

**RANCHO SIMI RECREATION AND PARK DISTRICT
INTEROFFICE MEMORANDUM**

DATE: July 12, 2007

TO: General Manager

FROM: Assistant General Manager

SUBJECT: Approval of Agreement with Hogle-Ireland, Inc. for Consulting Services Related to the Redevelopment of the Sinaloa Golf Course Property (Sinaloa Park)

On October 16, 2006, the District's Board of Directors approved a Conceptual Program and authorized staff to proceed with the Permit process for redevelopment of the District's Sinaloa Golf properties. The facility, to be called Sinaloa Park, would offer a variety of family oriented recreational amenities for the community, including pitch-n-putt golf, miniature golf courses, outdoor water play area, seasonal outdoor ice rink, game room, family and group picnic and party facilities, food concession, and associated parking, landscape, and buffer areas.

At its meeting of January 22, 2007, the Simi Valley City Council, as part of a General Plan Pre-Screening Application (PR-633), authorized the District to proceed with the planning and permitting for the facility. Entitlement approvals needed for the project include a General Plan Amendment, Change of Zone, a Conditional Use Permit, and various other approvals and permits.

In order to help process the design plans and supporting reports and documents, Staff is recommending that the Board approve the enclosed Agreement with Hogle-Ireland, Inc. Under the terms of the Agreement, Hogle-Ireland will be responsible for completing the entitlement process for Sinaloa Park and will act as the manager for a team of designers, engineers, and other subconsultants. The design team is listed on Pages 3 and 4 of the Hogle-Ireland proposal. Included in this Agreement are the Traffic/Circulation/Parking Study, the Noise and Air Quality Study, the Initial Environmental Assessment, and a Marketing and Operational Plan. Also included is substantial community outreach, including continual dialog with surrounding neighborhoods and the community in general.


The term of the Agreement is fifteen (15) months. The negotiated fee for the work is \$369,300 plus reimbursables not to exceed \$18,900. Additionally, Consulting Agreements with a Civil Engineer Project Architect and other remaining consultants will be submitted to the Board of Directors within the next several months.

As part of the Staff Report on this item, Paul Ireland of Hogle-Ireland, Inc. will provide a presentation to the Board on the firm's qualifications as well as the project's scope of work.

Fiscal Impact: Adequate funds are budgeted in the Sinaloa Golf Course Redevelopment Project to cover these expenditures.

Board Action Requested:

That the Board approve the Agreement with Hogle-Ireland, Inc. for Consulting Services Related to the Redevelopment of the Sinaloa Golf Course Property (Sinaloa Park).



Ed Hayduk
Assistant General Manager

EH:bjm

AGREEMENT
RANCHO SIMI RECREATION AND PARK DISTRICT

SINALOA PARK – COMMUNITY OUTREACH, ENTITLEMENT PERMITTING,
ENVIRONMENTAL DOCUMENTATION, MARKET ANALYSIS AND OPERATIONS
PROGRAMMING, AND PROJECT MANAGEMENT

This Agreement is made and entered into this _____ day of _____, _____ between the Rancho Simi Recreation and Park District, hereinafter called "District", and Hogle-Ireland, Inc., hereinafter called "Consultant". For and in consideration of their mutual promises, obligations assumed, releases given, payments made and to be made, and the other considerations set forth herein, the parties hereto agree as follows:

1. Consultant's Services: The Consultant agrees to complete community outreach, entitlement permitting, environmental documentation, market analysis and operations programming, and project management studies necessary for securement of an entitlement permit from the City of Simi Valley for the redevelopment of the District's 38-acre Sinaloa Golf Course properties as set forth in the Consultant's Proposal, as submitted by Paul J. Ireland, Partner, dated June 2007. A copy of the Consultant's Proposal is attached hereto and by this reference incorporated herein as Attachment "A". The services described in said document are cumulatively referred to herein as the "Project".

The Project involves the redevelopment of the District's Sinaloa Golf Course properties, to be known as Sinaloa Park, and includes:

- Retention of the existing 9-hole Pitch-and-Putt Golf Course
- Elimination of the existing driving range
- Conversion of the existing clubhouse to an event party room
- Construction of a new 4,300 square foot clubhouse that includes a pro shop, a game room, ticket counter, lobby, offices, and storage

- Construction of a water play area which includes children's and teens' pools, a water slide, a lazy river, and a 5,000 square foot support building which contains a food concession, outdoor ticket booth, offices, showers, and restrooms
- Construction of three miniature golf courses
- Construction of picnic shelters throughout the site
- Construction of a seasonal outdoor ice rink
- Construction of an expanded parking area accommodating 321 spaces
- Associated landscape, including buffer areas

2. Consideration and Payment: In consideration of the services to be rendered under this Agreement, the District shall pay to the Consultant a fee consistent with Consultant's Proposal in the amount of Three Hundred Sixty-Nine Thousand, Three Hundred Dollars (\$369,300). Said sum shall be paid in increments consistent with the performance of services by the Consultant under this Agreement based upon the following schedule.

Fee Schedule

The Fee Schedule for Tasks 1 through 5 is shown below:

Task One:	Community Outreach.....	\$145,250
Task Two:	Entitlement Permitting	\$ 77,750
Task Three:	Environmental	\$ 73,000
Task Four:	Operations and Marketing Analysis	\$ 15,000
Task Five:	Project Management	\$ 58,300
	Total	\$369,300

In addition, the District shall pay reimbursable expenses associated with the Project, which include actual expenditures made by the Consultant in the interests of the Project and expended by the Consultant up to a maximum of Eighteen Thousand Nine Hundred Dollars (\$18,900) at the rates described in the Consultant's Proposal.

A. Progress payments will be made to the Consultant for services performed under this Agreement pursuant to approved itemized statements submitted by Consultant and approved by the District's Board of Directors. Normally payment will be made following approval of payment as soon as feasible after the first regular meeting of the District's Board of Directors of each calendar

month, provided that itemized statements being considered have been received at least ten days prior to that meeting.

- B. It is understood that the consultant's services covered under this Agreement and the completion of the services to be performed by the Consultant under this Agreement, shall extend over a period of no more than fifteen (15) months. Delays in excess of five (5) working days, as the result of the District failing to approve or suggest changes for services submitted, shall extend the fifteen (15) month period by an equivalent number of working days.
3. District Responsibilities: The following data and services will be furnished without cost to Consultant by District to the extent that the information, data, and services are available to the District.
1. Full information regarding District requirements for the project.
 2. Those studies and design plans included as "Under Contract to District" on Pages 3 and 4 of the Proposal, including Architecture/Theming, Water Play Elements Design, Miniature Golf Design, Landscape Design, Engineering, Hydrology, and Soils.
4. Ownership: Upon completion of the project, Consultant shall provide District with a complete set of reproducible plans and drawings (CAD format) and associated studies and related documents in a form suitable for retention as a permanent record of the project. All plans, drawings, and documents furnished to the District under this contract shall become the property of the District but may not be used elsewhere after completion of the project without agreement of the Consultant.
5. Project Manager: Paul J. Ireland, Partner, shall be individually responsible to the District for the completion of the services which are the subject of this Agreement. He shall personally coordinate the efforts of Consultant in the completion of the drawings and documents herein discussed. He shall be available to the District for conferences and discussion relative to said services.
6. Termination: The District may, at its option, terminate this Agreement at any time prior to completion of this contract by giving to Consultant a written notice of termination. Upon receiving such a notice, Consultant shall immediately discontinue further services under this contract and surrender to the District the plans, drawings, and written materials prepared to the date of termination. Such plans, drawings, written materials, and other supporting documentation shall be, in the event of

termination, the property of the District, and may be used by the District in the same manner as if they had been completed. In the event of such termination, the District shall pay to Consultant a reasonable fee based upon services actually performed, which fees shall in no event exceed the maximum fee authorized under this Agreement.

7. Financial Records: Consultant shall maintain an efficient and accurate record as to all costs and expenses incurred by Consultant in connection with this Agreement; and the Consultant's accounts at all reasonable times shall be open to inspection by District.
8. Progress of Services: Consultant shall commence the services provided for in this Agreement as soon as this Agreement has been executed, and the Consultant shall proceed to completion of same without delay. All services under this Agreement shall be performed by the Consultant in a timely manner.
9. District's Agent: The General Manager, or his designated representative, is the agent authorized to act for District.
10. Nonassignability: Neither this contract, nor any of Consultant's obligations under it, may be assigned without the prior written consent of the District.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and at the place noted above.

RANCHO SIMI RECREATION
AND PARK DISTRICT

CONSULTANT: HOGLE-IRELAND, INC.

By: _____
Larry Peterson, General Manager

By: _____
Paul J. Ireland

Partner
Title

ATTACHMENT "A"

CONSULTANT'S PROPOSAL

Sinaloa Park

Scope of Work

Simi Valley, CA

April 2007

Prepared for:

Rancho Simi Recreation and Park District

1692 Sycamore Drive

Simi Valley, CA 93065

Prepared by:

Hogle-Ireland, Inc.

2860 Michelle Drive, Ste. 100

Irvine, CA 92606





Sinaloa Park Scope of Work For Community Outreach, Entitlement, Environmental Documentation, Market Analysis and Operations Programming and Project Management

Project Understanding	2
Requested Services	2
Task 1 – Community Outreach	4
Task 1A – Outreach: Message Development	5
Task 1B – Outreach: Educate	6
Task 1C – Outreach: Motivate	7
Task 1D – Follow-Up	7
Task 2 – Entitlement.....	8
Task 2A – Coordination with District	8
Task 2B – City of Simi Valley Contact	8
Task 2C – Document Preparation	9
Task 2D – Coordination with other Agencies	9
Task 2E – Project Revisions	9
Task 2F – Graphic Preparation	9
Task 2G – Public Presentations	9
Task 2H – Visual Simulations	9
Task 2I – Modifications to Scope of Work	9
Task 2J – Additional Services	10
Task 3 – Environmental Processing	10
Task 3A – Noise Study	10
Task 3B – Air Quality Analysis	11
Task 3C – Visual Simulations	12
Task 3D – Wetland Analysis	12
Task 3E – Traffic Study.....	12
Task 4 – Operations/Market Analysis	14
Task 4A – Market Analysis:.....	14
Task 4B – Programming Assistance:	15
Task 5 – Project Management	15
Fee Schedule	21



Project Understanding

The Rancho Simi Recreation and Park District (District) is proposing the redevelopment of the existing Sinaloa Golf Course. The current uses on the site include a driving range and a pitch-and-putt 9-hole golf course on an approximately 25-acre parcel. The redeveloped use expands the site to approximately 38 acres, retains the 9-hole pitch-and-putt, eliminates the driving range, and introduces the following:

- Conversion of the existing clubhouse to an event party room;
- Construction of a new 4,300-square-foot club house that includes a pro shop, a game room, ticket counter, lobby, offices and storage;
- A water play area which includes children's and teens' pools, a water slide, a lazy river, and a 5,000-square-foot support building which contains a food concession, outdoor ticket booth, offices, showers, and restrooms;
- Three miniature golf courses;
- Picnic shelters;
- A seasonal outdoor ice rink; and
- An expanded parking area accommodating 321 spaces.

Collectively, the various recreational facilities are to be called "Sinaloa Park."

Requested Services

The District requested a Scope of Work detailing the activities necessary to entitle the Project through the City of Simi Valley. Entitlement approvals include a General Plan Amendment, Change of Zone, a Conditional Use Permit, and various other approvals and permits. The professional disciplines necessary to complete the Project include:

- Project Management
- Community Outreach
- Graphic Preparation
- Traffic Engineering and Parking Analysis
- Wetland Analysis and Possible Assessment and Delineation
- Noise Engineering
- Air Quality Analysis
- Architecture Design
- Landscape Design
- Water Feature Design
- Miniature Golf Design
- Civil Engineering
- Hydrology Engineering
- Soils Engineering
- Market Analysis

Hogle-Ireland, Inc., (HII) proposes to complete the entitlement for Sinaloa Park and act as the project manager for a team, a portion of whom will be sub consultants to HII while the remainder will directly contract for their services with the District.



Sinaloa Park Development Team

Service/Professional Discipline	Firm
Project Management/ Community Outreach/ Graphic Support/Site Design	Hogle-Ireland, Inc. 2860 Michelle Drive, Suite 100 Irvine, CA 92606
Traffic/Circulation/Parking	Contact: Paul Ireland Associated Transportation Engineers 100 Hope Avenue Suite 4 Santa Barbara, CA 93110
Wetland Assessment and Permitting	Contact : Richard Pool Envicom 28328 Agoura Road Agoura Hills, CA
Noise and Air Quality	Contact: Travis Cullen Mestre Greve Associates 27812 El Lazo Road Laguna Niguel CA 92672
Market Analysis and Programming	Contact: Fred Greve Ballard King and Associates 2743 E. Ravenhill Circle Highlands Ranch, CO 80126
	Contact: Ken Ballard
Service/Professional Discipline	Firm
Architecture /Theming	Behr Broweres Architects, Inc. 340 N. Westlake Blvd, Suite 250 Westlake Village, CA 91362
Water Play Elements Design	Contact: Francisco Behr Aquatic Design Group 2226 Faraday Ave. Carlsbad, CA 92008
Miniature Golf Design	Contact: Randy Mendioroz Harris Miniature Golf Courses,

Firms/Disciplines
Under Contract to Hill

Firms/Disciplines
Under Contract to
District



Landscape Design

Inc.
141 West Burk Ave.
Wildwood NJ 08260

Contact: Tony Hunnicutt
RMA International
315 3rd Street Suite E
Huntington Beach, CA 92648

Engineering
Hydrology
Soils

Contact: Bob McMahon Jr.
To be Determined
To be Determined
To be Determined

All the services can be categorized under five areas:

- Task One - Community Outreach
- Task Two - Project Entitlement
- Task Three - Environmental Documentation
- Task Four – Operations and Marketing
- Task Five - Project Management

The proposed Scope of Work for each of these services is provided in more detail below.

Task 1 – Community Outreach

Our experience teaches us that educating the public is a crucial first step for any project.

In order to provide the community with a better understanding of the recreational opportunities that the District envisions, one of the first tasks of the Consultant Team will be to provide more definition and refinement to the proposed park plan. The Consultant Team will prepare operational guidelines for the park and establish the suggested balance of facilities that both responds to the recreational needs of the community yet is not disruptive to the existing neighborhoods surrounding the Park. A site plan will be prepared and preliminary noise and traffic studies will be conducted and shared with the community. We understand that while the District believes it has been attentive to its neighbors and sensitive to physical setting of the Park, it is prepared to revise operational and physical features of the Park based on community input. Our goal is to conduct community outreach to show that this project is a positive addition to the community, and to point-out that the District is a proactive group—one who listens and responds to community concerns.

We propose using a three-pronged approach. The first of these initiatives is an assertive public affairs effort, geared toward educating elected and appointed officials about the park. We will also work to educate key community civic and local thought leaders, groups, and organizations, about the project so that they can share the information with their membership.



Second, we will conduct a comprehensive community relations effort geared toward securing a strong city-wide public understanding of the project and developing a group of city leaders, business leaders, stakeholders, and citizens who can be called upon to share the project details.

Third, is a specific outreach program targeted at educating the surrounding neighborhoods about the project, and gaining input from the residents so as to create the best possible park for the area. This will include a series of neighborhood meetings, resident site tours, and as needed, smaller-group resident meetings with those living in the neighborhoods surrounding the project site. This task is critical – gaining valuable input from the neighbors will help to develop a park with optimal public benefit, and build much-needed consensus within the community.

The goal for all of the above is to educate the community, acquire public participation and avoid any costly delays.

Approach Details - we recommend the following sequence of grassroots steps:

- Develop an Operations Plan for the Park which clearly articulates the Park's operating schedule (days, hours, etc.)
- Brand the project – "tell the story," humanize and enhance the vision of the park
- Solidify key messages/themes and put them into collateral materials (simple brochure/one sheet/outreach presentation)
- Develop a project Website – key to keeping the lines of communication open with the community about the project
- Reach out to community activists/leaders – specifically the Chamber, elected/appointed officials (City Council, Planning Commission & neighborhood councils), boards, local leaders/activists – schedule meetings to educate them on the project
- Research to identify opposition groups. Listen and respond to their issues and make every effort to resolve their concerns.
- Reach out to the community – obtain and create thorough mailing lists of surrounding neighbors and interested individuals, groups, and organizations for our outreach efforts
- Schedule neighborhood meetings – coordinate individual meetings with each neighborhood within close proximity to the project site
- Schedule additional community meetings – send a letter of invitation to attend a larger-sphere community meeting to hear about the project
- Schedule site-tours for neighbors and smaller group meetings as needed
- Create a meeting presentation
- Crisis management (if and as needed)
- Media relations

Task 1A – Outreach: Message Development

The foundation of our effort is the creation of the message concerning the Project. We start off with research.



Community Audit – it is important to make some phone calls to several key stakeholders to assess how the project is currently perceived as it enters the public discussion in the surrounding areas:

- a. Message Development – our goal is to create a message and carry out actions that create a “brand identity” for the park (the proprietary visual, emotional, rational, and cultural image that you associate with a project).
- b. Contact Database Creation – create a database from list collection. From this we will create mailing lists, enhance them, and create an active database for all future actions.
- c. Additional Research – former officials and community groups - gain contact information for future phases of this program.

Task 1B – Outreach: Educate

1. Collateral Development – we will create the collateral tools needed to reach out and educate local residents about the park. This includes a brochure and one sheet, direct mail letters and a response card(s). The central pieces to our efforts will be a simple full-color brochure and an attractive project presentation, which will include our key messages and graphics to illustrate our points. This step also includes the development of a project Website that will be updated regularly as the project progresses to keep the community informed on the plans. The site will feature a feedback link so that neighbors and others within the community can comment on the project details and provide important input.
2. Community Activists/Leaders – we will contact elected and appointed officials, the Chamber, the School Board, and other community groups and schedule meetings to brief them on the project.
3. Neighborhood and Larger-Community Presentations – we will create a thorough presentation and invite the close-proximity neighbors, and other groups to attend meetings to hear about the project and encourage their active participation in the planning process.
4. Phone Follow-up – Within 72 hours of the meeting invitation being sent, we will follow up each letter with a personalized phone call to the Home Owners Associations (or individuals’ homes if there isn’t an HOA) or to the leader of the notified community group encouraging their participation.
5. Confirmation Mail – Every person who responds by mail, phone, or at a neighborhood/community meeting will receive a personalized letter within 72 hours thanking them for their participation.



Task 1C – Outreach: Motivate

This phase of our program is called Get Out The Support, or GOTS.

We will detail and then initiate this phase at the appropriate time – prior to the first public hearing.

Task 1D – Follow-Up

The efforts after the approval are important so that the community has periodic opportunities for updates on the project.

All of our actions and steps must stay somewhat flexible in order to respond to the ebb and flow of the Project. The benefit of much of the above is that we create an atmosphere of a group who cares about the community and fosters positive relationships.

Below is a consolidated list of activities that is suggested to achieve the community support tasks which are discussed above:

Task 1-A

Message Development

1. Community Audit
2. Message development
3. Database creation (list collection)
4. Collateral material & printing (fact brochure/one sheet, letters, response card)
5. Project presentation creation
6. Determination of mail universe(s) and securing data
7. Neighbor and Community outreach agendas set
8. Set meeting dates and secure all details
9. Develop project Website

Task 1-B

Educate

10. Direct mail to data base (invitation to meetings)
11. Phone follow-up to surrounding Home Owner's Associations
12. Neighborhood and Community meetings/presentations
13. Confirmation mail
14. Continued outreach to community groups, leaders, and organizations
15. GOTS data base creation



Task 1-C

Motivate Neighborhood Council, Planning Commission and City Council GOTS/Hearing

16. Follow up mail
17. Presentations as needed
18. GOTS
19. Follow-up calls
20. Pre-hearing dinner(s)

Task 1-D

Follow-up

21. Post hearing and forward
22. Outreach and GOTS as needed

Based on response of the neighbors, the wider public and opinion leaders at this point, programs can be developed to continue communicating, and to make sure the public is educated prior to any project changes.

Task 2 – Entitlement

Three major approvals will be required by the City of Simi Valley. These are: 1) a General Plan land use change to Recreation Commercial; 2) a Zone Change to Commercial Recreation; and 3) a Conditional Use Permit (CUP).

This Scope of Work is a “turn key” approach where Hogle-Ireland, Inc. will be responsible for the preparation of each application, the coordination of the work of each sub consultant leading to the preparation of work products and exhibits of sufficient detail to meet all requirements and expectations of the City.

Task 2A – Coordination with District

Prior to initiating work with the City, Hogle-Ireland, Inc., will establish a formal working and communication relationship with the Rancho Simi Recreation and Park District to assure that the District Staff is fully aware in advance of the activities of the consultant team, including the scheduling of meetings, study sessions, etc., so as to permit ample time for District Staff to provide additional direction or input.

Task 2B – City of Simi Valley Contact

Hogle-Ireland, Inc. will establish contact with, maintain communication with, and respond to the requests of the various City departments involved in the review and approval process for the Park.



Task 2C – Document Preparation

All necessary submittal documents will be completed. Should any technical studies or information beyond the capabilities of Consultant Team be necessary, Hogle-Ireland, Inc. will secure the studies and/or information. Professional services that may be needed and exceed the contract limits or have not been included in the Scope of Work will be discussed and approved in writing by the District prior to securing such services.

Task 2D – Coordination with other Agencies

Hogle-Ireland, Inc. will coordinate any approvals that are necessary through the Ventura County Watershed Protection District, the Ventura County Fire Protection District, and if necessary the Department of Water Resources. Any issues or permits through agencies that focus primarily on environmental issues will be addressed under Task 3 – Environmental Compliance.

Task 2E – Project Revisions

It is assumed that plan revisions will be necessary during the approval process. Hogle-Ireland, Inc. will work with the District staff and consultant team to achieve the timely revision of plans that maintain the integrity of the overall plan while responding to the request of staff, Community Councils or other involved parties.

Task 2F – Graphic Preparation

Hogle-Ireland, Inc. will prepare and coordinate the presentation and graphic materials to be used in all public presentations.

Task 2G – Public Presentations

To the extent the District prefers, we are prepared to make all presentation throughout the duration of the project.

Task 2H – Visual Simulations

Hogle-Ireland, Inc. has full-services graphics capability. We will develop visual simulations from residences around the Project in order to assess visual impacts.

Task 2I – Modifications to Scope of Work

Hogle-Ireland, Inc. understands the nuances associated with entitlement processing and anticipates the need to adjust the scope of work and respond to issues and requests that are not anticipated at the initiation of a project. This level of flexibility is essential to assure that projects are kept on schedule and so that the expectations of the District and the reviewing agencies are met.



Task 2J – Additional Services

**with written authorization from the District*

All professional services needed to complete the Entitlement Process but not already secured by the District will be recruited and the professional services secured.

Task 3 – Environmental Processing

Based on our understanding of the project and preliminary discussions with City Staff, we believe that the appropriate environmental documentation that should accompany the Project is a Mitigated Negative Declaration (MND). However, stand alone technical studies will be needed to address air quality, noise, traffic, and perhaps a soils analysis and wetlands delineation report. Although not required, we propose to also prepare view simulations. View simulations will help portray how the park may impact and/or be impacted by surrounding development. Clearly, simulations can provide an added level of comfort for interested parties and provide reviewers better level of understanding of the park which will in turn allow them to agree to a MND rather than a more costly and lengthy Environmental Impact Report (EIR).

Prior to the determination of whether an MND or EIR will be required, the City will prepare an Initial Study. The Initial Study will provide direction as to whether the appropriate environmental document will be an MND or an EIR.

In the event an EIR is required, the City uses an EIR consultant selection process in which the City selects and retains the consultant to prepare the EIR from a pre-approved list of environmental consulting firms. The contract is with the selected firm but the applicant (District) is responsible for costs of preparation. An EIR, if required, is not included in either this Scope of Work or budget.

The technical studies recommended above will be needed regardless of whether an MND suffices as the environmental documentation or an EIR is necessary. Hogle-Ireland, Inc. will select and direct the activities of sub-consultants for the preparation of the following:

Task 3A – Noise Study

The following items will be included in the Noise Study:

1. Noise measurements will be made at a minimum of six sites surrounding the project area. The goal of the noise measurements is to determine the existing ambient noise levels in the residential areas surrounding the project site. Since the park may operate during the evening hours, noise measurements will be conducted during the day and then repeated during the evening hours.
2. The FHWA highway noise model ("FHWA Highway Traffic Noise Prediction Model," FHWA-RD-77-108) will be used to describe existing noise traffic levels in the project vicinity. Community noise standards relevant to this project are contained in the City of Simi Valley Noise Element and Noise Ordinance. Standards for the jurisdiction will be summarized and their relevance to the project discussed.



3. The potential noise impacts can be divided into short-term construction noise and impacts on surrounding land uses. The types of construction and demolition equipment that will likely be used and the duration of construction will be identified. Typical construction and demolition noise levels will be presented for nearby areas. The application of the City Noise Ordinance to control construction noise will be discussed.

The noise impacts associated with the project's traffic on adjacent land uses will be assessed in terms of the CNEL noise scale. The increase in noise levels due to the project will be determined. Areas that will experience a significant noise increase will be identified. For the project scenario, the absolute noise levels experienced in these areas will then be determined, and the resulting land use/noise compatibility discussed.

Traffic noise levels that impact the project site will also be assessed for compatibility with the proposed land uses. Noise levels within the project area will be determined and compared to noise/land compatibility guidelines contained in the City Noise Element.

A key part of the noise assessment will be to evaluate the noise levels that will be generated by the water play area and to project those noise levels to the surrounding community. We will need to obtain noise levels for a similar water park area. Our limited experience indicates that crowd noise, including loud teens on water slides, is the prime noise generator. We will visit a similar water park area in the Southern California area and make noise measurements of their operations. We will need the assistance of City staff in identifying a similar water park area. Additionally, the water parks are seasonally operated, and therefore, the noise measurements will need to be made when the park is in operation. Once noise levels for an existing water park are determined we can make projections of the noise levels of the proposed water park. Projected noise levels will be compared to existing noise levels in the community and to the Simi Valley Noise Ordinance to determine the potential for impacts.

4. Mitigation strategies will be identified as needed for the control of noise levels. Measures will be developed as necessary to mitigate on-site and off-site noise impacts.

Task 3B – Air Quality Analysis

The following items are included in the Air Quality Analysis:

1. The existing air environment will be described in terms of meteorology, local topography affecting pollutant dispersion, and ambient air monitoring data. A summary of current air management efforts, which may be related to the proposed project, will be provided with particular emphasis on the draft 2007 AQMP, and the requirements for air quality assessments identified in the SCAQMD's CEQA Handbook. Sensitive receptor areas within the project vicinity will be identified. Since existing uses are on-site, the emissions from current activities will be calculated.
2. The air quality impacts of the proposed project can be divided into the short-term dust generation, local impacts and long-term regional air pollution increases.



Short-term dust and emission generation due to construction and demolition activities will be forecasted. The URBEMIS model or a similar methodology will be used. Measures to reduce dust generation are required by the South Coast Air Quality Management District. Additionally, measures are contained in the 2007 AQMP for control of construction activity emissions, and these also will be included in the list of mitigation measures.

Long-term emissions will be generated due to increased traffic, the combustion of natural gas, and the generation of electricity. The emissions generated by these sources will be assessed and compared to potential regional air quality impacts.

Measures will be developed to reduce significant air quality impacts to the extent possible.

Task 3C – Visual Simulations

Following the preparation of preliminary but detailed vertical features of the Project such as the clubhouse and the water features, HII will prepare computer generated modeling to identify visual impact of the Project's features on surrounding properties. Up to four visual simulations will be prepared.

Task 3D – Wetland Analysis

The Consultant Team will conduct an evaluation of the site to assess the likelihood of the presence of jurisdictional "waters of the United States," including wetlands, within the boundaries of the proposed project. If jurisdictional waters appear to be present and cannot be avoided through site plan modifications a more formal jurisdictional delineation study will be needed. A jurisdictional delineation will require an expansion of and likely a modification to the time frames assumed in the Scope of Work and is likely to require a substantial cost adjustment.

Task 3E – Traffic Study

The following items are included in the Traffic Study:

1. The Consultant Team will meet with the City of Simi Valley staff to finalize the scope, methodology and content of the traffic impact study for the project. An agreement between City staff and the Consultant Team will be the product of this task, documenting the agreed upon assumptions for the study. It includes such items as: intersections to be studied, time periods to be studied, trip generation rates, ambient growth factor, related projects, trip distribution patterns, trip credits for existing active or prior land uses on site, discounts from transportation demand management, internal trips or pass-by trips, and other methodological issues.



2. It is estimated that detailed intersection capacity analysis will be necessary at up to a total of eight (8) locations. As mentioned above, the precise number and locations of the intersections to be analyzed will be determined in conjunction with the City of Simi Valley staff. For budgeting purposes, it is anticipated that traffic counts at the study intersections will be needed at up to eight intersections. The cost to conduct the eight intersection peak period turning movement counts is included in the budget estimate as a direct cost item.
3. The Consultant Team will evaluate the potential impacts of the proposed project in accordance with the directions contained within the City of Simi Valley's *Guidelines for the Preparation of Traffic Impact Reports*. This includes traffic analyses conducted under the following scenarios:
 - a) Existing Conditions;
 - b) Existing Conditions plus Project Conditions;
 - c) Future No Project Conditions;
 - d) Future with Project Conditions; and
 - e) Future with General Plan Amendment Conditions.
4. Existing intersection operating conditions (in terms of volume/capacity ratios and level of service) will be quantified using the Critical Movement Analysis (CMA) method of intersection analysis per the City of Simi Valley requirements. We will use a localized traffic analysis software program called "TRAFFIX" to analyze existing traffic operations and to assign cumulative and project related traffic volumes to the roadway network. TRAFFIX is a versatile traffic impact analysis model, which allows analysis of intersections using several operations and planning methodologies, plus analysis of both signalized and unsignalized (2-way/4-way) intersections.
5. Intersection Analysis - Using the trip generation information as described above, we will estimate and assign project-related trips to the study intersections using a localized traffic impact model completed on the TRAFFIX software system. The trip distribution assumptions will be discussed with the City staff and will be incorporated into the TRAFFIX model.
6. Intersection levels of service with the project will be determined and compared to both existing and future conditions without the project. Any significant impacts forecast to be caused by the project will be highlighted. The Consultant Team will identify the intersections with significant impacts.
7. Parking and Circulation Analysis - An assessment of the proposed parking supply will be conducted in respect to anticipated parking demand to ensure adequate on-site parking is provided. If a parking shortfall is identified, recommendations will be developed to minimize the impact.



8. A circulation analysis will be conducted and would include an assessment of the proposed driveway access for auto and pedestrian traffic. If any potential impacts are identified, recommendations will be made to help minimize or eliminate these issues.
9. Mitigation Measures - If any study locations are found to be significantly impacted by project-related traffic, mitigation measures to reduce residential street impacts, circulation or parking issues will be discussed and developed in consultation with City of Simi Valley staff. Potential mitigations will be examined to determine their physical feasibility and effectiveness, and a recommended plan will be developed. Recommended physical improvements will be evaluated from a conceptual planning perspective only (preliminary engineering drawings are not included as part of this work scope).
10. Documentation/Response to Comments - An Administrative Draft TIA report will be submitted for review in approximately seven weeks after notice to proceed. Based on comments, a final report will be prepared.

Task 4 – Operations/Market Analysis

The primary focus of the task will be assist the District and the Consultant Team to better determine the expected user groups and attendance for the park. Further, completion of this task will assist to establish the proper mix of elements/features offered in the park as well as determine the optimum size/capacity of the elements that will be included in the facility. Special care will be taken to achieve a balance that optimizes park use and availability for District residents while assuring that the park establishes and maintains a positive relationship with its surrounding residents and larger community. The following sub tasks will be completed under this work effort. A written report will be prepared which documents the findings of each of the following subtasks.

Task 4A – Market Analysis:

1. Service area identification
2. Demographic characteristics/community profile
 - Population/age range/income
 - Businesses/schools
 - Trends
3. Review of existing city/district facilities/programs/services
 - Existing studies
 - Organizational structure/wage scales
 - Department policies and procedures
 - Existing aquatic/recreation program statistics
 - Demand for programs/services and facilities
4. Competitive market analysis
 - Alternative recreation/aquatic service providers
 - Facilities and services offered
 - Admission rates/attendance numbers



Task 4B – Programming Assistance:

1. Project component recommendation/prioritization
 - Validate or adjust the existing facility program
 - Determine sizing and space allocation requirements
 - Component relationships and interaction
 - Capacity and use issues
2. Determination of final program
 - Phasing options

Task 5 – Project Management

The duration of the project is expected to be fifteen months. *If the project duration exceeds fifteen months due to unanticipated events such as legal action, a revision to the Scope of Work and budget may be warranted and discussed with District Staff.* Hill will manage the project as well as coordinate the work effort of the consultant team, including both the sub consultants who are directly under contract with the District and those contracting with Hill. It is Hogle-Ireland, Inc. understanding that within thirty (30) days of issuance of a Notice to Proceed by the District, the District will contract with a civil engineer, soil engineer, and hydrology engineer. These consultants will assist the specialized professional service firms prepare plans.

The project is generally defined as securing the necessary entitlement approvals for the project from the City of Simi Valley and other agencies that have approval/permit authority over the project—the proposed budget does not include the costs of any needed permits, application fees and/or processing fees required by any authority having jurisdiction for the project. Included within this Task are the following:

- ensure and maintain an ongoing communication with Rancho Simi Park and Recreation Staff. Keep District Staff apprised ongoing progress, potential issues and other matters as determined by the District—associated with this item are up to thirty meeting or conference calls with park staff through the duration of the project
- work with the District to insure the Scope of Work of each sub-consultant is responsive and inclusive of the products and/or services needed for the completion of the project—associated with this task is an initial and final review of the Scopes of Work of each sub-consultant if requested by the District Staff
- schedule the completion of work products, attendance at meetings and other incidentals of each sub consultant
- oversee the preparation of all entitlement applications
- assure product quality control and the timely completion of work products
- work with the District to secure any additional consultant services or project needs that may be required but that were not anticipated at the time of project initiation



- assist to maintain a positive relationship between the Consultant Team and the reviewing agencies
- recommend to the District revisions to the project based on technical constraint/limitations or community issues



PAUL J. IRELAND

Partner

PROFESSIONAL EXPERIENCE

Paul Ireland has extensive experience in city government as a Community Development/Planning Director. He worked over 17 years in top management/director level positions with cities prior to becoming a founding partner of Hogle-Ireland, Inc. He combines a strong background in all aspects of land use planning and community development with highly developed management and organizational skills. Mr. Ireland built several community development departments into well-functioning, efficient organizations. His responsibilities often included Land Use Planning, Transportation Planning, Redevelopment, Economic Development, and Building and Safety.



Hogle-Ireland, Inc. - Partner:

Mr. Ireland's experience in the private sector includes large and small-scale project management, assistance to private builders and developers in formulating policy plans and development strategies, negotiating terms and conditions of development, and mitigation programs. Mr. Ireland strives to maintain a balance of public and private work for both himself and his firm, believing that active involvement in each results in a more valuable service to all clients.

Community Development Director – City of Fontana:

Mr. Ireland was responsible for administration and direction of five divisions: Planning, Building and Safety, Redevelopment, Economic Development, and Development Services, overseeing a staff of ninety. He is credited with dramatic improvement in the relationship between the City and the development community and improving the standards of quality in Fontana.

Manager of Planning – City of Irvine:

Mr. Ireland was responsible for Land Use Planning, Development and Intergovernmental Relations during a very dynamic and critical period in the City's growth. He was active in many major programs and City initiatives, which included functioning as the Project Manager for the planning and early implementation of the Village of Westpark.

Assistant Director of Planning – Kettering, Ohio:

In this capacity Mr. Ireland was responsible for a wide variety of Land Use Planning functions including zoning implementation plan review, grant administration, contract review, direction of consultant teams, community relations and similar activities.

EDUCATION

M.P.A., University of Southern California
M.A., Urban and Regional Planning, Minnesota State University at Mankato

YEARS OF EXPERIENCE
33

PROFESSIONAL AFFILIATIONS

Former Orange County APA Director
American Planning Association (APA) – Inland Empire Section
National Community Development Association – Former Regional Director

LEISA BRUG KLINE
Senior Project Manager, PR

PROFESSIONAL EXPERIENCE

Hogle-Ireland Inc. – Senior Project Manager, PR (2004 to Present):

Duties: Manages community outreach/public relations projects for the firm, serves as project manager on large and/or controversial projects and handles media relations related to the firm and its clients.

Significant Assignments/Projects:

- Public involvement program for Runkle Canyon Specific Plan
- Community relations for Bahia Corinthian Yacht Club
- Community relations and public affairs for Indio Fashion Mall Specific Plan

Van der Brug PR – Owner (2003- 2004):

Duties: Provided community outreach and media relations to diverse populations.

Significant Assignments/Projects:

- Comprehensive public relations campaign for a Southern California housing development
- Outreach programs and media training for non-profit organizations

Sheldon Public Relations – Senior Vice President (2000 to 2003):

Duties: Executed public outreach, media and coalition building campaigns for some of Southern California's biggest and fastest growing companies.

Significant Assignments/Projects:

- Contributed to company growth by 175 percent in two years through successful public relations strategies
- Developed public relations plans for clients including Beazer Homes and Sunrise Assisted Living
- Consulted on various political campaigns

EDUCATION

B.A. Journalism, California
Polytechnic State University,
San Luis Obispo

**PROFESSIONAL
AFFILIATIONS**

Public Relations Society of
America – Board Member of
Orange County Chapter
Irvine Valley College Board
of Governors
San Luis Obispo County
Republican Central
Committee - Elected
Member (1998-2001)

AWARDS

2002 – Young Republican
Federation of California
Activist of the Year



BRIAN S. KURNOW

Associate Project Manager II

PROFESSIONAL EXPERIENCE



Brian Kurnow has several years planning experience working for Southern California cities. Assignments have included providing counter planning services, review and analysis of a variety of planning applications, and research and interpretation of information as it relates to city ordinances. He has also worked on advance planning projects including General Plan Updates and Specific Plans. On the development side, he has worked with private developers to obtain entitlements for various types of projects.

Hogle-Ireland, Inc. – Associate Project Manager II: (October 2003-Present)

Mr. Kurnow has worked as a contract planner for a number of Southern California cities. He has also trained fellow staff in counter operations in those cities. Private clients have included a major food retailer and a large California developer. Tasks he has completed include researching bond exonerations and releases and preparing planning application submittals. Mr. Kurnow has worked on all types of planning applications, as well as Specific Plans and General Plan Updates. He has also become proficient with the ARCView GIS program.

City of Santa Ana - Planning Technician: (October 2002-October 2003)

Mr. Kurnow started with the City of Santa Ana as an intern and was later promoted to Planning Technician. In this capacity he worked in the current planning division assisting the public at the counter and over the phone. He promptly reviewed and processed a variety of permits and applications and efficiently reviewed projects and plans in accordance with the City's zoning code. Mr. Kurnow also prepared information that was presented to the planning commission.

City of Newport Beach - Planning Dept. Intern: (April 2002-September 2002)

Mr. Kurnow assisted in the City's Advanced Planning department where he helped organize the City's Visioning Summit. He kept accurate records while managing, researching and analyzing information pertaining to Conditional Use Permits. Mr. Kurnow conducted field work to update sign information as part of an effort to bring all signage up to current city standards. He also trained incoming interns and was a major player in developing a tree preservation ordinance.

Department of Urban and Regional Planning at UCI, Irvine - Research Assistant: (January 2002-March 2002)

Mr. Kurnow assisted a professor with research pertaining to quality of life issues for persons on Section 8 Housing Assistance. He prepared and sent out a mass survey to approximately 3000 recipients in Orange County.

EDUCATION

B.A., Environmental
Analysis and Design,
University of California at
Irvine

B.A., Sociology, University of
California at Irvine

PROFESSIONAL AFFILIATIONS

American Planning
Association (APA)

LISA GONCHAR

Associate Project Manager I, Public Relations



PROFESSIONAL EXPERIENCE

Hogle-Ireland Inc. – Associate Project Manager I, PR (May 2006 to Present):

Serves as project manager for outreach on several projects; handles media relations for the company and assists project managers with community relations activities. She is presently responsible for the media relations and community outreach for the City of Hesperia General Plan Update.

Orange County Water District – Communications Specialist (May 2005 to May 2006):

Wrote newsletter articles, press releases, the annual report and Web copy; proofread all department materials. Made presentations to community groups and commissions and conducted facility tour.

Provided community outreach and education about the largest groundwater replenishment system in the world
Conducted two annual tours for VIPs and elected officials
Co-directed a two-day Children's Water Education Festival for 6,000 students

Orange County Transportation Authority – Media Relations Assistant (June 2003 to May 2005):

Worked with elected officials and business leaders to build community relationships; coordinated programs and special events; developed and managed an editorial board for a bus customer newsletter. Wrote a variety of media releases, news advisories, fact sheets and speeches to generate positive media attention and coordinated and composed articles for the CEO's weekly update.

Established media contacts and secured media coverage in both print and broadcast for transportation projects
Assisted in media tours and interviews regarding transit issues

Taco Bell Discovery Science Center – Marketing/PR Intern (October 2002 to May 2003):

Wrote media releases, media alerts and letters for the non-profit organization's marketing programs.

Assisted in broadcast news tapings, including work with KOCE and CBS

EDUCATION

B.A.,
Communications/Public
Relations, California State
University, Fullerton

PROFESSIONAL AFFILIATIONS

Public Relations Society of
America (PRSA)
2006 – PRSA PROTOS
Committee
2004 to 2006 – PRSA
Diversity Committee

AWARDS

2005 – Recipient of the Order
of the Orange from Orange
County/PRSA



Fee Schedule

The Fee Schedule for Tasks 1 through 5 is shown below:

Task One Community Outreach	\$145,250
Task Two Entitlement	\$ 77,750
Task Three Environmental	\$ 73,000
Task Four Operations and Marketing Analysis	\$ 15,000
Task Five Project Management	\$ 58,300
Reimbursables	\$18,900
Total	\$388,200