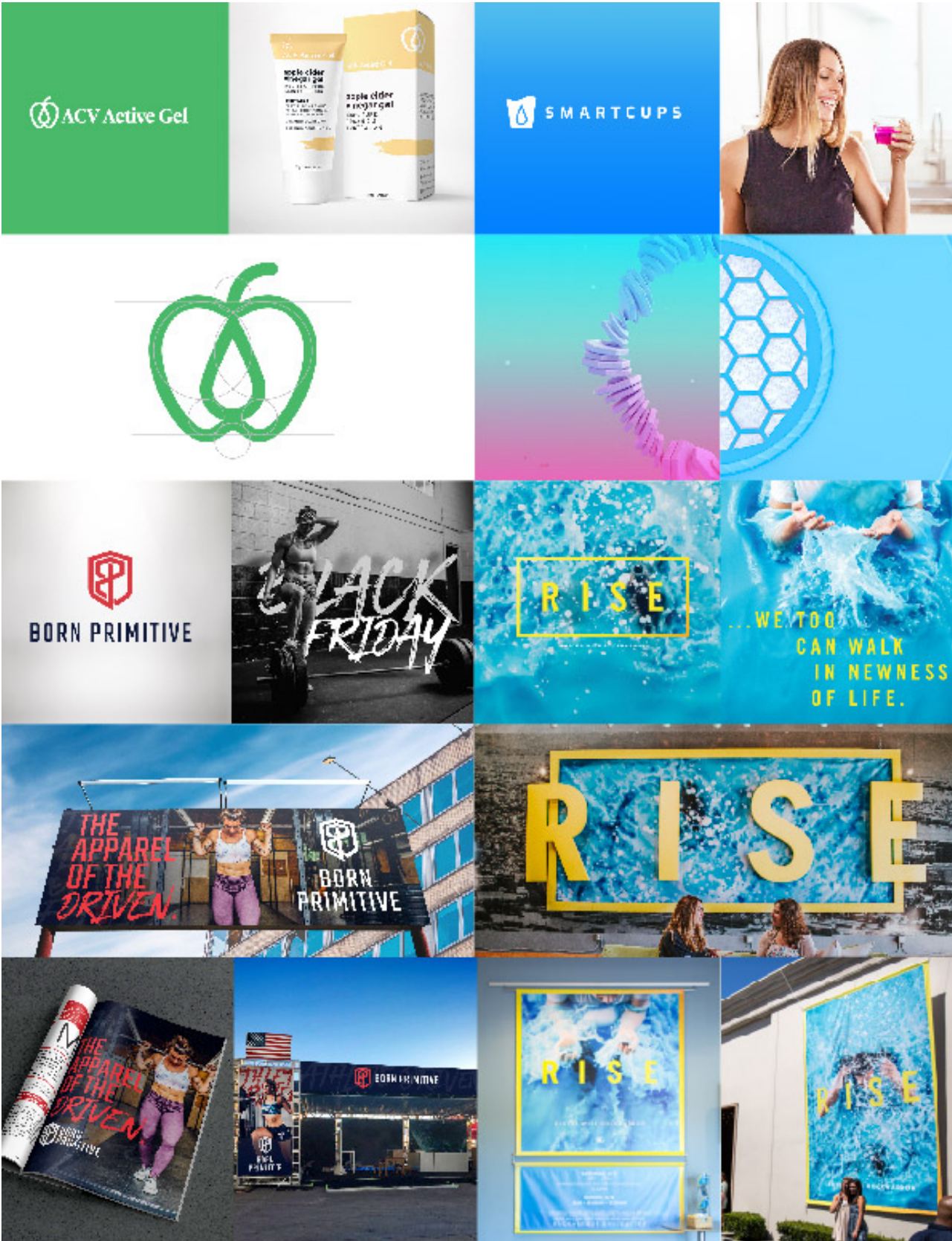
Additionally, as part of the project, Dyett & Bhatia prepared the Housing Element (certified by HCD), and the Climate Action Plan, which was adopted concurrently with the General Plan. D&B also prepared an EIR for the project.

The Envision Carlsbad planning process included extensive outreach led by D&B, with hundreds of community members participating in workshops, and more than 7,000 responses to a citywide mail-in survey.



DYETT & BHATIA
Urban and Regional Planners

COMMON THREAD COLLECTIVE - BRAND WORK



REFERENCES

We have assembled a team of dedicated outreach professional and General Plan experts to work with the City of Newport Beach and the General Plan Steering Committee to listen and learn with the community for a future General Plan Update.

Our team has real-world experience assisting communities similar to Newport Beach with this type of work. We've worked with cities and counties throughout California to conduct multi-pronged and citywide outreach on all types of plans, as well as creating successful general plans that reflect the community's vision and values.

Facilitating a successful process takes experience. The City needs to be able to count on their team to recommend best practices, use new technologies and creative engagement strategies, and implement the work plan on schedule and on budget.

To further describe our team's relevant qualifications, we have included brief project profiles of key projects referenced below in the previous section.

CLIENT	PROJECT	CLIENT REFERENCE
Kearns & West		
City of Mission Viejo	Community Engagement for the Mission Viejo Civic Core	Larry Longenecker, Planning and Economic Development Director City of Mission Viejo 200 Civic Center, Mission Viejo, CA 92691 (949) 470-3053 llongenecker@cityofmissionviejo.org
City of Laguna Beach	Village Entrance Project	Wade Brown, Project Director City of Laguna Beach 505 Forest Avenue Laguna Beach, CA 92651 (949) 497-0360 wbrown@lagunabeachcity.net
City of San Jacinto	Community Outreach for Envision San Jacinto General Plan 2040	Travis Randel, Community Development Director City of San Jacinto 595 S. San Jacinto Ave San Jacinto, CA 92583 (951) 487-7330
Dyett & Bhatia		
City of Carlsbad	City of Carlsbad General Plan Update	Jennifer Jesser Senior Planner City of Carlsbad Planning Department (760) 602-4637 jennifer.jesser@carlsbadca.gov
City of San Diego	City of San Diego Community Plans	Nancy Graham Development Project Manager (619) 236-6891 nhgraham@sandiego.gov

SECTION D

PROPOSAL ATTACHMENTS



ATTACHMENT A: STATEMENT OF COMPLIANCE

Instructions: Each proposal must be accompanied by a signed Statement of Compliance. The Proposer must sign one, and only one of the declarations stated below and remit as part of your Proposal as Attachment A.

No Exceptions. The undersigned declares that the Proposal submitted by (Name of Firm) Kearns & West to prepare and execute a community outreach program with the goal of receiving and documenting the community's desire for change with respect to its General Plan as described in the RFP was prepared in strict compliance with the instructions, conditions, and terms listed in the RFP, Scope of Services and Draft Agreement with no exceptions taken.


Signature

4/23/15
Date

Kent Schwan CEO
Printed Name and Title

Exceptions. By signing below, the Proposer acknowledges that the Proposal submitted by (Name of Firm) _____ has been prepared in consideration of and with exception to some of the terms of the RFP, Scope of Services and Draft Agreement. By signing below, the Proposer declares that the Proposal includes a statement that identifies each item to which the Proposer is taking exception or is recommending change, includes the suggested rewording of the contractual obligations or suggested change in the RFP, and identifies the reasons for submitting the proposed exception or change. The City reserves the right to reject any declarations that are not accompanied with the required documentation as described above.

Signature

Date

Printed Name and Title

[Attach a separate sheet(s) detailing each exception being taken]

ATTACHMENT B: PROPOSER INFORMATION FORM

Instructions: Complete the form below and remit as part of your Proposal as Attachment B.

CONSULTANT INFORMATION

CONSULTANT/FIRM NAME: Kearns & West

ADDRESS FOR NOTICES: 3956 30th Street, San Diego, CA 92104

MAIN CONTACT (NAME AND TITLE): Joan Isaacson, Principal


CONTACT NUMBERS: TELEPHONE: (619) 966-8077 FAX: (619) 966-8077

E-MAIL ADDRESS: JIsaacson@kearnswest.com

FIRM SIGNATURE AUTHORIZATION AND CERTIFICATION

Per the California Corporations Code, Business and Professions Code, the Consultant's Bylaws/Operating Agreement and/or the attached Board Resolution (if applicable), I/we hereby verify that I/we am/are (an) authorized signatory(ies) for the aforementioned Consultant and as such am/are authorized to sign and bind the Consultant in contract with the City of Newport Beach.

1. CONSULTANT AUTHORIZED SIGNATORY(IES):

	<u>Kent Schwarz</u>	<u>CFO</u>	<u>4/23/19</u>
SIGNATURE	PRINT NAME	TITLE	DATE

SIGNATURE	PRINT NAME	TITLE	DATE
-----------	------------	-------	------

2. SIGNATURE AUTHORIZATION IS PROVIDED IN ACCORDANCE WITH:

- | | | |
|---|---------------|--|
| <input type="checkbox"/> Proposer's Bylaws/ Operating Agreement | Section _____ | <input type="checkbox"/> Copy Attached |
| <input type="checkbox"/> Board Resolution | | <input type="checkbox"/> Copy Attached |
| <input checked="" type="checkbox"/> Corporations or Business and Professions Code** | | |

**If Consultant is a corporation, two (2) authorized signatories will be required on all documents submitted, unless specified in the organization's Bylaws or corporate resolution.

IMPORTANT NOTE: If the signature authorization status of any individual changes during the term of the contract, it is the responsibility of the Consultant to contact the City Administrator for the Consultant regarding the change and to complete and submit a new Signature Authorization Form. Incorrect information on file may delay the processing of any of the documents submitted.

ATTACHMENT C: PROPOSAL REQUIREMENTS CHECKLIST

Instructions: This checklist is provided as a guide for Proposers to assemble Proposals. As closely as possible, please adhere to the following format and order when assembling proposals. Please note that part of the evaluation criteria takes into consideration the responsiveness of a proposal; proposals missing any required attachments shall be evaluated accordingly. Submittals should follow the same order and sections indicated below:

PART 1: TECHNICAL PROPOSAL SECTION

SECTION A: PROPOSER BACKGROUND

☒ **COVER LETTER**

A cover letter not to exceed two (2) pages in length shall summarize key elements of the proposal and demonstrate an understanding of the Project as requested. The cover letter shall be signed by a representative able to submit a formal offer and bid the Proposer to contractual obligations.

☒ **ORGANIZATIONAL STRUCTURE**

Provide identification of the project team, including organizational chart and resumes of each team member. The consultant's primary representative shall be available on all occasions for discussion with City staff. Specific responsibilities of each team member, along with their anticipated total effort in the projects, shall be detailed in a matrix of total hours of work for each task versus each job classification on the project. Identify key personnel from your firm, including specific personnel that would be assigned to this Project, if any. Any and all Prime Contractor and Subcontractor relationships and responsibilities must be detailed.

SECTION B: METHODOLOGY

☒ **PROPOSAL – METHODOLOGY**

Provide your proposed work plan, which shall address every point listed in the scope of services. The ideal work plan should provide an overview of the processes that would be utilized by your firm in facilitating this Project and demonstrate familiarity with developing similar plans. If your firm offers additional services not specifically described in the Scope of Services, provide a description of these services and the benefit they serve to the City.

☒ **ANTICIPATED WORK SCHEDULE**

Provide a comprehensive proposed project schedule, including proposed start and completion dates for each task.

SECTION C: PROPOSER EXPERIENCE

☒ **MINIMUM REQUIREMENT: EXPERIENCE**

Demonstrate experience with at least three (3) projects of a similar scope and nature by providing a synopsis of each project, as well as relevant exemplary work produced for each project.

☒ **REFERENCES/RECENT PROJECT HISTORY**

Provide at least three (3) references for whom your firm has performed similar services. Provide a brief synopsis of the services performed, and contact information for each reference. Emphasis will be placed on references that are local government entities. The City reserves the right to contact any references provided.

SECTION D: PROPOSAL ATTACHMENTS

☒ **ATTACHMENT A: STATEMENT OF COMPLIANCE**

Proposers must submit a signed Statement of Compliance with proposals. The Statement of Compliance is separated into two sections, only one of which is to be signed. The first section states that the Consultant agrees with all terms and conditions as indicated in this RFP document and/or Draft Agreement; the second section states that the Consultant intends to take exception to certain terms and conditions within the RFP document and/or Draft Agreement.

☒ **ATTACHMENT B: PROPOSER INFORMATION FORM**

☒ **ATTACHMENT C: PROPOSAL REQUIREMENTS CHECKLIST**

☒ **OTHER INFORMATION**

Include any other information you consider to be relevant to the proposal.

PART 2: COMPENSATION PROPOSAL SECTION

☒ **COST/FEE PROPOSAL**

Provide a not-to-exceed fee for the services to be provided and current fee schedule for each job classification. **These items shall be submitted in a separate submittal.** The fee shall be broken down showing hours for each job classification for each task, fee for each task, and shall include miscellaneous costs such as travel, duplication, clerical support, etc. The City reserves the right to eliminate any tasks from the scope of work, and reduce the not-to-exceed fee by the cost of the task eliminated.

SUBMISSION INSTRUCTIONS

☒ **ELECTRONICALLY TRANSMIT ONE (1) COPY OF THE TECHNICAL PROPOSAL SECTION TO RFP ADMINISTRATOR**

Proposals must be e-mailed to: anguyen@newportbeachca.gov

☒ **ELECTRONICALLY TRANSMIT ONE (1) COPY OF THE COMPENSATION PROPOSAL SECTION TO RFP ADMINISTRATOR**

Proposals must be e-mailed to: anguyen@newportbeachca.gov