



AGENDA REPORT
SAN CLEMENTE CITY COUNCIL MEETING
 Meeting Date: July 7, 2015

Agenda Item CAJ
Approvals:
 City mm
 Dept. Head GD
 Attorney SR
 Finance JV

Department: Community Development Department
Prepared By: Amber Gregg, Associate Planner

Subject: *APPROVAL OF PROFESSIONAL SERVICES AGREEMENT FOR THE HOUSING ELEMENT UPDATE*

Fiscal Impact: Yes, funds of \$60,000 were previously appropriated by City Council in account #001-431-43890, Contract Services, for fiscal year 2015-2016.

Summary: The preparation of the Housing Element is required by California State Law, Chapter 10.6 and 10.7 of the Government Code. The plan will cover the 2014-2017 planning period. The last Housing Element was adopted in August 2011. To be in compliance with State law, the City must submit a 2014-2017 update.

Discussion: Staff attempted to submit a "streamline update" with the Department of Housing and Community Development (HCD) in October of 2013. However, compliance with SB2 was a requirement so the City was not eligible. This requires the City to submit and receive certification on a 2014-2017 Housing Element. Certification by the State Department of Housing and Community Development (HCD) is important for many reasons. An approved Housing Element maintains City eligibility for grants, tax credits and bond programs, ensures a legally adequate General Plan, and maintains local control of the land use planning process.

With the rebound of the housing market, the update creates opportunities to implement new housing and smart growth initiatives and helps the City focus on new strategies to preserve and improve housing. An analysis of future population, housing, and job growth under the new General Plan land uses can identify adequate housing sites to meet the changing needs of the residents as they age and new households form. Most importantly, an update results in good planning and programs which produces good results. It is proven that communities are strongest and most successful when all members of society have access to safe and sanitary housing that residents can afford.

The following schedule is proposed:

- Select contractor to prepare Housing Element
- Kick-off meeting with Staff, July 2015
- Two Community Workshops, September-October 2015
- Administrative Draft Housing Element, November 2015
- Public Review Draft Housing Element, November-December 2015
- Planning Commission Review, December 2015

- City Council Review, February 2016
- Submittal of draft Housing Element to State for 60 day review, February-April 2016
- City Council hearing and adoption, May 2016
- Final Housing Element Update to HCD for Certification May 2016

A request for proposal (RFP) was issued on May 14, 2015, and three firms submitted proposals; John Douglas, Kimley Horn, and Veronica Tam. All three consultants were interviewed and staff selected Veronica Tam as the top firm. Ms. Tam has an impressive resume having completed 54 Housing Elements, over twenty years of experience, and a close working relationship with HCD.

It is important to note that the City will be required to submit another four year Housing Element in 2017 for the 2018-2021 planning period. While conducting the interviews, staff asked all three firms how San Clemente should address the next submittal which would be due less than a year from adoption of the 2014-2017 Housing Update. Ms. Tam had a superior answer which would easily allow the City to resubmit on time in 2017. Staff asked Ms. Tam for a revised scope of services that would include two Housing Element Certifications, this would bring the City into compliance with HCD until 2021.

Staff highly recommends Ms. Tam's proposal. The proposal includes the required components, background and approach, and work plan. The amount is fair and within the boundaries recommended by the Orange County Council of Governments and SCAG.

Recommended

Action:

STAFF RECOMMENDS THAT the City Council

1. Approve and execute the Professional Services Agreement in the amount of \$58,740 with Veronica Tam and Associates, Inc. for two Housing Elements that would cover planning periods 2014-2017 and 2018-2021, from account #001-431-43890 for other Contract Services; and
2. Approve and authorize the Community Development Director to approve the contingency of approximately 5% (\$3,000), if necessary.

Attachments:

1. Proposal Submitted by Veronica Tam and Associates, Inc
2. Supplemental proposal for second four-year Housing Element Update 2018-2021

CITY OF SAN CLEMENTE HOUSING ELEMENT UPDATE



Veronica Tam and Associates, Inc.
107 S. Fair Oaks Avenue, Suite 212
Pasadena, CA 91105
(626) 304-0440



June 1, 2015

Amber Gregg, Associate Planner
City of San Clemente, Planning Division
910 Calle Negocio
San Clemente, CA 92673

Subject: Proposal for the City of San Clemente Housing Element Update

Dear Ms. Gregg:

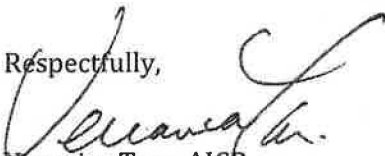
Veronica Tam and Associates, Inc. (VTA) is pleased to submit this proposal to prepare the Housing Element Update for the City of San Clemente.

Established in 2005, VTA is a California corporation based in Pasadena. We specialize in providing housing related services to local jurisdictions. VTA has substantial experience working on Housing Elements and other housing-related studies. Our staff has previously been involved in more than 100 Housing Element updates throughout the State during past update cycles. For the fifth update cycle pursuant to SB 375, VTA has already completed more than 40 Housing Elements in jurisdictions in several regions - San Diego Association of Governments (SANDAG), Southern California Association of Governments (SCAG), and Association of Bay Area Governments (ABAG).

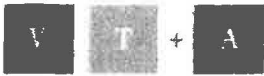
Given our substantial Housing Element experience, we have an understanding of the State Department of Housing and Community Development's (HCD) current policy focus, review criteria, and interpretation of recent changes to State law. We are able to advise our clients of specific comments to anticipate from HCD and to strategize a response that would be appropriate to the community. We work closely with HCD staff to resolve difficult issues and to coordinate the review schedule. We maintain an excellent track record of achieving certification status on the Housing Elements we prepared.

We look forward to discussing our proposal with the City. Please contact me if you have questions or need additional information. I can be reached at (626) 304-0440 extension 1, or veronica.tam@vtaplanning.com.

Respectfully,



Veronica Tam, AICP
Principal



City of San Clemente Housing Element Update

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1. Background and Approach

The fifth cycle Housing Element update for jurisdictions within SCAG region must be adopted within 120 days of the statutory deadline of October 15, 2015, as established by SB 375. As the City of San Clemente has missed this statutory deadline, the fifth cycle Housing Element is subject to the four-year update requirement. Per our discussion with HCD, this Housing Element would be considered the first four-year update for the 2013-2021 planning period that covers the four years of the planning period. The City will be required to submit another four-year update by October 15, 2017.

This update is technical in nature, given that no significant new housing legislation has been passed since the adoption of the City's current Housing Element in 2011. However, most of the housing and demographic data in the Housing Needs Assessment in the 2011 Housing Element were based on the 2000 Census, this section must be updated comprehensively with 2010 Census and American Community Surveys (ACS), as well as current housing market data. Also, we understand that the City has completed the zoning amendments per SB2. These amendments will be reflected in the updated Housing Element. Furthermore, the housing programs and objectives should be reviewed and revised to reflect the loss of redevelopment funds.

2. Work Plan

Task 1: Housing Element Update

Task 1.1: Evaluation of Current Housing Element

The Housing Element must include an evaluation of the effectiveness and appropriateness of the housing programs contained in the City's current adopted Housing Element. VTA will work with staff to:

- Compare identified goals, policies, and actions from the adopted Housing Element to actual accomplishments during the planning period;
- Evaluate the existing Housing Element's compliance with applicable statutes and current State housing laws and identify any omissions or deficiencies; and
- Discuss the effectiveness of the City's housing actions and policies and any modifications appropriate and necessary.

This review must take into consideration the market conditions and funding environment, with the elimination of redevelopment and reduced funding available at the State and Federal levels.

Task 1.2: Demographic and Housing Needs Assessment

The current San Clemente Housing Element was adopted in 2011. Most housing and demographic data contained in the Element were based on the 2000 Census. We will prepare a complete housing assessment and needs analysis consistent with State Housing Element law and HCD's new Completeness Review Checklist, using 2010 Census, American Community Surveys (ACS), and other current data as available. The Housing Needs Assessment will contain the following topics to satisfy Government Code Section 65583(a) and meet SB 375 requirements.



- **Demographics, Income, and Employment Trends:** This section includes information on the population growth trends, along with income distribution and employment trends.
- **Household Characteristics:** This section will also discuss household characteristics such as size, tenure, composition, and overcrowding conditions that may impact housing needs.
- **Housing Stock Characteristics:** An analysis of the condition of the existing housing stock, as well as cost and affordability, including discussions on cost burden (overpayment). Information on housing units constructed, converted, or demolished in the Coastal Zone will be updated.
- **At-Risk Housing Analysis:** This section will also include an analysis of existing assisted housing developments which are eligible to change from low income housing uses between 2013 and 2023 (i.e. at-risk housing). This analysis will cover housing units deed-restricted as low income housing as a result of public assistance, inclusionary requirements, and density bonus provisions.

Recently, HCD has expressed a specific concern over the expiration of affordable units created through density bonus incentives. The City's 2008-2014 Housing Element does not include a discussion on housing units that are deed restricted for low income use as a result of inclusionary or density bonus requirements. We will verify and update the City's affordable housing inventory to include these affordable units, if any, and to reassess the at-risk status of these units if necessary.

- **Analysis of Special Housing Needs:** Special housing needs of seniors, large households, female-headed households, persons with disabilities (including persons with developmental disabilities per SB 812), the homeless, farmworkers, and extremely low income households.

Task 1.3: Housing Constraints

We will identify potential governmental and non-governmental constraints to housing production, including environmental and infrastructural constraints. This analysis must contain a review of factors that may potentially constrain the development, improvement, and preservation of housing in San Clemente. Factors to be reviewed include market, governmental, environmental, and infrastructural constraints.

As no significant changes to the Housing Element law have been passed since adoption of the 2008-2014 Housing Element, we anticipate update to this section of the Housing Element would be limited. However, based on our recent experience, HCD places a strong emphasis on farmworker housing and employee housing requirements pursuant to the State Employee Housing Act. The City conditionally permits agricultural production in OS2/OS3 and RVL zones. The San Clemente Housing Element will be revised to describe how the City complies with the Employee Housing Act.

Due to the statewide drought conditions, another recent focus of HCD is the compliance with SB 1087 – priority allocation of water and sewer services for affordable housing projects. The City's current Housing Element indicates that the City would provide a copy of the adopted Housing Element to water and sewer service providers. However, it appears that the City is the water and sewer service providers to some residents, HCD may require to the City to commit to adopting a policy regarding priority allocation.

Task 1.4: Housing Resources and Opportunities

The Regional Housing Needs Allocation (RHNA) by SCAG identifies a production goal of 581 units for the City of San Clemente, with the following income distribution: 134 very low income units; 95 low income units; 108 moderate income units; and 244 above moderate income units. The RHNA covers a planning period from January 1, 2014 through October 1, 2021.

Housing units permitted or approved on or after January 1, 2014 can be credited toward the City's RHNA. HCD uses the issuance of building permits as the threshold for crediting against the RHNA. Projects/plans entitled prior to 2014 but have not yet pulled building permits could still receive credits for this new RHNA.

The Resources and Sites analysis will focus on site suitability for housing to meet the RHNA, drawing from sites identified in the 2008-2014 Housing Element, along with new opportunities created through the General Plan update (adopted in 2014). We will continue to utilize the strategy of petitioning for a lower density threshold for affordable housing. For the fifth cycle RHNA, we have used a similar strategy for the cities of Costa Mesa (28 du/ac) and Lake Forest (25 du/ac).

Financial and Administrative Resources

We will summarize the City's financial and administrative resources available in the delivery of affordable housing programs. Specifically, we will discuss if any residual resources may be available from the former redevelopment agency (such as from SB 1484/SERAF).

Opportunities for Energy Conservation

Pursuant to the Global Warming Solutions Act (AB 32), the Housing Element will review of opportunities for energy conservation and green building initiatives.

Task 1.5: Housing Plan

Based upon the analyses and research conducted in Tasks 1.1 through 1.4, we will update the 2008-2014 Housing Element for San Clemente. The updated Housing Element will include all required components under State law, along with relevant appendices. For each program included in the Housing Element, we will establish the timeframe for implementation, specific objectives, funding sources, and responsible agencies. The programs will satisfy requirements of Government Code Sections 65583(b) and (c).

We will review and revise, as appropriate, housing goals, policies, and quantified objectives regarding the production, conservation, maintenance, preservation, and improvement of housing. This update will reflect the current and projected market conditions, the City's specific challenges, and funding capacity to ensure the housing objectives are realistic.

Task 2: Public Review Draft Housing Element

We will prepare an Administrative Draft Housing Element for review by staff. The Administrative Draft will be revised to address comments from staff to formulate the Screen Check Draft and Public Review Draft Housing Element.

To the extent feasible, we will also reformat the Housing Element to more closely match the City's General Plan. While the Housing Element is very different in structure due to the detailed statutory requirements, some formatting changes can be applied to provide a better visual linkage to the General Plan.

**Deliverables:**

- Administrative Draft (electronic copy)
- Screen Check Public Review Draft (electronic copy)
- Public Review Draft (electronic copy)
- HCD Review Draft (one hard copy for HCD)

Task 3: Public Participation**Task 3.1: Public Workshop (2)**

Pursuant to State law, the City must conduct public outreach during the development of the Housing Element. We have included in our scope and budget two public workshops to obtain input from the general public and community groups. The objectives of these workshops are to educate the public about the Housing Element requirements and opportunities and constraints in San Clemente, and to discuss and obtain input on housing needs and suggestions on program solutions and implementation. We will work with staff to design the structure of these workshops. Special invitations should be sent to service providers, community stakeholders, and other relevant parties.

Task 3.2: Public Meetings (5)

As requested in the RFP, our scope and budget include attendance at up to five public meetings before Planning Commission and the City Council. We anticipate at least one public meeting would be conducted before the Planning Commission or City Council to review the Draft Housing Element prior to submittal for HCD review.

Task 4: HCD Review

We will serve as the City's representative and liaison to HCD during the review. We will be the primary contact for HCD and communicate with HCD staff as necessary to answer any questions about the document and resolve any issues. We will be responsible for all of the following:

- Pre-submittal consultation with HCD staff
- Submittal of Public Review Draft Housing Element to HCD
- Completion and submittal of Implementation Review worksheet and Completeness Checklist process
- Meetings and/or coordinate conference calls with HCD and City staff to discuss comments
- Preparation of changes to the Public Review Draft Housing Element required for HCD certification
- Consultation with HCD staff regarding changes requested by the City Council
- Submission of Final Housing Element to HCD for review and certification

Deliverables:

- Completeness Review Checklist
- Implementation Review

Task 5: Final Housing Element and Adoption

We will prepare PowerPoint presentations to summarize key comments from HCD and revisions to the Housing Element responding to these comments. We will attend the public hearings before the Planning Commission and City Council for the adoption of the Housing Element.

**Public Meetings (accounted for under Task 3.2):**

- One (1) Planning Commission Public Hearing
- One (1) City Council Public Hearing

Deliverables:

- Final Adopted Housing Element (electronic copy and one hard copy for HCD)

We will submit the Final Housing Element to HCD for certification. We will follow up with HCD during the 90-day review to ensure additional comments and issues are addressed. The Final Housing Element will include the signed resolution of adoption by the City Council.

Task 6: Project Management and Communications

As specified in the RFP, our scope and budget include weekly conference calls and monthly meetings with the City's Project Manager to ensure the project stay on schedule and concerns are addressed quickly. After the weekly conference call, we will provide a written recap of the meeting and accomplishments for the week. VTA is well-known for our responsiveness and our ability to complete projects on time and within budget.

Work On Site

The majority of the work will be performed off site, with the exception of public workshops, public meetings, and staff meetings.

3. Methodology

With our substantial experience in Housing Element updates, we have developed a process/methodology that is efficient:

- List of Data Needs: We will provide staff with an initial list of data needs. We will discuss with staff at the kick-off meeting regarding any data gaps and remedies.
- Kick-Off Meeting: As specified in the RFP, we will meet with staff to fine tune the schedule and identify potential issues and concerns, as well as significant changes that may impact the Housing Element.
- Technical Data: We will utilize a number of data sources to update the Housing Element, including:
 - 2010 Census
 - American Community Surveys
 - State Department of Finance population and housing estimates
 - State Employment Development Department data on labor statistics
 - State Department of Social Services on community care facilities
 - State Department of Developmental Services on persons with developmental disabilities
 - LendingPatterns.com for mortgage lending activities
- Element Update: Because the 2008-2014 Housing Element was adopted in 2011, we assume that is a good starting point for the update. We propose to update the Housing Element using "tracked changes" to facilitate staff review of the revisions made.

4. Project Organization and Staffing

Company Background

Veronica Tam and Associates, Inc. (VTA) is a California corporation with its office in Pasadena, California. VTA has been providing housing and community development consulting to local jurisdictions throughout California since 2005. The person authorized to negotiate contract conditions for the company is:

Veronica Tam, AICP, Principal
Veronica Tam and Associates, Inc.
107 S. Fair Oaks Avenue, Suite 212
Pasadena, CA 91105
P: (626) 304-0440
F: (626) 304-0005
Veronica.Tam@vtaplanning.com

VTA is a small consulting firm that focuses on housing and community development. Our services include:

- Housing Element updates
- Zoning revisions for housing-related issues
- HUD Consolidated Plan, fair housing studies, and related reports
- HUD Grants administration and technical assistance
- Environmental clearance for housing-related plans and projects

Our strengths are:

- Excellent reputation in the area of housing policy planning in terms of the quality of our works and our client-oriented attitude. We are often praised by our clients for our prompt and knowledgeable responses.
- Excellent relationship with staff at the State Department of Housing and Community Development (HCD). We collaborate closely with HCD in designing innovative approaches to address specific issues.
- Breadth of experience in our housing services. In addition to Housing Elements, we also have experience in preparing other state and federal housing reports, such as Housing Element annual HCD reports, Consolidated Plans, Fair Housing studies, grants applications, and environmental clearance. We also provide grants administration services and are familiar with the regulations governing various housing funds.
- Diversity and expertise of our staff. We have seasoned housing planners with experience in both the private and public sectors.



Personnel

Veronica Tam, AICP, Principal. Ms. Tam will oversee preparation of the San Clemente Housing Element. Veronica Tam has expertise in the areas of housing policy development and community development planning. She has 20 years of experience preparing a range of housing and community development plans and studies. Specifically, she has prepared more than 100 Housing Elements for communities throughout California.

Jessica Suimanjaya, AICP, Senior Planner. Ms. Suimanjaya has assisted with Housing Element updates for numerous jurisdictions, including Buena Park, Camarillo, Costa Mesa, Rancho Santa Margarita, Simi Valley, and Monterey County, among others. Ms. Suimanjaya has been involved in all aspects of the Housing Element update and has served as project manager for several Housing Element updates.

Bill Trimble, Senior Planner. Mr. Trimble has experience as a public sector planner for more than 20 years. His work has focused on community-based planning. In the City of Pasadena, he was responsible for updates of the City’s Housing and Land Use Elements, as well as for various major development projects and housing-related zoning code amendments. Since joining VTA in 2012, Mr. Trimble has assisted in several Housing Element updates, including for the City of La Canada Flintridge where the balancing of State requirements and community concerns required significant expertise in Housing Element law and experience in dealing with the public.

Mayra Navarro. Ms. Navarro will assist in the preparation of the Housing Element. Since joining VTA in October 2014, Ms. Navarro has participated in multiple housing studies, including Fair Housing studies for the cities of Salinas and San Bernardino, and the San Diego region, as well as the Housing Element for Salinas.

City Staff Support

Typically, staff support is only required for providing City documents, data on building permit activities, details on specific Housing Element accomplishments, and status properties included in the sites inventory. Most of the technical work can be more efficiently performed by VTA staff. Based on our experience, the time and efforts associated with training and coordinating with a City-paid intern may not always result in cost or time savings. Therefore, our scope and budget do not include participation of an intern.

5. Related Experience

Qualifications

Our clients range from small communities (such as the cities of Del Mar and Avalon) to large metropolitan areas (such as the City and County of Los Angeles). Following is a sample list of our projects within the last few years.

Housing Elements

- | | | |
|-----------------|------------------|---------------------------|
| 1. Alhambra | 2. Fresno County | 3. Porterville |
| 4. Bell Gardens | 5. Glendora | 6. Rancho Santa Margarita |
| 7. Buena Park | 8. Hawthorne | 9. Redondo Beach |

10. Burbank	11. Hesperia	12. Salinas
13. Camarillo	14. Hercules	15. San Bernardino
16. Chino	17. Irvine	18. San Marcos
19. Corona	20. La Canada Flintridge	21. San Marino
22. Coronado	23. Lake Forest	24. Santa Clara
25. Costa Mesa	26. La Mesa	27. Santee
28. Cupertino	29. Lawndale	30. Seaside
31. Del Mar	32. Lomita	33. Simi Valley
34. Dublin	35. Long Beach	36. South Gate
37. El Cajon	38. Los Angeles County	39. Tracy
40. El Centro	41. Modesto	42. Vista
43. El Segundo	44. Monterey County	45. Walnut
46. Escondido	47. Pinole	48. West Hollywood

Housing Ordinances

-
- 49. Del Mar Condominium Conversion – Technical Assistance
 - 50. Camarillo Zoning Code – Technical Assistance
 - 51. Corona Zoning Code – Technical Assistance
 - 52. Hayward Zoning Code – Technical Assistance
 - 53. Lomita Density Bonus Ordinance
 - 54. Marina Inclusionary Housing and Affordable Housing Ordinances
 - 55. Port Hueneme Zoning Code Amendments
 - 56. San Fernando Density Bonus and Reasonable Accommodation Ordinances
 - 57. South Gate Zoning Code – Technical Assistance

Consolidated Plans

58. Alhambra	59. Lake Forest	60. Sacramento County
61. Apple Valley/Victorville	62. La Mesa	63. San Bernardino
64. Buena Park	65. Long Beach	66. San Diego
67. El Cajon	68. Monterey County	69. Santa Clarita
70. Garden Grove	71. National City	72. Simi Valley
73. Glendora	74. Orange County	75. Ventura County
76. Huntington Beach	77. Sacramento City	

Analysis of Impediments to Fair Housing Choice

78. Alhambra	79. Long Beach	80. Perris
81. Apple Valley/Victorville	82. Monterey County	83. San Bernardino
84. Chino	85. Palm Springs	86. San Diego County
▪ Glendale	87. Pasadena	88. Ventura County
▪ Los Angeles		

Grants Administration Assistance

89. Alhambra	90. Glendora
91. Camarillo	92. Huntington Beach



Similar Projects and References

1. City of El Cajon – 2013-2021 Housing Element (HCD certified)

The City of El Cajon was allocated a RHNA of over 5,800 housing units under the assumption that its proposed Downtown Specific Plan would be adopted by the City Council. However, the economic downturn, coupled with the elimination of redevelopment, resulted in second thoughts about a plan that would call for significant intensification of the Downtown. Therefore, the Housing Element update must meet the challenge of developing a multi-facet strategy to identify adequate sites for its RHNA.

<http://www.ci.el-cajon.ca.us/dept/comm/Forms/Final%20Adopted%20El%20Cajon%20HE%2010-8-2013.pdf>

Contact: Manjeet Ranu, former Planning Manager of El Cajon (now with City of Encinitas)
(760) 633-2712
mranu@encinitas.ca.gov
505 South Vulcan Avenue, Encinitas, CA 92024

Date: Adopted on August 27, 2013

Staff: Veronica Tam (Project Manager), Jessica Suimanjaya (Project Planner)

Awards

The 2013-2021 El Cajon Housing Element received the following recognitions:

- 2014 Comprehensive Planning Award for Small Jurisdiction – San Diego Section of the American Planning Association
- 2014 Hard Won Victories – Award of Merits – California Chapter of the American Planning Association

2. City of Cupertino – 2014-2022 Housing Element (HCD certified)

The Cupertino Housing Element was updated with a concurrent update to the City's Land Use Element, seeking to redesignate a number of potential sites for higher intensity residential or mixed use development. The update process involved an extensive community outreach process that included more than 20 community meetings and public hearings. The need to rezone and upzone properties was met to vigorous community opposition. A carefully crafted process helped navigate the community through the discussions and ultimately led to the rezoning of critical sites, resulting in the certification of the Housing Element by HCD.

<http://www.cupertino.org/index.aspx?page=1275>

Contact: Piu Ghosh, Planner
(760) 777-3308
PiuG@cupertino.org
10300 Torre Avenue, Cupertino, CA 95014

Date: Adopted on May 19, 2015

Staff: Veronica Tam (Project Manager) – Served as Technical Advisor to MIG, Inc.

3. City of Costa Mesa – 2013-2021 Housing Element (HCD certified)

In the fourth cycle of the City of Costa Mesa Housing Element (2008-2014), the City committed to two acquisition/rehabilitation projects as a component of the City's adequate sites strategy for its RHNA. However, neither project proceeded according to the schedule mandated by the Housing Element law. In the fifth cycle update (2013-2021), the Housing Element must demonstrate that the City met its previous RHNA requirement by identifying replacement sites. VTA worked closely with staff to develop a sites strategy that successfully demonstrated the City's compliance with State law.

<http://www.costamesaca.gov/modules/showdocument.aspx?documentid=6602>

Contact: Minoo Ashabi, Principal Planner
(714) 754-5345
Minoo.Ashabi@costamesaca.gov
77 Fair Drive, Costa Mesa, CA 92626

Date: Adopted on January 21, 2014

Staff: Veronica Tam (Project Manager and Project Planner)

4. City of Rancho Santa Margarita – 2013-2021 Housing Element (HCD certified)

VTA prepared the 2013-2021 Housing Element for Rancho Santa Margarita. While the City has a RHNA of only two units, the City also virtually has no vacant or underutilized properties. The Housing Element utilized second unit opportunities to fulfill the City's RHNA.

<file:///C:/Users/Veronica.VTAM/Downloads/Public%20Review%20Draft%20HE%20RSM.pdf>

Contact: Nate Farnsworth, Principal Planner
949.635.1800 ext. 6704
nfarnsworth@cityofrsm.org
22112 El Paseo, Rancho Santa Margarita, CA 92688

Date: Adopted September 25, 2013

Staff: Veronica Tam (Project Manager), Jessica Suimanjaya (Project Planner)

5. City of Camarillo – 2013-2021 Housing Element (HCD certified)

The City of Camarillo is a high-cost suburban community in Ventura County. While few farming operations remain in the City, agriculture is a key industry in the surrounding unincorporated areas. This Housing Element update involved addressing extensive comments from farmworker housing advocates. The City has a voluntary inclusionary housing policy but housing development in the City has been heavily impacted by the implosion of the housing market. Dissolution of redevelopment further compromised the City's ability in providing affordable housing. The Housing Element update addresses the limited resources available to the City and establishes realistic goals for the community. As part of the update, VTA also assisted the City in amending its Zoning Code to address the provision of emergency shelters, transitional housing, and supportive housing.

<http://cityofcamarillo.org/docs/Housing.pdf>

Contact: Dave Norman, Director of Community Development



(805) 388-5360

dnorman@cityofcamarillo.org

601 Carmen Drive, Camarillo, California 93010

Date: Adopted on January 8, 2014

Staff: Veronica Tam (Project Director), Jessica Suimanjaya (Project Manager)

6. City of Long Beach - 2013-2021 Housing Element (HCD certified)

The City of Long Beach is one of the largest and most diverse communities in California. While the City has a significant budget for housing programs and activities, the level of funding is never adequate to address the complex and extensive housing issues facing the community. With housing being one of the most critical planning topics, the Housing Element update included an extensive community engagement program and involved balancing the competing and often conflicting interests of housing advocates, development community, neighborhood groups, and other community stakeholders.

<http://www.lbds.info/civica/filebank/blobload.asp?BlobID=4115>

Contact: Amy Bodek, Development Services Director

(562) 570-6428

Amy.Bodek@longbeach.gov

333 West Ocean Boulevard, Long Beach, CA 90802

Date: Adopted on January 7, 2014

Staff: Veronica Tam (Project Manager), Jessica Suimanjaya (Project Planner), Bill Trimble (Project Planner)

7. City of Escondido - 2013-2021 Housing Element (HCD certified)

The Escondido Housing Element was prepared as part of an overall update to the City's General Plan. One of the greatest challenges with the update was to identify adequate sites for over 4,000 units. As a built out community, Escondido must rely on the recycling of existing lower intensity uses and the Housing Element must coordinate with the Land Use Element update to develop strategies to revitalize various corridors and focus areas.

<http://www.escondido.org/Data/Sites/1/media/PDFs/Planning/GPUupdate/GeneralPlanChapterIV.pdf>

Contact: Jay Petrek, Principal Planner

(760) 839-4556

jpetrek@escondido.org

201 North Broadway, Escondido CA 92025

Date: Adopted on November 13, 2012

Staff: Veronica Tam (Project Manager), Jessica Suimanjaya (Project Planner)

8. City of Del Mar – 2013-2021 Housing Element (HCD certified)

The City of Del Mar is one of the most exclusive communities in California. The City has significant market constraints given the high real estate values and environmental constraints given its small size and coastal location. The City's original approach was to rely on the adoption of the Downtown Village Specific Plan to accommodate its RHNA. However, the DVSP was not approved by the voters. VTA worked closely with City and HCD staff to develop an alternative approach for meeting the adequate sites requirements and to coordinate a schedule that was constantly shifting due to local politics.

<http://delmar.ca.us/Government/City%20Development%20Documents/Housing%20Element-2013-2021.pdf>

Contact: Adam Birnbaum, Planning Manager
 (858) 755-9313
ABirnbaum@delmar.ca.us
 1050 Camino del Mar, Del Mar, CA 9201

Date: Completed in May 20, 2013

Staff: Veronica Tam (Project Manager and Project Planner)

6. Project Schedule

Because the City missed the statutory deadline for the fifth cycle Housing Element (within 120 days of October 15, 2013), the City's Housing Element is subject to the four-year update requirement. This Housing Element in question would be considered the first four-year update for the 2013-2021 planning period. By October 15, 2017, the City would be required to complete the second four-year update for the planning period. To allow the City adequate time for implementing the housing programs in the Housing Element before having to embark on the second four-year update, we propose the following schedule. This timeline generally aligns with the schedule outlined in the City's RFP. This schedule allows one round of HCD review on the Draft Housing Element. All but one of our 40+ fifth cycle Housing Elements were completed within one round of HCD review.

Task	Tentative Dates
Project Initiation	July 7, 2015
Kick-Off Meeting	July 2015
Community Workshops (2)	September-October 2015
Administrative Draft HE	November 2015
Public Review Draft HE	November/December 2015
Draft Review by Planning Commission	December 2015
Draft Review by City Council	February 2016
Draft HE to HCD (60-day review)	February - March 2016
Adoption Hearings	April 2016
Final Housing Element Update to HCD for certification	April 2016

7. Cost Data

Our proposed fee for the preparation of the four-year update for the 2013-2021 Housing Element is **\$49,160**. VTA is well known for completing projects on time and within budget.

Task	Suimanjaya/ Navarro/			Total
	Tam	Trimble	GIS	
	\$ 140	\$ 100	\$ 80	
1.0 Housing Element Update				
1.1 Evaluation of Current Housing Element	2	2	16	\$ 1,760
2.2 Demographic and Housing Needs Assessment	4	20	40	\$ 5,760
2.3 Housing Constraints	12	24		\$ 4,080
2.4 Housing Resources and Opportunities	8	32	8	\$ 4,960
2.5 Housing Plan	8	8		\$ 1,920
Subtotal:	34	86	64	\$ 18,480
2.0 Public Review Draft Housing Element				
Administrative Draft	4	16	4	\$ 2,480
Screen Check Public Review Draft	2	8		\$ 1,080
Public Review Draft	1	2		\$ 340
HCD Review Draft	1	2	2	\$ 500
Subtotal:	8	28	6	\$ 4,400
3.0 Public Participation				
3.1 Community Workshops (2)	12	20	20	\$ 5,280
3.2 Public Meetings (5)	30	10		\$ 5,200
Subtotal:	42	30	20	\$ 10,480
4.0 HCD Review	24	32		\$ 6,560
5.0 Final Housing Element and Adoption				
Final Housing Element	1	3		\$ 440
Adoption Hearings (2)	Accounted under Task 3.2			\$ -
Subtotal:	1	3	0	\$ 440
6.0 Project Management and Communications				
Weekly and Monthly Calls/Meetings/Reports	40	20		\$ 7,600
Subtotal:	40	20	0	\$ 7,600
Miscellaneous (Printing, Travel, Postage)				\$ 1,200
Total	149	199	90	\$ 49,160



8. Statement of Compliance

This proposal is in strict compliance with the Request for Proposal (RFP) and Draft Agreement and no exceptions to either are proposed.

9. Insurance

VTA maintains the following insurance coverage:

- General Liability: \$1,000,000 per claim/\$2,000,000 aggregate
- Professional Liability: \$1,000,000 per claim/\$2,000,000 aggregate
- Automobile Liability: \$1,000,000
- Worker's Compensation: \$1,000,000

VTA is able to meet the City's insurance requirements.



Resumes

**EDUCATION**

MA, Urban Planning, University of California, Los Angeles

BES, Urban and Regional Planning (Economics Minor), University of Waterloo, Canada

PROFESSIONAL AFFILIATIONS

American Institute of Certified Planners

American Planning Association

AWARDS

2014 APACA

Award of Merit – Hard Won Victories:
2013-2021 El Cajon Housing Element

2014 San Diego Section, APACA
Comprehensive Planning, Small
Jurisdiction: 2013-2021 El Cajon
Housing Element

2009 APACA

Award of Merit - Comprehensive
Planning, Large Jurisdiction: 2008-2014
Los Angeles County Housing Element

2009 Los Angeles Section, APACA
Comprehensive Planning, Large
Jurisdiction: 2008-2014 Los Angeles
County Housing Element

2002 Northern Section, APACA
Focused Issues: Contra Costa County
Analysis of Impediments to Fair Housing

2001 Northern Section, APACA
Advocacy Planning: East Palo Alto
Housing Element

2000 APACA
Outstanding Planning: El Cajon
Integrated Housing Element and
Consolidated Plan

2000 San Diego Section, APACA
Outstanding Planning: El Cajon
Integrated Housing Element and
Consolidated Plan

**VERONICA TAM, AICP
PRINCIPAL**

Ms. Tam has expertise in the areas of housing policy development and community development planning. She has over 20 years of experience preparing a range of housing and community development plans and studies for jurisdictions throughout California.

RELATED PROJECT EXPERIENCE**Housing Elements**

Alhambra	Escondido	Rocklin
Arcadia	Glendora	San Bernardino
Avalon	Hawthorne	San Fernando
Bell Gardens	Hayward	San Marcos
Buena Park	Hercules	San Marino
Burbank	Hesperia	San Ramon
Camarillo	Imperial Beach	Santa Clara
Carlsbad	Irvine	Santee
Chino	La Canada Flintridge	South Gate
Corona	Lake Forest	Seaside
Coronado	La Mesa	Simi Valley
Costa Mesa	Lawndale	Tracy
Cupertino	Lomita	Vista
Del Mar	Modesto	Walnut
Dublin	Porterville	West Hollywood
El Cajon	Port Hueneme	Los Angeles County
El Centro	Rancho Santa Margarita	Monterey County
El Segundo	Redondo Beach	San Diego County

Consolidated Plans

Apple Valley/Victorville	La Mesa	Santa Clarita
El Cajon	Long Beach	Simi Valley
Glendora	San Bernardino	Orange County
Huntington Beach	Santee	Ventura County

Fair Housing Studies

Apple Valley/Victorville	Los Angeles	Santa Clarita
Chino	Palm Springs	Simi Valley
Glendale	Pasadena	San Diego County
Lake Forest	Perris	Ventura County
Long Beach	San Bernardino	

Special Studies

- Regional Housing Needs Allocation Assistance for the cities of Arcadia, Lawndale, and Indian Wells
- Marina Affordable Housing Ordinance
- Zoning revisions to comply with SB2, AB 2634, and SB 520 for the cities of Port Hueneme, South Gate, and San Fernando
- San Jose Just Cause for Eviction

Veronica Tam and Associates

107 S. Fair Oaks Avenue, Suite 212, Pasadena, CA 91105

P (626) 304-0440

F (626) 304-0005

7-7-15 / 6J-21

**EDUCATION**

MA Urban Planning, University of California, Los Angeles

BA Communication Studies,
University of California, Los Angeles

PROFESSIONAL ASSOCIATIONS

American Institute of Certified Planners
American Planning Association, Member

AWARDS

2014 APACA

Award of Merit – Hard Won Victories:
2013-2021 El Cajon Housing Element

2014 San Diego Section, APACA
Comprehensive Planning, Small
Jurisdiction: 2013-2021 El Cajon Housing
Element

SKILLS

Geographic Information Systems
AutoCAD
Photoshop
Microsoft Office
Windows and MAC

**JESSICA SUIMANJAYA, AICP
SENIOR PLANNER**

Ms. Suimanjaya is dedicated to working in the field of affordable housing planning. She graduated with a Masters in Urban Planning from the University of California, Los Angeles. Her coursework focused on physical planning, community development and housing. Her undergraduate background was in Communication Studies.

VERONICA TAM & ASSOCIATES

As a planner, Ms. Suimanjaya has contributed to the preparation of the following reports:

Housing Elements

Arcadia	Escondido	Redondo Beach
Avalon	Glendora	San Fernando
Buena Park	Hayward	Simi Valley
Camarillo	Hesperia	South Gate
Coronado	Irvine	Tracy
Del Mar	La Mesa	Vista
Dublin	Pinole	Walnut
El Segundo	Rancho Santa Margarita	West Hollywood

Fair Housing Studies

Apple Valley	Los Angeles
Long Beach	Glendale
San Diego County	Pasadena
Victorville	Ventura County

Consolidated Plans and Annual Reports

Alhambra	Camarillo
San Bernardino	Ventura County

PRIOR EXPERIENCE

At KWA, Ms. Suimanjaya assisted in the preparation of housing elements for the cities of Agoura Hills, Brea, Burbank, Calabasas, Huntington Beach, Huntington Park, and San Fernando.

Veronica Tam and Associates

107 S. Fair Oaks Avenue, Suite 212, Pasadena, CA 91105
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7-7-15 / 6J-22

**EDUCATION**

BA, Humanities, University of California,
Berkeley

PROFESSIONAL AFFILIATIONS

American Planning Association
Los Angeles Region Planning History
Group

BILL TRIMBLE
SENIOR PLANNER

Bill Trimble's professional background includes more than 22 years of local government planning for land use and housing. His work has focused on community-based planning, with an emphasis on public participation. In the City of Pasadena, he was responsible for updates of the City's Housing and Land Use Elements, as well as for various major development projects and housing-related zoning code amendments. Representing both his own and other jurisdictions, he analyzed land use and housing need projections with regional and sub-regional technical advisory committees.

Veronica Tam & Associates

As a Senior Planner with VTA, Mr. Trimble assists in the preparation of local housing elements:

Buena Park	Glendora	Pinole
Camarillo	La Canada Flintridge	South Gate
Chino	Long Beach	Rancho Santa Margarita

Prior Experience

Mr. Trimble served with the City of Pasadena planning staff from 1990 to 2012, including seven years as a senior planner. He managed the two most recent updates of the City's Housing Element and the 2004 update of the Land Use Element. Other housing-related activities included zoning code amendments, demography, and projections. His responsibilities ranged in scale from a fence on a single-family property to the Southern California region as a whole.

Long participation in sub-regional and regional organizations, including the SCAG Plans and Programs Technical Advisory Committee, encouraged appreciation of the relationships between local and regional priorities.

Before becoming a local government planner, Mr. Trimble worked 16 years with college students and faculty in campus ministry at universities in Los Angeles, New Haven, and Albuquerque.

Veronica Tam and Associates

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7-7-15 / 6J-23

**EDUCATION**

Master in Urban and Regional Planning,
University of California Los Angeles

BA Architecture,
Minor Spanish Literature,
University of California, Berkeley

SKILLS

Adobe Creative Suite
Geographic Information Systems
AutoCAD
Microsoft Office

AWARDS

2014 APA CA
Academic Award of Excellence –
Cultivate Los Angeles

2014 APA LA
Academic Award of Excellence –
Cultivate Los Angeles

**MAYRA NAVARRO
PLANNER**

Ms. Navarro joined VTA in 2014. She holds a Masters degree in Urban and Regional Planning and an undergraduate background in Architecture with a minor in Spanish Literature.

VERONICA TAM AND ASSOCIATES

As a planner, Ms. Navarro has contributed to the preparation of the following reports:

Fair Housing Studies

San Bernardino
San Diego County
Ventura County

Consolidated Plans and Annual Reports

San Bernardino
Orange County

PRIOR EXPERIENCE

While working with the Housing Authority of the City of Los Angeles, Ms. Navarro worked closely on the Jordan Downs Redevelopment. She contributed in developing and executing programs within the social component of the redevelopment, engaging the community through ongoing outreach, and providing research on best practices in similar low-income housing redevelopments.

While working in the Design and Construction services department, she also contributed to agency-wide ADA upgrades at HACLA project sites, while also providing project management during the renovation of HACLA headquarters, and providing design services for the development of a low-income, senior housing site.

Veronica Tam and Associates

107 S. Fair Oaks Avenue, Suite 212, Pasadena, CA 91105
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7-7-15 / 6J-24



June 22, 2015

Amber Gregg, Associate Planner
City of San Clemente, Planning Division
910 Calle Negocio
San Clemente, CA 92673

Subject: Supplemental Proposal – Second Four-Year Housing Element Update

Dear Ms. Gregg:

As discussed in our interview, the City of San Clemente Housing Element is subject to the four-year update requirement pursuant to SB 375. Specifically, the City is required to submit two four-year Housing Element updates on time before the City would be eligible again for the eight-year cycle:

- 1st Four-Year Update: Covers the planning period of October 15, 2013 through October 15, 2017
- 2nd Four-Year Update: Covers the planning period of October 15, 2017 through October 15, 2023

The 2nd Four-Year Update must be adopted by the City Council on or before October 15, 2017, with no grace period for the deadline.

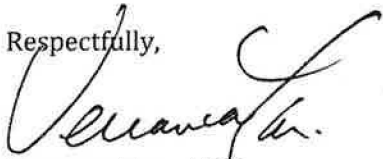
To develop a process for both updates, VTA discussed with Paul MacDougall of the State Department of Housing and Community Development (HCD) for the interpretation of SB 375 requirements. HCD offers the following suggestions:

- The Housing Element statute generally gives local jurisdictions one year to develop the Housing Element after the adoption of the RHNA. Therefore, the City should consider the appropriate time for submitting the 2nd Four-Year Update to be within one year of the October 15, 2017 deadline.
- The City should allow adequate time for the meaningful implementation of the 1st four-year housing programs. HCD suggests about eight to nine months as adequate time, and recommends the City begin implementing some programs as soon as possible, such as making the necessary zoning text amendments.
- HCD maintains that each update should have its separate public participation process but agrees that some streamlining of outreach can be achieved.

Amber Gregg
June 22, 2015
Page 2 of 5

Based on these suggestions from HCD, we have crafted an approach for developing the 2nd Four-Year Update for the City of San Clemente. Our proposed scope and budget are included in the following pages.

We look forward to working with the City. Please let us know if you have questions or require additional information.

Respectfully,

Veronica Tam, AICP
Principal

Scope of Work

Task 1: 2nd Four-Year Housing Element Update

The following outlines the various components of the 2nd Four-Year Update and the level of revisions anticipated:

- **Introduction:** Minor revisions needed to reflect the new planning period.
- **Housing Needs Assessment:** No comprehensive update to the Needs Assessment is necessary. Our scope includes only minor revisions to reflect current home prices and rents, and updates to the at-risk status of affordable housing and associated preservation costs.
- **Housing Constraints:** Minor update to reflect the City's efforts in amending the Zoning Code to include provisions for special needs housing, such as employee housing.
- **Housing Resources:** Minor update to the sites inventory to remove sites that are no longer available or feasible.
- **Review of Past Accomplishments:** This is a new section that would be set up to report on the City's progress in implementing the 1st Four-Year Update of the Housing Element. Since the City would have less than one year to implement the programs, we assume this section would conclude the continued appropriateness of most programs contained in the 1st Four-Year Update.
- **Housing Plan:** Minor update to reflect the new planning period and associated objective. We do not anticipate any significant changes to the City's goals, policies, and programs.

Task 2: Public Participation

Based on our discussions with Paul MacDougall, HCD concurs that the outreach can be streamlined with the 1st Four-Year Update. Therefore, we propose no additional community workshops to be conducted for the 2nd Four-Year Update.

However, HCD maintains that some meaningful opportunity for public comments should be provided. Therefore, our scope includes one (1) Planning Commission meeting to be conducted to review the draft Element prior to submitting to HCD for review. We will send a flyer to the agencies on the City's Housing Element outreach list (developed for the 1st Four-Year Update), inviting their participation in this Planning Commission meeting and announcing the availability of the draft Housing Element for public review.

The City will be required to conduct adoption hearings before the Planning Commission and City Council. However, to save on costs, our scope does not include our attendance at these meetings.

Schedule

The following schedule is intended to allow for the eight to nine months of implementing the 1st Four-Year Update before submitting the 2nd Four-Year Update, as recommended by HCD. However, if the City prefers, we could prepare all the required components well in advance of this schedule but delay submittal until the appropriate time.

Tentative Dates	1st Four-Year Update	2nd Four-Year Update
July 18, 2015	Project Initiation	
July 2015	Kick-Off Meeting	
September-October 2015	Community Workshops (2)	
November 2015	Administrative Draft HE	
November/December 2015	Public Review Draft HE	
December 2015	Draft Review by Planning Commission	
February 2016	Draft Review by City Council	
February – March 2016	Draft HE to HCD (60-day review)	
April 2016	Adoption Hearings	
April 2016	Final Housing Element Update to HCD for certification	
October- December 2016		Prepare components of the 2 nd Four-Year Update
January/February 2017		Planning Commission Meeting to review Draft Housing Element
March/April 2017		60-day HCD review
May/June 2017		Adoption Hearings (VTA attendance not included)
October 15, 2017		Statutory Adoption Deadline

Budget

The following is our proposed budget to complete the 2nd Four-Year Update for the City, assuming no significant, unexpected circumstances that would necessitate a more comprehensive update to the Housing Element.

2nd Four-Year Update	Suimanjaya/ Navarro/			Total
	Tam	Trimble	GIS	
	\$ 140	\$ 100	\$ 80	
1.0 Housing Element Update				
1.1 Evaluation of Current Housing Element	1		8	\$ 780
2.2 Demographic and Housing Needs Assessment		2	8	\$ 840
2.3 Housing Constraints	1	8		\$ 940
2.4 Housing Resources and Opportunities	1	8	2	\$ 1,100
2.5 Housing Plan	2	4		\$ 680
Subtotal:	5	22	18	\$ 4,340
2.0 Public Review Draft Housing Element				
Public Review Draft	2	8		\$ 1,080
Subtotal:	2	8	0	\$ 1,080
3.0 Public Participation				
Planning Commission Meeting (1)	5	1		\$ 800
Subtotal:	5	1	0	\$ 800
4.0 HCD Review	6	8		\$ 1,640
5.0 Final Housing Element and Adoption				
Final Housing Element		2		\$ 200
Adoption Hearings		Not Included		\$ -
Subtotal:	0	2	0	\$ 200
6.0 Project Management and Communications	8			\$ 1,120
Subtotal:	8	0	0	\$ 1,120
Miscellaneous (Printing, Travel, Postage)				\$ 400
Total	26	41	18	\$ 9,580