



December 18, 2020

Chantell O'Neal
Assistant Director, Engineering Division
City of Fort Bragg Public Works Department
416 N Franklin St, Fort Bragg, CA 95437

Subject: **Proposal for Initial Study for 251 South Franklin Dollar General Store**

Dear Chantell O'Neal,

Metropolitan Planning Group (M-Group) is pleased to submit this proposal to provide environmental review services for a proposed development requesting Design Review/Site & Architectural Review for a new approximately 9,100 square foot retail store on a one-acre corner parcel to fulfill requirements under the California Environmental Quality Act (CEQA). Based on our understanding the environmental review is expected to culminate in an Initial Study that would provide the basis for a determination for an exemption or require a Mitigated Negative Declaration (MND).

M-Group has a successful track record of providing environmental review services to municipalities throughout the Bay Area and beyond. M-Group's environmental planners take a tailored approach to environmental review drawing upon our familiarity with local and regional planning efforts.

We understand the environmental considerations associated with sensitive issues. M-Group is well suited to provide the services that the City of Fort Bragg requests. Our staff is familiar with conducting environmental analyses in compliance with CEQA, and in line with federal, state, and local regulations and policies. This proposal outlines our team's understanding of the project and provides our proposed scope of work, staffing, budget, and timeline. We propose Sheldon S. Ah Sing, AICP, Principal Planner as the project manager; and Ranu Aggarwal, AICP, Senior Planner to complete the environmental analysis and Geoff Bradley, AICP, will serve as the Principal-In-Charge providing project oversight.

We appreciate the opportunity to submit a proposal for this project and look forward to providing environmental services to the City of Fort Bragg. We trust that information contained herein is sufficient for the City's purposes in evaluating this proposal. Should any additional information, qualifications or references be necessary, they can be provided upon request. Our proposal is good for up to 90 days from time of submittal. Please do not hesitate to contact us should you have any questions.

Sincerely,

GEOFF BRADLEY, AICP
Principal-In-Charge
gbradley@m-group.us
408.340.5642 x 102

PROJECT TEAM/ QUALIFICATIONS

M-Group's team consists of a well-rounded group of professionals with a range of environmental review experience and land use planning experience. M-Group Principal Geoff Bradley, AICP will serve as the Principal in Charge and oversee the project to ensure the environmental review is completed to the satisfaction of the City, at the highest quality, and on time and budget. Principal Planner Sheldon S. Ah Sing, AICP will serve as the Project Manager, overseeing preparation of the CEQA documentation, carrying out analysis in accordance with CEQA and act as the day-to-day contact for City staff. Ranu Aggarwal, AICP, Senior Planner, will assist with carrying out analysis in accordance with CEQA.

Our mission is to create *a new design on urban planning* by working closely with city and county staff, stakeholders, and decision makers to address community planning needs in a tailored and forward-looking way. Timeliness, efficiency, best practices and excellent customer service are at the core of our approach to planning consulting and staffing solutions.

The following includes brief profiles of key M-Group members experience. Their resumes are included as attachments.

GEOFF BRADLEY, AICP | PRINCIPAL-IN-CHARGE

Geoff has over 25 years of professional public and private experience working with a variety of architectural, planning, development firms and public agencies. Prior to the formation of M-Group, this included 10 years of public sector experience with Bay Area planning and redevelopment agencies, and 10 years of private sector experience. Geoff has worked with numerous jurisdictions throughout the Bay Area. His work includes downtown revitalization, major commercial, mixed-use, transit oriented projects, as well as updates of General Plans, Housing Elements and Zoning Codes.

SHELDON S. AH SING, AICP | PROJECT MANAGER + PRINCIPAL PLANNER

Sheldon has over 19 years of planning experience and tackles projects in a thoughtful and effective manner. He understands the full scope of planning best practices and can skillfully coordinate a multitude of public and private interests on complex projects, bringing them to successful completion. Sheldon has managed environmental documents for hillside development, Creekside development and development on former orchard property. Sheldon has also managed the entitlements for complex and high profile commercial, industrial, residential, mixed use, and Transit Oriented Development projects.

RANU AGGARWAL, AICP | SENIOR PLANNER

Ranu is an accomplished urban planner with over fifteen years of professional planning experience in diverse areas of Urban and Regional Planning. Ranu's professional practice philosophy emphasizes teamwork, thoroughness, accuracy, and efficient time management. Her expertise includes land use planning, development and environmental review, urban design, project management, graphic communications, presentations, community outreach, and geographic information systems. Ranu has worked for multiple cities in the Bay Area managing development and environmental review projects from residential subdivisions to commercial and industrial facilities. She conducts and coordinates review of complex projects to ensure the interests of the community are addressed in the review process. She has authored and managed preparation of environmental documents, and special studies for a variety of long range projects including general plan updates.

PROJECT UNDERSTANDING

It is understood that the City of Fort Bragg received an application for a Design Review for a new 9,100 square foot retail building on a one-acre vacant parcel.

The proposed project requires discretionary approval from the City of Fort Bragg. The project is subject to a Design Review/Sign and Architectural Review.

PROJECT APPROACH

M-Group proposes to draft an Initial Study to support the City in its determination for an exemption or a Negative Declaration/Mitigated Negative Declaration. The Initial Study will fully evaluate all environmental categories in accordance with the Environmental Checklist in the CEQA Guidelines. As a part of this effort all trustee and responsible agencies will be identified. The environmental setting, potentially significant environmental impacts, and measures to reduce potential impacts will be described. The level of impact following implementation of mitigation measures will be identified. M-Group will provide an environmental document that is concise, accurate and able to withstand scrutiny.

M-Group will work collaboratively with the City of Fort Bragg to ensure the timely completion of the CEQA document. M-Group will work collaboratively with City staff and the Project Team (through the City) to resolve concerns as they are identified. We will confer with regulatory agencies and stakeholders, as appropriate, to ensure that all parties of interest have the opportunity to provide input early in the process. We will take the initiative to keep the project on track by working proactively with City staff, responsible agencies and the applicant team. M-Group understands that the completion of a successful environmental document is dependent upon clear and direct communication, sound technical analysis, and attentive project management. We stay actively engaged in our projects from inception to completion.

AREAS OF CONCERN

M-Group will provide a comprehensive review of the existing physical conditions and regulatory context and will assess the project's potential to result in environmental impact for each environmental category in Appendix G of the CEQA guidelines. Given our understanding of the project context the primary areas of concern are expected to be transportation and the applicability of the new Vehicle Miles Travelled (VMT) thresholds established on July 1, 2020. We proposed that Fehr & Peers (under separate contract with the City) conduct a robust analysis (see Fehr & Peers scope of work) to address VMT and other transportation related issues.

M-Group will work collaboratively with City Staff and the applicant's team (through the City) as appropriate to secure the necessary technical studies to fully evaluate the project's impacts in line with State and Federal requirements. Should any services from M-Group's team be necessary beyond the scope of services identified herein a scope and budget augment will be necessary.

SCOPE OF SERVICES

The following describes M-Group's scope of work for the subject project.

TASK 1: PROJECT MANAGEMENT

Our team will be available throughout the environmental review process to correspond with City staff, and/or the applicant team (as appropriate), gather information, and address any concerns. Sheldon Ah Sing will serve as the Project Manager and the primary point of contact for the City. He will provide routine updates on progress and oversee coordination of the environmental team. This task includes one kick-off meeting with City staff to finalize the scope, schedule and budget. Included in this task are routine and ongoing check-ins, progress updates, coordination, and general correspondence over the course of the project.

Task 1 Deliverables: *Kick-off meeting and a finalized project scope, schedule, and budget; bi-weekly status updates (via email or conference call) to keep the City informed of project progress; and summary memos detailing outcome of team meetings.*

TASK 2: BACKGROUND RESEARCH

M-Group will conduct a full review of all available information on the project site and vicinity including photo documentation, a records search of relevant documents, the history and past uses of the subject site, and applicable regulations. M-Group will provide recommendations to the City for notifying environmental agencies, any referrals, and carrying out notification.

Task 2 Deliverable: *Memorandum outlining additional information or data needed to fill in any identified gaps, if applicable.*

TASK 3: PROJECT DESCRIPTION

M-Group will prepare a CEQA-compliant project description and coordinate with the City to confirm adequate scope and detail prior to proceeding with the environmental analysis. The project description will describe the proposed project and include background and site history information, environmental and regulatory conditions, location graphics, and other pertinent project details. Prior to proceeding with the environmental analysis, M-Group will secure confirmation that the project description has been prepared to the City's satisfaction and fully reflects the applicant's proposed project.

Task 3 Deliverable: *Electronic version of the Administrative Draft Project Description including supporting graphics.*

TASK 4: DRAFT INITIAL STUDY

M-Group will prepare an Initial Study using the CEQA Guidelines Appendix G Environmental Checklist. M-Group will document the level of impact for each environmental category. The Initial Study will characterize the existing physical and regulatory setting, identify potential impacts and provide documentation to support a CEQA determination. M-Group will use any technical studies submitted to inform the Initial Study and support the level of impact determination.

Task 5 Deliverables: *Administrative Draft Initial Study (electronic); and (technical studies and references will be provided electronically.*

TASK 5: FINAL INITIAL STUDY

Following review by the City, M-Group will incorporate any comments into a Final Initial Study. For purposes of this proposal it is presumed that the Initial Study will be the final product and deliverable. If it is determined that a Negative Declaration or Mitigated Negative Declaration is necessary, an amended scope of work and budget will follow.

Task 5 Deliverables: One electronic copy of the Final Initial Study.

PROJECT SCHEDULE

We have dedicated sufficient staff resources to complete the environmental review as expeditiously as possible. The following project schedule presumes that environmental review will commence once a sufficient level project design detail is developed to adequately evaluate potential project impacts.

At project kickoff, specific target dates will be established in close coordination with City staff to identify calendar days for deliverables and reasonable response times from the City.

Task	Target Date
1. Project Management	
Project Management and Team Coordination <ul style="list-style-type: none"> • Kick-off Meeting/ Confirm Scope • Progress Reports • Team Meetings 	Ongoing <ul style="list-style-type: none"> • Week 1 • Bi-weekly via email/phone • TBD
2. Background Research	
<ul style="list-style-type: none"> • Complete Background Research • Data Needs Memo to City 	<ul style="list-style-type: none"> • Week 1 • Week 1
3. Project Description	
<ul style="list-style-type: none"> • Admin Draft Project Description to City • City to Provide Comments 	<ul style="list-style-type: none"> • Week 1 • TBD
Technical Studies	
<ul style="list-style-type: none"> • Traffic Study (Fher & Peers) 	<ul style="list-style-type: none"> • Week 5-6
4. Draft Initial Study	
<ul style="list-style-type: none"> • Administrative Draft Initial Study • City to Provide Comments 	<ul style="list-style-type: none"> • Week 7 • TBD
5. Final Initial Study	
<ul style="list-style-type: none"> • Administrative Final Initial Study/MND 	<ul style="list-style-type: none"> • 1 Week Following City Comments

COST PROPOSAL

We have prepared a budget that includes the cost estimates for completing the work for Tasks 1 through 5, as described above. We anticipate a not to exceed budget of \$9,966, inclusive of a 10% contingency.

M-Group understands that the project specific contract will be on a percentage basis within the total not to exceed budget amount. M-Group will bill the City by percent complete on a monthly basis.

PROJECT ASSUMPTIONS

1. M-Group will coordinate with the City to ensure that any records and past reports relevant to the project area including previous environmental review documents and any technical reports, etc., are obtained and referenced.
2. M-Group will coordinate directly with appropriate departments and/or through the City Designee to ensure that any considerations associated with emergency vehicle access, police protection, and infrastructure capacity are incorporated into the environmental review.
3. M-Group's team will be granted access to the project site in timely manner to carry out necessary fieldwork and data collection.
4. City staff will assemble and provide M-Group with all responses received through the initial noticing and referral process.
5. The City will provide M-Group with a complete application packet and will forward any new or revised plans or data as materials are submitted.
6. This scope of work assumes that the project will not undergo substantive modifications in design or intensity once environmental review is underway.
7. This scope of work assumes that no new technical studies, beyond those identified as herein, will be required. If during the course of analysis further technical reports are needed or supplementation information recommended, a budget adjustment would be required.
8. This scope of work assumes that the environmental review will culminate in an Initial Study, if potentially significant impacts are identified and project design modifications to avoid impacts cannot be identified then a Mitigated Negative Declaration will be warranted requiring a scope and budget adjustment.
9. We anticipate that the project would be complete its public hearings within four months from the start of the CEQA work. If the project exceeds this timeframe, then additional project management hours may be needed with a budget augmentation request agreed to by the City.

BUDGET

251 S. FRANKLIN - DOLLAR GENERAL				
18-Dec-20		M-GROUP		
Task Number / Description	Sheldon Ah Sing, Project Manager	Ranu Aggarwal, Senior Planner	M-Group Hours	Subtotal
Hourly Billing Rate	\$165	\$145		
TASK 1: PROJECT MANAGEMENT				
1.1 Kick off meeting & Project Management	10	0	10	\$1,650
Task 1 Subtotal:	10	0	10	\$1,650
TASK 2: BACKGROUND RESEARCH / SITE VISIT				
2.1 Background research	2	4	6	\$910
2.2 Prepare Data Needs Memo	0	2	2	\$290
Task 2 Subtotal:	2	6	8	\$1,200
TASK 3: PROJECT DESCRIPTION				
3.1 Admin Draft Project Description	0	1	1	\$145
3.2 Final Project Description	1	1	2	\$310
Task 3 Subtotal:	1	2	3	\$455
TECHNICAL STUDIES				
Traffic Study (Fehr & Peers) (separate scope)	0	0	0	\$0
Task Subtotal:	0	0	0	\$0
TASK 4: DRAFT INITIAL STUDY				
4.1 Prepare Administrative Draft Intitial Study	3	24	27	\$3,975
4.2 Prepare Screencheck Draft IS	2	6	8	\$1,200
Task 5 Subtotal:	5	30	35	\$5,175
TASK 5: FINAL INITIAL STUDY				
5.1 Draft Final Initial Study	0	4	4	\$580
Task 6 Subtotal:	0	4	4	\$580
<i>Project Subtotal (hours + budget)</i>	<i>18</i>	<i>42</i>	<i>60</i>	<i>\$9,060</i>
<i>Direct Costs</i>				<i>\$0</i>
			Subtotal	\$9,060
<i>10% Contingency Costs</i>				<i>\$906</i>
Project Total				\$9,966

NOTES

- 1 M-Group reserves the right to re-allocate hours and include assistance from other planners within M-Group to complete the tasks, as necessary, but within the total budget.
- 2 Cost Proposal is for a Not-to-exceed Contract with monthly invoicing based on task completion.
- 3 Travel time and expenses have been factored into the budget.
- 4 Unexpected issues out of scope or extended timeline out of the control of M-Group may necessitate the need to additional budget.