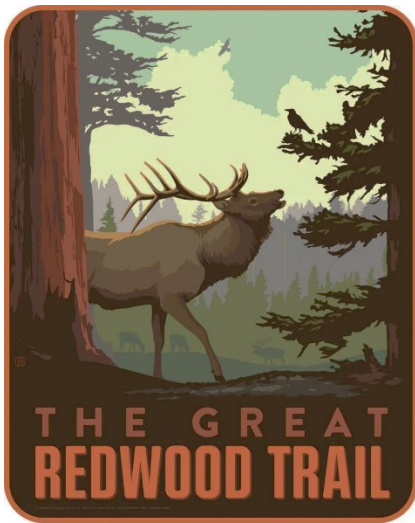


Proposal to Provide:

Humboldt County Association of Governments: On-Call Planning Services



Submitted by:

PLANWEST
PARTNERS, INC. 

September 9, 2024

Table of Contents

A. Cover Letter	2
B. Company Profile	4
C. Organization and Staffing.....	5
D. Description and Approach	7
Program Management with HCAOG.....	7
Task 1: Project Management	9
Task 2: Grant Administration	9
Task 3: Unmet Transit Needs	10
Task 4: GIS Requests	11
Task 5: Grant Writing	11
Task 6: Other Duties as Assigned	12
E. & G. Cost Proposal, Travel, and Mileage	13
F. Résumés & Relevant Projects/Services with References	14
Resumes.....	14
Relevant Projects/Services with References.....	14
Additional Relevant Projects.....	16
Conflict of Interest	17
Other Requirements	17
A. Insurance Coverage.....	17
B. Disadvantaged Business Enterprise (DBE) Policy and Obligation	17
C. Title VI of the Civil Rights Act of 1964	17
D. Equal Employment Opportunity	17
Attachment 1.....	18

A. Cover Letter

Amy Eberwein, Administrative Services Officer
Humboldt County Association of Governments
611 I Street, Suite B
Eureka, CA 95501

September 9, 2024

RE: HCAOG On-Call Planning Services Proposal

Dear Amy:

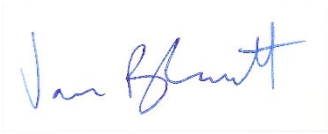
Planwest Partners is pleased to submit this proposal to provide the Humboldt County Association of Governments with on-call planning services. Our team offers extensive experience working with numerous public agencies throughout Humboldt County and California on planning, zoning, and development projects. Our multidisciplinary team has decades of experience providing a wide range of staffing services including managing grant applications and reporting for the Humboldt Bay Harbor, Recreation, and Conservation District, preparing policy updates and conducting public outreach for the City of Ferndale and the City of Arcata General Plan Updates, conducting virtual public meetings to gather input on the City of Crescent City's Local Road Safety Plan, providing technical assistance including mapping and environmental review for the Humboldt Regional Transportation Plan-VROOM, and more. Our staff can provide a full range of services from project and grant management, to sending out public information mailers, to preparing staff reports, and facilitating multi-jurisdictional public hearings on complex projects.

For this proposal the key Planwest team members are Senior Planner/Project Manager, Michelle Nielsen, and myself. Through our role as the Humboldt Bay Harbor, Recreation, and Conservation District contract Planner we review applications, coordinate with applicants and agency staff, prepare staff reports, recommend environmental compliance determinations, and provide grant management support. Additionally, Michelle acts the contract City Planner for the City of Ferndale. In this role, she manages zoning code updates, processes planning applications, and assists with reporting requirements for various funding programs. She also recently managed five simultaneous Housing Element Updates in Siskiyou County. This required frequent coordination with City staff, communication with the California Department of Housing and Community Development, and multiple public hearings to receive input on housing needs and accept comments on draft documents. Combined, Vanessa and Michelle have over three decades of project management experience and proven track records for successful project completion. We also have the support of other Planwest staff members including a team of skilled, results-oriented professionals with the right expertise, commitment, and resources to work in close collaboration to meet HCAOG staff needs.

Planwest has enjoyed working with HCAOG in the past on multiple projects and we are excited about the possibility of working with you again. As a locally based company, we have knowledge of the region's numerous transportation opportunities including increasing multimodal connectivity, sustainable transportation and transit planning, and safe streets and roads for all programs; and also its transportation challenges, such as isolated and disadvantaged communities. On the other hand, our experience working on projects throughout the state, and our dedication to supporting remote employees, provides us with a broad perspective and allows us to pull on expertise and experience from a wide range of disciplines to help meet our client's needs. With our unique mix of local knowledge and expertise, statewide experience, and diverse staffing capabilities, we are confident that we can provide HCAOG with exceptional and professional on-call staffing services.

Thank you for your consideration and we look forward to discussing this proposal with you and the evaluation committee. I, Vanessa Blodgett, am the official authorized to negotiate for the team, and Michelle Nielsen is the primary contact should you have questions about the proposal. Our proposal is valid for no less than sixty (60) days from submittal date.

Sincerely,



Vanessa Blodgett, Principal Planner/Partner
Planwest Partners, Inc.
(707) 825-8260 vanessab@planwestpartners.com
670 9th Street, Suite 201, Arcata, CA 95521



Michelle Nielsen, Project Manager/Senior Planner
Planwest Partners, Inc.
(707) 826-8260 michellen@planwestpartners.com
670 9th Street, Suite 201, Arcata, CA 95521

B. Company Profile

The Planwest team is uniquely qualified to provide on-call planning services to HCAOG. Planwest currently provides planning and environmental consulting services for the City of Ferndale and the Humboldt Bay Harbor, Recreation, and Conservation District. Planwest also provides professional staffing services for Local Agency Formation Commissions (LAFCo) in more than four northern California counties. Planwest currently provides a wide scope of planning and environmental consulting services that are similar to the RFP's scope of work. For the City of Ferndale, Planwest team's scope of work includes updating the City's general plan elements and zoning ordinances including completing CEQA and public outreach; we also facilitate transportation and climate action planning for the City. Planwest provides technical assistance to City staff and the public for planning and environmental questions, and processing applications for land use entitlements from pre-application to building permit issuance. Our work includes preparing staff reports for the planning commission and city council, applying for grants, and administering awarded grants.

Planwest Partners is a community planning consulting firm based in Arcata, CA, and we have been serving California communities since 1997. Planwest provides community, land use, environmental, economic, and transportation planning services. We are committed to working collaboratively with our clients and the community to deliver outcomes that promote sound growth, improved housing opportunities for all income levels, economic sustainability, and environmental stewardship.

Planwest is a California "C" corporation, small business that expanded ownership to include two employees, Vanessa Blodgett and Colette Santsche, in addition to founder George Williamson. As of January 1, 2021, Vanessa and Colette have combined majority company ownership, making Planwest a women-owned business. Planwest has assisted city, county, regional, and tribal governments; transportation planning agencies; special districts; non-profits; and private industry in achieving their specific goals. Planwest currently has eight full-time and three part-time staff members. Our multi-disciplinary staff comprised of planners, economists, spatial analysts, technicians, and administrators offers a wide range of professional skills necessary to meet, and often exceed, our client's diverse planning needs and expectations. Planwest provides a full range of planning services, including:

- Community, General, and Specific Plans
- City and Tribal Economic Development Plans
- Strategic Plans and Visioning
- Community Outreach and Meeting Facilitation
- Grant Writing
- Project Management Transportation Planning
- Environmental Planning Services – CEQA and NEPA Compliance
- Geographic Information Systems (GIS) Mapping and Data Management
- Land Use and Community Plans
- Hazard Mitigation and Emergency Management Planning
- Housing Element Updates
- Site Selection, Design and Feasibility Studies
- Survey Research



As a women led organization, we know firsthand the value of DEI for providing innovative and effective planning services. We are committed to fostering an inclusive environment where diverse perspectives, experiences, and backgrounds are not only valued, but are seen as essential to our success in delivering comprehensive planning outcomes.

We are committed to equitable practices in all aspects of our work, from hiring and professional development to project management and community engagement. We actively work to identify and eliminate barriers that may prevent individuals or groups from participating fully in our projects and benefiting equitably from their outcomes. By building a diverse workforce, we bring a variety of perspectives to our projects, leading to more comprehensive and culturally competent solutions. In our community outreach efforts, we prioritize inclusive engagement strategies that ensure all voices are heard, particularly those from historically marginalized communities. We use a variety of methods to reach diverse populations, including multilingual communications and accessible meeting formats, to ensure broad participation.

We pride ourselves on serving client needs, engaging the public in visioning and local strategies, providing concise and engaging work products, and implementing comprehensive planning programs that serve to maximize the potential for implementation based on available and potential resources. Planwest has provided city planning and zoning services throughout northern California and beyond.

C. Organization and Staffing

The key members of the Planwest team are Principal Planner Vanessa Blodgett and Project Manager and Senior Planner Michelle Nielsen. Support staff includes Senior Planner Krystle Heaney, Associate Planner Sarah Wickman, Assistant Planner Amber Chung, and GIS Technician Louis Choy.



Vanessa Blodgett – Principal Planner

Vanessa Blodgett is a Principal Planner and Partner at Planwest Partners and has over 17 years of experience working with national, state, private, and local agencies on resource management, community infrastructure and planning projects. Her knowledge and leadership in policy development and program implementation has shaped outcomes for projects such as City of Ferndale Housing Element updates; the City of Arcata Gateway Area Plan and General Plan Update; Samoa Town Master Plan; and the Crescent City Harbor District LCP Amendment. Ms. Blodgett serves as the contract District Planner for the Humboldt Bay Harbor, Recreation, and Conservation

District and is assisting with grant support for the offshore wind heavy lift marine terminal project. Vanessa has expertise in land use planning and environmental compliance and mitigation monitoring programs subject to the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) which includes the preparation and processing of planning documents, environmental permits, environmental impact reports, mitigated negative declarations, policy analysis, and implementation programs.



Michelle Nielsen – Project Manager/Senior Planner

Michelle Nielsen is a Senior Planner with nearly 20 years of experience working with local governments in California, including long range and project land use planning. Previously, Michelle served as Senior Planner for Humboldt County Planning and Building Department where she was the lead planner for the County’s 6th cycle housing element update. Before leading the County’s housing element update, Michelle was the lead planner for a variety of current planning projects including residential and

commercial developments. Michelle’s planning knowledge and experience resulted in successful development initiatives for property owners and professional developers, and creating programs to effectively address the unique needs of clients. Michelle is currently the Contract Planner for the City of Ferndale, servicing the City’s day-to-day planning needs, and is responsible managing for the City’s long-range initiatives such as the Local Road Safety Plan, updates to the design review ordinance, and participation in regional efforts such as the Climate Action Plan and preparation for the 7th cycle RHNA. Michelle has administered Ferndale’s SB 2, LEAP, and REAP grants, and is currently responsible for managing the City’s 2% Bike and Ped grant. Michelle prepared 6th cycle housing elements for the Cities of Dorris, Dunsmuir, Etna, Montague, Tullake, and Yreka. As part of this effort, Michelle was responsible for preparing each city’s assessment of fair housing and developing affirmatively furthering fair housing action plans. The housing elements for each city have all been certified by the California Department of Housing and Community Development.



Krystle Heaney, AICP – Senior Planner

Krystle Heaney is a Senior Planner for Planwest and formerly worked as an environmental specialist for a Lake Tahoe area consulting firm. She is currently the Executive Officer for the Shasta Local Agency Formation Commission (LAFCo), where she is responsible for drafting and managing an annual budget, tracking financial transactions, preparing summary financial reports, conducting regular public meetings, coordinating with member agencies, and processing applications for reorganizations and boundary changes. She has also worked collaboratively with

local governments and districts, State and federal regulatory agencies, and community groups on a variety of projects including CEQA environmental review, coastal development permitting requirements, waste discharge requirements documentation, and prohibited pesticide use exemption applications. This work has included NEPA crosscutting documentation to satisfy funding requirements and work with tribal governments to develop Comprehensive Economic Development Strategy (CEDS) documents. She previously acted as a contract planner for the City of Ferndale where she was responsible for submitting annual project lists and expenditure reports for their Local Streets and Roads Program funding.



Sarah Wickman – Associate Planner

Sarah Wickman is an Associate Planner with Planwest Partners Inc. and a former planner for Humboldt County Planning and Building. She brings over eight years of experience collaborating with national, state, private, and local agencies on resource management, environmental compliance, and planning projects. Sarah has expertise in environmental resource management, grant management and administration, stakeholder outreach, and environmental compliance subject to the California Environmental Quality Act (CEQA). Her knowledge in both grant administration and

community outreach has positively shaped outcomes for projects associated with the Humboldt Bay Harbor Recreation and Conservation District’s Redwood Marine Terminal Offshore Wind Project and Humboldt County’s Sea Level Rise Regional Planning Feasibility Study. Her planning experience includes preparing and processing planning documents, securing and managing grants, obtaining environmental permits, drafting environmental impact reports, conducting policy analysis, and developing implementation plans.

Amber Chung – Assistant Planner

Amber Chung is an Assistant Planner at Planwest Partners. Amber provides administrative support services for numerous LAFCOs throughout the state, assists with environmental compliance and general plan element update

projects, and conducts stakeholder outreach for various planning projects. Her planning experience involves preparing and processing staff reports, environmental impact reports and other CEQA documents, municipal service reviews, and applications for boundary changes. Amber recently assisted with the preparation of the Land Use and Safety Elements Draft Programmatic EIR for the City of Ferndale and housing elements for five cities in rural Siskiyou County, including facilitating community engagement efforts such as creating materials for public workshops and feedback surveys. Amber also has administrative support experience with the preparation and submittal of monthly invoices, cost tracking, and submitting requests for reimbursements. She excels at project tracking to ensure deliverables and projects follow a timely schedule. She is able to effectively manage working on multiple projects at once while maintaining communication with supervisors on her progress and needs.

Louis Choy – GIS Technician

Louis Choy will serve as the team GIS Technician and will be the lead on any GIS tasks including the creation of accessible figures, updating HCAOG’s interactive Bike Map, and responding to all other GIS requests. He is a recent graduate from the University of California San Diego, afterwards participating in a fellowship with GrizzlyCorps. During this fellowship he worked with the Marin FIRE Foundry, a nonprofit that seeks to provide pathways for underserved communities into sustainable careers in the fire service. Louis coordinated outreach efforts, conducted stakeholder engagement, and served as a project manager for FIRE Foundry interns. During this fellowship, he discovered his interest in the GIS field and received a GIS certificate from UC Davis. He then led GIS projects in wildfire suitability modeling and created web maps showcasing FIRE Foundry projects. Louis is currently working with Planwest to create a webapp for the City of Eureka to ensure the efficient provision of City services, highlighting layers such as fire protection districts, land use, and community service districts. Louis is also a GIS volunteer with Seaside Sustainability helping track beach clean ups and is in the process of learning programming and scripting for GIS workflows.

D. Description and Approach

Program Management with HCAOG

Michelle Nielsen will serve as the Planwest team’s Project Manager. She will provide high-level management oversight, oversee the organization and administration of all tasks assigned by HCAOG, and will delegate specific tasks to members of the support team as needed. Ms. Nielsen will ensure that the day-to-day management of the contract is efficient and in alignment with the direction and objectives of HCAOG. To this end, she will be present at the majority (if not all) meetings with HCAOG staff. Ms. Blodgett will support the Project Manager as needed and while it is not expected to be necessary, she will also fulfill Ms. Nielsen’s responsibilities in the event she is unexpectedly not available.

Program Meetings and Communication

The Planwest team recommends that we conduct reoccurring project management meetings every other week, as needed to ensure regular communication and to monitor the progress of assigned tasks. These meetings should typically consist of one half-hour video call every other week to review the progress of on-going tasks, plan and coordinate priority work for upcoming weeks, and review associated budgets if needed. In times of increased project activity, the meetings may be scheduled to last for one hour. In times of limited project activity, the

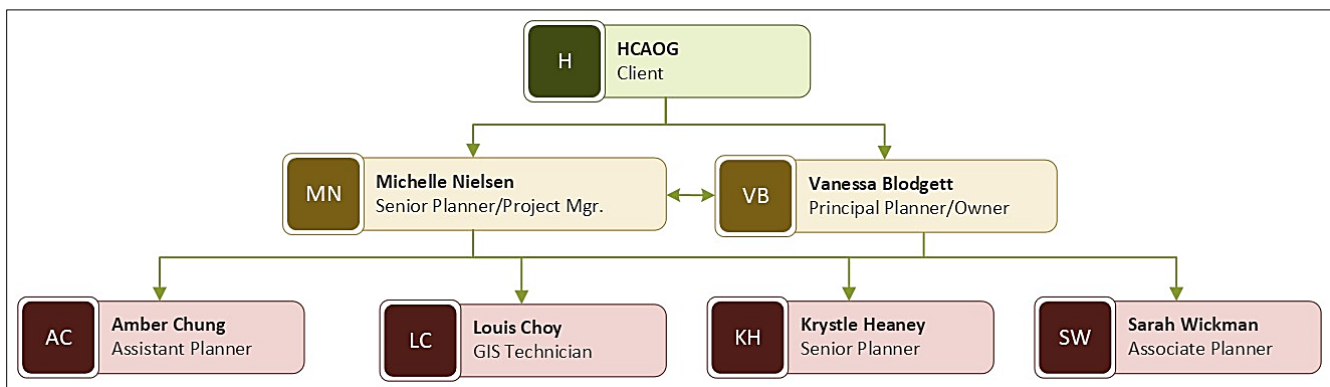
meetings may be canceled in consultation with HCAOG staff. Members of Planwest’s support team will attend in times of increased activity and for assigned tasks. At least one day prior to each meeting, the Planwest team will provide an agenda, status report, and updated schedule brief for the upcoming two to six week period. To supplement the reoccurring project management meetings, the Planwest team recommends the creation of a shared project management dashboard. The dashboard will highlight the status, schedule, and milestones for assigned tasks. The Planwest Project Manager will be responsible for updating the project management dashboard, which would occur no less than every two weeks for the duration of the contract term.

In addition to regular project management check-ins with HCAOG staff, a regular written update will be provided for the monthly Board of Directors meeting. The update will provide a brief overview of completed tasks, programs’ status, and associated project timelines.

Program Delegation

Tasks will be delegated to members of the support team who have appropriate experience and knowledge to ensure efficient completion of assigned tasks. As part of the reoccurring check-ins, the Planwest Project Manager will be responsible for reporting to HCAOG the progress of tasks assigned to the support team. HCAOG staff are welcome to directly contact key staff and the assigned support team members as needed throughout the contact term, especially during periods of high activity on specific tasks. Figure 1 below illustrates the organization of the Planwest team and flow of work.

Figure 1



Program Cost Management

Ensuring the efficient use of funds is vital to successful project management. To control costs, Planwest key staff will collaborate with HCAOG staff to develop appropriate scopes of work and budget estimates for individual tasks. The Project Manager will actively review and track team hours and expenses for all tasks assigned by HCAOG as part of this contract. Monthly invoices will be prepared for HCAOG by the 10th of the following month. Invoices will provide the date work was performed, staff who performed the work, the number of hours worked, hourly rates, and a brief description of work completed as related to the task/scope of work, and remaining budget for each task. For ongoing cost monitoring, the project management dashboard will include a comparison of the budget estimate vs. the actual for individual tasks, and will be updated every two weeks. To help catch issues early and facilitate communication, project management meetings will include a standing agenda item to review and discuss the budget. Our cost control and project management strategies make us feel confident that we can successfully manage the budget for this project.

Task 1: Project Management

Planwest has extensive experience providing professional project management services. Planwest Partners is providing project management services for Life Plan Humboldt for the development of a senior living campus in McKinleyville, and also to the Rohner Community Recreation and Park District for the development of a Wellness Center at the McLean Campus in the City of Fortuna. For HCAOG's grant-funded programs, such as Regional Vision Zero Action Plan, Zero Emission Fleet Transition Plan, and the North State Hydrogen Fueling Siting Analysis Review, our team possesses the expertise and adaptability to serve as dedicated project managers for your projects or to provide support on an ad hoc basis. We can assist HCAOG in managing consultant work to ensure projects adhere to schedules, budgets, contractual objectives, and that the goals of HCAOG and its project partners are met. Our suite of project management services includes but are not limited to:

- Monitoring day-to-day activities necessary to track and manage contractors' progress, control project costs, completion of deliverables, and ensure overall performance is in accordance with the scope of work.
- Coordinating with contractors to provide regular progress reports for HCAOG staff and its advisory committees and councils, and the HCAOG Board.
- Facilitating contractors' establishment of project advisory committees, completion of information requests by project partners and member entities, and public engagement as needed.
- Reviewing and offering input on consultants' work products to ensure they align with contractual schedules and quality standards.
- Reviewing project related invoices, contractor applications for payment, and contract documents, as to completeness, accuracy, and compliance with terms of respective contract agreements. Provide information as necessary for HCAOG staff and Board to monitor grants and submit required reports.

Establishing consistent communication is essential for successful project outcomes. To this end, our recommended approach would be to schedule bi-weekly, one half-hour video status update meetings with consultants, with invitations to HCAOG staff, to review the progress of on-going tasks, to plan and coordinate on priority work for upcoming two to six weeks, and a budget review. During periods of increased activity, status update meetings may occur weekly or may be scheduled for an hour. As part of managing consultants, Planwest will also maintain organized and accurate records appropriate for documentation, reporting, and to facilitate knowledge transfer.

Task 2: Grant Administration

Successful grant administration relies on attention to detail. Many funding programs have their own specific reporting requirements which are often defined by the legislation authorizing the funding. These reporting requirements ensure that the funding is utilized to meet the goals set for each program. For example, the Regional Vision Zero Action Plan, is a federal grant program that seeks to achieve a significant reduction in traffic fatalities and serious injuries on all public roads for all users. Projects that support this goal could include dedicated bicycle facilities and increased signage at crosswalks. Grant reporting for these types of projects may include final project designs showing separate bicycle lanes along roadways, pictures of flashing crosswalk signs, and detailed invoices showing the amount of labor and materials spent on construction of said infrastructure.

To ensure successful grant administration, Project Manager Nielsen will assign a support team member to manage and oversee all aspects of a specific HCAOG grant including reporting to HCAOG. The same team member may be

responsible for administering multiple grant programs such as those under the Federal Transit Administration, Federal Highway Administration, Caltrans, California Department of Housing and Community Development, and others as awarded to HCAOG. Maintaining a consistent task manager will provide consistency in reporting and ensure accuracy.

Task managers will be responsible for reviewing individual program requirements and timelines. This will include attending trainings offered for each program, reviewing reporting guidelines and updates provided by funding agencies, utilizing agency specific reporting tools such as TrAMS for the Federal Transit Administration, and adhering to reporting timelines. This may include quarterly project update reports, incremental requests for reimbursements, and project closeout surveys.

As part of the grant administration process, Planwest will also provide organized and accurate record retention. Many funding programs require record retention for several years after a project is completed so that independent audits may be completed efficiently, and so records can be accessed quickly if a public request for information is submitted. Planwest will provide organized and indexed files to HCAOG including all submitted funding progress reports, detailed invoices and requests for reimbursements, email correspondence with funding agencies, award letters, project closeout surveys, and other funding documentation as required by each funding program.

Task 3: Unmet Transit Needs

The Planwest team has the experience and local knowledge necessary to manage both phases of the Unmet Transit Needs (UTN) annual cycle in consultation with HCAOG. Our knowledge and experience working with the staff and legislative bodies of local member entities will enable HCAOG to readily task the Planwest team with managing the UTN public outreach phase for the fiscal year 2025-26 cycle. Members of our team have prepared numerous public hearing notices and staff reports, and frequently make presentations before local governing boards and councils. With team members residing in Humboldt County, Planwest is also able to easily conduct in-person meetings with local organizations, especially those representing the target population, to table at local community events, and implement other public engagement priorities as needed.

During the public outreach phase, Planwest will coordinate with public agencies to schedule presentations that provide an overview of the UTN process and provide the governing boards and members of the public an opportunity to comment on unmet transit needs in their jurisdiction. This will include the preparation of public notices, draft website content for public agencies, staff reports, and other outreach material as needed. Planwest will also coordinate and conduct meetings with transit operators to obtain insight into current trends in ridership and potential needs for additional services.

Our team has the experience necessary to manage and complete the tasks of the UTN's second phase, which involves compiling and organizing received public input, coordinating with transit operators for comment on unmet needs, and producing the annual report with findings for the HCAOG Board. As part of this task, Planwest will keep an accurate and up to date log of comments received which will be sorted by jurisdiction. We will also provide a summary of comments received that identifies major themes and potential responses and action items.

Utilizing our decades of planning experience, we will produce a report in consultation with HCAOG that evaluates input from the public and transit operators to identify any unmet transit needs consistent with the HCAOG Board's adopted definition, and assesses whether an unmet need meets the *reasonable to meet* criteria. We can also facilitate the Social Services Transportation Advisory Council's review and feedback on the report. Based on feedback from staff and advisory councils, Planwest will then prepare and present the final draft UTN report to the HCAOG Board for adoption.

Task 4: GIS Requests

The Project Manager will delegate HCAOG's GIS requests to Louis Choy, Planwest's GIS Technician. Mr. Choy will manage and execute requests for the creation of GIS figures and exhibits for HCAOG reports. Mr. Choy will also manage and implement requests to update/create interactive GIS maps and apps, and other GIS requests to update HCAOG's current mapping portfolio. Planwest has an extensive GIS database to pull upon when creating maps and figures including road, trail, and transit networks throughout Humboldt County.

Task 5: Grant Writing

To continually ensure alignment with the goals and needs of HCAOG, the Planwest Team will leverage their knowledge of local, state, and federal funding programs to proactively seek out and identify relevant grant opportunities for HCAOG. Planwest has experience working with various potentially applicable grant programs, including Caltrans, the Federal Highway Administration, and housing grants.

The Planwest team will thoroughly review each funding agency's requirements, including Notices of Funding Availability (NOFAs), FAQs, webinars, and other resources to ensure a comprehensive understanding of the application process and to maximize the chances of securing funding. Planwest will provide expert guidance on compliance, ensuring that all applications meet reporting and administrative requirements. This includes interpreting the nuances of specific funding guidelines and advising HCAOG on compliance and reporting responsibilities, especially for federal or state-funded projects, such as the Regional Vision Zero Action Plan. In addition, the Planwest team has extensive experience in creating supporting documents that HCAOG might need to bring it into compliance with state and federal grant requirements.

When required, the Planwest team will prepare and submit letters of intent or pre-applications. Planwest's team members are well-versed in creating compelling pre-application documents that effectively communicate the project's need, its goals, objectives, and strategies, including performance outcomes, the budget and narrative, and evaluation plan in a proposal. This may require gathering information and collecting data, thorough interviews and research to understand and clearly depict the entity, its organizational capacity, and the proposed project or program for which funding is sought. The same thorough process would be utilized for preparation of grant proposal documents.

Planwest takes a methodical and collaborative approach to managing the completion of all tasks related to grant proposal development. This includes coordinating data collection, writing, revisions, editing, document version control, and pre-submission activities to ensure the proposal meets all funding requirements in a timely fashion. We regularly coordinate and engage in project management meetings as well as utilize shared project documents that track progress and deliverables to ensure efficient task completion. Our approach, in combination with our expertise in transportation and infrastructure planning, allows Planwest to carefully craft each grant proposal to align with both the technical and strategic goals of HCAOG.

The Planwest team will regularly provide virtual and/or in-person support during required interviews or meetings with a funding agency. Support we have provided in the past includes preparing presentations, attending meetings to advocate for proposals, offering clarity, and answering questions from funders. The same support activities would be provided for HCAOG.

After submittal of complete grant application packages, Planwest will monitor the status of grant applications and, upon securing funding, will assist with the submission of award contracts and necessary compliance documentation to execute the grant.

Task 6: Other Duties as Assigned

Planwest prides itself on being adaptable and responsive to client needs. We understand that HCAOG's needs may change depending on project deadlines, number of planned community meetings, and overall staffing levels. As such, we will be ready and able to assist HCAOG with other duties as assigned by staff when needed. Project Manager Nielsen will be responsible for receiving requests for assistance and delegating tasks to support staff as necessary. Potential duties that Planwest is able to fulfill include, but is not necessarily limited to:

- Development of staff reports for regular meetings of the board and various advisory committees.
- Drafting letters of support for various programs and legislative initiatives.
- Preparing and submitting permit applications.
- Preparing virtual and in-person presentations.
- Conducting community outreach such as tabling at events, distributing flyers, preparing online surveys, facilitating community workshops, and holding open houses.
- Preparing draft maps for reports, presentations, grant applications, and public outreach materials.
- Drafting CEQA documentation.
- Providing NEPA support.
- Assist with the development and public engagement for the 7th cycle regional housing needs plan.
- Active transportation demonstrations.

Our dedicated and experienced staff of planning professionals are able to tackle a wide range of tasks. We will approach each task with the utmost professionalism and care no matter how large or small the request.

E. & G. Cost Proposal, Travel, and Mileage

2024 Planwest Partners Inc. Rate Schedule – *Effective January 1*

PLANWEST PARTNERS HOURLY RATE SCHEDULE	
Staff Position	Rate Per Hour
Principal Planner	\$ 170.00
Senior Advisor	\$ 160.00
Senior Planner / Senior Analyst / Project Manager	\$ 145.00
GIS Manager	\$ 145.00
Associate Planner / Analyst	\$ 135.00
Assistant Planner / Services Specialist	\$ 115.00
GIS Analyst	\$ 115.00
Planning Technician	\$ 95.00
GIS Technician	\$ 95.00
Administrative Assistant	\$ 85.00
Planning Intern	\$ 75.00

Direct Expenses:

Mileage:	\$0.67 per mile or direct rental/insurance/fuel costs
Printing:	direct printing costs
Binding:	\$ 1.00 per binding
Postage:	current US Postal Service rates
Label Sheets:	\$ 0.30 per sheet
Standard Envelopes:	\$ 0.05 per envelope
Flat Sized Envelopes:	\$ 0.15 per envelope

Copying and Map Plots:

8 ½" x 11" B & W copies:	\$ 0.10 per page
8 ½" x 11" color copies:	\$ 0.60 per page
11" x 17" B & W copies:	\$ 1.00 per page
11" x 17" color copies:	\$ 1.50 per page
Color Plots on bond (draft quality) roll stock (matte):	\$ 5.00 per square foot
Color Plots on Polypropylene stock (glossy):	\$ 8.00 per square foot
Color Plots on coated presentation stock:	\$ 10.00 per square foot

Note: Any travel and per diem reimbursement costs will be consistent with the California Department of Transportation's Travel Guide policies for consultants, contractors, and subcontractors Rates and expenses subject to annual review and adjustment (non-state employees).

F. Résumés & Relevant Projects/Services with References

Resumes

Resumes for key staff including Senior Planner/ Project Manager Michelle Nielsen and Principal Planner/ Partner Vanessa Blodgett are included in this proposal as Attachment 1.

Relevant Projects/Services with References

City of Ferndale – Contract City Planner Services, and General Plan Element Updates

Planwest has served as the contract City Planner for the city of Ferndale since 2008. Our planning services include reviewing applications for use permits, subdivisions, and lot line adjustment; preparing of staff reports; reviewing and updating City ordinances, including the ADU ordinance in 2019; and applying for grant funding and administering awarded grants. We also respond to public queries about the City’s land use regulations and how they apply to a project, and provide technical assistance to project applicants. In 2019, Planwest was able to secure funding through the SB2 grant program to implement several programs that will aid in housing development in the City. This includes updating the Ferndale Land Use Element, updating the Drainage Master Plan, and completing CEQA for updates of several General Plan elements.

As contract City Planner for the City of Ferndale, Planwest Partners also provides long-range planning services, and has been responsible for updating several of the City’s General Plan Elements. Most recently this has involved a comprehensive update of the Land Use and Safety Elements in addition to working on the Historical Resources Element. The last time the City’s General Plan was comprehensively updated was in 1986. As such, many of the elements must be developed from the ground up in order to comply with current Office of Planning and Research guidelines and state law. As part of each update, Planwest works closely with the City Manager, leads public outreach, provides staff reports and attends Planning Commission meetings, and stays up to date on current legislation to ensure that all elements accurately reflect the desired growth in the City. Planwest has also conducted CEQA on the City’s housing element updates and is currently completing the CEQA process for the Land Use and Safety Element updates, including preparing an Environmental Impact Report. Planwest is also currently working on a Local Road Safety Plan for the City and recently completed conducting public outreach and holding discussions with stakeholders.

Contact Person: Jay Parrish, Ferndale City Manager
Phone: (707) 786-4224
Email: citymanager@ci.ferndale.ca.us
Date of Completion: Ongoing
Project Manager: Vanessa Blodgett & Michelle Nielsen



City of Mt. Shasta - Housing Element Update and Emergency Shelter Amendments

Planwest is leading a team that is currently assisting the City of Mt. Shasta with their 6th cycle Housing Element Update. The City is interested in programs that make it easier to develop housing and increase the variety of housing types in their community through programs that are appropriate for the area and provide realistic and creative solutions to the housing challenges facing Mt. Shasta residents at all income levels. Key will be programs seeking updates to some of the zoning rules that apply in residential zones and to some types housing. To ensure

the Housing Element Update incorporates the range of housing issues from a variety of perspectives, Planwest identified community stakeholders and conducted interviews within the community, including representatives of special populations. Planwest updated the City’s demographic and housing profiles to assess housing needs, including assessing the City’s fair housing needs. Planwest developed a housing program and action plan to remove procedural and regulatory barriers, and to affirmatively further fair housing. We continue to coordinate this project for the City to obtain HCD certification. In 2023, Planwest prepared a modern emergency shelter ordinance and shepherded it through the public hearing process, with the City Council adopting the ordinance in October 2023.

Contact Person: Jeff Mitchem, Planning Director
Phone: (530) 926-7517
Email: jmitchem@mtshastaca.gov
Date of Completion: In progress
Project Manager: Michelle Nielsen



Humboldt Bay Harbor, Recreation, and Conservation District – District Planner Staffing Services

Planwest Partners has served as the Humboldt Bay Harbor, Recreation and Conservation District (District) Planner since 2014 and engages in various District activities and projects. Through these roles, we have had the opportunity to work closely with District staff, property owners, applicants, and other agencies on an extensive array of Humboldt Bay projects. Planwest researches, analyzes, and evaluates marine resources, land use, transportation, and public services data and information consistent with District planning objectives. Planwest prepares and presents District planning reports with alternatives and recommendations. Planwest coordinated and facilitated an informational open house to help publicize planning and development efforts for a Harbor District owned, former pulp mill site located adjacent to Humboldt Bay. We manage the completion of key grant requirements for complex District projects like the Redwood Marine Terminal Offshore Wind Project. As part of our grant administration work, we have developed critical documents such as the District’s Language Access Plan (LAP) and modifications to the District-wide Community Engagement Plan to ensure compliance with federal community engagement standards. Planwest is currently responsible for the processing of roughly seven new District permits a year and around thirteen permit renewals annually. We maintain compliance with local, state, and federal regulations, including CEQA and NEPA, while coordinating with regulatory agencies.

Contact Person: Chris Mikkelsen, Executive Director
Phone: (707) 443-0801
Email: cmikkelsen@humboldtby.org
Date of Completion: Ongoing
Project Manager: Vanessa Blodgett



Additional Relevant Project Examples

Humboldt County Association of Governments Regional Transportation Plan - VROOM: Outreach and Technical Assistance

Planwest assisted HCAOG with the Regional Transportation Plan: VROOM 2022-2042 Update including GIS mapping and figures, public outreach and engagement in collaboration with RCAA, and environmental review. Planwest prepared mapping exhibits and graphics that supplement the text of the document including, but not limited to land use, population centers, bicycle routes, and transit route maps. Planwest and RCAA worked closely with HCAOG to conduct public outreach and provide multiple formats for community members and key stakeholders to provide input and feedback.

City of Crescent City and Del Norte County – Local Road Safety Plans

Planwest lead preparation of the City of Crescent City Local Road Safety Plan (LRSP) and participated in developing the Del Norte County LRSP. This included ongoing project management, communication, correspondence and coordination with the project team, agencies, stakeholders and LRSP working group. Planwest assisted with establishment of a stakeholder group and conducted virtual meetings to review preliminary crash, traffic, and roadway data and establish emphasis areas, goals, priorities, and countermeasures. Project tasks also involved data collection and review, analyzing data and making recommendations, preparing the Local Road Safety Plans in accordance with FHWA guidelines and Caltrans requirements, and presenting the final LRSPs to the decision-making bodies (i.e. City Council, Board of Supervisors).

Yurok Tribe TIRCP Grant Proposal Assistance

Planwest teamed up with Cogent Analysis Group in 2023 to assist the Yurok Tribe Transportation Department, in collaboration with Schatz Energy Research Center and Humboldt Transit Authority (HTA), to develop a tribal transportation project proposal for the Cycle 6 Application for the Transit and Intercity Rail Capital Program Grant (TIRCP) which focused on “Expanding Transit Services and Growing Zero-Emission Fleets on California’s North Coast”. As part of this proposal, Planwest and Cogent worked closely with project proponents to develop a detailed project narrative, budget, schedule, scope, benefits and tracking, and evaluation criteria for “Project Element 1: Replace the Yurok Tribe’s Existing Transit Service Bus Fleet and Serve with Zero-Emission All-Electric Fleet”. This project focused on both the upriver section (specifically the revitalized former KT-Net fixed-route service) and on the Klamath area Dial-a-Ride service, with a separate plan for each.

Planwest documented the need for funding to provide underserved, under-resourced families living in Tribal communities’ access to critical services including groceries, laundry, and other retail services; transportation to job opportunities; and connections to further transit that takes them to medical appointments or retailers of goods and services not found in the immediate area. Inflow/Outflow Job Counts for Klamath Census Designated Place (CDP) conducted by State of California Economic Development Department (EDD) Eureka office was utilized to demonstrate the interconnected nature of Crescent City, Arcata, Eureka, and Klamath, and thus the critical importance of the Yurok Tribe’s transit service Dial-A-Ride Service. Planwest also documented historical ridership levels of the former KT-Net service and the Tribe’s plan to resume service by introducing clean, new, quiet electric vehicles to make the service more attractive to potential riders and increase ridership post-pandemic.

Conflict of Interest

Planwest has no conflicts of interest relative to the services to be provided under this contract. Planwest will refrain from and disclose subsequent potential conflicts during this contract. Planwest will at all times avoid conflicts of interest, or the appearance of conflicts of interest, in the performance of this contract. For the purposes of full disclosure, please note that Planwest has active and ongoing contracts with the City of Ferndale, the City of Fortuna, and We Are Up.

Other Requirements

A. Insurance Coverage

Planwest Partners, Inc. carries general and professional liability insurance in the following amounts:

- Commercial General Liability: \$2,000,000 per occurrence and \$4,000,000 for general aggregates.
- Business Automobile Insurance: \$1,000,000 per accident.
- Workers Compensation Insurance: \$1,000,000 per accident for bodily injury or disease.
- Errors and Omissions Professional Liability Insurance: \$1,000,000 per claim and \$2,000,000 aggregate.

Planwest will provide insurance certificates during contracting for the project.

B. Disadvantaged Business Enterprise (DBE) Policy and Obligation

Planwest Partners, Inc. is a women-owned small business, although we are not currently certified as a Disadvantaged Business Enterprise.

C. Title VI of the Civil Rights Act of 1964

Planwest Partners, Inc. agrees to comply with all the requirements imposed by Title VI of the Civil Rights Act of 1964 (49 USC 2000d) and the regulations of the U.S. Department of Transportation issued there under in 49 CFR Part 21.

D. Equal Employment Opportunity

Planwest Partners, Inc provides equal employment opportunities to all employees and applicants for employment. Planwest is committed to fostering an inclusive environment where diverse perspectives, experiences, and backgrounds are valued and necessary for success. We have less than fifty employees and as such do not have an affirmative action policy. As noted above, Planwest is a women-owned small business.

Attachment 1

Vanessa Blodgett

Principal Planner and Partner



Vanessa Blodgett is a Principal Planner and partner with Planwest Partners Inc. She has over seventeen years of experience working with national, state, private, and local agencies on resource management, community infrastructure and planning projects. Vanessa has expertise in land use planning and environmental compliance and mitigation monitoring programs subject to the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA). Her knowledge and leadership in policy development and program implementation has shaped outcomes for projects such as the City of Arcata General Plan Update; City of Ferndale Land Use Element Update; numerous Housing Element Updates; and various Humboldt Bay Harbor, Recreation and Conservation District Projects. Her planning experience includes the preparation and processing of planning documents, facilitating community engagement, preparing environmental permits, environmental impact reports, mitigated negative declarations, policy analysis, and implementation plans.

EDUCATION

University of California Santa Cruz
Environmental Studies/ Earth Sciences, 2005

TRAINING/PROFESSIONAL AFFILIATIONS

HSU Leading Organizational and Community Change: Courses 2016-2017

Humboldt Area Foundation, Cascadia Leadership Program: 2011

Association of Environmental Professionals
Advanced CEQA Workshops: 2009-2023

Member, Association of Environmental Professionals: 2008-Present

Relevant Project Experience

- **Humboldt Bay Harbor Recreation and Conservation District Projects. Humboldt County, CA**
Participate in a variety of planning, environmental review, and permitting activities for Harbor District projects. Coordinate with District staff and consultants; manage, prepare, and review CEQA documents. Coordinate and prepare coastal development permit applications for District projects and facilities.
- **City of Arcata General Plan Update**
Working with the City of Arcata on a comprehensive general plan update which includes, but is not limited to, land use, circulation system, infrastructure, safety, design, resource conservation, and open space. The project also includes a new area plan (Gateway Area Plan). Assisted the City with coordinating and facilitating outreach activities throughout the project including an open house, public meetings and coordinating associated CEQA review.
- **City of Ferndale Contract City Planner**
Serving as contract city planner which includes providing staffing services at Planning Commission and City Council meetings, processing and coordinating review of planning applications, and preparing staff reports. Prepare General Plan Element Updates including Land Use Element (in progress) and the 6th Cycle Housing Element Update. Conducted community surveys, hosted open house event, and continuing to facilitate public review processes.
- **6th Cycle Housing Element Updates**
Worked with numerous jurisdictions on 6th Cycle Housing Element Updates including, but not limited to Del Norte County, City of Yreka, City of Mt. Shasta, City of Dunsmuir, and others. These updates included substantial public engagement including surveys, stakeholder interviews, and public meetings.
- **Noyo Harbor District Community Sustainability Plan**
Collaborated with the Noyo Harbor District Staff and Commissioners, stakeholders and the broader Fort Bragg regional community in the preparation of a Community Sustainability Plan (CSP). The Planwest team facilitated multiple outreach sessions to solicit input from key Noyo Harbor stakeholder groups, including commercial fishermen, charter boat operators, waterfront businesses, and community members, as well as conducted surveys, interviews, and public meetings.
- **City of Arcata West End Specific Plan**
Planwest prepared the West End Specific Plan (WESP) for the City of Arcata which included land use, circulation system, infrastructure, economic development, and finance components. The plan provided recommendations for improvements that encourage development.

Michelle Nielsen

Senior Planner



Michelle Nielsen is a Senior Planner with nearly 20 years of experience working with local governments in California, including long range and project land use planning. Previously, Michelle served as Senior Planner for Humboldt County Planning and Building.

Michelle's housing element preparation and implementation, engagement with a broad range of stakeholders, and project permitting and entitlement experience offers a broad perspective when engaging organizations, agencies and stakeholders in developing housing policy and implementation programs. She has project management experience that is tailored to the unique needs of communities served.

Relevant Project Experience

- **Public Engagement**

Developed community online community surveys for housing element updates, and responsible for promoting the surveys to increase resident participation. Developed a local agency initiative to leverage state housing law to improve housing production, and led the property owner recruitment campaign. Led community workshops.

- **Local Agency Housing Element Preparation**

Prepared housing element drafts for local agencies, including affirmatively furthering fair housing analysis and action plans. Lead planner for preparing housing elements with implementation programs that emphasize property owner technical assistance, removal regulatory and procedural barriers, improving housing production for special populations, and meeting new State housing laws. Responsible for facilitating discussions with Department of Housing and Community Development for certification, and preparing revisions to respond to HCD input.

- **Housing Element Implementation**

Prepared SB 2 and LEAP grant applications, implemented awarded activities, and administered the grants. Responsible for the preparation of annual general plan and housing element annual progress reports. Lead planner of a local Article XXXIV ballot measure authorization that the voters passed. Developed a local agency initiative that leverages SB 10 (2021) to improve housing production, and led the property owner recruitment campaign. Responsible for all aspects of assisting the Humboldt County Housing Trust Fund and Homelessness Solutions Committee to issue an RFP for a PLHA suballocation including obtaining technical assistance from HCD to procure prospective vendors, to recommend award, and to finalize the services agreement.

- **Land Use Project Planning**

Served in various roles with Humboldt County, including as a lead of a four to five person team responsible for entitling and permitting commercial cannabis operations. Project planner for entitling numerous residential, commercial and industrial developments including preparation of project negative declarations. Prepared general plan conformance reviews for local agencies. Also, project planner for boundary adjustments, subdivisions, and certificates of compliance. Worked to secure Coastal Commission approval of a Local Coastal Program amendment to allow planned retreat of cabins from a recurring natural hazard.

- **Project Management**

Managed the planning, coordination, execution, and implementation of the 6th cycle housing element updates for the cities of Yreka, Mt. Shasta, Dorris, Dunsmuir, Etna, Montague, and Tulelake, Siskiyou county, and the 2019 Housing Element Update for the County of Humboldt.

EDUCATION

University of California Riverside
B.A., Political Science, 1992

TRAINING/PROFESSIONAL AFFILIATIONS

Humboldt Area Foundation, Cascadia
Leadership Program, 2019

Association of Environmental
Professionals

Advanced CEQA Workshops 2014-2023